

How One Advertising Agency Looks At Television

No one knows all the answers, today.

But it is unsafe, we believe, to regard Television as anything *less* than potentially the greatest advertising medium yet known.

Believing that, we have, in the last five years, spared no effort to develop facilities which will enable Y&R clients to get an outstand-

ing value for every dollar spent in the Television field.

And we have told our clients what we believe ourselves: that outstanding values are now, and will be increasingly, available.

Young & Rubicam supervises and directs TV advertising for the following clients:

TELEVISION SHOWS

CLIENT	PROGRAM
Duffy-Mott Company, Inc.....	"Hollywood Screen Test" (participation)
General Electric Company.....	"The Fred Waring Show"
General Foods Corporation	
Jell-O Family Desserts.....	"The Aldrich Family"
Sanka Coffee.....	"The Goldbergs"
Goodyear Tire & Rubber.....	"Goodyear-Paul Whiteman Revue"
Company, Inc., The	
Gulf Oil Corporation.....	"We, the People"
International Silver Company.....	"Silver Theater"
Lipton, Inc., Thomas J.....	"Arthur Godfrey's Talent Scouts"
Jos. Schlitz Brewing Company.....	"Schlitz Family Parade" (local Milwaukee show)

TELEVISION SPOT CAMPAIGNS

Borden Company, The	General Foods Corporation	O-Cedar Corporation
Bristol-Myers Company	Johnson & Johnson	Petri Wine Company
Duffy-Mott Company, Inc.		Simmons Company

YOUNG & RUBICAM, INC.

ADVERTISING • New York Chicago Detroit San Francisco
Hollywood Montreal Toronto Mexico City London