

INDUSTRY ORGANIZATIONS

CFPL, London, Ont., Can.
 Sec.-Treasurer..... F. P. Sullivan
 KYW-TV, Cleveland, O.

DIRECTORS

Dorothy Sanders, WLWD, Dayton; Ken Chernin, WFIL-TV, Philadelphia; L. Walton Smith, WROC-TV, Rochester, N. Y.; Austin Heywood, KNXT, Los Angeles; Robert Freeland, KOTV Tulsa; Kirt Harris, KPRC-AM-TV, Houston; James Bowermaster, WMT, Cedar Rapids, Ia.; Heber Darton, WHBF-AM-TV, Rock Island, Ill.; Clark Grant, WOOD-AM-TV, Grand Rapids, Mich.; Doug Duperrault, WFLA-AM-TV, Tampa; Paul Woodland, WGAL-AM-TV, Lancaster, Pa.; Galcy Augustine, WIIC, Pittsburgh; Gene Godt, KYW-TV, Cleveland.

FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-telesharing business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

THE BUREAU OF BROADCAST MEASUREMENT

75 Eglinton Ave. East, Toronto 12, Ontario
 Phone: Hudson 5-9464

OFFICERS

President..... George S. Bertram
 Vice-President..... Ray B. Collett
 Vice-President..... Ross A. McCreath
 Exec. V. P..... Duncan G. Grant
 Research & Development Director..... Wilfred L. Hudson
 Secretary & Treasurer..... Charles J. Follett
 Honorary President..... Charles R. Vint
 Chmn. Advisory Comm..... Horace N. Stovin
 Member Relations..... Graham Wallace

DIRECTORS

Wm. H. Erskine, Montreal; George Meen, Toronto; Andre Daveluy, CKAC, Montreal; Ernest T. Gater, Aurora, Ont.; T. Ralph Hart, Toronto; Wm. N. Hawkins, CFOS, Owen Sound, Ont.; W. Harold Poole, Toronto; Ralph T. Snelgrove, CKBB, Barrie, Ont.; Patrick S. Milsom, Toronto; Wm. W. Vanderburgh, Toronto; W. Clifford Wingrove, CFPL-TV, London, Ont.; Hugh J. Anderson, Toronto; John O. Blick, CJOB, Winnipeg, Man.; Ralph G. Draper, Toronto; John F. Glasier, Toronto; Gordon J. Hill, Toronto; John F. Hirtle, CKBW, Bridgewater, N. S.

FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada
 Phone: CE 3-4035

OFFICERS

President..... M. T. Brown
 Executive Vice-President..... T. J. Allard
 Vice-President Radio..... R. T. Snelgrove
 Vice-President Television..... R. G. Chapman
 Immediate Past Pres..... D. M. Neill

DIRECTORS

Atlantic Region—J. A. Manning, CKCL, Truro, and R. F. Large, CFXY, Charlottetown, Radio, D. Jamieson, CJON-TV, St. John's, TV, Central Canada—H. C. Caine, CHWO, Oakville; M. T. Brown, CFPL, London; Allan Waters, CHUM, Toronto, and T. D. French, CKLC, Kingston, Radio, R. T. Snelgrove, CKVR-TV, Barrie, TV, Prairies—J. O. Blick, CJOB, Winnipeg; J. Love, CFNC, Calgary and E. A. Rawlinson, CKBI, Pr. Alb., Radio, Blair Nelson, CFQC-TV, Saskatoon, TV, Pacific—J. L. Sayers, CFUN, Vancouver and K. Hutcheson, CJAV, Port Alberni, Radio, R. G. Chapman, CHBC-TV, Kelowna, TV, French Language—D. A. Gourd, CKRN, Rouyn; Roland Couture, CKSB, St.

Boniface and T. Fortier, Quebec, Radio, T. Burham, CKRS-TV, Jonquiere, TV.

TORONTO BRANCH

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: Walnut 2-2334; M. Harris, Office Manager.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 163 privately owned (independent) radio broadcasting stations and 49 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Piccadilly, 227 W. 45th St., New York 36, N.Y.
 Phone: Circle 6-5566

OFFICERS

President..... Horace McMahon
 Vice-Presidents..... Ed Begley, Pat O'Brien
 Chmn. Exec. Bd..... Walter Klavun
 Recording Sec..... Lee Sullivan
 Historian..... Kay MacDonald
 Exec. Secy..... Fred Kelly
 Cnaplain..... Rt. Rev. Msgr. Vincent J. Brosnan
 Treasurer..... Very Rev. Msgr. Francis M. Costello

FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the theatrical profession, regardless of creed. In particular, every effort is made to assure care and attention in the case of illness, hospitalization, burial whenever the need arises.

CENTRAL CANADA BROADCASTERS ASS'N

c/o R. E. Misener, Pres., CFCF-AM-TV, Montreal, Que., Can.

OFFICERS

President R. E. Misener, CFCF AM-TV, Montreal, Que.
 First V.P..... John Moore, CHLO, St. Thomas, Ont.
 Second V.P..... Wm. McGregor, CKCO-TV, Kitchener, Ont.
 Secretary..... Gordon Keeble, CHIC, Brampton, Ont.
 Treasurer..... Gordon Garrison, CKLB, Oshawa, Ont.
 Directors..... E. A. Bastail, CKCY, Sault Ste. Marie, Ont.; Karl Monk, CHOK, Sarnia, Ont.
 CAB Bd. of Directors: T. F. French, CKCL, Kingston, Ont.; Howard Caine, CHWO, Oakville, Ont.; Murray Brown, CFPL, London, Ont.; Ralph Snelgrove, CKVR-TV, Barrie, Ont.; Allen Waters, CHUM, Toronto, Ont.

COMPOSERS AND LYRICISTS GUILD OF AMERICA

12924 Sarah Street, North Hollywood, Calif.
 Phone: PO 2-8377

292 Madison Ave., No. 1204, New York 17, N. Y.
 Phone: MU 3-0966

OFFICERS

President..... Leith Stevens
 1st Vice-President..... Elie Siegmeyer
 2nd Vice-President..... David Raksin
 3rd Vice-President..... John Gart
 Secretary-Treasurer..... Jerry Livingston
 Asst. Sec.-Treasurer..... David Terry
 Executive Secretary..... Elsa Clay

FUNCTIONS

CLGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

(CAWMBA)

730 Fifth Ave., New York 19, N. Y.
 Phone: COLUMBUS 5-3530

INDUSTRY ORGANIZATIONS

OFFICERS

Founder & Director Charles Bernard
President Kurt A. Meer (KCUL)
Exec. V.P. Cal Young (WENO)
First V.P. Henry Hilton (KSOP)
Second V.P. Gene Cook (WHY)
Third V.P. Bud Messner (WCBG)
Asst. to Pres. Carl Brenner (WBMD)
Secretary Marshall Rowland (WQIK)
Treasurer Leroy Gloger (KRCT)
Delegate at Large Ray Odom (KHAT)
Dir. of Research Morey DeVolt (KLAK)
Dir. of Public Rel. William Hill (WTJH)
Dir. Legal Affairs Nick Arundel (WAVA)
Dir. Social Affairs Bob Johnson (WAXU)
Dir. Northern U. S. Jerry Prouty (WREM)
Dir. Eastern U. S. Roy LaMere (WCMS)
Dir. Southern U. S. Jack Nobles (WMIE)
Dir. Mid-West U. S. Dal Stallard (KCKN)
Dir. Far-West U. S. Max Resnick (KFOX)

FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed along to nat'l advertisers. Memberships open to stations primarily programming "Country & Western" music.

DIRECTORS GUILD OF AMERICA, INC.

114 E. 52nd St., New York 22, N. Y.
 Phone: Plaza 9-8215
 7950 Sunset Blvd., Hollywood 46, Calif.
 Phone: Oldfield 6-1220

OFFICERS

President Frank Capra
Vice Presidents Michael J. Kane,
 Frank Borzage, Jack Sughruo, Franklin Schaffner,
 John Rich, Shields Dierkes
Secretaries Claude Binyon, Tom Donovan
Treasurers Howard W. Koch, Lamar Caselli

NATIONAL BOARD MEMBERS

William Beaudine, Jr., Willis Goldbeck, R. Bennett,
 George Schaefer, George Sidney, George Stevens,
 Josef Von Sternberg, Don Weis; **Exec. Sec.**, Holly-
 wood, Joseph C. Youngerman; **Exec. Sec.**, N. Y., New-
 man H. Burnett.

FUNCTIONS

A national organization to advance, foster, promote, and benefit the interests of directors, assistant directors, associate directors and stage managers of TV, radio programs, and theatrical releases, and to protect and secure their rights in their professional activities.

DISC JOCKEY ASSOCIATION, INC.

114 Sansome St., San Francisco, Calif.
 Phone: EXbrook 2-7077

OFFICERS

President Jim Hawthorne
First V.P. Scott Muni
Vice-Pres., Treas. Bill Gavin

FUNCTIONS

Non-profit corporation dedicated to high ideals of broadcasting.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 Phone: MURray Hill 9-4950

OFFICERS

President Alan Jay Lerner
Vice-President Howard Lindsay
Secretary Sidney Kingsley

COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields,

Joseph Fields, Moss Hart, Lillian Hellman, Arnold B. Horwitt, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eyck, Jr., Executive Secretary; Luise M. Sillico, Secretary to the Council; Irwin Karp, Counsel.

FUNCTIONS

The national business organization of dramatists.

ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada
 Phone: WALnut 1-2898

OFFICERS

Pres., Chrm. of Board J. Key
V.-P., Chrm. Receiver Div. W. F. Wansbrough
V.-P., Chrm., Components Div. D. Knapp
1st V.-P., Chrm., Electronics Div. J. D. Holding
Director of Engineering R. A. Hackbusch
General Manager F. W. Radcliffe

FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
 Phone: MURray Hill 5-2927

OFFICERS

Hon. Presidents Most Rev. Arthur C. Lichtenberger,
 Rt. Rev. Horace W. B. Donegan
President Vinton Freedley
Vice-Presidents Rev. Randolph Ray, Rev. Orin A.
 Griesmyer, Charles Coburn, Peggy Wood, Robert
 Fryer
Rec. Secy. Rev. Chas. Breck Ackley
Treasurer John Knight
Exec. Secy. Helen Morrison
General Counsel Philip W. Lowry
Publicity Director Suzette G. Stuart

COUNCIL

Rev. John Ellis Large, Elizabeth Watts, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfils, Margaret Dale, Lawrence Carr, Tessa Kosta, Raymond Massey, Nat Burns, Carmen Mathews, Margery Maude, G. B. Clarke, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Tom H. Sand, James Jolley, Anne Seymour, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood, Harriet E. MacGibbon, Eugenia Rawls.

FUNCTION

Cultural, social, philanthropic. Membership open to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington
 25, D. C.
 Phone: EXecutive 3-6800

OFFICERS

Chairman Paul Rand Dixon
Commissioner Edward K. Mills
Commissioner Sigurd Anderson
Commissioner William C. Kern
Commissioner Robert T. Secretst
Exec. Dir. & Secretary Robert M. Parrish
General Counsel PGad B. Morehouse (Acting)
Director of Public Information S. F. Stowe
Director of Hearing Examiners Earl J. Kolb

BUREAU DIRECTORS

Dir., Bur. of Consultation John R. Heim
Dir. Bur. of Economics Simon N. Whitney
Dir., Bur. of Investigation Sherman R. Hill

Dir., Bureau of Litigation.....Joseph E. Sheehy

BRANCH OFFICES

- U. S. Court House, Foley Square, New York 7, N. Y.
- Albert G. Seidman, Attorney in Charge.
- Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.
- William F. Lemke, Jr., Attorney in Charge.
- Room 306, Pacific Bldg., San Francisco 3, Cal.
- Raymond J. Lloyd, Atty. in Chg.
- Room 811, U. S. Court House, Seattle 4, Wash.
- Walter W. Harris, Atty. in Chg.
- Room 1001, 131 State St., Boston 9, Mass.
- Robert R. Sills, Attorney in Charge.
- Room 413, Masonic Temple Bldg., New Orleans, La.
- William B. Lott, Atty. in Chg.
- Room 1128, Standard Bldg., Cleveland, Ohio.
- Vernon E. Taylor, Atty. in Chg.
- 2806 Fed. Off. Bldg., Kansas City, Mo.
- Floyd M. Brown, Atty. in Chg.
- 915 Forsyth Bldg., Atlanta 3, Ga.
- Edward S. Ragsdale, Atty. in Chg.
- Room 102, FTC Bldg., Washington, D. C.
- Joseph J. Gercke, Atty. in Chg.

FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

FILM PRODUCERS ASSOCIATION OF NEW YORK

15 E. 48th St., New York 17, N. Y.
Phone: PLaza 1-1920

OFFICERS

- President.....Lee Blair
- Executive V. P.....William Van Praag
- First V. P.....Robert Lawrence
- Second V. P.....Robert Crane
- Secretary.....Albert Hecht
- Treasurer.....Edward Lamm
- Legal Counsel.....Herbert Burstein
- Executive Director.....Harold Klein

BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Lowendahl, Harold Wondsel, Sanford Greenberg, Robert Gross, David Horne, Robert Klaefer, Nathan Zucker, Stephen Elliot.

FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations.

FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WE 6-1186

OFFICERS

- President.....John B. Kieft
- Secretary.....Maurice Buchen

THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA (Radiodiffusion-Television Francaise, N. American Branch)

972 Fifth Ave., New York 21, N. Y.
Phone: REgent 4-1501

OFFICERS

- Director.....Pierre Crenesse
- Ass't. Dir.....Alice Lewitin
- Administrator.....Suzanne Weltman
- Program Director.....Ann McMillan
- Public Relations.....Kenneth Tepfer

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
Phone: LEhigh 5-5100

OFFICERS

- President.....R. L. McFarlan
- Vice-President (No. America).....J. N. Dyer
- V.P., (Outside N. Amer.).....J. A. Ratcliffe
- Editor.....F. Hamburger, Jr.
- Exec. Sec'y.....G. W. Bailey

DIRECTORS

E. F. Carter, L. C. Vonatta, W. G. Shepherd, George Sinclair, Charles F. Horne, B. M. Oliver, A. N. Goldsmith, P. E. Haggerty, E. E. Noble, J. B. Russell, A. D. Giordano, B. J. Dasher, A. B. Breskin, R. E. Mol, M. Bulloch, C. W. Carnahan, B. R. Tupper.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

INTER-AMERICAN ASSN. OF BROADCASTERS

Avenida Uruguay 1031, Montevideo, Uruguay
President.....Raul Fontaina
1st Vice-President.....Jose Luis Fernandez
2nd Vice-President.....Fernando Eleta
Secretary.....Raul Travanino

DIRECTORS

Raul Fontaina, Mercedes 973, Montevideo, Uruguay; Jose Luis Fernandez, Avda. Chapultepec No. 18, Mexico, D. F., Mexico; Fernando Eleta, Apartado 1795, Panama, Panama; Raul Trabanino, 50. Calle Poniente 9, San Salvador, El Salvador; Ramiro Garcia, Cordoba 1114, Buenos Aires, Argentina; Malcolm Neill, CFNB Station, Fredericton, N. Brunswick, Canada; Fernando Londono Henao, Calle 19 No. 8-48, Bogota, Columbia; Goar Mestre, Circuito CMQ, La Habana, Cuba; Enrique Sanchez Matte, Casilla 3591, Santiago, Chile; Herbert E. Evans, 246 North High St., Columbus 16, Ohio; Carlos Bock Milla, Apartado 981, Guatemala, Guatemala; Avelino Aramburu, Jiron Ocona 476, Lima, Peru; Manuel Caballero Ferreira, Dr. Jose Scoseria 2885, Montevideo, Uruguay; Jose Ramon Quinones, Box 4563, San Juan 23, Puerto Rico; Felix Cardona Moreno, Apartado 3955, Caracas, Venezuela; Manuel Caballero Ferreira, Avda. Uruguay 1031, Montevideo, Uruguay (treasurer and Gen. Mgr.).

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL-CIO)

1200 15th St., N.W., Washington 5, D. C.
Phone: COLUMBIA 5-8040

OFFICERS

- Intl. President.....Gordon M. Freeman
- Intl. Sec.....Joseph D. Keenan
- Dir., Radio-TV Recording Div.....Albert O. Hardy

FUNCTIONS

Labor organization: radio, TV and recording.

JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.
Phone: PLaza 7-5237

OFFICERS

- Chairman, Bd. of Directors....Wm. Degan Weinberger
- President.....Eddie Cantor
- Exec. Vice-Pres.....Harry E. Gould
- 1st Vice-Pres.....George Jessel
- Vice-Presidents.....Jack Benny, Emil Friedlander, Dr. Leo Michel, Ted Lewis, Robert K. Shapiro, Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis A. Lotito, Moe Gale, Robt. M. Weitman, Max E. Youngstein.
- Treasurer.....Abe Lastfogel
- Asst. Treasurer.....Nat Lefkowitz

INDUSTRY ORGANIZATIONS

Legal Committee..... Henry M. Katz
 Chaplain..... Rabbi Abraham Burstein
 Executive Secretary..... Leonard B. Sung

BOARD OF DIRECTORS

Wm. Degen Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Latifo, Wm. Morris, Jr., Robert K. Shapiro, Robt. M. Weitman, Max E. Youngstein, Moe Gale.

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COUNCIL ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.
 Phone: HUDson 3-6628

OFFICERS

Chairman..... Dr. Albert N. Jorgensen
 Executive Director..... David C. Stewart
 Eng. Cons..... Cyril M. Braum

JCET MEMBERS

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; William Harley, Nat'l Assn. of Educational Broadcasters Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Delmas Miller, Nat'l Congress of Parents & Teachers Dr. Lyle Ashby, National Education Association of the United States.

FUNCTIONS

The JCET is concerned with the preservation and utilization of educational TV channels, and represents the educational TV movement before the FCC, Congressional committees, and other government agencies. It also gives legal and technical advice to any group seeking to activate an educational TV channel.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
 Phone: JUDson 2-1515

OFFICERS

Shepherd..... William Gaxton
 Boy..... Walter Kiernan
 Corresponding Secretary..... Martin Begley
 Recording Secretary..... Frank Thomas, Jr.
 Treasurer..... Thomas Kilpatrick
 Librarian..... Cy Mann

DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Otto Kruger, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Negel, Edgie Dowlin, Ed Begley, Herman Phillips, Robert Marcato, Frank Thomas Sr., Emil Friedlander, David Seldman, Jack Waldron, Irving Wall.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed at the discretion of the Council of the Club

LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.
 Phone: LACKawanna 4-9735

OFFICERS

President..... Bernard Reiss
 Exec. Sec'y..... Julian Ross
 Vice-Presidents..... Wm. G. Seidenbaum, Max B. Pearlman, Jay Victor.
 Secretary..... Arthur Bandman
 Treasurer..... Theodore H. Bernstein
 Legal Counsel..... Louis N. Field, Morton J. Simon
 Fiscal Advisor..... Lucius H. Coleman
 Public Relations Counsel..... Bosh Stack

MOTION PICTURE INDUSTRY CREDIT GROUP

(Of the National Association of Credit Management)
 44 East 23rd St., New York 10, N. Y.
 Phone: OREGon 4-5100

OFFICERS

Chairman..... Walter J. Lynch
 Vice-Chairman..... Jack Fellers
 Committee Man..... Geo. Elstad,
 Robt. J. Kingsley, Daniel Nemeth, Howard Funsch.
 Secretary..... Ira Mermer

FUNCTIONS

Provides credit information, financial information and collection service to suppliers, equippers and processors.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

1270 Sixth Avenue, New York 20, N. Y.
 Phone: CO 5-7364

OFFICERS

President..... Leo Diston
 Vice-President..... B. Pollack

MEMBERS OF EXECUTIVE COUNCIL

Max Kendrick, G. Lewin, B. Scherer, Sam Taylor, Frank Lamarr, Mac Wolfson.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer,
 Regional Dir.; 128 S. LaJollave, Los Angeles, Cal.,
 Al Solomon, Reg. Dir.; 36 E. 5th St., Cincinnati, Ohio,
 Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.
 Phone: PLaza 1-1930

OFFICERS

Chairman of the Board..... Walter G. Douglas
 President..... Louis Bernstein
 Vice-President..... Jack Mills
 Secretary..... Arthur Israel, Jr.
 Treasurer..... Maurice Scopp
 Agent and Trustee..... Harry Fox

MUSICAL COMMERCIAL PRODUCERS ASSOCIATION, INC.

520 Fifth Ave., New York 36, N. Y.
 Phone: MURray Hill 2-5844

OFFICERS

President..... Phil Davis
 1st Vice-President..... Alan Scott
 2nd Vice-President..... Hank Sylvern
 Secretary..... Victor Sack
 Treasurer..... Gene Forrell

DIRECTORS

Alan Scott, Phil Davis, Tony Faillace, Gene Forrell, Hank Sylvern, Curt Biever, Morris Mamorsky, Jerry Jerome, Travis Johnson, Ralph Cummings.

FUNCTIONS

Leading writers, creators and producers of musical commercials, dedicated to provide service to the industry of the highest calibre and integrity. Our support is pledged to the formation of an association (or guild) through which we can work together toward the following aims: To foster a better concept of our function in the advertising business.

MUSICIANS GUILD OF AMERICA

6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLLYwood 1-9461

OFFICERS

Chairman..... Cecil F. Reed
 Vice-Chairman..... Justin Gordon
 Recording Secretary..... Ted Nash
 Treasurer..... Larry Sullivan

FUNCTIONS

Independent trade union for professional musicians in major motion picture studios.

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

9126 Sunset Blvd., Los Angeles 46, Cal.

INDUSTRY ORGANIZATIONS

Phone: CRestview 4-5209

OFFICERS

President	Harry S. Ackerman
Exec. Vice-President	Mike Wallace
V.P., Los Angeles	Gail Patrick Jackson
V.P., Baltimore	Robert B. Cochran
V.P., Chicago	Irv Kupcinet
V.P., Washington, D. C.	David Brinkley
V.P., Seattle	Lee Schulman
V.P., Arizona	Gene Blanpied
Secretary	Betty Furness
Treasurer	Louis F. Edelman
Executive Director	Kenneth Leedom

BRANCH OFFICES

2 West Redwood Sun Sq., Baltimore 3, Md.	
Phone: MUBerry 5-5670	
President	Robt. B. Cochran
Suite 1108, 203 N. Wabash, Chicago 1, Ill.	
Phone: Financial 6-8320	
President	Alex Dreier
200 Central Park S., New York 19, N. Y.	
Phone: JUdson 6-3833	
President	Henry S. White
511 West Adams St., Phoenix, Ariz.	
Phone: ALpine 3-3121	
President	Gene Blanpied
320 Aurora Ave., Seattle 9, Wash.	
Phone: MUtual 2-3555	
President	Lee Schulman
4461 Connecticut Ave., N.W., Washington, D. C.	
Phone: KEllogg 7-1100	
President	David Brinkley

FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of the most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry. Through public information, lecture and service bureau, provides lectures, advisers, and consultants to colleges and universities offering courses in television.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
Phone: WEbster 4-7830

OFFICERS

President	Mrs. Clara S. Logan
1st Vice-Pres.	Dr. Lee de Forest
2nd Vice-Pres.	Dr. Francis W. Noel
Secretary	Mrs. Victor Roberts
Treasurer	Mrs. Gertrude Blackstack

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

89 E. Jackson Blvd., Chicago 4, Ill.
Phone: WA 2-2462

OFFICERS

International President	George Smith
International Vice-President	N. James Green
International Sec'y-Treasurer	Arthur Hjorth
Int'l Asst. Sec'y-Treasurer	Jiacoimo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 433 Jarvis St., Toronto, Ont.; 120 Delaware Ave., Buffalo 2, N. Y.; 1410 Stanley, Montreal, P. Q.

FUNCTIONS

NABET has contracts for its 5,862 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with

CBC and more than 25 private Radio and TV stations and film studios in Canada.

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall, Urbana, Ill.
Phone: EMpire 7-6611, Ext. 3394
Washington, D. C. Address: 1346 Connecticut Ave., N.W.
Phone: NOrth 7-6000

OFFICERS

President.....William G. Harley (Wash., D. C.)
Admin. Vice-Pres.....Harold E. Hill (Wash., D. C.)

DIRECTORS

TV Board: Region I, Richard S. Burdick; Region II, Raymond D. Hurlbert; Region III, Richard Hull; Region IV, Dr. John C. Schwarzwalder; Region V, Howard L. Johnson; Region VI, Loren B. Stone.

Radio Board: Region I, Albert Fredette; Region II, Roy Flynn; Region III, James S. Miles; Region IV, Carl Menzer; Region V, Edwin Browne; Region VI, Ken Kager.

Other Members: Director-at-Large, Kenneth A. Christiansen, Leslie P. Greenhill; Individual Member Director, Harry J. Skornia.

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers & closed circuit TV installations owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSOCIATION OF FM BROADCASTERS

Radio Station KITT, Suite 525, U. S. Grant Hotel, San Diego 1, Calif.

OFFICERS

President.....Fred Rabell, KITT, San Diego, Calif.
Exec. V.P.....T. Mitchell Hastings, Concert Network
Treasurer.....Bill Tomberlin, KMLA, Los Angeles, Calif.
Secretary.....Frank Knorr, Jr., WPKM, Tampa, Fla.

DIRECTORS

T. Mitchell Hastings, Jr., Concert Network; Thomas J. Daugherty, WKJF, Pittsburgh; Frank Knorr, Jr., WPKM, Tampa; William G. Drenthe, WCLM, Chicago; Jack L. Katz, KQAL, Omaha; Lynn Christian, KHGM, Houston; Gary Gielow, KPEN, San Francisco; Fred Rabell, KITT, San Diego; Harold I. Tanner, WLDM, Detroit; Henry W. Slavick, WMCF, Memphis; William Tomberlin, KMLA, Los Angeles.

FUNCTIONS

To develop FM broadcasting as a communications medium, through promotion of home listening in FM, the sale of advertising time based on circulation, and the betterment of programming on FM stations. We act primarily as a clearing house of information on FM stations, exchanges of ideas, and contact with national advertisers and their agencies.

INDUSTRY ORGANIZATIONS

NATIONAL ASSN. OF PERFORMING ARTISTS

640 Fifth Ave., New York 19, N. Y.
Phone: ClrCrc 5-0200

OFFICERS

President Fred Waring
General Counsel Alfred Rice

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
Phone: TRafalgar 9-6070

OFFICERS

President Peter Goelet
Treasurer David J. Colton
New York Coordinator Dale Clark
Newsletter Editor Susan Harrison

BRANCH OFFICES

2430 Pennsylvania Ave., N.W., Washington, D. C.,
FE 3-4212, Leo Solomon; 625 Cheney St., San Francisco 12, Calif., JUNiper 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, Coordinator; Hajime Ishii, Apt. 49-206; Maehara-danchi Funabashi, Chiba, Japan.

FUNCTIONS

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

230 Park Ave., New York 17, N. Y.
Phone: MU 4-7377

OFFICERS

Chmm. of Bd. Wallace E. Campbell
President Kenneth B. Willson
Exec. V. P. Allan E. Backman
Secretary DeWitt J. Paul
Treasurer Lowell Shumway

DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallame E. Campbell, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbuveaux, John A. Spooner, William G. Weisbrod.

FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.
Phone: ME 8-1415

OFFICERS

President William Dalton
Executive Director Edward P. Whitney
Bd. Chairman Edward F. Randolph
Vice-President Larry Boggs
Secretary Charles Clements
Treasurer Glenn H. Flinn
Public Relations Mgr. Frank H. Nowaczek, Jr.
General Counsel E. Stratford Smith

DIRECTORS

M. William Adler, George J. Barco, Jack R. Crosby, Bill Daniels, Dean M. DeVoe, Curtis M. Farris, Fred G. Goddard, Norman A. Hendry, Paul B. McAdam, Jack E. Pryor, J. Holland Rannels, Albert J. Ricci, Gene W. Schneider, Ray V. Schneider, Milton J. Shapp, Ralph S. Shepler, John M. Spottswood, Fred J. Stevenson, R. L. Stoner, Frank P. Thompson.

FUNCTIONS

A national non-profit trade association to assist the growth and development of community antenna television systems.

STATE & REGIONAL ASSNS.

Arizona Community TV Assoc. Membership 11
California CATV Assoc. Membership 23
Mississippi CATV Assoc. Membership 8
Montana CATV Assoc. Membership 11
New England CATV Assoc. Membership 12
New York CTV Assoc. Membership 22
Okla. Kan. Tex. CATV Assoc. Membership 26
N. Central CATV Assoc. Membership 15
Pacific Northwest CTV Assoc. Membership 82
Pennsylvania CATV Assoc. Membership 45
South-Central CATV Assoc. Membership 35
Texas CATV Assoc. Membership 41
West Virginia CTV Assoc. Membership 25
Wyoming CATV Assoc. Membership 13

NATIONAL EDUCATIONAL TV AND RADIO CENTER

10 Columbus Circle, New York 19, N. Y.
Phone: JUdson 6-0055

DISTRIBUTION OFFICE

2320 Washtenaw Ave., Ann Arbor, Michigan

OFFICERS

President John F. White
Vice President for Programming R. B. Hudson
Vice Pres. for Business & Legal Affairs K. Yourd
Vice Pres. for Development W. A. Kraetzer
Vice Pres. for Network Affairs Paul Owen
Director of Legal & Bus. Affairs E. N. Alcinikoff
Director of Public Information N. Kerkezian
Director of TV Programming D. F. Feddersen
Director of Station Rel. Paul H. Owen
Director of Distrib. Serv. D. L. Sandberg
Director, International Exchange Div. (Broadcasting Foundation of America) Basil Thornton
Director of Technical Services H. W. Town

FUNCTIONS

To provide its coast-to-coast network of 50 affiliated ETV stations with challenging and imaginative television programming for adults in the areas of the humanities, social and natural sciences, and public affairs, as well as special programs for children. To distribute, through the Broadcasting Foundation of America, its International Division, radio programs of outstanding interest in music and news analysis. To provide assistance to communities interested in establishing ETV stations. To maintain a film library to make its programs available to community, civic or educational groups on a non-commercial basis.

NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION

Suite 1414, 343 South Dearborn St., Chicago 4, Ill.
Phone: HArrison 7-5526

OFFICERS

Chairman of Bd. V. N. Zachariah
President Mauro E. Schifino
1st Vice-President Roy J. Schneider
2nd Vice-President Rubin Green
Vice-President, Industrial Samuel Poncher
Sec.-Treasurer Meyer J. Spiro
Executive Vice-Pres. Gail S. Carter

NATIONAL VARIETY ARTISTS, INC.

232 W. 48th St., New York 36, N. Y.
Phone: COLUMBUS 5-0956

OFFICERS

President Louis Handin
1st Vice-Pres. Joe Woods
2nd Vice-Pres. Frank O'Connell
Secy., Treas. Edna Osborne

DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Sollisch, Lillian Weed, Lou Willis.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
Phone: Circle 5-4343

OFFICERS

President Leigh Whipper
Vice-President Edith Wilson
Executive Secretary Virginia Girvin
Treasurer A. Edward Walters
Recording Secretary Lillian Roberts McBride
Admin. Secy. Thomas W. Moseley
Chaplain Dr. John H. Johnson
Counsel Percy Sutton, Simon Feinstein

FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

NEGRO RADIO ASSOCIATION

P. O. Box 10063, Charlotte, N. C.

OFFICERS

President Francis M. Fitzgerald
Vice-President Robert Rounsaville
Treasurer Samuel Feldmon
Secretary James McLendon
Asst. Secretary Frances Crowell

NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.
Phone: Circle 5-3838-9

President James Antone
1st Vice-President Edward McCarthy
2nd Vice-President Harry Singer
Secretary Jack Fox
Treasurer Joseph Schaefer
Financial Secretary Al Law
Corresponding Secy. Tom Collins
Sergeant-at-Arms Mike Pearl

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: COLUMBUS 5-7362

OFFICERS

Honorary President Rocco Vocca
President Robert Miller
Vice-President Leo Diston
Treasurer Irving Tanz
Executive Director Bob Miller
Board of Governors Joe Santly, Irving Tanz,
Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor, Mickey Glass.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director Morton Schaefer
36 E. 5th St., Cincinnati, O.
Regional Director Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Director Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

PUBLICISTS LOCAL NO. 872

I.A.T.S.E.

100 Central Park, S., New York 19, N. Y.
Phone: JUDSON 6-6385

OFFICERS

President Harry Rice
1st Vice-President Alvin Adams
2nd Vice-President P. Dale Soriano
3rd Vice-President Harry E. Rice
Secretary-Treasurer Thomas Kirby
Business Agent David Cassidy

FUNCTIONS

Labor organization with jurisdiction over television, radio, motion pictures, and advertising agency publicists.

RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.
Phone: MURRAY Hill 8-4020

OFFICERS

Chairman of Bd. Frank P. Fogarty
President Kevin B. Sweeney
Mgr. Service Dept. Maurice E. Fidler
Director of Promotion Hill W. Hastings
Secretary Weston C. Pullen, Jr.
Treasurer Harold Krelstein
Asst. Secy.-Treas. William L. Morison

FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.
Phone: LE 2-8900

OFFICERS

Director Thomas H. Brown, Jr.
Asst. Director John L. Dunning
Executive Asst. Keith E. Kinyon
N. Y. Prog. Mgr. Jos. L. Ranft
PR Dir. Alton Kastner
Tech. Dir. Russell E. Geiger
Eur. Dir. (Munich) Erik Hazelhoff
Mng. Dir. (Lisbon) Henry Lollitt

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOC. INC.

527 Lexington Ave., New York 17, N. Y.
Phone: PLAZA 1-2720

OFFICERS

President Gabe Pressman
1st Vice-President Herb Schwartz
2nd Vice-President Tom O'Brien
Secretary Charles Campbell
Asst. Secy Irving Heitzner
Treasurer Richard Milbauer
Sergeant-at-Arms George Jordan

FUNCTIONS

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

515 Madison Ave., New York 22, N. Y.
Phone: PLAZA 8-2450

INDUSTRY ORGANIZATIONS

OFFICERS

President Richard S. Salant
 1st Vice-President Robert H. Teter
 V.P.'s Ernest L. Jahncke, Jr., David C. Moore
 Secretary Mary McKenna
 Treasurer Edward J. DeGray
 Executive Director Claude Barrere

BOARD OF GOVERNORS

Ted Bergmann, Sidney N. Berry, R. David Kimble, Albert B. Shepard, Edward P. Shurick, Sol Paul, Frank E. Pellegrin, Sam Cook Digges, Josef C. Dine, Jayne Shannon, P. A. Sugg.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TV CORRESPONDENTS' ASSN.

U. S. Capitol, Washington, D. C.
 Phone: CApitol 4-3121, Ext. 6421

OFFICERS

Chmn. Ann M. Corrick (Westinghouse Bcstg. Co.)
 Vice Chmn. Robert H. Fleming (ABC)
 Secretary Elmer W. Lower (NBC)
 Treasurer Ted Koop (NBC)
 Members-at-Large Steve McCormick (MBS);
 Bill Roberts (Time-Life); Ellen McDonnell (UP-Movietone); Lou Shollenberger (CBS), member ex-officio.

Senate Radio-TV Gallery Super. Robert C. Hough
 House Radio-TV Gallery Super. Robert M. Menaugh

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

WMSB, Michigan State U., East Lansing, Mich.
 Phone: ED 2-1511, Ext. 2261

OFFICERS

Chairman of the Board Bill Small
 WHAS-TV, Louisville, Ky.
 President Bill Monroe
 WDSU-TV, New Orleans, La.
 Treasurer Lee White
 KROS, Clinton, Ia.
 1st Vice-President Dick Cheverton
 WOOD-TV, Grand Rapids, Mich.
 Vice-Pres. for TV Bill Garry
 WBBM-AM-TV, Chicago, Ill.
 Vice-Pres. for Radio Bert Cannings
 CFCF, Montreal, Can.
 Executive Secretary Rob Downey
 WMSB, Mich. State U., East Lansing, Mich.

DIRECTORS

Phillip Berk, KOMU-TV, Columbia, Mo.; Hugh Bremmer, CFPL, London, Ont., Can.; Paul Boudreau, CKAC, Montreal, Can.; Julian Goodman, NBC, N. Y.; Dick John, WKY-TV, Oklahoma City, Okla.; Harry McKenna, WEAN, WPJB-FM, Providence, R. I.; Jack Morris, KTUL-TV, Tulsa, Okla.; Edward Ryan, WTOP, Washington, D. C.; William Sheehan, WJR, Detroit, Mich.

REGIONAL VICE-PRESIDENTS

East: James Snyder, WBC, Washington, D. C.; Midwest: Bob Frank, WOC-AM-TV, Davenport, Iowa; South: Lea Willette, WLOS-TV, Asheville, N. C.; West: Jere Witter, KPIX-TV, San Francisco, Cal.; Canada: William Hutton, CFRB, Toronto, Ont., Can.

FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards. Spot news, editorializing and community problem coverage.

RAI CORPORATION ITALIAN RADIO TV SYSTEM N. AMERICAN OFFICE OF RAI RADIOTELEVISIONE ITALIANA

717 Fifth Ave., New York 22, N. Y.
 Phone: PLaza 8-2350

OFFICERS

President Marcello Rodino
 Exec. V.P., Dir. Giorgio E. Padovano
 Secretary George Funaro
 Treasurer Antonio Dore
 Asst. Director Vera Giannini
 U. S. Correspondent Ruggero Orlando

FUNCTIONS

The RAI Corporation aims to promote the exchange of radio and TV programs, ideas, talent, technical facilities and information between the U. S and Italy. English language programs distributed to U. S. stations feature Italian life and culture.

RECORDING INDUSTRIES MUSIC PERFORMANCE TRUST FUNDS

816 Pennsylvania Bldg., 225 West 34th St.,
 New York 1, N. Y.
 Phone: LO 5-5693

Trustee Samuel R. Rosenbaum

FUNCTIONS

Engages musicians in single engagements to play free for the public, in schools, hospitals, playgrounds, and on public service occasions such as parades, local and national patriotic observances and celebrations.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

5a. Calle Poniente No. 9
 San Salvador, El Salvador

OFFICER

President Boris Eserski

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.
 Phone: HOLlywood 9-7311

OFFICERS

President George Chandler
 1st Vice-President Dana Andrews
 2nd Vice-President James Garner
 3rd Vice-President John Litel
 Recording Secretary Ann Daron
 Treasurer Frank Faylen
 National Executive Secretary John L. Dales

BRANCH OFFICES

551 Fifth Avenue, New York 17, N. Y. Phone: MURray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. Phone: WHitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. Phone: RIchmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

436 O'Farrell St., 4th Flr., San Francisco 2, Calif. Phone: PRospect 5-3070. Diane Fivey, Executive Secretary.

FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television and theatrical motion pictures, etc.

SCREEN COMPOSERS' ASSOCIATION

9250 Wilshire Blvd., Beverly Hills, Calif.

INDUSTRY ORGANIZATIONS

Phone: CRestview 6-3123
292 Madison Ave., New York, N. Y. c/o Zissu & Marcus
Phone: MU 3-0966

OFFICERS

President..... Dr. Miklos Rozsa
Vice-President..... David Buttolph
Secretary..... Arthur Morton
Treasurer..... George Duning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SCREEN DIRECTORS INTERNATIONAL GUILD

250 W. 57th St., New York 19, N. Y.
JUdson 2-5470

OFFICERS

President..... Williard Van Dyke
1st Vice-President..... Jack Glenn
2nd Vice-President..... Don Hershey
Secretary..... Bert Lawrence
Treasurer..... Joseph Lerner
Executive Secretary..... George L. George
General Counsel..... Erwin Feldman

EXECUTIVE BOARD

Paul Falkenberg, Ben Gradus, Nicholas Webster, Leo Hurwitz, Robert Kingsley, Howard Magwood, Leo Seltzer, Robert K. Sharpe, Shepard Traube, Sidney Meyers, Robert Edmonds.

ALTERNATES

Herman J. Engel, Mel London, Don Livingston, Fred Pressburger, Kenneth C. Marthey.

BRANCH OFFICE

318 West Adams St., Suite 1611, Chicago 6, Ill.
Phone: FRanklin 2-2287

AREA REPRESENTATIVES

1902 Eastridge Rd., Timonium, (Baltimore) Md., Jon Fogel.
Tally Embry, Inc., 458 Pan American Bank Bldg., Miami, Fla., Jack Buckholtz.
RCA Service Co., Cape Canaveral, Fla., Jerry L. Baker.
208 Florida Theatre Bldg., Sarasota, Fla., Charles W. Brown, Jr.
2905 Fairfield Ave., Fort Wayne, Ind., Dick Galbreath.
121 S. Detroit St., Los Angeles 36, Calif.
Lawrence F. Doheny.
Matton Pictures, Inc., Exchange Bank Bldg., Dallas 35, Tex., Marshall R. Young, Jr.
Potomac Films, Inc., 1536 Connecticut Ave., N.W., Washington 6, D. C., Nicolas C. Read.

FUNCTION

Labor organization.

SESAC INC.

10 Columbus Circle, New York 19, N. Y.
Phone: JUdson 6-3450

OFFICERS

President..... Paul Heinecke
Secretary-Treasurer..... R. C. Heinecke
Asst. to President..... E. S. Prager
Production Manager..... George Jellinek
Director Station Relations..... W. F. Myers
Publicity, Promotion..... Alice Heinecke

FUNCTIONS

Licensing the use of an extensive copyrighted music repertoire; producers of transcribed LP service, including catalog of over 8500 bridges, moods and themes, on alphabetical and classified index; and "Drummers." Script service; syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.
Phone: LOngacre 5-0172

OFFICERS

President..... John W. Servies
Past President..... Norwood L. Simmons
Executive Vice-President..... Reid H. Ray
Engineering Vice-President..... Deane R. White
Editorial Vice-President..... Lloyd Thompson

Financial Vice-President..... Ethan M. Stifle
Convention Vice-President..... Harry Teitelbaum
Sections Vice-President..... Garland C. Misener
Treasurer..... G. Carleton Hunt
Executive Secretary..... Charles S. Stodter
Pub. Rel. Director..... Barbara D. Skeeter
Secretary..... Herbert E. Farmer
Chrm. Boston Section..... Robert M. Fraser
Chrm. New York Section..... James W. Kaylor
Chrm. Rochester Section..... Eric C. Johnson
Chrm. Washington, D. C. Section..... William E. Youngs
Chrm. Atlanta Section..... Wesley R. Sandell
Chrm. Chicago Section..... William H. Smith
Chrm. Dallas-Ft. Worth Section..... Malcolm D. McCarty
Chrm. Hollywood Section..... Ralph E. Lovell
Chrm. San Francisco Section..... Donald E. Anderson
Chrm. Canadian Section..... Findlay J. Quinn
Chrm. Nashville Section..... Frank M. McGeary

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SOUTHERN CALIFORNIA BROADCASTERS ASS'N

6047 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-7254

President..... Robert M. Light
Chrmn. Bd..... Calvin J. Smith, KFAC
Vice-Chairman..... Charles Hamilton, KFI
Secretary..... Herbert Comstock, KAVL
Treasurer..... Ernest L. Spencer, KWIZ

SOUTHERN NEVADA BROADCASTERS ASS'N

P. O. Box 550, Las Vegas, Nev.

President..... Gordon Sherwood, KENO
Vice Pres..... Norm White, KLAS-TV
Secy..... Joe McMurray, KORK
Treas..... Ted Oberfelder, KRAM
Dir. at Large..... Mark Smith, KLRJ-TV

STATION REPRESENTATIVES ASSOCIATION, INC.

366 Madison Ave., New York 17, N. Y.
Phone: YUkon 6-9390

OFFICERS

President..... Lewis H. Avery
Vice-President..... Daren F. McGavren
Secretary..... Robert Dore
Treasurer..... Eugene Katz
Managing Dir..... Lawrence Webb

DIRECTORS

Adam Young, F. M. Headley, H. Preston Peters, John P. Blair.

FUNCTIONS

Trade Association serving radio and TV Representative firms.

TELEVISION BUREAU OF ADVERTISING, INC.

One Rockefeller Plaza, New York 20, N. Y.
PLaza 7-9420.

OFFICERS

Chairman of Board..... Glenn Marshall, Jr.
President..... Norman E. Cash
V.P., Gen. Mgr..... G. G. Huntington
Secretary..... Payson Hall
Treasurer..... Gordon Gray
V.P., Natl. Sales..... John R. Sheehan
V.P., Local Sales..... Howard Abrahams
V.P., Research..... Dr. Leon Arons
Research Director..... Harvey Spiegel
Sl. Prom. Dir..... Ned Armsby
Dir. PR..... Bob Grebe
Dir. Member Service..... William Calvin
Dir. Station Relations..... William B. McRae
Dir. National Sales..... James Hirsch
Dir. Member Sales Present..... Frank Merklein

INDUSTRY ORGANIZATIONS

BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.
 Phone: YUkon 2-6332
 V.P., Dir., Western Div. Walter McNiff
 400 N. Michigan Ave., Chicago 11, Ill.
 Phone: SUperior 7-1216
 Dir., Central Div. George Lindsay

FUNCTIONS

The TV industry's league to improve and expand the use of television as an advertising medium. It is supported by the nation's leading television stations, networks and station representatives.

TELEVISION FILM ASSOCIATION

1627 W. 20th St., Los Angeles 7 Calif.
 Phone: RPublic 1-2484

OFFICERS

President John Ballinger
 Vice President Jack M. Goetz
 Sec.-Treas. Nicholas Muskey

TELEVISION INFORMATION OFFICE

666 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-4600

Director Louis Hausman
 Asst. Director Roy Danish

BOARD OF DIRECTORS

Chairman Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Lester Bernstein, NBC, N. Y.; Roger W. Clipp, Triangle Stations, Phila.; Pa.; John P. Cowden, CBS-TV, N. Y.; Michael J. Foster, ABC, N. Y.; John S. Hayes, Washington Post Bcstg. Div., Washington, D. C.; C. Wrede Petersmeyer, Corinthian Bcstg. Corp., N. Y.; Lawrence H. Rogers II, Taft Bcstg. Co., Cincinnati, O.; Willard E. Walbridge, KTRK-TV, Houston, Tex.

FUNCTIONS

The Television Information Office is an industry-supported organization. Its function is to create an enduring two-way informational bridge between the industry and those from whom it seeks more understanding.

TELEVISION PROGRAM EXPORT ASSOCIATION, INC.

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

OFFICERS

President John G. McCarthy
 General Counsel George Muchnic

DIRECTORS

Harold J. Klein, Desi Arnaz, Morris M. Schrier, Alfred R. Stern, Herbert L. Golden, Lloyd Burns, John B. Burns, Merle S. Jones, Tom J. McDermott, Danny Thomas, Sidney S. Kramer.

FUNCTIONS

To promote and expand the export of American TV programs throughout the world. To assist American exporters in reducing barriers to foreign distribution. To compile, analyze and disseminate significant statistical information effecting foreign markets for American television programs.

UNITED NATIONS—RADIO & VISUAL SERVICES DIVISION OF PUBLIC INFORMATION

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

OFFICERS

Under-Sec. Chg. of Info. Dr. Hernone-Tavares de Sa

Dir., Radio & Visual Services Div. Peter Ayles
 Asst. Dir. (Radio) Gohl Obhrai
 Asst. Dir. (Visual) Jan-Gunnar Lindstrom
 Ch, Operations Michael Hayward

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

1776 Penn. Ave. N.W., Wash. 25, D. C.
 Phone: RPublic 7-8340
 330 Independence Ave., Washington 25, D. C.
 Phone: RPublic 7-7500

OFFICERS

Director Edward R. Murrow
 Dir., Bcstg. Service Henry Loomis
 Dir., TV Service Romney Wheeler

New York Office

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

Asst. Dir. TV Service Howard Maier
 VOA N. Y. Programming Center
 250 West 57th St., N. Y. C.
 Phone: JU 6-2000

Chief Officer E. O. Kern

WRITERS GUILD OF AMERICA, EAST, INC.

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

OFFICERS

President David Davidson
 1st Vice-Pres. Ernest Kinoy
 2nd Vice-Pres. Alvin Boretz
 Secretary Gene Wyckoff
 Treasurer Robert Allison
 Exec. Dir. Evelyn F. Burkey

FUNCTIONS

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

WRITERS GUILD OF AMERICA, WEST, INC.

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

OFFICERS

National Chairman Erik Barnouw
 President Edmund Hartmann
 1st Vice-Pres. Don Ettlinger
 2nd Vice-Pres. Elihu Winer
 Secretary Al Martin
 Treasurer Edmund North
 Executive Director Michael H. Franklin

SCREEN BRANCH

President Ken Englund
 Vice-Pres. Ben Roberts
 Secretary-Treasurer Winston Miller

TELEVISION-RADIO BRANCH

President Donn Mullally
 Vice-Pres. Leonard Freeman
 Secretary-Treasurer Antony Ellis

FUNCTIONS

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

Trade Publications

COVERING THE FIELD OF RADIO—TELEVISION—FM

TRADE — FAN — TECHNICAL — GENERAL

ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.
Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.
Editorial Director.....S. R. Bernstein
Editor.....John Crichton
Managing Editor.....Jarlath J. Graham

ANNY, ADVERTISING NEWS OF NEW YORK

249 E. 48th St., New York 17, N. Y.
Phone: PLaza 2-0340

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FOR FOREIGN
TV STATIONS
SEE PAGE 1060



FOR PLAY & STORY
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SEE PAGE 1073



FOR PROGRAM
PRODUCERS
SEE PAGE 839

1961

**COMMERCIAL
RADIO
NETWORK
PROGRAMS**



ALPHABETICALLY BY TITLE

NETWORK

SPONSOR

PRODUCT

ADVERTISING AGENCY

Commercial Radio Network Programs, 1960

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1960. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC.

— A —

Academy Awards—1960 (NBC)

Advertiser and Product:
Academy of Motion Picture Arts and Sciences
and MPAA

Address By Adlai Stevenson, An (CBS)

Advertiser and Product:
AFL-CIO Textile Workers Union of America
Ad Agency—Alan S. Becker Adv.

All-Service Football (MBS)

Advertiser and Product:
Minnesota Mining and Manufacturing Co.
Ad Agency—BBD and O

All Star Baseball (NBC)

Advertiser and Product:
Gillette
Ad Agency—Maxon

All Star Game (NBC)

Advertiser and Product:
Gillette
Ad Agency—Maxon

Amos 'n' Andy (CBS)

Advertiser and Product:
Chrysler Corp.
Ad Agency—Leo Burnett Co., Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
Fram Corp.
Ad Agency—McCann-Marschalk Co.—Div. of MC and E
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.

The Frito Co. Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.; Gardner Adv. Co.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.
The Welch Grape Juice Co., Inc.
Ad Agency—Richard K. Manoff, Inc.
Whitehall Laboratories, Inc.—Div. of American Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

Army-Navy Game (NBC)

Advertiser and Product:
Singer
Sylvania Electric
Ad Agency—Kudner

— B —

Backgrounding The News (CBS)

Advertiser and Product:
American-Telephone and Telegraph Co.
Ad Agency—N. W. Ayer and Son, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers, and Shanfield, Inc.
Tyrex, Inc.
Ad Agency—McCann-Erickson, Inc.

Back To God (NBC, MBS)

Advertiser and Product:
Christian Reformed Church
Ad Agency—Stoetzel and Assoc., Inc.

COMMERCIAL AM NETWORK PROGRAMS

Baltimore Colts Football (MBS)

Advertiser and Product:
National Brewing Co.
Ad Agency—W. B. Doner Co.

Behind The News (CBS)

Advertiser and Product:
The AP Parts Corp.
Ad Agency—Gray and Rogers

Belmont Stakes (CBS)

Advertiser and Product:
Joseph Schlitz Brewing Co.
Ad Agency—J. Walter Thompson

Best Seller (CBS)

Advertiser and Product:
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Scott Paper Co.
Ad Agency—J. Walter Thompson
Standard Brands, Inc.
Ad Agency—J. Walter Thompson

Bible Study Hour (NBC)

Advertiser and Product:
Evangelical Foundation
Ad Agency—Faul Liche Adv. Co.

Blue-Gray Football Game (NBC)

Advertiser and Product:
GMC
Gillette Safety Razor Co.
Ad Agency—Maxon

Bob & Ray (CBS)

Advertiser and Product:
Chrysler Corp.
Ad Agency—Leo Burnett Co., Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
Fram Corp.
Ad Agency—McCann-Marschalk Co.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Gardner Adv. Co.
Kellogg Co.
Ad Agency—Leo Burnett, Inc.
Maico Electronics, Inc.

Ad Agency—Bozell and Jacobs, Inc.
Pepsi-Cola Co.
Ad Agency—Denyon and Eckhardt, Inc.

Bob Richards Show (ABC)

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

Boxing Bouts (NBC)

Advertiser and Product:
Gillette Safety Razor Co.
Ad Agency—Maxon

Breakfast Club (ABC)

Advertiser and Product:
A. E. Staley Mfg. Co. (Sta-Puf, Sta-Flo)
Ad Agency—Erwin Wasey, Ruthrauff and Ryan
All Purpose Gelatin Products (Gelatin Capsules)
Ad Agency—Walter Leftwick Adv.
Bankers Life and Cas. Co. (White Cross Hosp. Plan)
Ad Agency—Phillips and Cherbo, Inc.
Curtis Circulation (Saturday Evening Post, Ladies Home Journal)
Ad Agency—B B D and O
Dow Chemical (Saran Wrap)
Ad Agency—Mac Manus, John and Adams
E. L. Bruce Co. (Floor Wax)
Ad Agency—Christiansen Adv.
Ex-Lax (Ex-Lax)
Ad Agency—Warwick and Legler
Food Specialties (Appian Way Pizza Pie Mix)
Ad Agency—Charles F. Hutchinson
Frito (Frito's Corn Chips)
Ad Agency—Dancer-Fitzgerald-Sample
General Foods (D-Zerta)
Ad Agency—Foote, Cone and Belding
General Foods (Kool-Aid)
Ad Agency—Foote, Cone and Belding
General Mills (Cheerios)
Ad Agency—Dancer-Fitzgerald-Sample
General Nutrition Corp. (Vitamin Sales Catalog)
Ad Agency—Fairfax, Inc.
Grossett and Dunlap (Books)
Ad Agency—Friends-Reiss Adv.
Hudson Vitamin (Vitamin Catalog)
Ad Agency—Pace Adv.
International Milling (Robin Hood Flour)
Ad Agency—H. W. Kastor and Sons
Kretchmer Corp. (Wheat Germ)
Ad Agency—George H. Hartman
KVP (Freezer Wrapping and Shelving)
Ad Agency—Grant Adv.
Levolor Lorentzen (Levolor Venetian Blinds)
Ad Agency—Friends-Reiss Adv.
Magla Products (Wiskin' Wipe Sponges)
Ad Agency—Ed Lieb Adv.
McCall Corp. (McCall's Magazine)
Ad Agency—Donahue and Coe
National LP-Gas Council (Bottled Gas)
Ad Agency—Bozell and Jacobs

COMMERCIAL AM NETWORK PROGRAMS

Olson Rug Co. (Rugs)
 Ad Agency—Feller and Fresba
 Parker Pen Co. (Pens)
 Ad Agency—Tathum Laird
 Peelers Co. (Canned Shrimp Prods.)
 Ad Agency—Bauerlein, Inc.
 Peter Paul (Candy Products)
 Ad Agency—Dancer-Fitzgerald-Sample
 Pfaff American Sales Corp. (Sewing Machines)
 Ad Agency—Don Remper Co.
 Plantabbs Corp. (Plant Food)
 Ad Agency—W. B. Doner and Co.
 Redbook (Redbook Magazine)
 Ad Agency—Lawrence C. Gumbinner
 Scholl Mfg. Co. (Zino Fads)
 Ad Agency—Donahue and Coe
 Small Equipment Sales (Econ-O-Wash Coin Oper-
 ated Laundries)
 Ad Agency—Farson, Huff and Northlich, Inc.
 Sofskin, Inc. (Hand Cream)
 Ad Agency—Kastor, Hilton, Chesley, Clifford and
 Atherton, Inc.
 Standard Labs, Inc. (Sloan's Liniment)
 Ad Agency—The Rockmore Co.
 Swanson Cookie Co. (Archway Cookies)
 Ad Agency—Grant Adv.
 Sylvania Electric Products (Photolamp Flash
 Bulbs)
 Ad Agency—Kudner Agency
 Union Carbide (6-12 Insect Repellent)
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 Whitehall (Dristan)
 Ad Agency—Tathum Laird
 Woolite, Inc. (Woolite)
 Ad Agency—Daniel and Charles

British Royal Wedding, The (CBS)

Advertiser and Product:
 Elgin National Watch Co.
 Ad Agency—J. Walter Thompson Co.

Burns & Allen (CBS)

Advertiser and Product:
 Curtis Circulation Co.
 Ad Agency—Batten, Barton, Durstine, and Os-
 born, Inc.
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Kellogg Co.
 Ad Agency—Leo Burnett Co., Inc.
 Whitehall Laboratories, Inc.—Div. of American
 Home Products Corp.
 Ad Agency—Tatham-Laird, Inc.

Business Final (ABC)

Advertiser and Product:
 Standard and Poor's (Standard and Poor's Finan-
 cial)

— C —

Calling America (CBS)

Advertiser and Product:

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

Camerer On Sports (CBS)

Advertiser and Product:
 Liggett and Myers Tobacco Co.
 Ad Agency—M-E Productions—Div. of McCann-
 Erickson, Inc.

Campaign Addresses (MBS)

Advertiser and Product:
 National Nixon-Lodge Club
 Ad Agency—Campaign Associates, Inc.

Christmas Music For Sunday Morning (CBS)

Advertiser and Product:
 Brigade Record Corp.
 Ad Agency—Victor and Richards, Inc.

Christmas Sing With Bing (CBS)

Advertiser and Product:
 Insurance By North America
 Ad Agency—N. W. Ayer and Son, Inc.

Coleman On Sports (CBS)

Advertiser and Product:
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Advertiser and Product:
 Dictograph Products, Inc.
 Ad Agency—Weston Co.

Conventions And Elections (MBS)

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 Ad Agency—McCann-Erickson

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 Campbell Soup Co.
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 Ad Agency—Batten, Barton, Durstine, and Os-
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 Foster-Milburn Co.
 Ad Agency—Street and Finney, Inc.
 The R. T. French Co.

COMMERCIAL AM NETWORK PROGRAMS

Ad Agency—J. Walter Thompson Co.
The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.
Hearst Pub.
Ad Agency—Ellington and Co., Inc.
Kellogg Co.
Ad Agency—Leo Burnett, Inc.
Majco Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
McCall Corp.
Ad Agency—Donahue and Coe, Inc.
Northam Warren Corp.
Ad Agency—Ellington and Co., Inc.
Scott Paper Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Whitehall Laboratories, Inc.—Div. of American Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

Crosby, Bing-Clooney, Rosemary (CBS)

Advertiser and Product:
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
Fels and Co.
Ad Agency—The Aitken-Kynett Co., Inc.
General Electric Co. Large Lamps Div.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-Myers
Ad Agency—Cohen, Dowd and Aleshire, Inc.
McCall Corp.
Ad Agency—Donahue and Coe, Inc.
Meredith Pub. Co.
Ad Agency—W. D. Lyon Co.
Norcross, Inc.
Ad Agency—Young and Rubicam, Inc.
The Squirt Co.
Ad Agency—Honig, Cooper, and Harrington
Turtle Wax, Inc.
Ad Agency—Bozell and Jacobs, Inc.

— D —

Daly, John (News) (ABC)

Advertiser and Product:
General Motors Corp. (Cadillac cars)
Ad Agency—MacManus, John and Adams

Day, Dennis Show (ABC)

Advertiser and Product:
Swanson Cookie Co. (Archway Cookies)
Ad Agency—Grant Adv.

Drake, Galen (News) (MBS)

Advertiser and Product:
R. T. French Co.
Ad Agency—J. Walter Thompson Co.

Drier, Alex Farm News (NBC)

Advertiser and Product:
Morton Salt Co.
Ad Agency—Needham, Louis Braby

Durocher, Leo, (Sports News) (MBS)

Advertiser and Product:
Monroe Automotive Equipment Co.
Ad Agency—Aitken-Kynett, Inc.

— E —

East-West Game (NBC)

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

East-West Popularity Contest (CBS)

Advertiser and Product:
The Grove Laboratories, Inc.—Div. of Bristol-Myers
Ad Agency—Cohen, Dowd and Aleshire, Inc.

Election Returns (CBS)

Advertiser and Product:
Westinghouse Electric Corp.
Ad Agency—Ketchum, MacLeod and Grove, Inc.

Emphasis (NBC)

Advertiser and Product:
Ald, Inc.
Ad Agency—Herbert Baker
Chapstick Co.
Ad Agency—Gunbinner
Chrysler Corp.
Ad Agency—Leo Burnett
Curtis Circulation Co.
Ad Agency—BBD and O
Electric Auto Lite
Ad Agency—Grant Adv.
Ex-Lax
Ad Agency—Warwick and Legler
Foster Milburn
Ad Agency—Street and Finney
R. T. French Co.
Ad Agency—JWT
The Frito Co.
Ad Agency—Dancer, Fitzgerald
GMC Chevy Div.
Ad Agency—Campbell-Ewald
I. J. Grass Noodle
Ad Agency—Arthur Myerhoff

COMMERCIAL AM NETWORK PROGRAMS

Grove Labs
Ad Agency—Gardner Adv.
Lewis Howe
Ad Agency—McCann-Erickson
McCall Corp.
Ad Agency—Donahue and Coe
Metropolitan Life
Ad Agency—Young and Rubicam, Inc.
Mogen David
Ad Agency—Edward Weiss
Pepsi Cola
Ad Agency—BBD and O
Quaker Oats
Ad Agency—Compton
Reader's Digest
Ad Agency—J. Walter Thompson
Renault
Ad Agency—Kudner
Scott Paper Co.
Ad Agency—J. Walter Thompson
Standard Brands
Ad Agency—J. Walter Thompson
Sunsweet Growers, Inc.
Ad Agency—Long Adv.
Sylvania
Ad Agency—Kudner
Time-Life
Ad Agency—Young and Rubicam

— F —

Fisher Craft Award Dinner (NBC)

Advertiser and Product:
Fisher Bodies Div. of GM Motors
Ad Agency—Kudner

Flair (ABC)

Advertiser and Product:
Hudson Vitamin Products (Vitamin Catalog)
Ad Agency—Pace Adv.
Curtis Circulation (Ladies' Home Journal)
Ad Agency—BBD and O

Flynn, John T. (News Commentary) (MBS)

Advertiser and Product:
America's Future, Inc.
Ad Agency—Bert Hauser Adv.

Foley, Red, Show (NBC)

Advertiser and Product:
McCulloch Corp.
Ad Agency—Fuller, Smith and Ross

Follow Up (CBS)

Advertiser and Product:
CBS Electronics—Div. of Columbia Broadcasting System, Inc.
The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.

Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency

Francis, Arlene (News) (MBS)

Advertiser and Product:
General Foods Co.
Ad Agency—Young and Rubicam; Foote, Cone and Belding

Frank & Ernest (ABC)

Advertiser and Product:
Dawn Bible Students' Assoc.
Ad Agency—William Gleeson Co.

Funny Side Up (CBS)

Advertiser and Product:
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.

— G —

Game Of The Day (MBS)

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

Godfrey, Arthur, Time (CBS)

Advertiser and Product:
Aluminum Company of America
Ad Agency—Ketchum, MacLeod, and Grove, Inc.
The Borden Company, Inc.
Ad Agency—Young and Rubicam, Inc.
Calgon Co.
Ad Agency—Ketchum, MacLeod and Grove, Inc.
Clairol, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Foote, Cone and Belding, Inc.
Coats and Clark's Sales Corp.
Ad Agency—Fuller and Smith and Ross, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.
Helene Curtis Industries, Inc.
Ad Agency—Campbell-Mithun, Inc.
Dumas-Milner Corp.
Ad Agency—Gordon Best Co., Inc.
General Foods Corp.
Ad Agency—Foote, Cone and Belding, Inc.
Hartz Mountain Products Corp.
Ad Agency—George H. Hartman Co.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Kitchens of Sara Lee
Ad Agency—Cunningham and Walsh, Inc.
Magnus Organ Corp.
Ad Agency—The Wexton Co., Inc.
McCall Corp.
Ad Agency—Donahue and Coe, Inc.
Mutual Benefit Health and Accident Ass'n
Ad Agency—Bozell and Jacobs, Inc.

COMMERCIAL AM NETWORK PROGRAMS

Niagara Therapy Mfg. Co.
Ad Agency—George L. Mallis, Inc.; Maldrum and
Fewsmith
Puritron Corp.
Ad Agency—Maxwell Sackheim and Co., Inc.;
Maxwell Sackheim-Franklin Bruck, Inc.; Doyle
Dane Bernbach, Inc.
The Sandura Co.
Ad Agency—Hicks and Griest, Inc.
Sweets Co. of America, Inc.
Ad Agency—Henry Eisen Adv. Agency
Sylvania Electric Products, Inc. Electronic Tubes
Div.—Lighting Div.
Ad Agency—Kudner Agency
Tetley Tea Co.
Ad Agency—Ogilvy, Benson and Mather, Inc.
William Underwood Co.
Ad Agency—Kenyon and Eckhardt, Inc.
United States Plywood Corp.
Ad Agency—Kenyon and Eckhardt, Inc.
Warner-Lambert Pharmaceutical Co., Warner
Lambert Products Div.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.

Gorme, Eydie (ABC)

Advertiser and Product:
General Motors Corp. (Guardian Maintenance
Service Centers)
Ad Agency—D. P. Brother and Co.

Grand Ole Opry (NBC)

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

Grand Prix (CBS)

Advertiser and Product:
American Oil Co.
Ad Agency—The Joseph Katz Co.

Griffith, Andy (CBS)

Advertiser and Product:
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co., Inc.

Gunsmoke (CBS)

Advertiser and Product:
American Telephone and Telegraph Co.
Ad Agency—N. W. Ayer and Son, Inc.
Foster-Milburn Co.
Ad Agency—Street and Finney, Inc.
Fram Corp.
Ad Agency—McCann-Marschalk Co.
The R. T. French Co.
Ad Agency—J. Walter Thompson
The Frito Co., Inc.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.
General Motors Corp.—Service Section
Ad Agency—D. P. Brother and Co.
The Grove Laboratories, Inc.—Div. of Bristol-
Myers Co.
Ad Agency—Cohen, Dowd, and Aleshire, Inc.;
Gardner Adv. Co.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
The Mentholatum Co., Inc.
Ad Agency—J. Walter Thompson Co.
Pepsi Cola Co.
Ad Agency—Kenyon and Eckhardt, Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

— H —

Harvey, Paul (News) (ABC)

Advertiser and Product:
Bankers Life and Casualty Co. (White Cross Hos-
pital Plan)
Ad Agency—Phillips and Cherbo
Frigikar Corp. (TV Antenna)
Ad Agency—Gourfain-Loeff, Inc.
Hastings Mfg. Co. (Casite)
Ad Agency—Bozell and Jacobs
Lindsay Co. (Water Softner)
Ad Agency—Biddle and Co.

Have Gun, Will Travel (CBS)

Advertiser and Product:
American Telephone and Telegraph Co.
Ad Agency—N. W. Ayer and Son, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
Foster-Milburn Co.
Ad Agency—Street and Finney, Inc.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
General Motors Corp.—Service Section
Ad Agency—D. P. Brother and Co.
The Grove Laboratories, Inc.—Div. of Bristol-
Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.,
Gardner Adv. Co.
Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency—Kenyon and Eckhardt, Inc.; Batten,
Barton, Durstine, and Osborn, Inc.
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co., Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

**Headliner, The
(CBS)**

Advertiser and Product:

The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Sylvania Electric Products, Inc.—Div. of Photo-
lamps
Ad Agency—Kudner Agency, Inc.

**Heatter, Gabriel (News)
(MBS)**

Advertiser and Product:

Carter Products Co.
Ad Agency—Kastor, Hilton, Chesley, Clifford and
Afferton

**Herald Of Truth
(ABC, MBS)**

Advertiser and Product:

Highland Church Of Christ
Ad Agency—Fidelity Adv.

**Hess & Clark Jamboree
(NBC)**

Advertiser and Product:

Hess and Clark
Ad Agency—Klan, Van Peterson, Dunlap, Inc.

**Hidden Revolution Series
(CBS)**

Advertiser and Product:

Nationwide Insurance Series
Ad Agency—Ben Sackheim, Inc.

**Hour Of Decision
(ABC, MBS, NBC)**

Advertiser and Product:

Billy Graham Evangelistic Assn.
Ad Agency—Walter F. Bennett

**Houseparty
(CBS)**

Advertiser and Product:

American Laundry Machinery Co.—Small Equip-
ment Div.
Ad Agency—Farson, Huff and Northlick, Inc.
American Molasses Co.
Ad Agency—Kaster, Hilton, Chesley and Ather-
ton, Inc.
Ben-Mont Papers, Inc.
Ad Agency—Woodward, Voss and Hevenor, Inc.
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers, and Shen-
field, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Campbell Soup Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.

The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
General Foods Corp.
Ad Agency—Foote, Cone and Belding, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-
Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
McCall Corp.
Ad Agency—Donahue and Coe, Inc.
The Mentholatum Co., Inc.
Ad Agency—J. Walter Thompson Co.
Meredith Pub. Co.
Ad Agency—W. D. Lyon Co.
Northam Warren Corp.
Ad Agency—Ellington and Co., Inc.
Peter Paul, Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Real-Kill Co.—Div. of Cook Chemical Co.
Ad Agency—Allmayer, Fox and Reshkin Agency,
Inc.
Thomas D. Richardson Co.
Ad Agency—Pritchard, Daniels and Dreher
Sea-Breeze Laboratories, Inc.
Ad Agency—Maxwell Sackheim-Franklin Bruck,
Inc.
A. E. Staley Mfg. Co.
Ad Agency—Erwin Wasey, Ruthrauff and Ryan,
Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.
Vitamin Specialties Corp.
Ad Agency—Henry S. Goodsett Agency
The Welch Grape Juice Co., Inc.
Ad Agency—Richard K. Manoff, Inc.
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

**How Christian Science Heals
(MBS)**

Advertiser and Product:

First Church of Christ, Scientist, Boston
Ad Agency—Hoag and Provandie

— I —

**Information Central
(CBS)**

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting
System, Inc.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sterling Drug, Inc.—Glenbrook Labs. Div.
Ad Agency—Brown and Butcher, Inc.
Sylvania Electric Products, Inc.—Div. of Photo-
lamps
Ad Agency—Kudner Agency, Inc.

**In Person—Ron Cochran
(CBS)**

Advertiser and Product:

American Telephone and Telegraph Co.
Ad Agency—N. W. Ayer and Son, Inc.
CBS Electronics—Div. of Columbia Broadcasting System, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers and Shenfield, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Mentholatum Co., Inc.
Ad Agency—J. Walter Thompson Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Barton, Durstine and Osborn, Inc.
Sylvania Electric Products, Inc.—Div. of Photolamps
Ad Agency—Kudner Agency, Inc.

— J —

**Jackson, Allan (News)
(CBS)**

Advertiser and Product:

General Motors Corp.—Chevrolet Dev.
Ad Agency—Campbell-Ewald Co.

**Jazz Festival
(CBS)**

Advertiser and Product:

Studebaker Packard Corp.
Ad Agency—D'Arcy Adv. Co.

**Just Entertainment
(CBS)**

Advertiser and Product:

William Wrigley Jr. Co.
Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.

— K —

**Kennedy-Lehman Speech
(NBC)**

Advertiser and Product:

Liberal Party of New York State

**Kentucky Derby
(CBS)**

Advertiser and Product:

Joseph H. Schlitz Brewing Co.
Ad Agency—J. Walter Thompson Co.

**Kingston Trio
(CBS)**

Advertiser and Product:

The Seven Up Co.
Ad Agency—J. Walter Thompson Co.

— L —

**Lewis, Fulton Jr.
(MBS)**

Advertiser and Product:

Lewis Food Co. and D. B. Lewis Co.
Ad Agency—Rockett Lauritzen, Inc.

**Lutheran Hour
(MBS, NBC)**

Advertiser and Product:

Lutheran Layman's League
Ad Agency—Gotham-Vladmir Co.

— M —

**Man And Wife
(CBS)**

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting System, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Mentholatum Co., Inc.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

**Ma Perkins
(CBS)**

Advertiser and Product:

Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers, and Shenfield, Inc.
CBS Electronics—Div. of Columbia Broadcasting System, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Campbell Soup Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
Foster-Milburn Co.
Ad Agency—Street and Finney, Inc.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
General Foods Corp.

Ad Agency—Foote, Cone and Belding, Inc.
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
 Ad Agency—Cohen, Dowd and Aleshire, Inc. Kellogg Co.
 Ad Agency—Leo Burnett Co., Inc. Maico Electronics, Inc.
 Ad Agency—Bozell and Jacobs, Inc. McCall Corp.
 Ad Agency—Donahue and Coe, Inc. The Mentholatum Co., Inc.
 Ad Agency—J. Walter Thompson Co. Northam Warren Corp.
 Ad Agency—Ellington and Co., Inc. Scott Paper Co.
 Ad Agency—J. Walter Thompson Co. A. E. Staley Mfg. Co.
 Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.
 Sterling Drug, Inc.—Glenbrook Labs. Div.
 Ad Agency—Brown and Butcher, Inc. Tetley Tea Co.
 Ad Agency—Ogilvy, Benson and Mather, Inc. The Welch Grape Juice Co., Inc.
 Ad Agency—Richard K. Manoff, Inc. Whitehall Laboratories, Inc.—Div. of American Home Products Corp.
 Ad Agency—Tatham-Laird, Inc.

**Marx, Groucho
(NBC)**

Advertiser and Product:

Chrysler
 Ad Agency—Leo Burnett
 The Frito Co.
 Ad Agency—Dancer
 I. J. Grass Noodle
 Ad Agency—Arthur Myerhoff
 Pepsi Cola
 Ad Agency—Kenyon and Eckhardt
 Sylvania
 Ad Agency—Kudner

**Masters Golf Tournament
(CBS)**

Advertiser and Product:

American Express Co.
 Ad Agency—Benton, and Bowles, Inc.
 Travelers Insurance Co.
 Ad Agency—Young and Rubicam, Inc.

**Metropolitan Opera
(CBS)**

Advertiser and Product:

Texaco, Inc.
 Ad Agency—Cunningham and Walsh, Inc.

**Miller, Mitch
(CBS)**

Advertiser and Product:

American Telephone and Telegraph Co.
 Ad Agency—N. W. Ayer and Son, Inc.
 Cowles Magazines, Inc.
 Ad Agency—McCann-Erickson, Inc.
 Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 General Motors Corp.—Service Section
 Ad Agency—D. P. Brother and Co.
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
 Ad Agency—Cohen, Dowd, and Aleshire, Inc. Kellogg Co.
 Ad Agency—Leo Burnett Co., Inc. Maico Electronics, Inc.
 Ad Agency—Bozell and Jacobs, Inc. Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc. Pepsi-Cola Co.
 Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Barton, Durstine and Osborn, Inc.
 R. J. Reynolds Tobacco Co.
 Ad Agency—William Esty Co., Inc. Sylvania Electric Products, Inc.—Photolamp Div.
 Ad Agency—Kudner Agency, Inc.

**Mobil Economy Run
(NBC)**

Advertiser and Product:

Socony Mobil
 Ad Agency—Compton

**Monitor
(NBC)**

Advertiser and Product:

Alcoa
 Ad Agency—Fuller, Smith and Ross
 American Motors
 Ad Agency—Geyer, Morey, Madden
 American Telephone and Telegraph
 Ad Agency—N. W. Ayer
 The Anderson Co.
 Ad Agency—Reincke, Meyer and Finn
 Bankers Life Casualty
 Ad Agency—Phillips and Cherbo
 Bell Telephone System
 Ad Agency—N. W. Ayer
 Brigade Record Corp.
 Ad Agency—Curtis Adv.
 Champion Spark Plug Co.
 Ad Agency—J. W. Thompson
 Chapstick Co.
 Ad Agency—Lawrence Gumbinner
 Chrysler Corp.
 Ad Agency—Leo Burnett
 Curtis Circulation
 Ad Agency—BBD and O
 El Producto Cigar
 Ad Agency—Compton
 Fedders Corp.
 Ad Agency—Hicks and Griest
 Formica
 Ad Agency—Perry Brown
 R. T. French
 Ad Agency—J. W. Thompson
 The Frito Co.
 Ad Agency—Dancer-Fitzgerald
 Gabriel Corp.
 Ad Agency—Grey and Rogers

COMMERCIAL AM NETWORK PROGRAMS

General Insurance
Ad Agency—Cole and Weber
General Mills
Ad Agency—Dancer-Fitzgerald
General Motors
Ad Agency—Campbell-Ewald
Grove No-Doz
Ad Agency—Gardner
Hamilton Beach Co.
Ad Agency—Clinton E. Frank
Hazel Bishop
Ad Agency—Donahue and Coe
Hollingshead Corp.
Ad Agency—Gray and Rogers
Kiplinger Washington
Ad Agency—Albert Frank-Guenther Law, Inc.
Lever Brothers
Ad Agency—Foote, Cone, Warwick, J. Thompson
Lewis Howe Tums
Ad Agency—McCann-Erickson
Liggett and Myers
Ad Agency—McCann, Dancer, Fitzgerald
Longines Wittenauer
Mack Trucks
Ad Agency—Doyle Kitchen McCormick
McCalls
Ad Agency—Donahue and Cole
McGregor Doniger
Ad Agency—McCann-Erickson
Metro-Goldwyn-Mayer
Ad Agency—Donahue and Cole
Minneapolis Honeywell
Ad Agency—Foote, Cone
Mogen David
Ad Agency—Edward Weiss
Outboard Marine Johnson
Ad Agency—Erwin Wasey, Ruthrauff and Ryan
Pepsi-Cola
Ad Agency—K and E
Purolator
Ad Agency—J. W. Thompson
Quaker Oats
Ad Agency—Compton
RCA
Ad Agency—J. W. Thompson
Raybestos
Ad Agency—Gray and Rogers
Reader's Digest
Ad Agency—J. W. Thompson
R. J. Reynolds Tobacco
Ad Agency—William Esty
Scott Paper Co.
Ad Agency—J. W. Thompson
Sinclair Refining
Ad Agency—Geyer, Morey, Madden
Socony Mobil
Ad Agency—Compton
Sylvania Electric
Ad Agency—Kudner
Textile Mills
Ad Agency—Gourfain-Loeff, Inc.
Time, Inc.
Ad Agency—Young and Rubicam
Tipon
Ad Agency — Rothstein Simmons, Pascoe and
Davis

Tyrex, Inc.
Ad Agency—McCann-Erickson
Union Carbide
Ad Agency—J. Mathes
United Insurance
Ad Agency—Joy, Inc.
Vick Chemical Co.
Ad Agency—Morse
Wagner Electric Corp.
Ad Agency—Arthur Mogge
William Wrigley Jr. Co.
Ad Agency—Arthur Myerhoff

Moore, Gary, Show (CBS)

Advertiser and Product:
Amana Refrigeration, Inc.
Ad Agency—Maury, Lee and Marshall
Niagara Therapy Mfg. Co.
Ad Agency—George L. Mallis, Inc.
Pittsburgh Plate Glass Co.
Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.

Morgan, Edward P. (ABC)

Advertiser and Product:
AFL-CIO
Ad Agency—Furman, Feiner and Co.

Moscow Scene (CBS)

Advertiser and Product:
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.

— N —

National Farm And Home Hour (NBC)

Advertiser and Product:
Allis Chalmers
Ad Agency—Bert S. Gitlins

National Presidential Conventions (CBS)

Advertiser and Product:
Westinghouse Electric
Ad Agency—Ketchum, MacLeod and Grove, Inc.

News: 10 A.M., Monday-Friday (CBS)

Advertiser and Product:
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.
 The R. T. French Co.
 Ad Agency—J. Walter Thompson Co.
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
 Ad Agency—Doherty, Clifford, Steers, and Shenfield, Inc.
 Kellogg Co.
 Ad Agency—Leo Burnett Co., Inc.
 Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc.
 A. E. Staley Mfg. Co.
 Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.
 Sylvania Electric Products, Inc.—Photolamp Div.
 Ad Agency—Kudner Agency, Inc.

**News: 11 A.M.,
 Monday-Friday
 (CBS)**

Advertiser and Product:

California Packing Corp.
 Ad Agency—McCann-Erickson, Inc.
 Cowles Magazines, Inc.
 Ad Agency—McCann-Erickson, Inc.
 Curtis Circulation Co.
 Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
 Ex-Lax, Inc.
 Ad Agency—Warwick and Legler, Inc.
 Foster-Milburn Co.
 Ad Agency—Street and Finney, Inc.
 The R. T. French Co.
 Ad Agency—J. Walter Thompson Co.
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
 Ad Agency—Doherty, Clifford, Steers and Shenfield, Inc.
 Kellogg Co.
 Ad Agency—Leo Burnett Co., Inc.
 Maico Electronics, Inc.
 Ad Agency—Bozell and Jacobs, Inc.
 McCall Corp.
 Ad Agency—Donahue and Coe, Inc.
 The Mentholatum Co., Inc.
 Ad Agency—J. Walter Thompson Co.
 Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc.
 Scott Paper Co.
 Ad Agency—J. Walter Thompson Co.
 A. E. Staley Mfg. Co.:
 Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.
 Standard Brands, Inc.
 Ad Agency—J. Walter Thompson Co.
 Sylvania Electric Products, Inc.—Photolamp Div.
 Ad Agency—Kudner Agency, Inc.
 The Welch Grape Juice Co., Inc.
 Ad Agency—Richard K. Manoff, Inc.
 Whitehall Laboratories, Inc.—Div. of American Home Products Corp.
 Ad Agency—Tatham-Laird, Inc.

**News: 1 P.M.,
 Monday-Friday
 (CBS)**

Advertiser and Product:

Foster-Milburn Co.
 Ad Agency—Street and Finney, Inc.
 The Frito Co.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 The Mentholatum Co., Inc.
 Ad Agency—J. Walter Thompson Co.
 Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc.

**News: 2 P.M.,
 Monday-Friday
 (CBS)**

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting System, Inc.
 California Packing Corp.
 Ad Agency—McCann-Erickson, Inc.
 Curtis Circulation Co.
 Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
 The R. T. French Co.
 Ad Agency—J. Walter Thompson Co.
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Kellogg Co.
 Ad Agency—Leo Burnett Co., Inc.
 Maico Electronics, Inc.
 Ad Agency—Bozell and Jacobs, Inc.
 Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc.
 Pepsi-Cola Co.
 Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Barton, Durstine, and Osborn, Inc.
 Scott Paper Co.
 Ad Agency—J. Walter Thompson Co.
 Sylvania Electric Products, Inc.—Photolamp Div.
 Ad Agency—Kudner Agency, Inc.
 Time, Inc.
 Ad Agency—Young and Rubicam, Inc.
 Whitehall Laboratories, Inc.—Div. of American Home Products Corp.
 Ad Agency—Tatham-Laird, Inc.

**News: 3 P.M.,
 Monday-Friday
 (CBS)**

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting System, Inc.
 California Packing Corp.
 Ad Agency—McCann-Erickson, Inc.
 Curtis Circulation Co.
 Ad Agency—Batten, Barton, Durstine, and Osborn, Inc.
 The R. T. French Co.
 Ad Agency—J. Walter Thompson Co.
 The Frito Co.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Hearst Pub.
 Ad Agency—Ellington and Co., Inc.

COMMERCIAL AM NETWORK PROGRAMS

Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Scott Paper Co.
Ad Agency—J. Walter Thompson Co.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.
Time, Inc.
Ad Agency—Young and Rubicam, Inc.
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

News: 4 P.M., Monday-Friday (CBS)

Advertiser and Product:
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

News: 5 P.M., Monday-Friday (CBS)

Advertiser and Product:
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.

News: 7 P.M., Monday-Friday (CBS)

Advertiser and Product:
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-
Myers Co.
Ad Agency—Doherty, Clifford, Steers, and Shen-
field, Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

News Analysis: 7:30 P.M., Monday-Friday (CBS)

Advertiser and Product:
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Scholl Mfg. Co.
Ad Agency—Donahue and Coe, Inc.

News Analysis: 7:05 P.M., Saturday (CBS)

Advertiser and Product:
The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

News Analysis: 5:55 P.M., Sunday (CBS)

Advertiser and Product:
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

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

Advertiser and Product:
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner, Inc.

News Around The World (ABC)

Advertiser and Product:
Ex-Lax (Ex-Lax)
Ad Agency—Warwick and Legler
Foster-Milburn (Doans Pills)
Ad Agency—Street and Finney
R. J. Reynolds (Camel and Winston Cigarettes)
Ad Agency—William Esty

News Of The World (NBC)

Advertiser and Product:
A. T. and T. Long Lines Div.
Ad Agency—N. W. Ayer
Chapstick
Ad Agency—Gumbinner
Curtis Circulation
Ad Agency—BBD and O
Ex-Lax
Ad Agency—Warwick and Legler
The Frito Co.
Ad Agency—Dancer, Fitzgerald
General Motors GMC Trucks
I. J. Grass Noodle
Ad Agency—Arthur Myerhoff
Grove Labs.
Ad Agency—Gardner Adv.
Lewis Howe
Ad Agency—McCann-Erickson
Lockhead Aircraft Corp.
Mogen David
Ad Agency—Edward Weiss
Pepsi-Cola
Ad Agency—K and E

COMMERCIAL AM NETWORK PROGRAMS

Plastone Turtle Wax
Ad Agency—Bozzell and Jacobs, Inc.
Quaker Oats
Ad Agency—Compton
Reader's Digest
Ad Agency—J. Walter Thompson
Socony Mobil
Ad Agency—Compton
Sylvania
Ad Agency—Kudner

News On The Hour (NBC)

Advertiser and Product:

Electric Auto Lite
Ad Agency—Grant
GMC Chevrolet
Ad Agency—Campbell-Ewald
Life Magazine
Ad Agency—Young and Rubicam
Longines Wittnauer
Ad Agency—Walter Bennett
McCalls Corp.
Ad Agency—Donahue and Coe
Metropolitan Life
Ad Agency—Young and Rubicam
Midas Muffler Co.
Ad Agency—Edward Weiss
Pepsi-Cola
Ad Agency—K and E
Renault
Ad Agency—Kudner
Standard Brands
Ad Agency—J. W. Thompson
Sterling Drug
Ad Agency—Dancer, Fitzgerald
Sunsweet Growers
Ad Agency—Long Adv.
Sylvania Electric
Ad Agency—Kudner
Time, Inc.
Ad Agency—Young and Rubicam
Vick Chemical Co.
Ad Agency—Morse
Wagner Electric Corp.
Ad Agency—Arthur Mogge

News Programs (Special) (MBS)

Advertiser and Product:

A.L.D., Inc. (Westinghouse)
Ad Agency—H. Baker Adv.
American Association of Retired Persons
Ad Agency—Sackheim Bruck
American Telephone and Telegraph Co.
Ad Agency—N. W. Ayer, Inc.
Beltone Hearing Aid Co.
Ad Agency—Olian and Bronner
Cadie Chemical Products, Inc.
Ad Agency—Joe Gans
Carter Products, Inc.
Ad Agency—Kastor, Hilton, Chesley, Clifford and
Afferton
Champion Spark Plug Co.
Ad Agency—J. Walter Thompson

Chrysler Corp.
Ad Agency—Leo Burnett Co.
Curtis Circulation Co.
Ad Agency—BBD and O
Church and Dwight, Inc.
Ad Agency—J. Walter Thompson
D-Con Co.
Ad Agency—Thompson Koch Co.
Denver Chemical Co.
Ad Agency—Kastor, Hilton, Chesley, Clifford and
Afferton
Ex-Lax, Inc.
Ad Agency—Warwick and Legler
F. and F. Laboratories, Inc.
Ad Agency—Lillian Feld
Fram Corp.
Marschalk and Pratt Div. McCann-Erickson
R. T. French Co.
Ad Agency—J. Walter Thompson
General Foods Corp.
Ad Agency—Y and R; F. C. and B.
General Mills
Ad Agency—Knox, Reeves Adv.
Hudson Vitamin Corp.
Ad Agency—Pace Adv.
Revere Camera Co.
Ad Agency—Keyes, Madden and Jones
Christmas Club Corp.
Ad Agency—Brooke, Smith, French and Dorrance
Pepsodent Co., Lever Bros.
Ad Agency—Foote, Cone and Belding
Liggett and Myers Tobacco Co.
Ad Agency—D. F. and S.; McCann-Erickson
Minnesota Mining and Manufacturing Co.
Ad Agency—B B D and O
Nylonet Corp.
Ad Agency—Desser Associates
Outdoor Life Magazine
Ad Agency—Schwab, Beatty and Porter
Pepsi-Cola, Inc.
Ad Agency—BBD and O; Kenyon and Eckhardt
Pharmaco, Inc.
Ad Agency—N. W. Ayer, Inc.
Popular Science Magazine
Ad Agency—Schwab, Beatty, and Porter
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty
Scott Paper Co.
Ad Agency—J. Walter Thompson
Sinclair Refining Co.
Ad Agency—Geyer, Morey, Madden and Ballard
Standard Brands, Inc.
Ad Agency—J. Walter Thompson
Sterling Drug Co.
Ad Agency—Brown and Butcher
Walker Marketing Corp.
Ad Agency—Aitken-Kynett, Inc.

News Saturday, 1 P.M. (CBS)

Advertiser and Product:

Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.

COMMERCIAL AM NETWORK PROGRAMS

News Saturday, 6 P.M. (CBS)

Advertiser and Product:

The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.

News Sunday, 9 P.M. (CBS)

Advertiser and Product:

Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.

New York Giants Football Game (CBS)

Advertiser and Product:

American Oil Co.
Ad Agency—The Joseph Katz Co.
P. Ballentine and Sons
Ad Agency—William Esty Co., Inc.
General Cigar Co.
Ad Agency—Young and Rubicam, Inc.

— O —

Old Fashioned Revival Hour (ABC)

Advertiser and Product:

Gospel Broadcasting Assn.
Ad Agency—R. H. Alber Co.

On The Line With Bob Considine (NBC)

Advertiser and Product:

Mutual of Omaha

Oral Roberts Broadcast (ABC)

Advertiser and Product:

Oral Roberts Evangelistic Assn.
Ad Agency—Swan and Mason Adv.

Orange Bowl Football Game (CBS)

Advertiser and Product:

American Oil Co.
Ad Agency—The Joseph Katz Co.

— P —

People Are Funny (NBC)

Advertiser and Product:

Chrysler
Ad Agency—Greyhound
The Frito Co.

Personal Story (CBS)

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting

System, Inc.

Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.

The Frito Co., Inc.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Standard Brands, Inc.

Adv. Agency—J. Walter Thompson Co.
Sterling Ddug, Inc.—Glenbrook Labs. Div.

Ad Agency—Brown and Butcher, Inc.

Sylvania Electric Products, Inc.—Photolamp Div.

Ad Agency—Kudner Agency, Inc.

Peter & Mary (ABC)

Advertiser and Product:

A. E. Staley Mfg. Co. (Sta-Puf, Sta-Flo, Staley
Syrup, Cream Corn Starch, Hip-o-Lite Marsh-
mallow Topping)

Ad Agency—Erwin Wasey, Ruthrauff and Ryan

Pierce, Dr. Bob (ABC)

Advertiser and Product:

World Vision

Ad Agency—Walter F. Bennett

Preakness (CBS)

Advertiser and Product:

Joseph Schlitz Brewing Co.

Ad Agency—J. Walter Thompson Co.

Pre-Convention Programs (CBS)

Advertiser and Product:

Westinghouse Electric Corp.

Ad Agency—Ketchum, MacLeod and Grove, Inc.

Presidential Countdown (CBS)

Advertiser and Product:

Westinghouse Electric Corp.

Ad Agency—Ketchum, MacLeod and Grove, Inc.

Princess Margaret Wedding (NBC)

Advertiser and Product:

Pepsi-Cola

Ad Agency—Kenyon and Eckhardt

Banker's Life and Casualty

Ad Agency—Phillips and Cherbo, Inc.

Princess Marries, A (CBS)

Advertiser and Product:

Elgin National Watch Co.

Ad Agency—J. Walter Thompson

Pro-Champion Football (NBC)

Advertiser and Product:

GMC Buick

Ad Agency—McCann-Erickson

Hygrade Food Products

Ad Agency—W. B. Doner and Co.
Philip Morris, Inc.
Ad Agency—Leo Burnett
Savings and Loan

— Q —

**Quotes Of The Week
(CBS)**

Advertiser and Product:
CBS Electronics—Div. of Columbia Broadcasting
System, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.

— R —

**Radio Bible Class
(ABC, MBS)**

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

**Revivaltine
(ABC)**

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

**Richards, Bob (Sports News)
(CBS, MBS)**

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

**Right To Happiness
(CBS)**

Advertiser and Product:
Bristol-Myers Co.
Ad Agency—Doherty, Clifford, Steers and Shen-
field, Inc.
CBS Electronics—Div. of Columbia Broadcasting
System, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
Ex-Lax, Inc.
Warwick and Legler, Inc.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Grove Laboratories, Inc.—Div. of Bristol-Myers
Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.
Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
McCall Corp.
Ad Agency—Donahue and Coe, Inc.
The Mentholatum Co., Inc.
Ad Agency—J. Walter Thompson Co.
Northam Warren Corp.
Ad Agency—Ellington and Co., Inc.

Scott Paper Co.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

**Romance Of Helen Trent
(CBS)**

Advertiser and Product:
California Packing Corp.
Ad Agency—McCann-Erickson Co., Inc.
Campbell Soup Co.
Ad Agency—Batten, Barton, Durstine, and Os-
born, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine and Os-
born, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
Foster-Milburn Co.
Ad Agency—Street and Finney, Inc.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-
Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.
Hearst Pub.
Ad Agency—Ellington and Co., Inc.
Maico Electronics, Inc.
Bozell and Jacobs, Inc.
McCall Corp.
Ad Agency—Donahue and Coe, Inc.
Northam Warren Corp.
Ad Agency—Ellington and Co., Inc.
Tetley Tea Co.
Ad Agency—Ogilvy, Benson and Mather, Inc.
Vitamin Specialties Corp.
Ad Agency—Henry S. Goodsett Agency
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

**Rose Bowl Football Game
(NBC)**

Advertiser and Product:
Gillette Safety Razor Co.

— S —

**Say The Word
(CBS)**

Advertiser and Product:
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

**Science Beat
(CBS)**

Advertiser and Product:
 CBS Electronics—Div. of Columbia Broadcasting System, Inc.
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Sylvania Electric Products, Inc.—Photolamp Div.
 Ad Agency—Kudner Agency

**Second Mrs. Burton
(CBS)**

Advertiser and Product:
 CBS Electronics—Div. of Columbia Broadcasting System, Inc.
 Cowies Magazines, Inc.
 Ad Agency—McCann-Erickson, Inc.
 Curtis Circulation Co.
 Ad Agency—Batten, Barton, Durstine and Osborn, Inc.
 Ex-Lax, Inc.
 Ad Agency—Warwick and Legler, Inc.
 The R. T. French Co.
 Ad Agency—J. Walter Thompson Co.
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
 Ad Agency—Cohen, Dowd and Aleshire, Inc.
 Hearst Pub.
 Ad Agency—Ellington and Co., Inc.
 Maico Electronics, Inc.
 Ad Agency—Bozell and Jacobs, Inc.
 McCall Corp.
 Ad Agency—Donahue and Coe, Inc.
 Northam Warren Corp.
 Ad Agency—Ellington and Co., Inc.
 Scott Paper Co.
 Ad Agency—J. Walter Thompson Co.
 Standard Brands, Inc.
 Ad Agency—J. Walter Thompson, Inc.
 Sterling Drug, Inc.—Glenbrook Labs. Div.
 Ad Agency—Brown and Butcher, Inc.
 Tetley Tea Co.
 Ad Agency—Ogilvy, Benson, and Mather, Inc.
 Whitehall Laboratories, Inc.—Div. of American Home Products Corp.
 Ad Agency—Tatham-Laird, Inc.

**Sidelights
(CBS)**

Advertiser and Product:
 The Frito Co., Inc.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc.
 Sylvania Electric Products, Inc.—Photolamp Div.
 Ad Agency—Kudner Agency, Inc.

**Frank Singiser, News
(MBS)**

Advertiser and Product:
 H. D. Lee Co.
 Ad Agency—Gray Adv.

**Soap Box Derby
(CBS)**

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

**Sound Story, The
(CBS)**

Advertiser and Product:
 The Frito Co.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Sylvania Electric Products, Inc.—Photolamp Div.
 Ad Agency—Kudner Agency, Inc.

**Space Scope
(ABC)**

Advertiser and Product:
 Martin Co. (Institutional)

**Speaking Of Sports
(ABC)**

Advertiser and Product:
 Chrysler Corp. (Chrysler Cars)
 Ad Agency—Leo Burnett
 Johnson Motors (Outboard Marine Motors)
 Ad Agency—J. Walter Thompson
 Mennen Co. (Spray Deodorant, Skin Bracer, Shaving Cream, Stick Deodorant)
 Ad Agency—Warwick and Legler
 Sylvania Electric Products (Photolamp Bulbs)
 Ad Agency—Kudner Agency

**Special From London
(CBS)**

Advertiser and Product:
 CBS Electronics—Div. of Columbia Broadcasting System, Inc.
 The Frito Co.
 Ad Agency—Dancer-Fitzgerald-Sample, Inc.
 Philip Morris, Inc.
 Ad Agency—Leo Burnett Co., Inc.

**Speech Berle Dem.
(NBC)**

Advertiser and Product:
 ILGWU Campaign Comm.
 Ad Agency—Furman Feines

**Speech By George Meany
(NBC)**

Advertiser and Product:
 Political AFL-CIO
 Ad Agency—Furman, Feiner Co.

**Speech Niebuhr Dem.
(NBC)**

Advertiser and Product:
 ILGWU Campaign Comm.
 Ad Agency—Furman Feines

**Sports Time
(CBS)**

Advertiser and Product:
 Maremont Automotive Products, Inc.

Ad Agency—Waldie and Briggs, Inc.
The Mennen Co.
Ad Agency—Warwick and Legler, Inc.
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co., Inc.
Stewart-Warner Corp.—Alemite Div.
Ad Agency—MacFarland, Aveyard and Co.

**Squaw Valley
Winter Olympics
(NBC)**

Advertiser and Product:
Longines Wittnauer

**Stern, Bill (Sport News)
(MBS)**

Advertiser and Product:
American Machine and Foundry Co.
Ad Agency—Cunningham and Walsh
The Mennen Co.
Ad Agency—Warwick and Legler
Monroe Automotive Equipment Co.
Ad Agency—Aitken-Kynett, Inc.
Walker Distributing Co.
Ad Agency—Aitken-Kynett, Inc.

**Summer Olympics, 1960
(NBC)**

Advertiser and Product:
Sylvania Electric Products
Ad Agency—Kudner

**Sunday Commentaries
By Dr. Daniel S. Poling
(MBS)**

Advertiser and Product:
Christian Herald Magazine
Ad Agency—Bert Hauser Adv.

**Sunoco Three Star Extra
(NBC)**

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

**Suspense
(CBS)**

Advertiser and Product:
American Telephone and Telegraph Co.
Ad Agency—N. W. Ayer and Son, Inc.
Fram Corp.
Ad Agency—McCann-Marschalk Co.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
General Motors Corp.—Service Section
Ad Agency—D. P. Brother Co.
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.; Gardner Adv. Co.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.

Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
Phillip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency—Kenyon and Eckhardt, Inc.; Batten, Baraton, Durstine and Osborn, Inc.
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co., Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

— T —

**Thomas, Lowell
(CBS)**

Advertiser and Product:
General Motors Corp. Oldsmobile Div.
Ad Agency—D. P. Brother and Co.

**Time To Travel
(CBS)**

Advertiser and Product:
CBS Electronics—Div. of Columbia Broadcasting System, Inc.
The Frito Co.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

**Tips From Changing Times
(NBC)**

Advertiser and Product:
Kiplinger Washington Agency
Ad Agency—Albert Frank-Guenther Law, Inc.

**Trout, Robert (News)
(CBS)**

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

— V —

**Voice Of Prophecy
(ABC, MBS, NBC)**

Advertiser and Product:
Voice of Prophecy
Ad Agency—Milton Carlson Co.

— W —

**Weekday News
(ABC)**

Advertiser and Product:
ALD Co. (Westinghouse Laundromats)
Ad Agency—Baker Advertising
A T and T (Telephone Service)
Ad Agency—N. W. Ayer
Chrysler Corp. (Chrysler Cars)
Ad Agency—Leo Burnett
Curtis Circulation (Saturday Evening Post and Ladies' Home Journal)
Ad Agency—B B D and O
Esquire (Coronet Magazine)

COMMERCIAL AM NETWORK PROGRAMS

Ex-Lax (Ex-Lax)

Ad Agency—Warwick and Legler

Frito (Frito's Corn Chips)

Ad Agency—Dancer-Fitzgerald-Sample

General Mills (Cheerios)

Ad Agency—Dancer-Fitzgerald-Sample

Grey Rock (Brake Linings)

Ad Agency—Gray and Rogers

Johnson Motors (Outboard Marine Motors)

Ad Agency—J. Walter Thompson

Lewis Howe Co. (NR Tablets)

Ad Agency—MacFarland, Aveyard and Co.

McCall Corp. (McCall's Magazine)

Ad Agency—Donahue and Coe

Pepsi-Cola Co. (Pepsi-Cola)

Ad Agency—Kenyon and Eckhardt; B B D and O

Pharmaco (Feen-A-Mint and Chooz)

Ad Agency—Dougherty,, Clifford, Steers and Shenfield

R. J. Reynolds (Camel and Winston Cigarettes)

Ad Agency—William Esty

R. T. French (Worcestershire Sauce)

Ad Agency—J. Walter Thompson

Sofskin (Hand Cream)

Ad Agency—Kastor, Hilton, Chesley, Clifford, and Atherton, Inc.

Standard Brands (Chase and Sanborn Coffee)

Ad Agency—Compton

Sylvania Electric Products (Photolamp Flash Bulbs)

Ad Agency—Kudner Agency

Tan-O-Rama, Inc. (Tanning Lotion)

Ad Agency—Dunnam and Jeffrey, Inc.

Vick Chemical (Vick's Vapo Rub and Cough Syrup)

Ad Agency—Morse International

Vitamin Corp. of America (Rybutol Vitamin)

Ad Agency—Dunnam and Jeffrey

Weekend News (ABC)

Advertiser and Product:

Burma-Vita (Burma-Shave Prod.)

Ad Agency—Bozell and Jacobs, Inc.

Chrysler Corp. (Chrysler Cars)

Ad Agency—Leo Burnett

Ex-Lax (Ex-Lax)

Ad Agency—Bozell and Jacobs, Inc.

Johnson Motors (Outboard Marine Motors)

Ad Agency—J. Walter Thompson

Pharmaco (Feen-A-Mint and Chooz)

Ad Agency—Dougherty, Clifford, Steers and Shenfield.

R. J. Reynolds (Camel and Winston Cigarettes)

Ad Agency—William Esty

R. T. French (Worcestershire Sauce)

Ad Agency—J. Walter Thompson

Sylvania Electric Products (Photolamp Flash Bulbs)

Ad Agency—Kudner Agency

Tan-O-Rama, Inc. (Tanning Lotion)

Ad Agency—Dunnam and Jeffrey, Inc.

Week In Space, The (CBS)

Advertiser and Product:

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

The Frito Co.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.

Philip Morris, Inc.

Ad Agency—Leo Burnett Co., Inc.

Whispering Streets (CBS)

Advertiser and Product:

Bristol-Myers Co.

Ad Agency—Doherty, Clifford, Steers and Shenfield, Inc.

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

California Packing Corp.

Ad Agency—McCann-Erickson, Inc.

Campbell Soup Co.

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

Cowles Magazines, Inc.

McCann-Erickson, Inc.

Curtis Circulation Co.

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

Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.

The Frito Co., Inc.

Ad Agency—Dancer-Fitzgerald-Sample, Inc.

The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.

Ad Agency—Cohen, Dowd and Aleshire, Inc.

Hearst Pub.

Ad Agency—Ellington and Co., Inc.

Kellogg Co.

Ad Agency—Leo Burnett Co.

Maico Electronics, Inc.

Ad Agency—Bozell and Jacobs, Inc.

McCall Corp.

Ad Agency—Donahue and Coe, Inc.

The Mentholatum Co., Inc.

Ad Agency—J. Walter Thompson Co.

Northam Warren C. rp.

Ad Agency—Ellington and Co., Inc.

Scott Paper Co.

Ad Agency—J. Walter Thompson Co.

A. E. Staley Mfg. Co.

Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.

Standard Brands, Inc.

Ad Agency—J. Walter Thompson Co.

Tetley Tea Co.

Ad Agency—Ogilvy, Benson and Mather, Inc.

Whitehall Laboratories, Inc.—Div. of American Home Products Corp.

Ad Agency—Tatham-Laird, Inc.

Wings Of Healing (MBS)

Advertiser and Product:

Wings of Healing Association

Ad Agency—Century Adv. Co.

**Winter Olympic Report
(CBS)**

Advertiser and Product:

Longines-Wittnauer Watch Co.
Ad Agency—Victor A. Bennett Co., Inc.

**Woman's Washington, A
(CBS)**

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting System, Inc.
Ex-Lax, Inc.
Ad Agency—Warwick and Legler, Inc.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
The Mentholatum Co., Inc.
Ad Agency—J. Walter Thompson Co.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.
Sterling Drug, Inc.—Glenbrook Labs. Div.
Ad Agency—Brown and Butcher, Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

**Word Of Life Hour
(MBS)**

Advertiser and Product:

Word of Life Assoc.
Ad Agency—Walter F. Bennett Co.

**World Series Baseball
(NBC)**

Advertiser and Product:

General Motors Corp.
Ad Agency—Campbell-Ewald
Gillette Safety Razor Corp.
Ad Agency—Maxon

**World Series Warm-Up
(NBC)**

Advertiser and Product:

International Harvester
Ad Agency—McCann

**World Today, The
(MBS)**

Advertiser and Product:

American Telephone and Telegraph Co.
Ad Agency—N. W. Ayer, Inc.
Champion Spark Plugs Co.
Ad Agency—J. Walter Thompson
Chrysler Corp.
Ad Agency—Leo Burnett
Curtis Publishing Co.
Ad Agency—BBD and O
Ex-Lax, Inc.
Ad Agency—Warwick and Legler
Fram Corp.
Ad Agency—Marshall and Fratt Div., McCann-Erickson
Hudson Vitamin Corp.
Ad Agency—Pace Adv.
Revere Camera Co.

Ad Agency—Keyes, Madden and Jones
Christmas Club Corp.

Ad Agency—Brooke, Smith, French, and Dorrance
Liggett and Myers Tobacco Co.

Ad Agency—Dancer, Fitzgerald, Sample; McCann-Erickson

The Mennen Co.
Ad Agency—Warwick and Legler
Pepsi-Cola, Inc.

Ad Agency—Kenyon and Eckhardt and BBD and O
Scott Paper Co.

Ad Agency—J. Walter Thompson
General Foods, Inc.

Ad Agency—Young and Rubicam and Foote, Cone
and Belding

Standard Brands, Inc.
Ad Agency—J. Walter Thompson
Pepsodent Co.

Ad Agency—Foote, Cone and Belding
Norwich Pharmacal Co.

Ad Agency—Benton and Bowles
Watchmakers of Switzerland

Ad Agency—Cunningham and Walsh

— Y —

**Young Dr. Malone
(CBS)**

Advertiser and Product:

CBS Electronics—Div. of Columbia Broadcasting System, Inc.
California Packing Corp.
Ad Agency—McCann-Erickson, Inc.
Campbell Soup Co.
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.
Cowles Magazines, Inc.
Ad Agency—McCann-Erickson, Inc.
Curtis Circulation Co.
Ad Agency—Batten, Barton, Durstine and Osborn, Inc.
Foster-Milburn Co.
Ad Agency—Street and Finney, Inc.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc.—Div. of Bristol-Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.
Hearst Pub.
Ad Agency—Ellington and Co., Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
McCall Corp.
Ad Agency—Donahue and Coe, Inc.
The Mentholatum Co., Inc.
J. Walter Thompson Co.
Northam Warren Corp.
Ad Agency—Ellington and Co., Inc.
Scott Paper Co.
Ad Agency—J. Walter Thompson Co.
A. E. Staley Mfg. Co.
Ad Agency—Erwin Wasey, Ruthrauff and Ryan, Inc.
Standard Brands, Inc.

COMMERCIAL AM NETWORK PROGRAMS

Ad Agency—J. Walter Thompson Co.
Sterling Drug, Inc.—Glenbrook Labs. Div.
Ad Agency—Brown and Butcher, Inc.
Tetley Tea Co.
Ad Agency—Ogilvy, Benson and Mather, Inc.
Whitehall Laboratories, Inc.—Div. of American
Home Products Corp.
Ad Agency—Tatham-Laird, Inc.

**Your Man In Paris
(CBS)**

Advertiser and Product:
CBS Electronics—Div. of Columbia Broadcasting
System, Inc.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Standard Brands, Inc.
Ad Agency—J. Walter Thompson Co.

**Yours Truly, Johnny Dollar
(CBS)**

Advertiser and Product:
Ex-Lax, Inc.

Ad Agency—Warwick and Legler, Inc.
The R. T. French Co.
Ad Agency—J. Walter Thompson Co.
The Frito Co., Inc.
Ad Agency—Dancer-Fitzgerald-Sample, Inc.
The Grove Laboratories, Inc. Div. of Bristol-
Myers Co.
Ad Agency—Cohen, Dowd and Aleshire, Inc.;
Gardner Adv. Co.
Kellogg Co.
Ad Agency—Leo Burnett Co., Inc.
Maico Electronics, Inc.
Ad Agency—Bozell and Jacobs, Inc.
Philip Morris, Inc.
Ad Agency—Leo Burnett Co., Inc.
Pepsi-Cola Co.
Ad Agency—Kenyon and Eckhardt, Inc.; Batten,
Barton, Durstine and Osborn, Inc.
R. J. Reynolds Tobacco Co.
Ad Agency—William Esty Co., Inc.
Sylvania Electric Products, Inc.—Photolamp Div.
Ad Agency—Kudner Agency, Inc.

**FOR PUBLIC RELATIONS
AND PUBLICITY FIRMS
SEE PAGE 1111**



**FOR WHO'S WHO AMONG TELEVISION
PRODUCERS AND DISTRIBUTORS
SEE PAGE 968**



**FOR BEHIND THE MIKE TALENT
SEE PAGE 1079**



**FOR JINGLE PRODUCERS
SEE PAGE 987**

1961

**COMMERCIAL
TELEVISION
NETWORK
PROGRAMS**



ALPHABETICALLY BY TITLE
NETWORK
SPONSOR
PRODUCT
ADVERTISING AGENCY

Commercial Television Network Programs, 1960

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1960. The programs listed are for the 12-month period ending Dec. 31, 1960. 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.

ABC-TV DAYTIME PROGRAMMING

— A —

Advertiser and Product:

- Adolph's Ltd.
Ad Agency—McCann-Erickson
- A. E. Staley
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
- Alberto-Culver
Ad Agency—Geoffrey Wade
- American Cyanamid
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
- Armour
Ad Agency—Foote, Cone and Belding
- Beechnut
Ad Agency—Cole, Fischer, Rogin, Inc.
- Beechnut-Reg.
Ad Agency—Charles W. Hoyt Co.
- Best Foods
Ad Agency—Dancer-Fitzgerald-Sample
- Better Vision
Ad Agency—Doherty, Clifford, Steers and Shenfield
- Block Drug
Ad Agency—L. C. Gumbinner
- Bon Ami
Ad Agency—Cole, Fischer, Rogin, Inc.
- Borden
Ad Agency—Dancer-Fitzgerald-Sample
- Brillo
J. Walter Thompson
- Bristol Myers
Ad Agency—Ogilvy, Benson & Mather
- Bristol Myers
Ad Agency—Young & Rubicam
- Campbell
Ad Agency—Needham, Louis & Brorby
- Carters Little Pills
Ad Agency—Ted Bates
- Chemway Corp.
Ad Agency—Cohen & Aleshire
- Chesebrough
Ad Agency—J. Walter Thompson
- Coleman
Ad Agency—Ports-Woodbury
- Coty
Ad Agency—Batten, Barton, Durstine & Osborn
- Crackerjack
Ad Agency—Leo Burnett & Co.
Curtiss Publications
Ad Agency—Batten, Barton, Durstine & Osborn
- Cyanamid
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
- Dow Chemical
Ad Agency—Norman, Craig, and Kummel
- Dow Corning
Ad Agency—Shirurg & Cairns
- Drackett
Ad Agency—Young & Rubicam
- Durkee
Ad Agency—Meldrum & Fewsmith
- Ex-Lax
Ad Agency—Warwick & Legler
- Filbert
Ad Agency—Young & Rubicam
- General Foods
Ad Agency—Young & Rubicam; Foote, Cone, & Belding; Ogilvy, Benson & Mather; Dancer-Fitzgerald-Sample; Batten, Barton, Durstine, & Osborn
- Glenbrook
Ad Agency—Brown & Butcher
- Grocery Products
Ad Agency—Ted Bates
- Gillette (Toni)
Ad Agency—North Adv.
- Hartz Mountain
Ad Agency—George Hartman Agency
- J. B. Williams
Ad Agency—Parkson Adv.
- Johnson and Johnson
Ad Agency—Young & Rubicam
- Knapp Monarch
Ad Agency—Frank Block Assoc.
- Knomark
Ad Agency—Mogul, Williams & Saylor
- Lever
Ad Agency—Foote, Cone & Belding
- Mastic Tile
Ad Agency—Dancer-Fitzgerald-Sample
- Miles Labs
Ad Agency—Wade Adv.
- Minute Maid
Ad Agency—Dancer-Fitzgerald-Sample
- Mystic Tape
Ad Agency—George Hartman
- National Biscuit
Ad Agency—Ted Bates

Noxzema
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles
 Old London
 Ad Agency—Richard K. Manoff
 Pan American Coffee
 Ad Agency—Batten, Barton, Durstine & Osborn
 Paper Novelty
 Ad Agency—Howe Co.
 Peter Pan
 Ad Agency—Ben Sackheim
 Peter Paul
 Ad Agency—Dancer-Fitzgerald-Sample
 Renuzit
 Ad Agency—Arndt, Preston, Chapin, Lamb & Keen
 Restonic
 Bozell & Jacobs
 Reynolds
 Ad Agency—Lennen & Newell
 S. C. Johnson
 Ad Agency—Foote, Cone & Belding
 Shulton
 Ad Agency—Wesley Associates
 Staley
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan
 Sterling Drug
 Ad Agency—Dancer-Fitzgerald-Sample
 Sweets
 Sweets Co. of America
 Vitamin Sales Co.
 Ad Agency—Fairfax, Inc.
 Warner-Lambert
 Ad Agency—Lambert & Feasley, Inc.
 Westgate-California
 Ad Agency—Fenwick & Haynes
 Welch
 Ad Agency—Richard K. Manoff
 Whitehall
 Ad Agency—Ted Bates

**About Faces
 (ABC-TV)**

(See ABC-TV Daytime Programming)

**Action Cartoon Series
 (ABC-TV)**

Advertiser and Product:
 A. C. Gilbert
 Ad Agency—Banning Repplier
 American Home Foods
 Ad Agency—Young & Rubicam
 Chevrolet
 Ad Agency—Campbell-Ewald
 Best Foods
 Ad Agency—Donahue & Coe
 Crackerjack
 Ad Agency—Leo Burnett
 General Foods
 Ad Agency—Foote, Cone & Belding
 General Mills
 Ad Agency—Dancer-Fitzgerald-Sample
 Sweets Company
 Ad Agency—Sweets Co. of America

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

Advertiser and Product:

Armour & Co.
 Ad Agency—Foote, Cone & Belding
 Brillo
 Ad Agency—J. Walter Thompson
 Burlington Hosiery
 Ad Agency—Donahue & Coe
 Cluett Peabody
 Ad Agency—Lennen & Newell
 Dow Chemical
 Ad Agency—MacManus, John & Adams
 DuPont
 Ad Agency—Batten, Barton, Durstine & Osborn
 Liggett & Myers
 Ad Agency—McCann-Erickson
 Luden's
 Ad Agency—J. M. Mathes
 J. B. Williams
 Ad Agency—Parkson Advertising
 Noxzema
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles
 Procter & Gamble
 Ad Agency—Benton & Bowles
 Reynolds Metals
 Ad Agency—Clinton E. Frank
 Scripto
 Ad Agency—Donahue & Coe
 Whitehall
 Ad Agency—Ted Bates

**Adventures of Ozzie & Harriet,
 The
 (ABC-TV)**

Advertiser and Product:

Coca-Cola
 Ad Agency—McCann-Erickson
 Eastman Kodak Co.
 Ad Agency—J. Walter Thompson
 Quaker Oats Co.
 Ad Agency—J. Walter Thompson

**Alaskans, The
 (ABC-TV)**

Advertiser and Product:

Anahist
 Ad Agency—Ted Bates
 Armour & Co.
 Ad Agency—Foote, Cone & Belding
 Bulova
 Ad Agency—McCann-Erickson
 Corning Glass
 Ad Agency—N. W. Ayer
 Chevrolet
 Ad Agency—Campbell-Ewald
 Dow Chemical
 Ad Agency—MacManus, John & Adams
 DuPont
 Ad Agency—BBDO
 General Foods
 Ad Agency—Benton & Bowles
 Johnson & Johnson
 Ad Agency—Young & Rubicam
 Liggett & Myers
 Ad Agency—McCann-Erickson
 Luden's
 Ad Agency—J. M. Mathes

COMMERCIAL TV NETWORK PROGRAMS

Mutual of Omaha
Ad Agency—Bozell & Jacobs
National Carbon
Ad Agency—William Esty
Polk-Miller
Ad Agency—N. W. Ayer
Procter & Gamble
Ad Agency—Benton & Bowles
Scripto
Ad Agency—Donahue & Coe
7-Up
Ad Agency—J. Walter Thompson

Alcoa-Goodyear Theatre (NBC-TV)

Advertiser and Product:

Alcoa
Ad Agency—Fuller, Smith & Ross
Goodyear
Ad Agency—Young & Rubicam

Alcoa Presents (ABC-TV)

Advertiser and Product:

Aluminum Company of America
Ad Agency—Fuller, Smith & Ross

Allakazam (CBS-TV)

Advertiser and Product:

Kellogg Co. (Kellogg Cereals)
Ad Agency—Leo Burnett

Allen, Steve Show (NBC-TV)

Advertiser and Product:

Plymouth
Ad Agency—N. W. Ayer

All Star Golf (ABC-TV)

Advertiser and Product:

Reynolds Metals
Ad Agency—Clinton E. Frank

American Bandstand (ABC-TV)

Advertiser and Product:

Beecham
Ad Agency—Kenyon & Eckhardt
Beechnut-Lifesavers
Ad Agency—Young & Rubicam
Best Foods
Ad Agency—Dancer-Fitzgerald-Sample
Bluebell, Inc.
Ad Agency—N. W. Ayer & Son
Borden
Ad Agency—Dancer-Fitzgerald-Sample
Carter
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Coty
Ad Agency—Batten, Barton, Durstine & Osborn
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn
Elgin
Ad Agency—J. Walter Thompson

Gaylord Products
Ad Agency—Rothbard & Haas
General Mills
Ad Agency—Dancer-Fitzgerald-Sample
Gillette
Ad Agency—North Advertising
Goodrich
Ad Agency—Foote, Cone, Belding
Hazel Bishop
Ad Agency—Raymond Spector
Hollywood Brand, Inc.
Ad Agency—Grubb & Peterson
Jantzen, Inc.
Ad Agency—Hockaday Assoc., Inc.
Kurlash
Ad Agency—Stanley Ehrlich
Lever Bros.
Ad Agency—Foote, Cone & Belding
Luden's
Ad Agency—J. M. Mathes, Inc.
Mennen
Ad Agency—Warwick & Legler
Northam Warren
Ad Agency—Doyle, Dane & Bernbach
Noxzema
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Old London
Ad Agency—Richard K. Manoff
Plough
Ad Agency—Lake-Spiro-Shurman
Polk-Miller
Ad Agency—N. W. Ayer
Pond's
Ad Agency—Flack Advt.
Positan
Ad Agency—Kastor, Hilton, Chesley, Clifford & Atherton
Stri-Dex
Ad Agency—Ted Bates
Vick Chemical
Ad Agency—Lennen & Newell
Warner Lambert
Ad Agency—Lambert & Feasley
Welch
Ad Agency—Richard K. Manoff
Western Tablet
Ad Agency—Bozell & Jacobs

American Football League (ABC-TV)

Advertiser and Product:

Carlings
Ad Agency—Lang, Fisher & Stashower
Colgate-Palmolive
Ad Agency—Ted Bates
General Cigar Co.
Ad Agency—Young & Rubicam
No/South Calif. Renault
Ad Agency—Len Weissman
Pabst
Ad Agency—Kenyon & Eckhardt
Schick
Ad Agency—Compton Advertising
Sinclair Oil
Ad Agency—Geyer Advt.

**Angel
(CBS-TV)**

Advertiser and Product:
 General Foods Corp. (Post Cereals, Yuban Coffee)
 Ad Agency—Benton & Bowles
 S. C. Johnson & Son, Inc. (Johnson's Glade, Klear
 Wax, Pledge, Shoe Polish)
 Ad Agency—Benton & Bowles

**Aquanauts
(CBS-TV)**

Advertiser and Product:
 American Home Products Corp. (Anacin, Dristan)
 Ad Agency—Ted Bates
 Block Drug Co. (Polident)
 Ad Agency—Grey
 Carter Products, Inc. (Arrid, Rise Shave Cream)
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles
 General Foods Corp. (Maxwell House Instant
 Coffee)
 Ad Agency—Benton & Bowles
 Kellogg Co. (Kellogg's Concentrate, Cereals)
 Ad Agency—Leo Burnett
 P. Lorillard Co. (Kent Cigarettes)
 Ad Agency—Lennen & Newell
 Richardson-Merrell, Inc. (Vick's Cough Syrup,
 VapoRub)
 Ad Agency—Morse International
 Union Carbide Corp. (Prestone Spray De-Icer)
 Ad Agency—Wm. Esty

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

Advertiser and Product:
 Armstrong Cork Co. (Institutional Floors and
 Walls)
 Ad Agency—Batten, Barton, Durstine & Osborn

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

Advertiser and Product:
 Atlantis Sales Corp. (R. T. French Co.)
 (French's Instant. Potatoes)
 Ad Agency—J. Walter Thompson
 Carnation Co. (Carnation Instant Dry Milk &
 Chocolate Drink, General Promotion)
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan
 Corn Products Co. (Hellmann's Salad Dressing,
 Mazola Oil, Nucoa Margarine, Nusoft)
 Ad Agency—McCann-Erickson
 General Mills, Inc. (Betty Crocker Cake Mixes,
 Bisquick, Cereals, Gold Medal Flour)
 Ad Agency—Dancer-Fitzgerald-Sample
 Procter & Gamble Co. (Camay Soap, Cheer,
 Comet, Dash, Ivory Soap, Joy and Other Prod-
 ucts)
 Ad Agency—Young & Rubicam
 Quaker Oats Co. (Aunt Jemima Mixes, Ken L Dog
 Foods, Puss n Boots Cat Foods, Quaker Oats)
 Ad Agency—J. Walter Thompson
 Richardson-Merrell, Inc. (Lavoris, Vick's Products)
 Ad Agency—Morse International
 Standard Brands, Inc. (Blue Bonnet Margarine,
 C & S Coffee, Royal Desserts, Tenderleaf Tea)
 Ad Agency—J. Walter Thompson

Sterling Drug, Inc. (Bayer Aspirin, Dr. Lyons
 Tooth Powder, Haley's Mo Phillips M & M,
 Yeast Tablets)
 Ad Agency—Dancer-Fitzgerald-Sample

— B —

**Bachelor Father
(NBC-TV)**

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

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

Advertiser and Product:
 Canadian Breweries Ltd. (Carlings Beer & Ale)
 Ad Agency—McKim Advertising
 Colgate Palmolive Co. (Palmolive Shave Cream)
 Ad Agency—Ted Bates.
 Falstaff Brewing Corp. (Falstaff Beer)
 Ad Agency—Dancer-Fitzgerald-Sample
 General Mills, Inc. (Wheaties)
 Ad Agency—Knox Reeves
 State Farm Insurance Co. (Auto Insurance)
 Ad Agency—Needham, Louis & Brorby

**Bat Masterson
(NBC-TV)**

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

**Beat the Clock
(ABC-TV)**

(See ABC-TV Daytime Programming)

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

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

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

Advertiser and Product:
 AT & T
 Ad Agency—N. W. Ayer

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

Advertiser and Product:
 Lever Brothers Co. (Soap, Detergent, Toothpaste)
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles
 State Farm Insurance Co.'s (Auto Insurance)
 Ad Agency—Needham, Louis & Brorby

**Be Our Guest
(CBS-TV)**

Advertiser and Product:
 American Home Products Corp. (Anacin, Dristan
 Tablets)
 Ad Agency—Ted Bates

COMMERCIAL TV NETWORK PROGRAMS

Hazel Bishop, Inc. (Lipstick, Eye Make-Up)
Ad Agency—Donahue & Coe
General Nutrition Corp. (Vitamins)
Ad Agency—Fairfax, Inc.
Helen Curtis Industries, Inc. (Enden, Suave)
Ad Agency—Edward H. Weiss
Manhattan Shirt Co. (Shirts)
Ad Agency—Daniel & Charles
Scripto, Inc. (Ball Point Pen)
Ad Agency—Donahue & Coe

Black Saddle (ABC-TV)

Advertiser and Product:

Alberto-Culver
Ad Agency—Wade Advertising
Carter
Ad Agency—Ted Bates
Chevrolet
Ad Agency—Campbell-Ewald
Liggett & Myers
Ad Agency—McCann-Erickson

Bonanza (NBC-TV)

Advertiser and Product:

American Tobacco
Ad Agency—Batten, Barton, Durstine & Osborn
Bristol-Myers
Ad Agency—Young & Rubicam
Congo-Nairn
Ad Agency—Keyes, Madden and Jones
Dupont
Ad Agency—Batten, Barton, Durstine & Osborn
General Foods
Ad Agency—Foote, Cone & Belding
Gold Seal
Ad Agency—Campbell-Mithun
Johnson
Ad Agency—J. Walter Thompson
L and M.
Ad Agency—McCann-Erickson
Miles
Ad Agency—Wade
Procter and Gamble
Ad Agency—Leo Burnett
RCA
Ad Agency—J. Walter Thompson
Revlon
Ad Agency—Warwick and Legler
H. F. Ritchie
Ad Agency—Kenyon and Eckhardt

Boone, The Pat, Chevy Showroom (ABC-TV)

Advertiser and Product:

Chevrolet Motor Division of General Motors Corp.
Ad Agency—Campbell-Ewald

Bourbon Street Beat (ABC-TV)

Advertiser and Product:

Alberto-Culver
Ad Agency—Wade Advertising

Block Drug
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Brown & Williamson
Ad Agency—Ted Bates
Burlington Mills
Ad Agency—Donahue & Coe
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn
Helene Curtis
Ad Agency—Edward Weiss
Isodine
Ad Agency—Reach McClinton
Libby-Owens-Ford
Ad Agency—Fuller, Smith & Ross
Maxwell House
Ad Agency—Donahue & Coe
Philips-Van Heusen
Ad Agency—Grey Advertising
Polk-Miller
Ad Agency—N. W. Ayer
Procter & Gamble
Ad Agency—Leo Burnett & Compton
Reynolds Metals
Ad Agency—Clinton Frank
Scripto
Ad Agency—Donahue & Coe

Brighter Day (CBS-TV)

Advertiser and Product:

Armstrong Cork Co. (Armstrong Floors, Walls)
Ad Agency—Batten, Barton, Durstine & Osborn
Corn Products Co. (Hellman's Salad Dressing,
Mazola Oil, Nocola, NuSoft)
Ad Agency—McCann-Erickson
Drackett Co. (Drano, Twinkle, Vanish, Windex)
Ad Agency—Young & Rubicam
Helene Curtis Industries, Inc. (Shampoo, Spray
Net, Hairdressing)
Ad Agency—Edward H. Weiss
Lever Brothers Co. (Lux Liquid, Wisk Liquid)
Ad Agency—J. Walter Thompson
Procter & Gamble Co. (Cascade, Cheer, Dreft,
Gleem, Mr. Clean, Zest)
Ad Agency—Young & Rubicam
Richardson-Merrell, Inc. (Lavoris, Vick's Cough
Syrup, Vaporub)
Ad Agency—Morse International
U. S. Borax & Chemical Corp. (20 Mule Team
Borax)
Ad Agency—McCann-Erickson

Bringing Up Buddy (CBS-TV)

Advertiser and Product:

Scott Paper Co. (Cut-Rite Wax Paper Products,
Scott Paper Products)
Ad Agency—J. Walter Thompson

Broken Arrow (ABC-TV)

Advertiser and Product:

Mars, Inc.
Ad Agency—Needham, Louis & Brorby

**Bronco/Sugarfoot
(ABC-TV)**

Advertiser and Product:

American Chicle
Ad Agency—Ted Bates
Anahist
Ad Agency—Ted Bates
Beecham
Ad Agency—Kenyon & Eckhardt
Brown & Williamson
Ad Agency—Ted Bates
Carnation
Ad Agency—Ruthrauff & Ryan
Chevrolet
Ad Agency—Campbell-Ewald
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn
General Foods
Ad Agency—Benton & Bowles
General Mills
Ad Agency—Dancer-Fitzgerald-Sample
Hagger Co.
Ad Agency—Tracey-Locke
Helen Curtis
Ad Agency—Ed Weiss
Polk-Miller
Ad Agency—J. M. Mathes
Procter & Gamble
Ad Agency—Benton & Bowles
Quaker Oats
Ad Agency—J. Walter Thompson

**Bugs Bunny
(ABC-TV)**

Advertiser and Product:

Colgate-Palmolive
Ad Agency—Ted Bates
General Foods
Ad Agency—Benton & Bowles
Perkins
Ad Agency—Foote, Cone & Belding

— C —

**Candid Camera
(CBS-TV)**

Advertiser and Product:

Bristol-Myers Co. (Ban, Bufferin, Ipana)
Ad Agency—Young & Rubicam
Lever Brothers Co. (Airwick, Handy Andy,
Imperial Margarine, Lux Liquid, Lux Soap)
Ad Agency—J. Walter Thompson

**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. (Dolls)
Ad Agency—Webb Assoc.

Arnold, Schwinn & Co. (Bicycles)
Ad Agency—George Bond
Binney & Smith Co. (Toys)
Ad Agency—James T. Chirurg
Borden Co. (Chocolate Drink)
Ad Agency—Young & Rubicam
Brunswick Corp. (Skates)
Ad Agency—Graceman Adv.
Colgate-Palmolive Co. (Dental Cream, Reg. &
Aerosol)
Ad Agency—Ted Bates
Colorforms, Inc. (Toys)
Ad Agency—Kudner
Consolidated Foods Corp. (Gen. Prom, Sara Lee
Baked Goods)
Ad Agency—Cunningham & Walsh
Continental Baking Co. (Hostess Cake, Wonder
Bread)
Ad Agency—Ted Bates
General Mills, Inc. (Pick-a-Pack, Cereals, Gen.
Promotion)
Ad Agency—Dancer-Fitzgerald-Sample
Gerber Products Co. (Baby Foods, Gen. Prom.)
Ad Agency—D'Arcy
Glidden Co.
Ad Agency—Meldrum & Fewsmith
Hanes Knitting Mills Co. (Children's Sleepwear)
Ad Agency—N. W. Ayer
Hollywood Brands, Inc. (Candy Bars)
Ad Agency—Grubb & Petersen
Kayser-Roth Corp. (Fruit-of-Loom Socks)
Ad Agency—Daniel & Charles
Kellogg Co.
Ad Agency—Leo Burnett
Little Crow Milling Co. (Coco Wheats)
Ad Agency—Edward H. Weiss
National Grape Co-Op Assn., Inc. (Jams, Jellies,
Juice)
Ad Agency—R. Manoff
North Woods Coffee Co. (Pop Ice)
Ad Agency—Clinton Frank
Philadelphia & Reading Corp. (Deluxe Reading
Corp.)
Ad Agency—Zlowe
Plough, Inc. (Paas Egg Coloring)
Ad Agency—Lake-Spiro-Shurman
Rainbow Crafts, Inc. (Toys)
Ad Agency—Joseph McVicker
W. H. Schaper Manufacturing (Games)
Ad Agency—Robert Mullin
A. G. Spalding Brothers, Inc. (Tinker Toys)
Ad Agency—George Bond
Sweets Co. of America, Inc. (Fudge, Pops)
Ad Agency—Sweets Co. of America
Swift & Co. (Peter Pan Peanut Butter)
Ad Agency—McCann-Erickson
Texaco, Inc.
Ad Agency—Cunningham & Walsh
Wander Co. (Ovaltine)
Ad Agency—Tatham-Laird
Warner-Lambert Pharmaceutical Co. (Fizzies Soft
Drink)
Ad Agency—Lambert & Feasley
Wyler & Co. (Bouillon & Soup Mixes, Juice Mix)
Ad Agency—R. Jack Scott

COMMERCIAL TV NETWORK PROGRAMS

Carson, The Jeannie, Show (ABC-TV)

Advertiser and Product:

American Chiclé
Ad Agency—Ted Bates
P & G
Ad Agency—Grey Advertising

Cavalcade of Sports (NBC-TV)

Gillette
Ad Agency—Maxon

CBS Reports (CBS-TV)

Advertiser and Product:

Bell & Howell Co. (Cameras, Photo Equipt.)
Ad Agency—McCann-Erickson
B. F. Goodrich (Tires, Shoes, Gen. Promotion)
Ad Agency—Batten, Barton, Durstine & Osborn
Philip Morris, Inc. (Alpine, Commander, Marlboro
Cigarettes)
Ad Agency—Leo Burnett

Championship Bridge (ABC-TV)

Advertiser and Product:

North Amer. Van Lines
Ad Agency—The Biddle Co.
Kitchens of Sara Lee
Ad Agency—Cunningham & Walsh
Shwayder Bros.
Ad Agency—Grey Advertising
West Bend Aluminum Co.
Ad Agency—Western Advertising Agcy.

Checkmate (CBS-TV)

Advertiser and Product:

Brown & Williamson Tobacco Corp. (Belair,
Raleigh, Viceroy Cigarettes)
Ad Agency—Ted Bates
Kimberly-Clark Corp. (Delsey & Kleenex Line
Paper Products)
Ad Agency—Foote, Cone & Belding
Lever Brothers Co. (Air Wick, All, Imperial Mar-
garine, Praise Soap, Stripe Toothpaste)
Ad Agency—Kenyon & Eckhardt

Chevy Mystery Theatre (NBC-TV)

Advertiser and Product:

Chevrolet
Ad Agency—Campbell-Mithun

Cheyenne (ABC-TV)

Advertiser and Product:

A. C. Spark Plug
Ad Agency—D. P. Brother
American Chiclé
Ad Agency—Ted Bates
Armour
Ad Agency—Foote, Cone & Belding

Beecham
Ad Agency—Kenyon & Eckhardt
Brillo
Ad Agency—J. Walter Thompson
Bristol Myers
Ad Agency—Ogilvy, Benson and Mather
Coleman Co.
Ad Agency—Potts-Woodbury
Dow Chemical
Ad Agency—MacManus, John and Adams
DuPont
Ad Agency—N. W. Ayer & Son
Johnson and Johnson
Ad Agency—Young and Rubicam
Peter Paul
Ad Agency—Dancer-Fitzgerald-Sample
Procter and Gamble
Ad Agency—Benton and Bowles
Ralston Purina
Ad Agency—Gardner Adv.
R. J. Reynolds
Ad Agency—William Esty
Union Carbide
Ad Agency—William Esty

Churchill, Winston— The Valiant Years (ABC-TV)

Advertiser and Product:

Bell & Howell
Ad Agency—McCann-Erickson

Cimarron City (NBC-TV)

Advertiser and Product:

Union Carbide
Ad Agency—William Esty

Circus Boy (NBC-TV)

Advertiser and Product:

Nestle
Ad Agency—William Esty
Miles
Ad Agency—Wade

Clark, The Dick, Show (ABC-TV)

Advertiser and Product:

Beechnut-Lifesavers
Ad Agency—Young & Rubicam

Clear Horizon (CBS-TV)

Advertiser and Product:

Colgate-Palmolive Co. (Ad, Ajax, Dental Cream,
Florient, Vel)
Ad Agency—Lennen & Newell
Eastman Kodak Co. (Cameras, Photo Supplies,
Man-Made Fibers)
Ad Agency—J. Walter Thompson
Gillette Co. (Toni Div.) (Paper-Mate Pens, Toni &
Tonette Home Permanents
Richardson-Merrell, Inc. (Lavoris, Vicks Cough
Syrup, Vaporub)
Ad Agency—Morse International

COMMERCIAL TV NETWORK PROGRAMS

Dante (NBC-TV)

Advertiser and Product:

Alberto-Culver
Ad Agency—Wade
Singer
Ad Agency—Young and Rubicam

Day in Court (ABC-TV)

(See ABC-TV Daytime Programming)

December Bride (CBS-TV)

Advertiser and Product:

Colgate-Palmolive Co. (Detergents, Cleanser, Deodorizers, Shampoo)
Ad Agency—J. Walter Thompson
Corn Products Co. (Mazola, Nuccoa, Nusoft)
Ad Agency—McCann-Erickson
Eastman Kodak Co. (Fibers)
Ad Agency—J. Walter Thompson
General Foods Corp. (Dog Foods, Cereals)
Ad Agency—Benton & Bowles
Gillette Co. (Toni Div.) (Ball Point Pens, Home Permanents)
Ad Agency—Tatham-Laird
Helene Curtis Industries, Inc. (Shampoo, Spray Net, Suave Hairdressing)
Ad Agency—Edward H. Weiss
Lever Brothers Co. (Lipton Tea, Pepsodent Toothbrushes)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Richardson-Merrell, Inc. (Lavoris, Cough Syrup, Vaporub)
Ad Agency—Morse International
Scott Paper Co. (Wax Paper, Sandwich Bags, Toilet Tissue, Towels)
Ad Agency—J. Walter Thompson
Simoniz Co. (Floor Wax)
Ad Agency—Young & Rubicam
Standard Brands, Inc. (Margarine, Coffee, Tea)
Ad Agency—Ted Bates
U. S. Borax & Chemical Corp. (20 Mule Team Borax)
Ad Agency—McCann-Erickson

Dennis The Menace (CBS-TV)

Advertiser and Product:

Corn Products Co. (Bosco Chocolate Syrup, Skippy Peanut Butter)
Ad Agency—Guild, Bascom & Bonfigli
Kellogg Co. (Gro Pup Dog Foods, Kellogg Cereals)
Ad Agency—Leo Burnett

Deputy, The (NBC-TV)

Advertiser and Product:

Bristol-Myers
Ad Agency—Young and Rubicam
DuPont
Ad Agency—BBD and O

General Cigar
Ad Agency—William Esty
General Foods
Ad Agency—Ogilvie, Benson and Mather
Kellogg
Ad Agency—Leo Burnett
Polaroid
Ad Agency—Doyle, Dane and Bernbach
Timex
Ad Agency—Doner and Peck

Desilu Playhouse (CBS-TV)

Advertiser and Product:

Westinghouse Electric Corp. (Westinghouse Home & Kitchen Appliances, Radio & Television Sets, Lamps)
Ad Agency—McCann-Erickson

Detective's Diary (NBC-TV)

Advertiser and Product:

Sterling
Ad Agency—Dancer, Fitzgerald

Diagnosis Unknown (CBS-TV)

Advertiser and Product:

Chrysler Corp. (Plymouth, Valiant Passenger cars)
Ad Agency—Doyle, Dane, Bernbach
S. C. Johnson & Son, Inc. (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)
Ad Agency—Needham, Louis & Brorby
Polaroid Corp. (Polaroid LandCamera)
Ad Agency—Doyle, Dane, Bernbach

Disney, Walt, Presents (ABC-TV)

Advertiser and Product:

Brillo
Ad Agency—J. Walter Thompson
Bristol Myers
Ad Agency—Doherty, Clifford, Steers & Shenfield
Canada Dry
Ad Agency—J. M. Mathes
Columbia Pictures
Ad Agency—Donahue & Coe
Derby Foods
Ad Agency—McCann-Erickson
Dow Chemical
Ad Agency—Norman, Craig & Kummel
General Mills
Ad Agency—Dancer-Fitzgerald-Sample
Hills Bros.
Ad Agency—N. W. Ayer
Johnson & Johnson
Ad Agency—Young & Rubicam
Luden's
Ad Agency—J. M. Mathes
Mars
Ad Agency—Needham, Louis & Brorby
Procter & Gamble
Ad Agency—Benton & Bowles
Ward Baking
Ad Agency—Grey Advertising

**Dobbie Gillis
(CBS-TV)**

Advertiser and Product:

Philip Morris, Inc. (Alpine, Commander, Marlboro)
Ad Agency—Leo Burnett
Pillsbury Co. (Cake, Cookie, Frosting, Biscuit & Pancake Mixes)
Ad Agency—Leo Burnett

**Dough Re Mi
(NBC-TV)**

Advertiser and Product:

Beechnut
Ad Agency—Young and Rubicam
Block Drug
Ad Agency—Grey Adv.
Brown and Williamson
Ad Agency—Keyes, Madden and Jones
General Mills
Ad Agency—BBD and O
Glenbrook
Ad Agency—Dancer-Fitzgerald-Sample
Gold Seal
Ad Agency—Campbell-Mithun
Hartz
Ad Agency—George H. Hartman
Jergens
Ad Agency—Cunningham and Walsh
Leeming
Ad Agency—William Esty
Nabisco
Ad Agency—McCann-Erickson
Proctor-Silex
Ad Agency—Weiss and Geller
Rexall
Ad Agency—BBD and O
Sweets
Ad Agency—Henry Eisen
Vitamin Sales
Ad Agency—Fairfax, Inc.

**Du Pont Show of the Month
(CBS-TV)**

Advertiser and Product:

DuPont (Fibers; Institutional)
Ad Agency—Batten, Barton, Durstine & Osborn

**Du Pont Show
with June Allyson
(CBS-TV)**

Advertiser and Product:

DuPont (Fibers)
Ad Agency—Batten, Barton, Durstine & Osborn

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

Advertiser and Product:

American Home Products Corp. (Aerowax, Anacin, Bisodol, Black Flag, Easy-Off, Freezone, Shoe Polish, Heet, InfraRub, Outgro, Sani-Flush, Sleep-eze, Deodorizers)
Ad Agency—Ted Bates
Armstrong Cork Co. (Institutional, Floors, Walls)
Ad Agency—Batten, Barton, Durstine & Osborn

Atlantis Sales Corp. (R. T. French Co.) (Instant Potatoes)

Ad Agency—J. Walter Thompson
Drackett Co. (Drano, Vanish, Windex)
Ad Agency—Young & Rubicam
Helene Curtis Industries, Inc. (Shampoo, Bath-oil, Spraynet, Hairdressing)
Ad Agency—Edward H. Weiss
S. C. Johnson & Son, Inc., (Pride, Stride)
Ad Agency—Needham, Louis & Broby
Mentholatum Co. (Colban, Mentholatum, Deep Heat Rub)
Ad Agency—J. Walter Thompson
National Biscuit Co. (Cookies, Crackers, Pretzels, Cereals, Dog Food)
Ad Agency—Kenyon & Eckhardt
Pet Milk Co. (Evaporated Milk, Milk Products, Frozen Fies, Gen. Prom.)
Ad Agency—Gardner Advertising
Pillsbury Co. (Cake, Cookie, Biscuit, Pancake Mixes, Best Flour)
Ad Agency—Campbell-Mithun
Procter & Gamble Co. (Soaps, Detergents, Toothpaste, Peanut Spread)
Ad Agency—Benton & Bowles
Quaker Oats Co. (Coffecake, Corn Break, Pancake Mix, Pet Food, Cereals)
Ad Agency—J. Walter Thompson
Richardson-Merrell, Inc. (Cough Syrup, Vaporub)
Ad Agency—Morse International
Standard Brands, Inc. (Margarine, Coffee, Tea, Pudding, Pie Filling)
Ad Agency—Ted Bates
Sterling Drug, Inc. (Aspirin, Yeast Tablets, Milk of Magnesia)
Ad Agency—Dancer-Fitzgerald-Sample

**Edwards, Douglas
with the News
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Aerowax, Anacin, Bisodol, Insecticide, Chef-Boy-ar-Dee Products, Dondril, Dristan, Easy-Off)
Ad Agency—Ted Bates
Carter Products, Inc. (Arrid, Little Pills, Shave Cream, Salad Dressing)
Ad Agency—Ted Bates
Equitable Life Assurance Society of the U.S. (Life Insurance)
Ad Agency—Foote, Cone & Belding
General Foods Corp.
Ad Agency—Young & Rubicam
Philip Morris, Inc.
Ad Agency—Leo Burnett
Jos. Schlitz Brewing Co.
Ad Agency—J. Walter Thompson

**Ewell, Tom, Show
(CBS-TV)**

Advertiser and Product:

Procter & Gamble Co. (Crest, Joy, Prell)
Ad Agency—Leo Burnett
Quaker Oats Co. (Aunt Jemima Mixes, Ken'l Dog Foods, Quaker Oats)
Ad Agency—J. W. Thompson

COMMERCIAL TV NETWORK PROGRAMS

Expedition (ABC-TV)

Advertiser and Product:
Ralston Purina
Ad Agency—Guild, Bascom & Bonfigli

Eyewitness to History (CBS-TV)

Advertiser and Product:
Firestone Tire & Rubber Co. (Batteries, Tires,
Dealers)
Ad Agency—Campbell-Ewald

— F —

Face the Nation (CBS-TV)

Advertiser and Product:
Knomark, Inc. (Esquire Shoe Polish)
Ad Agency—Mogul, Williams & Saylor
Schick, Inc. (Lady Schick & Reg. Electric
Shavers)
Ad Agency—Benton & Bowles

Father Knows Best (CBS-TV)

Advertiser and Product:
Bristol-Myers Co. (Bufferin, Ipana)
Ad Agency—Young & Rubicam
Kellogg Co. (Cereals)
Ad Agency—Leo Burnett
Lever Brothers Co. (Dove Soap, Lipton Tea, Pep-
sodent)
Ad Agency—J. Walter Thompson
Scott Paper Co. (Wax Paper, Tissues, Towels,
Sandwich Bags, Napkins)
Ad Agency—J. Walter Thompson

Fight of the Week, The (ABC-TV)

Advertiser and Product:
Gillette
Ad Agency—Maxon Advertising
Miles Labs
Ad Agency—Wade Advertising

Flintstones, The (ABC-TV)

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

Ford Show, The (NBC-TV)

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

For Better or Worse (CBS-TV)

Advertiser and Product:
Dumas Milner Corp. (Perma Starch, Pine Sol)
Ad Agency—Gordon Best

Gillette Co. (Ball Point Pens, Home Permanents,
Creme Rinse)
Ad Agency—Tatham-Laird
Gold Seal Co. (Snowy Bleach)
Ad Agency—Campbell Mithun
Lever Brothers Co. (Air Wick, Breeze, Praise)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Richardson-Merrell, Inc. (Cough Syrup, Vaporub)
Ad Agency—Morse International
Simoniz Co. (Floor Wax)
Ad Agency—Young & Rubicam

From These Roots (NBC-TV)

Advertiser and Product:
Alberto-Culver
Ad Agency—Wade
Beechnut
Ad Agency—Young and Rubicam
Brown and Williamson
Ad Agency—Keyes, Madden and Jones
Dumas
Ad Agency—Gordon Best Co.
General Mills
Ad Agency—Batten, Barton, Durstine & Osborn
Heinz
Ad Agency—Maxon
Helene Curtis
Ad Agency—Edward H. Weiss
Jergens
Ad Agency—Cunningham and Walsh
Lever
Ad Agency—Batten, Barton, Durstine & Osborn
Mentholatum
Ad Agency—J. Walter Thompson
Nestle
Ad Agency—McCann-Erickson
Plough
Ad Agency—Lake, Spiro, Shurman
Proctor-Silex
Ad Agency—Weiss and Geller
Purex
Ad Agency—Edward H. Weiss
Simoniz
Ad Agency—Dancer-Fitzgerald-Sample
Standard Brands
Ad Agency—Ted Bates

Full Circle (CBS-TV)

Advertiser and Product:
Drackett Co. (Tinkle Cooper Cleaner, Windex)
Ad Agency—Young & Rubicam
Gillette Co. (Toni Div.) (Ball Point Pens, Home
Permanents, Creme Rinse)
Ad Agency—Tatham-Laird
Lever Brothers Co. (Detergents, Soaps, Deodor-
izers)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles

Fury (NBC-TV)

Advertiser and Product:
General Foods
Ad Agency—Benton and Bowles
Miles
Ad Agency—Wade

COMMERCIAL TV NETWORK PROGRAMS

Nabisco
Ad Agency—Kenyon and Eckhardt
Sweets
Ad Agency—Sweets Co. of America

— G —

**Gas Co. Playhouse
(NBC-TV)**

Advertiser and Product:
American Gas Co.
Ad Agency—Lennen and Newell

**GE College Bowl
(CBS-TV)**

Advertiser and Product:
General Electric Co. (Appliances)
Ad Agency—Maxon, Inc.

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

Advertiser and Product:
General Electric Co. (Chemicals, Appliances)
Ad Agency—Batten, Barton, Durstine & Osborn

**George Gobel Show
(CBS-TV)**

Advertiser and Product:
Lever Brothers Co. (Handy Andy, Detergent, Soap,
Toothpaste)
Ad Agency—J. Walter Thompson

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

Advertiser and Product:
General Foods Corp. (Post Cereals, SOS Magic
Scour Pads, Sanka Instant Coffee, Tang, Tuffy)
Ad Agency—Benton & Bowles

**Guestward Ho!
(ABC-TV)**

Advertiser and Product:
Ralston Purina
Ad Agency—Guild, Bascom & Bonfigli
Seven Up
Ad Agency—J. Walter Thompson

**Guiding Light
(CBS-TV)**

Advertiser and Product:
Procter & Gamble Co. (Detergents, Cleanser,
Shortening)
Ad Agency—Comptom

**Gunsmoke
(CBS-TV)**

Advertiser and Product:
Liggett & Myers Tobacco Co. (L & M)
Ad Agency—Dancer-Fitzgerald-Sample
Sperry Rand Corp. (Electric Shavers, Typewriters)
Ad Agency—Young & Rubicam

**John Gunther's High Road
(ABC-TV)**

Advertiser and Product:
Ralston Purina Co.
Ad Agency—Guild, Bascom & Bonfigli

— H —

**Happy
(NBC-TV)**

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

**Harrigan & Son
(ABC-TV)**

Advertiser and Product:
Reynolds Metals
Ad Agency—Clinton E. Frank

**Have Gun—Will Travel
(CBS-TV)**

Advertiser and Product:
American Home Products Corp. (Anacin, Bisodol,
Dondril, Heet, Shoe Polish)
Ad Agency—Ted Bates
Cluett, Peabody & Co. (Arrow Shirts)
Ad Agency—Lennen & Newell
Elgin National Watch Co. (Elgin Watches)
Ad Agency—J. Walter Thompson
Lever Brothers Co. (Soap, Detergents, Tooth-
brushes, Toothpaste)
Ad Agency—J. Walter Thompson

**Hawaiian Eye
(ABC-TV)**

Advertiser and Product:
American Chicle
Ad Agency—Ted Bates
Beecham
Ad Agency—Kenyon & Eckhardt
Carter Products
Ad Agency—Ted Bates
Colgate-Palmolive
Ad Agency—Ted Bates
Oldsmobile
Ad Agency—D. P. Brother
Whitehall
Ad Agency—Ted Bates

**Heckle & Jeckle
(CBS-TV)**

Advertiser and Product:
General Mills, Inc. (Cereals)
Ad Agency—Dancer-Fitzgerald-Sample

**Hennesey
(CBS-TV)**

Advertiser and Product:
General Foods Corp. (Gelatin, Puddings, Coffee)
Ad Agency—Young & Rubicam
P. Lorillard Co. (Kent)
Ad Agency—Lennen & Newell

COMMERCIAL TV NETWORK PROGRAMS

Here's Hollywood (NBC-TV)

Advertiser and Product:

Alberto-Culver
Ad Agency—Compton
Beechnut
Ad Agency—Young and Rubicam
Block
Ad Agency—Grey
Colgate
Ad Agency—Ted Bates
General Mills
Ad Agency—Dancer-Fitzgerald-Sample
Gold Seal
Ad Agency—Campbell-Mithun
Heinz
Ad Agency—Maxon
Proctor-Silex
Ad Agency—Weiss and Geller
Toni
Ad Agency—Wade
Whitehall
Ad Agency—Ted Bates

Hitchcock, Alfred Presents (CBS-TV)

Advertiser and Product:

Bristol-Myers Co. (Ban, Bufferin, Ipana, Miss
Clairol, Ipana, Vitalis)
Ad Agency—Young and Rubicam

(NBC-TV)

Advertiser and Product:

Ford
Ad Agency—Kenyon and Eckhardt

Hong Kong (ABC-TV)

Advertiser and Product:

Armour
Ad Agency—Foote, Cone & Belding
Beecham
Ad Agency—Kenyon & Eckhardt
Brillo
Ad Agency—J. Walter Thompson
Derby Foods
Ad Agency—McCann-Erickson
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn
Kaiser Industries
Ad Agency—Young & Rubicam
Pan American Coffee
Ad Agency—Batten, Barton, Durstine & Osborn
Scripto
Ad Agency—Donahue & Coe

Hotel de Paree (CBS-TV)

Advertiser and Product:

Carter Products, Inc. (Deodorant, Salad Dressing,
Depilatory, Shave Cream)
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
Kellogg Co. (Cereals)
Ad Agency—Leo Burnett
Liggett & Myers Tobacco Co. (L & M)
Ad Agency—Dancer-Fitzgerald-Sample

Howdy Doody (NBC-TV)

Advertiser and Product:

Continental Baking
Ad Agency—Ted Bates
Nabisco
Ad Agency—Kenyon and Eckhardt

Hunter, Tab Show (NBC-TV)

Advertiser and Product:

P. Lorillard
Ad Agency—Lennen and Newell
Westclox
Ad Agency—Batten, Barton, Durstine & Osborn

Hutton, Betty, Show (CBS-TV)

Advertiser and Product:

General Foods Corp. (Gaines Dog Food, Post's
Cereals, Tang)
Ad Agency—Benton & Bowles

— I —

I Love Lucy (CBS-TV)

Advertiser and Product:

Armstrong Cork Co. (Institutional, Floor, Walls)
Ad Agency—Batten, Barton, Durstine & Osborn
Corn Products Co. (Salad Dressing, Margarine,
Fabric Softener)
Ad Agency—McCann-Erickson
Eastman Kodak Co. (Fibers)
Ad Agency—Doherty, Clifford, Steers & Shenfield
General Mills, Inc. (Betty Crocker Mixes, Cereals,
Flour)
Ad Agency—Dancer-Fitzgerald-Sample
Gerber Products Co. (Baby Foods)
Ad Agency—D'Arcy
Lever Brothers Co. (Soaps, Detergents, Soup
Mixes)
Ad Agency—Kenyon & Eckhardt
Mennen Co. (Baby Magic, Baby Powder)
Ad Agency—Grey Adv.
Mentholatum Co. (Colban, Mentholatum, Heat
Rub)
Ad Agency—J. Walter Thompson
Richardson-Merrell, Inc. (Lavoris, Cough Syrup,
Vaporub)
Ad Agency—Morse International
Scott Paper Co. (Wax Paper, Tissues, Towels)
Ad Agency—J. Walter Thompson
Simoniz Co. (Floor Wax)
Ad Agency—Young & Rubicam
U. S. Steel Corp. (General Prom.)
Ad Agency—Batten, Barton, Durstine & Osborn

Islanders, The (ABC-TV)

Advertiser and Product:

Anahist
Ad Agency—Ted Bates
Brillo
Ad Agency—J. Walter Thompson

COMMERCIAL TV NETWORK PROGRAMS

DuPont
 Ad Agency—Batten, Barton, Durstine & Osborn
 L & M
 Ad Agency—McCann-Erickson
 Luden's
 Ad Agency—J. M. Mathes
 Procter & Gamble
 Ad Agency—Benton & Bowles
 United Motors
 Ad Agency—Campbell-Ewald
 J. B. Williams
 Ad Agency—Parkson Advertising

It Could Be You (NBC-TV)

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Wade
 American Home Products
 Ad Agency—Ted Bates
 Block
 Ad Agency—Grey
 Brillo
 Ad Agency—J. Walter Thompson
 Congo-Nairn
 Ad Agency—Keyes, Madden and Jones
 Frigidaire
 Ad Agency—Dancer, Fitzgerald, Sample
 General Mills
 Ad Agency—Dancer, Fitzgerald, Sample
 Heinz
 Ad Agency—Maxon
 Leeming
 Ad Agency—William Esty
 Mentholatum
 Ad Agency—J. Walter Thompson
 Miles
 Ad Agency—Wade
 Nabisco
 Ad Agency—McCann-Erickson
 Nestle
 Ad Agency—William Esty
 Ponds
 Ad Agency—J. Walter Thompson
 Procter and Gamble
 Ad Agency—Dancer, Fitzgerald, Sample
 Proctor-Silex
 Ad Agency—Weiss and Geller
 Standard Brands
 Ad Agency—Ted Bates

I've Got a Secret (CBS-TV)

Advertiser and Product:
 Bristol-Myers Co. (Bufferin, Ipana, Clarinol)
 Ad Agency—Young & Rubicam
 R. J. Reynolds Tobacco (Winston)
 Ad Agency—Wm. Esty

— J —

Jackpot Bowling (NBC-TV)

Advertiser and Product:
 Bayuk
 Ad Agency—Werman and Schoor

Brunswick
 Ad Agency—McCann-Erickson

Johnny Ringo (CBS-TV)

Advertiser and Product:
 S. C. Johnson & Son, Inc. (Floor Wax, Furniture
 Polish)
 Ad Agency—Needham, Louis & Brorby
 P. Lorillard Co. (Kent)
 Ad Agency—Lennen & Newell

Johnny Staccato (ABC-TV)

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Wade Adv.

Jubilee, U.S.A. (ABC-TV)

Advertiser and Product:
 Carter
 Ad Agency—Ted Bates
 Gulf Guaranty Co.
 Ad Agency—Paul Venze Assoc.
 Massey-Ferguson
 Ad Agency—Needham, Louis & Brorby
 National Carbon
 Ad Agency—William Esty
 Polk-Miller
 Ad Agency—N. W. Ayer
 Williamson-Dickie
 Ad Agency—Fuller, Smith & Ross

— K —

Keep Talking (ABC-TV)

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

Kovacs', Ernie Take a Good Look (ABC-TV)

Advertiser and Product:
 Dutch Masters Cigar
 Ad Agency—Erwin Wasey, Ruthrauff & Ryan

— L —

Laramie (NBC-TV)

Advertiser and Product:
 American Safety Razor
 Ad Agency—Kenyon and Eckhardt
 Beechnut
 Ad Agency—Young and Rubicam
 California Packing
 Ad Agency—McCann-Erickson
 Colgate
 Ad Agency—Ted Bates
 Dow
 Ad Agency—McManus, John and Jones
 Elgin
 Ad Agency—J. Walter Thompson

COMMERCIAL TV NETWORK PROGRAMS

Ford
 Ad Agency—J. Walter Thompson
 General Foods
 Ad Agency—Ogilvie, Benson, Mather
 Johnson Motors
 Ad Agency—J. Walter Thompson
 Liggett and Myers
 Ad Agency—McCann-Erickson
 Midas
 Ad Agency—Edward H. Weiss
 Miles
 Ad Agency—Wade
 Nestle
 Ad Agency—William Esty
 Pan American Coffee
 Ad Agency—Batten, Barton, Durstine & Osborn
 Pepsi Cola
 Ad Agency—Batten, Barton, Durstine & Osborn
 Philip Morris
 Ad Agency—Leo Burnett
 Pittsburgh Plate Glass
 Ad Agency—Batten, Barton, Durstine & Osborn
 Revlon
 Ad Agency—Warwick and Legler
 Reynolds
 Ad Agency—William Esty
 Simoniz
 Ad Agency—Young and Rubicam
 Standard Brands
 Ad Agency—J. Walter Thompson
 Sunshine
 Ad Agency—Cunningham and Walsh
 Union Carbide
 Ad Agency—William Esty
 Warner-Lambert
 Ad Agency—Ted Bates

Lassie (CBS-TV)

Advertiser and Product:
 Campbell Soup Co. (Soups, Beans & Franks,
 Franco-Amer. Products)
 Ad Agency—Batten, Barton, Durstine & Osborn

Law & Mr. Jones, The (ABC-TV)

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

Lawman (ABC-TV)

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

Law of the Plainsman (NBC-TV)

Advertiser and Product:
 American Tobacco
 Ad Agency—Sullivan, Stauffer, Colwell and
 Bayles
 Glenbrook
 Ad Agency—Dancer-Fitzgerald-Sample

Midas
 Ad Agency—Edward H. Weiss
 Procter and Gamble
 Ad Agency—Benton and Bowles
 Revlon
 Ad Agency—Warwick and Legler
 Standard Brands
 Ad Agency—J. Walter Thompson
 Sunshine
 Ad Agency—Cunningham and Walsh

Leave It To Beaver (ABC-TV)

Advertiser and Product:
 Dow Chemical
 Ad Agency—McManus, John & Adams
 Eastman Kodak
 Ad Agency—J. Walter Thompson
 General Electric
 Ad Agency—Grey Advertising
 Ralston Purina
 Ad Agency—Gardner Advertising & Guild,
 Bascom & Bonfigli
 Scripto
 Ad Agency—Donahue & Coe
 Vick Chemical
 Ad Agency—Ogilvy, Benson & Mather

Lewis, The Shari Show (NBC-TV)

Advertiser and Product:
 American Doll and Toy
 Ad Agency—Webb Associates
 Cracker Jack
 Ad Agency—Leo Burnett
 General Foods
 Ad Agency—Foote, Cone, Belding
 Nabisco
 Ad Agency—Kenyon and Eckhardt
 Remco
 Ad Agency—Webb Associates

Life and Legend of Wyatt Earp, The (ABC-TV)

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

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

Advertiser and Product:
 Armstrong Cork Co. (Institutional, Floors, Walls)
 Ad Agency—Batten, Barton, Durstine & Osborn
 Carnation Co. (General Promotion, Evaporated
 Milk, Instant Dry Milk, Chocolate Drink &
 Various other Products)
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan
 Drackett Co. (Drano, Twinkle, Vanish, Windex)
 Ad Agency—Young & Rubicam
 Gillette Co. (Toni Div.) (Adorn, Deepmagic,
 Tonette & Toni Perm., White Rain Shampoo)
 Ad Agency—North Advertising

COMMERCIAL TV NETWORK PROGRAMS

Hoover Co. (Hoover Electric Cleaners, Waxes, Polishers, Irons)
 Ad Agency—Leo Burnett
 S. C. Johnson & Son, Inc. (Pride, Stride Wax)
 Ad Agency—Needham, Louis & Broby
 Kellogg Co. (Gro Pup Dog Foods, Kellogg Cereals)
 Ad Agency—Leo Burnett
 Kendall Co. (Bauer & Black Div..) (Curad Bandages, Blue Jay Corn Plasters, B&B Elastic Stockings)
 Ad Agency—Leo Burnett
 Lever Brothers Co. (Air Wick, Frozen Dinners, Dove Soap, Handy Andy, Imperial Margarine, Lipton Tea, Soup Mix, Lux, Rinso, Stripe Toothpaste, Wise Bone Salad Dressing, Wisk)
 Ad Agency—J. Walter Thompson
 Pillsbury Co. (Pillsbury Best Flour, Cake Mixes, Pancake Mix, Hot Roll Mix, Instant Potatoes)
 Ad Agency—Campbell-Mithun
 Scott Paper Co. (Cut-Rite Wax Paper Products, Scott Paper Products)
 Ad Agency—J. Walter Thompson
 Van Camp Seafood Co. (Chicken of the Sea Tuna)
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan
 J. B. Williams Co., Inc. (Mevarex, Geritol, Sominex)
 Ad Agency—Farkson Advertising

Lone Ranger (ABC-TV)

Advertiser and Product:

General Mills
 Ad Agency—Dancer, Fitzgerald, Sample
 Lionel Corp.
 Ad Agency—Grey Adv.
 Sweets Co.
 Ad Agency—Sweets Co. of America

(CBS-TV)

Advertiser and Product:

General Mills
 Ad Agency—Dancer, Fitzgerald, Sample

(NBC-TV)

Advertiser and Product:

General Mills
 Ad Agency—Dancer, Fitzgerald, Sample

Love of Life (CBS-TV)

Advertiser and Product:

American Home Products Corp. (Aerowax, Anacin, Bisodol, Bristan, Dondril, Easy-Off, Freezone, Shoe Polish, Heet, Outgro. Wizard Deodorizers)
 Ad Agency—Ted Bates
 Armstrong Cork Co. (Institutional, Floors, Walls)
 Ad Agency—Batten, Barton, Durstine & Osborn
 Atlantis Sales Corp. (R. T. French Co.) (Instant Potatoes)
 Ad Agency—J. Walter Thompson
 Corn Products Co. (Mayonnaise, Mazola, Nucoa Margarine & NuSoft)
 Ad Agency—McCann-Erickson
 Drackett Co. (Drano, Twinkle, Vanish, Windex)
 Ad Agency—Young & Rubicam
 Dumas Milner Corp. (Perma Starch Pine Sol)
 Ad Agency—Gordon Best

General Mills, Inc. (Betty Crocker Mixes, Cereals, Flour)
 Ad Agency—Dancer-Fitzgerald-Sample
 Gillette Co. (Ball Point Pens, Home Permanents, Shampoo)
 Ad Agency—Tatham-Laird
 Gold Seal Co. (Snowy Bleach)
 Ad Agency—Campbell-Mithun
 Helene Curtis Industries, Inc. (Shampoo, Spray-net, Hairdressing)
 Ad Agency—Edward H. Weiss
 Lever Brothers Co. (Air Wick, Lipton Tea & Soups, Toothpaste, Detergent)
 Ad Agency—Batten, Barton, Durstine & Osborn
 National Biscuit Co. (Dog Food, Crackers, Cereals)
 Ad Agency—Kenyon & Eckhardt
 Pet Milk Co. (Milk Products, Frozen Pies)
 Ad Agency—Gardner Adv.
 Quaker Oats Co. (Aunt Jemima Mixes, Pet Food, Cereals)
 Ad Agency—J. Walter Thompson
 Sperry Rand Corp. (Lady's Electric Shavers)
 Ad Agency—Young & Rubicam
 Standard Brands, Inc. (Margarine, Coffee, Fie Filling, Tea)
 Ad Agency—Ted Bates
 Standard Oil Co. of N.J. (Esso) (Flit Insecticide)
 Ad Agency—McCann-Erickson
 U.S. Borax & Chemical Corp. (20 Mule Team Borax)
 Ad Agency—McCann Erickson

Love That Bob (ABC-TV)

(See ABC-TV Daytime Programming)

Lunch with Soupy Sales (ABC-TV)

Advertiser and Product:

General Foods
 Ad Agency—Young & Rubicam

— M —

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

Advertiser and Product:

J. B. Williams (Shave Lotion, Geritol, Serutan, Sominex, Zayumin)
 Ad Agency—Parkson Agency

Major League Baseball (ABC-TV)

Advertiser and Product:

Gillette
 Ad Agency—Maxon Adv.

(NBC-TV)

Advertiser and Product:

Anheuser-Busch
 Ad Agency—Gardner

COMMERCIAL TV NETWORK PROGRAMS

Bayuk
Ad Agency—Wermen and Schorr
National Brewing
Ad Agency—W. B. Doner

Make Room for Daddy (NBC-TV)

Advertiser and Product:
Alberto-Culver
Ad Agency—Wade
Frigidaire
Ad Agency—Dancer, Fitzgerald, Sample
General Mills
Ad Agency—Knox, Reeves
Heinz
Ad Agency—Maxon
Leeming
Ad Agency—William Esty
Proctor and Gamble
Ad Agency—Gardner

Make That Spare (ABC-TV)

Advertiser and Product:
Brown & Williamson
Ad Agency—Ted Bates
Gillette
Ad Agency—Maxon Advertising

Man and the Challenge (NBC-TV)

Advertiser and Product:
Chemstrand
Ad Agency—Doyle, Dane, Bernbach
Polaroid
Ad Agency—Doyle, Dane, Bernbach
R. J. Reynolds
Ad Agency—William Esty

Man from Black Hawk (ABC-TV)

Advertiser and Product:
Miles Labs
Ad Agency—Wade Advertising
R. J. Reynolds
Ad Agency—William Esty

Man from Interpol (NBC-TV)

Advertiser and Product:
Glenbrook
Ad Agency—Dancer, Fitzgerald, Sample

Man with a Camera (ABC-TV)

Advertiser and Product:
General Electric
Ad Agency—Grey Advertising
Helene Curtis
Ad Agency—Edward Weiss

Markham (CBS-TV)

Advertiser and Product:
Renault, Inc. (Dauphine Pass. Cars, Gen. Prom.)
Ad Agency—Kudner Adv.

Jos. Schlitz Brewing Co. (Beer)
Ad Agency—J. Walter Thompson

Mason, Perry, Show (CBS-TV)

Advertiser and Product:
Colgate-Palmolive Co. (Soaps, Detergents,
Cleansers)
Ad Agency—Ted Bates
Drackett Co. (Drano, Vanish, Windex)
Ad Agency—Young & Rubicam
Gulf Oil Co. (Cars, Oil, Dealers)
Ad Agency—Young & Rubicam
Theo. Hamm Brewing Co. (Beer)
Ad Agency—Campbell-Mithun
M & R Dietetic Labs, Inc. (Pream Instant Cream)
Ad Agency—Benton & Bowles
Philip Morris, Inc. (Commander, Parliament)
Ad Agency—Benton & Bowles
Sterling Drug, Inc. (Aspirin)
Ad Agency—Dancer-Fitzgerald-Sample

Masquerade Party (NBC-TV)

Advertiser and Product:
Block Drug
Ad Agency—Grey
Hazel Bishop
Ad Agency—Donahue and Cole

Matty's Funday Funnies (ABC-TV)

Advertiser and Product:
Mattel
Ad Agency—Carson, Roberts

Maverick (ABC-TV)

Advertiser and Product:
Armour
Ad Agency—Foote, Cone & Belding
Brillo
Ad Agency—J. Walter Thompson
Derby Foods
Ad Agency—McCann-Erickson
Drackett
Ad Agency—Young & Rubicam
DuPont
Ad Agency—N. W. Ayer
Kaiser Aluminum
Ad Agency—Young & Rubicam
Noxzema
Ad Agency—Sullivan, Stauffer, Colwell & Bayles
R. J. Reynolds
Ad Agency—William Esty
Union Carbide
Ad Agency—William Esty

Meet the Press (NBC-TV)

Advertiser and Product:
U. S. Tobacco
Ad Agency—C. J. La Roche

**Men Into Space
(CBS-TV)**

Advertiser and Product:
 American Tobacco Co. (Lucky Strike)
 Ad Agency—Batten, Barton, Durstine & Osborn
 General Foods Corp. (Maxwell House Coffee)
 Ad Agency—Ogilvy, Benson & Mather
 Gulf Oil Co. (Gasoline, Dealers Service)
 Ad Agency—Young & Rubicam

**Michael Shayne
(NBC-TV)**

Advertiser and Product:
 DuPont
 Ad Agency—Batten, Barton, Durstine & Osborn
 Oldsmobile
 Ad Agency—D. P. Bros.
 Pittsburgh Plate Glass
 Ad Agency—Batten, Barton, Durstine & Osborn
 Warner-Lambert
 Ad Agency—Lambert and Feasley

**Mighty Mouse Playhouse
(CBS-TV)**

Advertiser and Product:
 Colgate Palmolive Co. (Dental Cream)
 Ad Agency—Ted Bates
 General Foods Corp. (Cereals)
 Ad Agency—Benton & Bowles
 Nestle Co., Inc. (Quik)

**Millionaire
(CBS-TV)**

Advertiser and Product:
 Colgate-Palmolive Co. (Detergents, Soap, Shampoo, Cleanser, Dental Cream)
 Ad Agency—Lennen & Newell
 Corn Products Co. (Mazola Oil, Nucoa Margarine, Nusoft)
 Ad Agency—Guild, Bascom & Bonfigli
 Drackett Co. (Drano, Vanish, Windex)
 Ad Agency—Young & Rubicam
 Gen. Mills (Betty Crocker Mixes)
 Gerber Products Co. (Baby Foods)
 Ad Agency—D'Arcy Adv.
 S. C. Johnson & Son, Inc. (Pride, Stride)
 Ad Agency—Needham, Louis & Brorby
 National Biscuit (Cracker, Pet Food, Cereals)
 Ad Agency—McCann-Erickson
 Quaker Oats Co. (Aunt Jemima Mixes, Flako Mixes, Pet Food)
 Ad Agency—J. Walter Thompson
 Richardson-Merrell, Inc. (Lavoris, Cough Syrup, Vaporub)
 Ad Agency—Morse International
 Scott Paper Co. (Napkins, Toilet Tissue)
 Ad Agency—J. Walter Thompson
 Simoniz Co. (Floor Wax)
 Ad Agency—Young & Rubicam
 Singer Mfg. Co. (Sewing Machines, Vacuum Cleaners)
 Ad Agency—Young & Rubicam
 Standard Brands (Margarin, Coffee, Tea, Pie Fillings)
 Ad Agency—J. Walter Thompson

**Moment of Fear
(NBC-TV)**

Advertiser and Product:
 Helene Curtis
 Ad Agency—Campbell-Mithun
 Lever
 Ad Agency—SSCB
 Norwich
 Ad Agency—Benton and Bowles
 Revlon
 Ad Agency—Warwick and Legler

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

Advertiser and Product:
 Chrysler Corp. (Plymouth, Valiant Passenger Cars)
 Ad Agency—N. W. Ayer
 S. C. Johnson & Son, Inc., (Wax, Furniture Polish, Insecticide)
 Ad Agency—Needham, Louis & Brorby
 Kellogg Co. (Cereals, Dog Food)
 Ad Agency—Leo Burnett
 Pittsburgh Plate Glass Co. (Chemicals, Glass, Paints)
 Ad Agency—Batten, Barton, Durstine & Osborn
 Polaroid Corp. (Land Camera)
 Ad Agency—Doyle, Dane, Bernbach
 Scott Paper Co. (Tissues, Towels)
 Ad Agency—J. Walter Thompson

**Morning Court
(ABC-TV)**

(See ABC-TV Daytime Programming)

**Mr. Garlund
(CBS-TV)**

Advertiser and Product:
 Chrysler Corp. (Plymouth, Valiant Cars)
 Ad Agency—N. W. Ayer
 Liggett & Tobacco Co. (L & M Filter Cigarettes)
 Ad Agency—Dancer-Fitzgerald

**Mr. Lucky
(CBS-TV)**

Advertiser and Product:
 Brown & Williamson Tobacco Corp. (Life)
 Ad Agency—Ted Bates
 Cluett, Peabody & Co. (Arrow Shirts)
 Ad Agency—Lennen & Newell
 Lever Brothers Co. (Soaps, Detergents)
 Ad Agency—Kenyon & Eckhardt

**M-Squad
(NBC-TV)**

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Compton
 American Tobacco
 Ad Agency—SSCB
 Glenbrook
 Ad Agency—Dancer-Fitzgerald-Sample

COMMERCIAL TV NETWORK PROGRAMS

Murray, Arthur, Dance Party (NBC-TV)

Advertiser and Product:

Block
Ad Agency—Grey
P. Lorillard
Ad Agency—Lennen and Newell
Sterling
Ad Agency—Dancer-Fitzgerald-Sample

Murray, Jan, Show (NBC-TV)

Advertiser and Product:

Alberto-Culver
Ad Agency—Compton
American Home
Ad Agency—Ted Bates
Block
Ad Agency—Grey
General Mills
Ad Agency—Batten, Barton, Durstine & Osborn
Mogen-David
Ad Agency—Edward H. Weiss
Nabisco
Ad Agency—McCann-Erickson
Proctor-Silex
Ad Agency—Weiss and Geller

My Sister Eileen (CBS-TV)

Advertiser and Product:

Colgate-Palmolive Co. (Soap, Detergent, Dental Cream, Deodorant)
Ad Agency—Lennen & Newell
Pillsbury Co. (Cake Mixes, Instant Potatoes)
Ad Agency—Leo Burnett

My Three Sons (ABC-TV)

Advertiser and Product:

Chevrolet Division of General Motors
Ad Agency: Campbell-Ewald

— N —

Naked City (ABC-TV)

Advertiser and Product:

A. C. Spark Plug
Ad Agency—D. P. Brother
Brillo
Ad Agency—J. Walter Thompson
Bristol Myers
Ad Agency—Ogilvy, Benson & Mather
Brown & Williamson
Ad Agency—Ted Bates
Derby
Ad Agency—McCann-Erickson
Dow Chemical
Ad Agency—MacManus, John & Adams
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn
Hagger
Ad Agency—Tracey-Locke
Ludens
Ad Agency—J. M. Mathes

P&G

Ad Agency—Benton & Bowles
Shwayder Bros.
Ad Agency—Grey Advertising
Sunbeam
Ad Agency—Foote, Cone & Belding
Warner-Lambert
Lambert & Feasley

National Velvet (NBC-TV)

Advertiser and Product:

General Mills
Ad Agency—Batten, Barton, Durstine & Osborn
Rexall
Ad Agency—Batten, Barton, Durstine & Osborn

NBA Pro Basketball (NBC-TV)

Advertiser and Product:

Anheuser-Busch
Ad Agency—Gardner
Bayuk
Ad Agency—Wermen and Schorr
General Mills
Ad Agency—Knox Reeves
Schick
Ad Agency—Compton

NBC News Day Report (NBC-TV)

Advertiser and Product:

General Mills
Ad Agency—Knox, Reeves

NCAA Football (ABC-TV)

Advertiser and Product:

Competition Motors
Ad Agency—Doyle-Dane-Bernbach
Gillette
Ad Agency—Maxon Advertising
Humble Oil & Refining
Ad Agency—McCann-Erickson
L & M
Ad Agency—Dancer-Fitzgerald-Sample

— O —

O'Keefe, Dennis, Show (CBS-TV)

Advertiser and Product:

General Motors Corp. (Oldsmobile Div.)
Ad Agency—D. P. Brother

On the Go (CBS-TV)

Advertiser and Product:

American Cyanamid Co. (Melmac Plastic Dinnerware)
Ad Agency—Erwin, Wasey, Ruthrauff & Ryan
Commonwealth Products, Inc. (Copper Cleaners)
Ad Agency—R. Jack Scott
General Nutrition Corp. (Vitaman Sales Co.)
Ad Agency—Fairfax, Inc.

Helene Curtis Industries, Inc. (Enden, Suave)
 Ad Agency—Edward H. Weiss
 S. C. Johnson & Son, Inc. (Pride, Stride)
 Ad Agency—Needham, Louis & Brorby
 Kayser-Roth Corp. (Supp-Hose)
 Ad Agency—Daniel & Charles
 Lawry's Products, Inc. (Seasoning, Spaghetti
 Sauce)
 Ad Agency—Doyle, Dane, Bernbach
 J. B. Williams Co., Inc. (Geritol, Sominex)
 Ad Agency—Parkson Adv.

**Overland Trail
 (NBC-TV)**

Advertiser and Product:

American Safety Razor
 Ad Agency—Kenyon and Eckhardt
 Breck
 Ad Agency—Reach, McClinton, Inc.
 Bristol-Myers
 Ad Agency—Young and Rubicam
 Corn Products
 Ad Agency—Lennen and Newell
 P. Lorillard
 Ad Agency—Lennen and Newell
 North American Phillips
 Ad Agency—C. J. La Roche
 Pillsbury
 Ad Agency—Leo Burnett
 Proctor and Gamble
 Ad Agency—Benton and Bowles
 Rexall
 Ad Agency—Batten, Barton, Durstine & Osborn
 Scripto
 Ad Agency—Donahue and Coe
 Standard Brands
 Ad Agency—J. Walter Thompson
 Warner-Lambert
 Ad Agency—Lambert and Feasley

— P —

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

Advertiser and Product:

Block Drug
 Ad Agency—Grey
 Glenbrook
 Ad Agency—Dancer-Fitzgerald-Sample
 Midas
 Ad Agency—Edward H. Weiss
 Squibb
 Ad Agency—Donahue and Coe

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

Advertiser and Product:

Burlington Industries, Inc. (Supp Stockings)
 Ad Agency—Donahue & Coe

Carter Products, Inc. (Deodorant, Salad Dressing,
 Little Pills, Shave Cream)
 Ad Agency—Ted Bates
 Lanolin Plus, Inc. (Shampoos)
 Ad Agency—C. J. La Roche
 Polaroid Corp. (Land Camera)
 Ad Agency—Doyle, Dane, Bernbach
 Revlon, Inc. (Knomark Mfg. Co.) (Esquire Shoe
 Polish)
 Ad Agency—Mogul, Wililams & Saylor
 Scripto, Inc. (Pens, Lighters)
 Ad Agency—Donahue & Coe
 American Home Products Corp. (Anacin Tablets)
 Ad Agency—Ted Bates
 Sears, Roebuck & Co. (Allstate Insurance)
 Ad Agency—Leo Burnett
 Union Carbide Corp. (Nat'l Carbon) (Prestone
 Anti-Freeze)
 Ad Agency—Wm. Esty
 Wander Co. (Minvitine Reducing Aid)
 Ad Agency—Clinton Frank
 Warner-Lambert Pharmaceutical Co. (Home
 Permanents)
 Ad Agency—Lambert & Feasley
 Lanvin Parfums Inc. (Fragrances & Toiletries)
 Ad Agency—North Adv.
 J. B. Williams Co., Inc. (Geritol, Serutan,
 Sominex)
 Ad Agency—Parkson

**Peter Gunn
 (ABC-TV)
 (NBC-TV)**

Advertiser and Product:

Bristol-Myers
 Ad Agency—Doherty, Clifford, Stern and
 Shenfield
 R. J. Reynolds
 Ad Agency—William Esty

**Philip Marlowe
 (ABC-TV)**

Advertiser and Product:

Brown and Williamson
 Ad Agency—Ted Bates
 Whitehall Labs
 Ad Agency—Ted Bates

**Play Your Hunch
 (Daytime)
 (Nighttime)
 (NBC-TV)**

Advertiser and Product:

American Home Products
 Ad Agency—Ted Bates
 Block
 Ad Agency—Grey

COMMERCIAL TV NETWORK PROGRAMS

Brown and Williamson
Ad Agency—Keyes, Madden and Jones
Colgate
Ad Agency—Ted Bates
Coty
Ad Agency—Batten, Barton, Durstine & Osborn
General Mills
Ad Agency—Dancer-Fitzgerald-Sample
Glenbrook
Ad Agency—Dancer-Fitzgerald-Sample
Hartz
Ad Agency—George H. Hartman
Heinz
Ad Agency—Maxon
Mentholatum
Ad Agency—J. Walter Thompson
Miles
Ad Agency—Wade
Proctor-Silex
Ad Agency—Weiss and Geller
Rexall
Ad Agency—Batten, Barton, Durstine & Osborn
Simoniz
Ad Agency—Dancer-Fitzgerald-Sample
Tussy
Ad Agency—Young and Rubicam
Vitamin Sales
Ad Agency—Fairfax, Inc.
Warner-Lambert
Ad Agency—Lambert and Feasley

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

Advertiser and Product:

General Foods Corp. (Kool-Aid, Maxwell House Coffee, S.O.S.)
Ad Agency—Ogilvy, Benson & Mather
S. C. Johnson & Son, Inc. (Johnson's Wax, Cleaners, Polishers, Insecticides, Deodorizers)
Ad Agency—Benton & Bowles
P. Lorillard Co. (Kent Cigarettes)
Ad Agency—Lennen & Newell

Price Is Right, The (Daytime) (Nighttime) (NBC-TV)

Advertiser and Product:

Alberto-Culver
Ad Agency—Wade
American Home Products
Ad Agency—Ted Bates
Beechnut
Ad Agency—Young and Rubicam
Chemstrand
Ad Agency—Doyle, Dane, Bernbach
Congoleum-Nairn
Ad Agency—Keyes, Madden and Jones
Drackett
Ad Agency—Young and Rubicam
Frigidaire
Ad Agency—Dancer-Fitzgerald-Sample
General Mills
Ad Agency—Knox, Reeves
Glenbrook
Ad Agency—Dancer-Fitzgerald-Sample

Heinz
Ad Agency—Maxon
Leeming
Ad Agency—William Esty
Lever
Ad Agency—Batten, Barton, Durstine & Osborn;
Ogilvy, Benson, Mather
Mentholatum
Ad Agency—J. Walter Thompson
Miles
Ad Agency—Wade
Nabisco
Ad Agency—Kenyon and Eckhardt
Ponds
Ad Agency—J. Walter Thompson
Speidel
Ad Agency—Norman, Craig, Kummel
Standard Brands
Ad Agency—Ted Bates
Sweets
Ad Agency—Henry Eisen
Toni
Ad Agency—Maxon
Tussy
Ad Agency—Young and Rubicam

Producer's Choice (NBC-TV)

Advertiser and Product:

Bristol-Myers
Ad Agency—Young and Rubicam
R. J. Reynolds
Ad Agency—William Esty

Professional Football (NBC-TV)

Advertiser and Product:

Anheuser Busch
Ad Agency—Gardner
Minnesota Brewing
Ad Agency—Knox, Reeves
National Brewing
Ad Agency—W. B. Doner
Pearl Brewing
Ad Agency—Tracey-Locke
Phillips Petroleum
Ad Agency—Lambert and Feasley

Pro Football Games (CBS-TV)

Advertiser and Product:

P. Ballantine & Sons, Inc. (Beer)
Ad Agency—Wm. Esty
Colgate-Palmolive Co. (Shave Cream & Hair Prep.)
Ad Agency—Ted Bates
Falstaff Brewing Co. (Beer)
Ad Agency—Dancer-Fitzgerald-Sample
American Home Products Corp. (Anacin)
Ad Agency—Ted Bates
Theo. Hamm Brewing Co. (Beer)
Ad Agency—Campbell-Mithun
National Brewing Co. (Beer)
Ad Agency—W. B. Doner
Ohio Oil Co. (Speedway Petroleum) (Gas, Oil)
Ad Agency—W. B. Doner

Philip Morris, Inc. (Marlboro, Pal Injector Blades)
 Ad Agency—Leo Burnett
 Shell Oil Co. (Gas, Oil)
 Ad Agency—J. Walter Thompson
 Standard Oil Co. of Indiana (Oil)
 Ad Agency—D'arcy
 Studebaker-Packard Corp. (Lark)
 Ad Agency—D'arcy
 Sun Oil Co. (Oil)
 Ad Agency—Wm. Esty
 Union Oil Co. (Oil)
 Ad Agency—Young & Rubicam

**Pro Football Kickoff
 (CBS-TV)**

Advertiser and Product:
 Bristol-Myers Co. (Hair Tonic)
 Ad Agency—Young & Rubicam
 Carter Products, Inc. (Shave Cream, Arrid)
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles

**Pro Football Review
 (CBS-TV)**

Advertiser and Product:
 Studebaker-Packard Corp.

— Q —

**Queen for a Day
 (ABC-TV)**

(See ABC-TV Daytime Programming)
(NBC-TV)

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Compton
 Bayuk
 Ad Agency—Warman and Schorr
 Block
 Ad Agency—Grey
 Congoleum-Nairn
 Ad Agency—Keyes, Madden, Jones
 Hartz
 Ad Agency—George H. Hartman
 Heinz
 Ad Agency—Maxon
 Leeming
 Ad Agency—William Esty
 Miles
 Ad Agency—Wade
 Nabisco
 Ad Agency—McCann-Erickson
 Nestle
 Ad Agency—William Esty
 Ponds
 Ad Agency—J. Walter Thompson
 Procter and Gamble
 Ad Agency—Young and Rubicam
 Rexall
 Ad Agency—Batten, Barton, Durstine & Osborn
 Sterling
 Ad Agency—Dancer-Fitzgerald-Sample
 Vitamin Sales
 Ad Agency—Fairfax, Inc.
 Warner-Lambert
 Ad Agency—Lambert and Feasley

— R —

**Rawhide
 (CBS-TV)**

Advertiser and Product:
 American Home Products Corp. (Anacin)
 Ad Agency—Ted Bates
 Bristol-Myers Co. (Bufferin, Ipana)
 Ad Agency—Young & Rubicam
 Colgate-Palmolive Co. (Dental Cream, Shampoo,
 Shave Cream)
 Ad Agency—Lennen & Newell
 Elgin Watch Co. (Watches)
 Ad Agency—J. Walter Thompson
 Drackett Co. (Drano, Windex)
 Ad Agency—Young & Rubicam
 General Foods Corp. (Maxwell House Coffee)
 Ad Agency—Benton & Bowles
 Gulf Oil Corp. (Oil, Gas)
 Ad Agency—Young & Rubicam
 Theo. Hamm Brewing Co. (Beer)
 Ad Agency—Campbell-Mithun
 M & R Dietetic Labs, Inc. (Pream)
 Ad Agency—Benton & Bowles
 Mutual Benefit Health & Accident Ass'n.
 (Insurance)
 Ad Agency—Bozell & Jacobs
 National Biscuit Co. (Crackers)
 Ad Agency—McCann-Erickson
 Outboard Marine Corp. (Johnson Motors)
 Ad Agency—J. Walter Thompson
 Peter Paul, Inc. (Candy)
 Ad Agency—Dancer-Fitzgerald-Sample
 Philip Morris, Inc. (Alpine, Commander,
 Parliament)
 Ad Agency—Benton & Bowles
 Richardson-Merrell, Inc. (Vicks Cold Remedies)
 Ad Agency—Ogilvy, Benson & Mather
 Van Camp Sea Food Co., Inc. (Chicken of Sea
 Tuna)
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan
 Wm. Wrigley Jr., Co. (Gum)
 Ad Agency—Erwin, Wasey, Ruthrauff & Ryan

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

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

**Rebel, The
 (ABC-TV)**

Advertiser and Product:
 Liggett & Myers
 Ad Agency—Dancer-Fitzgerald-Sample
 Procter & Gamble
 Ad Agency—Young & Rubicam
 Union Carbide
 Ad Agency—William Esty

**Donna Reed Show, The
 (ABC-TV)**

Advertiser and Product:
 Campbell Soup
 Ad Agency—Batten, Barton, Durstine & Osborn

COMMERCIAL TV NETWORK PROGRAMS

Johnson & Johnson
Ad Agency—Young & Rubicam

Revlon Revue (CBS-TV)

Advertiser and Product:
Revlon, Inc. (Lipstick, Nail Polish, Lady's
Shavers, Perfumes, Hair Care Products)
Ad Agency—Warwick & Legler

Rifleman, The (ABC-TV)

Advertiser and Product:
Miles Laboratories
Ad Agency—Wade Advertising
Procter & Gamble
Ad Agency—Benton & Bowles
Ralston Purina Co.
Ad Agency—Gardner Advt.

Riverboat (NBC-TV)

Advertiser and Product:
American Safety Razor
Ad Agency—Kenyon and Eckhardt
Block
Ad Agency—SSCB
Brown and Williamson
Ad Agency—Keyes, Madden and Jones
California Packing
Ad Agency—McCann-Erickson
Dow
Ad Agency—McManus, John and Adams
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn
Ford
Ad Agency—J. Walter Thompson
Glenbrook
Ad Agency—Dancer-Fitzgerald-Sample
Gold Seal
Ad Agency—Campbell-Mithun
Max Factor
Ad Agency—Kenyon and Eckhardt
Mogen-David
Ad Agency—Edward H. Weiss
Nestle
Ad Agency—William Esty
Norwich
Ad Agency—Benton and Bowles
Noxema
Ad Agency—SSCB
Pan American Coffee
Ad Agency—Batten, Barton, Durstine & Osborn
Polaroid
Ad Agency—Doyle, Dane, Bernbach
Procter & Gamble
Ad Agency—Denton and Bowles
Revlon
Ad Agency—Warwick and Legler
H. F. Ritchie
Ad Agency—Kenyon and Eckhardt
Simoniz
Ad Agency—Dancer-Fitzgerald-Sample

Standard Brands
Ad Agency—J. Walter Thompson
Studebaker
Ad Agency—D'Arcy
Sunshine
Ad Agency—Cunningham and Walsh
Warner-Lambert
Ad Agency—Ted Bates

Road to Reality (ABC-TV)

(See ABC-TV Daytime Programming)

Roaring 20's, The (ABC-TV)

Advertiser and Product:
American Chicle
Ad Agency—Dancer-Fitzgerald-Sample
American Chicle
Ad Agency—Ted Bates
Anahist
Ad Agency—Ted Bates
Beecham
Ad Agency—Kenyon & Eckhardt
Brillo
Ad Agency—J. Walter Thompson
Burlington Mills
Ad Agency—Donahue & Coe
Carter
Ad Agency—Ted Bates
Colgate
Ad Agency—Ted Bates
Derby Foods
Ad Agency—McCann-Erickson
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn

Rocky & His Friends (ABC-TV)

Advertiser and Product:
American Chicle
Ad Agency—Dancer-Fitzgerald-Sample
General Mills
Ad Agency—Dancer-Fitzgerald-Sample
Peter Paul
Ad Agency—Dancer-Fitzgerald-Sample

Route 66 (CBS-TV)

Advertiser and Product:
General Motors Corp. (Chevrolet, Corvair Cars &
Trucks)
Ad Agency—Campbell-Ewald
Philip Morris, Inc. (Commander, Marlboro)
Ad Agency—Leo Burnett
Sterling Drug, Inc. (Aspirin, Milk of Magnesia)
Ad Agency—Dancer-Fitzgerald-Sample

Ruff and Reddy (NBC-TV)

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

— S —

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

Advertiser and Product:

Procter & Gamble Co. (Soaps, Detergents,
Cleansers)
Ad Agency—Leo Burnett

**Secret Storm
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Aerowax,
Bisodol, Easy-Off, Wizard)
Ad Agency—Ted Bates
Atlantis Sales Corp. (R. T. French) (Instant
Potatoes)
Ad Agency—J. Walter Thompson
General Mills Inc. (Betty Crocker Mixes)
Ad Agency—Dancer-Fitzgerald-Sample
Peter Paul, Inc. (Candy)
Ad Agency—Dancer-Fitzgerald-Sample
Quaker Oats Co. (Aunt Jemima Mixes, Pet Food)
Ad Agency—J. Walter Thompson
Scott Paper Co. (Wax Paper, Tissues, Towels)
Ad Agency—J. Walter Thompson
Sperry Rand Corp. (Electric Shavers)
Ad Agency—Young & Rubicam
Standard Brands, Inc. (Margarine, Coffee, Tea,
Desserts)
Ad Agency—Ted Bates

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

Advertiser and Product:

Chevrolet
Ad Agency—Campbell-Mithun

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

Advertiser and Product:

S. C. Johnson & Son, Inc. (Floor Wax, Furniture
Polish)
Ad Agency—Foote, Cone & Belding
Pet Milk Co. (Milk Product)
Ad Agency—Gardner Adv.

**Sky King
(CBS-TV)**

Advertiser and Product:

National Biscuit Co. (Cookies, Cereals)
Ad Agency—McCann-Erickson

**Small World
(CBS-TV)**

Advertiser and Product:

Olin Mathieson Chemical Corp. (Aluminum, Drug
Products, Winchester, Fire & Ammunition)
Ad Agency—D'Arcy Adv.

**Smith, Kate, Show
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Aero Shave,
Aerowax, Anacin, Bisodol, Dristan, Easy-Off,

Freezone, Shoe Polish, Heet, Outgro, Sleepeze,
Deodorizers)
Ad Agency—Ted Bates

**Sothorn, Ann, Show
(CBS-TV)**

Advertiser and Product:

General Foods Corp. (Gaines Dog Meal, Post
Cereals, SOS, Tang, Tuffy, Yuban Coffee)
Ad Agency—Benton & Bowles
S. C. Johnson & Son, Inc. (Johnson's Glade, Klear
Wax, Pledge, Pride, Shoe Polish)
Ad Agency—Benton & Bowles

**Staccato, Johnny
(ABC-TV)**

Advertiser and Product:

Alberto-Culver
Ad Agency—Wade Adv.

**Stagecoach West
(ABC-TV)**

Advertiser and Product:

Brown & Williamson
Ad Agency—Ted Bates
General Foods
Ad Agency—Ogilvy, Benson & Mather
General Motors (UMS)
Ad Agency—Campbell-Ewald
Miles Labs
Ad Agency—Wade Advertising
Ralston Purina
Ad Agency—Gardner Advt.

**Stanwyck, Barbara, Show
(NBC-TV)**

Advertiser and Product:

Alberto-Culver
Ad Agency—Compton
American Gas
Ad Agency—Lennen and Newell

**Storm, The Gale, Show
(ABC-TV)**

Advertiser and Product:

Warner-Lambert
Ad Agency—Lambert & Feasley

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

Advertiser and Product:

Colgate-Palmolive Co. (Soaps, Detergents,
Shampoo, Dermassage Emollient, Rapid Shave)
Ad Agency—Ted Bates
Eastman Kodak Co. (Fibers)
Ad Agency—J. Walter Thompson

**Sunday News Special
(CBS-TV)**

Advertiser and Product:

American Home Products Corp. (Anacin, Bisodol,
Dondril, Dristan, Freezone, Infra Rub, Outgro,
Sleepeze)
Ad Agency—Ted Bates
Carter Products, Inc. (Arrid, Salad Dressing,
Little Pills, Rise)
Ad Agency—Ted Bates

COMMERCIAL TV NETWORK PROGRAMS

Sunday Sports Spectacular (CBS-TV)

Advertiser and Product:

Brunswick Corp. (Bowling Equipment)
Ad Agency—McCann-Erickson
Jos. Schlitz Brewing Co. (Beer)
Ad Agency—J. Walter Thompson

77 Sunset Strip (ABC-TV)

Advertiser and Product:

American Chicle
Ad Agency—Ted Bates
Beecham
Ad Agency—Kenyon & Eckhardt
Reynolds Tobacco
Ad Agency—William Esty
Whitehall
Ad Agency—Ted Bates

Surfside 6 (ABC-TV)

Advertiser and Product:

Brown & Williamson
Ad Agency—Ted Bates
Cluett Peabody
Ad Agency—Lennen & Newell
Johnson & Johnson
Ad Agency—Young & Rubicam
Pontiac
Ad Agency—MacManus, John & Adams
Whitehall Labs
Ad Agency—Ted Bates

— T —

Tales of Wells Fargo (NBC-TV)

Advertiser and Product:

American Tobacco
Ad Agency—SSCB
Colgate
Ad Agency—Ted Bates
General Foods
Ad Agency—Ogilvy, Benson, Mather
Procter and Gamble
Ad Agency—Compton

Tall Man (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Young and Rubicam
R. J. Reynolds
Ad Agency—William Esty

Tate (NBC-TV)

Advertiser and Product:

Kraft
Ad Agency—J. Walter Thompson

Taylor, Robert in the Detectives (ABC-TV)

Advertiser and Product:

Procter & Gamble
Ad Agency—Benton & Bowles

Temple, Shirley, Show (NBC-TV)

Advertiser and Product:

Beechnut
Ad Agency—Young and Rubicam
Malt-O-Meal
Ad Agency—Campbell-Mithun
Max Factor
Ad Agency—Kenyon and Eckhardt
Pillsbury
Ad Agency—Leo Burnett
Procter and Gamble
Ad Agency—Benton and Bowles
RCA
Ad Agency—J. Walter Thompson
Reader's Digest
Ad Agency—J. Walter Thompson
Walt Disney
Ad Agency—Walt Disney Productions

Texaco Huntley-Brinkley Report (NBC-TV)

Advertiser and Product:

Texaco
Ad Agency—Cunningham and Walsh

Texan, The (ABC-TV)

(See ABC-TV Daytime Programming)

(CBS-TV)

Advertiser and Product:

Brown & Williams Tobacco Corp. (Kentucky,
Kings, Kool, Life, Raleigh, Viceroy)
Ad Agency—Ted Bates
Sears, Roebuck & Co. (Allstate) (Insurance)
Ad Agency—Leo Burnett
J. B. Williams Co., Inc. (Shave Lotion, Geritol)
Ad Agency—Parkson Adv.

This Is Your Life (NBC-TV)

Advertiser and Product:

Procter and Gamble
Ad Agency—Leo Burnett

Thomas, Danny, Show (CBS-TV)

Advertiser and Product:

General Foods Corp. (Gaines Dog Food, Maxwell
House Coffee, Post Cereals, SOS, Tang)
Ad Agency—Benton & Bowles

Thriller (NBC-TV)

Advertiser and Product:

Allstate Insurance

Ad Agency—Leo Burnett
 American Tobacco
 Ad Agency—SSCB
 Beechnut
 Ad Agency—Young and Rubicam
 DuPont
 Ad Agency—Batten, Barton, Durstine & Osborn
 Glenbrook
 Ad Agency—Dancer-Fitzgerald-Sample

**Tightrope
 (CBS-TV)**

Advertiser and Product:
 J. B. Williams Co., Inc. (Shave Lotion, Geritol,
 Sominex)
 Ad Agency—Parkson Adv.

**Time Present
 (NBC-TV)**

Advertiser and Product:
 American Photocopy Equipment
 Ad Agency—I. Rosenbloom, Inc.
 Kemper
 Ad Agency—Clinton E. Frank

**Today On the Farm
 (NBC-TV)**

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

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

Advertiser and Product:
 American Home Products Corp. (Anacin, Bisodol,
 Black Flag, Dristan, Easy-Off, Freezone, Griffin
 Shoe Polish, Infra Rub, Outgro, Sani Flush,
 Sleep Eze, Wizard Deodorizer)
 Ad Agency—Ted Bates
 Carter Products, Inc. (Arrid, Little Pills, Rise
 Shave Cream)
 Ad Agency—Sullivan, Stauffer, Colwell & Bayles
 Gillette Co. (Toni Div.) (Hair Spray, Ball Point
 Pens, Creme Rinse, Home Permanents,
 Shampoo)
 Ad Agency—North Adv.
 Helene Curtis Industries, Inc. (Enden, Bath Oil,
 Spray Net, Suave)
 Ad Agency—McCann-Erickson
 R. J. Reynolds Tobacco Co. (Camel Cigarettes)
 Ad Agency—Wm. Esty

**Troubleshooters
 (NBC-TV)**

Advertiser and Product:
 Boyer Labs
 Ad Agency—R. J. Scott
 Philip Morris
 Ad Agency—Leo Burnett

**True Story
 (NBC-TV)**

Advertiser and Product:
 Sterling
 Ad Agency—Dancer-Fitzgerald-Sample

Sweets
 Ad Agency—Henry Elsen

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

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Wade
 American Home Products
 Ad Agency—Ted Bates
 Beechnut
 Ad Agency—Young and Rubicam
 Congoleum-Nairn
 Ad Agency—Keyes, Madden and Jones
 Drackett
 Ad Agency—Young and Rubicam
 Frigidaire
 Ad Agency—Dancer-Fitzgerald-Sample
 General Mills
 Ad Agency—Knox, Reeves
 Hartz
 Ad Agency—George H. Hartman
 Heinz
 Ad Agency—Maxon
 Miles
 Ad Agency—Wade
 Nabisco
 Ad Agency—Kenyon and Eckhardt
 Ponds
 Ad Agency—J. Walter Thompson
 Procter and Gamble
 Ad Agency—Compton
 Proctor-Silex
 Ad Agency—Weiss and Geller
 Rexall
 Ad Agency—Batten, Barton, Durstine & Osborn
 Standard Brands
 Ad Agency—Ted Bates

**Twentieth Century
 (CBS-TV)**

Advertiser and Product:
 Prudential Insurance Co. of America
 (Institutional)
 Ad Agency—Reach, McClinton

**Twilight Zone
 (CBS-TV)**

Advertiser and Product:
 Colgate-Palmolive Co. (Dental Cream, Florient,
 Halo, Vel Liquid, Veto, Wildroot Cream Oil)
 Ad Agency—McCann-Erickson
 General Foods Corp. (SOS, Instant Sanka)
 Ad Agency—Young & Rubicam
 Kimberly-Clark Corp. (Delsey & Kleenex Paper
 Products)
 Ad Agency—Foote, Cone & Belding

— U —

**Untouchables, The
 (ABC-TV)**

Advertiser and Product:
 Armour
 Ad Agency—Foote, Cone & Belding
 Anahist
 Ad Agency—Ted Bates

COMMERCIAL TV NETWORK PROGRAMS

Beecham
Ad Agency—Kenyon & Eckhardt
Carnation
Ad Agency—Erwin Wasey, Ruthrauff & Ryan
Colgate
Ad Agency—Ted Bates
DuPont
Ad Agency—Batten, Barton, Durstine & Osborn
Elgin Watch Co.
Ad Agency—J. Walter Thompson
Lewis Howe
Ad Agency—McCann-Erickson
Liggett & Myers
Ad Agency—McCann-Erickson
Luden's
Ad Agency—J. M. Mathes
7-Up
Ad Agency—J. Walter Thompson
Sunbeam
Ad Agency—Foote, Cone & Belding
Union Carbide
Ad Agency—William Esty
Whitehall
Ad Agency—Ted Bates

U. S. Steel Hour (CBS-TV)

Advertiser and Product:
U. S. Steel Corp. (Institutional)
Ad Agency—Batten, Barton, Durstine & Osborn

— V —

Verdict Is Yours (CBS-TV)

Advertiser and Product:
American Home Products Corp. (Aerowax, Sleep-Eze, Anacin Tablets, Bisodol, Black Flag, Wizard, Dondril, Dristan, Easy-Off Cleaners, Griffin Shoe Polish, Heet, Hoppers, Infra-rub)
Ad Agency—Ted Bates
Armstrong Cork Co. (Floor & Walls)
Ad Agency—Batten, Barton, Durstine & Osborn
Drackett Co. (Drano, Twinkle, Vanish, Windex)
Ad Agency—Young & Rubicam
Dumas Milner Corp. (Perma Starch, Pine Sol)
Ad Agency—Gordon Best
General Mills, Inc. (Betty Crocker Mixes, Potatoes, Bisquick, Gold Medal Flour, Cereals)
Ad Agency—Dancer-Fitzgerald-Sample
Gillette Co. (Toni Div.) (Deep Magic, Paper Mate Ball Point Pens, Prom, Tonnette, Tame)
Ad Agency—Tatham Laird
Helene Curtis Industries, Inc. (H. C. Shampoo, Suave)
Ad Agency—Edward H. Weiss
Lever Brothers Co. (Air Wick, All, Dove Soap, Handy Andy, Pepsodent, Praise Soap)
Ad Agency—Ogilvy, Benson & Mather
Mentholatum Co. (Colban, Mentholatum & Deep Heat Rub)
Ad Agency—J. Walter Thompson
Quaker Oats Co. (Aunt Jemima Mixes, Flako, Ken L Dog Foods, Puss & Boots Cat Food, Quaker Oats)
Ad Agency—J. W. Thompson
Richardson-Merrell, Inc. (Lavoris, Vicks Prods)

Ad Agency—Morse International
Scott Paper Co. (Cut-Rite & Scott Paper Prods)
Ad Agency—J. W. Thompson
Simoniz Co. (Simoniz Floorwax, Tone Wax)
Ad Agency—Young & Rubicam
Sperry Rand Corp. (Remington Lady Elec. Shaver)
Ad Agency—Young & Rubicam
Standard Brands, Inc. (Blue Bonnet Margarine, Chase & Sanborn Coffee, Royal Desserts, Tea)
Ad Agency—Ted Bates
Standard Oil Co. of N.J. (Esso) (Flit Insecticide)
Ad Agency—McCann-Erickson
Sterling Drug, Inc. (Bayer Aspirin, Fizin, Fletchers Castoria, Haley SMO., Yeast, M of M)
Ad Agency—Dancer-Fitzgerald-Sample
Van Camp Sea Food Co., Inc. (Chicken of the Sea & White Star Tuna)
Ad Agency—Erwin, Wasey, Ruthrauff

Video Village (CBS-TV)

Advertiser and Product:
American Home Products Corp. (Aeroway, Anacin, Sleep-Eze, Dondril, Dristan, Easy-On, Freezone, Heet, Sani-Flush)
Ad Agency—Ted Bates
Colgate-Palmolive Co. (Ajax, Fab, Florient, Halo)
Ad Agency—Lennen & Newell
Eastman Kodak Co. (Chromspun, Estron Acetate, Verel, Kodak Fibers, Photo Supplies, Cameras)
Ad Agency—J. Walter Thompson
Lever Brothers Co. (Handy Andy, Lipton Soup Mixes, Lux Liquid)
Ad Agency—Young & Rubicam
& Kenyon & Eckhardt
Procter & Gamble Co. (Crest, Liit, Secret)
Ad Agency—Benton & Bowles
Richardson-Merrell, Inc. (Lavoris & Vicks Prods.)
Ad Agency—Morse International
Sperry Rand Corp. (Remington Electric & Ladys Shavers)
Ad Agency—Young & Rubicam
U. S. Borax & Chemical Corp. (20 Mule Team Borax)
Ad Agency—McCann-Erickson
J. B. Williams Co., Inc. (Devarex, Geritol, Serutan, Sominex)
Ad Agency—Parkson Adv.

— W —

Wagon Train (NBC-TV)

Advertiser and Product:
Ford
Ad Agency—J. Walter Thompson
Nabisco
Ad Agency—McCann-Erickson
R. J. Reynolds
Ad Agency—William Esty

Wanted Dead or Alive (CBS-TV)

Advertiser and Product:
Brown & Williamson Tobacco Co. (Kentucky King, Kool, Viceroy Cigarettes)

COMMERCIAL TV NETWORK PROGRAMS

Ad Agency—Ted Bates
 Kimberly-Clark Corp. (Delsey & Kleenex Paper Products)
 Ad Agency—Foote, Cone & Belding

Weaver, Charley, Show (ABC-TV)

Advertiser and Product:
 Mogen David Wine Corp.
 Ad Agency—Edward Weiss

Wednesday Night Fights (ABC-TV)

Advertiser and Products:
 Brown & Williamson
 Ad Agency—Ted Bates
 Miles Laboratories
 Ad Agency—Wade Advertising

Welk, The Lawrence, Show (ABC-TV)

Advertiser and Product:
 Block Drug
 Ad Agency—Grey Advertising
 Burlington Mills
 Ad Agency—Donahue & Coe
 Dodge Division of the Chrysler Corp.
 Ad Agency—Grant Advt.
 National Carbon
 Ad Agency—William Esty
 Polaroid Co.
 Ad Agency—Doyle, Dane & Bernbach
 J. B. Williams
 Ad Agency—Parkson Advertising

Westerner, The (NBC-TV)

Advertiser and Product:
 Beechnut
 Ad Agency—Young and Rubicam
 Simoniz
 Ad Agency—Dancer, Fitzgerald, Sample
 Warner-Lambert
 Ad Agency—Ted Bates

What's My Line (CBS-TV)

Advertiser and Product:
 Florida Citrus Commission (Florida Citrus Fruits, Frozen Juices)
 Ad Agency—Benton & Bowles
 Kellogg Co. (Kellogg Cereals)
 Ad Agency—Leo Burnett
 Sunbeam Corp. (Sunbeam Home Appliances)
 Ad Agency—Perrin Paus

Who Do You Trust? (ABC-TV)

(See ABC-TV Daytime Programming)

Wichita Town (NBC-TV)

Advertiser and Product:
 American Safety Razor

Ad Agency—Kenyon and Eckhardt
 Bayuk
 Ad Agency—Wermen and Schorr

Winchell, The Paul, Show (ABC-TV)

Advertiser and Product:
 General Mills
 Ad Agency—Dancer-Fitzgerald-Sample
 Hartz Mountain
 Ad Agency—George Hartman Co.

Witness (CBS-TV)

Advertiser and Product:
 Helene Curtis Industries, Inc. (Enden, Bath Oil, Suave)
 Ad Agency—McCann-Erickson
 Revlon, Inc. (Knowmark Mfg. Co.) (Lady Schick Electric Shaver, Esquire Shoe Polish, Schick Elec. Shaver)
 Ad Agency—Mogul, Williams & Saylor
 R. J. Reynolds Tobacco Co. (Camel Cigarettes)
 Ad Agency—Wm. Esty

World Wide 60 (NBC-TV)

Advertiser and Product:
 Longines
 Ad Agency—Longines Watch Co.

— Y —

You Bet Your Life (NBC-TV)

Advertiser and Product:
 Cluet, Peabody
 Ad Agency—Lennen and Newell
 Gillette
 Ad Agency—North Adv.
 Lever
 Ad Agency—SSCB
 Lorillard
 Ad Agency—Lennen and Newell
 Pharmcraft
 Ad Agency—J. Walter Thompson

Young Dr. Malone (NBC-TV)

Advertiser and Product:
 Alberto-Culver
 Ad Agency—Compton
 Block
 Ad Agency—Grey
 Brown and Williamson
 Ad Agency—Keyes, Madden, Jones
 Chemstrand
 Ad Agency—Doyle, Dane, Bernbach
 Coty
 Ad Agency—Batten, Barton, Durstine & Osborn
 General Mills
 Ad Agency—Dancer-Fitzgerald-Sample

**WHEN YOU CAN
HAVE THE BEST,
WHY BE
SATISFIED
WITH LESS?**



Glenbrook
 Ad Agency—Dancer-Fitzgerald-Sample
 Gold Seal
 Ad Agency—Campbell-Mithun
 Heinz
 Ad Agency—Maxon
 Jergens
 Ad Agency—Cunningham and Walsh
 Leeming
 Ad Agency—William Esty
 Lever
 Ad Agency—J. Walter Thompson
 Mennen
 Ad Agency—Grey
 Miles
 Ad Agency—Wade
 Nabisco
 Ad Agency—Kenyon and Eckhardt
 Plough
 Ad Agency—Lake, Spiro, Shurman
 Procter and Gamble
 Ad Agency—Dancer-Fitzgerald-Sample
 Proctor-Silex
 Ad Agency—Weiss and Geller
 Rexell
 Ad Agency—Batten, Barton, Durstine & Osborn
 Simoniz
 Ad Agency—Dancer-Fitzgerald-Sample
 Standard Brands
 Ad Agency—Ted Bates
 Warner-Lambert
 Ad Agency—Lambert and Feasley

**Young, The Loretta, Show
 (NBC-TV)**

Advertiser and Product:
 Philip Morris
 Ad Agency—Benton and Bowles
 Toni
 Ad Agency—Maxon
 Warner-Lambert
 Ad Agency—Lambert and Feasley
 Beechnut
 Ad Agency—Young and Rubicam
 Chemstrand
 Ad Agency—Doyle, Dane, Bernbach
 Drackett
 Ad Agency—Young and Rubicam
 Frigidaire
 Ad Agency—Dancer, Fitzgerald, Sample
 General Mills
 Ad Agency—Dancer, Fitzgerald, Sample
 Gold Seal
 Ad Agency—Campbell-Mithun
 Heinz
 Ad Agency—Maxon
 Knox
 Ad Agency—Charles W. Hoyt
 Nestle
 Ad Agency—William Esty
 Simoniz
 Ad Agency—Dancer, Fitzgerald, Sample
 Toni
 Ad Agency—North Adv.

**FOR COMMERCIAL PRODUCERS
 SEE PAGE 927**



**FOR NETWORK TELEVISION LISTINGS
 SEE PAGE 713**



**FOR TRANSCRIPTION & RECORDING COS.
 SEE PAGE 860**



**FOR STATE BROADCASTERS ASSOCIATIONS
 SEE PAGE 659**

Television Channel Allocations Assigned By The FCC

CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
ALABAMA	
Andalusia	*2-, 29
Anniston	70+
Auburn	56
Bessemer	54
Birmingham	6-, *10-, 13-, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23-
Demopolis	18
Dothan	4, 19-
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37-
Greenville	49
Guntersville	40
Huntsville	31+
Jasper	17
Mobile	5+, 10+, *42, 48+
Montgomery	12, 20, *26+, 32
Munford	*7-
Opelika	22-
Selma	8-, 58+
Sheffield	47-
Sylacauga	24
Talladega	64
Thomasville	27-
Troy	38-
Tuscaloosa	45, 51-
Tuskegee	16-
University	*74+

ALASKA	
Anchorage	2-, *7-, 11, 13-
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4-, 9
Sitka	13

ARIZONA	
Ajo	19-
Bisbee	54
Casa Grande	18-
Clifton	25-
Coolidge	36+
Douglas	3-, 35
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6-
Mesa	12-
Miami	28+
Moreno	31
Nogales	16, 32, 44+
Phoenix	3+, 5-, *8+, 10-

	Channel No.
Prescott	15
Safford	21
Tucson	4-, *6+, 9-, 13-
Williams	25
Winslow	16-
Yuma	11-, 13+, 22+, 60

ARKANSAS	
Arkadelphia	34+
Batesville	30-
Benton	40
Blytheville	64+, 74
Camden	50
Conway	62
El Dorado	10-, 26-
Fayetteville	*13-, 41-
Forrest City	22+
Fort Smith	5-, *16, 22, 39
Harrison	24
Helena	54-
Hope	15-
Hot Springs	9+, 52+
Jonesboro	8, 39+
Little Rock	*2-, 4, 7-, 11+, 17-, 23+
Magnolia	28+
Maumver	46
Morrilton	43-
Newport	28
Paragould	58-
Pine Bluff	36
Russellville	19
Searcy	33
Springdale	35-
Stuttgart	14+

CALIFORNIA	
Alturas	9
Bakersfield	*10-, 17, 29, 39
Bishop	19
Brawley	16
Chico	12-
Corona	52
Delano	37+
El Centro	26-, 48
Eureka	6-, 3-, 13-
Fresno	12+, *18-, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	59
Merced	34-, 66
Modesto	14+, 58
Monterey. (See Salinas.)	
Napa	62
Oakland. (See Francisco.)	
Oxnard	32
Palm Springs	19+
Petaluma	68
Pittsburg	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46+
Salinas-Monterey	8+, 35
San Bernardino	18, *24-, 30
San Buenaventura	38-
San Diego	8, 10, *15+, 27, 39, 51
San Francisco-Oakland	2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-
San Jose	11+, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3-, 20, 26

TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
Santa Cruz	56	Sarasota	34+
Santa Maria	44	Tallahassee	*11—, 24, 51
Santa Paula	16+	Tampa-St. Petersburg	*3, 8—, 10—, 13—, 38
Santa Rosa	50	West Palm Beach	5, 12, *15, 21+
Stockton	13+, 36, *42, 64	GEORGIA	
Tulare	27+	Albany	10, 25
Ukiah	18	Americus	31
Visalia	43, 49	Athens	*8, 60—
Watsonville	22—	Atlanta	2, 5—, 11+, *30, 36
Yreka City	19	Augusta	6+, 12+
Yuba City	52—	Bainbridge	35—
COLORADO			
Alamosa	3—, 19+	Brunswick	28—, 34—
Boulder	*12, 22+	Cairo	45+
Canon City	36	Carrollton	33
Colorado Springs	11, 13, *17+, 23+	Cartersville	63—
Craig	19	Cedartown	53—
Delta	24—	Columbus	3, 9, *34
Denver	2, 4—, *6—, 7, 9—, 20, 26+	Cordele	43
Durango	6+, 15	Dalton	25+
Fort Collins	44+	Douglas	32—
Fort Morgan	15+	Dublin	15
Grand Junction	5—, 21+	Elberton	24+
Greeley	50	Fitzgerald	53+
La Junta	24	Fort Valley	18+
Lamar	12—, 18—	Gainesville	52
Leadville	14+	Griffin	39+
Longmont	32	La Grange	50
Loveland	38	Macon	13+, *41+, 47+
Montrose	10+, 18	Marietta	57+
Pueblo	5, *8, 28+, 34—	Milledgeville	51+
Salida	25	Moultrie	48—
Sterling	3, 25—	Newnan	61+
Trinidad	21—	Rome	59
Walsenburg	30—	Savannah	3+, *9—, 11
CONNECTICUT			
Bridgeport	43—, 49—, *71	Statesboro	22
Hartford	3+, 18—, *24	Swainsboro	20—
Meriden	65—	Thomasville	6, 27
New Britain	30+	Tifton	14—
New Haven	8+, 59+	Toccoa	35
New London	26+, 81	Valdosta	37+
Norwalk. (See Stamford.)		Vidalia	26
Norwich	57+, *63—	Waycross	8+, 16
Stamford-Norwalk	27	HAWAII	
Waterbury	53	Hilo, Hawaii	2, *4, 7, 9, 11, 13
DELAWARE			
Dover	40	Honolulu, Oahu	2+, 4—, 9—, 11+, 13—
Wilmington	12, *59—, 83+	Lihue, Kauai	3+, *8—, 10+, 12—
DISTRICT OF COLUMBIA			
Washington	4—, 5—, 7+, 9, 14—, 20+, *26—, 50—	Wailuku, Maui	3, *10, 12
FLORIDA			
Belle Glade	27+	IDAHO	
Bradenton	28—	Blackfoot	33
Clearwater	32+, 50	Boise	2, *4+, 7
Daytona Beach	2—, 53	Burley	15—
De Land	44+	Caldwell	9—
Fort Lauderdale	17—, 39	Emmett	26—
Fort Myers	11+	Gooding	23
Fort Pierce	19	Idaho Falls	3, 8+
Gainesville	*5—, 20+	Jerome	17
Jacksonville	4+, *7, 12—, 30+, 36—	Kellogg	36
Key West	14+	Lewiston	3—
Lake City	33+	Moscow	12—, *15
Lakeland	16+, 22+	Nampa	6, 12+
Lake Wales	14	Payette	14+
Leesburg	28—	Pocatello	6—, 10
Marianna	17+	Preston	41
Melbourne	37—	Rexburg	27+
Miami	*2, 4, 8, 7—, 10+, 23—, 33	Rupert	21
Ocala	15+	Sandpoint	23—
Orlando	6—, 9, 18, *24—, 47	Twin Falls	11, 13—
Palatka	17	Wallace	27—
Panama City	7+, 13, *30, 36+	Weiser	20—
Pensacola	3—, 15—, *21, 46	ILLINOIS	
Quincy	54+	Alton	48
St. Augustine	25+	Aurora	75
St. Petersburg. (See Tampa.)		Belleville	54+
Sanford	35+	Bloomington	15—
		Cairo	24—
		Carbondale	*8, 34, 61—
		Centralia	32+, 59+
		Champaign-Urbana	3+, *12—, 21, 27, 33
		Chicago	2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44
		Danville	24
		Decatur	17, 23+
		DeKalb	67

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TV CHANNEL ALLOCATIONS

	Channel No.
Dixon	47+
Elgin	83
Freeport	23
Galesburg	77
Harrisburg	3, 22
Jacksonville	49-
Joliet	48+
Kankakee	14
Kewanee	60-
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46-
Moline. (See Davenport, Iowa.)	
Mt. Vernon	38-
Olney	16-
Pekin	69+
Peoria	19, 25+, 31+, *37-
Quincy	10, 21+
Rockford	13+, 39+, *45+
Rock Island. (See Davenport, Iowa.)	
Springfield	20+, 26-, 36-, *66+
Streator	65-
Urbana. (See Champaign.)	
Vandalla	28-
Waukegan	79+

INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30-
Columbus	42-
Connersville	38+
Elkhart (see South Bend)	
Evansville	7, *9+, 14-, 50-
Fort Wayne	15+, 21+, *27+, 33-, 69
Gary	50, *66
Hammond	56-
Indianapolis	6, 8-, 13-, *20-, 39, 67-
Jasper	19+
Kokomo	29+
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25-
Marion	31
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34-
Princeton	52+
Richmond	32-
Sheibyville	58+
South Bend-Elkhart	16, 22, 28+, *52
Tell City	78
Terre Haute	2+, 10, *57+, *63-, 73+
Vincennes	44+
Washington	60+

IOWA

Algona	37+
Ames	5, 25-
Atlantic	45-
Boone	19-
Burlington	32-, 38+
Carroll	39
Cedar Rapids	2, 9-, 20-, *26+
Centerville	31-
Charles City	18-
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	4+, 6+, 8, *30+, 42-, 68
Decorah	44+
Des Moines	8-, *11+, 13-, 17+, 23-
Dubuque	56+, 62-
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24-

	Channel No.
Keokuk	44-
Knoxville	33-
Marshalltown	49
Mason City	3+, 35-
Muscatine	58
Newton	65+
Oelwein	28
Oskaloosa	52+
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20+
Sioux City	4-, 9, *30, 36-
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16-, *22-, 46+
Webster City	27

KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50-
Coffeyville	33-
Colby	22-
Concordia	47-
Dodge City	23
El Dorado	55+
Emporia	39-
Ensign	6+
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7-, 20-
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15-
Lawrence	*11, 17-
Leavenworth	54-
Liberal	14
McPherson	26-
Manhattan	*8, 23+
Newton	14+
Olathe	52-
Ottawa	21-
Parsons	46-
Pittsburg	7+, 38-
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24-
Wichita	3-, 10-, 16-, *22+
Winfield	43+

KENTUCKY

Ashland	59-
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43-
Glasgow	28+
Harlan	73+
Hazard	19-
Hopkinsville	18-
Lexington	18+, 27-, 64, 70+
Louisville	3-, 11+, *15, 21-, 41-, 51-
Madisonville	26
Mayfield	63
Maysville	24+
Middlesboro	57, 63+
Murray	33-
Owensboro	56-, 62
Paducah	6+, 43, 72
Pikeville	14-
Princeton	45-
Richmond	60
Somerset	29-
Winchester	37+

TV CHANNEL ALLOCATIONS

	Channel No.
LOUISIANA	
Abbeville	27+
Alexandria	5, 62+, 74
Bastrop	53+
Baton Rouge	2, 9-, 18-, 28, *34, 40-
Bogalusa	69, 78
Crowley	76
De Ridder	70
Eunice	64-
Franklin	46+
Hammond	57
Houma	11, 30+
Jackson	59
Jennings	48
Lafayette	10, 38-, 67-
Lafayette-Lake Charles	3
Lake Charles	7-, *14, 25, 60+
Minden	30
Monroe	8+, *13, 43+
Monroe-El Dorado	10
Morgan City	36+
Natchitoches	17+
New Iberia	15+
New Orleans	4+, 6+, *8, 12, 20-, 26, 32+, 61
Oakdale	54+
Opelousas	58
Ruston	20
Shreveport	3-, 12
Thibodaux	24
Winnfield	22-
MAINE	
Auburn	23+
Augusta	10-, 29-
Bangor	2-, 5+, *16-
Bar Harbor	22-
Bath	65
Belfast	41-
Biddeford	59
Calais	7-, 20-
Dover-Foxcroft	18+
Fort Kent	17+
Foxcroft (See Dover)	
Houlton	24
Lewiston	8-, 17
Millinocket	14+
Orono	*12-
Portland	6-, 13+, *47-, 53+
Presque Isle	8, 10+, 19
Rockland	25-
Rumford	55-
Van Buren	15-
Waterville	35+
MARYLAND	
Annapolis	53-
Baltimore	2+, 11-, 13+, 18, *24+, 72-
Cambridge	22+
Cumberland	17+, 30-
Frederick	62
Hagerstown	52, 68+
Salisbury	16+
MASSACHUSETTS	
Amherst	*82
Barnstable	25+
Boston	*2+, 4-, 5-, 7+, 38, 44+, 56
Brockton	62
Easthampton	61
Fall River	46-, 68
Greenfield	32+, 58-
Holyoke (See Springfield.)	
Lawrence	72
Lowell	78
New Bedford	6+, 28-, 34+
North Adams	19, *80+
Pittsfield	64+
Springfield-Holyoke	22, 40
Worcester	14, 20
MICHIGAN	
Alma	41+
Alpena	9+, *11, 30-

	Channel No.
Ann Arbor	20+, *26-
Bad Axe	46-
Battle Creek	58-, 64-
Bay City	5-, 63-, *73+
Benton Harbor	40+
Big Rapids	39-
Cadillac	13-, 45
Calumet	5
Cheboygan	4+, 36+
Coldwater	24-
Detroit	2+, 4, 7-, 50-, *56, 62
East Lansing	60+
East Tawas	25-
Escanaba	3+, *49
Flint	12-, 16-, *22-, 28
Gladstone	40-
Grand Rapids	8+, *17+, 23-
Houghton	19, *25
Iron Mountain	8-, 27
Iron River	33-
Ironwood	12-, 31-
Jackson	48
Kalamazoo	3-, 36-, *74
Lansing	6-, 54
Ludington	33
Manistee	15-
Manistique	14+
Marquette	6-, 13+, 17, *35
Midland	*14, 19+
Mount Pleasant	47-
Muskegon	29-, 35+
Parma-Onondago	10-
Petoskey	31
Pontiac	44+
Port Huron	34+
Rogers City	24
Saginaw	51-, 57-
Sault Ste. Marie	8, 10+, 28-, *34
Traverse City	7+, 20-, *26+
West Branch	21
MINNESOTA	
Albert Lea	57-
Alexandria	7, 36
Appleton	*10-
Austin	6-, 51+
Bemidji	9, 24-
Brainerd	12
Cloquet	44
Crookston	21-
Detroit Lakes	18+
Duluth-Superior, Wis.	3, 6+, *8, 10+, 32, 38
Ely	16
Fairmont	40+
Faribault	20
Fergus Falls	16-
Grand Rapids	20-
Hastings	29+
Hibbing	13-
International Falls	11
Little Falls	14+
Mankato	12, 15-
Marshall	22+
Minneapolis-St. Paul	*2-, 4, 5-, 9+, 11-, 17, 23+
Montevideo	19
New Ulm	43-
Northfield	26
Owatonna	45
Red Wing	63-
Rochester	10, 55-
St. Cloud	33
St. Paul. (See Minneapolis.)	
Stillwater	39-
Thief River Falls	15
Virginia	28+
Wadena	27+
Willmar	31+
Winona	61
Worthington	32
MISSISSIPPI	
Biloxi	13+, *44+, 50-
Brookhaven	37+
Canton	16

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TV CHANNEL ALLOCATIONS

	Channel No.
Clarksdale	32
Columbia	35+
Columbus	4, 28-
Corinth	41
Greenville	21-, 27
Greenwood	6, 24+
Grenada	44
Gulfport	56-
Hattiesburg	17-
Jackson	3+, 12+, *19+, 25-
Kosciusko	52-
Laurel	33-
Laurel-Pachuta	7
Louisville	46-
McComb	31
Meridian	11-, 30-, *36-
Natchez	29+
Pachuta (see Laurel)	
Pascagoula	22
Picayune	14
Starkville	34
State College	*2+
Tupelo	9-, 38
University	*20+
Vicksburg	41+
West Point	56+
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18+, 69
Carthage	56-
Caruthersville	27-
Chillicothe	14
Clinton	49
Columbia	8+, 16+, 22
Farmington	52
Festus	25-
Fulton	24+
Hannibal	7-, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3-, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	18-
Poplar Bluff	15+
Rolla	46
St. Joseph	2-, 30-, *36-
St. Louis	2, 4-, 5-, *9, 11-, 30, 42+
Sedalia	6-, 28+
Sikeston	37
Springfield	3+, 10, *26+, 32
West Plains	20-

MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22-
Butte	4, 6+, *7-, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18-
Great Falls	3+, 5+, *23-
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9-
Laurel	14+
Lewiston	13
Livingston	16-
Miles City	3-, *6, 10
Missoula	8-, *11-, 13-, 21+
Polson	18
Red Lodge	18+
Shelby	14-
Sidney	14

	Channel No.
Whitefish	16+
Wolf Point	20-

NEBRASKA

Alliance	13-, 21
Beatrice	40
Broken Bow	14-
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11-, 21+
Hastings	5-, 27-
Hay Springs	4+
Hayes Center	6
Kearney	13, 19
Lexington	23-
Lincoln	10+, *12-, 18+, 24
McCook	8-, 17
Nebraska City	50
Norfolk	33+
North Platte	2-, 9+
Omaha	3, 6+, 7-, *16, 22, 28-
Scottsbluff	10-, 16+
York	15

NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10-
Ely	3-, 6+
Fallon	29-
Goldfield	5-
Hawthorne	31
Henderson	2-
Las Vegas	8-, *10+, 13-
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27-
Tonopah	9-
Winnemucca	7+
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	76
Durham	*11
Hanover	*27+
Keene	45-
Laconia	43
Littleton	24-
Manchester	9-, 48+
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64-
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13-
New Brunswick	*19-, 47+
Paterson	37+
Trenton	41+
Wildwood	48-

NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6-, 23

TV CHANNEL ALLOCATIONS

	Channel No.
Clayton	27-
Clovis	12+, 35
Columbus	16-
Deming	14+
Farmington	12+, 17-
Five Points (see Atrisco)	
Galup	3, *8-, 10
Hobbs	46
Hot Springs	19
Las Cruces	22-
Las Vegas	14
Lordsburg	23+
Los Alamos	20-
Lovington	27
Portales	22+
Raton	46-, *52
Roswell	*3+, 8, 10
Santa Fe	2+, *9+, 11-
Silver City	*10+, 12
Socorro	15+
Truth or Consequences	19
Tucumcari	25+

NEW YORK

Albany-Schenectady-Troy	6, 13, *17+, 23-, 35, 41
Amsterdam	52-
Batavia	33-
Binghamton	12-, 40-, *46+, 56+
Buffalo	17, *23
Buffalo-Niagara Falls	2, 4-, 7+, 29+
Carthage	7-
Clymer	37
Cortland	72
Dunkirk	46
Elmira	18+, 24-, 30
Glens Falls	39+
Gloversville	29-
Hagaman	29
Hornell	50
Ithaca	*14+, 20-
Jamestown	58+
Kingston	66
Lake Placid	5
Malone	20+, *66
Massena	14
Middletown	60
New York	2, 4, 5+, 7, 9+, 11+, *25, 31-
Niagara Falls. (See Buffalo-Niagara Falls.)	
Ogdensburg	24+
Olean	54+
Oneonta	62-
Oswego	31
Patchogue	75
Plattsburgh	28+
Poughkeepsie	21-, *83
Rochester	5-, 10+, 15-, *21, 27+
Rome. (See Utica.)	
Saranac Lake	18
Schenectady. (See Albany.)	
Syracuse	3-, 8, *43+
Troy. (See Albany.)	
Utica-Rome	2-, *25+, 54
Vail Mills	10-
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	53
Asheville	13-, *56-, 62+, 78
Burlington	63
Burnsville	18
Chapel Hill	*4+
Charlotte	3, 9+, 36+, *42+
Durham	11+, *40-, 46+, 73
Elizabeth City	31+
Fayetteville	18-, 54
Gastonia	48
Goldensboro	34, 72
Greensboro-High Point-Winston Salem	8-
Greensboro	2-, *51-, 57
Greenville	9
Henderson	52-

	Channel No.
Hendersonville	27
Hickory	30-
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41-
Lumberton	21+
Mount Airy	55
New Bern	12+
Raleigh	5, *22-, 28-
Roanoke Rapids	30+
Rocky Mount	50+
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	64-
Statesville	64-
Washington	7
Wilmington	3-, 6, 29-, *35+
Wilson	56
Winston-Salem	12, 26+, *32-

NORTH DAKOTA

Bismarck	5, 12-, 18, *24
Bottineau	16+
Carrington	26-
Devils Lake	8+, 14
Dickinson	2+, 4, *17
Fargo	6, 11+, *34-, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7-, 42
Lisbon	23
Minot	*6+, 10-, 13+
New Rockford	20+
Pembina	12
Rugby	38-
Valley City	4-, 32
Wahpeton	45+
Williston	8-, 11-, *34+

OHIO

Akron	49+, *55-, 61+
Ashtabula	15
Athens	62-
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5-, 9, 12, *48-, 54-, 74
Cleveland	3, 5+, 8, 19, *25+, 65+
Columbus	4-, 6+, 10+, *34, 40
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28-
Lima	35-, 73
Lorain	31-
Mansfield	36+
Marion	17-
Massillon	23+
Middletown. (See Hamilton.)	
Mount Vernon	58
Newark	60-
Oxford	*14+
Piqua	44-
Portsmouth	30
Sandusky	42+
Springfield	52-, 76
Steubenville. (See Wheeling, W. Va.)	
Tiffin	47+
Toledo	11-, 13, *30+, 79
Warren	67+
Youngstown	21-, 27, 33, 73
Youngstown, Ohio-New Castle, Pa.	45-
Zanesville	18-, 50-

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TV CHANNEL ALLOCATIONS

	Channel No.
Johnson City	11—, 34+
Kingsport	28
Knoxville	6, 10+, *20+
Lawrenceburg	50+
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3—, 5+, *10+, 13+, 42—, 48—
Morristown	54+
Murfreesboro	18—
Nashville	*2—, 4+, 5, 8+, 30+, 36+
Oak Ridge	32+
Paris	51+
Pulaski	44—
Shelbyville	56
Sneedville	*2+
Springfield	42
Tulahoma	68—
Union City	55

TEXAS

Abilene	9+, 33—
Alice	34+
Alpine	12—
Amarillo	*2—, 4, 7, 10
Athens	25+
Austin	7+, 18—, 24, *70—
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4—, 6—, 12—, 31+, *37
Beeville	38—
Big Spring	4—, 34+
Bonham	43
Borger	33
Brady	15—
Breckenridge	14+
Brenham	52—
Brownfield	15
Brownsville	26, 44
Brownsville-Harlingen-Weslaco ¹	4+, 5—
Brownwood	19
Bryan	54—
Bryan-College Station (also see College Station)	3+
Childress	40
Cleburne	57
Coleman	21—
College Station (also see Bryan-College Station)	*48—
Conroe	20+
Corpus Christi	6+, 10—, *16+, 22, 43
Corsicana	47+
Crockett	56
Crystal City	44+
Cuero	25—
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16, 52+
Denison	52
Denton	*2, 17
Eagle Pass	22—, 64
Edinburg	60
El Campo	27
El Paso	4, *7, 9, 13, 26+, 38, 50, 62
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5+, 11—, 20—, *26—
Gainesville	49—
Galveston	35—, 41—, *47—
Gonzales	64+
Greenville	69—
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebbornville	58
Henderson	42+
Hereford	19—
Hillsboro	63
Houston	2—, *8—, 11+, 13—, 23+, 29—, 39—

¹These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

	Channel No.
Huntsville	15
Jacksonville	36—
Jasper	49+
Kermit	14
Kilgore	59—
Kingsville	40
Lamesa	28
Lampasas	40—
Laredo	8, 13, *15+, 27—, 39
Levelland	38—
Littlefield	32
Longview	32, 38+
Lubbock	5—, 11, 13—, *20, 26
Lufkin	9, 46—
McAllen	20—
McKinney	65—
Marfa	19+
Marshall	16—
Mercedes	66
Mexia	50—
Midland	2+, 18
Mineral Wells	38
Mission	70+
Monahans	9—
Mount Pleasant	35
Nacogdoches	19—, 40+
New Braunfels	62—
Odessa	7—, 24—
Orange	43—
Pampa	17—
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur. (See Beaumont.)	
Presidio	21
Quanah	42
Raymondville	64—
Rosenberg	17—
San Angelo	3—, 8+, 17+, *23—
San Antonio	4, 5, *9—, 12+, 35+, 41+
San Benito	48
San Marcos	53+
Seguin	14—
Seymour	24+
Sherman	46+
Snyder	30+
Stephenville	32+
Sulphur Springs	41
Sweetwater	12
Taylor	58+
Temple	6, 16, 22+
Terrell	53
Texarkana	6+, *18, 24—
Tyler	7, 61+, 72
Uvalde	20
Vernon	18+
Victoria	19+
Waco	10+, *28—, 34
Waxahachie	45—
Weatherford	51
Weslaco. (See Brownsville-Harlingen-Weslaco.)	
Wichita Falls	3, 6—, *16+, 22—
Zapata	49

UTAH

Brigham	36—
Cedar City	5
Logan	12—, 30, *46
Ogden	9+, *18—, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2—, 4—, 5+, *7—, 20+, 26
Tooele	44
Vernal	3+

VERMONT

Bennington	68—
Brattleboro	77+
Burlington	3, *16+, 22+

(Continued on Next Page)

TV CHANNEL ALLOCATIONS

	Channel No.		Channel No.
Montpelier	57	Morgantown	*24
Newport	46	Parkersburg	15-
Rutland	49+	Welch	25
St. Albans	34-	Weston	5, 32
St. Johnsbury	30	Wheeling	*57+
		Wheeling-Steubenville, Ohio	7, 9+, *51+
		Williamson	17
VIRGINIA			
Blacksburg	*60+		
Bristol. (See Bristol, Tenn.)		WISCONSIN	
Charlottesville	*45+, 64+	Adams	*58+
Covington	44+	Appleton	42+
Danville	24	Ashland	15+
Emporia	25+	Beaver Dam	51-
Farmville	19	Beloit	57
Fredericksburg	47	Chilton	*31+
Front Royal	39-	Eau Claire	13, *19+, 25+
Harrisonburg	3-, 34-	Fond du Lac	54+
Lexington	54	Green Bay	2+, 5+, 70+
Lynchburg	13, 16-	Janesville	63+
Marion	50	Kenosha	61-
Martinsville	35-	La Crosse	8+, *32+, 58-, 72
Newport News. (See Norfolk-Ports-		Madison	3, *21-, 27-, 33+
mouth-Newport News.)		Manitowoc	65
Norfolk-Portsmouth	27	Marinette	11+, 32-, *38+
Norfolk-Portsmouth-Newport News		Milwaukee	4-, *10+, 12, 18+, 24+, 30
3+, 10+, 13-, 15, *21-, 33		Oshkosh	48-
Norton	52+	Park Falls	*18
Petersburg	8, 41	Portage	17-
Portsmouth. (See Norfolk-Portsmouth		Prairie du Chien	34
and also see Norfolk, Portsmouth-		Racine	49-, 55
Newport News.)		Rhineland	22
Pulaski	37-	Rice Lake	21+
Richmond	6+, 12-, *23, 29+	Richland Center	15, *66-
Roanoke	7-, 10, 27+, *33-	Sheboygan	59-
South Boston	14+	Shell Lake	*30
Staunton	36	Sparta	50-
Waynesboro	42	Stevens Point	20+, 26-
Williamsburg	17	Sturgeon Bay	44-
Winchester	28+	Superior. (See Duluth, Minn.)	
		Wausau	9, 7-, 16+, *46-
WASHINGTON			
Aberdeen	58	Whitefish Bay	6
Anacortes	34	Wisconsin Rapids	14-
Bellingham	12+, 18+, 24-	WYOMING	
Bremerton	44, 50	Buffalo	29
Centralia	17	Casper	2+, 6+
Clarkston	34+, 40+	Cheyenne	5+
Ellensburg	49, *65	Cody	24-
Ephrata	16-, 43	Douglas	14
Everett	22-, 28-	Evanston	14-
Grand Coulee	37	Gillette	31-
Hoquiam	52	Green River	16
Kelso	39	Greybull	40
Kennewick	31	Lander	17-
Kennewick-Richland-Pasco	*41	Laramie	*8+, 18+
Longview	33	Lovell	36+
Moses Lake	33	Lusk	19-
Okanogan. (See Omak.)		Newcastle	28+
Olympia	60	Powell	30+
Omak-Okanogan	*35-	Rawlins	11-
Pasco (also see Kennewick-Richland-		Riverton	10+
Pasco)	19-	Rock Springs	13
Port Angeles	16-	Sheridan	9-, 12+
Pullman	*10-, 24	Thermopolis	15
Richland (also see Kennewick-Richland-		Torrington	27
Pasco)	25	Wheatland	24+
Seattle	4, 5+, 7, *9, 20, 26+	Worland	34
Spokane	2-, 4-, 6-, *7+	U. S. TERRITORIES AND POSSESSIONS	
Tacoma	11+, 13-, *56, 62	GUAM	
Walla Walla	22, 44-, *50	Agana	8, 10
Wenatchee	*45, 55-, 55	PUERTO RICO	
Yakima	23+, 29+, *47	Arecibo-Aguadilla	12+
		Caguas	11-
WEST VIRGINIA			
Beckley	4, 21, 66	Fajardo	13+
Bluefield	6-, 41+	Mayaguez	3+, 5-
Charleston	8+, *43+, 49-	Ponce	7+, 9-
Clarksburg	12+, 69-	San Juan	2+, 4-, *6+
Elkins	40+	VIRGIN ISLANDS	
Fairmont	35	Charlotte Amalle	10-
Hinton	31	Christiansted	8+
Huntington	3+, 13+, *53-		
Logan	23-		
Martinsburg	58-		

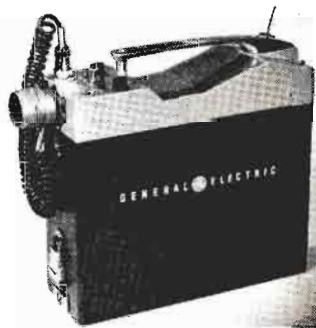
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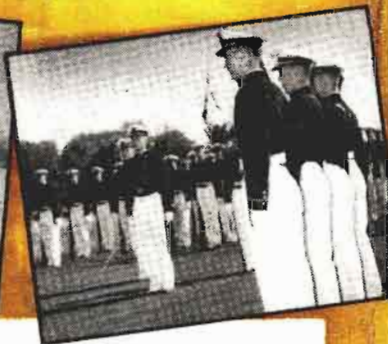


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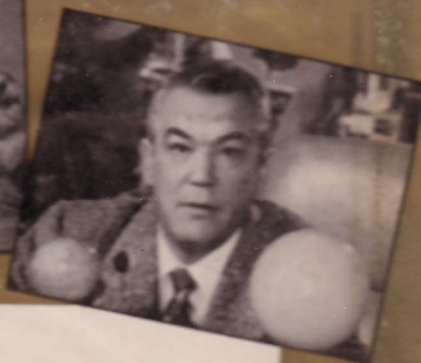
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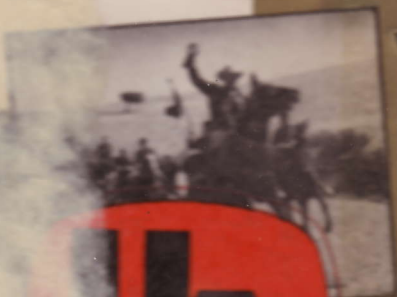
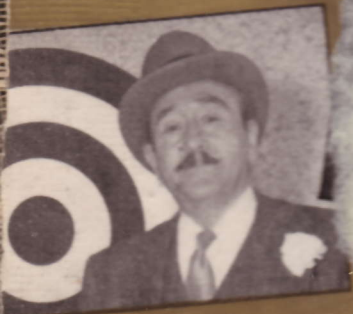
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