

THE MUSEUM OF MODERN ART, NEW YORK

The Film Library and the Junior Council
of The Museum of Modern Art
request the pleasure of your company
at a preview and reception inaugurating
TELEVISION, U.S.A.: THIRTEEN SEASONS
in the Auditorium of the Museum
on Monday evening, February 4th
from 9:00 to 11:30 o'clock

Tickets are required for admission

R.S.V.P.

Black tie

11 West 53rd Street
New York 19

March 1, 1963

COMMERCIALS:
TELEVISION U.S.A: 13 SEASONS

<u>SCREENING DATE</u>	<u>TITLE</u>	<u>ADVERTISER</u>	<u>AGENCY</u>	<u>PRODUCTION CO.</u>
March 5-6-7	It's A Ford	Ford	J. Walter Thompson	Storyboard
	Build An Auto	Dodge	Grant	VanPraag Prod.
	Playgrounds	Johnson & Johnson	Young & Rubicam	Eibee Paris arco
March 8-9	Busy Day	General Foods	Young & Rubicam	UPA
	Plymouth Taxi	Chrysler Corp.	McCann-Erickson	Herb Kerkow
	Fluff	Heinz	Maxon	Storyboard
March 10-11	Dry Bones	Speedway Petroleum	W.B. Doner	Storyboard
	Our Town	Prudential	Caulkins & Holden	Lux Brill
	Face	Socony	Compton	UPA
March 19-20-21	Because	Personal Prods.	Young & Rubicam	Elliot, Unger & Elliot
	Surf	Proctor Gamble	Benton & Bowles	Peter Elgar
	Marsha	Wesson Oil	Fitzgerald	Storyboard
	Bert & Harry	Piels Breweries	Young & Rubicam	UPA
March 22-23	Wide Wide World	General Motors	McManus, John and Adams	Elektra
	Lincoln	Ford Motors	Young & Rubicam	Wilding
	Marky	Maypo Cereal	Bryan Houston	Storyboard
March 29-30	Lady Isn't Dressed	Chemstrand	Doyle, Dane & Bernbach	Transfilm
	BOH	National Bohemian Beer	W.B. Doner	Storyboard
	Fork & Spoon	Butternut Coffee	Buchanan-Thomas	Freberg/ Fine Arts
	Fairy Godmother	Navy Recruiting	U.S. Navy Dept.	Playhouse

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April 5-6	Show Opening	Prudential	C.B.S.	Storyboard
	Emily Tip	Tip Top Bread	J. Walter Thompson	Elliot- Goulding- Graham/Gifford- Kim
	Alaska	Delco	Campbell-Ewald	Van Praag
April 7-8	Valiant	Chrysler	B.B.D & O.	Gifford-Kim
	Band-Aid	Johnson & Johnson	Young & Rubicam	On Film
	3 Bears	Nabisco	McCann-Erickson	Elektra
April 9-10-11	Lion in Street	Dreyfus Fund	Doyle, Dane and Bernbach	MPO
	What's Beer	Brewers Corp.	J. Walter Thompson	Elliot, Unger & Elliot
	Box	Coca Cola	McCann-Marshall	Robert Lawrence
April 12-13	F-85	Oldsmobile F-85	D.P. Brother	Elektra
	The Fair	Pepsi-Cola Co.	B.B.D. & O.	Transfilm- Caravel
	Robert Barlow	Nat'l. Safety Council	Advertising Council Campbell-Ewald	Morton McComachie Prods
	Man and Wife	Aluminium Ltd.	J. Walter Thompson	Group Prods.
April 14-15	Corporate Image	Olin Mathieson	D'Arcy	Saul Bass/ Playhouse
	Picnic	Piel Bros.	Young & Rubicam	Gerald Schnitzer
	The Rhythm of Chrysler Corp.	Chrysler	McCann-Erickson	Len Lye

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April 16-17-18	Package	Olin Mathieson	D'Arcy	Saul Bass/ Playhouse
	409	409 Cleaner	Adco	Elektra
	Rice Krispies	Kellogg	Leo Burnett	Gerald Schnitzer
April 19-20	Rainy Night	Esso	McCann-Erickson	Elliot, Unger, and Elliot
	Do Nots	Farmhouse Frozen Foods	Grey	Elektra
	New Baby	Johnson & Johnson	Young & Rubicam	On Film
April 21-22	Pitchman	Alpine Cigarettes	Doyle, Dane and Bernbach	Elliot, Unger and Elliot
	Actors	Rival Dog Food	Guild, Dascom and Donfigli	Pantomime
	Jet Smooth Ride	Chevrolet	Campbell-Ewald	Elektra
April 23-24-25	Patches	Johnson & Johnson	Young and Rubicam	Elektra
	Great to Phone	A.T. & T.	N.W. Ayer	Pintoff Prods.
	Paris	Chevrolet	Campbell-Ewald	Elbee, Paris
April 26-27	P.M. East	Show Billboard	Ben Park Prod.	Saul Bass/ Playhouse
	Cat	Esso Oil Heat	MacLaren Ltd.	Elektra
	Ban	Ban Deodorant	Ogilvy, Benson & Mather	W.C.D.
April 28-29	Kaleidoscope	Sprite	McCann-Marschalk	Elliot, Unger and Elliot
	Night Rain	Karman-Ghia	Doyle, Dane and Bernbach	Robert Lawrence
	Just the Commercial	Ford	J. Walter Thompson	Playhouse
