

Client & Product	Program	Agency	Network	Estimated Gross Time & Programming Cost
GENERAL FOODS CORP. continued Sanka Instant Coffee	Douglas Edwards with the News	Y&R	CBS	\$ 606,254
D Zerta Puddings & Gelatin	Twilight Zone	Y&R	CBS	895,276
Maxwell House Instant Coffee	American Bandstand	FC&B	ABC	34,650
Post Cereals	NBC News	Benton & Bowles	NBC	41,260
	Fury	Benton & Bowles	NBC	1,404,836
	Mighty Mouse Playhouse	Benton & Bowles	CBS	1,185,725
	Ruff & Reddy	Benton & Bowles	NBC	839,700
	Edge of Night	Y&R	CBS	57,054
	Jimmy Dean Show	Y&R	CBS	69,662
	Magic with Mary Martin	Y&R	NBC	228,393
	Today	FC&B	NBC	61,160
Tang Breakfast Drink				
Tuffy Dish-washing Mesh				
S-O-S Magic Scouring Pads, Tuffy Mesh, Dream Whip, Bakers Coconut, Jell-O, Swans Down Mixes, Birds-Eye Frozen Foods, D Zerta Pudding, Minute Rice & Tapioca				
Jell-O Puddings	ABC Daytime Programming	Y&R	ABC	4,535,620
	Hennese	Y&R	CBS	779,262
	Lunch with Soupy Sales	Y&R	ABC	287,613
	Jack Paar Show	Y&R	NBC	988,789
	Top Dollar	Y&R	CBS	167,833
Postum				
Bakers Coconut, Jell-O Puddings	Betty Hutton Show	Benton & Bowles	CBS	1,604,780
Gaines Dog Meal, Post Cereals, Tang, Maxwell House Instant Coffee, Tuffy Mesh	Danny Thomas Show	Benton & Bowles	CBS	4,057,732
	December Bride	Benton & Bowles	CBS	3,999,537
	Frontier Justice	Benton & Bowles	CBS	162,000
	Joseph Cotton Show	Benton & Bowles	CBS	924,435
Bakers Coconut, Jell-O Puddings, Swans Down Mixes, Tang	Big Payoff	Y&R	CBS	343,413
	I Love Lucy	Y&R	CBS	237,822
Gaines Dog Meal, Maxwell House Coffee, S-O-S Scouring Pads, Tuffy Mesh	Dick Powell's Zone Grey Theatre	Ogilvy, Benson & Mather	CBS	2,195,016
Gaines Dog Meal, Maxwell House Instant Coffee, Post Cereals, S-O-S Scouring Pads, Tang, Tuffy Mesh	Ann Sothern Show	Benton & Bowles	CBS	3,869,354
GENERAL MILLS, INC. Cereals	Heckle & Jeckle	D-F-S	CBS	944,834
	Mickey Mouse Club	D-F-S	ABC	922,360
	Paul Winchell Show	D-F-S	ABC	247,680



"My neighbors..."
THE WORLD'S MOST UNUSUAL PYRAMID CLUB

In 1944 a fantastic experiment in rehabilitation of underdeveloped countries was begun: the Heifer Project, 44 heifers were sent to Puerto Rican farmers with the understanding that their offspring would be distributed among their neighbors.

It was the beginning of a world-wide pyramid club