

## EQUIPMENT MANUFACTURERS

### Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.

Phone: Michigan 2-2281

V.P., Exec. in Chg. TV.....Jack Behrend

PRODUCTS: Speedi-Q punches; "TEC" film cleaner.

### Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.

Phone: LOngacre 4-2334

Gen. Mgr.....Howard Ryder, Jr.

Latin American Representative

G. A. Vasseur

Calle 9 No. 251, Vedado, Havana, Cuba

Canadian Representative

447 Jarvis St., Toronto

PRODUCTS: Rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

### Television Utilities Corp.

112-33 Colonial Ave., Corona 68, N. Y.

Phone: TW 8-1000

President.....A. E. Siegel

V.P., Ch. Engr.....C. H. Odom

V.P., Sls. Engr.....Miles Breger

Design Engineer.....Ken Worthington

Production Engineer.....Mark Tamburrelli

PRODUCTS: Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

### Television Zoomar Corp.

500 Fifth Ave., New York, N. Y.

Phone: BRyant 9-5835

President.....Jack A. Pegler

Treasurer.....Dr. Frank G. Back

Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal Zoomar & Super Studio Zoomar.

### Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.

Phone: WEster 3-1600

V.P., Sales Mgr.....E. W. Brinkerhoff

PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

### TNT Tele-Sessions, Inc. & Theatre Network Television, Inc.

575 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-3220

President.....Nathan L. Halpern

Gen. Sales Mgr.....Wm. G. Rolley

Dir. of Pgms.....Marc Daniels

Dir. of Oper.....Edward F. Adiss

Eastern Sales Mgr.....J. B. O'Connor

Dir. of Prod.....Robert F. White

Sec.-Treas. ....George Frank

#### Branch Offices

612 N. Michigan Ave., Chicago 11, Ill.

W. Div. Mgr.....Gordon N. Morford

412 Fisher Bldg., Detroit 2, Mich.

Midwest Div. Mgr.....John L. Beers

5859 Melrose Ave., Los Angeles 28, Cal.

250 Golden Gate Ave., San Francisco, Calif.

Pac. Coast Div. Mgr.....Douglas George

PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

### Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa

Phone: 2-3631

Owner.....M. M. Lasensky

Gen. Mgr.....C. A. Wright

Ass't Sales Mgr.....G. S. Chesen

Eng. Mgr.....L. J. Tokarczyk

PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections. Radio towers, AM, VHF.

### Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.

Phone: ATLantic 7-7303

Exec.....C. Fisher

PRODUCTS: Towers, lighting, erecting, painting & ground systems.

### Trans-Lux Corporation

625 Madison Ave., New York 22, N. Y.

Phone: PL 1-3110

President.....P. E. Furber

Vice President.....A. Giles

Sales Dir.....B. Roth

PRODUCTS: Background scenes by Trans-Lux; rear view slide projectors; translucent screens; & aluminum screen frames.

### Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.

Phone: HARRison 7-9151

President.....Joe Friedman

V.P. & Gen. Sales Mgr.....I. Edelstein

Vice-Pres., Mfg.....Ellis Friedman

Adv. Mgr.....Jerry Friedman

PRODUCTS: Radio, TV, Hi-Fi Phonographs, Tape Recorders.

### John D. Trilsch, Inc.

Box 14201, 12901 Chocolate Bayou Road

Houston 21, Texas

Phone: REpublic 4-2545

President & Treas.....John D. Trilsch

Vice President.....E. E. Armstrong

Secretary.....T. Ralph Blöse

PRODUCTS: Radio, microwave and radar towers.

# EQUIPMENT MANUFACTURERS

## Tung-Sol Electric Inc.

One Summer Ave., Newark 4, N.J.  
Phone: HUmboldt 4-8500

Chairman ..... Louis Rieben  
President ..... Milton Schulte  
Vice-Pres., Sales ..... G. W. Keown  
V.P., Oper. & Eng. .... Dr. A. K. Wright  
V.P. .... Donald A. Harper  
Sec. .... Paul Hemschoot  
Treas. .... H. Merle Darling  
Comptroller ..... George Hallett  
Gen. Mdse. Mgr. .... Daniel J. Webster  
Mgr., Mkt. Svcs. .... Harold F. Cook

PRODUCTS: Electron tubes, transistors, semi-conductor rectifiers, miniature lamps, cathode ray tubes.

## United Transformer Corporation

150 Varick St., New York 13, N. Y.  
Phone: ALgonquin 5-3500

Sales Manager ..... H. Russell  
PRODUCTS: Radio transformers, filters, equalizers, high Q coils.

## Vacuum Tube Products Co., Inc.

(Div. of Hughes Aircraft)

506 S. Cleveland St., Oceanside, Calif.  
Phone: SAratoga 2-6567

N. Y. Phone: HUnter 2-9320

Vice Pres. .... James J. Sutherland  
PRODUCTS: Special cathode ray tubes, Xenon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

## Vallen Inc.

225 Bluff St., Akron, Ohio  
Phone: BLackstone 3-4933

President ..... E. J. Vallen  
PRODUCTS: Vallen panorama track, all-steel and aluminum tracks, electric curtain controls.

## Visual Electronics Corp.

356 W. 40th St., New York 18, N. Y.  
Phone: PENnsylvania 6-5840

President ..... James B. Tharpe  
Vice-President ..... John P. Gallagher  
Home Office Mgr. .... Charles C. Caldabaugh  
Export Sales Mgr. .... Bert Kupperman  
Mgr., Closed Cir. Oper. .... M. A. Mayers  
Replacement Pts. Supply

Mgr., Sec. .... Jessica C. Rafsky  
PRODUCTS: All AM-FM-TV best. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & dist. of Orth Savers, Spot Saver-TV automation system.

STATIONS EQUIPPED IN 1959: ABC, NBC, CBS, CBC networks.

## Westinghouse Electric Corp.

(Television-Radio Division)

Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.

Phone: LIBerty 8-5000

Vice-Pres. .... Chris Witting  
Gen. Mgr. .... O. H. Yoxsimer  
Asst. to Gen. Mgr. .... W. T. Eutz

Mgr. Mfg. .... M. N. Cinelli  
Mgr. Market. .... C. J. Urban  
Prod. Mgr. TV. .... J. J. Eagan  
Prod. Mgr. Radio. .... E. D. Smithers  
Service Mgr. .... K. H. Brown  
Adv. Mgr. .... R. W. Johnson  
Eng. Mgr. .... N. S. Kornetz  
Purchasing Agent. .... L. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

## Wheeler Laboratories, Inc.

(Subsidiary of Hazeltine Corp.)

122 Cutter Mill Rd., Great Neck, N. Y.  
Phone: HUnter 2-8353

President ..... Harold A. Wheeler  
V.P. Ch. Engr. .... David Dettinger  
Treas., Asst. Ch. Engr. .... Frank H. Williams  
Antenna Lab (Smithtown)

Engr. in Chg. .... Ned A. Spencer  
PRODUCTS: Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

## Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.  
Phone: COngress 6-1000

President ..... E. A. Springer  
Vice-President ..... A. A. Wollensak  
PRODUCTS: TV & motion picture camera lenses.

## Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.  
Phone: BERkshire 7-7500

N. Y. Phone: PLaza 1-3700

Chrm. of Bd. .... Hugh Robertson  
Pres. and Gen. Mgr. .... Joseph S. Wright  
Exec. V.P., Asst. Gen. Mgr. &

Treas. .... S. Kaplan  
V-P and Dir. of Mkt. .... Leonard C. Truesdell  
V-P in Chg. of Eng. .... J. E. Brown  
V-P in Chg. of Prod. .... Donald MacGregor  
V-P Advertising. .... Erik Isgrig  
V-P in Chg. Indust. Rel. .... J. M. Ferren  
V-P & Assoc. Dir. of Res. .... Dr. Robert Adler  
V-P Distribution. .... C. J. Hunt  
V-P Hearing Aid. .... Eugene M. Kinney  
V-P in Chg. of Purchases. .... J. E. Anderson  
V-P in Chg. of Res. .... Dr. Alexander Ellett  
V-P, Patents. .... Francis W. Crotty  
V-P, Export. .... John A. Miguel, Jr.  
Secty. and Asst. V-P. .... Karl E. Hassel  
Controller ..... Ralph M. Spang  
Asst. Treas. and Asst. Secty. .... J. Kuhajek  
Asst. Secretaries. .... H. M. Chesser & E. M. Schroeder

Asst. V-P & Chief Eng. .... Nathan W. Aram  
Public Relations Director. .... Ted Leitzell  
Mgr., Mkt. Svcs. .... Philip J. Wood

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-stereophonic high-fidelity combinations; console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Portable, table, & console, TV-stereo phono combinations; hearing aids.

# TV SERVICE FIRMS

## (Also see Equipment Manufacturers)

### Large Screen

**Bodde Screen Co.**, 11541 Bradley Ave., San Fernando, Calif. ....EMpire 5-2551  
**General Precision Laboratory, Inc.**, 63 Bedford Rd., Pleasantville, N. Y.  
**Radio Corporation of America**, Camden, N. J.  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. ....PLaza 7-0440

### Lenses

**Bausch & Lomb Optical Co.**, 739 St. Paul St., Rochester, N. Y.  
**Camera Equipment Co.**, 315 W. 43rd St., New York, N. Y. ....JUdson 6-1420  
**Century Projector Corp.**, 729 7th Avenue, New York, N. Y. ....CIRcle 5-7048  
**National Theatre Supply**, 356 W. 44th St., New York, N. Y. ....CIRcle 5-6900  
**Projection Optics Co., Inc.**, 330 Lyell Avenue, Rochester, N. Y.  
**Raytone Screen Co.**, 165 Clermont Ave., Brooklyn 5, N. Y. ....TRiangle 5-4152  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. ....PLaza 7-0440

### Laboratories

#### LOS ANGELES, CALIF.

**Acme Film Laboratories, Inc.**  
 1161 N. Highland Ave. (38) .HOLlywood 4-7471  
**Anso Processing Lab.**  
 1001 No. LaBrea (38) . . . . .OLdfield 4-0550  
**BRM Film Co.**  
 8235 1/2 W. Third . . . . .WEBster 1-6602  
**Cinema Research**  
 716 N. LaBrea . . . . .WEBster 3-9301  
**Color Reproduction Co.**  
 7936 Santa Monica Blvd. (46) . . . . .OLdfield 4-8010  
**Consolidated Film Industries**  
 959 Seward St. (38) . . . . .HOLlywood 9-1441  
**DeLuxe Labs.**  
 1418 N. Western . . . . .HOLlywood 9-3141  
**Dunn, Linwood G.**  
 1153 N. Highland Ave. . . . .HOLlywood 9-5808  
**Eastman Kodak Research Laboratory**  
 1017 N. Las Palmas Ave. (38) . . . . .HOLlywood 5-7151  
**Film Effects of Hollywood**  
 1153 N. Highland (38) . . . . .HOLlywood 9-5808  
**Film Service Laboratories**  
 6327 Santa Monica Blvd. . . . .HOLlywood 2-3237  
**Flora Color**  
 1715 N. Mariposa St. (27) . . . . .NORmandy 3-2294  
**General Film Labs Corp.**  
 1546 N. Argyle Ave. . . . .HOLlywood 2-6171  
**Hollywood Film Enterprises Inc.**  
 6090 Sunset Blvd. (28) . . . . .HOLlywood 4-2181  
**Houston Color Film Labs.**  
 230 W. Olive Ave., Burbank . . . . .VICTORIA 9-4627  
**Mercer, Ray, & Co.**  
 4241 Normal Ave. (29) . . . . .NORmandy 3-9331  
**Modern Movies, Inc.**  
 6018 Fountain Ave. . . . .HOLlywood 4-7293  
**National Screen Service**  
 7026 Santa Monica Blvd. . . . .HOLlywood 5-3136  
**Pacific Colorfilm**  
 8248 Santa Monica Blvd. . . . .OLdfield 4-0747

**Pathe Laboratories, Inc.**  
 6823 Santa Monica Blvd. . . . .HOLlywood 9-3961  
**Peerless Film Processing**  
 959 Seward . . . . .HOLlywood 4-7156  
**Permafilm, Inc.**  
 6446 Santa Monica Blvd. . . . .HOLlywood 4-4168  
**Producers Photographic Lab. Inc.**  
 6556 Santa Monica Blvd. . . . .HOLlywood 2-1334  
**Technicolor Motion Picture Corp.**  
 6311 Romaine St. . . . .HOLlywood 7-1101  
**Telefilm, Inc.**  
 6039 Hollywood Blvd. . . . .HOLlywood 9-7205  
**Westheimer Co.**  
 6585 Santa Monica Blvd. . . . .HOLlywood 2-6381

#### SAN FRANCISCO, CALIF.

**Bull Film Laboratory**  
 1256 Howard St. . . . .UNderhill 1-8638  
**Cinematic Developments Co.**  
 2125 - 32nd Ave. . . . .MONTrose 4-2435  
**Commercial Film Enterprises**  
 125 Hyde St. . . . .ORdway 3-9162  
**D. D. Monaco Proc. Lab.**  
 2434 Leavenworth . . . . .ORdway 3-0511  
**Motion Picture Service Co.**  
 125 Hyde St. . . . .ORdway 3-9162  
**Multichrome Laboratories**  
 760 Gough St. . . . .HEmlock 1-6507  
**Sola Photo & Sound**  
 37 Prospect Ave. . . . .ATwater 2-6004

#### COLORADO

**Alexander Film Co.**  
 Colorado Springs . . . . .MAIn 4200  
**Johnson Tele-Visuals**  
 Wheatridge, Colo. . . . .BElmont 3-6231  
**Western Cine Service**  
 114 East Eighth Ave., Denver. . . . .AMherst 6-3061

#### WASHINGTON, D. C.

**Byron, Inc.**  
 1226 Wisconsin Ave., N.W. . . . .FEderal 3-4000  
**Capital Film Laboratories, Inc.**  
 1905 Fairview Ave., N.E. . . . .LAwrence 6-4634  
**Koster Film Facilities, Inc.**  
 1017 N. J. Ave., S.E. . . . .LIncoln 4-4410  
**Nat'l Cine Labs.**  
 2006 Powhatan Rd., Hyattsville . . . . .HA 2-4333

#### ATLANTA, GA.

**Beeland Wood Films, Inc.**  
 752 Spring St., N.W. . . . .TRinity 6-7558  
**Paramount News**  
 135 Cain, N.W. . . . .JAckson 3-1636  
**Strickland Film Co.**  
 220 Pharr Rd., N.E. . . . .CEdar 3-5317

#### CHICAGO, ILL.

**Atlas Film Corp.**  
 1111 S. Boulevard, Oak Pk. . . . .AUstin 7-8620  
**Bell and Howell Co.**  
 7100 McCormick, Lincolnwood . . . . .AM 2-1600  
**Chicago Film Laboratory, Inc.**  
 1322 W. Belmont Ave. . . . .BITtersweet 8-6780  
**Colburn, Geo. W., Laboratory**  
 165 N. Wacker Dr. . . . .DEarborn 8-6780  
**Crescent Film Laboratories**  
 7510 N. Ashland. . . . .AMBassador 2-5000  
**Eskay Color Print, Inc.**  
 1325 S. Wabash . . . . .WABash 2-8583  
**Filmack Studios**  
 1327 S. Wabash Ave. . . . .HARRison 7-3395

# TV SERVICE FIRMS

**Wilding Picture Productions Inc.**  
1345 W. Arzyle St.....LONgbeach 1-8410

## DES MOINES, IOWA

**Parrot Films Studio**  
1000 - 14th Pl. ....ATLantic 2-4211

## GARY, INDIANA

**Lakeside Laboratory**  
5929 E. Dunes Hwy.....GARY 8-1114

## INDIANAPOLIS, IND.

**Robert Young Studio**  
1050 S. Holt Rd.....CHapel 4-9526

## NEW ORLEANS, LA.

**Motion Picture Advertising Service Co. Inc.**  
1032 Carondelet St.....RAYmond 2253

## BALTIMORE, MD.

**Alpha Film Laboratories**  
6000 Pimlico Rd.....LIBerty 6216

## BOSTON, MASS.

**Master Motion Picture Co.**  
50 Piedmont St.....HANcock 6-3592

## DETROIT, MICH.

**General Film Laboratory, Inc.**  
66 Sibley .....WOODward 1-7818

**Jam Handy Organization**  
2821 E. Grand Blvd.....TRinity 5-2450

**Wilding Picture Prod., Inc.**  
4925 Cadieux St.....TUXedo 5-3740

## ST. PAUL, MINN.

**Reid II Ray Film Industries**  
2269 Ford Parkway.....MIDway 9-1393

## KANSAS CITY, MO.

**The Calvin Co**  
1105 Truman Rd.....HARRison 1-1230

**Eso-S Pictures**  
1121 W. 47th St.....VALentine 1-8780

**Studna, Louis, Films**  
3214 Gilham Rd.....LOGan 1-6300

## FORT LEE, N. J.

**Consolidated Film Industries**  
Main Street .....WINDsor 4-3400

## NEW YORK, N. Y.

**Color Service Co.**  
115 W. 45th St.....JUDson 6-0853

**Comprehensive Filmtreat Inc.**  
421 W. 54th St.....COLumbus 5-0372

**Consolidated Film Industries**  
Div. of Republic Pictures Corp.  
10 Columbus Circle.....JUDson 6-1700

550 Main St., Fort Lee, N. J. ....WINDsor 4-3400

**Criterion Film Labs, Inc.**  
33 W. 60th St.....COLumbus 5-2180

**Custom Film Lab.**  
1780 Broadway.....CIRcle 5-4830

**DeLuxe Laboratories, Inc. (20th Century-Fox)**  
450 Tenth Ave.....CIRcle 7-3220

**Du-Art Film Laboratories, Inc.**  
245 W 55th St.....PLaza 7-4680

**FilmLab, Inc.**  
126 W. 46th St.....JUDson 2-2863

**Guffanti Film Laboratories, Inc.**  
630 Ninth Ave.....COLumbus 5-5530

**Kln-O-Lux, Inc.**  
17 W. 45th St.....JUDson 6-1880

**Lab-TV**  
723 Seventh Ave.....JUDson 6-2293

**Malcolm Laboratories Corp.**  
244 W. 49th St.....CIRcle 6-6150

**Mecca Film Laboratories, Inc.**  
630 Ninth Ave.....COLumbus 5-7676

**Mercury Film Laboratories Inc.**  
723 Seventh Ave.....CIRcle 5-4930

**Movielab Color Corp.**  
619 W. 54th St.....JUDson 6-0360

**National Screen Service Corp.**  
1600 Broadway .....CIRcle 6-5700

**Paramount Laboratory**  
34-54 35th St., Long Island City....RA 8-8000

**Pathé Laboratories, Inc.**  
105 E. 106th St.....TRafalgar 6-1120

**Peerless Film Processing**  
165 W. 46th St.....PLaza 7-3630

**Precision Film Laboratories**  
21 W. 46th St.....JUDson 2-3970

**Quality Film Lab.**  
450 W. 56th St.....JUDson 6-4912

**Rapid Film Technique, Inc.**  
37-02 - 27th St., L. I. C.....STillwell 6-4601

**Swift Motion Picture Lab.**  
1183 University Ave.....CY 3-2400

**Titra Film Labs**  
1600 Broadway .....PLaza 7-6681

**Tri Art Color Corp.**  
245 W. 55th St.....PLaza 7-4580

**Video Film Laboratories**  
350 W. 50th St.....JUDson 6-7196

## CLEVELAND, O.

**Escar Motion Picture Service, Inc.**  
7315 Carnegie Ave.....ENdicott 1-2707

## DAYTON, O.

**Film Assoc., Inc.**  
4600 S. Dixie Ave.....ZENith 1-2164

## PHILADELPHIA, PA.

**Beswick, Harold W.**  
1017 W. Allegheny Ave.....BALdwin 9-9355

**News Reel Laboratory**  
1729 Sansom St.....BITtenhouse 6-3892

**Welsh Studios**  
1209 E. Chelton Ave.....LLivingstone 8-4611

## DALLAS, TEX.

**Big D Film Lab**  
4215 Gaston Ave.....TAYlor 4-1341

**Jamieson Film Co.**  
3825 Bryan .....TAYlor 3-8158

**Southwest Film Laboratory, Inc.**  
3024 Fort Worth .....WHitehall 6-2184

**Variety Pictures, Inc.**  
3825 Bryan .....TAYlor 3-8158

## MILWAUKEE, WISC.

**Film Arts Productions, Inc.**  
1700 S. 19th St.....MITchell 5-0523

## CANADA

### CALGARY

**Barnes Calgary Film Production Co.**

### MONTREAL

**Associated Screen News, Ltd.**  
5271 Western Ave.....DEXter 1186

**Cinecraft Studios, Inc.**  
1184 St. Catherine St. W.....LANcaster 8092

**Northern M. P. Labs, Inc.**  
10 Dell Park Ave.....

### TORONTO

**Associated Screen News, Ltd.**  
100 Adelaide St. W.....WAVerty 4671

## TV SERVICE FIRMS

Audio Pictures, Ltd.  
310 Lake Shore Rd.....CLifford 1-5211

S. W. Caldwell Ltd.  
447 Jarvis St.....WA 2-2103

Film Laboratories of Canada, Ltd.  
310 Lakeshore Rd.....CLifford 1-5211

Shelly Films, Ltd.  
156 King St. W.....LYndhurst 3431

### OTTAWA

Crawley Films, Ltd.  
19 Fairmont Ave.

National Film Board of Canada  
John & Sussex Sts.....Dldeau 9-5730

### REGINA, SASK.

General Films, Ltd.  
1924 Rose St.

### VANCOUVER

Motion Skreenadz, Ltd.  
Film Exchange Bldg.

Trans-Canada Films, Ltd.  
1210 Burrard St.....PA 1458

Vancouver Motion Pictures, Ltd.  
Film Exchange Bldg.

## Color Processes

Acme Film Labs  
1161 N. Highland, Hollywood 38, Calif.; HOLlywood 4-7471.

Anseo Color  
Anseo Division of General Aniline & Film Corp.,  
2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; OXFord 7-6161; 1001 N. LaBrea, Los Angeles; OLFfield 4-0550.

Cinema Research  
716 N. La Brea, Hollywood 38, Calif.; WEBster 3-9301.

Color Reproduction Co.  
7936 Santa Monica Blvd., Hollywood 46, Calif.;  
OLFfield 4-8010.

Consolidated Film Ind.  
959 N. Seward St., Hollywood; HOLlywood 9-1441.

De Luxe Laboratory  
850 Tenth Ave., N. Y. C.; Circle 7-3220; 1418 N. Western Ave.; Hollywood, Calif.; HOLlywood 9-3141.

Eastman Kodak Co.  
Rochester, N. Y.

Eastman Kodak Research Lab.  
1017 N. Las Palmas Ave., Hollywood; HOLlywood 5-7151.

Film Effects  
1153 N. Highland Ave., Hollywood 38, Calif.;  
HOLlywood 9-5808.

Flora Color  
1715 N. Mariposa, Hollywood, Calif.; NORmandy 3-2291.

Kodachrome  
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Sunset Blvd., Hollywood; HO 4-2181.

Mercer, Ray, & Co.  
4241 Normal Ave., Hollywood; NORmandy 3-9331.

Pathe Lab., Inc.  
6823 Santa Monica Blvd., Hollywood; HOLlywood 9-3961.

Polacolor Process  
Polaroid Corp., Cambridge 39, Mass.

Technicolor Motion Picture Corp.  
6311 Romanne St., Hollywood 38, Calif.; HOLlywood 7-1101; Office: 30 Rockefeller Plaza, New York, N. Y.; Circle 7-7934.

Video Color, Inc.  
11 E. 48th St., N. Y.; MURray Hill 8-8190.

## Projectors

Ballantyne Co., 1712 Jackson, Omaha 2, Nebr.

Bodde Projector Co., 11541 Bradley Ave., San Fernando, Calif. ....EMphre 5-2551

Century Projector Corp., 720 7th Ave., New York N. Y. ....Cirele 5-7048

Camera Equipment Co., 315 W. 43rd St., New York, N. Y.....JUDson 6-1420

## Spot and Flood Lamps

Adams Lighting, Inc., 10 First St., Pelham, N. Y. PELham 8-4003

Ariel Davls Supply Co., 3687 S. State St., Salt Lake City, Utah.

Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y. ....Circle 6-7770

Compen Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill. ....EVErglade 4-1000

General Electric Co., 1013 Williamson Bldg. Cleveland, O.

International Motion Picture Consultants, Inc., National Press Building, Washington, D. C.

Kliegl Bros., 321 W. 50th St., New York, N. Y. COLUMbus 5-0130

Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif. ....CHapman 5-1086

Motigraph, Inc., 4441 W. Lake St., Chicago 24, Ill. ....ES 8-6600

National Theater Supply, 356 W. 44th St., New York, N. Y. ....Circle 5-6900

Radiant Lamp Corp., 300 Jelliff Ave., Newark N. J. ....B1 3-6850

Radio Corp. of America, Front & Cooper Sts., Camden, N. J.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y. ....PL 7-0440

Sylvania Electric Products Co., 1740 Broadway, New York, N. Y. ....JUDson 6-2424

Wenzel Projector Co., 2509 S. State St., Chicago 16, Ill. ....CA 5-6285

Westinghouse Electric Corp., 2519 Wilkens Ave., Baltimore 3, Md.

## Carpets

Bigelow Carpet Co., 140 Madison Ave., New York, N. Y. ....OREgon 9-3000

Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa. ....BALdwin 3-2000

A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y. ....OREgon 9-1220

James Lees & Sons Co., Bridgeport, Pa.

C. H. Masland & Sons, Carlisle, Pa.

Alexander Smith, Inc., 295 5th Ave., New York 16, N. Y. ....MURray Hill 9-1300

## Background Processes

### LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.  
1161 N. Highland Ave. (38). HOLlywood 4-7471

Anderson, Howard A., Co.  
751 N. Fairfax.....OLive 3-4880

Bodde Screen Co.  
11541 Bradley Ave., San Fernando, Calif. EMPIRE 5-2551

## TV SERVICE FIRMS

**Cinema Research**  
716 N. LaBrea, Los Angeles...WEBster 3-9301  
Hollywood 2-7464

**Consolidated Films Industries, Inc.**  
959 Seward St.....HOLlywood 9-1441

**Mercer, Ray**  
4241 Normal Ave.....NOrmandy 3-9331

**Pathe Laboratories, Inc.**  
6823 Santa Monica Blvd....HOLlywood 9-3961

**Technicolor Motion Picture Corp.**  
6311 Romaine St.....HOLlywood 7-1101

## Raw Stock

**AnSCO**  
AnSCO Division of General Aniline & Film Corp.,  
Binghamton, N. Y.; 406 Lexington Ave.,  
OXford 7-6161, New York 19, N. Y.; 1001 N.  
LaBrea, OLdfield 4-0550, Los Angeles, Calif.

**DuPont**  
I. E. du Pont de Nemours and Co. (Inc.)  
Photo Products Division, Wilmington, Del.;  
7051 Santa Monica Blvd., HOLlywood 9-5147,  
Hollywood 38, Calif. **Factories: Parlin, N. J.**

**Eastman**  
See W. J. German, Inc., **Factories: Eastman  
Kodak Co., Rochester, N. Y.**

**German, W. J., Inc.**  
Distributor of Eastman motion picture film.  
John St., Fort Lee, N. J., WIndsor 8-5100;  
6677 Santa Monica Blvd., HOLlywood 4-6131  
Hollywood 38, Calif.

## Storage Vaults

### LOS ANGELES, CALIF.

**Hollywood Film Co.**  
956 Seward St.....HOLlywood 2-3284

**Seward Film Vaults**  
1010 N. Seward St.....HOLlywood 4-0141

### NEW YORK, N. Y.

**Bonded Film Storage Corp.**  
630 Ninth Ave.....JUDson 6-1030

**Consolidated Film Industries,  
Div. of Republic Pictures Corp.**  
10 Columbus Circle.....JUDson 6-1700

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### LOS ANGELES, CALIF.

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4151 Prospect.....NOrmandy 3-3311

**Bailey Color Stock Library**  
7934 Santa Monica, Hollywood, Calif.;  
OLdfield 4-8197

**Elmer Dyer**  
711 N. La Jolla Ave. (46).....WEBster 9-8308

**Lee Green Stock Footage**  
1400 Ridgewood Place.....HOLlywood 2-1281

**Sherman Grinberg Film Libraries**  
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**Holbrook's Film Library**  
1426 N. Beachwood.....HOLlywood 7-7715

**Mercer, Ray & Co.**  
4241 Normal Ave. (27).....NOrmandy 3-9331

**Smith & Holst Films**  
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### NEW YORK, N. Y.

**Stock Shots To Order, Inc.**  
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HOLlywood 4-1117

**Avery, Tex, Cartoons**  
10681 Santa Monica Blvd., Los Angeles (25)  
GRanite 7-3325

**Cain, Mary, I & P Service**  
7107 DeLongpre, HOLlywood (46)  
HOLlywood 4-5186

**Cascade Pictures**  
1027 N. Seward St., Los Angeles (38)  
HOLlywood 2-6481

**Churchill-Wexler**  
801 No. Seward St., Los Angeles (38)  
HOLlywood 2-6671

**Cinema Research Corp.**  
716 N. LaBrea.....WEBster 3-9301

**Disney, Walt**  
500 S. Buena Vista, Burbank...VICToria 9-3411

**Glenar (Sld) Productions**  
6618 1/2 Sunset Blvd. (38).....HOLlywood 4-0406

**H-B Productions**  
1416 N. LaBrea, HOLlywood (38)  
HOLlywood 3-2141

**Lantz, Walter**  
861 Seward St.....HOLlywood 9-2907

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4241 Normal Ave.....NOrmandy 3-9331

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6350 DeLongpre, HOLlywood (28)  
HOLlywood 9-3009

**Munk, Hedy, I & P Service**  
923 Seward, HOLlywood (28).....HOLlywood 4-5496

**Patin, Ray, Productions, Inc.**  
6650 Sunset Blvd., HOLlywood (28)  
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1401 No. La Brea, HOLlywood (28)  
HOLlywood 5-2193

**Quartet Films**  
5631 HOLlywood Blvd., HOLlywood (28)  
HOLlywood 4-9225

**Sketchbook Films**  
11465 Chandler, No. HOLlywood  
TRiangle 7-4729

**Sutherland Productions, Inc.**  
201 No. Occidental Blvd., Los Angeles (26)  
DUNkirk 8-5121

**Technique Productions**  
9424 Dayton Way, Beverly Hills....CR 5-8646

**Thompson's, Aurl, I & P Service**  
11459 Riverside Drive, No. HOLlywood  
POplar 6-5723

**UPA**  
4440 Lakeside Dr., Burbank.....TH 2-7171

**Warner Bros. Cartoons, Inc.**  
461 S. Calif. St., Burbank....THornwall 5-2633

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**Terrytoons**  
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109 W. 64th St.....TRafalgar 3-0720

**Paramount Pictures Corp.—Cartoon Studio**  
25 W. 45th St.....JUDson 2-4500

**Radio & TV Packagers, Inc.**  
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**Smith, Fletcher, Studios, Inc.**  
321 E. 44th St.....MURray Hill 5-9010

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Premiums, Etc.**

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408 W. 57th St., N.Y. 19.....PL 7-8150
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- The Reuben H. Donnelley Corp.**  
305 East 46th St., N. Y. C.....ORegon 9-4000
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141 E. 44th St., N. Y. C.....OXford 7-3047
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155 Mincola Blvd.....Murray Hill 2-8540
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- Stopper Topper**  
60 E. 42nd St., N. Y. C.....OXford 7-0306
- Spotlight Promotions**  
1150 6th Ave., N. Y. C.....OXford 7-3322

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Station Brokers**

- Blackburn & Co.**  
Washington, D. C.: Washington Bldg., S<sup>terling</sup> 3-4341. James W. Blackburn, partner.  
Chicago, Ill.: 333 N. Michigan Ave., FInancial 6-6460. West Coast: 9441 Wilshire Blvd., Beberly Hills, Calif.—CRestview 4-2770; South-  
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- Haskell Bloomberg**  
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New York: 41 E. 42nd St., MU 7-8436.
- Hamilton, Stubblefield, Twining & Assoc.**  
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Cleveland, Ohio: 2414 Terminal Tower, TO 1-6727. Jackson B. Maurer.  
Chicago, Ill.: Tribune Tower, DE 7-2754. Ray V. Hamilton, Barney Ogle.  
San Francisco, Calif.: 111 Sutter St., EX 2-5671. W. R. Twining.
- Kander, Allen & Co.**  
Washington, D. C.: 1625 Eye St., N.W., NA-  
lional 8-1990.  
New York 17, N. Y.: 60 E. 42nd St., MUrray Hill 7-3727.  
Chicago 1, Ill.: 35 E. Wacker Dr., RAndolph 6-6760.

Denver, Colo.: 1700 Broadway, AComa 2-3623.  
**Frederick Pittera Associates**  
New York: 500 Fifth Ave., COlumbus 5-5400.

**Radio Broadcast/Management Associates**  
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port 1-3322. Executive Consultants, John L.  
Humphreys and N. E. Paton.

**Howard E. Stark**  
New York 22, N. Y.: 50 East 58th St., EL-  
dorado 5-0405.

**Edwin Tornberg & Co., Inc.**  
60 E. 42nd St., N. Y. C.....MU 7-4242;  
West Coast—860 Jewell Ave., Pacific Grove,  
Calif., FRontier 2-7475; Washington—1625 Eye  
St. N.W., District 7-8531.

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*NEW YORK, N. Y.*

- Bonded's Film Center Theater**  
630 Ninth Ave.....JUdson 8-1030
- International Theatre (210 seats)**  
120 W. 42nd St.....Wisconsin 7-9907
- Johnny Victor Theater**  
40 W. 49th St.....JUdson 6-3800
- Movielab Theatre Service, Inc.**  
619 W. 54th St.....JUdson 6-0360
- Preview Theater**  
1600 Broadway .....Circle 6-0865
- R.C.A. Victor**  
411 Fifth Ave.....MUrray Hill 3-7611

**Commercials Monitoring**

**National TV Monitor, Inc.**  
601 Madison Ave., N.Y.C...MUrray Hill 8-1071

**Costumes**

*NEW YORK, N. Y.*

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160 W. 48th St.....Circle 5-5634
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110 W. 47th St.....PLaza 7-4170
- Brooks Costumes**  
3 W. 61st St.....PLaza 7-5800
- Eaves Costume Co., Inc.**  
151 W. 46th St.....PLaza 7-3730
- Lillian Costume Co.**  
56 W. 56th St.....Circle 5-5199
- Stage Costumes, Inc.**  
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4902 Lawrence St., Bladensburg, Md.  
APpleton 7-9585

H. M. Diambra.....President

## GIANTVIEW TV NETWORK

(Div. of Meilink Steel Safe Co.)  
(Closed Circuit Programming)

901 Livernois Ave., Ferndale 20, Mich.  
LIncoln 8-2500

440 Park Ave. S., New York, N. Y.  
MU 6-9242

Richard L. Colten.....Exec. in Charge

## INTERNATIONAL TELEMETER CO.

(Division of Paramount Pictures Corp.)  
1501 Broadway, New York 36, N. Y.  
BRyant 9-8700

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Leslie Winik.....Vice President

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15th & Lehigh, Philadelphia 32, Pa.  
BALdwin 6-3456

Milton J. Shapp.....President

Zalmon Garfield.....Asst. to President

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1585 Broadway, New York  
CIRCLE 5-4800

Phil Harling .....Chairman

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WAtkins 4-7060

Arthur Levey.....President

Frank V. Quigley.....Secy.-Treas.

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400 Park Ave., New York 5, N. Y.  
PLaza 3-5600

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1320 Soldiers Field Rd., Boston 35, Mass.  
ALgonquin 4-5400

George W. W. Brewster.....Chairman

Donald Spencer.....Pres., Treas.

## TECO INC.

231 S. LaSalle St., Chicago 4, Ill.  
FINancial 6-3499

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## TELEGLOBE PAY-TV SYSTEM INC.

15 E. 48th St., New York 17, N. Y.  
ELdorado 5-0010

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## VIDEO INDEPENDENT THEATERS INC.

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REgent 9-0681

Henry S. Griffing.....President

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6001 Dickens Ave., Chicago 39, Ill.  
BERkshire 7-7500

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# Motion Picture Theatres in the U. S. Equipped for Television

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>	
CALIFORNIA	Fresno	2,169	Fresno	
	Huntington Park	1,468	Huntington Park	
	Los Angeles		1,757	Downtown
			2,213	Orpheum
			3,387	Paramount
		1,363	Ritz	
	San Francisco	2,646	Paramount	
	399	Telenews		
COLORADO	Denver	2,096	Paramount	
DIST. OF COL.	Washington	3,452	Capitol	
		1,838	Keith's	
FLORIDA	Jacksonville	1,155	Florida	
	Miami	2,000	Carib	
ILLINOIS	Chicago	1,234	Capitol	
		1,299	Crown	
		3,931	Marbro	
		2,649	State Lake	
		606	Loop	
	3,414	Tivoli		
	4,320	Uptown		
INDIANA	Indianapolis	3,313	Indiana	
IOWA	Des Moines	1,708	Paramount	
LOUISIANA	New Orleans	3,400	Saenger	
MARYLAND	Baltimore	2,048	Century	
		1,320	Metropolitan	
		2,843	Stanley	
		1,860	State	
MASS.	Boston	1,500	Pilgrim	
		3,583	State	
MICHIGAN	Detroit	2,500	Easttown	
		2,967	Palms State	
MINNESOTA	St. Paul	2,362	Paramount	
MISSOURI	St. Louis	3,166	State	
NEBRASKA	Omaha	2,978	Orpheum	
NEW JERSEY	Asbury Park	1,558	St. James	
	Camden	2,213	Stanley	
NEW YORK	Albany	1,550	Palace	
	Binghamton	2,284	Capitol	
	Buffalo	2,091	Centre	
	N.Y.C.—Bronx	2,353	Fordham	
	N.Y.C.—Brooklyn		4,060	Fox
			2,146	Marine
	N.Y.C.—Manhattan	450	Guild Newsreel	
	2,282	Victoria		

(Continued on Next Page)



# INDUSTRY ORGANIZATIONS

## Personnel—Addresses—Unions

## Guilds—Associations—Radio-TV Groups

### ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.  
Phone: Plaza 7-7660

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6636 Hollywood Blvd., Los Angeles 28, Calif.  
230 Jones St., San Francisco 2, Calif.  
519 Jarvis St., Toronto, Ont.

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Phone: Judson 2-1520

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1200 18th Street, NW, Washington 6, D. C. Phone: STerling 3-9153. T. S. Repplier, President.  
203 N. Wabash Ave., Chicago 1, Ill. Phone: RAn-dolph 6-1753. L. S. Schwartz, midwest representative.  
9100 Sunset Blvd., Los Angeles 46, Cal. Phone: CRestview 4-8039.  
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- To raise continually higher standards of advertising practice.
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425 Park Ave., New York 22, N. Y.  
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102 E. Hubbard St., Chicago 11, Ill. Phone: WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

### FUNCTIONS

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158 W. 55th St., New York 19, N. Y.  
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### BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Cal.  
Phone: HOllwood 2-1108

### FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

## AMERICAN GUILD OF MUSICAL ARTISTS

1841 Broadway, New York 23, N. Y.  
Phone: COlumbus 5-3687-8-9

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215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677. Sanford Wolff, Rep.

704 Bellevue N., Seattle 2, Wash., Phone: CA 0438. George Peckham, Rep.

421 Phelan Bldg., 760 Market St., San Francisco, Cal. Phone: EX 2-6990. Edward Reith, Rep.

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621 La Barre Rd, New Orleans, La. Earl Von Hoven,  
Rep.  
519 Jarvis St., Toronto 5, Ont., Canada. Phone:  
WA 4-6532. Larry H. McCance, Rep.

### FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

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Nat'l. Admin. Secy. .... Jackie Bright

### BRANCH OFFICES

110 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130  
Eastern Regional Director..... Lou Smolev  
64 W. Randolph St., Chicago, Ill.; Phone: CEntal  
6-5561  
Mid-West Regional Director..... Ernie Fast  
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone:  
HOLlywood 4-8281  
Western Regional Director..... Irvin Mazzei

### FUNCTIONS

A branch of the Associated Actors and Artists of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

## AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.  
Phone: CEntal 6-8306

### OFFICERS

President ..... Wendell R. Smith  
V.P.'s ..... Harper W. Boyd, Jr.,  
Robt. T. Browne, Donald R. Longman, Jack C.  
Griffin  
Secretary ..... Schuyler F. Otteson  
Treasurer ..... John P. Bennett  
Exec. Dir. .... William C. Gordon, Jr.

### BRANCH OFFICES

44 Chapters in the U.S. & Canada

### FUNCTIONS

A professional society for the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

## AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.  
Phone: YUkon 6-8200

### OFFICERS

President ..... D. Tennant Bryan  
Vice-President ..... Mark Terree  
Secretary ..... H. H. Cahill  
Treasurer ..... J. Hale Steinman  
General Manager ..... Cranston Williams

### BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:  
Franklin 2-3746; George N. Dale, Chairman.

### FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

## AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-8800

### OFFICERS

President ..... Stanley Adams  
Vice-President ..... Louis Bernstein  
Vice-President ..... Otto A. Harbach  
Secretary ..... Deems Taylor  
Asst. Secretary ..... Arthur Schwartz  
Treasurer ..... Frank H. Connor  
Asst. Treasurer ..... J. J. Bregman

### BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Jack J. Bregman, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, Howard Dietz, Arthur Schwartz, John D. Marks, Bernard Goodwin, Jack Mills, Douglas Moore, Rudolph Touhert, Maurice Scopp, Herman Starr, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen, Morton Gould.

### BRANCH OFFICES

in all principal cities throughout the United States.

### FUNCTIONS

ASCAP is a performing right society through which users of music obtain clearance of the right to perform publicly for profit the copyright works of its members.

## AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

75 E. 55th St., New York 22, N. Y.  
Phone: ELdorado 5-7281

### OFFICERS

President ..... Ester V. W. Tufty  
Washington, D. C.  
\*V.P.'s ..... Margaret M. Kearney, WCAU-AM-TV,  
Phila., Pa.; Marcer Livermore, WRKT, Cocoa Beach,  
Fla.; Dee Sweet, Indianapolis, Ind.; Montez Tjaden,  
KWTW, Okla. City, Okla.  
\*Secy., Treas. .... Martha Rupprecht

CBS-TV, New York, N. Y.

### DIRECTORS-AT-LARGE

Marion Annenberg, WDSU-AM-TV, New Orleans;  
Lucile Bush, Racine, Wisc.; Muriel Fox, N.Y. C.

### FUNCTIONS

Year-round medium of exchange for women in broadcasting & allied fields, with individual chapter meetings held regularly, area conferences during the year, and annual nat'l four-day convention serving members as "refresher course" in all industry segments.  
\* New election in June

## ANIMATION PRODUCERS ASSOCIATION

60 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-8477

### OFFICES

President ..... Jack Zander  
Vice President ..... Lew Giffard  
Treasurer ..... Sam Magdoff  
Secretary ..... Bill Weiss

## ORGANIZATIONS

### DIRECTORS

Fred Hankinson, Ralph Koch, Sam Levy, Ken Drake,  
Robert Klaeger, Lars Colonius, Martin Gottlieb.

### FUNCTIONS

To further the use of animation, and to promote  
harmonious relations among producers, adv. agencies,  
distributors, and employee organizations.

### ART DIRECTORS CLUB

115 East 40th Street, New York 16, N. Y.  
Phone: MUrray Hill 5-4340

### OFFICERS

President ..... Garrett P. Orr  
1st Vice-Pres. .... Edward R. Wade  
2nd Vice-Pres. .... Russell Hillier  
Secretary ..... Andrew K. Nelsen  
Treasurer ..... Mahlon A. Cline

### BRANCH OFFICES

31 natl. society clubs throughout U. S.

### FUNCTIONS

Exhibitions, scholarship course, publishing adv. art  
books, research, conference.

### ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.  
Phone: CIrcle 6-1379

### OFFICERS

President ..... Eddie Elkort  
1st Vice-President ..... Hattie Althoff  
2nd Vice-President ..... Leonard Romm  
Vice-Presidents ..... Jack Russell, James Lanagan,,  
Dinty Moore, Wm. J. O'Halloran  
Secretary ..... Ben Kuchuk  
Treasurer ..... Joseph Singer

### BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.  
1005 Century Bldg., Pittsburgh, Pa.  
470 Columbus Ave., San Francisco, Calif.  
301 Fox Bldg., Detroit, Mich.

### BOARD OF GOVERNORS

Hattie Althoff, Larry Barnett, Eddie Elkort, James J.  
Grady, Howard L. Hausman, Dick Henry, Ben Kuchuk,  
James Lanagan, Dinty Moore, William J. O'Halloran,  
Vic Rocco, Jack Russell, Joseph Singer, Edward E.  
Smith, Norman Weiss, George Werfel.

### FUNCTIONS

To establish, maintain and advance high ethical  
standards among members in the conduct of their in-  
dividual business of representing persons engaged in  
the theatrical business and allied activities.

### THE ASSOCIATED PRESS RADIO & TV ASSOCIATION

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

### OFFICERS

President ..... Daniel W. Kops  
WAVZ, New Haven, Conn.  
Vice-President ..... Tom Eaton  
WTIC, Hartford, Conn.  
Vice-President ..... James M. Gaines  
WOAI, San Antonio, Tex.  
Vice-President ..... Richard Cheverton  
WOOD, Grand Rapids, Mich.  
Vice-President ..... William W. Grant  
KOA, Denver, Colo.  
Secretary ..... Oliver Gramling  
Treasurer ..... Robert Booth

### FUNCTIONS

An association of radio and television members of  
the Associated Press to enable AP management and  
subscribers to work together adapting wire service to  
needs of broadcasters, and to stimulate membership  
activity in news field.

### ASSOCIATION FOR PROFES- SIONAL BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.  
Phone: DE 2-9300

### OFFICERS

President ..... Glenn Starlin  
Vice-President ..... W. Earl Dougherty  
Secy.-Treas. .... Richard M. Brown  
Directors ..... Donley Feddersen,  
Sydney Head, Ward Quaal, Lee Rivitch, W. C.  
Swarthey, Bruce Linton, Kenneth Harwood  
Exec. Secretary ..... Fred Garrigus  
Prom., Pub. Head ..... Leo Martin

### FUNCTIONS

The purpose of the Association is to promote better  
understanding between broadcasters and schools which  
offer pre-professional training in the broadcast media.

### ASSOC. OF CANADIAN ADVERTISERS, INC.

85 Richmond St., West, Toronto 1, Ontario  
Phone: EMpire 3-8046

### OFFICERS

President ..... J. J. McGill  
Vice-Pres. .... E. J. Coleman,  
E. T. Gater, J. W. Cook, K. J. Farthing, P. J.  
McGinnis.  
V. P., Treas. .... A. B. Yeates  
Gen. Mgr., Sec'y. .... B. E. Legate

### FUNCTIONS

An organization of Canadian companies promoting  
long-range, scientific development of advertising and  
marketing.

### ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.  
Phone: DIstrict 7-5412

### OFFICERS

President ..... Jack Harris  
1st Vice-Pres. .... Charles H. Crutchfield  
2nd Vice-Pres. .... Donald D. Davis  
Secy.-Treas. .... Harold Essex  
Ass't. Secy.-Treas., Exec. Dir. .... Lester W. Lindow  
Ass't. Executive Director ..... Arch L. Madsen

### BOARD OF DIRECTORS

C. Howard Lane, J. H. DeWitt, Jr., Harold Hough,  
Robert D. Swezey, Harold C. Stuart, John S. Hayes,  
Lawrence H. Rogers, II, Carter M. Parham, Ward  
Quaal, Roger Clipp, Joseph B. Epperson, Jack Harris,  
Alex Keese, C. Wrede Petersmeyer, Charles H. Crutch-  
field, Donald D. Davis, Harold Essex, Lester Lindow,  
David C. Moore, Edwin K. Wheeler.

### FUNCTIONS

AMST is dedicated to insuring maximum television  
service to the American people. Consistent with this  
objective it favors efforts to expand and develop  
television service throughout the United States but  
opposes any compromise or deterioration of the tech-  
nical quality or service now being provided.

### ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.  
Phone: Oxford 7-5950.

### OFFICERS

Chairman ..... Donald S. Frost  
Vice-Chairman ..... Roger H. Bolin  
Vice-Presidents Cy Norton, Lowell McElroy, J. M. Allen  
Vice-President, Secy. .... Peter W. Allport

## ORGANIZATIONS

V.P. West Coast.....Ken Boucher  
 General Counsel.....Gilbert H. Weil

### DIRECTORS

Douglas L. Smith, J. R. Barlow, Norbert A. Considine, Jr., Richard S. Lowell, K. L. Skillin, Bertram V. Jones, Melvin S. Hattwick, Everett M. Runyon, H. F. Schroeter, R. G. Stolz, John T. Morris, Max Banzhat, Stanley W. Koenig, John Veckly.

### FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

## ASSOCIATION OF RADIO-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.  
 Phone: OXford 7-5300

### OFFICERS

President.....Robert Trout  
 V.P.....John MacVane  
 Secretary.....Blair Clark  
 Treasurer.....Cesar Saerchinger  
 Executive Board.....Quincy Howe,  
 H. V. Kaltborn, Leon Pearson.

### FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

## THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
 Phone: MURray Hill 9-4950

### OFFICERS

President.....Pearl S. Buck  
 Vice-President.....Cleveland Amory  
 Secretary.....John Vandercook  
 Secretary to the Council.....Luise M. Sillcox  
 Membership Secretary.....Edith Mackin

### FUNCTIONS

National business organization of authors in the publication field.

## THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
 Phone: MURray Hill 9-4950

### OFFICERS

President.....Moss Hart  
 Vice-President.....Rex Stout  
 Treasurer.....Arthur Schwartz  
 Secretary.....Ann Petry  
 Executive Secretary.....Luise M. Sillcox

### FUNCTIONS

The national business organization of authors and dramatists.

## BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.  
 Phone: MURray Hill 5-0888

### OFFICERS

Chmn. of Bd.....John H. Breck, Jr.  
 Vice-Chmn.....Robert E. MacNeal  
 Vice-Chmn.....Frank Armour, Jr.  
 Chmn. Exec. Committee.....Edward R. Taylor  
 Vice-Chmn. Exec. Comm.....Walter Jeffrey  
 Treasurer.....Robert L. Connelly  
 President.....Henry E. Abt

### FUNCTIONS

Conducts a year 'round promotional program in radio, TV, and other media which emphasizes to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

## THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.  
 Phone: Circle 7-0656

### OFFICERS

U. S. Representative.....Derek Russell  
 Ch. Ass't (TV).....G. del Strother  
 Program Assistant.....Lillian Lang  
 News Ass't.....Barbara Rosen  
 Transcription Assistant.....Marion Moss  
 Chief Engineer.....Arthur S. Toby

### BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. Phone: PLaza 4-1234, Ext. 3121. J. C. Crawley, U. N. Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone: EXecutive 3-1465. Christopher Serpel, Gerald Priestland, Washington correspondents.

### FUNCTIONS

Promotes and distributes BBC Radio & TV programs in the U. S., and produces Radio & TV material for British audiences.

## BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 6-5100

### OFFICER

Director, Radio-TV Div.....Rodney C. Chalk

### BRANCH OFFICES

2300 Connecticut Ave., Washington, D. C. Phone: HObart 2-1340.

720 N. Michigan Ave., Chicago 11, Ill. Phone: WHitehall 3-1480.

2516 Pacific Ave., San Francisco 15, Cal. Phone: FILLmore 6-3033.

448 S. Hill St., Los Angeles 13, Cal. Phone: MADison 6-4411.

### FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

## BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.  
 Phone: OREGon 9-2968

### OFFICERS

Exec. Dir.....S. Franklin MacI  
 Assoc. Exec. Dir.....Wesley B. Goodman  
 Bus. Mgr.....Arthur W. Rhinow  
 Dir., Program Oper.....Ben E. Wilbur  
 Dir., of Films.....Alexander B. Ferguson  
 Dir., Program Prom.....Carl Cannon  
 Dir., of Special Proj.....Arthur Austin  
 Dir., Best. Tng.....Charles H. Schmitz  
 and Enlistment  
 Assoc. Prod.....Richard A. Cobb  
 Dir., Film Dist.....Margaret Carter

### BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-7464. George Heimrich, Director.

## BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-1668

Manager.....Martin Lawrence  
 Editor.....J. Ulienne (Judy) Dupuy

### FUNCTIONS

Publishers of TV film source books; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

## BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.  
 Phone: PLaza 9-1500

### OFFICERS

President.....Carl Haverlin  
 Vice-President—General Counsel.....Sydney M. Kaye  
 Vice-Pres. in charge Station Relations.....Glenn Dolberg

# ORGANIZATIONS

Vice-Pres. in charge Foreign Relations. Jean Geiringer  
 Vice-Pres. in charge Station Service. Ralph L. Harlow  
 Vice-pres. in charge Domestic Performing Rights  
 Administration & Secy. Robert J. Burton  
 Vice-Pres. in charge Writer Relations. Robert B. Sour  
 Ass't. VP in charge Publisher & Writer Relations  
 (West Coast) Richard L. Kirk  
 Ass't. VP in charge Publisher Relations. Theodora Zavin  
 Comptroller Edward J. Molinelli  
 Ass't Secretary-Treasurer. Robert J. Higgins

## BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover  
 3-5394.  
 1549 N. Vine St., Hollywood 28, Calif. Phone:  
 HOLlywood 4-7447.

## BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino,  
 Alfred R. Beckman, John Elmer, Carl Haverlin, Dwight  
 Martin, Herbert Hollister, Leonard Kapner, Paul W.  
 Morency, William Regan, J. Leonard Reinsch, J. Harold  
 Ryan, G. Richard Shaffo, E. R. Vadoboncoeur.

## STATION RELATIONS

Vice-Pres., Glenn Dalberg; Field Staff: Justin Brad-  
 shaw, Turner Cooke, Richard Crans, Graeme Fletcher,  
 Bob Fuller, Wayland Fullington, Al Marlin, Dorsay Ow-  
 ings, Lin Pattee, Ken Sparrow, Burt Squire.

## FUNCTIONS

The function of BMI is to license to music users  
 public performing rights in the music of a group of  
 affiliated publishers, writers and organizations.

## BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.  
 Phone: PLaza 9-1500

## OFFICERS

President..... Merle S. Jones  
 1st Vice-Pres..... Sol Taishoff  
 Vice-Presidents..... Charles Godwin,  
 Roger W. Clipp, Howard Lane, J. Leonard Reinsch.  
 Secretary..... Raymond F. Guy  
 Treasurer..... Robert J. Higgins  
 Exec. Sec'y..... M. H. Shapiro

## FUNCTIONS

"To establish a membership organization of persons  
 who by their long years of service in the field of  
 Radio desire to become associated for the purpose of  
 friendship and education. The Club shall be a central  
 house for the exchange of information and historical  
 data about the Radio industry and shall record in  
 form to be determined facts and data about the history  
 of the Radio industry and its traditions for use by this  
 and future generations. It is felt that this organiza-  
 tion with the resultant exchange of information would  
 make a valuable contribution to the public interest."

## BROADCASTERS' PROMOTION

### ASS'N., INC.

20 N. Wacker Dr., Chicago, Ill.  
 Phone: ANdover 3-0800

## OFFICERS

President..... Charles A. Wilson  
 WGN, Inc., Chicago  
 First V.P..... Gene Godt  
 WCCO-TV, Indianapolis, Ind.  
 Second V.P..... Burt Toppen  
 WTVJ, Miami, Fla.  
 Secy.-Treas..... William Pierson  
 WBKB, Chicago, Ill.

## DIRECTORS

Janet Byers, KYW, Cleveland, Ohio; Harvey M.  
 Clarke, London, Ont., Canada; Austin Heywood, KNXT,  
 Los Angeles, Cal.; L. Walton Smith, Transcontinent  
 Television Corp., Rochester, N. Y.; Jas. M. Kiss,  
 WPEN, Philadelphia, Pa.; Ken McClure, KENS-TV,  
 San Antonio, Tex.; Don Curran, KTVI, St. Louis, Mo.;  
 John F. Hurlbut, WFBM-AM-TV, Indianapolis, Ind.;  
 Bruce Wallace, WTMJ-AM-TV, Milwaukee, Wis.; Hay-  
 wood Meeks, WMAL-TV, Washington, D. C.; Roy C.  
 Pedersen, WDAY-AM-TV, Fargo, N. D.; Samuel Elber,  
 WGBS, Miami Beach, Fla.; Elliot W. Henry, American  
 Bcstg. Co., Chicago, Ill.

## FUNCTIONS

The Association was formed for the betterment of  
 broadcasting activity by furthering the recognition,  
 organization and extension of promotional activity as

an essential function in the broadcasting-telecasting  
 business; by increasing the effectiveness of broad-  
 casters' promotion personnel through contacts with  
 one another, and with representatives of related  
 business, through the exchange of information and  
 ideas, and through consequent improvement of promo-  
 tion methods, research principles and techniques; and  
 by assisting broadcasters to secure competent per-  
 sonnel for promotion work.

## THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario  
 Phone: HUDson 5-9464

## OFFICERS

President..... George S. Bertram  
 Vice-President..... Ross A. MacCreath  
 Exec. V. P..... Charles A. Burton  
 Research & Development Director..... Wilfred L. Hudson  
 Secretary & Treasurer..... Charles J. Follett  
 Honorary President..... Charles R. Vint  
 Cima. Advisory Comm..... Horace N. Stovin

## DIRECTORS

Wm. H. Erskine, Montreal; Ray B. Collett, Toronto;  
 Andre Daveluy, CKAC, Montreal; Ernest T. Gater,  
 Aurora, Ont.; T. Ralph Hart, Toronto; Wm. N. Hawkins,  
 CFOS, Owen Sound, Ont.; W. Harold Poole, Toronto;  
 Ralph T. Snelgrove, CKKB, Barrie, Ont.; William E.  
 Trimble, Toronto; Wm. W. Vanderburgh, Toronto; W.  
 Clifford Wingrove, CFPL-TV, London, Ont.

## FUNCTIONS

A co-operative organization for the standardization  
 and analysis of facts about radio and television.

## CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada  
 Phone: CE 3-4035

## OFFICERS

President..... D. M. Neill  
 Executive Vice-President..... T. J. Allard  
 Vice-President Radio..... M. Brown  
 Vice-President Television..... T. Burham  
 Secretary-Treasurer..... Flora Love

## DIRECTORS

Atlantic Region—D. M. Neill, CFNB, Fredericton  
 and R. F. Large, CFCY, Charlottetown, Radio, G. Stir-  
 ling, CJON-TV, St. John's, TV, Central Canada—W.  
 Hawkins, CFOS, Owen Sound; M. T. Brown, CFPL, Lon-  
 don; Allan Waters, CHUM, Toronto, and T. D. French,  
 CKLC, Kingston, Radio. R. T. Snelgrove, CKXR-TV,  
 Barrie, TV, Prairies—J. O. Blick, CJOB, Winnipeg; R.  
 J. Buss, CHAT, Medicine Hat, and D. Dawson, CKCK,  
 Regina, Radio. Blair Nelson, CFQC-TV, Saskatoon, TV,  
 Pacific—J. L. Sayers, CFUN, Vancouver and K. Hut-  
 cheson, CJAV, Port Alberni, Radio. R. G. Chapman,  
 CHBC-TV, Kelowna, TV, French Language—D. A.  
 Gourd, CKRN, Rouyn; Roland Couture, CKSB, St.  
 Boniface and M. Dansereau, Three Rivers, Radio. T.  
 Burham, CKRS-TV, Jonquiere, TV.

## SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone:  
 WAInut 2-2334; Karl Steeves, TV Director.

## FUNCTIONS

The Canadian Association of Broadcasters is a volun-  
 tary trade organization of 156 privately owned (inde-  
 pendent) radio broadcasting stations and 41 television  
 stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.  
 Phone: Circle 6-5566

## OFFICERS

President..... Walter Kiernan  
 Vice-Pres..... William Goxton, Pat O'Brien  
 Historian..... Kay MacDonald  
 Exec. Secy..... Fred Kelly  
 C.M.G. Exec. Bd..... Charles J. Maguire  
 Chaplain..... Rt. Rev. Msgr. Vincent J. Brosnan  
 Treasurer..... Very Rev. Msgr. Francis M. Costello

## FUNCTIONS

Social and charitable organization which strives



## ORGANIZATIONS

to care for the spiritual and physical needs of members of the theatrical profession, regardless of creed. In particular, every effort is made to assure care and attention in the case of illness, hospitalization, burial whenever the need arises.

### CENTRAL CANADA BROADCASTERS ASS'N

c/o S. C. Ritchie, Pres., CKLW AM & TV, Windsor, Ont., Canada  
 President.....S. C. Ritchie, CKLW AM & TV, Windsor, Ont.  
 Vice Pres.....R. E. Misener, CFCF, Montreal, Quebec  
 Secy., V.P.....Ray Peters, CHCH-TV, Hamilton, Ont.  
 Treas.....John Moore, CHLO, St. Thomas, Ont.  
 Secy.....Gordad Keeble, CFJB, Brampton, Ont.  
 Directors.....E. A. Bestall, CKCY, Sault Ste. Harie, Ont.; Gordon Garrison, CKLB, Ottawa  
 CAB Bd. of Directors: T. F. French, CKCL, Kingston, Ont.; Howard Cainc, CHWO, Oakville, Ont.; Murray Brown, CFPL, London, Ont.; Ralph Enelgrove, CKVR-TV, Barrie, Ont.; Allen Waters, CHUM, Toronto, Ont.

### COMPOSERS AND LYRICISTS GUILD OF AMERICA

292 Madison Ave., New York 17, N. Y.  
 Phone: MU 3-0966  
 12924 Sarah Street, North Hollywood, Calif.  
 Phone: PO 2-8377

#### OFFICERS

President.....Leith Stevens  
 1st Vice-President.....Ben Ludlow  
 2nd Vice-President.....David Raksin  
 3rd Vice-President.....Milton Kraus  
 Secretary-Treasurer.....Jerry Livingston  
 Asst. Sec. Treasurer.....John Gart  
 Executive Secretary.....Elsa Clay

#### FUNCTIONS

CLGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

### COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

(CAWMBA)

730 Fifth Ave., New York 19, N. Y.  
 Phone: COLUMBUS 5-3530

#### OFFICERS

Founder & Director.....Charles Bernard  
 President.....Kurt A. Meer (KCUL)  
 Exec. V. P.....Dave Stone (KDAV)  
 First V. P.....Cal Young (WENO)  
 Second V. P.....Wally King (WOOD)  
 Third V. P.....James R. Reese (WCBG)  
 Ass't. to the Pres.....Jack Nobles (WJLE)  
 Secretary.....Henry Hilton (XSOP)  
 Treasurer.....Ed Slusarczyk (WREM)  
 Delegate at Large.....Morey DeVolt (KLAJ)  
 Dir. Research.....Bruce Barrington (WEW)  
 Dir. Public Rel.....Earl F. Hash (WTMT)

#### FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed along to nat'l advertisers. Memberships open to stations primarily programming "Country & Western" music.

### DIRECTORS GUILD OF AMERICA, INC.

114 E. 52nd St., New York 22, N. Y.  
 Phone: PLaza 9-8215  
 7950 Sunset Blvd., Hollywood 46, Calif.  
 Phone: OLdfield 6-1220

#### OFFICERS

President.....Frank Capra  
 Vice Presidents.....Michael J. Kane,  
 Frank Borzage, Jack Sughrue, Franklin Schaffner,  
 John Rich, Shields Dierkes  
 Secretary.....Calude Binyon  
 Assistant Sec.....Tom Donovan  
 Treasurer.....Howard W. Koch

#### NATIONAL BOARD MEMBERS

William Beaudine, Jr., Willis Goldbeck, Howard Quinn, George Schaefer, George Sidney, George Stevens, Josef Von Sternberg, Don Weis; Exec. Sec., Hollywood, Joseph C. Youngerman; Exec. Sec., N. Y., Newman H. Burnett.

#### FUNCTIONS

A national organization to advance, foster, promote, and benefit the interests of directors, associate directors and stage managers of TV, radio programs, and theatrical releases, and to protect and secure their rights in their professional activities.

### THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.  
 Phone: MUrray Hill 9-4950

#### OFFICERS

President.....Oscar Hammerstein, II  
 Exec. Secretary.....Mills Ten Eyck, Jr.

#### COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, Moss Hart, Lillian Hellman, Arnold B. Horwitt, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewinc, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency; Mills Ten Eyce, Jr., Executive Secretary; Luise M. Silcox, Secretary to the Council; Irwin Karp, Counsel.

#### FUNCTIONS

The national business organization of dramatists.

### ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
 Phone: WALnut 1-2898

#### OFFICERS

Pres., Chrm. of Board.....R. M. Robinson  
 V.-P., Chrm. Receiver Div.....S. D. Brownlee  
 V.-P., Chrmn., Components Div.....J. Key  
 V.-P., Chrm., Electronics Div.....E. W. Leaver  
 Director of Engineering.....R. A. Hackbusch  
 General Manager.....F. W. Radcliffe

#### FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

### EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.  
 Phone: MUrray Hill 5-2927

#### OFFICERS

Hon. Presidents.....Most Rev. Arthur C. Lichtenberger,  
 Rt. Rev. Horace W. B. Donagan  
 President.....Vinton Freedley  
 Vice-Presidents.....Rev. Randolph Ray, Rev. Orin A.  
 Griesmyer, Charles Coburn, Peggy Wood  
 Rec. Secy.....Rev. Chas. Breck Ackley  
 Treasurer.....John Knight  
 Exec. Secy.....Helen Morrison

## ORGANIZATIONS

### COUNCIL

Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfils, Margaret Dale, Lawrence Carr, Tessa Kosta, Raymond Massey, Robert Fryer, Carmen Mathews, Margery Maude, G. B. Clarke, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Tom H. Sand, James Jolley, Anne Seymour, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood, Harriet E. MacGibbon, Eugenia Rawls, Elizabeth Watts.

### FUNCTION

Cultural, social, philanthropic. Membership open to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

### FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.  
Phone: EXecutive 3-6800

### OFFICERS

Chairman ..... Earl W. Kintner  
Commissioner ..... Edward T. Tait  
Commissioner ..... Sigurd Anderson  
Commissioner ..... William C. Kern  
Commissioner ..... Robert T. Secrest  
Sec. to the Commission ..... Robert M. Parrish  
Executive Director ..... Harry A. Babcock  
General Counsel ..... David J. McCauley, Jr.  
Director of Public Information ..... S. F. Stowe  
Dir., Bur. of Consultation ..... John R. Heim  
Dir. Bur. of Economics ..... Simon N. Whitney  
Dir. of Hearing Examiners ..... Edward J. Haycraft  
Dir., Bur. of Investigation ..... Sherman R. Hill  
Dir., Bureau of Litigation ..... Joseph E. Sheehy

### BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.  
Albert G. Seidman, Attorney in Charge.  
Room 1310, 226 W. Jackson Bldg., Chicago 6, Ill.  
William F. Lemke, Jr., Attorney in Charge.  
Room 306, Pacific Bldg., San Francisco 3, Cal.  
Raymond J. Lloyd, Atty. in Chg.  
Room 811, U. S. Court House, Seattle 4, Wash.  
Walter W. Harris, Atty. in Chg.  
Room 413, Masonic Temple Bldg., New Orleans, La.  
William B. Lott, Atty. in Chg.  
Room 1128, Standard Bldg., Cleveland, Ohio. Vernon E. Taylor, Atty. in Chg.  
2806 Fed. Off. Bldg., 911 Walnut St., Kansas City, Mo.  
Floyd M. Brown, Atty. in Chg.  
915 Forsyth Bldg., Atlanta 3, Ga. Edward S. Rugsdale, Atty. in Chg.  
Washington Office, Joseph J. Gercke, Atty. in Chg.

### FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

### FILM PRODUCERS ASSOCIATION OF NEW YORK

15 E. 48th St., New York 17, N. Y.  
Phone: PLaza 1-1920

### OFFICERS

President ..... Nathan Zucker  
Executive V. P. .... Lee Bigir  
First V. P. .... Judd Pollack  
Second V. P. .... Robert Crane  
Secretary ..... Henry Strauss  
Treasurer ..... Edward Lamm  
Legal Counsel ..... John Wheeler, Herbert Burstein  
Pub. Rel. Counsel ..... Phil Dean  
Executive Director ..... Irving W. Cheskin

### BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Lowendahl, Robert L. Lawrence, Harold Wondsel, F. C. Wood, Jr., Stephen Elliott.

### FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings serve to educate and improve the industry.

### FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WE 6-1186

### OFFICERS

President ..... John B. Kiefer  
Secretary ..... Maurice Buchen

### THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA (Radiodiffusion-Television Francaise, N. American Branch)

972 Fifth Ave., New York 21, N. Y.  
Phone: REgent 4-1501

### OFFICERS

Director ..... Pierre Crenesse  
Asst. Dir. .... Alice Lewittin  
Administrator ..... Suzanne Weltman  
Program Director ..... Ann McMillan  
Public Relations ..... Kenneth Tepfer

### FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

### THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.  
Phone: LEhigh 5-5100

### OFFICERS

President ..... R. L. McFarlan  
Vice-President (No. America) ..... J. N. Dyer  
V.P., (Outside N. Amer.) ..... J. A. Ratcliffe  
Treasurer ..... W. R. G. Baker  
Secretary ..... Harnden Pratt  
Editor ..... F. Hamburger, Jr.  
Exec. Sec'y ..... G. W. Bailey

### DIRECTORS

G. S. Brown, R. E. Moe, W. H. Doherty, C. F. Horne, A. N. Goldsmith, C. W. Carnahan, B. J. Dasher, P. E. Haggerty, J. B. Russell, Jr., E. Weber, A. P. H. Barclay, L. V. Berkner, D. G. Fink, W. G. Shepherd, G. Sinclair, C. E. Harp, B. M. Oliver, H. F. Olson, A. H. Waynick.

### FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

### JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.  
Phone: PLaza 7-5237

### OFFICERS

Chairman, Bd. of Directors ..... Wm. Degen Weinberger  
President ..... Eddie Cantor  
Exec. Vice-Pres. .... Harry E. Gould  
1st Vice-Pres. .... George Jessel  
Vice-Presidents ..... Jack Benny, Emil Friedlander, Dr. Leo Michel, Ted Lewis, Dr. George H. Solomon, Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis A. Lotito, Jan Murray, Robt. M. Weitman, Max E. Youngstein.

Treasurer ..... Abe Lastfogel  
Asst. Treasurer ..... Nat Lefkowitz  
Legal Committee ..... Henry M. Katz  
Chaplain ..... Rabbi Abraham Burstein  
Executive Secretary ..... Leonard B. Sang

### BOARD OF DIRECTORS

Wm. Degen Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Lotito, Wm. Morris, Jr., Jan Murray, Robt. M. Weitman, Max E. Youngstein.

### FUNCTION

Non-sectarian theatrical assistance agency.

**JOINT COUNCIL ON  
EDUCATIONAL TELEVISION**

1785 Massachusetts Ave., N.W., Washington 6, D. C.  
Phone: HUDson 3-6628

**OFFICERS**

Chairman ..... Dr. Albert N. Jorgensen  
Executive Director ..... Ralph Steffle  
Ass't. Dir. .... David C. Stewart  
Eng. Cons. .... Cyril M. Braum

**JCET MEMBERS**

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; William Harley, Nat'l Assn. of Educational Broadcasters Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garey, Nat'l Congress of Parents & Teachers Dr. Lyle Ashby, National Education Association of the United States.

**FUNCTIONS**

The JCET is concerned with the preservation and utilization of educational TV channels, and represents the educational TV movement before the FCC, Congressional committees, and other government agencies. It also gives legal and technical advice to any group seeking to activate an educational TV channel.

**THE LAMBS**

130 W. 44th St., New York 36, N. Y.  
Phone: JUdson 2-1515

**OFFICERS**

Shepherd ..... William Gaxton  
Boy ..... Loring Smith  
Corresponding Secretary ..... Martin Begley  
Recording Secretary ..... Frank Thomas, Jr.  
Treasurer ..... Frank Leslie  
Librarian ..... Maurice Barrett

**DIRECTORS**

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Eddie Dowling, Bert Lahr, Herman Phillips, Clarence Jacobson, Thomas MacLead, Emil Friedlander, Davil Seidman, Hudson Faussett.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

**FUNCTIONS**

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed at the discretion of the Council of the Club

**LEAGUE OF ADVERTISING  
AGENCIES, INC.**

220 W. 42nd St., New York 36, N. Y.  
Phone: LACKawanna 4-9735

**OFFICERS**

President ..... Bernard Reiss  
Exec. Sec'y ..... Julian Ross  
Vice-Presidents ..... Wm. G. Seidenbaum, Max B. Pearlman, Jay Victor.  
Secretary ..... Arthur Bandman  
Treasurer ..... Theodore H. Bernstein  
Legal Counsel ..... Louis N. Field, Morton J. Simon  
Fiscal Advisor ..... Lucius H. Coleman  
Public Relations Counsel ..... Bosh Stack

**MOTION PICTURE INDUSTRY  
CREDIT GROUP**

(Of the National Association of Credit Management)  
229 Fourth Ave., New York 3, N. Y.  
Phone: ORegon 4-5100

**OFFICERS**

Chairman ..... Kern Mayse  
Vice-Chairman ..... Walter Lynch  
Committee Men ..... Jack Fellers,  
Murray Kahn, Everett Miller.

**FUNCTIONS**

Provides credit-reporting services and credit group activities (basically a monthly membership meeting). Credit reports of several varieties and provides continuous information on financial status of mutual customers. Membership open to organizations supplying services, facilities, equipment or supplies to television and motion pictures.

**MUSIC PUBLISHERS' CONTACT  
EMPLOYEES UNION**

1270 Sixth Avenue, New York 20, N. Y.  
Phone: CO 5-7364

**OFFICERS**

President, ..... Robert Miller  
Vice-President ..... Leo Diston

**MEMBERS OF EXECUTIVE COUNCIL**

Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Moe Shulman, Mickey Glass.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill., Morton Schaeffer.  
Regional Dir.; 225 - 26th St., San Monica, Cal., Al Comparte, Reg. Dir.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

**FUNCTIONS**

Labor Union.

**MUSIC PUBLISHERS' PROTECTIVE  
ASSOCIATION, INC.**

460 Park Ave., New York, N. Y.  
Phone: PLaza 1-1930

**OFFICERS**

Chairman of the Board ..... Walter G. Douglas  
President ..... Louis Bernstein  
Vice-President ..... Jack Mills  
Secretary ..... Arthur Israel, Jr.  
Treasurer ..... Maurice Scopp  
Agent and Trustee ..... Harry Fox

**MUSICIANS GUILD OF AMERICA**

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 1-9461

**OFFICERS**

Chairman ..... Cecil F. Reed  
Vice-Chairman ..... Justin Gordon  
Recording Secretary ..... Ted Nash  
Treasurer ..... Larry Sullivan

**FUNCTIONS**

Independent trade union for professional musicians in major motion picture studios.

**NATIONAL ACADEMY OF  
TELEVISION ARTS AND  
SCIENCES**

2610 N. Charles St., Baltimore 18, Md.  
Phone: HOPkins 7-3000  
Suite 1108, 203 N. Wabash, Chicago 1, Ill.  
Phone: FInancial 6-8320  
9126 Sunset Blvd., Los Angeles 46, Cal.  
Phone: CRestview 4-5209

Exec. Secy. .... Thomas Freebairn-Smith  
200 Central Park South, New York 19, N. Y.  
Phone: JUdson 6-3833

Exec. Dir. .... Kenneth Leedom  
4461 Connecticut Ave., N.W., Washington, D. C.  
Phone: KEllogg 7-1100

**NATIONAL OFFICERS**

President ..... Walter Cronkite  
Exec. Vice-Pres. .... Frederick de Cordova  
Vice-Presidents ..... David Susskind, Arnold Wilkes,  
Irv Kupcinet, John Secondari  
Secretary ..... Rod Serling  
Treasurer ..... Henry S. White

**CHAPTER OFFICERS**

(Baltimore)  
President ..... Arnold Wilkes  
Vice-President ..... Fred Wehr  
Secretary ..... Maryann Imhoff  
Treasurer ..... Charles Cooper  
(Chicago)  
President ..... Irv Kupcinet  
1st Vice-Pres. .... Frank Atlas

# ORGANIZATIONS

2nd Vice-Pres. .... Alex Drier  
 Secretary ..... Ned E. Williams  
 Treasurer ..... Richard Reinauer  
 (Los Angeles)  
 President ..... Harry S. Ackerman  
 1st Vice-Pres. .... Frederick de Cordova  
 2nd Vice-Pres. .... Louis F. Edelman  
 Secretary ..... June Lockhart  
 Treasurer ..... Fred Berger  
 (New York)  
 President ..... Walter Cronkite  
 1st Vice-Pres. .... Henry S. White  
 2nd Vice-Pres. .... David Susskind  
 Secretary ..... Royal E. Blakeman  
 Treasurer ..... Thomas W. Moore  
 (Washington)  
 President ..... John Secondari  
 1st Vice-Pres. .... David Brinkley  
 2nd Vice-Pres. .... Rhoda Raider  
 Secretary ..... Robert Adams  
 Treasurer ..... Ruth Hagy

## FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry. Through public information, lecture and service bureau, provides lectures, advisers, and consultants to colleges and universities offering courses in television.

## NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.  
 Phone: WEbster 4-7830

### OFFICERS

President ..... Mrs. Clara S. Logan  
 1st Vice-Pres. .... Dr. Lee de Forest  
 2nd Vice-Pres. .... Dr. Francis W. Noel  
 Secretary ..... Mrs. Victor Roberts  
 Treasurer ..... Mrs. Gertrude Blackstock

### FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

## NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.  
 Phone: WA 2-2462

### OFFICERS

International President ..... George Smith  
 International Vice-President ..... N. James Green  
 International Sec'y-Treasurer ..... Arthur Hjorth  
 Int'l Asst. Sec'y-Treasurer ..... Giacomo Papa

### BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 120 Delaware Ave., Buffalo 2, N. Y.; 1410 Stanley, Montreal, P. Q.

### FUNCTIONS

NABET has contracts for its 5,800 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 25 private Radio and TV stations and film studios in Canada.

## NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.  
 Phone: JUdson 2-5130

### OFFICERS

National Chairman ..... Oliver W. Nicoll

## COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council; 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592. H. Walter Thompson, Chairman, Chicago Council; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

## FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

## NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.  
 Phone: EMpire 7-6611, Ext. 3394

### OFFICERS

President ..... Dr. Harry J. Skornia  
 Admin. Vice-Pres. .... Harold E. Hill

### DIRECTORS

TV Board: Region I, Richard S. Burdick; Region II, Raymond D. Hurlbert; Region III, William G. Harley; Region IV, Dr. John C. Schwarzwalder; Region V, Howard L. Johnson; Region VI, Loren B. Stone.

Radio Board: Region I, Seymour N. Siegel; Region II, Roy Flynn; Region III, James S. Miles; Region IV, Edward J. Slack; Region V, Edwin Browne; Region VI, Kenneth Harwood.

### FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers & closed circuit TV installations owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

## NATIONAL ASSOCIATION OF FM BROADCASTERS

Radio Station KITT, Suite 525, U. S. Grant Hotel, San Diego 1, Calif.

### OFFICERS

President ..... Fred Rabeli, KITT, San Diego, Calif.  
 Exec. V.P. .... T. Mitchell Hastings, Concert Network  
 Treasurer ..... Bill Tomberlin, KMLA, Los Angeles, Calif.  
 Secretary ..... Frank Knorr, Jr., WPKM, Tampa, Fla.

### DIRECTORS

Tom Baxter, KFMU, Los Angeles; Lynn Christian, KHGM, Houston, Tex.; Cortlandt T. Clark, KLSN, Seattle, Wash.; Dr. Wm. G. Harley, WHA, Madison, Wis.; W. F. Johnston, WQXT-FM, Palm Beach, Fla.; H. W. Slavick, WMCF, Memphis, Tenn.; Harold L. Tanner, WLDM, Detroit, Mich.

### FUNCTIONS

To develop FM broadcasting as a communications medium, through promotion of home listening in FM, the sale of advertising time based on circulation, and the betterment of programming on FM stations. We act primarily as a clearing house of information on FM stations, exchanges of ideas, and contact with national advertisers and their agencies.

## NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.  
 Phone: Clrcle 7-8194

### OFFICERS

President ..... Fred Wartog  
 General Counsel ..... Alfred Rice

# ORGANIZATIONS

## FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

### NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.  
Phone: TRafalgar 9-6070

#### OFFICERS

President.....Peter Goelert  
Exec. Vice-Pres.....Bernard F. Kamins  
Treasurer.....David J. Colton  
Secretary.....Harriet H. Nicol

#### BRANCH OFFICES

190 N. Canon Drive, Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUaniper 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, Coordinator.

## FUNCTIONS

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

### NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.  
Phone: OXFord 7-9494

#### OFFICERS

Chmn. of Bd.....Wallace E. Campbell  
Vice-Chmn.....Harry M. Dunlap  
President.....Kenneth B. Willson  
Exec. V. P.....Allan E. Backman  
Secretary.....DeWitt J. Paul  
Treasurer.....Lowell Shumway

#### DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbeux, John A. Spooner, William G. Weisbrod.

## FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

### NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.

Phone: ME 8-1415

#### OFFICERS

President.....A. J. Malin  
Vice-Pres.....Sandford Randolph  
Secretary.....Charles E. Clements  
Treasurer.....Bruce Merrill  
Exec. Dir.....Edward P. Whitney  
Public Relation Mgr.....Frank H. Nowaczek  
General Counsel.....E. Stratford Smith

## FUNCTIONS

A national non-profit trade association to assist the growth and development of community antenna television systems.

### NAT. TELEVISION FILM COUNCIL

200 W. 57th St., New York 19, N. Y.  
Phone: COlumbus 5-0756

#### OFFICERS

Honorary Lifetime Pres.....Melvin L. Gold  
President.....Robert Gross  
Exec. V. P.....William J. Reddick  
Exec. Sec'y.....Bernie Haber  
General Sec'y.....Sally Perle  
Treasurer.....Lou Feldman  
V. P., Production.....Hal Seeger  
V. P., Distribution.....Sydney A. Mayers  
V. P., Agencies.....Don T. Widlund  
V. P., TV Stations.....Edward Hamilton  
V. P., Membership.....Joseph T. Dougherty

## DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

## FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

### NATIONAL VARIETY ARTISTS, INC.

232 W. 48th St., New York 36, N. Y.  
Phone: COlumbus 5-0956

#### OFFICERS

President.....Louis Handin  
1st Vice-Pres.....Joe Woods  
2nd Vice-Pres.....Frank O'Connell  
Secy., Treas.....Edna Osborne

## DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Solitsch, Lillian Weed, Lou Wills.

### NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.  
Phone: Clrcle 5-4343

#### OFFICERS

President.....Leigh Whipper  
Vice-President.....Edith Wilson  
Executive Secretary.....Virginia Girvin  
Treasurer.....A. Edward Walters  
Recording Secretary.....Lillian Roberts McBride  
Admin. Secy.....Thomas W. Moseley  
Chaplain.....Dr. John H. Johnson  
Counsel.....Percy Sutton, Simon Feinstein

## FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

### NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

Phone: Clrcle 5-3838-9

President.....Thomas D. Zumbo  
1st Vice-Pres.....Edward Kirkman  
2nd Vice-Pres.....Robert Mindlin  
Secretary.....John Yauchstetter  
Treasurer.....James Antone  
Financial Secy.....Joseph Schaefer  
Corresponding Secy.....Fred J. Mutz  
Sergeant-at-Arms.....Harry Singer

### PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
Phone: COlumbus 5-7362

#### OFFICERS

Honorary President.....Rocco Vocco  
President.....Robert Miller  
Vice-President.....Leo Diston  
Treasurer.....Irving Tanz  
Executive Director.....Bob Miller  
Board of Governors.....Joe Santly, Irving Tanz, Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor, Mickey Glass.

#### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
Regional Director.....Morton Schaefer  
36 E. 5th St., Cincinnati, O.  
Regional Director.....Danny Engel  
225 - 26th St., Santa Monica, Calif.  
Regional Director.....Al Comparte

## FUNCTIONS

Charitable and Benevolent Organization.

## ORGANIZATIONS

### PUBLICISTS LOCAL NO. 872 I.A.T.S.E.

100 Central Park, S., New York 19, N. Y.  
Phone: JUDson 6-6285

#### OFFICERS

President ..... Harry Rice  
Secretary-Treasurer ..... Thomas Kirby  
Business Agent ..... David Cassidy  
1st Vice-President ..... Alvin Adams  
2nd Vice-President ..... Melbourne Smith  
Sergeant-at-Arms ..... Stanley Van Saxe

#### TRUSTEES

Morris Green, Harry Clark, John Cassidy, David Kane.

#### FUNCTIONS

Labor organization with jurisdiction over television, radio, motion pictures, and advertising agency publicists.

### RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.  
Phone: MURray Hill 8-4020

#### OPERATING GROUP

President ..... Kevin B. Sweeney  
V.P., Dir. Member Svs. .... Warren J. Boorum  
V.P., Director of Promotion ..... Miles David  
Asst. Secy.-Treas. .... William L. Morison

#### GOVERNING GROUP

Chrmn. of the Board ..... Allen M. Woodall  
WDAK, Columbus, Ga.  
Secretary ..... Frank P. Fogarty  
WOW, Omaha, Neb.  
Treasurer, Chrmn., Fin. Comm. .... Alex Keese  
WFAA, Dallas, Tex.  
Chrmn. of Executive Committee ..... John S. Hayes  
Washington, D. C.

#### BOARD OF DIRECTORS

Hugh K. Boice, Jr., WEMP, Milwaukee, Wisc.; Paul Braden, WPFB, Middletown, O.; Gustav Brandborg, KVOO, Tulsa, Okla.; F. H. Brinkley, WENE, Endicott, N. Y.; Kenyon Brown, KFOX, Long Beach, Calif.; Dee Coc, WWCA, Gary, Ind.; George Comte, WTMJ, Milwaukee, Wisc.; Matthew J. Culligan, NBC Radio, N. Y.; Victor C. Diehm, WAZL, Hazleton, Pa.; Herbert Evans, Peoples Bcstg. Corp., Columbus, O.; Frank P. Fogarty, WOW, Omaha, Neb.; Arthur H. Hayes, CBS Radio, N. Y.; John S. Hayes, Washington, D. C.; Robert Jones, Jr., WFBR, Baltimore, Md.; Eugene Katz, Katz Agency, N. Y.; Alex Keese, WFAA, Dallas, Tex.; ohn Kluge, Kluge Stations, Washington, D. C.; Harold Krelstein, Plough Bcstg. Co., Memphis, Tenn.; Elroy McCaw, WINS, N. Y.; Donald H. McGannon, N. Y.; Weston C. Pullen, Jr., N. Y.; William E. Rine, Storck Bcstg. Co., Miami Beach, Fla.; Don Searle, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, N. Y.; Edwin K. Wheeler, WWJ, Detroit, Mich.; Robert Wolfenden, WMEV, Marion, Va.; Allen M. Woodall, WDAK, Columbus, Ga.

#### FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

### RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.  
Phone: LE 2-8902

#### OFFICERS

Director ..... Thomas H. Brown, Jr.  
Ass't Dir's. .... John L. Dunning, Tyrell G. Rogers  
N. Y. Prog. Mgr. .... Jos. L. Ranft  
PR Dir. .... Alton Kastner  
Tech. Dir. .... Claude Harris  
Eur. Dir. (Munich) ..... Erik Hazelhoff  
Mng. Dir. (Lisbon) ..... Henry Lalliot

#### FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters

to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

### RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOC. INC.

527 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 1-2720

#### OFFICERS

President ..... Gabe Pressman  
1st Vice-President ..... Herb Schwartz  
2nd Vice-President ..... Tom O'Brien  
Sergeant-at-Arms ..... George Jordan  
Secretary ..... Charles Campbell  
Ass't Sec'y ..... Lewis Cass  
Treasurer ..... Richard Milbauer

#### BOARD OF GOVERNORS

Chairman: Lawrence Racies. Cy Avnet, Dave Klein, Max Klein, Ed Silverman, Joseph Wershba.

#### FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

### RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

515 Madison Ave., New York 22, N. Y.  
Phone: PLaza 8-2450

#### OFFICERS

President ..... Richard S. Salant  
1st Vice-President ..... Robert H. Teter  
V.P.'s ..... Ernest L. Jahncke, Jr., David C. Moore  
Secretary ..... Mary McKenna  
Treasurer ..... Edward J. DeGray

#### BOARD OF GOVERNORS

Ted Bergmann, Sidney N. Berry, R. David Kimble, Albert B. Shepard, Edward P. Shurick, Sol Paul, Frank E. Pellegrin, Sam Cook Digges, Josef C. Dine, Jayne Shannon, P. A. Sugg.

#### FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

### RADIO-TV CORRESPONDENTS' ASSN.

U. S. Capitol, Washington, D. C.  
Phone: CAPitol 4-3121, Ext. 6421

#### OFFICERS

President ..... David Brinkley (NBC)  
Vice-President ..... Lewis W. Shollenberger (CBS)  
Secretary ..... Ann M. Corrick (Westinghouse Bcstg. Co.)  
Treasurer ..... John M. Secordari (ABC)  
Members-at-large ..... Donald W. Richardson (CBS);  
Stephen J. McCormick (MBS); Ned Brooks (Three-Star Extra); Edward P. Morgan (ABC), member ex-officio.

#### FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

**THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION**

Executive Secretary, Rob Downey, c/o WMSB, Michigan State U., East Lansing, Mich.

**OFFICERS**

- President ..... Bill Small  
WHAS-TV, Louisville, Ky.
- Board Chairman ..... Ralph Renick  
WTVJ, Miami, Fla.
- Treasurer ..... Lee White  
KROS, Clinton, Ia.
- 1st Vice-President ..... Bill Monroe  
WDSU-TV, New Orleans, La.
- V.P. for TV ..... Julian Goodman  
NBC, New York, N. Y.
- V.P. for Radio ..... Dick Cheverton  
WOOD-AM-TV, Grand Rapids, Mich.

**DIRECTORS**

Bert Cannings, CFCF, Montreal, Can.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Edward Ryan, WTOP, Washington, D. C.; Phillip Berk, KOMU-TV, Columbia, Mo.; Hugh Brenner, CPFL, London, Ont., Can.; Bill Garry, WBBM-AM-TV, Chicago, Ill.; Sheldon Peterson, WTCN, Minneapolis, Minn.; Charles Shaw, WCAU, Phila., Pa.; Jack Morris, KTUL-TV, Tulsa, Okla.

**REGIONAL VICE-PRESIDENTS**

East: William Sheehan, WJR, Detroit, Mich.; South: Crawford Rice, WTVT, Tampa, Fla.; Mid-West: Bruce Palmer, KWTW, Oklahoma City, Okla.; West: John Thompson, NBC-KRCA, Hollywood, Calif.; Canada: Paul Boudreau, CKAC, Montreal.

**FUNCTIONS**

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards: news operation and news broadcasting.

**REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS**

5a. Calle Poniente No. 9  
San Salvador, El Salvador

**OFFICER**

- President ..... Boris Eserski

**FUNCTIONS**

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

**SCREEN ACTORS GUILD**

7750 Sunset Boulevard, Hollywood 46, Calif.  
Phone: HOLlywood 9-7311

**OFFICERS**

- President ..... Ronald Reagan
- 1st Vice-President ..... Howard Keel
- 2nd Vice-President ..... Dana Andrews
- 3rd Vice-President ..... Rosemary DeCamp
- Recording Secretary ..... Robert Keith
- Treasurer ..... George Chandler
- National Executive Secretary ..... John L. Dales

**BRANCH OFFICES**

551 Fifth Avenue, New York 17, N. Y. Phone: MUR-ray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. Phone: Whitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. Phone: Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. Phone: EXbrook 2-6990. Edward Reith, Executive Secretary.

**FUNCTIONS**

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

**SCREEN COMPOSERS' ASSOCIATION**

9250 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 6-3123  
292 Madison Ave., New York, N. Y. c/o Zissu & Marcus  
Phone: MU 3-0966

**OFFICERS**

- President ..... Dr. Miklos Rozsa
- Vice-President ..... David Buttolph
- Secretary ..... Arthur Morton
- Treasurer ..... George Duning

**FUNCTIONS**

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

**SCREEN DIRECTORS INTERNATIONAL GUILD**

250 W. 57th St., New York 19, N. Y.  
JUdson 2-5470

**OFFICERS**

- President ..... Charles H. Wasserman
- 1st Vice-President ..... Jack Glenn
- 2nd Vice-President ..... Howard T. Magwood
- Secretary ..... Bert Lawrence
- Treasurer ..... Joseph Lerner
- Executive Secretary ..... George L. George
- General Counsel ..... Erwin Feldman

**EXECUTIVE BOARD**

Paul Falkenberg, Don Hershey, Nicholas Webster, Leo Hurwitz, Jean Lenauer, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

**ALTERNATES**

Lewis Jacobs, Robert J. Kingsley, Don Livingston, Fred Pressburger, Francis Thompson.

**FUNCTION**

Labor organization.

**SESAC INC.**

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.  
Phone: JUdson 6-3450

**OFFICERS**

- President ..... Paul Heinecke
- Secretary-Treasurer ..... R. C. Heinecke
- Asst. to President ..... E. S. Prager
- Production Manager ..... Robert S. Stone
- Director Station Relations ..... W. F. Myers
- Publicity, Promotion ..... Alice Heinecke

**FUNCTIONS**

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

**SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS**

55 West 42nd Street, New York 36, N. Y.  
Phone: LOngacre 5-0172

**OFFICERS**

- President ..... Norwood L. Simmons
- Past President ..... Barton Kreuzer
- Executive Vice-President ..... John W. Servies
- Engineering Vice-President ..... Deane R. White
- Editorial Vice-President ..... Glenn E. Matthews
- Financial Vice-President ..... Ethan M. Stifle
- Convention Vice-President ..... Reid H. Ray
- Sections Vice-President ..... Garland C. Misener
- Treasurer ..... G. Carleton Hunt
- Secretary ..... Wilton R. Holm
- Chrm. Boston Section ..... Edward H. Rideout
- Chrm. New York Section ..... Edward M. Warnecke
- Chrm. Rochester Section ..... Roland E. Connor
- Chrm. Washington, D. C. Section ..... Howland Pike
- Chrm. Atlanta Section ..... Alva B. Lines
- Chrm. Chicago Section ..... William H. Smith
- Chrm. Dallas-Ft. Worth Section ..... Phil Wygant
- Chrm. Hollywood Section ..... Robert G. Hufford
- Chrm. San Francisco Section ..... Werner H. Ruhl
- Chrm. Canadian Section ..... Findlay J. Quinn
- Chrm. Nashville Section ..... Wm. R. McCown
- Executive Secretary ..... Charles S. Stodter
- Pub. Rel. Director ..... Barbara D. Skeeter

## ORGANIZATIONS

### FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

### SOUTHERN CALIFORNIA BROADCASTERS ASS'N

6047 Hollywood Blvd., Hollywood 28, Calif.  
 President ..... Robert M. Light  
 Chrmn. Bd. .... Howard Gray, KGIL  
 Vice-Chairman ..... Herbert Comstock, KAVL  
 Secretary ..... Cliff Gill, KEZY  
 Treasurer ..... Norman Baggs, KHJ

### SOUTHERN NEVADA BROADCASTERS ASS'N

P. O. Box 550, Las Vegas, Nev.  
 President ..... Roland Vaile, KTOO  
 Vice Pres. .... Howard Kalmensen, KLAS-TV  
 Secy. .... Mark Smith, KLRJ-TV  
 Treas. .... Walter Schull, KSHO-TV  
 Dir. at Large ..... Gordon Sherwood, KENO

### SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

#### OFFICERS

President ..... Guy LeBow  
 1st Vice-President ..... Mel Allen  
 2nd Vice-President ..... Charles Morey  
 Secretary ..... Frank Litsky  
 Treasurer ..... Joe Gallagher

#### FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

### STATION REPRESENTATIVES ASSOCIATION, INC.

366 Madison Ave., New York 17, N. Y.  
 Phone: YUkon 6-9390

#### OFFICERS

President ..... H. Preston Peters  
 Vice-President ..... John Blair  
 Secretary ..... Daren F. McGavren  
 Treasurer ..... Eugene Katz  
 Managing Dir. .... Lawrence Webb

#### DIRECTORS

Adam Young, F. M. Headley, R. O'Connell, Jos J. Weed.

#### FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

### TELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-0215

#### OFFICERS

Chairman of Board ..... Otto P. Brandt  
 President ..... Norman E. Cash  
 V.P., Gen. Mgr. .... G. G. Huntington  
 Secretary ..... Glenn Marshall  
 Treasurer ..... Payson Hall  
 V.P., Natl. Sales ..... John R. Sheehan  
 V.P., Retail Sls. .... Howard Abrams  
 V.P., Research ..... Dr. Leon Arons  
 Research Director ..... Harvey Spiegel  
 Sls. Prom. Dir. .... Ned Armsby  
 Dir. PR ..... Bob Grebe

#### BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.  
 Phone: YUkon 2-6332

Dir., Western Div. .... Walter McNiff  
 400 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-1216  
 Dir., Central Div. .... George Lindsay

### FUNCTIONS

The TV industry's league to improve and expand the use of television as an advertising medium. It is supported by the nation's leading television stations, networks and station representatives.

### TELEVISION FILM ASSOCIATION

1627 W. 20th St., Los Angeles 7 Calif.  
 Phone: REpublic 1-2484

#### OFFICERS

President ..... John Ballinger  
 Vice President ..... William W. Edwards  
 Treasurer ..... Charles E. Buzzard  
 Secretary ..... Frank Wolf

### TELEVISION INFORMATION OFFICE

666 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-4600

Director ..... Louis Hausman

#### BOARD OF DIRECTORS

Chairman Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Lester Bernstein, NBC, N. Y.; Roger W. Clipp, Triangle Stations, Phila.; Pa.; John P. Cowden, CBS, N. Y.; Michael J. Foster, ABC, N. Y.; John S. Hayes, Washington Post Bcstg. Div., Washington, D. C.; C. Wrede Petersmeyer, Cirthian Bcstg. Corp., N. Y.; Lawrence H. Rogers II, Taft Bcstg. Co., Cincinnati, O.; Charles S. Steinberg, CBS, N. Y.; Willard E. Walbridge, KTRK-TV, Houston, Tex.; Harold E. Fellows, NAB, Washington, D. C.; Thad Brown, NAB, Washington, D. C.

#### FUNCTIONS

The Television Information Office is an industry-supported organization. Its function is to create an enduring two-way informational bridge between the industry and those from whom it seeks more understanding.

### TELEVISION PRODUCERS GUILD

9530 Wilshire Blvd., Beverly Hills, Calif. Suite 201

#### OFFICERS

President ..... Ben Brady  
 1st Vice Pres. .... Ralph Levy  
 2nd Vice Pres. .... Everett Freeman  
 Secretary ..... Jules Bricken  
 Treasurer ..... Winston O'Keefe  
 Legal Counsel ..... Judge Lester W. Roth  
 Exec. Secretary ..... B. Ritchie Payne

#### FUNCTIONS

To advance the state of the television arts and sciences and present to the television industry and general public the artistic, professional, and economic interests of television producers.

### TELEVISION PROGRAM EXPORT ASSOCIATION

41 East 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-9580

President ..... Merle S. Jones  
 Vice Presidents ..... Ralph Levy  
 Sidney Kramer, Tom J. McDermott  
 Sec.-Treas. .... Herbert L. Golden  
 Consultant ..... W. H. Fineshriber, Jr.  
 Counsel ..... George Muchnic

#### FUNCTIONS

To promote and expand the export of American TV programs throughout the world. To assist American exporters in reducing barriers to foreign distribution. To compile, analyze and disseminate significant statistical information effecting foreign markets for American television programs.

### UNITED NATIONS—RADIO & VISUAL SERVICES DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.  
 Phone: PLaza 4-1234

#### OFFICERS

Acting Head, Pub. Info. .... A. G. Katzin  
 Dir., Radio & Visual Services Div. .... W. Gibson Parker  
 Ch, Radio Service ..... Gohl Ohbri



**ORGANIZATIONS**

Ch, TV Service.....William Henson  
Ch, Operations.....Michael Hayward

**U. S. INFORMATION AGENCY  
BCSTG. SERVICE—VOICE OF  
AMERICA**

1776 Penn. Ave. N.W., Wash. 25, D. C.  
Phone: REpublic 7-8340  
330 Independence Ave., Washington 25, D. C.  
Phone: REpublic 7-7500

**OFFICERS**

Director.....George V. Allen  
Dir., Off. of Pub. Info.....Richard Cushing  
Dir., Bcstg. Service.....Henry Laomis  
Dir., TV Service.....Romney Wheeler

New York Office  
250 West 57th St., N. Y. C.  
Phone: JU 6-2000

Asst. Dir. TV Service.....Howard Maier  
VOI N. Y. Programming Center

250 West 57th St., N. Y. C.  
Phone: JU 6-2000

Chief Officer.....E. O. Kern

**WRITERS GUILD OF AMERICA,  
EAST, INC.**

22 W. 48th St., New York 36, N. Y.  
Phone: PLaza 7-3317

**OFFICERS**

President.....David Davidson  
1st Vice-Pres.....Ernest Kinoy

2nd Vice-Pres.....Alvin Boretz  
Secretary.....Gene Wyckoff  
Treasurer.....Robert Allison  
Exec. Dir.....Evelyn F. Burkey

**FUNCTIONS**

A labor organization representing writers in the fields of radio, television and motion pictures.

**WRITERS GUILD OF AMERICA,  
WEST, INC.**

8955 Beverly Blvd., Los Angeles 48, Cal.  
Phone: CRestview 4-8601

**OFFICERS**

National Chairman.....Erik Barnouw  
President.....Edmund Hartmann  
1st Vice-Pres.....Don Ettlinger  
2nd Vice-Pres.....Elihu Winer  
Secretary.....Al Martin  
Treasurer.....Edmund North  
Executive Director.....Michael H. Franklin

**SCREEN BRANCH**

President.....Ken Englund  
Vice-Pres.....Ben Roberts  
Secretary-Treasurer.....Winston Miller

**TELEVISION-RADIO BRANCH**

President.....Donn Mullally  
Vice-Pres.....Leonard Freeman  
Secretary-Treasurer.....Antony Ellis

**FUNCTIONS**

An organization of writers in the motion picture, radio, and television industries.

**FOR N.A.B. LISTINGS**

**SEE PAGE 232**

**FOR F.C.C. LISTINGS**

**SEE PAGE 644**

**FOR STATE BROADCASTERS**

**SEE PAGE 659**

# TRADE PUBLICATIONS

Covering the Field of Radio—Television—FM  
Trade — Fan — Technical — General

## ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.  
Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.  
Editorial Director.....S. R. Bernstein  
Editor.....John Crichton  
Managing Editor.....Jarlath J. Graham

## ADVERTISING NEWS OF NEW YORK (ANNY)

249 E. 48th St., New York 17, N. Y.  
Phone: PLaza 2-0340

Publisher.....Ed Cooper  
Editor.....Joe Morris  
Assoc. Editor.....Les Hollingsworth  
Circulation Mgr.....Toby Cooper

## THE BILLBOARD

1564 Broadway, New York, N. Y.  
Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford  
Co-Publisher.....R. S. Littleford, Jr.  
Asst. Publisher.....Sam Chase  
Music Editor.....Paul Ackerman

### Branch Offices

2160 Patterson St., Cincinnati 22, O.  
Phone: DUNbar 1-6450

Manager.....Lawrence Gatto  
188 W. Randolph St., Chicago 1, Ill.  
Phone: CEntal 6-8761

Manager.....Maynard L. Renter  
1520 North Gower, Hollywood 28, Calif.  
Phone: HOLlywood 9-5831

Manager.....Sam Abbott  
390 Arcade Bldg., St. Louis 1, Mo.  
Phone: Chestnut 1-0443

Manager.....Frank Joerling

## BROADCASTING

1735 DeSales St. at Connecticut Ave.  
Washington 6, D. C.  
Phone: METropolitan 8-1022

Editor & Publisher.....Sol Taishoff  
V.P. & Gen. Manager.....Maury Long  
V.P., Managing Editor.....Edwin H. James  
Senior Editors.....Rufus Crater,  
J. Frank Beatty, Bruce Robertson, Fred  
Fitzgerald, Earl B. Abrams, Larry Chris-  
topher

Cir. Mgr. & Readers Serv.....John Cosgrove  
Southern Sales Mgr.....Ed Sellers

### Branch Offices

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-8355

Senior Editor.....Rufus Crater

Bureau News Mgr.....Don West  
Sales Manager.....Winfield R. Levi  
Eastern Sales Mgr.....Kenneth Cowan  
Sls. Service Mgr.....Eleanor Manning  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CENTral 6-4115

### Midwestern Sales

Mgr.....Warren W. Middleton  
Midwestern News Editor.....John Osbon  
6253 Hollywood Blvd.  
Hollywood 28, Calif.

Phone: HOLlywood 3-3148

Senior Editor.....Bruce Robertson  
Western Sales Mgr.....Bill Merritt  
11 Burton Rd., Toronto 10, Canada  
Phone: HUDson 9-2694

Executive-in-Chg. ....James Montagnes

## DAILY VARIETY

6404 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-1141

President.....Syd Silverman  
Editor.....Thomas M. Pryor  
Advertising Manager.....Hal Scott  
Business Manager.....Barbara Oneal

### Main Office

(See listing under VARIETY)

## DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.  
Phone: VICTory 2-0300

President.....Louis B. Didier  
Publisher.....Charles Suber  
Managing Editor.....Eugene Lees

## EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.  
Phone: BRyant 9-3052

Pres. & Editor.....Robert U. Brown  
Exec. Editor.....Jerome H. Walker  
General Manager.....James W. Brown, Jr.  
Classified Mgr.....J. C. H. Bollinger  
Dir. of Circulation.....George McBride

## ELECTRONIC INDUSTRIES

Chestnut & 56th Streets, Philadelphia, Pa.  
Phone: SHerwood 8-2000

Editor.....Bernard F. Osbahr  
Publisher.....Robert E. McKenna

## ELECTRONIC TECHNICIAN

480 Lexington Ave., New York 17, N. Y.  
Phone: YUKon 6-4242

Publisher.....Howard A. Reed  
Editor.....Albert Forman

**ELECTRONICS**

330 W. 42 St., New York 36, N. Y.  
Phone: LOnacre 4-3000

Editor.....W. W. MacDonald  
Managing Editor.....John M. Carroll

**ELECTRONICS WORLD**

One Park Ave., New York 16, N. Y.  
Phone: ORegon 9-7200

President .....William Ziff  
Publisher .....Oliver Read  
Editor .....William Stocklin  
Technical Editor.....Milton S. Snitzer

**FILM DAILY**

**DAILY.** 1501 Broadway, New York 36, N. Y., Phone, BRyant 9-7117. J. W. Alicoate, Publisher; Chas. A. Alicoate, Executive Publisher; Chester B. Bahn, Editor; Winfield Andrus, Managing Editor; Emmett Keegan, Advertising Manager; West Coast Offices: William A. Weaver, News Editor; Harriet Margulies, N. Y. Representative; Cris Dutra, Special Representative, 6425 Hollywood Blvd., Phone Hollywood 9-5358; Washington Bureau, Walter Fitzmaurice, 138 C St., S.E. Phone: LIncoln 6-9168; Chicago Bureau, Joseph Esler, Chief; C. L. Esler, 6241 N. Oakley Ave., Phone BRiargate 4-7441. Far East Bureau, Glenn F. Ireton, Mgr., 58 Kamiyama-Cho, Shibuya-Ku, Tokyo, Phone, 46-0480 & 46-4324; Southern Europe Bureau, John Perdicari, Chief, 59 Via Priscilla, Rome; London, Bernard Charman, Daily Cinema; Paris, Thomas L. Rowe, 9 Rue Victor Considerant, Paris 12. Phone: Odeon 33-82.

**THE HOLLYWOOD REPORTER**

6715 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOllwood 4-7411

Publisher.....W. R. Wilkerson  
Editor.....Don C. Gillette  
Business Manager.....Geo. H. Kennedy

**MADISON AVENUE**

575 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-3446

Publisher .....Carl Rogers  
Executive Editor.....Croswell Bowen  
Adv. Manager.....George Dixon

**MARKETS OF AMERICA**

(Published Annually by the  
Advertiser Magazine Publ. Co.)  
1056 Fifth Ave., New York 28, N. Y.  
Phone: ENright 9-6512

Publisher.....Manuel Rosenberg  
Editor .....Lydie Bloch  
Managing Editor.....Col. Don R. Jason  
Associate Editor.....Vic Dallaire  
Business Mgr.....L. B. Rosenberg  
Camera Editor.....Lydie Bloch  
Advertising Mgr.....Robert M. Jason  
Production Mgr.....Arnold Hallock  
Circulation Mgr.....Sam J. Davis

**MEDIA/SCOPE**

Published by  
**STANDARD RATE & DATA  
SERVICE, INC., PUBLISHERS**

Publisher.....Walter E. Botthof  
President.....C. L. Botthof  
Editor .....Roger Barton  
Exec. Vice-Pres.....Albert W. Moss

**MIKE & SCREEN PRESS DIRECTORY**

527 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 1-2720

Publisher .....Radio-Newsreel-Television  
Working Press Association

**MUSICAL AMERICA**

111 W. 57th St., New York 19, N. Y.  
Phone: CIRCLE 7-0520

Publisher.....John F. Majeski  
Treas.....John F. Majeski, Jr.  
Editor.....Ronald Eyer  
Production Mgr.....Edward I. Davis

**MUSICAL COURIER**

119 West 57 St., New York 19, N. Y.  
Phone: CIRCLE 7-4500

Publisher.....Mrs. Lisa R. Trompeter  
Managing Editor.....Russell Kerr

**PRINTERS' INK**

635 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-7500

President .....William E. Barlow  
Publisher .....Robert T. Lund  
Vice President, Adv....Arthur B. Whitcomb  
Editor .....Woodrow Wirsig  
Exec. Editor.....W. Richard Bruner  
Managing Editor.....Cameron Day  
Asst. Mng. Editor.....H. Clark Wells  
Radio-TV Editor.....Jack Bernstein  
Cir. Mgr.....R. R. Rountree

*Branch Offices*

360 North Michigan Ave., Chicago 1, Ill.  
Mid-West Editor.....Maurice English  
Statler Building, Boston 16, Mass.

## TRADE PUBLICATIONS

Manager.....E. P. Meade  
8733 Sunset Blvd., Los Angeles 46, Calif.  
Western Editor.....Albert Ardmore  
156 The Alameda, San Anselmo, Calif.  
Western Editor.....Harry Press  
1722 Rhodes-Haverty Bldg., Atlanta, Ga.  
Manager.....Harold Brown  
900 Third St., San Francisco 7, Calif.  
Exec. In Charge.....George Nichols  
872 National Press Bldg., Washington 4, D. C.  
Washington Editor.....Ed Michelson

### PROMPTER, THE

3222 Santa Monica Blvd., Santa Monica, Calif.  
Phone: EX 4-4781

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INDUSTRY  
TELEVISION DAILY

presents

# 1959 COMMERCIAL AM & TV PROGRAMS

☆ ☆ ☆ ☆ ☆

ALPHABETICALLY LISTED BY  
TITLE — SHOWING SPONSOR —  
PRODUCT — NETWORK — AND  
ADVERTISING AGENCY

1960

# COMMERCIAL AM PROGRAMS OF 1959

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1959. 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. Programs are all of 13-week duration or longer.

## — A —

### **A Salute to Johnny Program (NBC)**

**Advertiser and Product:**  
Philip Morris Co. (Smoking tobacco products)  
Ad Agency—Leo Burnett

### **Academy Awards—1959 (NBC)**

**Advertiser and Product:**  
Academy of Motion Picture Arts & Sciences

### **All Star Football Game (ABC)**

**Advertiser and Product:**  
Carling Brewing Co. (Carling's "Black Label"  
Beer)  
Ad Agency—Lang, Fisher & Stashower

### **All-Daytime Programs (NBC)**

**Advertiser and Product:**  
American Dairy Assn. (Butter)  
Ad Agency—Campbell-Mithun  
Bristol-Myers Co. (Trushay)  
Ad Agency—BBD & O  
Carter Products (Colonaid)  
Ad Agency—Kastor, Farrell, Chesley & Clifford  
Ex-Lax Co. (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Foods Corp. (Jell-O) (Swansdown)  
Ad Agency—Young & Rubicam  
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
Ad Agency—Arthur Meyerhoff Co.  
Lehn & Fink (Lysol)  
Ad Agency—McCann-Erickson  
Lever Bros. (Good Luck Margarine)  
Ad Agency—Ogilvy, Benson & Mather  
Lever Bros. (Pepsodent)  
Ad Agency—Foote, Cone & Belding  
Lever Bros. (Surf)  
Ad Agency—BBD & O

Pan American Coffee Bureau (Iced Coffee)  
Ad Agency—BBD & O  
Plough, Inc. (St. Joseph Aspirin)  
Ad Agency—Lake-Spiro-Shurman  
Quaker Oat Co. (Cereals)  
Ad Agency—Baker, Tilden, Bolgard & Larger  
Parker Games (games)  
Ad Agency—Badger, Browning, Parcher  
Shulton Co. (Insecticides)  
Ad Agency—Wesley Associates  
Society of Plastics (Safe use of plastic bags)  
Ad Agency—BBD & O  
United Fruit Co. (Bananas)  
Ad Agency—BBD & O

### **All Star Football Game (ABC)**

**Advertiser and Product:**  
Western Air Lines  
Ad Agency—BBD & O

### **All Star Game (NBC)**

**Advertiser and Product:**  
Gillette Safety Razor Corp. (Razors)  
Ad Agency—Maxon

### **Amos 'n' Andy (CBS)**

**Advertiser and Product:**  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS Electronics—Div. of Columbia Broadcasting  
System  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Fram Corp.  
Ad Agency—Marschalk & Pratt (Div. of McCann-  
Erickson)

## COMMERCIAL AM PROGRAMS

Grove Laboratories (Div. of Bristol-Myers Co.)

Ad Agency—Cohen, Dowd & Aleshire  
Gardner Advertising

Hudson Vitamin Products

Ad Agency—Face

Kellogg Co.

Ad Agency—Leo Burnett

Mail Pouch Tobacco Co.

Ad Agency—Charles W. Hoyt

McCall Corp.

Ad Agency—Donahue & Coe

Mutual Benefit Health & Accident Assn.

Ad Agency—Bozell & Jacobs

Savings & Loan Foundation, Inc.

Ad Agency—McCann-Erickson

Shulton Inc.

Ad Agency—Wesley Associates

The Watchmakers of Switzerland

Ad Agency—Cunningham & Walsh

Whitehall Laboratories

Ad Agency—Tatham-Laird

Yardley of London, Inc.

Ad Agency—N. W. Ayer & Son

### **Answer Please (CBS)**

**Advertiser and Product:**

American Telephone & Telegraph Co.

Ad Agency—N. W. Ayer & Son

Fram Corp.

Ad Agency—Marschalk & Pratt

(Div. of McCann-Erickson Inc.)

Grove Laboratories (Div. of Bristol-Myers Co.)

Ad Agency—Cohen, Dowd & Aleshire

Gardner Advertising

McCall Corp.

Ad Agency—Donahue & Coe

R. J. Reynolds Tobacco Co.

Ad Agency—William Esty Co.

Savings & Loan Foundation, Inc.

Ad Agency—McCann-Erickson

Shulton, Inc.

Ad Agency—The Wesley Associates

### **Army-Navy (NBC)**

**Advertiser and Product:**

Dupont (Men's clothing)

Ad Agency—BBD & O

### **Army-Navy Game (1/4) (NBC)**

**Advertiser and Product:**

Singer Mfg. Co. (Military Product)

Ad Agency—O. S. Tysen

Sylvania Co. (Sylvania Products)

Ad Agency—Kudner Adv.

### **Avalon, Frankie (ABC)**

**Advertiser and Product:**

Pfizer Laboratories (Acnecare Kool-Gold)

— B —

### **Back to God Hour (ABC, NBC)**

**Advertiser and Product:**

The Christian Reformed Church (Religion)

Ad Agency—Stoetzel Associates

### **Backgrounding the News (CBS)**

**Advertiser and Product:**

Longines-Wittnauer Watch Co. Inc.

Ad Agency—Victor A. Bennett Co.

### **Bandstand (NBC)**

**Advertiser and Product:**

Alden Rug Mills (Rugs)

Ad Agency—Richard & Raymond

Hearst Magazine Div. (Good Housekeeping)

Ad Agency—Grey

C. H. Musselman Co. (Applesauce)

Ad Agency—Arndt, Preston, Chapin, Lamb & Keene

Pepsi-Cola Co. (Pepsi-Cola)

Ad Agency—Kenyon & Eckhardt

Procter & Gamble (Royal Drene Shampoo)

Ad Agency—Compton

Q-Tips Inc. (Q-tips)

Ad Agency—L. C. Gumbinner

Renuzit Home Products (Renuzit)

Ad Agency — Arndt, Preston, Chapin, Lamb & Keene

Scholl Mfg. Co. (Zino pads)

Ad Agency—Donahue & Coe

### **Better Homes For Better America (NBC)**

**Advertiser and Product:**

Aluminum Co. of America (Aluminum products)

Ad Agency—Fuller, Smith & Ross

### **Bible Study Hour (NBC)**

**Advertiser and Product:**

Evangelical Foundation (Religion)

Ad Agency—Paul Locke

### **Bob & Ray (CBS)**

**Advertiser and Product:**

American Telephone & Telegraph Co.

Ad Agency—N. W. Ayer & Son

CBS Electronics—Div. of Columbia Broadcasting System

Grove Laboratories—Div. of Bristol-Myers Co.

Ad Agency—Cohen, Dowd & Aleshire

The Watchmakers of Switzerland

Ad Agency—Cunningham & Walsh

Yardley of London, Inc.

Ad Agency—N. W. Ayer & Son



**Breakfast Club  
(ABC)**

**Advertiser and Product:**

American Home Foods Division;  
American Home Products Corp. (Chef-Boy-Ar-Dee)  
Ad Agency—Young & Rubicam  
Ben Mont Paper Inc. (Metalized Saran Christmas Tree & Icicles)  
Ad Agency—Woodard, Voss & Henenor  
Bruce, L. E., & Co. (Bruce Cleaning Wax, Floor Cleaner & Self Polishing Wax)  
Ad Agency—Christiansen Adv.  
Campana Sales Co. (Ayds, Italian Balm, Lotion Spray)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chicopee Mills, Inc. (Miracloth & Dottie Dustcloth)  
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
Clairol, Inc.  
Ad Agency—Foote, Cone & Belding  
Curtis Publishing Co. ("The American Home")  
Ad Agency—BBD & O  
Dow Chemical Co. (Saran Wrap)  
Ad Agency—MacManus, John & Adams, Inc.  
Ex-Lax Inc. (Ex-Lax)  
Ad Agency—Warwick & Legler  
Food Specialties (Appian Way Pizza Pie Mix)  
Ad Agency—Charles F. Hutchinson  
General Foods (Kool Aid)  
Ad Agency—Foote, Cone & Belding  
Grosset & Dunlap Inc. (Books)  
Ad Agency—Friend-Reiss  
Hudson Vitamins (Vitamin Catalog)  
Ad Agency—Pace  
The Kretschmer Corp. (Kretschmer Wheat Germ)  
Ad Agency—George H. Hartman  
The KVP Company (Freezer Wrapping & Shelving Paper)  
Ad Agency—Grant  
Landers, Frary & Clark (Universal Coffeematic)  
Ad Agency—Goold & Tierney  
Levolor Lorentzen, Inc. (Levolor Venetian Blinds)  
Ad Agency—Friend-Reiss  
Magla Products (Silocone Ironing Board Covers)  
Ad Agency—Edward Lieb  
The Mentholatum Co. (Deep Heat Rub Medicated Stick)  
Ad Agency—J. Walter Thompson  
C. H. Musselman Co. (Tomato juice, Apple juice)  
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
Parker Pen Co. (Parker pens)  
Ad Agency—Tatham-Laird  
Peter Paul Inc. (Candy)  
Ad Agency—Dancer-Fitzgerald-Sample  
Plantables Corp. (Plant Food Tablets)  
Ad Agency—W. B. Doner & Co.

Renuzit Home Products Co. (Deodorizer Fabric Cleaner)  
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
Rock of Ages Corp.  
Ad Agency—Harold Cabot & Co.  
The Schoell Mfg. Co. (Zino pads & other products)  
Ad Agency—Donahue & Coe  
Russel Spruance Co. (Spruance Bread Mix)  
Ad Agency—Cheiv, Harvey & Thomas  
A. E. Staley Mfg. Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Standard Brands (Chase & Sanborn Instant Coffee)  
Ad Agency—Compton  
Eugene Stevens, Inc. (Fred Streeter's Plant Growth Tablets)  
Ad Agency—Curtis  
Swanson Cookie Co. (Archway Cookies)  
Ad Agency—Grant  
Syntex Chemical Co. (Actva-Iny)  
Ad Agency—Anderson & Cairns  
Union Carbide Corp. (6-12 Insect Repellant)  
Ad Agency—J. M. Mathes, Inc.  
U. S. Pharmacial Co. (Baby Sweet & Soothene)  
Ad Agency—Gresh & Kramer  
Van Nuys Savings & Loan Assn. (4% Interest Saving)  
Ad Agency—J. V. Raymond  
Watchmakers of Switzerland (Swiss watches)  
Ad Agency—Cunningham & Walsh

**Burns & Allen  
(CBS)**

**Advertiser and Product:**

Kellogg Co.  
Ad Agency—Leo Burnett  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**Business Final  
(ABC)**

**Advertiser and Product:**

Beltone Hearing Aid Co. (Hearing Aids)  
Ad Agency—Olian & Bronner

**Business News  
(CBS)**

**Advertiser and Product:**

General Foods Corp.  
Ad Agency—Young & Rubicam  
General Motors Corp.  
Ad Agency—D. P. Brothers  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Longines-Wittnauer Watch Co.  
Ad Agency—Victor A. Bennett  
Popular Science Publishing Co.  
Ad Agency—Schwab, Beatty & Porter

## COMMERCIAL AM PROGRAMS

### **Buttram, Pat, Show (CBS)**

Advertiser and Product:  
Wm. Wrigley Jr. Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

— C —

### **Changing Times (ABC)**

Advertiser and Product:  
Kiplinger Washington Editors, Inc.  
Ad Agency—Albert Frank-Gunther Law

### **Couple Next Door (CBS)**

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Ex Lax, Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Adv.  
The Hearst Corp. (Magazine Div.)  
Ad Agency—Ellington & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—Ogilvy, Benson & Mather  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Syntex Chemical Co. Inc.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### **Crosby, Bing, Golf Tournament (ABC)**

Advertiser and Product:  
General Motors (Oldsmobile)

— D —

### **Daly, John, News (ABC)**

Advertiser and Product:  
Cadillac Motor Car Division  
Ad Agency—MacManus, John & Adams  
Chevrolet Motor Division of General Motors  
(Chevrolet)  
Ad Agency—Campbell-Ewald

### **Decorating (NBC)**

Advertiser and Product:  
Princeton Knitting Mills (Pouff rugs)  
Ad Agency—Erlich Neuworth & Sobo

### **Dr. Pierce (ABC)**

Advertiser and Product:  
World Vision, Inc. (Institutional)  
Ad Agency—Walter F. Bennet

### **Drake, Galen (CBS)**

Advertiser and Product:  
Clairol, Inc.  
Ad Agency—Foote, Cone & Belding  
Comstock Foods, Inc.  
Ad Agency—Gordon Best & Co.  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James Co.  
Grove Laboratories, Div. of Bristol-Myers Co.  
Ad Agency—Gardner  
The Hearst Corp. (Magazine Div.)  
Ad Agency—Ellington & Co.  
Hudson Vitamin Products Inc.  
Ad Agency—Pace  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—Ogilvy, Benson & Mather  
Puritan Research Corp.  
Ad Agency—Curtis  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson Co.  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
United Fruit Co.  
Ad Agency—BBD & O

**Dreier, Alex  
(NBC)**

Advertiser and Product:  
Marion-Kay Products (Vanilla extract, black pepper)  
Ad Agency—Biddle Agency

**Durocher, Leo  
(15 min. Pre-series)  
(NBC)**

Advertiser and Product:  
International Harvester Co. (Trucks)  
Ad Agency—Young & Rubicam

— E —

**East-West Football Game  
(NBC)**

Advertiser and Product:  
Savings & Loan Assn. (Savings & loans)  
Ad Agency—McCann-Erickson

**Eleventh Hour Call  
(ABC)**

Advertiser and Product:  
General Assn. of Davidian 7th Day Adventists  
(Institutional)

**Emphasis  
(NBC)**

Advertiser and Product:  
Frito Company (Fritos)  
Ad Agency—Dancer-Fitzgerald-Sample  
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
Ad Agency—Arthur Meyerhoff Co.  
Popular Science Monthly (Popular Science Magazine)  
Ad Agency—Schwab, Beatty & Porter

— F —

**15 Minute Program  
(NBC)**

Advertiser and Product:  
General Motors (Fisher Body Awards)  
Ad Agency—Kudner

**Foley, Red, Show  
(NBC)**

Advertiser and Product:  
Hess & Clark (Warfarat)  
Ad Agency—Klau-Van-Pieteron

**Frank and Ernest  
(ABC)**

Advertiser and Product:  
Dawn Bible Students Assn. (Institutional)  
Ad Agency—W. L. Gleeson & Co.

**Funny Side Up  
(CBS)**

Advertiser and Product:  
Campbell Soup Co.  
Ad Agency—BBD & O  
CBS-Electronics Div.  
Curtis Circulation Co.  
Ad Agency—BBD & O  
The Scholl Mfg. Co.  
Ad Agency—Donahue & Coe

— G —

**Gillette Fights  
(NBC)**

Advertiser and Product:  
Gillette Safety Razor Corp. (Razors)  
Ad Agency—Maxon

**Godfrey, Arthur, Time  
(CBS)**

Advertiser and Product:  
Aluminum Co. of America  
Ad Agency—Ketchum, MacLeod & Grove  
Ben Mont Papers Inc.  
Ad Agency—Woodard, Vass & Hevenor  
The Borden Co.  
Ad Agency—Young & Rubicam  
Bristol-Myers Co.  
Ad Agency—Young & Rubicam  
Campana Sales Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Clairol Inc.  
Ad Agency—Foote, Cone & Belding  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Helene Curtis Industries  
Ad Agency—Gordon Best  
Campbell-Mithun  
Dumas Milner Corp.  
Ad Agency—Gordon Best  
Food Specialties Inc.  
Ad Agency—Charles F. Hutchinson  
General Electric Co.  
Ad Agency—BBD & O  
Hartz Mountain Products Corp.  
Ad Agency—George A. Hartman  
Kellogg Co.  
Ad Agency—Leo Burnett  
Kitchens of Sara Lee  
Ad Agency—Cunningham & Walsh  
Knouse Foods, Inc.  
Ad Agency—N. W. Ayer & Son  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis  
Puritron Corp.  
Ad Agency—Maxwell Sackheim

## COMMERCIAL AM PROGRAMS

Reddi-Wip Inc.  
Ad Agency—D'Arcy  
The Sandura Company  
Ad Agency—Hicks & Greist  
Sealy Inc.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Standard Brands, Inc.  
Ad Agency—Compton  
Standard Packaging Corp.  
Ad Agency—Smith, Hagel, Knudsen  
Sweets Company of America Inc.  
Ad Agency—Henry Eisen  
Sylvania Electric Products Inc.  
Ad Agency—Kudner  
William Underwood Co.  
Ad Agency—Kenyon & Eckhardt  
United States Plywood Corp.  
Ad Agency—Kenyon & Eckhardt

### **Gorme, Edie (ABC)**

**Advertiser and Product:**  
Dr. Pepper Co. (Dr. Pepper-Soft Drink)  
Ad Agency—Grant  
General Motors Corp. (Guardian Maintenance  
Service Centers)  
Ad Agency—D. P. Brother

### **Graham, Billy (NBC)**

**Advertiser and Product:**  
Billy Graham Evangelistic (Religion)  
Ad Agency—Walter F. Bennett

### **Grand Ole Opry (NBC)**

**Advertiser and Product:**  
R. J. Reynolds Tobacco Co. (Prince Albert  
Tobacco)  
Ad Agency—William Esty

### **Great Moments In Music (NBC)**

**Advertiser and Product:**  
Whitehouse Co. (Recordings)  
Ad Agency—Kushins, Anderson, Takaro

### **Griffith, Andy (CBS)**

**Advertiser and Product:**  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty

### **Groucho (NBC)**

**Advertiser and Product:**  
American Telephone & Telegraph (Telephone  
service)  
Ad Agency—N. W. Ayer & Son

Grove Labs (Bromo-Quinine)  
Ad Agency—Gardner  
Hudson Vitamin Co. (Hudson vitamins)  
Ad Agency—Packe  
Mail Pouch Tobacco Co. (Tobacco)  
Ad Agency—Chas. W. Hoyt Co.

### **Gunsmoke (CBS)**

**Advertiser and Product:**  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Fram Corp.  
Ad Agency—Marschalk & Pratt  
(Div. of McCann-Erickson)  
General Motors Corp. (Service Div.)  
Ad Agency—D. P. Brother & Co.  
Grove Laboratories—Div. of Bristol-Myer Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Kellogg & Co.  
Ad Agency—Leo Burnett  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Longines-Wittnauer Watch Co. Inc.  
Ad Agency—Victor A. Bennett  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
Popular Science Publishing Co.  
Ad Agency—Schwab, Beatty & Porter  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Sta-Nu Corp.  
Ad Agency—Reach, McClinton, Pershall  
Turtle Wax-Plastone Co.  
Ad Agency—Bozell & Jacobs  
The Watchmakers of Switzerland  
Ad Agency—Cunningham & Walsh  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### **— H —**

### **Harvey, Paul, News (ABC)**

**Advertiser and Product:**  
Bankers Life & Casualty Co. (White Cross  
Hospital Plan)  
Ad Agency—Phillips & Cherbo

**Have Gun, Will Travel  
(CBS)**

**Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Ex Lax, Inc.  
Ad Agency—Warwick & Legler  
Fram Corp.  
Ad Agency—Marschalk & Fratt—Div. of McCann-Erickson  
General Motors Corp.—Service Div.  
Ad Agency—D. P. Brother  
Grove Laboratories—Div. Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Longines-Wittnauer Watch Co.  
Ad Agency—Victor A. Bennett  
Mail Pouch Tobacco Co.  
Ad Agency—Charles W. Hoyt  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
Popular Science Publishing Co.  
Ad Agency—Schwab, Beatty & Porter  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty Co.  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
The Watchmakers of Switzerland  
Ad Agency—Cunningham & Walsh  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

**Hayes, Peter Lind  
(ABC)**

**Advertiser and Product:**

A. E. Staley Mfg. Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

**Herald Of Truth  
(ABC)**

**Advertiser and Product:**

Highland Church of Christ (Institutional)  
Ad Agency—Fidelity Adv.

**Hour Of Decision  
(ABC)**

**Advertiser and Product:**

Billy Graham Evangelistic Assn., Inc.  
(Institutional)  
Ad Agency—Walter F. Bennett

**House Party  
(CBS)**

**Advertiser and Product:**

Beltone Hearing Aid Co.  
Ad Agency—Olian & Bronner  
Ben Mont Papers, Inc.  
Ad Agency—Woodard, Voss & Hevenor  
Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Burgess Vibrocrafters, Inc.  
Ad Agency—Olian & Bronner  
Campbell Soup Co.  
Ad Agency—BBD & O  
CBS-Electronics Div.  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
The Hearst Corp.—Magazine Div.  
Ad Agency—Grey  
Hudson Vitamin Products  
Ad Agency—Pace  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—Ogilvy, Benson & Mather  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson  
The C. H. Musselman Co.  
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
Peter Paul, Inc.  
Ad Agency—Dancer-Fitzgerald-Sample  
Q-Tips, Inc.  
Ad Agency—L. C. Gumbinner Adv.  
Renuzit Home Products Co.  
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
United Fruit Co.  
Ad Agency—BBD & O

## COMMERCIAL AM PROGRAMS

Vitamin Specialties Corp.  
Ad Agency—Henry S. Goodsett  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

### — I —

#### **It's Network Time (NBC)**

**Advertiser and Product:**  
Scholl Mfg. Co. (Zino pads)  
Ad Agency—Donahue & Coe

### — L —

#### **Life & World Daytime Programs (NBC)**

**Advertiser and Product:**  
Vick Chemical Co. (Cold remedies)  
Ad Agency—Morse International

#### **Lutheran Hour, The (NBC)**

**Advertiser and Product:**  
Lutheran Layman's League (Religion)  
Ad Agency—Gotham-Vladimir

### — M —

#### **Ma Perkins (CBS)**

**Advertiser and Product:**  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Adv.—BBD & O  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex Lax, Inc.  
Ad Agency—Warwick & Legler  
Dr. Peter Fahrney & Sons  
Ad Agency—Bozell & Jacobs  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
Foster-Milburn Co.  
Ad Agency—Street & Finney  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories, Div. of Bristol-Myers  
Ad Agency—Cohen, Dowd & Aleshire  
Doherty, Clifford, Steers & Shenfield

The Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.—Grey Adv.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Niagara Therapy Mfg. Co.  
Ad Agency—George L. Mallis  
Renuzit Home Products Co.  
Ad Agency—Arndt, Preston, Chapin, Lamb & Keen  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Sterling Drug Inc.—Glenbrook Lab. Div.  
Ad Agency—Brown & Butcher  
Syntex Chemical Co. Inc.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

#### **Metropolitan Opera (CBS)**

**Advertiser and Product:**  
Texaco Inc.  
Ad Agency—Cunningham & Walsh

#### **Miller, Mitch (CBS)**

**Advertiser and Product:**  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Fram Corp.  
Ad Agency—Marschalk & Pratt—Div. of McCann-Erickson  
General Motors Corp.—Service Div.  
Ad Agency—D. P. Brothier  
Grove Laboratories Div.—Bristol-Myers  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett

Lewis-Howe Co.  
 Ad Agency—McCann-Erickson  
 Mail Pouch Tobacco Co.  
 Ad Agency—Charles W. Hoyt Co.  
 McCall Corp.  
 Ad Agency—Donahue & Coe  
 Mutual Benefit Health & Accident Assn.  
 Ad Agency—Bozell & Jacobs  
 Pepsi-Cola Co.  
 Ad Agency—Kenyon & Eckhardt  
 R. J. Reynolds Tobacco Co.  
 Ad Agency—William Esty  
 Savings & Loan Foundation Inc.  
 Ad Agency—McCann-Erickson  
 Shulton, Inc.  
 Ad Agency—The Wesley Associates  
 Whitehall Laboratories  
 Ad Agency—Tatham-Laird  
 Yardley of London, Inc.  
 Ad Agency—N. W. Ayer & Son

**Monitor  
(NBC)**

**Advertiser and Product:**

Alden Rug Mills (Rugs)  
 Ad Agency—Richard & Raymond  
 Aluminum Co. of America (Aluminum boats, etc.)  
 Ad Agency—Fuller, Smith, Ross  
 American Telephone & Telegraph (Telephone Service)  
 Ad Agency—N. W. Ayer & Son  
 Anderson Co. (Windshield wipers)  
 Ad Agency—Reincke, Meyer & Finn  
 Armour & Co. (Dash Dog Food)  
 Ad Agency—Foote, Cone & Belding  
 Book Enterprises, Inc. (Maps)  
 Ad Agency—Schwab, Beatty & Porter  
 Harry Campbell (Sakrete)  
 Ad Agency—Van Sant, Dugdale  
 Chrysler Corp. (Simca Cars)  
 Ad Agency Richard N. Meltzer  
 Dupont (Men's Clothing)  
 Ad Agency—BBD & O  
 Evinrude Motors (Outboard motors)  
 Ad Agency—Cramer-Kasselt  
 Exello Corp. (Pure-Pak containers)  
 Ad Agency—Fred M. Randall  
 Florists Telegraph Delivery (Flowers by wire)  
 Ad Agency—Grant  
 Food Specialties Inc. (Appian Way pizza pie)  
 Ad Agency—Chas. F. Hutchins  
 Ford Motor Co. (Institutional)  
 Ad Agency—Kenyon & Eckhardt  
 Ford Motor Co. (Trucks, cars & parts)  
 Ad Agency—J. Walter Thompson  
 Formica (Wall tile)  
 Ad Agency—Perry-Brown  
 Gabriel Co. (Shock absorbers)  
 Ad Agency—Gray & Rogers

General Foods Corp. (Swansdown)  
 Ad Agency—Young & Rubicam  
 General Insurance Co. (Insurance)  
 Ad Agency—Cole & Weber  
 General Mills (Cheerios)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Motors (GMC trucks)  
 Ad Agency—McCann-Erickson  
 General Motors (Oldsmobile) (Service)  
 Ad Agency—D. P. Brother  
 GHP Cigar Co. (El Producto cigars)  
 Ad Agency—Compton  
 I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
 Ad Agency—Arthur Meyerhoff  
 Greyhound Corp. (Bus travel)  
 Ad Agency—Grey  
 Grove Labs (Fitch)  
 Ad Agency—Cohen Dowd, & Aleshire  
 Grove Labs (No Doz) (Bromo-Quinine)  
 Ad Agency—Gardner  
 Gulf Guaranty Land & Title Co. (Cape Coral)  
 Ad Agency—Paul Venze Assoc.  
 Hollingshead Corp. (Car waxite)  
 Ad Agency—Gray & Rogers  
 Kiplinger "Changing Times"  
 Ad Agency—Albert Frank-Guenther Law  
 Lever Bros. (Pepsodent)  
 Ad Agency—Foote, Cone & Belding  
 Lewis-Howe (Tums)  
 Ad Agency—McCann-Erickson  
 Liggett & Myers (L & M cigarettes)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Longines-Wittnauer Watch Co. (Watches)  
 Ad Agency—Victor A. Bennett  
 Mack Trucks (Trucks)  
 Ad Agency—Doyle, Kitcher, McCormick  
 Mail Pouch Tobacco Co. (Tobacco)  
 Ad Agency—Chas. W. Hoyt  
 B. Manischewitz Co. (Food products)  
 Ad Agency—Al Paul Lefton  
 Marion-Kay Products (Vanilla extract, black pepper)  
 Ad Agency—Biddle  
 Mogen David Wine Co. (Wine)  
 Ad Agency—Edward H. Weiss  
 Monroe Auto Equipment Co. (Shock absorbers)  
 Ad Agency—Aitkin-Kynett  
 No. American Van Lines (Long distance moving)  
 Ad Agency—Applegate  
 Pan American Coffee Bureau (Iced Coffee)  
 Ad Agency—BBD & O  
 Parker Games (Games)  
 Ad Agency—Badger, Browning & Parcher  
 Pepsi-Cola Co. (Pepsi-Cola)  
 Ad Agency—Kenyon & Eckhardt  
 Pharmacract Co. (Coldene)  
 Ad Agency—J. Walter Thompson  
 Philip Morris Co. (Smoking tobacco products)  
 Ad Agency—Leo Burnett

## COMMERCIAL AM PROGRAMS

Popular Science Monthly (Magazine)  
Ad Agency—Schwab, Beatty & Porter  
Purrolator Products (Oil filters)  
Ad Agency—J. Walter Thompson  
Quaker Oat Co. (Cereals)  
Ad Agency—Baker, Tilden, Bolgard & Larger  
Radio Corporation of America (Appliances, TV, Radios)  
Ad Agency—Kenyon & Eckhardt  
Radio Corporation of America (Institutional)  
Ad Agency—Kenyon & Eckhardt  
Raybestos Div. (Brake linings)  
Ad Agency—Gray & Rogers  
Raytheon (Raytheon dealers)  
Ad Agency—Fuller, Smith, Ross  
R. J. Reynolds Tobacco Co. (Camels, Winston)  
Ad Agency—William Esty  
Savings & Loan Assn. (Savings & Loans)  
Ad Agency—McCann-Erickson  
Simoniz Co. (Simoniz)  
Ad Agency—Young & Rubicam  
Socony Mobil Co. (Gasoline)  
Ad Agency—Compton  
A. Stein Co. (Perma-lift bras)  
Ad Agency—Cruttenden  
Sterling Drug Co. (Bayer Aspirin)  
Ad Agency—Dancer-Fitzgerald-Sample  
Sylvania Co. (Sylvania products)  
Ad Agency—Kudner  
Time Inc. (Life, Sports Illustrated & Time Magazine)  
Ad Agency—Young & Rubicam  
Tipon (Tipon)  
Ad Agency—Rothstein, Simmons, Pascoe  
Tyrex Inc. (Tyrex Viscose Tire Cord)  
Ad Agency—McCann-Erickson  
Twentieth Century Fox (Film)  
Ad Agency—Chas. Schlaifer Co.  
Union Carbide & Carbon Co. (6-12 Insect Repellent)  
Ad Agency—J. M. Mathes  
United Insurance Co. of No. America (Insurance)  
Ad Agency—Joy Inc.  
U. S. Royal Tire Div. (U. S. Royal Tire)  
Ad Agency—Fletcher D. Richards  
Universal International Pictures (Film “Spartacus”)  
Ad Agency—Chas. Schlaifer Co.  
Vick Chemical Co. (Cold remedies)  
Ad Agency—Morse International  
Walker Mfg. Co. (Auto muffler silencers)  
Ad Agency—Aitken-Kynett  
Watch Makers of Switzerland (Swiss watches)  
Ad Agency—Cunningham & Walsh

### **Moore, Garry (CBS)**

**Advertiser and Product:**  
Amana Refrigeration Inc.  
Ad Agency—Maury, Lee & Marshall  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis Inc.

### **Morgan, Edward P. (ABC)**

**Advertiser and Product:**  
AFL-CIO  
Ad Agency—Furman, Feiner & Co.

### **Murrow, Edward R. (CBS)**

**Advertiser and Product:**  
Longines-Wittnauer Watch Co.  
Ad Agency—Victor A. Bennett  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson

### **My True Story (NBC)**

**Advertiser and Product:**  
Foster-Milburn (Doan's Pills)  
Ad Agency—Street & Finney  
Hudson Vitamin Co. (Hudson vitamins)  
Ad Agency—Packe

— N —

### **National Farm & Home Hour (NBC)**

**Advertiser and Product:**  
Allis Chalmers (Farm equipment)  
Ad Agency—Bert S. Gittens

### **National League Baseball Playoffs (ABC)**

**Advertiser and Product:**  
Schick Inc. (Electric Razor & Top Brass)  
Ad Agency—Benton & Bowles

### **NBA Basketball (NBC)**

**Advertiser and Product:**  
Gillette Safety Razor Corp. (Razors)  
Ad Agency—Maxon

### **News—Ned Calmer (CBS)**

**Advertiser and Product:**  
Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty Co.  
Stewart-Warner Corp.; Alemite Div.  
Ad Agency—MacFarland, Aveyard & Co.

### **News—Allan Jackson (CBS)**

**Advertiser and Product:**  
General Motors Corp.—Chevrolet Div.  
Ad Agency—Campbell-Ewald



**News—Robert Trout  
(CBS)**

**Advertiser and Product:**

General Motors Corp.—Chevrolet Div.  
Ad Agency—Campbell-Ewald

**News: 10:00-10:05 A.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex Lax, Inc.  
Ad Agency—Warwick & Legler  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Scholl Mfg. Co.  
Ad Agency—Donahue & Coe  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News: 11:00-11:05 A.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
McCall Corp.  
Ad Agency—Donahue & Coe

Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News: 2:00-2:05 P.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

CBS-Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News: 3:00-3:05 P.M.,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**

Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Curtis Circulation Co.  
Ad Agency—BBD & O  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Lever Brothers Co.  
Ad Agency—Ogilvy, Benson & Mather  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs

Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News Analysis,  
Monday-Friday  
(CBS)**

**Advertiser and Product:**  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS—Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Longines-Wittnauer Watch Co.  
Ad Agency—Victor A. Bennett  
McCall Corp.  
Ad Agency—Donahue & Coe  
Stewart-Warner Corp.—Alemite Div.  
Ad Agency—MacFarland, Aveyard

**News Analysis, Saturday  
(CBS)**

**Advertiser and Product:**  
General Motors Corp.—United Motors Service  
Div.—Delco  
Ad Agency—Campbell-Ewald  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News Analysis, Sunday  
(CBS)**

**Advertiser and Product:**  
General Motors Corp.—United Motors Service  
Div.—Delco  
Ad Agency—Campbell-Ewald  
Whitehall Laboratories  
Ad Agency—Tatham-Laird

**News Around The World  
(ABC)**

**Advertiser and Product:**  
Colgate-Palmolive Co. (Colgate Dental Cream)  
Ad Agency—Street & Finney  
Foster-Milburn (Doan's Pills)  
Ad Agency—Street & Finney  
Hudson Vitamins (Vitamin catalog)  
Ad Agency—Pace  
Pharmaco Inc. (Chooz)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
R. J. Reynolds (Winston, Camels)  
Ad Agency—William Esty

**News Of The World  
(NBC)**

**Advertiser and Product:**  
American Motors (Rambler cars)  
Ad Agency—Geyer, Morey, Madden & Ballard  
A-P Parts (Auto mufflers)  
Ad Agency—Gray & Rogers  
Belton Hearing Aid Co. (Hearing aids)  
Ad Agency—Olian & Bronner  
Chapstick Co. (Chapstick)  
Ad Agency—L. C. Gumbinner  
Ex-Lax Co. (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Motors (GMC trucks)  
Ad Agency—McCann-Erickson  
I. J. Grass Noodle Co. (Mrs. Grass Noodle Soup)  
Ad Agency—Arthur Meyerhoff  
Grove Labs (Bromo-Quinine)  
Ad Agency—Gardner  
Mogen David Wine Co. (Wine)  
Ad Agency—Edward H. Weiss  
Pharmacraft Co. (Coldene)  
Ad Agency—J. Walter Thompson  
Plastone Co. (Turtle Wax)  
Ad Agency—Bozell & Jacobs  
Popular Science Monthly (Magazine)  
Ad Agency—Schwab, Beatty & Porter  
Quaker Oat Co. (Cereals)  
Ad Agency—Baker, Tilden, Bolgard & Larger  
Q-Tips Inc. (Q-tips)  
Ad Agency—L. C. Gumbinner  
R. J. Reynolds Tobacco Co. (Camels, Winston)  
Ad Agency—William Esty  
Socony Mobil Co. (Gasoline)  
Ad Agency—Compton

**News On The Hour  
(NBC)**

**Advertiser and Product:**  
American Motors (Rambler cars)  
Ad Agency—Geyer, Morey, Madden & Ballard  
B. T. Babbitt Co. (Savey Car Shampoo & Cameo  
copper cleaner)  
Ad Agency—Brown & Butcher  
Brown Williamson Tobacco Co. (Viceroy & Kools)  
Ad Agency—Ted Bates  
California Packing Co. (Delmonte juices)  
Ad Agency—McCann-Erickson  
Church & Dwight (Arm & Hammer)  
Ad Agency—J. Walter Thompson  
Electric Autolite Co. (Electrical equip. for cars)  
Ad Agency—Grant  
Florists Telegraph Delivery (Flowers by wire)  
Ad Agency—Grant  
Lewis-Howe (Tums)  
Ad Agency—McCann-Erickson  
Midas Inc. (Mufflers)  
Ad Agency—Bozell & Jacobs  
Pepsi-Cola Co. (Pepsi-Cola)  
Ad Agency—Kenyon & Eckhardt

Readers Digest Assn. (Book club)  
 Ad Agency—J. Walter Thompson  
 Renault Inc.  
 Ad Agency—Kudner  
 Scott Paper Co. (Cut-rite Wax Paper)  
 Ad Agency—J. Walter Thompson  
 Sylvania Co. (Sylvania products)  
 Ad Agency—Kudner  
 Time Inc. (Life Magazine & Sports Illustrated)  
 Ad Agency—Young & Rubicam  
 Tyrex Inc. (Tyrex Viscose Tire Cord)  
 Ad Agency—McCann-Erickson  
 Vick Chemical Co. (Cold remedies)  
 Ad Agency—Morse International  
 Warner-Lambert—Anahist Div. (Anahist)  
 Ad Agency—Ted Bates  
 Yardley of London (Men's toiletries)  
 Ad Agency—N. W. Ayer

**Nightline  
(NBC)**

**Advertiser and Product:**  
 Curtis Circulation Co. (Saturday Evening Post)  
 Ad Agency—BBD & O  
 Ex-Lax Co. (Ex-Lax)  
 Ad Agency—Warwick & Legler  
 Mail Pouch Tobacco Co. (Tobacco)  
 Ad Agency—Chas. W. Hoyt  
 Mogen David Wine Co. (Wine)  
 Ad Agency—Edward H. Weiss  
 Popular Science Monthly (Popular Science magazine)  
 Ad Agency—Schwab, Beatty & Porter  
 Princeton Knitting Mills (Pouff rugs)  
 Ad Agency—Erlich, Neuwirth & Sobol  
 Vick Chemical Co. (Cold remedies)  
 Ad Agency—Morse International  
 Waverly Fabrics (Waverly bonded fabrics)  
 Ad Agency—Ehrlich, Neuwirth & Sobol

**Notre Dame Football Games  
(ABC)**

**Advertiser and Product:**  
 Pontiac Motor Division (Pontiac)  
 Ad Agency—MacManus, John & Adams

— O —

**Old Fashioned Revival Hour  
(ABC)**

**Advertiser and Product:**  
 Gospel Broadcasting Assn. (Institutional)  
 Ad Agency—R. H. Alber

**Olympic Games  
(NBC)**

**Advertiser and Product:**  
 Longines-Wittnauer Watch Co. (Watches)  
 Ad Agency—Victor A. Bennett

**On The Line With Considine  
(NBC)**

**Advertiser and Product:**  
 Mutual of Omaha (Insurance)  
 Ad Agency—Bozell & Jacobs

**One Man's Family  
(NBC)**

**Advertiser and Product:**  
 Foster-Milburn (Doan's Pills)  
 Ad Agency—Street & Finney  
 Q-Tips Inc. (Q-tips)  
 Ad Agency—L. C. Gumbinner

— P —

**Patterson-Johansson Fight  
(ABC)**

**Advertiser and Product:**  
 United Artists Corp. (Film "The Horse Soldiers")  
 Ad Agency—Monroe Greenthal Co.

**People  
(NBC)**

**Advertiser and Product:**  
 American Telephone & Telegraph (Telephone service)  
 Ad Agency—N. W. Ayer & Son  
 Hudson Vitamin Co. (Hudson vitamins)  
 Ad Agency—Packe  
 Mail Pouch Tobacco Co. (Tobacco)  
 Ad Agency—Chas. W. Hoyt Co.

**Post-Game Wrap Up  
(ABC)**

**Advertiser and Product:**  
 Food Specialties, Inc. (Appian Way Pizza Pie Mix)  
 Ad Agency—Charles F. Hutchinson

**Pro-Football  
(NBC)**

**Advertiser and Product:**  
 Savings & Loan Assn. (Savings & Loan)  
 Ad Agency—McCann-Erickson

**Pro-Football Championship  
Game  
(NBC)**

Philip Morris Co. (Smoking tobacco products)  
 Ad Agency—Leo Burnett  
 Hygrade Food Prod.  
 Ad Agency—W. B. Doner

**Professional Football  
(CBS)**

**Advertiser and Product:**  
 P. Ballantine & Sons  
 Ad Agency—William Esty  
 General Cigar Co., Inc.  
 Ad Agency—Young & Rubicam

## COMMERCIAL AM PROGRAMS

— R —

### Radio Bible Class (ABC)

Advertiser and Product:  
Radio Bible Class (Institutional)  
Ad Agency—John M. Camp & Co.

### Radio Theatre (NBC)

Advertiser and Product:  
Foster-Milburn (Doan's Pills)  
Ad Agency—Street & Finney

### Revival Time (ABC)

Advertiser and Product:  
Assemblies of God (Institutional)  
Ad Agency—Walter F. Bennett

### Right To Happiness (CBS)

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty, Clifford, Steers & Shenfield  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services, Inc.  
Curtis Circulation Co.  
Ad Agency—BBD & O  
d-Con Company  
Ad Agency—Thompson-Koch Co.  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Advertising  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—BBD & O; Ogilvy, Benson & Mather  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson Co.  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Syntex Chemical Co., Inc.  
Ad Agency—Anderson & Cairns, Inc.

United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

### Roberts, Oral (ABC)

Advertiser and Product:  
Oral Roberts Evangelistic Assn. Inc.  
(Institutional)  
Ad Agency—Swan & Mason

### Romance of Helen Trent (CBS)

Advertiser and Product:  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty, Clifford, Steers & Shenfield  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services, Inc.  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Foster-Milburn Co.  
Ad Agency—Street & Finney  
General Foods Corp.  
Ad Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire, Inc.  
Gardner Advertising  
Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Lever Brothers Co.  
Ad Agency—BBD & O; Ogilvy, Benson & Mather  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson  
Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Westley Associates  
Syntex Chemical Co.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

**Rusty Draper  
(CBS)**

**Advertiser and Product:**

R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Stewart-Warner Corp.—Alemite Div.  
Ad Agency—MacFarland, Aveyard

**— S —**

**Second Mrs. Burton  
(CBS)**

**Advertiser and Product:**

Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty, Clifford, Steers & Shenfield  
California Facking Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Ex-Lax Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad. Agency—Young & Rubicam  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Gardner Advertising  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers  
Ad Agency—Ogilvy, Benson & Mather  
Niagara Therapy Mfg. Corp.  
Ad Agency—George L. Mallis, Inc.  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
Sterling Drug Inc.—Glenbrook Laboratories Div.  
Ad Agency—Brown & Butcher  
Syntex Chemical Co.  
Ad Agency—Anderson & Cairns  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather, Inc.  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son, Inc.

**Speaking of Sports  
(ABC)**

**Advertiser and Product:**

Chrysler Division of Chrysler Corp.  
Ad Agency—Young & Rubicam

GMC Truck Division  
Ad Agency—Kudner Agency  
Hudson Vitamins (Vitamin Catalog)  
Ad Agency—Pace  
Plymouth-Chrysler Corp.  
Ad Agency—Grant  
Savings & Loan Foundation (Banking Services)  
Ad Agency—McCann-Erickson

**Sports Time  
(CBS)**

**Advertiser and Product:**

R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Stewart-Warner Corp.—Alemite Div.  
Ad Agency—MacFarland, Aveyard

**Stardust  
(NBC)**

**Advertiser and Product:**

Liggett & Myers (L&M Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample

**Story Princess  
(ABC)**

**Advertiser and Product:**

Cadence Records, Inc.  
Ad Agency—Pike & Becker  
Walt Disney  
Ad Agency—Gresh & Kramer  
General Nutrition Corp. (Vitamin Sales, Vitamin Catalog)  
Ad Agency—Farfax Inc.  
Gulf, Guaranty Land & Title Co.  
(Cape Coral Real Estate)  
Ad Agency—Paul Venze Assn.  
Hollingshead Corp. (Dab)  
Ad Agency—Gresh & Kramer  
Hudson Vitamin Products (Vitamin catalog)  
Ad Agency—Pace  
Mister Softee Inc. (Ice Cream)  
Ad Agency—Gresh & Kramer  
Skamperettes Co. Inc. (Girls Lingerie)  
Trip Of The Month Club  
U. S. Pharmacal Co. (Babb Sweet, Soothene)  
Ad Agency—Gresh & Kramer  
Roy S. Durstine, Inc.  
U. S. Pool Corp.  
Ad Agency—Roy S. Durstine, Inc.

**Sunoco 3 Star Extra  
(NBC)**

**Advertiser and Product:**

Sun Oil Co. (Sunoco gas, etc.)  
Ad Agency—William Esty

**Sunshine Boys  
(ABC)**

**Advertiser and Product:**

Glenbrook Labs—Division of Sterling Drug  
("Dr. Caldwell's")  
Ad Agency—Carl S. Brown Co.

## COMMERCIAL AM PROGRAMS

### **Suspense (CBS)**

#### **Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS-Electronics—Div. of Columbia Broadcasting System, Inc.  
Cowles Magazines, Inc.  
Ad Agency—McCann-Erickson  
Fram Corp.  
Ad Agency—Marschalk & Pratt—Div. of McCann-Erickson  
General Motors Corp.—Service Div.  
Ad Agency—D. P. Brother  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Longines-Wittnauer Watch Co.  
Ad Agency—Victor A. Bennett Co.  
McCall Corp.  
Ad Agency—Donahue & Coe  
Mutual Benefit Health & Accident Assn.  
Ad Agency—Bozell & Jacobs  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Watchmakers of Switzerland  
Ad Agency—Cunningham & Walsh  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son, Inc.

### **T**

### **“This Is AMF” (NBC)**

#### **Advertiser and Product:**

American Machine & Foundry (Institutional)  
Ad Agency—Cunningham & Walsh

### **Thomas, Lowell (CBS)**

#### **Advertiser and Product:**

General Motors Corp.—Oldsmobile Div.  
Ad Agency—D. P. Brother  
General Motors Corp.—United Motors Div.  
(Delco)  
Ad Agency—Campbell-Ewald

### **“Topic For Today” (NBC)**

#### **Advertiser and Product:**

Morton Salt Co. (Salt)  
Ad Agency—Needham, Louis & Brorby

### **— V —**

### **Vandercook, John W. and the News (ABC)**

#### **Advertiser and Product:**

AFL-CIO (Institutional)  
Ad Agency—Furman, Feiner & Co.

### **Various Programs (NBC)**

#### **Advertiser and Product:**

Sunsweet Co. (Prune juice, Prunes)  
Ad Agency—Long

### **Voice of Prophecy (ABC) (NBC)**

#### **Advertiser and Product:**

Voice of Prophecy, Inc. (Institutional)  
Ad Agency—Milton Carlson

### **Voice of Temperance (NBC)**

#### **Advertiser and Product:**

Voice of Temperance (Religion)  
Ad Agency—Corral

### **— W —**

### **Wavelengths (NBC)**

#### **Advertiser and Product:**

Princeton Knitting Mills (Pouff rugs)  
Ad Agency—Erlich, Neuwirth & Sobo

### **Weekday Newscasts (ABC)**

#### **Advertiser and Product:**

American Home Foods Division  
(Chef-Boy-Ar-Dee)  
Ad Agency—Young & Rubicam  
American Telephone & Telegraph  
“Long Distance Telephone Service”  
Ad Agency—N. W. Ayer & Son  
Dodge Division of Chrysler Corp. (Dodge)  
Ad Agency—Grant  
Eugene Stevens, Inc.  
Ex-Lax Inc. (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Foods Corp. (Jello, Swansdown Cake-Mixes, Maxwell House Coffee)  
Ad Agency—Young & Rubicam; Ogilvy, Benson & Mather  
Grove Laboratories  
Ad Agency—Gardner

Lewis Howe Co. (NR Tablets)  
 Ad Agency—MacFarland, Aveyard  
 Midar Muffler Co. (Mufflers)  
 Ad Agency—Bozell & Jacobs  
 Pepsi-Cola Co.  
 Ad Agency—Kenyon & Eckhardt  
 Plough Inc. (St. Joseph Almanac Calendar)  
 Ad Agency—Lake, Spiro, Shurman  
 R. J. Reynolds Tobacco Co. (Camel cigarettes)  
 Ad Agency—William Esty  
 Saving & Loan Foundation (Banking Services)  
 Ad Agency—McCann-Erickson  
 A. E. Staley Mfg. Co.  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Standard Brands  
 Ad Agency—Compton  
 Watchmakers of Switzerland (Swiss watches)  
 Ad Agency—Cunningham & Walsh

**Weekend News  
(ABC)**

**Advertiser and Product:**  
 R. J. Reynolds Tobacco Co. (Camel cigarettes)  
 Ad Agency—William Esty  
 Standard Brands  
 Ad Agency—Compton  
 Watchmakers of Switzerland (Swiss watches)  
 Ad Agency—Cunningham & Walsh

**Weekend Newscasts  
(ABC)**

**Advertiser and Product:**  
 American Home Products Division  
 (Chef-Boy-Ar-Dee)  
 Ad Agency—Young & Rubicam  
 American Telephone & Telegraph  
 "Long Distance Telephone Service"  
 Ad Agency—N. W. Ayer & Son  
 Apple Valley Building Development Assn.  
 ("Apple Valley")  
 Ad Agency—Mulle, Breen & Walde  
 Benrus Watch Co. (Benrus)  
 Chrysler Corp. (Chrysler)  
 Ad Agency—Young & Rubicam  
 Dodge Division of Chrysler Corp.  
 Ad Agency—Grant  
 Ex-Lax Inc. (Ex-Lax)  
 Ad Agency—Warwick & Legler  
 Grey Rock Division of Raybestos-Manhattan  
 (Brake Linings)  
 Ad Agency—Gray & Rogers  
 Grove Laboratories (Bromo-Quinine)  
 Ad Agency—Gardner  
 Harrison Home Products  
 Ad Agency—Victor & Richards  
 Hudson Vitamins Products (Vitamin Catalog)  
 Ad Agency—Pace  
 McCall Corp. (Magazine)  
 Puritron Corp. (Air Purifier)  
 Ad Agency—Maxwell Sackheim Co.

**Welk, Lawrence  
(ABC)**

**Advertiser and Product:**  
 Plymouth Division of Chrysler Corp.  
 Ad Agency—Grant

**Whispering Streets  
(CBS)**

**Advertiser and Product:**  
 Milton Bradley Co.  
 Ad Agency—Noyes & Co.  
 Bristol-Myers Co.  
 Ad Agency—BBD & O  
 Doherty, Clifford, Steers & Shenfield  
 California Packing Corp.  
 Ad Agency—McCann-Erickson  
 Campbell Soup Co.  
 Ad Agency—BBD & O  
 Continental Wax Corp.  
 Ad Agency—Product Services  
 Curtis Circulation Co.  
 Ad Agency—BBD & O  
 Ex-Lax, Inc.  
 Ad Agency—Warwick & Legler  
 Firestone Tire & Rubber Co.  
 Ad Agency—Sweeney & James  
 Foster-Milburn Co.  
 Ad Agency—Street & Finney  
 General Foods Corp.  
 Ad Agency—Young & Rubicam  
 Grove Laboratories—Div. of Bristol-Myers Co.  
 Ad Agency—Doherty, Clifford, Steers & Shenfield  
 Gardner Advertising  
 Hearst Corp.—Magazine Div.  
 Ad Agency—Ellington & Co.  
 Lehn & Fink Products Corp.  
 Ad Agency—McCann-Erickson  
 Lever Brothers Co.  
 Ad Agency—BBD & O; Ogilvy, Benson & Mather  
 The Mentholatum Co.  
 Ad Agency—J. Walter Thompson  
 Savings & Loan Foundation, Inc.  
 Ad Agency—McCann-Erickson  
 Scott Paper Co.  
 Ad Agency—J. Walter Thompson  
 Shulton, Inc.  
 Ad Agency—Wesley Associates  
 Syntex Chemical Co. Inc.  
 Ad Agency—Anderson & Cairns  
 Tetley Tea Co. Inc.  
 Ad Agency—Ogilvy, Benson & Mather  
 United Fruit Co.  
 Ad Agency—BBD & O  
 Whitehall Laboratories  
 Ad Agency—Tatham-Laird  
 Yardley of London, Inc.  
 Ad Agency—N. W. Ayer & Son

# COMMERCIAL AM PROGRAMS

## **Wings of Healing (ABC)**

**Advertiser and Product:**  
Wings of Healing (Institutional)  
Ad Agency—Century

## **World Series (NBC)**

**Advertiser and Product:**  
Gillette Safety Razor Corp. (Razors)  
Ad Agency—Maxon

## **World Series Special (NBC)**

**Advertiser and Product:**  
DuPont (Men's Clothing)  
Ad Agency—BBD & O

## **— XYZ —**

## **Young Dr. Malone (CBS)**

**Advertiser and Product:**  
Milton Bradley Co.  
Ad Agency—Noyes & Co.  
Bristol-Myers Co.  
Ad Agency—BBD & O  
Doherty, Clifford, Steers & Shenfield  
California Packing Corp.  
Ad Agency—McCann-Erickson  
Campbell Soup Co.  
Ad Agency—BBD & O  
Continental Wax Corp.  
Ad Agency—Product Services  
Curtis Circulation Co.  
Ad Agency—BBD & O  
Ex-Lax Inc.  
Ad Agency—Warwick & Legler  
Firestone Tire & Rubber Co.  
Ad Agency—Sweeney & James  
General Foods Corp.  
Ad Agency—Young & Rubicam  
General Nutrition Corp.  
Ad Agency—Fairfax  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Doherty, Clifford, Steers & Shenfield  
Gardner Advertising  
The Hearst Corp.—Magazine Div.  
Ad Agency—Ellington & Co.  
Kellogg Co.  
Ad Agency—Leo Burnett Co.  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lever Brothers Co.  
Ad Agency—BBD & O; Ogilvy, Benson & Mather  
The Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Savings & Loan Foundation, Inc.  
Ad Agency—McCann-Erickson

Scott Paper Co.  
Ad Agency—J. Walter Thompson  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Sterling Drugs Inc.—Glenbrook Laboratories Div.  
Ad Agency—Brown & Butcher  
Syntex Chemical Co. Inc.  
Ad Agency—Anderson & Cairn  
Tetley Tea Co. Inc.  
Ad Agency—Ogilvy, Benson & Mather  
United Fruit Co.  
Ad Agency—BBD & O  
Whitehall Laboratories  
Ad Agency—Tatham-Laird  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son

## **Yours Truly, Johnny Dollar (CBS)**

**Advertiser and Product:**  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Telephone & Telegraph Co.  
Ad Agency—N. W. Ayer & Son  
CBS Electronics Div.  
Cowles Magazines Inc.  
Ad Agency—McCann-Erickson  
Ex-Lax, Inc.  
Ad Agency—Warwick & Legler  
Fram Corp.  
Ad Agency—Marschalk & Pratt—Div. of  
McCann-Erickson  
General Motors Corp.—Service Div.  
Ad Agency—D. P. Brother  
Grove Laboratories—Div. of Bristol-Myers Co.  
Ad Agency—Cohen, Dowd & Aleshire  
Hastings Mfg. Co.  
Ad Agency—Keeling & Co.  
Lehn & Fink Products Corp.  
Ad Agency—McCann-Erickson  
Lewis-Howe Co.  
Ad Agency—McCann-Erickson  
Mail Pouch Tobacco Co.  
Ad Agency—Charles W. Hoyt Co.  
McCall Corp.  
Ad Agency—Donahue & Coe  
Pepsi-Cola Co.  
Ad Agency—Kenyon & Eckhardt  
R. J. Reynolds Tobacco Co.  
Ad Agency—William Esty  
Savings & Loan Foundation Inc.  
Ad Agency—McCann-Erickson  
Shulton, Inc.  
Ad Agency—The Wesley Associates  
The Watchmakers of Switzerland  
Ad Agency—Cunningham & Walsh  
Yardley of London, Inc.  
Ad Agency—N. W. Ayer & Son



# COMMERCIAL TV PROGRAMS OF 1959

(NETWORK)

*The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1959. The programs listed are for the 12-month period ending Dec. 31, 1959. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.*

— A —

## **Adventures In Paradise (ABC-TV)**

### **Advertiser and Product:**

Anahist (Cold Remedies,, Nasal & Throat Sprays)

Ad Agency—Ted Bates

Armour (Dial Soap, Chiffon Liquid, Dial Shampoo,

Canned Meats, Dash Dog Food)

Ad Agency—Foote, Cone & Belding

Bristol Myers (Bufferin)

Ad Agency—Young & Rubicam

Bulova (Watches, Portable Stereo Phonographs,  
Radios)

Ad Agency—McCann-Erickson

DuPont (Car Waxes, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Isodine (Isodettes, Isodine Gargle, Antiseptic)

Ad Agency—Reach McClinton

Johnson & Johnson (Baby Products, Surgical  
Dressings)

Ad Agency—Young & Rubicam

L & M (All Tobacco Products of L&M)

Ad Agency—McCann-Erickson

Luden's (Candy Bars, Cough Drops)

Ad Agency—J. M. Mathes

Polaroid (Polaroid Cameras & Accessories)

Ad Agency—Doyle-Dane-Bernbach

Reynolds Metals (Aluminum Products)

Ad Agency—Clinton E. Frank

7-Up (7-Up Beverage)

Ad Agency—J. Walter Thompson

## **Adventures of Ozzie & Harriet (ABC-TV)**

### **Advertiser and Product:**

Eastman Kodak Co. (Kodak Camera Products)

Ad Agency—J. Walter Thompson

Quaker Oats Co. (Pancake Mixes, Cat & Dog Food)

Ad Agency—J. Walter Thompson

## **Adventures of Robin Hood (CBS-TV)**

### **Advertiser & Product:**

Colgate Palmolive Co. (Colgate Dental Cream,  
Palmolive Soap, Lustre Creme Shampoo, Halo)

Ad Agency—Ted Bates & Co.

## **Alaskans (ABC-TV)**

### **Advertiser and Product:**

Anahist (Cold Remedies, Nasal & Throat Sprays)

Ad Agency—Ted Bates Co.

Armour & Co. (Dial Soap, Chiffon Liquid Deter-  
gent, Dial Shampoo, Canned Meats, Dash Dog  
Food)

Ad Agency—Foote, Cone & Belding

Bulova (Watches, Portable Stereo Phonographs  
& Radios)

Ad Agency—McCann-Erickson

Corning Glass (Glassware, Pyroceram)

Ad Agency—N. W. Ayer

DuPont (Car Waxes, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Johnson & Johnson (Baby Products, Surgical  
Dressings)

Ad Agency—Young & Rubicam

Liggett & Myers (Cigarettes)

Ad Agency—McCann-Erickson

Luden's (Candy Bars, Cough Drops)

Ad Agency—J.M. Mathes

National Carbon (Prestone Anti-Freeze, Eveready  
Products)

Ad Agency—William Esty

Procter & Gamble (Crest)

Ad Agency—Benton & Bowles

7-Up (7-Up Beverages)

Ad Agency—J. Walter Thompson

## **Alcoa Presents ABC-TV (NBC-TV)**

### **Advertiser and Product:**

Aluminum Co. of America (Alcoa Wrap, Aluminum)

Ad Agency—Fuller, Smith & Ross

## COMMERCIAL TV PROGRAMS

### All Star Football (ABC-TV)

#### Advertiser & Product:

Carlings Brewing (Carlings "Black Label" Beer)  
Ad Agency—Laing, Fisher & Stashower  
Falstaff Brewing (Beer)  
Ad Agency—Dancer-Fitzgerald-Sample  
Liggett & Myers (Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample  
Standard Oil of Indiana  
Ad Agency—D'Arcy Advertising

### All Star Golf (ABC-TV)

#### Advertiser and Product:

Miller Brewing (High Life Beer)  
Ad Agency—Mathisson Assoc.  
Reynolds Metals (Reynolds Wrap-Aluminum)  
Ad Agency—Clinton E. Frank

### Allen, Steve, Show (NBC-TV)

#### Advertiser & Products:

Hazel Bishop Inc. (Lipstick, nail polish, make-up)  
Ad Agency—Raymond Spector  
E. I. DuPont De Nemours (DuPont Anti-Freeze)  
Ad Agency—BBD & O  
Greyhound Corp. (Bus travel, Grey Van Lines,  
Greyhound Post Houses)  
Ad Agency—Grey Advertising  
Mutual Benefit Health & Accident Ass'n.  
(Insurance)  
Ad Agency—Bozell & Jacobs Inc.  
Plymouth Division of Chrysler Corp. (automobiles,  
parts & services)  
Ad Agency—N. W. Ayer  
Polaroid Corp. (Polaroid Land Cameras, Polaroid  
photographic equipment)  
Ad Agency—Doyle, Dane & Bernbach  
RCA (Electrical sight, sound receivers, recorders,  
industrial electronic communication equipment  
and services)  
Ad Agency—Kenyon & Eckhardt

### American Bandstand (ABC-TV)

#### Advertiser and Product:

Carter Products (Arrid Cream Deodorant)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
E. I. DuPont (Synthetic Textile Fiber)  
Ad Agency—BBD & O  
Eastco, Inc. (Clearasil)  
Ad Agency—Lennen & Newell  
Elgin (Elgin Watches)  
Ad Agency—J. Walter Thompson  
Gaylord Products  
Ad Agency—Rothbard & Haas  
General Mills (Pancake Mixes, Dry Cereals, Gold  
Medal Flour)  
Ad Agency—Dancer-Fitzgerald-Sample

Gillette (Toni) (Adorn Hair Sprays, Pamper Sham-  
poo, Paper-Mate Pens, Tame Creme Rinse,  
Toni Home Permanents)

Ad Agency—North Advertising  
Hollywood Brand, Inc. (Candies)

Ad Agency—Grubb & Peterson

Lever Bros. (Wisk, Pepsodent Toothpaste, Tooth-  
brushes)

Ad Agency—BBD & O

Luden's (Fifth Avenue Candy Bar)

Ad Agency—J. M. Mathes, Inc.

Mennen

Ad Agency—Warwick & Legler

Northam Warren (Lipstick, Nail Polish)

Ad Agency—Doyle, Dane Bernbach

Old London (Food Snacks)

Ad Agency—Richard K. Manoff

Polk Miller (Dog Care Products)

Ad Agency—N. W. Ayer

A. E. Pond Co. (Keepsake Diamond Rings)

Ad Agency—Flack Agency

Harold F. Ritchie (Brylcream)

Ad Agency—Kenyon & Eckhardt

7-Up (7-Up Soft Drink)

Ad Agency—J. Walter Thompson

Shulton (Dessert Flower Products, Old Spice)

Ad Agency—Wesley Associates

Spiedel (Watchbands, Jewelry)

Ad Agency—Norman, Craig & Kummel

Sterling Silversmiths (Sterling Silver)

Ad Agency—Fuller, Smith & Ross

Vick Chemical (Cold Products)

Ad Agency—Morse International

Welch (Grape Products)

Ad Agency—Richard K. Manoff

### Armstrong Circle Theatre (CBS-TV)

#### Advertiser and Product:

Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O

### As The World Turns (CBS-TV)

#### Advertiser and Product:

Carnation Co. (Evaporated Milk, Milk Products,  
Ice Cream, Cottage Cheese, Frozen Pies)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Mentholatum Co. (Medicated Lip Pomade, Deep  
Heat Rub)  
Ad Agency—J. Walter Thompson  
Miles Labs (Alka-Seltzer, Bactine, Nervine,  
One-a-day Brand Vitamins)  
Ad Agency—Geoffrey Wade Adv.  
National Biscuit Co. (Baked Products)  
Ad Agency—McCann-Erickson

Pillsbury Mills, (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)  
 Ad Agency—Leo Burnett Co.  
 Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)  
 Ad Agency—Benton & Bowles  
 Quaker Oats Co. (Cereals, Pan Cakes, Baking Mixes, Pet Foods)  
 Ad Agency—J. Walter Thompson  
 Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)  
 Ad Agency—McCann-Erickson  
 Vick Chemical Co. (Cold Remedies)  
 Ad Agency—Morse International

— B —

**Bachelor Party  
(NBC-TV)**

**Advertiser and Product:**

American Home Products (Analgesic tablets, creams & liniments, decongestant tablets, antacid powders & tablets, Chef-Boyardee Spaghetti sauces, ravioli, pizza pie mix, spaghetti & meat balls, beefaroni & lasagne)  
 Ad Agency—Young & Rubicam  
 American Tobacco Co. (Dual Filter Tareyton Cigarettes)  
 Ad Agency—Lawrence C. Gumbinner

**Baseball Game of the Week  
(CBS-TV)**

**Advertiser and Product:**

Colgate Palmolive Co. (Colgate Rapid Shave)  
 Ad Agency—Ted Bates  
 Falstaff Brewing Corp. (Falstaff Beer)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Mills, Inc. (Wheaties)  
 Ad Agency—Knox Reeves  
 State Farm Mutual Automobile Insurance Co. (Automobile Insurance)  
 Ad Agency—Needham, Louis & Brorby

**Bat Masterson  
(NBC-TV)**

**Advertiser and Product:**

Hills Bros. (Regular and instant coffee and tea)  
 Ad Agency—N. W. Ayer  
 Kraft Foods and Sealtest Divisions (Salad dressings, cheeses, margarine, confections, ice cream, soft drinks dairy products)  
 Ad Agency—J. Walter Thompson

**Beat The Clock  
(ABC-TV)**

**Advertiser and Product:**

Armour (Chiffon Aqua Liquid, Dial Soap)  
 Ad Agency—Foote, Cone & Belding

Beechnut (Baby fruits, cereals)  
 Ad Agency—Young & Rubicam  
 Block Drug (Omega Oil, Minipol)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Coty (Fragrances, Gift sets)  
 Ad Agency—BBD & O  
 Drackett (Windex, Vanish, Twinkle)  
 Ad Agency—Young & Rubicam  
 Durkee (Sauce, Spices)  
 Ad Agency—Meldrum & Fewsmith  
 Ex-Lax (Ex-Lax)  
 Ad Agency—Warwick & Legler  
 General Foods (Tapioca, Cake Mixes, Instant Potatoes)  
 Ad Agency—Young & Rubicam  
 Gillette (Toni) (Paper-Mate Pens, Shampoo)  
 Ad Agency—North Advertising  
 Johnson & Johnson (Cold Remedies, Cotton, First Aid Cream)  
 Ad Agency—Young & Rubicam  
 S. C. Johnson (Pride, Blem, Stride)  
 Ad Agency—Needham, Louis & Brorby  
 Lever Bros. (Pepsodent, Aerosol toothpaste, Surf, Oneida)  
 Ad Agency—BBD & O  
 McGraw-Edison (Toastmaster)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Paper Novelty (Christmas Tree Decorations)  
 Ad Agency—The Zlowe Co.  
 Reynolds Metals (Reynolds Wrap)  
 Ad Agency—Lennen & Newell  
 Structo (Toys)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
 Warner-Lambert (Listerine)  
 Ad Agency—Lambert & Feasley

**Behind Closed Doors  
(NBC-TV)**

**Advertiser and Product:**

American Home Products (Analgesic tablets, creams and liniments, decongestant tablets, antacid powders and tablets, Chef Boyardee spaghetti sauces, ravioli, pizza pie mix, spaghetti dinners, beefaroni and lasagna)  
 Ad Agency—Young & Rubicam

**Benny, Jack, Program  
(CBS-TV)**

**Advertiser and Product:**

American Tobacco Co. (Lucky Strike Cigarettes)  
 Ad Agency—BBD & O  
 Lever Brothers (Bar, Packaged, Liquid soaps, detergents, household cleaners)  
 Ad Agency—J. Walter Thompson

**Big Party  
(CBS-TV)**

**Advertiser and Product:**

Revlon, Inc. (All Revlon Products)  
 Ad Agency—Warwick & Legler

## COMMERCIAL TV PROGRAMS

### **Big Payoff (CBS-TV)**

#### **Advertiser and Product:**

Colgate Palmolive Co. (Cashmere Bouquet Soap, Rapid Shave, Halo, Falmolive Soap, Lustre Creme, Ad, Vel, Fab, Ajax, Colgate Dental Cream, Brisk)

Ad Agency—Lennen & Newell

General Foods Corp. (Swansdown, Jell-O, Pie Fillings, Baker's Coconut)

Ad Agency—Young & Rubicam

Lever Brothers Co. (Dove Beauty Bar, Handy Andy)

Ad Agency—Ogilvy, Benson & Mather

### **Black Saddle (ABC-TV) (NBC-TV)**

#### **Advertiser and Product:**

Alberto-Culver (Command, Rinse Away)

Ad Agency—Wade

Liggett & Myers (Chesterfield, Oasis) (All tobacco products)

Ad Agency—McCann-Erickson

### **Bold Journey (ABC-TV)**

#### **Advertiser and Product:**

Ralston Purina (Purina Dog Food, Cereals)

Ad Agency—Guild, Bascom & Bonfigli

### **Bonanza (NBC-TV)**

#### **Advertiser and Product:**

Bristol Myers Co. (Ban roll-on deodorant)

Ad Agency—Ogilvy, Benson & Mather

L & M (All tobacco products)

Ad Agency—McCann-Erickson

Miles Laboratories (Alka-Seltzer, one-a-day Vitamins)

Ad Agency—Wade

Procter & Gamble (Crest toothpaste)

Ad Agency—Benton & Bowles

RCA (Electronic sight and sound receivers and recorders, industrial electronic communication equipment and services)

Ad Agency—Kenyon & Eckhardt

### **Boone, Pat, Show (ABC-TV)**

#### **Advertiser and Product:**

General Motors Corp. (Chevrolet)

Ad Agency—Campbell-Ewald

### **Bourbon Street Beat (ABC-TV)**

#### **Advertiser and Product:**

Anahist (Cold Remedies, Nasal and Throat Sprays)

Ad Agency—Ted Bates

DuPont (Car Wax, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Isodine (Antiseptic, Gargle, Isodettes)

Ad Agency—Reach McClinton

Libby-Owens-Ford (Glass Products for Cars and Buildings)

Ad Agency—Fuller, Smith & Ross

P. Lorillard (Old Gold)

Ad Agency—Lennen & Newell

Phillips-Van Heusen (Shirts, Sport Shirts, Handkerchiefs, Underwear, Neckties, Fajamas, Sportswear)

Ad Agency—Grey

Reynolds Metals (Aluminum)

Ad Agency—Lennen & Newell

7-Up (7-Up Soft Drink)

Ad Agency—J. Walter Thompson

### **Brighter Day, The (CBS-TV)**

#### **Advertiser and Product:**

Procter & Gamble Co. (Blue Cheer, Crisco, Gleem)

Ad Agency—Young & Rubicam

### **Broken Arrow (ABC-TV)**

#### **Advertiser and Product:**

Lionel Corp. (Model Trains)

Ad Agency—Grey

Mars, Inc. (Candies)

Ad Agency—Knox-Reeves

### **Bronco/Sugarfoot (ABC-TV)**

#### **Advertiser and Product:**

American Chicle (Clorets Mints, Gum)

Ad Agency—Ted Bates

Anahist (Cold Remedies, Nasal Spray)

Ad Agency—Ted Bates

Bristol Myers (Bufferin)

Ad Agency—Young & Rubicam

Carnation Co. (Processed Milk Products)

Ad Agency, Erwin Wasey, Ruthrauff & Ryan

Corning Glass (Glassware & Pyroceram)

Ad Agency—N. W. Ayer

DuPont (Car Waxes, Polishes, Car Wash, Sponges)

Ad Agency—BBD & O

Elgin Nat. Watch (Watches)

Ad Agency—J. Walter Thompson

General Mills (Betty Crocker Baking Mixes)

Ad Agency—Tatham-Laird

Glidden Paint Co. (Paint)

Ad Agency—Meldrum & Fewsmith

Luden's (Cough Drops)

Ad Agency—J. M. Mathes

National Carbon (Prestone Anti-Freeze, Eveready Products)

Ad Agency—William Esty

North American Philips (Norelco Battery, Electric Shavers)

Ad Agency—C. J. LaRoche

Procter & Gamble (Camay)

Ad Agency—Leo Burnett

Procter & Gamble (Crest)  
 Ad Agency—Benton & Bowles  
 H. F. Ritchie (Brylcream)  
 Ad Agency—Kenyon & Eckhardt  
 Whitehall  
 Ad Agency—Ted Bates

**Buckskin  
 (NBC-TV)**

**Advertiser and Product:**  
 Procter & Gamble (Women's hair care and grooming products, detergents)  
 Ad Agency—Grey

— C —

**Californians, The  
 (NBC-TV)**

**Advertiser and Product:**  
 Lever Brothers (Beverages, soups, salad dressing)  
 Ad Agency—Young & Rubicam

**Carney, Art  
 (ABC-TV)**

**Advertiser and Product:**  
 Minnesota Mining  
 Ad Agency—MacManus, John & Adams  
 AC Spark Plug (Engine parts, accessories, aircraft and missile parts)  
 Ad Agency—D. P. Brother  
 United Motors, Div. of General Motors; (Engine parts, engine accessories, automobile parts and auto accessories, aircraft and Missile parts)  
 Ad Agency—Campbell-Ewald

**Cavalcade Of Sports  
 (NBC-TV)**

**Advertiser and Product:**  
 Gillette Safety Razor Co. (Safety razors, blades, shaving cream)  
 Ad Agency—Maxon

**Championship Bridge  
 (ABC-TV)**

**Advertiser and Product:**  
 N. American Van Lines (Van lines)  
 Ad Agency—The Biddle Co.

**Charley Weaver Show  
 (ABC-TV)**

**Advertiser and Product:**  
 Mogen David Wine Corp. (Wine)  
 Ad Agency—Edward Weiss

**Chevy Show, The  
 (NBC-TV)**

**Advertiser and Product:**  
 Chevrolet Motor Division (Autos, parts and services)  
 Ad Agency—Campbell-Ewald

**Cheyenne  
 (ABC-TV)**

**Advertiser and Product:**  
 American Chiclet (Chiclets)  
 Ad Agency—Ted Bates  
 Armour (Dial Soap)  
 Ad Agency—Foote, Cone & Belding  
 Corning Glass (Glassware, Pyroceram)  
 Ad Agency—N. W. Ayer  
 Johnson & Johnson (First Aid Cream)  
 Ad Agency—Young & Rubicam  
 Mattel, Inc. (Toys)  
 Ad Agency—Carson, Roberts  
 National Carbon (Prestone Anti-Freeze, Eveready Products)  
 Ad Agency—William Esty  
 Procter & Gamble (Crest)  
 Ad Agency—Benton & Bowles  
 Ralston Purina (Dry Cereals, Purina Dog Food)  
 Ad Agency—Gardner Adv.  
 Warner Lambert  
 Ad Agency—Ted Bates

**Cimarron City  
 (NBC-TV)**

**Advertiser and Product:**  
 Bell & Howell Co. (Photographic equipment)  
 Ad Agency—McCann-Erickson  
 Bulova Watch Co. (Watches and radios)  
 Ad Agency—McCann-Erickson  
 Helene Curtis (Women's hair care and hair grooming products)  
 Ad Agency—Edward H. Weiss & Co.  
 Mennen Co. (After shave products, deodorants and baby products)  
 Ad Agency—Warwick & Legler  
 Procter & Gamble (Crest toothpaste)  
 Ad Agency—Benton & Bowles  
 W. F. Young, Inc. (Absorbine & Absorbine Jr.)  
 Ad Agency—J. Walter Thompson

**Circus Boy  
 (NBC-TV)**

**Advertiser and Product:**  
 Mars Inc. (Candies and candy bars)  
 Ad Agency—Knox-Reeves  
 Miles Laboratories (Vitamins, antiseptics)  
 Ad Agency—Wade  
 Nestle Co. (Beverages, syrups)  
 Ad Agency—McCann-Erickson

**Clark, Dick, Show  
 (ABC-TV)**

**Advertiser and Product:**  
 Beechnut-Lifesavers (Chewing Gum)  
 Ad Agency—Young & Rubicam

**Colt .45  
 (ABC-TV)**

**Advertiser and Product:**  
 Derby Foods (Peter Pan Peanut Butter)  
 Ad Agency—McCann-Erickson

## COMMERCIAL TV PROGRAMS

Nestle Co. (Quik Chocolate Mix)  
Ad Agency—McCann-Erickson

### **Como, Perry, Show (NBC-TV)**

#### **Advertiser and Product:**

Maybelline Co. (Eye care and eye grooming products)  
Ad Agency—Gordon Best  
Polaroid Corp. (Land camera, films, accessories)  
Ad Agency—Doyle Dane Bernbach  
Sunbeam Corp. (Small electrical household appliances)  
Ad Agency—Perrin-Faus

### **Como's, Perry, Kraft Music Hall (NBC-TV)**

#### **Advertiser and Product:**

Kraft Foods Co. (Salad dressings, cheese base food preparation, margarine, confections, ice cream, soft drinks, milk and orange beverages, jellies, preserves, spaghetti dinner, macaroni and cheese dinner)  
Ad Agency—J. Walter Thompson

### **Concentration (NBC-TV)**

#### **Advertiser and Product:**

Alberto-Culver (Hair care products)  
Ad Agency—Geoffrey Wade  
American Home Products (Analgesics)  
Ad Agency—Ted Bates  
Armour Co. (Canned meats, dog food, poultry, deodorant bar soap and detergents)  
Ad Agency—Foote, Cone & Belding  
Bauer & Black (Adhesive bandages, surgical pads and other dressings)  
Ad Agency—Leo Burnett & Co.  
Brillo Manufacturing Co. (Brillo pads and cleanser)  
Ad Agency—J. Walter Thompson  
Brown & Williamson (Raleigh cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Chesebrough-Ponds Inc. (Facial make-up creams, lotions, cough remedy, petroleum jelly)  
Frigidaire Div. of General Motors; (Major electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal Co. (Glass Wax, Snowy Bleach, Siz charcoal fire starter)  
Ad Agency—Campbell-Mithun  
H. J. Heinz (Soup, baby food, condiments)  
Ad Agency—Maxon, Inc.  
Lever Brothers (Detergents, margarine, bar soap, dentifrices)  
Ad Agency—Needham, Louis & Brorby (Chicago)  
Miles Laboratories (Antacid analgesic, Alka-Seltzer, One-a-day Vitamins)  
Ad Agency—Wade

National Biscuit Co. (Cookies, crackers, baking mixes and cereal)

Ad Agency—McCann-Erickson

Nestle Co. (Coffee, tea and chocolate beverages)

Ad Agency—William Esty

Park & Tilford (Tintex dyes)

Ad Agency—Mogul, Williams & Saylor

Pharmaceuticals, Inc. (Geritol & Zarumin)

Ad Agency—Parkson Adv.

Pillsbury Mills, Inc. (Flour, baking mixes, frosting)

Ad Agency—Leo Burnett

### **Conquest (CBS-TV)**

#### **Advertiser and Product:**

Monsanto Chemical Co. Plastic Division;  
(Institutional)

Ad Agency—Gardner

### **Cotten, Joseph, Show (CBS-TV)**

#### **Advertiser and Product:**

General Foods Corp. (Coffee, Cereals, Dog Food)  
Ad Agency—Benton & Bowles

### **County Fair (NBC-TV)**

#### **Advertiser and Product:**

Gold Seal Co. (Snowy bleach, Siz charcoal fire starter, Glass wax)  
Ad Agency—Campbell-Mithun  
H. J. Heinz (Soup, baby food, condiments)  
Ad Agency—Maxon  
I. B. Kleinert Rubber Co. (Shower accessories)  
Ad Agency—Grey  
Lever Brothers (Detergents, margarine, bar soap, dentifrices)  
Ad Agency—Needham, Louis, Brorby (Chicago)  
Miles Labs (One-a-day Vitamins, Alka-Seltzer)  
Ad Agency—Wade  
National Biscuit Co. (Cookies, crackers, baking mixes, cereal)  
Ad Agency—McCann-Erickson  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor

### **Crosby, Bing, Golf Tournament (ABC-TV)**

#### **Advertiser and Product:**

Oldsmobile (Oldsmobile cars)  
Ad Agency—D. P. Brothier

### **Cummings, Bob, Show (NBC-TV)**

#### **Advertiser and Product:**

R. J. Reynolds (tobacco products)  
Ad Agency—William Esty

— D —

**D. A.'s Man  
(NBC-TV)**

**Advertiser and Product:**

L & M (Oasis cigarettes, L&M tobacco products)  
Ad Agency—McCann-Erickson

**Day In Court  
(ABC-TV)**

**Advertiser and Product:**

Best Foods (Nucoa)  
Ad Agency—Dancer-Fitzgerald-Sample  
Drackett (Windex, Drano, Vanish)  
Ad Agency—Young & Rubicam  
Durkee (Coconut)  
Ad Agency—Meldrum & Fewsmith  
General Foods (Various)  
Ad Agency—Young & Rubicam  
Gillette (Toni, Paper-mate Pens, Skin Conditioner, Home Permanent)  
Ad Agency—North Adv.  
S. C. Johnson (Stride)  
Ad Agency—Needham, Louis & Brorby  
Johnson & Johnson (Various Cold Products)  
Ad Agency—Young & Rubicam  
McGraw-Edison (Toastrmaster)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Structo (Toys)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Warner-Lambert (Listerine)  
Ad Agency—Lambert & Feasley  
Whitehall (Dristan Mist, Infra-Rub, Anacin, Wax)  
Ad Agency—Ted Bates

**Dean, Jimmy, Show  
(CBS-TV)**

**Advertiser and Product:**

Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O  
Brown & Williamson Tobacco Co. (Raleigh Cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Chicken of the Sea, Inc. (Canned Fish Products)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Eastman Kodak Co. (Camera & Film)  
Ad Agency—J. Walter Thompson  
General Foods Corp. (Tang)  
Ad Agency—Young & Rubicam  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gerber Products Co. (Baby Foods)  
Ad Agency—D'Arcy  
S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Kayser-Roth Hosiery Co. (Supp-Hose)  
Ad Agency—Daniel & Charles

Lever Brothers (Breeze Detergent, Imperial Margarine, Handy Andy)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)  
Ad Agency—J. Walter Thompson  
Miles Labs (Alka-Seltzer, Bactine, Nervine, One-a-day Brand Vitamins)  
Ad Agency—Geoffrey Wade  
Toni Co., (Toni Home Permanent, Cleansing Cream, Hair Care Products, Shampoo, Lipstick)  
Ad Agency—Tatham-Laird

**December Bride  
(CBS-TV)**

**Advertiser and Product:**

Colgate-Palmolive Co. (Colgate Dental Cream, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)  
Ad Agency—Ted Bates  
Simoniz Company (Simoniz Non-Scuff Floor Wax, Ivalon Sponges, Hilite)  
Ad Agency—Young & Rubicam  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International

**Dennis The Menace  
(CBS-TV)**

**Advertiser and Product:**

Kellogg Co. (Cereals and Dog Food)  
Ad Agency—Leo Burnett

**Desilu Playhouse  
(CBS-TV)**

**Advertiser and Product:**

Westinghouse Electric Corp. (Westinghouse Kitchen appliances, Radio & TV Sets, Turbojet Plane Motors)  
Ad Agency—McCann-Erickson

**Detectives Diary  
(NBC-TV)**

**Advertiser and Product:**

Sterling Drug (Bayer nasal spray, Phillips' milk of magnesia and tablets, Dr. Lyon's tooth-powder, Energine cleaning fluid, Energine lighter fluid)  
Ad Agency—Dancer-Fitzgerald-Sample

**Disney, Walt, Presents  
(ABC-TV)**

**Advertiser and Product:**

Canada Dry (Ginger Ale)  
Ad Agency—J. M. Mathies  
Derby Foods (Peter Pan Peanut Butter)  
Ad Agency—McCann-Erickson  
Hills Bros. (Coffee)  
Ad Agency—N. W. Ayer  
Mars (Milky Way, Snickers)  
Ad Agency—Knox-Reeves  
Ward Baking (Tip Top Products)  
Ad Agency—Grey

## **Dough Re Mi (NBC-TV)**

### **Advertiser and Product:**

Armour & Co. (Dial deodorant, liquid detergent, meats, poultry and dog food)  
Ad Agency—Foote, Cone & Belding  
Brown & Williamson (Raleigh cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Congoleum, Inc. (Floor and wall coverings)  
Ad Agency—Keyes, Madden & Jones  
Mentholatum Co. (Cold remedies, medicated lip pomades)  
Ad Agency—J. Walter Thompson  
National Biscuit Co. (Baking mixes, baked goods, cereals)  
Ad Agency—McCann-Erickson  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Sweet Co. of America (Candy, including use in cooking)  
Ad Agency—Henry Eisen

## **Dragnet (NBC-TV)**

### **Advertiser and Product:**

L & M (Fatimas, Chesterfield)  
Ad Agency—McCann-Erickson  
Dancer-Fitzgerald-Sample  
Mennen Company (Deodorants, after shave lotion, shaving creams)  
Ad Agency—Warwick & Legler  
Pillsbury Co. (Baking mixes and flour)  
Ad Agency—Leo Burnett  
Procter & Gamble (Crest Toothpaste, bar soaps, detergents, shampoos)  
Ad Agency—Benton & Bowles

## **DuPont Show with June Allyson (CBS-TV)**

### **Advertiser and Product:**

E. I. DuPont De Nemours Co. (Dacron Polyester Fiber, Acrylit Fiber and Nylon)  
Ad Agency—BBD & O

— E —

## **Edge of Night, The (CBS-TV)**

### **Advertiser and Product:**

American Home Products Corp. (Anacin, Dristan, Infra-Rub)  
Ad Agency—Ted Bates  
Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O  
Atlantis Sales Corp. (All French's Products)  
Ad Agency—J. Walter Thompson  
S. C. Johnson & Sons (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Mentholatum Co. (Medicated Lip Pomade, Deep Heat Rub)  
Ad Agency—J. Walter Thompson

Miles Labs (Alka-Seltzer, Bactine, Nervine, One-a-day Brand Vitamins)  
Ad Agency—Geoffrey Wade  
National Biscuit Co. (Baked Products, Cereal, Dog Food)  
Ad Agency—Kenyon & Eckhardt  
Pet Milk Co. (Evaporated Milk, Milk Products, Frozen Pies)  
Ad Agency—Gardner  
Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)  
Ad Agency—Leo Burnett  
Procter & Gamble (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)  
Ad Agency—Benton & Bowles  
Quaker Oats Co. (Cereals, Pan-Cakes, Baking Mixes, Pet Food)  
Ad Agency—J. Walter Thompson  
Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)  
Ad Agency—Dancer-Fitzgerald-Sample  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International

## **Edwards, Douglas, With the News (CBS-TV)**

### **Advertiser and Product:**

American Home Products Corp. (Anacin, Aero Shave, Heet)  
Ad Agency—Ted Bates  
Carter Products, Inc. (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream)  
Ad Agency—Ted Bates  
E. I. DuPont De Nemours Co. (DuPont Synthetic Fibers)  
Ad Agency—BBD & O  
Equitable Life Assurance Society of the U. S. (Insurance)  
Ad Agency—Foote, Cone & Belding  
Florida Citrus Commission (Fresh & Processed Citrus Products)  
Ad Agency—Benton & Bowles  
General Foods Corp. (Sanka Coffee)  
Ad Agency—Young & Rubicam  
Philip Morris, Inc. (Parliament Cigarettes)  
Ad Agency—Benton & Bowles

## **Ellery Queen (NBC-TV)**

### **Advertiser and Product:**

Helene Curtis (Womens hair care and grooming products)  
Ad Agency—Edward H. Weiss  
Procter & Gamble (Crest toothpaste, dentifrices)  
Ad Agency—Benton & Bowles  
RCA (Electronic sight and sound receivers and recorders, industrial electronic communications)  
Ad Agency—Kenyon & Eckhardt  
W. F. Young (Absorbine, Absorbine Jr.)  
Ad Agency—J. Walter Thompson



— F —

**Father Knows Best  
(CBS-TV)**

**Advertiser and Product:**  
Lever Brothers Co. (All, Lux Liquid)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson

**Fibber McGee & Molly  
(NBC-TV)**

**Advertiser and Product:**  
Singer Sewing Machine Co. (sewing machines, aids for same, vacuum cleaner attachments)  
Ad Agency—Young & Rubicam  
Standard Brands (Coffee and tea, desserts and margarine)  
Ad Agency—J. Walter Thompson

**Five Fingers  
(NBC-TV)**

**Advertiser and Product:**  
Bristol Myers (Ban deodorant)  
Ad Agency—Ogilvy, Benson & Mather  
Brown & Williamson (All tobacco products)  
Ad Agency—Ted Bates  
Corning Glass (Pyrocerom Cooking ware)  
Ad Agency—N. W. Ayer  
Helene Curtis (Hair care and grooming products)  
Ad Agency—McCann-Erickson  
Midas, Inc. (Muffler, tail pipes, automotive replacement parts and accessories)  
Ad Agency—Edward H. Weiss  
Procter & Gamble (Camay soap, Crest toothpaste)  
Ad Agency—Leo Burnett, Chicago  
Benton & Bowles, N. Y.  
Warner-Lambert (Cold remedies, nose and throat sprays, cough syrups)  
Ad Agency—Ted Bates

**For Better Or Worse  
(CBS-TV)**

**Advertiser and Product:**  
Lever Brothers Co. (Breeze Detergent, Imperial Margarine, Handy Andy, Lipton Tea, Soups)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International

**Ford Show, The  
(NBC-TV)**

**Advertiser and Product:**  
Ford Division of Ford Motor Co. (Automobiles, trucks, parts and services)  
Ad Agency—J. Walter Thompson

**From These Roots  
(NBC-TV)**

**Advertiser and Product:**  
Helene Curtis (Hair care and grooming products, deodorants)  
Ad Agency—Edward H. Weiss  
Frigidaire Div., of General Motors (Major electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
Nestle Co. (Beverages, tea, coffee, cocoa and mixes)  
Ad Agency—McCann-Erickson  
Procter & Gamble (Detergents, deodorant bar soap (Zest), Lilt Home Permanent, Duncan Hines Baking mixes)  
Ad Agency—Benton & Bowles

**Fury  
(NBC-TV)**

**Advertiser and Product:**  
Borden Co. (Milk, frozen desserts, fresh and concentrated fruit drinks)  
Ad Agency—Benton & Bowles  
General Foods Corp. (Post cereals)  
Ad Agency—Benton & Bowles

— G —

**G. E. College Bowl  
(CBS-TV)**

**Advertiser and Product:**  
General Electric Co. (G.E. Small appliances)  
Ad Agency—Maxon, Inc.

**General Electric Theater  
(CBS-TV)**

**Advertiser and Product:**  
General Electric Co. (Institutional)  
Ad Agency—BBD & O

**Gobel, George, Show  
(CBS-TV)**

**Advertiser and Product:**  
Lever Brothers Co. (Bar, Packaged, Liquid Soaps, Detergents, Household Cleaners)  
Ad Agency—J. Walter Thompson

**Godfrey, Arthur, Time  
(CBS-TV)**

**Advertiser and Product:**  
Bristol-Myers Co. (Bufferin, Ban)  
Ad Agency—Young & Rubicam  
General Mills, Inc (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Glamorene, Inc. (Glamorene Liquid, Dry Cleaner, Applicators for Rug and Upholstery)  
Ad Agency—Jules Power Productions  
Hoover Company (Vacuum Cleaner, Floor Polishers, Irons)  
Ad Agency—Leo Burnett

## COMMERCIAL TV PROGRAMS

Kaiser-Roth Hosiery Co. (Supp-hose)  
Ad Agency—Daniel & Charles  
Libby, McNeill & Libby Co. (Canned Fruits,  
vegetables)  
Ad Agency—J. Walter Thompson  
Standard Brands, Inc. (Coffee, Tea, Gelatin,  
Puddings, Pie Fillings, Nuts, Margarine)  
Ad Agency—Ted Bates  
Compton Adv.  
United States Steel Corp. (Steel Products)  
Ad Agency—BBD & O

### **Golden Circle (ABC-TV)**

**Advertiser and Product:**  
Oster Mfg. Co. (Electrical appliances)  
Ad Agency—John Brady

### **Goodyear Theater (NBC-TV)**

**Advertiser and Product:**  
Goodyear Tire & Rubber Co. (Tire, tubes, foamed  
Latex products, tire accessories)  
Ad Agency—Young & Rubicam

### **Guiding Light (CBS-TV)**

**Advertiser and Product:**  
Procter & Gamble Co. (Fluffo, Ivory Liquid,  
Oxydol, Mr. Clean)  
Ad Agency—Compton

### **Gunsmoke (CBS-TV)**

**Advertiser and Product:**  
Liggett & Myers Tobacco Co. (L&M Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample  
Remington Rand, Inc. (Remington Electric  
Shavers and Office Equipment)  
Ad Agency—Young & Rubicam

— H —

### **Haggis Baggis (NBC-TV)**

**Advertiser and Product:**  
Brillo (Cleansing Pads and cleanser)  
Ad Agency—J. Walter Thompson  
Lever Bros. (Packaged and liquid soaps, edible  
fats)  
Ad Agency—J. Walter Thompson  
Mentholatum Co. (Cold remedies, medicated lip  
remedies)  
Ad Agency—J. Walter Thompson  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor

### **Have Gun—Will Travel (CBS-TV)**

**Advertiser and Product:**  
American Home Products Corp. (Anacin, Bisodol  
Mints, Freezone, Intra-Rub)  
Ad Agency—Ted Bates  
Lever Brothers Co. (Wisk, Lifebuoy Soap)  
Ad Agency—J. Walter Thompson

### **Hawaiian Eye (ABC-TV)**

**Advertiser and Product:**  
American Chicle (Clorets, Mints, Gum)  
Ad Agency—Ted Bates  
Carter Products (Arrid, Nair, Rise, Shave Cream)  
Ad Agency—Ted Bates  
H. F. Ritchie (Brylcreem)  
Ad Agency—Kenyon & Eckhardt  
Whitehall (Anacin, Dristan)  
Ad Agency—Ted Bates

### **Heckle & Jeckle (CBS-TV)**

**Advertiser and Product:**  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample

### **Hennesey (CBS-TV)**

**Advertiser and Product:**  
General Foods Corp. (Jell-O, Jell-O Pudding, pie  
fillings)  
Ad Agency—Young & Rubicam  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell

### **High Road (ABC-TV)**

**Advertiser and Product:**  
Ralston Purina Co. (Hot and Dry Cereals, Purina  
Dog Food)  
Ad Agency—Guild, Bascom & Bonfigli

### **Hitchcock, Alfred, Presents (CBS-TV)**

**Advertiser and Product:**  
Bristol-Myers Co. (Ipana Toothpaste, Bufferin,  
Vitalis, Ban, Hair Coloring, Rinses, Bleaches)  
Ad Agency—Young & Rubicam

### **Hotel De Paree (CBS-TV)**

**Advertiser and Product:**  
Kellogg Co. (Cereals and Dog Food)  
Ad Agency—Leo Burnett  
Liggett & Myers Tobacco Co. (L&M Cigarettes)  
Ad Agency—Dancer-Fitzgerald-Sample

**Hotelet, Richard C.  
And the News  
(CBS-TV)**

**Advertiser and Product:**  
M-E-L Div. of the Ford Motor Co.  
(Mercury, Edsel automobiles)  
Ad Agency—Kenyon & Eckhardt

**House On High Street  
(NBC-TV)**

**Advertiser and Product:**  
Alberto-Culver (Hair care products)  
Ad Agency—Wade  
Phillips-Van Heusen Corp. (Men's shirts and  
haberdashery)  
Ad Agency—Grey

**Howdy Doody  
(NBC-TV)**

**Advertiser and Product:**  
Continental Baking Co. (Wonder bread and  
Hostess cakes)  
Ad Agency—Ted Bates  
Louis Marx & Co. (Toys)  
Ad Agency—Ted Bates  
National Biscuit Co. (Cereals, salted and non-  
sweet crackers)  
Ad Agency—Kenyon & Eckhardt  
Sweets Co. of America (Tootsie rolls and  
tootsie candies)  
Ad Agency—Henry Eisen

**Hutton, Betty, Show  
(CBS-TV)**

**Advertiser and Product:**  
General Foods Corp. (Coffee, Cereals, Dog Food)  
Ad Agency—Benton & Bowles

— I —

**I Love Lucy  
(CBS-TV)**

**Advertiser and Product:**  
Eastman Kodak Co. (All Products)  
Ad Agency—J. Walter Thompson  
General Foods Corp. (Swansdown, Jell-O, Pie  
Fillings, Baker's Coconut)  
Ad Agency—Young & Rubicam  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gerber Products Co. (Baby foods)  
Ad Agency—D'Arcy Adv.  
Lever Brothers (Rinso, Good Luck Margarine,  
Lucky Whip, Lux Liquid, Pepsodent, Air Wick,  
Dove Beauty Bar)  
Ad Agency—J. Walter Thompson  
Mentholatum Co. (Medicated Lip Fomade, Deep  
Heat Rub)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson

Simoniz Co. (Simoniz Non-Scuff Floor Wax,  
Ivalon Sponges, Hilite)  
Ad Agency—Young & Rubicam  
United States Steel Corp. (Steel Products)  
Ad Agency—BBD & O  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International

**It Could Be You  
(NBC-TV)**

**Advertiser and Product:**  
Alberto-Culver (Hair care products, Alberto VO-5  
hair dressing and conditioner, new blue Al-  
berto VO-5, Alberto V-5 lite-ner)  
Ad Agency—Wade  
American Home Products (Waxes, Polishes and  
analgesics)  
Ad Agency—Young & Rubicam  
Armour & Co. (Canned meats, dog food, poultry,  
deodorant bar soap and detergents)  
Ad Agency—Foote, Cone & Belding  
Brillo Manufacturing Co. (Brillo pads and  
cleanser)  
Ad Agency—J. Walter Thompson  
Chesebrough-Ponds Inc. (Facial make-up, facial  
creams, cough remedy)  
Ad Agency—J. Walter Thompson  
Congoleum (floor and wall coverings)  
Ad Agency—Keyes, Madden & Jones  
Corn Products Refining Co. (Karo, starches, salad  
and cooking oils, Kasco dog food and Nu-Soft)  
Ad Agency—Lennen & Newell  
Frigidaire (major electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
Thomas Luming & Co. (Pacquins hand cream, Silk  
'n Satin lotion, Ben-Gay)  
Ad Agency—William Esty  
Mentholatum Co. (Cold remedies, medicated lip  
remedies, calbon, mentholatum)  
Ad Agency—J. Walter Thompson  
Miles Laboratories (Alka-Seltzer, One-a-day  
Vitamins)  
Ad Agency—Wade  
National Biscuit Co. (Cookies, crackers, baking  
mixes, cereals)  
Ad Agency—McCann-Erickson  
Nestle Company (Coffee, tea, chocolate  
beverages)  
Ad Agency—William Esty  
Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Pharmaceuticals Inc. (Geritol & Devarex &  
Zarumin, Sominex, shaving lotions)  
Ad Agency—Parkson  
Pillsbury Mills, Inc. (Flour and baking mixes,  
frosting)  
Ad Agency—Leo Burnett  
Procter & Gamble (Package detergents and bar  
soap, household cleaners, dentifrices)  
Ad Agency—Dancer-Fitzgerald-Sample  
Standard Brands (Puddings, coffee, tea)  
Ad Agency—Ted Bates

**I've Got A Secret  
(CBS-TV)**

**Advertiser and Product:**  
Bristol-Myers Co. (Bufferin, Ipana)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
R. J. Reynolds Tobacco Co. (Winston Cigarettes)  
Ad Agency—Wm. Esty Co.

— J —  
**Johnny Ringo  
(CBS-TV)**

**Advertiser and Product:**  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell

**Johnny Staccato  
(NBC-TV)**

**Advertiser and Product:**  
Bristol Myers (Headache remedies, deodorants,  
hair care and grooming products, dentifrices)  
Ad Agency—Young & Rubicam

**Jubilee, U.S.A.  
(ABC-TV)**

**Advertiser and Product:**  
Gulf Guaranty Co.  
Ad Agency—Paul Venze Assoc.  
Massey-Ferguson (Farm Equipment)  
Ad Agency—Needham, Louis & Brorby  
National Carbon (Freston Anti-Freeze, Eveready  
Products)  
Ad Agency—William Esty  
Williamson-Dickie (Men's Apparel)  
Ad Agency—Fuller, Smith & Ross

— K —  
**Keep Talking  
(CBS-TV) (ABC-TV)**

**Advertiser and Product:**  
Drug Research Corp. (Regimen Tablets)  
Ad Agency—Kastor, Hilton, Chesley, Clifford &  
Atherton  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell  
Mutual Benefit Health & Accident Ass'n.  
(Insurance)  
Ad Agency—Bozell & Jacobs  
Mutual of Omaha (Insurance)  
Ad Agency—Bozell & Jacobs

**Kraft Music Hall  
Presents Dave King  
(NBC-TV)**

**Advertiser and Product:**  
Kraft Foods Division (Salad dressings, cheeses,  
margarine, confections, ice cream, soft drinks,  
jellies and preserves)  
Ad Agency—J. Walter Thompson

— L —

**Laramie  
(NBC-TV)**

**Advertiser and Product:**  
Anso (Photographic equipment)  
Ad Agency—Benton & Bowles  
Bristol Myers (Ban roll-on deodorant)  
Ad Agency—Ogilvy, Benson & Mather  
Colgate-Palmolive Co. (Dentifrices, Wildroot Hair  
preparations, Halo)  
Ad Agency—Ted Bates  
Miles Laboratories (One-a-day Vitamins, Alka-  
seltzer)  
Ad Agency—Wade  
Procter & Gamble (Crest toothpaste)  
Ad Agency—Benton & Bowles  
Sunshine Biscuits (Cookies and crackers)  
Ad Agency—Cunningham & Walsh  
Warner-Lambert (Cold remedies, cough syrups)  
Ad Agency—Ted Bates

**Lassie  
(CBS-TV)**

**Advertiser and Product:**  
Campbell Soup Co. (Campbell Soups, Baked  
Beans, V-8)  
Ad Agency—BBD & O

**Laugh Line  
(NBC-TV)**

**Advertiser and Product:**  
American Home Products Corp. (Analgesic tab-  
lets, creams and liniments, decongestant tab-  
lets, antacid powders and tablets, Chef-Boy-  
ardee spaghetti sauces, ravioli, pizza pie mix,  
spaghetti dinners, beefaroni and lasagna)  
Ad Agency—Young & Rubicam

**Law Of The Plainsman  
(NBC-TV)**

**Advertiser and Product:**  
Anso (Photographic equipment)  
Ad Agency—Benton & Bowles  
Renault, Inc. (Automobiles, auto parts and  
services)  
Ad Agency—Kudner  
Sunshine Biscuit (Cookies and salted crackers)  
Ad Agency—Cunningham & Walsh

**Lawless Years, The  
(NBC-TV)**

**Advertiser and Product:**  
Alberto-Culver (Hair care and hair grooming  
products)  
Ad Agency—Wade  
Midas, Inc. (Auto exhaust systems, mufflers, tail  
pipes, auto parts and accessories)  
Ad Agency—Edward H. Weiss

**Lawman  
(ABC-TV)**

**Advertiser and Product:**  
R. J. Reynolds (Camels)  
Ad Agency—William Esty  
Whitehall (Bisodol Mints, Dristan tablets)  
Ad Agency—Ted Bates

**Leave It To Beaver  
(ABC-TV)**

**Advertiser and Product:**  
Associated Products  
Ad Agency—Grey  
Miles Laboratories (Alka-Seltzer, One-a-day Vitamins)  
Ad Agency—Geoffrey Wade  
Polaroid (Cameras)  
Ad Agency—Doyle, Dane & Bernbach  
Procter & Gamble (Crest)  
Ad Agency—Benton & Bowles  
Ralston Purina (Purina Dog Chow, Corn Chex)  
Ad Agency—Gardner Adv.  
Guild, Bascom & Bonfigli  
Warner Lambert (Super Anahist, Cough Syrup, Nasal Spray)  
Ad Agency—Ted Bates

**Levenson, Sam, Show  
(CBS-TV)**

**Advertiser and Product:**  
Hoover Company (Vacuum Cleaner, Floor polishers, Irons, other appliances)  
Ad Agency—Leo Burnett  
Standard Brands (Gelatin, Pie Filling, Puddings, Coffee, Tea, Margarine)  
Ad Agency—Compton  
U. S. Steel Corp. (Steel products)  
Ad Agency—BBD & O

**Lineup, The  
(CBS-TV)**

**Advertiser and Product:**  
Corning Glass Works (Pyroceram Ware, Cooking Utensils)  
Ad Agency—N. W. Ayer  
Glidden Co. (Paints)  
Ad Agency—Meldrum & Fewsmith  
P. Lorillard Co. (Newport Cigarettes)  
Ad Agency—Lennen & Newell  
Manhattan Shirt Co. (Men's Shirts)  
Ad Agency—Daniel & Charles  
Peter Paul, Inc. (Peter Paul Mounds, Almond Joy)  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble (Cheer, Gleem, Ivory Bar)  
Ad Agency—Young & Rubicam  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Ogilvy, Benson & Mather

**Linkletter's, Art, House Party  
(CBS-TV)**

**Advertiser and Product:**  
Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O  
Atlantis Sales Corp. (All French's Products)  
Ad Agency—J. Walter Thompson  
Carnation Co. (Evaporated Milk, Milk products, Ice Cream, Cottage Cheese, Frozen Pies)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chicken Of The Sea, Inc. (Canned Fish products)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Kellogg Co. (Cereals and Dog Food)  
Ad Agency—Leo Burnett  
Kendall Co., Bauer & Black Division; (All Curity Products)  
Ad Agency—Leo Burnett  
Lever Brothers (Rinso, Lux Liquid, Good Luck Margarine)  
Ad Agency—J. Walter Thompson  
Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)  
Ad Agency—Leo Burnett  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson  
A. E. Staley Mfg. Co. (Sta-Flo Liquid Laundry Starch, Sta-Puf)  
Ad Agency—J. Walter Thompson  
Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie fillings, Nuts)  
Ad Agency—J. Walter Thompson  
Swift Co. (All Meat and Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)  
Ad Agency—McCann-Erickson  
The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)  
Ad Agency—North Advertising

**Lone Ranger  
(ABC-TV) (CBS-TV)**

**Advertiser and Product:**  
General Mills (Dry Cereals, Cocoa Puffs, Pancake Mix)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills, Inc. (Cheerios, Wheaties, Kix)  
Ad Agency—Dancer-Fitzgerald-Sample  
Lionel Corp. (Model Electric Trains)  
Ad Agency—Grey  
Nestle Co. (Nestle's Quik, Chocolate, Semi-Sweet Morsels)  
Ad Agency—McCann-Erickson  
Sweets Co. (Tootsie Roll)  
Ad Agency—Sweets Co. of America

**Love & Marriage  
(NBC-TV)**

**Advertiser and Product:**  
Noxzema Chemical Co. (Skin creams, shave creams, suntan creams and lotions)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Love Of Life  
(CBS-TV)****Advertiser and Product:**

American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)

Ad Agency—Ted Bates

Atlantis Sales Corp. (All French's products)

Ad Agency—J. Walter Thompson

Block Drug Co. (Polident, Poli-Grip)

Ad Agency—Grey

Dow Chemical Co. (Saran Wrap)

Ad Agency—MacManus, John & Adams

General Mills, Inc. (Flour, Cake mix, Cereals)

Ad Agency—Dancer-Fitzgerald-Sample

Lever Brothers Co. (Whipped Topping, Shortening, Margarine, Air Wick, Dentifrices, Lipton Tea, Soups)

Ad Agency—Foote, Cone & Belding

Libby, McNeill & Libby (Canned Fruits, Vegetables)

Ad Agency—J. Walter Thompson

National Biscuit Co. (Baked Products, Cereal, Dog Food)

Ad Agency—Kenyon & Eckhardt

McCann-Erickson

Quaker Oats Co. (Cereals, Pan-cakes, Baking Mixes, Pet Food)

Ad Agency—J. Walter Thompson

Scott Paper Co. (Scott Paper Product)

Ad Agency—J. Walter Thompson

Shulton, Inc. (Old Spice Toiletries)

Ad Agency—Wesley Associates

Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)

Ad Agency—Tatham-Laird

**Love That Bob  
(ABC-TV)****Advertiser and Product:**

Alberto-Culver (VO-5, Rinse Away)

Ad Agency—Geoffrey Wade

Armour (Chiffon Aqua Liquid, Dial)

Ad Agency—Foote, Cone & Belding

Beechnut (Baby Dinners, Vegetable and Fruit juices, Cereals)

Ad Agency—Young & Rubicam

Best Foods (Nucoa)

Ad Agency—Dancer-Fitzgerald-Sample

Block Drug (Rem, Omega Oil, Minipoo)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Channel Master (TV Antenna)

Ad Agency—S. R. Leon Co.

Drackett (Windex, Vanish, Drano)

Ad Agency—Young & Rubicam

Dusharme (Hair Cream)

Ad Agency—Graves & Assoc.

Ex-Lax (Ex-Lax)

Ad Agency—Warwick & Legler

General Foods (Cake mix, Instant Potatoes)

Ad Agency—Young & Rubicam

Gillette (Toni)

Ad Agency—North

S. C. Johnson (Pride, Blem)

Ad Agency—Needham, Louis & Brorby

Johnson & Johnson (First Aid Cream, Cotton Buds, Baby Cream)

Ad Agency—Young & Rubicam

Lever (Pepsodent toothpaste)

Ad Agency—BBD & O

McGraw-Edison (Toastmaster)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Sterling Drug (Bayer Aspirin, Phillips' Milk of Magnesia)

Ad Agency—Dancer-Fitzgerald-Sample

Structo (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Whitehall (Dristan)

Ad Agency—Ted Bates

**Luncheon With Soupy Sales  
(ABC-TV)****Advertiser and Product:**

General Foods (Jell-O)

Ad Agency—Young & Rubicam

**Lux Playhouse  
(CBS-TV)****Advertiser and Product:**

Lever Brothers (Lux Soap, Lux Liquid)

Ad Agency—J. Walter Thompson

**— M —****Mack, Ted, and the  
Original Amateur Hour  
(CBS-TV)****Advertiser and Product:**

Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)

Ad Agency—Parkson

**Man From Black Hawk  
(ABC-TV)****Advertiser and Product:**

Miles Labs (Alka Seltzer, One-a-day Vitamin)

Ad Agency—Geoffrey Wade

R. J. Reynolds (Winston)

Ad Agency—William Esty

**Man With A Camera  
(ABC-TV)****Advertiser and Product:**

General Electric (Flash Bulbs)

Ad Agency—Grey

**Many Loves Of Dobie Gillis  
(CBS-TV)**

**Advertiser and Product:**  
Philip Morris, Inc. (Mariboro, Parliament, Alpine Cigarettes)  
Ad Agency—Leo Burnett  
Pillsbury Mills Inc. (Flour, Frosting Mixes, Potato Products, Dry, Frozen and Refrigerated Mixes)  
Ad Agency—Leo Burnett

**Markham, with Ray Milland  
(CBS-TV)**

**Advertiser and Product:**  
Liggett & Myers Tobacco Co. (Duke Cigarettes)  
Ad Agency—McCann-Erickson  
National Carbon Co. (Prestone and Eveready Products)  
Ad Agency—William Esty  
Schlitz Brewing Co. (Schlitz Beer)  
Ad Agency—J. Walter Thompson

**Marx, Groucho —  
You Bet Your Life  
(NBC-TV)**

**Advertiser and Product:**  
Lever Brothers (Detergents, Edible fats, dentifrices)  
Ad Agency—BBD & O  
Pharmaceuticals, Inc. (Geritol, Sominex, shaving accessories)  
Ad Agency—Parkson  
Polaroid (Land Cameras, photographic equipment)  
Ad Agency—Doyle, Dane & Bernbach  
Toni Co., Division of Gillette Co.; (home permanents, shampoos, hair sprays, rinses, curlers, hair care and grooming products, creams and lotions for hands and body, pens and pencils)  
Ad Agency—North

**Masquerade Party  
(CBS-TV)**

**Advertiser and Product:**  
American Home Products Corp. (Anacin, Freezone)  
Ad Agency—Ted Bates  
Hazel Bishop (Lipstick, Polish, Make-up)  
Ad Agency—Raymond Specter  
Block Drug (Polidents, Poli-Grip)  
Ad Agency—Grey  
P. Lorillard Co. (Tobacco products)  
Ad Agency—Lennen & Newell  
Polk-Miller Products (Sargeant's Dog Care products)  
Ad Agency—N. W. Ayer

**Matty's Funday Funnies  
(ABC-TV)**

**Advertiser and Product:**  
Mattel (Toys)  
Ad Agency—Carson, Roberts

**Maverick  
(ABC-TV)**

**Advertiser and Product:**  
Drackett Co. (Drano)  
Ad Agency—Young & Rubicam  
Kaiser Aluminum (Aluminum Foil, Universal Jeeps)  
Ad Agency—Young & Rubicam

**Meet McGraw  
(ABC-TV)**

**Advertiser and Product:**  
Alberto Culver (Hair Products)  
Ad Agency—Geoffrey Wade

**Meet The Press  
(NBC-TV)**

**Advertiser and Product:**  
Manhattan Shirt Co. (Manhattan shirts)  
Ad Agency—Daniels & Charles

**Men Into Space  
(CBS-TV)**

**Advertiser and Product:**  
American Tobacco Co. (Lucky Strike Cigarettes)  
Ad Agency—BBD & O

**Mighty Mouse Playhouse  
(CBS-TV)**

**Advertiser and Product:**  
Colgate-Palmolive Co. (Colgate Dental Cream)  
Ad Agency—Ted Bates  
General Foods Corp. (Post's Cereals)  
Ad Agency—Benton & Bowles

**Millionaire, The  
(CBS-TV)**

**Advertiser and Product:**  
Colgate-Palmolive Co. (Colgate Dental Cream, Lustre-Creme Shampoo, Florient, Palmolive Soap, Liquid Vel)  
Ad Agency—Ted Bates; Lennen & Newell  
General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gulf Oil Co. (Gasoline, Oils)  
Ad Agency—Young & Rubicam  
Quaker Oats Co. (Cereals, Fan-cakes, Baking Mixes, Pet Food)  
Ad Agency—J. Walter Thompson

**Mr. Lucky  
(CBS-TV)**

**Advertiser and Product:**  
Brown & Williamson Tobacco Corp. (Life Cigarettes)  
Ad Agency—Ted Bates  
Lever Brothers Co. (Dove Beauty Bar, Handy Andy)  
Ad Agency—Ogilvy, Benson & Mather

**Moore, Garry, Show  
(CBS-TV)**

**Advertiser and Product:**

S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Kellogg Co. (Cereals & Dog Food)  
Ad Agency—Leo Burnett  
Pittsburgh Plate Glass Co. (Plate Glass Products,  
Paints)  
Ad Agency—BBD & O  
Polaroid Corp. (Polaroid Land Camera &  
equipment)  
Ad Agency—Doyle, Dane, Bernbach  
Revlon, Inc. (All Revlon Products)  
Ad Agency—Warwick & Legler

**M-Squad  
(NBC-TV)**

**Advertiser and Product:**

American Tobacco Co. (Pall Mall Cigarettes)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Sterling Drug (Analgesics, antacids, dentifrices)  
Ad Agency—Dancer-Fitzgerald-Sample

**Murray, Arthur, Party  
(NBC-TV)**

**Advertiser and Product:**

P. Lorillard Co. (Analgesics, antacids, laxatives)  
Ad Agency—Dancer-Fitzgerald-Sample  
Pharmaceuticals, Inc. (Geritol, Sominex, Shaving  
Lotion)  
Ad Agency—Parkson  
Sterling Drug (Analgesics, antacids, laxatives)  
Ad Agency—Dancer-Fitzgerald-Sample

**My Friend Flicka  
(ABC-TV)**

**Advertiser and Product:**

Crackerjack (Candy)  
Ad Agency—Henry Eisen  
General Mills (Various)  
Ad Agency—Dancer-Fitzgerald-Sample  
Lionel (Model Electric Trains)  
Ad Agency—Grey

— N —

**Naked City  
(ABC-TV)**

**Advertiser and Product:**

Brown & Williamson (Tobacco Products)  
Ad Agency—Ted Bates  
Whitehall Labs  
Ad Agency—Ted Bates

**Name That Tune  
(CBS-TV)**

**Advertiser and Product:**

American Home Products Corp. (Anacin,  
Freezone)  
Ad Agency—Ted Bates  
General Time Corp., Westclox Division: (Clocks,  
Watches)  
Ad Agency—BBD & O

**National League Hockey  
(CBS-TV)**

**Advertiser and Product:**

Carling Brewing Co. (Carling Red Cap Ale)  
Ad Agency—Lang, Fisher & Stashower  
Hamm Brewing Co. (Beer)  
Ad Agency—Campbell-Mithun  
Philip Morris, Inc. (Marlboro Cigarettes)  
Ad Agency—Leo Burnett  
Standard Oil of Indiana (Gasoline, Oil)  
Ad Agency—D'Arcy  
Stroh Brewing (Stroh Beer)  
Ad Agency—Zimmer, Keller & Calver

**NBA Professional Basketball  
(NBC-TV)**

**Advertiser and Product:**

Bayuk Cigars (Phillies cigars)  
Ad Agency—Werman & Schorr  
General Mills (Wheaties)  
Ad Agency—Knox, Reeves

**NBC Kaleidoscope  
(NBC-TV)**

**Advertiser and Product:**

Polaroid Corp. (Photographic equipment,  
accessories, land camera)  
Ad Agency—Doyle, Dane & Bernbach  
RCA (Electrical sight & sound receivers & re-  
corders, electrical communication equipment  
& services)  
Ad Agency—Kenyon & Eckhardt

**NBC Major League Baseball  
(NBC-TV)**

**Advertiser and Product:**

Bayuk Cigars (Phillies cigars)  
Ad Agency—Werman & Schorr  
Genessee Brewing Co. (Genessee Beer)  
Ad Agency—Marschak & Pratt (Div. of McCann-  
Erickson)  
National Brewing Co. (Products of the National  
Brewing Co.)  
Ad Agency—W. B. Doner & Co.

**NBC News  
(NBC-TV)**

**Advertiser and Product:**

Bell & Howell (Photographic equipment)  
Ad Agency—McCann-Erickson



Bristol Myers (Bufferin)  
 Ad Agency—Young & Rubicam  
 Drug Research Corp. (Regimen tablets)  
 Ad Agency—Kastor, Hilton, Chesley, Clifford & Atherton  
 General Foods Corp. (Instant Maxwell House coffee)  
 Ad Agency—Benton & Bowles  
 Kemper Insurance Co. (Insurance)  
 Ad Agency—John W. Shaw  
 Mentholatum Co. (Mentholatum deep heat rub, Colban, also medicated stick)  
 Ad Agency—J. Walter Thompson  
 North American Philips Co. (Norelco Electric shaver)  
 Ad Agency—C. J. LaRoche & Co.  
 Pillsbury Co. (Flour, baking mixes & frosting)  
 Ad Agency—Leo Burnett  
 R. J. Reynolds (Camel cigarettes)  
 Ad Agency—William Esty  
 Sterling Drug (Bayer Aspirin, Philips' Milk of Magnesia)  
 Ad Agency—Dancer-Fitzgerald-Sample

**NCAA Basketball  
(NBC-TV)**

**Advertiser and Product:**  
 Bayuk Cigars (Phillies)  
 Ad Agency—Wermen & Schorr

**Niven, David, Show  
(NBC-TV)**

**Advertiser and Product:**  
 Singer Sewing Machine Co. (Sewing machines & vacuum cleaners)  
 Ad Agency—Young & Rubicam

**Northwest Passage  
(NBC-TV)**

**Advertiser and Product:**  
 Helene Curtis (Women's hair care & grooming products)  
 Ad Agency—Edward H. Weiss

— O —

**O'Keefe, Dennis, Show  
(CBS-TV)**

**Advertiser and Product:**  
 General Motors Corp. (Oldsmobile Division) (Oldsmobile automobiles)  
 Ad Agency—D. P. Brothier

**Omnibus  
(NBC-TV)**

**Advertiser and Product:**  
 Aluminum Limited Sales (any of Aluminum Limited Sales, Inc. group of companies and any of their products)  
 Ad Agency—J. Walter Thompson

**On The Go  
(CBS-TV)**

**Advertiser and Product:**  
 Helene Curtis Industries (Enden, Spray Net)  
 Ad Agency—Edward H. Weiss  
 S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
 Ad Agency—Needham, Louis & Brorby

**Our American Heritage  
(NBC-TV)**

**Advertiser and Product:**  
 Equitable Life Assurance (services of company)  
 Ad Agency—Foote, Cone & Belding

— P —

**Peck's Bad Girl  
(CBS-TV)**

**Advertiser and Product:**  
 Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)  
 Ad Agency—Parkson

**People Are Funny  
(NBC-TV)**

**Advertiser and Product:**  
 The Greyhound Corp. (Bus transportation, Grey Vans)  
 Ad Agency—Grey  
 R. J. Reynolds (Salem cigarettes)  
 Ad Agency—William Esty  
 Shulton, Inc. (Men and women's toiletries)  
 Ad Agency—Wesley Assoc.

**Perry Mason  
(CBS-TV)**

**Advertiser and Product:**  
 Colgate-Palmolive Co. (Colgate Dental Cream, Halo, Rapid Shave, Liquid Vel, Wildroot Products, Fab)  
 Ad Agency—Ted Bates  
 Helene Curtis Industries (Poof, Finesse, Hair Dressing, Shampoo)  
 Ad Agency—McCann-Erickson  
 Florida Citrus Commission (Fresh & Processed Citrus Fruits)  
 Ad Agency—Benton & Bowles  
 Gulf Oil Co. (Gasoline, Oils)  
 Ad Agency—Young & Rubicam  
 Hamm Brewing Co. (Beer)  
 Ad Agency—Campbell-Mithun  
 M & R Dietetic Labs, Inc. (Preamp)  
 Ad Agency—Benton & Bowles  
 Philip Morris, Inc. (Parliament Cigarettes)  
 Ad Agency—Benton & Bowles  
 Phillips-Van Heusen Corp. (Men's Apparel)  
 Ad Agency—Grey  
 Sterling Drug (Bayer Aspirin)  
 Ad Agency—Dancer-Fitzgerald-Sample

**Perry Presents**  
**(summer replacement)**  
**(NBC-TV)**

**Advertiser and Product:**  
American Dairy Assn. (Dairy Products)  
Ad Agency—Campbell-Mithun  
RCA Whirlpool Corp. (Kitchen appliances, vacuum cleaners, air conditioners, RCA-TV, RCA radio, recorder, services and appliances)  
Ad Agency—Kenyon & Eckhardt

**Person To Person**  
**(CBS-TV)**

**Advertiser and Product:**  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell  
Pharmaceuticals, Inc. (Somninx, Devarex, Bararine, Sedalin)  
Ad Agency—Parkson  
Revlon, Inc. (All Revlon products)  
Ad Agency—Warwick & Legler  
Warner-Lambert Pharmaceuticals (Lipstick, Home Permanent, Hair Color, Men's Toiletries, Anahist Products)  
Ad Agency—Lambert & Feasley

**Pete Kelly's Blues**  
**(NBC-TV)**

**Advertiser and Product:**  
L & M (All tobacco products)  
Ad Agency—McCann-Erickson

**Peter Gunn**  
**(NBC-TV)**

**Advertiser and Product:**  
Bristol Myers (Men's hair care & grooming products, dentifrices, deodorants, mouthwashes)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
R. J. Reynolds (any & all products of the Company)  
Ad Agency—William Esty

**Philip Marlowe**  
**(ABC-TV)**

**Advertiser and Product:**  
Brown & Williamson (Life, Kool)  
Ad Agency—Ted Bates  
Whitehall Labs (Aeroshave, Anacin, Dristan, Mist)  
Ad Agency—Ted Bates

**Phillies Jackpot Bowling**  
**(NBC-TV)**

**Advertiser and Product:**  
Bayuk Cigars (Phillies cigars)  
Ad Agency—Wermen & Schorr

**Playhouse 90**  
**(CBS-TV)**

**Advertiser and Product:**  
Allstate Insurance Co. (Health, Home, Car Insurance)  
Ad Agency—Leo Burnett  
American Gas Assn. (Gas & Gas Appliances)  
Ad Agency—Lennen & Newell  
Elgin National Watch Co. (Watches)  
Ad Agency—J. Walter Thompson  
General Aniline & Film Corp. (Photographic & Film equipment)  
Ad Agency—Benton & Bowles  
Helene Curtis Industries (Poof, Finesse, Hair Dressing, Shampoo)  
Ad Agency—McCann-Erickson  
Kimberly-Clark Corp. (Kleenex, Tissues, Table Napkins, Towels)  
Ad Agency—Foote, Cone & Belding  
M-E-L Div. of the Ford Motor Co. (Edsel automobiles)  
Ad Agency—Kenyon & Eckhardt  
Renault, Inc. (Products & Service of Renault, Inc.)  
Ad Agency—Needham, Louis & Brorby  
R. J. Reynolds Tobacco Co. (Camel cigarettes)  
Ad Agency—William Esty

**Powell's, Dick**  
**Zane Grey Theatre**  
**(CBS-TV)**

**Advertiser and Product:**  
General Foods Corp. (Instant Maxwell House Coffee, Cake flour, Dog food)  
Ad Agency—Ogilvy, Benson & Mather  
S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)  
Ad Agency—Benton & Bowles

**Price Is Right, The**  
**(Daytime) (Nighttime)**  
**(NBC-TV)**

**Advertiser and Product:**  
Alberto Culver (Alberto VO-5 Hair dressing, VO-5, Alberto VO-5 Hair lite-ner, Rinse-Away & Melo-Pak)  
Ad Agency—Wade  
American Home Products (Waxes & polishes, analgesics)  
Ad Agency—Ted Bates  
Armour & Co. (Toilet soaps, detergents, meats, poultry, dog food, Dial shampoo)  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's (Cough remedy, facial make-up)  
Ad Agency—J. Walter Thompson  
Congoleum-Nairn, Inc. (Floor & wall coverings)  
Ad Agency—Keyes, Madden & Jones  
Corn Products (Corn syrup, oil, laundry starch, Mazola, Karo, Niagara & Nu-soft)  
Ad Agency—Lennen & Newell

Dixie Cup Co. (Paper cups, plates, etc.)  
 Ad Agency—Hicks & Greist  
 Edison Electric Institute (promotion on use of  
 electricity and electrical appliances)  
 Ad Agency—Fuller, Smith & Ross  
 Frigidaire Div. of General Motors (Major  
 electrical household appliances)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 General Mills Inc. (Cereals, baking mixes)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 H. J. Heinz (Soup, baby foods, condiments,  
 spaghetti & beans)  
 Ad Agency—Maxon  
 Lanvin Parfums, Inc. (Perfumes)  
 Ad Agency—North  
 Lever Brothers Co. (Liquid detergent & margarine,  
 soaps, detergents, margarine, dentifrices,  
 toilet water, bar soaps)  
 Ad Agency—BBD & O  
 Ogilvy, Benson & Mather  
 Mentholatum Co. (Cold remedies, medicated lip  
 pomades)  
 Miles Laboratories (Alka-Seltzer, One-a-day  
 vitamins)  
 Ad Agency—Geoffrey Wade  
 Pillsbury Mills, Inc. (Flour & baking mixes,  
 frosting)  
 Ad Agency—Leo Burnett  
 Sandura Co. (Sandura floor, wall and counter  
 coverings)  
 Ad Agency—Hicks & Greist  
 Speidel Corp. (Watch bands, photo identification  
 bands, men's jewelry)  
 Ad Agency—Norman, Craig & Kummell  
 Standard Brands (Puddings, coffee, tea,  
 margarine, pet foods)  
 Ad Agency—Ted Bates  
 Sterling Drug (Analgesics, mineral oil, laxatives,  
 antacids)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Sunshine Biscuits (Salted crackers, cookies)  
 Ad Agency—Cunningham & Walsh  
 Sweets Co. of America (Candy, including use in  
 cooking)  
 Ad Agency—Henry Eisen

**Pro Football Games  
(CBS-TV)**

**Advertiser and Product:**

American Oil Co. (Gasoline)  
 Ad Agency—Joseph Katz Co.  
 P. Ballantine & Sons (Beer, Ale)  
 Ad Agency—William Esty  
 Carling Brewing Co. (Carling Beer, Ale)  
 Ad Agency—F. H. Hayhurst Co.  
 Duquesne Brewing Co. of Pittsburgh (Beer)  
 Ad Agency—Vic Maitland Associates  
 Falstaff Brewing Corp. (Falstaff Beer)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Goebel Brewing Co. (Beer)  
 Ad Agency—Campbell-Ewald

Hamm Brewing Co. (Beer)  
 Ad Agency—Campbell-Mithun  
 National Brewing Co. of Michigan (National  
 Bohemian & Alters Golden Lager Beer)  
 Ad Agency—W. B. Doner & Co.  
 Philip Morris (Marlboro, Parliament, Alpine  
 Cigarettes)  
 Ad Agency—Leo Burnett  
 Shell Oil Co. (Gasoline)  
 Ad Agency—J. Walter Thompson  
 Speedway Petroleum Corp. (Gasoline)  
 Ad Agency—W. B. Doner & Co.  
 Standard Oil Co. of Indiana (Gasoline)  
 Ad Agency—D'Arcy  
 Union Oil Co. of Calif. (Gasoline)  
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan

**Pro Football Kickoff  
(CBS-TV)**

**Advertiser and Product:**

Carter Products, Inc. (Rise Instant Shave Cream)  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Pro Football Preview  
(CBS-TV)**

**Advertiser and Product:**

General Mills, Inc. (Wheaties)  
 Ad Agency—Knox-Reeves

**— Q —**

**Queen For A Day  
(NBC-TV)**

**Advertiser and Product:**

Alberto-Culver (Alberto VO-5 Hair dressing &  
 conditioner, New Blue Alberto VO-5, Alberto  
 VO-5 Hair Lite-ner, Rinse Away, Melo-Pak,  
 Hair care products)  
 Ad Agency—Wade  
 American Home Products (Waxes, polishes, oven  
 cleaners, room deodorizers)  
 Ad Agency—Ted Bates  
 Armour & Co. (Meats, poultry, dog food, Dial  
 shampoo, toilet soaps, detergents)  
 Ad Agency—Foote, Cone & Belding  
 Chesebrough-Ponds (Facial make-up, cough  
 remedy)  
 Ad Agency—J. Walter Thompson  
 Congoleum (Floor & wall coverings)  
 Ad Agency—Keyes, Madden & Jones  
 Corn Products (Karo, starches, salad & cooking  
 oils, Kasco dog food, Nu-soft, Mazola, Niagara  
 starch)  
 Ad Agency—Lennen & Newell  
 Glenbrook Labs. Div. of Sterling Drug (antacids,  
 analgesics, Energine lighter & cleaner fluid,  
 laxatives)  
 Ad Agency—Dancer-Fitzgerald-Sample  
 Gold Seal Co. (glass wax, Snowy Bleach, Siz  
 charcoal starter)  
 Ad Agency—Campbell-Mithun



Procter & Gamble (Peanut butter, bar soaps, detergents)

Ad Agency—Leo Burnett

Sterling Drug (Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia)

Ad Agency—Dancer-Fitzgerald-Sample

Structo Mfg. Co. (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Whitehall (Dristan)

Ad Agency—Ted Bates

**Richard Diamond  
(NBC-TV)**

Advertiser and Product:

Block Drug (Sleeping tablets, mouth wash, oral hygiene products, Polident denture cleanser, tooth brushes)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Pharma-Craft Co. (Deodorant, cold remedies, athlete's foot treatment—Ting)

Ad Agency—J. Walter Thompson

**Richard Diamond,  
Private Detective  
(CBS-TV)**

Advertiser and Product:

P. Lorillard Co. (Kent Cigarettes)

Ad Agency—Lennen & Newell

**Rifleman  
(ABC-TV)**

Advertiser and Product:

Miles Labs (Alka-Seltzer)

Ad Agency—Geoffrey Wade

Procter & Gamble (Tide)

Ad Agency—Benton & Bowles

Ralston Purina Co. (Dog Food)

Ad Agency—Gardner

**Rin Tin Tin  
(ABC-TV)**

Advertiser and Product:

Crackerjack (Candy)

Ad Agency—Henry Eisen

General Mills (Various)

Ad Agency—Dancer-Fitzgerald-Sample

Louis Marx (Toys)

Ad Agency—Ted Bates

Sweets Co. (Candy)

Ad Agency—Henry Eisen

**Riverboat  
(NBC-TV)**

Advertiser and Product:

Corn Products (Shortenings, spreads, Argo, Niagara, Nu-Soft, Rit, pickles)

Ad Agency—Lennen & Newell

**Rocky and His Friends  
(ABC-TV)**

Advertiser and Product:

General Mills (Various)

Ad Agency—Dancer-Fitzgerald-Sample

Sweets Co. (Candy)

Ad Agency—Henry Eisen

**Rogers, Jimmy, Show  
(NBC-TV)**

Advertiser and Product:

L & M (All tobacco products)

Ad Agency—Dancer-Fitzgerald-Sample

**Rough Riders  
(ABC-TV)**

Advertiser and Product:

P. Lorillard (Tobacco Products)

Ad Agency—Lennen & Newell

**Ruff & Reddy  
(NBC-TV)**

Advertiser and Product:

Borden (Milk, frozen desserts, fresh & concentrated fruit drinks)

Ad Agency—Benton & Bowles

General Foods Corp. (Cereals, puddings, pie filling & Post Cereals)

Ad Agency—Benton & Bowles

Mars Inc. (Candies & candy bars)

Ad Agency—Knox-Reeves

— S —

**Saber Of London  
(NBC-TV)**

Advertiser and Product:

Sterling (dentifrices, Bayer Aspirin, Phillips' Milk of Magnesia, analgesics, antacids, laxatives)

Ad Agency—Dancer-Fitzgerald-Sample

**Schlitz Playhouse  
(CBS-TV)**

Advertiser and Product:

Joseph Schlitz Brewing Co. (Schlitz Beer)

Ad Agency—J. Walter Thompson

**Search For Tomorrow  
(CBS-TV)**

Advertiser and Product:

Procter & Gamble Co. (Ivory Snow, Spic & Span, Gleem, Fluffo)

Ad Agency—Compton

**Secret Storm  
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)

Ad Agency—Ted Bates

## COMMERCIAL TV PROGRAMS

General Mills, Inc. (Flour, Cake Mix, Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Peter Paul, Inc. (Peter Paul Mounds, Almond Joy)  
Ad Agency—Dancer-Fitzgerald-Sample  
Quaker Oats Co. (Cereals, Pet Foods, Pancake  
& Baking Mixes)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson

### **Silvers, Phil, Show (CBS-TV)**

**Advertiser and Product:**  
R. J. Reynolds Tobacco Co. (Camel Cigarettes)  
Ad Agency—William Esty  
Schick, Inc. (Lighters, Shavers)  
Ad Agency—Benton & Bowles

### **Sinatra, Frank, Timex Show (ABC-TV)**

**Advertiser and Product:**  
U. S. Time Corp. (Timex Watches)  
Ad Agency—Doner & Feck

### **Skelton, Red, Show (CBS-TV)**

**Advertiser and Product:**  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Foote, Cone & Belding  
Pet Milk Co. (Evaporated Milk, Milk Products,  
Frozen Pies)  
Ad Agency—Gardner

### **Sky King (CBS-TV)**

**Advertiser and Product:**  
National Biscuit Co. (Baked Products, Cereal,  
Dog Food)  
Ad Agency—McCann-Erickson

### **Small World (CBS-TV)**

**Advertiser and Product:**  
Olin Mathieson Chemical Corp. (Chemicals,  
Metals, Packaging, Squibb Pharmaceuticals,  
Winchester-Western Sporting Arms & Am-  
munition)  
Ad Agency—D'Arcy

### **Sothorn, Ann, Show (CBS-TV)**

**Advertiser and Product:**  
General Foods Corp. (Coffee, Cereals, Dog Food)  
Ad Agency—Benton & Bowles

### **Split Personality (NBC-TV)**

**Advertiser and Product:**  
American Home Products Corp. (Easy-off, Wizard  
room deodorizer)  
Ad Agency—Ted Bates

Borden Co. (Frozen desserts, Milk products)  
Ad Agency—Dancer-Fitzgerald-Sample  
Chesebrough-Ponds (Make-up, cream lotions,  
cough remedies, vaseline)  
Ad Agency—J. Walter Thompson  
Frigidaire Div. of General Motors (Major  
electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills (Cereals, mixes)  
Ad Agency—Dancer-Fitzgerald-Sample  
H. J. Heinz Co. (Soup, baby foods, spaghetti,  
beans & condiments)  
Ad Agency—Maxon  
Helene Curtis (Hair care & grooming products)  
Ad Agency—Edward H. Weiss  
Phillips-Van Heusen Corp. (Men's shirts & haber-  
dashery)  
Ad Agency—Grey  
Sweets Co. of America (Candy, including use in  
cooking)  
Ad Agency—Henry Eisen

### **Spotlight Playhouse (CBS-TV)**

**Advertiser and Product:**  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Foote, Cone & Belding  
Pet Milk Co. (Evaporated Milk, Milk Products)  
Ad Agency—Gardner

### **Steven Canyon (NBC-TV)**

**Advertiser and Product:**  
L & M (All tobacco products)  
Ad Agency—McCann-Erickson

### **Storm, Gale (ABC-TV)**

**Advertiser and Product:**  
Armour (Chiffon Aqua Liquid)  
Ad Agency—Foote, Cone & Belding  
Beechnut (Baby juices, Fruits, Vegetables,  
Dinners, Soups)  
Ad Agency—Young & Rubicam  
Block Drug (Minipoo, Polident)  
Ad Agency—Sullivan Stauffer, Colwell & Bayles  
Bristol-Myers (Bufferin)  
Ad Agency—Young & Rubicam  
Coty (Fragrances & Gift Sets)  
Ad Agency—BBD & O  
Drackett (Vanish, Windex, Drano, Winkle)  
Ad Agency—Young & Rubicam  
Ex-Lax (Ex-Lax)  
Ad Agency—Warwick & Legler  
General Foods (Cake Mixes, Minute Instant  
Potato, Tapioca, Bakers Chocolate)  
Ad Agency—Young & Rubicam  
Gillette (Toni), (Paper Mate Pens, Shampoo)  
Ad Agency—North  
S. C. Johnson (Pride, Blem, Stride)  
Ad Agency—Needham, Louis & Brorby

— T —

Johnson & Johnson (Baby Cream, Cotton Buds,  
First Aid Cream, Cold Remedies)

Ad Agency—Young & Rubicam

Lever (Surf, Oneida, Pepsodent Paste & Brushes)

Ad Agency—BBD & O

Polaroid (Polaroid Camera)

Ad Agency—Doyle, Dane & Bernbach

Reynolds Metals (Reynolds Wrap)

Ad Agency—Lennen & Newell

Sterling Drug (Haleys M-O)

Ad Agency—Dancer-Fitzgerald-Sample

Structo (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Warner-Lambert (Listerine)

Ad Agency—Lambert & Feasley

**Strip Playhouse  
(CBS-TV)**

Advertiser and Product:

Lever Brothers Co. (Stripe Toothpaste)

Ad Agency—J. Walter Thompson

**Sullivan, Ed, Show  
(CBS-TV)**

Advertiser and Product:

Colgate-Palmolive Co. (Colgate Dental Cream

Lustre-Creme Shampoo, Fab, Ajax)

Ad Agency—Ted Bates

Eastman Kodak Co. (All Products)

Ad Agency—J. Walter Thompson

M-E-L Division of the Ford Motor Co. (Mercury,

Edsel Automobiles)

Ad Agency—Kenyon & Eckhardt

**Sunday News Special  
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Anacin, Bisodol,  
Freezone)

Ad Agency—Ted Bates

Carter Products Inc. (Arrid Cream Deodorant,

Rise Shave Cream, Little Liver Pills, Nair)

Ad Agency—Ted Bates

**Sunday Sports Spectacular  
(CBS-TV)**

Advertiser and Product:

Schlitz Brewing Co. (Schlitz Beer)

Ad Agency—J. Walter Thompson

**77 Sunset Strip  
(ABC-TV)**

Advertiser and Product:

American Chicle (Dentyne, Roloids)

Ad Agency—Ted Bates

Elgin National Watch Co. (Watches)

Ad Agency—J. Walter Thompson

Reynolds Tobacco (Salem)

Ad Agency—William Esty

H. F. Ritchie (Brylcreem)

Ad Agency—Kenyon & Eckhardt

Whitehall (Dristan)

Ad Agency—Ted Bates

**Take A Good Look  
(ABC-TV)**

Advertiser and Product:

Consolidated Cigars (Dutch Masters)

Ad agency—Erwin Wasey, Ruthrauff & Ryan

**Tales Of Wells Fargo  
(NBC-TV)**

Advertiser and Product:

American Tobacco (Pall Mall Cigarettes)

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Buick Motor Division (Automobiles, parts &  
accessories)

Ad Agency—Kudner

Procter & Gamble (Bar soap, women's

shampoos, home permanents, dentifrices)

Ad Agency—Compton

**Taylor, Robert, starring in  
The Detectives  
(ABC-TV)**

Advertiser and Product:

Procter & Gamble (Camay, Crest, Tide, Prell)

Ad Agency—Benton & Bowles

**Temple's, Shirley, Storybook \*  
(ABC-TV)**

Advertiser and Product:

John H. Breck Co. (Shampoo)

Ad Agency—N. W. Ayer

**Texaco  
Huntley-Brinkley Report  
(NBC-TV)**

Advertiser and Product:

Texaco, Inc. (Motor oil, gasoline products)

Ad Agency—Cunningham & Walsh

**Texan, The  
(CBS-TV)**

Advertiser and Product:

Brown & Williamson Tobacco Co. (Viceroy  
Cigarettes)

Ad Agency—Ted Bates

Lever Brothers (Bar, Package Soap, Detergent,

Dentifrices, Edible Fats, Whipped Toppings,  
Room Air Refreshers)

Ad Agency—Kenyon & Eckhardt

Pharmaceuticals, Inc. (Williams' Men's

Toiletries, Geritol, Serutan, Sominex)

Ad Agency—Parkson

**Thanksgiving Day Parade  
(ABC-TV)**

Advertiser and Product:

Chrysler Corp. (Cars & Trucks)

Ad Agency—Leo Burnett

## COMMERCIAL TV PROGRAMS

### **The Deputy (NBC-TV)**

**Advertiser and Product:**  
General Cigar Co. (Cigar & Cigarettes)  
Ad Agency—Young & Rubicam  
Kellogg Co. (Cereals)  
Ad Agency—Leo Burnett

### **The Man And The Challenge (NBC-TV)**

**Advertiser and Product:**  
Chemstrand Corp. (Carpets, blankets, nylons & acrilon products)  
Ad Agency—Doyle, Dane & Bernbach  
R. J. Reynolds (Tobacco products)  
Ad Agency—William Esty

### **This Is Your Life (NBC-TV)**

**Advertiser and Product:**  
Procter & Gamble (Dentifrice, detergents, women's hair care & hair grooming products)  
Ad Agency—Benton & Bowles

### **Thomas, Danny, Show (CBS-TV)**

\***Advertiser and Product:**  
General Foods Corp. (Instant Sanka Coffee, Post's Cereals)  
Ad Agency—Benton & Bowles

### **Tic Tac Dough (NBC-TV)**

**Advertiser and Product:**  
Alberto-Culver (Hair care products)  
Ad Agency—Wade Adv.  
Borden Co. (Milk products, frozen desserts)  
Ad Agency—Dancer-Fitzgerald-Sample  
Brown & Williamson (Raleigh cigarettes)  
Ad Agency—Keyes, Madden & Jones  
Chesebrough-Pond's (Facial make-up, creams, lotions, cough remedies)  
Ad Agency—J. Walter Thompson  
Congoleum (Floor and wall coverings)  
Ad Agency—Keyes, Madden & Jones  
General Mills (Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal Co. (Glass wax, snowy bleach, Siz)  
Ad Agency—Campbell-Mithun  
H. J. Heinz (Soup, baby foods, condiments)  
Ad Agency—Maxon  
Miles Laboratories (Alka-Seltzer, One-a-day vitamins)  
Ad Agency—Wade  
Fillsbury Mills (Flour, baking mixes, frosting)  
Ad Agency—Leo Burnett  
Procter & Gamble (Package detergents, bar soaps, cleansers, edible fats & oils)  
Ad Agency—Dancer-Fitzgerald-Sample

Standard Brands (Margarine, Royal desserts, dog food, coffee, tea, Pet foods)  
Ad Agency—Ted Bates  
Sunshine Biscuit (Salted crackers)  
Ad Agency—Cunningham & Walsh  
Thomas Leeming & Co. (Pacquins hand cream, Silk 'n Satin Lotion, Ben-Gay)  
Ad Agency—William Esty

### **Tightrope (CBS-TV)**

**Advertiser and Product:**  
Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)  
Ad Agency—Parkson

### **Time: Present— Chet Huntley Reporting (NBC-TV)**

**Advertiser and Product:**  
Kemper Insurance (Insurance)  
Ad Agency—John W. Shaw

### **To Tell The Truth (CBS-TV)**

**Advertiser and Product:**  
Carter Products (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream, Little Liver Pills)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Philip Morris (Marlboro, Parliament Cigarettes)  
Ad Agency—Leo Burnett  
The Toni Co. (Toni Home Permanent Wave, Cleansing Cream, Hair Care Products, Shampoo, Lipstick)  
Ad Agency—North

### **Tombstone Territory (ABC-TV)**

**Advertiser & Product:**  
Lipton (Tea & Soup Products)  
Ad Agency—Young & Rubicam  
Philip Morris (Tobacco products)  
Ad Agency—Leo Burnett

### **Top Dollar (CBS-TV)**

**Advertiser & Product:**  
Armstrong Cork Co. (Linoleum, Tile)  
Ad Agency—BBD & O  
Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)  
Ad Agency—Ted Bates  
General Foods Corp. (Swansdown, Jell-O Pudding, Pie Filling, Baker's Cocoa)  
Ad Agency—Young & Rubicam  
Vick Chemical Co. (Cold Remedies)  
Ad Agency—Morse International



**Tournament of Roses  
(ABC-TV)**

**Advertiser & Product:**

Quaker Oats (Cereals, Flours)  
Ad Agency—Lynn Baker

**Trackdown  
(CBS-TV)**

**Advertiser & Product:**

American Tobacco Co. (Lucky Strike Cigarettes)  
Ad Agency—BBD & O  
Socony Mobil Oil Co. (Mobilgas, Mobiloil)  
Ad Agency—Compton

**Treasure Hunt  
(NBC-TV)**

**Advertiser & Product:**

Alberto-Culver (Rinse & hair sprays, hair care products)  
Ad Agency—Wade  
American Home Products (Waxes & polishes, analgesics)  
Ad Agency—Ted Bates  
Armour & Co. (Soap, meat & dog foods)  
Ad Agency—Foote, Cone & Belding  
Borden Co. (Milk, frozen desserts, beverages)  
Ad Agency—Dancer-Fitzgerald-Sample  
Brillo Mfg. Co. (Pads & Cleanser)  
Ad Agency—J. Walter Thompson  
Chesebrough-Ponds (Facial make-up, creams, lotions, cough remedy)  
Ad Agency—J. Walter Thompson  
Corn Products (Mazola, Karo, Niagara, Nu-Soft)  
Ad Agency—Lennen & Newell  
Edison Electric Co. (Electricity & electrical appliances)  
Ad Agency—Fuller, Smith & Ross  
Frigidaire (Major electrical household appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills (Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal Co. (Glass Wax, Snowy Bleach, Siz Charcoal Starter)  
Ad Agency—Campbell-Mithun  
H. J. Heinz (Soup, baby foods, condiments)  
Ad Agency—Maxon  
Kayser-Roth Hosiery Corp. (Supp-Hose)  
Ad Agency—Daniel & Charles  
I. B. Kleinert Co. (Shower accessories)  
Ad Agency—Grey  
Lever Brothers (Dentifrices, dishwashing & laundry soaps, detergents)  
Ad Agency—J. Walter Thompson  
Mentholatum (Cold remedies, medicated lip remedies, Calbon, mentholatum)  
Ad Agency—J. Walter Thompson  
Miles (Alka-Seltzer, One-a-day vitamins)  
Ad Agency—Wade  
National Biscuit Co. (Dog food, cereals)  
Ad Agency—Kenyon & Eckhardt

Park & Tilford (Tintex dyes)  
Ad Agency—Mogul, Williams & Saylor  
Pharmaceuticals, Inc. (Geritol, Devarex)  
Ad Agency—Parkson  
Pillsbury Mills (Flour, baking mixes & frosting)  
Ad Agency—Leo Burnett  
Procter & Gamble (Cheer detergent, Bar soap—Camay, Fluffo, Zest)  
Ad Agency—Young & Rubicam  
Sterling Drug (analgesics, laxatives)  
Ad Agency—Dancer-Fitzgerald-Sample

**Troubleshooters, The  
(NBC-TV)**

**Advertiser & Product:**

Bayer International Lab. (Men's hair care products, H.A. Hair arranger)  
Ad Agency—R. J. Scott, Inc.  
Philip Morris (Tobacco products)  
Ad Agency—Leo Burnett

**True Story  
(NBC-TV)**

**Advertiser & Product:**

Helene Curtis (Shampoos & dandruff treatment products, Hair sprays & dressings)  
Ad Agency—Edward H. Weiss  
Sterling Drug (Bayer aspirin, Nasal spray, Phillips' Milk of Magnesia tabs, Dr. Lyons tooth powder, Energine lighter & cleaning fluid, Ironized yeast)  
Ad Agency—Dancer-Fitzgerald-Sample  
Sweet Co. of America (Candy including use in cooking)  
Ad Agency—Henry Eisen

**Truth Or Consequences  
(NBC-TV)**

**Advertiser & Product:**

Alberto-Culver (Alberto VO-5 Hair dressing & conditioner, New Blue Alberto VO-5, Alberto VO-5 Hair lite-ner, Rinse away & Pelo-Pak)  
Ad Agency—Wade  
American Home Products (Waxes, polishes, analgesics, room deodorizers)  
Ad Agency—Ted Bates  
Borden Co. (Frozen desserts, milk for beverages and cooking purposes)  
Ad Agency—Dancer-Fitzgerald-Sample  
Chesebrough-Ponds (Facial make-up, creams, lotions, cough remedy, petroleum jelly)  
Ad Agency—J. Walter Thompson  
Corn Products Refining Co. (Mazola, Karo, Nu-Soft, Niagara)  
Ad Agency—Lennen & Newell  
Frigidaire Div. of General Motors (Appliances)  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills, Inc. (Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
I. B. Kleinert Rubber Co. (Shower accessories, undergarments)  
Ad Agency—Grey

## COMMERCIAL TV PROGRAMS

Miles Lab. (Alka-Seltzer, one-a-day vitamins)  
Ad Agency—Wade  
National Biscuit Co. (Baking goods, baking mixes,  
dog foods, cereals)  
Ad Agency—McCann-Erickson  
Procter & Gamble (Peanut products, bar soaps,  
cleaners, detergents, dentifrices)  
Ad Agency—Dancer-Fitzgerald-Sample  
Standard Brands (Margarine, tea, dog food,  
Royal desserts)  
Ad Agency—Ted Bates  
Sterling Drug Co. (Haley's MO, Fletcher's Cas-  
toria, antacids, analgesics, Energine lighter  
& cleaner fluid)  
Ad Agency—Dancer-Fitzgerald-Sample

### Twentieth Century (CBS-TV)

**Advertiser & Product:**  
Prudential Insurance Co. of America (Insurance)  
Ad Agency—Reach, McClinton & Co.

### 21 Beacon Street (ABC-TV)

**Advertiser & Product:**  
P. Lorillard (Kent)  
Ad Agency—Lennen & Newell

### Twilight Zone (CBS-TV)

**Advertiser & Product:**  
General Foods Corp. (Sanka, Instant Sanka Coffee,  
Jell-O, Tang)  
Ad Agency—Young & Rubicam  
Kimberly-Clark Corp. (Kleenex tissues, Table  
Napkins, Towels)  
Ad Agency—Foote, Cone & Belding

— U —

### Uncle Al (ABC-TV)

**Advertiser & Product:**  
Nabisco  
Ad Agency—Kenyon & Eckhardt

### United States Steel Hour, The (CBS-TV)

**Advertiser & Product:**  
United States Steel Corp. (Institutional)  
Ad Agency—BBD & O

### Untouchables (ABC-TV)

**Advertiser & Product:**  
Bulova (Watches)  
Ad Agency—McCann-Erickson  
Carnation (Dry Milk)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
DuPont (Car Waxes, Polishes, Car Wash, Sponges)  
Ad Agency—BBD & O

Liggett & Myers (Chesterfield King, Duke)  
Ad Agency—McCann-Erickson  
Luden's (Candy Bars, Cough Drops)  
Ad Agency—J. M. Mathes  
Procter & Gamble (Crest)  
Ad Agency—Benton & Bowles  
7-Up (Soft Drink)  
Ad Agency—J. Walter Thompson

— V —

### Verdict Is Yours, The (CBS-TV)

**Advertiser & Product:**  
American Home Products Corp. (Anacin, Dristan,  
Infra-Rub)  
Ad Agency—Ted Bates  
Atlantis Sales Corp. (All French's Products)  
Ad Agency—J. Walter Thompson  
Bristol-Myers Co. (Bufferin)  
Ad Agency—Young & Rubicam  
Carnation Co. (Evaporated Milk, Milk Products,  
Ice Cream, Cottage Cheese)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chicken Of The Sea, Inc. (Canned Fish Products)  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Dumas Milner Corp. (Pine-Sol, Perma Starch,  
Mystic Foam Rug Cleaner)  
Ad Agency—Gordon Best Co.  
General Mills, Inc. (Flour, Baking Mixes, Break-  
fast Cereals)  
Ad Agency—Dancer-Fitzgerald-Sample  
Hoover Co. (Vacuum Cleaner, Floor Polishers,  
Irons)  
Ad Agency—Leo Burnett  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
Lever Brothers (Lucky Whip Dessert Topping,  
Bar Soap, Margarine, Handy Andy)  
Ad Agency—Ogilvy, Benson & Mather  
Libby, McNeill & Libby Co. (Canned Fruits,  
Vegetables)  
Ad Agency—J. Walter Thompson  
Mentholatum Co. (Medicated Lip Pomade, Deep  
Heat Rub)  
Ad Agency—J. Walter Thompson  
Quaker Oats Co. (Cereals, Pet Foods, Pancake  
& Baking Mixes)  
Ad Agency—J. Walter Thompson  
Scott Paper Co. (Scott Paper Products)  
Ad Agency—J. Walter Thompson  
Simoniz Co. (Simoniz Non-Scuff Floor Wax, Ivalon  
Sponges, Hilite)  
Ad Agency—Young & Rubicam  
Standard Brands, Inc. (Coffee, Tea, Gelatin  
Desserts, Puddings, Pie Fillings, Nuts)  
Ad Agency—Ted Bates  
Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk  
of Magnesia, Haley's M.O., Bayer Nasal Spray)  
Ad Agency—Dancer-Fitzgerald-Sample

Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)

Ad Agency—McCann-Erickson

The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)

Ad Agency—Tatham-Laird

Vick Chemical Co. (Cold Remedies)

Ad Agency—Morse International

**W**

**Wagon Train  
(NBC-TV)**

**Advertiser & Product:**

Ford Motor Co. (Automobiles, automotive products, parts & services)

Ad Agency—J. Walter Thompson

National Biscuit Co. (Baked goods, dog food, cereal, baking mixes, cookies)

Ad Agency—McCann-Erickson

R. J. Reynolds (Tobacco products)

Ad Agency—William Esty

**Wanted — Dead or Alive  
(CBS-TV)**

**Advertiser & Product:**

Bristol-Myers Co. (Bufferin, Ban)

Ad Agency—Young & Rubicam

Brown & Williamson Tobacco Corp. (Tobacco products)

Ad Agency—Ted Bates

Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)

Ad Agency—Foote, Cone & Belding

**Wednesday Night Fights  
(ABC-TV)**

**Advertiser & Product:**

Brown & Williamson (Life, Kool, Viceroy)

Ad Agency—Ted Bates

Miles Laboratories (Alka Seltzer, One-a-day Vitamins)

Ad Agency—Geoffrey Wade

**Welk, Lawrence, Show  
(ABC-TV)**

**Advertiser & Product:**

Dodge Division of the Chrysler Corp. (Dodge)

Ad Agency—Grand

**What's My Line?  
(CBS-TV)**

**Advertiser & Product:**

Florida Citrus Commission (Fresh & Processed Citrus Products)

Ad Agency—Benton & Bowles

Kellogg Co. (Cereals & Dog Food)

Ad Agency—Leo Burnett

Sunbeam Corp. (Electrical appliances)

Ad Agency—Perrin-Paus

**Who Do You Trust?  
(ABC-TV)**

**Advertiser & Product:**

Armour (Chiffon Aqua Liquid Dial Soap)

Ad Agency—Foote, Cone & Belding

Beechnut (Baby vegetables, fruits)

Ad Agency—Young & Rubicam

Drackett (Various)

Ad Agency—Young & Rubicam

Ex-Lax (Ex-Lax)

Ad Agency—Warwick & Legler

General Foods (Tapioca)

Ad Agency—Young & Rubicam

Gillette (Toni) (Paper-Mate)

Ad Agency—North

S. C. Johnson (Stride)

Ad Agency—Needham, Louis & Brorby

Johnson & Johnson (Cold Products, Cotton Buds, First Aid Cream)

Ad Agency—Young & Rubicam

Lever (Pepsodent, Wisk)

Ad Agency—BBD & O

McGraw (Toastmaster)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Reynolds Metals (Wrap, Renalon Icicles)

Ad Agency—Lennen & Newell

Structo (Toys)

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Warner-Lambert (Listerine)

Ad Agency—Lambert & Feasley

**Who Pays  
(NBC-TV)**

**Advertiser & Product:**

Purex Corp. (Bleaches, face & hand soap, detergents, scouring cleansers, toiletries, hand lotion & bubble bath)

Ad Agency—Edward H. Weiss

**Wichita Town  
(NBC-TV)**

**Advertiser & Product:**

Procter & Gamble (Zest bar soap, Tide detergent, Crest dentifrice, Prell shampoo)

Ad Agency—Benton & Bowles

**Williams, Andy, Show  
(CBS-TV)**

**Advertiser & Product:**

Kellogg Co. (Cereals, Dog Food)

Ad Agency—Leo Burnett

Pittsburgh Plate Glass Co. (Plate Glass products, Paints)

Ad Agency—BBD & O

Revlon, Inc. (All Revlon Products)

Ad Agency—Warwick & Legler

# COMMERCIAL TV PROGRAMS

## **Winchell, Paul, Show (ABC-TV)**

**Advertiser & Product:**  
Hartz Mountain Co. (Bird Food, Dog Food)  
Ad Agency—George Hartman  
Louis I. Marx (Toys)  
Ad Agency—Ted Bates

## **World Championship Golf (NBC-TV)**

**Advertiser and Product:**  
Bayuk Cigars (Phillies cigars)  
Ad Agency—Wermen & Schorr

## **World Of Talent (ABC-TV)**

**Advertiser and Product:**  
P. Lorillard (Kent)  
Ad Agency—Lennen & Newell

## **Wyatt Earp (ABC-TV)**

**Advertiser and Product:**  
General Mills (Cheerios, Gold Medal Flour)  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble (Gleem, Shampoo)  
Ad Agency—Compton

— XYZ —

## **Yancy Derringer (CBS-TV)**

**Advertiser and Product:**  
S. C. Johnson & Son (Johnson's Wax, Cleaners,  
Polishers, Insecticides, Deodorizers)  
Ad Agency—Needham, Louis & Brorby  
P. Lorillard Co. (Kent Cigarettes)  
Ad Agency—Lennen & Newell

## **You Asked For It (ABC-TV)**

**Advertiser and Product:**  
Skippy Peanut Butter, (Div. of Best Foods)  
Ad Agency—Guild, Bascom & Bonfigli

## **Young Dr. Malone (NBC-TV)**

**Advertiser and Product:**  
Armour & Co. (Canned meats, dog foods, poultry,  
detergents, bar soaps)  
Ad Agency—Foote, Cone & Belding  
Borden Co. (Frozen desserts, milk products)  
Ad Agency—Dancer-Fitzgerald-Sample  
Edison Electric Co. (Promotion of the use of  
electricity & electrical appliances)  
Ad Agency—Fuller, Smith & Ross  
Helene Curtis Inc. (Hair care & grooming  
products)  
Ad Agency—Edward H. Weiss  
Kayser-Roth Hosiery Corp. (Supp-hose, socks &  
stockings)  
Ad Agency—Daniel & Charles  
Phillips-Van Heusen Corp. (Men's shirts &  
haberdashery)  
Ad Agency—Grey  
Procter & Gamble (Ivory flakes, Lava bar soap,  
Crest dentifrices)  
Ad Agency—Compton

## **Young, Loretta, Show (NBC-TV)**

**Advertiser and Product:**  
Philip Morris, Inc. (Tobacco products)  
Ad Agency—Benton & Bowles  
Procter & Gamble (Camay, Gleem, Tide, Lilt)  
Ad Agency—Benton & Bowles  
Toni Co. (Papermate Div. of Gillette Co.) Home  
permanent, shampoos, hair spray, rinses, curl-  
ers, women's hair care & grooming products,  
cleansing cream, pen, pencils & accessories)  
Ad Agency—Benton & Bowles

## **Your Hit Parade (CBS-TV)**

**Advertiser and Product:**  
American Tobacco Co. (Hit Parade Cigarettes)  
Ad Agency—BBD & O

## **Zorro (ABC-TV)**

**Advertiser and Product:**  
General Motors Corp. (A.C. Spark Plug)  
Ad Agency—D. P. Brother  
7-Up (Soft Drink)  
Ad Agency—J. Walter Thompson

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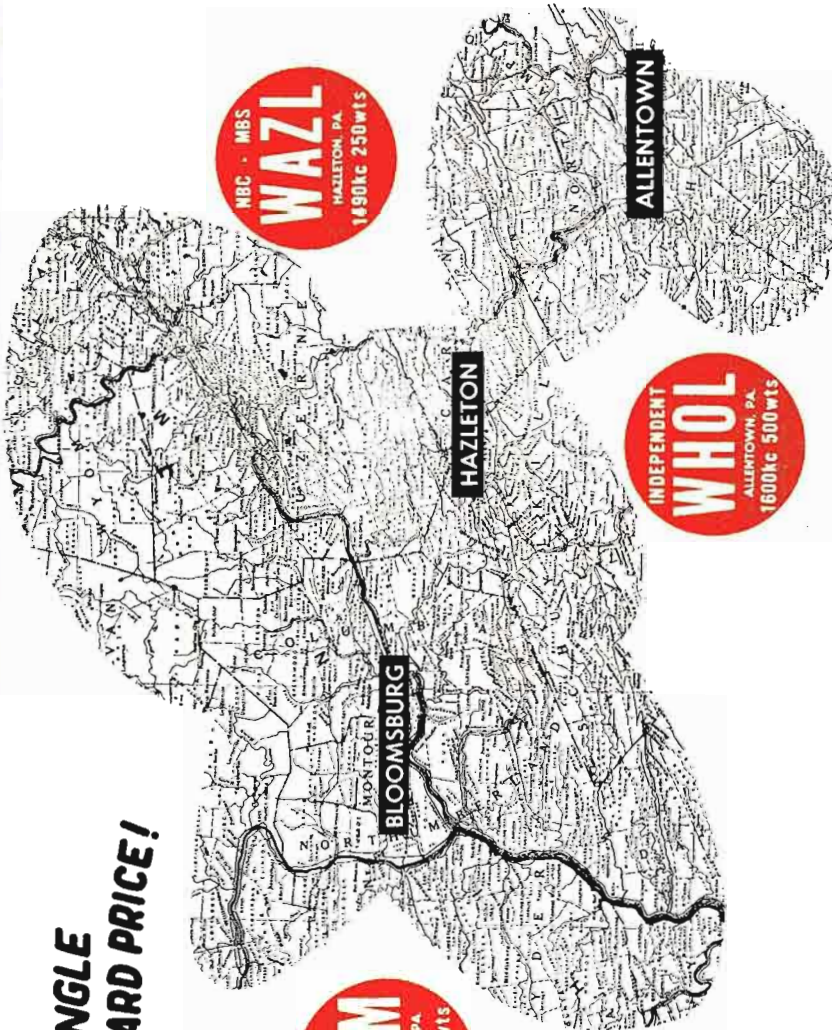
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Host-  
Narrator  
TRUMAN  
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## SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings . . . Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco . . .

**27.4**

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Communist!  
Counterspy!



Starring  
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From the secret files of a counterspy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy . . .

**24.9**

Action!  
Gallantry!  
Excitement!



Starring  
The Corps  
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## WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay . . .

**26.3**

# SMASH RE-RUN RATINGS AND RESULTS... for stations and advertisers!

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Glorious as  
our country's  
history!



Starring  
The U. S.  
Midshipmen

## MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont, Port Arthur 24.8, Charlotte . . .

**28.7**

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Mystery! -  
Thrills!  
Romance!



Starring  
KENT  
TAYLOR

## BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . .

**25.2**

Economee TV

America's  
Favorite  
Family Show!



Starring  
MACDONALD  
CAREY

## DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh . . .

**26.8**

Economee TV

78  
High-Rated  
Half Hours!



Starring  
DAVID  
BRIAN

## MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham . . .

**21.3**

### CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

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Action and  
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## TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio . . .

**32.5**

Economee TV

Great new  
stars in  
each show!



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Narrator  
ADOLPHE  
MENJOU

## FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham . . .

**22.8**

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For 4 Years  
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#1 Series!



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CRAWFORD

## HIGHWAY PATROL

156 half hours of the series whose incredible first run shattered every possible record! Riding high in rerun now with ratings like these: Shreveport 34.4, Fort Wayne 28.7, New York City 19.2, Knoxville . . .

**42.7**

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