

# INDUSTRY ORGANIZATIONS

## DIRECTORS

John P. Blair, Lloyd Griffin, Frank M. Headley, Thomas A. White.

## FUNCTIONS

Trade Association serving radio and TV Representative firms.

## TV STATIONS, INC.

215 East 51st St., New York 22, N. Y.

Phone: PLaza 1-0123

President ..... Herb Jacobs

## FUNCTIONS

A station-owned film-program consultant and buying organization serving more than one hundred television stations in the U. S. and possessions.

## TVB OF CANADA

500 University Ave., Toronto 2, Ont.

Phone: 363-3133

## OFFICERS

Exec. Vice-President ..... George G. Huntington  
 President ..... J. A. Pouliot  
 Chairman ..... Gordon Gray (WKTV, Utical, N. Y.)  
 Vice-Pres. Member Services ..... William B. Covin  
 Vice-Pres., Dir., Spot TV ..... William B. MacRae  
 Dir., Public Relations ..... Jack B. Weiner  
 Dir., National Sales ..... James C. Hirsch  
 Dir., Research ..... Harvey Spiegel  
 Secretary ..... Jack Tipton  
 Treasurer ..... C. George Henderson  
 Vice-President ..... Jack O'Mara  
 Vice-President ..... Jacob A. Evans

## EXECUTIVE COMMITTEE

W. D. Byles, S. Griffiths, W. D. McGregor, J. Pouliot, Orville Shugg, Ralph Snelgrove.

## BRANCH OFFICES

1500 St. Catherine St., W., Montreal

Phone: UN 1-0534

1 Rockefeller Plaza, New York 20, N. Y.

Phone: PL 7-9420

## FUNCTIONS

An association of Canadian television stations, networks and reps to promote television as an advertising medium.

## TELEVISION AFFILIATES CORP.

### (TAC)

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

Phone: PLaza 1-3110

## OFFICERS

President ..... Richard Brandt  
 Exec. Vice-Pres. .... Richard Carlton  
 Vice-President ..... Robert Weisberg

## BRANCH OFFICES

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 2-6903

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

Phone: SU 7-3995

## FUNCTIONS

A broadcasters' cooperative serving as the clearing house for the best of locally produced informational, cultural and educational programs.

## TELEVISION BUREAU OF ADVERTISING, INC.

One Rockefeller Plaza, New York 20, N. Y.

Phone: PLaza 7-9420.

## OFFICERS

Chairman of Board ..... Gordon Gray (WKTV, Utica, N. Y.)  
 President ..... Norman E. Cash  
 Exec. Vice-President ..... George G. Huntington  
 Secretary ..... Jack Tipton (KLZ, Denver)  
 Treasurer ..... C. George Henderson (WSOC, Charlotte)  
 Vice-Pres. in Chg., Nat. Sales ..... John R. Sheehan  
 Vice-Pres., Nat. Sales ..... James C. Hirsch  
 V.P. Local Sales ..... Howard Abrahams  
 V.P. in Chg. Research ..... Dr. Leon Arons  
 Vice-Pres., Research ..... Harvey Spiegel  
 V.P., Member Service ..... William Colvin  
 Dir. Spot TV Co-ord. .... William B. MacRae  
 Dir. Member Sales Pres. .... Walter Vetter

## BRANCH OFFICES

3440 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 7-8109.

Vice-President ..... Jack O'Mara

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

Phone: 644-1215.

Dir., Central Div. .... Jacob Evans

## 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

1025 N. Highland Ave., Los Angeles 38, Calif.

Phone: HOLlywood 9-8181

## OFFICERS

President ..... John Ballinger  
 Vice President ..... Jack M. Goetz  
 Sec.-Treas. .... Nicholas Muskey  
 Directors ..... Warren Strang, Harvey Gusman

## FUNCTIONS

To maintain a liaison between the producers and distributors of television film, the TV stations, and the companies providing material and services to the TV industry. To establish better operational practices and to standardize these practices.

## TELEVISION INFORMATION

### OFFICE

666 Fifth Ave., New York 19, N. Y.

Phone: PLaza 7-4600

Director ..... Roy Danish  
 Executive Director ..... Larry Creshkoff  
 General Manager ..... Carl Burkland  
 Manager, Station Services ..... Ben Wickham  
 Librarian ..... Catherine Heinz

## BOARD OF DIRECTORS

Chairman Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Lester Bernstein, NBC, N. Y.; John P. Cowden, CBS-TV, N. Y.; Michael J. Foster, ABC, N. Y.; C. Wrede Petersmeyer, Corinthian Bcstg. Corp., N. Y.; Joseph S. Sinclair, WJAR-TV, Providence, R. I.; Willard E. Walbridge, KTRK-TV, Houston, Tex.; Robert F. Wright, WTOK, Meridian, Miss.

## 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.

## INDUSTRY ORGANIZATIONS

### TELEVISION PROGRAM EXPORT ASSOCIATION, INC.

375 Park Ave., Suite 3800, New York 22, N. Y.  
Phone: PLaza 3-7172

#### OFFICERS

President.....John G. McCarthy  
Vice-President.....John George Elber  
Vice-President.....George A. Graham, Jr.  
Treasurer.....Harold Klein  
General 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 affecting foreign markets for American television programs.

### WORKING PRESS FOUNDATION

Hotel Manhattan, 45th St. & 8th Ave.,  
New York 36, N. Y.  
Phone: Circle 5-3838

Chairman of Board.....Julian Anthony  
President.....James Antone  
Secretary.....Dan Fox  
Treasurer.....Gabe Pressman

#### FUNCTIONS

The Working Press is engaged in receiving and distributing funds for charitable, welfare and educational purposes for the benefit of worthy individuals and recognized groups in the field of communications for the benefit of the community at large.

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

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

#### OFFICERS

President.....Ernest Kinoy  
1st Vice-Pres.....Fitzgerald Smith  
2nd Vice-Pres.....Emerson Stone  
Secretary.....Manya Starr  
Treasurer.....Richard Graf  
Exec. Dir.....Evelyn F. Burkey

#### FUNCTIONS

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

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

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

#### OFFICERS

Under Sec. for Pub. Info.....Hernane-Tavares de Sa  
Dir., Radio & Visual Services Div.....Jean d'Arcy  
Dep. Dir., Radio & Visual Services Div.....David Ritchie  
Chief, United Nations TV.....Michael Hayward

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

1776 Penn. Ave. N.W., Wash. 25, D. C.  
Phone: DUdley 3-2211

330 Independence Ave., S.W., Washington 25, D. C.  
Phone: WO 3-1110

#### OFFICERS

Director.....Edward R. Murrow  
Dir., Bcstg. Service.....Henry Loomis  
Dir., TV Service.....Charles N. Hill

#### New York Office

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

Asst. Dir. TV Service.....Howard Maier

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

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

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

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

#### OFFICERS

National Chairman.....David Davidson  
President.....James B. Webb  
1st Vice-Pres.....Nate Monaster  
2nd Vice-Pres.....Allen Rivkin  
Secretary.....Christopher Knopf  
Treasurer.....John Lee Mahin  
Executive Director.....Michael H. Franklin

#### SCREEN BRANCH

President.....Allen Rivkin  
Vice-Pres.....John Lee Mahin  
Vice-Pres.....Allen Rivkin  
Secretary-Treasurer.....Devery Freeman

#### TELEVISION-RADIO BRANCH

President.....Nate Monaster  
Vice-Pres.....Christopher Knopf  
Secretary-Treasurer.....Louis Pelletier

#### FUNCTIONS

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

# 1962 Commercial Network Radio Programs

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, 1962. 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. All programs are 13 weeks or longer.

## — A —

### **Army Hour, The (MBS)**

**Advertiser and Product:**  
Participating

### **At Your Leisure (CBS)**

**Advertiser and Product:**  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby, Inc.  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline, Inc.  
Liggett & Myers Tobacco  
Ad Agency—J. Walter Thompson  
P. Lorillard  
Ad Agency—Lennen & Newell  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## — B —

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

**Advertiser and Product:**  
The Christian Reformed Church  
Ad Agency—Griswold-Eshleman

### **Better Living (CBS)**

**Advertiser and Product:**  
Accent International (Div. of Int. Minerals & Chem. Corp.)  
Ad Agency—Needham, Louis & Brorby  
Celotex Corp.  
Ad Agency—MacFarland Aveyard  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt. Co.

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

**Advertiser and Product:**  
Evangelical Foundation  
Ad Agency—Wermen & Schorr

### **Big Lie, The (MBS)**

**Advertiser and Product:**  
Participating

### **Breakfast Club (ABC)**

**Advertiser and Product:**  
American Sheep Producers  
Ad Agency—Potts, Woodbury  
Better Homes & Gardens  
Ad Agency—W. D. Lyon  
E. J. Brach & Sons  
Ad Agency—J. W. Shaw Advt.  
Brazil Nut Association  
Ad Agency—Chas. W. Hoyt  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
E. L. Bruce Co.  
Ad Agency—Christiansen Advertising Agency  
California Packing  
Ad Agency—Mc-Cann-Erickson  
California Prune Advisory Board  
Ad Agency—Botsford, Constantine & Gardner  
Campbell Soup (V-8)  
Ad Agency—Needham, Louis & Brorby  
Continental Casualty  
Ad Agency—George H. Hartman  
Wm. Cooper & Nephews  
Ad Agency—Geyer, Morey, Madden & Ballard  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
E. I. Dupont  
Ad Agency—N. W. Ayer  
Ex-Lax  
Ad Agency—Warwick & Legler  
Field Enterprises Educational Ass'n (World Book Encyclopedia)  
Ad Agency—Keyes, Madden & Jones  
Frank Tea & Spice  
Ad Agency—Stockton, West, Burkhart  
General Foods  
Ad Agency—Young & Rubicam  
Knox Gelatine  
Ad Agency—Chas. W. Hoyt

## COMMERCIAL NETWORK RADIO PROGRAMS

Ludens, Inc.

Ad Agency—J. M. Mathes

Magla Products

Ad Agency—Creative Associates

McCall Corp.

Ad Agency—Donahue & Coe

Nat. Institute of Rug Cleaning

Ad Agency—Richmond Advt. Agency

Perkins-SOS

Ad Agency—Foote, Cone & Belding

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Sperti Products

Ad Agency—John L. Magro

A. E. Staley Mfg.

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

Standard Packaging

Ad Agency—Smith, Henderson & Berey

Terminex Div. (E. L. Bruce Co.)

Ad Agency—Greenshaw & Rush

William Underwood

Ad Agency—Kenyon & Eckhardt

United Wallpaper

Ad Agency—Buchen Advt.

West Virginia Dept. of Commerce

Ad Agency—J. M. Mathes

Wheel Horse Prod.

Ad Agency—The Biddle Co.

J. B. Williams Co.

Ad Agency—Parkson Advt. Agency

Wm. Wrigley

Ad Agency—Arthur Meyerhoff Assoc.

### **Burnett, Carol-Richard Hayes Show (CBS)**

**Advertiser and Product:**

Lever Borthers

Ad Agency—Foote, Cone & Belding

Mentholatum Company

Ad Agency—J. Walter Thompson

Philip Morris

Ad Agency—Benton & Bowles

Rexall Drug

Ad Agency—Batten, Barton, Durstine & Osborn

Time, Inc.

Ad Agency—Young & Rubicam

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

— C —

### **Capital Assignment (MBS)**

**Advertiser and Product:**

Participating

### **Changing Times (NBC)**

**Advertiser and Product:**

Kiplinger Washington Editors, Inc.

Ad Agency—Albert Frank-Guenther Law

### **Coleman on Sports (CBS)**

**Advertiser and Product:**

Liggett & Myers

Ad Agency—J. Walter Thompson

Mennen Company

Ad Agency—Warwick & Legler

### **Crosby, Bing- Rosemary Clooney (CBS)**

**Advertiser and Product:**

Cat's Paw Rubber Co.

Ad Agency—S. A. Levine

E. I. Dupont De Nemours

Ad Agency—N. W. Ayer

Grove Lab. (Sub. of Bristol-Myers)

Ad Agency—Donahue & Coe

Hearst Corporation

Ad Agency—J. M. Hickerson

Kayser-Roth Hosiery

Ad Agency—Daniel & Charles

Kitchens of Sara Lee (Sub. of Consol. Foods

Corp.)

Ad Agency—Hill, Rogers, Mason & Scott

Kiwi Polish

Ad Agency—Donahue & Coe

J. Nelson Prewitt

Ad Agency—Hanford & Greenfield (Div. of

Hutchins Advt.)

Ralston Purina

Ad Agency—Guild, Bascom & Bonfigli

Standard Packaging

Ad Agency—Smith, Henderson & Berey

United States Steel

Ad Agency—Batten, Barton, Durstine & Osborn

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

— D —

### **Dateline (CBS)**

**Advertiser and Product:**

Philip Morris

Ad Agency—Benton & Bowles

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

### **Dear Abby (CBS)**

**Advertiser and Product:**

Campbell Soup

Ad Agency—Batten, Barton, Durstine & Osborn

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

# COMMERCIAL NETWORK RADIO PROGRAMS

## **Dreier, Alex, News (ABC)**

### **Advertiser and Product:**

S. C. Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Miller Brewing  
Ad Agency—Mathisson & Assocs.  
Outboard Marine  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

### **— E —**

## **Emphasis (NBC)**

### **Advertiser and Product:**

Campbell Soup (V-8)  
Ad Agency—Needham, Louis & Brorby  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
Dr. Pepper  
Ad Agency—Grant Advertising  
Ex-Lax  
Ad Agency—Warwick & Legler  
Foster-Milburn  
Ad Agency—Street & Finney  
General Motors (Delco Div.)  
Ad Agency—Campbell-Ewald  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gulf American Land  
Ad Agency—Needham, Louis & Brorby  
Mack Trucks  
Ad Agency—Doyle, Kitchen & McCormick  
Mentholatum Co.  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—E. H. Weiss  
Quaker Oats  
Ad Agency—Compton Advertising  
Ralston-Purina  
Ad Agency—Gardner Advertising Co.  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Sealright Co.  
Ad Agency—Emil J. DeDonato  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sylvania Electric (Photo-Lamp)  
Ad Agency—Kudner Agency  
Wagner Electric  
Ad Agency—Arthur R. Mogge  
Waters Conley Co. Inc.  
Ad Agency—Rosenbloom-Elias & Associates  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff Associates  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **European Diary (CBS)**

### **Advertiser and Product:**

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
General Motors (Guardian Maint.)  
Ad Agency—D. P. Brother  
Goodyear Tire  
Ad Agency—Kudner Agency  
P. Lorrillard  
Ad Agency—Lennen & Newell  
MacFadden-Bartell  
Ad Agency—Bartell Broadcasting  
Mentholatum  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### **— F —**

## **Family Theatre (MBS)**

### **Advertiser and Product:**

Participating

## **Farm News (MBS)**

### **Advertiser and Product:**

Participating

## **Farm World (MBS)**

### **Advertiser and Product:**

Participating

## **Flair (ABC)**

### **Advertiser and Product:**

Campbell Soups  
Ad Agency—Batten, Barton, Durstine & Osborn  
Campbell Soup (V8)  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
D-Con (Ant-Pruff)  
Ad Agency—Direct  
Ex-Lax  
Ad Agency—Warwick & Legler

## COMMERCIAL NETWORK RADIO PROGRAMS

### General Foods

Ad Agency—Foote, Cone & Belding  
Hormel, George A.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Int. Minerals & Chem. Corp. (Accent)  
Ad Agency—Needham, Louis & Brorby  
McCall Corp.  
Ad Agency—Lawrence C. Gumbinner  
National Labour Management Found.  
Ad Agency—Bertram J. Hauser  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Thos. D. Richardson  
Ad Agency—The Buckley Organization  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff Assocs.

### Follow-up (CBS)

#### Advertiser and Product:

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### Foreign Correspondents Report (MBS)

#### Advertiser and Product:

Participating

### — G —

### Godfrey, Arthur, Time (CBS)

#### Advertiser and Product:

Amana Refrigeration  
Ad Agency—Maury, Lee & Marshall  
MacFarland, Aveyard & Company  
Baldwin Piano  
Ad Agency—Hill, Rogers, Mason & Scott  
Beltone Hearing Aid  
Ad Agency—Olian & Bronner  
Best Foods (Div. of Corn Products)  
Ad Agency—Guild, Bascom & Bonfigli  
Lennen & Newell  
Cooper-Hewitt Electric Co. (Div. of Sperti-  
Faraday, Inc.)  
Ad Agency—John L. Magro  
Emery Industries  
Ad Agency—John L. Magro

### General Foods

Ad Agency—Foote, Cone & Belding  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grolier, Inc.  
Ad Agency—De Garmo, Inc.  
Kaysen-Roth Hosiery  
Ad Agency—Daniel & Charles  
Kerr Glass  
Ad Agency—Whitney Advertising Agency  
Kitchen Art Foods  
Ad Agency—Peitscher, Janda Associates  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Knox Gelatine  
Ad Agency—Charles W. Hoyt  
Mattel, Inc.  
Ad Agency—Carson Roberts  
Menthohatum Company  
Ad Agency—J. Walter Thompson Co.  
John Morrell & Co.  
Ad Agency—John W. Shaw Advertising  
Onamia Mfg.  
Ad Agency—Strandberg & Associates  
J. Nelson Prewitt  
Ad Agency—Hanford & Greenfield (Div. of  
Hutchins Advert. Co., Inc.)  
Standard Knitting Mills  
Ad Agency—Edward H. Weiss & Company  
Sylvania Home Electronics  
Ad Agency—Kudner Agency  
Tetley Tea  
Ad Agency—Ogilvy, Benson & Mather  
Warner Lambert Pharmaceutical  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lambert & Feasley; J. Walter Thompson

### Good News with Alex Dreier (ABC)

#### Advertiser and Product:

Miller Brewing  
Ad Agency—Mathisson & Assocs.

### — H —

### Harmon, Tom, Sports (ABC)

#### Advertiser and Product:

General Motors (United Mtr. Div.)  
Ad Agency—Campbell-Ewald  
Mennen Co.  
Ad Agency—Warwick & Legler

### Harvey, Paul, News (ABC)

#### Advertiser and Product:

Bankers Life & Casualty  
Ad Agency—Phillips & Cherbo  
Hastings Mfg.  
Ad Agency—Bozell & Jacobs

# COMMERCIAL NETWORK RADIO PROGRAMS

Mennen Co.  
Ad Agency—Warwick & Legler  
Wade-Wenger & Assocs.  
Ad Agency—Biddle Company

## **Hawaii Calls (MBS)**

**Advertiser and Product:**  
Participating

## **Headliner, The (CBS)**

**Advertiser and Product:**  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ford  
Ad Agency—J. Walter Thompson  
MacFadden-Bartell  
Ad Agency—Bartell Broadcasting  
Philip Morris  
Ad Agency—Benton & Bowles  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn

## **Herald of Truth (ABC)**

**Advertiser and Product:**  
Highland Church of Christ  
Ad Agency—Fidelity Advt.

## **Hour of Decision (ABC)**

**Advertiser and Product:**  
Billy Graham Evangelistic Ass'n  
Ad Agency—Walter F. Bennett

## **Hour of Decision (NBC)**

**Advertiser and Product:**  
Billy Graham Evangelistic Ass'n  
Ad Agency—Walter F. Bennett

## **Houseparty (CBS)**

**Advertiser and Product:**  
Becton, Dickinson  
Ad Agency—L. W. Frolich & Co.  
Belton Hearing Aid  
Ad Agency—Olian & Bronner  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Burlington Industries  
Ad Agency—Donahue & Coe  
California Packing  
Ad Agency—McCann-Erickson  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

Continental Casualty Co.  
Ad Agency—George H. Hartman Company  
Faribault Woolen Mills  
Ad Agency—Johnson-Livingston Adv.  
Gansco Products  
Ad Agency—McKim Advertising Limited  
Reiter-Ross  
General Foods  
Ad Agency—Foote, Cone & Belding  
Grove Lab. (Sub. of Bristol-Myers Co.)  
Ad Agency—Donahue & Coe  
Hearst Corporation  
Ad Agency—J. M. Hickerson  
Incabloc Corporation  
Ad Agency—Sidam Advertising  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Meredith Publishing  
Ad Agency—W. D. Lyon  
Mogen David Wine  
Ad Agency—Edward H. Weiss & Company  
J. Nelson Prewitt  
Ad Agency—Hanford & Greenfield (Div. of  
Hutchins Advt. Co.)  
Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli  
Scholl Mfg.  
Ad Agency—Donahue & Coe  
A. E. Staley Mfg. Co.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Standard Brands  
Ad Agency—J. Walter Thompson  
Standard Packaging  
Ad Agency—Smith, Henderson & Berey  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Associates

## **Huntley, Chet (NBC)**

**Advertiser and Product:**  
Aetna Casualty & Surety  
Ad Agency—Remington Advt.  
South Penn Oil  
Ad Agency—Fuller, Smith & Ross

— I —

## **Information Central (CBS)**

**Advertiser and Product:**  
MacFadden Publications  
Ad Agency—Bartell Broadcasting

## **In Hollywood (CBS)**

**Advertiser and Product:**  
Accent International (Div. of Intern. Minerals  
& Chem. Corp.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby

## COMMERCIAL NETWORK RADIO PROGRAMS

Canada Dry

Ad Agency—J. M. Mathes

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

Cowles Magazines

Ad Agency—McCann-Erickson

Ex-Lax

Ad Agency—Warwick-Legler

Goodyear Tire

Ad Agency—Kudner Agency

Hearst Corporation

Ad Agency—J. M. Hickerson

Incabloc Corporation

Ad Agency—Sidam Corp.

Lever Brothers

Ad Agency—Foote, Cone & Belding

MacFadden Publications

Ad Agency—Bartell Broadcasting Corp.

Mentholatum Company

Ad Agency—J. Walter Thompson

Mogen David Wine

Ad Agency—Edward H. Weiss

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Ralston Purina

Ad Agency—Gardner Advertising

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

### In Latin America (CBS)

Advertiser and Product:

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

General Motors (Guard. Maint.)

Ad Agency—D. P. Brother

Grove Lab. (Sub. of Bristol-Myers)

Ad Agency—Gardner Advt.

Liggett & Myers

Ad Agency—J. Walter Thompson

Sinclair Refining

Ad Agency—Geyer, Morey, Madden & Ballard

Standard Brands

Ad Agency—J. Walter Thompson

### In New York (CBS)

Advertiser and Product:

American Telephone & Telegraph

Ad Agency—N. W. Ayer

Ford

Ad Agency—J. Walter Thompson

Grove Lab. (Sub. of Bristol-Myers)

Ad Agency—Gardner Advt.

Mentholatum Co.

Ad Agency—J. Walter Thompson

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

### It's New (CBS)

Advertiser and Product:

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

E. I. Dupont

Ad Agency—Batten, Barton, Durstine & Osborn

Ex-Lax

Ad Agency—Warwick & Legler

Ford

Ad Agency—J. Walter Thompson

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Sinclair Refining

Ad Agency—Geyer, Morey, Madden & Ballard

Standard Brands

Ad Agency—J. Walter Thompson

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

### — J —

### Jackson, Allan, & the News (CBS)

Advertiser and Product:

General Motors (Chevrolet)

Ad Agency—Campbell-Ewald

### — L —

### Labor News Conference (MBS)

Advertiser and Product:

Participating

### Lombardo-Land, U. S. A. (MBS)

Advertiser and Product:

Participating

### Lutheran Hour, The (NBC)

Advertiser and Product:

Lutheran Layman's League

Ad Agency—Gotham-Vladimir Advt.

### — M —

### Mediterranean Notebook (CBS)

Advertiser and Product:

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

Philip Morris

Ad Agency—Benton & Bowles

### Minutes of Spanish (MBS)

Advertiser and Product:

Participating



# COMMERCIAL NETWORK RADIO PROGRAMS

## **Monitor (NBC)**

### **Advertiser and Product:**

Aetna Casualty & Surety  
Ad Agency—Remington Advertising  
American Chain & Cable  
Ad Agency—Reincke Myer & Finn  
American Motors  
Ad Agency—Geyer Morey Madden & Ballard  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
American Thermos Products  
Ad Agency—Charles W. Hoyt Co.  
Anderson Company  
Ad Agency—Reincke Meyer & Finn  
Campana Corp.  
Ad Agency—Post & Morr Inc.  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Celotex Corp.  
Ad Agency—MacFarland Aveyard & Co.  
Champion Spark Plug  
Ad Agency—J. Walter Thompson  
Chap Stick Company  
Ad Agency—Lawrence C. Gumbinner Adv. Agency  
Continental Casualty  
Ad Agency—George H. Hartman Co.  
Dr. Pepper  
Ad Agency—Grant Advertising  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Ford Motor  
Ad Agency—J. Walter Thompson  
Formica Corp.  
Ad Agency—Perry-Brown  
Freeman Shoe Corp.  
Ad Agency—J. Walter Thompson  
General Motors (Buick)  
Ad Agency—McCann-Erickson  
General Motors (Guard. Maint. Plan)  
Ad Agency—D. P. Brother & Co.  
General Motors (Delco)  
Ad Agency—Campbell-Ewald  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Hardware Mutuals Insurance Co.  
Ad Agency—Roche, Rickerd & Cleary  
P. Lorillard  
Ad Agency—Lennen & Newell  
Mack Trucks  
Ad Agency—Doyle, Kitchen & McCormick  
Mennen Company  
Ad Agency—Warwick & Legler  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Metropolitan Life Insurance  
Ad Agency—Young & Rubicam  
Mogen David Wine  
Ad Agency—E. H. Weiss  
National Association of Insurance Agents  
Ad Agency—Doremus & Co.  
Nelson Doubleday Inc.  
Ad Agency—Schwab, Beatty & Porter

Owens-Corning Fiberglas Corp.  
Ad Agency—M-E Prods. (Div. of McCann-Erickson)  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philip Morris  
Ad Agency—Benton & Bowles  
A. H. Pond  
Ad Agency—Conklin Labs & Bebee  
Quaker Oats  
Ad Agency—Compton Advertising  
Ralston Purina  
Ad Agency—Gardner Advertising  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds Tobacco  
Ad Agency—William Esty  
Sealright Company  
Ad Agency—Emil J. DeDonato  
Shulton Inc.  
Ad Agency—Wesley Associates  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Sylvania Electric (Photo-Lamp Div.)  
Ad Agency—Kudner Agency  
Time, Inc.  
Ad Agency—Young & Rubicam  
Tyrex Inc.  
Ad Agency—M-E Prod. (Div. McCann-Erickson)  
United States Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Upjohn Company  
Ad Agency—McCann-Marschalk  
Wagner Electric  
Ad Agency—Arthur R. Mogge  
Willard Sales (Automotive Div.)  
Ad Agency—Mel drum & Fewsmith  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff Associates  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

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

### **Advertiser and Product:**

Cream of Wheat Corp.  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Foods  
Ad Agency—Young & Rubicam  
Nestle  
Ad Agency—McCann-Erickson  
A. E. Staley Mfg.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

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

### **Advertiser and Product:**

AFL-CIO  
Ad Agency—Furman & Feiner

# COMMERCIAL NETWORK RADIO PROGRAMS

## **Moscow Scene (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Intern. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Menthohatum Company  
Ad Agency—J. Walter Thompson  
Philip Morris  
Ad Agency—Benton & Bowles

## **Music on Deck (MBS)**

### **Advertiser and Product:**

Participating

## **— N —**

## **News—9:00 A.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

## **News—10:00 A.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Intern. (Div. of Intern. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazine  
Ad Agency—McCann-Erickson  
Curtis Publishing  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Foster-Milburn  
Ad Agency—Street & Finney  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Donahue & Coe  
Doherty, Clifford, Steers & Shenfield  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby

### **Lever Bros.**

Ad Agency—Foote, Cone & Belding  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Menthohatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Scholl Mfg.  
Ad Agency—Donahue & Coe  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—11:00 A.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Curtis Publishing  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Foster-Milburn  
Ad Agency—Street & Finney  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Donahue & Coe  
Doherty, Clifford, Steers & Shenfield  
Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Lever Bros.  
Ad Agency—Foote, Cone & Belding  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Menthohatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson

# COMMERCIAL NETWORK RADIO PROGRAMS

## **News—1:00 P.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Donahue & Coe  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc Corporation  
Ad Agency—Sidam Advt.  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—2:00 P.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazine  
Ad Agency—McCann-Erickson  
Goodyear Tire  
Ad Agency—Kudner Agency  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby

MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—3:00 P.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Ex-Lax  
Ad Agency—Warwick & Legler  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—4:00 P.M. Monday-Friday (CBS)**

### **Advertiser and Product:**

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby

## COMMERCIAL NETWORK RADIO PROGRAMS

Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowlies Magazines  
Ad Agency—McCann-Erickson  
Ex-Lax  
Ad Agency—Warwick & Legler  
Goodyear Tire  
Ad Agency—Kudner Agency  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc Corp.  
Ad Agency—Sidam Advt.  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Lever Bros.  
Ad Agency—Foote, Cone & Belding  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### **News—5:00 P.M. Monday-Friday (CBS)**

#### **Advertiser and Product:**

Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Cowlies Magazines  
Ad Agency—McCann-Erickson  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Advt.  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Incabloc  
Ad Agency—Sidam Advt.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding

MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Philip Morris  
Ad Agency—Benton & Bowles  
Nationwide Insurance  
Ad Agency—Ben Sackheim  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Time, Inc.  
Ad Agency—Young & Rubicam

### **News—7:00 P.M. Monday-Friday (CBS)**

#### **Advertiser and Product:**

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Chap Stick (Div. of Morton Mfg.)  
Ad Agency—Lawrence C. Gumbinner  
Chrysler  
Ad Agency—N. W. Ayer  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Grove Lab. (Sub. of Bristol-Myers)  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Gardner Advt.  
Gulf American Land Corp.  
Ad Agency—Paul Venze Assocs.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
Lewis Howe Company  
Ad Agency—McCann-Erickson  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Miller Brewing  
Ad Agency—Mathisson & Assoc.  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson  
Time, Inc.  
Ad Agency—Young & Rubicam

# COMMERCIAL NETWORK RADIO PROGRAMS

## **News Analysis—7:30 P.M.**

**Monday-Friday  
(CBS)**

### **Advertiser and Product:**

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Cowles Magazines  
Ad Agency—McCann-Erickson  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Ex-Lax  
Ad Agency—Warwick & Legler  
E. I Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson  
Time, Inc.  
Ad Agency—Young & Rubicam

## **News—10 A.M., 11 A.M., 12 N., 2 P.M., 7 P.M.**

**Saturday  
(CBS)**

### **Advertiser and Product:**

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

## **News—1:00 P.M.**

**Saturday  
(CBS)**

### **Advertiser and Product:**

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Celotex  
Ad Agency—MacFarland, Aveyard & Co.  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Gulf American Land  
Ad Agency—Paul Venze Assocs.

### **Kiwi Polish**

Ad Agency—Donahue & Coe  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—6:00 P.M.**

**Saturday  
(CBS)**

### **Advertiser and Product:**

Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ford  
Ad Agency—J. Walter Thompson  
Foster-Milburn  
Ad Agency—Street & Finney  
General Motors (Guard. Maint.)  
Ad Agency—D. P. Brother  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Gulf American Land  
Ad Agency—Paul Venze Assocs.  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
P. Lorillard  
Ad Agency—Lennen & Newell  
MacFadden-Bartell  
Ad Agency—Bartell Broadcasting  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Philip Morris  
Ad Agency—Leo Burnett  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson

## **News—9:00 A.M.**

**Sunday  
(CBS)**

### **Advertiser and Product:**

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Ex-Lax  
Ad Agency—Warwick & Legler

# COMMERCIAL NETWORK RADIO PROGRAMS

Lever Brothers

Ad Agency—Foote, Cone & Belding

MacFadden Publications

Ad Agency—Bartell Broadcasting

P. Lorillard

Ad Agency—Lennen & Newell

Mentholatum Company

Ad Agency—J. Walter Thompson

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

**News—10 A.M., 11 A.M.,  
12 N., 1 P.M., 2 P.M., 6 P.M.,  
7 P.M.  
Sunday  
(CBS)**

**Advertiser and Product:**

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

**News Analysis—7:30 P.M.  
Sunday  
(CBS)**

**Advertiser and Product:**

American Telephone & Telegraph

Ad Agency—N. W. Ayer

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

E. I. Dupont

Ad Agency—Batten, Barton, Durstine & Osborn

P. Lorillard

Ad Agency—Lennen & Newell

Mentholatum Company

Ad Agency—J. Walter Thompson

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

**News—8:00 P.M.  
Sunday  
(CBS)**

**Advertiser and Product:**

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

**News—9:00 P.M.  
Sunday  
(CBS)**

**Advertiser and Product:**

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

P. Lorillard

Ad Agency—Lennen & Newell

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Philip Morris

Ad Agency—Benton & Bowles

Standard Brands

Ad Agency—J. Walter Thompson

**News Around the World  
(ABC)**

**Advertiser and Product:**

Foster-Milburn

Ad Agency—Street & Finney

Liggett & Myers

Ad Agency—J. Walter Thompson

Mennen Company

Ad Agency—Warwick & Legler

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

R. J. Reynolds Tobacco

Ad Agency—William Esty

**News of the World  
(NBC)**

**Advertiser and Product:**

Campbell Soup (V-8)

Ad Agency—Needham, Louis & Brorby

Ex-Lax

Ad Agency—Warwick & Legler

Formica Corp.

Ad Agency—Perry-Brown

General Motors (Buick)

Ad Agency—McCann-Erickson

General Motors (Delco)

Ad Agency—Campbell-Ewald

Gulf American Land

Ad Agency—Paul Venze Associates

International Min. & Chem. Corp. (Accent Int.)

Ad Agency—Needham, Louis & Brorby

Mack Trucks

Ad Agency—Doyle, Kitchen & McCormick

Mennen Company

Ad Agency—Warwick & Legler

Mentholatum Company

Ad Agency—J. Walter Thompson

Miller Brewing

Ad Agency—Mathis & Associates

Mogen David Wine

Ad Agency—E. H. Weiss

Philip Morris

Ad Agency—Benton & Bowles

National Assn. of Insurance Agents

Ad Agency—Doremus & Co.

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Quaker Oats

Ad Agency—Compton Advertising

Ralston Purina

Ad Agency—Gardner Advertising

Reader's Digest

Ad Agency—J. Walter Thompson

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

Sylvania Electric (Photo-Lamp Div.)

Ad Agency—Kudner Agency

Wagner Electric

Ad Agency—Arthur R. Mogge

Wynn Oil

Ad Agency—Erwin Wasey, Ruthrauff & Ryan

# COMMERCIAL NETWORK RADIO PROGRAMS

## **News-on-the-Hour (NBC)**

### **Advertiser and Product:**

California Packing  
Ad Agency—McCann-Erickson  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors (Chev. Div. & United Motors  
Serv. Div.)  
Ad Agency—Campbell-Ewald  
International Minerals & Chem. Corp.  
Ad Agency—Needham, Louis & Brorby  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
Longines-Wittnauer Watch  
Ad Agency—Kenilworth Advert. & Broadcast  
Productions  
Metropolitan Life Insurance  
Ad Agency—Young & Rubicam  
Midas, Inc.  
Ad Agency—Edward H. Weiss  
Shulton, Inc.  
Ad Agency—Wesley Associates  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Sylvania Electric (Photo-Lamp Div.)  
Ad Agency—Kudner Agency  
Wagner Electric  
Ad Agency—Arthur R. Mogge  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **Northwestern Reviewing Stand (MBS)**

### **Advertiser and Product:**

Participating

## **Observations U. S. A. (CBS)**

### **Advertiser and Product:**

American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Incabloc Corp.  
Ad Agency—Sidam Corp.  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mogen David Wine  
Ad Agency—Edward H. Weiss

Philip Morris

Ad Agency—Benton & Bowles

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn  
Time, Inc.

Ad Agency—Young & Rubicam

Wm. Wrigley

Ad Agency—Arthur Meyerhoff

## **Oklahoma Symphony Orchestra (MBS)**

### **Advertiser and Product:**

Participating

## **Old-Fashioned Revival Hour (ABC)**

### **Advertiser and Product:**

Gospel Broadcasting Ass'n  
Ad Agency—R. H. Alber Co.

## **One Woman's Washington (CBS)**

### **Advertiser and Product:**

Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn,  
Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Goodyear Tire  
Ad Agency—Kudner Agency  
Hearst Corp.  
Ad Agency—J. M. Hickerson  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Mogen David Wine  
Ad Agency—Edward H. Weiss  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## **On the Line with Considine (ABC)**

### **Advertiser and Product:**

Mutual of Omaha  
Ad Agency—Bozell & Jacobs

## COMMERCIAL NETWORK RADIO PROGRAMS

### **On the Line with Considine (NBC)**

Advertiser and Product:  
Mutual of Omaha  
Ad Agency—Bozell & Jacobs

— P —

### **Patrick, Van, Sports Show (MBS)**

Advertiser and Product:  
Participating

### **Personal Story (CBS)**

Advertiser and Product:  
Kiwi Polish  
Ad Agency—Donahue & Coe  
MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

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

Advertiser and Product:  
World Vision, Inc.  
Ad Agency—Walter F. Bennett

— Q —

### **Quotes of the Week (CBS)**

Advertiser and Product:  
General Motors (Guard. Maint.)  
Ad Agency—D. P. Brother

— R —

### **Radio Bible Class (ABC)**

Advertiser and Product:  
Radio Bible Class, Inc.  
Ad Agency—J. M. Camp & Co.

### **Report from Wall Street (MBS)**

Advertiser and Product:  
Participating

### **Reporter's Round-Up (MBS)**

Advertiser and Product:  
Participating

### **Revival Time (ABC)**

Advertiser and Product:  
Assemblies of God  
Ad Agency—Walter F. Bennett

— S —

### **Schoenbrun, David, Reports (CBS)**

Advertiser and Product:  
Mennen Company  
Ad Agency—Warwick & Legler  
R. J. Reynolds Tobacco  
Ad Agency—William Ely

### **Science Beat (CBS)**

Advertiser and Product:  
Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Columbia Research  
Ad Agency—Joseph Gans  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Laboratories (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Lever Brothers  
Ad Agency—Foote, Cone & Belding  
P. Lorillard  
Ad Agency—Lennen & Newell  
Philip Morris  
Ad Agency—Benton & Bowles  
Sinclair Refining  
Ad Agency—Geyer, Morey, Madden & Ballard  
Standard Brands  
Ad Agency—J. Walter Thompson

### **Sidelights (CBS)**

Advertiser and Product:  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Canada Dry  
Ad Agency—J. M. Mathes  
Chemical Compound, Inc.  
Ad Agency—Standart & O'Hern  
Chrysler  
Ad Agency—N. W. Ayer  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Hearst Corp.  
Ad Agency—J. M. Hickerson



# COMMERCIAL NETWORK RADIO PROGRAMS

MacFadden Publications  
Ad Agency—Bartell Broadcasting  
Phillip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **Sound Story (CBS)**

**Advertiser and Product:**  
Accent Int. (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ford  
Ad Agency—J. Walter Thompson  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt.  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

## **Speaking of Sports (ABC)**

**Advertiser and Product:**  
American Legion Magazine  
Ad Agency—Direct  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Celotex  
Ad Agency—MacFarland, Aveyard & Co.  
Champion Sparkplug  
Ad Agency—J. Walter Thompson  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fawcett Publications  
Ad Agency—Direct  
General Motors (Buick Div.)  
Ad Agency—McCann—Erickson  
General Motors (GM Div.)  
Ad Agency—J. P. Brother  
Jaymer-Ruby  
Ad Agency—Fladell, Harris & Breitner  
Thos. Leeming  
Ad Agency—William Esty  
P. Lorillard  
Ad Agency—Lennen & Newell  
Mennen Co.  
Ad Agency—Warwick & Legler  
Phillip Morris  
Ad Agency—Benton & Bowles  
Popular Science, Inc.  
Ad Agency—Schwab, Beatty & Porter

## **Special from London (CBS)**

**Advertiser and Product:**  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Mentholatum Company  
Ad Agency—J. Walter Thompson  
Philip Morris  
Ad Agency—Benton & Bowles  
Standard Brands  
Ad Agency—J. Walter Thompson

## **Sports Reel, Van Patrick (MBS)**

**Advertiser and Product:**  
Participating

## **Sports-o-Rama (CBS)**

**Advertiser and Product:**  
Gabriel Company  
Ad Agency—Gray & Rogers

## **Sports Time (Weekday) (CBS)**

**Advertiser and Product:**  
Hastings Mfg.  
Ad Agency—Bozell & Jacobs  
Mennen Company  
Ad Agency—Warwick & Legler  
Reynolds Tobacco  
Ad Agency—William Esty

## **Sports Time (Week-end) (CBS)**

**Advertiser and Product:**  
Hastings Mfg.  
Ad Agency—Bozell & Jacobs  
Mennen Company  
Ad Agency—Warwick & Legler  
Reynolds Tobacco  
Ad Agency—William Esty

## **Stern, Bill, Sports (MBS)**

**Advertiser and Product:**  
Participating

## **Suspense (CBS)**

**Advertiser and Product:**  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Ford  
Ad Agency—J. Walter Thompson

## COMMERCIAL NETWORK RADIO PROGRAMS

Philip Morris  
Ad Agency—Benton & Bowles  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

### — T —

#### **This Week in Business (CBS)**

##### **Advertiser and Product:**

Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Celotex Corp.  
Ad Agency—MacFarland, Aveyard  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Mentholatum  
Ad Agency—J. Walter Thompson  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ralston Purina  
Ad Agency—Gardner Advt.  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

#### **This Week in Space (CBS)**

##### **Advertiser and Product:**

Accent (Div. of Int. Minerals & Chem.)  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Celotex  
Ad Agency—MacFarland, Aveyard & Co.  
Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
Ex-Lax  
Ad Agency—Warwick & Legler  
Kraft Foods  
Ad Agency—Needham, Louis & Brorby  
Philip Morris  
Ad Agency—Benton & Bowles  
Rexall Drug  
Ad Agency—Batten, Barton, Durstine & Osborn

#### **Thomas, Lowell (CBS)**

**Advertiser and Product:**  
General Motors (Oldsmobile)  
Ad Agency—D. P. Brothier

#### **Three-Star Extra (NBC)**

**Advertiser and Product:**  
Sun Oil  
Ad Agency—William Esty

#### **Time to Travel (CBS)**

**Advertiser and Product:**  
Philip Morris  
Ad Agency—Benton & Bowles  
Wm. Wrigley  
Ad Agency—Arthur Meyerhoff & Assocs.

#### **Trout, Robert, & the News (CBS)**

**Advertiser and Product:**  
General Motors (Chevrolet)  
Ad Agency—Campbell-Ewald

### — U —

#### **United Nations Today (MBS)**

**Advertiser and Product:**  
Participating

### — V —

#### **Voice of Prophecy (ABC)**

**Advertiser and Product:**  
Voice of Prophecy, Inc.  
Ad Agency—Milton Carlson

#### **Voice of Prophecy (NBC)**

**Advertiser and Product:**  
Voice of Prophecy, Inc.  
Ad Agency—Milton Carlson

### — W —

#### **Wall Street Prices (MBS)**

**Advertiser and Product:**  
Participating

# COMMERCIAL NETWORK RADIO PROGRAMS

## **Weekday News (ABC)**

### **Advertiser and Product:**

American Legion Magazine  
Ad Agency—Direct  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Campbell Soup (V-8)  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Church & Dwight  
Ad Agency—Dunnen & Jeffrey  
Curtis Circulation  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Motors (Buick)  
Ad Agency—McCann-Erickson  
General Motors (GM Div.)  
Ad Agency—D. P. Brother & Co.  
Gulf American Land  
Ad Agency—Paul Venze Associates  
George A. Hormel  
Ad Agency—Batten, Barton, Durstine & Osborn  
Int. Mins. & Chem. Corp. (Accent International)  
Ad Agency—Needham, Louis & Brorby  
S. C. Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Thos. Leeming & Co.  
Ad Agency—William Esty  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
Maremont Corp.  
Ad Agency—Bozell & Jacobs  
McCall Corp.  
Ad Agency—L. C. Gumbinner Advt. Agency  
Mennen Co.  
Ad Agency—Warwick & Legler  
Philip Morris  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmaco Co.  
Ad Agency—N. W. Ayer & Son  
Popular Science  
Ad Agency—Schwab, Beatty & Porter  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds Tobacco  
Ad Agency—William Esty  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **Week-end News (ABC)**

### **Advertiser and Product:**

American Legion Magazine  
Ad Agency—Direct

American Motors  
Ad Agency—Geyer, Morey & Ballard  
American Telephone & Telegraph  
Ad Agency—N. W. Ayer  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Champion Sparkplug  
Ad Agency—J. Walter Thompson  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fawcett Publications  
Ad Agency—Direct.  
Liggett & Myers  
Ad Agency—J. Walter Thompson  
P. Lorillard  
Ad Agency—Lennen & Newell  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Popular Science  
Ad Agency—Schwab, Beatty & Porter  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds Tobacco  
Ad Agency—William Esty  
Standard Brands  
Ad Agency—J. Walter Thompson  
Wynn Oil  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

## **What's the Issue? (MBS)**

### **Advertiser and Product:**

Participating

## **White House Correspondent (CBS)**

### **Advertiser and Product:**

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline  
E. I. Dupont  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Motors (Guard. Maint.)  
Ad Agency—D. P. Brother  
Grove Laboratory (Sub. of Bristol-Myers)  
Ad Agency—Gardner Advt.  
P. Lorillard  
Ad Agency—Lennen & Newell  
Menthohatum Co.  
Ad Agency—J. Walter Thompson  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Brands  
Ad Agency—J. Walter Thompson

## **Woman's World I (CBS)**

### **Advertiser and Product:**

Columbia Records  
Ad Agency—Wunderman, Ricotta & Kline

## COMMERCIAL NETWORK RADIO PROGRAMS

### Cowles Magazines

Ad Agency—McCann—Erickson  
Hearst Corp.

Ad Agency—J. M. Hickerson

Incabloc

Ad Agency—Sidam Advertising

Kraft Foods

Ad Agency—Needham, Louis & Brorby

MacFadden Publishing

Ad Agency—Bartell Broadcasting

Mogen David Wine

Ad Agency—Edward H. Weiss

Ralston Purina

Ad Agency—Gardner Advt.

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

Wm. Wrigley

Ad Agency—Arthur Meyerhoff & Assocs.

### Woman's World II (CBS)

#### Advertiser and Product:

Campbell Soup

Ad Agency—Needham, Louis & Brorby

Canada Dry

Ad Agency—J. M. Mathes

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

Hearst Corp.

Ad Agency—J. M. Hickerson

Incabloc

Ad Agency—Sidam Advt.

MacFadden Publishing

Ad Agency—Bartell Broadcasting

Mattel, Inc.

Ad Agency—Carson Roberts

Mentholatum Co.

Ad Agency—J. Walter Thompson

Mogen David Wine

Ad Agency—Edward H. Weiss

Ralston Purina

Ad Agency—Gardner Advt.

Rexall Drug

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

### Woman's World III (CBS)

#### Advertiser and Product:

Accent (Div. of Int. Minerals & Chem.)

Ad Agency—Needham, Louis & Brorby

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

Hearst Corp.

Ad Agency—J. M. Hickerson

Incabloc

Ad Agency—Sidam Advt.

MacFadden Publishing

Ad Agency—Bartell Broadcasting

### Mogen David Wine

Ad Agency—Edward H. Weiss

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

### World of John David Griffin (MBS)

#### Advertiser and Product:

Participating

### World Today, The (MBS)

#### Advertiser and Product:

Participating

### World Wide Sports (CBS)

#### Advertiser and Product:

Chrysler

Ad Agency—N. W. Ayer

Columbia Records

Ad Agency—Wunderman, Ricotta & Kline

Grove Laboratory (Sub. of Bristol-Myers)

Ad Agency—Gardner Advt.

Philip Morris

Ad Agency—Benton & Bowles

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Standard Brands

Ad Agency—J. Walter Thompson

Time, Inc.

Ad Agency—Young & Rubicam

## — Y —

### Your Man in Paris (CBS)

#### Advertiser and Product:

MacFadden Publications

Ad Agency—Bartell Broadcasting

### Yours Truly, Johnny Dollar (CBS)

#### Advertiser and Product:

E. I. Dupont

Ad Agency—Batten, Barton, Durstine & Osborn

Grove Laboratory (Sub. of Bristol-Myers)

Ad Agency—Gardner Advt.

Lever Brothers

Ad Agency—Foote, Cone & Belding

P. Lorillard

Ad Agency—Lennen & Newell

Pepsi-Cola

Ad Agency—Batten, Barton, Durstine & Osborn

Rexall

Ad Agency—Batten, Barton, Durstine & Osborn

Sinclair Refining

Ad Agency—Geyer, Morey, Madden & Ballard

# 1962 Commercial Network TV Programs

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1962. The programs listed are for the 12-month period ending Dec. 31, 1962. 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 and NBC. All programs are 13 weeks or longer.

— A —

## **ABC Evening Report (ABC-TV)**

### **Advertiser and Product:**

American Tobacco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Best Foods  
Ad Agency—Lennen & Newell  
Kemper Insurance  
Ad Agency—Clinton E. Frank  
Schick  
Ad Agency—Compton  
Squibb  
Ad Agency—Donahue & Coe  
U. S. Plywood  
Ad Agency—Kenyon & Eckhardt  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden

## **ABC News Final (ABC-TV)**

### **Advertiser and Product:**

Beecham  
Ad Agency—Kenyon & Eckhardt  
du Pont  
Ad Agency—N. W. Ayer  
General Insurance  
Ad Agency—Lennen & Newell  
Sunoco  
Ad Agency—William Esty

## **ABC's Wide World of Sports (ABC-TV)**

### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers  
& Shenfield  
General Motors (JMS Div.)  
Ad Agency—Campbell-Ewald  
Gillette  
Ad Agency—Maxon  
Liberty Mutual  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lorillard  
Ad Agency—Grey  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Sheaffer Pens  
Ad Agency—Batten, Barton, Durstine & Osborn

## **Accent of American Summer (CBS-TV)**

### **Advertiser and Product:**

Polaroid  
Ad Agency—Doyle Dane Bernbach

## **Accent on 1962 (CBS-TV)**

### **Advertiser and Product:**

General Foods  
Ad Agency—Young & Rubicam

## **Adams, Edie, Show (ABC-TV)**

### **Advertiser and Product:**

Consolidated Cigar  
Ad Agency—Lennen & Newell

## **Adventures in Paradise (ABC-TV)**

### **Advertiser and Product:**

American Tobacco  
Ad Agency—Gumbinner  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Grey  
Brillo  
Ad Agency—J. Walter Thompson  
Calgon  
Ad Agency—Ketchum, MacLeod & Grove  
Chesebrough-Pond's  
Ad Agency—William Esty  
Ed Dalton  
Ad Agency—Kenyon & Eckhardt  
General Cigar  
Ad Agency—Young & Rubicam  
General Foods  
Ad Agency—Benton & Bowles  
Gillette  
Ad Agency—Maxon  
Lestoil  
Ad Agency—Sackel-Jackson  
Miles Labs  
Ad Agency—Wade  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Supreme Bakers  
Ad Agency—George H. Hartman

## COMMERCIAL NETWORK TV PROGRAMS

### **Adventures of Sir Francis Drake (NBC-TV)**

Advertiser and Product:  
Procter & Gamble  
Ad Agency—Leo Burnett

### **Alcoa Premiere, Presented by Fred Astaire (ABC-TV)**

Advertiser and Product:  
Aluminum Co. of America  
Ad Agency—Fuller, Smith & Ross  
Armour  
Ad Agency—Foote, Cone & Belding  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mobil  
Ad Agency—Ted Bates  
North American Philips  
Ad Agency—C. J. LaRoche  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Reynolds Tobacco  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Perrin Assocs.  
Wander  
Ad Agency—Tatham Laird

### **Allakazam, Magic Land of (ABC-TV)**

Advertiser and Product:  
Louis Marx & Co.  
Ad Agency—Ted Bates  
Lakeside Toys  
Ad Agency—Kerker, Patterson

### **Allakazam (CBS-TV)**

Advertiser and Product:  
Kellogg  
Ad Agency—Leo Burnett

### **Alvin Show (CBS-TV)**

Advertiser and Product:  
American Doll & Toy  
Ad Agency—Madison Square Advt.  
Colgate  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Benton & Bowles  
Ideal Toy  
Ad Agency—Grey  
National Grape Ass'n  
Ad Agency—R. K. Manoff  
Nestle  
Ad Agency—McCann-Erickson

### **American Bandstand (ABC-TV)**

Advertiser and Product:  
Adams

Ad Agency—Z. R. Daniels  
American Chicle  
Ad Agency—Ted Bates  
Canterbury Knitters  
Ad Agency—Fladell, Harris & Breitner  
Carter Products  
Ad Agency—Ted Bates  
Dr. Pepper  
Ad Agency—Grant  
Gillette  
Ad Agency—North  
Plough, Inc.  
Ad Agency—Lake-Spiro-Shurman  
Sheaffer Pens  
Ad Agency—Batten, Barton, Durstine & Osborn  
Vick's  
Ad Agency—Morse Int.  
Whitehall  
Ad Agency—L. C. Gumbinner

### **American Football League (ABC-TV)**

Advertiser and Product:  
DX Sunray  
Ad Agency—Gardner  
Ford (Lincoln & Mercury)  
Ad Agency—Kenyon & Eckhardt  
Gillette  
Ad Agency—Maxon  
Lorillard  
Ad Agency—Grey

### **American News-stand (ABC-TV)**

Advertiser and Product:  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross

### **Armstrong Circle Theatre (CBS-TV)**

Advertiser and Product:  
Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn

### **As the World Turns (CBS-TV)**

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Corn Products  
Ad Agency—Lennen & Newell  
Lever Bros.  
Ad Agency—Young & Rubicam  
National Biscuit  
Ad Agency—McCann-Erickson  
Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett

# COMMERCIAL NETWORK TV PROGRAMS

Procter & Gamble  
Ad Agency—Young & Rubicam  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

## **At the Threshold (NBC-TV)**

**Advertiser and Product:**  
Bell Telephone  
Ad Agency—N. W. Ayer

— B —

## **Bachelor Father (ABC-TV)**

**Advertiser and Product:**  
American Tobacco  
Ad Agency—L. C. Gumbinner  
Armour  
Ad Agency—Foote, Cone & Belding  
Sunbeam  
Ad Agency—Foote, Cone & Belding

## **Ball, Lucille, Show, New (CBS-TV)**

**Advertiser and Product:**  
General Foods  
Ad Agency—Young & Rubicam  
Lever Bros.  
Ad Agency—J. Walter Thompson

## **Baseball Game of the Week (CBS-TV)**

**Advertiser and Product:**  
Adolph's  
Ad Agency—McCann-Erickson  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Colgate-Palmolive  
Ad Agency—Ted Bates  
Falstaff Brewing  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Knox Reeves  
Philip Morris  
Ad Agency—Leo Burnett  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Studebaker-Packard  
Ad Agency—Standart & O'Hern  
Texaco  
Ad Agency—Benton & Bowles  
J. B. Williams  
Ad Agency—Parkson

## **Bell Science Series (NBC-TV)**

**Advertiser and Product:**  
Bell Telephone  
Ad Agency—N. W. Ayer

## **Bell Telephone Hour (NBC-TV)**

**Advertiser and Product:**  
Bell Telephone  
Ad Agency—N. W. Ayer

## **Sam Benedict (NBC-TV)**

**Advertiser and Product:**  
Block Drug  
Ad Agency—Grey  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Dow Chemical  
Ad Agency—McManus, John & Adams  
Jergens  
Ad Agency—Cunningham & Walsh  
M M M  
Ad Agency—McManus, John & Adams  
Mennen  
Ad Agency—Warwick & Legler  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Sperry Rand  
Ad Agency—Young & Rubicam  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
U. S. Plywood  
Ad Agency—Kenyon & Eckhardt  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Benny, Jack, Show (CBS-TV)**

**Advertiser and Product:**  
General Foods  
Ad Agency—Young & Rubicam  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
State Farm Mutual Insurance  
Ad Agency—Needham, Louis & Brorby

## **Berg, Gertrude, Show (CBS-TV)**

**Advertiser and Product:**  
General Foods  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

### **Berle, Milton, Show (NBC-TV)**

Advertiser and Product:  
Chrysler  
Ad Agency—Leo Burnett

### **Bernstein, Leonard, & the N. Y. Philharmonic (CBS-TV)**

Advertiser and Product:  
Ford  
Ad Agency—Kenyon & Eckhardt  
Shell Oil  
Ad Agency—Kenyon & Eckhardt

### **Beverly Hillbillies (CBS-TV)**

Advertiser and Product:  
Kellogg  
Ad Agency—Leo Burnett  
Reynolds Tobacco  
Ad Agency—William Esty

### **Bonanza (NBC-TV)**

Advertiser and Product:  
General Motors (Chevrolet)  
Ad Agency—Campbell-Ewald

### **Brasselle's, Keefe, Variety Gardens (CBS-TV)**

Advertiser and Product:  
S. C. Johnson  
Ad Agency—Needham, Louis & Brorby  
Reynolds Tobacco  
Ad Agency—William Esty

### **Brenner (CBS-TV)**

Advertiser and Product:  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Block Drug  
Ad Agency—Grey  
Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
du Pont  
Ad Agency—N. W. Ayer  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Lever Bros.  
Ad Agency—J. Walter Thompson  
Mennen Co.  
Ad Agency—Grey  
Sperry Rand  
Ad Agency—Young & Rubicam

### **Bridges, Lloyd, Show (CBS-TV)**

Advertiser and Product:  
Kaiser  
Ad Agency—Young & Rubicam

### **Brighter Day (CBS-TV)**

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate-Palmolive  
Ad Agency—Street & Finney  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
S. C. Johnson  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—J. Walter Thompson  
Nestle  
Ad Agency—McCann-Erickson  
Quaker Oats  
Ad Agency—J. Walter Thompson

### **Brinkley's, David, Journal (NBC-TV)**

Advertiser and Product:  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Douglas Fir Plywood Ass'n  
Ad Agency—Cole & Weber  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Pillsbury  
Ad Agency—Campbell-Mithun  
Pittsburgh Plate Glass  
Ad Agency—Maxon  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Schlitz  
Ad Agency—Leo Burnett  
Singer  
Ad Agency—Young & Rubicam

### **Bugs Bunny (ABC-TV)**

Advertiser and Product:  
Blumenthal Bros.  
Ad Agency—Wermen & Schorr



# COMMERCIAL NETWORK TV PROGRAMS

General Foods  
Ad Agency—Benton & Bowles  
Luden's  
Ad Agency—J. M. Mathes  
Mars  
Ad Agency—Needham, Louis & Brorby  
Perkins (SOS Div.)  
Ad Agency—Foote, Cone & Belding  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Pillsbury  
Ad Agency—Campbell-Mithun

## **Bullwinkle Show (NBC-TV)**

**Advertiser and Product:**  
Audion Emenee Corp.  
Ad Agency—Abco Advt.  
Beech-Nut  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Johnson & Son  
Ad Agency—Benton & Bowles  
Old London Foods  
Ad Agency—Richard K. Manoff  
Welch Grape  
Ad Agency—Richard K. Manoff

## **Bus Stop (ABC-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
Block Drug-  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Brillo  
Ad Agency—J. Walter Thompson  
Brown & Williamson  
Ad Agency—Ted Bates  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Singer Sewing  
Ad Agency—Young & Rubicam

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## **CBS Evening News (CBS-TV)**

**Advertiser and Product:**  
American Home Products  
Ad Agency—Ted Bates  
Carter Products  
Ad Agency—Ted Bates  
Goodyear  
Ad Agency—Young & Rubicam  
Philip Morris  
Ad Agency—Benton & Bowles

## **CBS Late Sunday News (CBS-TV)**

**Advertiser and Product:**  
American Home Products  
Ad Agency—Ted Bates  
Carter Products  
Ad Agency—Ted Bates

## **CBS News (CBS-TV)**

**Advertiser and Products:**  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather; Foote,  
Cone & Belding  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North Advt.  
S. C. Johnson  
Ad Agency—Needham, Louis & Brorby; Benton  
& Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Warner-Lambert  
Ad Agency—Ted Bates

## **CBS News Special— Money Talks (CBS-TV)**

**Advertiser and Product:**  
Liggett & Myers  
Ad Agency—McCann-Erickson  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt

## **CBS Reports, at the Source (CBS-TV)**

**Advertiser and Product:**  
American Home Prod.  
Ad Agency—Ted Bates  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

## COMMERCIAL NETWORK TV PROGRAMS

Chemway  
Ad Agency—J. Walter Thompson  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—Ted Bates  
Corning Glass  
Ad Agency—N. W. Ayer  
Canada Dry  
Ad Agency—J. M. Mathes  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
Getty Oil  
Ad Agency—Foote, Cone & Belding  
Gillette  
Ad Agency—North  
Kiwi Polish  
Ad Agency—Donahue & Coe  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Monsanto Chem  
Ad Agency—Doyle Dane Bernbach  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
Union Carbide  
Ad Agency—William Esty  
Xerox  
Ad Agency—Papert, Koenig, Lois

### **Caesar, Sid, Show (ABC-TV)**

#### **Advertiser and Product:**

Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois

### **Cain's Hundred (NBC-TV)**

#### **Advertiser and Product:**

American Cyanamid  
Ad Agency—Cunningham & Walsh  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
du Pont  
Ad Agency—N. W. Ayer  
International Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard

Lorillard  
Ad Agency—Lennen & Newell  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Calendar (CBS-TV)**

#### **Advertiser and Product:**

Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Calvin & the Colonel (ABC-TV)**

#### **Advertiser and Product:**

Gillette  
Ad Agency—Maxon  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Lever Bros.  
Ad Agency—J. Walter Thompson

### **Candid Camera (CBS-TV)**

#### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Young & Rubicam  
Lever Bros.  
Ad Agency—J. Walter Thompson

### **Captain Gallant (NBC-TV)**

#### **Advertiser and Product:**

General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Medal Candy  
Ad Agency—Mogul, Williams & Saylor  
Lionel  
Ad Agency—Grey  
Schaper Mfg.  
Ad Agency—Knox-Reeves  
Shwayder Bros.  
Ad Agency—Grey

### **Captain Kangaroo (CBS-TV)**

#### **Advertiser and Product:**

American Doll & Toy  
Ad Agency—Madison Square Advt.

## COMMERCIAL NETWORK TV PROGRAMS

Arnold Schwinn  
Ad Agency—George Bond  
Binney & Smith  
Ad Agency—Chirug & Cairns  
Borden  
Ad Agency—Young & Rubicam  
Canada Dry  
Ad Agency—J. M. Mathes  
Colgate-Palmolive  
Ad Agency—Ted Bates  
Colorforms, Inc.  
Ad Agency—Kudner  
Continental Baking  
Ad Agency—Ted Bates  
Deluxe Reading  
Ad Agency—Zlowe  
Easy Day Mfg.  
Ad Agency—Leonard M. Sive  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
Gerber  
Ad Agency—D'Arcy  
Hedstron Union  
Ad Agency—J. O'Leary  
Hollywood Brands  
Ad Agency—Grubb & Peterson  
Kellogg  
Ad Agency—Leo Burnett  
Louis Marx & Co.  
Ad Agency—Ted Bates  
Luden's  
Ad Agency—J. M. Mathes  
Miles Labs  
Ad Agency—Wade  
National Grape Co-op Ass'n  
Ad Agency—Chirug & Cairns  
North Woods Coffee  
Ad Agency—Clinton B. Frank  
Ohio Art Mfg.  
Ad Agency—Anne Stahl  
Plough, Inc.  
Ad Agency—Lake, Spiro, Shurman  
Prewitt J. Nelson  
Ad Agency—Hanford & Greenfield  
Rainbow Crafts  
Ad Agency—McVicker  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Spalding  
Ad Agency—George Bond  
Sweets Co. of America  
Ad Agency—Direct.  
James O. Welch  
Ad Agency—Chirug & Cairns  
Westinghouse  
Ad Agency—McCann-Erickson  
Wham-O  
Ad Agency—Marlin

### **Car 54, Where Are You? (NBC-TV)**

**Advertiser and Product:**  
Procter & Gamble  
Ad Agency—Leo Burnett

### **Ben Casey (ABC-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
Armour  
Ad Agency—Foote, Cone & Belding  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Brown & Williamson  
Ad Agency—Ted Bates  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Sunbeam  
Ad Agency—Foote, Cone & Belding

### **Checkmate (CBS-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Block Drug  
Ad Agency—Grey  
Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Canada Dry  
Ad Agency—J. M. Mathes  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—William Esty  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—D'Arcy  
Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois  
Corn Products  
Ad Agency—Lennen & Newell  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
du Pont  
Ad Agency—N. W. Ayer  
Factor, Max  
Ad Agency—Carlson Roberts  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample

## COMMERCIAL NETWORK TV PROGRAMS

Gillette  
Ad Agency—North  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Liggett & Myers  
Ad Agency—Dancer-Fitzgerald-Sample  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Scott Paper  
Ad Agency—J. Walter Thompson  
Scripto  
Ad Agency—McCann-Marschalk  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Standard Brands  
Ad Agency—Ted Bates  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty

### **Cheyenne (ABC-TV)**

**Advertiser and Product:**  
American Tobacco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Best Foods  
Ad Agency—Lennen & Newell  
Block Drug  
Ad Agency—Grey  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
General Foods  
Ad Agency—Benton & Bowles  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Procter & Gamble  
Ad Agency—Compton  
Schick  
Ad Agency—Norman, Craig & Kummel  
Union Carbide  
Ad Agency—William Esty  
Warner-Lambert  
Ad Agency—Ted Bates

### **Close-up!, Bell & Howell (ABC-TV)**

**Advertiser and Product:**  
Bell & Howell  
Ad Agency—M-E Productions

### **College Football Kickoff (CBS-TV)**

**Advertiser and Product:**  
Pfizer  
Ad Agency—William Esty  
Union Carbide  
Ad Agency—William Esty

### **College Football Scoreboard (CBS-TV)**

**Advertiser and Product:**  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
General Mills  
Ad Agency—Knox Reeves

### **Combat (ABC-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Grey  
Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois  
Edward Dalton  
Ad Agency—Kenyon & Eckhardt  
Moores, H. C.  
Ad Agency—Benton & Bowles  
North American Philips  
Ad Agency—C. J. La Roche  
Norwich  
Ad Agency—Benton & Bowles  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
U. S. Rubber  
Ad Agency—Fletcher, Richards, Calkins & Holden

### **Comedy Spot (CBS-TV)**

**Advertiser and Product:**  
Corn Products  
Ad Agency—Lennen & Newell  
S. C. Johnson  
Ad Agency—Foote, Cone & Belding

### **Como's, Perry, Kraft Music Hall (NBC-TV)**

**Advertiser and Product:**  
Kraft  
Ad Agency—J. Walter Thompson

# COMMERCIAL NETWORK TV PROGRAMS

## **Concentration (NBC-TV)**

### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Borden  
Ad Agency—Young & Rubicam  
Frigidaire  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Jergens  
Ad Agency—Cunningham & Walsh  
Knomark  
Ad Agency—Grey  
Leeming  
Ad Agency—William Esty  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Lipton  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Miles Labs  
Ad Agency—Wade  
National Biscuit  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Campbell-Mithun  
Proctor-Silex  
Ad Agency—Weiss & Geller  
Speidel  
Ad Agency—McCann-Marschalk  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Upjohn  
Ad Agency—McCann-Erickson

## **Cummings, Bob, Show (CBS-TV)**

### **Advertiser and Product:**

Brown & Williamson  
Ad Agency—Ted Bates  
Richardson Merrell  
Ad Agency—Morse Int.

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## **Dr. Kildare (NBC-TV)**

### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Colgate-Palmolive  
Ad Agency—Lennen & Newell  
L & M  
Ad Agency—J. Walter Thompson

Lestoil

Ad Agency—Sackel-Jackson  
Maybelline  
Ad Agency—Post & Morr  
Singer Sewing  
Ad Agency—Young & Rubicam  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Defenders (CBS-TV)**

### **Advertiser and Product:**

Brown & Williamson  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather  
Sears Roebuck  
Ad Agency—Leo Burnett  
Speidel  
Ad Agency—McCann-Marschalk

## **Dennis the Menace (CBS-TV)**

### **Advertiser and Product:**

Corn Products  
Ad Agency—Lennen & Newell  
Kellogg  
Ad Agency—Leo Burnett

## **Discovery (ABC-TV)**

### **Advertiser and Product:**

Sawyer  
Ad Agency—Richard Montgomery  
Transogram  
Ad Agency—Mogul, Williams & Saylor  
Welch  
Ad Agency—Chirug & Cairns

## **Disney's, Walt, Wonderful World of Color (NBC-TV)**

### **Advertiser and Product:**

Eastman Kodak  
Ad Agency—J. Walter Thompson  
R C A  
Ad Agency—J. Walter Thompson

## **Don't Call Me Charlie! (NBC-TV)**

### **Advertiser and Product:**

Brown & Williamson  
Ad Agency—Ted Bates  
Scott Paper  
Ad Agency—J. Walter Thompson

## COMMERCIAL NETWORK TV PROGRAMS

### **Du Pont Show of the Week (NBC-TV)**

#### **Advertiser and Product:**

du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn

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### **Edge of Night (CBS-TV)**

#### **Advertiser and Product:**

Alberto Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Corn Products  
Ad Agency—McCann-Erickson  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Bowles  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Richardson Merrell  
Ad Agency—Morse Int.  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **87th Precinct (NBC-TV)**

#### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Helene Curtis  
Ad Agency—E. H. Weiss  
Walt Disney  
Ad Agency—Direct.

Ford (Lincoln-Mercury)  
Ad Agency—Kenyon & Eckhardt  
International Latex  
Ad Agency—Reach, McClinton  
L & M  
Ad Agency—J. Walter Thompson  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Singer Sewing  
Ad Agency—Young & Rubicam  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Weco Products  
Ad Agency—J. Walter Thompson

### **Eleventh Hour (NBC-TV)**

#### **Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey & Ballard  
Bristol-Myers (Clairol)  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—N. W. Ayer  
Walt Disney  
Ad Agency—Direct.  
General Motors  
Ad Agency—N. W. Ayer  
Jergens  
Ad Agency—Cunningham & Walsh  
Max Factor  
Ad Agency—Carson, Roberts, Inc.  
Menley & James Labs  
Ad Agency—Foote, Cone & Belding  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
U. S. Time  
Ad Agency—Warwick & Legler  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Empire (NBC-TV)**

#### **Advertiser and Product:**

American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chrysler  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample

## COMMERCIAL NETWORK TV PROGRAMS

### **Ensign O'Toole (NBC-TV)**

#### **Advertiser and Product:**

Ford  
Ad Agency—J. Walter Thompson  
L & M  
Ad Agency—J. Walter Thompson

### **Expedition (ABC-TV)**

#### **Advertiser and Product:**

Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

### **Exploring (NBC-TV)**

#### **Advertiser and Product:**

Kraft  
Ad Agency—Foote, Cone & Belding

### **Eyewitness (CBS-TV)**

#### **Advertiser and Product:**

American Cyanamid  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
American Home Products  
Ad Agency—Ted Bates  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chanel, Inc.  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois  
du Pont  
Ad Agency—N. W. Ayer  
Factor, Max  
Ad Agency—Carson Roberts  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
S. C. Johnson  
Ad Agency—Benton & Bowles  
L & M  
Ad Agency—Dancer-Fitzgerald-Sample  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey

National Grape Ass'n  
Ad Agency—R. K. Manoff  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Revlon  
Ad Agency—Grey  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty

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### **Fair Exchange (CBS-TV)**

#### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chrysler  
Ad Agency—N. W. Ayer  
Coty  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Knowles  
L & M  
Ad Agency—J. Walter Thompson  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Pillsbury  
Ad Agency—Burnett  
Richardson Merrell  
Ad Agency—Morse Int.  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Shulton  
Ad Agency—Wesley

### **Father Knows Best (ABC-TV)**

#### **Advertiser and Product:**

Chrysler (Dodge Div.)  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Goodyear  
Ad Agency—Young & Rubicam  
Luden's  
Ad Agency—J. M. Mathes  
Pillsbury  
Ad Agency—Campbell-Mithun

## COMMERCIAL NETWORK TV PROGRAMS

### **Father Knows Best (CBS-TV)**

**Advertiser and Product:**

Brown & Williamson  
Ad Agency—Ted Bates  
Gillette  
Ad Agency—North  
Mutual of Omaha  
Ad Agency—Guild, Bascom & Bonfigli  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson

### **Father of the Bride (CBS-TV)**

**Advertiser and Product:**

Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
General Mills  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Fight of the Week (ABC-TV)**

**Advertiser and Product:**

General Cigar  
Ad Agency—Young & Rubicam  
Gillette  
Ad Agency—Maxon

### **Flintstones (ABC-TV)**

**Advertiser and Product:**

Best Foods  
Ad Agency—Lennen & Newell  
North American Philips  
Ad Agency—C. J. La Roche  
Welch Grape Juice  
Ad Agency—R. K. Manoff

### **Follow the Sun (ABC-TV)**

**Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Corn Products  
Ad Agency—Lennen & Newell  
Ed Dalton  
Ad Agency—Kenyon & Eckhardt  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Foods  
Ad Agency—Benton & Bowles  
Gillette  
Ad Agency—Maxon  
Green Giant  
Ad Agency—Leo Burnett

S. C. Johnson  
Ad Agency—Benton & Bowles  
Kaiser  
Ad Agency—Young & Rubicam  
P. Lorillard  
Ad Agency—Lennen & Newell  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Grey Advt.  
Star-Kist Foods  
Ad Agency—Leo Burnett  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Whitehall  
Ad Agency—Ted Bates

### **Fonda, Henry, and the Family (CBS-TV)**

**Advertiser and Product:**

Procter & Gamble  
Ad Agency—Benton & Bowles

### **From These Roots (NBC-TV)**

**Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Colgate-Palmolive  
Ad Agency—Ted Bates  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Green Giant  
Ad Agency—Leo Burnett  
Leeming  
Ad Agency—William Esty  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
National Biscuit  
Ad Agency—McCann-Erickson  
Purex  
Ad Agency—E. H. Weiss

### **Frontier Circus (CBS-TV)**

**Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bissell  
Ad Agency—N. W. Ayer



## COMMERCIAL NETWORK TV PROGRAMS

Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Canada Dry  
Ad Agency—J. M. Mathes  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Corn Products  
Ad Agency—Lennen & Newell  
Corning Glass  
Ad Agency—N. W. Ayer  
du Pont  
Ad Agency—N. W. Ayer  
Factor, Max  
Ad Agency—Carson Roberts  
General Electric  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Bowles  
P. Lorillard  
Ad Agency—Batten, Barton, Durstine & Osborn  
National Grape Ass'n  
Ad Agency—R. K. Manoff  
Pepsi-Cola  
Ad Agency—Young & Rubicam  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles

### **Fury (NBC-TV)**

**Advertiser and Product:**  
General Foods  
Ad Agency—Foote, Cone & Belding  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Goodrich  
Ad Agency—Foote, Cone & Belding  
Hassenfeld  
Ad Agency—Burns  
Kenner Products  
Ad Agency—Leonard Sive & Assocs.  
Kraft  
Ad Agency—Foote, Cone & Belding  
Miles Labs  
Ad Agency—Wade  
Perkins Products  
Ad Agency—Foote, Cone & Belding  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Sweets Co. of America  
Ad Agency—Henry Eisen  
Wham-O Mfg.  
Ad Agency—Marlin

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### **Gallant Men (ABC-TV)**

**Advertiser and Product:**  
P. Ballantine & Son  
Ad Agency—William Esty  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Sunbeam  
Ad Agency—Foote, Cone & Belding; Perrin & Assocs.  
U. S. Rubber  
Ad Agency—Fletcher, Richards, Calkins & Holden  
Warner-Lambert  
Ad Agency—Ted Bates

### **General Electric College Bowl (CBS-TV)**

**Advertiser and Product:**  
General Electric  
Ad Agency—Maxon

### **General Electric Theatre (CBS-TV)**

**Advertiser and Product:**  
General Electric  
Ad Agency—Batten, Barton, Durstine & Osborn

### **Dobie Gillis (CBS-TV)**

**Advertiser and Product:**  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—Norman, Craig & Kummel  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Philip Morris  
Ad Agency—Leo Burnett  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Richardson Merrell  
Ad Agency—Morse Int.  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather

## COMMERCIAL NETWORK TV PROGRAMS

### **Gleason, Jackie, Show American Scene Magazine (CBS-TV)**

#### Advertiser and Product:

Chanel  
Ad Agency—Norman, Craig & Kummel  
Colgate  
Ad Agency—Ted Bates  
Drackett  
Ad Agency—Young & Rubicam  
Hertz  
Ad Agency—Norman, Craig & Kummel  
Philip Morris  
Ad Agency—Benton & Bowles  
Ralston Purina  
Ad Agency—Gardner Advt.

### **Going My Way (ABC-TV)**

#### Advertiser and Product:

American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Breck  
Ad Agency—N. W. Ayer  
Chrysler  
Ad Agency—Batten, Barton, Durstine & Osborn  
Metrecal  
Ad Agency—Kenyon & Eckhardt  
Miles Labs  
Ad Agency—Wade

### **Golden Showcase (CBS-TV)**

#### Advertiser and Product:

Breck  
Ad Agency—Reach, McClinwton

### **Zane Grey Theatre (CBS-TV)**

#### Advertiser and Product:

General Foods  
Ad Agency—Young & Rubicam

### **Griffin, Merv, Show (NBC-TV)**

#### Advertiser and Product:

Adolph's  
Ad Agency—McCann-Erickson  
Alberto-Culver  
Ad Agency—Compton  
Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Bristol-Myers  
Ad Agency—Gardner  
Brown & Williamson  
Ad Agency—Ted Bates  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Dumas Milner  
Ad Agency—Post, Morr, Gardner

#### Ex-Lax

Ad Agency—Warwick & Legler  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
Green Giant  
Ad Agency—Leo Burnett  
Hartz Mtn. Products  
Ad Agency—George Hartman  
Heublein  
Ad Agency—Fletcher Richards, Calkins & Holden  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Lestoil  
Ad Agency—Sackel-Jackson  
National Biscuit  
Ad Agency—McCann-Erickson  
Pharmaco  
Ad Agency—N. W. Ayer  
Procter-Silex  
Ad Agency—Weiss & Geller  
Purex  
Ad Agency—E. H. Weiss  
Scholl Mfg.  
Ad Agency—Donahue & Coe  
Scott Paper  
Ad Agency—J. Walter Thompson  
Staley, A. E.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
U. S. Borax  
Ad Agency—McCann-Erickson  
Wander  
Ad Agency—Tatham Laird

### **Griffith, Andy, Show (CBS-TV)**

#### Advertiser and Product:

General Foods  
Ad Agency—Benton & Bowles

### **Guiding Light (CBS-TV)**

#### Advertiser and Product:

Procter & Gamble  
Ad Agency—Compton

### **Gunsmoke (CBS-TV)**

#### Advertiser and Product:

Alberto-Culver  
Ad Agency—Compton  
General Foods  
Ad Agency—Benton & Bowles; Young  
& Rubicam  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
L & M  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Sperry Rand  
Ad Agency—Young & Rubicam

# COMMERCIAL NETWORK TV PROGRAMS

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## **Hathaways, The (ABC-TV)**

### **Advertiser and Product:**

Best Foods  
Ad Agency—Lennen & Newell  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Coca-Cola  
Ad Agency—M-E Productions  
Gillette  
Ad Agency—Maxon  
Green Giant  
Ad Agency—Leo Burnett  
Mars  
Ad Agency—Needham, Louis & Brorby  
Peter Paul  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli  
Sunbeam  
Ad Agency—Foote, Cone & Belding

## **Have Gun—Will Travel (CBS-TV)**

### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
Lever Bros.  
Ad Agency—J. Walter Thompson  
American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

## **Hawaiian Eye (ABC-TV)**

### **Advertiser and Product:**

Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Colgate  
Ad Agency—Ted Bates  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Union Carbide  
Ad Agency—William Esty  
Warner-Lambert  
Ad Agency—Ted Bates

## **Hazel (NBC-TV)**

### **Advertiser and Product:**

Ford  
Ad Agency—J. Walter Thompson

## **Hennesey (CBS-TV)**

### **Advertiser and Product:**

Ad Agency—Young & Rubicam  
General Foods  
Ad Agency—Young & Rubicam  
P. Lorillard  
Ad Agency—Lennen & Newell

## **Here and Now (NBC-TV)**

### **Advertiser and Product:**

Gulf Oil  
Ad Agency—Young & Rubicam

## **Here's Hollywood (NBC-TV)**

### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Campbell Soups  
Ad Agency—Needham, Louis & Brorby  
Colgate  
Ad Agency—Ted Bates  
Fels & Co.  
Ad Agency—Richard Manoff  
Heinz  
Ad Agency—Maxon  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Knomark  
Ad Agency—Grey  
Lestoil  
Ad Agency—Sackel-Jackson  
Lever (Lipton)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Martin-Marietta  
Ad Agency—Turner  
Norwich  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—Lynn Baker Advt.  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

## **Highways of Melody (NBC-TV)**

### **Advertiser and Product:**

Cities Service  
Ad Agency—Lennen & Newell

## COMMERCIAL NETWORK TV PROGRAMS

### **Hitchcock, Alfred, Hour (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding; Young  
& Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Canada Dry  
Ad Agency—J. M. Mathes  
Corning Glass  
Ad Agency—N. W. Ayer  
Chrysler  
Ad Agency—N. W. Ayer  
Coty  
Ad Agency—Dancer-Fitzgerald-Sample  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Maybelline  
Ad Agency—Post, Morr & Gardner  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philip Morris  
Ad Agency—Leo Burnett  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Richardson Merrell  
Ad Agency—Morse Int.  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Union Carbide  
Ad Agency—William Esty

### **Hitchcock, Alfred, Presents (CBS-TV)**

#### **Advertiser and Product:**

American Tobacco  
Ad Agency—Gumbinner  
Chemstrand  
Ad Agency—Doyle Dane Bernbach  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Hollywood Special (ABC-TV)**

#### **Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam

Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—William Esty  
General Foods  
Ad Agency—Benton & Bowles  
Haggar Co.  
Ad Agency—Tracy Locke  
Insurance Co. of America  
Ad Agency—N. W. Ayer  
Leeming  
Ad Agency—William Esty  
Ford (Mercury & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Menley & James  
Ad Agency—Foote, Cone & Belding  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Quaker Oats  
Ad Agency—J. Walter Thompson  
R. J. Reynolds  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Union Carbide  
Ad Agency—William Esty

### **Hope, Bob, Show (NBC-TV)**

#### **Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Chemstrand  
Ad Agency—Doyle Dane Bernbach  
Kitchens of Sara Lee  
Ad Agency—Hill, Rogers, Mason & Scott  
Scripto  
Ad Agency—McCann-Marschalk  
U. S. Time  
Ad Agency—Warwick & Legler

### **Huntley-Brinkley Report (NBC-TV)**

#### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
R. J. Reynolds  
Ad Agency—William Esty  
Texaco  
Ad Agency—Benton & Bowles

### **Huntley, Chet, Reporting (NBC-TV)**

#### **Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Eastman Kodak  
Ad Agency—J. Walter Thompson

## COMMERCIAL NETWORK TV PROGRAMS

Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Mentholatum  
Ad Agency—J. Walter Thompson  
Mutual of Omaha  
Ad Agency—Bozell & Jacobs  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Schlitz  
Ad Agency—Leo Burnett  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Xerox  
Ad Agency—Papert, Koenig, Lois

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### **Ichabod and Me (CBS-TV)**

**Advertiser and Product:**  
American Home Products  
Ad Agency—Ted Bates  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross  
Lorillard  
Ad Agency—Lennen & Newell  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Revlon  
Ad Agency—Grey  
Scott Paper  
Ad Agency—J. Walter Thompson  
Standard Brands  
Ad Agency—Ted Bates  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty

### **I'm Dickens . . . He's Fenster (ABC-TV)**

**Advertiser and Product:**  
Consolidated Cigar  
Ad Agency—Compton  
Procter & Gamble  
Ad Agency—Compton

### **International Showtime (NBC-TV)**

**Advertiser and Product:**  
American Cyanamid  
Ad Agency—Cunningham & Walsh  
American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—William Esty  
Colgate  
Ad Agency—Lennen & Newell  
Derby Foods  
Ad Agency—McCann-Erickson  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
Jergens  
Ad Agency—Cunningham & Walsh  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Lorillard  
Ad Agency—Lennen & Newell  
Maybelline  
Ad Agency—Post & Morr  
Mennen  
Ad Agency—Grey  
Mentholatum  
Ad Agency—J. Walter Thompson  
Miles Labs  
Ad Agency—Wade  
Pillsbury  
Ad Agency—Campbell-Mithun  
Pittsburgh Plate Glass  
Ad Agency—Maxon  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
St. Regis Paper  
Ad Agency—Cunningham & Walsh  
Seven Up  
Ad Agency—J. Walter Thompson  
Smith-Corona  
Ad Agency—Batten, Barton, Durstine & Osborn  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Richards, Calkins & Holden

## COMMERCIAL NETWORK TV PROGRAMS

U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
U. S. Time  
Ad Agency—Warwick & Legler  
Vick Chemical  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Walt Disney  
Ad Agency—Direct.  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Weco Products  
Ad Agency—J. Walter Thompson

### **It Could Be You (NBC-TV)**

#### **Advertiser and Product:**

Heinz  
Ad Agency—Maxon  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample

### **It's a Man's World (NBC-TV)**

#### **Advertiser and Product:**

Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—N. W. Ayer  
Leeming  
Ad Agency—William Esty  
L & M  
Ad Agency—J. Walter Thompson  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample  
Shulton  
Ad Agency—Wesley Assoc.  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **I've Got a Secret (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bissell  
Ad Agency—N. W. Ayer  
Breck  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—William Esty  
Corning Glass  
Ad Agency—N. W. Ayer  
General Foods  
Ad Agency—Young & Rubicam

Gillette  
Ad Agency—North  
Hertz  
Ad Agency—Norman, Craig & Kummel  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Peps-Cola  
Ad Agency—Batten, Barton, Durstine & Osborne  
Pfizer  
Ad Agency—William Esty  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding

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### **Jetsons, The (ABC-TV)**

#### **Advertiser and Product:**

Colgate  
Ad Agency—Ted Bates  
Dow Chemical  
Ad Agency—McManus, John & Adams  
MMM  
Ad Agency—McManus, John & Adams  
Whitehall  
Ad Agency—Ted Bates

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### **Kickoff 1962 (CBS-TV)**

Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
General Foods  
Ad Agency—Ogilvy, Benson & Mather

### **King Leonardo (NBC-TV)**

#### **Advertiser and Product:**

Colgate  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Foote, Cone & Belding  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Goodrich  
Ad Agency—Foote, Cone & Belding  
Kraft  
Ad Agency—Foote, Cone & Belding  
Perkins  
Ad Agency—Foote, Cone & Belding  
Sawyer  
Ad Agency—Richard Montgomery  
Sweets Co. of America  
Ad Agency—Henry Eisen Advt.

# COMMERCIAL NETWORK TV PROGRAMS

## **Kraft American Landscape (NBC-TV)**

### **Advertiser and Product:**

Kraft  
Ad Agency—J. Walter Thompson

## **Kraft Music Goes West (NBC-TV)**

### **Advertiser and Product:**

Kraft  
Ad Agency—J. Walter Thompson

## **Kraft Mystery Theatre (NBC-TV)**

### **Advertiser and Product:**

Kraft  
Ad Agency—J. Walter Thompson

## **Kukla and Ollie (NBC-TV)**

### **Advertiser and Product:**

Miles Labs  
Ad Agency—Wade

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## **Land, The (NBC-TV)**

### **Advertiser and Product:**

Westinghouse  
Ad Agency—McCann-Erickson

## **Laramie (NBC-TV)**

### **Advertiser and Product:**

AC Spark Plug  
Ad Agency—D. P. Brother  
American Gas Ass'n  
Ad Agency—Lennen & Newell  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Canada Dry  
Ad Agency—J. M. Mathes  
Chesebrough-Pond's  
Ad Agency—William Esty  
Colgate  
Ad Agency—Ted Bates  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn

Jergens  
Ad Agency—Cunningham & Walsh  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Lestoil  
Ad Agency—Sackel-Jackson  
Lorillard  
Ad Agency—Lennen & Newell  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Mentholatum  
Ad Agency—J. Walter Thompson  
Miles Labs  
Ad Agency—Wade  
Norwich  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Mithun  
Pittsburgh Plate Glass  
Ad Agency—Maxon  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Schick  
Ad Agency—Compton  
Schlitz  
Ad Agency—Leo Burnett  
Singer Sewing  
Ad Agency—Young & Rubicam  
Smith-Corona  
Ad Agency—Batten, Barton, Durstine & Osborn  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Vick Chem  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Weco  
Ad Agency—J. Walter Thompson  
Welch Grape Juice  
Ad Agency—R. K. Manoff

## **Lassie (CBS-TV)**

### **Advertiser and Product:**

Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Deluxe Reading  
Ad Agency—Zlowe  
Lever Bros.  
Ad Agency—Foote, Cone & Belding

## COMMERCIAL NETWORK TV PROGRAMS

### **Law and Mr. Jones, The (ABC-TV)**

**Advertiser and Product:**  
Procter & Gamble  
Ad Agency—Compton

### **Lawman (ABC-TV)**

**Advertiser and Product:**  
American Chiclé  
Ad Agency—Ted Bates  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Coca-Cola  
Ad Agency—M-E Productions  
General Foods  
Ad Agency—Benton & Bowles  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—Maxon  
International Latex  
Ad Agency—Reach, McClinton  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Mennen  
Ad Agency—Grey  
H. C. Moores  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Grey  
R. J. Reynolds  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Welch Grape  
Ad Agency—R. K. Manoff  
Whitehall  
Ad Agency—Ted Bates

### **Leave It to Beaver (ABC-TV)**

**Advertiser and Product:**  
Derby  
Ad Agency—McCann-Erickson  
H. C. Moores  
Ad Agency—Benton & Bowles  
North American Philips  
Ad Agency—C. J. La Roche  
Ovaltine

Ad Agency—Tatham-Laird  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach

### **Lewis, Shari, Show (NBC-TV)**

**Advertiser and Product:**  
American Doll  
Ad Agency—Webb Assoc.  
Colgate  
Ad Agency—Ted Bates  
Cracker Jack  
Ad Agency—Leo Burnett  
Deluxe Reading  
Ad Agency—Madison Square Advt.  
J. Nelson Prewitt  
Ad Agency—Hutchins Advt.  
Lever Bros.  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Remco  
Ad Agency—Webb Assoc.  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Linkletter's, Art, House Party (CBS-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Calif. Packing  
Ad Agency—McCann-Erickson  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—William Esty  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
Gold Seal  
Ad Agency—Campbell-Mithun  
S. C. Johnson  
Ad Agency—Foote, Cone & Belding  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly Clark  
Ad Agency—Foote, Cone & Belding



# COMMERCIAL NETWORK TV PROGRAMS

Lever Bros.  
Ad Agency—J. Walter Thompson  
Mentholatum  
Ad Agency—J. Walter Thompson  
Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Upjohn  
Ad Agency—McCann-Marschalk  
Van Camp Seafood  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
J. B. Williams  
Ad Agency—Parkson

## **Lively Ones (NBC-TV)**

Advertiser and Product:  
Ford  
Ad Agency—J. Walter Thompson

## **Love of Life (CBS-TV)**

Advertiser and Product:  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Young & Rubicam;  
Foote, Cone & Belding  
Calif. Packing  
Ad Agency—McCann-Erickson  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Corn Products  
Ad Agency—Lennen & Newell  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gold Seal  
Ad Agency—Campbell-Mithun  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson

Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
A. E. Staley  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Upjohn  
Ad Agency—McCann-Marschalk

## **Lucy-Desi Comedy Hour (CBS-TV)**

Advertiser and Product:  
General Foods  
Ad Agency—Benton & Bowles

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## **McHale's Navy (ABC-TV)**

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

## **McKeever and the Colonel (NBC-TV)**

Advertiser and Product:  
Milton Bradley  
Ad Agency—Noyes & Co.  
Texaco  
Ad Agency—Benton & Bowles

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## **Mack, Ted, and the Original Amateur Hour (CBS-TV)**

Advertiser and Product:  
J. B. Williams  
Ad Agency—Parkson

## **Magic Land of Allakazam (ABC-TV)**

Advertiser and Product:  
Lakeside Toys  
Ad Agency—Kerker Peterson  
Louis Marx  
Ad Agency—Ted Bates

## **Magic Midway (NBC-TV)**

Advertiser and Product:  
Louis Marx  
Ad Agency—Ted Bates

## COMMERCIAL NETWORK TV PROGRAMS

### **Make a Face (ABC-TV)**

#### **Advertiser and Product:**

Milton Bradley  
Ad Agency—Noyes & Co.  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Welch Candy  
Ad Agency—R. K. Manoff

### **Make Room for Daddy (NBC-TV)**

#### **Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Hartz Mt. Products  
Ad Agency—George Hartman  
Hassenfeld Bros.  
Ad Agency—Burns Advt.  
Heinz  
Ad Agency—Maxon  
Horsman Dolls  
Ad Agency—Manchester Assocs.  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Knomark  
Ad Agency—Grey  
Lever Bros.  
Ad Agency—Reach, McClinton  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sweets Co. of America  
Ad Agency—Henry Eisen  
Sunsweet Growers  
Ad Agency—Long Advt.

### **Margie (ABC-TV)**

#### **Advertiser and Product:**

American Chicle  
Ad Agency—Bates  
Gillette  
Ad Agency—Maxon  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

### **Perry Mason (CBS-TV)**

#### **Advertiser and Product:**

Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Ted Bates  
Drackett  
Ad Agency—Young & Rubicam  
Philip Morris  
Ad Agency—Benton & Bowles  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **Matty's Funnies with Beany & Cecil (ABC-TV)**

#### **Advertiser and Product:**

Mattel Toy  
Ad Agency—Carson, Roberts, Los Angeles

### **Maverick (ABC-TV)**

#### **Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Grey  
Brillo  
Ad Agency—J. Walter Thompson  
Calgon  
Ad Agency—Ketchum, MacLeod & Grove  
Consolidated Cigar  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Endicott Johnson  
Ad Agency—Hicks & Griest  
Ex-Lax  
Ad Agency—Warwick & Legler  
Gillette  
Ad Agency—Maxon  
Green Giant  
Ad Agency—Leo Burnett  
Ideal Toy  
Ad Agency—Grey  
Jergens  
Ad Agency—Cunningham & Walsh  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Kaiser  
Ad Agency—Young & Rubicam  
Keystone  
Ad Agency—Bresnick  
Luden's  
Ad Agency—J. M. Mathes  
Maytag  
Ad Agency—Leo Burnett  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Star-Kist  
Ad Agency—Leo Burnett  
Sunbeam  
Ad Agency—Foote, Cone & Belding

# COMMERCIAL NETWORK TV PROGRAMS

Supreme  
Ad Agency—George H. Hartman  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Welch  
Ad Agency—R. K. Manoff

## Meet the Press

**Advertiser and Product:**  
Wheeling Steel  
Ad Agency—Cunningham & Walsh

## Mighty Mouse Playhouse (CBS-TV)

**Advertiser and Product:**  
American Home Products  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Ted Bates  
General Foods  
Ad Agency—Foote, Cone & Belding  
Ideal Toy  
Ad Agency—Grey  
Nestle  
Ad Agency—McCann-Erickson

## Millionaire (CBS-TV)

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—McCann-Erickson  
Calif. Packing  
Ad Agency—McCann-Erickson  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Corn Products  
Ad Agency—McCann-Erickson; Lennen & Newell  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
Gerber  
Ad Agency—D'Arcy  
Gillette  
Ad Agency—Wade  
Gold Seal  
Ad Agency—Campbell-Mithun  
Hartz Mtn. Products  
Ad Agency—George Hartman  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn

National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
Staley, A. E.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Upjohn  
Ad Agency—McCann-Erickson

## Mister Ed (CBS-TV)

Breck, John H.  
Ad Agency—Reach, McClinton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Corning Glass  
Ad Agency—N. W. Ayer  
Frito-Lay  
Ad Agency—Dancer-Fitzgerald-Sample  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—North  
S. C. Johnson  
Ad Agency—Benton & Bowles  
Mennen  
Ad Agency—Grey  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Ogilvy, Benson & Mather  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Scott Paper  
Ad Agency—J. Walter Thompson  
Scripto  
Ad Agency—McCann-Marschalk  
Shell Oil  
Ad Agency—N. W. Ayer  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

Standard Brands  
Ad Agency—Bates  
Studebaker-Packard  
Ad Agency—D'Arcy  
Union Carbide  
Ad Agency—Esty

### **Mister Smith Goes to Washington (ABC-TV)**

#### **Advertiser and Product:**

Edward Dalton  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
R. J. Reynolds  
Ad Agency—William Esty  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden

### **Moore, Garry, Show (CBS-TV)**

#### **Advertiser and Product:**

General Motors  
Ad Agency—D. P. Brother  
S. C. Johnson  
Ad Agency—Needham, Louis & Brorby  
R. J. Reynolds  
Ad Agency—William Esty

### **Morning Minute Plan (CBS-TV)**

#### **Advertiser and Product:**

Adolph's  
Ad Agency—McCann-Erickson  
Alberto-Culver  
Ad Agency—Compton  
Aluminum Co. of America  
Ad Agency—Ketchum, MacLeod & Grove  
A M F  
Ad Agency—Cunningham & Walsh  
American Home Products  
Ad Agency—Ted Bates  
Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Bourjois, Inc.  
Ad Agency—Gumbinner  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Calif. Packing  
Ad Agency—McCann-Erickson  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Canada Dry  
Ad Agency—J. M. Mathes  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—William Esty  
Church & Dwight  
Ad Agency—Ross Roy

Coats & Clark  
Ad Agency—McCann-Erickson  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Continental Baking  
Ad Agency—Ted Bates  
Corn Products  
Ad Agency—McCann-Erickson  
Corning Glass  
Ad Agency—N. W. Ayer  
Curtis Pub.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Dr. Pepper  
Ad Agency—Grant  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Factor, Max  
Ad Agency—Carson, Roberts  
Fr. John's Medicine  
Ad Agency—Herman W. Stevens  
Florida Citrus Comm.  
Ad Agency—Benton & Bowles  
French, R. T.  
Ad Agency—Kenyon & Eckhardt  
General Electric  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Knox Reeves  
Gillette  
Ad Agency—North  
Gold Seal  
Ad Agency—Campbell-Mithun  
Hartz Mtn. Products  
Ad Agency—George Hartman  
Heublein  
Ad Agency—Fletcher Richards, Calkins & Holden  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
S. C. Johnson  
Ad Agency—Foote, Cone & Belding  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Lever Bros.  
Ad Agency—Reach, McClinton  
Mennen  
Ad Agency—Grey  
Mentholatum  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—Kenyon & Eckhardt  
Nestle  
Ad Agency—McCann-Erickson  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Pfizer  
Ad Agency—William Esty  
Reddi Wip  
Ad Agency—McCann-Erickson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Richardson Merrell  
Ad Agency—Morse Int.  
Rubber Maid  
Ad Agency—Ketchum, MacLeod & Grove

# COMMERCIAL NETWORK TV PROGRAMS

Samdura  
Ad Agency—Hicks & Greist  
Sears Roebuck  
Ad Agency—Ogilvy, Benson & Mather  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Siris, A. J.  
Ad Agency—Maxwell, Sackheimer, Franklin & Bruck  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Spring Mills  
Ad Agency—Maxwell, Sackheimer, Franklin & Bruck  
Staley, A. E.  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Stanley Warner  
Ad Agency—Reach McClinton  
Standard Brands  
Ad Agency—J. Walter Thompson  
Sucrest  
Ad Agency—Kastor, Hilton, Chesley & Clifford  
U. S. Borax  
Ad Agency—McCann-Erickson  
Union Underwear  
Ad Agency—Grey  
Upjohn  
Ad Agency—McCann-Marschalk  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **Murray, Jan, Show (NBC-TV)**

**Advertiser and Product:**  
Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Block Drug  
Ad Agency—Gumbinner  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Colgate-Palmolive  
Ad Agency—Ted Bates;  
Norman, Craig & Kummel  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fels  
Ad Agency—Richard Manoff  
Jergens  
Ad Agency—Cunningham & Walsh  
Knemark  
Ad Agency—Grey  
Lestoil  
Ad Agency—Sackel-Jackson  
Lever Bros.  
Ad Agency—E. H. Weiss  
Lipton  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Lorillard  
Ad Agency—Grey

Martin-Marietta  
Ad Agency—Turner  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
Procter-Silex  
Ad Agency—Weiss & Geller  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sunsweet  
Ad Agency—Long  
Upjohn  
Ad Agency—McCann-Erickson  
U. S. Borax  
Ad Agency—McCann-Erickson  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **My Friend Flicka (ABC-TV)**

**Advertiser and Product:**  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Kenner Toys  
Ad Agency—Leonard M. Sive  
Miles Labs  
Ad Agency—Wade

## **My Friend Flicka (CBS-TV)**

**Advertiser and Product:**  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Sweets Company of America  
Ad Agency—Direct

## **My Three Sons (ABC-TV)**

**Advertiser and Product:**  
General Motors (Chevrolet)  
Ad Agency—Campbell-Ewald

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## **NBA Pro Basketball (NBC-TV)**

**Advertiser and Product:**  
Anheuser-Busch  
Ad Agency—Gardner  
General Mills  
Ad Agency—Knox Reeves  
Mennen  
Ad Agency—Grey  
Narragansett Brewing  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Schick  
Ad Agency—Norman, Craig & Kummel

## COMMERCIAL NETWORK TV PROGRAMS

Schlitz  
Ad Agency—Leo Burnett  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Wiedeman  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Wilson Sporting Goods  
Ad Agency—Campbell-Mithun

### **NBC Afternoon News (NBC-TV)**

**Advertiser and Product:**  
Bristol-Myers  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Knox Reeves;  
Needham, Louis & Brorby

### **NBC Daytime News (NBC-TV)**

**Advertiser and Product:**  
General Mills  
Ad Agency—Knox Reeves

### **NBC Early Afternoon News (NBC-TV)**

**Advertiser and Product:**  
Colgate  
Ad Agency—Norman, Craig & Kummel  
Corn Products  
Ad Agency—Lennen & Newell

### **NBC Major League Baseball (NBC-TV)**

**Advertiser and Product:**  
Anheuser-Busch  
Ad Agency—Gardner  
DX Sunray Oil  
Ad Agency—Gardner  
Schlitz  
Ad Agency—Post & Morr

### **NBC Mid-Afternoon News (NBC-TV)**

**Advertiser and Product:**  
Corn Product  
Ad Agency—Lennen & Newell

### **NBC Morning News (NBC-TV)**

**Advertiser and Product:**  
Bristol-Myers  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Needham, Louis & Brorby

### **NBC News Specials (NBC-TV)**

**Advertiser and Product:**  
Canada Dry  
Ad Agency—J. M. Mathes  
Eastman Kodak  
Ad Agency—J. Walter Thompson

Lehn & Fink  
Ad Agency—Geyer, Moray, Madden & Ballard  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Singer Sewing  
Ad Agency—Young & Rubicam

### **NBC White Paper (NBC-TV)**

**Advertiser and Product:**  
Bristol-Myers  
Ad Agency—Young & Rubicam  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Gulf American Land  
Ad Agency—Paul Venze Assoc.  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt

### **NCAA Football (CBS-TV)**

American Home Products  
Ad Agency—Ted Bates  
American Oil  
Ad Agency—D'Arcy  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Chanel  
Ad Agency—Norman, Craig & Kummel  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Ford  
Ad Agency—J. Walter Thompson  
General Cigar  
Ad Agency—Young & Rubicam  
Humble Oil  
Ad Agency—McCann-Erickson  
Sun Oil  
Ad Agency—William Esty  
United Calif. Bank  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

### **NCAA Football Scoreboard (CBS-TV)**

**Advertiser and Product:**  
Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
General Mills  
Ad Agency—Knox Reeves

### **NFL Football (CBS-TV)**

**Advertiser and Product:**  
American Oil  
Ad Agency—D'Arcy  
Ballantine  
Ad Agency—Compton  
Carling Brewing  
Ad Agency—Lang, Fischer, Stashower  
Falstaff Brewing  
Ad Agency—Dancer-Fitzgerald-Sample  
Ford  
Ad Agency—J. Walter Thompson  
Hamm Brewing  
Ad Agency—Campbell-Mithun

# COMMERCIAL NETWORK TV PROGRAMS

Philip Morris  
Ad Agency—Leo Burnett  
National Brewing  
Ad Agency—W. B. Doner  
Sun Oil  
Ad Agency—William Esty  
Speedway Oil  
Ad Agency—W. B. Doner  
Standard Oil of Calif.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Standard Oil of Ohio  
Ad Agency—McCann-Marschalk

## **NFL Football Kickoff (CBS-TV)**

### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample

## **NFL Pro Football Highlights (NBC-TV)**

### **Advertiser and Product:**

Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Mennen  
Ad Agency—Warwick & Legler  
Reynolds, R. J.  
Ad Agency—William Esty  
Skil Corp.  
Ad Agency—Fuller, Smith & Ross

## **Naked City (ABC-TV)**

### **Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Menley & James  
Ad Agency—Foote, Cone & Belding  
Mobil Oil  
Ad Agency—Ted Bates  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Wander  
Ad Agency—Tatham-Laird  
Warner-Lambert  
Ad Agency—Lambert & Feasley

## **National Velvet (NBC-TV)**

### **Advertiser and Product:**

Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Canada Dry  
Ad Agency—J. M. Mathes  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
General Mills  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Mennen  
Ad Agency—Grey  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
St. Regis Paper  
Ad Agency—Cunningham & Walsh  
Singer Sewing  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Walt Disney  
Ad Agency—Direct  
Weco Products  
Ad Agency—J. Walter Thompson

## **New Breed, The (ABC-TV)**

### **Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Brown & Williamson  
Ad Agency—Ted Bates  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Norwich  
Ad Agency—Benton & Bowles  
Miles Labs  
Ad Agency—Wade  
Scott Paper  
Ad Agency—J. Walter Thompson

## **Newhart, Bob, Show (NBC-TV)**

### **Advertiser and Product:**

Allstate Insurance  
Ad Agency—Leo Burnett  
Beech-Nut  
Ad Agency—Young & Rubicam  
Sealtest  
Ad Agency—N. W. Ayer

## COMMERCIAL NETWORK TV PROGRAMS

### **Bishop, Joey, Show, New (NBC-TV)**

#### **Advertiser and Product:**

Lorillard  
Ad Agency—Lennen & Newell  
Procter & Gamble  
Ad Agency—Benton & Bowles

### **Nurses, The (CBS-TV)**

#### **Advertiser and Product:**

American Home Products  
Ad Agency—Ted Bates  
Brown & Williamson  
Ad Agency—Ted Bates  
Johnson & Johnson  
Ad Agency—Young & Rubicam

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### **1, 2, 3 — Go (NBC-TV)**

#### **Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Quaker Oats  
Ad Agency—J. Walter Thompson

### **Operation Daybreak (ABC-TV)**

#### **Advertiser and Product:**

Aluminum Co. of America  
Ad Agency—Ketchum, MacLeod & Grove  
American Thermos  
Ad Agency—Charles W. Hoyt  
Armour  
Ad Agency—Foote, Cone & Belding  
Bon Ami  
Ad Agency—Dunn & Jeffrey  
M. Bradley  
Ad Agency—Noyes & Co.  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Calgon  
Ad Agency—Ketchum, MacLeod & Grove  
Carter  
Ad Agency—Ted Bates  
Chun King  
Ad Agency—Batten, Barton, Durstine & Osborn  
Clairol  
Ad Agency—Foote, Cone & Belding  
Coats & Clark  
Ad Agency—Fuller, Smith & Ross  
Corn Products  
Ad Agency—McCann-Erickson  
Devoe & Reynold's  
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
Dow Chemical  
Ad Agency—MacManus, John & Adams  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Ex-Lax  
Ad Agency—Warwick & Legler

Fels Naptha  
Ad Agency—R. K. Manoff  
Florida Citrus  
Ad Agency—Benton & Bowles  
Fonda  
Ad Agency—Smith, Henderson & Berey  
French, R. T.  
Ad Agency—J. Walter Thompson  
Fritos  
Ad Agency—Dancer-Fitzgerald-Sample  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Knomark  
Ad Agency—Grey  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross;  
Geyer, Morey, Madden & Ballard  
Lever Bros.  
Ad Agency—Foote, Cone & Belding;  
Edward H. Weiss  
Lorillard  
Ad Agency—Grey  
M M M  
Ad Agency—MacManus, John & Adams;  
Batten, Barton, Durstine & Osborn  
Mennen  
Ad Agency—Grey  
Musselman  
Ad Agency—Grey & Rodgers  
Norcliff  
Ad Agency—Kastor, Hilton, Chesley, Clifford  
& Atherton  
Pharmaco  
Ad Agency—N. W. Ayer  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polk-Miller  
Ad Agency—N. W. Ayer  
Realemon-Puritan  
Ad Agency—Lilienfeld  
Siris, A. J.  
Ad Agency—Maxwell, Sackheim, Franklyn, Bruck  
Springmaid Sheets  
Ad Agency—Maxwell, Sackheim, Franklyn, Bruck  
Star-Kist  
Ad Agency—Leo Burnett  
Sunshine Biscuits  
Ad Agency—Cunningham & Walsh  
Union Underwear  
Ad Agency—Grey  
Warner-Lambert  
Ad Agency—Lambert & Feasley  
Whitehall  
Ad Agency—Ted Bates  
Williams, J. B.  
Ad Agency—Parkson Advt.

### **Our Five Daughters (NBC-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates



## COMMERCIAL NETWORK TV PROGRAMS

Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Gumbinner  
Colgate  
Ad Agency—Ted Bates  
Corn Products  
Ad Agency—McCann-Erickson  
Dumas-Milner  
Ad Agency—Post, Morr, Gardner  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Knomark  
Ad Agency—Grey  
Kraft  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Lestoil  
Ad Agency—Sackel-Jackson  
Lorillard  
Ad Agency—Grey  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Norwich  
Ad Agency—Benton & Bowles  
Pillsbury  
Ad Agency—Campbell-Mithun  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
U. S. Borax  
Ad Agency—McCann-Erickson

### **Our Man Higgins (ABC-TV)**

#### **Advertiser and Product:**

American Tobacco  
Ad Agency—L. C. Gumbinner  
General Motors (Pontiac)  
Ad Agency—McManus, John & Adams

### **Outlaws (NBC-TV)**

#### **Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey, Madden & Ballard  
American Tobacco  
Ad Agency—Gumbinner  
Babbitt  
Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Canada Dry  
Ad Agency—J. M. Mathes

Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Ford (Lincoln & Merc)  
Ad Agency—Kenyon & Eckhardt  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn  
Int. Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Luden's  
Ad Agency—J. M. Mathes  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Grey  
Paper-Mate  
Ad Agency—Foote, Cone & Belding  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Benton & Bowles  
St. Regis Paper  
Ad Agency—Cunningham & Walsh  
Schick  
Ad Agency—Norman, Craig & Kummel  
Smith-Corna  
Ad Agency—Batten, Barton, Durstine & Osborn  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Walt Disney  
Ad Agency—Direct.  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Ozzie and Harriet (ABC-TV)**

#### **Advertiser and Product:**

American Dairy Association  
Ad Agency—Compton  
Armour  
Ad Agency—Foote, Cone & Belding  
Chrysler  
Ad Agency—N. W. Ayer  
North American Philips  
Ad Agency—C. J. La Roche  
Warner-Lambert  
Ad Agency—Lambert & Feasley; Ted Bates.

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### **Paar, Jack, Show (NBC-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Gulton Indust.  
Ad Agency—Compton  
Helene Curtis  
Ad Agency—E. H. Weiss  
Hertz  
Ad Agency—Norman, Craig & Kummel  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding

## COMMERCIAL NETWORK TV PROGRAMS

P. Lorillard  
Ad Agency—Lennen & Newell  
Menley & James  
Ad Agency—Foote, Cone & Belding  
Mentholatum  
Ad Agency—J. Walter Thompson  
Mogen David Wine  
Ad Agency—E. H. Weiss  
Ronson  
Ad Agency—Papert, Koenig, Lois  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Union Carbide  
Ad Agency—William Esty

### **Pantomine Quiz (CBS-TV)**

#### **Advertiser and Product:**

Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

### **Password (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Biesel, Inc.  
Ad Agency—N. W. Ayer  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Brown & Williamson  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding;  
Young & Rubicam  
Calif. Packing  
Ad Agency—McCann-Erickson  
Canada Dry  
Ad Agency—J. M. Mathes  
Campbell Soup  
Ad Agency—Ogilvy, Benson & Mather  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chanel  
Ad Agency—Norman, Craig & Kummel  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Ted Bates  
Coin Products  
Ad Agency—Lennen & Newell  
Coty  
Ad Agency—Dancer-Fitzgerald-Sample  
Drackett  
Ad Agency—Young & Rubicam  
General Electric  
Ad Agency—Young & Rubicam  
General Foods  
Ad Agency—Ogilvy, Benson & Mather

Gillette  
Ad Agency—Wade  
Hartz Mtn. Products  
Ad Agency—George Hartman  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Mentholatum  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—McCann-Erickson  
National Grape Co-op Ass'n  
Ad Agency—R. K. Manoff  
Nestle  
Ad Agency—McCann-Erickson  
Olin Mathieson  
Ad Agency—Donahue & Coe  
Pfizer  
Ad Agency—William Esty  
Pillsbury  
Ad Agency—Leo Burnett  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Scott Paper  
Ad Agency—J. Walter Thompson  
Shell Oil  
Ad Agency—Ogilvy, Benson & Mather  
Shulton  
Ad Agency—Wesley  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Sperry Rand  
Ad Agency—Young & Rubicam  
Standard Brands  
Ad Agency—Ted Bates  
Williams, J. B.  
Ad Agency—Parkson

### **Pete and Gladys (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Carter  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Kellogg  
Ad Agency—Leo Burnett  
Pfizer  
Ad Agency—William Esty  
Sperry-Rand  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

### **Pip the Piper (NBC-TV)**

#### Advertiser and Product:

Beech-Nut  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Horsman Dolls  
Ad Agency—Manchester Assocs.  
Sweets Company of America  
Ad Agency—Henry Eisen

### **Play Your Hunch (NBC-TV)**

#### Advertiser and Product:

Borden  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Lennen & Newell  
Dumas Milner  
Ad Agency—Post & Morr  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Hartz Mtn. Products  
Ad Agency—George Hartman  
Heinz  
Ad Agency—Maxon  
Heublein  
Ad Agency—Fletcher Richards, Calkins & Holden;  
Wilson, Haight & Welch.  
Johnson & Son  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Lestoil  
Ad Agency—Sackel-Jackson  
Lorillard  
Ad Agency—Lennen & Newell  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Miles Labs  
Ad Agency—Wade  
Mennen  
Ad Agency—Grey  
Norwich  
Ad Agency—Benton & Bowles  
Procter-Silex  
Ad Agency—Weiss & Geller  
Quaker Oats  
Ad Agency—Lynn Baker, Inc.  
Scholl  
Ad Agency—Donahue & Coe  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sealtest  
Ad Agency—N. W. Ayer  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sterling  
Ad Agency—Cunningham & Walsh  
Sunsweet Growers  
Ad Agency—Long  
Sweets Company of America  
Ad Agency—Henry Eisen

### **Powell, Dick, Show (NBC-TV)**

#### Advertiser and Product:

American Home Products  
Ad Agency—Ted Bates  
American Gas  
Ad Agency—Lennen & Newell  
American Tobacco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Beech-Nut  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Ted Bates  
Helene Curtis  
Ad Agency—E. H. Weiss  
Hertz  
Ad Agency—Norman, Craig & Kummel  
Johnson & Son  
Ad Agency—Benton & Bowles  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Dancer-Fitzgerald-Sample  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Reynolds  
Ad Agency—Lennen & Newell  
Shulton  
Ad Agency—Wesley  
Singer Sewing  
Ad Agency—Young & Rubicam

### **Price Is Right (NBC-TV)**

#### Advertiser and Product:

Alberto-Culver  
American Home Products  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Lennen & Newell  
Dumas Milner  
Ad Agency—Post, Morr & Gardner  
Frigidaire  
Ad Agency—Dancer-Fitzgerald-Sample  
Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Jergens  
Ad Agency—Cunningham & Walsh

## COMMERCIAL NETWORK TV PROGRAMS

Knemark

Ad Agency—Grey

Leeming

Ad Agency—William Esty

Lestoil

Ad Agency—Sackel-Jackson

Lever Bros.

Ad Agency—Batten, Barton, Durstine & Osborn

Lipton

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Lorillard

Ad Agency—Lennen & Newell

Miles Labs

Ad Agency—Wade

Scott Paper

Ad Agency—J. Walter Thompson

Speidel

Ad Agency—McCann-Marschalk

Sterling Drug

Ad Agency—Dancer-Fitzgerald-Sample

Sunshine Biscuits

Ad Agency—Cunningham & Walsh

Sunsweet Growers

Ad Agency—Long

Toni

Ad Agency—North

Whitehall Labs

Ad Agency—Ted Bates

### **Purex Specials for Women (NBC-TV)**

Advertiser and Product:

Purex

Ad Agency—E. H. Weiss

### **Purex Summer Specials (NBC-TV)**

Advertiser and Product:

Purex

Ad Agency—E. H. Weiss

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### **Rawhide (CBS-TV)**

Advertiser and Product:

Bristol-Myers

Ad Agency—Young & Rubicam

Coca-Cola

Ad Agency—McCann-Erickson

Colgate

Ad Agency—Lennen & Newell

Drackett

Ad Agency—Young & Rubicam

National Biscuit

Ad Agency—McCann-Erickson

Philip Morris

Ad Agency—Leo Burnett

### **Real McCoys, The (ABC-TV)**

Advertiser and Product:

Procter & Gamble

Ad Agency—Leo Burnett

### **Real McCoys, The (CBS-TV)**

Advertiser and Product:

American Tobacco

Ad Agency—Batten, Barton, Durstine & Osborn

Ralston Purina

Ad Agency—Gardner

### **Real West, The (NBC-TV)**

Advertiser and Product:

Purex

Ad Agency—E. H. Weiss

### **Rebel (NBC-TV)**

Advertiser and Product:

American Tobacco

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Procter & Gamble

Ad Agency—Benton & Bowles

### **Rifleman (ABC-TV)**

Advertiser and Product:

Procter & Gamble

Ad Agency—Benton & Bowles

### **Rin Tin Tin (CBS-TV)**

Advertiser and Product:

General Foods

Ad Agency—Foote, Cone & Belding

Ideal Toy

Ad Agency—Grey

Louis Marx

Ad Agency—Ted Bates

Ohio Art

Ad Agency—Ann Stahl

### **Rogers, Roy, & Dale Evans Show (ABC-TV)**

Advertiser and Product:

Bristol-Myers

Ad Agency—Young & Rubicam

Bulova

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Chrysler

Ad Agency—N. W. Ayer

U. S. Rubber

Ad Agency—Fletcher Richards, Calkins & Holden

### **Rogers, Roy, Show (CBS-TV)**

Advertiser and Product:

American Home Products

Ad Agency—Norman, Craig & Kummel

Ideal Toy

Ad Agency—Grey

Louis Marx

Ad Agency—Ted Bates

Nestle

Ad Agency—McCann-Erickson

## COMMERCIAL NETWORK TV PROGRAMS

### **Room for One More (ABC-TV)**

#### **Advertiser and Product:**

American Chicle  
Ad Agency—Ted Bates  
Armour  
Ad Agency—Foote, Cone & Belding  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Coca-Cola  
Ad Agency—M-E Productions  
Ed Dalton  
Ad Agency—Kenyon & Eckhardt  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Foods  
Ad Agency—Benton & Bowles  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Gillette  
Ad Agency—Maxon  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn  
Green Giant  
Ad Agency—Leo Burnett  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Lehn & Fink  
Ad Agency—Fuller, Smith & Ross  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois

### **Route 66 (CBS-TV)**

#### **Advertiser and Product:**

General Motors  
Ad Agency—Campbell-Ewald  
Philip Morris  
Ad Agency—Leo Burnett  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **Ruff and Reddy (NBC-TV)**

#### **Advertiser and Product:**

American Home Products  
Ad Agency—Norman, Craig & Kummel  
Horsman Dolls  
Ad Agency—Manchester Assocs.  
Marx Toys  
Ad Agency—Ted Bates  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Selchow & Righter Games  
Ad Agency—Doner-Harrison  
Sweets Company of America  
Ad Agency—Henry Eisen

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### **Saints and Sinners (NBC-TV)**

#### **Advertiser and Product:**

Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Chrysler  
Ad Agency—N. W. Ayer  
Jergens  
Ad Agency—Cunningham & Walsh  
Max Factor  
Ad Agency—Carson, Roberts, Inc.  
Miles Labs  
Ad Agency—Wade  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Shulton  
Ad Agency—Wesley  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Saturday Night at the Movies (NBC-TV)**

#### **Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Bissell  
Ad Agency—N. W. Ayer  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—William Esty  
Chrysler  
Ad Agency—N. W. Ayer  
Clairol  
Ad Agency—Foote, Cone & Belding  
Colgate  
Ad Agency—Lennen & Newell  
Corning Glass  
Ad Agency—N. W. Ayer  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
Green Giant  
Ad Agency—Leo Burnett  
Helene Curtis  
Ad Agency—E. H. Weiss  
Insurance of North America  
Ad Agency—N. W. Ayer  
Int. Latex  
Ad Agency—Reach, McClintone  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson & Johnson  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lanolin Plus  
Ad Agency—Daniel & Charles  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Leeming  
Ad Agency—William Esty  
L & M  
Ad Agency—J. Walter Thompson  
Maybelline  
Ad Agency—Post & Morr  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Mennen  
Ad Agency—Crey  
Miles Labs  
Ad Agency—Wade  
North American Philips  
Ad Agency—C. J. La Roche  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Ewald  
Plymouth-Chrysler  
Ad Agency—N. W. Ayer  
Polk-Milner  
Ad Agency—N. W. Ayer  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Quaker Oats  
Ad Agency—J. Walter Thompson  
R. J. Reynolds  
Ad Agency—William Esty  
Remington-Rand  
Ad Agency—Young & Rubicam  
Schick  
Ad Agency—Norman, Craig & Kummel  
Schlitz  
Ad Agency—Leo Burnett  
Scripto  
Ad Agency—McCann-Marschalk  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Upjohn  
Ad Agency—McCann-Marschalk  
Van Camp Seafood  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Vick Chem  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Say When (NBC-TV)**

**Advertiser and Product:**  
American Home Products

Ad Agency—Ted Bates  
Block Drug  
Ad Agency—Gumbinner  
Borden  
Ad Agency—Young & Rubicam  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
Colgate  
Ad Agency—Street & Finney  
Ex-Lax  
Ad Agency—Warwick & Legler  
Fels  
Ad Agency—R. K. Manoff  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Golden Grain  
Ad Agency—McCann-Erickson  
Green Giant  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Kraft  
Ad Agency—Foote, Cone & Belding  
Lestoil  
Ad Agency—Sackel-Jackson  
Lever Bros. (Lipton)  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Lorillard  
Ad Agency—Grey  
Martin-Marietta  
Ad Agency—Turner  
Upjohn  
Ad Agency—McCann-Erickson  
U. S. Borax  
Ad Agency—McCann-Erickson  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Secret Storm (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Young & Rubicam;  
Cone & Belding  
Chesebrough-Ponds  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Street & Finney  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather

# COMMERCIAL NETWORK TV PROGRAMS

Nestle  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Leo Burnett  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Richardson Merrell  
Ad Agency—Morse Int.  
Scott Paper  
Ad Agency—J. Walter Thompson  
Upjohn  
Ad Agency—McCann-Marschalk

## **77 Sunset Strip (ABC-TV)**

### **Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Edward Dalton  
Ad Agency—Kenyon & Eckhardt  
Ford  
Ad Agency—Kenyon & Eckhardt  
North American Phillips  
Ad Agency—C. J. La Roche  
Norwich  
Ad Agency—Benton & Bowles  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ovaltine  
Ad Agency—Tatham-Laird  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
R. J. Reynolds  
Ad Agency—William Esty  
Schick  
Ad Agency—Norman, Craig & Kummel  
Sunbeam  
Ad Agency—Foote, Cone & Belding  
Whitehall  
Ad Agency—Ted Bates

## **Shore, Dinah, Show (NBC-TV)**

### **Advertiser and Product:**

American Dairy Ass'n  
Ad Agency—Compton  
Sperry & Hutchinson  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

## **Sing Along with Mitch (NBC-TV)**

### **Advertiser and Product:**

Ballantine  
Ad Agency—William Esty

Colgate  
Ad Agency—D'Arcy  
Fairmont Foods  
Ad Agency—Allen & Reynolds  
Falstaff Brewing  
Ad Agency—Dancer-Fitzgerald-Sample  
Filbert, J. H.  
Ad Agency—Young & Rubicam  
Hamm Brewing  
Ad Agency—Campbell-Mithun  
Kroger  
Ad Agency—Campbell-Mithun  
Libby's  
Ad Agency—J. Walter Thompson  
Reynolds  
Ad Agency—William Esty

## **Skelton, Red, Show (CBS-TV)**

### **Advertiser and Product:**

Corn Products  
Ad Agency—Lennen & Newell  
Johnson, S. C.  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Philip Morris  
Ad Agency—Benton & Bowles

## **Sky King (CBC-TV)**

### **Advertiser and Product:**

Mattel Toy  
Ad Agency—Carson Roberts, Los Angeles  
National Biscuit  
Leo Burnett; McCann-Erickson

## **Stoney Burke (ABC-TV)**

### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Consolidated Cigar  
Ad Agency—Lennen & Newell  
Ford (Merc & Lincoln)  
Ad Agency—Kenyon & Eckhardt  
North American Philips  
Ad Agency—C. J. La Roche  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Schick  
Ad Agency—Norman, Craig & Kummel

## **Straightaway (ABC-TV)**

### **Advertiser and Product:**

Autolite  
Ad Agency—Batten, Barton, Durstine & Osborn

**Stump the Stars  
(CBS-TV)**

**Advertiser and Product:**

Ralston Purina  
Ad Agency—Guild, Bascom & Bonfigli

**Sullivan, Ed, Show  
(CBS-TV)**

**Advertiser and Product:**

Colgate  
Ad Agency—Ted Bates  
Lorillard  
Ad Agency—Lennen & Newell  
Pillsbury  
Ad Agency—Leo Burnett  
Revlon  
Ad Agency—Grey

**Sunday Sports Spectacular  
(CBS-TV)**

**Advertiser and Product:**

Bristol-Myers  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Brown & Williamson  
Ad Agency—Ted Bates  
Carter  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Ford  
Ad Agency—J. Walter Thompson  
Schlitz  
Ad Agency—Leo Burnett

**Surfside Six  
(ABC-TV)**

**Advertiser and Product:**

Armour  
Ad Agency—Foote, Cone & Belding  
Brown & Williamson  
Ad Agency—Ted Bates  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Coca-Cola  
Ad Agency—McCann-Erickson  
Colgate  
Ad Agency—Ted Bates  
Gillette  
Ad Agency—Maxon  
Hazel Bishop  
Ad Agency—Daniel & Charles;  
Kenyon & Eckhardt.  
Int. Latex  
Ad Agency—Reach, McClinton  
Johnson & Johnson  
Ad Agency—Young & Rubicam  
Norwich  
Ad Agency—Benton & Bowles  
Noxzema  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Pontiac  
Ad Agency—MacManus, John & Adams  
Welch Grape  
Ad Agency—R. K. Manoff

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**Talent Scouts  
(CBS-TV)**

**Advertiser and Product:**

Johnson, S. C.  
Ad Agency—Needham, Louis & Brorby  
Procter & Gamble  
Ad Agency—Benton & Bowles  
R. J. Reynolds  
Ad Agency—William Esty

**Tales of Wells Fargo  
(NBC-TV)**

**Advertiser and Product:**

American Cyanamid  
Ad Agency—Cunningham & Walsh  
American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Eastman Kodak  
Ad Agency—J. Walter Thompson  
Ford (Lincoln & Merc)  
Ad Agency—Kenyon & Eckhardt  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Luden's  
Ad Agency—J. M. Mathes  
Mennen  
Ad Agency—Grey  
Pillsbury  
Ad Agency—Campbell-Mithun  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Smith-Corona  
Ad Agency—Batten, Barton, Durstine & Osborn  
Texaco  
Ad Agency—Benton & Bowles  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

**Tall Man  
(NBC-TV)**

**Advertiser and Product:**

Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam



## COMMERCIAL NETWORK TV PROGRAMS

Int. Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Pillsbury  
Ad Agency—Campbell-Ewald  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Reynolds Tobacco  
Ad Agency—William Esty  
Schick  
Ad Agency—Compton  
Texaco  
Ad Agency—Benton & Bowles  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden  
Walt Disney  
Ad Agency—Direct

### **Target: The Corruptors (ABC-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Block Drug  
Ad Agency—Grey  
du Pont  
Ad Agency—Batten, Barton, Durstine & Osborn  
Goodrich  
Ad Agency—Batten, Barton, Durstine & Osborn  
Hazel Bishop  
Ad Agency—Daniel & Charles;  
Kenyon & Eckhardt.  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lorillard  
Ad Agency—Lennen & Newell  
Mennen  
Ad Agency—Grey  
Mobil  
Ad Agency—Ted Bates  
Moore, H. C.  
Ad Agency—Benton & Bowles  
Norwich  
Ad Agency—Benton & Bowles  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polk-Miller  
Ad Agency—N. W. Ayer  
S S S Company  
Ad Agency—McCann-Marschalk  
Union Carbide  
Ad Agency—William Esty  
Welch Grape  
Ad Agency—R. K. Manoff

### **Taylor's, Robert, Detectives (NBC-TV)**

#### **Advertiser and Product:**

American Cyanamid  
Ad Agency—Cunningham & Walsh  
American Motors

Ad Agency—Geyer, Morey, Madden & Ballard  
Beech-Nut  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Ted Bates  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Colgate  
Ad Agency—Ted Bates  
Corn Products  
Ad Agency—Lennen & Newell  
Ex-Lax  
Ad Agency—Warwick & Legler  
Int. Latex  
Ad Agency—Reach, McClinton  
Jergens  
Ad Agency—Cunningham & Walsh  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pillsbury  
Ad Agency—Campbell-Mithun  
Pittsburgh Plate Glass  
Ad Agency—Maxon  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Compton  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Tell It to Groucho (CBS-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Brown & Williamson  
Ad Agency—Ted Bates  
Consolidated Cigar  
Ad Agency—Papert, Koenig, Lois  
du Pont  
Ad Agency—N. W. Ayer  
General Electric  
Ad Agency—Young & Rubicam  
General Mills  
Ad Agency—Dancer-Fitzgerald-Sample  
Lever Bros.  
Ad Agency—Foote, Cone & Belding  
Max Factor  
Ad Agency—Carson Roberts  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sperry-Rand  
Ad Agency—Young & Rubicam

## COMMERCIAL NETWORK TV PROGRAMS

### **This Is NBC News (NBC-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Continental Casualty  
Ad Agency—George Hartman  
Texaco  
Ad Agency—Benton & Bowles

### **Thomas, Danny, Show (CBS-TV)**

#### **Advertiser and Product:**

General Foods  
Ad Agency—Benton & Bowles

### **Thriller (NBC-TV)**

#### **Advertiser and Product:**

American Tobacco  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Beech-Nut  
Ad Agency—Young & Rubicam  
Block Drug  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Ted Bates  
Int. Latex  
Ad Agency—Reach, McClinton  
Lehn & Fink  
Ad Agency—Geyer, Morey, Madden & Ballard  
Max Factor  
Ad Agency—Kenyon & Eckhardt  
Pillsbury  
Ad Agency—Campbell-Mithun  
Singer Sewing  
Ad Agency—Young & Rubicam  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **To Tell the Truth (CBS-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
American Home Products  
Ad Agency—Ted Bates  
Bristol-Myers  
Ad Agency—Foote, Cone & Belding  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chesebrough-Pond's  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson

Colgate-Palmolive  
Ad Agency—Street & Finney  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Drackett  
Ad Agency—Young & Rubicam  
General Motors  
Ad Agency—Dancer-Fitzgerald-Sample  
Johnson, S. C.  
Ad Agency—Betnon & Bowles  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather  
National Biscuit  
Ad Agency—McCann-Erickson  
Nestle  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
R. J. Reynolds  
Ad Agency—William Esty  
Richardson Merrell  
Ad Agency—Morse Int.  
Williams, J. B.  
Ad Agency—Parkson

### **Today Show (NBC-TV)**

#### **Advertiser and Product:**

Aetner Casualty & Surety  
Ad Agency—Remington Advt.  
Beatrice Foods  
Ad Agency—Zed R. Daniels  
Beltone Hearing  
Ad Agency—Olan & Bronner  
Betervision Institute  
Ad Agency—Doherty, Clifford, Steers & Shenfield  
Champ Hats  
Ad Agency—Fladell, Harris & Breित्रner  
Continental Casualty  
Ad Agency—George Hartman  
Curtis Pub.  
Ad Agency—Batten, Barton, Durstine & Osborn  
Dominion Electric  
Ad Agency—Howard Swink  
Eureka Williams  
Ad Agency—Ludgin, Earle & Co.  
Ferry-Morse Seed  
Ad Agency—Roy, Ross B. S. F. & D.  
Fruit of the Loom  
Ad Agency—Kenyon & Eckhardt  
General Electric  
Ad Agency—Gardner  
General Time Corp.  
Ad Agency—Hicks & Greist  
Grove  
Ad Agency—Donahue & Coe  
Gulf American Land  
Ad Agency—Paul Venze  
Int. Latex  
Ad Agency—Reach, McClinton

## COMMERCIAL NETWORK TV PROGRAMS

Jaymar-Ruby  
 Ad Agency—Fladell, Harris & Breitner  
 Ford (Merc & Lincoln)  
 Ad Agency—Kenyon & Eckhardt  
 Marsh Wall Products  
 Ad Agency—Howard Swink  
 Nelson Doubleday  
 Ad Agency—Schwab, Beatty & Porter  
 Norge Sales  
 Ad Agency—Clinton E. Frank  
 Ocean Spray Cranberries  
 Ad Agency—McCann-Erickson  
 Pacific Hawaiian  
 Ad Agency—Atherton-Privett  
 Polaroid  
 Ad Agency—Doyle, Dane, Bernbach  
 Reader's Digest  
 Ad Agency—J. Walter Thompson  
 Revere Copper  
 Ad Agency—Adams & Keyes  
 Springs Cotton Mills  
 Ad Agency—Sackheim, Maxwell, Bruck, Franklin  
 Sterns Nurseries  
 Ad Agency—Fairfax  
 Sylvania  
 Ad Agency—Kudner  
 Technical Tape  
 Ad Agency—Prouct Services  
 Upjohn  
 Ad Agency—McCann-Marschalk  
 U. S. Rubber  
 Ad Agency—Fletcher Richards, Calkin & Holden  
 Wash. State Potato Comm.  
 Ad Agency—Ben Sackheim  
 Wurlitzer  
 Ad Agency—Clinton E. Frank

### **Tonight Show (NBC-TV)**

#### **Advertiser and Product:**

Adolph's  
 Ad Agency—McCann-Erickson  
 Airequip Mfg.  
 Ad Agency—Sudler & Hennessey  
 American Cyanamid  
 Ad Agency—Perry-Brown  
 Armstrong Cork  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Baldwin Piano  
 Ad Agency—Hill, Rogers, Mason & Scott  
 Beech-Nut  
 Ad Agency—Young & Rubicam  
 Bernz, Otto  
 Ad Agency—Rumrill  
 Block Drug  
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
 Bristol-Myers  
 Ad Agency—Young & Rubicam  
 Continental Casualty  
 Ad Agency—George Hartman  
 Cracker Jack  
 Ad Agency—Doyle, Dane, Bernbach  
 Chrysler (Dodge)  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Dominion Electric  
 Ad Agency—Howard Swink

Elect Storage Battery  
 Ad Agency—Meldrum & Fewsmith  
 Englander  
 Ad Agency—North  
 Eureka-Williams  
 Ad Agency—Ludgin, Earle  
 F & F Labs  
 Ad Agency—Lilienfeld  
 Gold Seal  
 Ad Agency—Campbell-Mithun  
 Golden Grain  
 Ad Agency—McCann-Erickson  
 Gulf American Land  
 Ad Agency—Paul Venze  
 Gulton Ind  
 Ad Agency—Compton  
 Int. Latex  
 Ad Agency—Reach, McClinton  
 Int. Shoe  
 Ad Agency—Krupnick & Assocs.  
 Kayser-Roth  
 Ad Agency—Daniel & Charles  
 Kitchens of Sara Lee  
 Ad Agency—Hill, Rogers, Mason & Scott  
 Lanvin  
 Ad Agency—North  
 L & M  
 Ad Agency—J. Walter Thompson  
 Lober, M. & Assocs.  
 Ad Agency—Fairfax  
 Lorillard  
 Ad Agency—Lennen & Newell  
 Lowenstein, M.  
 Ad Agency—Mogul, Williams & Saylor  
 Masonite  
 Ad Agency—Buchen  
 M G M  
 Ad Agency—Donahue & Coe  
 Minn Woolen  
 Ad Agency—Landy, Cye Advt.  
 Mirro Aluminum  
 Ad Agency—Cramer-Krasselt  
 Mogen David Wine  
 Ad Agency—E. H. Weiss  
 Norge Sales  
 Ad Agency—Clinton E. Frank  
 Ocean Spray Cranberries  
 Ad Agency—McCann-Erickson  
 Pacific Mills Domestic  
 Ad Agency—Mogul, Williams & Saylor  
 Prestige Mfg.  
 Ad Agency—R. K. Manoff  
 Reader's Digest  
 Ad Agency—J. Walter Thompson  
 Realemon Puritan  
 Ad Agency—Lilienfeld  
 Revere Camera  
 Ad Agency—Keyes, Madden, Jones  
 Sheaffer Pen  
 Ad Agency—Batten, Barton, Durstine & Osborn  
 Star-Kist  
 Ad Agency—Leo Burnett  
 Sunbeam  
 Ad Agency—Foote, Cone & Belding

## COMMERCIAL NETWORK TV PROGRAMS

Sylvania  
Ad Agency—Kudner  
Technical Tape  
Ad Agency—Product Services  
Texaco  
Ad Agency—Benton & Bowles  
Trylon Prod.  
Ad Agency—Lilenfeld  
Tublar Textile  
Ad Agency—Mogul-Williams & Saylor  
Vick Chem  
Ad Agency—Morse Int.  
Williams, J. B.  
Ad Agency—Parkson

### **Top Cat (ABC-TV)**

#### **Advertiser and Product:**

Best Foods  
Ad Agency—Lennen & Newell  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Kellogg  
Ad Agency—Leo Burnett  
Procter & Gamble  
Ad Agency—Leo Burnett  
Transogram  
Ad Agency—Mogul, Williams & Saylor

### **Trailblazers (ABC-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Grey  
Ford (Lincoln & Merc)  
Ad Agency—Kenyon & Eckhardt  
Nabisco  
Ad Agency—McCann-Erickson

### **Truth or Consequences (NBC-TV)**

#### **Advertiser and Product:**

Bristol-Myers  
Ad Agency—Young & Rubicam  
Brown & Williamson  
Ad Agency—Keyes-Madden-Jones  
Ex-Lax  
Ad Agency—Warwick & Legler  
General Foods  
Ad Agency—Ogilvy, Benson & Mather  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Helene Curtis  
Ad Agency—J. Walter Thompson

Knemark  
Ad Agency—Grey  
Kraft  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Lestoil  
Ad Agency—Sackel-Jackson  
Lipton  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Miles Labs  
Ad Agency—Wade  
Procter & Gamble  
Ad Agency—Compton  
Quaker Oats  
Ad Agency—Lynn Baker  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
Sunshine Biscuits  
Ad Agency—Cunningham & Walsh  
Sunsweet Growers  
Ad Agency—Long

### **Twentieth Century (CBS-TV)**

#### **Advertiser and Product:**

Prudential Ins. of America  
Ad Agency—Reach, McClinton

### **Twilight Zone (CBS-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Carter Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Lever Bros.  
Ad Agency—Batten, Barton, Durstine & Osborn  
L & M  
Ad Agency—McCann-Erickson

## COMMERCIAL NETWORK TV PROGRAMS

Mead Johnson  
Ad Agency—Kenyon & Eckhardt  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Polaroid  
Ad Agency—Doyle Dane Bernbach  
Smith, Kline & French  
Ad Agency—Foote, Cone & Belding  
Standard Brands  
Ad Agency—Ted Bates

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### **U. S. Bowl (NBC-TV)**

Advertiser and Product:  
American Home Products  
Ad Agency—Tatham-Laird

### **U. S. Steel Hour (CBS-TV)**

Advertiser and Product:  
U. S. Steel  
Ad Agency—Direct

### **Untouchables (ABC-TV)**

Advertiser and Product:  
Armour  
Ad Agency—Foote, Cone & Belding  
Beecham  
Ad Agency—Kenyon & Eckhardt  
Block Drug  
Ad Agency—Grey  
Bristol-Myers  
Ad Agency—Ogilvy, Benson & Mather  
Chrysler  
Ad Agency—N. W. Ayer  
Edward Dalton  
Ad Agency—Kenyon & Eckhardt  
Mobil  
Ad Agency—Ted Bates  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Sunbeam  
Ad Agency—Foote, Cone & Belding;  
Perrin Assocs.  
Whitehall  
Ad Agency—Ted Bates

### **Update (NBC-TV)**

Advertiser and Product:  
Helene Rubinstein  
Ad Agency—Frohlick, L. W.  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample

### **Ups & Downs of Wall Street (CBS-TV)**

Advertiser and Product:  
American Home Products  
Ad Agency—Ted Bates

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### **Valiant Years (ABC-TV)**

Advertiser and Product:  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Menley & James  
Ad Agency—Foote, Cone & Belding  
N A Philips  
Ad Agency—C. J. LaRoche  
Ovaltine  
Ad Agency—Tatham-Laird  
U. S. Rubber  
Ad Agency—Fletcher Richards, Calkins & Holden

### **Van Dyke, Dick, Show (CBS-TV)**

Advertiser and Product:  
Lorillard  
Ad Agency—Lennen & Newell  
Procter & Gamble  
Ad Agency—Benton & Bowles

### **Vanocur, Sander, Saturday Report (NBC-TV)**

Advertiser and Product:  
Bristol-Myers  
Ad Agency—Young & Rubicam

### **Verdict Is Yours (CBS-TV)**

Advertiser and Product:  
American Home Products  
Ad Agency—Ted Bates

## COMMERCIAL NETWORK TV PROGRAMS

Campbell Soup  
Ad Agency—Batten, Barton, Durstine & Osborn  
Chesebrough-Ponds  
Ad Agency—William Esty  
Coca-Cola  
Ad Agency—McCann-Erickson  
Dow Chemical  
Ad Agency—Norman, Craig & Kummel  
Gold Seal  
Ad Agency—Campbell-Mithun  
Johnson, S. C.  
Ad Agency—Foote, Cone & Belding  
Kellogg  
Ad Agency—Leo Burnett  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Lever Bros.  
Ad Agency—Ogilvy, Benson & Mather  
Mentholatum  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—Ted Bates  
Nestle  
Ad Agency—McCann-Erickson  
Quaker Oats  
Ad Agency—J. Walter Thompson  
Scott Paper  
Ad Agency—J. Walter Thompson  
Williams, J. B.  
Ad Agency—Parkson

### **Video Village (CBS-TV)**

**Advertiser and Product:**

Nestle  
Ad Agency—McCann-Erickson  
Remco  
Ad Agency—Webb

### **Virginian, The (NBC-TV)**

**Advertiser and Product:**

Bristol-Myers  
Ad Agency—Young & Rubicam  
Carnation  
Ad Agency—Erwin Wasey, Ruthrauff & Ryan  
Chanel  
Ad Agency—Norman, Craig & Kummel  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Ford  
Ad Agency—J. Walter Thompson

Frito  
Ad Agency—Dancer-Fitzgerald-Sample  
Green Giant  
Ad Agency—Leo Burnett  
Helene Curtis  
Ad Agency—E. H. Weiss  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
L & M  
Ad Agency—J. Walter Thompson  
Mentholatum  
Ad Agency—J. Walter Thompson  
Nabisco  
Ad Agency—McCann-Erickson  
Peter Paul  
Ad Agency—Dancer-Fitzgerald-Sample  
Philco  
Ad Agency—Batten, Barton, Durstine & Osborn  
Procter & Gamble  
Ad Agency—Compton  
Schick  
Ad Agency—Norman, Craig & Kummel  
Sperry Rand  
Ad Agency—Young & Rubicam  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Walt Disney  
Ad Agency—Direct  
Warner-Lambert  
Ad Agency—Lambert & Feasley

### **Voice of Firestone (ABC-TV)**

**Advertiser and Product:**

Firestone  
Ad Agency—Direct

— W —

### **Wagon Train (ABC-TV)**

**Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Bulova  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
Edward Dalton  
Ad Agency—Kenyon & Eckhardt

## COMMERCIAL NETWORK TV PROGRAMS

Ford (Lincoln & Mercury)  
Ad Agency—Kenyon & Eckhardt  
Gillette  
Ad Agency—Maxon  
Pepsi-Cola  
Ad Agency—Batten, Barton, Durstine & Osborn  
Pharmacraft  
Ad Agency—Papert, Koenig, Lois  
Procter & Gamble  
Ad Agency—Compton  
R. J. Reynolds  
Ad Agency—William Esty  
Sunbeam  
Ad Agency—Perrin & Assocs.  
Union Carbide  
Ad Agency—William Esty

### **Wagon Train (NBC-TV)**

#### **Advertiser and Product:**

Ford  
Ad Agency—J. Walter Thompson  
National Biscuit  
Ad Agency—McCann-Erickson  
R. J. Reynolds  
Ad Agency—William Esty

### **Welk, Lawrence (ABC-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Grey  
Whitehall  
Ad Agency—Ted Bates  
Williams, J. B.  
Ad Agency—Parkson

### **Westinghouse Presents (CBS-TV)**

#### **Advertiser and Product:**

Westinghouse  
Ad Agency—McCann-Erickson

### **What's My Line? (CBS-TV)**

#### **Advertiser and Product:**

Block Drug  
Ad Agency—Grey  
Kellogg  
Ad Agency—Leo Burnett  
Sears-Roebuck  
Ad Agency—Leo Burnett  
Speidel

Ad Agency—McCann-Erickson  
Williams, J. B.  
Ad Agency—Parkson

### **Who in the World? (CBS-TV)**

#### **Advertiser and Product:**

Lever Bros.  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles  
State Farm Mutual Insur.  
Ad Agency—Needham, Louis & Brorby

### **Wide Country (NBC-TV)**

#### **Advertiser and Product:**

American Motors  
Ad Agency—Geyer, Morey & Ballard  
Bristol-Myers  
Ad Agency—Young & Rubicam  
Canada Dry  
Ad Agency—J. M. Mathes  
Chesebrough-Pond's  
Ad Agency—Norman, Craig & Kummel  
Frito  
Ad Agency—Dancer-Fitzgerald-Dancer  
Jergens  
Ad Agency—Cunningham & Walsh  
L & M  
Ad Agency—J. Walter Thompson  
Max Factor  
Ad Agency—Carson, Roberts, Inc.  
Mennen  
Ad Agency—Warwick & Legler  
Mentholatum  
Ad Agency—J. Walter Thompson  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Schick  
Ad Agency—Norman, Craig & Kummel  
Texaco  
Ad Agency—Benton & Bowles  
Union Carbide  
Ad Agency—William Esty  
Walt Disney  
Ad Agency—Direct.

### **Williams, Andy, Show (NBC-TV)**

#### **Advertiser and Product:**

American Home Products  
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

## COMMERCIAL NETWORK TV PROGRAMS

Kimberly-Clark

Ad Agency—Foote, Cone & Belding  
L & M

Ad Agency—J. Walter Thompson

Miles Labs

Ad Agency—Wade

Noxzema

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Polaroid

Ad Agency—Doyle, Dane, Barnbach

Remington-Rand

Ad Agency—Young & Rubicam

### **Window on Main Street (CBS-TV)**

#### **Advertiser and Product:**

Babbitt

Ad Agency—Geyer, Morey, Madden & Ballard

Bissell

Ad Agency—N. W. Ayer

Block Drug

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Breck

Ad Agency—Reach, McClinton

Brown & Williamson

Ad Agency—Ted Bates

Corning Glass

Ad Agency—N. W. Ayer

du Pont

Ad Agency—N. W. Ayer

General Foods

Ad Agency—Ogilvy, Benson & Mather

General Mills

Ad Agency—Dancer-Fitzgerald-Sample

General Motors

Ad Agency—Dancer-Fitzgerald-Sample

Gillette

Ad Agency—North

Johnson, S. C.

Ad Agency—Benton & Bowles

Lever Bros.

Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Max Factor

Ad Agency—Carson, Roberts, Inc.

Polaroid

Ad Agency—Doyle Dane Bernbach

Scott Paper

Ad Agency—J. W. Thompson

Smith, Kline & French

Ad Agency—Foote, Cone & Belding

Texaco

Ad Agency—Benton & Bowles

### **Wizard of Oz (CBS-TV)**

#### **Advertiser and Product:**

Procter & Gamble

Ad Agency—Benton & Bowles

### **Wonderful World of Golf (CBS-TV)**

#### **Advertiser and Product:**

Shell Oil

Ad Agency—Lennen & Newell

### **World Of . . . (NBC-TV)**

#### **Advertiser and Product:**

Purex

Ad Agency—E. H. Weiss

## — Y —

### **Young Dr. Malone (NBC-TV)**

#### **Advertiser and Product:**

Alberto-Culver

Ad Agency—Compton

American Home Products

Ad Agency—Ted Bates

Beech-Nut

Ad Agency—Young & Rubicam

Campbell Soup

Ad Agency—Needham, Louis & Brorby

Chicopee Mills

Ad Agency—Doyle, Dane, Bernbach

Corn Products

Ad Agency—McCann-Erickson

Dumas Milner

Ad Agency—Post, Morr, Gardner

Fels

Ad Agency—R. K. Manoff

Frigidaire

Ad Agency—Dancer-Fitzgerald-Sample

Frito

Ad Agency—Dancer-Fitzgerald-Sample

General Mills

Ad Agency—Dancer-Fitzgerald-Sample

Green Giant

Ad Agency—Leo Burnett

Jergens

Ad Agency—Cunningham & Walsh

Johnson, S. C.

Ad Agency—Benton & Bowles

Kraft

Ad Agency—Foote, Cone & Belding

Kimberly-Clark

Ad Agency—Foote, Cone & Belding

Leeming

Ad Agency—William Esty

Lestoil

Ad Agency—Sackel-Jackson



## COMMERCIAL NETWORK TV PROGRAMS

Lever Brothers  
Ad Agency—Batten, Barton, Durstine & Osborn  
Lorillard  
Ad Agency—Grey  
Miles Labs  
Ad Agency—Wade  
National Biscuit  
Ad Agency—McCann-Erickson  
Norwich  
Ad Agency—Benton & Bowles  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter-Silex  
Ad Agency—Weiss & Geller  
Purex  
Ad Agency—E. H. Weiss  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Simoniz  
Ad Agency—Dancer-Fitzgerald-Sample  
Sterling Drug  
Ad Agency—Dancer-Fitzgerald-Sample  
U. S. Borax  
Ad Agency—McCann-Erickson

### **Young, Loretta, Show (CBS-TV)**

#### **Advertiser and Product:**

Gillette  
Ad Agency—North  
Lever Bros.  
Ad Agency—Foote, Cone & Belding

### **Young, Loretta, Theatre (NBC-TV)**

#### **Advertiser and Product:**

Alberto-Culver  
Ad Agency—Compton  
Armstrong Cork  
Ad Agency—Batten, Barton, Durstine & Osborn  
Beech-Nut  
Ad Agency—Young & Rubicam  
Borden  
Ad Agency—Young & Rubicam  
Campbell Soup  
Ad Agency—Needham, Louis & Brorby  
General Mills  
Ad Agency—Needham, Louis & Brorby  
Green Giant  
Ad Agency—Leo Burnett  
Heinz  
Ad Agency—Maxon  
Helene Curtis  
Ad Agency—J. Walter Thompson  
Jergens  
Ad Agency—Cunningham & Walsh  
Johnson & Johnson  
Ad Agency—Foote, Cone & Belding  
Kraft  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty

Miles Labs  
Ad Agency—Wade  
National Biscuit  
Ad Agency—McCann-Erickson  
Pillsbury  
Ad Agency—Campbell-Mithun  
Procter & Gamble  
Ad Agency—Benton & Bowles  
Purex  
Ad Agency—E. H. Weiss  
Rexall  
Ad Agency—Batten, Barton, Durstine & Osborn  
Scott Paper  
Ad Agency—J. Walter Thompson  
Sweets Company of America  
Ad Agency—Henry Eisen  
Upjohn  
Ad Agency—McCann-Erickson  
U. S. Borax  
Ad Agency—McCann-Erickson

### **Your Doctor Reports (NBC-TV)**

#### **Advertiser and Product:**

American Medical Association  
Ad Agency—Klau-Van Pietersom-Dunlap

### **Your First Impression (NBC-TV)**

#### **Advertiser and Product:**

American Home  
Ad Agency—Ted Bates  
Beech-Nut  
Ad Agency—Young & Rubicam  
Colgate  
Ad Agency—Norman, Craig & Kummel  
Dumas Milner  
Ad Agency—Post, Morr, Gardner  
Golden Grain  
Ad Agency—McCann-Erickson  
Heinz  
Ad Agency—Maxon  
Johnson, S. C.  
Ad Agency—Benton & Bowles  
Kimberly-Clark  
Ad Agency—Foote, Cone & Belding  
Leeming  
Ad Agency—William Esty  
Miles Labs  
Ad Agency—Wade  
Procter & Gamble  
Ad Agency—Compton  
Reader's Digest  
Ad Agency—J. Walter Thompson  
Staley  
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan  
Sunsweet Growers  
Ad Agency—Long  
Wander  
Ad Agency—Tatham-Laird

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