

Courtesy Hour	Courtesy Motors	WENR-TV	Malcolm-Howard Agency
Cowboy Thrills	Everybody's Department Store	WBAP-TV	McBride-Holmes
Cowboy Thrills	Smart & Final	KTLA	Dan B. Miner Co.
Cowboy Thrills	Victory Packing Company	KTLA	McNeill, McCleery & Creamer
Crime Photographer	Toni, Inc.	CBS-TV	Foote, Cone & Belding
Crime Syndicated	Schick, Inc.	CBS-TV	Kudner Agency, Inc.
Crime With Father	Block Drug Co.	ABC-TV	Cecil & Presbrey
Crusade for Christ	Amm-i-Dent Tooth Powder, Minipoo	WXYZ-TV	
Crusade in Europe	Crusade for Christ, Inc.	WKZO-TV	
Crusade in Pacific	GE Dealers	WDSU-TV	Walker-Saussy Agency
Crusade in Pacific	American Brewing Co.	WSPD-TV	
Crusade in the Pacific	Miller High Life Beer Distributor	WENR-TV	George H. Hartman
Crusade in the Pacific	City Natl. Bank & Trust Co.	WOAI-TV	Mathisson Agency
Crusade in the Pacific	Miller Brewing Co.	WNBK	Griswold-Eshleman
Crusade in the Pacific	Miller's High Life Beer	WAVE-TV	
Crusade in the Pacific	Society for Savings	WJZ-TV	Al Paul Lefton Co.
Crusade in the Pacific	Stewarts Drug Goods Co.	WNBQ	Erwin Wasey
Crusade in the Pacific	Weich Wine	WNBQ	Allied Enterprises
Crusader Rabbitt	Garnation Co.	WAAM	AWL
Curiosity Club	Jewel Food Stores		
Custom Studio Theatre	Custom Upholstering		

D

Dance Party	Manchester Hosiery Mills	WNBK	Bahn Advertising Co.
Dancing School	I. G. A. (Independent Grocers Assn.)	WKY-TV	
Danger	Block Drug Co.	CBS-TV	Cecil & Presbrey, Inc.
Danny Williams	Participating	WKY-TV	
Darts for Dollars	Ward Baking Co.	WXEL	
Date With Judy, A	McKesson & Robbins	ABC-TV	J. D. Tarcher & Co.
Day-Time Shopper	Tartan, Yodora, Calox Tooth Powder, Vitamins	WHEN	
Decorators Workshop	Dey Bros. Dept. Store	WPIX	William Warren, Jackson & Delaney
Dick Dunkle Football	Sach's Quality Stores	WLW-C	
Dick Dunikel's Football Ratings	White Rock Beverage Co.	WPIX	Ward Wheelock Adv.
Dinah Shore Show	Adam Hat Stores	NBC-TV	Campbell-Ewald Co.
Dining Out With Dana	Chevrolet Motor Div., General Motors Corp. Chevrolet Dealers	WJZ-TV	J. M. Mathes Co.
	Canada Dry		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dinner Winner	Ward Baking Co.	WXEL	
Dixie Showboat	Los Angeles Brewing Co.	KTLA	Warwick & Legler, Inc.
Dixie Showboat	Louis Milani Foods, Inc.	KTLA	Marketers, Inc.
Dizzy Dean Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	WABD	Biow Co.
Dr. Carlo, Magician	Kuehmans Potato Chips	WSPD-TV	
Dr. Fixum	Harvey Lumber Co.	WENR-TV	M. M. Fisher
Dollar Derby	American Stores, Inc.	WHEN	
Dollar Derby	Big Bear Stores	WLW-C	
Dollar Derby	UBC Groceries—Food Products	WAVE-TV	
Dollar Talks to Fans	Dollar Federal Savings & Loan	WLW-C	
Don Ameche's Musical Playhouse	Cluett, Peabody & Co., Inc. Arrow Shirts & Ties	ABC-TV	Young & Rubicam
Don Ameche's Musical Playhouse	Packard Motor Co. Motor Cars & Trucks	ABC-TV	Young & Rubicam
Don Barksdale Sports Quiz	Archway Motors	WAAM	Dundon & Rosenbush
Don McNeil TV Club	Philco Corp. Refrigerators, Freezers, Air Conditioning Units	ABC-TV	Hutchins Adv. Agency
Dorsey Connors	Dean Milk Co.	WNBQ	Leo Burnett
Dorsey Connors	Fannie May Candy Co.	WNBQ	C. Wendel Muench & Co.
Dorsey Connors	First Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Dorsey Connors	Helene Curtiss Industries, Inc.	WNBQ	Gorden Best Co.
Dorsey Connors	Joanna Western Mills	WNBQ	George H. Hartman
Dorsey Connors	John M. Smyth & Co.	WNBQ	Herbert S. Laufman
Dorsey Connors	O'Connor & Goldberg	WNBQ	Dade B. Epstein
Dorsey Connors	Sawyer Biscuit Co.	WNBQ	George H. Hartman
Double "C" Canteen	Coca Cola Bottling Co. of N. Y. Coca Cola	WABD	Wm. Esty Co., Inc.
Double Thriller Movies	Maier Brewing Company	KTLA	Biow Co., Inc.
Double Thriller Movies	Taylor Motors	KTLA	Bishop & Associates
Down at Dulaney's	Dulaney Mfg. Co.	WKY-TV	Lowie Runkle
Down You Go	P. Lorillard Co. Old Gold Cigarettes	DuMont	Lennen & Mitchell
Dragnet	Liggitt & Myers Tobacco Co. Fatima Cigarettes	NBC-TV	Cunningham & Walsh
Draw With Me	Arthur Brown & Bros., Inc.	WNBQ	Huber Hoge & Sons

Dugout Dope
 Dugout Interviews
 DuMont News

Bennett Distributors for Philco
 Watkins Furniture Co.
 A. C. Harrison Co.
 Preen

WLV-C
 WXEL
 WABD

Calkins & Holden, Carloch, McClinton & Smith



Eastside Kids Film
 East Side-West Side
 Ed Hayes Sports
 Eddie Mann Trio
 Electric Theatre
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 Elmer Peterson and the News
 Eloise Salutes the Stars
 Eloise Salutes the Stars
 Eloise Salutes the Stars
 Enchanted Well
 Eva Gabor Show

Big Four Appliance Dealers
 Pastene Products
 Vitamin Corp. of America
 United Moving & Storage
 Detroit Edison
 Friden Calculator Machine Co.
 Jandel Furs, Inc.
 Mazor Furniture Co.
 Occidental Restaurant
 Perpetual Building Assn.
 Young Men's Shop
 Carnation, Mpls. Honeywell
 Doeskin Products
 Doeskin Tissues
 Doeskin
 Doeskin Tissues
 MacLevy Dance Studio System
 Gaylord Products

KTLA
 WPIX
 WJBK-TV
 WLW-C
 WXY-TV
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 KNBH
 DuMont

Irwin Company, Inc.
 J. Franklin Viola
 Campbell-Ewald Adv.
 J. Walter Thompson Co.
 Robert J. Enders, Inc.
 Kronstadt Advertising Agency
 Robert J. Enders, Inc.
 Kal, Ehrlich & Merrick, Inc.
 Kronstadt Advertising
 Erwin, Wasey & Co., Inc.
 Federal Advertising
 Federal Advertising
 Associated Adv. Service
 Herschel Z. Deutsch Agency



Fairmeadow, U. S. A.
 Fairmont Sat. Movie Matinee
 Faith Baldwin Theatre of Romance
 Faith for Today
 Family Film Theatre
 Family Showtime
 Family Theatre
 Family Theatre

Johns-Manville Corp.
 Building Materials & Industrial Products
 Fairmont Foods Co.
 Frozen Foods, etc.
 Maiden Form Brassiere Co.
 Maiden Form Brassiere
 Voice of Prophecy, Inc.
 Institutional
 Royal Crest
 Sears Roebuck & Co.
 Bonded Oil
 Burger Brewing Co.

NBC-TV
 KMTV
 ABC-TV
 ABC-TV
 WPIX
 WENR-TV
 WLW-C
 WLW-C

J. Walter Thompson
 Buchanan-Thomas
 Wm. H. Weintraub & Co.
 Western Advertising Agency, Inc.
 Product Service, Adv.
 J. Walter Thompson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Family Theatre	Hazel Bishop Lipstick	WLW-C	
Famous Jury Trials	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Famous Jury Trials	National Distillers Corp. Italian-Swiss Colicery Wines	DuMont	Honig, Cooper
Fantastick Studios, Ink	Penick & Ford, Ltd., Inc.	KTLA	Batton, Barton, Dursstine & Osborn, Inc.
Farm Reporter	Participating	WKY-TV	
Fashions in Your Home	Participating	WAVE-TV	
Fashions in Your Life	Participating	WAVE-TV	
Fay Ann Show	Ozmun & Co.	WKY-TV	George Knox
Faye Emerson Show	Pepsi-Cola Co.	KECA-TV	Biow Co.
Faye Emerson's Wonderful	Pepsi-Cola Co.	CBS-TV	Biow Co.
Faygo Comedy Time	Faygo Beverages	WXYZ-TV	W. B. Doner & Co.
Feature Film	Busch's Kredit Jewelers	WABD	Dorland, Inc.
Feature Film	Frost Refrigerators	WABD	Gettschal & Richards, Inc.
Feature Film	Sachs Quality Stores Furniture	WABD	Dorland
Feature Story	General Electric	KNBH	Ross, Gardner and White
Features for Women	Philadelphia Inquirer	WFIL-TV	Direct
Final Edition	Benson & Hedges	KTLA	Kudner Agency
Fire Fighters	International Show	WLW-C	
Fireside Theatre	Procter & Gamble Co.	KTLA	Compton Adv.
Fireside Theatre	Procter & Gamble Co. Ivory, Crisco, Duz	NBC-TV	Compton Adv.
First Hundred Years	Procter & Gamble Co. Tide Products	CBS-TV	Benton & Bowles
Flash Gordon	Gordon Bread Company	KTLA	Mayers Co., Inc.
Flash Gordon	Variety Club Beverages	WSPD-TV	
Flavor to Taste	Participating	WAVE-TV	
Flip the Frog	Chicago Seven-Up	WENR-TV	Guenther-Bradford
Florascope	August Wagner Brewing Co.	WBNS-TV	Byer & Bowman Agency
Flying Tigers	Walter H. Johnson Candy Co. Powerhouse Candy	DuMont	Franklin Bruck
Foodini the Great	Bristol Myers Co.	ABC-TV	Doherty, Clifford & Shenfield, Inc.
Foodini the Great	Ipana Tooth Paste Sundial Shoe Co. Shoes	ABC-TV	Hoag & Provandie

Foods for Thought	Participating	KNBH	
Football Fax	Jax Brewing Co.	WKY-TV	Fitzgerald Advertising
Football—College Games Highlights	Thom McCan Shoes	WENR-TV	Neff Rogow
Football—College Games Highlights	Thom McCan Shoes	WPIX	Neff-Rogow Adv.
Football College Highlights	Thom McCan Shoes	WXEL	
Football Highlights	Westinghouse Distributor	WSPD-TV	
Football Review	Andrew Murphy & Son Cars	KMTV	Bozell & Jacobs
Football Roundup	Wood-Nesbitt Chrysler-Plymouth	WBNS-TV	
Ford Festival	Ford Motor Co. Automobiles, Trucks, Parts & Service	NBC-TV	J. Walter Thompson
Ford Film Playhouse	Ford Dealers	WAAM	J. Walter Thompson
Foreign Intrigue	Drewry's Limited	WJBK-TV	
Foreign Intrigue	P. Ballantine & Sons Ale & Beer	WNBW	J. Walter Thompson
Foreman Phillips Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Four O'Clock Frolic	Maison Blanche	WSDU-TV	Fitzgerald Adv. Agency
Four Star Review	Motorola, Inc. Radios, TV Sets	NBC-TV	Ruthrauff & Ryan
Four Star Review	Norge Div., Borg-Warner Home Appliances	NBC-TV	J. Walter Thompson
Four Star Review	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
Frank Brookhouser Show	Motorola	WFIL-TV	Silver Advertising Agency
Frank Sinatra Show	EKCO Products	CBS-TV	Earle Ludgin
Fred Waring Show	General Electric	CBS-TV	Young & Rubicam
Freddy Martin Show	Hazel Bishop, Inc. Lipstick	NBC-TV	Raymond Spector Co.
Friendly Theatre	State Sample	WJBK-TV	
Front Line Camera	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Front Page Detective	American Brewing Co.	WDSU-TV	Walker-Saussy Agency
Front Page Detective	Feld Motor Co. Motor Cars	WDAF-TV	Merritt Owens Adv. Co.
Front Page Detective	Guild Wine	WENR-TV	Guild Bascom & Bon Figli
Front Page Detective	Guild Wine	WXEL	
Front Page Detective	Wine Growers Guild Guild Wine	WABD	Guild Bascom & Bon Figli

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Front Page News	Burkhardt Brewing Co.	WNBK	Fuller & Smith & Ross
Frosty Frolics	American Vitamin Associates, Inc. Thyvals, Orvita & 621	ABC-TV	Schwimmer & Scott, Inc.
Furniture Trends	Sagenkahn Furniture Galleries	WHEN	
Gabby Hayes Show	Peter Paul, Inc. Candy	NBC-TV	Maxon, Inc.
Gabby Hayes Show	Quaker Oat Co. Cereals, Pancake and Cake Mixes	NBC-TV	Sherman & Marquette
Garroway At Large	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Garry Moore Show	Corn Products	CBS-TV	C. L. Miller Co.
Garry Moore Show	E. I. Du Pont	CBS-TV	Batton, Barton, Durstine & Osborn, Inc.
Garry Moore Show	General Electric	CBS-TV	Young & Rubicam
Garry Moore Show	Procter & Gamble	CBS-TV	Compton Adv. Agency
Garry Moore	Quaker Oats	CBS-TV	Price, Robinson & Frank
Garry Moore Show	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Garry Moore Show	Stokely-Van Camp, Inc.	CBS-TV	Calkins & Holden, Carlock, McCinton & Smith
Gaylord Hauser Show	Minute Maid Corp. Frozen Orange Juice & Frozen Lemon Juice	ABC-TV	Ted Bates & Co.
Gem Theater	Max's Jewelers	WJBL-TV	
Gene Autry	Brach Candy	WLW-C	
Gene Autry	Brach Candy	WAVE-TV	
Gene Autry	Metropolitan Dealers Assn.	KECA-TV	W. Gregory, Inc.
Gene Autry	Wrigleys	CBS-TV	Ruthrauff & Ryan
Gene Autry Show	Crescent Electric Co.	WHBF-TV	
Gene Norman Show	Toni Home Permanent—Participating	KNBH	Foote, Cone & Belding
Giant Movie No. 2	White Rock Company	KTLA	Davis & Company
Giant Movie No. 3	Hoffman Motor Company	KTLA	Davis & Company
Giant Movie No. 3	Payne Furnace Company	KTLA	Hixson & Jorgenson
Giant Movie No. 4	International Harvester	KTLA	Noble Advertising Co.
Gismo Goodkin Theatre	Grapette-General Beverage Co.	WKY-TV	Henri, Hurst & McDonald
Give and Take	Cannon Mills, Inc.	CBS-TV	Young & Rubicam, Inc.
Going Places With Betty Betz	Edgewood Shoe Co. Friendly Teen Shoes	ABC-TV	Anderson, Davis & Platte, Inc.

Grand Marquee	Hauser Nash Sales, Inc.	WNBQ	Guenther-Bradford
Greatest Fights of the Century	Chesebrough Mfg. Co.	WSM-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	KTLA	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	NBC-TV	Cayton, Inc.
	Vaseline Cream Hair Tonic		
Greatest Fights of the Century	Chesebrough Mfg. Co.	WAVE-TV	Cayton, Inc.
	Vaseline Hair Tonic		
Croucho Marx—You Bet Your Life	DeSoto Div., Chrysler Corp.	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
	Automobiles		
Gruen Guild Theatre	Gruen Watch Co.	ABC-TV	McCann-Erickson, Inc.
	Wrist & Pocket Watches		
Gruen Theatre	Gruen Watches	DuMont	McCann-Erickson, Inc.
Guest Room	Participating	WKY-TV	

H

Hail the Champ	American Vitamin	WLW-C	
Hail the Champ	Fred W. Amend Co.	ABC-TV	Henri, Hurst & McDonald, Inc.
	Chuckles		
Half Pint Party	Sam Smith Shoe Co.	ABC-TV	Dancer-Fitzgerald-Sample
	Little Yankee Shoes		
Hands of Destiny	Coca Cola Bottling Co. of N. Y.	WABD	Wm. Esty Co., Inc.
	Coca Cola		
Hands of Destiny	Wiss Shears	WABD	Ellington & Co.
Hands of Mystery	Bond Clothes	DuMont	Grey Advertising
Happiness Exchange	White Rock Sparkling	WABD	Kenyon & Eckhardt
Happy Valley Folks	Hays Super Market	WTTV	
Harmony for Happiness	Brain Stationery & Sporting Goods Co.	KMTV	Anderson & Roll
Harry Owens	Servel, Inc.	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Harry Owens	United Air Lines	KTLA	N. W. Ayer & Son
Hawkins Falls	Lever Bros.	NBC-TV	N. W. Ayer & Son
	Surf		
Hayride	Hoffman Radio Corp	WOAI-TV	Walter McCreery
	Radios & TV Sets		
Headline Clues	Tidewater Associated Oil Co.	DuMont	Lennen & Mitchell, Inc.
	Tydol		
Healthy, Wealthy & Wise	Honey Kurst Bread	WAVE-TV	Doe-Anderson
Heart of America Newsreel	Home Federal Savings & Loan Assn.	WDAF-TV	Merritt Owens Adv. Co.
Heart of America Newsreel	Parkview Drug Stores	WDAF-TV	
	Drugs, etc.		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Henry Morgan Show	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
Herb Shriner Time	Cluett, Peabody & Co. Arrow Shirts & Ties	ABC-TV	Young & Rubicam Co., Inc.
H. Greer's Fashion Time	Raichert Sewing Machine	KECA-TV	W. B. Geissinger
Higgins Weatherman	Higgins Corporation	WDSU-TV	Fitzgerald Advertising Agency
Hit the Road	Hudepohl Beer	WLW-C	
Hobby Lane	Dairymen's Ohio Farmers Milk Co.	WXEL	
Hockey	Graybar Electric Co. Appliances	KMTV	
Hoffman Hayride	Hoffman Radio Corp.	WKY-TV	Walter McCreery, Inc.
Hollywood Film Favorites	Consolidated Royal Chemical	WLW-C	
Hollywood jewels	Lord Jewelers	WXYZ-TV	Luckoff, Wayburn & Frank
Hollywood Junior Circus	Hollywood Candy Co. Hollywood Candy Bars	ABC-TV	Ruthrauff & Ryan, Inc.
Hollywood Junior Circus	Hollywood Candy Co. Candy	NBC-TV	Ruthrauff & Ryan, Inc.
Hollywood Newsreel	Meyer Jewelry Co.	WIBK-TV	
Hollywood on the Line	Industrial Bank	WXYZ-TV	Stockwell-Marcuse
Hollywood on the Line	Kobacker Furniture	WSPD-TV	
Hollywood Opportunity	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Hollywood Opportunity	White Rock Co.	KTLA	Kenyon & Eckhardt, Inc.
Hollywood Playhouse	Helzberg Jewelry Stores Jewelry	WDAF-TV	Schwimmer & Scott, Inc.
Hollywood Reel	Pacific Wine Company	KTLA	Calkins & Holden, Carlock, McClinton & Smith
Hollywood Screen Test	Ironite Ironers Corp. Ironing Machines	ABC-TV	Brooke, Smith, French & Dorrance
Hollywood Spotlight Revue	Crown Jewelers	WSAZ-TV	Friedmann & Rich
Hollywood Theatre Time	Harry Green, Inc.	KECA-TV	Arthur V. Jones
Hollywood Wrestling	Graybar Electric Co. Appliances	KMTV	
Home Theatre	General Electric	WIBK-TV	
Homemaker's HobNob	Participation	WBNS-TV	
Hopalong Cassidy	Beatrice Foods	WNBQ	
Hopalong Cassidy	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Hopalong Cassidy	Langendorf United Bakeries, Inc.	KTLA	Scholtz Advertising Service

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Jack Carter Show	Lehn & Fink Products Co. Hinds Honey & Almond Cream, Lysol Disinfectant	NBC-TV	Lennen & Mitchell
Jack Carter Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	Wm. Esty Co., Inc.
Jack Eigen Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jackson & Perkins Show	Jackson & Perkins Mt. Rainier Bulbs	WABD	Huber Hoge
Jamboree	Columbus General Electric Dealers	WBNS-TV	
Jane Hall Trio	Dulany's Mfg. Co.	WKY-TV	Lowe Runkle
Jean's Kitchen Fair	Participation	WBNS-TV	
Jerry Colonna Show	Goebel Brewing Co.	KECA-TV	Brooke, Smith, French & Dorrance
Jessie DeBoth TV Notebook	Beatrice Foods La Choy Food Products	ABC-TV	Foote, Cone & Belding
Jessie DeBoth TV Notebook	Clorax Chemical Co. Clorax Bleach	ABC-TV	Honig-Cooper Co.
Jessie DeBoth TV Notebook	Crosley Div. Television Sets, Radios, Phonographs, Freezers	ABC-TV	Benton & Bowles, Inc.
Jim Crowley Show	Onondaga County Savings Bank	WHEN	
Jim Crowley Show	Wilson's Leading Jewelers	WHEN	
Jimmy Dudley Sports Page	Paterson & Jackson Motors Used Cars	WABD	Moss Associates
John Daly News	Pontiac Dealers	WJZ-TV	McManus, John & Adams Agency
John Kieran	Safeway Stores	WKY-TV	
John Keiran's Kaleidoscope	First Security Bank	KSL-TV	Francom Adv. Agency
John Keiran's Kaleidoscope	Rogers & Co.	WLW-C	
Jon Gnagy Art Show	Lewis Bros.	WJBK-TV	
Joyce Mathews Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jungle Adventure	General Electric Appliances	KTLA	Mays & Company
Junior Charades	Carvel Dari-Freeze	WPIX	Mann-Ellis Adv.
Juvenile Jury	Minnesota Mining & Mfg. Co. Scotch Cellophane Tape	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
Kaiser Frazer Theatre	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Kate Smith Evening Hour	B. T. Babbitt, Inc. Bab-O Cleanser	NBC-TV	Wm. H. Weintraub & Co.

K

Kate Smith Evening Hour	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Kate Smith Evening Hour	Norge Div.—Borg-Warner Corp. Home Appliances	NBC-TV	J. Walter Thompson
Kate Smith Evening Hour	Revlon Products Corp. Nail Enamel & Lipstick	NBC-TV	Wm. H. Weintraub
Kate Smith Evening Hour	Reynolds Metals Co. Aluminum & Aluminum Products	NBC-TV	Buchanan & Co.
Kate Smith Show	American Home Products Corp. Aerowax, Duff's Mixes, Clapp's Baby Foods	NBC-TV	W. Earl Bathwell, Inc.
Kate Smith Show	Andrew Jergens Co. Hand Lotion	NBC-TV	R. W. Orr & Associates
Kate Smith Show	Cannon Mills, Inc. Sheets, Towels, Hosiery	NBC-TV	N. W. Ayer & Son
Kate Smith Show	Chesebrough Mfg. Co. Vaseline Hair Tonic	NBC-TV	McCann-Erickson
Kate Smith Show	Durkee Famous Foods, Inc. Foods	NBC	Leo Burnett Co.
Kate Smith Show	Gerber Products Co. Baby Foods	NBC-TV	Federal Adv. Agency
Kate Smith Show	Glidden Co. Paints	NBC-TV	Meldrum & Fewsmith
Kate Smith Show	Hunt Foods, Inc. Foods	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Johnson & Johnson Surgical Dressings & Baby Products	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Knemark Mfg. Co. Esquire Boot Polish	NBC-TV	Emil Mogul Co.
Kate Smith Show	Minute Maid Corp. Orange Juice	NBC-TV	Ted Bates & Co.
Kate Smith Show	Pillsbury Mills, Inc. Food Products	NBC-TV	Leo Burnett Co.
Kate Smith Show	Procter & Gamble Co. Oxydol & Dreet	NBC-TV	Dancer-Fitzgerald-Sample
Kate Smith Show	Singer Sewing Machine Co. Sewing Machines	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Simmons Co. Bedding	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	The Simoniz Co. Self-Polishing Simoniz	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Keep Posted	Curtis Publishing Co. Saturday Evening Post	DuMont	Batton, Barton, Durstine & Osborn, Inc.
Kelley-Moran Show	Participating	KNBH	
Ken Murray Show	Anheuser Busch	CBS-TV	D'Arcy Adv., Inc.
Ken Wright	Jenkins Music Co.	WKY-TV	
Kids & Company	International Shoe Co. Red Goose Shoes	DuMont	D'Arcy Adv., Inc.
Kieran's Kaleidoscope	Bonded Oil	WLW-C	
Kieran's Kaleidoscope	D. H. Holmes	WDSU-TV	
Kieran's Kaleidoscope	First National Bank	WAVE-TV	Griswold-Eschelmann
Kieran's Kaleidoscope	Wilson's Leading Jewelers G.E. Appliances	WHEN	Collican Agency
King's Camera	Participating	KING-TV	Participating
King's Community Workshop	Sustaining	KING-TV	
King's Crossroads	Citizens Fidelity Bank	WAVE-TV	Mulligan
King's Queen	Participating	KING-TV	Participating
Kit Carson	Coca-Cola Bottling Co.	WBAP-TV	McBride-Holmes
Kit Carson	Coca Cola of La.	WDSU-TV	Wisdom Agency
Kit Carson	Coca Cola Co.	WENR-TV	D'Arcy
Kit Carson	Coca Cola	WJBK-TV	
Kit Carson	S. A. Coca Cola Bottling Co.	WOAI-TV	By Station
Kit Carson	Coca Cola Bottling Co.	WSM-TV	
Kit Carson	Coca Cola Distributor	WSPD-TV	
Kitchen Close-Ups	Participating	WKY-TV	
Kitchen Kapers	Bramwell's Super Market	WSM-TV	
Komey Klub	Participating	KNBH	
Korla Pandit	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Kousin Kay	Red Goose Merry Co-Round Red Goose Shoes	WXEL	
Kraft Television Theatre	Kraft Foods Co. Cheeses	NBC-TV	J. Walter Thompson
Kreisler Bandstand	Jacques Kreisler Mfg. Corp. Watch Bands & Men's Jewelry	ABC-TV	Hirshon Garfield, Inc.
Kukla, Fran & Ollie	Ford Motor Div., Ford Motor Co. Automobiles, Trucks, Parts, Service	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	National Biscuit Co. Baked Goods, Cereal, Dog Food	NBC-TV	McCann-Erickson

Kukla, Fran & Ollie	Procter & Gamble Co. Tide, Camay, Drene	NBC-TV	Benton & Bowles
Kukla, Fran & Ollie	Radio Corp. of America Records, TV Sets, Records & Players	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Seatest, Inc. Ice Cream	NBC-TV	N. W. Ayer
Kukla, Fran & Ollie	Time, Inc. Life Magazine	NBC-TV	Young & Rubicam Co., Inc.
L			
Ladies Before Gentlemen	Crosley Corp.	WABD	Gettschal & Richard
Ladies Before Gentlemen	Friendly Frost Stores	WABD	Gettschal & Richard
Lamp Unto My Feet		CBS-TV	
Langford-Ameche Show	Cliquot Club Co. Ginger Ale & Soft Drinks	ABC-TV	Frank Weston Advertising
Langford-Ameche Show	Cory Corp. Coffee Brewers, etc.	ABC-TV	Dancer-Fitzgerald-Sample
Langford-Ameche Show	Dupont DeNemours Co. Orlon Curtains	ABC-TV	Batton, Barton, Durstine & Osborn, Inc.
Langford-Ameche Show	Warner-Hudnut, Inc. Richard Hudnut Products	ABC-TV	Kenyon & Eckhardt
Lairaine Day Show	Northam Warren Corp. Cutex, Manicure Specialties, Odorono	ABC-TV	J. M. Mathes, Inc.
Latin Carnival	Zenith Products	WJZ-TV	Albert Black Associates
Laugh With the Ladies	Stokely-Van Camp	WLW-C	
Laurel & Hardy	Royal Baking Co.	KSL-TV	Gillham Advertising Agency
Lazy H. Ranch	Grayson's Department Store	WAAM	
Leave It to Lloyd	Kroger Stores	WSPD-TV	
Leave It to Papa	Torino Brand Foods	WPIX	Carlo Vinti Agency
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	McCann-Erickson
Lee Hogan Presents	Participating	KNBH	
Leif Eid—News	Beal Motors Dodge, Plymouth Dealer	WNBW	Cohen-Miller Advertising
Leo Carillo Dude Ranch	American Vitamin	WLW-C	
Let's Go Shopping	Leonard's Department Store	WBAP-TV	Direct
Let's Look at Sports	Benson & Rixon Co.	WNBQ	Dade B. Epstein
Let's Look at Sports	Gard Industries, Inc.	WNBQ	Henri, Hurst & McDonald
Let's Look at Sports	General Cigar Company	WNBQ	Federal Advertising

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Let's Look at Sports	Lucky Tiger Manufacturing Co.	WNBQ	Grant Advertising, Inc.
Let's Look at Sports	Mallernee's, McEwen Laundry	WSM-TV	
Life Begins at 80	Arnold Bakeries Bread, Rolls, Cakes	ABC-TV	Benton & Bowles, Inc.
Life With Linkletter	Green Giant Co. Niblets & Peas	ABC-TV	Leo Burnett Co.
Lifetime Theatre	Dye Home Improvements	WJBC-TV	
Lights Out	Admiral Corp. TV & Radio Sets, Refrigerators, Ranges	NBC-TV	Erwin Wasey & Co.
Linton TV Glee Club	Linton's Restaurants	WFIL-TV	
Let's Have Fun at the Zoo	Lit Brothers	WFIL-TV	Lamb & Keen, Inc.
Live It Again	Continental Baking	WLW-C	Al Paul Lefton Co., Inc.
Live It Again	Red Top Brewing	WLW-C	
Live Like a Millionaire	Grove Laboratories	CBS-TV	Gardner Adv. Co.
Live Wrestling	Grant's Home & Hardware Co.	WOAI-TV	By Station
Live Wrestling	South Texas Appliance Co. Admiral Appl.	WOAI-TV	Bernard M. Brooks
Local News	Lofgren Motorola Co.	WHBF-TV	
Lola & Circle Star Ranch Boys	Participating Sponsorship	WSPD-TV	
Lone Ranger, The	American Bakeries Bread & Bakery Products	ABC-TV	Tucker Wayne Co.
Lone Ranger, The	General Mills, Inc. Bisquick, Mixes	ABC-TV	Dancer-Fitzgerald-Sample
Lone Ranger, The	General Mills	WNBK	Dancer-Fitzgerald-Sample
Look to Lazarus	F. & R. Lazarus Dept. Store	WBNS-TV	
Looking With Long	Ohio Fuel Gas Co.	WBNS-TV	Byer & Bowman Agency
Lorraine Cugat Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Lorraine Cugat Show	Vitamin Corp. of America	WENR-TV	H. B. Cohen
Love of Life	American Home Products	ABC	Biow Co.
Lux Video Theatre	Lever Bros. Lux Soap	CBS-TV	J. Walter Thompson
Madison Square Garden	Onondage County Savings Bank	WHEN	
Madison Square Garden	Sidles Co. Appliances	KMTV	Anderson & Roll
Maida's Kitchen	Tri-State Appliance	WSAZ-TV	Direct

M

Mainline Theatre	Mainline Distributor	WNBK	
Make It and Take It	Floyd Rice Car Dealer	WXYZ-TV	Powell-Grant Agency
Mama	General Foods	CBS-TV	Benton & Bowles
Man About Music	Rabson's Stores	WABD	Lester Loeb
Man About Town	Erin Brew	WXEL	
Man Against Crime	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Man of the Week	CBS-TV		
Man's Best Friend	Kendall Foods, Inc.	KTLA	Kan B. Miner Co.
Man's Best Friend	Dr. Ross Company	KTLA	Rockett-Lauritzen
March of Time	Citizen's Fidelity Bank	WAVE-TV	Mulligan
March of Time	Citizen's National Trust	KECA-TV	Hixson-Jorgensen
March of Time	Detroit Bank	WXYZ-TV	Grant Adv.
Margaret Arlen	Participating	CBS-TV	
Martin Kane, Private Eye	United States Tobacco Co.	NBC-TV	Kudner Agency, Inc.
Mary McAdoo at Home	Model, Old Briar, Dill's Best		
Master Showroom	Security First National Bank	KECA-TV	Foote, Cone & Belding
	Sidles Co.	KMTV	
	Appliances		
Matinee Playhouse	Oscar Mayer & Co.	WNBQ	Sherman & Marquette
Matinee Theatre	Snowcrop	WLW-C	
Meet Corliss Archer		CBS-TV	
Meet the Press	Revere Copper & Brass, Inc.	NBC-TV	St. Georges & Keyes
Meet Your Children	Copper, Brass, Steel Products		
Meet Your Community	Mode O'Day Corp.	KECA-TV	Caples Co.
	New York Store	WHBF-TV	
	General Merchandise		
Meetin' Time at Moores	Moores Stores	WLW-C	
Mel Torme	CBS-TV		
Melody Man	Schiff Shoes	WLW-C	
Melody Time	Zephyr Ventilated Awning Co.	WDAF-TV	Merritt Owens Adv. Co.
	Permanent Awnings		
Melody Showcase	Crosley Corp.	WLW-C	
Michigan Outdoors	Altes Brewing	WSPD-TV	
Midnight Revue	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Midwestern Hayride	Bavarian Brewing Co.	WLW-C	
Mike and Buff	CBS-TV		
Miniature Theatre	Dr. Beauchamp Dentist	KTLA	Chas. Stahl Adv. Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Miss Susan	Colgate-Palmolive-Peet Co. Fab	NBC-TV	Wm. Esty Co.
Miracle Power	AP Parts	WNBK	Clark & Rickard
Mr. District Attorney	Bristol Myers Co. Drugs & Sundry Products	ABC-TV	Young & Rubicam Co., Inc.
Mr. I. Magination		CBS-TV	
Mohawk Showroom	Mohawk Carpet Mills, Inc. Rugs & Carpets	NBC-TV	Geo. R. Nelson, Inc.
Money In Action	Merrill Turben & Co.	WXEL	
Monroe County Ramblers	Livingstons Super Market	WTTV	
Monty Margetts	Participating	KNBH	
Moonlight Movie Time	Lee Pharmacal Co.	KECA-TV	M. Weinberg
Morgan Beatty & the News	Cherner Motor Co. Ford, Lincoln & Mercury Dealer	WNBW	Kal, Ehrlich & Merrick, Inc.
Morgan Beatty & the News	Chr. Heurich Brewing Co. Old Georgetown Beer	WNBW	Henry J. Kaufman & Associates
Most Important People	Gerber Food Products Gerber's Baby Foods	DuMont	Federal Advertising
Motion Picture Academy	Rose Jewelers	WJBK-TV	
Motion Picture Classics	Stag Beer	WKY-TV	Maxon, Inc.
Movie Classics	Chrysler Dealers	KTLA	Chas. Stahl Adv. Agency
Movie Classics	Ford Motor Company	KTLA	Chas. Stahl Adv. Agency
Movie Party	Twin Pines Dairy	WJBK-TV	
Movies for Kids	International Shoe Co.	WSM-TV	Henri, Hurst & McDonald
Movies for Kids	Red Goose Shoes	WJBK-TV	
Movietime	First American National Bank	WSM-TV	C. P. Clark & Co.
Movietone News	Hudson Motor Co.	WXYZ-TV	Brooke, Smith, French & Dorrance Adv.
Movietown	Rexall Drug Company	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Mummers Parade	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Music City, U.S.A.	Happy Day Laundry Service	WSM-TV	Noble-Dury & Associates
Music for You	Reeve Paint Co. Wallpaper & Paint	WHEN	Osborn-Propst
Musical Manor	Ohio Radiant Glass Heat Co.	WXEL	
Musical Motor Mart	Markel Motors Cars	KMTV	Anderson & Roll
My Friend Irma	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Mystery Theatre	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia	ABC-TV	Dancer-Fitzgerald-Sample

Name the Star	Hudson Dealers Association	WFIL-TV	Ed Shapiro Advertising
Name the Star	Regina Cigar Company	WFIL-TV	Gresh & Kramer
Name's the Same, The	Bendix Home Appliances Washers, Dryers, etc.	ABC-TV	Tatham Laird, Inc.
Name's the Same, The	C. A. Swanson & Sons Canned & Frozen Poultry	ABC-TV	Tatham Laird, Inc.
Nash Theatre Hour	Nash Dealers	WXYZ-TV	Geyer, Newell & Ganger Adv.
Nature Trails	Dr. Kenaga Optometrist	WSPD-TV	
NBC Sports Review	Union Co.	WLW-C	
NBC Weekly Newsreel	General Electric Supply	WNBK	Lang, Fisher & Stashower
NCAA Football	Westinghouse Electric Corp. Electrical Appliances	NBC-TV	Ketchum, MacLeod & Grove
Neighborhood Theatre	Specialties Distributor	WJKB-TV	
New Orleans Cookbook	Participating	WDSU-TV	
New York Close-ups	Curtis Publishing Co.	KTLA	Barton, Barton, Durstine & Osborn, Inc.
News	Cadillac Tank Plant	WXEL	McCann-Erickson
News	Fehrs Beer	WAVE-TV	
News	Rock Island Argus Newspaper	WHBF-TV	
News	Rock Island Bank & Trust	WHBF-TV	
News and Sports Roundup	DeSoto-Plymouth Dealers	WAAM	Batten, Barton, Durstine & Osborn, Inc.
News Final	Haltom's Jewelers	WBAP-TV	T. L. Yates Adv.
News Headlines	Diamond Milk Co.	WLW-C	
News of the Night	Chevrolet Cars and Trucks	CBS-TV	Campbell-Ewald Co., Inc.
News of the Night	Chevrolet Dealers Associates, Inc.	CBS-TV	
News Program	Hanna Print Co.	WLW-C	
News Program	Tums	WLW-C	
News Room	Central State Bank	WKY-TV	Thomas F. Conroy
Newsdesk	Ormsby Chevrolet Co.	WOAI-TV	By Station
Newsdesk	Sears Roebuck & Co.	WOAI-TV	Jeffrey Wade
Newspaper of the Air	Miles Laboratory	KNBH	Barton, Barton, Durstine & Osborn, Inc.
Night Owl Varieties	Rexall Drug Company	KTLA	Benton & Bowles Agency
Nightcap News	Brewing Corp. of America	WJZ-TV	Bozell & Jacobs
Nighthawk Movies	Metropolitan Utilities Dist.	KMTV	
Nocturne	Harbour-Longmire	WKY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Nord Playhouse	R. C. Cola	WDSU-TV	Whitlock-Swigert Agency
Norman Ross' Varieties	Sears Roebuck & Co.	WNBQ	Guenther Bradford
O			
Ohio National Bank Theatre	Ohio National Bank	WBNS-TV	Dancer-Fitzgerald-Sample, Inc.
Okay Mother	Sterling Drug Co. Drugs	DuMont	
Old American Barn Dance	American Snuff Co.	WSM-TV	Simon & Gwynn
Old Colony Adventure Theatre	Orange Crush	WENR-TV	Fitzmorris & Miller
Old Fashioned Meeting	Gospel Broadcasting Assn. Institutional	ABC-TV	R. H. Alber
Omaha Fashion Corner	Berg Clothing Co.	KMTV	Anderson & Roll
Omaha Fashion Corner	The Aquila	KMTV	
On Stage	Participating	WKY-TV	
On the Line With Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC-TV	Bozell & Jacobs, Inc.
One Man's Family	Manhattan Soap Co.	NBC-TV	Scheidler, Beck & Werner, Inc.
One Man's Family	Sweetheart Soap, Blu-White Flakes	NBC-TV	Geoffrey Wade Adv.
Opera Cameos	Miles Laboratories, Inc. Vitamins & Alka Seltzer	WPIX	Carlo Vinti Agency
Original Amateur Hour	Progresso Brand Foods	NBC-TV	Lennen & Mitchell
OSU Football Films	P. Lorillard Co. Old Gold Cigarettes	WBNS-TV	
OSU Football Films	Borden Co.	WBNS-TV	
	Pure Oil Co.		
P			
Pacific Coast League Baseball	Ford Dealers	KING-TV	J. Walter Thompson Agency
Pacific Coast League Baseball	P. Lorillard Old Gold Cigarettes	KING-TV	Lennen & Mitchell Agency
Page One News & Sports	Corina—Cigars	WENR-TV	Guenther—Bradford
Page One News & Sports	Jose Escalante	KECA-TV	Guenther-Bradford
P.A.L. Fights	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Panorama Shop	Carson Pirie Scott & Co.	WNBQ	Guenther Bradford
Parade of Homes	Manhard Realty, Knuettel & Co., Reporter Agency	WHBF-TV	
Paradox	College Inn Foods	WJBK-TV	
Party Line	Everybody's Department Store	WBAP-TV	Direct

Party Line	Federal Department Stores	WJ&K-TV
Party Sweet Roundup	Cherrin-Bros. Candy	WXYZ-TV
Paul Dixon Show	Jene Sales Corp. Jene Home Permanents & Pink Love Lotion	ABC-TV
Paul Harvey News	Burton-Dixie Corp. Mattresses	WENR-TV
Paul Pierce	Participating	KNBH
Paul Whiteman Goodyear Revue	Goodyear Tire & Rubber Co. Tires & Tubes	ABC-TV
Paul Whiteman TV Teen Club	American Dairy Assn. Milk	ABC-TV
Paul Whiteman TV Teen Club	Nash-Kelvinator Corp. Nash Automobiles, Kelvinator Electric Products	ABC-TV
Paul Winchell-Jerry Mahoney Show	Crosley Div., Avco Mfg. Corp. Electrical Appliances	NBC-TV
Paul Winchell-Jerry Mahoney Show	Speidel Corp. Watch Bands	NBC-TV
Pee Wee King Show	Taylor Drug Stores	WAVE-TV
Peggy Wilson, Shopper	Joske's of Texas Dept. Store	WOAI-TV
Penny Auction	Paramount Radio Shop Appliances	KMTV
Penthouse Party	Best Foods, Inc. Shinola Shoe Polish, Rit Tint Dyes	ABC-TV
Peoples Playhouse	Peoples Drug Stores	WNBW
Perry Como Show	Liggett & Myers Tobacco	CBS-TV
Person to Person	Pacific Tel. & Tel.	KNBH
Personality Parade	Johnson Creamery	WTTV
Planning for Tomorrow	Riggs-Warfield-Roloson	WAAM
Play Time	Fred Astaire Studios	WAAM
Polka Penthouse	Simms Bros. Furniture	WXEL
Polka Revue	Krantz Brewery	WSPD-TV
Polly Pickens	Pic 'n Pay Stores	WXEL
Pop Handy	Beatrice Foods Co.	WKY-TV
Pop the Question	Participating	WAVE-TV
Postman Bill	New Model Laundry	KING-TV
Premiere Playhouse	Kingsley Furs	WJ&K-TV
Prize Performance	MacLevy Salons	WPIX
		W. B. Doner & Co.
		Sherwin Robert Rodgers
		Turner
		Young & Rubicam Co., Inc.
		Campbell Mithum, Inc.
		Geyer, Newell & Ganger, Inc.
		Benton & Bowles
		Sullivan, Stauffer, Colwell & Bayles, Inc.
		Pitluk Advertising Co.
		Allen & Reynolds
		Earle Ludgin & Co.
		William D. Murdock Adv.
		Cunningham Walsh, Inc.
		Batten, Barton, Durstine & Osborn, Inc.
		Hanrihan
		Advertising Counselors
		Associated Artists Adv.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Pro-Football Games	Eagles Markets	WHBF-TV	
Pro Football Highlights	Drewrys Beer	WSPD-TV	
Pro-Football H.-Lites	Sinclair Products	WHBF-TV	
Prudence Penny Cooks	Detroit Times	WJBK-TV	
Public Life of Cliff Norton	Procter & Gamble	WNBQ	H. W. Kaster & Sons
Public Prosecutor	American Vitamin	WLW-C	
Public Prosecutor	American Ace Coffee	WSM-TV	Simon & Gwynn
Public Prosecutor	Bartley Co. Grocery Dist.	WSPD-TV	
Public Prosecutor	Besingers-Furniture	WAVE-TV	
Public Prosecutor	C. Schmidt & Sons	WFIL-TV	
Public Prosecutor	Crawford Clothes	WABD	Al Paul Lefton Co., Inc.
Public Prosecutor	Weidemann Brewing Co.	WLW-C	Al Paul Lefton Co., Inc.
Pulitzer Prize Playhouse	Frigidaire	ABC-TV	Foote, Cone & Belding
Pulitzer Prize Playhouse	Div. of Gheera, Victrola Schlitz Brewing Co. Beer	ABC-TV	Young & Rubicam Co., Inc.

Q

Quarterback Club	Grove & Co. T.H. Maener Real Estate	KMTV	
Quarterback Club	TCU Pharmacy	WBAP-TV	McBride-Holmes
Queen for a Day	P. Lorillard Co.	KECA-TV	Lennen & Mitchell
Quiz Kids	Miles Laboratories, Inc.	CBS-TV	
Quiz Kids	Vitamins & Aika Seltzer	NBC-TV	Geoffrey Wade Adv.
Quiz of Two Cities	Gunther Beer	WAAM	Biow Co.
Racket Squad	Philip Morris	CBS-TV	Biow Co.
Radio-TV Critics	American Vitamin	WLW-C	
Rainier Ranch	Sick's Rainier Brewery	KING-TV	Western Agency
Ralston Roundup	Ralston Purina Co.	WLW-C	
Range Rider	Holsum Division C. J. Patterson, Inc.	WDAF-TV	Allen Reynolds, Adv.
Range Rider	Illinois Meat Co.	WIBK-TV	

R

Range Rider	Stewarts Dry Goods Co.	WAVE-TV
Range Rider Film	Peter Pan Bakery	WHBF-TV
Ranger Joe	Ranger Joe, Inc.	CBS-TV
Ranger Joe	Ranger Joe, Inc. Ranger Joe Cereal	ABC-TV
Raving Beauty Doll Shop	Artisan	WXEL
Raving Beauty Doll Shop	Artisan Novelty Shop	WAVE-TV
RCA Victor Show	Radio Corp. of America Radio, TV Sets, Records & Players	NBC-TV
Red Skelton Program	Procter & Gamble Co. Tide	NBC-TV
Remember When	H. G. Hill Stores	WDSU-TV
Reisman's Magic Show	Reisman & Sons, Inc.	WFIL-TV
Relaxin' With Jackson	Dulaney Mfg. Co.	WKY-TV
Reserved for Drama	American Vitamin	WLW-C
Reserved for Drama	Wholesale Beverlee Co.	WLW-C
Reuben & Rachel	Participating	WAVE-TV
Richard Hayes Show	Winston Radio & TV Radio and TV Sets	WABD
Ring the Bell	Bedford Radio & Sales Service	WABD
Ringside	Buckeye Brewing	WSPD-TV
Robin Chandler Show	Lydia O'Leary Spotstik	WABD
Rocky King, Detective	Clorets Chlorophyll Gum	DuMont
Rocky King, Detective	Emerson Drug Company Bromo Seltzer	DuMont
Rocky King, Detective	Industrial Tape Corp. Texcel	DuMont
Robert Montgomery Presents Your Lucky Strike Theatre	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV
Roller Derby	American Tobacco Co. Lucky Strike Cigarettes	ABC-TV
Roller Derby	Blatz Brewing Co. Blatz Beer	ABC-TV
Roller Derby	Marlon Confections	CBS-TV
Rolling Rhythm	Schmidt Pies	WXYZ-TV
Rosalie Show	Michigan Wineries	WJBC-TV
Rossi Reports	Jackson M. Potter Real Estate	WHEN
		Lamb & Keen, Inc. Lamb & Keen, Inc.
		C. R. Grimalbi J. Walter Thompson Agency Benton & Bowles, Inc.
		Fitzgerald Agency H. M. Dittman Adv., Inc. Lowe Runkle Sternfield-Godley, Inc.
		Judson Advertising Huber Hoge & Sons Dancer-Fitzgerald-Sample, Inc. Batten, Barton, Durstine & Osborn, Inc. Kenyon & Eckhardt, Inc.
		Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc. Kastor, Farrell, Chesley & Clifford, Inc. Zlowe Co. Otto and Abbs Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Roundup Time	Pressel Sausage Co.	WXYZ-TV	W. B. Doner & Co.
Roving Camera	Sav-On Drugs	KTLA	
Roving Cameras	Gross Photo	WSPD-TV	
Roy Rogers Show	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Royal Brougham Show	Fahey-Brockman	KING-TV	MacWilkins, Cole & Weber Agency
Royal Crest Theatre	Royal Sales Co. Royal Crest Dinnerware	WABD	Product Services, Inc.
Royal Playhouse	Allen B. Du Mont Laboratories, Inc. Du Mont Telesets	DuMont	Campbell-Ewald
Royal Playhouse	Bank of America	KECA-TV	Chas. R. Stuart
Royal Playhouse	Falls City Beer	WAVE-TV	Prater
Royal Playhouse	Kroger	WSM-TV	Ralph H. Jones Co.
Royal Playhouse	Leonard's Dept. Store	WBAP-TV	Direct
Royal Playhouse	Oklahoma Gas & Electric Co.	WKY-TV	
Rumpus Room	California Fruit Growers Sunkist Oranges	WABD	Guild, Bascom & Bonfigli
Rumpus Room	Francis H. Leggett Co. Premier Foods	DuMont	Peck Advertising
Russ Hodges Sports Show	Sun Oil	WJZ-TV	Hewitt, Agilvy, Benson & Mathers Agency
Ruth Lyons 50 Club	Campana Sales Co. Ayd's Vitamin Candy	NBC-TV	H. W. Kastor & Sons
Ruth Lyons 50 Club	Corn Products Refining Co. Mazola Salad Oil	NBC-TV	C. L. Miller Co.
Ruth Lyons 50 Club	G. F. Heublein & Bros. A-1 Sauce and Mustard	NBC-TV	Scheidler, Beck & Werner
Ruth Lyons 50 Club	Penick & Ford Ltd., Inc. My-T-Fine Desserts	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Rybutol Saturday Cinema	Vitamin Corp. of America	KECA-TV	M. Weinberg
Safeway Theatre	Safeway Stores, Inc. Meats & Coffee	WNEW	J. Gordon Manchester Adv.
Sam Levenson Show	General Motors	CBS-TV	D. P. Brother Co.
Sammy Kaye Variety Show	Lambert Pharmacal Co. Listerine Toothpaste	CBS-TV	Lambert & Feasley, Inc.
Sandy Strong	Wander Co. Ovaltine	ABC-TV	Grant Advertising

S

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Shopping With Prissy	Participating	WKY-TV	
Short Story Theatre	Arnold Bakers	WJZ-TV	Benton & Bowles Agency
Short Story Theatre	Picadilly Tobacco Co. Picadilly Cigarettes	WABD	Hilton & Riggio, Inc.
Showcase	Participating	WKY-TV	
Showtime—U.S.A.	Chrysler Corp. Dodge Div.	ABC-TV	Ruthrauff & Ryan
Six-Gun Theatre	South Carolina Mills	WJBK-TV	
Skinner's Breakfast Meeting	Skinner Mfg. Co. Breakfast Foods	KMTV	Bozell & Jacobs
Sky King Theatre	Derby Foods, Inc. Peter Pan Biscuits, Butter, Salted Peanuts	NBC-TV	Necdham, Louis & Brorby, Inc.
Skylark Safety Circus	Fairfax Bread Div. of Safeway Stores, Inc.	WNBW	Foote, Cone & Belding
Smilin' Ed's Gang	Brown Shoe Co.	CBS-TV	Leo Burnett Co.
Smilin' Ed McConnell & Say It With Acting	Brown Shoe Co. Shoes	NBC-TV	Leo Burnett Co.
Snack Time	Wm. Oakley Food Distributor	WSPD-TV	
Snow Crop Matinee	Snow Crop Marketeers Food Distributor	WABD	Maxon, Inc.
Snow Crop Matinee Theatre	Snow Crop Frosted Foods	WNBQ	Maxon, Inc.
So You Know Sports	Snowcrop Marketeers, Inc.	WJBK-TV	
Sohio Reporter	Plymouth Dealers	WLW-C	
Sohio Reporter	Standard Oil Co.	WSPD-TV	
Sohio Reporter—Warren Guthrie	Standard Oil Co.	WXEL	
Solo Drama	Standard Oil of Ohio	WJZ-TV	Silberstein-Goldsmith Agency
Somerset Maugham TV Theatre	Regens Lighters Bymart, Inc. Tintair	NBC-TV	Cecil & Presbrey
Songs for Sale	Carter Products, Inc.	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Sterling Drug, Inc.	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Songtime	Word of Life Fellowship Institutional	ABC-TV	Walter F. Bennett & Co.
Sooner Shindig	O. K. Storage	WKY-TV	Lowe Runkle
Southern Shindig	Southern Electric Co.	WSM-TV	
Southwest Conference Football	Humble Oil Co.	WOAI-TV	Wilkinson-Schiewetz & Tip
Space Cadet, Tom Corbett	Kellogg Co. Corn Flakes, Pop, Other Cereals	ABC-TV	Kenyon & Eckhardt, Inc.
Space Patrol	Lewis Food Co.	KECA-TV	Rockett-Lauritzen

Space Patrol	Ralston Purina Wheat Chex, Rice Chex	ABC-TV	Gardner Advertising Co.
Space Patrol	Ralston Purina	WJZ-TV	Gardner Advertising Co.
Spade Cooley	Cepral Chevrolet	KTLA	Hunter Advertising Agency
Sport Show	Cherry Motor Co.	WHBF-TV	
Sports Camera	Pepsi Cola	WJBK-TV	
Sports Desk		WXEL	
Sports Desk	Cl. Pneumatic Tool Co.	WXEL	
Sports Final	Cole Motors	WTTV	
Sports Look	Sullivan Clothiers	WKZO-TV	
Sports on Parade	Jewelry Co.	WSPD-TV	
Sports Page	Edgewater Appliance	WBAP-TV	Grant Adv. Agency
Sports Previews	Skillern's Drug Stores	WXEL	Fitzgerald Adv. Agency
Sports Quiz	John C. Robert Shoes	WOAI-TV	
Sports Scholar	Jackson Brewing Co. Jax Beer	WSPD-TV	
Sports Scholar	VJ McGranahan TV Sets	WAVE-TV	
Sports Slants	Participating	KING-TV	Seattle Radio & TV
Sports Special	Lundquist-Lilly	WJBK-TV	Batten, Barton, Durstine & Osborn, Inc.
Sports Spotlight	Cole & Erwin Jewelers	WNBQ	Batten, Barton, Durstine & Osborn, Inc.
Sports Star Time	Ethyl Corp.	WNBQ	
Sports Star Time	Refiners Distributing Co.	WSPD-TV	Direct
Sports Views	Athletic Supply	WBAP-TV	
Sports With Sherman	Clyde Burns-Nash	WHEN	
Sportman's Club	Strodel-Genesee Beer	WXEL	
Sportscholar	Ethyl Corp.	WJBK-TV	Walter Speight
Sportscholar	Jim Reed Chevrolet Co.	WSM-TV	Meldrum & Fewsmith, Inc.
Sportsman Club	Willard Storage Batteries	WNBW	Al Paul Lefton Co., Inc.
Stage 5.	C. Schmidt & Sons	WFIL-TV	
Star Maker Revue	Schiff Shoes	WLW-C	Grey Adv.
Star of the Family	Ronson Art Metal Works, Inc.	CBS-TV	Franklin Bruck
Star Time	Food Store Productions Food Stores	DuMont	
Starlight Film Theatre	Stern & Company	WFIL-TV	Otis Advertising Co.
Starlit Stairway	Delsoy Whipped Cream	WXYZ-TV	W. B. Doner & Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Starring the Editors	Grand Union Co.	WABD	Badger, Browning & Hersey
Stars of Tomorrow	Tommy Thompson Studio Children's Shop	WHBF-TV	
Stars Over Hollywood	Armour & Co. Meals	NBC-TV	Foote, Cone & Belding
Steve Allen Show	Procter & Gamble	CBS-TV	Compton Adv.
Stop the Music	Admiral Corp. Radios, Television Sets, Refrigerators	ABC-TV	Kudner Agency, Inc.
Stop the Music	Hazel Bishop Hazel Bishop Lipstick	ABC-TV	Raymond Spector Co.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC-TV	Lennen & Mitchell
Stop the Music	Toni Co. White Rain	ABC-TV	Foote, Cone & Belding
Stork Club	Liggett & Myers Fatima Cigarettes	CBS-TV	Cunningham & Walsh
Story Theatre	Black Lumber Co.	WTTV	
Story Theatre	Durkee Foods	KECA-TV	Meldrum & Fewsmith
Story Theatre	Huntington Wholesale Furniture Co.	WSAZ-TV	Direct
Story Theatre	Sally Mattress Co.	WXEL	
Story Theatre	Straus-Frank Co. RCA Victor	WOAI-TV	By Station
Strange Adventure	Meyer Jewelry	WJBK-TV	
Strange Adventure	Uddo & Taormina	WDSU-TV	
Stranger Than Fiction	Gallant Lumber	WSPD-TV	
Strike It Rich	Colgate-Palmolive-Peet Co.	CBS-TV	Sherman & Marquette, Inc.
Stu Erwin Show	General Mills, Inc. V/heaties, Gold Medal Kitchen Tested Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WENR-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WJZ-TV	Dancer-Fitzgerald-Sample, Inc.
Studebaker Tele-Movie Time	Chicagoland Studebaker Dealers	WNBQ	Roche, Williams & Clear
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Stud's Place	Manor House Coffee	WENR-TV	Earle Ludgin
Stumpus	Heckman Biscuit Co.	WZYZ-TV	George Hartman Adv.
Success Story	International Sterling Co. Sterling Silver	ABC-TV	Young & Rubicam Co., Inc.
Summer Theatre	General Electric Supply Corp.	WXEL	

Summers Serenade	Summers & Son Co.	WLW-C	
Sunday Matinee	Best Foods, Inc. H. O. Quick Oat Cream Farina, Presto Self-Rising Cake Flour	WABD	Benton & Bowles, Inc.
Sunday Matinee	General Electric Products	WXEL	
Sunday Matinee	Studebaker Dealers	WXYZ-TV	W. B. Doner & Co.
Sunday Movies	Chrysler Dealers	KTLA	Chas. Stahl Adv.
Sunday Night Movie	French Sardine Company	KTLA	Rhodes & Davis
Sunday Night Movie	Langendorf United Bakeries	KTLA	Scholts Advertising Service
Super Circus	Bauer & Black Curly Bandages	ABC-TV	Leo Burnett Co.
Super Circus	Canada Dry Cinger Ale	ABC-TV	J. M. Mathes, Inc.
Super Circus	M & M Ltd. Candy Coated Chocolate	ABC-TV	Wm. Esty Co.
Super Circus	Peters Shoe Co. Weatherbird Shoes	ABC-TV	Henri, Hurst & McDonald, Inc.
Supply Sales Show	Supply Sales Co. Prolaters	WABD	Newton Advertising
Susan Adams	Clinton Foods	WABD	Maxon, Inc.
Susan Adams	Flako Baking Products	WABD	Blatt-Forbes
Suspense	Electric Auto-Lite Co.	CBS-TV	Cecil & Presbrey
Swift's Movie-Time	Swift & Co.	WPIX	Free & Peters, Adv.
Swing Shift Theatre	Yeakel Bros.	KTLA	Irwin Company, Inc.
Talent Shop	Chunky Candy Corp. Chunkies	WABD	Peck Advertising
Talent Tussle	Baltimore News-Post	WAAM	
Tales of the Hawk	Famous Furniture	WXYZ-TV	W. B. Doner & Co.
Tales of Tomorrow	Jacques Kreisler Mfg. Watch Bands, Men's Jewelry	ABC-TV	Hirshon-Garfield, Inc.
Ted Mack Family Hour	C. A. Swanson & Sons Margarine, Poultry	ABC-TV	Tatham-Laird, Inc.
Ted Mack Family Hour	General Mills, Inc. Cereals, Flours, Mixes, Electric Irons	ABC-TV	Tatham-Laird, Inc.
Teen Time Varieties	Schiff Shoe Stores	WSAZ-TV	King & Cofferman
Tele-Bid	Sidles Co. Appliances	KMTV	

T

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Telebuys, Inc.	Participating	KING-TV	Participating
Telenews	Dixie Brewing Co.	WDSU-TV	
Telenews	Joske's of Texas Frigidaire	WOAI-TV	Pitluk Advertising Co.
Telenews Ace	Cunningham Drugs	WJBC-TV	
Telenews Daily	International Harvester Co. Trucks, Refrigerators, Farm Machinery & Parts	WOI-TV	Aubrey, Moore & Wallace, Inc.
Telenews Weekly	Denver & Rio Grand R. R.	KSL-TV	Axelsen Adv. Agency
Telenews Weekly	Meyer Jewelry	WJBC-TV	
Telenews Weekly	Syracuse Savings Bank	WHEN	
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Buick Dealers Assn.	WFIL-TV	Jos. Lowenthal Adv. Agency
Telesports Digest	Ethyl Corp. Lias	WOAI-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Reynolds Metals Co.	WAVE-TV	Zimmer & McClaskey
Telesports Digest	Seztzer Motors Auto	WSPD-TV	
Telesports Digest	Sidles Co. Appliances	KMTV	Anderson & Roll
Television Newsreel	Raymond Rosen & Co., Inc.	WFIL-TV	Al Paul Lefton Co., Inc.
Television Playhouse	Goodyear Tire & Rubber Co. Tires		Young & Rubicam Co., Inc.
Television Playhouse	Philco Corp. Radio, TV Sets, Refrigerators	NBC-TV	Hutchins Adv.
Ten Minute Movie	Western Federal Savings & Loan Assn.	KTLA	Elwood J. Robinson Adv. Agency
10 P.M. News	Bloomington Lincoln-Mercury	WTTV	
Tennessee Jamboree	Logan Super Markets Philco, Admiral, Youngstown Kitchens	WSM-TV	Walter Speight, Noble-Dury & Assocs.
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease	NBC-TV	Kudner Agency, Inc.
Texas News	Texas Electric Service Co.	WBAP-TV	Rowland Broiles
Theatre Hour	Vitamin Corp. of America	WJBC-TV	
Theatre 79	Speedway Petroleum	WJBC-TV	
The Aldrich Family	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
The Aldrich Family	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
The Big Picture	Federation Bank & Trust Co.	CBS-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Plainclothes Man	Larus & Brother Co., Inc. Holiday Cigarettes, Holiday & Edgeworth Tobaccos	DuMont	Kenyon & Eckhardt, Inc.
The Ramblers	Joe M. Offil Motor Co. Nash Automobiles	WDAF-TV	Merritt Owens Adv. Co.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson Agency
The Show Goes On	Superior Feed Mills	CBS-TV	James Reece
The Singing Pastor	W. Va. Beer & Ale	WKY-TV	King & Cofferman
The Sports Almanac	General Mills	WSAZ-TV	Dancer-Fitzgerald-Sample, Inc.
The Stu Erwin Show	Stag Beer	WJZ-TV	Maxon, Inc.
The Weather Tonight	Purity Products	WKY-TV	Young & Rubicam Co., Inc.
The Weatherman	P. Lorillard Co. Embassy Cigarettes	WPIX	Geyer, Newell & Ganger Agency
The Web	Intentional Harvester Co.	CBS-TV	Aubrey, Moore & Wallace, Inc.
The Week in Sports	Participating	WOI-TV	Participating
The World Today	Crawford Clothes	KING-TV	Al Paul Lefton Co.
They Stand Accused	American Tobacco Co.	DuMont	Batten, Barton, Durstine & Osborn, Inc.
This Is Show Business	Hauswald Bakery	CBS-TV	H. W. Buddmeier
This Is Your Zoo	Covert Ohio Sporting Goods	WAAM	
This Week in Sports	Jackson Brewing Co. Jax Beer	WSPD-TV	
This Week in Sports	Les Taylor Co.	WOAI-TV	Fitzgerald Advertising Agency
This Week in Sports	Mobray Finch Ford Dealer	KSL-TV	Evans Advertising
This Week in Sports	Foster-Barker Co. Insurance	WJBK-TV	Anderson & Roll
This Week in the News	Ted Hicks Co. Insurance	KMTV	
This Week in the News	Procter & Gamble Co. Tree, Camay, Drene	KMTV	
Those Two	Ted Top Brewing Co.	NBC-TV	Benton & Bowles
Three City Final	Moores Stores	WLW-C	
Three Sentinels	Sunset Appliance Corp.	WLW-C	
Thursday Night Boxing	People's Outfitting	WABD	Arnold Cohan
Tiger Wives	Kellogg Company	WJBK-TV	
Tim McCoy	Murphy Motors	KTLA	Leo Burnett Co., Inc.
Tim McCoy Film		KTLA	Chas. Stahl Adv. Agency

Time for Beany	Bell Brand Foods, Ltd.	KTLA	McCann-Erickson, Inc.
Time for Beany	Cloverland Dairy	WAAM	St. Georges & Keyes
Time for Beany	Joliet 7-Up	WHBF-TV	
Time for Beany	Leigh Foods, Inc.	CBS-TV	Warwick & Legler, Inc.
Time for Beany	Maryland Co-Op Milk Producers	WAAM	
Time for Beany	Nehi Beverage Company	KTLA	Raymond Morgan Co.
Tip the Scales	South Texas Appliance Co.	WOAI-TV	Bernard M. Brooks
	Admiral Appliances		
Tips for Tinkers	T. G. & Y.	WKY-TV	George Knox
Toast of the Town	Lincoln-Mercury	CBS-TV	Kenyon & Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's Teens	Hotpoint, Inc.	WENR-TV	Maxon, Inc.
Today's Top Story	National City Bank	WXEL	
Toledo Theatre Time	Foodtown Super Markets	WSPD-TV	
Tom Manning Sport Show	P. Ballantine & Sons	WNBK	J. Walter Thompson Agency
Tomorrow's News	Vim Stores	WPXI	William Warren, Jackson & Delaney
Tonight's Attractions	Dr. Kenaga	WSPD-TV	
	Optometrist		
Top Views in Sports	August Wagner Breweries	WLW-C	
Top Views in Sports	Sterling Beer	WAVE-TV	Smith, Benson & McClure
Touchdown	Falls City Beer	WAVE-TV	Prater
Touchdown Prevue	Mallenee's	WSM-TV	
Town and Country Quiz	Staley Milling Co.	WDAF-TV	Bozell-Jacobs, Inc.
	Feeds		
Trading Post	Moore's Stores	WLW-C	
Travels in Space	Lane Drug Co.	WSPD-TV	
Treasury Men in Action	The Borden Co.	NBC-TV	Doherty, Clifford & Schenfield
	Instant Coffee		
Triple Feature Theatre	Chevrolet Dealers Service	KECA-TV	Campbell-Ewald
Tuesday Feature Film	Four Friendly Appliance Dealers	KTLA	Irwin Co., Inc.
Tuesday Movie	Pontiac Dealers Club of So. Calif.	KTLA	Taggart & Young
Tuesday Night Movie	Raichert Sewing Machine Corp.	KTLA	W. B. Geissinger & Co.
TV Auction	Sun Ray Drug Co.	WFIL-TV	Philip Klein Advertising, Inc.
TV Department Store	TV Department Store	WABD	Ben Sackheim, Inc.
TV Magazine	Lanes Drug Stores	WSPD-TV	
TV Ranch	Jersey Bread & Driggs Dairy Farm	WSPD-TV	
TV Rangers	Borden Co.	WLW-C	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
TV Shopper's Revue	John A. Brown Co.	WKY-TV	Enders Advertising Agency
TV Theatre	Falstaff Brewing Co. Beer	KMTV	Dancer-Fitzgerald-Sample, Inc.
TV Theatre	Falstaff Brewing Co. Falstaff Beer	WOAI-TV	Dancer-Fitzgerald-Sample, Inc.
TV Travelogue	Butler Travel Service	WLW-C	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Simmons Agency
TWA Show	TWA	WABD	Batten, Barton, Durstine & Osborn, Inc.
Twenty Questions	The Mennen Company	DuMont	Kenyon & Eckhardt, Inc.
Twenty Questions	Mennen Products for Men	ABC-TV	Grey Advertising
Twin Movie Features	Ronson Art Metal Works Ronson Lighters	KTLA	Jack Vaughn Adv Agency
	Shopping Bag Food Stores		

U

Uncle Amby's General Store	Royal Barry Carter Mills	WSM-TV	James F. Simons Co.
Uncle Mistletoe	Marshall Field Dept. Store	WENR-TV	Calkins & Holden
Uncle Roscoe's Playtime Party	Hotel Utah Coffee Shop	KSL-TV	R. T. Harris
Uncle Wip	Gimbels Dept. Store	WFIL-TV	Direct
Uebelhart & the News	Ohio Fuel Gas Co.	WSPD-TV	Gould, Tierney
Universal Homemaking	Landers, Frary & Clark Universal Appliances	DuMont	
U. of D. Football Films	Plymouth Dealers	WJBK-TV	

V

Vacation Land	Gerlinger Appliances	WSPD-TV	
Vanderbilt Football	Jamison Bedding Co.	WSM-TV	Max Beck
Versatile Varieties	Bonafide Mills Floor Coverings	ABC-TV	Gibralter Advertising Agency
Victor Borge Show	Kellogg Co.	NBC-TV	Kenyon & Eckhardt
V-I-D-E-O	Co-op. P. & C. Food Markets	WHEN	
Video Chef	Associated Food Stores	WPIX	Furman, Feiner & Co.
Views of the News	Murfree Mortgage Co., First American Natl. Bank	WSM-TV	George Doyne
Vincent Lopez Show	Lakewood Hotel & Land Assn.	WABD	Vincent Zepal
Voice of Firestone	Firestone Tire & Rubber Co. Tires, Tubes & Batteries	NBC-TV	Sweeney & James Co.

Wake Up & Live	Lowell Cosmetics	WLW-C	Steiner Adv.
Wally Jackson Show	Wally Jackson Studios	WPIX	Ward Wheelock Co.
Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	George H. Hartman
Walt's Workshop	Edward Hines Lumber Co.	WNBQ	Elmer Free
Washington Senators Baseball	American Beer	WAAM	McCann-Erickson
Wayne King Program	Standard Oil Co. of Indiana Oil, Gasoline	NBC-TV	Young & Rubicam Co., Inc.
We the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires	NBC-TV	
Weather Report	P & G Shasta Shampoo	WJBK-TV	Buchanan-Thomas
Weather Sketches	Paxton & Gallagher Coffee	KMTV	
Weather Tele-Facts	The Fair	WBAP-TV	Julian Read
Weatherchart	Gulf Brewing Co. Grand Prize Beer	WOAI-TV	Foote, Cone & Belding
Weatherman	Paxton-Gallagher Co. Coffee	WDAF-TV	Buchanan, Thomas Co.
Weatherman	Purity Taystee	WJBK-TV	Leo Burnett
Weatherman—Clint Youle, Atchison, Topeka & Santa Fe Railway Sys.	Atchison, Topeka & Santa Fe Railway System	WNBQ	
Weatherman—Clint Youle	Campbell Cereal Co.	WNBQ	Campbell-Mithum
Weatherman—Clint Youle	Commonwealth Edison Co.	WNBQ	J. R. Pershall Co.
Weatherman—Clint Youle	Home Gas Industries	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	Jewel Food Stores	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	R. Cooper, Jr.	WNBQ	Maxon, Inc.
Weatherman—Clint Youle	Standard Milling Co.	WNBQ	J. W. Shaw Advertising
Weatherman—Clint Youle	Swift & Co.	WNBQ	J. Walter Thompson Agency
Weatherwane	McCullough Chevrolet	WJBK-TV	
Weatherwane	DeSoto Dealers	WJBK-TV	
Webber Motor Sportlog	Webber Motor Co. Dodge Cars	KMTV	Allen & Reynolds
Wednesday Feature Film	General Electric Appliance Co.	KTLA	Mays & Co.
Wednesday Move No. 2	Fletcher Jones	KTLA	Chas. Stahl Adv. Agency
Weekly Newsreel	Kurtz Furniture Co.	WNBK	Ed Hibshman & Associates
Western Adventure Film	Friedman-Shelby Div. of International Shoe Co.	KTLA	Henri, Hurst & McDonald

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Western Corral	Duckhead Overalls, Sealtest Milk	WSM-TV	Noble-Dury R. C. Fields
Western Feature Film	Murnat Motors	KTLA	Jack Vaughn Adv. Agency
Western Film Theatre	Quaker City Chocolate Co.	WPIX	Free & Peters
Western Jamboree	Belle Furniture Co.	WSAZ-TV	Direct
Western Roundup	Participation	WBNS-TV	
Western Theatre	Swan Cleaners	WLW-C	
What in the World	CBS-TV	WBAP-TV	Direct
What's Cooking	Participating	CBS-TV	Earle Ludgin & Co.
What's My Line	Jules Montenier Stoppette	WOI-TV	Fitzmorris and Miller
What's the Weather	Omar Bakeries	WFIL-TV	Al Paul Lefton Co., Inc.
What's the Weather	Raymond Rosen & Co., Inc.	WKY-TV	
What's Your I.Q.?	Standard Life & Accident Insurance Co.	KECA-TV	M. Weinberg
Whelan's Motion Picture Cavalcade	Vitamin Corp. of America	WFIL-TV	Campbell-Mithun, Inc.
Whistling Wizard	Vitamin Corp. of America	KTLA	Leo Burnett Co., Inc.
Whiz TV Theatre	CBS-TV	WENR-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	R. M. Hollingshead Corp.	WJKB-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg Company	WKY-TV	James Reece
Wild Bill Hickok	Kellogg-Cereal	WLW-C	Frederick L. Clinton
Wild West Theatre	Kellogg	WABD	Bernard M. Brooks
Wiley Gene	Allied Music Corp.	WOAI-TV	
Willie Fishers Fun Factory	Superior Feed Mills	WSM-TV	Ralph Jones
Wilson, Glickman & Lee	Arlington Motors	WXYZ-TV	Dancer-Fitzgerald-Sample, Inc.
Winters' Wonderland	Adler Shoes	WBNS-TV	Rex Adv. Agency
Women's Supplement	Wolff & Marx Westinghouse	WOAI-TV	
Woods & Waters	Nu-Maid Margarine	WMLW-TV	
Woody Hayes—Football	P & G Shasta Shampoo	WXYZ-TV	
World Adventure Series	Harvey Mack Pontiac	WBNS-TV	
World News	Philco Dealers	WOAI-TV	Thomas F. Conroy
World of Sports	Earl Bring—Mutual of Omaha	WDSU-TV	Fitzgerald Adv. Agency
World of Yesterday	Ormsby Chevrolet Co.	WXEL	
World Tonight	Jackson Brewing Co.	KSL-TV	
Wrestling	Hudson Dealers	WLW-C	
Wrestling	Deseret News	KTLA	The Edwards Adv. Agency
Wrestling	American Vitamin		
Wrestling	Buick Dealers		

Wrestling	Clinton Clothing	KTLA	Milton Weinberg Adv. Co.
Wrestling	Columbia Breweries	KING-TV	How Ryan & Associates
Wrestling	Falstaff	WDSU-TV	
Wrestling	Falstaff Brewing Co.	WKY-TV	Dancer-Fitzgerald-Sample, Inc.
Wrestling	General Electric Appliances, Inc.	KTLA	Mays & Company
Wrestling	Hazel Bishop & Pin Up	WJBK-TV	
Wrestling	Hudepohl Beer	WLW-C	
Wrestling	Hudson Dealers of Chicago	WENR-TV	Malcolm-Howard
Wrestling	Jerry Lynch Nash Dealer	WJBK-TV	
Wrestling	Maison Blanche	WDSU-TV	
Wrestling	Motorola Dealer	WKZO-TV	
Wrestling	Oertels Brewing Co.	WAVE-TV	Kopmeyer
Wrestling	Philco Dealer	WKZO-TV	
Wrestling	Red Top Brewing Co.	WLW-C	
Wrestling	Regal Amber Brewing Co.	KTLA	Abbott Kimball Co.
Wrestling	University Chevrolet	WTTT	
Wrestling	Walker Motors	WXYZ-TV	Clark & Rickard Adv.
Wrestling From Chicago	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Wrestling From Hollywood	National Premium Beer	WXEL	
Wrestling From Hollywood	The Electric Company	WSM-TV	Thomas F. Conroy
Wrestling Personalities	Bohnet Baking Co.	WOAI-TV	
	Mrs. Bohnett's Bread	WABD	Grey Adv.
Wrestling With Dennis James	Bond Clothes	WABD	Earl Bothwell
Wrestling With Dennis James	Boyle-Midway, Inc.		
	Auto-Brite		

Y

Yankee Baseball Games	P. Ballantine Sons Co.	WABD	J. W. Thompson
Yellow Cab Revue	Ballantine's Beer & Ale	WFIL-TV	Al Paul Lefton Co., Inc.
Yesterday's Newsreel	Yellow Cab Co.	WOAI-TV	Pitluk Advertising Co.
Yesterday's Newsreel	Handy Andy Supermarkets	KMTV	
Yesterday's Newsreel	Miller-Pontiac		
Yesterday's Newsreel	Cars	WSAZ-TV	Direct
Yesterday's Newsreel	Pancake Realty Company	WKY-TV	
Yesterday's Newsreel	Standard-Humpty-Dumpty	WTTT	
Yesterday's Newsweek	Eberle Hardware	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter		
	Peanut Butter		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	DuMont	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co.	WJBK-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	WOAI-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter	WSM-TV	Guild, Bascom & Bonfigli, Inc.
Young Mr. Bobbin	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
Your Big Moment	Westinghouse Dealers	KNBH	The Tullis Co.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Junior Revue	George's Radio & TV Corp. Radios, TV Sets, and Appliances	WNBW	Robert J. Enders, Inc.
Your National Theatre	National Credit Clothiers	WENR-TV	Charles Temkin
Your Pet Parade	Ralston Purina Co. Ralston Wheat Flakes, Ry-Krisp, Shredded Ralston	ABC-TV	Gardner Agency
Your Show of Shows	Benrus Watch Co. Watches, Clocks	NBC-TV	J. D. Tarcher & Co.
Your Show of Shows	Eversharp, Inc. Pens, Pencils & Razors	NBC-TV	Biow Co.
Your Show of Shows	Lehn & Fink Products Corp. Lysol, Hind's Honey and Almond Cream	NBC-TV	Lennen & Mitchell
Your Show of Shows	Libby, McNeill & Libby Pineapple Juice	NBC-TV	Foote, Cone & Belding
Your Show of Shows	R. J. Reynolds Tobacco Co. NBC-TV	NBC-TV	Wm. Esty Co.
Your Show of Shows	S. O. S. Co. S. O. S. Cleanser	NBC-TV	McCann-Erickson
Your Television Shopper	W. T. Grant Dept. Store	WHEN	
You're On Your Own	Courtly Foods	WABD	Fairfax
Youth On the March	Young People's Church Institutional	ABC-TV	J. M. Camp & Co.
Youth On the March	Young People Church of the Air, Inc.	WFIL-TV	J. M. Camp & Co.
Zoo Parade	Jewel Food Stores	WNBQ	Allied Enterprises
Zoo Parade	Quaker Oats Co. Ken-L Rations	NBC-TV	Ruthrauff & Ryan

COMMERCIAL AM PROGRAMS OF 1951

(NETWORK)

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1951. 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. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adv. of Ozzie and Harriet	H. J. Heinz Co. 57 Varieties	ABC	Maxon, Inc.
Against the Storm	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey
A. L. Alexander's Mediation Board	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency
A Life in Your Hands	H. J. Heinz & Co. 57 Varieties	ABC	Maxon, Inc.
Aldrich Family	General Foods Corp. Jell-O, Cornstarch	NBC	Young & Rubicam, Inc.
Alex Dreier—This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald
Alias Jane Doe	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding
Allen Jackson and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam
All-Star Baseball Game	Gillette Safety Razor Co. Razor Blades & Gillette Razors	MBS	Maxon, Inc.
All-Star Football Game	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
A Memo From Molly	Lucerne Milk Co. Div. of Safety Stores Inc.—All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald-Sample, Inc.
American Forum of the Air	American Trucking Assn. Institutional	NBC	Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
American Medical Assn. Presidential Inauguration Ceremonies	American Medical Assn. Institutional	MBS	Campaigns, Inc.
American Radio Warblers	American Bird Products Inc. American 3 Vee Bird Food	MBS	Weston-Barnett Inc.
Amos 'n' Andy	Rexall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
Armstrong of the S.B.I.	General Mills, Inc. Wheaties	ABC	Knox Reeves Advertising Agency
Armstrong Theatre of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Arthur Godfrey Show	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding Co.
Arthur Godfrey Show	Lever Brothers Co. Kinsol	CBS	Ruthrauff & Ryan, Inc.
Arthur Godfrey Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Arthur Godfrey Show	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett, Inc.
Arthur Godfrey	Reid-Murdoch Div. of Consolidated Grocers Corp.—Canned Fruits, Vegetables, Juices, Jams, Fish, etc.	CBS	Weiss & Geller, Inc.
Arthur Godfrey's Talent Scouts	Lever Brothers Co. Thomas J. Lipton, Inc. Div. Lipton's Tea, Soup Mixes, Frostee	CBS	Young & Rubicam
Aunt Jenny	Lever Brothers Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Bab-O-News	B. T. Babbitt Inc. Bab-O & Glim	MBS	Wm. H. Weintraub Co., Inc.
Back to the Bible	Good News Broadcasting Assn. Institutional	ABC	J. M. Camp & Co.
Back to God	Christian Reformed Church Institutional	MBS	Glenn-Jordan-Sotetzel, Inc.

B

Backstage Wife	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage & Moving	CBS	Brooks Advertising Agency
Benson, Bobby	Kraft Foods Co. Caramels, Dinners & Malted Milk	MBS	J. Walter Thompson Co.
Betty Crocker Magazine of the Air	General Mills, Inc. Cold Medal Flour, Soup Ingredients, Cereals	ABC	Dancer-Fitzgerald-Sample, Inc.
Beulah	Procter & Gamble Co. Dreft, Lava, Oxydol, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc.
Big Show	Reynolds Metals Co. Aluminum & Aluminum Products	NBC	Buchanan & Co., Inc.
Big Sister	Procter & Gamble Crisco, Ivory Soap, Dreft, Spic & Span	CBS	Compton Advertising, Inc.
Big Story	American Cigarette & Cigar Co. Pail Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Lever Brothers Co. Lifebuoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Adams—Talk on Gardening	Jackson & Perkins Co. New Patented Roses, Fruits, Perennials	CBS	Huber, Hoge & Sons
Bill Downs	Wildroot Co., Inc. Wildroot Cream, Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Bill Henry & the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Bill Lang—News	Airways Corp. Rose Bushes & Dutch Bulbs	MBS	Dorland, Inc.
Bill Lang—Profiles in the News	Kipling Washington Agency Newsletter	MBS	Leo Burnett Co., Inc.
Bill Lang Show	Greystone Press Books	CBS	Huber, Hoge & Sons
Bing Crosby Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Blatz Reporter	Blatz Brewing Co. Blatz Beer	ABC	Wm. H. Weintraub & Co.
Blue-Gray Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Bob Marclay, American Agent	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bob Bryar & Recorded Music	Airways Corp. Rose Bushes	MBS	Dorland, Inc.
Bob Carred and the News	Ben Hur Products Ben Hur Coffee, Tea, Extracts, Spices & Jell-A-Teen	ABC	Mogge-Privet, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
Bob Hope Show	Liggitt & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Cunningham & Walsh, Inc.
Bobby Benson	American Chicle Co. Dentyne, Beeman's Pepsin & Chiclets Chewing Gum	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Shadel	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuels	CBS	Joseph Katz Co.
Bill Shadel	Animal Foundation, Inc. Hunt Club Dog Food	CBS	Moser & Cotins, Inc.
Bill Shadel	Campana Sales Co. Solitair Cake Makeup, Lotion, DDD, Ayds Vitamin Candy, Coolies	CBS	Wallace, Ferry, Hanly Co.
Bill Shadel	General Foods Corp. Log Cabin Syrup	CBS	Foote, Cone & Belding Co.
Bill Shadel	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Bill Shadel	Sterling Drug, Inc. Phillips Toothpaste, Haley's M-O	CBS	Dancer-Fitzgerald-Sample, Inc.
Bill Shadel	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Botany Song Shop	Botany Mills, Inc. Botany 500 Men's Suits & Ties	ABC	Silberstein & Goldsmith, Inc.
Break the Bank	Bristol Myers Co. Ipana Toothpaste, Sal Hepatica Trushay, Bufferin, Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey, Inc.
Breakfast Club	General Foods Corp. Jello	ABC	Young & Rubicam
Breakfast Club	General Mills, Inc. Kix, Gold Medal Kitchen Tested Flour, Softasilk	ABC	Tatham-Laird, Inc.

Breakfast Club	Philco Corp. Refrigerators, Radios, Home Freezers, Ranges	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	Swift & Co. Meat, Shortening, Edible Dairy Products, Poultry	ABC	J. Walter Thompson Co.
Brighter Day	Procter & Gamble Co. Cheer, Ivory Flakes, Spic & Span	CBS	Compton Advertising, Inc. Young & Rubicam
Broadway Is My Beat	General Motors Corp. Pontiac Motor Division—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
C			
Cal Tinney's On	General Mills, Inc. Cold Medal Kitchen-Tested Flour	ABC	Dancer-Fitzgerald-Sample, Inc.
California Around the World	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Camel Football Scoreboard	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Camel Scoreboard	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co., Inc.
Can You Top This?	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co., Inc.
Carl Smith	Kellogg Co. Cold Medal Spaghetti & Macaroni	CBS	Leo Burnett Co., Inc.
Carling's Takes You to the Races	Brewing Corp. of America Carling's Red Cap Ale	MBS	Benton & Bowles, Inc.
Carroll Alcott	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Carroll Alcott	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cavalcade of America	E. I. duPont de Nemours & Co. Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
CBS Football Round-up	General Electric Co. All Products	CBS	Maxon, Inc.
CBS Newsroom—Sunday Desk	Chemicals, Inc. Vano, Household Chemical	CBS	Sidney Garfield & Associates
CBS Newsroom—Sunday Desk	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
CBS Newsroom—Sunday Desk	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cecil Brown—Commentary	State Farm Mutual Auto Insurance Co. Auto Insurance	MBS	Needham, Louis & Brorby, Inc.
Cecil Brown—News	Harrison Products, Inc. Shut-Eye	MBS	Sidney Garfield & Associates
Cedric Adams	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett Co., Inc.
Cedric Foster & the News	Murine Co., Inc. Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
Challenge of the 50s—Years of Crises	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Challenge of the 50s—Years of Crises	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams
Charlie McCarthy Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Detective	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Charles Collingwood	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chemical Engineering Society Dinner	Phillips Petroleum Co. Gasoline & Oil	MBS	Lambert & Feasley, Inc.
Chet Huntley and the News	Glorion Corp. Cosmetics	ABC	Milton Weinberg Adv. Co.
Chet Huntley	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chet Huntley, News	Lee Pharmal Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Co.
Chet Huntley and the News	MJB Co. Coffee, Tree Tea, and Rice	ABC	Batten, Barton, Durstine & Osborn, Inc.
Chet Huntley, News	Sealy Mattress Co. Mattresses	ABC	Alvin Wilder Adv. Co.
Chet Huntley, News	VCA Laboratories Rybutol	ABC	Milton Weinberg Adv. Co.
Chicago Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.

Choralists	Longines-Wittnauer Watch Co., Inc. Wittnauer Watches	CBS	Victor A. Bennett Co.
Christian Science Monitor Views the News	Christian Science Publishing Society Newspaper	ABC	Walton Butterfield Adv.
Christmas Carol With Lionel Barrymore	A. O. Smith Corp. Hot Water Heaters	MBS	Henri, Hurst & McDonald
Christmas in the Air	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Adv.
Cities Service Band of America	Petroleum Advisers, Inc. Petroleum Products	NBC	Ellington & Co., Inc.
City Hospital	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Club 15 With Bob Crosby	Campbell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Clubtime	Club Aluminum Products Co. Aluminum Household Utensils	ABC	Leo Burnett Co., Inc.
Clyde Beatty	Kellogg Co. Rice Krispies	MBS	Leo Burnett Co., Inc.
Contented Hour	Carnation Co. Evaporated Milk	CBS	Erwin, Wasey & Co., Ltd.
Corliss Archer	Electric Companies Adv. Program Program—Institutional	CBS	N. W. Ayer & Son, Inc.
Counterspy	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC	Young & Rubicam
Curt Massey Time	Miles Labs., Inc. Alka Seltzer & One-A-Day Vitamins	MBS	Geoffrey Wade Advertising
Curt Massey Time With Martha Tilton	Miles Laboratories, Inc. Alka Seltzer, One-A-Day Vitamins	CBS	Geoffrey Wade Advertising

D

Dan Cubberly—News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
David Amity	Procter & Gamble Camay, Dreft and Oxydol	ABC	Pedlar & Ryan, Inc.
David Lawrence	American Dairy Assoc. Dairy Products	NBC	Campbell-Mithun, Inc.
David Vaile—News	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
David Vaile—News	Mennen Co. All Products	CBS	Duane Jones Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
David Vaile—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Defense Attorney	American Chiclé Co. Clarets	ABC	Dancer-Fitzgerald-Sample, Inc.
Dennis Day Show	Colgate-Palmolive-Peet Co. Palmolive Soap	NBC	Ted Bates & Co.
Dial Dave Garroway	Armour & Co. Dial Soap	NBC	Foote, Cone & Belding Co.
Dick Haymes Tune Time	Procter & Gamble Ivory Soap	ABC	Compton Advt., Inc.
Dick Joy—News	Washington Cooperative Farmer's Assn. Lyden Chicken	CBS	Pacific National Adv. Agency
Dr. Christian With Jean Hersholt	Cheshbrough Mig. Co. Consolidated Vaseline Hair Tonic, Lip Ice, Petroleum Jelly	CBS	McCann-Erickson, Inc.
Dr. Paul	Wesson Oil & Snowdrift Sales Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Don Hollenbeck	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Don Hollenbeck	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Don Hollenbeck	Household Finance Corp. Personal Loans	CBS	Needham, Louis, Brorby, Inc.
Double Or Nothing	Campbell Soup Co. Campbell Soups, Pork & Beans, Franco-American Spaghetti	NBC	Ward Wheelock Co.
Douglas Edwards—News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
Dragnet	Liggett & Myers Tobacco Co. Fatima Cigarettes	NBC	Cunningham & Walsh, Inc.
Drew Pearson	Adam Hat Stores Adam Hats	ABC	Wm. H. Weintraub & Co.
Drew Pearson	Carter Products Carter's Pills	ABC	Ted Bates Co.
Dulany Daily Double	John H. Dulany & Son, Inc. Frozen Foods	ABC	Foote, Cone & Belding

F

East-West Football Game

Motorola, Inc.
Radios, TV Sets

MBS

Ruthrauff & Ryan

East-West Football Game	Shrine East-West Football Committee	MBS	Direct
Eddie Cantor Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	Blow Co.
Edward Arnold, Story Teller	General Mills, Inc. Kix	ABC	Tatham-Laird, Inc.
Edward P. Morgan and the News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Edwin C. Hill and the Human Side of the News	Belton Hearing Aid Co. "Belton Mono-Pac" Hearing Aid	CBS	Olian Advertising Co.
Edward R. Murrow and the News	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Edward R. Murrow and the News	Green Giant Co. Canned Foods	CBS	Leo Burnett Co., Inc.
Edward R. Murrow and the News	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow and the News	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Edward R. Murrow and the News	Pan-Am Southern Corp. Lubricants	CBS	Fitzgerald Adv. Agency
Edward R. Murrow and the News	Planters Nut & Chocolate Co. Planters Peanuts & Peanut Oil	CBS	Raymond R. Morgan Co.
Eric Sevareid and the News	Chamberlain Sales Corp. Chamberlain's Lotion	CBS	Batten, Barton, Durstine & Osborn, Inc.
Ezzard Charles vs. Jersey Joe Walcott	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Fanny Brice—Baby Snooks	Lewis-Howe Co. Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Fat Man, The	American Chiclo Co. Clorox	ABC	Dancer-Fitzgerald-Sample, Inc.
Father Knows Best	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
F.B.I. in Peace and War	General Mills, Inc. Bisquick, Wheaties	CBS	Knox Reeves, Adv., Inc.
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Blow Co., Inc.

F

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
F. B. I. in Peace and War	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Family Party	Carnation Co.	CBS	Erwin Wasey & Co., Ltd.
Fibber McGee & Molly	Pet Milk Sales Corp. Pet Evaporated Milk	NBC	Gardner Advertising Co.
Flying Feet	Dr. Hiss Shoe Stores Dr. Hiss Shoes	ABC	Hal Stebbins, Inc.
Frances Scully Show, The	Lee Pharmaceutical Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Adv. Co.
Frank & Ernest	Dawn Bible Students Assn. Institutional	MBS	Wm. Gleeson & Co.
Frank Edwards—News	American Federation of Labor Institutional	MBS	Furman, Feiner Co., Inc.
Frank Goss—News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Frank Goss—News	Chemicals, Inc. Vano, Household Chemical	CBS	Sidney Garfield & Associates
Frank Goss—News	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	Mennen Co. All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Frankie Lane Show	U. S. Army & U. S. Air Force Recruiting Service	CBS	Grant Advertising, Inc.
Front Page Farrell	Whitehall Pharmaceutical Co. Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Fulton Lewis At Home	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency & McCreery, Quick & McElroy
Gabriel Heatter	American School Home Study Courses	MBS	Olian Adv. Co.
Gabriel Heatter	Amuro Products Co. Inc. Tooth Powder	MBS	O'Neil, Larson & McMahan
Gabriel Heatter	Beltone Hearing Aid Co. Hearing Aids	MBS	Olian Adv. Co.
Gabriel Heatter	Noxema Chemical Co. Noxema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.

Gabriel Heatter	Pearson Pharmacal Co. Ennds & Eyegene	MBS	Harry B. Cohen, Adv. Co.
Gabriel Heatter	Personna Blade Co. Razor Blades	MBS	J. D. Tarcher
Gabriel Heatter	Rhodes Pharmacal Co. Indrin	MBS	O'Neil, Larson & McMahon
Gabriel Heatter—News	VCA Labs. Rybutol	MBS	Harry B. Cohen Adv. Co., Inc.
Galen Drake	Economics Laboratory, Inc. Soilax	CBS	Cunningham & Walsh, Inc.
Galen Drake	Sonotone Corp. Sonotone Hearing Aid	CBS	Lloyd, Chester & Dillingham, Inc.
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young & Rubicam
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	Wm. Wrigley, Jr. Co. Doublemint Gum	CBS	Ruthrauff & Ryan, Inc.
George Fisher, Hollywood Reporter	La Maur, Inc. Modart Creme Shampoo	CBS	Hilton & Riggio, Inc.
Georgia Crackers	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	CBS	Thwing & Altman, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	MBS	Thwing & Altman, Inc.
Giant in a Snare	Time, Inc. Time Magazine	CBS	Young & Rubicam
Giants-Dodgers Playoff Games	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co.
Gillette Fights	Gillette Safety Razor Co. Gillette Blue Blades Brushless & Lather Creams	ABC	Maxon, Inc.
Gillette Warm-Up Time	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Gillette Warm-Up Time	Toni Co. Toni Home Permanent & Shampoo	MBS	Foote, Cone & Belding Co.
Give and Take	Cannon Mills, Inc. Cannon Hosiery, Sheets, Towels	CBS	Young & Rubicam
Give and Take	Gillette Safety Razor Co.—Toni Div. Toni Home Permanent, Cream Shampoo	CBS	Foote, Cone & Belding Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey Digest	Reddi-Wip, Inc. "Reddi-Wip" Cream	CBS	Ruthrauff & Ryan, Inc.
Golden West Trotting	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Grady Cole	General Foods Corp. Calumet	CBS	Foote, Cone & Belding Co.
Grady Cole	Quaker Oats Co. Quaker Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Grand Central Station	Gillette Safety Razor Co.—Toni Div. Palm Home Permanent, White Rain	CBS	Foote, Cone & Belding Co.
Grand Central Station	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll and Cake Mix	CBS	Leo Burnett, Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. Prince Albert Tobacco	NBC	William Esty Co.
Grand Slam	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Grantland Rice—Sport News	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Great Gildersleeve	Kraft Foods Co. Parkay, Velveeta, Kraft DeLuxe Sliced Cheese	NBC	Needham, Louis & Brorby
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Kudner Agency
Griffin Bancroft	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Griffin Bancroft	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Guiding Light	Procter & Gamble Co. Ivory Flakes, Duz	CBS	Compton Advertising, Inc.
Guy Lombardo Time	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.

H

Hal Peary Show	Chrysler Corp. Plymouth Motor Div—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Hal Peary Show	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising, Inc.
Hallmark Playhouse	Hall Brothers Co. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding Co.

Halls of Ivy	Joseph Schlitz Brewing Co. Beer	NBC	Young & Rubicam
Hambletonian Stakes	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmaceutical Co. Div.) Anacin	CBS	John F. Murray Adv. Agency
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmaceutical Co. Div.) Anacin	CBS	Duane Jones Co., Inc.
Harry Babbitt Show	S. & W. Fine Foods, Inc. Foods & Coffee	CBS	Foote, Cone & Belding Co.
Headline News	S. C. Johnson & Son, Inc. Waxes & Finishes	MBS	Needham, Louis & Brorby
Headlines in the News	Serutan Co. Serutan, Nutrex, Lemel, Histaline, RDX, Hi-V	ABC	Roy S. Durstine, Inc.
Health Quiz	American Protam Corp. Protam, A Food Supplement	MBS	Dowd, Redfield & Johnstone, Inc.
Heartbeat in the News	Serutan, Inc. Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel	ABC	Roy S. Durstine, Inc.
Hearthstone of the Death Squad	General Motors Corp. Pontiac Motor Div.—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
Henry J. Taylor	General Motors Cars and Services	ABC	Kudner Agency
High Life Revue	Miller Brewing Co. Beer	ABC	Mathison & Associates, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer	CBS	Geoffrey Wade Advertising
Hollywood Gold Cup Handicap	Apple Valley Inn Hotel	CBS	Swafford & Co.
Hollywood Party	The LeBlanc Corp. Hadacol	MBS	Majestic Adv. Agency
Hollywood Star Playhouse	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Stars on Stage	Ronson Art Metal Works Lighters & Accessories	ABC	Grey Advt. Agency
Hopalong Cassidy	General Foods Corp. Grape Nuts	CBS	Young & Rubicam, Inc.
Horace Heidt Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hour of Decision	Billy Graham (Evangelistic Assn.) Institutional	ABC	Walter F. Bennett Co.
House Party	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll, and Cake Mix	CBS	Leo Burnett Co., Inc.
Hudson Coal Miners	Hudson Coal Co. Coal	NBC	Clements Co., Inc.
Human Side of the News, The	Pan American Coffee Bureau Coffee	ABC	Federal Advt. Agency
Human Side of the News, The	Serutan Co. Serrano Nuts, I.D.X., Hi-V, Sdagell, Lomet	ABC	Roy S. Durstine, Inc.
I			
Ice Follies of 1952	Shipstad & Johnson Institutional	MBS	Walter McCreery, Inc.
Inner Sanctum	Mars, Inc. Mars, Milky Way, Tasty Treats, Fruit & Nut Lipstick	ABC	Leo Burnett Co.
Inside News of Hollywood	Hazel Bishop, Inc.	ABC	Raymond Spector Co.
Inside the Doctor's Office	Wafex, Inc. Wafex Reducing Tablets	MBS	Grady & Wagner Co., Inc.
International Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
Ira Blue Sports	Lucky Lager Brewing Co. Beer and Ale	ABC	McCann-Erickson, Inc.
It Happens Every Day	Gillette Safety Razor Co. Toys, Discs, From Home Permanent, White Hair	CBS	Foote, Cone & Belding Co.
J			
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn Inc.
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jacques Fray and His Piano	Book Associates Books	MBS	Huber Hoge & Sons
Jay Stewart Fan Mail	North American Van Lines, Inc. Transportation of Household Goods	CBS	Castor & Associates

Jay Stewart Fan Mail	North American Van Lines Dealers and Services	ABC	Joseph Castor & Associates
Jergens-Woodbury Journal	Andrew Jergens Co. Hand Lotion, Face Cream, Face and Body Powders	ABC	Robert W. Orr & Associates
Joe Emerson's Hymn Time	General Mills, Inc. Red Band Flour	ABC	Knox Reeves Adv.
Joey Maxim vs. Bob Murphy Bout	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
John B. Kennedy	Serutan Co. Scrutan, Nutrex, KDX, H-V, Sedagel, Central	ABC	Roy S. Durstine, Inc.
John Cameron Swayze	Belmont Radio Corp. Raytheon Television Sets	NBC	Henri, Hurst & McDonald
Johnny Dollar	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Joyce Jordan, M.D.	Lever Bros. Surf	ABC	N. W. Ayer & Son
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo	NBC	Ted Bates
Julian Bentley	Puritan Co. of America Foods, Food Packers, Importers	CBS	Schwimmer & Scott, Inc.
Just Plain Bill	Whitehall Pharmacal Co. Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Juvenile Jury	General Foods Sales Corp. Games, Dog Food	MBS	Benton & Bowles, Inc.
K			
Kenneth Banghart and the News	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kentucky Club, Lineup Time & Football Scoreboard	Mail Pouch Tobacco Co. Kentucky Club Pipe Tobacco	MBS	Chas. W. Hoyt
Kentucky Derby	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream	CBS	Maxon, Inc.
Kid Gavilan vs. Billy Graham	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	CBS	Wm. Esty & Co., Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	NBC	Wm. Esty & Co., Inc.

L

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Fair	Sterling Drug, Inc. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Dandarine, Energine & Ionized Yeast	MBS	Dancer-Fitzgerald-Sample, Inc.
Lanny Ross	Curtis Circulation Co. Ladies Home Journal	MBS	Batten, Barton, Dursstine & Osborn, Inc.
Larry Lesueur and the News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
Larry Lesueur and the News	Richfield Oil Corp. of N. Y. Richfield Gas & Oil	CBS	Morey, Humm & Johnstone, Inc.
Les Griffith and the News	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Les Higbie and the News	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Dursstine & Osborn, Inc.
Let's Go With Ralph Flanagan	U. S. Army & U. S. Air Force Recruiting	ABC	Grant Adv.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Dursstine & Osborn, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Tide	NBC	Benton & Bowles, Inc.
Life of Riley	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Life With Luigi	Wm. Wrigley, Jr. Co., Inc. Spearmint Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Light and Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett & Co.
Light Crust Dough Boys	Burrus Mill & Elevator Co. Light Crust Flour	MBS	Tracy-Locke Co., Inc.
Live Like a Millionaire	General Mills Bisquick, Grape-Nuts, Wheatena	NBC	Knox Reeves Adv., Inc.
Lone Journey	Lever Bros. Surf, Detergent	ABC	N. W. Ayer & Son
Lone Ranger, The	American Bakeries Co. Menta Bread, Cake, Soda Crackers	ABC	Tucker Wayne & Co.
Lone Ranger, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Dancer-Fitzgerald-Sample, Inc.
Lorenzo Jones	Procter & Gamble Co. Cheer	NBC	Young & Rubicam

Lou Childre	Quaker Oats Co. Quaker Grits, Aunt Jemima, Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Louis-Walker Fight	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising Inc.
Lucky U Ranch	Planters Nut & Choc. Co. Planter's Salted Peanuts	ABC	Raymond R. Morgan Co.
Luncheon Club	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Lutheran Hour, The	Lutheran Laymen's League Institutional	ABC	Gotham Adv. Co., Inc.
Lutheran Hour	Lutheran Laymen's League Institutional	MBS	Gotham Adv. Co., Inc.
Lux Radio Theatre	Lever Brothers Co. Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Man Next Door	U. S. Tobacco Co. Copenhagen, Banjo Snuff, Rooster Red Seal Snuff	MBS	Kudner Agency
Man on the Farm	Quaker Oats Co. Mother's Premium Oats & Full-O-Pep Feed	MBS	Sherman & Marquette, Inc.
Maria Webster	Bank of America National & Savings Association Banking Services	CBS	Chas. R. Stuart Adv., Inc.
Mario Lanza Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Mario Lanza Show	Coca-Cola Company Coca-Cola	NBC	D'Arcy Advertising Co., Inc.
Mark Trail	Kellogg Co. Cereals, Dog Foods, Spaghetti, Macaroni	ABC	Kenyon & Eckhardt
Mark Trail	Kellogg Co. All Products	MBS	Kenyon & Eckhardt, Inc.
Martin Kane—Private Eye	U. S. Tobacco Co. Old Briar, Model, Tweed & Dill's Best	MBS	Kudner Agency
Martin Kane—Private Eye	United States Tobacco Co. Tobacco & Tobacco Products	NBC	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Pet Milk	NBC	Gardner Advertising Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet Frank Sinatra	Bymart, Inc. Tintair	CBS	Cecil & Presbrey, Inc.
Meet Frank Sinatra	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Meet the Missus	Leslie Sale Co. Salt	CBS	Long Adv. Service
Mel Allen's Popsicle Clubhouse	Joe Lowe Corp. Popsicles & Other Frozen Confection Products	MBS	B'aine-Thompson Co.
Memory Book	Book Associates Books	CBS	Huber Hoge & Sons
Metropolitan Opera	Texas Co. Gasoline and Motor Oils	ABC	Kudner Agency
Mr. and Mrs. Blandings	Trans World Airlines, Inc. Institutional	NBC	Barton, Barton, Durstine & Osborn, Inc.
Mr. and Mrs. North	Colgate-Palmolive-Peet Co. Halo Shampoo, Palmolive Shave Cream	CBS	Snerman & Marquette
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol Myers Sal Hepatica, Vitals, Ipana Toothpaste	ABC	Young & Rubicam, Inc.
Mr. District Attorney	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Young & Rubicam, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin, Kolynos, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Mr. Mercury	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Modern Romances	Norwich Pharmacal Co. Pepto-Bismol, Unguentine	ABC	Benton & Bowles
Modern Romances	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Monday Morning Headlines	Seeman Bros. Air Wick	ABC	Wm. H. Weintraub & Co.
Music With the Hormel Girls	George A. Hormel Co. Hormel Meat Products	NBC	Batten, Barton, Durstine & Osborn, Inc.
Musical Merry-Go-Round	Radio Corp. of America Radios and Television Sets	NBC	J. Walter Thompson
Mutual Newsreel	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherten Adv. Agency

Mutual Newsreel	Blatz Brewing Co. Blatz Beer	MBS	Wm. H. Weintraub Co., Inc.
Mutual of Omaha Calling	Mutual Benefit Health & Accident Assn. Insurance	MBS	Bozell & Jacobs, Inc.
My Friend Irma	Lever Brothers Co. Pepsodent Toothpaste	CBS	Foote, Cone & Belding Co.
My True Story	Sterling Drug, Inc. Phillips Milk of Magnesia, Bayer Aspirin	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Singer	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
Mystery Theatre	Sterling Drug, Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Adv.
News of the World	Miles Laboratories, Inc. Alka-Seltzer	NBC	Geoffrey Wade Adv.
News of Tomorrow	Sterling Drug, Inc. Molle, Bayer Aspirin, Phillips Milk of Magnesia	ABC	Dancer-Fitzgerald-Sample, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc.
Nick Carter	Pontiac Motor Div.—General Motors Corp. Pontiac Autos	MBS	MacManus, John & Adams, Inc.
No School Today	Block Drug Co. Amm-i-dent Tooth Paste & Powder	ABC	Cecil & Presbrey
Nona From Nowhere	B. T. Babbitt, Inc. Bab-O-Clim	CBS	Duane Jones Co., Inc.

O

Old Fashioned Revival Hour	Gospel Broadcasting Assn. Institutional	ABC	R. H. Alber Co.
On the Line With Bob Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC	Bozell & Jacobs
One Man's Family	Miles Laboratories, Inc. Bactine, Alka-Seltzer, Tabacin, One-A-Day Vitamins	NBC	Geoffrey Wade Adv.
One Man's Opinion	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Orange Bowl Game	Gillette Safety Razor Co. Gillette Safety Razor, Blades, Shaving Cream	CBS	Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	ABC	Lenzen & Mitchell, Inc.
Our Gal Sunday	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin	CBS	John F. Murray Adv. Agency, Inc.
Our Miss Brooks	Colgate-Palmolive-Peet Co. Colgate Dental Cream Palmolive Shave Cream	CBS	Ted Bates & Co.
Pabst Blue Ribbon Bouts	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Paul Harvey—News	Burton-Dixie Corp. Mattresses & Pillows	ABC	Turner Adv. Agency
Peggy Lee Show	Rexall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
People Are Funny	Mars, Inc. Mars Candy Bars	CBS	Leo Burnett Co.
People, Places & Things	Acousticon Div. of Dictograph Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Pepper Young's Family	Procter & Gamble Camay Soap	NBC	Peldar & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Phil Harris & Alice Faye	Radio Corp. of America Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson Co.
Phil Regan Show	Pepsi-Cola Co. Pepsi-Cola	CBS	The Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Philip Morris Playhouse on Broadway	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	The Biow Co., Inc.
Piano Book	Book Associates Books	CBS	Huber Hoge & Sons
Portia Faces Life	General Foods Corp. Corn Starch, Tapioca, Jell-O	NBC	Young & Rubicam, Inc.
Protam Quiz	Protam Corp. Protam	CBS	Dowd, Redfield & Johnstone, Inc.

P

Preakness Stakes	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream		Maxon, Inc.
Pursuit	Sterling Drug Inc. Double Dandarine, Ironized Yeast, Phillips Milk of Magnesia	CBS	Dancer-Fitzgerald-Sample, Inc.
Pursuit	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.

Q

Queen for a Day	Kraft Foods Co. Various Kraft Products	MBS	J. Walter Thompson Co.
Queen for a Day	P. Lorillard Co. Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc.
Quick as a Flash	Block Drug Co. Amm-i-dent Tooth Paste and Powder, Nimpoo	ABC	Cecil & Presbrey
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer	NBC	Wade Advertising Agency

R

Radio Bible Class	Radio Bible Class Institutional	MBS	Stanley G. Boynton Co.
Ralph Story Show	Bank of America National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Adv.
Rate Your Mate	Wm. Wrigley, Jr. Co. Doublemint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Red Skelton Program	Borg-Warner Corp. Norge Div.—Norge Refrigerators, Washers, Water Heaters, Gas & Electric Ranges & Freezers	CBS	Russel M. Seed Co., Inc.
Red Skelton Program	Packard Motor Car Co. Packard Cars	CBS	Young & Rubicam, Inc.
Red Skelton Program	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Refreshment Time With Morton Downey	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Renfro Valley—Country Store	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Rex Allen Show	Phillips Petroleum Co. "Phillips 66" Gasoline & Motor Oil	CBS	Lambert & Feasley, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Richard Diamond, Private Detective	R. J. Reynolds Camel Cigarettes, Prince Albert Tobacco	ABC	Wm. Esty Co.
Right to Happiness	Procter & Gamble Co. Ivory Soap, Duiz	NBC	Compton Advertising, Inc.
Road of Life	Procter & Gamble Co. Crisco	NBC	Compton Advertising, Inc.
Robert Hurleigh—News	Miller Brewing Co. Miller "High Life" Beer	MBS	Mathison & Associates, Inc.
Robert Montgomery Speaking	Frank H. Lee Co. Lee Hats	ABC	Grey Adv.
Robert Q. Lewis Show	Gillette Safety Razor Co. Toni Div.—Toni Hair Cream, Pomade, Cream Shampoo	CBS	Foote, Cone & Belding Co.
Robert Q. Lewis Show	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Robert Q. Lewis Show	Liggett & Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Robert Q. Lewis Show	National Biscuit Co. All Products	CBS	McCam-Erickson, Inc.
Robert Q. Lewis Show	Pillsbury Mills, Inc. Pillsbury's Best Flour, Panakes, Pie Crust, Hot Roll & Cake Mix	CBS	Leo Burnett Co., Inc.
Rod & Gun Club of the Air	Pal Blade Co., Inc. Pal Razor Blades	MBS	Al Paul Lefton Co., Inc.
Romance	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	John F. Murray Adv., Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	W. Earl Bathwell, Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	Duane Jones Co., Inc.
Rose Bowl Game	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shave Cream	CBS	Maxon, Inc.
Rosemary	Procter & Gamble Co. Ivory Snow, Prell	CBS	Benton & Bowles, Inc.
Ross, Lanny	Acousticon Div. of Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Roy Rogers	General Foods Corp. Post Cereals	NBC	Benton & Bowles, Inc.

Sammy Kaye Sunday Serenade	Sylvania Electric Products Television Receivers and Radios	ABC	Roy S. Durstine, Inc.
Sanka News Roundup	General Foods Sanka Coffee	ABC	Young & Rubicam, Inc.
Second Mrs. Burton	General Foods Corp. Post's Cereals, Postum, Swans Down Flour, Pectin	CBS	Young & Rubicam, Inc.
Sergeant Preston of the Yukon	Quaker Oat Co. Quaker Puffed Grains and/or Other Products	MBS	Sierman & Marquette, Inc.
Sheriff, The	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Sheriff, The	Pacific Coast Borax Co. Mule Team Borax and Boraxo	ABC	McCann-Erickson, Inc.
Sheriff, The	Procter and Gamble Ivory Soap	ABC	Compton Adv.
Sid Walton Show	Niresk Industries "Baby Blue Eyes" Doll	CBS	Huber Hoge & Sons, Inc.
Sidney Walton	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Sidney Walton—News	Book Associates Books	MBS	Huber Hoge & Sons
Silver Eagle, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Silver Sports Edition	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency
Sing It Again	Carter Products, Inc. Arnid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Sing It Again	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter & Peanut Products	MBS	Needham, Louis, & Brorby, Inc.
Smilin' Ed McConnell and His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC	Leo Burnett Co.
Soap Box Derby	General Motors Corp. Chevrolet Motor Div.—Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
Somerset Maugham Theatre	Bymart, Inc. Timair	CBS	Cecil & Presbrey, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Somerset Maugham Theatre	Byrnat-Tintair, Inc. Tintair, Lightening Change	NBC	Cecil & Presbrey, Inc.
Songs for Sale	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Space Patrol	Ralston Purina Co. Wheat Chex, Rice Chex, Instant Cereal	ABC	Gardner Adv. Agency
Stars Over Hollywood	Armour & Co. Canned Meats, Sausages, Franks, Dial Soap	CBS	Foote, Cone & Belding Co.
Stars Over Hollywood	Carnation Co. Evaporated Milk	CBS	Erwin Wasey & Co., Ltd.
Stella Dallas	Sterling Drug, Inc. Phillips' Tooth Paste, Bayer Aspirin, Haley's No-4	NBC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Mars, Inc. Milky Way, Forever Yours, Mars	ABC	Leo Burnett, Inc.
Stop the Music	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Straight Arrow	National Biscuit Co. Nabisco Shredded Wheat	MBS	McCann-Erickson, Inc.
Strange Romance of Evelyn Winters, The	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Strike It Rich	Colgate-Palmolive-Peet Co. Palmolive Soap, Vel, Colgate Dental Cream, Halo	CBS	Wm. Esty & Co., Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. Vel, Halo, Colgate Dental Cream	NBC	Wm. Esty & Co., Inc.
Sunoco Three Star Extra	Sun Oil Company Oil, Fuel Oil, Sunoco Gas	NBC	Hewitt, Ogilvy, Benson & Mather, Inc.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems	CBS	Cecil & Presbrey, Inc.
Symphonette	Longines-Wittnauer Watch Co. Longines Watches	CBS	Victor A. Bennett Co.
Talent Scouts With Herb Shriner	Lever Brother Co. Thomas J. Lipton, Inc.—Div. Lipton's Tea, Soup Mixes, Frosting	CBS	Young & Rubicam, Inc.

Talk Back With Happy Felton	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Durstine & Osborn, Inc.
The Bickersons	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
The Bill Lang Show	Book Associates Books	MBS	Huber Hoge & Sons
The Falcon	Kraft Foods Co. Kraft DeLuxe Slices	NBC	J. Walter Thompson Co.
The Gabby Hayes Show	Quaker Oat Co. Quaker Oats, Mother's Oats and/or Other Products	MBS	Sherman & Marquette, Inc.
The Green Hornet	Orange-Crush Co. Orange-Crush & Old Colony Beverages	MBS	Fitzmorris & Miller Adv.
The Law and You	Book Associates Books	CBS	Huber Hoge & Sons
The Law and You	Book Associates Books	MBS	Huber Hoge & Sons
The Lineup	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
The Lineup	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising Inc.
The Lineup	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff Co.
The Magic of Believing	Book Associates Books	CBS	Huber Hoge & Sons
The Magic of Believing	Book Associates Books	MBS	Huber Hoge & Sons
The Railroad Hour	Association of American Railroads Institutional	NBC	Benton & Bowles
The Red Foley Show	Swift & Company Jewel Shortening & Salad Oil	NBC	J. Walter Thompson Co.
The Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Sherman & Marquette, Inc.
The Shadow	U. S. Army & U. S. Air Force Recruiting	MBS	Grant Adv. Agency
The Shadow	Wildroot Co., Inc. Wildroot Toilet Preps, & "Frostilla" Hand Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
The \$64 Question	Radio Corporation of America Radio and Television Sets	NBC	Biow Co., Inc.
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Tide Show Starring Jack Smith, Dinah Shore, Ginny Simms The Whistler	Procter & Gamble Co. Tide Gasoline & Oil	CBS	Benton & Bowles, Inc.
The Woman in My House	Manhattan Soap Co., Inc. Sweetheart Soap	CBS	Barton A. Stebbins Adv. Agency
Theatre Guild on the Air	United States Steel Corp. Institutional	NBC	Schneideler, Beck & Werner
Theatre of Famous Radio Players	Lewis Food Co. Dog & Cat Food Products	NBC	Batten, Barton, Dursline & Osborn, Inc.
This Is Nora Drake	Gillette Safety Razor Co. Tom Day—Tom Home Automator, Groene Shampoo	CBS	Rockett-Lauritzen
This Is Nora Drake	Seeman Brothers, Inc. Air Wick	CBS	Foote, Cone & Belding Co.
This Is Your FBI	Equitable Life Assurance Society of the U. S. Insurance	ABC	Wm H. Weintraub Co., Inc.
This Thing Called Life	Institute of Religious Science Institutional	ABC	Warwick & Legler
This Was 1951	Emerson Drug Co. Prono-Seltzer	ABC	Raymond R. Morgan Co.
Today in Hollywood	General Mills, Inc. Kix	CBS	Batten, Barton, Dursline & Osborn, Inc.
Tom Hanlon's Press Box	Apple Valley Inn Hotel	ABC	Tatham-Laird
Tom Harmon's Sports Taps	Bank of America National Trust & Savings Assn. Banking Services	CBS	Swafford & Co.
Top Guy, The	American Chicle Co. Cherets	ABC	Chas. R. Stuart Advertising
Top of the Week	Bank of America National Trust & Savings Assn. Banking Services	CBS	Dancer-Fitzgerald-Sample, Inc.
Tom Harmon's Pigskin Predictions	Brewing Corp. of America Carling's Ale, Coors Ale, Black Label Beer	CBS	Chas. R. Stuart Advertising
Tom Harmon—Sports	Nic-L-Silver Battery Co. Auto Batteries	CBS	Benton & Bowles, Inc.
Trotting Races, The	Reynolds Metals Co. Institutional	ABC	Anderson-McConnell Adv. Agency
True Detective Mysteries	Williamson Candy Co. Oh Henry Candy Bars	MBS	Buchanan & Co.
Truth or Consequences	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	Aubrey, Finlay, Marley & Hodgson, Inc. The Biow Co., Inc.

Tums Hollywood Theatre
 Tums
 Lewis-Howe Co.
 Turns
 Dancer-Fitzgerald-Sample, Inc.

Twenty Questions
 Ronson Art Metal Works
 Ronson Lighters & Ronsonol Fuel
 Grey Adv. Agency

U

Under Arrest
 Acousticon Div. of Dictograph Products Inc.
 Hearing Aids
 MBS
 Atherton Adv. Agency

Under Arrest
 Airways Corp.
 Pose Garden
 MBS
 Dorland, Inc.

V

Vandeventer and the News
 Capehart-Farnsworth Corp.
 Television Sets
 MBS
 J. M. Mathes, Inc.

Vaughn Monroe Show
 R. J. Reynolds Tobacco Co.
 Camel Cigarettes
 CBS
 Wm. Esty Co., Inc.

Victor Borge
 Kellogg Co.
 Corneas, Spaghetti, Mararoni
 ABC
 Kenyon & Eckhardt

Victor Borge
 Kellogg Co.
 Cro-Pup & Gold Medal Spaghetti & Mararoni
 MBS
 Kenyon & Eckhardt, Inc.
 Leo Burnett Co.

Victor H. Lindlahr
 Serutan Co.
 Scrutan, Nitroex, RDX, Lemol
 ABC
 Roy S. Durstine, Inc.

Visitin' Time
 Morton Salt Co.
 Morton Salt
 CBS
 Kalu-Van Pieteron-Dunlap Associates, Inc.

Voice of Firestone
 Firestone Tire & Rubber Co.
 Tires & Tubes
 NBC
 Sweeney & James Co.

Voice of Prophecy, The
 The Voice of Prophecy, Inc.
 Institutional
 ABC
 Western Adv. Agency

Voice of Prophecy, The
 Voice of Prophecy, Inc.
 Institutional
 MBS
 Western Advertising, Inc.

W

Waiter Winchell
 Warner-Hudnut, Inc.
 Richard Hudnut Products
 ABC
 Kenyon & Eckhardt

War Front, Home Front
 Acousticon Div. of Dictograph Products, Inc.
 Hearing Aids
 MBS
 Atherton Adv. Agency

We Love and Learn
 Manhattan Soap Co., Inc.
 Sweetheart Soap
 NBC
 Duane Jones Co., Inc.

Welcome Travelers
 Procter & Gamble Co.
 Lava, Spic & Span, Joy, Prett
 NBC
 Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wendy Warren and the News	General Foods Corp. Maxwell House Coffee, Instant Coffee	CBS	Benton & Bowles, Inc.
When a Girl Marries	General Foods Instant Maxwell House Coffee	ABC	Benton & Bowles, Inc.
When a Girl Marries	General Foods Corp. Calumet, Regular Swansdown	NBC	Benton & Bowles, Inc.
Wild Bill Hickok	Kellogg Co. All Products	MBS	Leo Burnett Co., Inc.
Wildroot Sports Summary	Wildroot Co., Inc. Wildroot Cream Oil Hair Tonic	MBS	Batten, Barton, Durstine & Osborne, Inc.
Will Rogers	American Chiclet Co. Dentifrice, Chiclets and <i>Baerman's Gum</i>	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
<i>Wisner's Wildroot Scoreboard</i>	Wildroot Co. Wildroot Hair Preparation	ABC	Batten, Barton, Durstine & Osborne, Inc.
Witness Time	American Soul Clinic Institutional	ABC	J. M. Camp & Co.
World News Roundup	Greystone Press Books	CBS	Huber Hoge & Sons
World Series of 1951	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
World Today	Seaman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub & Co., Inc.

X

You Bet Your Life	De Soto-Plymouth Dealers Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco Joy	CBS	Compton Advertising, Inc.
Young Widder Brown	Sterling Drug Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints & Varnish	MBS	St. Georges & Keyes, Inc.
Your Legal Adviser	Book Associates Books	MBS	Huber Hoge & Sons

Z

Zeke Manners	Western Stove Co. Western Holly Gas Ranges	ABC	Brooks Adv. Agency
--------------	---	-----	--------------------

FM STATIONS IN OPERATION

As of Jan. 1, 1952

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albertville	WAVU-FM	Sand Mountain Bcstg. Svc.	105.1	Pat M. Courington, Pres.
Alexander City	WRFS-FM	Piedmont Service Corp.	106.1	James L. Coley, Pres.
Andalusia	WCTA-FM	Andalusia Bcstg. Co., Inc.	98.1	J. Dige Bishop, Exec. V.-P.
Anniston	WHMA-FM	Anniston B'casting Co.	100.5	Harry M. Ayers, Pres.
Bessemer	WJLN	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM	Voice of Ala., Inc.	99.5	E. Norton, Bd. Chmn.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Cullman	WFMH-FM	The Voice of Cullman	100.9	B. C. Eddins
Decatur	WHOS-FM	N. Ala. Bcstng. Co.	92.5	B. C. Shelton, Chief Exec.
Gadsden	WJBY-FM	Gadsden Bcstg. Co., Inc.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	J. F. Neal, Gen. Mgr.
Lanett	WRLD-FM	Valley Bcstng. Co., Inc.	102.9	J. C. Henderson, Pres.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.1	R. B. Chandler, Pres.
Mobile	WKRQ-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Montgomery	WCOV-FM	Estate of G. W. Covington	94.5	Hugh Smith, Gen. Mgr.

ARIZONA

Mesa	KTYL-FM	Sun Valley Bcstg. Co.	104.7	Dwight Harkins, Pres.
------	---------	-----------------------	-------	-----------------------

ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Pres. & Gen. Mgr.
Conway	KCON-FM	Conway Bcstg. Co.	97.7	J. E. Clayton, Pres.
Fort Smith	KFPW-FM	Tulsa Bcstng. Co.	94.9	John Esau, Vice Pres. & Gen. Mgr.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	Jay P. Beard, Pres.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Sr., Pres.

CALIFORNIA

Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	James L. McDowell, Gen. Mgr.
Berkeley	KPFA	Pacific Foundn.	104.5	Lewis Hill, Exec. Dir.
Berkeley	KRE-FM	Central Calif. Bcsters.	102.9	Arthur Westlund, Pres.
Chico	KVCI	Golden Empire Bcstg. Co., Inc.	101.2	Mrs. Hugh McClung, Pres.
Eureka	KRED	Redwood Bcstg. Co., Inc.	96.3	William B. Smullin, Pres.
Fresno	KARM-FM	The George Harm Station	101.9	Hattie Harm, Pres.
Fresno	KMJ-FM	McClatchy Bcstg. Co.	97.9	Eleanor McClatchy, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	Paul R. Bartlett, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Robert Kintner, Pres.
Hollywood	KFMV	Union Bcstg. Corp. of Calif.	94.7	Cliff T. Mayer, Pres.
Hollywood	KHJ-FM	Thomas S. Lee Entprs.	101.1	Willet H. Brown, Pres.
Long Beach	KFOX-FM	Nichols & Warinner, Inc.	102.3	Hal G. Nichols, Pres.
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Los Angeles	KFCB-FM	Los Angeles Bcstg. Co., Inc.	104.3	Colvin J. Smith, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	Wm. F. McCrystall, Gen. Mgr.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Wm. D. Shaw, Gen. Mgr.
Los Angeles	KRDK-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Marysville	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Merced	KVME	Merced Bcstg. Co.	97.5	Mrs. Hugh McClung, Pres.
Modesto	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co., Inc.	104.1	William H. Bates, Jr., Pres.
Oakland	KLX-FM	Tribune Bidg. Co.	101.3	J. R. Knowland, Jr., Pres.
Ontario	KEDO	The Daily Report Co.	93.5	Mrs. Jerene Appleby Harnish, Pres.
Pasadena	KWKW-FM	S. Calif. Bcstg. Co.	98.3	Marshall S. Neal, Pres.
Redding	KVRE	Golden Empire Bcstg. Co.	103.9	Mrs. Hugh McClung, Pres.
Riverside	KPOR	Bcstg. Corp. of America	97.5	W. E. Gleeson, Pres.
Sacramento	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.
San Bruno	KSBR	Radio Diablo, Inc.	100.5	Orrin H. Brown, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Francisco	KCBS-FM	Columbia Bcstg. Co., Inc.	103.7	Frank Stanton, Pres.
San Francisco	KDFC	Sundial Bcstg. Corp.	102.1	William R. Crocker, Pres.
San Francisco	KGO-FM	American Bcstg. Co.	106.1	Robert Kintner, Pres.
San Francisco	KGSF	Warners Bros.	97.3	S. W. Warner, Gen. Mgr.
San Francisco	KNBC-FM	National Bcstg. Co.	99.7	Joseph H. McConnell, Pres.
San Francisco	KRON-FM	Chronicle Pub. Co.	96.5	Charles Thieriot, Gen. Mgr.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
San Jose	KSJO-FM	Santa Clara Bcstg. Co.	95.3	Patrick H. Peabody, Pres.
Santa Ana	KVOE-FM	Voice of the Orange Empire, Inc.	96.7	Ernest L. Spencer, Pres.
Stockton	KGDM-FM	E. F. Pepper	92.9	E. F. Pepper, Pres.
COLORADO				
Denver	KFEL-FM	Eugene P. O'Fallon, Inc.	97.3	Gene O'Fallon, Gen. Mgr.
Denver	KLZ-FM	Aladdin Radio & TV Co.	94.1	Hugh B. Terry, Mgr.
Denver	KOA-FM	National Bcstg. Co.	95.7	Joseph H. McConnell, Pres.
CONNECTICUT				
Greenwich	WGCH	Greenwich Bcstg. Corp.	95.9	Walter S. Lemmon, Pres.
Hartford	WDRC-FM	The Conn. Bcstg. Co.	93.7	Franklin M. Doolittle, Pres.
Hartford	WTIC-FM	Travelers Bcstg. Service Corp.	96.5	Paul W. Morency, V.-P.
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	Carl A. Schultz, Pres.
New Haven	WBIB	The Colony Bcstg. Corp.	100.7	Samuel Botwinik, Pres.
New Haven	WELI-FM	Conn. Radio Foundation	107.9	Harry C. Wilder, Pres.
New Haven	WNHC-FM	Elm City Bcstg. Corp.	99.1	Patrick J. Good, Pres.
Stamford	WSTC-FM	The Western Conn. Bcstg. Co.	96.7	Kingsley Gillespie, Pres.
DELAWARE				
Georgetown	WJWL-FM	Rollins Bcstg. Co.	101.5	John W. Rollins, Pres.
Wilmington	WDEL-FM	WDEL, Inc.	93.7	Clair R. McCullough, Sta. Exec.
DISTRICT OF COLUMBIA				
Washington	WASH	Everett L. Dillard	97.1	Everett L. Dillard, Pres.
Washington	WCFM	Cooperative Bcstg. Assn.	99.5	Wallace J. Campbell, Pres.
Washington	WGMS-FM	The Good Music Sta., Inc.	103.5	Morris Rodman, Pres.
Washington	WMAL-FM	Evening Star Bcstg. Co.	107.3	S. H. Kauffman, Pres.
Washington	WLRF-FM	Peoples Bcstg. Corp.	98.7	Murray D. Lincoln, Pres.
Washington	WRC-FM	National Bcstg. Co.	93.9	Joseph H. McConnell, Pres.
Washington	WTOP-FM	WTOP, Inc.	96.3	Philip L. Graham, Pres.
Washington	WWDC-FM	Capital Bcstg. Co.	101.1	Joseph Katz, Pres.
FLORIDA				
Daytona Beach	WNDB-FM	News-Journal Corp.	94.5	Jerry Stone, Gen. Mgr.
Gainesville	WRUF-FM	U. of Florida	104.5	Garland Powell, Dir.
Jacksonville	WJAX-FM	City of Jacksonville	95.1	John T. Hopkins, III, Gen. Mgr.
Jacksonville	WJHP-FM	The Metropolis Co.	96.9	John H. Perry, Pres.
Jacksonville	WMBR-FM	Florida Bcstg. Co.	96.1	Frank King, Pres.
Miami	WGBS-FM	Fort Industry Co.	96.3	George B. Storer, Pres.
Miami	WIOD-FM	Iste of Dreams Bcstg. Corp.	97.3	Daniel J. Mahony, Pres.
Miami	WQAM-FM	Miami Bcstg. Co.	94.9	John S. Knight, Pres.
Miami	WWPB-FM	Paul Brake	101.5	Paul Brake, Owner
Miami Beach	WKAT-FM	WKAT, Inc.	93.1	A. Frank Katzentine, Pres.
Miami Beach	WLRD	Mercantile Bcstg. Co.	93.9	Alan H. Rosenson, Pres.
Orlando	WDBO-FM	Orlando Bcstg. Co., Inc.	92.3	Harold P. Danforth
Orlando	WHOO-FM	Orlando Daily Newspapers	96.5	Martin Anderson, Pres.
Orlando	WORZ-FM	Cent. Fla. Bcstg. Co.	100.3	W. O. Murrell, Owner
Palm Beach	WWPG-FM	Palm Beach Bcstg. Corp.	97.9	Charles E. Davis, Pres.
Panama City	WOLP-FM	Panama City Bcstg. Co.	98.9	John H. Perry, Pres.
Sf. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	102.5	N. B. Poynter, Pres.
Tallahassee	WTAL-FM	John H. Phipps	103.9	John H. Phipps, Pres.
Tampa	WDAE-FM	Tampa Times Co.	100.7	David E. Smiley, Pres.
Tampa	WFLA-FM	Tribune Co.	93.3	Harold A. Dunlap, Gen. Mgr.
GEORGIA				
Athens	WGAU-FM	J. K. Patrick & Co.	99.5	C. A. Rowland
Atlanta	WAGA-FM	Fort Industry Co.	103.3	George B. Storer, Pres.
Atlanta	WATL-FM	Atlanta Bcstg. Co.	97.5	J. W. Woodruff, Sr., Pres.
Atlanta	WBGE-FM	Mike Benton Co.	95.5	Mike Benton, Pres.
Atlanta	WGST-FM	Ga. Inst. of Tech.	94.1	F. M. Sparatlin, Pres.
Atlanta	WSB-FM	Atlanta Newspapers, Inc.	98.5	J. M. Cox, Jr., Pres.
Cedartown	WGAA-FM	Tmm, Inc.	96.1	B. F. J. Timm, Pres.
Columbus	WGBA-FM	Ga.-Ala. Bcstg. Corp.	95.1	Walker M. Windsor, Gen. Mgr.
Columbus	WRBL-FM	Columbus Bcstg. Co.	93.3	J. W. Woodruff, Sr., Pres.
Dawson	WDWD-FM	Dawson Bcstg. Co.	101.1	Ed. Stevens, Pres.
Gainesville	WDUN-FM	Northeast Georgia Bcstg. Co.	103.9	Paul C. Plaginos, Pres.
LaGrange	WLAG-FM	LaGrange Bcstg. Co.	104.1	Roy C. Swank, Pres.
Macon	WBML-FM	Middle Ga. Bcstg. Co.	100.7	E. D. Black, Pres.
Macon	WMAZ-FM	Southeastern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEX-FM	Macon Bcstg. Co.	96.9	E. M. Lowe, Pres.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	Mrs. John W. Quarles, Pres.
Savannah	WSAV-FM	WSAV, Inc.	100.3	Harben Daniel, Pres.
Savannah	WTOC-FM	Savannah Bcstg. Co.	97.3	William T. Knight, Jr., Pres.
Swainsboro	WJAT-FM	Jack A. & Nancy N. Thompson	101.7	Jack A. Thompson, Pres.
Toccoa	WLET-FM	R. G. LeTourneau	106.1	R. G. LeTourneau, Pres.
Valdosta	WVOG-FM	WVOG, Inc.	92.5	E. D. Rivers, Owner
West Point	WRLD-FM	Valley Bcstg. Co.	102.9	J. C. Henderson, Pres.

FM Stations in Operation

IDAHO

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	Edward Hurt, Pres.
Pocatello	KSEI-FM	Radio Service Corp.	96.5	O. P. Soule, Pres.
Twin Falls	KTFI-FM	Radio Bcstg. Corp.	99.7	O. P. Soule, Pres.

ILLINOIS

Alton	WOKZ-FM	WOKZ, Inc.	99.9	Edward Wheeler, Pres.
Bloomington	WJBC-FM	Bloomington Bcstg. Corp.	101.5	Loring Merwin, Pres.
Canton	WBYS-FM	Fulton County Bcstg. Co.	100.9	Harold R. Winsor, Pres.
Carmi	WROY-FM	Carmi Bcstg. Co.	97.3	Roy Clippenger, Pres.
Centralia	WCNT-FM	WCNT, Inc.	96.5	George F. Isaac, Pres.
Champaign	WDWS-FM	Champaign-News Gazette, Inc.	97.5	Marc Howard, Mgr.
Chicago	WAAF-FM	Corn Belt Pub. Inc.	93.9	Ward A. Neff, Pres.
Chicago	WBBM-FM	Columbia Bcstg. System	97.1	Frank Stanton, Pres.
Chicago	WBIK	Balaban & Katz Corp.	96.3	John H. Mitchell, Gen. Mgr.
Chicago	WEFM	Zenith Radio Corp.	99.5	E. F. McDonald, Jr., Pres.
Chicago	WENR-FM	American Bcstg. Co.	94.7	Robert Kintner, Pres.
Chicago	WFJL	Lewis College of Science & Tech.	93.1	Rev. Bernard J. Sheil, Pres.
Chicago	WFMF	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WMFT	Gale Bcstg., Inc.	105.9	Bernard Jacobs, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Col. Robert R. McCormack, Pres.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Joseph H. McConnell, Pres.
Chicago	WMOR	Met. Radio Corp.	102.7	L. B. Melnick, Gen. Mgr.
Chicago Heights	WCHI	Chicago Heights Bcstg. Co.	95.9	Anthony Santucci, Pres.
Cicero	WEHS	WHFC, Inc.	97.9	R. W. Hoffman, Gen. Mgr.
Decatur	WSOY-FM	Illinois Bcstg. Co.	102.1	F. W. Schaub, Pres.
East St. Louis	WTMV-FM	WTMV On the Air Inc.	102.5	Alvin O. Eades, Pres.
Elmwood Park	WLEY	Elmwood Pk. Bcstg. Corp.	107.1	Zeb Zarnecki, Pres.
Evanston	WEAW	North Shore Bcstg. Co., Inc.	105.1	Edward A. Wheeler, Pres.
Freeport	WFJS	Freeport Journal-Standard Pub. Co.	102.5	Donald L. Breed, Pres.
Harrisburg	WEBO-FM	Harrisburg Bcstg. Co.	99.9	Englis M. Taylor, Gen. Mgr.
Jacksonville	WLDS-FM	Jacksonville Radio & TV	100.5	Robert A. Fay, Pres.
Mattoon	WLBH-FM	Mattoon Bcstg. Co.	96.9	J. R. Livesay, Pres.
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WOPA-FM	Village Bcstg. Co.	102.3	W. L. Klein, Gen. Mgr.
Oak Park	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Peoria	WMBD-FM	Peoria Bcstg. Co.	92.5	Charles C. Caley, V.-P.
Quincy	WQDI	Quincy Bcstg. Co.	105.1	T. C. Oakley, Pres.
Quincy	WTAD-FM	Lee Bcstg. Co.	99.5	Lee P. Loomis, Pres.
Rockford	WROK-FM	Rockford Bcstrs., Inc.	97.5	Albert Simms, Pres.
Rock Island	WHBF-FM	Rock Island Bcstg. Co.	98.9	Ben H. Patter, Pres.
St. Charles	WEXI	Greater Ill. Bcstg.	106.3	Gerald F. Kraus, Pres.
Springfield	WCVS-FM	WCBS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Urbana	WKID-FM	Sterling Bcstg. Co.	103.3	Robert E. J. Snyder, Pfr.
Waukegan	WKRS-FM	News Sun Bcstg. Co.	106.7	F. Ward Just, Pres.

INDIANA

Columbus	WCST	Syndicate Theatres, Inc.	93.7	Joseph P. Finneran, Pres.
Connersville	WCNB-FM	News-Examiner Co.	100.3	Emmett M. Jackson, Gen. Mgr.
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	Richard W. Holloway, Gen. Mgr.
Evansville	WKY-FM	South Central Bcstg. Corp.	104.1	John A. Engelbrecht, Pres.
Evansville	WMLL	On the Air, Inc.	94.5	Claarence Leich, Gen. Mgr.
Fort Wayne	WKJG-FM	Northeastern Ind. Bcstg. Co., Inc.	106.1	Edward Thomas, Gen. Mgr.
Fort Wayne	WQWO-FM	Westinghouse Radio Stations, Inc.	96.1	Walter Evans, Pres.
Hammond	WJIZ	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Gen. Mgr.
Lafayette	WFAM	WFAM, Inc.	95.1	O. E. Richardson, Pres.
Lebanon	WINL	Lebanon Bcstg. Co.	107.1	Percy M. McGhee, Pres.
Madison	WORX	Pioneer FM Co.	96.7	Frances Knight, Gen. Mgr.
Marion	WMRJ	Chronicle Pub. Co., Inc.	106.9	Gardner J. Thomas, Pres.
Michigan City	WIMS-FM	Northern Indiana Bcstrs., Inc.	93.5	Wm. N. Udell, Pres.
Muncie	WMUN	Tri-City Radio Corp.	104.1	D. A. Burton, Pres.
New Castle	WCTW	Courier-Times, Inc.	102.5	Scott Chambers, Gen. Mgr.
Shelbyville	WSRK	Shelbyville Radio, Inc.	101.3	John C. DePrez, Pres.
Terre Haute	WBOW-FM	Banks of the Wabash, Inc.	101.1	Alvin Eades, Pres.
Terre Haute	WTHI-FM	Wabash Valley Bcstg. Corp.	99.9	Anton Hulman, Jr., Pres.
Warsaw	WRSW	Warsaw Times Union	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Boone	KFGQ-FM	Boone Biblical College	99.3	G. B. McDermott, Pres.
Burlington	KBUR-FM	Burlington Bcstg. Co.	92.9	F. J. Hladky, Vice-Pres.
Cedar Rapids	KCRK-FM	The Gazette Co.	96.9	William S. Jacobson, Pres.
Clinton	KROS-FM	Clinton Bcstg. Corp.	96.1	Robert R. O'Brien, Pres.
Council Bluffs	KSWI-FM	Nonpareil Bcstg. Co.	96.1	Col. B. J. Palmer, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Karl Peters, Pres.
Des Moines	KCBC-FM	Majestic Bcstg. Co.	94.1	Gardner Cowles, Pres.
Des Moines	KRNT-FM	Cowles Bcstg. Co.	104.5	Kingsley H. Murphy, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co.	97.3	

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co.	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co.	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co.	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	Lee P. Loomis, Pres.
Muscatine	KWPC-FM	Muscatine Bcstg. Co.	99.7	George Volger, Gen. Mgr.
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	W. R. Perkins, Pres.
Storm Lake	KAYL-FM	Cornbelt Bcstg. Co.	101.5	Oscar J. Grau, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co.	105.7	Joe DuMond, Pres.

KANSAS

Hutchinson	KWBW-FM	Bess Marsh Wyse	93.1	Bess M. Wyse, Pres.
Wichita	KFH-FM	Radio Station KFH Co.	100.3	John Rigby, Pres.

KENTUCKY

Ashland	WCMI-FM	Ashland Bcstg. Co.	93.7	Gilmore N. Nunn, Pres.
Bowling Green	WLBJ-FM	Bowling Green Bcstg. Corp.	101.1	Ken D. Given, Pres.
Henderson	WSON-FM	Henderson Bcstg. Co., Inc.	99.5	Hecht S. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc.	98.7	F. E. Lackey, Pres.
Lexington	WLAP-FM	Amer. Bcstg. Corp.	94.5	J. E. Willis, Gen. Mgr.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres.
Madisonville	WFMW	Messenger Bcstg. Co., Inc.	93.9	Edgar Arnold, Sr., Pres.
Owensboro	WOMT-FM	Owensboro Bcstg. Co.	92.5	L. W. Hager, Pres.
Owensboro	WVJS-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	WKYC, Inc.	93.3	Edward J. Paxton, Jr., Pres.
Paducah	WPAD-FM	Paducah Bcstg. Co., Inc.	96.9	Pierce E. Lackey, Pres.

LOUISIANA

Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc.	96.9	Walter H. Allen, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co.	104.3	Charles C. Barnard, Pres.
Baton Rouge	WBRL	Baton Rouge Bcstg. Co., Inc.	98.1	Douglas L. Manship, Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	R. F. Cangelosi, Pres.
Lafayette	KVOL-FM	Evangeline Bcstg. Co., Inc.	96.1	George H. Thomas, Pres.
Monroe	KMFM	Liner's Bcstg. Station, Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	WDSU Bcstg. Service	105.3	Edgar B. Stern, Jr., Pres.
New Orleans	WRGM	Supreme Bcstg. Co., Inc.	97.1	Chester F. Owens, Pres.
New Orleans	WSMB-FM	WSMB, Inc.	102.7	N. L. Carter, Pres.
New Orleans	WTPS-FM	Times Picayune Pub. Co.	95.7	L. K. Nicholson, Pres.
Shreveport	KRMD-FM	Radio Station KRMD	101.1	Glenn V. Wilson, Mgr.
Shreveport	KWKH-FM	International Bcstg. Corp.	94.5	John D. Ewing, Pres.

MAINE

Bangor	WGUY-FM	Guy Gannett Bcstg. Service	93.1	Guy P. Gannett, Pres.
Lewiston	WCOU-FM	Twin City Bcstg. Co., Inc.	93.9	Faust Couture, Pres.

MARYLAND

Annapolis	WNAV-FM	Capital Bcstg. Co.	99.1	Albert H. MacCarthy, Pres.
Baltimore	WCAO-FM	Monumental Radio Co.	102.7	Lewis W. Milbourne, Pres.
Baltimore	WTH-FM	Maryland Bcstg. Co.	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WJIN-FM	Belvedere Bcstg. Corp.	94.7	Thomas F. McNulty, Pres.
Bradbury Heights	WBUZ	Chesapeake Bcstg. Co., Inc.	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co.	102.9	Karl F. Steinmann, Owner
Frederick	WFMD-FM	Monocacy Bcstg. Co.	99.9	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Crilley, Pres.
Salisbury	WESN-FM	Peninsula Bcstg. Co.	97.5	John W. Downing, Pres.

MASSACHUSETTS

Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evons, Pres.
Boston	WCOP-FM	Baker, Beaman & Whisnand	100.7	Roy V. Whisnand, Gen. Mgr.
Boston	WEEL-FM	Columbia Bcstg. System	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	Thomas S. Lee Enterprises	98.5	Linus Travers, Exec. V.-P.
Brockton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Memiac Bcstg. Co., Inc.	99.5	Gerald Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcstg. Service, Inc.	105.5	Theodore Feinstein, Pres.
New Bedford	WBSM-FM	Bay State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons	98.1	Basil Brewer, Pres.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co.	94.3	Donald P. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WMAS-FM	WMAS, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSPR-FM	WSPR, Inc.	97.9	Allan C. Tindal, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Thomas S. Lee Enterprises, Inc.	99.1	William O'Neil, Pres.
Worcester	WTAG-FM	WTAG, Inc.	96.1	Robert W. Booth, Vice-Pres.

FM Stations in Operation

MICHIGAN

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	101.2	D. E. Jayne, Gen. Mgr.
Bay City	WBGM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WDET	UAW-CIO Bcstrs. Corp.	101.9	Mildred M. Jeffrey, Gen. Mgr.
Detroit	WJBK-FM	Fort Industry Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio & TV Station Inc.	97.9	John L. Booth, Pres.
Detroit	WJR-FM	WJR, The Goodwill Stations, Inc.	96.3	John F. Patt, Pres.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Myron Weingarden, Pres.
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Pres.
Grand Rapids	WLAV-FM	Verluis Radio & Tele., Inc.	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKee, Pres.
Muskegon	WKBZ-FM	Arch Shawd	98.9	Arch Shawd, Pres.
Owosso	WOAP-FM	Owosso Bcstg. Co.	103.1	J. E. Campbell, Pres.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Gen. Mgr.
Royal Oak	WOMC	Royal Oak Bcstg. Co.	104.3	Jacob B. Sparks, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenbaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	Strauss Gantz, Pres.

MINNESOTA

Mankato	KYSM-FM	F. B. Clements & Co.	103.5	John F. Meagher, Gen. Mgr.
Minneapolis	KTIS-FM	Northwestern Schools	98.5	Dr. William Graham, Pres.
Minneapolis-St. Paul	WTCN-FM	Mid Continent Radio-Tele. Inc.	97.1	W. J. McNally, Pres.
Minneapolis	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
Minneapolis	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank M. Devaney, Gen. Mgr.
Northfield	WCAL-FM	St. Olaf College	95.7	Milford Jensen, Gen. Mgr.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schiplin, Pres.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.

MISSISSIPPI

Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Hattiesburg	WRFM-FM	Forrest Bcstg. Co., Inc.	97.9	C. J. Wright, Sr., Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

MISSOURI

Cape Girardeau	KFVS-FM	Hirsch Bcstg. Co.	95.7	Oscar C. Hirsch, Pres.
Cape Girardeau	KGMO	Cape Co. Bcsting Co.	97.7	Richard C. Brandt, Gen. Mgr.
Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WBHF-FM	Joplin Bcstg. Co.	96.1	D. J. Poyner, Pres.
Kansas City	KCMO-FM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kennett	KBOA-FM	Kennett Bcsta. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	WKOC-FM	Poplar Bluff Bcsting Co.	94.5	A. L. McCarthy, Pres.
St. Louis	KXOK-FM	KXOK, Inc.	93.7	Fizzy Roberts, Pres.
Sedalia	KDRO-FM	Milton J. Hinlein	99.7	Milton J. Hinlein, Pres.
Springfield	KTTS-FM	Independent Bcstg. Co.	94.7	J. H. G. Cooper, Pres.

NEBRASKA

Lincoln	KFOR-FM	Cornbelt Bcstg. Corp.	102.9	James Stuart, Pres.
Omaha	KBON-FM	Inland Bcstg. Co.	98.7	Paul R. Fry, Vice-Pres.

NEVADA

Las Vegas	KENO-FM	NeV. Bcstg. Co.	103.9	Maxwell Kelch, Owner
-----------	---------	-----------------	-------	----------------------

NEW HAMPSHIRE

Claremont	WTSV-FM	Granite State Bcstg. Co., Inc.	106.1	William J. Barkley, Pres.
Manchester	WKBR-FM	Granite State Bcstg. Co., Inc.	100.1	William J. Barkley, Pres.
Nashua	WOTW-FM	Nashua Bcstg. Corp.	106.3	Arthur A. Newcomb, Pres.

NEW JERSEY

Alpine	WFMN	Edwin H. Armstrong	93.1	Dr. Edwin H. Armstrong, Owner
Asbury Park	WJLK	Asbury Park Press, Inc.	94.3	Wayne D. McMurray, Pres.
Atlantic City	WFPG-FM	Neptune Bcstg. Co.	98.5	Fred Weber, Pres.
Bridgeton	WSNJ-FM	Eastern States Bcstg. Corp.	98.9	Paul Alger, Gen. Mgr.
Elizabeth	WPOE	Radio Elizabeth, Inc.	96.7	Robert C. Crane, Pres.
Newark	WAAT-FM	Bremer Bcstg. Corp.	94.7	Irving R. Rosenhaus, Pres.
Newark	WNJR-FM	North Jersey Radio, Inc.	102.7	Edward W. Scudder, Jr., Pres.
New Brunswick	WCTC-FM	Chanticleer Bcstg. Co.	98.3	James L. Howe, Pres.
New Brunswick	WDHN	Home News Pub. Co.	93.5	Hugh N. Boyd, Gen. Mgr.
Plainfield	WXNJ	WXNJ, Inc.	103.9	Lucien Merle, Pres.
Trenton	WTOA	Mercer Bcstg. Co.	97.5	Jerome P. McCarthy, Gen. Mgr.

FM Stations in Operation

NEW YORK

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albany	WROW-FM	Hudson Valley Bcstg. Co., Inc.	93.9	Dr. John J. Quinlan, Pres.
Auburn	WMBO-FM	WMBO, Inc.	96.1	William O. Dopping, Pres.
Binghamton	WNBF-FM	Clark Assoc., Inc.	100.5	John C. Clark, Sr., Pres.
Bristol Center	WVBT	Rural Radio Network, Inc.	95.1	C. E. Snyder, Pres.
Buffalo	WBEN-FM	WBEN, Inc.	106.5	Edward H. Butler, Pres.
Buffalo	WBNY-FM	Roy L. Albertson	92.9	Roy L. Albertson, Pres.
Buffalo	WWOL-FM	Greater Erie Bcstg. Co.	104.1	Leon Wyszatycki, Pres.
Cherry Valley	WVCV	Rural Radio Network, Inc.	101.9	C. E. Snyder, Pres.
Corning	WCLI-FM	Elmira Corning Bcstg.	106.1	W. A. Underhill, Pres.
Cortland	WKRT-FM	Radio Courtland, Inc.	99.9	Leighton A. Hope, Pres.
Da Ruyter	WVCN	Rural Radio Network, Inc.	105.1	C. E. Snyder, Pres.
Hempstead	WHLI-FM	FM Bcstg. Corp.	98.3	Elias I. Godofsky, Sta. Mgr.
Hornell	WHHG	The W. H. Greenhow Co.	105.3	Michael R. Hanna, Gen. Mgr.
Ithaca	WHCU-FM	Cornell University	97.3	Jay E. Mason, Pres.
Jamestown	WJTN-FM	James Bcstg. Co.	99.3	Egbert D. Corson, Pres.
Lockport	WUSJ-FM	Union-Sun & Journal, Inc.	99.3	Louis Saiff, Gen. Mgr.
Massena	WMSA-FM	The Brockway Co.	105.3	Julian H. Gins, Pres.
New Rochelle	WGNR	New Rochelle Bcstg. Svc., Inc.	93.5	Ira A. Hirschmann, Pres.
New York	WABF-FM	Metropolitan Bcstg. & TV, Inc.	99.5	Frank Stanton, Pres.
New York	WCBS-FM	Columbia Bcstg. System	101.1	Frederick F. Umhey, Pres.
New York	WFDR	WFDR Bcstg. Corp.	104.3	William G. H. Finch, Pres.
New York	WGHF	WGHF, Inc.	101.9	Robert Kintner, Pres.
New York	WJZ-FM	American Bcstg. Co., Inc.	95.5	Bertrum Lebar, Jr., Exec. Dir.
New York	WAGM-FM	Marcus Loew Booking Agcy.	100.3	Joseph H. McConnell, Pres.
New York	WNBC-FM	National Bcstg. Co., Inc.	97.1	Seymour N. Siegel, Gen. Mgr.
New York	WNYC-FM	City of N. Y. Municipal Bcstg. Sys.	93.9	Theodore C. Streibert, Pres.
New York	WOR-FM	General Tele Radio, Inc.	98.7	Arthur H. Sulzberger, Pres.
New York	WQXR-FM	Interstate Bcstg. Co., Inc.	96.3	Earl C. Hull, Vice-Pres.
Niagara Falls	WILD-FM	The Niagara Falls Gazette Pub. Co.	98.5	Joseph R. Brandy, Pres.
Ogdensburg	W5LB-FM	St. Lawrence Bcstg. Corp.	106.1	E. B. Fitzpatrick, Pres.
Olean	WHDL-FM	WHDL, Inc.	95.7	M. C. Speidel, Pres.
Poughkeepsie	WHVA	Poughkeepsie Newspapers, Inc.	104.7	William Fay, Vice-Pres.
Rochester	WHFM	Stromberg-Carlson Co.	98.9	George B. Kelly, Pres.
Rochester	WRNY-FM	Monroe Bcstg. Co., Inc.	97.9	Leonard L. Asch, Pres.
Schenectady	WBCA	Capitol Bcstg. Co., Inc.	101.1	Chester H. Lang, Vice-Pres.
Schenectady	WGFM	General Electric Co.	99.5	Franklin H. Small, Vice-Pres.
Syracuse	WDR-FM	Syracuse Bcstg. Corp.	102.5	H. C. Wilder, Pres.
Syracuse	W5YR-FM	Central N. Y. Bcstg. Corp.	94.5	Frank L. York, Gen. Mgr.
Troy	WFLY	The Troy Record Co.	92.3	H. C. Wilder, Pres.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	Margaret Brown Stevens, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Bradley C. Barnard, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	John Johnson, Pres.
Watertown	WWNY-FM	The Brockway Co.	100.5	C. E. Snyder, Pres.
Wethersfield	WNFN	Rural Radio Network, Inc.	107.7	V. E. Macy, Jr., Pres.
White Plains	WFAS-FM	Westchester Bcstg. Corp.	103.9	

NORTH CAROLINA

Asheboro	WGWR-FM	Asheboro Bcstg. Co.	92.3	Roy Cox, Pres.
Asheville	WLQS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBB-FM	Alamance Bcstg. Co., Inc.	101.1	E. Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Co.	93.9	John C. Hanner, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standard Bcstg. Co.	99.9	J. M. Bryan, Pres.
Charlotte	WIST	Bcstg. Co. of the South	104.7	Roy A. Furr, Mrg. Dir.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Elkin	WIFM	Yadkin Valley Bcstg. Co.	100.9	John A. Hinshaw, Owner
Fayetteville	WFNC-FM	Cape Fear Bcstg. Co.	98.1	Victor W. Dawson, Gen. Mgr.
Forest City	WBBO-FM	Rutherford County Radio Co., Inc.	93.3	Ed M. Anderson, Pres.
Gastonia	WGNC-FM	Catherine T. McSwain	101.9	Catherine T. McSwain, Pres.
Goldsboro	WEQR	Eastern Carolina Bcstg. Co., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WFMY	Greensboro News Co.	97.3	E. B. Jeffress, Pres.
Henderson	WHNC-FM	Henderson Radio Corp.	92.5	S. S. Stevenson, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	R. B. Terry, Pres.
High Point	WLOE-FM	Radio Station WMFR	99.5	Frank S. Lambeth, Pres.
Leaksville	WLRF-FM	Douglas L. Craddock	92.7	D. L. Craddock, Pres.
Lexington	WBUY-FM	Davidson County Bcstg. Co.	94.3	C. Robert Ray, Sta. Mgr.
Madison-Mayodan	WFMB	Mayo Bcstg. Corp.	93.5	J. B. Shelton, Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	Frank Daniels, Pres.
Raleigh	WPTF-FM	WPTF Radio Co.	94.7	Richard Mason, Gen. Mgr.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	A. J. Fletcher, Pres.
Reidsville	WREV-FM	Reidsville Bcstg. Co.	102.1	William Oliver, Pres.
Rocky Mount	WFMA	Eastern Carolina Electronics, Inc.	100.7	Josh L. Horne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	W. A. Wynne, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	106.5	Alex P. Beard, Gen. Mgr.
Sanford	WSNS	Radio Sanford, Inc.	103.1	Thomas E. Barker, Pres.
Sanford	WNGP	Sandhills Bcsting Corp.	105.5	J. R. McIver, Pres.
Shelby	WOHS-FM	Western Carolina Radio Corp.	96.1	Lee B. Weathers, Pres.
Statesville	WSIC-FM	Statesville Bcstg. Co., Inc.	105.7	Dr. James W. Davis, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Thomasville	WTNC-FM	Thomasville Bcstg. Co.	98.3	G. W. Lyles, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Richard Austin Dunlea, Pres.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	George D. Walker, Gen. Mgr.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	Gordon Gray, Pres.

OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Hoiles, Pres.
Ashland	WATG	Beer & Koehl.	101.3	Robert M. Beer, Gen. Mgr.
Ashtabula	WICA-FM	WICA, Inc.	103.7	R. B. Rowley, Pres.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Roy D. Moorc, Pres.
Cincinnati	WCPO-FM	Scripps-Howard Radio, Inc.	105.1	Jack R. Howard, Pres.
Cincinnati	WKRC-FM	Radio Cincinnati	101.9	Hulbert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Chmn. of Bd.
Cleveland	WERE-FM	Cleveland Bcstg. Corp.	98.5	Roy T. Miller, Pres.
Cleveland	WHK-FM	United Bcstg. Co.	100.7	Kenneth K. Hackathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Cleveland	WTAM-FM	National Bcstg. Co.	105.7	John McCormick, Gen. Mgr.
Columbus	WCOL-FM	Dispatch Printing Co.	92.3	Charles Sawyer, Pres.
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard A. Borel, Gen. Mgr.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Graham, Pres.
Columbus	WLWF	Crosley Bcstg. Corp.	96.3	R. E. Dunville, Pres.
Columbus	WKVO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WHIO-FM	Miami Valley Bcstg. Corp.	99.1	James M. Cox, Jr., Pres.
Dayton	WLWB	Crosley Bcstg. Corp.	97.5	R. E. Dunville, Pres.
Dayton	WTWO	Skyland Bcstg. Corp.	104.7	Ronald B. Woodyard, Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy W. Ammel, Pres.
Findlay	WFIN-FM	Findlay Pub. Co.	100.5	R. L. Heminger, Pres.
Fostoria	WFOB	Seneca Radio Corp.	96.7	Andrew Emerine, Pres.
Fremont	WFRQ-FM	Wolfe Bcstg. Corp.	99.3	Robert F. Wolfe, Pres.
Hamilton	WMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lima	WIMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	G. E. Hamilton, Pres.
Lima	WLOK-FM	WLOK, Inc.	103.3	L. A. Pixley, Pres.
Newark	WLCT	Advocate Prtg. Co.	100.3	Thomas A. Rogers, Gen. Mgr.
Portsmouth	WPAY-FM	The Scioto Bcstg. Co.	104.1	Roy D. Moore, Pres.
Steubenville	WSTV-FM	WSTV, Inc.	103.5	John J. Laux, Gen. Mgr.
Toledo	WSPD-FM	The Fort Industry Co.	101.5	George P. Storer, Pres.
Toledo	WTOL-FM	Community Bcstg. Co.	104.7	Frazier Reams, Pres.
Toledo	WTRT	Unity Corp., Inc.	99.9	Edward Lamb, Pres.
Wooster	WWTST-FM	Wooster Republican Prtg. Co.	104.5	E. B. Evans, Gen. Mgr.
Youngstown	WFMJ-FM	WFMJ Bcstg. Co.	105.1	William F. Maag, Pres.
Youngstown	WKBN-FM	WKBN Bcstg. Corp.	98.9	W. P. Williamson, Jr., Pres.

OKLAHOMA

Durant	KSEO-FM	Democrat Prtg. Co.	107.3	Leroy Moses, Gen. Mgr.
Muskogee	KMUS-FM	Muskogee Bcstg. Co.	101.5	R. M. Mountcastle, Pres.
Oklahoma City	KOMA-FM	KOMA, Inc.	94.7	John Toole Griffin, Pres.
Stillwater	KSPI-FM	Stillwater Pub. Co.	93.9	C. R. Bellatti, Pres.
Tulsa	KAKC-FM	Public Radio Corp.	95.5	Sam E. Avey, Pres.
Tulsa	KTUL-FM	Tulsa Bcstg. Co.	97.1	John Toole Griffin, Pres.

OREGON

Albany	KWIL-FM	Central Willamette Bcstg. Co.	101.7	R. R. Cronise, Pres.
Eugene	KUGN-FM	KUGN, Inc.	99.1	C. H. Fisher, Pres.
Grants Pass	KGPO	Southern Ore. Bcstg. Co.	96.9	A. E. Voorhies, Pres.
Portland	KEX-FM	Westinghouse Radio Stations, Inc.	92.3	Walter Evans, Pres.
Portland	KOIN-FM	KOIN, Inc.	101.1	Marshall Field, Pres.
Portland	KPFM	Bcstrs. Ore., Ltd.	97.1	Stanley M. Goard, Pres.
Portland	KPOJ-FM	KPOJ, Inc.	98.7	P. L. Jackson, Pres.

PENNSYLVANIA

Allentown	WFMZ	Penn-Allen Bcstg. Co.	100.7	Raymond F. Kohn, Pres.
Allentown	WSAN-FM	Lehigh Valley Bcstg. Co.	99.9	Bryan Musselman, Co-owner
Altoona	WJSW-FM	Altoona Bcstg. Co.	100.1	Herbert T. Wolf, Pres.
Bethlehem	WGPA-FM	The Bethlehem Globe Pub. Co.	95.1	Rolland L. Adams, Pres.
Butler	WBUT-FM	Eagle Printing Co.	103.9	Phillip B. Hirsch, Gen. Mgr.
Butler	WISR-FM	Butler Bcstg. Co.	97.7	(Mrs.) Georgia Rosenblum, Pres.
Chambersburg	WCHA-FM	Chambersburg Bcstg. Co., Inc.	95.9	John S. Booth, Gen. Mgr.
DuBois	WCED-FM	Tri-County Bcstg. Co., Inc.	102.1	H. T. Grav, Pres.
Easton	WEEZ	Easton Pub. Co.	98.3	Nelson S. Rounsley, Gen. Mgr.
Easton	WEST-FM	Associated Bcstrs., Inc.	107.9	Clair R. McCollough, Sta. Exec.
Erie	WERC-FM	Presque Isle Bcstg. Co.	99.9	Jacob A. Young, Pres.
Erie	WLEU-FM	WLEU Bcstg. Corp.	97.9	Leo J. Omelian, Pres.
Harrisburg	WHP-FM	WHP, Inc.	97.3	A. K. Redmond, Gen. Mgr.
Hazleton	WAZL-FM	Hazleton Bcstg. Co.	97.9	Victor C. Diehm, Pres.
Johnstown	WARD-FM	Central Bcstg. Co., Inc.	92.1	Paul Short, Pres.
Johnstown	WJAC-FM	WJAC, Inc.	95.5	W. W. Krebs, Pres.
Lancaster	WGAL-FM	WGAL, Inc.	101.3	Clair R. McCollough, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Lancaster	WLAN-FM	Peoples Bcstg. Co.	96.9	F. H. Altdorffer, Pres.
Lebanon	WLBK-FM	Lebanon Bcstg. Co.	100.1	Lester P. Etter, Mng. Dir.
Lewiston	WLTN	Lewiston Bcstg. Co.	97.9	J. S. Woods, Pres.
McKeesport	WMCK-FM	Mon-Yough Bcstg. Co.	104.9	Robert M. Cox, Pres.
Meadville	WMCW-FM	Meadville Bcstg. Svc., Inc.	100.3	H. C. Winslow, Pres.
New Castle	WKST-FM	WKST, Inc.	101.1	S. W. Townsend, Pres.
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	92.5	Walter Evans, Pres.
Philadelphia	WCAU-FM	WCAU, Inc.	98.1	Donald W. Thornburgh, Pres.
Philadelphia	WFIL-FM	Triangle Pub., Inc.	102.1	Roger Clipp, Gen. Mgr.
Philadelphia	WFLN	Franklin Bcstg. Corp.	95.7	L. M. C. Smith, Pres.
Philadelphia	WHAT-FM	Independence Bcstg. Co.	105.3	William A. Banks, Pres.
Philadelphia	WIBG-FM	Seaboard Radio Bcstg. Corp.	94.1	Paul F. Hannon, Pres.
Philadelphia	WIP-FM	Penn. Bcstg. Co.	93.3	Benedict Gimbel, Jr., Pres.
Philadelphia	WPEN-FM	William Penn Bcstg. Co.	102.9	William H. Sytk, Pres.
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Pittsburgh	WCAE-FM	WCAE, Inc.	96.1	Leonard Kapner, Pres.
Pittsburgh	WJAS-FM	Pgh. Radio Supply House, Inc.	99.7	H. K. Brennan, Pres.
Pittsburgh	WKJF	Mrs. A. J. R. Greer	93.7	Mrs. A. J. R. Greer, Pres.
Pittsburgh	WWSW-FM	WWSW, Inc.	94.5	O. M. Schloss, Jr., Pres.
Pottsville	WPAM-FM	Miners Bcstg. Svs	95.5	J. L. Maguire, Pres.
Pottsville	WPPA-FM	Pottsville Bcstg. Co.	101.9	A. V. Tidmore, Owner
Reading	WEEU-FM	Hawley Bcstg. Co.	92.9	Hawley Quier, Pres.
Scranton	WGBI-FM	Scranton Bcstrs. Inc.	101.3	M. E. Megargue, Pres.
Scranton	WQAN-FM	The Scranton Times	92.3	Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
Sharon	WPIC-FM	Sharon Herald Bcstg. Co.	102.9	John Fahlinc, Jr., Pres.
Sunbury	WKOK-FM	Sunbury Bcstg. Corp.	94.1	Harry H. Haddon, Pres.
Warren	WRRN	Northern Allegheny Bcstg. Co.	92.3	David Potter, Jr., Pres.
Washington	WJPA-FM	Wash. Bcstg. Co.	104.3	William S. Yard, Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyoming Valley Bcstg. Co.	96.1	Dr. I. C. Morgan, Pres.
Williamsport	WLYC	Lycoming Bcstg. Co.	105.1	John K. Keliher, Pres.
Williamsport	WRAK-FM	WRAK, Inc.	100.3	George E. Joy, Gen. Mgr.
York	WNOW-FM	Bcstg. Div., Helm Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	George O. Griffith, Vice-Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPFO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Palmer, Jr., Pres.
Woonsocket	WWON-FM	Woonsocket Bldg. Co.	105.5	Mrs. M. S. Palmer, Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcsta. Co.	95.1	Edward Maniquault, Pres.
Columbia	WIS-FM	Bcstg. Co. of the South	94.5	G. Richard, Shafto, V.-P.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Mrs. Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	B. H. Peace, Pres.
Greenville	WMRC-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Grance, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beatty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	The Bcstg. Co. of the South	98.9	Roger A. Shaffer, Mrg. Dir.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WODD-FM	WODD Bcstg. Corp.	96.5	Norman A. Thomas, Vice-Pres.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Vice-Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WBIR-FM	Radio Station WBIR, Inc.	93.3	Gilmore N. Nunn, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station	97.5	Jack M. Draughon, Gen. Mgr.

TEXAS

Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Gilmore Nunn, Pres.
Baytown	KREL-FM	Tri-Cities Bcstg. Co.	92.1	Robert Matherne, Pres.
Beaumont	KRIC-FM	The Enterprise Co.	99.5	E. C. Davis, Gen. Mgr.
Jelton	KMHB	Mary Hardin-Baylor Coll.	97.1	Frank Magers, Prog. Dir.
Cleburne	KCLE-FM	Marti, Inc.	94.3	George W. Marti, Owner
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	Lee Segall, Pres.
Dallas	KRLD-FM	KRLD Radio Corp.	92.5	John W. Runyon, Pres.
Dallas	WRR-FM	City of Dallas	101.1	Durward J. Tucker, Gen. Mgr.
Denton	KDNT-FM	Harwell V. Shepard	106.3	Harwell V. Shepard, Gen. Mgr.
Edinburg	KURV-FM	J. C. Looney	104.9	J. C. Looney, Owner
Fort Worth	WBAP-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Galveston	KLUF-FM	The KLUF Bcstg. Co., Inc.	98.7	Ovryn Tucker, Pres.

FM Stations in Operation

City	Call Letters	Licensor	Frequency (mc)	Chief Executive
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co.	101.1	B. F. Orr, Pres.
Houston	KXYZ-FM	Shamrock Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Longview	KLTI-FM	R. G. Letourneau, Inc.	105.9	R. G. Letourneau, Pres.
Lufkin	KRBA-FM	Darrell E. Yates	95.5	Darrell E. Yates, Pres.
San Antonio	KISS	The Walmac Co.	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co.	92.9	Eugene J. Roth, Pres.
San Antonio	KTSA-FM	Sunshine Bcstg. Co.	101.5	Frank G. Huntress, Jr., Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Wichita Falls	KWFT-FM	Rowley-Brown Bcstg. Co.	99.9	Kenyon Brown, Pres.
UTAH				
Salt Lake City	KDYL-FM	Intermountain Bcstg. & TV Corp.	98.7	S. S. Fox, Pres.
Salt Lake City	KSL-FM	Radio Svc. Corp. of Utah	100.3	C. Richard Evans, Vice-Pres.
VIRGINIA				
Arlington	WARL-FM	Northern Va. Bcstrs., Inc.	105.1	Lou Poller, Pres.
Crews	WSVS-FM	Southern Va. Bcstg. Corp.	104.7	C. S. Willis, Pres.
Danville	WBTM-FM	Piedmont Bcstg. Corp.	97.9	L. N. Dibrell, Pres.
Harrisonburg	WSVA-FM	Shenandoah Valley Bcstg. Corp.	100.7	Frederick L. Allman, Pres.
Lynchburg	WLVA-FM	Lynchburg Bcstg. Corp.	97.5	Edward A. Allen, Pres.
Lynchburg	WWOD-FM	Old Dominion Bcstg. Corp.	100.1	David Hugh Dillard, Pres.
Martinsville	WMVA-FM	Martinsville Bcstg. Co.	96.3	William C. Barnes, Pres.
Newport News	WGH-FM	Hampton Roads Bcstg. Corp.	96.5	Raymond B. Bottom, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc.	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp.	97.3	Campbell Arnoux, Pres.
Richmond	WLEE-FM	Lee Bcstg. Corp.	102.9	Thomas G. Tinsley, Jr., Pres.
Richmond	WRNL-FM	Richmond Newspapers Inc.	102.1	D. Tennant Bryan, Pres.
Richmond	WRVB	Larus & Bros. Co., Inc.	94.5	C. T. Lucy, Gen. Mgr.
Roanoke	WDBJ-FM	Times World Corp.	94.9	J. P. Fishburn, Pres.
Roanoke	WROV-FM	Radio Roanoke, Inc.	103.7	Leo F. Henebry, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp.	99.1	Paul C. Buford, Pres.
Suffolk	WLPM-FM	Suffolk Bcstg. Corp.	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr.	92.5	Richard Field Lewis, Jr., Pres.
WASHINGTON				
Longview	KWLK-FM	Twin City Bcstg. Corp.	103.9	C. O. Chatterton, Pres.
Richland	KALE-FM	Yakima Bcsting. Co.	103.9	Robert S. McCaw, Pres.
Seattle	KING-FM	King Bcstg. Co.	98.1	Mrs. A. Scott Bullitt, Pres.
Seattle	KIRO-FM	Queen City Bcstg. Co.	100.7	Saul Haas, Pres.
Seattle	KISW	Ellwood W. Lippincott	99.9	E. W. Lippincott, Pres.
Seattle	KOMO-FM	Fishers' Blend Station, Inc.	98.9	O. W. Fisher, Pres.
Tacoma	KTNT	Tribune Pub. Co.	97.3	Leonard H. Higgins, Mgr.
WEST VIRGINIA				
Beckley	WJLS-FM	Joe L. Smith, Jr.	99.5	Joe L. Smith, Jr., Pres.
Charleston	WGKV-FM	Kanawha Valley Bcstg. Co.	98.5	R. M. Venable, Pres.
Charleston	WKNA-FM	Joe L. Smith, Jr.	97.5	Joe L. Smith, Jr., Pres.
Clarksburg	WPDX-FM	Clarksburg Bcstg. Corp.	95.1	O. L. Billingsley, Pres.
Fairmont	WJPB	Fairmont Bcstg. Co.	92.3	J. Patrick Beacom, Pres.
Huntington	WHTN-FM	Greater Huntington Radio Corp.	100.5	A. B. Hyman, Pres.
Huntington	WPLH-FM	Huntington Bcstg. Corp.	102.5	Flem J. Evans, Pres.
Logan	WLOG-FM	Clarence H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owners
Martinsburg	WEPM-FM	Martinsburg Bcstg. Co.	94.3	C. Leslie Galliday, Gen. Mgr.
Morgantown	WAJR-FM	W. Va. Radio Corp.	99.3	Mrs. A. J. R. Greer, Chief Owner
Oak Hill	WOAY-FM	Robert R. Thomas, Jr.	94.1	Robert R. Thomas, Jr., Owner
Parkersburg	WPAR-FM	Ohio Valley Bcstg. Corp.	106.5	George H. Clinton, Vice-Pres.
Wheeling	WKWK-FM	Community Bcstg. Co.	97.3	John B. Reynolds, Pres.
Wheeling	WVVA-FM	The Fort Industry Co.	98.7	George B. Storer, Pres.
WISCONSIN				
Eau Claire	WEAU-FM	Central Bcstg. Co.	94.1	W. C. Bridges, Pres.
Green Bay	WJPG-FM	Green Bay Newspaper Co.	101.1	A. B. Turnbull, Pres.
Janesville	WCLO-FM	Southern Wisc. Radio, Inc.	99.9	Sidney H. Bliss, Pres.
Madison	WFOV	Earl W. Fessler	104.9	Earl W. Fessler, Pres.
Madison	WIBA-FM	Badger Bcstg. Co.	101.5	William T. Evjue, Pres.
Madison	WISC-FM	Radio Wisc., Inc.	98.1	Morgan Murphy, Pres.
Marshfield	WDLB-FM	Dairyland's Bcstg. Svc., Inc.	103.9	Lloyd L. Felker, Pres.
Merrill	WLIN-FM	Alvin E. O'Konski	100.7	Alvin E. O'Konski, Pres.
Milwaukee	WEMP-FM	Milwaukee Bcstg. Co.	94.1	G. L. Roberts, Pres.
Milwaukee	WISN-FM	Hearst Radio, Inc.	102.9	G. W. Grignon, Gen. Mgr.
Nenah	WNAM-FM	Nenah Menasha Bcstg. Co.	98.5	Don C. Wirth, Vice-Pres.
Poynette	WWCF	William C. Forrest	94.9	William C. Forrest, Pres.
Racine	WRJN-FM	Racine Bcstg. Corp.	100.7	Harry R. Le Poidevin, Gen. Mgr.
Rice Lake	WJMC-FM	WJMC, Inc.	96.3	Walter C. Bridges, Pres.
Sheboygan	WHBL-FM	WHBL, Inc.	100.3	A. Matt Werner, Pres.
Wisconsin Rapids	WFHR-FM	William F. Huffman Radio, Inc.	103.3	Mrs. Louise Huffman, Pres.

TECHNIQUE FOR TV SPORTCASTING

By HARRY WISMER, General Executive of MBS

THE coming of television in sports necessitated the "education" not only of the viewer, but of the experienced radio broadcaster as well.

Everybody knows by now that the greatest problem that confronted established radio sportscasters, when they turned to television, was the question of when to talk and when not to talk.

I believe it's reasonable to say that the average sportscaster on television today has struck a happy medium. He talks when he has something to say, but he is smart enough to let the little pictures do their share of the talking too.

As anyone who has worked in both medias can tell you, there is a vast difference between covering sports on radio and doing them on TV. You certainly have to be better informed when you're doing television. Your audience is in a position to check on much of what you say. If you glibly have Joe Doakes racing across for the tying touchdown—when it was actually Bob Jones—you're in trouble. If you call an end run an off-tackle play, everybody knows instantly that you don't know what you're talking about. A thorough knowledge of the rules, the tactics and the personnel of the game you are covering is far more essential in TV than it was on radio, although it certainly was—and is—important there too.

Taking a look at the other side of the coin, I think the crew producing a telecast of a sports event is under much heavier pressure to give the viewers a more interesting show than is the radio crew. You have to fight monotony on television all the time. Because your cameras are making the watcher feel he is inside the stadium or arena, he gets impatient if he is inside the stadium or arena, he gets impatient if he is given only a restricted view of the proceedings. He wants your cameras to be as free and as inquisitive as his eyes would be if he were in on a ticket.



Wismer

Broadcasting and telecasting range from the simplicity of baseball to the complexity of football.

In my opinion the easiest sport to broadcast or telecast is baseball because the action is comparatively slow, and the lineups remain fairly consistent throughout a game. The broadcaster is very close to the scene of action and the rules and fundamentals of the game are simple. In fact, it's pretty safe to say that seventy-five out of a hundred professional baseball players in this country—with fair voices—could eventually become top-flight baseball broadcasters.

The other extreme is football. Football is difficult to broadcast because the whole game is designed to deceive and confuse—the opposition and the spectators alike. The constant use of substitutions during a football game makes it very difficult for the fans to keep up with the progress of the contest. In a stadium holding 90,000 people, football men and coaches will tell you not more than 20,000 are entirely familiar with what's going on down the field. That ratio I am sure would be even greater in the TV homes of the nation. The bringing of a football game to the listening and viewing audiences therefore demands a true knowledge of the game and requires much more explanation and commentary than any other sport.

Of course, we're all familiar with the gags about the radio broadcaster sounding as though he were describing a different game from the one appearing on the television screen. Personally, I think this problem has been grossly exaggerated, but there is no question that the radio announcer, feeling the responsibility of setting the scene, and providing his listeners with a general description of the event—as well as specific information—has to come up with a much more colorful job than does the TV-caster. After all, the latter merely has to fill in what the screen does not show. There's certain "on the scene" excitement attached to all sports—especially football and basketball—and while I agree that TV broadcasters must guard against too much conversation, the TV audience still seems to enjoy a bit of color and background—that little extra something that transmits to them the thrill of being part of the attending throng.

INTERNATIONAL

International Broadcast Stations
In The United States



Stations of Mexico



Radio Cadena Nacional, S. A.



Radio Programas de Mexico, S. A.



AM Stations of Cuba



TV Stations of Cuba

INTERNATIONAL STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Ownership</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, California	KWID-1 -2	Government owned Government owned	100 kw. 50 kw.
Columbia Broadcasting System, Inc. Brentwood, Long Island, N. Y.	WABC-1 -2 -3 -4	Privately owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 10 kw.
Columbia Broadcasting System, Inc. Wayne, N. J.	WABC-5 -6	Government owned Government owned	50 kw. 50 kw.
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR-1 -2 -3	Government owned Government owned Government owned	200 kw. 50 kw. 50 kw.
The Crosley Corporation Mason, Ohio	WLWO-1 -2	Government owned Privately owned	75 kw. 50 kw.
The Crosley Corporation Bethany, Ohio	WLWO-3 -4 -5 -6 -7 -8	Government owned Government owned Government owned Government owned Government owned Government owned	200 kw. 200 kw. 200 kw. 200 kw. 200 kw. 200 kw.
General Electric Company Schenectady, New York	WGEO-1 -2 -3	Privately owned Privately owned Jointly owned	100 kw. 50 kw. 25 kw.
General Electric Company Belmont, Calif.	KEGI-1 -2	Privately owned Government owned	50 kw. 100 kw.
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA-1 -2 -3 -4 -5 -6	Government owned Government owned Government owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 50 kw. 50 kw. 50 kw.
National Broadcasting Co., Inc. Dixon, Calif.	KRCA-1 -2 -3	Government owned Government owned Government owned	50 kw. 50 kw. 200 kw.
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS-1	Privately owned	50 kw.
World Wide Broadcasting Corp. Scituate, Mass.	WRUL-1 -2 -3 -4 -5	Privately owned Privately owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 20 kw. 7 kw.

STATIONS OF MEXICO



<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power</i>	<i>Location</i>	<i>Owner, Mgr. or Operating Agency</i>
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Carlos Blando
XEF	1420	250	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	150000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	1000-D 250-N	Morelia, Mich.	
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	1000-D 500-N	Mexico, D. F.	Arturo Martinez
XEL	1260	5000-D 1000-N	Mexico, D. F.	Herdez S. A.
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	1000	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	150000-D 50000-N	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1460	1000	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S A
XEX	730	500000	Mexico, D. F.	Radio de Mexico, S. A. de C. V.
XEY	1360	1000-D 250-N	Celaya, Gto.	
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	50000-D 500-N	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	1000	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	1000	Mexico, D. F.	G. N. Medina y Loc., Ag. Ramos
XEAM	1450	1000-D 250-N	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1480	250	Monterrey, N. L.	Jesus O. Gonzalez
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Alfonso Perez P.
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEAW	1280	3000-D 500-N	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez Avendano
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1550	1000	Tijuana, B. C.	Octavio B. Lelevir

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEBH	920	5000-D 1000-N	Hermosillo, Son.	Carlos Balderrama
XEBI	790	1000-D 250-N	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1340	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J. Manuel Cortes
XEBL	1260	1000-N 500-D	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1310	5000-D 250-N	Torreon, Coah.	La Voz de la Laguna, S. A.
XEBS	1410	1000	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	620	1000-D	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	1000-D 600-N	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodif Coahuila, S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	1000-D 250-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1300	1000-D 500-N	Culiacan, Sin.	
XECZ	1430	1000	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico, S.A
XEDE	1400	250	Saltillo, Coah.	Blas Narro Dune
XEDF	790	1000-D 500-N	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Oscar Gonzalez Galindo
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreon, Coah.	Difusora del Norte, S. A.
XEDR	1490	500-D 250-N	Guaymas, Son.	Refugio Ortega
XEDS	1420	1000-D 500-N	Mazatlan, Sin.	Alejandro A. Schober
XEDU	860	1000-D 500-N	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. de Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	5000-D 500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	1000	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	5000-D 1000-N	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	
XEFO	1480	5000-D 500-N	Poza Rica, Ver.	
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordo Rocha
XEFW	810	50000-D 30000-N	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	2500	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	1270	250	Acambaro, Gto.	
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	5000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	10000-D 5000-N	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz Ver.	Sucs. de Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	980	250	Cuernavaca, Mor.	Ed Jiminez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Difusoras de Occidente
XEJP	1150	1000-D 600-N	Mexico, D. F.	Radio America, S. A.
XEJW	1270	250	Jalapa, Ver.	Marino Caraza
XEJX	1520	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	1000-D 250-N	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1330	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	5000-D 1900-N	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	10000	Leon, Geato.	Radio Impulsora del Centro, S. A.
XELK	1280	250	Zacatecas, Zac.	Jose M. Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	150000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	1000	Morelia, Mich.	Jose Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Eduardo Reynoso Gonzales
XELW	1340	1000-D 250-N	Guadalajara, Jal.	Salvador Galindo de la Torre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina
XEMA	1340	250	Fresnille, Zac.	Jose Miguel Acevedo Moya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1490	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	920	1000-D 250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	1000-D 250-N	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	5000-D 500-N	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	5000-D 250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	5000	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo del Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEOM	1340	250	Coatzacoalcos, Ver.	Daniel Schacht Perez
XEON	710	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula



An Evergrowing Market!

25
TWO
AND
ALWAYS

Million prospective buyers that
can be reached through

BIG RADIO & TV STATIONS

XEW-RADIO XEW-TELEVISION
MEXICO'S LEADING BROADCASTERS

XEQ-RADIO XEQ-TELEVISION
FEATURING "THE BLUE NETWORK"

The largest Latin-American network
linking 92 local stations . . .

RADIO PROGRAMAS DE MEXICO
INSTITUCION MEXICANA DE RADIO

SERVICING WISE ADVERTISERS

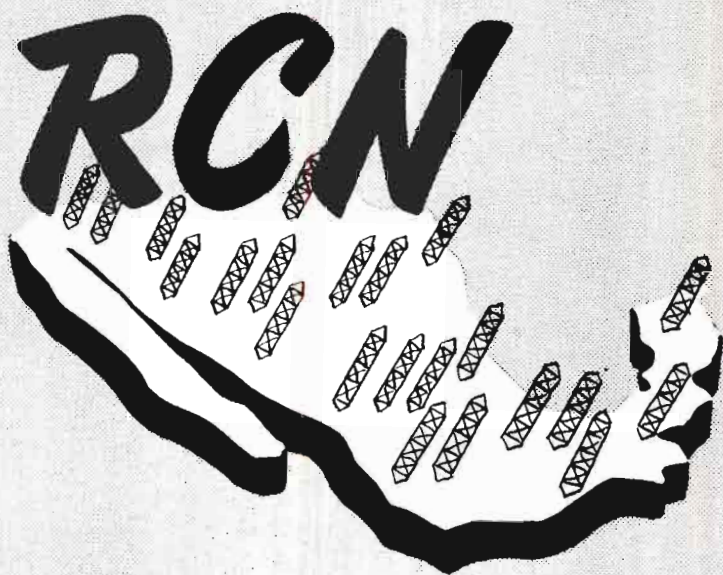
Stations of Mexico

<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power</i>	<i>Location</i>	<i>Owner, Mgr. or Operating Agency</i>
XEOX	1430	1000-D 500-N	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	50000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Cea Mexico de Radiodif., S. A.
XEPK	760	250	Pachuca, Hgo.	Radio Publicidad Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Corp Mexicana de Radio, S. A.
XEQW	1450	250	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Rosarito	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	150000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A
XERH	1500	5000-D 500-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	1000	Mazatlan, Sin.	Oscar Perez E.
XERK	1380	500	Tepic, Nay.	Tomas Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	5000-D 250-N	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Augustin Obregon Padilla
XERZ	1240	250	Leon, Gto.	Carlos Obregon Padilla
XESA	1360	500	Culiacan, Sin.	Pablos 7 Elizalde
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	500	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	250	San Luis Potosi, S. L. P.	Josefina Delgado Sucrs.
XESM	1470	500	Mexico, D. F.	Salvador San Martin
XETB	1350	5000-D 500-N	Torreon, Coah.	Radio Laguna, S. A.
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1390	1000-D 500-N	Mazatlan, Sin.	Radio Emisora de Occidente
XETL	1390	1000	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XETO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. de Francisco Campos H.
XETR	1120	1000	Ciudad Valles, S. L. P.	Tomas Oliva Banelos
XETS	630	500-D 250-N	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	980	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETX	1400	1000-D 250-N	N. Casas Grandes, Chih.	Laureano F. Molihar, Jr.
XEUF	610	500	Uruapan, Mich.	Ignacio Navarro
XEVV	970	1000-D 500-N	Villahermosa, Tal	
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	250	Tehuacan, Pue.	
XEXT	980	1000	Tepic, Nay.	State Government
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

all MEXICO
will hear your message through

R C N

Affiliated 75 Broadcasting
Stations



ACAPULCO, GRO.
AGUASCALIENTES, AGS.
AGUA PRIETA, SON.
CAMARGO, CHIH.
CIUDAD JUAREZ, CHIH.
CIUDAD OBREGON, SON.
COATZACOALCOS, VER.
CUAUTLA, MOR.
CULIACAN, SON.
CHIHUAHUA, CHIH.
DELICIAS, CHIH.
DURANGO, DGO.
GUADALAJARA, JAL.
HERMOSILLO, SON.
HUATABAMPO, SON.
JALAPA, VER.
LA BARCA, JAL.
LEON, GTO.
LOS MOCHIS, SIN.
MAGDALENA, SON.
MATAMOROS, TAMPS.
MAZATLAN, SIN.
MERIDA, YUC.
MEXICALI, B. C.
MONTERREY, N. L.
NUEVO LAREDO, TAMPS.
PARRAL, CHIH.
PIEDRAS NEGRAS, COAH.
POZA RICA, VER.
PUEBLA, PUE.
REYNOSA, TAMPS.
SAHUAYO, MICH.
SALTILLO, COAH.
SAN LUIS POTOSI, SLP.
SAN LUIS
RIO COLORADO, SON.
SANTA ANA, SON.
SANTA BARBARA, CHIH.
TAMPICO, TAMPS.
TEPIC, NAY.
TIJUANA, B. C.
SAN PEDRO
TLAQUEPAQUE, JAL.
TORREON, COAH
URUAPAN, MICH.
VERACRUZ, VER.
VILLA ACUNA, COAH.
ZACATECAS, ZAC.
ZAMORA, MICH.

RADIO CADENA NACIONAL S.A.

Vallarta 1 Sixth Floor

Mexico D.F.

Radio Cadena Nacional, S. A.

*Head Office: Vallarta #1
General Offices: Vallarta #1*

Phones:

*Head Office: 21-01-78—36-84-68
General Offices: 10-39-09—21-38-62*

*P. O. Box 7892
Mexico City, Mexico*

— PERSONNEL —

President & General Manager.....	Rafael Cutberto Navarro
Sub-Manager.....	José Horacio Septién
Assistant Manager—Accounting	Raquel Burgos Romero
Assistant to President	María Vázquez
Sales Manager.....	Héctor Ventura de Castro
Head of Control.....	Valente Garza Garcia
Advertising Department.....	Jorge Suarez Lozano

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XELJ	Acapulco, Gro.	XEAA	Mexicali, B. C.
XERO	Aguascalientes, Ags.	XET	Monterrey, N. L.
XEFG	Agua Prieta, Son.	XEAW	Monterrey, N. L.
XEAO	Agua Prieta, Son.	XEAR	Monterrey, N. L.
XEHA	Camargo, Chih.	XEG	Monterrey, N. L.
XEJ	Ciudad Juarez, Chih.	XEOK	Monterrey, N. L.
XELO	Ciudad Juarez, Chih.	XESF	Morelia, Mich.
XEWG	Ciudad Juarez, Chih.	KNOG	Nogales, Arizona
XEF	Ciudad Juarez, Chih.	XEDF	Nuevo Laredo, Tamps.
XEAP	Ciudad Obregon, Son.	XEAS	Nuevo Laredo, Tamps.
XEGB	Coatzacoalcos, Ver.	XERG	Nuevo Laredo, Tamps.
XEWF	Cuautla, Mor.	XEJS	Parral, Chih.
XECO	Culiacan, Sin.	XEMJ	Piedras Negras, Coah.
XESA	Culiacan, Sin.	XEFO	Poza Rica, Ver.
XEM	Chihuahua, Chin.	XECD	Puebla, Pue.
XEBW	Chihuahua, Chin.	XEOR	Reynosa, Tamps.
XEJK	Delicias, Chih.	XEGC	Sahuayo, Mich.
XEDU	Durango, Dgo.	XEKS	Saltillo, Coah.
XEHL	Guadalajara, Jal.	XEPO	San Luis Potosi, SLP.
XEHK	Guadalajara, Jal.	XECB	San Luis Rio Colorado, Son.
XEJE	Guadalajara, Jal.	XEAB	San Ana, Son.
XEAD	Guadalajara, Jal.	XESB	Santa Barbara, Chih.
XEBA	Guadalajara, Jal.	XEFW	Tampico, Tamps.
XEDL	Hermosillo, Son.	XETO	Tampico, Tamps.

Radio Cadena — Radio Programas

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEHX	Huatabampo. Son.	XEXT	Tepic. Nay.
XEJW	Jalapa, Ver.	XEBG	Tijuana, B. C.
XELB	La Barca. Jal.	XEAU	Tijuana, B. C.
XERZ	Leon, Gto.	XEXX	Tijuana, B. C.
XECU	Los Mochis. Sin.	XESP	Tlaquepaque. Jal.
XEDJ	Magdalena. Son.	XETB	Torreon. Coah.
XEO	Matamoros. Tamps.	XEOB	Torreon. Coah.
XEMT	Matamoros. Tamps.	XEFN	Uruapan. Mich.
XERJ	Mazatlan, Sin.	XETF	Veracruz. Ver.
XEDS	Mazatlan, Sin.	XERF	Villa Acuna. Coah.
XEZ	Merida. Yuc.	XEDH	Villa Acuna. Coah.
XEMQ	Merida. Yuc.	XEXZ	Zacatecas. Zac.
XEMH	Merida. Yuc.	XEZM	Zamora, Mich.
XED	Mexicali. B. C.	XEGT	Zamora, Mich.

AFFILIATED STATIONS IN MEXICO CITY

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEX	Mexico, D. F.	XEDA	Mexico, D. F.
XEB	Mexico, D. F.	XEBS	Mexico, D. F.
XELA	Mexico, D. F.	XERH	Mexico, D. F.
XEL	Mexico, D. F.	XEN	Mexico, D. F.
XEK	Mexico, D. F.	XEJP	Mexico, D. F.
XEAI	Mexico, D. F.		
XEBZ	Mexico, D. F.	Radio Mil	Mexico, D. F.
XELZ	Mexico, D. F.	XERC	Mexico, D. F.
XEMX	Mexico, D. F.	XEQR	Mexico, D. F.
Radio 6.20	Mexico, D. F.	XEQB	Mexico, D. F.
Radio 590	Mexico, D. F.	XEQK	Mexico, D. F.
XESM	Mexico, D. F.		
XEMC	Mexico, D. F.		

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

— P E R S O N N E L —

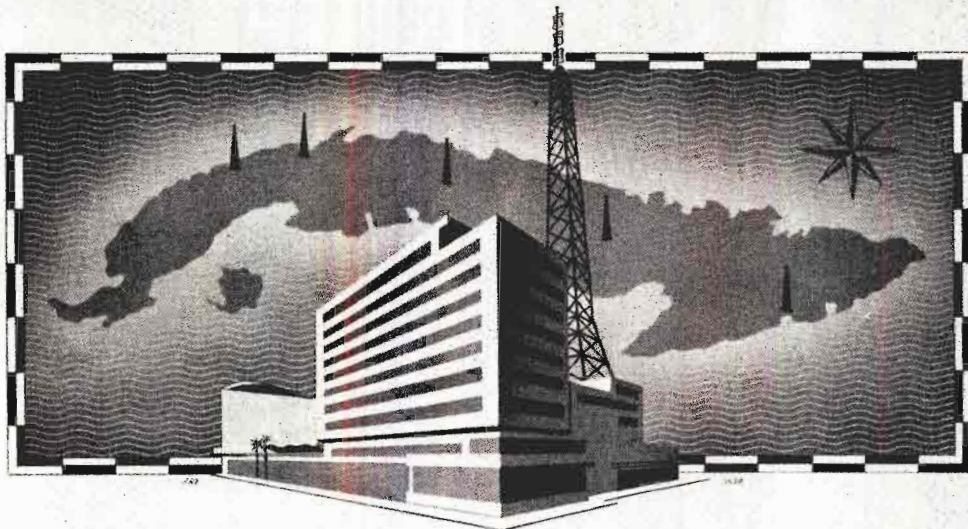
President & General Manager.....Clemente Serna Martínez
 Assistant Manager—Commercial.....Antonio Eufrazio Ontiveros

Radio Programas de Mexico

Assistant Manager—Accounting..... Horacio Niño Medina
 Executive V. Mundz Ayarza
 Executive Victor Rivero
 Assistant to Pres. & Gen. Mgr..... Joaquin de la Garza
 Advertising Department..... Homero Rios D.

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEDW	Minatitlan, Ver.
XEYZ	Aguascalientes, Ags.	XEMF	Monolova, Coah.
XEA	Campeche, Camp.	XEFB	Monterrey, Coah.
XEFQ	Cananea, Son.	XEMR	Monterrey, N. L.
XENC	Celaya, Gto.	XEI	Morelia, Mich.
XEJK	Ciudad Delicias, Chih.	XELQ	Morelia, Mich.
XEBC	Ciudad Guzman, Jal.	XETM	Naco, Son.
XEP	Ciudad Juarez, Chih.	XEGL	Navojoa, Son.
XEOX	Ciudad Obregon, Son.	XEHF	Nogales, Son.
XETR	Ciudad Valles, S. L. P.	XETX	N. Casas Grandes, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XEOM	Coatzacoalcos, Ver.	XEAN	Ocotlan, Jal.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEJC	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XEBL	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEFI	Chihuahua, Chih.	XEAT	Parral, Chin.
XEBU	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XERA	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XENA	Queretaro, Qro.
XEPF	Ensenada, B. C.	XERT	Reynosa, Tamps.
XEMA	Fresnillo, Zac.	XEBX	Sabinas, Coah.
XEAV	Guadalajara, Jal.	XERX	Salamanca, Gto.
XELW	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEDK	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEWZ	Guanajuato, Gto.	XECZ	San Luis Potosi, S. L. P.
XEGS	Guasave, Sin.	XEBM	San Luis Potosi, S. L. P.
XEDR	Guaymas, Son.	XETU	Tampico, Tamps.
XEBH	Hermosillo, Son.	XES	Tampico, Tamps.
XEHT	Huamantla, Tlax.	XETS	Tapachula, Chis.
XEBO	Irapuato, Gto.	XEWJ	Tehuacan, Pue.
XEWE	Irapuato, Gto.	XERK	Tepic, Nay.
XEKL	Jalapa, Ver.	XEC	Tijuana, B. C.
XEJA	Jalapa, Ver.	XECH	Toluca, Mex.
XELC	La Piedad, Mich.	XEBP	Torreón, Coah.
XELG	Leon, Gto.	XEDN	Torreón, Coah.
XERW	Leon, Gto.	XEUX	Tuxpan, Nay.
XER	Linares, N. L.	XETL	Tuxpan, Ver.
XECF	Los Mochis, Sin.	XEON	Tuxtla Gutierrez, Chis.
XEAM	Matamoros, Tamps.	XEUF	Uruapan, Mich.
XETK	Mazatlan, Sin.	XEU	Veracruz, Ver.
XEQW	Merida, Yuc.	XEHV	Veracruz, Ver.
XEFC	Merida, Yuc.	XEZU	Zacapu, Mich.
XECL	Mexicali, B. C.	XELK	Zocatecas, Zac.
		XETA	Zitacuaro, Mich.



CMQ Television HAVANA, CUBA

THE FIRST NATIONAL TELEVISION NETWORK IN LATIN AMERICA!



In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory—a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camagüey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the Island of Cuba - THIRD NATION OF THE WORLD IN TRADE WITH THE U. S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:

Melchor Guzmán, 45 Rockefeller Plaza, New York City, N. Y.

LOCATION AND POWER OF STATIONS

STATION	CHANNEL	POWER	HEIGHT OF ANTENNA ABOVE SEA LEVEL	RADIATED POWER	
				VIDEO	AUDIO
HAVANA	6	5000 watts	385 feet	9382 W.	18765 W
MATANZAS	9	500 "	760 "	1507 "	3015 "
STA. CLARA	5	5000 "	1020 "	8439 "	16878 "
CAMAGUEY	6	500 "	650 "	896 "	1793 "
STGO. DE CUBA	2	5000 "	1760 "	7802 "	15604 "

IN CUBA... LET CMQ-TV SELL FOR YOU

STATIONS OF CUBA



<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Pinar Del Rio.....	CMAR	1170	.25
Artemisa	CMAD	1240	.25
Bayamo	CMKX	1390	.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey (Circuito CMQ)	CMJL	920	5.
Camaguey	CMJK	1150	0.5
Camaguey	CMJB	880	1.
Camaguey	CMJA	1060	0.25
Camaguey	CMJF	1340	1.
Camaguey	CMJR	1030	1.
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CMHD	890	1.0
Camajuani	CMHF	1040	1.0
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHJ	1350	0.25
Cienfuegos	CMHU	720	.25
Ciego de Avila	CMJD	1190	.25
Ciego de Avila	CMJY	760	1.
Ciego de Avila	CMJM	840	.5
Ciego de Avila	CMJH	1370	.25
Ciego de Avila	CMJO	1470	0.25
Havana	CMZ	1560	10.
Colon	CMGU	1340	.25
Cruces, L. V.	CMHK	1210	0.25
Encrucijada	CMHE	1090	.25
Florida	CMJI	1400	0.25
Guantanamo	CMK1	1560	.25
Guantanamo	CMKA	1250	.25
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana (Circuito CMQ)	CMQ	630	25.
Havana	CMCA	1560	10.
Havana (Radio Reloj)	CMCB	1330	1.
Havana	CMCQ	1420	.25
Havana	CMBX	1390	0.25
Havana	CMCX	1060	10.—d; .25 n

Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Havana	CMCO	1230	.25
Havana	CMBD	1520	0.25
Havana	CMCU	660	1.
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMCF	910	10.0
Havana	CMK	1190	.25
Havana	CMBL	860	15.
Havana	CMCI	1260	5.
Havana	CMOA	1590	.25
Holguin	CMKM	560	5.
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin (Circuito CMQ)	CMKJ	730	5.0
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Camaguey	CMJG	1000	1.
Havana	CMCH	790	10.
Havana	CMCM	1460	0.25
LaMaya	CMKT	1520	.25
Matanzas	CMGW	1100	0.5
Matanzas	CMGF	1240	0.25
Matanzas	CMGL	1400	.25
Moron	CMJX	1230	.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	760	5.
Pinar del Rio (Circuito CMQ)	CMAQ	920	1.0
Pinar del Rio	CMAN	840	1.0
Pinar del Rio	CMAW	800	0.25
Havana	CMCK	980	5.
Havana	CMBF	950	10.0
Puerto Padre	CMKY	1350	1.0
Havana	CMBZ	830	5.
Havana	CMCY	590	15-D 25-D
Havana	CMBQ	1010	25.0
Havana	CMBC	690	10.0
Havana	CMCD	740	10.
Havana	CMW	550	2.5
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25

Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Sancti Spiritus	CMHB	780	.25
Sancti Spiritus	CMHT	990	1.
Santa Clara	CMHI	570	10-D
Santa Clara (Circuito CMQ)	CMHQ	640	10.0
Santa Clara	CMHW	810	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CMHM	1130	1.
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba (Circuito CMQ)	CMKU	850	2.0
Santiago de Cuba	CMKW	800	2.0
Santiago de Cuba	CMKL	1000	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKB	1170	1.
Santiago de Cuba	CMKC	770	1.0
San Luis, Oriente	CMKQ	1460	.25
Havana	CMOX	1490	.25
Havana	CMBS	1090	0.25
Havana	CMBG	1360	0.25
Victoria de las Tunas	CMKE	1320	.25
Victoria de las Tunas	CMKG	1490	.25
Santiago de Cuba	CMDA	650	1.

Television Stations of CUBA

UNION TELEVISION, S. A.

Mazon 52, Habana, Cuba
Cable: Unratel
Telephone: U-6056 — U-5323

CIRCUITO CMQ, S. A.

Radiocentro, Habana, Cuba

Director General..... Goar Mestre
Director of News and Public Relations

Abel Mestre
General Sales Manager..... Arturo Chabau
Director of Personnel..... Rene Puig
Manager of TV Program Dept.

Ramiro Gomez Kemp
Manager of Advertising and Promotion
Miguel A. Matin

Manager of Film Procurement Dept.

Jenny Torres

U. S. REPRESENTATIVE

Melchor Guzman Company
45 Rockefeller Plaza
New York City — Circle 7-0624

STATIONS

<i>Call Letters</i>	<i>City</i>	<i>Channel</i>	<i>Licensee</i>
CMUR-TV	Havana	Union Radio
CMQ-TV	Havana	6 CMQ
CMQ-TV	Santa Clara	5 CMQ
CMQ-TV	Camaguey	6 CMQ
CMQ-TV	Santiago	2 CMQ
CMQ-TV	Matanzas	9 CMQ

What's in a Name?

Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency — GATES is able to offer higher quality at more modest prices.

No job is too large or small, too complex or simple for GATES to tackle.

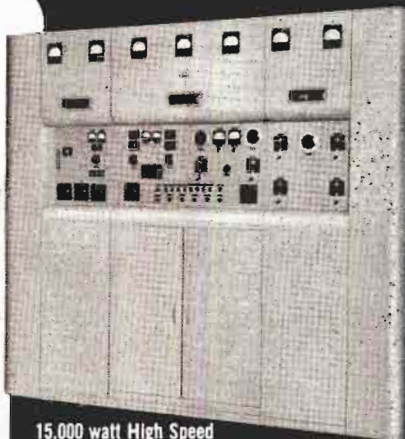
Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

GATES PRODUCTS

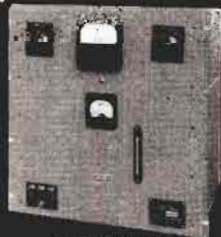
- Commercial broadcasting equipment
- Commercial communications transmitting equipment
- Television transmitting equipment
- Frequency modulated transmitting equipment
- Mobile transmitting equipment
- Audio equipment including: broadcast, recording, public address
- Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment
- And many other items.



15,000 watt High Speed Telegraph Transmitter for Inter-continental service



Turntable



F.C.C. Approved Frequency Monitor



Dual Channel Speech Input System



GATES Supercabe Co-ax



GATES Inductor




Tube Sockets for High Powered Tubes

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 East 40th Street, New York City • Canadian Marconi Company, Montreal, Quebec, Canada



EQUIPMENT



Radio-TV Equipment Manufacturers



RTMA Personnel — Committees

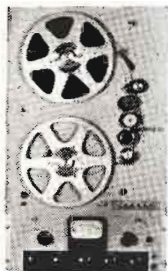


Consulting Engineers



8

reasons why engineers everywhere select PRESTO above all others



TAPE RECORDERS

PRESTO rack mounted RC-10 24

Three-motor drive eliminates take-up clutch. Solenoid type brakes operated by push button. Three magnetic heads. Accommodates 10½" reel.

PRESTO portable RC-10 14

High fidelity tape recorder with rotary type selector control. Speeds of 7½" and 15" per sec.

PRESTO portable PT-920

The top buy in portable tape recorders. 10 watt amplifier, two speakers and amplifier in one case. 3 motors, no take-up clutch.

PRESTO tape reproducer TL-10

New and improved. Permits tape playback on 16" turntable at 7½" or 15"/sec. Plugs into stand- and speech input equipment.



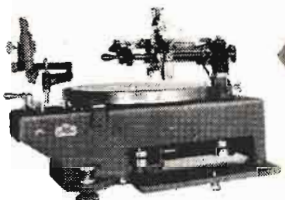
DISC RECORDERS

PRESTO studio console 8 D-G

Direct gear drive, twin motors. 8 feed pitches in each direction. Radial cantilevered overhead with 1-D cutting head.

PRESTO portable 6-N

Low mechanical noise level; excellent accuracy at 78 and 33½ rpm; 1-D cutting head. Micro-groove attachment available.



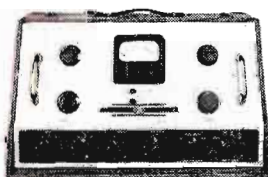
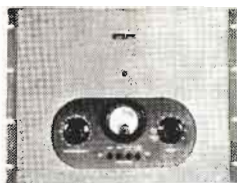
RECORDING AMPLIFIERS

PRESTO 92-B

For rack mounting. 60 watts, push button selector for recording characteristics. Removable front panel for easy maintenance.

PRESTO portable 90-B

Distortion of less than 1.5% at maximum output. 3 microphone input with mixer and master gain control. Complete facilities for remote recording.



PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

EQUIPMENT FIRMS



Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: PLaza 7-7500

President Ross D. Siragusa
Exec. Vice-Pres. John B. Huarisa
Vive-Pres., Appliance Div. Lee H. D. Baker
Vice-Pres., Real Estate. Richard F. Dooley
Vice-Pres., Electronics Div. R. A. Graver
Vice-Pres., Sales. Wallace C. Johnson
Vice-Pres., Purchasing. Frank J. Kazda
Vice-Pres., Prod. Cy S. Rossate
Vice-Pres., Eng. Kenneth D. Turner
Treasurer Lynn C. Park
Secretary George E. Driscoll
Assistant Secretary Frank H. Uriell
Comptroller Edgar C. Bauler
Adv. Dir. Seymour Maintz
Public Relations Dir. Neil T. Regan
Asst. Adv. Mgr. John Wm. Walt
TV Promotion Mgr. Edwin J. Sherwood
Service Manager. M. J. Schinke

PRODUCTS: Television receiving sets, table models, consoles and TV-radio-phonograph combinations. Table model AM radios, AM-FM radio phonograph combinations. Dual-temp and conventional refrigerators, electric ranges.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wis.
Phone: Mitchell 5-5151

Pres.-Sales Manager F. F. Looek
Radio Sales Mgr. D. S. W. Kelly
Chief Engineer. J. J. Mellon
Credit Manager. E. M. Kroening
Purchasing Agent. Theron C. Child
Advertising Mgr. A. H. Fensholt
Industrial Relations Mgr. George Megow
Export Mgrs. Rockne Intern't Corp.
Service Mgr. G. W. Vater

PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoid Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

Allied Radio Corp.

833 W. Jackson Blvd., Chicago 7, Ill.
Phone: HAYmarket 1-6800

Pres. & Gen. Mgr. A. D. Davis
Treasurer A. E. Davis
Merchandising Manager. Alex Brodsky
Sales Manager. S. H. Levey
Sales Promotion Mgr. J. W. Rubin

Gen. Superintendent. W. M. Kordsiemon
Office Manager. A. Shapiro
Operations Manager. Fred Schurstein
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

American Structural Products Co. subsidiary of Owens-Illinois Glass Co.

Box 1935, Toledo 1, O.
Phone: FA. 6543

President S. J. McGiveran
Gen. Sales Mgr. E. B. Dennis, Jr.
Industrial & Electronics

Sales Mgr. J. P. Kearney
Sales Promotion Mgr. Harlan Hobbs
Advertising Mgr. W. E. McWhorter

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.
Phone: MAIn 5-2050

Pres. & Sales Manager. Sam Norris
Dir. of Engineering. Simeon Weston
Purchasing Agent. Arnold Fricke
Advertising Mgr. Louis Shappe
Export Managers. Roche International
PRODUCTS: Tubes: Transmitting, Power, Photo, X-Ray, Radiation Counter, Magnetrans, Special Purpose, Vacuum Condensers, Sub-miniature tubes, all tube accessories, etc.

Amplex Electric Corp.

934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1471

Chmn. of Board. T. Kevin Mallen
President. A. M. Poniatoff
V.P.-Gen. Mgr. George I. Long
Secretary. C. E. McSharry
Mgr. Prod. Engr. Dept. Harrison Johnston
Comptroller. Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr. Albert A. Goffstein
Chief Engineer. Albert A. Goffstein
Credit Manager. Henry Bleher
Purchasing Agent. Albert A. Goffstein

Equipment Manufacturers

Export Managers.....Lincoln Export Co.
 Service Manager.....Allan Degnan
PRODUCTS: Auto Radio Vibrators, Heavy
 Duty Inverter Vibrators, DC-AC Inverters,
 Vibrator Packs, Battery Eliminators, and
 Rectifier Power Supplies.

Amy, Aceves & King, Inc.

11 W. 42St., New York 18, N. Y.
 Phone: LOngacre 5-6622

PresidentErnest V. Amy
 Pur. Agt. & Credit Mgr.....Frank King
 Chief Engineer.....Julius G. Aceves
 Sales Manager.....F. A. Klingenschnitt
PRODUCTS: Master antenna systems, TV
 and FM antennas. Electronic developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.I., N.Y.
 Phone: STillwell 4-5411

PresidentFrank A. D. Andrea
 Sales ManagerLynn Eaton
 Gen. Sec. & Chief
 Engineer.....H. J. Heindel
 Plant Mgr.....Joseph A. Poitras
 Service Mgr.....Joseph Haug
 Credit Manager.....Victor J. Buck
 Purchasing Agent.....Bruce B. Donald
 Industrial Relations Mgr.....John Andrea
 Export Manager.....Ramon Masvidal
PRODUCTS: Radio and TV-FM receiv-
 ers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.
 Phone: TRiangle 4-4100

Chairman, Bd. of Dir.....Dr. V. J. Andrew
 PresidentMrs. A. S. Andrew
 V.P. & Gen. Mgr.....C. R. Cox
 Production Mgr.....D. M. Smith
 Chief Engineer.....J. S. Brown
 Controller.....H. L. Coltman
 Sales Manager.....J. A. Estelle
PRODUCTS: Coaxial transmission line
 FM-AM-TV, antennas FM broadcast, antenna
 phasing equipment and accessories, tower
 lighting equipment, indicating devices
 (mise.), monitoring equipment relays, trans-
 formers, UHF and VHF equipment and acces-
 sories.

Ansley Radio & Television, Inc.

85 Tremont St., Meriden, Conn.
 Phone: 5-0660

President.....T. S. Harris
 Vice-President.....R. G. Kramer
 Chief Engineer.....J. Sieger
PRODUCTS: Television Receivers, AM-
 FM Radios, Phonograph Combinations.

The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.
 Phone: 12-656

President.....L. D. Cahoon
 Vice-Pres. & Gen. Mgr.....George B. Fraser

Vice-Pres. & Sec.....C. M. Chorpeneing
 Vice-Pres. & Asst. Sec.....F. H. Kuhlman
 Chmn. of Bd. & Asst. Treas...James H. Ross
 Sales Manager.....W. J. Doyle
 Chief Engineer.....G. A. Morrell, Jr.
 Plant Superintendent.....R. G. James
 Purchasing Agent.....H. J. Greene
PRODUCTS: All channel TV & FM boost-
 ers, U.H.F. converters.

Audak Company

500 Fifth Ave., New York 18, N. Y.
 Phone: LA 4-3723-3724

PresidentMaximilian Weil
 Vice-PresidentGeo. V. Sullivan
 AdvertisingHart Lehman
 SecretaryJ. C. Parvey
PRODUCTS: Electronic reproducing and
 recording equipment.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-0973

President.....Wm. C. Speed
 Vice-President-Sec.....Bryce Haynes
BRANCH OFFICE: Allan H. Bodge, West
 Coast, Mgr., 1006 N. Fairfax Ave., Hollywood
 46, Calif.
 Phone: HOLlywood 9-3902

PRODUCTS: Recording discs (Audio-
 discs), recording and playback points (Au-
 dio-points), Magnetic Recording Tape (Au-
 diotape).

Audio Masters Co.

341 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 3-3881

PresidentHerbert Rosen
PRODUCTS: Transcription and electric
 playback machines, recording tape, tape play-
 back machine.

Audio & Video Products Corporation

730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-3091

President.....Charles E. Rynd
 Vice-President.....Percy L. Deutsch
 Vice-President.....Russell O. Hudson
 Vice-President.....Thomas P. Robinson
 Vice-President.....W. Oliver Summerlin
 Vice-President.....Fred M. Throver
 Vice-Pres., Treas. &
 Assistant Secretary.....Richard S. Rynd
 Secretary.....Norah K. Donovan
 Director of Adv. &

Sales Promotion.....Leon A. Wortman
PRODUCTS: Sales and engineering repre-
 sentatives for the finest line of magnetic tape
 and disc recording equipment manufactured
 by: Altec Lansing Corp., Ampex, Audiodisc,
 Cinema Engineering Co., Edital Tape
 Splicer, Electric-Voice, Fairchild Disc Re-
 corders and Playbacks, Langevin Mfg., Jim

Equipment Manufacturers

Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Teleflex TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100

President Martin H. Benedek
Vice-Pres., Charge of Sales..... Bert E. Smith
Chief Engineer..... Joseph A. Mazzola
Credit Mgr..... M. E. Silver
V.P. Charge of Mfg..... J. A. Heimbruch

PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners.

John F. Beasley Construction Co.

P. A. Box 1624, Muskogee, Okla.
Phone: 4762

President John F. Beasley
Vice-President..... Marvin W. Kyger
Secretary-Treas. James H. Beasley
Assistant Secretary..... Andrew B. Lytle
Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio-television towers and antennas.)

Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland
Phone: Towson 2200

General Manager W. A. Mara
General Sales Manager..... R. W. Fordyce
Merchandise Manager..... C. J. Hassard
Adv. & Sales Prom. Mgr..... W. C. Lederer
Credit Manager H. F. B. Kerr
Chief Engineer J. M. Miller, Jr.
Service Manager W. P. Muller

PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios: 3 speed phono on some models.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.
Phone: TUxedo 4020

General Manager W. A. Mara
Sales Manager R. W. Fordyce
Chief Engineer J. Miller
Advertising Manager W. C. Lederer
Purchasing Agent J. L. Winchester

PRODUCTS: Radio and Television Receivers.

The William Brand & Co.

North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1661

President William Brand

Vice-President..... A. W. Brand
Sales Manager..... R. H. Robinson
Purchasing Agent..... J. R. Garey
Office Manager..... E. F. Low
Credit Manager..... H. K. Lathrop

Chicago Office, 1313 W. Randolph St.
E. W. Brinson, Mgr.; Phone: SEcley 8-0345

PRODUCTS: Turbo Varnished Tubing—All NEMA grades. Cotton, rayon, or glass braid. Turbo Saturated Sleeving—all NEMA grades. Cotton, rayon, or glass braids. Turbo-sil Silicone Glass Varnished Tubing—all NEMA grades. Turbo Silicone Glass Saturated Sleeving—all NEMA grades. Turbo Cambries, tapes, cloths, and papers. Turbotuf Tubing and Sleeving—NEMA grades B-A-1, B-B-1, B-C-1. Glass braid coated with Turbotherm insulation.

Turbo Extruded Plastic Tubing: Turbotherm 105. UL approved for a continuous operation at 105° C. Turbotrans is specially processed tubing of high quality used extensively for potting and baking operations, etc. Turbozone 47, special compound to meet AAF12047A specification. Turbolex 63, meets MIL-I-631 requirements. Turbolex 85, general purpose tubing for moderate heat and occasional exposure to oil.

Turbo Wire and Multi-Conductor Cables: Turbotherm 60, types SRIR and SRHV. Available with nylon jacket in standard RMA colors. Sizes 16 to 24 solid or stranded. Turbotherm 80, radio, instrument, and control hook-up wire. Approved appliance wire for 80° C. 300-600 volts with or without cotton, rayon or glass lacquered overbraid. Sizes 12 to 26 solid or stranded. Numbers 14, 16, and 18 stranded UL approved for 80° C. 1000 volts. Available also as a thin-wall instrument wire. Meets Buships 15-W-9 type LV. Nos. 22-28 in solid or stranded. RMA standard colors. Turbotherm 90, radio, instrument, and motor lead wire, with or without lacquered braid. UL approved 90° C. 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, motor lead and appliance wire UL approved 105° C. 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, hook-up and appliance wire with a lacquered glass overbraid UL approved 105° C. 300-600 volts. Nos. 16 to 26 solid or stranded. Turbolene PE, low voltage loop antenna wire. Nos. 22 and 24 solid or stranded with natural or brown insulation. Turbolene NF, high voltage appliance wire. UL approved 10,000 and 20,000 volts. Nos. 14 to 22 solid and stranded in natural white. Neon Sign Cable, UL approved 15,000 volts. Nos. 12 and 14 stranded in a natural color primary insulation with a black jacket.

Turbo Mica Products: Heater Plate, withstand direct contact with heat, 1000° F., 625 VPM. Flexible Plate, soft mica bonded with non-hardening adhesive varnish can be bent

Equipment Manufacturers

or molded whether cold or warm. Amber Segment Plate, soft edge for wearing down with copper commutator bars, 600 VPM. Molding Plate, moldable at approximately 284° F., on flat sheets, 600 VPM up to .015 inch thickness, 450 VPM .015 inch and over.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.
Phone: Elizabeth 2-7600

President N. Dinio
Vice-Pres. & Chief Eng. Lincoln Walsh
Purchasing Agent Frank Hill
PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: Winchester 6-2121

President G. H. Browning
Vice-President R. L. Purrington
Chief Engineer F. A. Spindell
Production Manager J. C. Sullivan
PRODUCTS: FM tuners; J-CAM tuners; Frequency meters, cathode ray oscilloscopes, Regulated power supplies and square wave generators. Standing wave amplifiers.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.
Phone: Talbot 4943

Owner-Chief Eng. William W. L. Burnett
PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President Frank Lyman, Jr.
Vice-President Mary G. McGillen
Vice-President Danforth W. Comins, Jr.
PRODUCTS: Frequency measuring service for AM-FM and TV tugs, terminal boards, electronic hardware, insulated terminals feed thru, coils, coil forms, chokes and tooling.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

President J. G. Best
V. P. & Gen. Sales Mgr. W. A. Nicely
V. P. & Gen. Mgr. B. S. Turner
Chief Engineer W. H. Budd
Credit Manager M. F. Schenck
Purchasing Agent F. A. Bundy
General Superintendent G. M. Cooper
Industrial Relations Mgr. A. M. Daily

Export Manager W. A. Nicely
Traffic Manager R. I. Corner
PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Washington Street
Dover, N. H.
Phone: DOver 975

Chairman of the Bd. John Mucher
President Victor Mucher
Sales Mgr. Distributors
Div. Fran Chamberlain
Secretary Arthur Richenthal
Exec. Vice-Pres. &
Chief Engineer George Mucher
V.P. in Chg. of Sales I. J. Youngblood
Jobber Sales Mgr. Fran G. Chamberlain
N. Y. Phone: MUrray Hill 9-2518
PRODUCTS: Volume controls, tone controls, wire wound power resistors, glassolms, resistor tubes, voltage dividers, L & T pads, attenuators, Decade Bos, rotary switches, television tube beam bender.

Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.
Phone: ANthony 5301

President Fred D. Wilson
Chairman of the Bd. Wm. H. Harrison
Vice President (Research)
Philo T. Farnsworth
Vice President (Engineering) Antony Wright
Treasurer Paul H. Hartmann
Comptroller W. F. Hoepfner
Secretary and Asst. Treas. C. H. Wiggin
Director of Sales E. Patrick Toal
Merchandise Mgr. J. C. Hunter
Director of Advertising S. A. Morrow
Director of Purchases R. B. Brown
Traffic Mgr. R. M. Hoey
Credit Mgr. A. E. Sibley
PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

Collins Radio Co.

855-35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281

President Arthur A. Collins
Executive V. P. (New York) W. J. Barkley
Vice-Pres.-Gen. Mgr. R. S. Gates
V.P. Chg. Engr. & Mfg. L. M. Craft
Secretary-Treasurer S. J. Storm
PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

Equipment Manufacturers

PresidentEdward Wallerstein
 V. P. in Chg. of Sales....Paul E. Southard
 V. P. in Chg. of Mfg. and Engineering

J. H. Hunter

Dir. of Research.....William Bachman
 TreasurerWilliam Wilkins
 Dir. of Purchases...Robert P. Robinson, Jr.
 Advertising Mgr.Albert Earl
 Export Mgr.....L. V. Ruyschaert
 Ind. Rel. Mgr.....K. Raine
 Order Service Mgr.....E. P. Eldridge
 Traffic Manager.....Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
 Phone: GENEVA 4140

PresidentH. R. McIlvaine
 Credit ManagerJ. E. DeVleshower
 Chief Engineer.....J. H. Cone
 Sales EngineerJ. S. Kirk
 Sales ManagerE. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas
 Phone: EVERGREEN 1137

PresidentJames O. Weldon
 Vice-PresidentLester H. Carr
 General Mgr.W. M. Witty

PRODUCTS: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus.

Corning Glass Works

Corning, New York
 Phone: Corning 372

PresidentW. C. Decker
 V.P. & Controller.....George D. Macbeth
 V.P. & Secretary.....William H. Curtiss
 V.P. & Treasurer.....Chas. D. LaFollette
 Vice PresidentHarry M. Hosier
 Vice President.....Jesse T. Littleton
 Vice PresidentWilliam C. Taylor
 Asst. SecretaryWm. W. Sinclair
 Asst. SecretaryFrederick H. Knight
 Asst. TreasurerC. H. Kruidenier
 Mgr. Elec. Products Div.....J. L. Hanigan
 Mfg. Mgr. Elec. Products Div.....N. J. Yang
 Sales Mgr. Electronic Sales Dept.

J. S. Muller

Purchasing AgentF. S. Conable
 Mgr., Public Relations Department

Howard E. Bahr

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including trimmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
 Phone: BARCLAY 7-5140

PresidentJohn Cook
 Vice-Pres. & Gen.

Sales Mgr.W. F. Osler, Jr.
 TreasurerJ. C. Stagg
 SecretaryJ. E. Hoffman
 Sales Mgr. (Electric Wire

Products Div.)J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
 Phone: KIRBY 6600

N. Y. Phone: MURRAY Hill 3-0202

Vice-Pres. & Gen. Mgr.....John W. Craig
 Vice-Pres. & Gen. Sales Mgr...Wm. A. Brees
 Gen. Works Mgr.....F. L. Meacham
 General Controller.....L. W. Adkins
 ControllerW. A. Smith
 Director of Purchases....Frank W. Warner
 Director of Industrial

RelationsPaul W. Deubery
 Asst. Gen. Sales Mgr. in Chg.

Sales Prom. & Service.....R. K. White
 Asst. Gen. Sales Mgr.-In

Charge of Adv.....V. C. Havens
 Asst. Gen. Sales Mgr. Prods....Inwood Smith
 Dir. of Public Relations...Varley P. Young
 Mgr. Radio Sales Section....H. F. Koether
 Mgr. TV Sales Section....H. E. McCullough
 Mgr. Radio & TV Section....L. E. Sepler
 Mgr. Appliance Eng.....O. E. Norberg
 Mgr. Electronic Eng.....D. B. Nason
 Credit ManagerJohn J. Hope, Jr.
 Director of Exports.....Tye M. Lett, Jr.
 Service Dept. Mgr...Richard H. Scheneberger
 Traffic Dept. Mgr.....Frank C. Partlan

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.
 Phone: RADCLIFFE 3-4100

PresidentE. M. Doolittle
 Genl. ManagerM. E. Montgomery

PRODUCTS: FD-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 175 mc. "littlefones" Models PJZ-2, three-quarters watt output, 25-50 mc, PJZ-4, two full watts output, 25-50 mc, PJZ-12 one-half watt output 150-175 mc, and PJZ-14, one full watt output 150-175 mc.

Equipment Manufacturers

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.

Phone: Mulberry 4-7400

for all divisions

President Allan B. Du Mont
Vice-President Stanley F. Potter
Director of Research

Thomas T. Goldsmith, Jr.

Asst. to President M. W. Loewi

Asst. to President Keeton Arnett

Mgr., Mfg. Divisions except

TV Receiver & Elect.

Pts. C. Edwin Williams

Controller B. L. Graham

Credit Manager M. Morgan

Director of Industrial Rela-

tions Harry Houston

General Supt. Bruce T. Du Mont

Director of Advertising Douglas Day

TV Receiver Manufacturing Div.

35 Market St., East Paterson, N. J.

Manager Paul Eshleman

Manufacturing Mgr. Charles Seelig

Chief Engineer Robert Cavanagh

Purchasing Agent William Paton

TV Receiver Sales Div.

35 Market St., East Paterson, N. J.

Manager Ernest A. Marx

Sales Manager Walter L. Stickel

Advertising Manager George Hakim

Sales Promotion J. Calvin Affleck

Service Manager Harold J. Schulman

TV Transmitter Division

1000 Main Avenue, Clifton, N. J.

Manager Herbert E. Taylor

Sales Manager James Tarpe

Chief Engineer Gordon Gregory

Manufacturing Mgr. Chester E. Greenwood

Purchasing Agent Lawrence A. Fuller

Cathode-Ray Instrument Div.

1000 Main Avenue, Clifton, N. J.

Manager Rudolf Feldt

Sales Manager G. Robert Mezger

Chief Engineer P. Samuel Christaldi

Manufacturing Mgr. Robert Svozil

Purchasing Agent C. Paul Martin

Cathode-Ray Tube Div.

750 Bloomfield Ave., Clifton, N. J.

Manager Irving G. Rosenberg

Asst. Manager F. P. Rice

Sales Manager Bill C. Seales

Purchasing Agent A. R. Dutcher

Chief Engineer A. Y. Bentley

Manufacturing Mgr. William Carlin

Du Mont TV Network

515 Madison Ave., New York, N. Y.

Phone: MURray Hill 8-2600

Director C. J. Witting

General Manager C. J. Witting

Administrative Asst. Norman W. Drescher

Director of Sales Theodore Bergman

Asst. Dir. of Sales John Bachem

Dir. of Programmings &

Production James L. Cadigan

Dir. of Network Oper. C. G. Alexander

Chief Eng., Network R. Chipp
Mgr., WTTG, Wash., D. C. Walter Compton
Mgr., WDTV, Pittsburgh Harold Lund
Station Relations Elmore B. Lyford

PRODUCTS: Du Mont Television Receiv-
ers, Du Mont Imputuners and Sensitizers.
Television Component Parts, Cathode-ray
Tubes for Television Receivers and Indus-
trial Use, Complete Television Transmitting
Equipment including Control and metering
accessories, camera chains, film pick-up
chains, mixing desks, sync generators, and
studio control consoles. Cathode-ray Oscil-
lographs for Television and Radio Testing,
and general industrial use.

Hugh H. Ebey, Inc.

4700 Stenton Ave., Philadelphia, Pa.

Phone: DAVenport 4-7000

President James L. Hawley

Vice-President Bernard Offerman

Secretary-Treasurer Jules Sussman

Per-sonnel Manager A. H. Hankinson

Chief Engineer E. E. Ritter

Credit Manager William T. Ludwig

Sales Manager W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs,
plugs, male and female connectors, binding
posts, octal sockets, miniature sockets (seven
and nine pin), terminal strips, terminal
boards, special assemblies (both mechanical
and electrical) true shields, metal stampings.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.

Phone: NO. 2-2168

Chicago Phone: Superior 7-7572

President William H. Burgess

Sales Mgr. (Shavex Div.) Wm. F. Edwards

Div. Mgr., TV Service W. B. Terrill

Div. Mgr., Contracts D. A. Marcus

PRODUCTS: Electronic Equipment-Con-
tract Division: Sensitometer and intervalom-
eters. Electric shaver accessories, Shavex
Div.: Shavex for changing AC to DC for a
faster, smoother shave with any electric
shaver (a rectifier device). TV Service Divi-
sion: Do not manufacture any equipment—
service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Pbil., Pa.

Phone: Chestnut Hill 7-6800

Pres. Edward D. Gray

V.-P.-Chief Engineer Henry S. Bamford

Credit Mgr. C. John Seez

Purchasing Agent J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Mul-
ti-Gum and Special Purpose Cathode Ray
Tubes; Multi-Channel Oscilloscopes; High
gain DC Amplifiers, Special design AC and
DC Amplifiers; Special design Signal Gen-
erators; Electronic Engineering and Devel-
opment.

Equipment Manufacturers

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: ORegon 5-7000

President B. Abrams
Secretary-Treasurer M. Abrams
Exec. Vice-Pres. Dorman D. Israel
V.P. Govt. Contracts Morton P. Rome
V.P. Purchasing Harve Tullo
V.P. Works Manager E. J. Kelly
Controller A. Vogel
Dir. of Engineering R. T. Capodanno
Director of Sales S. M. Abrams
Distribution Manager Joseph Kattan
Sales Promotion Mgr. Gerald Light
Public Relations Mgr. E. F. Solow
Export Manager Joseph Kattan
Personnel Manager P. R. Certo
Parts Sales-Service Mgr. Fred Abrams

PRODUCTS: Emerson Television Receivers: 17 in., 19 in., 20 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treas. Nathan Pinsley
V.P. & Sales Advtg. W. Walter Jablon
Vice-Pres. Production Sol Pinsley
V.P. Eng. Sam Sack
Secretary Morris Pinsley

PRODUCTS: Model TV3K, TV Training Kit, Model 511B AM & FM Radio Receiver Chasis, 10 watts audio, Model 512B AM-FM Radio Receiver Tuner, self powered. Model 513B, AM-FM Radio Receiver Tuner, Model 514-B, amplifier & power supply, 20 watts audio for Model 513B tuner.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President Fred R. Driessen
Vice-Pres. & Gen. Mgr. Ray F. Crews
Secretary-Treasurer John B. Wolff, Jr.

PRODUCTS: Sound recorders; synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

Executive Vice-Pres. H. C. Roemer
Vice-President W. Hatton
Vice-President F. B. Powers
Asst. to the Exec. V.-P. G. T. Scharffenberger
Comptroller R. D. Osborne
Secretary W. B. Levett
Treasurer W. E. Ogilvie, Jr.
Dir. Vacuum Tube Div. W. Happe, Jr.
Dir. of Selenium Intelin Div. S. J. Powers
Works Mgr. T. M. Douglas
General Sales Mgr. R. S. Perry
Advertising Mgr. Crump Smith
Sales Mgr. Vacuum Tube Div. C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WO. 4-0770

President Arthur Freed
Vice-Pres. & Director of

Eng. & Res. Adolph H. Rosenthal
Purchasing Agent Gerald Ganly
Adv.-Sales Prom. Harold S. Boxer

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 8202

President P. S. Gates
Executive V-Pres. L. I. McEwen
V.-P. Sales & Engr. F. O. Grimwood
Executive Secretary A. S. Petzoldt
Chief Engineer F. W. Wentura
Mgr. Eastern Zone Sales. O. J. McReynolds
N. Y. Sales Engr. L. J. Cervone

PRODUCTS: AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271

President D. E. Replogle
Gen. Mgr. C. G. Hampson, Jr.
Purchasing Agent Edward Newman
Chief Engineer Irving Stein

PRODUCTS: Cathode ray tubes, transmitter and electron tubes.

General Electric Electronics Division

Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411

Equipment Manufacturers

Vice-Pres. & Gen. Mgr. Dr. W. R. G. Baker
 Mgr. of Engineering L. J. Kaar
 Mgr. of Marketing E. H. Vogel
 Mgr. of Finance G. L. Chamberlin
 Mgr. of Mfg. W. M. Barker
 Mgr. of Govt. Sales V. M. Lucas
 Counsel R. M. Estes
 Gen. Mgr., Components Dept. E. L. Hulse
 Gen. Mgr., Receiver Dept. W. H. Saldoff
 Gen. Mgr., Comm. & Govt.

Equipment Dept. G. F. Metcalf
 Gen. Mgr., Tube Dept. J. M. Lane
PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture, transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio
 Phone: 2235

President Allan W. Fritzsche
 V.-P.-Sales Mgr., Motor Div. H. E. Moon
 V.-P.-Factory Mgr., Plastic Div. O. W. Marsh
 Sales Mgr., Plastic Div. Steve Hildebrand
 Factory Mgr., Motor Div. Charles Walsh
 Purchasing Agent Cleo Heidrich
 Treasurer C. F. Russell
 Chief Eng. Motor Div. Howard Shumaker
 Chief Eng. Plastic Div. Russell Smith
 Dir. of Industrial Relations George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
 Phone: ELizabeth 3-4100

Chairman of the Board A. Blumenkrantz
 Pres. & Treas. R. E. Laux
 Secy. & Controller W. M. Torgersen
 General Manager F. A. Freed
 Director of Eng. W. P. Hilliard
 Chief Engineer B. N. Fisher
 Credit Manager J. T. Lenihan
 Dir. of Purchases C. B. L. Towuley
 Export Agents Ad. Auricma, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
 Phone: Victory 2-0707

N. Y. Phone: DIgby 9-1330

President Morris Perlman
 Chief Engineer Albert Krivo
 Purchasing Agent Robert Smith
 Sales Mgr. L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board As-

semblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.

Phone: Pleasantville 2-2000

President H. G. Place
 Exec. Vice-Pres. Herbert Barnett
 Vice-Pres. & Dir. of Res. Dr. R. L. Garman
 Comm. Engr. Mgr. Blair Foulds
 Chief Engineer W. P. Short
 Mgr. Theatre TV Dept. John Sims
 Mgr., TV Bestg. Dept. E. A. Hungerford, Jr.
 Govt. Contract Rep. Walter Cooper
 Mgr. Field Service Div. A. C. Haemer, Jr.

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogram Amplifier, Video Switcher, Synchronizing Generator, Videofilm Theatre Television System.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.

Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

Chairman of Board H. B. Richmond
 President E. H. Locke
 Vice-Pres. for Sales A. E. Thiessen
 Vice-Pres. for Mfg. C. C. Carey
 Secretary-Treasurer F. L. Tucker
 Sales Engng. Mgr. M. T. Smith
 Export Mgr. C. E. Hills, Jr.
 Chief Engineer D. B. Sinclair
 Publicity Mgr. C. E. Worthen
 Service Mgr. H. H. Dawes

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.

Phone: LE 2-4000

President A. H. Nicoll
 Vice-President G. F. Hessler
 Genl. Communications

Sales Mgr. J. W. La Marque
 Mgr., Electronic Sales R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.

Phone: Van Buren 6-6300

President Wm. J. Halbigan
 Exec. Vice-Pres. R. W. Durst
 Gen. Sales Mgr. Michael D. Kelly
 Chief TV Engineer H. J. Adler
 Advertising Mgr. Chas. J. Nesbitt
 Service Manager Norman Cooper
 Credit Manager Cal A. Sheara
 Export Agents Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave

Equipment Manufacturers

"Ham" Xmters. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.

Phone: LOngaere 5-1300

President.....Lloyd A. Hammarlund
Vice-Pres. & Treas.....Joseph Lush
Sec. & Comptroller.....Edward A. Wätmer
Production Manager.....Hugh A. McCloskey
Chief Engineer.....George H. Phelps
Sales Manager.....Walter E. Darden

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls.

Hartenstin-Zane Co., Inc.

225 Broadway, New York 7, N. Y.

Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.

Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Dir. Contract Adm.....Norman W. Bertelsen
Sales Engineer.....E. J. Vogel
Clerk of Corp.....R. W. Martin
Chief Engineer.....B. J. Cosman
Purchasing Agent.....Frank C. Waterhouse
Comptroller.....Gordon C. Genter
Production Mgr.....E. Douglas Papke
Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvanoscopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.

Phone: Plainfield 6-0378

President.....George K. Haydu
Secy.-Treas.....Zoltan Haydu
Chief Engineer.....Ben Artan
Sales Manager.....Joseph Bozzelli
Purchasing Agent.....Frank del Oljo

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes,

equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

Hazeltine Electronics Corp.

58-25 Little Neck Pkwy, Little Neck, L. I., N. Y.

Phone: FLushing 7-8700

President.....W. A. MacDonald
Executive Vice-Pres.....J. B. Dow
V.P. in Chg. of Sales.....F. Robinson
V.P. in Chg. of Research.....A. V. Loughren
V.P. in Chg. of Engrg.....O. M. Dunning
V.P. in Chg. of Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.

Phone: Salem 2260

President.....Bruce A. Coffin
Chairman of Board-Treas.....Lloyd H. Coffin
Vice-President.....Edgar M. Batchelder
Vice-Pres. & Sales Mgr.....John Q. Adams
V.P. Chg. of Engineering.....C. F. Stromeyer
Advertising Manager.....Harry G. Burnett
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.

Valparaiso, Indiana

Phone: 178

Pres. & Treas.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
V. P. & Sales Mgr.....F. A. Hayden
Advertising Manager.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

Insuline Corp. of America

3602—35th Ave., Long Island City 1, N. Y.

Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
General Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent.....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....F. Lester
Purchasing Agent.....H. Weston
Production Chief.....H. White

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles

Equipment Manufacturers

and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Neutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Recks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: Mlchigan 0367

President.....Paul F. Jackson
Vice-President.....Robert Apple
Sales Manager.....J. M. Fulkerson
Purchasing Agent.....R. C. Groves
Credit Manager.....J. E. Beery
Production Superintendent.....Carl Wack
PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multi-meters, RF generators, sweep generators, audio oscillators and condenser testers.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnfield 6-7161
N. Y. Phone: BArlay 7-8972

Chairman of Board.....J. C. Daley
President.....J. M. Bennan
Vice-Pres., Treas.....W. S. Minter
Vice-Pres., Engineering.....L. Maurer
Vice-Pres., Works Mgr.....E. J. Bennan
Credit Manager.....V. E. Lee
Sales Manager.....J. D. O'Brien
Export Manager.....M. J. Schmitt
Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President.....Thomas A. White
Sales Manager.....Charles A. Haussen
Product Manager.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200

President.....Julius Finkel
Vice-President.....Albert Finkel
Secretary-Treasurer.....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LEXington 2-7600

Commodity Manager.....P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

J. H. Keeney & Co., Inc.

2600 West 50th St., Chicago 32, Ill.
Phone: HENlock 4-5500

General Manager.....Robert A. Guichard
PRODUCTS: Home receivers.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis
Secretary.....Fergus Kerrigan

PRODUCTS: Magnet and Litzendraht Wire.

Equipment Manufacturers

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary.....Barbara H. Sisson
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.
Phone: COLUMBUS 5-0130

President.....J. H. Kliegl
Vice-President.....Herbert A. Kliegl
Secretary.....Frank H. Bliss
Treasurer.....Alfred Kliegl
Plant Superintendent.....Joseph Kliegl
Purchasing Agent.....Henry Fisher
PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200

Chairman of Board.....H. A. Leander
President.....Donald S. Morgan
Vice-President.....George V. Rosenquist
Chief Engineer.....Myron R. Coe
Secretary-Treasurer.....Harold Kondolf
Asst. Sec.-Treas.....L. Ward Frey
PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STAmford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
V.P. of Production.....J. W. Skehan
Vice-President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mgr....R. Gordon Hamblen
Export Mgr.....A. J. Foster
PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471

Chairman of the Bd....Richard A. O'Connor

President.....Frank F. Freimann
V.P. & Secretary.....Gerarl M. Ungaro
Treasurer.....J. S. Sturgeon
Radio-Phonograph & TV
Factory Manager.....Harold M. Detrick
Factory Mgr.-Components
Division.....L. E. Quinnell
Chief Television Engineer....Frank Norton
Chief Radio-Phonograph
Engineer.....R. H. Dreisbach
Mechanical Engineer
R.P. & TV.....W. E. Kierulff
Asst. Sales Mgr. & Merch. Mgr.-
Radio & TV Div.....Stewart Roberts
Div. of Adv. & Public

Relations.....Lauren K. Hagaman
Sales Manager—

Components Div.....Stanley S. Sondles
Sales Mgr. Spec. Devices....John C. Koonz
Service Mgr. RP & TV.....Ray J. Yeranko

PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President.....Leonard Ashbach
V.P. & Gen. Mgr.....M. Raphael
Secretary.....Barnett S. Trott
Advertising Mgr.....Joseph G. DeVico
Chief Engineer.....Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STIllwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
Sales Manager.....Louis A. Root
Chief Elec. Engr.....Lauge Fanoe

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: BOonton 8-2131

President-Gen. Mgr.....H. W. Houck

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPRing 7-7670-1

President.....Dr. S. R. Birne
Sec-Gen. Mgr.....J. M. Kuhlik, Sc.D.

Equipment Manufacturers

Chief Eng. I. W. Kublik
 Purchasing Agent. J. V. Conniff
 Treasurer. H. B. Kublik
 Advertising Mgr. B. Burns
 Dr. of Pub. Rel. George Ruskin

PRODUCTS: Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.
 Phone: Malden 4-4108-9

President James Millen
 Sales Mgr. E. E. Williams
 Credit Manager. Frances Bearse
 Purchasing Agent. George E. Pike
 Chief Engineer. Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
 Phone: Bayside 9-5656

Pres. & Treas. P. K. Trautwein
 Chief Engineer. R. V. Hough
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 August Blvd., Chicago 51, Ill.
 Phone: Spaulding 2-6500

President. Paul V. Galvin
 Exec. Vice-Pres. Robert W. Galvin
 V.P. Cons. Prod. Div. Elmer H. Wavering
 V.P. in Charge of Comm. &

Electronics Div. D. E. Noble
 V.P. Finance. E. P. Vanderwieken
 V.P. in Charge of

Procurement. Frank J. O'Brien
 Sales Mgr. Cons. Goods Div. Wm. H. Kelley
 Special Mktg. Mgr. E. A. Holsten
 Mgr. Natl. Defense Div. J. Benton Minnick
 Prod. Mgr., Radio Div. Jack Davis
 Prod. Mgr., TV & Handic

Talkie Units. E. Passow
 Dir. Adv. Sales Prom. Ellis L. Redden
 Sales Mgr. Comm. &

Electronics Div. Eugene S. Goebel
 Credit Manager. Henry Kleinhaus
 Export Manager. J. C. Weidemann
 Service Manager. A. T. Alexander

PRODUCTS: AM battery auto radio; battery and AC-DC portables; table model AM,

AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and buses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
 Phone: WAbash 2-8900

President. Leslie F. Muter
 Vice-Pres. & Sales Mgr. K. E. Rollefson
 Vice-Pres. & Credit Mgr. A. A. Dailey
 Purchasing Agent. A. R. Campbell

PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Div., Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 7-8000

Chairman of Board. J. M. Spangler
 President. V. S. Johnson
 Vice-President. C. O. Kleinsmith
 Gen. Sales Mgr. Cons. Prods. A. C. Bryan
 Mgr. Battery Eng. Dept. W. H. Fritz
 V.P., Adv. Sales Mgr. H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
 Phone: ORange 2-6600

President. K. C. Menken
 V.P. in Charge of Research. A. M. Skellett
 Equipment Sales Manager

Western Division. K. C. Meinken, Jr.
 Renewal Sales Mgr. V. K. Ulrich
 Treasurer. W. H. Carey
 Secretary. J. V. Deevy
 Credit Manager. H. A. Pope

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
 Phone: PHIlip burg 5-1113

President. Joseph B. Schaefer
 Sales Manager. Thomas B. Arnstinger
 Chief Design Eng. Ernest D. Belanger
 Chief Engineer. George Pappas
 Purchasing Agent. Carl Seefor
 Plant Superintendent. A. H. Coover
 Controller. Kenneth Llewellyn

PRODUCTS: Transformers and reactors

Equipment Manufacturers

for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATLantic 5-6161

President.....J. D. Ceader
V.P. & Mgr.....Hugo Sunberg
Secy. & Treas.....David E. Davis
General Sales Mgr.....John A. Proctor, Jr.
Asst. Sales & Serv. Mgr.....Wm. B. Barnes
Chief Engineer.....K. H. Wessel
Works Manager.....A. Sorice

PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUNkirk 2-2141

President.....Herbert A. Bell
Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales

Prom.....Robert H. Thompson
Service Manager.....Carl Duffy
Personnel Dir.....Charles Askin
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations, Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations.

The Pentron Corp.

221 E. Callerton, Chicago 16, Ill.
Phone: VICTory 2-7234

President.....Irving Rossman
Treasurer.....Bernard Sahlens
Secretary.....Theodore Rossman
Chief Engr.....Rudolph A. Bierwirth
Mechanical Engineering.....Robert Parnell
Quality Engineer.....David Oberlander
Contract Officer.....Ray R. Huttmacher
Chief Industrial Engineer.....Joseph Jenz

PRODUCTS: Tape recorder, playback units, mic mixer, portable phonograph magnetic recording equipment, amplifiers, electronic communications equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEBraska 4-5100

Board Chairman.....James T. Buckley
President.....William Balderston
Exec. V.P.....James H. Carmine
Pres.-TV & Radio Div.....Larry F. Hardy
V.P.-Ind. Rel.....Harold W. Butler
V.P. & Dir. of

Purchases.....William H. Chaffee
V.P.-Oper.-TV & Radio

Division.....Joseph H. Gillies
V.P.....Russell L. Heberling

V.P.-Sales-TV & Radio

Div.....Frederick D. Ogilby
V.P., Gen. Sales Mgr.....John M. Otter
V.P.-Finance.....Courtney Pitt
V.P.-Watsontown

Cab. Div.....Fred D. Rombach
V.P.-Service & Quality.....Henry T. Paiste, Jr.
V.P.-Research.....David B. Smith
V.P.-Dir. of Res. & Eng.....Leslie J. Woods
V.P.-Adv.....John F. Gilligan
Pres.-Philco Intl. Corp.....Dempster McIntosh
Traffic Manager.....J. Swan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay. Tubes: Receiving, Cathode Ray Receiving.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALGonquin 4-3363

President.....Philip Schwartz
V.P. & Sales Mgr.....M. L. Granat
Chief Engineer.....Reginald Burke
Credit Manager.....P. Schwartz
Export Manager.....Morris L. Granat
Purchasing Agent.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

37-06 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President.....Isador Goldberg
Executive Vice-Pres.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. I. Benjamin
Sales Manager.....E. M. Gilmore
Purchasing Agent.....E. J. Manning
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.
Phone: DIAMond 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber

Equipment Manufacturers

Treasurer A. Benjamin
 Comptroller..... Ruth B. Sholes
 Sales Manager..... Thomas H. Aldrich
 Asst. Sales Mgr..... Austin B. Shules

PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.
 Phone: STagg 2-3464

President..... Dr. D. L. Jaffe
 Chief Engineer..... P. H. Odyssey
 Chief Systems Engr..... Leo Gross
 Production Manager..... Victor Gross

PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier, color TV studio & test equipment; color TV receivers & monitors.

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.
 Phone: EMerson 5-5500

President..... Stanley S. Cramer
 Exec. Vice-Pres..... Russell E. Cramer, Sr.
 V.P., Charge of Sales..... Russell E. Cramer, Jr.
 V.P., Sec.-Treas..... William W. Paul
 Chief Engineer..... J. S. Robb

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.
 Phone: WOODLAWN 3-8000

V.P. & Gen. Mgr..... W. A. Buek
 Operating V.P..... C. M. Odorizzi
 V.P. in Chge. of

Tech. Prod..... L. W. Teegarden
 V.P. in Chge. of Cons. Prod..... J. B. Elliott
 V.P. in Chge. of Dis..... R. A. Seidel
 VP. in Chge. of Materials..... V. deP. Goubeau
 V.P. in Chge. of Eng..... D. F. Schmit
 V.P. in Chge. of Eng. Prod..... W. W. Watts
 In Charge of Organ Dvlp..... E. M. Tuft
 V.P. & Gen. Mgr. of Home Inst.

Dept..... H. G. Baker
 V.P. & Dir. Finance Dept..... J. S. Carter
 V.P. & Western Mgr..... H. R. Maag
 V.P. & Gen. Mgr. of Tube Dept..... R. T. Orth
 V.P. & Gen. Mgr. of Record

Dept..... P. A. Barkmeier
 Pres., RCA Service Co., Inc..... E. C. Cahill
 Pres., RCA Victor Dist. Corp..... W. M. Norton
 V.P. & Dir. of Pub. Rel. Dept..... J. M. Toney

Dir. of Acctg..... D. L. Trouant
 Dir. of Dist..... H. M. Winters
 Dir. of Plant Eng..... Frank Sleeter
 Gen. Attorney..... S. E. Ewing
 Chief Eng. Home Instruments

Dept..... D. D. Cole
 Chief Eng. Eng. Prod. Dept..... M. C. Batsel
 Chief Eng. Tube Dept..... G. R. Shaw
 Gen. Sales Mgr. Home

Instruments..... A. B. Mills
 Gen. Sales Mgr. Eng. Products... T. A. Smith
 Mgr. Comm. Sales, Records

Dept..... L. A. Kanaga
 Gen. Sales Mgr. Tube Dept..... L. S. Thees

DIVISION PLANTS: Camden, N. J. (General offices); Bloomington, Ind.; Indianapolis, Ind.; Marion, Ind.; Monticello, Ind.; Pulaski, Va.; Lancaster, Pa.; Harrison, N. J.; Hollywood, Calif.; New York, N. Y.; Canonsburg, Pa.; Detroit, Mich., and Cincinnati, O.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City I, N. Y.
 Phone: STillwell 6-2100

President..... C. R. Runyon, Jr.
 V. P. & Mgr. of Sales..... Frank A. Gunther
 Secy. & Dir. of Purchases..... Joseph Behr

Equipment Manufacturers

Chief Engineer.....Joseph Tennis
 Director of Research.....James R. Day
 Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadri-lene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.
 Phone: HUmboldt 5-2550

President.....R. H. Ranger
 V.P. Charge Eng.....P. M. Brubaker
 Secretary.....H. Gallina
 Asst. Treasurer.....A. V. Colabella
 Sales Engineer.....C. H. Wirth
 Purchasing Agent.....A. C. Willms

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film, Thyatron Inverters: for Controlled 60 cycle Power, and Magnetic Heads, Tape-to-Film Editor.

Raytheon Manufacturing Co.

138 River St., Waltham 54, Mass.
 Phone: 5-5860

Branch Office:

60 E. 42 St., New York 17, N. Y.

Manager.....Henry J. Giest
 Phone: MUrray Hill 7-1550

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
 Phone: PLaza 9-2644

President.....Hazard E. Reeves
 Vice-President-Sales.....Frank B. Rogers
 Vice-Pres.-Production.....Homer Clapper
 V.P. Springdale Pl.....Edward Schmidt
 V.P. Allentown Pl.....Harry F. Scheirer
 Advertising Manager.....David O. S. Ruark

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
 Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
 Plant Supt.....S. Simonson
 Credit Manager.....F. Wein
 Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
 Phone: UNiversity 4-2400

President.....E. Alschular
 Vice-President.....M. D. Block
 Secretary.....R. S. Lawton
 Production Manager.....I. J. Jacobsen
 Chief Engineer.....W. J. Schnell
 Purchasing Agent.....J. L. Jones
 Director of Sales.....E. G. May
 Sales Manager.....R. B. Parks
 Export Manager.....H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, N. Y.
 Phone: HYacinth 7-2820

President.....P. H. Sherron
 Vice-President.....J. W. Hunter
 Senior Vice-President.....R. M. Stock
 Dir. Electronic Res.....J. G. Littell
 Director of TV.....P. J. Golhofer
 Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.
 Phone: WEBster 8-9181

President.....Gerald King
 Vice-President.....Milton M. Blink
 V.-P. in Chg. of Sales—Eastern Office

Alex Sherwood
 Sales Mgr.—Central States Office

Gus Hagenah
 Business Mgr. & Counsel...Lewis TeeGarden
 Production Manager.....Harry Bluestone
 Chief Engineer.....Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric

Div. of Stewart-Warner Corp.

1826 W. Diversey Pkwy., Chicago 14, Ill.
 Phone: LAkeview 5-6000

President.....J. S. Knowlson
 Sr. Vice-President.....F. A. Hiter
 General Manager.....E. G. Fossum
 Gen. Sales Mgr.....E. L. Taylor

Equipment Manufacturers

Advertising Mgr. J. B. Ottman
 Service Mgr. R. W. Felber
 Chief Engineer. S. C. Kulanowski
 Credit Manager. A. W. Grossklags
 Publicity Mgr. C. W. Grange
 Export Mgr. J. E. Burke
 Purchasing Agent. J. S. Burress
 Industrial Relations Mgr. W. W. Miller
 Traffic Manager. R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations, and Direct View.

Stromberg-Carlson Co.

100 Carl-son Rd., Rochester 3, N. Y.
 Phone: CULver 0260

President. Robert C. Tait
 Vice-Pres., Finance. Gordon G. Hoit
 V.P. & Gen. Mgr.

Broadcasting Div. William Fay
 V.P. & Gen. Mgr.

Radio-TV Div. Sidney R. Curtis
 V.P. Public & Industrial

Relations. Ler McCaune
 Gen. Mgr. Tele. Div. Arthur E. Gibson
 Secretary. Edwin C. Roworth
 Treasurer. Wilbur W. Hetzel
 Controller & Asst. Treas. J. Lester Gasser
 Mgr. Industrial Relations

& Asst. Secy. George E. Eyer
 Mgr., Sound Equip. Div. A. G. Schifino
 General Sales Manager,

Radio-Tele. Div. Clifford J. Hunt
 Sales Mgr. Tele. Div. T. C. Thompson
 Mgr. Adv. & Public Rel. Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
 Phone: JUdson 6-2424

Chairman of Board. Max F. Balcom
 President. D. G. Mitchell
 Vice-President. E. Finley Carter
 Vice-President. R. H. Bishop
 Exec. Vice-President. H. Ward Zimmer
 V.P. Charge of Sales. B. K. Wickstrum
 General Sales Mgr., Radio Div.

G. R. Sommers
 Dir. of Advertising. T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc.

43-20 34th St., Long Island City 1, N. Y.
 Phone: STillwell 4-1160

Plant Manager. Albert W. Franklin
 Works Manager. Henry M. Randall
 Chief Engineer. Milton King
 Credit Manager. Albert Pappert
 Purchasing Agent. Jack Blau
 Service Manager. Andrew Ruge

PRODUCTS: Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, bushings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, locking rings, lugs, masonite stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

Sylvania Electric Products, Inc.

Radio & Television Division

254 Rano St., Buffalo 7, N. Y.
 Phone: Victoria 2450

Vice-Pres. & Gen. Mgr. A. L. Chapman
 General Mfg. Manager. H. E. Riordon
 General Sales Manager. J. K. McDonough
 Chief Engineer. N. L. Harvey
 Div. Controller. L. C. Guest
 Div. Personnel Manager. H. S. Hagen
 Asst. Sales Manager. B. O. Holsinger
 Adv. & Prom. Mgr. William Stroben
 Sales Mgr.—Auto Sales. C. H. Symington
 (Detroit)

PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
 Phone: 7-7207

Pres. & Gen. Mgr. W. C. Eddy
 Asst. Gen. Mgr. J. L. Lahey
 Secretary. Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.

238 William St., New York 38, N. Y.
 Phone: BEekman 3-6750

Equipment Manufacturers

President.....John B. Milliken
 Vice-President.....Seward Heaton
 Secretary-Treasurer.....Peter H. Milliken
 Chief Engineer.....Harold A. Levine
 Purchasing Agent.....Lce Seiler
 Sales Manager.....Gerald Gibbs

PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
 Phone: WAtkins 4-1550

President.....Morton B. Kahn
 Treasurer.....Morton B. Kahn
 Secretary.....E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
 Phone: LIncoln 3-2705

General Manager.....Joseph Tait
 Plant Manager.....Robert L. Kaufman
 Chief Engineer.....Henry P. Meisinger
 Sales Manager.....Eugene Rosen

PLANT: 1347 South Capitol St.
 Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment—Pan-acoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering manufacturing, assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
 Phone: Circle 6-4255

President.....Hamilton Hoge
 Vice-President.....Francis H. Hoge, Jr.
 Purchasing Manager.....Jack Gordon
 Chief Engineer.....N. Maradino
 Chief Mechanical Engr.....Henry Strahlman
 Credit Manager.....Herbert Slose

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15".

Westinghouse Electric Corp.

306 Fourth Ave., Pittsburgh 6, Pa.

President.....Gwilym A. Price
 V.P. (Cons. Prods.).....J. M. McKibbin
 Ass't to V. P. (Cons. Prods.)...Roger Bolin
 Home Radio Division

Manager.....F. M. Sloan
 Asst. Mgr.....A. G. Rogers
 Asst. to Mgr.....L. J. Fitzpatrick

Chief Engineer.....G. C. Larson
 Mgr. of Mfg.....F. H. Barnett
 Purchasing Agent.....J. R. Todd
 Sales Manager.....J. F. Walsh
 Asst. Sales Mgr.....J. W. Hitchcock
 Adv. & Sales Prom. Mgr.....Earl L. Hadley
 Asst. to Adv. Mgr.....Robert Austin
 Sales Prom. Mgr.....F. S. McCarthy
 Service Manager.....W. H. McKnew

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
 Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.

President.....Earl R. Mellen
 Exec. Vice-Pres.....Ross Nichols
 V.P. & Plant Mgr.....A. H. Lamb
 V.P. & Treasurer.....H. L. Gerstenberger
 V.P. & Chief Engineer.....John H. Miller
 Controller & Sec.....F. Gerald Hawthorne
 Director of Sales.....Philip Barnes
 Advertising Manager.....Chas. B. Denton
 Purchasing Agent.....A. L. Morrison

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
 Phone: GReat Neck 2-7806

President.....Harold A. Wheeler

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics.—microwave waveguide components on special order.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
 Phone: Berkshire 7-7500

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
 Exec. V-P and Treas.....Hugh Robertson
 V-P and Dir. of Sales.....H. C. Bonfig
 V-P in Chg. of Eng.....G. E. Gustafson
 V-P in Chg. of Prod.....Donald MacGregor
 V-P and Cont.....S. Kaplan
 V-P in Chg. of Purchases.....J. E. Anderson
 V-P in Chg. of Res.....Dr. Alexander Ellett
 V-P in Chg. of Household Receiver

Sales.....Leonard C. Truesdell
 V-P in Chg. of Speaker Prod.....W. Dumke
 Secty. and Asst. V-P.....Karl E. Hassel
 Asst. V-P.....J. E. Brown
 Asst. Treas and Asst. Secty.....J. Kuhajek
 Asst. Secty.....H. M. Chesser
 Adv. Mgr.....D. H. Grigsby
 Public Relations Director.....Ted Leitzell

PRODUCTS: Table model radios, table radio-phonographs, portable radios, clock radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.

RADIO—TELEVISION MANUFACTURERS ASSN.

Officers and Executive Personnel—1951-1952

777 14th Street, N.W., Washington 5, D. C.

Chairman of the Board of Directors

Robert C. Sprague, Sprague Electric
Company, North Adams, Mass.

President

Glen McDaniel, 777 14th Street, N.W.,
Washington 5, D. C.

Gen. Mgr. and Secretary

James D. Secrest, 777 14th Street, N.W.,
Washington 5, D. C.

Treasurer

Leslie F. Muter, The Muter Company,
Chicago 5, Illinois.

General Counsel

John W. Van Allen, Liberty Bank Build-
ing, Buffalo 2, New York.

Vice-Presidents

(Set Division)

John W. Craig, Crosley Division, Avco
Mfg. Corp., Cincinnati 25, Ohio

(Tube Division)

R. E. Carlson, Tung-Sol Electric Inc.,
Newark 4, New Jersey.

(Parts Division)

A. D. Plamondon, Jr., The Indiana Steel
Products Co., Chicago 2, Illinois.

(Transmitter Division)

W. J. Barkley, Collins Radio Company,
New York 18, New York.

(Amplifier & Sound Division)

Arie Liberman, Talk-A-Phone Company,
Chicago 23, Illinois.

RTMA Headquarters Staff

Information Director

Peter H. Cousins

Attorney

Ray S. Donaldson

Assistant Secretary

Ralph M. Haarlander

Director of Statistics

William F. E. Long

Office Manager

Anna M. Chase

RTMA BOARD OF Directors

Term Expiring 1952

A. Blumenkrantz, General Instrument
Corporation, Elizabeth 3, New Jersey.

Lloyd H. Coffin, Hytron Radio & Elec-
tronics Co., Salem, Massachusetts.

Allen B. DuMont, Allen B. Du Mont
Laboratories, Inc., Clifton, New Jersey.

J. B. Elliott, RCA Victor Division of
RCA, Camden, New Jersey.

Walter Evans, Westinghouse Electric
Corporation, Baltimore 3, Maryland.

Frank Freimann, The Magnavox Com-
pany, Fort Wayne, Indiana.

Paul V. Galvin, Motorola, Inc., Chicago
51, Illinois.

W. R. G. Baker, Director of Engineering,
General Electric Company, Syracuse
1, New York.

George R. Haase, DuKane Corporation,
St. Charles, Illinois.

W. J. Halligan, The Hallicrafters Co.,
Chicago 24, Illinois.

Larry F. Hardy, Philco Corporation,
Philadelphia 34, Pennsylvania.

Arie Liberman, Talk-A-Phone Company,
Chicago 23, Illinois.

E. A. Nicholas, Capehart-Farnsworth
Corporation, Fort Wayne 1, Indiana.

J. Hall Stackpole, Stackpole Carbon Com-
pany, St. Marys, Pennsylvania.

R. L. Triplett, Triplett Electrical Instru-
ment Co., Bluffton, Ohio

Leslie S. Muter, Treasurer, The Muter
Company, Chicago 5, Illinois.

Term Expiring 1953

Robert S. Alexander, Wells-Gardner &
Co., Chicago 39, Illinois.

A. Alschuler, Sentinel Radio Corporation,
Evanston, Illinois.

Robert S. Bell, Packard-Bell Company,
Los Angeles 64, California.

R. E. Carlson, Tung-Sol Electric Inc.,
Newark 4, New Jersey.

H. J. Hoffman, Machlett Laboratories,
Inc., Springdale, Connecticut.

H. L. Hoffman, Hoffman Radio Corpora-
tion, Los Angeles 7, California.

H. C. Mattes, Belmont Radio Corpora-
tion, Chicago 39, Illinois.

Raymond S. Perry, Federal Telephone
and Radio Corp., Clifton, New Jersey.

Ray F. Sparrow, P. R. Mallory & Co.,
Inc., Indianapolis 6, Indiana.

Robert C. Sprague, Sprague Electric
Company, North Adams, Mass.

Robert C. Tait, Stromberg-Carlson Com-
pany, Rochester 3, New York.

• • • **Radio-Television Manufacturers Assn.** • • •

Raymond G. Zender, Lenz Electric Manufacturing Co., Chicago 47, Illinois.

Term Expiring 1954

Benjamin Abrams, Emerson Radio & Phonograph Corp., New York 11, New York.

Max F. Balcom, Sylvania Electric Products Inc., Emporium, Pennsylvania.

W. J. Barkley, Collins Radio Company, New York 18, New York.

H. C. Bonfig, Zenith Radio Corporation, Chicago 39, Illinois.

Herbert W. Clough, Belden Manufacturing Company, Chicago 44, Illinois.

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.

E. G. Fossum, Stewart-Warner Electric Division, Chicago 51, Illinois.

Harlan B. Foulke, Arvin Industries, Inc., Columbus, Indiana.

G. Richard Fryling, Erie Resistor Corporation, Erie, Pennsylvania.

J. J. Kahn, Standard Transformer Corporation, Chicago 18, Illinois.

F. R. Lack, Western Electric Company, Inc., New York 5, New York.

W. A. MacDonald, Hazeltine Electronics Corporation, Little Neck, Long Island, New York.

A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Illinois.

RTMA DIVISION ORGANIZATION

Set Division

John W. Craig, Chairman.

Tube Division

R. E. Carlson, Chairman.
Peter H. Cousins, Staff Assistant.

Parts Division

Raymond G. Zender, Chairman.
Ralph M. Haarlander, Staff Assistant.

Transmitter Division

H. J. Hoffman, Chairman.
Ralph M. Haarlander, Staff Assistant.

Amplifier & Sound Equipment Division

Director: Arie Liberman, Talk-A-Phone Co.

Chairman: A. K. Ward, Radio Corporation.

Advertising Committee (Set Division)

Chairman: L. E. Pettit, General Electric Company.

Credit Committee

Chairman: H. N. Henrye Saller, John E. Fast & Company.

Directorate Representation Committee (Special)

Chairman: Leslie F. Muter, The Muter Company.

Export Committee

Chairman: V. S. Mameyeff, Raytheon Manufacturing Company.

Finance Committee

Chairman: Leslie F. Muter, The Muter Company.

FM Policy Committee

Chairman: John W. Craig, Crosley Division, Avco Mfg. Corp.

Industrial Relations Committee

Chairman: Leslie E. Woods, Raytheon Manufacturing Company.

Industry Statistics Committee

Chairman: Frank W. Mansfield, Sylvania Electric Products, Inc.

Legal Committee

Chairman: John W. Van Allen, RTMA General Counsel.

Membership Committee

Chairman: J. J. Kahn, Standard Transformer Corporation.

Policy Committee

Chairman: Glen McDaniel, RTMA President.

Promotion Committee

Chairman: J. J. Kahn, Standard Transformer Corporation.

Sales Managers Committee (Set Division)

Chairman: R. J. Sherwood, The Hallcrafters Company.

School Equipment Committee

Chairman: Fred D. Wilson, DuKane, Corporation.

Service Committee

Chairman: Ray J. Yeranko, The Magnavox Company.

Small Business Committee (Special)

Chairman: A. D. Plamondon, Jr., The Indiana Steel Products Company.

Sports Broadcasting Committee (Set Division)

Chairman: J. B. Elliott, RCA Victor Division.

Tax Committee

Chairman: A. M. Freedman, RCA Victor Division.

Television Committee

Chairman: W. R. G. Baker, General Electric Company.

Trade Practice Conference Committee (Special)

Chairman: Benjamin Abrams, Emerson Radio & Phonograph Corp.

Traffic Committee

Chairman: John B. Swan, Jr., Philco Corporation.

• • • **Radio-Television Manufacturers Assn.** • • •

**JOINT ELECTRONICS
INDUSTRY COMMITTEE
of RTMA and NSIA
(JEIC)**

Co-Chairman

Fred R. Lack, Western Electric Company, Inc., New York 5, New York.

Co-Chairman

Robert C. Tait, Stromberg-Carlson Company, Rochester 3, New York.

Counsel

Sullivan, Bernard, Shea & Kenny, 1200 18th Street, N.W., Washington 6, D. C.

Secretary

H. G. Beauregard, 1200 18th Street, N.W., Washington 6, D. C.

**JOINT TECHNICAL
ADVISORY COMMITTEE
of RTMA and IRE
(JTAC)**

Ira J. Kaar, Chairman, General Electric Company, Electronics Park, Syracuse, New York.

Donald G. Fink, Editor of Electronics, 330 West 42nd Street, New York 18, New York.

John V. L. Hogan, Hogan Laboratories, Inc., 155 Perry Street, New York 14, New York.

Philip F. Siling, RCA Frequency Bureau, 1625 K Street, N.W., Washington 6, D. C.

Dr. Raph Brown, Vice-Chairman, Bell Telephone Laboratories, Murray Hill, New Jersey.

Dr. T. T. Goldsmith, Jr., Allen B. Du Mont Laboratories, Inc., 2 Main Avenue, Passaic, New Jersey.

A. V. Loughren, Hazeltine Electronics Corporation, 58-25 Little Neck Parkway, Little Neck, Long Island, N. Y.

David B. Smith, Philco Corporation, Tioga and C Streets, Philadelphia 34, Pa.

L. G. Cumming, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th Street, New York 21, N. Y.

**RTMA ENGINEERING
DEPARTMENT
1951-1952**

Dr. W. R. G. Baker, Director, General Electric Company, Electronics Park, Syracuse, New York. (Syracuse 76-4411), (Schenectady 4-2211).

David B. Smith, Vice-Director, Philco Corporation, Philadelphia 34, Pennsylvania. (NEbraska 4-5100).

Virgil M. Graham, Associate Director, Sylvania Electric Products, Inc., 40-22 Lawrence Street, Flushing, New York. (FLushing 8-1600), (JUDson 6-2424).

**General Standards
Committee**

Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp., New York 11, New York.

Observer: R. A. Hackbusch, RTMA of Canada

**JOINT ELECTRON TUBE
ENGINEERING COUNCIL
of
RTMA and NEMA**

Directors (JTCD)

W. R. G. Baker, General Electric Company, Syracuse 1, New York.

H. J. Hoffman, Machlett Laboratories, Inc., Springdale, Connecticut.

Council (JTCE)

Virgil M. Graham, Chairman, Sylvania Electric Products, Inc., Flushing, New York.

V. L. Ronci, Bell Telephone Laboratories, Allentown, Pennsylvania.

F. D. Langstroth, Pioneer Electronics Corp., New York, New York.

D. D. Knowles, Westinghouse Electric Corporation, Bloomfield, New Jersey.

A. C. Gable, General Electric Company, Schenectady, New York.

G. R. Shaw, RCA Victor Division of RCA, Harrison, New Jersey.

A. K. Wright, Tung-Sol Electric Inc., Bloomfield, New Jersey.

**NATIONAL TELEVISION
SYSTEM COMMITTEE
(NTSC)**

Chairman

Dr. W. R. G. Baker, General Electric Company, Syracuse, New York.

Vice-Chairman

David B. Smith, Philco Corporation, Philadelphia 34, Pennsylvania

Secretary

Mrs. Martha Kinzie, General Electric Company, Syracuse, New York.

Vice-Chairman

Donald G. Fink, Editor of Electronics, New York 18, New York.

Vice-Chairman

E. W. Engstrom, RCA Laboratories Division, Princeton, New Jersey.

CONSULTING ENGINEERS

specializing in AM, FM & TV



GEORGE P. ADAIR

1833 M St., N.W., Washington 6, D. C.
Phone: Executive 1230, 5851

BEN ADLER

Adler Communications Labs.
1 Lefevre Lane, New Rochelle, N. Y.
Phone: New Rochelle 6-1620

LLOYD R. AMOO

3709 Carpenter, Des Moines, Ia.
Phone: 7-9272

ANDREW CORP.

363 E. 75th St., Chicago 19, Ill.
Phone: Triangle 4-4400

GEORGE B. BAIREY

1757 K St., N.W. Washington, D. C.
Phone: National 0196

LEE E. BAKER

Landers Bldg., Springfield 4, Mo.
Phone: 2-1951

WILLIAM E. BENNS, JR.

3738 Kanawha St., N.W., Washington, D. C.
Phone: ORdway 8071

BERNARD ASSOCIATES

5010 Sunset Blvd., Hollywood 27, Calif.
Phone: NORmandy 2-6715
Field Office: 86 Webster Ave., Harrison, N. Y.

A. R. BITTER

1700 Wayne St., Toledo 9, Ohio
Phone: Walbridge 5668

CARNINE & BITTER ENGINEERS

12 H St., N.E., Washington 2, D. C.
Phone: Metropolitan 0373

MILLARD M. GARRISON

1519 Connecticut Ave., Washington 6, D.C.
Phone: Michigan 2261

COMMERCIAL RADIO EQUIPMENT CO.

P. O. Box 7037, Kansas City, Mo.
Phone: Jackson 5302
EASTERN OFFICE

International Bldg., Washington 4, D. C.
Phone: District 1319

CRAVEN, LOHNES & CULVER

Munsey Building, Washington 4, D. C.
Phone: District 8215

JOHN CREUTZ

319 Bond Bldg., Washington 5, D. C.
Phone: Republic 2151

MURRAY G. CROSBY

126 Herricks Road, Mincola, N. Y.
Phone: Garden City 7-0284

A. EARL CULLUM, JR.

Highland Park Village, Dallas 5, Tex.
Phone: Justin 6108

GEORGE C. DAVIS

Munsey Bldg., Washington 4, D. C.
Phone: Sterling 0111

DOOLITTLE RADIO, INC.

7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: Radcliffe 3-4100

A. JAMES EBEL

212 S. Jefferson St., Peoria, Ill.
Phone: 6-0711

WILLIAM L. FOSS, INC.

927 15th St., N.W., Washington 5, D. C.
Phone: Republic 3883

GAUTNEY & RAY

Warner Bldg., Washington 4, D. C.
Phone: National 7757

GILLE BROS.

1108 Lillian Way, Hollywood 38, Calif.
Phone: Gladstone 6178

GLENN D. GILLET & ASSOCIATES

National Press Bldg., Washington 4, D. C.
Phone: National 3373

PAUL F. GODLEY

Paul Godley Co., P. O. Box "J",
Upper Montclair, N. J.
Laboratories: Great Notch, N. J.
Phone: Montclair 3-3000

DR. ALFRED N. GOLDSMITH

597 Fifth Ave., New York 17, N. Y.
Phone: Plaza 3-4150

J. B. HATFIELD

936 35th Ave., Seattle 22, Wash.
Phone: Prospect 7860

RICHARD R. HAYES

244-B Olmos Dr., W., San Antonio 2, Tex.
Phone: P 7287

JOHN B. HEFFELFINGER

815 E. 83rd St., Kansas City 5, Mo.
Phone: Hiland 7010

JOHN V. L. HOGAN

155 Perry St., New York 14, N. Y.
Phone: Chelsea 2-7855

W. J. HOLEY

1146 Briarcliff Pl., N.E., Atlanta, Ga.
Phone: Atwood 3328

• • •
Consulting Engineers
• • •

FREDERICK S. HOWES

McGill Univ. Engineering Bldg.,
Montreal, Que., Canada

GUY C. HUTCHESON

1100 W. Abram St., Arlington, Texas
Phone: AR 4-8721

JANSKY & BAILEY

National Press Bldg., Washington 4, D. C.
Phone: Metropolitan 5411

Offices & Laboratories
1339 Wisconsin Ave., N.W., Wash, 7, D. C.
Phone: ADams 2414

WALTER F. KEAN

1 Riverside Road, Riverside, Ill.
Phone: Riverside 7-2153

KEAR & KENNEDY

1302 18th St., N.W., Washington 6, D. C.
Phone: Hud-on 9000

JOHN J. KEEL

1121 E. Capitol St., Washington 1, D. C.
Phone: LIncoln 4-5131

WORTHINGTON C. LENT

5209 Roosevelt St., Bethesda, Md.
Phone: OLiVer 8300

RUSSELL P. MAY

1422 F St., N.W., Washington 4, D. C.
Phone: Republic 3984

WINFIELD SCOTT

McCACHREN & ASSOCIATES

2404 Columbia Pike, Arlington, Va.
Phone: Glebe 9096

McINTOSH & INGLIS

777 14th St., N.W., Washington, D. C.
Phone: Metropolitan 4477

Lab.: 320 Water St., Binghamton, N. Y.
Phone: 3-3566

DIXIE B. McKEY & ASSOC.

1820 Jefferson Pl., N.W., Washington 6, D. C.
Phone: Republic 7236

JAMES C. McNARY

National Press Bldg., Washington 4, D. C.
Phone: District 1205

PHILIP MERRYMAN & ASSOCIATES

114 State St., Bridgeport, Conn.
Phone: 5-4144

**E. C. PAGE CONSULTING
RADIO ENGINEERS**

Bond Bldg., Washington 5, D. C.
Phone: Executive 5670

DALE POLLACK

Dayton Rd., Waterville, Conn.
Phone: 2-9401

PREISMAN & BISER

3308 14th St., N.W., Washington 10, D. C.
Phone: Adams 7299

RADIO ENGINEERING CO.

1355 Market St., San Francisco 3, Calif.
Phone: Market 1-8171

GARO W. RAY

Hilltop Dr., Stratford, Conn.
Phone: Bridgeport 7-2465

WILLIAM E. RICHARDSON

1935 S. W. Moss St., Portland 1, Ore.
Phone: Cherry 4070

A. D. RING & CO.

Munsey Bldg., Washington 4, D. C.
Phone: Republic 2347

HAROLD B. ROTHROCK

Citizens National Bank Bldg., Bedford, Ind.
Phone: 4270

MERL SAXTON

P. O. Box 32, San Marcos, Tex.
Phone: 888

SILLIMAN & BARCLAY

1011 New Hampshire Ave., Washington, D. C.
Phone: Republic 6646

HAROLD C. SINGLETON

4646 S.W. Council Crest Dr., Portland 1, Ore.
Phone: Beacon 1201

LYNNE C. SMEBY

1311 G St., N.W., Washington 5, D. C.
Phone: Executive 8073

T & T RADIO

MEASUREMENTS CO.

2559 Atlantic Ave., Long Beach, Cal.
Phone: Long Beach 4-2015

ARCHER S. TAYLOR

P. O. Box 1479 Missoula, Mont.
Phone: 9-1589

WELDON & CARR

1605 Connecticut Ave., N.W.,
Washington, D. C.

Phone: Michigan 4151

BRANCHES

4212 S. Buckner Blvd., Dallas 10, Tex.
Phone: Evergreen 1137

4742 W. Rufner St., Seattle, Wash.
Phone: Garfield 7502

MARTIN R. WILLIAMS

7104 East 14th St., Indianapolis 19, Ind.
Phone: Riley 8037

NATHAN WILLIAMS

20 Algoma Blvd., Oshkosh, Wis.
Phone: Blackhawk 22

RAYMOND M. WILMOTTE

1469 Church St., N.W., Washington 5, D. C.
Phone: Decatur 1232

HERBERT L. WILSON

1025 Connecticut Ave., N. W., Wash. 6, D. C.
Phone: National 7161

W. M. WITTY

6923 Snider Plaza, Dallas 5, Tex.
Phone: Lakeside 7118

RADIO AND TV—A REVIEW

By BILL NOBLE, Associate Editor, RADIO-TELEVISION DAILY

WHILE the near future of television must be re-evaluated in light of the lifting of the three-and-a-half year freeze on new transmitters in the field, it is still necessary to point out that the most recent twelve months have already seen new thoughts concerning the survival of radio.

Finally, cognizance has been taken of the fact that untold millions of listeners of radio are beyond the reach of measuring services, in automobiles, at the beach or camp, or that more than a single set is on in the home at one time.

Certainly the final estimates issued by the RTMA, for 1951, prove the point that radio is a live and vital factor. On February 1, last, the industry body announced that a total of 12,299,146 radios, were sold last year. Of these, 6,584,960 were home sets; 1,264,319 were portables and 4,449,867 were car radios.

These figures compare to a total of 7,463,800 TV sets sold during the year and can be confidently offered that radio, in the face of its most powerful competition is going along at the saturation point as the country's greatest and most used means of mass communications.

Then too, the past twelve months has seen networks in particular and some stations come to the realization that radio must be sold against all types of competing media. As a result more thought has been given to telling radio's story and many excellent selling tools, such as films with sound tracks and special presentations of what radio has to offer, have come forth from the promotion departments.

However, it is in the field of out-of-home listening and out-of-living-room listening that radio researchers have found a vast audience, completely overlooked or brushed aside. Facts and figures substantiating this great audience have been published during the past year and in effect have forced a re-evaluation of "cost-per-thousand" figures, so dear to advertising agencies.

In another part of the field radio has not been idle. Faced with high production costs, packagers, networks and independ-



Bill Noble

ent stations have consistently found new ways to cut their budgets—this despite the rate cuts put into effect during the past year.

As a result, it can be confidently stated that radio, today, is in a more healthy state than in the medium's hey-day, when it attracted all the glamour and was without competition.

Turning to TV, the industry, despite criticism from many fronts, has forged steadily ahead. One need only to compare present offerings with those of four years ago to see that on all levels television has improved.

However, with the promise of 1291 new stations destined for the air, TV is going to be forced to face many new problems. First and foremost, of course, is the "eating" up of material at a terrifying pace when all the new stations finally get on the air.

The new communities to receive television service are not expected to be too much of a problem at first, nor are those cities which to date have had single or double outlets. But where TV will come in "new" and available on multiple channels, programming will face new problems.

It is only necessary to review the findings of the various rating services during the past year to see that what people like on the East Coast of the country is not necessarily popular on the West Coast, and vice-versa. To date no program has come up with a sure-fire formula which will attract viewers across the country.

With funds available, it is expected that non-commercial, educational television will be afforded its greatest opportunity of all persons on all levels from the kindergarten to adulthood. However, here, without state or community help or college and university grants, the educational stations may well find themselves with valuable assignments and without the means of building studios and programming shows.

The last twelve months in the allied fields of radio and TV have been notable, however, first for radio's re-evaluation of what it has to offer and its efforts to once again go out and sell itself as the fastest and greatest means of mass communications and secondly for the new horizon which faces TV—that of being able to bring its visual picture into every home across the country.

the
barnes
printing
company
INCORPORATED

Has Printed the

Radio Annual
and Television
Year Book
15 Years

"There must be a reason"

229 WEST 28th STREET

Between Seventh and Eighth Avenues, New York

PEnnsylvania 6-4738

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS
ASSOCIATIONS — RADIO-TV GROUPS

ACADEMY OF TELEVISION ARTS AND SCIENCES

6123 Selma Ave., Hollywood 28, Calif.
Hempstead 8942

OFFICERS

President Mike Stokoy
1st Vice-President Hal Roach, Jr.
2nd Vice-President Harlon Thompson
Secretary Betty Mears
Treasurer Harry Koplan
Sec. to Treasurer Mildred Beach
Recording Secretary Isabelle Pantono
Director-at-large Don Lauritzen
Director-at-large Ralph Levy

BRANCH OFFICES

San Francisco, Calif. Harold See, President

FUNCTIONS

Dedicated to the purpose of advancing television. Presents awards to the best in television on a national basis through the "Emmy."

ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 19, N. Y.
Laza 7-7660

OFFICERS

President Clarence Derwent
1st Vice-Pres. John Kennedy
2nd Vice-Pres. Cornelia Otis Skinner
3rd Vice-Pres. Ralph Bellamy
4th Vice-Pres. Matt Briggs
Treasurer Paul Dullzell
Recording Secretary Basil Rathbone
Exec. Sec. Louis M. Simon
Ass't. Exec. Sec. Angus Duncan
Ass't. Exec. Sec. Willard Swire
Admin. Asst. Sec. Alfred Elting
Counsel Rebecca Brownstein
Associate Counsel George Reiss
Auditor Charles Mesurac

COUNCIL

Edward Andrews, Edith Atwater, Sidney Blackmer, Philip Bourneur, Thomas Chalmers, Edwin Clay, Clay Clement, Donald Cook, Doris Dalton, Alfred Drake, Mildred Dunnoch, John Effrat, Maurice Evans, Tom Ewell, Henry Fonda, Florida Friebus, Marjorie Gatenon, Wynne Gibson, Margalo Gillmore, Paul Kelly, Dennis King, Edith King, Ben Kranz, Aline MacMahon, Raymond Massey, Ruth Mattison, Scott McKay, Edith Meiser, Eddie Nugent, Elnot Nugent, Philip Ober, Erin O'Brien-Moore, Frederick O'Neal, Robert Perry, William Prince, Barbara Robbins, Bill Ross, Gerald Savory, Jane Seymour, Jack Sheehan, Hiram Sherman, Kent Smith, Loring Smith, Beatrice Straight, Chester Stratton, William Talmon, Ann Thomas, Frank M. Thomas, Sr., Lee Tracy, David Wayne.

THE ADVERTISING COUNCIL

25 West 45th Street, New York 19, N. Y.
LUXemburg 2-1520

Chairman Fairfax M. Cone
Vice-Chairman Philip L. Graham
Vice-Chairman Lee H. Bristol
Vice-Chairman Lee H. Bristol
Secretary Frederic R. Gamble
Treasurer Paul B. West
President Theodore S. Repplier
Vice-Pres. Allan M. Wilson
Vice-Pres. George P. Ludlam
Radio & Television Director Gordon C. Kinney
Public Relations Director Maxwell Fox

BRANCH OFFICES

1200 18th Street, N.W., Washington 6, D. C. T. S. Repplier, President.
203 North Wabash Avenue, Chicago 1, Ill. L. S. Schwartz, Mid-West Representative.
1680 North Vine Street, Hollywood 28, Cal. R. C. Coleson, West Coast Representative.
425 Bush Street, San Francisco, Calif. Charles W. Collier (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising, dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

330 W. 42 St., New York 17, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager Elon G. Botton
Chairman of Board Graham Patterson
Secretary Grace M. Johnsen
Treasurer Ben R. Donaldson

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION

11 W. 42 St., New York 18, N. Y.
LONgacre 3-5100

OFFICERS

Chairman H. M. Warren
Vice Chairman B. B. Geyer
Treasurer Frederic R. Gamble
Secretary Paul B. West
Managing Dir. A. W. Lehman
Technical Dir. D. B. Lucas

FUNCTIONS

Impartial and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media. Continuing Studies of Newspaper Reading, Transportation Adv., Farm Publications, Business Papers.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980

OFFICERS

Chairman of Board Louis N. Brockway
Vice-Chairman John P. Cunningham
President Frederic R. Gamble
Secy.-Treas. Wilbur Van Sant
Vice-President Richard L. Scheidker
Vice-President Richard Turnbull
Secretary, Committee
on Radio & TV Broadcasting Kenneth Godfrey
Secretary, Committee
on Radio & TV Production August Nelson

Organizations

FUNCTIONS

The national organization of the advertising agency business. Aims: To protect, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS ASSOCIATION (C. I. O.)

5 Beekman St., New York 7, N. Y.
Ortlandt 7-1374

OFFICERS

President..... Joseph P. Selly
Secy.-Treas..... Joseph F. Kehoe
Vice-President Broadcast Dept..... William Bender
Publicity Director..... Charles Silberman
International Representative..... Eugene Dupree

BRANCH OFFICES

Eastern Branch, 240 Perry Bldg., Phila. 2, Penna.
Phone: LO 4-1251. Mort Borrow, Chairman.
Atlantic Branch, 5 Beekman St., N. Y. C. 7, N. Y.
Phone: RE 2-9223. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employes in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty stations in the East, including six contracts in the Metropolitan area of New York City.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
Plaza 8-0600

OFFICERS

Pres..... James C. Petrillo
Vice-Pres..... C. L. Bagley
Secretary..... Leo Cluesmann
Treasurer..... Harry J. Steeper

EXECUTIVE COMMITTEE

J. W. Parks, Stanley Ballard, Herman D. Kenin,
George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York 22, N. Y. Phone:
Plaza 8-0600. James C. Petrillo, Pres.
220 Mt. Pleasant Ave., Newark 4, N. Y. Phone
Humboldt 2-8010. Leo Cluesmann, Sec.
220 Mt. Pleasant Ave., Newark 4, N. J. Phone
Humboldt 2-8010. Harry J. Steeper.

AMERICAN FEDERATION OF RADIO ARTISTS (AFRA)

15 W. 44 St., New York 18, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS

President..... Knox Manning
Vice-President..... Alan Bunce
Vice-President..... Donald B. Hirsch
Vice-President..... Frank Nelson
Vice-President..... Vinton Hayworth
Vice-President..... Nellie Booth
Recording Secretary..... Bob Bruce
Treasurer..... Bob DeHaven
National Executive Secretary..... A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;
Raymond A. Jones, Executive Secretary.
Hollywood Local—6331 Hollywood Blvd., Hollywood
28, California; Claude L. McCue, Executive Secretary.
San Francisco Local—26 O'Farrell St., San Francisco,
Calif.; Geary Dolan, Secretary.

FUNCTIONS

Union affiliated with A.F. of L., representing radio performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.
L'ongacre 5-7508

OFFICERS

President..... Lawrence Tibbett
1st Vice-President..... Astrid Varnay
2nd Vice-President..... Jascha Heifetz
3rd Vice-President..... Mack Harrell
4th Vice-President..... Leopold Sachse
Treasurer..... Donald Dame
Recording Secretary..... Elisabeth Hoepfel
National Executive Secretary..... Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Boulevard, Hollywood 28, Calif.
Phone: Hudson 2-2334. Edward A. Rosenberg, Rep.
216 Pine Street, San Francisco, Cal. Phone: SUTter
1-0855. Theodore Hala, Rep.
188 West Randolph Street, Chicago, Ill. Phone: State
2-0585. Irving Meyers, Rep.
215 S. Broad St., Philadelphia, Pa. Phone: Kingsley
5-4310. Edward Davis, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President..... George H. Brown
Vice-President..... Robert J. Eggert
Vice-President..... Thomas J. McGann
Vice-President..... Reavis Cox
Secretary..... Ira D. Anderson
Treasurer..... Donald E. West

BRANCH OFFICES

33 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
Murray Hill 5-2000

OFFICERS

President..... Charles F. McCahill
Vice-Pres..... George C. Biggers
Secretary..... J. L. Stackhouse
Treasurer..... W. L. Fanning
General Manager..... Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:
Franklin 2-3746.
George N. Dale..... Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 21, N. Y.
Murray Hill 8-8800

President..... Otto A. Harbach
Vice-President..... Saul H. Bourne
Vice-President..... Oscar Hammerstein II

Organizations

Secretary Paul Cunningham
 Treasurer Louis Bernstein
 Asst. Secretary A. Walter Kramer
 Assistant Treasurer Frank H. Connor

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yallen.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN TELEVISION SOCIETY, INC.

25 Vanderbilt Ave., New York 17, N. Y.
 MUrray Hill 6-0238

OFFICERS

President Julius F. Seebach, Jr.
 Vice-Pres. Warren Caro
 Secretary Claude Barrere
 Treasurer Archibald U. Braunfeld

BOARD OF DIRECTORS

Jay Banafield, Caroline Burke, Glenn Gundell, Carl Haverlin, Eugene Katz, F. Ralph MacFarland, Don McClure, Sig Mickelson, N. Charles Rorabaugh, George T. Shupert, Chris J. Witting.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.
 Circle 6-1379

OFFICERS

President William Kert
 Vice-Presidents Nat Lefkowitz, Art Weems,
 Sidney J. Page, Peter J. Lodice, Peg Lanagan
 Secretary Harry A. Romm
 Treasurer Howard Hausman
 Asst. Secretary Ruth L. Simouson
 Counsel Jack J. Katz

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill. Phone: Central 6-1775. Sidney J. Page, President.

FUNCTIONS

Trade association of Theatrical Agents

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45 Street, New York 19, N. Y.
 LUxemburg 2-1790
 Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board Sydney M. Kaye
 President & Secretary M. E. Tompkins
 Vice-President Karl Bauer
 Vice-President Earl B. Hall
 Treasurer Charles A. Wall
 Comptroller Al Nicol

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges,

National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West,
 Toronto 1, Ontario
 Empire 3-8046

OFFICERS

President—J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario.
 Executive Vice-Pres.—H. T. Venning, Sherriff's Limited, 79 Don Roadway, Toronto, Ontario.

Vice-Pres. & Treasurer—R. E. Sewell, Coca-Cola Limited, 90 Broadway Ave., Toronto, Ontario.

Vice-Presidents—Robert E. Day, Bulova Watch Co. Limited, 372 Bay St., Toronto, Ontario; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine St., Montreal, Que.; R. C. Scrivener, Bell Telephone Co. of Canada, Beaver Hall Hill, Montreal, Que.; R. R. McIntosh, General Foods Limited, 330 University Ave., Toronto, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

T. M. Atkinson, Canadian Industries Limited, Box 10, Montreal, Que.; D. C. Bythell, Trans-Canada Air Lines, International Aviation Building, Montreal, Que.; E. T. Gator, Sterling Drug (Canadian) Ltd., 1019 Elliott St., Windsor, Ontario; Hugh E. Kent, Bromo-Seltzer Limited, 1266 Elliott St., Windsor, Ontario; J. W. Lawrence, Relations & Sales Co-Ordination, The Borden Co. Ltd., Spadina Crescent, Toronto, Ontario; John M. Meldram, National Carbon Limited, 805 Davenport Road, Toronto, Ontario; J. J. McGill, Tuckett Limited, Queen St. N., Hamilton, Ontario; M. M. Schrockenburger, The House of Seagram, 1430 Peel Street, Montreal, Que.; Lee Trenholm, Provincial Paper Limited, 388 University Ave., Toronto, Ontario; G. C. Clarke, Standard Brands Limited, Dominion Square Bldg., Montreal, Que.

FUNCTIONS

This association was incorporated in March 1917. For 37 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
 OREGON 9-4940

OFFICERS

President Paul B. West
 Vice-President Lowell McElroy
 Vice-President Cy Norton
 Vice-Pres.-Gen. Counsel I. W. Digges
 Secretary Peter W. Allport
 Chairman of the Board Wesley I. Nunn
 Standard Oil Co. Indiana

Vice-Chairman J. Ward Maurer
 Wildroot Co., Inc.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

c/o Major G. F. Elliott, 209 A East 61st St., New York, N. Y.
 TEmpleton 8-8357

Organizations

OFFICERS

President.....Major George F. Elliott
 Chairman, Exec. Comm.....H. V. Kaltenborn
 Executive Committee.....Wm. Hillman,
 John MacVane, Robert Trout
 Vice-Presidents.....Edward R. Murrow, Bill Henry
 Treasurer.....Leon Pearson
 Assistant Treasurer.....Cesar Saerchinger
 Secretary.....George Hamilton Combs
 Ass't. Sec.....John Daly

BRANCH OFFICE

2480 16 St. NW., Washington, D. C. Decatur 1422.
 Bill Henry, Vice-Pres.

FUNCTIONS

The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

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

6 E. 39 St., New York 16, N. Y.
 MUrray Hill 9-4950

President.....Merle Miller
 Vice-Pres.....William Schirer
 Secretary.....Phyllis McGinley
 Sec. to Council.....Luise M. Sillcox

COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Betsy Barton, Jacques Barzun, Irmengarde Eberle, John Cheever, Henry Pratt Fairchild, Gilbert W. Gabriel, Paul Gallico, John Gunther, John Hershey, Helen Hull, Charles Hurd, Elizabeth Janeway, E. J. Kahn, Jr., Robert J. Landry, John Lardner, William J. Lederer, Richard Lockridge, Henry F. Pringle, Budd Schulberg, Grace Zaring Stone, Rex Stout, William Shirer, John T. Winterich, Herman Wouk.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
 MUrray Hill 9-4950

President.....Rex Stout
 Vice-Pres.....John Hersey
 Secretary.....Erik Barnouw
 Exec. Sec.....Luise M. Sillcox
 Asst. Exec. Sec.....Evelyn F. Burkey

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
 Plaza 9-8425

OFFICERS

Chairman of the Board.....John W. Hubbell
 (Vice-Pres., Simmons Co.)
 Vice-Chairman.....Julius Ochs Adler
 (Vice-Pres., The N. Y. Times)
 Chairman of the Exec. Comm.....W. W. Wachtel
 Vice-Chairman.....Theophil H. Mueller
 (Pres., Calvert Distillers Corp.)
 President.....Henry E. Abt
 (Pres., Julius Kayser & Co.)
 Treasurer.....Frank White
 (Pres., Mutual Bcstg. System, Inc.)

FUNCTIONS

Conducts a national program of educational activity, to get across to consumers the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
 Circle 7-0656

OFFICERS

North American Rep.....Basil Thornton
 Program Director.....Alec Sutherland
 Program Assistant.....Lillian Lang
 Program Assistant.....Marian Moss
 Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.
 Natl. Press Bldg., Washington, D. C. Phone: Executive 1465.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCAST ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
 MUrray Hill 8-4020

President.....William B. Ryan
 Vice-President.....Kevin B. Sweeney
 Dir. of Local Prom.....John F. Hardesty

BOARD OF DIRECTORS

Chairman: Edgar Kobak, WTWA, Thomson, Ga.
 William B. Ryan, President, BAB
 William Beaton, KWKW, Pasadena, California
 Kenyon Brown, KWFT, Wichita Falls, Texas
 Gene L. Cagle, KFJZ, Fort Worth, Texas
 Charles C. Caley, WMBD, Peoria, Illinois
 Martin B. Campbell, WFAA, Dallas-Ft. Worth, Texas
 Robert E. Dunville, WLW, Cincinnati, Ohio
 Walter Evans, Westinghouse Radio Stations, Inc.,
 Washington, D. C.

Simon Goldman, WJTN, Jamestown, New York
 George C. Hatch, KALL, Salt Lake City, Utah
 Eugene Katz, Katz Agency, New York, N. Y.
 Robert Kintner, ABC, New York, New York
 William B. McGrath, WHDH, Boston, Mass.
 John F. Meagher, KYSM, Mankato, Minnesota
 Howard Mcighan, CBS, New York, New York
 J. Archie Marton, KJR, Seattle, Washington
 John Patt, WGAR, Cleveland, Ohio
 H. Preston Peters, Free & Peters, New York, N. Y.
 William B. Quarton, WMT, Cedar Rapids, Iowa
 George B. Storer, Fort Industry Co., Birmingham,
 Mich.

Theodore C. Streibert, WOR, New York, N. Y.
 Robert D. Swezey, WDSU, New Orleans, La.
 Donald W. Thornburgh, WCAU, Philadelphia, Pa.
 Niles Trammell, NBC, New York, New York
 Frank White, Mutual, New York, New York
 Allen Woodall, WDAK, Columbus, Georgia
 Frederic W. Ziv, Ziv Company, New York, N. Y.

FUNCTION

The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio Industry and devoted solely to the promotion of Radio as an advertising medium.

BROADCASTING AND FILM COMMISSION

220 Fifth Ave., New York 1, N. Y.
 ORegon 9-2968

OFFICERS

Chairman.....Truman B. Douglass
 Vice-Chairman.....Rome Betts
 Vice-Chairman.....S. Franklin Mack
 Vice-Chairman.....Paul Calvin Payne
 Vice-Chairman.....Mrs. Norman Vincent Peale
 Vice-Chairman.....Bishop Donald H. Tippett
 Secretary.....Edith E. Lowry
 Treasurer.....Stanley I. Stuber
 Exec.-Director.....Ronald Bridges
 Dir. Radio & Tele.....Albert Crews
 Director Films.....Paul E. Heard

Organizations

Business Manager..... Arthur W. Rhinow
 Production Asst..... Wesley B. Goodman
 Educational Director..... Charles H. Schmitz
 Research Director..... Everett C. Parker
 Supervisor Special Events..... Arthur Austin
 Director Promotion..... Marjorie Hyer

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: Hillside 7464. Oren W. Evans, Manager

FUNCTIONS

The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches. It seeks to raise the level of religious broadcasting nationally and locally, through training opportunities for religious leaders.

BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.
 Elgin 0040

OFFICERS

President..... Carl Haverlin
 Vice-President..... Donald Manson
 Vice-President..... Harry Sedgwick
 General Manager..... Robert J. Burton
 Asst. General Manager..... William Harold Moon
 Treasurer..... Charles A. Wall
 Secretary..... T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Kenneth D. Soble, CHML, Hamilton.

CANADIAN ADMINISTRATIVE STAFF

Publicity..... Jean L. Howson
 Research & Accounting..... M. E. Hewitt
 Distribution..... M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy
 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
 Plaza 7-1800

OFFICERS

President..... Carl Haverlin
 Vice-President—General Counsel..... Sydney M. Kaye
 Vice-Pres. in charge of Finance & Treasurer..... Charles A. Wall
 Vice-Pres. in charge of Publisher Relations..... Robert J. Burton
 Vice-Pres. in Charge of Non-Radio License..... Harry P. Somerville
 Vice-Pres. in charge Station Relations..... Roy Harlow
 Vice-Pres. in charge Foreign Relations..... Jean Geiringer
 Secretary..... M. E. Tampkins
 Comptroller..... Alexander D. Nicol
 Assistant Treasurer..... Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co., N. Y.; Paul

W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; L. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Glenn Solberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President..... Harry P. Somerville
 Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
 Los Angeles, 4040 Wilshire Blvd., Fairfax 8979,
 R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
 Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.
 Hollywood, Calif. Office: Willis Walters, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
 EMpire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.

Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.

Executive Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; L. E. Phenor, Canadian Cellulose Products Co. Ltd., Toronto, Ont.; E. D. Cooper, Imperial Oil Limited, Toronto, Ont.; W. E. Trimble, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
 3-4036

Chairman of the Board..... D. Malcolm Neill
 Vice-Chairman of the Board..... F. H. Elphicke

Manager..... T. J. Allard
 Secretary-Treasurer..... T. A. Evans

Director of Adv. & Research..... Patrick Evans
 General Counsel..... Joseph Sedgwick, K.C.

Associate Counsel..... Guy Roberge

Organizations

DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. H. Elphicke, Vancouver, B. C.; E. A. Rawlinson, Prince Albert, Sask.; Wm. Speers, Winnipeg, Man.; Harry Sedgwick, Toronto, Ont.; Murray Brown, London, Ont.; W. B. C. Burgoyne, St. Catharines, Ont.; H. Gordon Love, Calgary, Alta.; Phil Lalonde, Montreal, Que.; Dr. Charles Houde, New Carlisle, Que.; E. Finlay MacDonald, Halifax, N. S.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.
Director of Adv. & Research..... Patrick Freeman

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President..... Gene Buck
1st Vice-Pres..... Pat O'Brien
2nd Vice-Pres..... Jay Jostyn
Recording Secretary..... Ed Begley
Historian..... Tess Sheehan
Executive Secretary..... George Buck
Chairman of Executive Board..... Frank McNellis
Chaplain..... Rev. Gustav de Leon
Treasurer..... Rev. Francis M. Costello

FUNCTIONS

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

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director..... Rev. John B. Kelly
President..... William Fay
Vice-Pres..... Richard Reid
Vice-Pres..... Joseph A. Duffy
Executive Secretary..... Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD. (CAPAC)

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457
405 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone: HA 4472.
branch manager.

OFFICERS

President..... Sir Ernest MacMillan, B.A.,
Mus. D. (Oxon.), Hon R.A.M., F.R.C.M.,
F.R.C.O.
General Manager..... William S. Low
Manager, Licensing Dept..... C. R. Matheson
Manager, Distribution Dept..... Ruth Passey
Comptroller..... J. K. Bailey

DIRECTORS

David Adams, Rosaire Archambault, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, H. T. Jamieson, G. de La Chapelle, Dr. J. Eugene Lapierre,

Sir Ernest MacMillan, Louvigny de Montigny, Richard F. Murray, Gordon V. Thomson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries.

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

6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950

President..... Moss Hart
Vice-Pres..... George S. Kaufman
Secretary..... Dorothy Fields
Exec. Sec..... Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

800 World Center Bldg., Washington 6, D. C.
STerling 3200

OFFICERS

President..... William A. Porter
1st Vice-President..... Arthur W. Scharfeld
2nd Vice-President..... Fred W. Albertson
Secretary..... R. Russell Eagan
Treasurer..... Quayle B. Smith

EXECUTIVE COMMITTEE

Omar L. Crook, Corwin R. Lockwood, Jr., Ralph L. Walker, Vernon L. Wilkinson, John T. Quisenberry, Joseph F. Zias.

Delegate to American Bar Association..... Neville Miller

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897.

OFFICERS

Chairman..... Earl J. McGrath
Secretary-Editor..... Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Judith C. Waller, Director Public Affairs and Education Department, Central Division National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference

Organizations

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System
 S.g. Mickelson, Director of Public Affairs (CBS)
 Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
 Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
 Justin Miller, President, National Association of Broadcasters
 Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
 Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
 Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
 Executive 6800

PERSONNEL

Chairman..... James M. Mead
 Commissioner..... William A. Ayres
 Commissioner..... Lowell B. Mason
 Commissioner..... John Carson
 Commissioner..... Stephen J. Spingarn
 Secretary..... D. C. Daniel
 General Counsel..... Wm. T. Kelley
 Director, Bureau of Antimonopoly..... Joseph E. Sheehy
 Dir., Bu. of Antideceptive Practices..... Richard P. Whiteley

Dir., Bu. of Industrial Economics..... Corwin D. Edwards
 Dir., Bu. of Industry Cooperation..... James M. Horton
 Dir. of Trial Examiners..... Everett F. Haycraft
 Dir., Bu. of Administration..... D. C. Daniel

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kielland, Atty. in charge.
 Room 1500, 173 Madison St., Chicago 2, Ill., John H. Bass, Atty. in charge.
 Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Sadler, Atty. in charge.
 Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.
 Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.
 Room 904, Customs House, Second and Chestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.
 Room 527-3, Federal Bldg., Spring and Temple St., Los Angeles, Calif., Edwin H. Anderson, Investigator.
 Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.
 408 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which

otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIOIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Ave., New York 21, N. Y.
 REgent 4-1501

Director..... Pierre Crenesse
 Ass't. Dir..... Alice Lewitin
 Manager..... Suzanne Weltman
 Program Director..... Jacqueline Landry
 Director Public Relations..... Shelly Dobbins

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.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
 UN. 3148 Ext. 280

OFFICERS

Honorary Dir..... W. W. Charters
 Director..... I. Keith Tyler
 Secretary..... Joan E. Zuber

FUNCTIONS

The Institute for Education by Radio-Television is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each Spring. The Institute sponsors an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
 REgent 7-9600

OFFICERS

President..... D. B. Sinclair
 Vice-President..... H. L. Kirke
 Treasurer..... Dr. W. R. G. Baker
 Secretary..... Haraden Pratt
 Editor..... Dr. A. N. Goldsmith
 Executive Secretary..... G. W. Bailey

DIRECTORS

S. L. Bailey, K. C. Black, G. H. Browning, I. S. Coggeshall, H. F. Dart, W. H. Doherty, A. W. Graf, R. F. Guy, W. R. Hewlett, P. L. Hoover, A. V. Loughren, J. W. McRae, A. B. Oxley, W. M. Rust, Jr., J. D. Ryder, R. L. Sink, G. R. Town, Ernst Weber, Irving Wolff.

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.

Organizations

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

OFFICERS

President Gaar Mestre
 Vice-Pres. Emilio Azcarraga
 Secretary Eneas Machado de Assis
 Directors Lorenzo Balario Sicca and
 Gilmore N. Nunn

Director of Permanent Office: Justino Jiménez de Aréchaga.

FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusion. Calle Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Eric St., Washington 20, D. C.

Victor 7210

706 Sanders Ave., Schenectady 2, N. Y.

Schenectady 3-6028

OFFICERS

Chairman: George Abraham, 2808 Eric St., S.E., Washington 20, D. C.; Operations Manager: David W. Borst, 706 Sanders Ave., Schenectady 2, N. Y.; Engineering Director: Herbert B. Barlow, 1725 New Hampshire Ave., N.W., Washington 9, D. C.; Business Manager: James R. Wylie, R.D. 2, Winsted, Conn.; Station Relations Manager: Anne E. McClarkin, 2801 Quebec St., N.W., Washington, D. C.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Public Relations Director: E. E. Roberts, 185 Public Relations Office, Bethany, West Va.; Regions Coordinator: E. J. McClarty, Modesto Jr. College, Modesto, Calif.; Sales Manager: Richard E. Pittenger, Station WKCR, Columbia University, New York 27, N. Y.; General Counsel: Vail W. Pischke, 724 9th St., N.W., Washington 1, D. C.

DIRECTORS

George Abraham, Herbert B. Barlow, David W. Borst, John C. Crabbe, Roy J. Flynn, Howard C. Hansen, Donald F. Istvan, E. J. McClarty, Donald J. Nares, E. E. Roberts, John B. Roberts, James R. Wylie.

REGIONAL DIRECTORS

Region 1—New England, Edward J. Hayden, WHUS.
 Region 2—New York State, Eric Toddler, WVBR.
 Region 3—Middle Atlantic, Charles Shaffran, WRTI.
 Region 4—Capital, W. Fletcher Torr, WAFT, Region 5—Southern, Jeannine Roberts, WABP, Region 6—Great Lakes, Jane Hansen, WRMU, Region 7—Midwestern, Sharlene Agerton, KCLC, Region 8—Southwestern, Carl Baker, KSMU, Region 9—Rocky Mountain, Patricia Phillips, KVDU, Region 10—Western, Ramona Miner, KEWC.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of colleges and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

THE LAMBS

130 W. 44 St., New York 18, N. Y.

LUXemburg 2-1515

OFFICERS

Shepherd Bert Lytell
 Boy Walter N. Graza
 Corresponding Secretary Bobby Clark
 Recording Secretary Russ Brown
 Treasurer James E. Meighan
 Librarian Harold G. Hoffman

DIRECTORS

Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Emil Friedlander, Arthur Vinton, Lep Solomon, Edward H. Ford, S. E. Rogers, H. Pierson Mapes, Robert Griffith, Len Doyle, Happy Felton, Horace McMahon, Joseph Downing, Ralph Bellamy.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.
 MANAGER: Louis Cline

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 in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.

KEnmore 6-6522

OFFICERS

Trustee Ralph Lowell
 Dir.-Gen. Mgr., Station WGBH Parker Wheatley
 Assistant Mgr. for Programs Lawrence Creshkoff
 Assistant Mgr. for Operations Hartford N. Gunn, Jr.
 Chief Engineer Richard E. Johnson
 Program Manager Ralph J. Tangney
 Production Manager Jack D. Summerfield
 Music Manager Maureen M. Mosher

COORDINATORS

Boston College, Rev. Thomas F. Fleming, S.J.; Boston Symphony Orchestra, Symphony Hall, George E. Judd, Jr.; Boston University, Samuel B. Gould; Boston Museum of Fine Arts, William G. Dooley; Harvard University, Cambridge, Mass., John E. Burchard; New England Conservatory of Music, Harrison Keller; Northeastern University, Milton P. Tilton; Tufts College, John P. Tilton.

FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.

Circle 6-3084

OFFICERS

Chairman of the Board Walter G. Douglas
 President Lewis Barnstein
 Vice-President Jack Mills
 Secretary J. J. Bregman
 Treasurer Abe Olman
 Agent and Trustee Harry Fox

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section—250)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.

LUXemburg 2-5130

OFFICERS

National Chairman Oliver W. Nicall

Organizations

COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUXem-
burg 2-5130. Oliver W. Nicoll, Chairman, New York
Council: 341 Monomonee St., Chicago 11, Ill. Phone:
DElaware 7-7017, J. Walter Thompson, Chairman,
Chicago Council: 6331 Hollywood Blvd., Hollywood 28,
Calif. Phone: Hillside 5125. Claude McCue, Chairman,
Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta,
Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio;
Cleveland, Ohio; Dallas, Tex.; Fort Worth, Tex.;
Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort Wayne,
Ind.; Independence, Mo.; Kansas City, Mo.; Indian-
apolis, Ind.; La Crosse, Wisc.; Louisville, Ky.; Mad-
ison, Wisc.; Miami, Fla.; Milwaukee-Racine, Wisc.;
Minneapolis-St. Paul, Minn.; New Orleans, La.; Nor-
folk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh,
Pa.; Portland, Ore.; Pueblo, Colo. Raleigh-Durham,
N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schen-
ectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle,
Wash.; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast
Unions and Guilds in the radio and television indus-
try, organized on behalf of their respective mem-
berships 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 EDUCATIONAL BROADCASTERS

2500 Municipal Building, New York 7, N. Y.
WHitehall 3-3600

OFFICERS

President..... Seymour N. Siegel
Vice-President..... Graydon Ausmus
Secretary..... Burton Paulu
Treasurer..... Frank Schooly
Executive Director..... James Miles

BRANCH OFFICE

119 Gregory Hall, U. of Illinois, Urbana, Ill.
Phone: 2611, James Miles, Exec. Director

FUNCTIONS

Representing non-commercial, educational AM and
FM radio stations, workshops and production centers
owned and operated by colleges, universities, school
systems, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President..... Fred Waring
Treasurer..... Don Voorhees
General Counsel..... Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing
artists in the commercial uses of such performances.

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

WOW-TV, 35th & Farnam, Omaha 3, Nebraska
WE 3400

OFFICERS

President, James Barnum, WCCO, Minneapolis,
Minn.; Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.;
Executive Sec., Soren Munkhof, WOW-TV, Omaha,
Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.;
Editor NARNED Bulletin, Art Barnes, University of
Iowa, Iowa City, Iowa.

FUNCTIONS

Annual convention usually in November with 1952
site not set. Publishes monthly bulletin and booklets
on radio news. Basic purpose to advance standards
of radio and television as news media.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
COLumbus 5-7362

OFFICERS

President..... Robert Miller
Vice-President..... Joseph Santly
Treasurer..... Charles Lang
Members Executive Board..... Harry Santly,
Sam Smith, Mickey Garlock, Irving Tanz, Bernie
Pollack, Jack Spatz.
Exec. Secty..... Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director..... Morton Schafer
516 Glenrock, Los Angeles, Calif.
Regional Directors..... Lucky Wilber, Sec., Ralph Smitman
36 East Fifth Street, Cincinnati, Ohio
Regional Director..... Danny Engel

FUNCTIONS

Labor Union.

NATIONAL ASSOCIATION OF RADIO & TV STATION REPRESENTATIVES, INC.

101 Park Avenue, New York 17, N. Y.
Murray Hill 5-4141

OFFICERS

President..... Robert D. C. Mecker
Vice-President..... Max Everett
Secretary..... Eugene Katz
Treasurer..... Joseph Timlin
Managing Director..... Murray Grabhorn
Directors..... Lewis Avery,
Joseph Weed, Russell Woodward

FUNCTIONS

To develop the use and increase the sale of Spot
Radio and Television.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS

Chairman of Board..... R. P. Clayberger
President..... Edward L. Greene
Vice-Pres..... Warren Agry
Secretary..... Lowell Shumway
Treasurer..... Frank E. Soule

FUNCTIONS

This organization assists the public, advertisers
and publishers to avoid false and deceptive advertising.
It cooperates with law enforcement agencies in this
work.

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC.

1819 Broadway, New York 23, N. Y.
Columbus 5-3934

OFFICERS

President..... Judge Sarah T. Hughes
1st Vice-Pres..... Helen G. Irwin
2nd Vice-Pres..... Marguerite Rawalt
3rd Vice-Pres..... Elaine C. Barnes
Treasurer..... Mrs. Anita F. Calhoun
Recording Secretary..... Mrs. Eunice C. Hennessy

FUNCTIONS

National Federation is the largest organization in
the world created to serve business and professional
women. Its aims and purposes are to elevate the
standards, to promote interest, bring about spirit of
cooperation, and to extend opportunities to business
and professional women, through education along
lines of industry, scientific, and vocational activities.

Organizations

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
Murray Hill 7-3076
Room 504

OFFICERS

President.....Irvin Paul Suids
Vice-President.....Charles Basch
Secretary.....Arthur Erlich
Treasurer.....Jack Levine

DIRECTORS

Walter Armitage, Martin Gosch, Judy Dupuy,
Richard Jordan, Oliver Nicoll, Sandy Howard, West
Hooker.

COUNSEL

James L. Fly

BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

OFFICERS

President.....J. Paul Suids
1st Vice-Pres.....Mike Stokey
2nd Vice-Pres.....Bob Oakley
Secretary.....Gladys Rubens
Treasurer.....Maleese Black

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, Gladys Rubens, Maleese
Black, Syd Cassyd, Al Burton, Bob Clampett, Mort
Singer.

Legal Counsel.....Max Gilford

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NATIONAL TELEVISION FILM COUNCIL

1501 Broadway, New York 19, N. Y.
JUdson 2-2928

President.....Andrew Jaeger
(Prockter Syndications International)
Vice-President.....Paul White
(Prockter Syndications International)
Secretary.....Cannie Lazar
(Unity Television Corp.)
Treasurer.....William Holland
(Hyperion Films)

BOARD OF DIRECTORS

Mel Gold, Chairman of the Board; Sally Perle,
Public Relations Counsellor; Robert Paskow, WATV,
Newark; William Holland, Hyperion Productions; Ed
Carroll, WABD, Dumont Transcription; Joseph Seiden,
Cinema Service; Elaine Phillips, WSPD, Toledo, O.;
Helen Buck, WCAU, Philadelphia; Jack Kopfstein,
Atlantic Television; Eugene Scharin, Ambassador
Films; Waldo Mayo, Mayo Productions.

NATIONAL VARIETY ARTISTS, INC.

226 W. 47 St., New York 19, N. Y.
COLUMbus 5-0956

OFFICERS

Honorary President.....George Jessel
President.....Louis Handin
First Vice-Pres.....Jack O'Brien
Second Vice-Pres.....Lou Kaufman
Treasurer.....Lester Rose
Secretary.....Dorothe A. Masters

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

OHIO ASSOCIATION OF BROADCASTERS

550 S. Market St., Canton 2, Ohio

OFFICERS

President.....L. A. Pixley, WCOL, Columbus
Vice-President.....Robert Ferguson, WTRF, Bellaire
Sec.-Treas.....Robert Fehlman, WHBC, Canton
Directors.....Joel Stovall,
WKRC, Cincinnati; Len Nasman, WFMJ, Youngs-
town; Al Heiser, WLEC, Sandusky; John McCormick,
WTAM-WNBK, Cleveland.

FUNCTIONS

A trade association serving the interests of radio and television broadcasters in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 North Second Street, Harrisburg, Pa.
4-0191

Pres.....John S. Booth, WCHA
Vice-Pres.....Roger W. Clipp, WFIL
Secretary.....David J. Bennett, Jr. WKBO
Treasurer.....George E. Joy, WRK
Immediate Past Pres.....Victor C. Dichm, WAZL

DIRECTORS

Frank H. Ahdoerffer, WLAN; Charles E. Denny,
WERC; George D. Colaman, WGBI; C. G. Moss; Louis
H. Murray, WPAM; J. F. Murray, KQV; T. W. Metzger,
WMRF; W. J. Thomas, WCPA.

FUNCTIONS

To promote closer cooperation and understanding among the members; To promote customs and practices which will be for the best interests of the public and the radio industry.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COLUMbia 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President.....Robert Miller
Treasurer.....Charles Lang
Executive Director.....Bob Miller
Board of Governors.....Mickey Garlock,
Bernie Pollack, Harry Santly, Sam Smith, Jack
Spatz, Irving Tanz.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
516 Glenrock, Los Angeles, Calif.
Regional Director.....Lucky Wilbur
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

RADIO EXECUTIVES CLUB OF NEW YORK

3948 Grand Central Terminal, New York 17, N. Y.
MURray Hill 6-0238

OFFICERS

President.....I. E. Showerman
(Free & Peters, Inc.)
Vice-Pres.....C. H. Cottington
(Advertising Executive)
Secretary.....Claude Barrere
(Program Representative)
Treasurer.....S. R. Dean
(Columbia Broadcasting System)

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, no only to the industry, but to the public at large.

Organizations

The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.
OREgon 3-5120
President Melvin Gordon
Vice-Pres. Richard H. Dade, Jr.
Vice-Pres. Herman Cowen
Secy.-Treas. Nelda Scudder

FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION

777 14th St., N.W., Washington 5, D. C.
NATIONAL 3902

OFFICERS

Chairman of Board Robert C. Sprague
(Sprague Electric Co.)
President Glen McDaniel
Gen. Mgr. & Sec. James D. Secrest
Treasurer Leslie F. Muter
(The Muter Co.)

General Counsel John W. Van Allen
Vice-Presidents John W. Craig,
Crosley Div., Avco Mfg. Corp.; R. E. Carlson, Tung-
Sol Electric Inc.; A. D. Plamondon, Jr., The Indiana
Steel Products Co.; W. J. Barkley, Collins Radio
Co.; Arie Liberman, Talk-A-Phone Co.

HEADQUARTERS STAFF

Information Director Peter H. Causins
Attorney Ray S. Donaldson
Assistant Secretary Ralph M. Haarlander
Director of Statistics William F. E. Long
Office Manager Anna M. Chase
(See Complete Listing Equipment Section)

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1531

OFFICERS

President R. A. Hackbusch
Vice-President A. B. Hunt
Executive Secretary S. D. Brownlee
Chairman, Parts and Accessory Division L. M. Price
Chairman, Receiver Division A. B. Hunt
Chairman, Transmitter Division S. G. Paterson
Chairman, Engineering Committee F. H. R. Pounsett
Chairman, Transmitter Engineering Committee

..... C. G. Lloyd
Chairman, Service Committee G. B. Elliott

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President Carl Haverlin
First Vice-Pres. J. R. Poppelc
Vice-Pres. P. W. Morency
Vice-Pres. Arthur B. Church
Vice-Pres. Raymond Guy
Vice-Pres. O. H. Caldwell
Secretary Sydney M. Kaye
Treasurer Herbert V. Akerberg

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about

the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.
Executive 6300, Ext. 2897

Chief Franklin Dunham
Radio Education Specialist Gertrude C. Broderic/2

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

International President Dick Mack
Int. First Vice-Pres. Oliver W. Nicoll
Int. Second Vice-Pres. Arthur Hanna
Int. Third Vice-Pres. Hal Miller
Int. Secretary Kenneth W. MacGregor
Int. Treasurer Francis Buss

NATIONAL BOARD

Joseph W. Browne, Wash.; Francis Buss, New York; Lee D. Davis, Philadelphia; Shields Dierkes, Detroit; Alan M. Fishburn, Chicago; John Guedel, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Max Hutto, Hollywood; Jack Lyman, Hollywood; Kenneth W. MacGregor, New York; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Hal Miller, Chicago; Ralph Nelson, New York; Oliver Nicoll, New York; Charles Powers, New York; Ernest D. Ricca, New York; Franklin J. Schaffner, New York; Lester Vail, New York.

National Executive Director Newman H. Burnett
General Counsel Charles Ballou
(Phillips, Nizer, Benjamin & Krim)

LOCALS

New York Local—114 East 52nd St., New York 22, FLaza 9-0875. President, Ernest D. Ricca.
Hollywood Local—1655 N. Cherokee Ave., Hollywood 28, Calif. GRanite 5866. President, Max Hutto.
Chicago Local—1413 N. Dearborn Parkway, Chicago, Ill. DElaware 7-4867. President, Alan M. Fishburn.
Detroit Local—1426 Buhl Bldg., 535 Griswald St., Detroit, Michigan, WOODward 2-1422. President, Shields Dierkes.

Washington Local—101 N. Wayne St., Arlington, Va. OWens 7-4573. President, Joseph W. Browne.
Philadelphia Local—2601 Parkway, Philadelphia 30, Pa., ST 7-4573. President, Lee D. Davis.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 East 39th St., New York 16, N. Y.
MURray Hill 6-5252

Organizations

OFFICERS

National President.....Milton Merlin
 Eastern Region Vice-Pres.....Ira Marion
 Western Region Vice-Pres.....Larry Marks
 Midwestern Region Vice-Pres.....Hugh Jones
 Eastern Region Exec.-Sec.....May Bolhower
 Western Region Exec.-Sec.....Michael Davidson
 Midwest Region Exec.-Sec.....George Faber

BRANCH OFFICE

1521 Sherwin Ave. C., Chicago 26, Ill.
 George Faber, Executive-Secretary

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
 Murray Hill 5-5365

OFFICERS

President.....Paul Heinecke
 Secretary-Treas.....R. C. Heinecke
 General Manager.....K. A. Jadassohn

FUNCTIONS

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed 15-minute open-end shows.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

342 Madison Ave., New York 17, N. Y.
 MU 2-2185

OFFICERS

President.....Peter Mole
 Past President.....Earl I. Sponable
 Executive Vice-Pres.....Herbert Barnett
 Engineering Vice-Pres.....F. T. Bowditch
 Editorial Vice-Pres.....John G. Frayne
 Financial Vice-Pres.....R. B. Austrian
 Convention Vice-Pres.....W. C. Kunzmann
 Secretary.....R. M. Carbin
 Executive-Sec.....Boyce Nemeo

FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.
 Columbus 5-3768

OFFICERS

President.....Charles Tobias
 Vice-Pres.....Louis Alter
 Secretary.....Joseph Meyer
 Treasurer.....Abel Baer
 Counsel.....John Schulman
 Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman, Edgar Leslie, Stanley Adams, Fred E. Ahlert, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Ferde Grefe, Oscar Hammerstein II, Otto Harbach, Milton Agor, George W. Meyer, Joseph Meyer, Geoffrey O'Hera, Richard Rodgers, Sam H. Stept, Charles Tobias, Jack Yellon.

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.

6253 Hollywood Blvd., Rm. 329, Hollywood 28, Calif.
 Hollywood 9-7254

OFFICERS

Managing Director.....Robert J. McAndrews
 Asst. Mgr. Directors.....Eleanor Nichols, Peggy Wood
 Pres., & Dir. Oper. CBS, Hollywood.....A. E. Joscelyn
 Vice-Pres. & Mgr. KFXM, San Bernardino.....Ernest L. Spencer

Sec'y.-Treas. & Mgr. KFMV, Hollywood.....Cliff Gill
 Dir., & Mgr. KFWB, Hollywood.....Harry Mazuzin
 Dir., & Mgr. KFI-TV, Los Angeles.....Haan J. Tyler
 Dir., & Mgr. KMPC, Hollywood.....Robert O. Reynolds
 Dir., & Mgr. KFAC, Los Angeles.....Calvin J. Smith

FUNCTIONS

Represents 60 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

c/o WMGM, 711 Fifth Ave., New York 22, N. Y.
 Murray Hill 8-1000

OFFICERS

President.....Mel Allen
 First Vice-Pres.....Ted Husing
 Second Vice-Pres.....Russ Hodges
 Treasurer.....Bill Ackman
 Secretary.....Sam Taub
 Executive Secretary.....Jimmy Dolan

TELEVISION AUTHORITY

15 West 44th St., New York 18, N. Y.
 VAnderbilt 6-1810

OFFICERS

National Exec.-Secretary.....George Heller
 Chairman.....Lawrence Tibbett

FUNCTIONS

Trade union affiliated with American Federation of Labor, representing performers in the television field; collective bargain agreements have been executed with all four television networks covering programs in New York, Chicago, and Los Angeles. Organization also handles legislative matters affecting performers in television.

UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.
 Plaza 4-1234

OFFICERS

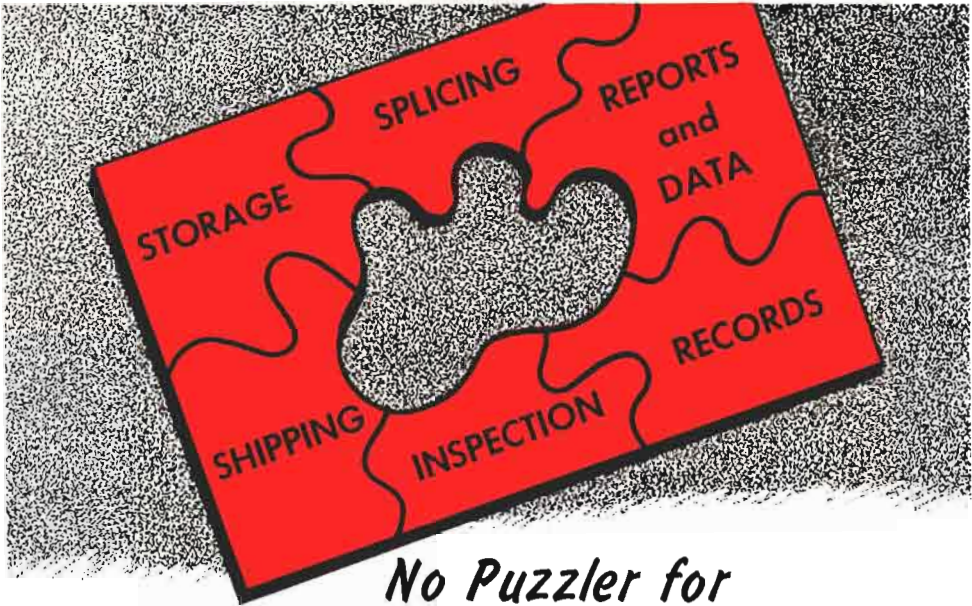
Asst. Sec'y. Gen.....Benjamin Cohen
 Principal Director.....Tor Gjesdal
 Dir. Radio Div.....Peter Aylan
 Deputy Dir., Radio Div.....Carlos Garcia Palacios
 Chief of Production.....W. Gibson Parker
 Sup. of Special Projects.....Norman Corwin
 Sr. Broadcast Engineer.....Arthur E. Barrett

BRANCH OFFICES

Moscow, Prague, Warsaw, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Tcheran, Karachi, New Delhi, Shanghai, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City.

FUNCTIONS

Also helps telecast important meetings of United Nations organs, for which purpose it has specialized staff and three cameras.



No Puzzler for TV FILM USERS and DISTRIBUTORS

Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

*Will the film be shipped on time? Are the commercials spliced in properly?
Where can we store surplus film? Where can we consign returned film? Who
will examine and repair damages? Who will remove out-dated commercials?*

Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You'll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

FILM STORAGE—six huge, centrally located warehouses equipped with the latest and best means of protecting film.

PHYSICAL DISTRIBUTION & HANDLING—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.

SCREENING—Bonded's *Film Center Theatre* available for day and night 16mm and 35mm screenings.

For additional information, call Judson 6-1030.



BONDED FILM STORAGE
CO., INC.

630 NINTH AVENUE, NEW YORK CITY

JUdson 6-1030

MEMBER OF NATIONAL FILM SERVICE, INC.

SERVING FILM AND RELATED INDUSTRIES FOR OVER 20 YEARS

1000 TITLES

from **UNITY!**

★ 200 FEATURES

starring - CAREY GRANT • GENE TIERNEY • VICTOR MATURE
LINDA DARNELL • JAMES MASON • MERLE OBERON • "ROCHESTER"
CONSTANCE BENNETT • ROLAND YOUNG • JOAN BLONDELL
EMLYN WILLIAMS • FRANCES LANGFORD • WALTER HUSTON, etcetera

★ 52 LAUREL & HARDY comedies

★ 52 CHARLIE CHASE comedies

★ 100 CARTOONS

★ 40 WESTERNS

★ 30 SERIALS



UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y. • LOngacre 4-8234

Top Variety for TV film programs



Special!

"THE INTERNATIONAL GROUP" 13 GREAT PICTURES—GREAT STARS —GREAT CASTS

- | | |
|---------------------|--------------------------|
| MY BROTHER'S KEEPER | MR. PERRIN AND MR. TRAIL |
| MAGIC BOW | THE IRON DUKE |
| MR. EMMANUEL | EAST MEETS WEST |
| AGAINST THE WIND | SONG FOR TOMORROW |
| THE BROTHERS | END OF THE RIVER |
| THE GUY'NOR | DEAR MURDERER |
| CORRIDOR OF MIRRORS | |

Featuring such noted players as
Suzanne Granger, Yehudi Menuhin, Eric Portman,
Salvo, Marjoe Gorng, Patricia Kox, Will Lytle,
Richard Young, George Arliss and Others.



ARCHE MAYERS President "BOB" WORMHOUDT Sales Manager "CONNIE" LAZAR Program Director SID WEINER TV Booker



*"The challenge of Tomorrow
fascinates me
much more than the
achievement of Yesterday"*

David Sarnoff

Chairman of the Board
Radio Corporation of America

RADIO CORPORATION OF AMERICA
World Leader in Radio—First in Television