

COMMERCIAL NETWORK AM PROGRAMS

Pepsi Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Sylvania Electric Products, Inc., Photolamp Div., Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

— H —

Harvey, Paul, News (ABC)

Advertiser & Product:

Bankers Life
Ad Agency—Phillips & Cherbo
Hastings Mfg.
Ad Agency—Keiling & Co., Inc.
The Mennen Co.
Ad Agency—Warwick & Legler, Inc.
Midas, Inc.
Ad Agency—Edward H. Weiss & Co.
Wade Wanger
Ad Agency—Biddle Co.

Hawaii Calls (MBS)

Advertiser and Product:

Participating

Headliner, The (CBS)

Advertiser and Product:

Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
E. I. DuPont De Nemours & Co., Inc.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
General Motors Corp., Buick Div.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

Herald of Truth (ABC)

Advertiser & Product:

The Churches of Christ
Ad Agency—The Fidelity Adv. Co.

Hour of Decision (ABC)

Advertiser and Product:

The Billy Graham Evangelistic Assn.
Ad Agency—Walter F. Bennett & Co.

Houseparty (CBS)

Advertiser and Product:

American Molasses Co.
Ad Agency—Kastor, Hilton, Chesley, Clifford And Atherton, Inc.
Beltone Hearing Aid Co.
Ad Agency—Olian & Bronner, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Burlington Hosiery Co., Div. of Burlington, Ind.
Ad Agency—Donahue & Coe, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Gansco Products Limited, Div. of Stadler Fertilizer Co.
Ad Agency—McKim Adv. Limited
General Foods Corp.
Ad Agency—Foote, Cone & Belding, Inc.
Grove Laboratories, Sub. of Bristol-Myers Co.
Ad Agency—Cohen & Aleshire, Inc.
Donahue & Coe, Inc.
The Kiwi Polish Co. Pty. Ltd.
Ad Agency—Donahue & Coe, Inc.
Lennox Industries, Inc.
Ad Agency—The Biddle Co.
The Metholatum Co.
Ad Agency—J. Walter Thompson Co.
Meredith Publishing Co.
Ad Agency—W. D. Lyon Co.
Pepsi-Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
J. Nelson Prewitt, Inc.
Ad Agency—Hanford & Greenfield, Div. of Hutchins Adv. Co., Inc.
Rexall Drug Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
The Scholl Mfg. Co., Inc.
Ad Agency—Donahue & Coe, Inc.
Sea Breeze Laboratories, Inc.
Ad Agency—Maxwell, Sackheim-Franklin Bruck, Inc.
A. E. Staley Mfg., Inc.
Ad Agency—Erwin Wasey Ruthrauff & Ryan, Inc.
Warner-Lambert Pharmaceutical Co.
Ad Agency—Lambert & Feasley, Inc.
Wm. Wrigley Jr. Co.
Ad Agency—Arthur Meyerhoff & Assoc., Inc.

— I —

In Hollywood (CBS)

Advertiser and Product:

Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myers Co.

COMMERCIAL NETWORK AM PROGRAMS

Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Rexall Drug Co.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Sub. of General
Telephone & Electronics
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.
Wm. Wrigley Jr. Co.
Ad Agency—Arthur Meyerhoff & Assoc., Inc.

In New York (CBS)

Advertiser and Product:

Pepsi-Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.

In Person (CBS)

Advertiser and Product:

Accent International, Div. of International Min-
erals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son, Inc.
Beltone Hearing Aid Co.
Ad Agency—Olian & Broner, Inc.
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.
General Motors Corp., Buick Div.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.
Rexall Drug Co.
Ad Agency—William Esty Co., Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

Sylvania Electric Products, Inc., Photolamp, Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.

Information Central (CBS)

Advertiser and Product:

Accent International, Div. of International Min-
erals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Rexall Drug Co.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.
The Seven-Up Co.
J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

It's New (CBS)

Advertiser and Product:

Accent—International Div. of International Min-
erals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.
E. I. DuPont De Nemours & Co., Inc.
Batten, Barton, Durstine & Osborn, Inc.
Inc.
General Motors Corp., Buick Div.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

— K —

**Kentucky Derby
(CBS)**

Advertiser and Product:
Pabst Brewing Co.
Ad Agency—Kenyon & Eckhardt, Inc.

— L —

**Labor News Conference
(MBS)**

Advertiser and Product:
Participating

**Lombardland
(MBS)**

Advertiser and Product:
Participating

**Luthern Hour, The
(NBC)**

Advertiser and Product:
Lutheran Layman's League
Ad Agency—Gotham-Valdimor Adv., Inc.

— M —

**Man and Wife
(CBS)**

Advertiser and Product:
Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

**Marian Theater
(MBS)**

Advertiser and Product:
Participating

**Miller, Mitch
(CBS)**

Advertiser and Product:
Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.

General Motors Corp., Service Section
Ad Agency—D. P. Brother & Co.
Kellogg Co.
Agency—Leo Burnett Co., Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Photolamp Div., Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

**Monitor
(NBC)**

Advertiser and Product:
American Motors
Ad Agency—Geyer, Morey, Madden & Ballard
AT&T Co.
Ad Agency—N. W. Ayer—Phila.
The Anderson Co. (windshield wipers)
Ad Agency—Reincke, Meyer & Finn, Inc.—Chicago
The Bon Ami Co.
Ad Agency—Hoyt Assoc., Inc.—N. Y.
Bowes Seal Fast Corp.
Ad Agency—The Biddle Co.—Illinois
Burlington Industries, Inc.
Ad Agency—Henry Bach Assoc., Inc.
The Campbell Soup Co.
Ad Agency—BBD&O—N. Y. & Needham, Louis & Brorby
Canaan Products (Wash'n Dri)
Ad Agency—Norman, Craig & Kummel, Inc.—N.Y.
The Chap Stick Co.
Ad Agency—Lawrence C. Gumbinner Adv. Agency
Chrysler Corp.
Ad Agency—Young & Rubicam
The Coleman Co., Inc.
Ad Agency—Potts-Woodbury, Inc.
Culligan, Inc.
Ad Agency—Alex T. Franz, Inc.
Curtis Circulation Co.
Ad Agency—BBD&O
E. I. DuPont De Nemours & Co., Inc.
Ad Agency—BBD&O
Ex-Lax, Inc.
Ad Agency—Warwick & Leger, Inc.
Ford Motor Co.
Ad Agency—J. Walter Thompson Co.
Formica Corp.
Ad Agency—Perry-Brown, Inc.
General Foods Corp.
Ad Agency—Young & Rubicam
General Mills, Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
General Motors Corp., United Motors Service Div.
Ad Agency—Campbell-Ewald Co.
General Motors Corp.
Ad Agency—McCann, Erickson Adv.
I. J. Grass Noodle Co.
Ad Agency—Arthur Meyerhoff Assoc., Inc.

COMMERCIAL NETWORK AM PROGRAMS

International Minerals & Chemical
Ad Agency—Needham, Louis & Brorby, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Lever Brothers Co.
Ad Agency—Foote, Cone & Belding
Longines-Wittnauer Watch Co., Inc.
Ad Agency—Kennilworth Adv. & Broadcast Prods.
P. Lorillard Co.
Ad Agency—Lennen & Newell, Inc.
Mack Trucks, Inc.
Ad Agency—Doyle, Kitchen & McCormick, Inc.
The Mennen Co.
Ad Agency—Warwick & Legler, Inc.
Metropolitan Life Insurance Co.
Ad Agency—Young & Rubicam
Mogen David Wine Corp.
Ad Agency—Edward H. Weiss & Co.
Monarch Wine Co., Inc.
Ad Agency—Dunnam & Jeffrey, Inc.
Outboard Marine Corp.
Ad Agency—The Cramer Krasselt Co.
Owens-Corning Fiberglass Corp.
Ad Agency—M-E Prod., Div. of McCann-Erickson
Pepsi-Cola Co.
Ad Agency—BBD&O
A. H. Pond Co., Inc.
Ad Agency—Conklin Labs & Bebee, Inc.
Readers Digest Assoc., Inc.
Ad Agency—J. Walter Thompson Co.
Retail Clerks International Assn.
Ad Agency—The Leonard Shane Agency
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co.
Rexall Drug Co.
Ad Agency—BBD&O
Rolley Co.
Ad Agency—Foote, Cone & Belding
Sinclair Refining Co.
Ad Agency—Geyer, Morey, Madden & Ballard,
Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sterling Drug, Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Sylvania Electric Products, Inc.
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.
Trimount Clothing Co., Inc.
Ad Agency—Henry Bach Assoc.
Tyrex, Inc.
Ad Agency—M-E Prod., Div. of McCann-Erickson
Warner-Lambert Pharmaceutical Co.
Ad Agency—Lambert & Feasley, Inc.
Wm. Wrigley Jr. Co.
Ad Agency—Arthur Meyerhoff Assoc., Inc.
Wynn Oil Co.
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan, Inc.

Moore, Garry, Show (CBS)

Advertiser and Product:

The Cream of Wheat Corp.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.

S. M. Edison Chemical Co., Sub. of Colgate Palm-
olive Co.
Ad Agency—Stern, Walters & Simmons, Inc.
General Foods Corp.
Ad Agency—Foote, Cone & Belding, Inc.
Kayser-Roth Hosiery Co., Inc.
Daniel & Charles, Inc.
The Nestle Co., Inc.
Ad Agency—McCann-Erickson, Inc.
Pittsburgh Plate Glass Co.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.

Morgan, Edward P., & the News (ABC)

Advertiser and Product:

AFL-CIO
Ad Agency—Furman, Feiner & Co.

Morris, Dr. Sam, Talk (CBS)

Advertiser and Product:

Dr. Sam Morris
Ad Agency—Waghorne, Scherwerke & Assoc., Inc.

Moscow Scene (CBS)

Advertiser and Product:

Accent International, Div. of International Min-
erals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

Music on Deck (MBS)

Advertiser and Product:

Participating

COMMERCIAL NETWORK AM PROGRAMS

— N —

News—10:00 A.M. Monday-Friday (CBS)

Advertiser and Product:

Accent—International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.
Foster-Milburn Co.
Ad Agency—Street & Finney, Inc.
Grove Laboratories, Sub. of Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Donahue & Coe, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Readers Digest Ass'n, Inc.
Ad Agency—Schwab, Beatty & Porter, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.

News—11:00 A.M. Monday-Friday (CBS)

Advertiser and Product:

Accent—International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
CBS Electronics Div. of Columbia Broadcasting Systems, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Foster Milburn Co.
Ad Agency—Street & Finney, Inc.
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.

Grove Laboratories Inc., Sub. of Bristol-Myers Co.
Ad Agency—Cohen & Aleshire, Inc., Donahue & Coe
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Kiwi Polish Co. Pty., Ltd.
Ad Agency—Donahue & Coe, Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Readers Digest Ass'n, Inc.
Ad Agency—Schwab, Beatty & Porter, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.
Warner-Lambert Pharmaceutical Co.
Ad Agency—Lambert & Feasley, Inc.

News—1:00 P.M. Monday-Friday (CBS)

Advertiser and Product:

Accent—International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics Div. of Columbia Broadcasting System, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.
Foster-Milburn Co.
Ad Agency—Street & Finney, Inc.
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.
Grove Laboratories, Inc., Div. of Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Donahue & Coe, Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Readers Digest Ass'n, Inc.
Ad Agency—Schwab, Beatty — Porter, Inc.

COMMERCIAL NETWORK AM PROGRAMS

Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.

News—2:00 P.M. Monday-Friday (CBS)

Advertiser and Product:

Accent—International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
CBS Electronics Div. of Columbia Broadcasting System, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Publishing Co., Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn
General Foods Corp.
Ad Agency—Young & Rubicam
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Kiwi Polish Co. Pty. Ltd.
Ad Agency—Donahue & Coe, Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson, Inc.
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.

News—3:00 P.M. Monday-Friday (CBS)

Advertiser and Product:

Beltone Hearing Aid Co.
Ad Agency—Olian & Bronner, Inc.
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Ex-Lax Inc.
Ad Agency—Warwick & Legler, Inc.
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.

The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Readers Digest Ass'n, Inc.
Ad Agency—Schwab, Beatty & Porter, Inc.
Rexall Drug Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.

News—4:00 P.M. Monday-Friday (CBS)

Advertiser and Product:

Accent—International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Publishing Co. Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Kiwi Polish Co., Pty. Ltd.
Ad Agency—Donahue & Coe, Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Rexall Drug Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young & Rubicam, Inc.

News—5:00 P.M. Monday-Friday (CBS)

Advertiser and Product:

Accent—International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.

COMMERCIAL NETWORK AM PROGRAMS

CBS Electronics, Div. of Columbia Broadcasting System, Inc.

Cowles Magazine, Inc.

Ad Agency—McCann-Erickson, Inc.

Curtis Publishing Co. Circulation Div.

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

E. I. DuPont De Nemours & Co., Inc.

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

The Kiwi Polish Co., Pty. Ltd.

Ad Agency—Donahue & Coe, Inc.

Lewis Howe Co.

Ad Agency—McCann-Erickson, Inc.

The Mentholatum Co.

Ad Agency—J. Walter Thompson Co.

Philip Morris, Inc.

Ad Agency—Leo Burnett Co., Inc.

Nationwide Insurance Co.

Ad Agency—Ben Sackheim, Inc.

Pharmaco, Inc.

Ad Agency—N. W. Ayer & Son, Inc.

The Readers Digest Ass'n, Inc.

Ad Agency—Schwab, Beatty & Porter, Inc.

The Seven-Up Co.

Ad Agency—J. Walter Thompson Co.

Standard Brands, Inc.

Ad Agency—J. Walter Thompson Co.

Sylvania Electric Products, Inc., Photolamp Div., Sub. of General Telephone & Electronics

Ad Agency—Kudner Agency, Inc.

Time, Inc.

Ad Agency—Young & Rubicam, Inc.

News—7:00 P.M. Monday-Friday (CBS)

Advertiser and Product:

Accent—International Div. of International Minerals & Chemical Corp.

Ad Agency—Needham, Louis & Brorby, Inc.

Beneficial Management Corp.

Ad Agency—Al Paul Lefton Co., Inc.

CBS Electronics Div. of Columbia Broadcasting System, Inc.

Chap Stick Co., Div. of Morton Mfg. Co.

Ad Agency—Lawrence C. Gumbinner Adv. Agency, Inc.

Curtis Publishing Co. Circulation Div.

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

Fram Corp.

Ad Agency—McCann-Marschalk Co., Inc.

General Foods Corp.

Ad Agency—Young & Rubicam, Inc.

Grove Laboratories, Inc., Sub. of Bristol-Myers

Ad Agency—Doherty, Clifford, Steers & Shenfield

Gulf Guaranty Land & Title Co.

Ad Agency—Paul Venze Assoc., Inc.

Kellogg Co.

Ad Agency—Leo Burnett Co., Inc.

Lewis Howe Co.

Ad Agency—McCann-Erickson, Inc.

The Mentholatum Co.

Ad Agency—J. Walter Thompson Co.

Pharmaco, Inc.

Ad Agency—N. W. Ayer & Son, Inc.

Standard Brands, Inc.

Ad Agency—J. Walter Thompson, Inc.

Time, Inc.

Ad Agency—Young & Rubicam, Inc.

News—10:00 A.M. Saturday (CBS)

Advertiser and Product:

General Motors Corp., Chevrolet Div.

Ad Agency—Campbell-Ewald Co.

News 11:00 A.M. Saturday (CBS)

Advertiser and Product:

General Motors Corp., Chevrolet Div.

Ad Agency—Campbell-Ewald Co.

News—12:00 N., Saturday (CBS)

Advertiser and Product:

General Motors Corp., Chevrolet Div.

Ad Agency—Campbell-Ewald Co.

News—1:00 P.M. Saturday (CBS)

Advertiser and Product:

Accent—International Div. of International Minerals & Chemical Corp.

Ad Agency—Needham, Louis & Brorby, Inc.

American Telephone & Telegraph Co.

Ad Agency—N. W. Ayer & Son, Inc.

CBS Electronics, Div. of Columbia Broadcasting System, Inc.

Cowles Magazines, Inc.

Ad Agency—McCann-Erickson, Inc.

The Kiwi Polish Co. Pty. Ltd.

Ad Agency—Donahue & Coe, Inc.

Lewis Howe Co.

Ad Agency—McCann-Erickson, Inc.

The Mentholatum Co.

Ad Agency—J. Walter Thompson Co.

Philip Morris, Inc.

Ad Agency—Leo Burnett Co., Inc.

The Norwich Pharmaceutical Co.

Ad Agency—Benton & Bowles, Inc.

The Seven-Up Co.

Ad Agency—J. Walter Thompson Co.

Sylvania Electric Products, Sub. of General Telephone & Electronics

Ad Agency—Kudner Agency, Inc.

News—2:00 P.M. Saturday (CBS)

Advertiser and Product:

General Motors Corp., Chevrolet Div.

Ad Agency—Campbell-Ewald Co.

News—6:00 P.M. Saturday (CBS)

Advertiser and Product:

CBS Electronics, Div. of Columbia Broadcasting System, Inc.

COMMERCIAL NETWORK AM PROGRAMS

Cowles Magazine, Inc.
Ad Agency—McCann-Erickson, Inc.
E. I. DuPont De Nemours & Co., Inc.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Foster-Milburn Co.
Ad Agency—Street & Finney, Inc.
Fram Corp.
Ad Agency—McCann-Marschalk Co., Inc.
General Motors Corp., Buick Div. Service Section
Ad Agency—McCann-Marschalk Co., Inc.,
D. P. Brother & Co.
Gulf Guaranty Land & Title Co.
Ad Agency—Paul Venze Assoc., Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.

News—7:00 P.M. Saturday (CBS)

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

News—9:00 A.M. Sunday (CBS)

Advertiser and Product:
Accent—International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myer Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.

News—10:00 A.M. Sunday (CBS)

Advertiser and Product:
General Motors Corp., Chevrolet Div.
Ad Agency—Campbell Ewald Co.

News—11:00 A.M. Sunday (CBS)

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

News—12:00 N. Sunday (CBS)

Advertiser and Product:
General Motors Corp., Chevrolet Div.
Ad Agency—Campbell Ewald Co.

News—1:00 P.M. Sunday (CBS)

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

News—2:00 P.M. Sunday (CBS)

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

News—6:00 P.M. Sunday (CBS)

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

News—7:00 P.M. Sunday (CBS)

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

News—9:00 P.M. Sunday (CBS)

Advertiser and Product:
Accent—International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Photolamp Div.,
Sub. of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

News Analysis (CBS)

Advertiser and Product:
Accent International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham Louis & Brorby, Inc.
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son, Inc.
CBS Electronics Div. of Columbia Broadcasting System, Inc.
Curtis Publishing Co., Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Grove Laboratories, Inc., Sub. of Bristol-Myers
Ad Agency—Donahue & Coe, Inc.

Lewis Howe Co.
 Ad Agency—McCann-Erickson, Inc.
 The Mentholatum Co., Inc.
 Ad Agency—J. Walter Thompson Co.
 The Norwich Pharmacal Co.
 Ad Agency—Benton & Bowles, Inc.
 Pepsi-Cola Co.
 Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
 Pharmaco, Inc.
 Ad Agency—N. W. Ayer & Son, Inc.
 Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc.
 The Seven-Up Co.
 Ad Agency—J. Walter Thompson Co.
 Standard Brands, Inc.
 Ad Agency—J. Walter Thompson Co.
 Sylvania Electric Products, Inc., Sub. of General Telephone & Electronics
 Ad Agency—Kudner Agency, Inc.
 Time, Inc.
 Ad Agency—Young & Rubicam, Inc.

News Around the World (ABC)

Advertiser and Product:

Ex-Lax, Inc.
 Ad Agency—Warwick & Legler, Inc.
 Foster—Millburn
 Ad Agency—Street & Finney
 The Mennen Co.
 Ad Agency—Warwick & Legler, Inc.
 R. J. Reynolds
 Ad Agency—William Esty Co., Inc.

News of the World (NBC)

Advertiser & Product:

AT&T Co.
 Ad Agency—N. W. Ayer-Phila.
 The Campbell Soup Co.
 Ad Agency—BBD&O-N. Y. & Needham, Louis & Brorby
 The Chap Stick Co.
 Ad Agency—Lawrence C. Gumbinner Adv. Agency
 Curtis Circulation Co.
 Ad Agency—BBD&O
 Ex-Lax, Inc.
 Ad Agency—Warwick & Legler, Inc.
 General Foods Corp.
 Ad Agency—Young & Rubicam
 General Motors Corp. United Motors Service Division
 Ad Agency—Campbell-Ewald Co.
 General Motors Corp.
 Ad Agency—McCann-Erickson Adv.
 Gibson Refrigerator Sales Corp.
 Ad Agency—Creative Group, Inc.
 I. J. Grass Noodle Co.
 Ad Agency—Arthur Meyerhoff Assoc., Inc.
 International Minerals & Chemical
 Ad Agency—Needham, Louis & Brorby, Inc.
 P. Lorillard Co.
 Ad Agency—Lennen & Newell, Inc.

The Mennen Co.
 Ad Agency—Warwick & Legler, Inc.
 Mogen David Wine Corp.
 Ad Agency—Edward H. Weiss & Co.
 Outboard Marine Corp.
 Ad Agency—The Cramer Krasselt Co.
 Readers Digest Assoc., Inc.
 Ad Agency—J. Walter Thompson Co.
 Seven-Up Co.
 Ad Agency—J. Walter Thompson Co.
 Standard Brands, Inc.
 Ad Agency—J. Walter Thompson Co.
 Time, Inc.
 Ad Agency—Young & Rubicam, Inc.

News on the Hour (NBC)

Advertiser and Product:

Bristol-Myers Co.
 Ad Agency—Doherty, Clifford, Steers & Shenfield, N. Y.
 Florists' Telegraph Delivery Assoc.
 Ad Agency—Keyes, Madden & Jones
 General Motors Corp.
 Ad Agency—Campbell-Ewald Co.
 General Motors Corp. United Motors Service Division
 Ad Agency—Campbell-Ewald Co.
 International Minerals & Chemical
 Ad Agency—Needham, Louis & Brorby, Inc.
 Kellogg Co.
 Ad Agency—Leo Burnett Co., Inc.
 Liggett & Myers Tobacco Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc. & J. W. Thompson Co.
 Metropolitan Life Insurance Co.
 Ad Agency—Young & Rubicam
 Midas, Inc.
 Ad Agency—Edward H. Weiss & Co.
 Shulton, Inc.
 Ad Agency—Wesley Assoc., Inc.
 Standard Brands, Inc.
 Ad Agency—J. Walter Thompson Co.
 Sterling Drug, Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Sylvania Electric Products, Inc.
 Ad Agency—Kudner Agency, Inc.
 Time, Inc.
 Ad Agency—Young & Rubicam, Inc.
 Vick Chemical Co.
 Ad Agency—Morse Internation, Inc.

Northwestern University Reviewing Stand (MBS)

Advertiser and Product:

Participating

Notre Dame Football (ABC)

Advertiser and Product:

American Safety Razor Div. of Philip Morris, Inc.
 Ad Agency—Benton & Bowles, Inc.

COMMERCIAL NETWORK AM PROGRAMS

— O —

Oklahoma City Symphony Orchestra (MBS)

Advertiser and Product:
Participating

Old Fashioned Revival Hour (ABC)

Advertiser and Product:
The Gospel Broadcasting Assoc.
Ad Agency—R. H. Alber Co.

On the Line with Bob Considine (NBC)

Advertiser and Product:
Mutual Benefit Health & Accident Association of
Omaha
Ad Agency—Bozell & Jacobs, Inc.

One Woman's Washington (CBS)

Advertiser and Product:
Accent—International, Div. of International Minerals & Chemicals Corp.
Ad Agency—Needham Louis & Brorby, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Kiwi Polish Co. Pty. Ltd.
Ad Agency—Donahue & Coe, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Rexall Drug Co.
Ad Agency—Batten Barton Durstine & Osborn, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc.-Photolamp Div.
Sub of General Telephone & Electronics
Ad Agency—Kudner Agency
Time, Inc.
Ad Agency—Young & Rubicam, Inc.

— P —

Personal Story (CBS)

Advertiser and Product:
Accent-International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
CBS Electronics Div. of Columbia Broadcasting System, Inc.

California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Kiwi Polish Co. Pty. Ltd.
Ad Agency—Donahue & Coe, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Rexall Drug Co.
Ad Agency—Batten Barton Durstine & Osborn, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc.-Photolamp Div.
Sub of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

Pierce, Dr. Bob (ABC)

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

Preakness, The (CBS)

Advertiser and Product:
Pabst Brewing Co.
Ad Agency—Kenyon & Eckhardt, Inc.

Pro-Championship Football (NBC)

Advertiser and Product:
Ford Motor Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.

— Q —

Quotes of the Week (CBS)

Advertiser and Product:
Accent-International Div. of International Minerals & Chemical Corp.
Ad Agency—Needham Louis & Brorby, Inc.
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son, Inc.
Bristol-Myers Co.
Ad Agency—Doherty Clifford Steers & Shenfield
CBS Electronics Div. of Columbia Broadcasting System, Inc.
Ex-Lax
Ad Agency—Warwick & Legler, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

— R —

**Radio Bible Class
(ABC)**

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

**Report from Wall Street
(MBS)**

Advertiser and Product:
Participating

**Reporters' Roundup
(MBS)**

Advertiser and Product:
Participating

**Revivaltime
(ABC)**

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

**Rose Bowl Football Game
(NBC)**

Advertiser and Product:
General Motors Corp.
Ad Agency — M-E Productions, Div. of McCann-
Erickson
Gillette
Ad Agency—Maxon

— S —

**Say the Word
(CBS)**

Advertiser and Product:
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

**Science Beat
(CBS)**

Advertiser and Product:
Accent-International, Div. of International Miner-
als & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.

Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electronic Products, Inc., Photolamp,
Div. Sub of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

**Sidelights
(CBS)**

Advertiser and Product:
Accent-International, Div. of International Miner-
als & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.
Curtis Publishing Co., Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn,
Inc.
International Parts Corp.
Ad Agency—Edward H. Weiss & Co.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
P. Lorillard Co.
Ad Agency—Lennen & Newell, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Sub of General
Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

**Soap Box Derby
(CBS)**

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

**Sound Story, The
(CBS)**

Advertiser and Product:
Accent International, Div. of International Miner-
als & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.
CBS Electronics, Div. of Columbia Broadcasting
System, Inc.

COMMERCIAL NETWORK AM PROGRAMS

E. I. DuPont De Nemours & Co., Inc.
Ad Agency—Batten Barton, Barton, Durstine & Osborn, Inc.
Grove Laboratories Inc., Sub of Bristol-Myers
Ad Agency—Doherty, Clifford, Steers & Shenfield Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

Speaking of Sports (Weekday) (ABC)

Christmas Club, Inc.
Ad Agency—Dunnam & Jeffrey, Inc.
Plymouth-Chrysler
Ad Agency—N. W. Ayer & Son, Inc.
Curtis Circulation Co.
Ad Agency—BBD&O
Jaymar-Ruby
Ad Agency—Fladel, Harris & Grightner
Thomas Leeming Co., Inc.
Ad Agency—William Esty Co., Inc.
The Mennen Co.
Ad Agency—Warwick & Legler, Inc.

Speaking of Sports (Weekend) (ABC)

Advertiser and Product:
Plymouth-Chrysler
Ad Agency—N. W. Ayer & Son, Inc.
Du Pont
Ad Agency—BBD&O
Ford
Ad Agency—J. Walter Thompson
General Motors Guardian Maintenance
Ad Agency—D. P. Brother
P. Lorillard
Ad Agency—Lennon & Newell

Special from London (CBS)

Advertiser and Product:
Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Bristol—Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
Gulf Guaranty Land & Title Co.
Ad Agency—Paul Venze Assoc., Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.

Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles, Inc.
Pepsi-Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Sub of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

Sports Time (CBS)

Advertiser and Product:
Hastings Mfg. Co.
Ad Agency—Bozell & Jacobs, Inc.
The Mennen Co.
Ad Agency—Warwick & Legler, Inc.
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co., Inc.

Sunoco Three Star Extra (NBC)

Advertiser and Product:
Sun Oil Co.
Ad Agency—William Esty Co., Inc.

Suspense (CBS)

Advertiser and Product:
E. I. DuPont De Nemours & Co., Inc.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
The Norwich Pharmacal Co.
Ad Agency—Benton & Bowles, Inc.
Pepsi-Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

Swayze's, John Cameron, Weather Show (ABC)

Advertiser and Product:
Lennox Heating & Air Conditioners
Ad Agency—The Biddle Adv. Co.

— T —

This Week in Business (CBS)

Advertiser and Product:
Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
E. I. DuPont De Nemours & Co., Inc.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.

COMMERCIAL NETWORK AM PROGRAMS

Ex-Lax, Inc.

Ad Agency—Warwick & Legler, Inc.
Gulf Guaranty Land & Title Co.
Ad Agency—Paul Venze Assoc., Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

Thomas, Lowell (CBS)

Advertiser and Product:

General Motors Corp., Oldsmobile Div.
Ad Agency—D. P. Brothers & Co.

Time To Travel (CBS)

Advertiser and Product:

Accent-International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
General Motors Corp., Buick Div.
Ad Agency—McCann-Erickson, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Seven-Up
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc., Sub for General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

To Your Health (CBS)

Advertiser and Product:

Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford Steers & Shenfield
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Seven-Up
Ad Agency—J. Walter Thompson Co.

— V —

Viewpoint (MBS)

Advertiser and Product:

Participating

Voice of Prophecy (ABC)

Advertiser and Product:

Voice of Prophecy, Inc.
Ad Agency—Milton Carlson Co.

— W —

Week in Space, The (CBS)

Advertiser and Product:

Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son, Inc.
Beneficial Management Corp.
Ad Agency—Al Paul Lefton Co., Inc.
Bristol-Myers Co.
Ad Agency—Doherty Clifford Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
Grove Laboratories, Inc., Sub of Bristol-Myers
Ad Agency—Doherty, Clifford, Steers & Shenfield
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

Weekday News (ABC)

Advertiser and Product:

American Telephone and Telegraph
Ad Agency—N. W. Ayer & Son, Inc.
Bristol-Myers
Ad Agency—Doherty, Clifford, Steers & Shenfield
Campbell Soup Co.—Soup
Ad Agency—BBD&O
Campbell Soup Co.—V-8 Juice
Ad Agency—Needham, Louis & Brorby, Inc.
Christmas Club, Inc.
Ad Agency—Dunnam & Jeffrey, Inc.
Chrysler-Plymouth, Div. Chrysler Corp.
Ad Agency—N. W. Ayer & Son, Inc.
Church & Dwight Co., Inc.
Ad Agency—Dunnam & Jeffrey, Inc.
Curtis Circulation Co.
Ad Agency—BBD&O

COMMERCIAL NETWORK AM PROGRAMS

Weekend News (ABC)

Advertiser and Product:

American Motors Corp.
Ad Agency — Geyer, Morey, Madden & Ballard, Inc.
American Telephone and Telegraph
Ad Agency—N. W. Ayer & Son, Inc.
Du Pont
Ad Agency—BBD&O
Ex-Lax
Ad Agency—Warwick & Legler, Inc.
Ford
Ad Agency—J. Walter Thompson
P. Lorillard
Ad Agency—Lennon & Newell
Pepsi Cola
Ad Agency—BBD&O
Rexall Drug Co.
Ad Agency—BBD&O
R. J. Reynolds
Ad Agency—William Esty Co., Inc.
Seven-Up
Ad Agency—J. Walter Thompson
Studebaker-Packard
Ad Agency—D'Arcy Adv.

What's the Issue? (MBS)

Advertiser and Product:

Participating

White House Correspondent (CBS)

Advertiser and Product:

Accent International, Div. of International Minerals & Chemical Corp.
Ad Agency—Needham, Louis & Brorby, Inc.
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
E. I. DuPont De Nemours & Co., Inc.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
General Motors Corp. Guardian Maintenance
Ad Agency—D. P. Brothier & Co.
Kellogs Co.
Ad Agency—Leo Burnett Co., Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Sylvania Electric Products, Inc., Sub of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

— Y —

Your Man in Paris (CBS)

Advertiser and Product:

Accent International Div. of International Minerals & Chemical Corp.

Ad Agency—Needham, Louis & Brorby, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
CBS Electronics, Div. of Columbia Broadcasting System, Inc.
Curtis Publishing Co., Circulation Div.
Ad Agency—Batten, Barton, Durstine & Osborn, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.
General Foods Corp.
Ad Agency—Donahue & Coe, Inc.
Grove Laboratories, Inc., Sub of Bristol-Myers
Ad Agency—Donahue & Coe, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Kiwi Polish Co. Pty., Ltd.
Ad Agency—Donahue & Coe, Inc.
Lewis Howe Co.
Ad Agency—McCann-Erickson, Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency — Batten, Barton, Durstine & Osborn, Inc.
Pharmaco, Inc.
Ad Agency—N. W. Ayer & Son, Inc.
The Readers Digest Ass'n, Inc.
Ad Agency—Schwab Beatty & Porter, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electrical Products, Inc., Photolamp Div., Sub of General Telephone & Electronics
Ad Agency—Kudner Agency, Inc.

Yours Truly, Johnny Dollar (CBS)

Advertiser and Product:

Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield
E. I. DuPont De Nemours & Co., Inc.
Ad Agency—Batten, Barton, Durstine & Osborn
Ex-Lax, Inc.
Ad Agency—Warwick & Legler, Inc.
Foster-Milburn Co.
Ad Agency—Street & Finney, Inc.
General Motors Corp., Buick Div.
Ad Agency—McCann-Erickson, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Mentholatum Co.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
The Readers Digest Ass'n Inc.
Ad Agency—Schwab, Beatty & Porter, Inc.
The Seven-Up Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

1961 Commercial Network Television Programs

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1961. The programs listed are for the 12-month period ending Dec. 31, 1961. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS and NBC.

— A —

ABC Evening Report (ABC-TV)

Advertiser and Product:

Columbia Pictures
Ad Agency—Don & Coe
E. S. Squibb & Son
Ad Agency—Don & Coe
Mobil Oil Co.
Ad Agency—Ted Bates

ABC Midday Report with Alex Drier (ABC-TV)

Advertiser and Product:

J. B. Williams
Ad Agency—Parkson

ABC News Final (ABC-TV)

Advertiser and Product:

Sun Oil
Ad Agency—Esty
International Auto Sales
Ad Agency—Don & Coe
Squibb
Ad Agency—Don & Coe

ABC-TV Participating Program (ABC-TV)

Advertiser and Product:

Adolph's
Ad Agency—McC-E
Alcoa
Ad Agency—K, Mac L&G
American Chiclé
Ad Agency—Bates
Armour
Ad Agency—FC&B
Beltone
Ad Agency—O&B
Bon Ami
Ad Agency—Boyt
Bristol-Myers
Ad Agency—Y&R
Campbell Soup
Ad Agency—BBDO
Chemstrand
Ad Agency—DDB

Chesebrough Ponds
Ad Agency—Compton
Chock Full O' Nuts
Ad Agency—Peerless
Chunky Chocolate
Ad Agency—J.W.T.
Clairol
Ad Agency—FC&B
DuPont
Ad Agency—BBDO
Dynal, Div. of Union Carbide
Ad Agency—C&C
Ex-Lax
Ad Agency—W&L
Food Mfg. (Uncle Ben)
Ad Agency—Bates
Fritos
Ad Agency—D-F-S
Gillette
Ad Agency—Maxon
Hart Mountain
Ad Agency—George Hartman
Gold Grain
Ad Agency—McC-E
J. B. Williams
Ad Agency—Parkson
J&J
Ad Agency—FS&R
Leeming
Ad Agency—Esty
Lehn & Fink
Ad Agency—FS&R
Lever
Ad Agency—FCB
Lorillard
Ad Agency—Grey
McCall's
Ad Agency—Grey
Mead Johnson
Ad Agency—K&E
Mennen
Ad Agency—Grey
Milton Bradley
Ad Agency—Noyes
Minute Maid
Ad Agency—D-F-S
MMM
Ad Agency—BBDO
Mortons
Ad Agency—Bates
Nutri-Bio
Ad Agency—Stammco
Old London
Ad Agency—Manoff

COMMERCIAL NETWORK TV PROGRAMS

Acapulco (NBC-TV)

Advertiser and Product:

Mennen Co.
Ad Agency—Grey
R. J. Reynolds
Ad Agency—Wm. Esty
Warner-Lambert
Ad Agency—Lambert and Feasly

Adventure Theatre (CBS-TV)

Advertiser and Product:

Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Sheers & Shenfield,
Inc.
General Foods Corp.
Ad. Agency—Ogilvy, Benson & Mather, Inc.
P. Lorillard Co.
Ad Agency—Grey Advertising
Procter & Gamble Co.
Ad Agency—Benton & Bowles, Inc.

Adventures in Paradise (ABC-TV)

Advertiser and Product:

American Chicle
Ad Agency—Ted Bates
American Tobacco
Ad Agency—Gumbiner
Armour
Ad Agency—F-C-B
Block Drug
Ad Agency—S,S,C, & B
Brillo
Ad Agency—J. Wal. T.
Brunswick
Ad Agency—McC-E
Corning Glass
Ad Agency—N. W. Ayer
General Cigar
Ad Agency—Y & R
Jergens
Ad Agency—C & W
Keystone
Ad Agency—Bresnick

Adventures of Ozzie & Harriet (ABC-TV)

Advertiser and Product:

Brunswick
Ad Agency—McC-E
Edward Dalton
Ad Agency—K & E
Mobil Oil
Ad Agency—Ted Bates
Peter Paul
Ad Agency—D-F-S

Alcoa Premiere Alcoa Presents (ABC-TV)

Advertiser and Product:

Aluminum Co. of America
Ad Agency—F,S,R

Alvin and the Chipmonks (CBS-TV)

Advertiser and Product:

General Foods Corp.
Ad Agency—Benton & Bowles, Inc.

Allakazam (CBS-TV)

Advertiser and Product:

Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.

American Bandstand (ABC-TV)

Advertiser and Product:

Adams Corp.
Ad Agency—Z. R. Daniels
American Chicle
Ad Agency—Bates
Blumenthal
Ad Agency—W & Schorr
Colgate
Ad Agency—Bates
Gillette
Ad Agency—North
International Shoe
Ad Agency—Krupnick & Assoc.
Lehn & Fink
Ad Agency—FSR

Americans, The (NBC-TV)

Advertiser and Product:

Block Drug
Ad Agency—Sullivan, Stauffer, Colwell and Bayles
Chesebrough-Ponds
Ad Agency—Norman, Craig and Kummel
Dow
Ad Agency—Norman, Craig and Kummel
Fedders
Ad Agency—Hicks and Greist
Gillette
Ad Agency—Maxon
Max Factor
Ad Agency—K&E
Mead-Johnson
Ad Agency—Kenyon and Eckhardt

COMMERCIAL NETWORK TV PROGRAMS

Reader's Digest
Ad Agency—J. Walter Thompson
Schick
Ad Agency—Compton
Walt Disney

Angel (CBS-TV)

Advertiser and Product:
General Foods Corp.
Ad Agency—Benton & Bowles, Inc.
S. C. Johnson & Son, Inc.
Ad Agency—Benton & Bowles, Inc.

Aquanauts (CBS-TV)

Advertiser and Product:
American Home Products Corp.
Ad Agency—Ted Bates & Co., Inc.
Carter Products, Inc.
Ad Agency—Sullivan, Stauffer, Colwell & Bayles, Inc.
S. C. Johnson & Son, Inc.
Ad Agency—Needham, Louis & Brorby
P. Lorillard Co.
Ad Agency—Lennen & Newell, Inc.
Procter & Gamble Co.
Ad Agency—Benton & Bowles, Inc.
Richardson-Merrell, Inc.
Ad Agency—Morse International

Armstrong Circle Theatre (CBS-TV)

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

As the World Turns (CBS-TV)

Advertiser and Product:
Alberto Culver Co.
Ad Agency—Compton Advertising
Carnation Co.
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan
Corn Products Co.
Ad Agency—McCann-Erickson, Inc.
R. T. French Co.
Ad Agency—J. Walter Thompson
Helene Curtis Industries, Inc.
Ad Agency—Edward Weiss
S. C. Johnson & Son, Inc.
Ad Agency—Foote, Cone & Belding
Lever Brothers Co.
Ad Agency—Young & Rubicam, Inc.
National Biscuit Co.
Ad Agency—McCann-Erickson, Inc.
Pillsbury Co.
Ad Agency—Campbell-Mithun, Inc.
Procter & Gamble Co.
Ad Agency—Young & Rubicam, Inc.
Quaker Oats Co.
Ad Agency—J. Walter Thompson Co.

Richardson-Merrell, Inc.
Ad Agency—Morse International
Sterling Drug, Inc.
Ad Agency—Dancer-Fitzgerald-Sample

Asphalt Jungle (ABC-TV)

Advertiser and Product:
American Tobacco
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Armour
Ad Agency—Foote, Cone & Belding
Beecham
Ad Agency—Kenyon & Eckhardt
Carter
Ad Agency—Ted Bates
Cluett Peabody & Co.
Ad Agency—Lennen & Newell
Corn Products
Ad Agency—Lennen & Newell
Ed Dalton
Ad Agency—Kenyon & Eckhardt
Gillette
Ad Agency—Maxon
L & M
Ad Agency—McCann-Erickson
Lanolin Plus
Ad Agency—Daniel & Charles
Lehn & Fink
Ad Agency—Geyer, Morey, Madden & Ballard
Mennen
Ad Agency—Warwick & Legler
Polk Miller
Ad Agency—N. W. Ayer & Son
Procter & Gamble
Ad Agency—Benton & Bowles
Simoniz
Ad Agency—Dancer-Fitzgerald-Sample
Spediel
Ad Agency—McCann-Erickson
Union Carbide
Ad Agency—William Esty

Astaire Time (NBC-TV)

Advertiser and Product:
Chrysler Corp.
Ad Agency—Leo Burnett

At the Source (CBS-TV)

Advertiser and Product:
Lever Brothers Co.
Ad Agency—BBDO, Inc.

— B —

Bachelor Father (ABC-TV) (NBC-TV)

Advertiser and Product:
American Tobacco
Ad Agency—L. C. Gumbinner

COMMERCIAL NETWORK TV PROGRAMS

Armour
Ad Agency—FC&B
American Home Products
Ad Agency—Ted Bates

Baseball Game of the Week (CBS-TV)

Advertiser and Product:
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers & Shenfield,
Inc.
Colgate-Palmolive Co.
Ad Agency—Ted Bates & Co., Inc.
Falstaff Brewing Corp.
Ad Agency—Dancer-Fitzgerald-Sample

Bat Masterson (NBC-TV)

Advertiser and Product:
Hills Bros.
Ad Agency—N. W. Ayer
Sealtest
Ad Agency—N. W. Ayer

Bell Telephone Hour (NBC-TV)

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

Bell & Howell Close-Up! (ABC-TV)

Advertiser and Product:
Bell & Howell
Ad Agency—McC-E

Bernstein, Leonard, and the New York Philharmonic (CBS-TV)

Advertiser and Product:
Ford Motor Co.
Ad Agency—Kenyon & Eckhardt

Bernstein's, Leonard, Young People's Concerts (CBS-TV)

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

Ben Casey (ABC-TV)

Advertiser and Product:
American Chiclé
Ad Agency—Bates
Block Drug
Ad Agency—SSC & B
Brillo
Ad Agency—J. W. Thompson
Bristol-Myers
Ad Agency—OB & M

Con. Cigar
Ad Agency—Erwin Wasey, R. & R.
Dow Chemical
Ad Agency—McM, J & A
General Cigar
Ad Agency—Y & R
MMM
Ad Agency—McManus, J & A
Mobil Oil
Ad Agency—Bates
North American Phillips
Ad Agency—C. J. LaRoche
Noxzema
Ad Agency—S,S,C & B
Polaroid
Ad Agency—D,D, & B
Warner Lambert
Ad Agency—Bates
Wynn Oil
Ad Agency—Erwin Wassey, R & R

Benny, Jack, Show (CBS-TV)

Advertiser and Product:
Lever Brothers Co.
Ad Agency—SSC&B
State Farm Mutual Insurance
Ad Agency—Needham, Louis & Brorby

Berlin: Act of War (CBS-TV)

Advertiser and Product:
Polaroid Corp.
Ad Agency—Doyle, Dane & Bernbach, Inc.

Bishop, Joey, Show (NBC-TV)

Advertiser and Product:
American Tobacco
Ad Agency—SSCB
Proctor and Gamble
Ad Agency—Benton and Bowles

Blue Bonnet Bowl Game (CBS-TV)

Advertiser and Product:
Polaroid Corp.
Ad Agency—Doyle, Dane & Bernbach, Inc.

Blue-Gray Football Game (NBC-TV)

Advertiser and Product:
General Motors
Ad Agency—McCann-Erickson
Gillette
Ad Agency—Maxon

Bonanza (NBC-TV)

Advertiser and Product:
American Tobacco
Ad Agency—BBDO
Chevrolet
Ad Agency—Campbell-Ewald

COMMERCIAL NETWORK TV PROGRAMS

Pillsbury
Ad Agency—Campbell-Mithun
Procter & Gamble
Ad Agency—Benton and Bowles
RCA
Ad Agency—J. Walter Thompson

Borge, Victor, Show (CBS-TV)

Advertiser and Product:
General Motors Corp.
Ad Agency—MacManus, John & Adams

Bowling Stars (NBC-TV)

Advertiser and Product:
General Mills
Ad Agency—Dancer-Fitzgerald-Sample

Brenner (CBS-TV)

Advertiser and Product:
Carter Products, Inc.
Ad Agency—Ted Bates & Co., Inc.
Procter & Gamble Co.
Ad Agency—Benton & Bowles, Inc.

Brighter Day (CBS-TV)

Advertiser and Product:
Alberto-Culver Co.
Ad Agency—Compton Advertising
Campbell Soup Co.
Ad Agency—Ogilvy, Benson & Mather, Inc.
Corn Products Co.
Ad Agency—McCann-Erickson, Inc.
Drackett Co.
Ad Agency—Young & Rubicam, Inc.
R. T. French Co.
Ad Agency—J. Walter Thompson
S. C. Johnson & Son, Inc.
Ad Agency—Needham, Louis & Brorby, Inc.
Ad Agency—Foote, Cone & Belding
Lever Brothers Co.
Ad Agency—J. Walter Thompson
Nestle Co., Inc.
Ad Agency—McCann-Erickson, Inc.
Quaker Oats Co.
Ad Agency—J. Walter Thompson
Richardson-Merrell, Inc.
Ad Agency—Morse International
Scott Paper Co.
Ad Agency—J. Walter Thompson
Toni Co.
Ad Agency—Wade Advertising
U. S. Borax & Chemical Co.
Ad Agency—McCann-Erickson, Inc.

Bringing Up Buddy (CBS-TV)

Advertiser and Product:
Scott Paper Co.
Ad Agency—J. Walter Thompson

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

Advertiser and Product:
Douglas Fir Plywood Assoc.
Ad Agency—Cole and Weber
UUG
Ad Agency—Maxon

Bugs Bunny (ABC-TV)

Advertiser and Product:
Blumenthal
Ad Agency—W&S
General Foods
Ad Agency—B&B
Mars
Afl Agency—N,L,&,B
Mattel
Ad Agency—Carson/Roberts

Bullwinkle (NBC-TV)

Advertiser and Product:
General Mills
Ad Agency—Dancer-Fitzgerald-Sample
Welch Grape Juice Co.
Ad Agency—Richard K. Manoff Co.

Bus Stop (ABC-TV)

Advertiser and Product:
Brillo
Ad Agency—J. Walter Thompson
Bristol-Myers
Ad Agency—Y&R
Brown & Williamson
Ad Agency—Bates
Johnson & Johnson
Ad Agency—Y&R
Mobil Oil
Ad Agency—Bates
North American Phillips
Ad Agency—C. J. LaRoche
Singer Sewing
Ad Agency—Y&R

— C —

Cain's 100 (NBC-TV)

Advertiser and Product:
Beechnut
Ad Agency—Young & Rubicam
Block
Ad Agency—Grey
International Latex
Ad Agency—Ted Bates
Lorillard
Ad Agency—Lennen and Newell
Mead-Johnson
Ad Agency—Kenyon and Eckhardt
Sunbeam
Ad Agency—Foote, Cone and Belding

COMMERCIAL NETWORK TV PROGRAMS

Calendar (CBS-TV)

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

Calvin & the Colonel (ABC-TV)

Advertiser and Product:
Lever Bros.
Ad Agency—J. W. Thompson

Camouflage (ABC-TV)

(See ABC-TV Participating Programs)

Candid Camera (CBS-TV)

Advertiser and Product:
Bristol-Myers Company
Ad Agency—Young & Rubicam, Inc.

Captain Gallant (NBC-TV)

Advertiser and Product:
General Mills
Ad Agency—Dancer, Fitzgerald, Sample

Captain Kangaroo (CBS-TV)

Advertiser and Product:
American Character Doll Corp.
Ad Agency—Webb
Binney & Smith Co.
Ad Agency—Chirurg & Cairns
Borden Co.
Ad Agency—Young & Rubicam
Buitoni Foods Corp.
Ad Agency—Albert, Frank-Guenther, Law
Colgate Palmolive
Ad Agency—Ted Bates
Colorforms, Inc.
Ad Agency—Kudner
Consolidated Foods Corp.
Ad Agency—Hill, Rogers, Mason & Scott
Continental Baking Co.
Ad Agency—Bates
DeLuxe Reading Corp.
Ad Agency—Ziowe Co.
General Foods Corp.
Ad Agency—Ogilvy, Benson & Mather
Gerber Products
Ad Agency—D'Arcy
Hanes, P. H. Knitting Co.
Ad Agency—N. W. Ayer
Hollywood Brands, Inc.
Ad Agency—Grubb Adv.
Johnson & Johnson
Ad Agency—Young & Rubicam
Kellogg Co.
Ad Agency—Burnett
Ludens, Inc.
Ad Agency—J. M. Mathes

National Grape Co-op. Assn.
Ad Agency—R. Manoff
North Woods Coffee Co.
Ad Agency—Clinton Frank
Plough, Inc.
Ad Agency—Spiro-Shurman
Prewitt J. Nelson, Inc.
Ad Agency—Hanford & Greenfield
Rainbow Crafts, Inc.
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan
Ad Agency—McVicker
Sweets Co. of America
Ad Agency—Sweets Co. of America
Toy Tinkers
Ad Agency—George Bond
Warner-Lambert
Ad Agency—Lambert & Feasley

Car 54—Where Are You? (NBC-TV)

Advertiser and Product:
P&G
Ad Agency—Leo Burnett

Carnegie Hall Salutes Jack Benny (CBS-TV)

Advertiser and Product:
Consolidated Foods Corp.
Ad Agency—Hill, Rogers, Mason & Scott
Motorola, Inc.
Ad Agency—Burnett

CBS Coverage of the Inaugural Ball (CBS-TV)

Advertiser and Product:
Hanes Hosiery, Inc.
Ad Agency—J. Flanagan

CBS Coverage of the Inauguration Ceremonies (CBS-TV)

Advertiser and Product:
Saving & Loan Foundation
Ad Agency—McCann-Erickson, Inc.

CBS News (CBS-TV)

Advertiser and Product:
S. C. Johnson & Son, Inc.
Ad Agency—Needham, Louis & Brorby
General Motors Corp.
Ad Agency—Dancer-Fitzgerald-Sample

CBS Reports (CBS-TV)

Advertiser and Product:
American Home Products Corp.
Ad Agency—Ted Bates & Co., Inc.
American Telephone & Telegraph Co.
Ad Agency—N. W. Ayer & Son, Inc.

COMMERCIAL NETWORK TV PROGRAMS

Block Drug Co., Inc.
 Ad Agency—Grey Advertising
 Bristol-Myers Co.
 Ad Agency—Young & Rubicam, Inc.
 Channel, Inc.
 Ad Agency—Norman, Craig & Kummel
 Fedders Corp.
 Ad Agency—Hicks & Greist
 General Foods Corp.
 Ad Agency—Ogilvy, Benson & Mather
 Lever Brothers Co.
 Ad Agency—Sullivan, Stauffeur, Steer & Shen-
 field, Inc.; BBDO, Inc., J. Walter Thompson
 Polaroid Corp.
 Ad Agency—Doyle, Dane & Bernbach, Inc.
 Shulton, Inc.
 Ad Agency—Wesley Associates
 Smith, Kline & French Labs
 Ad Agency—Foote, Cone & Belding
 Socony Mobil Oil Co., Inc.
 Ad Agency—Ted Bates & Co., Inc.
 Warner Lambert Co.
 Ad Agency—Lambert & Feasley
 Xerox, Inc.
 Ad Agency—Papert, Koenig & Lois

Celebrity Golf (NBC-TV)

Advertiser and Product:
 Kemper Insurance
 Ad Agency—Clinton E. Frank

Checkmate (CBS-TV)

Advertiser and Product:
 American Home Products Corp.
 Ad Agency—Bates
 Brown & Williamson Tobacco
 Ad Agency—Ted Bates
 Colgate Palmolive Co.
 Ad Agency—Bates
 Kimberly-Clark Corp.
 Ad Agency—Foote, Cone & Belding
 Lever Brothers Co.
 Ad Agency—Kenyon & Eckhardt
 Liggett & Myers
 Ad Agency—Dancer-Fitzgerald-Sample
 Menley & James
 Ad Agency—Foote, Cone & Belding
 Polaroid Corp.
 Ad Agency—Doyle, Dane & Bernbach
 Revlon, Inc.
 Ad Agency—Grey
 Shulton, Inc.
 Ad Agency—Wesley
 Warner-Lambert
 Ad Agency—Lambert & Feasley

Chevy Show (NBC-TV)

Advertiser and Product:
 Chevrolet
 Ad Agency—Campbell-Ewald

Cheyenne (ABC-TV)

Advertiser and Product:
 American Tobacco
 Ad Agency—BBDO
 Ed Dalton
 Ad Agency—K & E
 Mars, Inc.
 Ad Agency—NL & B
 Miles Labs
 Ad Agency—Wade
 Mobil Oil
 Ad Agency—Bates
 P & G
 Ad Agency—B & B

Chun King Chow Mein Hour (ABC-TV)

Advertiser and Product:
 Chun King Chow Mein
 Ad Agency—BBDO

Churchill Memoirs (ABC-TV)

Advertiser and Product:
 Bell & Howell
 Ad Agency—McCann-Erickson

Clark, Dick, Show (ABC-TV)

Advertiser and Product:
 Beechnut
 Ad Agency—Young & Rubicam

Clear Horizon (CBS-TV)

Advertiser and Product:
 S. C. Johnson & Son
 Ad Agency—Foote, Cone & Belding
 Lever Brothers Co.
 Ad Agency—SSC&B
 Richardson-Merrell
 Ad Agency—Morse
 U. S. Borax & Chemical
 Ad Agency—McCann-Erickson

College Bowl Games (CBS-TV)

Advertiser and Product:
 American Home Products
 Ad Agency—Bates
 Carter Products
 Ad Agency—SSC&B
 Humble Oil Co.
 Ad Agency—McCann-Erickson
 United Motors Service
 Ad Agency—Campbell-Ewald

Comedy Spotlight (CBS-TV)

Advertiser and Product:
 Procter & Gamble Co.
 Ad Agency—Burnett
 Quaker Oats Co.
 Ad Agency—J. W. Thompson

COMMERCIAL NETWORK TV PROGRAMS

Commentary on JFK Speech (CBS-TV)

Advertiser and Product:

P. Lorillard

Ad Agency—Lennen & Newell

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

Advertiser and Product:

Kraft

Ad Agency—J. Walter Thompson

Concentration (Daytime) (NBC-TV)

Advertiser and Product:

Alberto-Culver

Ad Agency—Compton

American Home Products

Ad Agency—Ted Bates

Colgate

Ad Agency—D'Arcy

Frigidaire

Ad Agency—Dancer-Fitzgerald-Sample

General Mills

Ad Agency—Dancer-Fitzgerald-Sample

Heinz

Ad Agency—Maxon

Leeming

Ad Agency—Wm. Esty

Lever

Ad Agency—Needham, Louis and Brorby

Jergens

Ad Agency—Cunningham and Walsh

Lorillard

Ad Agency—Lennen and Newell

Mennen

Ad Agency—Grey

Miles

Ad Agency—Wade

National Biscuit

Ad Agency—McCann-Erickson

Pillsbury

Ad Agency—Campbell-Mithun

Simoniz

Ad Agency—D-F-S

Concentration (Nighttime) (NBC-TV)

Advertiser and Product:

P. Lorillard

Ad Agency—Lennen and Newell

Cotton Bowl Game (CBS-TV)

Advertiser and Product:

American Home Products

Ad Agency—Bates

Carter Products

Ad Agency—SSC&B

Liggett & Meyers

Ad Agency—Dancer-Fitzgerald-Sample

Standard Oil of New Jersey

Ad Agency—McCann-Erickson

Crosby, Bing, Golf Tournament (ABC-TV)

Advertiser and Product:

Gillette

Ad Agency—Maxon

MMM

Ad Agency—ErWa, R&R

Crosby, Bing, Specials (ABC-TV)

Advertiser and Product:

Motorola

Ad Agency—L. B.

U. S. Time

Ad Agency—W&L

Cummings, Bob, Show (CBS-TV)

Advertiser and Product:

Warner-Lambert Co.

Ad Agency—Lambert & Feasley

Toni Co.

Ad Agency—North Advertising

Brown & Williamson Tobacco Co.

Ad Agency—Ted Bates & Co., Inc.

Kellogg Co.

Ad Agency—Leo Burnett Co., Inc.

— D —

Danger Man (CBS-TV)

Advertiser and Product:

Brown & Williamson

Ad Agency—Bates

Kimberly-Clark

Ad Agency—Foote, Cone & Belding

Dante (NBC-TV)

Advertiser and Product:

Alberto-Culver

Ad Agency—Compton

Singer

Ad Agency—Y&R

Darin, Bobby, and His Friends (NBC-TV)

Advertiser and Product:

Revlon

Ad Agency—Grey

Day in Court (ABC-TV)

(See ABC-TV Participating Programs)

Daytime Rotation Plan (CBS-TV)

Advertiser and Product:

Bon Ami Co.

Ad Agency—Hoyt

COMMERCIAL NETWORK TV PROGRAMS

Lever Brothers Co.
 Ad Agency—SSC&B
 S. C. Johnson & Son
 Ad Agency—Foote, Cone & Belding
 Curtis Publishing Co.
 Ad Agency—BBDO, Inc.
 Best Foods Co.
 Ad Agency—McCann Erickson
 Leeming, Thos & Co.
 Ad Agency—Esty
 Scott Paper Co.
 Ad Agency—Thompson
 Menley & James
 Ad Agency—Foote, Cone & Belding
 Rexall Drug Co.
 Ad Agency—BBDO
 Church & Dwight
 Ad Agency—Thompson
 Richardson Merrell
 Ad Agency—Morse
 Armstrong Cork Co.
 Ad Agency—BBDO
 Mennen Co.
 Ad Agency—Grey
 Polaroid Corp.
 Ad Agency—Doyle, Dane & Bernbach
 Pillsbury Co.
 Ad Agency—Campbell Mithun
 Food Manufacturers, Inc.
 Ad Agency—Bates
 Chesebrough Ponds
 Ad Agency—Compton
 P. Lorillard
 Ad Agency—Lennen & Newell
 Carter Products Co.
 Ad Agency—Bates
 Siris, A. J.
 Ad Agency—Maxwell Sackheim
 Union Underwear
 Ad Agency—Grey
 Gold Seal Co.
 Ad Agency—Campbell Mithun
 Morton Frozen Foods
 Ad Agency—Bates
 Hartz Mountain Products
 Ad Agency—Hartman
 Standard Brands, Inc.
 Ad Agency—J. W. Thompson
 Ad Agency—Bates
 Alberto Culver Co.
 Ad Agency—Compton
 Kellogg Co.
 Ad Agency—Burnett
 Toni Co.
 Ad Agency—North
 Dow Chemical
 Ad Agency—Norman, Craig & Kummel
 Warner Lambert
 Ad Agency—Lambert & Feasley
 Noxzema Chemical Co.
 Ad Agency—SSC&B
 Heubelein, Inc.
 Ad Agency—Fletcher, Richard, Calkins & Holden
 Aluminum Co. of America
 Ad Agency—Ketchum, MacLeod & Grove

Father John's Medicine Co.
 Ad Agency—Taylor
 Isodine Pharamacal
 Ad Agency—Reach McClinton
 Campbell Soup Co.
 Ad Agency—BBDO
 A. E. Stanley
 Ad Agency—EWRR
 Bristol-Myers Co.
 Ad Agency—Young & Rubicam

December Bride (CBS-TV)

Advertiser and Product:

Carter Products, Inc.
 Ad Agency—Bates
 R. T. French
 Ad Agency—J. W. Thompson
 Kellogg
 Ad Agency—Burnett
 Lever Brothers Co.
 Ad Agency—SSC&B
 Owens-Corning Fiberglass Corp.
 Ad Agency—McCann Erickson
 Richardson-Merrell
 Ad Agency—Morse

Defenders (CBS-TV)

Advertiser and Product:

Brown & Williamson
 Ad Agency—Bates
 Kimberly-Clark Corp.
 Ad Agency—Foote, Cone & Belding
 Lever Brothers Co.
 Ad Agency—Ogilvy, Benson & Mather

Dennis the Menace (CBS-TV)

Advertiser and Product:

Corn Products Co.
 Ad Agency—Guild, Bascom & Bonfigli
 Kellogg Co.
 Ad Agency—Burnett

Deputy, The (NBC-TV)

Advertiser and Product:

Bristol-Myers
 Ad Agency—Y&R
 General Cigar
 Ad Agency—Y&R

Detectives' Diary (NBC-TV)

Advertiser and Product:

Simoniz
 Ad Agency—D-F-S
 Sterling Drug
 Ad Agency—D-F-S

COMMERCIAL NETWORK TV PROGRAMS

Directions '62 (ABC-TV)

Advertiser and Product:
Sustaining

Disney, Walt, Presents (ABC-TV)

Advertiser and Product:

General Mills
Ad Agency—Dancer, Fitzgerald, Sample
Dow Chemical
Ad Agency—Norman, Craig & Kummel
American Chicle
Ad Agency—Ted Bates
Brillo
Ad Agency—J. Walter Thompson
Canada Dry
Ad Agency—J. M. Mathes
Coleman Co. Inc.
Ad Agency—Potts-Woodbury
Ed Dalton
Ad Agency—Kenyon & Eckhardt
Derby Foods
Ad Agency—McCann-Erickson
Dixie Cup
Ad Agency—Hicks & Geist
Johnson & Johnson
Ad Agency—Young & Rubicam
Lehn & Fink
Ad Agency—Geyer-Morey-Madden & Ballard
Maytag
Ad Agency—Leo Burnett
Norwich Pharmacal
Ad Agency—Benton & Bowles
Peter Paul
Ad Agency—Dancer, Fitzgerald & Sample
Pillsbury
Ad Agency—Campbell-Mithun
Quaker Oats
Ad Agency—Compton
Ralston Purina
Ad Agency—Gardner Advertising
Smith-Corona Marchant
Ad Agency—BBDO
Simoniz
Ad Agency—Dancer, Fitzgerald, Sample
20th Century Fox
Ad Agency—Charles Schlaifer & Co.
Warner-Lambert
Ad Agency—Lambert & Feasley
Watchmakers of Switzerland
Ad Agency—Cunningham & Walsh
William Wrigley Jr. Co.
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan

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

Advertiser and Product:

Eastman Kodak
Ad Agency—J. Walter Thompson
RCA
Ad Agency—J. Walter Thompson

Dobie Gillis (CBS-TV)

Advertiser and Product:

Philip Morris, Inc.
Ad Agency—Burnett
Pillsbury Co.
Ad Agency—Burnett
Colgate Palmolive
Ad Agency—Norman Craig & Kummel

Doctor B (NBC-TV)

Advertiser and Product:

Merck & Co.
Ad Agency—Troy, Beaumont Co.

Double Exposure (CBS-TV)

Advertiser and Product:

Bon Ami Co.
Ad Agency—Hoyt
Cheesebrough Ponds
Ad Agency—Compton
Corn Products
Ad Agency—McCann Erickson
Curtis Publishing
Ad Agency—BBDO, Inc.
Food Manufacturers, Inc.
Ad Agency—Bates
R. T. French Co.
Ad Agency—J. W. Thompson
S. C. Johnson
Ad Agency—Foote, Cone & Belding
Kellogg
Ad Agency—Burnett
Leeming, Thos. & Co.
Ad Agency—Estly
Gillette
Ad Agency—North
Lever Brothers Co.
Ad Agency—SSC&B
P. Lorillard Co.
Ad Agency—Lennen & Newell
Philadelphia & Reading Corp.
Ad Agency—Grey
Pillsbury Co.
Ad Agency—Campbell-Mithun
Scott Paper Co.
Ad Agency—J. W. Thompson
Alberto-Culver Co.
Ad Agency—Compton
Dow Chemical Co.
Ad Agency—Norman, Craig & Kummel
Gold Seal Co.
Ad Agency—Campbell-Mithun
Minnesota Mining & Mfg. Co.
Ad Agency—BBDO, Inc.
Standard Brands, Inc.
Ad Agency—J. W. Thompson
Ad Agency—Bates
Warner-Lambert
Ad Agency—Lambert & Feasley

COMMERCIAL NETWORK TV PROGRAMS

Dough Re Mi (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Y&R
General Mills
Ad Agency—BBDO
McCall Corp.
Ad Agency—Grey
Sterling Drug
Ad Agency—DFS

Dr. Kildare (NBC-TV)

Advertiser and Product:

Colgate
Ad Agency—Lennen & Newell
L&M
Ad Agency—DFS
Singer
Ad Agency—Y&R
Sterling
Ad Agency—DFS
Warner-Lambert
Ad Agency—Lambert & Feasly

DuPont Show of the Week (NBC-TV)

Advertiser and Product:

DuPont
Ad Agency—BBDO

DuPont Show with June Allyson (CBS-TV)

Advertiser and Product:

DuPont Corp.
Ad Agency—BBDO

DuPont Show of the Month (CBS-TV)

Advertiser and Product:

DuPont Corp.
Ad Agency—BBDO

Durante, Jimmy, Show (NBC-TV)

Advertiser and Product:

U. S. Brewers Foundation
Ad Agency—J. Walter Thompson

— E —

East-West Football Game (NBC-TV)

Advertiser and Product:

Colgate
Ad Agency—Ted Bates
Eversharp
Ad Agency—Compton

R. J. Reynolds
Ad Agency—Wm. Esty
Savings and Loan Foundation
Ad Agency—McCann-Erickson

Edge of Night (CBS-TV)

Advertiser and Product:

American Home Products
Ad Agency—Bates
Corn Products
Ad Agency—McCann Erickson
Drackett Co.
Ad Agency—Young & Rubicam
R. T. French Co.
Ad Agency—J. Walter Thompson
Helene Curtis Industries
Ad Agency—Edward Weiss
S. C. Johnson
Ad Agency—Foote, Cone & Belding
National Biscuit
Ad Agency—Kenyon & Eckhardt
Nestle Co., Inc.
Ad Agency—McCann Erickson
Pet Milk Co.
Ad Agency—Gardner
Pillsbury Co.
Ad Agency—Campbell-Mithun
Procter & Gamble
Ad Agency—Benton & Bowles
Quaker Oats Co.
Ad Agency—J. W. Thompson
Richardson-Merrell
Ad Agency—Morse
Sterling Drug, Inc.
Ad Agency—Dancer-Fitzgerald-Sample
Alberto Culver Co.
Ad Agency—Compton
Toni
Ad Agency—North

Edwards, Douglas, With the News (CBS-TV)

Advertiser and Product:

American Home Products
Ad Agency—Bates
Carter Products
Ad Agency—Bates
Goodyear Tire & Rubber Co.
Ad Agency—Young & Rubicam
Philip Morris, Inc.
Ad Agency—Benton & Bowles
Joseph Schlitz Brewing
Ad Agency—J. Walter Thompson

87th Precinct (NBC-TV)

Advertiser and Product:

Block
Ad Agency—Grey
Helene Curtis
Ad Agency—McCann-Erickson

COMMERCIAL NETWORK TV PROGRAMS

International Latex
Ad Agency—Ted Bates
L&M
Ad Agency—DFS
Lincoln-Mercury
Ad Agency—K&E
Sunbeam
Ad Agency—Foote, Cone & Belding
Union Carbide
Ad Agency—Wm. Esty
Warner-Lambert
Ad Agency—Lambert & Feasly

Emmy Awards (NBC-TV)

Advertiser and Product:
P&G
Ad Agency—Grey

Ewell, Tom, Show (CBS-TV)

Advertiser and Product:
Procter & Gamble Co.
Ad Agency—Burnett
Quaker Oats Co.
Ad Agency—J. W. Thompson

Expedition! (ABC-TV)

Advertiser and Product:
Ralston-Purina
Ad Agency—GB&B

Eyewitness To History (CBS-TV)

Advertiser and Product:
Firestone Tire & Rubber Co.
Ad Agency—Campbell-Ewald
American Cyanamid Co.
Ad Agency—EWRR
General Foods Corp.
Ad Agency—Ogilvy, Benson & Mather
Liggett & Myers
Ad Agency—Dancer-Fitzgerald-Sample
Socony—Mobil Oil
Ad Agency—Bates
Shulton, Inc.
Ad Agency—Wesley
Lever Brothers Co.
Ad Agency—BBDO

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Face the Facts (CBS-TV)

Advertiser and Product:
Chesebrough-Ponds, Inc.
Ad Agency—Compton
Corn Products
Ad Agency—McCann Erickson

Lever Brothers Co.
Ad Agency—SSC&B
Pillsbury Co.
Ad Agency—Burnett
Alberto-Culver Co.
Ad Agency—Compton
Campbell Soup Co.
Ad Agency—Ogilvy, Benson & Mather
S. C. Johnson & Son, Inc.
Ad Agency—Foote, Cone & Belding
Kellogg Co.
Ad Agency—Burnett

Family Classics (CBS-TV)

Advertiser and Product:
Breck, John H., Inc.
Ad Agency—Reach McClinton

Father Knows Best (CBS-TV)

Advertiser and Product:
Breck, John H.
Ad Agency—Reach McClinton
Corn Products Co.
Ad Agency—Lennen & Newell
General Foods Corp.
Ad Agency—Ogilvy, Benson & Mather
Kayser-Roth Corp.
Ad Agency—Daniel & Charles
Kellogg Co.
Ad Agency—Burnett
Lever Brothers Co.
Ad Agency—BBDO, Inc.
Scott Paper Co.
Ad Agency—J. Walter Thompson
P. Lorillard Co.
Ad Agency—Lennen & Newell
Scripto, Inc.
Ad Agency—Donahue & Coe
Van Camp Seafood Co.
Ad Agency—EWR&R, Inc.
Warner-Lambert Co.
Ad Agency—Lambert & Feasley
Mutual of Omaha
Ad Agency—Guild, Bascom & Bonfigli

Father of the Bride (CBS-TV)

Advertiser and Product:
General Mills, Inc.
Ad Agency—BBDO, Inc.
Campbell Soup Co.
Ad Agency—BBDO, Inc.

Fight of the Week (ABC-TV)

Advertiser and Product:
Gillette
Ad Agency—Maxon
Con. Cigar
Ad Agency—Compton

COMMERCIAL NETWORK TV PROGRAMS

First Man Into Space (CBS-TV)

Advertiser and Product:

Carter Products, Inc.
Ad Agency—Bates
P. Lorillard Co.
Ad Agency—Lennen & Newell
Pepsi-Cola Co.
Ad Agency—BBDO, Inc.

Five-Star Jubilee (NBC-TV)

Advertiser and Product:

Massey-Ferguson
Ad Agency—Needham, Louis and Brorby

Flight Liberty-Bell (NBC-TV)

Advertiser and Product:

Gulf
Ad Agency—Y&R

Flintstones (ABC-TV)

Advertiser and Product:

Miles
Ad Agency—Wade
R. J. Reynolds
Ad Agency—Esty

Follow the Sun (ABC-TV)

Advertiser and Product:

Kaiser
Ad Agency—Y&R
L&M
Ad Agency—J. W. Thompson
Whitehall
Ad Agency—Bates

Ford Show, The (NBC-TV)

Advertiser & Product:

Ford
Ad Agency—J. Walter Thompson

Francis, Connie, Show (ABC-TV)

Advertiser and Product:

Beecham Products:
Ad Agency—K&E

From These Roots (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Y&R
Colgate
Ad Agency—D'Arcy

Dow Chemical
Ad Agency—Norman, Craig and Kummel
Frito

Ad Agency—DFS
General Mills
Ad Agency—BBDO
Green Giant
Ad Agency—Leo Burnett
Heinz
Ad Agency—Maxon
Kendall Co.
Ad Agency—Leo Burnett
Lever
Ad Agency—BBDO
Max Factor
Ad Agency—Kenyon & Eckhardt
Mentholum
Ad Agency—J. Walter Thompson
National Biscuit
Ad Agency—McCann-Erickson
Norwich Pharmacal Co.
Ad Agency—Benton and Bowles
Pepperidge Farm
Ad Agency—Ogilvy, Benson and Mather
Pillsbury
Ad Agency—Campbell-Mithun
Plough
Ad Agency—Lake-Spiro-Shurman
Proctor-Silex
Ad Agency—Weiss and Geller
Purex
Ad Agency—Ed. H. Weiss
Reader's Digest
Ad Agency—J. Walter Thompson
Simoniz
Ad Agency—DFS
Toni
Ad Agency—North Advertising
Union Underwear Co.
Ad Agency—Grey
U. S. Borax and Chemical Corp.
Ad Agency—McCann-Erickson
Warner-Lambert
Ad Agency—Ted Bates

Frontier Circus (CBS-TV)

Advertiser and Product:

Toni Co.
Ad Agency—North Adv.
DuPont Corp.
Ad Agency—N. W. Ayer
American Motors Corp.
Ad Agency—Geyer, Morey, Madden & Ballard
Corn Products Co.
Ad Agency—Lennen & Newell
Norwich Pharmacal Co.
Ad Agency—Benton & Bowles
Richardson-Merrell
Ad Agency—Morse
Procter & Gamble Co.
Ad Agency—Benton & Bowles
Lever Brothers Co.
Ad Agency—BBDO, Inc.
Socony Mobil Oil Co.
Ad Agency—Bates

COMMERCIAL NETWORK TV PROGRAMS

Frontier Justice (CBS-TV)

Advertiser and Product:

S. C. Johnson & Son, Inc.
Ad Agency—Needham, Louis & Brorby
P. Lorillard Co.
Ad Agency—Lennen & Newell

Full Circle (CBS-TV)

Advertiser and Product:

Corn Products Co.
Ad Agency—McCann-Erickson
Lever Brothers Co.
Ad Agency—SSC&B, Inc.

Fury (NBC-TV)

Advertiser and Product:

Chunky Chocolates
Ad Agency—J. Walter Thompson
DeLuxe Reading Co.
Ad Agency—Zlowe Co.
General Foods
Ad Agency—Foote, Cone & Belding
Miles
Ad Agency—Wade
National Biscuit
Ad Agency—Kenyon and Eckardt
Quaker Oats
Ad Agency—J. Walter Thompson

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Garlund Touch (CBS-TV)

Advertiser and Product:

Chrysler Corp.
Ad Agency—N. W. Ayer
Liggett & Myers
Ad Agency—Dancer-Fitzgerald-Sample

Garroway, Dave, Today Show, and Today (NBC-TV)

Advertiser and Product:

Adams Corp.
Ad Agency—Cummings, Brand and McPherson
Adolphs Ltd.
Ad Agency—McCann-Erickson
American Cyanamid
Ad Agency—Cunningham and Walsh
American Dairy
Ad Agency—Campbell-Mithun
American Photocopy Equip.
Ad Agency—Irving Rosenbloom
Bates Fabrics
Ad Agency—Grey
Beltone Co.
Ad Agency—Olian and Browner
Better Vision Inst.
Ad Agency—Doherty, Clifford, Steers and
Shenfield
Bissell

Ad Agency—Clinton E. Frank
Black & Decker
Ad Agency—Vansant, Dugdale and Co.
Burlington Industries
Ad Agency—Donahue and Co.
Carters Ink Co.
Ad Agency—Hoag and Provandie
Chunking Sales
Ad Agency—BBDO
Columbus Coated Fabrics
Ad Agency—McCann-Marschalk
Continental Wax
Ad Agency—Product Services, Inc.
Continental Baking
Ad Agency—Ted Bates
Devoe and Raynolds
Ad Agency—Erwin, Wasey, Ruthrauff, and Ryan
DuPont
Ad Agency—BBDO
Electric Storage Battery
Ad Agency—Meldrum and Fewsmith, Inc.
Florida Citrus Commission
Ad Agency—Benton and Bowles
Grove Div.—Bristol-Myers
Ad Agency—Cohen, Dowd and Aleshire
Gulf Guaranty
Ad Agency—Paul Venze Assoc.
Hammons Products
Ad Agency—Potts Woodbury, Inc.
Jackson & Perkins
Ad Agency—Wunderman, Ricotta & Kline, Inc.
Jaymar-Ruby, Inc.
Ad Agency—Fladell, Harris and Breitrer
Miles
Ad Agency—Wade
Mobile Homes
Ad Agency—J. Walter Thompson
Reader's Digest
Ad Agency—J. Walter Thompson
Retail Clerks Int'l Assoc.
Ad Agency—Leonard Shane Agency
Shaeffer Pen Co.
Ad Agency—BBDO
Smith-Corona
Ad Agency—Cunningham and Walsh
Sperry & Hutchinson
Ad Agency—SSCB
Standard-Triumph Motors
Ad Agency—Doherty, Clifford, Steers, and
Shenfield
Sterns Nurseries
Ad Agency—Fairfax, Inc.
Trimount Clothing Co.
Ad Agency—Henry Bach Assoc.
U. S. Photo Supply
Ad Agency—Larrabee Assoc.
Vitamin Sales
Ad Agency—Fairfax
Wander Co.
Ad Agency—Clinton E. Frank
Wash. State Potato Commission
Ad Agency—Howard J. Ryan & Son
Wurlitzer Co.
Ad Agency—Clinton E. Frank
Zenith
Ad Agency—MacFarland, Aveyard and Co.

COMMERCIAL NETWORK TV PROGRAMS

Gater Bowl Game (CBS-TV)

Advertiser and Product:
Warner Lambert
Ad Agency—Lambert & Feasley

G. E. College Bowl (CBS-TV)

Advertiser and Product:
General Electric
Ad Agency—Maxon

General Electric Theatre (CBS-TV)

Advertiser and Product:
General Electric
Ad Agency—BBDO

Gershwin Years (CBS-TV)

Advertiser and Product:
General Electric Co.
Ad Agency—BBDO, Inc.

Gleason, Jackie, Show (CBS-TV)

Advertiser and Product:
Kellogg Co.
Ad Agency—Burnett
Liggett & Myers
Ad Agency—Dancer-Fitzgerald-Sample

Godfrey, Arthur, Special (CBS-TV)

Advertiser and Product:
Bulover Watch Co., Inc.
Ad Agency—M-E Productions

Golden Showcase (CBS-TV)

Advertiser and Product:
Breck
Ad Agency—Reach McClinton

Great Ghost Stories (NBC-TV)

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

Griffith, Andy, Show (CBS-TV)

Advertiser and Product:
General Foods Corp.
Ad Agency—Benton & Bowles, Inc.

Grisson News Conference (NBC-TV)

Advertiser and Product:
Gulf
Ad Agency—Y&R

Groucho Show (NBC-TV)

Advertiser and Product:
Block
Ad Agency—Grey
Lorillard
Ad Agency—Lennen and Newell
Toni
Ad Agency—North

Guestward Ho! (ABC-TV)

Advertiser and Product:
Maytag
Ad Agency—Leo Burnett
Ralston
Ad Agency—Guild, Bascom & Bonfigli
7-Up
Ad Agency—J. W. Thompson
Lanolin Plus
Ad Agency—Daniel & Charles
Miles
Ad Agency—Wade
Simoniz
Ad Agency—Dancer-Fitzgerald-Sample
20th Century Fox
Ad Agency—Charles Schlaifer

Guiding Light (CBS-TV)

Advertiser and Product:
Procter & Gamble Co.
Ad Agency—Compton

Gunslinger (CBS-TV)

Advertiser and Product:
Block Drug Co.
Ad Agency—Grey
Bristol-Myers
Ad Agency—DCS&S
Carter Products, Inc.
Ad Agency—Bates
Gillette Co.
Ad Agency—Maxon
Lever Brothers Co.
Ad Agency—BBDO, Inc.
P. Lorillard Co.
Ad Agency—Lennen & Newell
R. J. Reynolds
Ad Agency—Esty
Schlitz Brewing
Ad Agency—J. Walter Thompson
Union Carbide Corp.
Ad Agency—Esty

Gunsmoke (CBS-TV)

Advertiser and Product:
General Electric Co.
Ad Agency—Young & Rubicam
S. C. Johnson & Son
Ad Agency—Benton & Bowles

COMMERCIAL NETWORK TV PROGRAMS

Liggett & Myers Tobacco
Ad Agency—Dancer-Fitzgerald-Sample
Sperry Rand Corp.
Ad Agency—Young & Rubicam

— H —

Hallmark Hall of Fame (NBC-TV)

Advertiser and Product:
Hallmark
Ad Agency—Foote, Cone and Belding

Happy (NBC-TV)

Advertiser and Product:
B&W
Ad Agency—Keyes, Madden and Jones
DuPont
Ad Agency—N.W. Ayer

Harrigan & Son (ABC-TV)

Advertiser and Product:
Reynolds Metals
Ad Agency—Lennen & Newell

Hathaways (ABC-TV)

Advertiser and Product:
Mars
Ad Agency—N, L, & B
Mobil Oil
Ad Agency—Bates
Polaroid
Ad Agency—D,D,&B
Ralston Purina
Ad Agency—GB&B

Have Gun—Will Travel (CBS-TV)

Advertiser and Product:
American Home Products
Ad Agency—Bates
Lever Brothers Co.
Ad Agency—J. Walter Thompson
Schick, Inc.
Ad Agency—Grey
Revlon, Inc.
Ad Agency—Grey

Hawaiian Eye (ABC-TV)

Advertiser and Product:
Alberto Culver
Ad Agency—Compton
American Chicle
Ad Agency—K&E
Carter
Ad Agency—Bales
Lorillard
Ad Agency—Grey

Norelco
Ad Agency—C. J. LaRoche
Noxzema
Ad Agency—SSC&B
Whitehall
Ad Agency—Bates

Hazel (NBC-TV)

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

Hennesey (CBS-TV)

Advertiser and Product:
P. Lorillard Co.
Ad Agency—Lennen & Newell
General Foods Corp.
Ad Agency—Young & Rubicam

Here's Hollywood (NBC-TV)

Advertiser and Product:
Alberto-Culver
Ad Agency—Compton
American Home Products
Ad Agency—Ted Bates
Beecnnut
Ad Agency—Y&R
Campana
Ad Agency—Erwin, Wasey, Ruthrauff and Ryan
Colgate
Ad Agency—Ted Bates
Dow
Ad Agency—Norman, Craig and Kummel
General Mills
Ad Agency—BBDO and DFS
Gold Seal
Ad Agency—Campbell-Mithun
Heinz
Ad Agency—Maxon
Jergens
Ad Agency—Cunningham and Walsh
Kendall Co.
Ad Agency—Leo Burnett
Mogen David
Ad Agency—E. H. Weiss
Simoniz
Ad Agency—DFS
Toni
Ad Agency—North

Highlights of the 1961 Circus (CBS-TV)

Advertiser and Product:
Top Value Enterprises, Inc.
Ad Agency—Campbell-Mithun

Hijacked 707 (NBC-TV)

Advertiser and Product:
Gulf
Ad Agency—Y&R

**Hitchcock, Alfred, Presents
(NBC-TV)**

Advertiser and Product:
Lincoln-Mercury
Ad Agency—Kenyon and Eckhardt
Revlon
Ad Agency—Grey

**Holiday Lodge
(CBS-TV)**

Advertiser and Product:
Lever Brothers Co.
Ad Agency—SSC&B
State Farm Mutual Insurance
Ad Agency—Needham, Louis & Brorby

**Hong Kong
(ABC-TV)**

Advertiser and Product:
Armour
Ad Agency—Foote, Cone & Belding
Kaiser
Ad Agency—Young & Rubicam
Beecham
Ad Agency—Hicks & Greist
Coleman Co. Inc.
Ad Agency—Potts-Woodbury
Ed Dalton
Ad Agency—Kenyon & Eckhardt
Derby Foods
Ad Agency—McCann-Erickson
Dupont
Ad Agency—N. W. Ayer & Son
Foster-Grant Co. Inc.
Ad Agency—Donahue & Coe
Lehn & Fink
Ad Agency—Geyer-Morey-Madden & Ballard
P. Lorillard
Ad Agency—Grey Advertising
Maytag
Ad Agency—Leo Burnett
Mennen
Ad Agency—Warwick & Legler
Miles
Ad Agency—Wade Advertising
Wm. Wrigley Jr. Co.
Ad Agency—Erwin Wasey, Ruthrauff & Ryan

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

Advertiser and Product:
Buick
Ad Agency—Leo Burnett

**Hour, An, With Danny Kaye
(CBS-TV)**

Advertiser and Product:
General Motors Corp.
Ad Agency—Campbell-Ewald Co.

**How Tall Is a Giant?
(NBC-TV)**

Advertiser and Product:
P&G
Ad Agency—Benton and Bowles

**Hunter, Tab, Show
(NBC-TV)**

Advertiser and Product:
Foster Grant Co.
Ad Agency—Donahue and Co.
General Time Corp.
Ad Agency—BBDO
Lehn and Fink
Ad Agency—Geyer, Morey, Madden & Ballard
Lorillard
Ad Agency—Lennen and Newell
Mennen
Ad Agency—Grey
Polaroid
Ad Agency—Doyle, Dane, Bernbach,
Schick
Ad Agency—Compton

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

Advertiser and Product:
Kemper Insurance
Ad Agency—Clinton E. Frank
Mutual of Omaha
Ad Agency—J. Bozell and Jacobs

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

Advertiser and Product:
R. J. Reynolds
Ad Agency—Wm. Esty
Texaco, Inc.
Ad Agency—Cunningham and Walsh

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**I Love Lucy
(CBS-TV)**

Advertiser and Product:
Alberto-Culver Co.
Ad Agency—Compton
Block Drug Co.
Ad Agency—SSC&B, Inc.; Grey
Bon Ami
Ad Agency—Hoyt
Bristol-Myers Co.
Ad Agency—Foote, Cone & Belding
Carter Products, Inc.
Ad Agency—SSC&B
Chesbrough Ponds
Ad Agency—Compton
Continental Baking Co.
Ad Agency—Bates
Corn Products Co.
Ad Agency—McCann Erickson
Curtis Publishing Co.
Ad Agency—BBDO, Inc.
Dow Chemical
Ad Agency—Norman, Craig & Kummel
Eastman Kodak Co.
Ad Agency—DCS&S, Inc.
Fedders Corp.
Ad Agency—Hicks & Griest
Food Manufactureres, Inc.
Ad Agency—Bates

COMMERCIAL NETWORK TV PROGRAMS

R. T. French
 Ad Agency—J. W. Thompson
 General Foods Corp.
 Ad Agency—Ogilvy, Benson & Mather
 Gold Seal Co.
 Ad Agency—Campbell-Mithun
 S. C. Johnson & Son
 Ad Agency—Needham, Louis Brorby; Foote, Cone & Belding
 Kellogg Co.
 Ad Agency—Burnett
 Leeming, Thos. Co.
 Ad Agency—Esty
 Lever Brothers Co.
 Ad Agency—Kenyon & Eckhardt, Inc.
 P. Lorillard Co.
 Ad Agency—Grey
 Minnesota Mining & Mfg. Co.
 Ad Agency—BBDO, Inc.
 Philadelphia & Reading
 Ad Agency—Grey
 Pillsbury Co.
 Ad Agency—Campbell-Mithun
 Richardson-Merrell
 Ad Agency—Morse
 Scott Paper Co.
 Ad Agency—J. Walter Thompson
 Siris, A. J. Products
 Ad Agency—Maxwell Sackheim
 Standard Brands, Inc.
 Ad Agency—J. Walter Thompson
 U. S. Steel Corp.
 Ad Agency—BBDO, Inc.
 Van Camp Seafoods
 Ad Agency EWRR
 Warner-Lambert
 Ad Agency—Lambert & Feasley

I've Got a Secret (CBS-TV)

Advertiser and Product:

Bristol Myers
 Ad Agency—DCS&S
 General Foods
 Ad Agency—Young & Rubicam
 Hertz Corp.
 Ad Agency—Norman, Craig & Kummel
 Polaroid Corp.
 Ad Agency—Doyle, Dane & Bernbach
 R. J. Reynolds Tobacco
 Ad Agency—Esty
 Toni Co.
 Ad Agency—North Adv.
 Shulton
 Ad Agency—Wesley
 Chanel
 Ad Agency—Norman, Craig & Kummel
 Menley & James
 Ad Agency—Foote, Cone & Belding

Ichabod & Me (CBS-TV)

Advertiser and Product:

Quaker Oats Co.
 Ad Agency—J. Walter Thompson

Socony Mobil
 Ad Agency—Bates
 Warner Lambert
 Ad Agency—Lambert & Feasley
 American Home Products
 Ad Agency—Bates
 Toni Co.
 Ad Agency—North

Inaugural Ball and Ceremonies (NBC-TV)

Advertiser and Product:

Purex
 Ad Agency—Ed H. Weiss

International Showtime (NBC-TV)

Advertiser and Product:

Derby Foods
 Ad Agency—McCann-Erickson
 Sandura
 Ad Agency—Hicks and Greist
 Seven-Up
 Ad Agency—J. Walter Thompson
 Texaco
 Ad Agency—Cunningham and Walsh

Investigators (CBS-TV)

Advertiser and Product:

Warner-Lambert
 Ad Agency—Lambert & Feasley
 American Home Products
 Ad Agency—Bates
 Corning Glass
 Ad Agency—N. W. Ayer
 Shulton, Inc.
 Ad Agency—Wesley
 Toni Co.
 Ad Agency—North
 Lever Brothers
 Ad Agency—J. Walter Thompson
 Socony Mobil
 Ad Agency—Bates
 Polaroid Corp.
 Ad Agency—Doyle, Dane & Bernbach
 Richardson-Merrell
 Ad Agency—Morse
 Corn Products
 Ad Agency—SSC&B
 Dow Chemical
 Ad Agency—Norman, Craig & Kummel
 Norwich Pharmacal
 Ad Agency—Benton & Bowles
 Lever Brothers
 Ad Agency—BBDO, Inc.
 Chesebrough Ponds
 Ad Agency—Norman Craig & Kummel

Islanders, The (ABC-TV)

Advertiser and Product:

L & M
 Ad Agency—McCann-Erickson

COMMERCIAL NETWORK TV PROGRAMS

UMS Div. General Motors
Ad Agency—Campbell-Ewald
J. B. Williams
Ad Agency—Parkson Advertising
Dupont
Ad Agency—BBDO
Warner-Lambert
Ad Agency—Ted Bates
Wm. Wrigley Jr. Co.
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Gillette
Ad Agency—Maxon
Ludens
Ad Agency—J.M. Mathes
Northam-Warren
Ad Agency—Doherty, Clifford, Steers & Shenfield
Simoniz
Ad Agency—Dancer-Fitzgerald-Sample
Pepsi Cola
Ad Agency—BBDO
Pontiac
Ad Agency—MacManus, John & Adams

Issues and Answers (ABC-TV)

Advertiser and Product:
Sustaining (ABC Public Affairs)

It Could Be You (NBC-TV)

Advertiser and Product:
Alberto-Culver
Ad Agency—Compton
American Home Products
Ad Agency—Ted Bates
Campana
Ad Agency—Erwin, Wasey, Ruthrauff and Ryan
Ex-Lax
Ad Agency—Warwick and Legler
Heinz
Ad Agency—Maxon
Leeming
Ad Agency—Wm. Esty
McCaill Corp.
Ad Agency—Grey
Mentholatum
Ad Agency—J. Walter Thompson
Miles
Ad Agency—Wade
National Biscuit
Ad Agency—McCann-Erickson
P&G
Ad Agency—DFS
Toni
Ad Agency—North

— J —

JFK Report (NBC-TV)

Advertiser and Product:
Lincoln-Mercury
Ad Agency—Kenyon and Eckhardt

Mutual of Omaha
Ad Agency—Bozell and Jacobs
Proctor and Gamble
Ad Agency—Benton and Bowles

Jones, Spike, Show (CBS-TV)

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

— K —

Kennedy Mission (CBS-TV)

Advertiser and Product:
Goodyear Tire & Rubber Co.
Ad Agency—Young & Rubicam

Kentucky Derby Preview (CBS-TV)

Advertiser and Product:
American Tobacco Co.
Ad Agency—SSC&B

King, Alan, Show (CBS-TV)

Advertiser and Product:
General Foods Corp.
Ad Agency—Young & Rubicam, Inc.

King Leonardo (NBC-TV)

Advertiser and Product:
Eldon Industries
Ad Agency—Kenyon & Eckhardt
General Foods
Ad Agency—Foote, Cone & Belding
General Mills
Ad Agency—DFS
Proctor & Gamble
Ad Agency—Tatham-Laird, Inc.
Sawyers, Inc.
Ad Agency—Richard G. Montgomery

Klondike (NBC-TV)

Advertiser and Product:
P & G
Ad Agency—Benton & Bowles
R. J. Reynolds
Ad Agency—Wm. Esty

Kraft Mystery Theatre (NBC-TV)

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

COMMERCIAL NETWORK TV PROGRAMS

Kulka and Ollie (NBC-TV)

Advertiser and Product:
Miles Labs
Ad Agency—Wade

— L —

Laramie (NBC-TV)

Advertiser and Product:
AC Sparkplug
Ad Agency—D. P. Brother
American Gas Association
Ad Agency—Lennen & Newell
Beechnut
Ad Agency—Y&R
Gillette
Ad Agency—Maxon
Johnson & Johnson
Ad Agency—Y & R
Ludens, Inc.
Ad Agency—J. M. Mathes
Mennen
Ad Agency—Grey
National Biscuit
Ad Agency—McCann-Erickson
Pepsi Cola
Ad Agency—BBD & O
PPG
Ad Agency—BBD&O
P & G
Ad Agency—Benton & Bowles
Quaker Oats
Ad Agency—J. Walter Thompson
R. J. Reynolds
Ad Agency—Wm. Esty
Scripto
Ad Agency—McCann-Erickson
Texaco
Ad Agency—Cunningham & Walsh
Union Carbide
Ad Agency—Wm. Esty
Walt Disney Productions
Ad Agency—Walt Disney
Welch Grape Juice Co.
Ad Agency—Richard K. Manoff

Lassie (CBS-TV)

Advertiser and Product:
Campbell Soup Co.
Ad Agency—BBDO
Warner Lambert Co.
Ad Agency—Lambert & Feasley
Deluxe Reading Corp.
Ad Agency—Zlowe

Lawless Years (NBC-TV)

Advertiser and Product:
Alberto-Culver
Ad Agency—Compton

Brown & Williamson
Ad Agency—Keyes, Madden, Jones

Law & Mr. Jones (ABC-TV)

Advertiser and Product:
Corn Products
Ad Agency—Lennen & Newell
Ed Dalton
Ad Agency—K & E
General Foods
Ad Agency—Ogilvy, Benson & Mather
P. Lorillard
Ad Agency—Grey Advertising
Proctor & Gamble
Ad Agency—Compton
Simoniz
Ad Agency—Dancer-Fitzgerald-Sample
Union Carbide
Ad Agency—William Esty

Lawman (ABC-TV)

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

Leave It To Beaver (ABC-TV)

Advertiser and Product:
Mars
Ad Agency—NL&B
Peter Paul
Ad Agency—D-F-S
Polaroid
Ad Agency—DD&B
Ralston Purina
Ad Agency—Gardner, Guild, B&B

Lewis, Shari Show (NBC-TV)

Advertiser and Product:
Advance Industries
Ad Agency—Webb Associates
American Doll & Toy
Ad Agency—Webb Associates
Cracker Jack
Ad Agency—Leo Burnett
General Foods
Ad Agency—Foote, Cone & Belding
National Biscuit
Ad Agency—Kenyon & Eckhardt
Prewitt
Ad Agency—Hutchins Advertising
Warner Lambert
Ad Agency—Lambert & Feasley

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

Advertiser and Product:
Drackett Co.
Ad Agency—Young & Rubicam, Inc.

COMMERCIAL NETWORK TV PROGRAMS

Hagan Chemical & Controls, Inc.
 Ad Agency—Ketchum, Macleod & Grove, Inc.
 S. C. Johnson & Son, Inc.
 Ad Agency—Needham, Louis & Brorby, Inc.
 Ad Agency—Foote, Cone & Belding, Inc.
 Kellogg Co.
 Ad Agency—Leo Burnett Co.
 Lever Brothers Co.
 Ad Agency—J. Walter Thompson Co.
 Pillsbury Co.
 Ad Agency—Leo Burnett Co.
 Scott Paper Co.
 Ad Agency—J. Walter Thompson Co.
 Van Camp Seafood Co., Inc.
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan, Inc.
 J. B. Williams Co., Inc.
 Ad Agency—Parkson Advertising
 Alberto-Culver Co.
 Ad Agency—Compton Advertising
 Carnation Co.
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan, Inc.
 Mentholatum Co.
 Ad Agency—J. Walter Thompson Co.
 Toni Co.
 Ad Agency—North Advertising
 American Home Products Corp.
 Ad Agency—Ted Bates & Co., Inc.

Lombardo's, Guy, New Year's Eve Show (CBS-TV)

Advertiser and Product:
 Chock Full' o' Nuts
 Ad Agency—Peerless

Lone Ranger (NBC-TV)

Advertiser and Product:
 B. F. Goodrich
 Ad Agency—Foote, Cone & Belding
 General Mills
 Ad Agency—DFS

Love of Life (CBS-TV)

Advertiser and Product:
 Alberto Culver Co.
 Ad Agency—Compton
 American Home Products Corp.
 Ad Agency—Bates
 Corn Products Co.
 Ad Agency—McCann Erickson
 R. T. French
 Ad Agency—Thompson
 Kellogg Co.
 Ad Agency—Burnett
 Lever Brothers Co.
 Ad Agency—BBDO
 National Biscuit
 Ad Agency—Kenyon & Eckhardt.
 Nestle Co., Inc.
 Ad Agency—McCann-Erickson
 Quaker Oats Co.
 Ad Agency—Thompson

U. S. Borax & Chemical
 Ad Agency McCann Erickson
 Toni Co.
 Ad Agency—Wade
 Staley, A. E.
 Ad Agency—EWRR
 Richardson-Merrell
 Ad Agency—Morse
 Campbell Soup Co.
 Ad Agency—Ogilvy Benson & Mather
 Scott Paper Co.
 Ad Agency—Thompson

Love That Bob (ABC-TV)

(See ABC-TV Participating Programs)

— Mc —

McGee's, Frank, Here and Now (NBC-TV)

Advertiser and Product:
 Gulf
 Ad Agency—Y&R

— M —

Mack, Ted & The Original Amateur Hour (CBS-TV)

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

Magic Ranch (ABC-TV)

Advertiser and Product:
 Beatrice Foods
 Ad Agency—Z. R. Daniels, Erwin Wasey, R&R

Make Room for Daddy (NBC-TV)

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Compton
 Chunky Chocolates
 Ad Agency—J. Walter Thompson
 Eldon Industries
 Ad Agency—K&E
 Frigidaire
 Ad Agency—DFS
 Frito
 Ad Agency—DFS
 General Mills
 Ad Agency—BBD&O
 Heinz
 Ad Agency—Maxon
 Leeming
 Ad Agency—Wm. Esty
 Oldsmobile
 Ad Agency—D. P. Brother
 P & G
 Ad Agency—Gardner

COMMERCIAL NETWORK TV PROGRAMS

Make That Spare (ABC-TV)

Advertiser and Product:

Brown & Williamson
Ad Agency—Bates
Brunswick
Ad Agency—Mc-E
Mennen
Ad Agency—Grey

Malibu Run (CBS-TV)

Advertiser and Product:

American Home Products
Ad Agency—Bates
Breck, John
Ad Agency—Reach McClinton
Bristol-Myers
Ad Agency—DCS&S
Carter Products, Inc.
Ad Agency—Bates
Du Pont Corp.
Ad Agency—N. W. Ayer
General Foods Corp.
Ad Agency—Ogilvy, Benson & Mather
Lever Brothers Co.
Ad Agency—BBDO
P. Lorillard Co.
Ad Agency—Grey
Pepsi-Cola
Ad Agency—BBDO
Procter & Gamble Co.
Ad Agency—Benton & Bowles
Richardson Merrell
Ad Agency—Morse
Warner-Lambert
Ad Agency—Lambert & Feasley

Man Shoot Two (CBS-TV)

Advertiser and Product:

Goodyear Tire & Rubber Co.
Ad Agency—Young & Rubicam

Margie (ABC-TV)

Advertiser and Product:

Procter & Gamble
Ad Agency—Compton

Marineland Circus (NBC-TV)

Advertiser and Product:

Minute Maid
Ad Agency—Ted Bates
Tupperware
Ad Agency—BBDO

Martin, Dean Show (NBC-TV)

Advertiser and Product:

P & G
Ad Agency—Benton & Bowles

Masters Golf Tournament (CBS-TV)

Advertiser and Product:

American Express Co.
Ad Agency—Benton & Bowles
Travelers Insurance Co.
Ad Agency—Young & Rubicam

Matty's Funday Funnies (ABC-TV)

Advertiser and Product:

Mattel
Ad Agency—Carson/Roberts

Maverick (ABC-TV)

Advertiser and Product:

Brillo
Ad Agency—J. W. Thompson
Con. Cigar
Ad Agency—Er Wa, R & R
Ideal Toys
Ad Agency—Grey
Jergens
Ad Agency—C & W
J & J
Ad Agency—Y & R
Kaiser
Ad Agency—Y & R
Keystone Camera
Ad Agency—Bres.
Ludens
Ad Agency—J. M. Mathes
Mattel
Ad Agency—C/R
Maytag
Ad Agency—L.B.
Peter Paul
Ad Agency—D-F-S-
Schick
Ad Agency—Compton

Meet the Professor (ABC-TV)

Advertiser and Product:

Sustaining (ABC Public Affairs)

Mercury Water Sports Parade (NBC-TV)

Advertiser and Product:

Kiekhäfer Corp.
Ad Agency—Baker, Johnson & Dickinson

Michael Shane (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Y&R
Dow Chemical
Ad Agency—Norman, Craig & Kummel
DuPont
Ad Agency—BBDO
Fedders
Ad Agency—Hicks & Greist

COMMERCIAL NETWORK TV PROGRAMS

Gillette
 Ad Agency—Maxon
 Lanolin Plus
 Ad Agency—Daniel & Charles
 Lorillard
 Ad Agency—Lennen & Newell
 Max Factor
 Ad Agency—K&E
 Mead Johnson
 Ad Agency—K&E
 Mennen
 Ad Agency—Grey
 Oldsmobile
 Ad Agency—D. P. Brother
 Phillip Morris
 Ad Agency—Leo Burnett
 PPG
 Ad Agency—BBDO
 P&G
 Ad Agency—Benton & Bowles
 Schick
 Ad Agency—Compton
 Walt Disney Productions
 Ad Agency—Walt Disney
 Warner-Lambert
 Ad Agency—Lambert & Feasly

Mighty Mouse Playhouse (CBS-TV)

Advertiser and Product:
 American Home Products Corp.
 Ad Agency—Bates
 Colgate Palmolive Co.
 Ad Agency—Bates

Miller, Glenn, Time (CBS-TV)

Advertiser and Product:
 General Foods Corp.
 Ad Agency—Young & Rubicam
 P. Lorillard Co.
 Ad Agency—Lennen & Newell

Million Dollar Incident (CBS-TV)

Advertiser and Product:
 U. S. Time Corp.
 Ad Agency—W. B. Doner

Millionaire (CBS-TV)

Advertiser and Product:
 Alberto Culver Co.
 Ad Agency—Compton
 Campbell Soup Co.
 Ad Agency—BBDO, Inc.; Ogilvy, Benson & Mather
 Corn Products Co.
 Ad Agency—McCann Erickson
 Drackett Co.
 Ad Agency—Young & Rubicam
 Eastman Kodak Co.
 Ad Agency—Thompson

R. T. French
 Ad Agency—Thompson
 General Foods Corp.
 Ad Agency—Young & Rubicam
 Gerber Products
 Ad Agency—D'Arcy
 Toni Co.
 Ad Agency—Wade
 Hartz Mountain Products
 Ad Agency—George Hartman
 S. C. Johnson & Son
 Ad Agency—Needham, Louis & Brorby; Foote, Cone & Felding
 Kellogg Co.
 Ad Agency—Burnett
 Lever Brothers Co.
 Ad Agency—BBDO
 National Biscuit Co.
 Ad Agency—McCann-Erickson
 Nestle Co., Inc.
 Ad Agency—McCann Erickson
 Pillsbury Co.
 Ad Agency—Burnett
 Quaker Oats Co.
 Ad Agency—Thompson
 Richardson Merrell
 Ad Agency—Morse
 Scott Paper Co.
 Ad Agency—Thompson
 Staley, A. E.
 Ad Agency—EWRR

Miss America Pageant (CBS-TV)

Advertiser and Product:
 General Motors Corp.
 Ad Agency—D. P. Brothers
 Gillette Co.
 Ad Agency—North Adv.
 Pepsi-Cola Co.
 Ad Agency—BBDO
 Philco Corp.
 Ad Agency—BBDO

Miss Universe Beauty Pageant (CBS-TV)

Advertiser and Product:
 Procter & Gamble Co.
 Ad Agency—Grey

Moore, Garry, Show (CBS-TV)

Advertiser and Product:
 Chrysler Corp.
 Ad Agency—N. W. Ayer
 General Motors Corp.
 Ad Agency—D. P. Brother
 S. C. Johnson
 Ad Agency—Needham, Louis & Brorby
 Polaroid Corp.
 Ad Agency—Doyle Dane & Bernbach
 R. J. Reynold Tobacco
 Ad Agency—Esty

COMMERCIAL NETWORK TV PROGRAMS

Mr. Ed (CBS-TV)

Advertiser and Product:

American Home Products Co.
Ad Agency—Bates
Chesebrough Ponds
Ad Agency—Norman, Craig & Kummel
Dow Chemical Co.
Ad Agency—Norman, Craig & Kummel
Studebaker Packard
Ad Agency—D'Arcy

Mrs. G Goes To College (CBS-TV)

Advertiser and Product:

General Foods Corp.
Ad Agency—Young & Rubicam

Murray, Jan, Show (NBC-TV)

Advertiser and Product:

American Home Products
Ad Agency—Ted Bates
American-Marietta
Ad Agency—Turner Co.
Block Drug, Bon Ami, Hoyt Associates, Colgate
Ad Agency—D'Arcy
Ex-Lax
Ad Agency—Warwick & Legler
General Mills
Ad Agency—BBD&O
Hazel Bishop
Ad Agency—North
Martin-Marietta
Ad Agency—Turner Co.
Max Factor
Ad Agency—Kenyon & Eckhardt
Mogen David
Ad Agency—Edward H. Weiss
National Biscuit
Ad Agency—McCann-Erickson
Norwich Pharmacal
Ad Agency—Benton & Bowles
Pepperidge Farm
Ad Agency—Ogilvy, Benson & Mather
Proctor Silex
Ad Agency—Weiss & Geller
Reader's Digest
Ad Agency—J. Walter Thompson
Toni
Ad Agency—North
U. S. Borax
Ad Agency—McCann-Erickson
Warner-Lambert
Ad Agency—Ted Bates

My Friend Flicka (CBS-TV)

Advertiser and Product:

Sweets Co. of America
Ad Agency—Sweets Co.
General Mills, Inc.
Ad Agency—Dancer Fitzgerald Sample

My Sister Eileen (CBS-TV)

Advertiser and Product:

Colgate Palmolive Co.
Ad Agency—Lennen & Newell

My Three Sons (ABC-TV)

Advertiser and Product:

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

— N —

Naked City (ABC-TV)

Advertiser and Product:

American Chic
Ad Agency—Bates
Beecham
Ad Agency—Kenyon & Eckhardt
Brillo
Ad Agency—J. W. Thompson
Bristol-Myers
Ad Agency—OB & M
Brown & Williamson
Ad Agency—Bates
Haggart
Ad Agency—Locke
Ludens
Ad Agency—J. M. Mathes
Spidel
Ad Agency—McC-M

National League Pro Football (NBC-TV)

Advertiser and Product:

Anheuser-Busch
Ad Agency—Gardner
Ford
Ad Agency—J. Walter Thompson
Narragansett Brewing
Ad Agency—Doherty, Clifford, Steers, Shenfield
National Brewing
Ad Agency—W.B. Doner
Phillips Petroleum
Ad Agency—Lambert & Feasley
Wiedeman Brewing
Ad Agency—Doherty, Clifford, Steers, Shenfield

National Velvet (NBC-TV)

Advertiser and Product:

General Mills
Ad Agency—BBD&O
Lehn & Fink
Ad Agency—Geyer, Morey, Madden & Ballard
Lorillard
Ad Agency—Grey
Polaroid
Ad Agency—DDB
Rexall
Ad Agency—BBD&O

COMMERCIAL NETWORK TV PROGRAMS

Nation's Future (NBC-TV)

Advertiser and Product:
Lincoln-Mercury
Ad Agency—K&E

NBA Pro Basketball (NBC-TV)

Advertiser and Product:
Anheuser-Busch
Ad Agency—Gardner
General Mills
Ad Agency—DFS
Seiberling Rubber Co.
Ad Agency—Meldrum-Fewsmith, Inc.

NBC Major League Baseball (NBC-TV)

Advertiser and Product:
Anheuser-Busch
Ad Agency—Gardner
General Mills
Ad Agency—Knox, Reeves
Schlitz
Ad Agency—Gordon Best
General Insurance
Ad Agency—Cole & Weber

NBC White Paper (NBC-TV)

Advertiser and Product:
U. S. Time
Ad Agency—W. B. Doner

New Breed (ABC-TV)

Advertiser and Product:
Brown & Williamson
Ad Agency—Bates
J&J
Ad Agency—Y&R
Mead Johnson
Ad Agency—K&E
Miles Lab
Ad Agency—Wade
Mobil Oil
Ad Agency—Bates
Scott Paper
Ad Agency—JWT

Newhart, Bob Show (NBC-TV)

Advertiser and Product:
Allstate
Ad Agency—Leo Burnett
Beachnut
Ad Agency—Young & Rubicam
Sealtest
Ad Agency—N. W. Ayer

NFL Pro Football Games (CBS-TV)

Advertiser and Product:
Ballantine
Ad Agency—Esty
Falstaff Brewing
Ad Agency—Dancer Fitzgerald Sample
Ford Motor Co.
Ad Agency—Thompson
Hamm Brewing Co.
Ad Agency—Campbell Mithun
National Brewing Co.
Ad Agency—Doner
Ohio Oil Co.
Ad Agency—Donor

Number Please (ABC-TV)

Advertiser and Product:
See ABC-TV Participating Programs

— O —

Omnibus (NBC-TV)

Advertiser and Product:
Aluminum, Ltd.
Ad Agency—J. Walter Thompson

On Your Mark (ABC-TV)

Advertiser and Product:
Audion-Emenee
Ad Agency—DHL
Gold Medal
Ad Agency—MWS

One Happy Family (NBC-TV)

Advertiser and Product:
Block Drug
Ad Agency—Grey

1, 2, 3-Go (NBC-TV)

Advertiser and Product:
Quaker Oats
Ad Agency—J. Walter Thompson
Texaco
Ad Agency—Cunningham & Walsh

Operation Daybreak (ABC-TV)

Advertiser and Product:
See ABC-TV Participating Programs

Our American Heritage (NBC-TV)

Advertiser and Product:
Equitable Life & Insurance Co.
Ad Agency—Foote, Cone & Belding

COMMERCIAL NETWORK TV PROGRAMS

Outlaws (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Y&R
Bristol-Meyers
Ad Agency—Ogilvy, Benson & Mather
Brown & Williamson
Ad Agency—Keyes, Madden, Jones
Colgate
Ad Agency—D'Arcy
Du Pont
Ad Agency—N. W. Ayer
Gillette
Ad Agency—Maxon
Mennen
Ad Agency—Grey
Pan American Coffee
Ad Agency—BBD&O
Pepsi Cola
Ad Agency—BBD&O
Pillsbury
Ad Agency—Leo Burnett
Reader's Digest
Ad. Agency—J. Walter Thompson
Schick
Ad Agency—Compton
Simoniz
Ad Agency—DFS
Union Carbide
Ad Agency—Wm. Esty
Walt Disney Production
Warner-Lambert
Ad Agency—Ted Bates
Welch Grape Juice Co.
Ad Agency—Richard K. Manoff Co.

— P —

Paar, Jack, Show (NBC-TV)

Advertiser and Product:

Adams Corp.
Ad Agency—Cummings, Brank & MacPherson
Adolphs, Ltd.
Ad Agency—McCann-Marschalk
Airequipt Mfg. Co.
Ad Agency—Sudler & Hennessey
Alberto-Culver
Ad Agency—Compton
American Cyanamid
Ad Agency—Perry-Brown, Inc.
American Luggage
Ad Agency—McCann-Marschalk
American Marietta
Ad Agency—Turner Advertising
Baldwin Piano
Ad Agency—Hill, Rogers, Mason & Scott
Beechnut
Ad Agency—Y&R
Block Drug
Ad Agency—SSCB
Bon Ami
Ad Agency—Hoyt Associates

Calgon Co.
Ad Agency—Ketchum, MacLeod & Grove
Carter Products
Ad Agency—Ted Bates
Chun King
Ad Agency—BBD&O
Continental Wax
Ad Agency—Product Services
Corn Products
Ad Agency—Lennen & Newell
Devoe & Reynolds
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
DuPont
Ad Agency—BBD&O
Dominion Electric Corp.
Ad Agency—Howard Swink
Electric Storage Battery
Ad Agency—Meldrum & Fewsmith
Ex-Lax
Ad Agency—Warwick & Legler
F&F Labs
Ad Agency—Lilienfeld & Co.
Gibson Art Co.
Ad Agency—Landy, Cye Co.
Gold Seal
Ad Agency—Campbell-Mithun
Hazel Bishop
Ad Agency—Raymond Spector Co.
International Shoe
Ad Agency—Krupnick & Assoc.
Jiffy Products Corp.
Ad Agency—Grant Advertising
Kayser-Roth
Ad Agency—Daniel & Charles
Kiwi Polish
Ad Agency—Cohen, Dowd & Aleshire
Lanvin Parfums, Inc.
Ad Agency—North
Lipton
Ad Agency—SSCB
M. Lober
Ad Agency—Fairfax
Lorillard
Ad Agency—Lennen & Newell
M. Lowenstein
Ad Agency—Mogul, Williams & Saylor
Martin-Marietta
Ad Agency—Turner
Matson Navigation Co.
Ad Agency—Fuller and Smith and Ross
Melnor Industries
Ad Agency—Smith, Greenland
Mennen
Ad Agency—Grey
Mirro Aluminum
Ad Agency—Cramer-Krasselt Co.
Mutual Benefit of Omaha
Ad Agency—Bozell & Jacobs
Palm Beach Co.
Ad Agency—Grey
Polaroid
Ad Agency—Doyle, Dane, Bernbach
Polk Miller Prod. Corp.
Ad Agency—N. W. Ayer
Puritron
Ad Agency—Doyle, Dane, Bernbach

Pacific Mill Domestic
 Ad Agency—Mogul, Williams & Saylor
 Readers Digest
 Ad Agency—J. Walter Thompson
 Realemon-Puritan
 Ad Agency—Lilienfeld & Co.
 Schrafft
 Ad Agency—Richard K. Manoff
 Technical Tape
 Ad Agency—Product Services
 Wander Co.
 Ad Agency—Clinton E. Frank
 Warner-Lambert
 Ad Agency—BBD&O
 Willy Motors
 Ad Agency—Norman, Craig & Kummel

**Palm Springs Golf Classic
 (CBS-TV)**

Advertiser and Product:
 Colgate Palmolive Co.
 Ad Agency—Bates
 Minnesota Mining & Mfg. Co.
 Ad Agency—EWRR

**Password
 (CBS-TV)**

Advertiser and Product:
 Leeming, Thos & Co.
 Ad Agency—Esty
 Campbell Soup Co.
 Ad Agency—BBDO
 Corn Products
 Ad Agency—McCann Erickson
 Toni Co.
 Ad Agency—Wade
 Mentholatum Co.
 Ad Agency—Thompson
 Richardson Merrell
 Ad Agency—Morse
 Hart Mountain Products
 Ad Agency—Geol Hartman
 Lever Brothers Co.
 Ad Agency—SSC&B
 Scott Paper Co.
 Ad Agency—Thompson
 J. B. Williams
 Ad Agency—Parkson
 Campbell Soup Co.
 Ad Agency—Ogilvy, Benson & Mather

**People Are Funny
 (NBC-TV)**

Advertiser and Product:
 Burlington Industries
 Ad Agency—Donahue & Coe
 Olin Mathieson
 Ad Agency—Donahue & Coe

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

Advertiser and Product:
 Colgate Palmolive Co.
 Ad Agency—Bates

Drackett Co.
 Ad Agency—Young & Rubicam, Inc.
 General Foods Corp.
 Ad Agency—Ogilvy, Benson & Mather
 Philip Morris, Inc.
 Ad Agency—Benton & Bowles
 Polaroid Corp.
 Ad Agency—Doyle, Dane & Bernbach
 Quaker Oats Co.
 Ad Agency—J. Walter Thompson
 Sterling Drug, Inc.
 Ad Agency—Dancer Fitzgerald Sample
 Chanel
 Ad Agency—Norman Craig & Kummel

**Person To Person
 (CBS-TV)**

Advertiser and Product:
 Block Drug, Inc.
 Ad Agency—Grey
 Carter Products, Inc.
 Ad Agency—Bates
 Dow Chemical Co.
 Ad Agency—Norman, Craig & Kummel
 Fedders Corp.
 Ad Agency—Hicks & Greist
 General Foods Corp.
 Ad Agency—Ogilvy, Benson & Mather
 P. Lorillard Co.
 Ad Agency—Lennen & Newell

**Pete & Gladys
 (CBS-TV)**

Advertiser and Product:
 Carnation Co.
 Ad Agency—EWRR
 Dow Chemical Co.
 Ad Agency—Norman, Craig & Kummel
 Goodyear Tire & Rubber Co.
 Ad Agency—Young & Rubicam
 Polaroid Corp.
 Ad Agency—Doyle, Dane & Bernbach
 Socony Mobil
 Ad Agency—Bates
 Lever Brothers Co.
 Ad Agency—BBDO
 Menly & James
 Ad Agency—Foote, Cone & Belding

**Peter Gunn
 (ABC-TV)**

Advertiser and Product:
 Bristol-Myers
 Ad Agency—Doherty, Clifford, Steers & Shenfield
 F. J. Reynolds
 Ad Agency—William Esty

**Peter Loves Mary
 (NBC-TV)**

Advertiser and Product:
 P&G
 Ad Agency—Benton & Bowles

COMMERCIAL NETWORK TV PROGRAMS.....

P. G. A. 43rd National Golf Championship (CBS-TV)

Advertiser and Product:

Renault, Inc.
Ad Agency—Needham, Louis & Brorby
Williamson Dickie Mfg. Co.
Ad Agency—Fuller Smith & Ross
Wilson & Co.
Ad Agency—Campbell Mithun

Pillsbury Bake-Off (NBC-TV)

Advertiser and Product:

Pillsbury
Ad Agency—Campbell-Mithun

Pip the Piper (NBC-TV)

Advertiser and Product:

General Mills
Ad Agency—DFS

Play Your Hunch (NBC-TV)

Advertiser and Product:

American Home Products
Ad Agency—Ted Bates
Colgate
Ad Agency—Ted Bates
Fritos
Ad Agency—DFS
Hartz Mountain
Ad Agency—George H. Hartman
Heinz
Ad Agency—Maxon
Max Factor
Ad Agency—K&E
Mentholatum
Ad Agency—J Walter Thompson
Miles Lab
Ad Agency—Wade
National Biscuit
Ad Agency—McCann-Erickson
Proctor-Silex
Ad Agency—Weiss & Geller
Simoniz
Ad Agency—DFS
Sterling
Ad Agency—DFS

Playhouse 90 (CBS-TV)

Advertiser and Product:

S. C. Johnson
Ad Agency—Needham, Louis & Brorby;
Foote, Cone & Belding
Bristol Myers
Ad Agency—Young & Rubicam
P. Lorillard Co.
Ad Agency—Lennen & Newell
Procter & Gamble
Ad Agency—Benton & Bowles

Star-Kist Foods, Inc.
Ad Agency—Burnett

Powell, Dick, Show (NBC-TV)

Advertiser and Product:

American Tobacco
Ad Agency—BBD&O
Bulova Watch Co.
Ad Agency—SSCB
Hertz
Ad Agency—Norman, Craig & Kummel
Max Factor
Ad Agency—Kenyon & Eckhardt
Pillsbury
Ad Agency—Campbell-Mithun
Reynolds Metals Co.
Ad Agency—Lennen & Newell

Dick Powell's Zane Grey Theatre (CBS-TV)

Advertiser and Product:

S. C. Johnson & Son
Ad Agency—Needham, Louis & Brorby
P. Lorillard Co.
Ad Agency—Lennen & Newell

The Power and the Glory (CBS-TV)

Advertiser and Product:

Motorola, Inc.
Ad Agency—Burnett
Breck, John
Ad Agency—Reach McClinton

Pre All-Star Baseball Game (NBC-TV)

Advertiser and Product:

General Mills
Ad Agency—Knox, Reeves

Pre Rose Bowl Game (NBC-TV)

Advertiser and Product:

General Mills
Ad Agency—DFS

Pre World-Championship Football (NBC-TV)

Advertiser and Product:

General Mills
Ad Agency—DFS

President and First Lady in Latin America (CBS-TV)

Advertiser and Product:

American Home Products Corp.
Ad Agency—Bates
Menley & Jame
Ad Agency—Foote, Cone & Belding

COMMERCIAL NETWORK TV PROGRAMS

Price Is Right (Daytime) (NBC-TV)

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Compton
 American Home Products
 Ad Agency—Ted Bates
 Beechnut
 Ad Agency—Y&R
 Chevrolet
 Ad Agency—Campbell-Ewald
 Frigidaire
 Ad Agency—DFS
 General Mills
 Ad Agency—BBD&O
 Gold Seal
 Ad Agency—Campbell-Mithun
 Heinz
 Ad Agency—Maxon
 Leeming
 Ad Agency—Wm. Esty
 Lever Bros.
 Ad Agency—BBD&O
 Mentholatum
 Ad Agency—J. Walter Thompson
 Miles Labs
 Ad Agency—Wade
 Proctor-Silex
 Ad Agency—Weiss & Geller
 Sterling
 Ad Agency—DFS
 Toni
 Ad Agency—North
 Union Underwear Co.
 Ad Agency—Grey
 Warner-Lambert
 Ad Agency—Ted Bates

Price Is Right (Nighttime) (NBC-TV)

Advertiser and Product:
 American Home Products
 Ad Agency—Ted Bates
 Lever Brothers Co.
 Ad Agency—Ogilvy, Benson & Mather
 Lorillard
 Ad Agency—Lennen and Newell

Pro Bowl Football Game (NBC-TV)

Advertiser and Product:
 Carter Products
 Ad Agency—SSCB
 L & M
 Ad Agency—DFS

Pro Bowl Scouting Report (NBC-TV)

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

Projection 6 I (NBC-TV)

Advertiser and Product:
 Gulf
 Ad Agency—Y&R

Purex Specials For Women (NBC-TV)

Advertiser and Product:
 Purex
 Ad Agency—Edward H. Weiss

Purex Summer Specials (NBC-TV)

Advertiser and Product:
 Purex
 Ad Agency—Edward H. Weiss

— Q —

Queen for a Day (ABC-TV)

(See ABC-TV Participating Programs)

— R —

Rawhide (CBS-TV)

Advertiser and Product:
 Bristol Myers Co.
 Ad Agency—Young & Rubicam
 Colgate Palmolive Co.
 Ad Agency—Lennell & Newell
 Drackett Co.
 Ad Agency—Young & Rubicam
 General Foods Corp.
 Ad Agency—Benton & Bowles
 National Biscuit Co.
 Ad Agency—McCann Erickson
 Philip Morris Co.
 Ad Agency—Burnett

Real McCoys (ABC-TV)

Advertiser and Product:
 P&G
 Ad Agency—Compton

Real West, The (NBC-TV)

Advertiser and Product:
 Savings and Loan Foundation
 Ad Agency—McCann-Erickson

Rebel (ABC-TV)

Advertiser and Product:
 Procter & Gamble
 Ad Agency—Young & Rubicam

COMMERCIAL NETWORK TV PROGRAMS

L&M

Ad Agency—Dancer, Fitzgerald, Sample
Union Carbide
Ad Agency—William Esty

Reed, Donna, Show (ABC-TV)

Advertiser and Product:

Campbell Soup
Ad Agency—BBDO
J&J
Ad Agency—Y&R

Report On Hong Kong (CBS-TV)

Advertiser and Product:

American Home Products
Ad Agency—Bates
R. J. Reynolds Tobacco
Ad Agency—Esty

Report on Laos (NBC-TV)

Advertiser and Product:

Gulf
Ad Agency—Y&R

Rifleman (ABC-TV)

Advertiser and Product:

P&G
Ad Agency—B&B

Riverboat (NBC-TV)

Advertiser and Product:

Block Drug
Ad Agency—SSCB
P&G
Ad Agency—Benton & Bowles

Roaring Twenties (ABC-TV)

Advertiser and Product:

Armour
Ad Agency—FC & B
Chesebrough Ponds
Ad Agency—Compton
General Cigar
Ad Agency—Y & R
J & J
Ad Agency—Y & R
Mead Johnson
Ad Agency—K & E
Mobil Oil
Ad Agency—Bates
North American Phillips
Ad Agency—C. J. LaRoche
Simoniz
Ad Agency—D-F-S
Whitehall
Ad Agency—Bates

Rogers, Roy, Show (CBS-TV)

Advertiser and Product:

Nestle Co., Inc.
Ad Agency—McCann Erickson

Rose Bowl (NBC-TV)

Advertiser and Product:

General Motors Corp.
Ad Agency—McCann-Erickson
Gillette
Ad Agency—Maxon

Route 66 (CBS-TV)

Advertiser and Product:

General Motors Corp.
Ad Agency—Campbell Ewald
Philip Morris, Inc.
Ad Agency—Burnett
Sterling Drug, Inc.
Ad Agency—Dancer Fitzgerald Sample

— S —

Saturday Night at the Movies (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Y&R
Block Drug
Ad Agency—Grey
Bulova
Ad Agency—SSCB
Chemstrand
Ad Agency—Doye, Dane, Bernbach
Helene Curtis
Ad Agency—Edward H. Weiss
Int'l Latex
Ad Agency—Ted Bates
Johnson & Johnson
Ad Agency—Y&R
Lanolin Plus
Ad Agency—Daniel and Charles
Leeming
Ad Agency—Wm. Esty
Maybelline
Ad Agency—Post and Morr
Mogen David
Ad Agency—Edward H. Weiss
Noxema
Ad Agency—SSCB
Paper Mate
Ad Agency—Foote, Cone and Belding
R. J. Reynolds
Ad Agency—Wm. Esty
Union Carbide
Ad Agency—Wm. Esty

Saturday Prom (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Y&R

**Say When
(NBC-TV)**

Advertiser and Product:

American Marietta
Ad Agency—Turner Co.
Beechnut
Ad Agency—Y&R
Block Drug
Ad Agency—Grey
Bon Ami
Ad Agency—Hoyt Assoc.
Ex-Lax
Ad Agency—Warwick and Legler
Frito
Ad Agency—DFS
General Mills
Ad Agency—BBDO
Hazel Bishop
Ad Agency—North
Leeming
Ad Agency—Wm. Esty
Martin-Marietta
Ad Agency—Turner Co.
McCall
Ad Agency—Grey
Norwich Pharmalac
Ad Agency—Benton and Bowles
Pepperidge Farm
Ad Agency—Ogilvy, Benson, Mather
Reader's Digest
Ad Agency—J. Walter Thompson
Sterling Drug
Ad Agency—DFS
Warner-Lambert
Ad Agency—Ted Bates

**Search for Tomorrow
(CBS-TV)**

Advertiser and Product:

Procter & Gamble Co.
Ad Agency—Burnett

**Secret Life of Danny Kaye
(CBS-TV)**

Advertiser and Product:

General Motors Corp.
Ad Agency—Campbell Ewald

**Secret Storm
(CBS-TV)**

Advertiser and Product:

Alberto Culver Co.
Ad Agency—Compton
American Home Products Corp.
Ad Agency—Bates
Corn Products Co.
Ad Agency—McCann Erickson
R. T. French
Ad Agency—J. W. Thompson
General Foods Corp.
Ad Agency—Young & Rubicam
Nestle Co., Inc.
Ad Agency—McCann Erickson

Pillsbury Co.
Ad Agency—Burnett
Scott Paper Co.
Ad Agency—Thompson
Quaker Oats Co.
Ad Agency—Thompson
Richardson Merrell
Ad Agency—Morse
Campbell Soup Co.
Ad Agency—Ogilvy, Benson & Mather

**Senior Bowl Football Game
(NBC-TV)**

Advertiser and Product:

American Home Products
Ad Agency—Ted Bates
American Tobacco Co.
Ad Agency—SSCB
Ballantine
Ad Agency—Wm. Esty
Colgate
Ad Agency—Ted Bates
Ebonite
Ad Agency—John C. Dowd
Eversharp
Ad Agency—Compton
B. F. Goodrich
Ad Agency—BBDO

**Seven Keys
(ABC-TV)**

(See ABC-TV Participating Programs)

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

Advertiser and Product:

American Chicle
Ad Agency—Bates
Beecham
Ad Agency—K&E
Polaroid
Ad Agency—D-D-B
Reynolds Tobacco
Ad Agency—Esty
Whitehall
Ad Agency—Bates

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

Advertiser and Product:

Buick
Ad Agency—Leo Burnett
Ballantine
Ad Agency—Wm. Esty
R. J. Reynolds
Ad Agency—Esty

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

Advertiser and Product:

Corn Products Co.
Ad Agency—Lennen & Newell

COMMERCIAL NETWORK TV PROGRAMS

S. C. Johnson & Son
 Ad Agency—Foote, Cone & Belding
 Pet Milk Co.
 Ad Agency—Gardner
 Sinclair Oil Corp.
 Ad Agency—Geyer, Morey Madden Ballard

Sky King (CBS-TV)

Advertiser and Product:
 National Biscuit
 Ad Agency—McCann Erickson

Sothorn, Ann, Show (CBS-TV)

Advertiser and Product:
 General Foods Corp.
 Ad Agency—Benton & Bowles, Inc.
 S. C. Johnson & Son, Inc.
 Ad Agency—Benton & Bowles, Inc.

Sound of the Sixties (NBC-TV)

Advertiser and Product:
 Westinghouse
 Ad Agency—McCann-Erickson

Square World of Jack Paar (NBC-TV)

Advertiser and Product:
 P&G
 Ad Agency—Benton and Bowles

St. Paul Winter Carnival (NBC-TV)

Advertiser and Product:
 Whirlpool
 Ad Agency—K&E

Stagecoach West (ABC-TV)

Advertiser and Product:
 20th Century Fox
 Ad Agency—Charles Schlaifer & Co.
 Brown & Williamson
 Ad Agency—Ted Bates
 UMS Div. General Motors
 Ad Agency—Campbell-Ewald
 Miles
 Ad Agency—Wade
 Ralston
 Ad Agency—Gardner
 General Foods
 Ad Agency—Ogilvy, Benson & Mather
 Colgate-Palmolive
 Ad Agency—Ted Bates
 Corn Products
 Ad Agency—Lennen & Newell
 Ed Dalton
 Ad Agency—Kenyon & Eckhardt
 Gillette
 Ad Agency—Maxon

Lehn & Fink
 Ad Agency—Geyer, Morey, Madden & Ballard
 Mennen
 Ad Agency—Warwick & Legler
 Simoniz
 Ad Agency—Dancer-Fitzgerald-Sample

Stanwyck, Barbara, Show (NBC-TV)

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Compton
 American Gas
 Ad Agency—Lennen and Newell
 Foster Grant Co.
 Ad Agency—Donahue and Coe
 P. Lorillard
 Ad Agency—Grey
 Polaroid
 Ad Agency—Doyle, Dane, Bernbach

Stevenson, Adlai, Reports (ABC-TV)

Advertiser and Product:
 Sustaining (ABC-TV Public Affairs)

Storm, Gale, Show (ABC-TV)

(See ABC-TV Participating Programs)

Straightaway (ABC-TV)

Advertiser and Product:
 Auto-Lite
 Ad Agency—BBDO

String of Beads (NBC-TV)

Advertiser and Product:
 S. F. Whitman
 Ad Agency—N. W. Ayer

Sugar Bowl Football Game (NBC-TV)

Advertiser and Product:
 American Home Products
 Ad Agency—Ted Bates
 American Tobacco Co.
 Ad Agency—SSCB
 Colgate
 Ad Agency—Ted Bates
 Eversharp
 Ad Agency—Compton
 B. F. Goodrich
 Ad Agency—BBDO
 Wynn Oil
 Ad Agency—Erwin, Wasey, Ruthrauff and Ryan

Sullivan, Ed, Show (CBS-TV)

Advertiser and Product:
 Colgate Palmolive Co.
 Ad Agency—Bates

COMMERCIAL NETWORK TV PROGRAMS

Eastman Kodak Co.
Ad Agency—J. W. Thompson
Revlon, Inc.
Ad Agency—Lennen & Newell
P. Lorillard
Ad Agency—Grey

Summer on Ice (NBC-TV)

Advertiser and Product:
U. S. Brewer Foundation
Ad Agency—J. Walter Thompson

Summer Sports Spectacular (CBS-TV)

Advertiser and Product:
Bristol Myers Co.
Ad Agency—DCS&S
General Foods Corp.
Ad Agency—Benton & Bowles
P. Lorillard Co.
Ad Agency—Lennen & Newell
Philip Morris, Inc.
Ad Agency—Burnett
Schlitz
Ad Agency—Thompson
Warner Lambert
Ad Agency—BBDO
Watchmakers of Switzerland
Ad Agency—Cunningham & Walsh

Sunday Mystery Hour (NBC-TV)

Advertiser and Product:
Chesebrough Ponds
Ad Agency—Norman, Craig, Kummel
Dumas-Milner
Ad Agency—Post and Morr
Mennen Co.
Ad Agency—Grey
P&G
Ad Agency—Benton and Bowles

Sunday News Special (CBS-TV)

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

Sunday Sports Spectacular (CBS-TV)

Advertiser and Product:
Bristol Myers
Ad Agency—DCS&S
Carter Products
Ad Agency—SSC&B
Liggett & Myers Tobacco
Ad Agency—Dancer Fitzgerald Sample
Schlitz
Ad Agency—Thompson

Surfside 6 (ABC-TV)

Advertiser and Product:
Armour
Ad Agency—FC & B
Bristol-Myers
Ad Agency—Y & R
Brown & Williamson
Ad Agency—Bates
Gillette
Ad Agency—Maxon
Noxema
Ad Agency—SSC & B
Pontiac
Ad Agency—MacM, J & A
Speidel
Ad Agency—McC-E
Union Carbide
Ad Agency—Esty

Surprise Package (CBS-TV)

Advertiser and Product:
Alberto Culver Co.
Ad Agency—Compton
Bon Ami Co.
Ad Agency—Hoyt
Chesebrough Ponds, Inc.
Ad Agency—Compton
Continental Baking Co.
Ad Agency—Bates
Corn Products Co.
Ad Agency—McCann Erickson
Curtis Publishing Co.
Ad Agency—BBDO
Dow Chemical Co.
Ad Agency—Norman Craig & Kummel
Food Manufacturers, Inc.
Ad Agency—Bates
R. T. French
Ad Agency—Thompson
Gold Seal Co.
Ad Agency—Campbell Mithun
S. C. Johnson
Ad Agency—Foote, Cone & Belding
Kellogg Co.
Ad Agency—Burnett
Leeming, Thos., Co.
Ad Agency—Esty
Lever Brothers
Ad Agency—SSC&B
P. Lorillard Co.
Ad Agency—Lennen & Newell
Minnesota Mining & Mfg. Co.
Ad Agency—BBDO
Philadelphia Reading Corp.
Ad Agency—Grey
Pillsbury Co.
Ad Agency—Campbell Mithun
Scott Paper Co.
Ad Agency—Thompson
Siris, A. J.
Ad Agency—Maxwell Schein-Franklin Bruck
Standard Brands, Inc.
Ad Agency—Thomson
U. S. Borax & Chemical

COMMERCIAL NETWORK TV PROGRAMS.....

Ad Agency—McCann Erickson
Warner Lambert
Ad Agency—Lambert & Feasley

— T —

Tales of Wells Fargo (NBC-TV)

Advertiser and Product:

American Tobacco
Ad Agency—SSCB
Beechnut
Ad Agency—Y&R
Corn Products
Ad Agency—Lennen and Newell
General Foods
Ad Agency—Ogilvy, Benson, Mather
Lehn and Fink
Ad Agency—Geyer, Morey, Madden and Ballard
Mead-Johnson
Ad Agency—Kenyon and Eckhardt
Texaco
Ad Agency—Cunningham and Walsh
Union Carbide
Ad Agency—Wm. Esty
Walt Disney Productions
Ad Agency—Disney
Warner-Lambert
Ad Agency—Lambert and Feasley

Talk by Mr. Romney (NBC-TV)

Advertiser and Product:

Automotive American Motors
Ad Agency—Geyer, Morey, Madden and Ballard

Tall Man (NBC-TV)

Advertiser and Product:

Automotive American Motors
Ad Agency—Geyer, Morey, Madden and Ballard
Beechnut
Ad Agency—Y&R
Block Drug
Ad Agency—SSCB
Mennen
Ad Agency—Grey
Schick
Ad Agency—Compton
R. J. Reynolds
Ad Agency—Wm. Esty

Target: The Corruptors (ABC-TV)

Advertiser and Product:

Alberto-Culver
Ad Agency—Compton
Brillo
Ad Agency—J.W.T.
Lever Bros.
Ad Agency—BBDO
Mead Johnson
Ad Agency—K&E
North American Phillips
Ad Agency—C. J. LaRoche
P. Lorillard

Ad Agency—L & N
Speidel
Ad Agency—McG-M

Taylor, Robert, & The Detectives (ABC-TV)

Advertiser and Product:

Procter & Gamble
Ad Agency—Benton & Bowles

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

Advertiser and Product:

Block Drug
Ad Agency—Grey
B&W
Ad Agency—Foote, Cone and Belding
Colgate
Ad Agency—Ted Bates
Int'l Latex
Ad Agency—Ted Bates
Max Factor
Ad Agency—K&E
Pillsbury
Ad Agency—Campbell-Mithun
PPG
Ad Agency—Maxon
Sunbeam
Ad Agency—Foote, Cone, Belding
Warner-Lambert
Ad Agency—Lambert & Feasley

Temple, Shirley, Show (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Y&R
Binney and Smith
Ad Agency—Chirug and Cairns
Fedders Corp.
Ad Agency—Hicks and Greist
General Foods
Ad Agency—Foote, Cone and Belding
National Biscuit
Ad Agency—Kenyon and Eckhardt
20th Century Fox Film Corp.
Ad Agency—Charles Schlaifer and Co.
Walt Disney Productions

Texaco Huntley-Brinkley Report (NBC-TV)

Advertiser and Product:

Texaco, Inc.
Ad Agency—Cunningham and Walsh

Texan, The (ABC-TV)

(See ABC-TV Participating Programs)

Thanksgiving Day Parade (CBS-TV)

Advertiser and Product:

Nestle Co., Inc.
Ad Agency—M-E Productions

COMMERCIAL NETWORK TV PROGRAMS

Polaroid Corp.
Ad Agency—Doyle, Dane & Bernbach

Theatre 62 (NBC-TV)

Advertiser and Product:
American Gas Association
Ad Agency—Lennen and Newell

This Is Your Life (NBC-TV)

Advertiser and Product:
Block Drug
Ad Agency—Grey
Clairol
Ad Agency—Foote, Cone and Belding
Lorillard
Ad Agency—Grey

Thomas, Danny, Show (CBS-TV)

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

Thriller (NBC-TV)

Advertiser and Product:
Allstate Insurance
Ad Agency—Leo Burnett
American Tobacco Co.
Ad Agency—SSCB
Beechnut
Ad Agency—Y&R
Block Drug
Ad Agency—Grey
Colgate
Ad Agency—Ted Bates
Helene Curtis
Ad Agency—McCann-Erickson
Int'l Latex
Ad Agency—Ted Bates
Max Factor
Ad Agency—K&E
Mead-Johnson
Ad Agency—K&E
Pillsbury
Ad Agency—Campbell-Mithun
Sterling
Ad Agency—DFS

Timex All-Star Circus (NBC-TV)

Advertiser and Product:
U. S. Time
Ad Agency—W. B. Doner

To Tell the Truth (CBS-TV)

Advertiser and Product:
American Home Products
Ad Agency—Bates
Helen Curtis
Ad Agency—McCann Erickson
R. J. Reynolds
Ad Agency—Esty

Today on the Farm (NBC-TV)

Advertiser and Product:
Massey-Ferguson
Ad Agency—Needham, Louis, Brorby

Tomorrow (CBS-TV)

Advertiser and Product:
American Machine & Foundry
Ad Agency—Cunningham & Walsh

Top Cat (ABC-TV)

Advertiser and Product:
Bristol-Myers
Ad Agency—Y&R
Kellogg
Ad Agency—Leo Burnett

Tournament of Champions (NBC-TV)

Advertiser and Product:
Kemper Insurance
Ad Agency—Clinton E. Frank
Wilson Sporting Goods
Ad Agency—Campbell-Mithun

Tournament of Roses Parade (NBC-TV)

Advertiser and Product:
Minute Maid Corp.
Ad Agency—Ted Bates

Triple Crown Races (CBS-TV)

Advertiser and Product:
American Tobacco Co.
Ad Agency—SSC&B
Pabst Brewing Co.
Ad Agency—Kenyon & Eckhardt
Wynn Oil Co.
Ad Agency—EWRR

True Story (NBC-TV)

Advertiser and Product:
Dow Chemical
Ad Agency—Norman, Craig, Kummel
Simoniz
Ad Agency—DFS
Sterling
Ad Agency—DFS

Truth or Consequences (NBC-TV)

Advertiser and Product:
Alberto-Culver
Ad Agency—Compton
American Home Products
Ad Agency—Ted Bates
Beechnut
Ad Agency—Y&R

COMMERCIAL NETWORK TV PROGRAMS

Chevrolet
Ad Agency—Campbell-Ewald
Frigidaire
Ad Agency—DFS
Hartz Mountain
Ad Agency—George H. Hartman
Heinz
Ad Agency—Maxon
Miles Labs
Ad Agency—Wade
National Biscuit
Ad Agency—K&E
P&G
Ad Agency—Compton
Toni
Ad Agency—North

TV Guide Awards (NBC-TV)

Advertiser and Product:
Lever
Ad Agency—SSCB

Twentieth Century (CBS-TV)

Advertiser and Product:
Prudential Insurance Co. of America
Ad Agency—Reach McClinton

25 Years of Life (NBC-TV)

Advertiser and Product:
Time, Inc.
Ad Agency—Y&R

Twenty-Four Hours in a Woman's Life (CBS-TV)

Advertiser and Product:
Revlon, Inc.
Ad Agency—Grey

Twilight Zone (CBS-TV)

Advertiser and Product:
Colgate Palmolive Co.
Ad Agency—McCann Erickson
General Foods Corp.
Ad Agency—Young & Rubicam
Liggett & Myers
Ad Agency—McCann Erickson
Sony Mobil
Ad Agency—Bates
Lever Brothers Co.
Ad Agency—BBDO
Chesebrough Ponds
Ad Agency—Norman Craig & Kummel

— U —

U. N. Handicap (CBS-TV)

Advertiser and Product:
Schaefer, F. & M.
Ad Agency—BBDO

Untouchables (ABC-TV)

Advertiser and Product:
Alberto-Culver
Ad Agency—Compton
Armour
Ad Agency—FC&B
Beecham
Ad Agency—K&E
Miles Lab
Ad Agency—Wade
Whitehall
Ad Agency—Bates

Update (NBC-TV)

Advertiser and Product:
Helena Rubinstein
Ad Agency—L. W. Frolich

U. S. Open Golf Tournament (NBC-TV)

Advertiser and Product:
Kemper Insurance
Ad Agency—Clinton E. Frank
Wilson Sporting Goods
Ad Agency—Campbell-Mithun

United States Steel Hour (CBS-TV)

Advertiser and Product:
U. S. Steel Corp.
Ad Agency—BBDO, Inc.

U. S. Time Corp. Specials (ABC-TV)

Advertiser and Product:
U. S. Time Corp.
Ad Agency—W&L

— V —

The Verdict Is Yours (CBS-TV)

Advertiser and Product:
American Home Products
Ad Agency—Bates
R. T. French
Ad Agency—Thompson
S. C. Johnson
Ad Agency—Needham, Louis & Brorby
Kellogg Co.
Ad Agency—Burnett
Lever Brothers
Ad Agency—Ogilvy, Benson & Mather
Nestle Co.
Ad Agency—McCann Erickson
Quaker Oats Co.
Ad Agency—Thompson
Richardson Merrell
Ad Agency—Morse

COMMERCIAL NETWORK TV PROGRAMS

— W —

Scott Paper Co.
Ad Agency—Thompson
Sterling Drug
Ad Agency—Dancer-Fitzgerald-Sample
Toni Co.
Ad Agency—Wade
Mentholatum
Ad Agency—Thompson
J. B. Williams
Ad Agency—Parkson
Corn Products
Ad Agency—McCann Erickson

Van Dyke, Dick, Show (CBS-TV)

Advertiser and Product:
Procter & Gamble Co.
Ad Agency—Benton & Bowles

Vancour, Sander, Saturday Report (NBC-TV)

Advertiser and Product:
Bristol-Myers
Ad Agency—Y&R

Victory At Sea (NBC-TV)

Advertiser and Product:
P&G
Ad Agency—Benton & Bowles

Video Village (CBS-TV)

Advertiser and Product:
Alberto Culver Co.
Ad Agency—Compton
American Home Products Corp.
Ad Agency—Bates
Armstrong Cork
Ad Agency—BBDO
Bon Ami Co.
Ad Agency—Hoyt
Chesebrough Ponds, Inc.
Ad Agency—Compton
Corn Products Co.
Ad Agency—McCann-Erickson
Curtis Publishing Co.
Ad Agency—BBDO
Dow Chemical Co.
Ad Agency—Norman Craig & Kummel
Food Manufacturers, Inc.
Ad Agency—Bates
R. T. French Co.
Ad Agency—Thompson
Ad Agency—Richard A. Foley

Video Village, Jr. Edition (CBS-TV)

Advertiser and Product:
Eldon Industries, Inc.
Ad Agency—Kenyon & Eckhardt

Wagon Train (NBC-TV)

Advertiser and Product:
Ford
Ad Agency—J. Walter Thompson
National Biscuit
Ad Agency—McCann-Erickson
R. J. Reynolds
Ad Agency—Wm. Esty
Ad Agency—Grey

Wanted Dead or Alive (CBS-TV)

Advertiser and Product:
Brown & Williamson Tobacco
Ad Agency—Bates
Kimberly Clark
Ad Agency—Foote, Cone & Belding

Watch Mr. Wizard (NBC-TV)

Advertiser and Product:
General Electric
Ad Agency—Y&R

Way Out (CBS-TV)

Advertiser and Product:
Breck, John
Ad Agency—Reach McClinton
Liggett & Myers
Ad Agency—Dancer-Fitzgerald-Sample

Welk, Lawrence, Show (ABC-TV)

Advertiser and Product:
J. B. Williams
Ad Agency—Parkson
Polaroid
Ad Agency—DD&B
Union Carbide
Ad Agency—Esty

Westerner, The (NBC-TV)

Advertiser and Product:
Beechnut
Ad Agency—Y&R
Warner—Lambert
Ad Agency—Ted Bates

Westinghouse Playhouse (NBC-TV)

Advertiser and Product:
Westinghouse
Ad Agency—McCann-Erickson

Westinghouse Presents (CBS-TV)

Advertiser and Product:
Westinghouse Electric Corp.
Ad Agency—McCann Erickson

COMMERCIAL NETWORK TV PROGRAMS

Westinghouse Specials (ABC-TV)

Advertiser and Product:
Westinghouse
Ad Agency—McCann-Erickson

What's My Line? (CBS-TV)

Advertiser and Product:
Kellogg Co.
Ad Agency—Burnett
Sears Roebuck Co.
Ad Agency—Burnett
Polaroid Corp.
Ad Agency—Doye, Dane & Bernbach
Menly & James
Ad Agency—Foote, Cone & Belding

Whispering Smith (NBC-TV)

Advertiser and Product:
Chesebrough-Ponds
Ad Agency—Norman, Craig & Kummel
Lehn & Fink
Ad Agency—Geyer, Morey, Madden & Ballard

Who Do You Trust? (ABC-TV)

Advertiser and Product:
(See ABC-TV Participating Programs)

Window On Main Street (CBS-TV)

Advertiser and Product:
Scott Paper Co.
Ad Agency—Thompson
Toni Co.
Ad Agency—North

Witness (CBS-TV)

Advertiser and Product:
American Home Products
Ad Agency—Bates
Helen Curtis Industries
Ad Agency—McCann Erickson
R. J. Reynolds Tobacco Co.
Ad Agency—Esty

Wizard of Oz (CBS-TV)

Advertiser and Product:
Procter & Gamble Co.
Ad Agency—Benton & Bowles
Standard Oil of Indiana
Ad Agency—D'Arcy
Standard Oil of Ohio
Ad Agency—McCann-Erickson

World of Bob Hope (NBC-TV)

Advertiser and Product:
Purex
Ad Agency—Edward H. Weiss

Wyatt Earp (ABC-TV)

Advertiser and Product:
Procter & Gamble
Ad Agency—Compton
General Mills
Ad Agency—Dancer-Fitzgerald-Sample

— Y —

Young, Loretta, Show (NBC-TV)

Advertiser and Product:
Toni
Ad Agency—North
Warner-Lambert
Ad Agency—Lambert & Feasly

Young, Loretta, Theatre (NBC-TV)

Advertiser and Product:
Beechnut
Ad Agency—Y&R
Buick
Ad Agency—McCann-Erickson
Frigidaire
Ad Agency—DFS
Frito
Ad Agency—DFS
General Mills
Ad Agency—DFS
Green Giant
Ad Agency—Leo Burnett
Heinz
Ad Agency—Maxon
Knox Gelatin
Ad Agency—Charles W. Hoyt
Miles Labs
Ad Agency—Wade
Pillsbury
Ad Agency—Campbell-Mithun
P&G
Ad Agency—Benton & Bowles
U. S. Borax
Ad Agency—McCann-Erickson

Young at Heart (NBC-TV)

Advertiser and Product:
Pepsi Cola
Ad Agency—BBD&O

Young Dr. Malone (NBC-TV)

Advertiser and Product:
Alberto Culver
Ad Agency—Compton
General Mills
Ad Agency—BBD&O, DFS
Heinz
Ad Agency—Maxon
Jergens
Ad Agency—Cunningham & Walsh

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