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Gumbiner Management Co.
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RAndolph 6-0905, WABASH 2-1172

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Paul Marr Theatrical Agency
203 North Wabash...DEARBORN 2-7415

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Congress Hotel...HARRISON 7-9660

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919 N. Michigan...WHITEHALL 3-1744

Morse, Sidney P.
203 N. Wabash Ave...RANDOLPH 6-5495

Music Corporation of America
430 N. Michigan Ave...DELAWARE 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash...RANDOLPH 6-6990

National Concert & Artists Corp.
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Page, Sidney J.
203 North Wabash...STATE 2-7344

Radio Talent, Inc.
35 E. Wacker...FRANKLIN 2-4351

Schuster, Milton
127 North Dearborn St...DEARBORN 2-2580

WLS Artists Bureau
1230 W. Washington Blvd...MONROE 6-9700

BIBLIOGRAPHY

OF TELEVISION REFERENCE BOOKS

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Beginning Television Production

by Melvin R. White
Burgess Publ. Co.

Best Television Plays of 1952-53

Ed. by William Kaufman
Merlin Press

The 1954 Radio Annual; Television Yearbook

Pub. by Jack Alicoate
Radio Daily Corp.

Broadcasting Projects: Radio & TV

by Henry L. Webank &
Sherman P. Lawton
Harper

Campaigning on TV

Pub. by NARTB

The Candidate and Television

by Suzanne F. Roberts
TV Digest

Designing for TV

by Robert J. Wade
Pellegrini & Cudahy

Eavesdropper at Large

by Allen Funt
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Handbook of TV and Film Techniques

by Charles W. Curran
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Here is Television

by Thomas H. Hutchinson
Hastings House

How to Announce for Television

Ed. by William Kaufman
Merlin Press

Movies for Television

by John H. Battison
Macmillan

Operation Backstage

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Radio and Television Acting

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Rinehart

Producing and Directing for Television

by Charles Adams
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Radio and Television News

by Donald E. Brown &
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Radio and Television Sound Effects

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Report On Rear Screen Slide Projection

by Fredric Stange
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Science Via Television

by Lynn Poole
Johns Hopkins Press

TV

by Layton Mabrey
Baylor University Press

TV Writers Guide

by Margaret R. Weiss
Pellegrini & Cudahy

The Technique of Film Editing

Compiled by Karel Reisz
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Techniques of Television Production

by Rudy Bretz
McGraw-Hill

Television Do's and Don'ts

Compiled by Charles Schmitz
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The Television Manual

by William Hodapp
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Television News Handbook

Ed. by Baskett Mosse &
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Medill School of Journalism

The Television Program

by Edward Stasheff & Rudy Bretz
A. A. Wyn

Television Report

Pub. by Dept. of Agr., Radio-TV Service

Television Scripts for Staging and Study

by Rudy Bretz &
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The Television Workshop

by Howard Tooley
Northwestern Press

Twenty-Two Television Talks

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U. S. Government Films for Television

by Seerley Reid &
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U. S. Office of Education

Writing for Television

by Gilbert Seldes
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Membership List: Trade Directory, 1953-54

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1954 Television Directory

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Television Index, Inc.

1953 Annual Data Book

Pub. by Frederick Kugel Co.

A Radio and Television Bibliography

Compiled by Burton Paulu
Natl. Assn. of Ed. Bestrs.

Radio-TV Personalities Directory 1953-54

Pub. by Radio Reports, Inc.

TV Film Program Directory (Nov. 1953)

by Judy Dupuy
Best. Information Bureau

Telecasting Yearbook — Marketbook, 1953-54

Pub. by Bestg. Publications

Television Factbook

Pub. by Television Digest

All About Television

by John Derby
Popular Mechanics Press

The Crowded Air

by Roger Manvell
Channel Press

Dunlap's Radio & Television Almanac

by Orrin E. Dunlap, Jr.
Harper

Film in Television

Pub. by Sullivan, Stauffer,
Colwell & Bayles, Inc.

Foreign Television Developments

by Guida B. Hall
U. S. Bureau of Foreign & Dom.
Commerce

Foundations in Broadcasting

by Edgar E. Willis
Oxford

Fundamentals of Television

by Murray Bolen
Hollywood Radio Pub.

Out of the Blue

by John Crosby
Simon & Schuster

Radio Broadcast Primer

Pub. by FCC

Radio, Television and Society

by Charles A. Siepmann
Oxford

TV Dictionary/Handbook for Sponsors

by Herbert True
Sponsor Magazine

The TV Jeebies

by Paul Ritts
Winston

Television and Radio in American Life

Ed. by Herbert L. Marx, Jr.
H. W. Wilson Co.

Television: Terminology — Bibliography

Compiled by Benjamin Draper
Academy of Sciences

Television, The Magic Window

by Frank Denman
Macmillan

What's The Right Word? Common and Uncommon Terms in Radio-TV-Electronics

Pub. by RCA

World Communications

Pub. by UNESCO
Columbia University Press

Your Slip is Showing!

Compiled by Kermit Schafer
Grayson Pub. Corp.

Advance Promotion for the New TV Stations

Pub. by NARTB

Application Data and Filing Information for Television Stations

RCA Engr. Products Dept.

Considerations in the Early Planning of Television Stationsby Joseph Herold
Broadcast News, May-June**Guide to Greater Profits for TV, Radio, Record and Electrical Appliance Retailers**by Editors of Radio & TV Retailing
Caldwell-Clements**Opportunities in Television**by Jo Ranson & Richard Pack
Grosset & Dunlap**The P's and Q's of V's and U's**

Pub. by American Bcstg. Co.

Pattern for TV Profitby Roy F. Allison
FM-TV Magazine**The Planning and Construction of Television Broadcasting Stations**

Pub. by NARTB

Station Management Takes a Look at Television Jobs

Pub. by NARTB

TV and Electronics as a Careerby Ira Kamen &
Richard H. Dorf
Rider**TV Station Operating Costs**by Joseph Herold
Television Digest — April 19**Television Station Planning**

Compiled by NARTB Library

UHF-VHF: Circulation Promotion for Television Stations

Pub. by NBC

Your Career in Televisionby William I. Kaufman &
Robert S. Colodzin
Merlin Press**Your Television Set: How to Buy and Service It**by James G. Hamlett
William Frederick**Audience Reaction to Evening Television Programs**

Erwin, Wasey & Co.

Chicago Summer Televisionby Horton, Mauksch, Lang
Opinion Research Center & Univ. Chi.**Cooperative Advertising: The Way to Make it Pay**by Mosher S. Hutchins
Ronald Press**Five Big Reasons for Getting Into Daytime Television Now**

CBS Television Network

How to Increase the Effectiveness of Television Commercials

Natl. Bestg. Co.

Just What Has Television Done to Recreation — Communications?

Pub. by Radio-TV Mfrs. Assn.

Modern Radio Advertising (2nd Ed.)by Charles H. Wolfe
Funk & Wagnall**A Plan for the Evaluation of Audience Measurement Methods**

Natl. Assn. of Betr.

Profitable Advertising in Today's Media and Marketsby Ben Duffy
Prentice-Hall**A Report on the Impact of Television in a Major Metropolitan Market**by Harold W. Zorbaugh &
C. Wright Mills
Puck, the Comic Weekly**Sixth Annual Television Poll**

by Gordon Levoy

Starch Evaluation of Television Commercials

by Daniel Starch & Staff

Successful Radio and Television Advertising

by E. F. Sechafer &
J. W. Laemmar
McGraw-Hill

TV Film Commercials

Pub. by American TV Society
1952

TV Results (1953 Ed.)

Pub. by Sponsor Services

"TV Today": Report II

by Thomas E. Coffin
Natl. Bestg. Co.

Tele-Census

Pub. by Woodbury College

Television Advertising and Production Handbook

Ed. by Irving Settel &
Norman Glenn
Thomas Y. Crowell

Three Years of New York Television 1951-53

by Dallas W. Smythe
Natl. Assn. of Ed. Bestrs.

What TV is Doing to Us

by Jack Gould
New York Times

What's Happening to Leisure Time in Television Homes?

Pub. by B, B, D & O Adv. Agy.

Why Sales Come in Curves

Pub. by NBC

Education on the Air: Twenty-Second Yearbook of the Institute for Education By Radio & TV

Ed. by O. Joe Olson
Ohio State University

Educational Television Moves Forward: A Report of the Montclair Project

by Lawrence H. Conrad
State Teachers College

Educational Television Plans

RCA Engr. Prod. Dept.

Grade School Families Meet Television

by Frank L. Sweetzer
Boston University

Of Children and Television

Pub. by Xavier University

A Study of Television as a Teaching Tool

by Russell E. Helmick
University of Cincinnati

Tales of Seven Cities — And of Video That Teaches

Pub. by Natl. Citizens Committee
for Educational Television

Television and Education in The United States

by Charles A. Siepmann
Columbia Univ. Press

Television in Our Schools

by Franklin Dunham &
Ronald R. Lowdermilk
Dept. of Health, Ed. & Welfare

Television and Our Children

by Robert L. Shayon
Longmans, Green

Television in School, College, And Community

by Jennie Waugh Callahan
McGraw-Hill

A Television Policy for Education

Edited by Carroll V. Newsom
American Council on Education

Training by Television

by Robert T. Rock Jr., James S.
Duva and John E. Murray
Navy Special Devices Center

Vision in Television

by Hazel Cooley
Chanel Press

Youth Discussion on Television

Pub. by Jr. Town Meeting League

Broadcasting and Televising Baseball Games

Govt. Print Off.

First Report to the People of The United States

Pub. by Television Code Review Bd.

The Judges and the Judged

by Merle Miller
Doubleday

Radio and Television Law

by Harry P. Warner
Matthew Bender

**Risks and Rights in
Publishing, Television,
Motion Pictures, Advertising
and the Theater**

by Samuel Spring
Norton

**Rules Governing Television
Broadcast Stations**

Pub. by FCC
Federal Register

**Questions and Answers in
Television Engineering**

by Carter V. Rabinoff &
Magdalena E. Wolbrecht
McGraw-Hill

The Science of Color

Pub. by Optical Society of America
Thomas Crowell

Standards on Television

Pub. by Institute of Radio Engineers

Television-Broadcasting

by Howard A. Chinn
McGraw-Hill

Television Principles

by Robert B. Dome
McGraw-Hill

**Television Simplified
(4th Ed.)**

by Milton S. Kiver
Van Nostrand

Video Handbook

by Morton G. Scherage &
Joseph J. Roche
Howard W. Sams

**Television Works Like This,
(Rev. Ed.)**

by Jeanne and Robert Bendick
McGraw-Hill

**The First NAEB TV
Production Workshop for
Educational Television**

Edited by Edward Stasheff

How to Write for Television

Edited by William I. Kaufman
Merlin Press

**Staging TV Programs and
Commercials**

by Robert J. Wade
Hastings House

**Television Production
Standards Manual**

by Bruce Bassett
Television Production Standards

**Television Writing and
Selling**

by Edward Barry Roberts
The Writer

Women on TV

by Ellen Pennell
Burgess Publishing Co.

TV Stations

by Walter J. Duschinsky
Reinhold Publishing

Your Place in TV

by Edwin B. Broderick
McKay Publishing

**Selling and Promoting Radio
and Television**

by Jacob A. Evans
Printers' Ink Books

The Television Commercial

by Harry Wayne McMahan
Hastings House

**Status of UHF and Multiple
Ownership of TV Stations**

By Senate Committee on
Interstate and Foreign Commerce
U.S. 83rd Congress, 2nd Session.
Government Printing Office

I Looked and I Listened

by Ben Gross
Random House

**An Introduction to Radio and
Television**

by David Phillips, John M. Grogan
and Earl H. Ryan
Ronald Press

Focus on Color TV

The Katz Agency

**Fundamentals of Color
Television**

by William F. Boyce
Howard W. Sams Publishing

Introduction to Color TV

by Milton Kaufman and
Harry E. Thomas
John F. Rider Publishing

Television for Radiomen

by Edward M. Noll
Macmillan

The Barnes Printing Company

I N C O R P O R A T E D

Has Printed the

Radio Annual--- Television Year Book 18 Years

"There must be a reason"

229 WEST 28th STREET

Between Seventh and Eighth Avenues, New York

PEnnsylvania 6-4738



Programs
AM-TV 1954

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

COMMERCIAL AM PROGRAMS OF 1954

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------------|--|---------|------------------------|
| Adams, Cedric | Buick Div. of General Motors Corp. (Cars) | CBS | Kudner Agency |
| Adventures of Ozzie & Harriet | Hotpoint, Inc. (Refrigerators, ranges, dryers, air conditioners, dishwashers) | ABC | Maxon |
| | The Lambert Co. (Listerene Antiseptic, toothpaste & powder, tooth brushes) | | Lambert & Peasley |
| Adventures of The Falcon | Bridgeport Brass Co. (Aer-O-Sol Division) | MBS | Hazard Advertising |
| | Chevrolet Motor Div. of General Motors Corp. | | Campbell-Ewald |
| | Crowell Collier Publishing Co. (Collier's Magazine) | | Kudner Agency |
| | Lemon Products Advisory Board (Lemons from California) | | McCann-Erickson |
| | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | | William Esty |
| | Procter & Gamble Co. (Tide) | | Benton & Bowles |
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| Alcott, Carroll | Sealey Mattress Co. (Mattresses) | CBS | Alvin Wilder |
| All-Star Baseball Game | Gillette Safety Razor Co. (Gillette & Toni products) | MBS | Maxon |
| All-Star Football Game | Atlantic Refining Co. (Gas and oil) | MBS | N. W. Ayer & Son |
| | Miller Brewing Co. (Beer) | | Mathisson & Associates |
| Amos 'n' Andy Music Hall | American Motors Corp. (Nash Cars) | CBS | Geyer Advertising |
| | Brown & Williamson Tobacco Corp. (Viceroy Cigarettes) | | Ted Bates |
| | General Foods Corp. (Jell-O Instant Pudding) | | Young & Rubicam |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------|---|---------|---|
| | General Motors Corp. (Buick cars) | | Kudner Agency |
| | Murine Co. ("Murine" for the eyes) | | B. B. D. & O. |
| | Wm. Wrigley, Jr., Co. (Chewing gum) | | Arthur Myerhoff |
| Amos 'n' Andy Show | Rexall Drug Co. (All products) | CBS | B.B.D. & O. |
| Answer Man, The | Doubleday & Co. (Dollar Book Club) | CBS | Thwing & Altman |
| | Grolier Society, Inc. (Webster's Unified Dictionary & Encyclopedia) | | Thwing & Altman |
| Aunt Jenny | Lever Brothers Co. (Spry, Good Luck Margarine, Lux Soap, Liquid Lux, Rinso Soap, Rinso Detergent, Rinso Blue) | CBS | Foote, Cone & Belding J. Walter Thompson |
| Autry, Gene Show | Wm. Wrigley, Jr., Co. (Doublemint Gum) | CBS | Ruthrauff & Ryan |

B

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|--|---|-----|--|
| Babbitt, Harry Show | Bristol-Myers Co. | CBS | Doherty, Clifford, Steers & Shenfield Sherman Marquette |
| | The Nestle Co. (Nescafe Instant Coffee) | | |
| | Wheatena Corp. (Wheatena Cereal) | | Brisacher, Wheeler & Staff, Inc. |
| | White King Soap Co. (White King, Sierra Pine) | | Raymond R. Morgan Advertising |
| Backstage Wife | Procter & Gamble (Cheer, Fluffo, Ivory Snow) | NBC | Young & Rubicam |
| Back to God | Christian Reformed Church (Institutional) | MBS | Glenn-Jordan-Stoetzel |
| Bank of America 50th Anniversary | Bank of America National Trust & Savings Association (Banking services) | CBS | Charles R. Stuart Advertising |
| Barbasol Parade of Hits | The Barbasol Co. (Shaving Cream) | MBS | Erwin, Wasey & Co. |
| Basketball Games (on various occasions) | Tidewater Assoc. Oil Co. (Gas, motor oil, greases) | ABC | Buchanan & Co. |
| Beat the Apple Valley Man | Apply Valley Inn (Hotel) | CBS | Swafford & Co. |
| Bekins Hollywood Music Hall | Bekins Van & Storage Co. Storage & moving | CBS | Brooks Advertising Agency |
| Belmont Stakes | Gillette Co. (Blades, shaving items) | CBS | Maxon |
| Benny, Jack Show | American Tobacco Co. (Lucky Strike Cigarettes) | CBS | B.B.D. & O. |
| Berch, Jack | Prudential Insurance Co. of America | ABC | Calkins & Holden Carlock, McClinton & Smith |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|----------------------------------|--|------------|--|
| Bergen, Edgar & Charlie McCarthy | Van Camp Sea Food Co., Inc. (All Chicken of the Sea and White Star Fish products) | CBS | Brisacher, Wheeler & Staff |
| Bergen, Edgar Show | Consolidated Cosmetics, Inc. (Lanolin, Plus Liquid, Hand Lotion, Cleansing Cream, Lanolin Plus for Hair) | CBS | B.B.D. & O. Erwin, Wasey of Canada, Ltd. |
| Beulah | Kraft Foods Co. General Foods (Postum) Buick Div. of General Motors Corp. (Cars) Murine Co. (“Murine” for the eyes) | CBS | J. Walter Thompson Foote, Cone & Belding Baker Advertising Agency Kudner Agency B.B.D. & O. |
| Big Story | American Tobacco Co. (Pall Mall Cigarettes) | NBC | SSC&B |
| Block, Martin | Charles Antell, Inc. (Hair preparations) | ABC | TAA |
| Blue-Grey Football Game | Gillette Safety Razor Co. (Gillette and Toni products) | MBS | Maxon |
| Boxing Bouts | Gillette Safety Razor Co. (Blades, shaving products) | NBC | Maxon |
| Break the Bank | Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins) | MBS NBC | Geoffrey Wade |
| Breakfast Club | Mutual of Omaha (Health & accident insurance) Olson Rug Co. (Rugs & carpets) Philco Corp. (Air conditioners, home freezing units, radios, refrigerators, TV receivers) Quaker Oats Co. (Buckwheat and pan-cake flours, cereals) Realemon-Puritan Co. (Lemon juice, frozen concentrates; prune and lime juice; olives, cherries) Rockwood and Co. (Chocolate & cocoa) Swift & Co. (Baby food, dairy products, dog food, fish food, soaps, poultry, shortening) | ABC | Bozell & Jacobs Presba, Felers & Presba Hutchins Advertising J. Walter Thompson Rutledge & Lillientield Paris & Peart J. Walter Thompson |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---------------------------|---|---------|-------------------------|
| Brickhouse, Jack (sports) | State Farm Mutual Automobile Insurance (Automobile Insurance) | MBS | Needham, Louis & Brorby |
| Brighter Day | Procter & Gamble Co. (Blue Cheer, Fluffo, Prell) | CBS | Young & Rubicam |
| Brown, Cecil | S. C. Johnson & Son (Waxes and finishes) | MBS | Needham, Louis & Brorby |
| | State Farm Mutual Auto Insurance | | Needham, Louis & Brorby |
| Bulldog Drummond | Dodge Div. of Chrysler Corp. | MBS | Grant Advertising |

C

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|---|---|------------|---|
| Camel Baseball Scoreboard | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | MBS | William Esty Co. |
| Camel Caravan, The (with Vaughan Monroe & the Sauter-Finegan Orchestra) | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | CBS | William Esty |
| Camel/Winston Scoreboard & Round-Up | R. J. Reynolds Tobacco Co. | MBS | William Esty |
| Capitol Commentary (L. Higbe) | S. C. Johnson & Son Inc. (Waxes, finishes) | MBS | Needham, Louis & Brorby |
| | Kraft Foods Co. (Foods) | | Needham, Louis & Brorby |
| CBS Newsroom—Sunday Desk | Carnation Co. (Evaporated milk) | CBS | Erwin, Wasey & Co. |
| | Dennison Food Co. (All food products) | | The Biow Co. |
| | The Nestle Co. (Nescafe Instant Coffee) | | Bryan Houston |
| | Tasti-Diet Foods, Inc. (Low calorie fruits and vegetables, salad dressings, puddings) | | Erwin, Wasey & Co. Sidney Garfield & Associates |
| Choraliers | Longines-Wittnauer Watch Co. (Watches) | CBS | Victor A. Bennett |
| Christian Science Monitor Views the News | Christian Science Monitor (Newspaper) | ABC | Walton Butterfield |
| Cities Service Band of America | Cities Service Petroleum, Inc. (Petroleum products) | NBC | Wellington & Co. |
| City Hospital | Giant Animal Co., Inc. (Giant animal balloons) | CBS | Duane Jones |
| Club Time | Club Aluminum Products Co. (Aluminum household utensils) | ABC | The Buchen Co. |
| Como, Perry | Liggett & Myers Tobacco Co. (Chesterfield Cigarettes) | CBS MBS | Cunningham & Walsh |

COMMERCIAL AM PROGRAMS

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---------------------|---|---------|---------------------|
| Counterspy | American Chemical Paint Co. | MBS | Gray & Rodgers |
| | Aer-O-Sol Div. of Bridgeport Brass Co. | | Hazard Advertising |
| | Crowell-Collier Publishing Co. (Woman's Home Companion) | | McCann-Erickson |
| | Dodge Div. of Chrysler Corp. (Cars) | | Grant Advertising |
| | Lemon Products Advisory Board (California lemons in concentrates or frozen form) | | McCann-Erickson |
| Country Tune Parade | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | | William Esty |
| | D-Con Co., Inc. (Rodenticides, Insecticides) | NBC | Marfree Advertising |
| Crosby, Bing | General Electric Co. (Institutional) | CBS | B.B.D. & O. |

D

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|-------------------------------------|---|-----|---------------------------------------|
| Day, Dennis | Mytinger & Casselberry, Inc. (Nutralite) | NBC | Dan B. Miner Co. |
| Detroit Lions vs. Green Bay Packers | Plymouth Div. of Chrysler Corp. (Cars) | MBS | N. W. Ayer & Son |
| Dr. Christian (with Jean Hersholt) | Chesebrough Mfg. Co., Consolidated (Vaseline Hair Tonic) | CBS | McCann-Erickson |
| Dr. Oral Roberts | Healing Waters, Inc. (Institutional) | ABC | White Advertising |
| Dr. Paul | Fisher Flouring Mills (Fisher products) | NBC | Pacific National Advertising Agency |
| | Hexol, Inc. (Hexol Germicide) | | L. C. Cole Co. |
| | Pharmaco, Inc. (Feen-a-mint, Chooz, Medigum) | | Doherty, Clifford, Steers & Shenfield |
| Double or Nothing | Campbell Soup Co. (Soup, other products) | ABC | Ward Wheelock |
| Dowell, Saxie Dragnet | Artists Publications | MBS | Cunningham & Walsh |
| | Liggett & Myers Tobacco Co. (Chesterfield Cigarettes) | NBC | |
| Drake, Galen | Animal Foundation, Inc. (Hunt Club Dog Food) | CBS | Moser & Cotins |
| | Calgon, Inc. (Calgon, Calgonite, Thanx Bouquet) | | Ketchum, MacLeod & Grove |
| | Doubleday & Co. (Dollar Book Club) | | Thwing & Altman |
| | General Foods Corp. (Instant Sanka) | | Young & Rubicam |
| | Giant Animal Co. (Giant animal balloons) | | Duane Jones |
| | Greystone Press Co. (Books) | | Thwing & Altman |

COMMERCIAL AM PROGRAMS



| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---------|--|---------|--|
| | Grolier Society, Inc. (Webster's Unified Dictionary & Encyclopedia) | | Thwing & Altman |
| | Jackson & Perkins Co. (Climbing roses) | | Maxwell, Sackheim & Co., Inc. |
| | Murine Co. ("Murine" for the eyes) | | B.B.D. & O. |
| | Tasti-Diet Foods, Inc. (Low calorie fruits, vegetables, salad dressings) | | Sidney Garfield & Associates |

E

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|-------------------------|--|-----|---------------------------|
| East-West Football Game | Standard Oil of Indiana (Gas and oil) | MBS | McCann-Erickson |
| | Esso Standard Oil Co. (Gas) | | Mc-Cann-Erickson |
| | Tidewater Associated Oil Co. (Gas, oil) | | Buchanan & Co. |
| Edwards, Frank | American Federation of Labor (Institutional) | MBS | Furnam, Feiner |
| Edwards, Douglas | American Tobacco Co. (Pall Mall Cigarettes) | CBS | SSC&B |
| Evening Comes | Thomas Nelson & Sons | ABC | B.B.D. & O. |

F

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|--------------------------------|---|-----|---|
| Family Skeleton | Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes) | CBS | Schneideler, Beck & Werner, Inc. |
| | Toni Co. (Prom Home Permanent) | | Leo Burnett |
| FBI in Peace and War | Buick Div. of General Motors Corp. (Buick cars) | CBS | Kudner Agency |
| | Murine Co. ("Murine" of the eyes) | | B.B.D. & O. |
| | Procter & Gamble Co. (Lava, Lilt Home Permanent) | | Leo Burnett |
| | Wm. Wrigley, Jr., Co. (Chewing gum) | | Arthur Meyerhoff & Co. |
| Fibber McGee & Molly | Prudential Insurance Co. (Insurance) | NBC | Calkins & Holden |
| Fisher, Eddie | The Coca-Cola Co. | MBS | D'Arcy Advertising |
| Flannery, Harry | American Federation of Labor (Institutional) | MBS | Furnam, Feiner & Co. |
| Florida Calling with Tom Moore | Florida Citrus Commission (Citrus fruits and citrus products) | MBS | J. Walter Thompson |
| Frank & Ernest | Dawn Bible Students Association (Religious books) | MBS | William Gleason & Co. |
| Fredericks, Carleton | Elsevier Press, Inc. (Health book) | MBS | Mann-Ellis |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------|--|---------|--------------------|
| Front Page Farrell | Whitehall Pharmacal (Aerowax, Wizard Wick, Chef Boy-ard-dee) | NBC | John F. Murray |
| | Pharmaco, Inc. (Medigum, Feen-a-mint, Chcoz) | | |

G

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|---|---|-----|---|
| Game of the Day | Falstaff Brewing Corp. (Beer) | MBS | Dancer-Fitzgerald-Sample |
| Gangbusters | Wm. Wrigley, Jr., Co. (Chewing gum) | CBS | Arthur Meyerhoff & Co. |
| Garden Gate | Ferry-Morse Seed Co. (Seeds) | CBS | MacManus, John & Adams |
| General Electric Comedy Theatre (with Ray Milland in "Meet Mr. McNutley") | General Electric Co. (Radio, TV receivers) | CBS | Maxon |
| Gillette Fights | Gillette Safety Razor Co. | ABC | Maxon |
| Global Frontiers | Wings of Healing, Inc. (Religion) | MBS | Century Advertising Agency |
| Godfrey, Arthur, Digest | Bristol-Myers Co. (Bufferin, Vitalis) | CBS | Doherty, Clifford, Steers & Shenfield |
| | Eversharp, Inc. (Razors, blades, pens) | | The Biow Co. |
| | Owens-Corning Fiberglas Corp. (Fiberglas insulation) | | Fuller, Smith & Ross McCann-Erickson |
| Godfrey's Arthur Talent Scouts | Lever Brothers Co. (Lipton's Tea, soup, mixes, Frostee) | CBS | Young & Rubicam |
| Godfrey, Arthur, Time | Adolph's Ltd. (Adolph's Meat Tenderizer) | CBS | J. B. Shelley & Associates |
| | Bristol-Myers Co. (Bufferin, Trushay, all products) | | Young & Rubicam |
| | Campana Sales Co. (Sheer Magic, all products) | | Wallace-Ferry-Hanley |
| | Clinton Foods, Inc. ("Snow Crop" Frozen Foods) | | Maxon |
| | Columbia Records, Inc. (Records, record players) | | McCann-Erickson |
| | Frigidaire Div. of General Motors Corp. (All Frigidaire products) | | Foote, Cone & Belding |
| | The Toni Co. (Toni Home Permanent, Toni Creme Rinse) | | Weiss & Geller |
| | Glamorene, Inc. (Glamorene Rug Cleaner) | | Hicks & Greist |
| | International Gellucotton Products Co. (Kleenex Tissues, paper napkins) | | Foote, Cone & Belding |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---------------------------|---|---------|------------------------------|
| | Kellogg Co. (Cereals) | | Leo Burnett |
| | Knemark Mfg. Co., Inc. (Esquire Boot Polish) | | Emil Mogul |
| | Lever Brothers Co. (Pepsodent) | | McCann-Erickson |
| | Liggett & Myers Tobacco Co. (Chesterfield Cigarettes) | | Cunningham & Walsh |
| | Minnesota Mining & Mfg. Co. (Scotch Brand Cellophane Tape) | | B.B.D. & O. |
| | National Biscuit Co. (All products) | | McCann-Erickson |
| | Pet Milk Co. (Evaporated milk) | | Gardner Advertising |
| | Pillsbury Mills, Inc. (Flour, flour mixes) | | Leo Burnett |
| | A. E. Staley Mfg. Co. (Sta-Flo Liquid Starch) | | Ruthrauff & Ryan |
| | Star-Kist Foods, Inc. (Star-Kist Tuna Fish) | | Rhoades & Davis |
| Goss, Frank (news) | Bekins Van & Storage Co. (Storage and moving) | | Brooks Advertising |
| | Chemicals, Inc. (Vano Household Products) | | Sidney Garfield & Associates |
| | Dolcin Corp. (Pharmaceuticals) | | Victor Van Der Linde Co. |
| | Household Finance Corp. (Personal loans) | | Needham, Louis & Brorby |
| | Mennen Co. (Toiletries) | | Kenyon & Eckhardt |
| | Peter Paul, Inc. (Mounds & Almond Joy) | | Dancer-Fitzgerald-Sample |
| | Dean Witter & Co. (Investment house) | | Albert Frank-Gunther Law |
| Graham, Sheila | Seaman Brothers, Inc. (Detergents, household deodorants) | ABC | Wm. H. Weintraub & Co. |
| Grand Ole Opry | R. J. Reynolds Tobacco Co. (Prince Albert Tobacco, Cavalier Cigarettes) | NBC | William Esty |
| Grant, Taylor (news) | P. Lorillard Co. (Old Gold Cigarettes, Headline Cigars) | ABC | Lennen & Newell |
| Grauer, Ben (news) | Rhodes Pharmacal Co. Inc. (Imdrin) | NBC | Pringle Goodbell Associates |
| Greatest Story Every Told | Goodyear Tire & Rubber Co. (Institutional) | ABC | Kudner Agency |
| Great Gildersleeve | Kraft Foods Co. (Velveeta, Parkay, mustard, salad oil) | NBC | Needham, Louis & Brorby |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------------|---|---------|---------------------|
| Greene, Lorne | Credit Union National Association (Institutional) | MBS | J. Walter Thompson |
| Griffith, Les & the News | Liggett & Myers (Chesterfield Cigarettes) | ABC | Cunningham & Walsh |
| Guiding Light | Procter & Gamble Co. (Duz, Ivory Flakes) | CBS | Compton Advertising |
| Gunsmoke | Liggett & Myers Tobacco Co. (Chesterfield and L & M Filter Cigarettes) | CBS | Cunningham & Walsh |

H

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|------------------------------|---|-----|--------------------------|
| Hair Care | Charles Antell, Inc. (Hair preparations) | ABC | TAA, Inc. |
| Hallmark Radio Hall of Fame | Hallmark Cards, Inc. ("Hallmark" Greeting Cards) | CBS | Foote, Cone & Belding |
| Hambletonian Stakes | Reynolds Metals Co. (Institutional) | CBS | Buchanan & Co. |
| Halon Race Review | Caliente Race Track (Horse racing) | CBS | Barnes Chase Co. |
| Hanlon Tom (sports) | Custom Wax Products Co. (British Wax Formula) | CBS | Barnes Chase Co. |
| Hard Luck Champion | Apple Valley Inn (Hotel) | CBS | Swafford & Co. |
| Harris, Phil-Alice Faye Show | Radio Corp. of America (Radios, TV sets, records, phonographs) | NBC | J. Walter Thompson |
| Harvey, Paul Comments | Beltone Hearing Aid Co. (Hearing Aids) | ABC | Olian & Brunner |
| Harvey, Paul (news) | Bankers Life and Casualty Co. of Chicago (White Cross Hospital Plan) | ABC | Grant, Schwenk & Baker |
| Hayes, Sam (news) | General Mills, Inc. (Cereals, formula feeds, flour) | ABC | Dancer-Fitzgerald-Sample |
| Headline News | S. C. Johnson & Son Inc. (Waxes & finishes) | MBS | Needham, Louis & Brorby |
| | Kraft Foods Co. (Food products) | MBS | Needham, Louis & Brorby |
| Heatter, Gabriel (news) | American Home Products Corp. (Bisodol, Anacin, Aero Shave) | MBS | SSC&B |
| | Beltone Hearing Aid Co. (Hearing Aids) | | Olian & Bronner |
| | Buick Motor Div. of General Motors Corp. (Cars) | | Kudner Agency |
| | Deepfreeze Appliance Div. of General Motors Corp. (Home freezers, refrigerators) | | Boche, Williams & Cleary |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
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| | Jackson & Perkins (Rose bushes) | | Maxwell Sackheim & Co. |
| | Murine Co. ("Murine" for the eyes) | | B.B.D. & O. |
| | National Home Corp. (Pre-fabricated homes) | | Applegate Advertising Agency |
| | Niagara Mfg. & Dist. Co. (Contour chairs) | | Olian & Bronner |
| | North American Van Lines | | Applegate Adv. Agency |
| | Union Pharmaceutical Co. (Saraka & Inhiston) | | Grey Advertising Agency |
| Henry, Bill & the News | Johns Manville Corp. (Industrial products) | MBS | J. Walter Thompson |
| Herald of Truth | Highland Church of Christ (Institutional) | ABC | Martin Co. |
| Hill, Edwin C. | Philco Corp. (Radios) | ABC | Hutchins Advertising |
| Hilltop House | Miles Laboratories, Inc. (Alka-Seltzer) | CBS | Geoffrey Wade |
| | Giant Animal Co., Inc. (Giant animal balloons) | | Duane Jones |
| | Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum) | | Doherty, Clifford, Steers & Shenfield |
| Hollywood Park Gold Cup Race | Republic Van & Storage Co. (Transportation services) | CBS | Dan Lawrence Agency |
| Hope, Bob Show | General Foods Corp. (Jell-O puddings, pie-filling, Sanka) | NBC | Young & Rubicam |
| | American Dairy Association (Dairy products) | NBC | Campbell-Mithun |
| Hotel for Pets | Coast Fisheries Div. of the Quaker Oats Co. (Puss 'n Boots Cat Food) | NBC | Lynn Baker Co. |
| Hour of Decision | Billy Graham Evangelistic Association (Institutional) | MBS | Walter F. Bennett & Co. |
| Houseparty | Bauer & Black Div. of Kendall Co. (Curads and Curity Products) | CBS | Leo Burnett |
| | Green Giant Co. (Canned and frozen corn and peas) | | Leo Burnett |
| | Hawaiian Pineapple Co., Ltd. (Dole Pineapple juice) | | N. W. Ayer & Son |
| | Kellogg Co. (Cereals) | | Leo Burnett |
| | Lever Brothers Co. (Surf, Chlorodont) | | B.B.D. & O. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------------------------|---|------------|----------------------------|
| | Pillsbury Mills, Inc. (Flour, flour mix products) | | Leo Burnett |
| How to Save Money on Your Car | Eugene Stevens Co. (Car book) | CBS | Madison Advertising |
| Huntley, Chet | MJB Co. (Coffee, tea, rice) | ABC | B.B.D. & O. |

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| Indianapolis Thrills of a Lifetime | Continental Mfg. Corp. (Life-time Batteries) | CBS | W. H. Hunt & Associates |
| | Motor Publishers, Inc. (Car Life Magazine) | | W. H. Hunt & Associates |
| It Happens Every Day | Block Drug Co., Inc. (Poslam, Minipoo, Green Mint, Omega Oil) | MBS | Emil Mogul |

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| Jackson, Allen (news) | Chevrolet Div. of General Motors Corp. (Cars) | CBS | Campbell-Ewald |
| | Metropolitan Life Insurance Co. (Insurance) | | Young & Rubicam |
| Joe Emerson's Hymn Time | General Mills, Inc. | ABC | Knox Reeves |
| Juke Box Jury | Toni Co. (Toni Home Permanent) | CBS | Weiss & Geller |
| Just Plain Bill | Whitehall Pharnacal Co. (Anacin, Kolynos, Bisodel, Hill's Cold Tablets) | NBC | John F. Murray |

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| Kentucky Derby | Gillette Co. (Blades, shaving creams, safety razors) | CBS | Maxon |
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| La Rosa, Julius | Campana Sales Co. (Campana Italian Balm, Solitair Cake Make-Up) | CBS | Wallace-Ferry-Hanly |
| LeScur, Larry (news) | Longines-Wittnauer Watch Co. (Watches) | CBS | Victor A. Bennett |
| Lewis, Robert Q. | General Foods Corp. (Calumet, Post Toasties) | CBS | Foote, Cone & Belding |
| | Milner Products Co. (Gala Bleach, Pine Sol) | | Gordon Best |
| | Mutual Benefit Health & Accident Association (Insurance) | | Bozell & Jacobs |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------|---|------------|----------------------------|
| | Nehi Corp. (Royal Crown Cola, Nehi Par-T-Pak Beverages) | | B.B.D. & O. |
| | Olson Rug Co. (Remade rugs) | | Presba, Fellers & Presba |
| | Van Camp Sea Food Co., Inc. (All Chicken of the Sea & White Star Fish Products) | | Brisacher, Wheeler & Staff |
| | Doeskin Products, Inc. (Doeskin Tissues, dinner napkins) | | Grey Advertising |
| | Helene Curtis Industries, Inc. (Hair dressings, hair sprays, shampoos, permanent waves, cosmetics) | | Gordon Best |
| Life Can Be Beautiful | Procter & Gamble Co. (Tide, Zest, Fluffo, Ivory Snow, Blue Cheer, Crisco) | NBC | Benton & Bowles |
| Light & Life Hour | Free Methodist Church of North America | ABC | Walter F. Bennett |
| Lone Ranger | General Mills, Inc. (Cereals, cake mixes) | ABC | Dancer-Fitzgerald-Sample |
| Longines Symphonette | Longines-Wittnauer Watch Co. (Watches) | CBS | Victor A. Bennett |
| Lorenzo Jones | Colgate-Palmolive Co. (Fab, dental cream) | NBC | William Esty |
| Lutheran Hour | Lutheran Laymen's League (Religion) | MBS | Gotham Advertising |
| Lux Radio Theatre | Lever Brothers Co. (Lux Soap, Flakes, Liquid; Spry, Rinso, Pepsodent) | CBS NBC | J. Walter Thompson |

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| Make Up Your Mind | Continental Baking Co., Inc. (Wonder Bread, Hostess Cake) | CBS | Ted Bates |
| Manion, Dean Clarence | For America (Institutional) | MBS | E. Ross Humphrey & Associates |
| | Manion Forum of Opinion (Institutional) | | E. Ross Humphrey & Associates Victor Advertising |
| Manning, Knox (news) | Fisher Flouring Mills (Fisher products) | NBC | Pacific National Advertising Agency |
| | Merit Plan Insurance Co. (Insurance) | | Barton A. Stebbins |
| | W. P. Fuller (Paints) | | McCann-Erickson |
| Man on the Farm | Quaker Oats Co. (Ful-O-Pep Feed) | MBS | Sherman & Marquette |
| Man on the Go | International Harvester Co. (Trucks, refrigerators, industrial power & farm equipment) | NBC | Young & Rubicam |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
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| Ma Perkins | Procter & Gamble Co. (Lift, Oxydol) | CBS | Dancer-Fitzgerald-Sample The Biow Co. |
| Marciano-Charles Heavyweight Bout | Pabst Sales Co. (Pabst Blue Ribbon Beer) | CBS | Warwick & Legler |
| Mason, Perry | Procter & Gamble Co. (Tide) | CBS | Benton & Bowles |
| Massey, Curt Time | Miles Laboratories, Inc. (Alka-Seltzer) | CBS MBS | Geoffrey Wade |
| Maxim-Moore Championship Bout | Pabst Sales Co. (Pabst Blue Ribbon Beer) | CBS | Warwick & Legler |
| McBride, Mary Margaret | General Foods Corp. (Calumet Baking Powder) | NBC | Young & Rubicam |
| Meet Corliss Archer | Toni Co. (Prom, White Rain, Deep Magic) | CBS | Leo Burnett |
| | Carter Products (Carter's Little Liver Pills, Arrid, Nair, Rise Shaving Cream) | | Ted Bates |
| Meet Millie | Buick Div. of General Motors Corp. (Cars) | CBS | Kudner Agency |
| | Murine Co. (“Murine” for the eyes) | | B.B.D. & O. |
| | Nash Kelvinator Corp. (Nash cars) | | Geyer Advertising |
| Meet the Missus | Rheem Mfg. Co. (Wedgewood Ranges) | CBS | Campbell-Ewald |
| Metropolitan Opera | The Texas Co. (Texaco Petroleum Products) | ABC | Kudner Agency |
| Mexican Pan-American Road Race | Lincoln-Mercury Dealer of the South- West (Cars) | CBS | Kenyon & Eckhardt |
| Mickey Spillane Mystery | Bridgeport Brass Co. (Aer-O-Sol Division) | MBS | Hazard Advertising |
| | Crowell-Collier Pub- lishing Co. (Collier's Magazine) | | Kudner Agency |
| | Crowell-Collier Pub- lishing Co. (Woman's Home Companion) | | McCann-Erickson |
| | Jacques Kreisler Mfg. Corp. (Watch bands) | | Foote, Cone & Belding |
| | Lemon Products Advisory Board (California Lemons in concentrated, frozen forms) | | McCann-Erickson |
| | Pan-American Coffee Bureau (Institutional) | | Cunningham & Walsh |
| | Procter & Gamble Co. (Tide) | | Benton & Bowles |
| | R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes) | | William Esty |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|----------------------------------|--|---------|--------------------------------------|
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| Miller High Life News | Miller Brewing Co. (Beer) | MBS | Mathisson & Associates |
| Mr. and Mrs. North | Colgate-Palmolive Co. (Tooth paste, Veto, shave cream) | CBS | Sherman & Marquette Bryan Houston |
| Mr. Keen, Tracer of Lost Persons | Eno-Scott & Bowne (Brylcreem) | CBS | Atherton & Courier |
| | Murine Co. (“Murine” for the eyes) | | B.B.D. & O. |
| | Nash Kelvinator Corp. (Nash cars) | | Geyer Advertising |
| | Procter & Gamble Co. (Lava, Lift Home Permanent) | | Leo Burnett |
| Modern Romances | Ex-Lax, Inc. (Ex-Lax, Jests) | ABC | Warwick & Legler, Inc. |
| | Junket Brand Food Div. of Hansen’s Chr. Laboratory, Inc. (Dessert, candy products, fudge, mixes) | | McCann-Erickson |
| | Vick Chemical Co. (Cough syrup) | | Morse International |
| Monday Morning Headlines | P. Lorillard Co. (Embassy Cigarettes, Headline Cigars) | ABC | Young & Rubicam |
| Moody, Titus | Dodge Div. of Chrysler Corp. (Cars) | MBS | Grant Advertising |
| Morgan, Edward & the News | American Federation of Labor (Institutional) | ABC | Furnman, Feiner & Co. |
| Murrow, Edward R. (news) | American Oil Co. (Amoco Gas, Lubricants) | CBS | Joseph Katz |
| | Ford Motor Co. (Cars) | | J. Walter Thompson |
| | Theo. Hamm Brewing Co. (Hamm’s Beer) | | Campbell-Mithun |
| | Lynn Van & Storage Co. (Moving & storage) | | Smalley, Leavitt & Smith |
| | Safeco Auto & Fire Insurance Co. of America (Insurance) | | MacWilkins-Cole-Weber |
| | Swift & Co. (Pard Dog Food) | | J. Walter Thompson |
| Musical Pageant | General Motors Corp. (Institutional) | CBS | Kudner Agency |
| Music with the Hormel Girls | George A. Hormel & Co. (Hormel Meats) | CBS | B.B.D. & O. |
| Mutual of Omaha Calling | Mutual Benefit Health & Accident Association (Institutional) | MBS | Bozell & Jacobs |
| My Friend Irma | Carter Products (Arrid, Nair, Rise Shave Cream) | CBS | Ted Bates |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|------------------|---|----------------|---------------------------------|
| | Toni Co. (Bobbi Home Permanent, White Rain) | | Tatham-Laird |
| My Little Margie | Philip Morris & Co., Ltd., Inc. (Philip Morris Cigarettes) | CBS MBS | The Biow Co., Inc. |
| Mystery Theatre | Sterling Drug, Inc. (Bayer Aspirin, tooth-paste, Milk of Magnesia, tooth powder, shampoo) | ABC | Dancer-Fitzgerald-Sample |
| My True Story | Sterling Drug, Inc. (All drug products) | ABC | Dancer-Fitzgerald-Sample |

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| NBC Symphony | Socony-Vacuum Oil Co. (Institutional) | NBC | Compton Advertising |
| National Farm & Home Hour | Allis-Chalmers Mfg. Co. (Farm equipment) | NBC | Bert S. Gittins |
| National Golf Day | Time, Inc. (Time Magazine) | CBS | Young & Rubicam |
| News | Aero-Mayflower Transit Co. (Long-distance moving services) | ABC | Sidener & Van Riper |
| News | Oldsmobile Div. of General Motors Corp. (Cars) | ABC | D. P. Brothier & Co. |
| News of the World | Miles Laboratories, Inc. (Alka Seltzer, One-A-Day Vitamins, Nervine, Tabcin) | NBC | Geoffrey Wade |
| Nick Carter | Scholl Mfg. Co. (Foot pads) Giant Animal Co., Inc. (Giant animal balloons) | MBS | Donahue & Coe Duane Jones |
| Nightmare | Procter & Gamble Co. (Tide) S.O.S. Co. (Magic Scouring Pads) | MBS | Benton & Bowles McCann-Erickson |
| Norman, Phil Takes Ten | Chico Portable Air Cooler Co. (Air coolers) Coast Fisheries Div. of Quaker Oats Co. (Puss 'n' Boots Cat Food) General Products Corp. (Fun Bunnies) KEVO Co. (Kevo-ettes and energy foods) Mayflower Warehousemen's Association (Transportation & moving services) | CBS | Carmona & Allen Lynn Baker |
| No School Today | Table Products Div. of Safeway Stores, Inc. (Salad dressings, sandwich spreads) | ABC | Dean Simmons Dick Donald Virgil A. Warren Advertising |



| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------------------|--|---------|--------------------------------------|
| Official Detective | Bridgeport Brass Co. (Aer-O-Sol Div.) | MBS | Hazard Advertising |
| | Crowell-Collier Publishing Co. (Collier's) | | Kudner Agency |
| | Crowell-Collier Publishing Co. (Woman's Home Companion) | | McCann-Erickson |
| | Esquire, Inc. (1955 Esquire Calendar) | | |
| | Lemon Products Advisory Board (California lemons in frozen or concentrated form) | | McCann-Erickson |
| | Pan-American Coffee Bureau (Institutional) | | Cunningham & Walsh |
| | Procter & Gamble Co. (Tide) | | Benton & Bowles |
| | R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes) | | William Esty Co. |
| Old Fashioned Revival Hour | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| | Gospel Broadcasting Association (Institutional) | ABC | R. H. Alber Co. |
| | World Church (Institutional) | ABC | Twentieth Century Advertising Agency |
| "O. L. Jagers" | Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins, Nervine, Tabcin) | NBC | Geoffrey Wade |
| | Toni Co. (Toni Home Permanent, Tonette Home Permanent, Pamper Shampoo) | | Weiss & Geller |
| On the Line with Bob Considine | Mutual Benefit Health & Accident Association (Institutional) | MBS | Bozell & Jacobs |
| Orange Bowl Game | Gillette Co. (Razors, blades, shaving cream) | CBS | Maxon |
| Our Gal Sunday | American Home Products Corp. (Anacin, Chef Boy-Ar-Dee Quality Foods, toothpaste) | CBS | John F. Murray |
| | Procter & Gamble Co. (Tide) | | Benton & Bowles |
| Our Miss Brooks | Colgate-Palmolive Co. (Toothpaste, shave cream) | CBS | Ted Bates |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
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| | Toni Co. (Home permanent, creams, lotions, lipsticks) | | Weiss & Geller |
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| Palm Beach Golf Championship | Palm Beach Co. (Clothing) | CBS | Ruthrauff & Ryan |
| Parsons, Louella | Colgate-Palmolive Co. (Lustre-Cream Shampoo) | CBS | Lennen & Newell |
| Paul, Les & Mary Ford at Home | Lambert Co. (Listerene Antizyme, Antiseptic) | CBS | Lambert & Feasley |
| People Are Funny | Amana Refrigeration, Inc. (Food Freezers) | CBS NBC | Maury, Lee & Marshall |
| | Mars, Inc. (Mars, Forever Yours Candy Bars) | | Leo Burnett |
| | Toni Co. (Prom, White Rain) | | Leo Burnett |
| Pepper Young's Family | Procter & Gamble Co. (Camay Soap, Duz, Ivory Flakes) | NBC | Benton & Bowles |
| Peterson, Elmer | W. P. Fuller & Co. (Paints) | NBC | McCann-Erickson |
| Pettingell, Sam | Committee for Constitutional Government (Institutional) | MBS | French & Preston |
| Philco Radio Playhouse | Philco Corp. (Radios, home freezers, air conditioners, refrigerators) | ABC | Hutchins Advertising |
| Phrase That Pays | Colgate-Palmolive Co. (Ajax, toothpaste, Vel) | NBC | Bryan Houston Wm. Esty |
| Preakness Stakes | Gillette Co. (Shaving cream, razors, blades) | CBS | Maxon |
| Protam Health Quiz | Protam Pharmcal Co. (Protam) | MBS | Duane Jones |

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| Queen for a Day | Lettuce, Inc. (C-7 Lettuce) | MBS | John Cohan Advertising |
| | P. Lorillard Co. (Old Gold Cigarettes) | | Lennen & Newell |
| | Murine Co. (“Murine” for the Eyes) | | BBD&O |
| | Rexall Drug Co. (1c Sale) | | |

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| Radio Bible Class | Radio Bible Class (Institutional) | ABC MBS | John M. Camp & Co. |
| Railroad Hour | Association of American Railroads | NBC | Benton & Bowles |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|------------|---|
| Ralph Story's Backyard | Pan-American Coffee Bureau Reader's Digest | CBS | Cunningham & Walsh Schwab & Beatty |
| Record Hits | White House Co. (Records) | MBS | National Mail Order Network, Inc. |
| Remember, with Tiny Fairbanks | Grand Duchess Steaks, Inc. | MBS | Phil DiNuoscio |
| Renfro Valley Sunday Morning Gatherin' | General Foods Corp. (All products) | CBS | Foote, Cone & Belding Young & Rubicam |
| Report to the Nation on CUNA | Credit Union National Association (Institutional) | MBS | J. Walter Thompson |
| Revival Time | Assemblies of God (Institutional) | ABC | Walter F. Bennett |
| Rhythm On the Road | American Oil Co. (Amoco Gas and Lubricants) | CBS | Joseph Katz Co. |
| Richfield Reporter | Richfield Oil Corp. (Gas, motor oil, automotive products, accessories) | NBC | Hixson-Jorgeson |
| Right to Happiness | Procter & Gamble Co. (Dreft, Oxydol, Press, Joy, Camay, Spic & Span) | NBC | Dancer-Fitzgerald-Sample |
| Ring, Bill Show | General Mills, Inc. (Rex, Red Star, White Deer, Pura-Snow) | ABC | Knox Reeves |
| Road of Life | Procter & Gamble Co. (Ivory Soap, Spic & Span) | CBS NBC | Compton Advertising |
| Rogers, Roy Show | Dodge Bros. Corp. (Cars and trucks) | NBC | Grant Adv. |
| Romance of Helen Trent | American Home Products Corp. (Aero Wax, Heet, Bisodol, Wizard Wick) | CBS | John F. Murray |
| | Toni Co. (Prom Home Permanent) | | Leo Burnett |
| Rosemary | Procter & Gamble Co. (Camay, Giant Size Ivory, Ivory Snow) | CBS | Benton & Bowles |

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| Sanka Salutes | General Foods Corp. (Instant Sanka) | CBS | Young & Rubicam |
| Santa Anita Races | Republic Van & Storage Co. (Transportation & services) | CBS | Dan Lawrence Agency |
| Schorr, Daniel (news) | Chrysler Corp. (Plymouth Cars) | CBS | N. W. Ayer & Son |
| Second Mrs. Burton | Armour & Co. (Armour's Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food) | CBS | Henri, Hurst & McDonald |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------------------|---|---------|--|
| | General Foods Corp. (Calumet, Corn-Fetti, Grapenuts, Instant Maxwell House Coffee) | | Benton & Bowles Young & Rubicam |
| Sergeant Preston of the Yukon | Quaker Oats Co. (Quaker Puffed Grains) | MBS | Wherry, Baker & Tilden |
| Shadel, Bill (news) | Campana Sales Co. (Italian Balm, Candy, Make-up) | CBS | Wallace-Ferry-Hanly |
| | Scholl Mfg. Co., Inc. (Dr. Scholl's Foot Products) | | Donahue & Cole |
| The Shadow | Cowles Publish Co. (Look Magazine) | MBS | McCann-Erickson |
| | Giant Animal Co. (Giant animal balloons) | | Duane Jones |
| | Harrison Products, Inc. (NoDoz & Shut Eye) | | Sidney Garfield & Associates |
| | Procter & Gamble Co. (Tide) | | Benton & Bowles |
| | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | | Wm. Esty |
| Shore, Dinah Show | Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts, services) | NBC | Campbell-Ewald |
| Silver Eagle | General Mills, Inc. (Cake mixes) | ABC | Dancer-Fitzgerald-Sample |
| Sinatra, Frank Show | Toni Co. (Bobby Home Permanent) | NBC | Leo Burnett |
| Sky King | Derby Foods, Inc. (Peter Pan Peanut Butter, other food products) | MBS | Needham, Louis & Brorby McCann-Erickson |
| Soap Box Derby | Chevrolet Div. of General Motors Corp. (Cars) | CBS | Campbell-Ewald |
| Songs from the Hills | International Harvester Co. (Trucks, tractors) | CBS | Young & Rubicam |
| Space Patrol | The Nestle Co. (Chocolate candy bars, cookie mix, cocoa, instant chocolate) | ABC | McCann-Erickson |
| Special Christmas Program | General Products Corp. (Grant circus balloons) | CBS | Dean Simmons |
| Sports "Ten" with Harry Wismer | Philip Morris & Co., Ltd., Inc. | MBS | The Biow Co. |
| Sports Time with Harry Wismer | General Tire & Rubber Co. (Tires and tubes) | MBS | D'Arcy Advertising |
| Squad Room | Bridgeport Brass Co. (Aer-O-Sol Division) | MBS | Hazard Advertising |
| | Crowell-Collier Publishing Co. (Collier's Magazine) | | Kudner Agency |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------------------|---|---------|--------------------------|
| | Crowell-Collier Publishing Co. (Woman's Home Companion) | | McCann-Erickson |
| | Esquire, Inc. (1955 Esquire Calendar) | | |
| | J. Kreisler Mfg. Corp. (Watchbands) | | Foote, Cone & Belding |
| | Lemon Products Advisory Board (Calif. lemons) | | McCann-Erickson |
| | Procter & Gamble Co. (Tide) | | Benton & Bowles |
| | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | | Wm. Esty |
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| Standard Hour | Standard Oil of California (Institutional) | NBC | BBD&O |
| Starlight Theatre | Procter & Gamble Co. (Tide) | MBS | Benton & Bowles |
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| Stars Over Hollywood | Carnation Co. (Evaporated milk) | CBS | Erwin, Wasey & Co. |
| Stella Dallas | Sterling Drug, Inc. (Drug products) | NBC | Dancer-Fitzgerald-Sample |
| Stern, Bill (sports) | All-State Insurance (Automobile insurance) | ABC | Christiansen Advertising |
| | Anheuser-Busch, Inc. (Budweiser & Michelob Beer) | | D'Arcy Advertising |
| Stop the Music | American Home Products Corp. (Anacin) | CBS | John F. Murray |
| | Exquisite Form Brassiere, Inc. (Brassieres) | | Grey Advertising Agency |
| | Quality Goods Manufacturers, Inc. (Anson Men's Jewelry, Jacoby-Bender Watchbands) | | Grey Advertising Agency |
| Story Time, with Madeline Carroll | Duell, Sloan & Pearce (Book publishers) | MBS | |
| | Gene Byrnes Enterprises (Book publishers) | | |
| Strike It Rich | Colgate-Palmolive Co. (Dental cream, Halo, Fab) | NBC | Wm. Esty |
| Sunoco Three Star Extra | Sun Oil Co. (Sunoco gas, fuel oil) | NBC | Ruthrauff & Ryan |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|----------------------|---|---------|---------------------------|
| Sunshine Sue | Corn Products Sales Co. (Karo Table Syrup, Niagara Cold Water Starch) | CBS | C. L. Miller |
| Suspense | Electric Auto-Lite Co. (Spark plugs, batteries, ignition systems, Resistor Spark Plugs) | CBS | Cecil & Presbrey |
| Swayze, John Cameron | Stewart-Warner Corp. (Alemite CD-2) | NBC | MacFarland, Aveyard & Co. |

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| Take A Number | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | MBS | Wm. Esty |
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| Taylor, Mary Lee | Pet Milk Co. (Evaporated milk) | NBC | Garner Advertising |
| Telephone Hour | Bell Telephone System (Institutional) | NBC | N. W. Ayer & Son |
| Tennessee Ernie | Buick Div. of General Motors Corp. (Buick cars) | CBS | Kudner Agency |
| | Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes) | | Scheidler, Beck & Werner |
| | Toni Co. (Prom Home Permanent) | | Leo Burnett |
| Texaco Sports Final, with Tom Harmon | The Texas Co. (Petroleum products) | CBS | Kudner Agency |
| Theatre of Today | Cream of Wheat Corp. (Cream of Wheat Cereal) | CBS | BBD&O |
| This Farming Business | Skelly Oil Co. (Petroleum products) | NBC | Henri, Hurst & McDonald |
| This is Nora Drake | Bristol-Myers Co. (Ipana, Mum, Rollette, Ammens, Minit-Rub, Sal Hepatica, Bufferin) | CBS | Doherty, Clifford, Steers & Shenfield |
| | Toni Co. (Toni Home Permanent, Creme Shampoo) | | Weiss & Geller |
| Thomas, Lowell | United Motors Div. of General Motors Corp. (Delco Batteries) | CBS | Campbell-Ewald |
| | Willys Motors, Inc. (Kaiser-Frazer cars, Willys cars, jeeps, trucks) | | Wm. H. Weintraub & Co. |
| Thomas, Shirley in Hollywood | Lewis Food Co. (Dog food) | NBC | Rockett-Lauritzen |
| Three Plan, The | Armour & Co. (Dial Soap) | NBC | Foote, Cone & Belding |
| | Carter Products, Inc. (Carter's Little Liver Pills) | | Ted Bates |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------------|---|---------|--|
| | Curtis Publishing Co. (Magazines) | | Young & Rubicam Benton & Bowles |
| | Lewis-Howe Co. (Tums) | | Ruthrauff & Ryan |
| Time for Betty Crocker | General Mills, Inc. (Cake mixes, cereal, flour) | ABC | Dancer-Fitzgerald-Sample |
| Time for Love | Andrew Jergens Co. (Jergens Lotion, All-Purpose Face Cream) | CBS | Robert W. Orr & Associates |
| Top of the Morning | Bank of America National Trust & Savings Association (Banking services) | CBS | Charles R. Stuart |
| Top Secret Files | Esquire, Inc. (1955 Esquire Calendar) | MBS | |
| | Lemon Products Advisory Board (Calif. lemons) | | McCann-Erickson |
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | | Wm. Esty |
| Treasury Agent | Esquire, Inc. (1955 Esquire Calendar) | MBS | |
| | Lemon Products Advisory Board (Calif. lemons) | | McCann-Erickson |
| | R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes) | | Wm. Esty |
| Trout, Robert (news) | Chevrolet Div. of General Motors Corp. (Cars) | CBS | Campbell-Ewald |
| Trout, Robert (news) | Plymouth Div. of Chrysler Corp. (Cars) | CBS | N. W. Ayer & Son |
| True Detective Mysteries | Giant Animal Co., Inc. (Giant animal balloons) | MBS | Duane Jones |
| Truth or Consequences | Pet Milk Co. (Evaporated milk) | NBC | Gardner Advertising |
| Two for the Money | P. Lorillard Co. (Old Gold Cigarettes, Old Gold Filter Kings) | CBS | Lennen & Newell |



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| Vandercook, John W. (news) | Congress of Industrial Organizations (Institutional) | ABC | Henry J. Kaufman Association Wyatt & Schuebel |
| Van, Lyle (news) | Esso Standard Oil Co. (Petroleum products) | MBS | McCann-Erickson |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------------|--|------------|--|
| Voice of Firestone | Firestone Tire & Rubber Co. Tubes, tires, seat cushions) | ABC NBC | Sweeney & James |
| Voice of Prophecy | Voice of Prophecy, Inc. (Institutional) | ABC MBS | Western Advertising Agency |
| W | | | |
| Wakely, Jimmy Show | Bristol-Myers Co. (Sal Hepatica) | CBS | Young & Rubicam |
| Walk a Mile | R. J. Reynolds Tobacco Co. (Came! Cigarettes) | NBC | Wm. Esty |
| Walton, Sidney (news) | Jackson & Perkins (Rose Bushes) Prentice Hall, Inc. (Books) Giant Animal Co. (Giant animal balloons) | MBS | Maxwell Sackheim & Co. Albert Frank-Guenther Law Duane Jones |
| Warren, Wendy & the News | Armour & Co. (Armour's Star Franks, Miss Wisconsin Cheese) General Foods Corp. (Maxwell House Coffee, Post Bran Flakes) Procter & Gamble Co. (Gleem) | CBS | Tatham-Laird Benton & Bowles Compton Advertising |
| Weekend News | Musterole Co. (Cold Remedy) | ABC | Erwin, Wasey & Co. |
| Welcome Travelers | Procter & Gamble Co. (Spic & Span, Joy, Prell, Gleem, Crisco, Tide) | NBC | The Biow Co. |
| When a Girl Marries | Carnation Co. (Evaporated milk) | ABC | Erwin, Wasey & Co. |
| Whispering Streets | General Mills, Inc. (Cake mixes, cereal, flour) Seeman Brothers, Inc. (Deodorants, household deodorants) Toni Co. (Prom Home Permanent) | ABC | BBD&O Wm. H. Weintraub & Co. Leo Burnett |
| The Whistler | Signal Oil Co. (Gas, oil) | CBS | Barton A. Stebbins |
| Wild Bill Hickock | Kellogg Co. (All Kellogg products) | MBS | Leo Burnett |
| Wills, Johnnie Lee | General Mills, Inc. (Larro Formulated Feeds) | NBC | Zimmer-Keller & Calvert |
| Winchell, Walter | Carter Products, Inc. (Carter's Little Liver Pills, Arrid, Nair) | ABC | SSC&B |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|--|---------|----------------------------------|
| | Gruen Co. (Watches) | | McCann-Erickson |
| | American Safety Razor Co. (Razors, blades, lighters) | | McCann-Erickson |
| Wings of Healing | Dr. Thomas Wyatt (Institutional) | ABC | Century Advertising Agency |
| Wings of Healing | Wings of Healing, Inc. (Religion) | MBS | Century Advertising Agency |
| Wizard of Odds | Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes) | CBS | Scheideler, Beck & Werner, Inc. |
| | Toni Co. (Prom Home Permanent) | | Leo Burnett |
| Woman in My House | Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes) | NBC | Scheideler, Beck & Werner, Inc. |
| Woman's News Desk (with Ruth Ashton) | Hills Brothers Coffee, Inc. (Coffee) | CBS | N. W. Ayer & Son, Inc. |
| World Championship Pro-Football Game | Miller Brewing Co. (Beer) | MBS | Mathisson & Associates |
| | Buick Motor Div. of General Motors Corp. (Cars) | | Kudner Agency |
| World Series | Gillette Safety Razor Co. (Gillette and Toni products) | MBS | Maxon |
| World Series Warmup & Roundup | All-State Insurance Co. (Auto insurance) | MBS | Christiansen Advertising Agency |
| World Today, with Carroll Alcott | Bekins Van & Storage Co. (Storage and moving) | CBS | Brooks Advertising Agency |
| | Rhodes Pharmacal Co. (Imdrin) | | Olian & Bronner |
| World Tomorrow, The | Radio Church of God (Institutional) | ABC | Huntington, Parmalee Advertising |

Y

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|----------------------------|---|-----|--------------------------|
| Years of Crisis | American Oil Co. (Amoco Gas, lubricants) | CBS | Joseph Katz Co. |
| You Bet Your Life | DeSoto Motor Corp. (Cars) | NBC | BBD&O |
| Young Widder Brown | Sterling Drug, Inc. (Drug products) | | Dancer-Fitzgerald-Sample |
| | Toni Co. (Prom, Tame, White Rain) | | Leo Burnett |
| Your Land and Mine | General Motors Corp. (Cars and automotive services) | ABC | Kudner Agency |
| Yours Truly, Johnny Dollar | Wm. Wrigley, Jr., Co. (Spearmint Gum) | CBS | Arthur Meyerhoff & Co. |
| Youth on the March | Percy Crawford (Institutional) | ABC | J. M. Camp |

COMMERCIAL TV PROGRAMS—1954

(Network)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1954. The programs listed are for the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont and NBC.

A

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|------------------------------------|---|---------|--------------------------|
| Abbott & Costello | Campbell Soup Co. (Campbell Soups, Baked Beans, V-8) | CBS-TV | Leo Burnett |
| Action | Sterling Drugs (Drug products) | ABC-TV | Dancer-Fitzgerald-Sample |
| Adventures of Ozzie and Harriet | Hotpoint Co. (Refrigerators, Ranges, Ironers, air condi- tioners) | ABC-TV | Maxon |
| | Lambert Co. (Toothpaste, tooth powder, combs, brushes, Listerine Antiseptic) | | Lambert & Feasley |
| All About Baby | Swift & Co. (Swift's meats for babies) | DuMont | McCann-Erickson |
| | Libby, McNeill & Libby (Baby foods) | | J. Walter Thompson |
| Armstrong Circle Theatre | Armstrong Cork Co. (Linoleum, floor coverings, building materials) | NBC-TV | B.B.D. & O. |
| Art Linkletter's House Party | Hawaiian Pineapple Co. (Dole Pineapple) | CBS-TV | N. W. Ayer & Son |
| | Kellogg Co. (Cereals) | | Leo Burnett |
| | Lever Brothers Co. (Surf) | | B.B.D. & O. |
| | Pillsbury Mills, Inc. (Flour, cake, pie and hot roll mixes) | | Leo Burnett |
| Autry, Gene | Wm. Wrigley, Jr., Co. | CBS-TV | Ruthrauff & Ryan |

B

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|---------------------------------|--|--------|---------------------------|
| Barker Bill's Cartoons | General Mills, Inc. | CBS-TV | William Esty |
| Bears-Cardinals Pro Football | Standard Oil Co. of Indiana | ABC-TV | D'Arcy Advertising |
| Beat the Clock | Sylvania Electric Products, Inc. (Electric products) | CBS-TV | Cecil & Presbrey |
| Beatty, Morgan & the News | Miles Laboratories (Alka-Seltzer) | DuMont | Geoffrey Wade Advertising |
| Benny, Jack Show | American Tobacco Co. (Lucky Strike Cigarettes) | CBS-TV | B.B.D. & O. |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------|---|---------|--|
| Best of Broadway | Westinghouse Electric Corp. (All products) | CBS-TV | McCann-Erickson |
| Big Payoff, The | Colgate-Palmolive Co. (Fab, Chlorophyll Toothpaste, Cashmere Bouquet Soap and Hand Lotion) | CBS-TV | William Esty |
| Big Story, The | American Tobacco Co. (Pall Mall Cigarettes) Simoniz Co. (Floor Wax Body Guard, Body Sheen) | NBC-TV | SSC&B |
| Big Top, The | National Dairy Products Co. (Sealtest Ice Cream, dairy products) | CBS-TV | N. W. Ayer & Son |
| Big Town | A. C. Spark Plug Div. of General Motors Corp. Lever Brothers (Lifebuoy Soap, Rinso Blue, Good Luck Margarine) | NBC-TV | D. P. Brother J. Walter Thompson |
| Blue Ribbon Bouts | Pabst Brewing Co. (Beer) | CBS-TV | Warwick & Legler |
| Bolger, Ray Show | Lehn & Fink Products Corp. & Subsidiary, Dorothy Gray, Ltd. (Cosmetics, deodorants) | ABC-TV | Lennen & Newell |
| Breakfast Club | Quaker Oats Co. (Cereals) Philco Corp. (Radios, TV sets, electric ranges, refrigerators) A. E. Staley Mfg. Co. (Starch, cornstarch, table syrup) | ABC-TV | J. Walter Thompson Hutchins Advertising Ruthrauff & Ryan |
| Break the Bank | Dodge Div. of Chrysler Corp. (Cars) | ABC-TV | Grant Advertising |
| Brighter Day | Procter & Gamble Co. (Ivory Flakes, Cheer) | CBS-TV | Young & Rubicam |
| Broadway to Hollywood | Tidewater Associated Oil Co. (Tydol) | DuMont | Lennen & Newell |
| Buick-Berle Show | Buick Motor Div. of General Motors (Cars) | NBC-TV | Kudner Agency |
| Burns and Allen | Carnation Co. (Evaporated milk) B. F. Goodrich Co. (Tires, tubes) | CBS-TV | Erwin, Wasey & Co. B.B.D. & O. |
| Buttons, Red Show | General Foods Corp. (Instant Maxwell House Coffee) | CBS-TV | Benton & Bowles |
| Buttons, Red Show | Pontiac Motor Div. of General Motors Corp. (Cars) | NBC-TV | MacManus, John & Adams |

C

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|----------------------------|--|---------|--------------------------------|
| Caesar's Hour | American Chicle Co. (Clorets, Dentyne Gum) | NBC-TV | Dancer-Fitzgerald-Sample |
| | Radio Corp. of America (Products) | | Kenyon & Eckhardt |
| | Speidel Corp. (Watch bands) | | SSC&B |
| Camel News Caravan | R. J. Reynolds Tobacco Co. (Camel and Cavalier Cigarettes) | NBC-TV | William Esty |
| Campbell TV Soundstage | Campbell Soup Co. (Soup) | NBC-TV | Ward Wheelock |
| Capt. Hartz & His Pets | Hartz Mountain Products (Bird seed) | NBC-TV | George H. Hartman |
| Captain Midnight | General Mills, Inc. (Breakfast cereals) | | Tatham-Laird |
| | Wander Co. (Ovaltine) | | Tatham-Laird |
| Carson, Jack Show | Pontiac Motor Div. of General Motors Corp. (Cars) | NBC-TV | MacManus, John & Adams |
| Cavalcade of America | E. I. DuPont de Nemours, Inc. (Institutional) | ABC-TV | B.B.D. & O. |
| Cavalcade of Sports | Gillette Safety Razor Co. (Razors, shave cream) | NBC-TV | Maxon |
| Chance of a Lifetime | Emerson Drug Co. (Bromo-Seltzer) | DuMont | Lennen & Newell |
| | P. Lorillard Co., Inc. (Old Gold Cigarettes) | | Lenen & Newell |
| | Lentheric (Tweed) | | Cunningham & Walsh |
| Chevrolet | Chevrolet Motor Div. of General Motors Corp. (Cars) | ABC-TV | Campbell-Ewald |
| Chrysler Medallion Theatre | Chrysler Corp. (Cars) | CBS-TV | B.B.D. & O. |
| Climax | Chrysler Corp. (Cars) | CBS-TV | McCann-Erickson |
| Coca. Imogene Show | Griffin Mfg. Co. (Shoe polish) | NBC-TV | Birmingham, Castelman & Pierce |
| | Johnson & Johnson (Band-Aids, baby products, surgical dressings) | | Young & Rubicam |
| | Lewis Howe Co. (Tums) | | Dancer-Fitzgerald-Sample |
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| Coke Time | The Coca Cola Co. (Coca Cola) | NBC-TV | D'Arcy Advertising |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------|--|---------|--------------------------|
| Colgate Comedy Hour | Colgate-Palmolive Co. (Ajax, Halo, Palmolive Soap, dental creams, shaving creams) | NBC-TV | Ted Bates & Co. |
| Comeback Story | Sealy, Inc. (Mattresses) | ABC-TV | Weiss & Geller |
| Como, Perry Show | Liggett & Myers Tobacco Co. (Chesterfield Cigarettes) | CBS-TV | Cunningham & Walsh |
| Concerning Miss Marlowe | Miles Laboratories (Bactine, Alka-Seltzer, Tabcin, One-a-Day Vitamins) | NBC-TV | Geoffrey Wade |
| Contest Carnival | Procter & Gamble Co. (Tide) | | Compton Advertising |
| Crosby, Bob | Quaker Oats Co. (Breakfast foods) | CBS-TV | Wherry, Baker & Tilden |
| | American Dairy Association (Milk, milk products) | CBS-TV | Campbell-Mithun, Inc. |
| | S.O.S. Co. (Magic Scouring Pads) | | McCann-Erickson |
| | General Mills, Inc. (Flour, baking mixes, breakfast cereal) | | Knox Reeves Advertising |
| | C. A. Swanson & Sons (Poultry, meat products) | | Tatham-Laird, Inc. |
| | The Toni Co. (Home permanents, hair preparations, cleansing lotions, creams, lipsticks) | | Weiss & Geller, Inc. |
| | Englander Co. (Mattresses, bed springs) | | Leo Burnett |
| | Tappan Stove Co. (Stoves) | | Ketchum, MacLeod & Grove |
| | Calgon, Inc. (Calgon) | | Ketchum, MacLeod & Grove |

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| Daly, John & the News | Tidewater Associated Oil Co. (Veedol Motor Oil & Greases, Tydol Flying "A" Gas) | ABC-TV | Buchanan & Co. |
| | American Home Products Corp. (Anacin, Bisodol) | | The Biow Co. |
| Danger | Realemon-Puritan Co. Block Drug Co., Inc. Nash-Kelvinator Corp. Div. of American Motors Corp. (Appliances) | CBS-TV | Schwimmer & Scott Harry B. Cohen Adv. Geyer Advertising Agency |
| Dear Phoebe | Campbell Soup Co. (Soups) | NBC-TV | B.B.D. & O. |
| December Bride | General Foods Corp. (Instant coffee) | CBS-TV | Benton & Bowles |
| Ding Dong School | General Mills, Inc. (Cereals and mixes) | NBC-TV | Tatham-Laird |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------|--|------------------|---------------------------|
| | Gerber Products Co. (Baby foods) | | D'Arcy Advertising |
| | International Shoe Co. (Shoes) | | D'Arcy Advertising |
| | Wander Co. (Ovaltine) | | Tatham-Laird |
| Disneyland | American Dairy Association (Milk, cream, cheese, ice cream, butter, evaporated milk, non-fat dry milk) | ABC-TV | Campbell-Mithun |
| | American Motors Corp. (Nash, Hudson cars, Kelvinator appliances) | | Geyer Advertising |
| | Derby Foods, Inc. (Peter Pan Peanut Butter, Corned Beef Hash, Tamales with Sauce, Boneless Chicken Ala King) | | McCann-Erickson |
| Dixon, Paul Show | River Brand Rice Mills (Rice) | DuMont | Donahue & Co. |
| | Vitamin Corp of America (Rybutol) | | B.B.D. & O. |
| Doctor I. Q. | Hazel Bishop (Cosmetics) | ABC-TV | Raymond Spector |
| Dollar a Second | Mogen David Wine Corp. (Wine) | ABC-TV DuMont | Weiss & Geller |
| Double or Nothing | Campbell Soup Co. (All products) | CBS-TV | Ward Wheelock |
| Down You Go | Helene Curtis Industries, Inc. (Spray net) | DuMont | Ruthrauff & Ryan |
| | Western Union Telegraph Co. | | Albert Frank-Guenther Law |
| Dragnet | Liggett & Myers Tobacco Co. (Chesterfield Cigarettes) | NBC-TV | Cunningham & Walsh |

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| Edwards, Douglas with the News | American Tobacco Co. (Pall Mall Cigarettes) | CBS-TV | SSC&B |
| | American Home Products Corp. (Anacin, Aero Shave) | | The Biow Co. |
| | Avco Mfg. Corp. (Bendix and Crosley Home Appliances) | | Earle Ludgin & Co. |
| | Pharmaceuticals, Inc. (Geritol) | | Edward Kletter Assoc. |
| Elgin TV Hour | Elgin National Watch Co. (Watches) | ABC-TV | Young & Rubicam |
| Erwin, Stu Show | Paper Mate Co. (Pens) | ABC-TV | Foote, Cone & Belding |
| | General Mills, Inc. (Cheerios, Bisquick) | | Dancer-Fitzgerald-Sample |
| Ethyl & Albert | Sunbeam Corp. (Electrical appliances) | NBC-TV | Perrin-Paus |

F

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------|---|---|--|
| Faith for Today | Faith for Today, Inc. (Institutional) | ABC-TV | World Broadcasters Association |
| Father Knows Best | P. Lorillard Co. (Kent Cigarettes) | CBS-TV | Young & Rubicam |
| Feather Your Nest | Colgate-Palmolive Co. | NBC-TV | William Esty |
| Festival of Light | Electrical Industries | ABC-TV, CBS-TV, DuMont, NBC-TV | N. W. Ayer & Sons |
| Fireside Theatre | Procter & Gamble Co. (Ivory, Crisco, Duz) | NBC-TV | Compton Advertising |
| First Love | Andrew Jergens Co. (Cosmetics) | NBC-TV | Robert W. Orr |
| Flack, Colonel Humphrey | American Chicle Co. (Clorets, Chloro- phyll Gum) Allen B. DuMont Laboratories, Inc. | DuMont | Dancer-Fitzgerald-Sample |
| Football, Professional | Atlantic Refining Co. (Petroleum products) Carling Brewing Co. (Red Cap Ale) Gunther Brewing Co., Inc. (Gunther Beer) Pittsburgh Zone Chevrolet Dealers Goebel Brewing Co. (Beer and ale) Speedway Petroleum Corp. (Gas and oil) Piel Brothers, Inc. (Beer) Schick, Inc. (Electric shavers) | DuMont | N. W. Ayer & Son Lang, Fisher & Stashower The Joseph Katz Co. Ketchum, MacLeod & Grove Brooke, Smith, French & Dorrance W. B. Doner & Co. Young & Rubicam Kudner Agency |
| Ford Theatre | Ford Motor Co. (Cars, trucks, parts, services) | NBC-TV | J. Walter Thompson |
| Four Star Playhouse | Singer Sewing Machine Co. (Sewing machines, other products) Bristol Myers Co. (Bufferin, Ipana) Parker Pen Co. (Pens, inks) | CBS-TV | Young & Rubicam J. Walter Thompson |
| Froman, Jane Show | General Electric Co. (GE Lamps) | CBS-TV | B.B.D. & O. |

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|--------------------------|--|--------|---|
| Game of the Week | Falstaff Brewing Co. (Beer) | ABC-TV | Dancer-Fitzgerald-Sample |
| General Electric Theatre | General Electric Co. (Institutional) | CBS-TV | B.B.D. & O. |
| Gleason, Jackie Show | Schick, Inc. (Electric shavers) Nestle Co., Inc. (Nescafe) W. A. Sheaffer Pen Co. (Fountain pens) | CBS-TV | Kudner Agency Bryan Houston Russel M. Seeds |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY | |
|------------------------------------|--|--|-----------------------|-----------------------|
| Gobel, George Show | Armour & Co. (Dial Soap, Shampoo) | NBC-TV | Foote, Cone & Belding | |
| | Pet Milk Co. (Evaporated milk, non-fat dry milk) | | Gardner Advertising | |
| Godfrey, Arthur & His Friends | The Toni Co. (Home Permanent Wave) | CBS-TV | Weiss & Geller | |
| | CBS-Columbia (CBS-Columbia TV and Radio Receivers) | | Ted Bates & Co. | |
| | Pillsbury Mills, Inc. (Flour, mixes) | | Leo Burnett | |
| | General Motors Corp. (Frigidaire Line of Home Appliances) | | Foote, Cone & Belding | |
| Godfrey's, Arthur Talent Scouts | Thomas J. Lipton Co. (Lipton's Tea, Soup Mixes) | CBS-TV | Young & Rubicam | |
| Godfrey, Arthur Time | Lever Brothers Co. (Pepsodent Dentifrices) | CBS-TV | McCann-Erickson | |
| | The Toni Co. (Toni Home Permanent) | | Weiss and Geller | |
| | General Motors Corp. (Frigidaire Line of Home Appliances) | CBS-TV | Foote, Cone & Belding | |
| | Kellogg Co. (Cereals) | | Leo Burnett | |
| | Minnesota Mining & Mfg. Co. (Scotch Tape) | CBS-TV | B.B.D. & O. | |
| | Pillsbury Mills, Inc. (Flour, mixes) | | Leo Burnett | |
| | National Biscuit Co. (Crackers, other baked goods) | CBS-TV | McCann-Erickson | |
| | Bristol-Myers Co. (Bufferin) | | Young & Rubicam | |
| | Knemark Mfg. Co. (Esquire Boot Polish) | CBS-TV | Emil Mogul | |
| | Snow Crop Marketeers Div. of Clinton Foods, Inc. (Snow Crop Frozen Foods) | | Maxon | |
| | Goldbergs, The | International Cellucotton Products Co. (Kleenex) | CBS-TV | Foote, Cone & Belding |
| | | Star-Kist Foods, Inc. (Star-Kist Tuna) | | Rhoades & Davis |
| | Golden Windows | Vitamin Corp. of America (Rybutol) | DuMont | B.B.D. & O. |
| | Goodyear TV Playhouse | Procter & Gamble Co. (Cheer) | NBC-TV | Young & Rubicam |
| Greatest Fights of the Century | Goodyear Tire & Rubber Co. (Tires, Neolite Soles) | NBC-TV | Young & Rubicam | |
| | Chesbrough Mfg. Co. (Vaseline Cream, Hair Tonic) | NBC-TV | Cayton | |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|--|---|---------|--|
| Greatest Moments in Sports | Mutual Benefit Health & Accident Association of Omaha (Insurance) | NBC-TV | Bozell & Jacobs |
| Greatest Professional Football Plays of the Week | Theodore Hamm Brewing Co. (Beer) Drewry's, Ltd., U.S.A., Inc. (Beer and ale) | DuMont | Campbell-Mithun MacFarland, Aveyard & Co. |
| Guiding Light | Procter & Gamble Co. (Ivory Soap, Duz, Crisco, Gleem) | CBS-TV | Compton Advertising |

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|-------------------------------|--|------------------|--------------------------------------|
| Hallmark of Fame | Hallmark Cards, Inc. (Greeting cards) | NBC-TV | Foote, Cone & Belding |
| Halls of Ivy | International Harvester (Machinery) National Biscuit Co. (Crackers, baked goods) | CBS-TV | Leo Burnett McCann-Erickson |
| Happy Felton's Spotlight Gang | Sweets Co. of America (Candy) | NBC-TV | Mosselle & Eisen |
| Hawkins Falls | Wesson Oil & Snowdrift Sales Co. (Shortening, salad oil and dressing, lard, margarine, butter) | NBC-TV | Fitzgerald Advertising |
| Henrich, Tommy | Emerol Mfg. Co. (Marvel Mystery Oil) | ABC-TV | Hilton & Riggio |
| Herald of Truth | The Churches of Christ | DuMont | The Martin Co. |
| Holm, Celeste Show | Bristol Myers Co. (Sal Hepatica, Ipana Toothpaste, Bufferin, Vitalis, Mum) | CBS-TV | Young & Rubicam |
| Home Hope, Bob Show | Participations General Foods Corp. (Swansdown Cake Mixes) | NBC-TV NBC-TV | Young & Rubicam |
| Horizons | Ciba Pharmaceutical Products, Inc. (Ethicals) | ABC-TV | Keisnetter, Baker, Hedgedorn & Smith |
| Hour of Decision | Billy Graham Evangelistic Association (Institutional) | ABC-TV | Walter F. Bennett |
| Howdy Doody | Participations | NBC-TV | |
| Hunter, The | R. J. Reynolds Tobacco Co. (Winston, Camel, and Cavalier Cigarettes) | NBC-TV | William Esty |

I

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|------------------------------------|--|--------|--------------------------|
| I Love Lucy, Starring Lucille Ball | Philip Morris & Co. Ltd., Inc. | CBS-TV | The Biow Co. |
| I Married Joan | General Electric Co. (Appliances) | NBC-TV | Young & Rubicam |
| Inspector Mark Saber | Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia) | ABC-TV | Dancer-Fitzgerald-Sample |

COMMERCIAL TV PROGRAMS

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------|--|---------|--------------------|
| It's a Great Life | Chrysler Corp. (Cars) | NBC-TV | McCann-Erickson |
| I've Got a Secret | R. J. Reynolds Tobacco Co. (Cavalier Cigarettes) | CBS-TV | William Esty |

J

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|---------------------|---|--------|--------------------------------|
| Jamie | Duffy-Mott Co., Inc. (Mott Apple Products) | ABC-TV | Young & Rubicam |
| Jessel, George Show | B. & B. Pen Co. (B.B. Rol-Rite Pen) Gemex Co. (Watchbands) | ABC-TV | Hilton & Riggio B.B.D. & O. |
| Justice | Borden Co. (Instant coffee, Ice cream, dairy products) | NBC-TV | Young & Rubicam |
| Juvenile Jury | Pharmaceuticals, Inc. | CBS-TV | Edward Kletter Associates |

K

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|-----------------------|---|--------|---|
| King, Rocky Detective | American Chicle Co. (Chlorophyll Gum, Clorets) Pharmaceuticals, Inc. (Geritol, RDX) | DuMont | Dancer-Fitzgerald-Sample Edward Kletter Associates Harry B. Cohen Advertising |
| Kraft TV Theatre | Kraft Foods Co. (Cheese, other food products) | ABC-TV | J. Walter Thompson |
| Kraft TV Theatre | Kraft Foods Co. (Food products) | NBC-TV | J. Walter Thompson |

L

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|-----------------------|--|--------|--|
| Lassie | Campbell Soup Co. (Soups, baked beans, V-8) | CBS-TV | B.B.D. & O. |
| Leave It to the Girls | Ex-Lax, Inc. (Ex-Lax, Jests) | ABC-TV | Warwick & Legler |
| Lee, Pinky Show | Participations | NBC-TV | |
| Lewis, Robert Q. Show | Best Foods, Inc. (Hellman's Mayon- naisse, Nucoa) Doeskin Products, Inc. (Tissues, paper napkins) General Mills, Inc. (Flour, breakfast cereals, mixes) Helene Curtis Industries, Inc. (Hair dressings, hair sprays, permanent waves, shampoos) S. C. Johnson & Co. (Johnson's Wax, Polishers, Cleaners) Miles Laboratories, Inc. (Alka-Seltzer, One-a-Day Multiple Vitamin Tablets, Tablin, Nervine) | CBS-TV | Dancer-Fitzgerald-Sample Grey Advertising Agency B.B.D. & O. Earle Ludgin & Co. Needham, Louis & Brorby Geoffrey Wade |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|--|---|------------------|---------------------------|
| | C. A. Swanson & Sons (Poultry and meat products) | | Tatham-Laird |
| Liebman, Max Presents (Saturday Nights) | Oldsmobile Div. of General Motors Corp. (Cars) | NBC-TV | D. P. Brother & Co. |
| Liebman, Max Presents (Sunday Nights) | Hazel Bishop, Inc. (Lipstick, nail polish, rouge) | NBC-TV | Raymond Spector |
| | Sunbeam Corp. (Electrical appliances) | | Perrin-Paus |
| Life Begins at 80 | Serutan Co. (Serutan) | DuMont | Edward Kletter Associates |
| Life of Riley | Gulf Oil Corp. (Gas, oil, lubricants, tires, insecticides) | NBC-TV | Young & Rubicam |
| Life Is Worth Living, with Bishop Fulton J. Sheen | Admiral Corp. (Household appliances) | DuMont | Erwin, Wasey & Co. |
| Life with Father | S. C. Johnson & Son, Inc. (Wax, cleaners, polishers) | CBS-TV | Needham, Louis & Brorby |
| | CBS-Columbia (CBS-Columbia TV and Radio Receivers) | | Ted Bates & Co. |
| Line-Up, The | Brown & Williamson Tobacco Corp. | CBS-TV | Ted Bates & Co. |
| Lone Ranger | General Mills, Inc. (Cheerios, Wheaties, Kix) | ABC-TV CBS-TV | Dancer-Fitzgerald-Sample |
| Longines' Christmas Festival | Longines-Wittnauer Watch Co. (Watches) | CBS-TV | Victor A. Bennett |
| Longines' Chronoscope | Longines-Wittnauer Watch Co. (Watches) | CBS-TV | Victor A. Bennett |
| Longines' Thank-giving Day Testimonial | Longines-Wittnauer Watch Co. | CBS-TV | Victor A. Bennett |
| Love of Life | American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin) | CBS-TV | The Biow Co. |
| Lux Theatre | Lever Brothers Co. (Lux Soap, Flakes, Liquid, Spry, Rinso, Pepsodent) | NBC-TV | J. Walter Thompson |
| Lux Video Theatre | Lever Brothers Co. (Lux Liquid, Flakes) | CBS-TV | J. Walter Thompson |

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|---------------------|---|--------|-------------------|
| Make Room for Daddy | American Tobacco Co. (Pall Mall Cigarettes) | ABC-TV | SSC&B |
| | Dodge Div. of Chrysler Corp. (Dodge Cars) | | Grant Advertising |
| | Speidel Corp. (Watchbands) | | SSC&B |
| Mama | General Foods Coro. (Maxwell House Coffee, Minute Rice) | CBS-TV | Benton & Bowles |

COMMERCIAL TV PROGRAMS

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------------|---|---------|---|
| Man Against Crime | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | DuMont | William Esty |
| Man Behind the Badge | Bristol Myers Co. (Sal Hepatica, Ipana Toothpaste, Bufferin, Mum, Vitalis) | CBS-TV | Doherty, Clifford, Steers & Shenfield |
| Martin Kane | U. S. Tobacco Co. (Sana and Encore Cigarettes) | NBC-TV | Kudner Agency |
| Martin, Tony Show | Toni Co. (Cosmetics) | NBC-TV | Tatham-Laird |
| Masquerade Party | Knemark Mfg. Co., Inc. (Esquire Boot Polish) Remington Rand, Inc. (Remington Electric Shavers) | ABC-TV | Emil Mogul Co., Inc. Young & Rubicam |
| Medic | Dow Chemical Co. (Saran Wrap, Saran Fabric, Styron Plastics) | NBC-TV | MacManus, John & Adams |
| Meet Millie | Carter Products, Inc. (Arrid, Rise, Nair, Carter Little Liver Pills) O' Cedar Corp. (Mops, floor wax) | CBS-TV | SSC&B Turner Advertising Agency |
| Meet the Press | Pan-American World Airways (Transportation) Revere Paper & Brass, Inc. (Institutional) | NBC-TV | J. Walter Thompson St. Georges & Keyes |
| Meet Your Congress | Benrus Watch Co. (Watches) | DuMont | Cecil & Presbrey |
| Milland, Ray Show | General Electric Co. (TV, radio sets, small appliances) | CBS-TV | Maxon |
| Miss America Pageant | Philco Corp. (Radios, TV sets, electrical appliances) | ABC-TV | Hutchins Advertising |
| Mr. and Mrs. North | Congoleum-Nairn, Inc. (Floor wax, Congowall) Revlon Products Corp. (Lipstick, nail polish) | NBC-TV | McCann-Erickson Wm. Weintraub |
| Mr. Peepers | Reynolds Metals Co. (Reynolds Wrap, aluminum building products) | NBC-TV | Clinton E. Frank |
| Modern Romances | Colgate-Palmolive Co. (Colgate Dental Cream) | NBC-TV | Bryan Houston |
| Montgomery, Robert Presents | The American Tobacco Co. (Lucky Strike and Herbert Tareyton Cigarettes) S. C. Johnson & Son, Inc. (Glo-Coat, Pride, Car-Plate and Car-Nu-Jubilee Wax, Paste Wax) | NBC-TV | B.B.D. & O. Needham, Louis & Brorby |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|--|--|---------|---------------------------------------|
| Moore, Gary Show | Best Foods, Inc. (Kit, Shinolaj) | CBS-TV | Earle Ludgin & Co. |
| | Economics Laboratories, Inc. (Soilax) | | Scheidler, Beck & Werner, Inc. |
| | Kellogg Co. (Cereals) | | Leo Burnett |
| | Hoover Co. (Vacuum cleaners) | | Leo Burnett |
| | C. H. Masland & Sons (Rugs) | | Anderson & Cairns |
| | Converted Rice, Inc. (Uncle Ben's Converted Rice) | | Leo Burnett |
| | Comstock Foods (Vegetable and fruit pie fillings, apple sauce) | | Leo Burnett |
| | Chun King Sales, Inc. (Chinese, Oriental Foods) | | J. Walter Thompson |
| | Borden Co. (Instant coffee, Starlac) | | Doherty, Clifford, Steers & Shenfield |
| | Toni Co. (Home permanents, cosmetics) | | Leo Burnett |
| | Swift & Co. (Swift'ning) | | J. Walter Thompson |
| | Miles Laboratories, Inc. (Alka-Seltzer, vitamins) | | Geoffrey Wade |
| | Yardley & Co., Ltd. (Soap, bath oil) | | N. W. Ayer & Son |
| | Pacific Mills Co. (Sheets, pillow cases) | | J. Walter Thompson |
| | Simoniz Co. (Simoniz, other products) | | Tatham-Laird |
| | Pillsbury Mills, Inc. (Ballar Biscuits) | | Campbell-Mithun |
| | Corn Products Refining Co. (Limit Starch) | | C. L. Miller |
| | Bristol Myers Co. (Ipana AC) | | Doherty, Clifford, Steers & Shenfield |
| | Seeman Brothers, Inc. (Airwick, Nylast, 20-20 Eye Cleaners) | | Wm. H. Weintraub |
| | Norge Div. of the Borg-Warner Corp. (All Norge products) | | J. Walter Thompson |
| Mystik Adhesive Products (Mystik Tape) | George Hartman Agency | | |
| Morning Show | Participations | CBS-TV | |
| Motorola TV Theatre | Motorola, Inc. (Radio, TV sets) | ABC-TV | Ruthrauff & Ryan |
| | Murray, Arthur Party | ABC-TV | Grey Advertising Agency |
| Murray, Arthur Party | Associated Products (5-Day Deodorant Pads) | NBC-TV | Grey Advertising |
| | Consolidated Royal Chemical Co. (Liquinet & Krank) | | Dancer-Fitzgerald-Sample |
| My Favorite Husband | International Silver Co. (Silverware) | CBS-TV | Young & Rubicam |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|------------------|--|---------|----------------------------|
| | Simmons Co. (Simmons Beautyrest, Hide-A-Bed) | | Young & Rubicam |
| My Friend Irma | Brown & Williamson Tobacco Corp. (Kool Cigarettes) | CBS-TV | Ted Bates & Co. |
| My Little Margie | Scott Paper Co. (Napkins, towels, wax paper) | NBC-TV | J. Walter Thompson |

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| Name's the Same | American Chicle Co. (Chiclets Chewing Gum) | ABC-TV | Dancer-Fitzgerald-Sample |
| | C. A. Swanson & Sons (Canned and frozen chicken, turkey, beef) | | Tatham-Laird |
| | Ralston-Purina Co. (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp) | | Guild, Bascom & Bonfigli |
| Name That Tune | American Home Products Corp. (Anacin, Kolyne, Bisodol, Heet) | CBS-TV | SSC&B |
| | Carter Products Corp. (Arrid, Rise Shave Cream, Nair) | | SSC&B |
| Name That Tune | Block Drug Co. (Toothpaste) | NBC-TV | Cecil & Presbrey |
| | Speidel Corp. (Watchbands) | | SSC&B |
| NCAA Football | Carnation Co. (Evaporated milk) | ABC-TV | Erwin, Wasey & Co. |
| | Humble Oil & Refining Co. (Petroleum products) | | McCann-Erickson |

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| Omnibus | Aluminum Co. of Canada (Institutional) | CBS-TV | J. Walter Thompson |
| | Norcross, Inc. (Greeting cards) | | Albert Kimball Co. |
| | Scott Paper Co. (Cut-Rite Wax Paper, Scottie Facial Tissues) | | J. Walter Thompson |
| One Man's Family | Serutan Co. (RDX, Serutan, Geritol) | NBC-TV | Edward Kletter Associates |
| On the Line with Considine | Mutual Benefit Health and Accident Association of Omaha (Insurance) | NBC-TV | Bozell & Eisen |
| On Your Account | Procter & Gamble Co. (Tide, Prell) | CBS-TV | Benton & Bowles |
| On Your Account | Procter & Gamble Co. (Gleem) | NBC-TV | Benton & Bowles |
| Orchid Award | Brown & Williamson Tobacco Corp. (Viceroy Cigarettes) | ABC-TV | Ted Bates |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------|--|---------------|---------------------|
| Original Amateur Hour | Pet Milk Co. (Evaporated milk) | NBC-TV | Gardner Advertising |
| Our Miss Brooks | General Foods Corp. (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, Jello Instant Pudding) | CBS-TV | Young & Rubicam |

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| Packard Program Starring Martha Wright | Packard Motor Car Corp. (Cars) | ABC-TV | Maxon |
| Pantomime Quiz | Revlon Products (Lipstick, hair spray) | ABC-TV | SSC&B |
| Pantomime Quiz | Benson & Hedges (Parliament Cigarettes) | DuMont | Benton & Bowles |
| People Are Funny | The Frawley Corp. (Paper-Mate Pens) Toni Co. (Cosmetics) | NBC-TV | Foote, Cone & Belding Leo Burnett |
| Pepsi Cola Playhouse | Pepsi Cola Co. | ABC-TV | The Biow Co. |
| Person to Person | American Oil Co. (Amoco Gas) Hamm Brewing Co. (Beer) Noxzema Chemical (Noxzema Skin Cream, Shave Cream) | CBS-TV | The Joseph Katz Co. Campbell-Mithun SSC&B |
| Philco TV Playhouse | Philco Corp. (Radio, TV sets, ranges, refrigerators) | NBC-TV | Hutchins Advertising |
| Place the Face | Toni Co. (Prom, White Rain) Carter Products Co. (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills) | CBS-TV | Leo Burnett SSC&B |
| Place the Face | Toni Co. (Cosmetics) | NBC-TV | Weiss & Geller |
| Plainclothes Man | Carter Products, Inc. (Rise, Arrid, Nair) Larus & Brother Co., Inc. (Holiday Cigarettes, Pipe Tobacco; Edge worth Pipe Tobacco) | DuMont | Ted Bates Warwick & Legler |
| Pond's Theatre | Pond's Extract Co. (Angel Skin, Dry Skin Cream, Cold Cream, Lipstick, Makeup Mist, Angel Face) | ABC-TV | J. Walter Thompson |
| Portia Faces Life | General Foods Corp. (Swansdown Cake Mixes, Instant Postum, Baker's Coconut, Bran Flakes, La France, Satina) | CBS-TV | Young & Rubicam |
| Potter, Peter Show | Hazel Bishop (Cosmetics) | ABC-TV | Raymond Spector |
| Pride of the Family | Armour & Co. Bristol-Myers Co. (Ipana, Vitalis) | ABC-TV | Foote, Cone & Belding Young & Rubicam |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|---------------------|--|---------|--------------------|
| Private Secretary | American Tobacco Co. (Lucky Strike Cigarettes) | CBS-TV | B.B.D. & O. |
| Producer's Showcase | Ford Motor Co. (Cars, trucks, parts services) | NBC-TV | Kenyon & Eckhardt |
| | Radio Corp. of America (TV sets, phonographs, records, radios, service, tubes, tape recorders, batteries, air conditioners) | | Kenyon & Eckhardt |
| Public Defender | Philip Morris & Co. (Philip Morris Cigarettes) | CBS-TV | The Biow Co. |

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| Quick as a Flash | Thor Corp. (Washing machines) | ABC-TV | Henri, Hurst & MacDonald |
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| Raye, Martha Show | Hazel Bishop Inc. (Lipstick, nail polish, rouge) | NBC-TV | Raymond Spector |
| | Sunbeam Corp. (Electrical appliances) | | Perrin-Paus |
| Redskins Pro Football | American Oil Co. (Gas, oil) | ABC-TV | Katz Agency |
| Rin-Tin-Tin | National Biscuit Co. (All products) | ABC-TV | Kenyon & Eckhardt |
| Rogers, Roy Show | General Foods Corp. (Instant puddings) | NBC-TV | Benton & Bowles |
| Rooney, Mickey Show | Green Giant Co. (Food products) | NBC-TV | Leo Burnett |
| | Pillsbury Mills, Inc. (Flours) | | Leo Burnett |
| Rootie Kazootie | Gordon Baking Co. (Silvercup Bread) | ABC-TV | N. W. Ayer & Son |

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| Saturday Night Fights | Bayuk Cigars (Phillies, Webster and Goding Wedding Cigars) | ABC-TV | Ellington Advertising Agency |
| Saturday Night Revue | Participations | NBC-TV | |
| Schlitz Playhouse of Stars | Schlitz Brewing Co. (Beer and Ale) | CBS-TV | Lennen & Newell |
| Search for Tomorrow | Procter & Gamble Co. (Joy, Spic & Span, Cheer) | CBS-TV | The Biow Co. |
| Secret Storm | American Home Products Corp. (Aero Wax, Anacin, Heet, Wizard Wick) | CBS-TV | The Biow Co. |
| See It Now | Aluminum Co. of America (Alcoa Aluminum Products) | CBS-TV | Fuller & Smith & Ross |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------------|---|---------|---------------------------|
| Seeking Heart, The | Procter & Gamble Co. (Drene, Ivory Flakes, Crisco) | CBS-TV | Compton Advertising |
| Shore, Dinah Show | Chevrolet Motor Div. of General Motors Corp. (Parts & services) | NBC-TV | Campbell-Ewald |
| Shower of Stars | Chrysler Corp. (Cars) | CBS-TV | McCann-Erickson |
| Skelton, Red | Pharmaceuticals, Inc. Pet Milk Co. (Evaporated milk) | CBS-TV | Edward Kletter Associates |
| | S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers) | | Needham, Louis & Brorby |
| Sky King | Derby Foods, Inc. (Peter Pan Peanut Butter) | ABC-TV | Needham, Louis & Brorby |
| Smilin' Ed McConnell | Brown Shoe Co., Inc. (Buster Brown Shoes) | ABC-TV | Leo Burnett |
| Smith, Kate Hour | Participations | NBC-TV | |
| So You Want to Lead a Band | Brillo Mfg. Co., Inc. | ABC-TV | J. Walter Thompson |
| Space Patrol | The Nestle Co. (Chocolate candy & cocoa products) | ABC-TV | Cecil & Presbrey |
| | Ralston-Purina Co. (Rice Chex, Wheat Chex, Ry-Krisp) | | Gardner Adv. Agency |
| Sports Showcase | Boyle-Midway, Inc. (Aero Shave, Aero Lotion, Aero Wax, Anacin, Bisodol) | DuMont | Geyer Advertising |
| Sports Spot | General Cigar Co. (White Owl Cigars) | CBS-TV | Young & Rubicam |
| Stafford, Jo Show | Gold Seal Co. (Glass Wax) | CBS-TV | Campbell-Mithun |
| Stop the Music | Exquisite Form, Inc. (Brassieres) | ABC-TV | Grey Advertising Agency |
| | Quality Goods Manufacturers, Inc. | | Grey Advertising Agency |
| Stork Club | Gemex Co., Inc. (Watch bands) | ABC-TV | B.B.D. & O. |
| Stranger, The | Pharmaceuticals, Inc. (Geritol) | DuMont | Edward Kletter Associates |
| Strike It Rich | Colgate-Palmolive Co. (Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab. Ajax) | CBS-TV | William Esty |
| Studio 57 | H. J. Heinz Co. (Canned and bottled foods) | DuMont | Maxon |
| Studio One | Westinghouse Electrical Corp. (Kitchen appliances; radio, TV sets, Turbo- jet Plane Motors) | CBS-TV | McCann-Erickson |
| Sunday News Special | Norwich Pharmacal Co. (Aspirin, Unguentine) | CBS-TV | Benton & Bowles |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------|---|---------|--------------------|
| Super Circus | Mars, Inc. (Candy products) | ABC-TV | Leo Burnett |
| | Kellogg Co. (Cereals) | | Leo Burnett |
| | Minute Maid Corp. (Frozen juices) | | Ted Bates |
| Suspense | Electric Auto-Lite Co. (Spark plugs, batteries, auto accessories) | CBS-TV | Cecil & Presbrey |

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| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------------------|---|---------|---------------------|
| Texaco Star Theatre | The Texas Co. (Gasoline) | NBC-TV | Kudner Agency |
| That's My Boy | Plymouth Div. of the Chrysler Corp. (Cars) | CBS-TV | N. W. Ayer & Son |
| The New Stu Erwin Show | Liggett & Myers Tobacco Co. (L & M Cigarettes) | ABC-TV | Cunningham & Walsh |
| They Stand Accused | Consolidated Cosmetics (Lanolin Plus Cosmetics) | DuMont | Frank E. Duggan |
| This Is Your Life | Hazel Bishop, Inc. (Lipstick, rouge) | NBC-TV | Raymond Spector |
| | Procter & Gamble Co. (Dentifrices, shampoos, home permanents) | | Compton Advertising |
| Three Steps to Heaven | Miles Laboratories (Drugs) | NBC-TV | Geoffrey Wade |
| | Procter & Gamble Co. (Ivory Soap) | | Compton Advertising |
| Toast of the Town, with Ed Sullivan | Lincoln-Mercury Dealers (Lincoln, Mercury cars) | CBS-TV | Kenyon & Eckhardt |
| Today | Participations | NBC-TV | |
| Tom Corbett, Space Cadet | Friedman-Shelby Div. of the International Shoe Co. (Red Goose Shoes) | DuMont | D'Arcy Advertising |
| Tonight | Participations | NBC-TV | |
| Tootsie Hippodrome | Sweets Co. of America, Inc. (Tootsie Rolls & Carmels) | ABC-TV | Mosele & Eisen |
| Topper | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | CBS-TV | William Esty |
| Top Plays of 1954 | Helene Curtis, Inc. (Lanolin Spray Net) | NBC-TV | Earle Ludgin |
| Treasury Men in Action | Chevrolet Motor Div. of General Motors Corp. (Cars) | ABC-TV | Campbell-Ewald |
| Treasury Men in Action | Borden Co. (Instant coffee, Star-lac, dairy products) | NBC-TV | Young & Rubicam |
| Truth or Consequences | P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco) | NBC-TV | Lennen & Newell |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------|--|---------|--------------------|
| Twenty Questions | Florida Citrus Commission (Citrus fruits) | ABC-TV | J. Walter Thompson |
| Twenty Questions | Bauer & Black (Curads) | DuMont | Leo Burnett |
| Two for the Money | P. Lorillard Co. (Old Gold Cigarettes) | CBS-TV | Lennen & Newell |
| TV Teen Club | Sweets Co. of America (Tootsie Rolls & Carmels) | ABC-TV | Moselle & Eisen |

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|--------------------|---|--------|-----------------|
| Uncle Johnny Coons | Lever Brothers Co. (Good Luck Margarine) | CBS-TV | McCann-Erickson |
| Up for Adoption | Vitamin Corp. of America (Rybutol) | ABC-TV | B.B.D. & O. |
| U. S. Steel Hour | U. S. Steel Corp. (Institutional) | ABC-TV | B.B.D. & O. |

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|--------------------|---|------------------|----------------------------|
| Valiant Lady | General Mills, Inc. (Gold Medal Flour, pie crust mix, Bisquick) | CBS-TV | Dancer-Fitzgerald-Sample |
| | Toni Co. (Prom, White Rain) | | Leo Burnett |
| Video, Captain | Walter H. Johnson Candy Co. (Powerhouse Candy Bars) | DuMont | Franklin Bruck Advertising |
| Vise, The | Sterling Drugs (Aspirin, milk of magnesia, toothpaste) | ABC-TV | Dancer-Fitzgerald-Sample |
| Voice of Firestone | Firestone Tire & Rubber Co. (Tubes, tires, TV sets, spark plugs) | ABC-TV NBC-TV | Sweeney & James |

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|-------------------|--|--------|--------------------------|
| Waring, Fred Show | General Electric Co. (Institutional) | CBS-TV | B.B.D. & O. |
| Web, The | P. Lorillard Co. (Kent Cigarettes) | CBS-TV | Young & Rubicam |
| Welcome Travelers | Procter & Gamble Co. (Oxydol, Dreft, Ivory Snow, Camay) | CBS-TV | Dancer-Fitzgerald-Sample |
| What's My Line? | Jules Montenier, Inc. (Stopette, Prof, Finesse) | CBS-TV | Earle Ludgin |
| | Remington Rand, Inc. (Remington Electric Shavers) | | Young & Rubicam |
| What's the Story | Allen B. Du Mont Laboratories, Inc. (DuMont Telesets) | DuMont | |
| Where's Raymond | American Cigarette & Cigar Co. (Pall Mall Cigarettes) | ABC-TV | SSC&B |

| TITLE | SPONSOR-PRODUCT | NETWORK | ADVERTISING AGENCY |
|---------------------------------------|---|---------|---------------------------|
| | Sherwin-Williams Co. (Super Kem-Tone, Kem-Glo) | | Fuller, Smith & Ross |
| White, Betty Show | Serutan Co. (Serutan, RDX and Gerutan) | NBC-TV | Edward Kletter Associates |
| Who Said That? | Sheaffer Pen Co. (Pens) | ABC-TV | Russell M. Seeds |
| Winchell, Paul- Jerry Mahoney Show | Sweets Co. of America (Candy) | NBC-TV | Moselle & Eisen |
| Winchell, Paul Show | Procter & Gamble Co. (Gleem) | NBC-TV | Benton & Bowles |
| Winchell, Walter (News) | American Safety Razor Corp. (Blades, razors, shaving creams, brushes) | ABC-TV | McCann-Erickson |
| | Bayuk Cigar Co. (Phillies & Webster Cigars) | | D'Arcy Advertising |
| | Carter Products Inc. (Carter's Little Liver Pills, Arrid, Nair, Rex Shaving Cream) | | SSC&B |
| | Gruen Watch Co. (Watches) | | McCann-Erickson |
| Willy | General Mills, Inc. (Flour, mixes, cereals) | CBS-TV | Dancer-Fitzgerald-Sample |

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|---------------------|--|--------|----------------------------------|
| You Are There | Electric Companies Advertising Program (Electric power) | CBS-TV | N. W. Ayer & Son |
| | Prudential Insurance Co. (Insurance) | | Calkins & Holden |
| You Asked for It | Rosefield Packing Co., Ltd. (Skippy Peanut Butter) | ABC-TV | Guild, Bascomb & Bonfigli |
| You Eat our Life | DeSoto Div. of Chrysler Motor Corp. (Cars, services, used cars) | | B.B.D. & O. |
| Young, Loretta Show | Procter & Gamble Co. (Tide, Lilt, Gleem) | NBC-TV | Compton Advertising |
| Your Hit Parade | American Tobacco Co. Warner-Hudnut Inc. (Quick Home Perma- nents) | NBC-TV | B.B.D. & O. Kenyon & Eckhardt |
| Your Show of Shows | Participations | NBC-TV | |

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| Zoo Parade | Quaker Oats Co. (Ken-L Ration, Ken-L Meal, Ken-L Bisquit) | NBC-TV | Needham, Louis & Brorby |
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PUBLICATIONS

Covering the Field of Radio—Television—FM
TRADE — FAN — TECHNICAL — GENERAL



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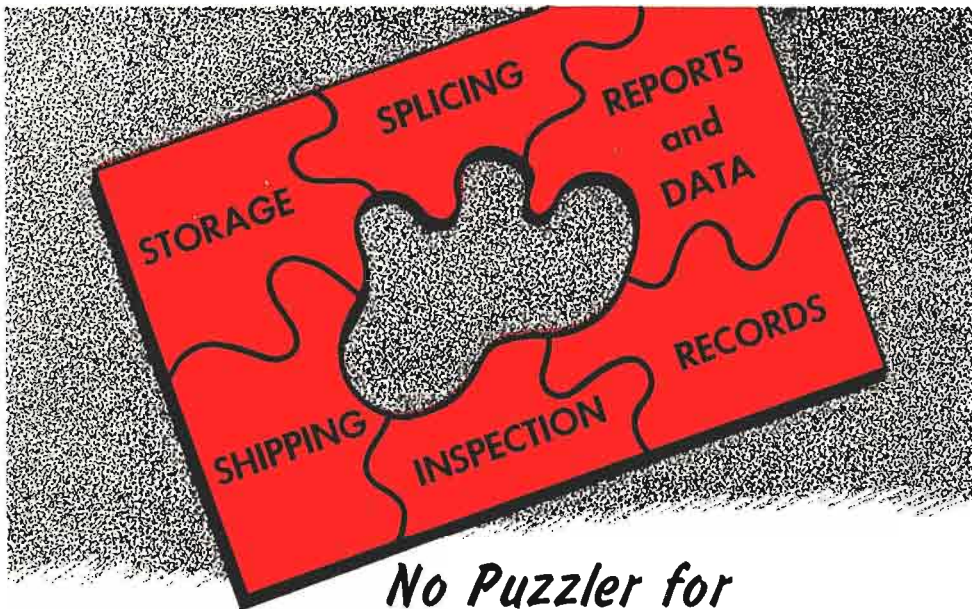
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