

Religious Organizations

Assemblies of God  
 "Revivaltime" Walter F. Bennett, Chicago  
 Back To The Bible J. M. Camp, Wheaton, Ill.  
 The Calvary Hour Eastern Adv., Richmond, Va.  
 The Christian Reformed Church Stoetzel & Assoc., Chicago  
 Christian Science Committee On Publication  
 for the State of Illinois Christian Science Committee, Chicago  
 Church of God Walter F. Bennett, Chicago  
 Good News Broadcasting Assn. Inc. J. M. Camp, Wheaton, Ill.  
 Gospel Broadcasting Co. R. H. Alber, Los Angeles  
 Billy Graham Evangelistic Assn. Walter F. Bennett, Chicago  
 Lutheran Hour Gotham-Vladimir, New York  
 Mennonite Broadcasts, Inc. Eastern Adv., Richmond, Va.  
 New Testament Lights J. M. Camp, Wheaton, Ill.  
 Radio Bible Class J. M. Camp, Wheaton, Ill.  
 Rev. Oral Roberts Swann & Mason, New York  
 Voice of Prophecy, Inc. Milton Carlson, Los Angeles  
 Wings Of Healing Century Advertising, Los Angeles  
 Word of Life Fellowship Inc. Walter F. Bennett, Philadelphia  
 Seventh Day Adventists Milton Carlson, Los Angeles

Publications

Book Enterprises Inc. Schwab, Beatty & Porter, New York  
 Book of the Month Club Inc. Schwab, Beatty & Porter, New York  
 Cadillac Publishing Co. Joe Gans, New York  
 Curtis Publishing Co. BBD&O, New York  
 Holiday Magazine BBD&O, New York  
 Ladies Home Journal Direct, Pittsburgh, Pa.  
 Engineering News Report Wexton, New York  
 Golden Press Inc.  
 Harper & Brothers Magazine Joe Gans, New York  
 Harper's Magazine Joe Gans, New York  
 Books  
 McCall Corp. Shaffer-Brennan-Margulis, St. Louis  
 Redbook Magazine Shaffer-Brennan-Margulis, St. Louis  
 McCall's Magazine  
 Meredith Publishing Co. W. D. Lyons, Cedar Rapids  
 Better Homes & Gardens  
 Pocket Books Inc. Wexton, New York  
 Golden Book Atlas Wexton, New York  
 Golden Book Encyclopedia Wexton, New York  
 Picture Atlas Wexton, New York  
 Popular Science Monthly  
 Popular Science Magazine Schwab, Beatty & Porter, New York  
 Prentice-Hall Inc. Albert Frank-Guenther Law, New York  
 Reader's Digest Assn., Inc. Schwab, Beatty & Porter, New York  
 Reader's Digest Direct, New York  
 Standard Reference Encyclopedia Inc.  
 Grosset & Dunlap Inc. Friend-Reiss Adv. Agency, New York  
 College Scholarship Contest  
 Time Inc. Young & Rubicam, New York  
 Life Joe Gans, New York  
 Time  
 Whitehouse Co. Maxwell, Sackheim, New York

Automobiles

American Motors Corp. Geyer, Morey, Madden & Ballard, New York  
 Rambler  
 Chrysler Corp. BBD&O, New York  
 Chrysler BBD&O, Detroit  
 De Soto Grant Advertising, Detroit  
 Dodge Grant Advertising, Detroit  
 Dodge Dealers Ross Roy, Detroit  
 Dodge Trucks  
 Imperial Young & Rubicam, New York  
 Plymouth N. W. Ayer & Son, Philadelphia  
 Plymouth, Cordaga Fuller & Smith & Ross, New York  
 Valiant BBD&O, Detroit  
 Valiant Dealers N. W. Ayer & Son, Philadelphia  
 Ford Motor Co. Kenyon & Eckhardt, New York  
 Comet Hixson & Jorgensen, Los Angeles  
 Comet Dealers Kenyon & Eckhardt, New York  
 Hixson & Jorgensen, Los Angeles  
 English Ford Kenyon & Eckhardt, New York  
 Falcon J. Walter Thompson, New York

Ford Cars J. Walter Thompson, New York  
 Ford Dealers J. Walter Thompson, New York  
 Los Angeles  
 San Francisco  
 Ford Institutional Kenyon & Eckhardt, New York  
 Mercury Kenyon & Eckhardt, New York  
 Tractor & Implement Div. Meldrum & Fewsmith, Cleveland  
 Fiat Motor Co. Inc. Grant Advertising, New York  
 General Motors Corp. McCann-Erickson, New York  
 Buick  
 Cadillac MacManus, John & Adams, Bloomfield Hills, Mich.  
 Chevrolet Cars & Trucks Campbell-Ewald, Detroit  
 Oldsmobile D. P. Brother, Detroit  
 Opel McCann-Erickson, Detroit  
 Pontiac MacManus, John & Adams, Bloomfield Hills, Mich.  
 Tempest MacManus, John & Adams, Bloomfield Hills, Mich.  
 Truck & Coach Div. McCann-Erickson, New York  
 Import Motors Inc. Fuller & Smith & Ross, Chicago  
 Studebaker-Packard Corp. D'Arcy, New York  
 Lark  
 Toyota Motors Advertising Agencies, Studio City, Calif.  
 Toyota

Tobacco Products

American Snuff Co. Simon & Gwynn, Memphis, Tenn.  
 Mild Garrett & Garrett Simon & Gwynn, Memphis, Tenn.  
 Sweet Snuff Simon & Gwynn, Memphis, Tenn.  
 Favorites Chewing Tobacco  
 American Tobacco Co. BBD&O, New York  
 Hit Parade BBD&O, New York  
 Lucky Strike  
 Pall Mall Sullivan, Stauffer, Colwell & Bayles, New York  
 Riviera Menthol Sullivan, Stauffer, Colwell & Bayles, New York  
 Herbert Tareyton L. C. Gumbinner, New York  
 Brown & Williamson Tobacco Co. Ted Bates, New York  
 Tube Rose Snuff  
 Consolidated Cigar Inc. Compton Adv., New York  
 La Palina  
 G.H.P. Cigar Co. Compton Advertising, New York  
 El Producto Compton Advertising, New York  
 La Palina Compton Advertising, New York  
 Lovera  
 General Cigar Co. Young & Rubicam, New York  
 White Owl  
 George W. Helme Co. Kastot, Hilton, Chesley, Clifford & Atherton,  
 Helme's Snuff New York  
 Larus & Bros. Co. Cargill, Wilson & Acres, Richmond, Va.  
 Domino Cigarettes Cargill, Wilson & Acres, Richmond, Va.  
 Holiday Cigars  
 Liggett & Myers Tobacco Co. McCann-Erickson, New York  
 Chesterfield McCann-Erickson, New York  
 Duke  
 I.S.M. Dancer-Fitzgerald-Sample, New York  
 Oasis McCann-Erickson, New York  
 Redham Chewing Tobacco Dancer-Fitzgerald-Sample, New York  
 P. Lorillard Co. Lemmen & Newell, New York  
 Kent Lemmen & Newell, New York  
 Newport Lemmen & Newell, New York  
 Old Gold Lemmen & Newell, New York  
 Spring  
 Philip Morris Tobacco Co. Leo Burnett, Chicago  
 Marlboro  
 R. J. Reynolds Tobacco Co. William Esty, New York  
 Camel William Esty, New York  
 Winston William Esty, New York  
 Salem William Esty, New York  
 Prince Albert Tobacco  
 United States Tobacco Co. William Esty, New York  
 King Sano C. J. LaRoche & Co., New York

Sweets

Charms Co. Needham & Grohmann, New York  
 Candy Rumrill, Rochester  
 Fanny Farmer Candies MacManus, John & Adams, New York  
 Good Humor Ice Cream Corp. L. S. Heath & Sons, Inc.  
 Heath Toffee Ice Cream Bar Biddle Advertising, Bloomington, Ind.