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(For facts on Television See 1956-57 TELECASTING Yearbook & Marketbook)

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ABBREVIATIONS IN 1957 YEARBOOK
 (See legend in state directory for
 executive abbreviations used in am and fm stations)

<p>Account Executive aect. exec. Administrative Assistant adm. asst. Advertising adv. Assistant asst. Associates Assoc. Association Assn. Auxiliary aux. Avenue Ave. Board bd. Bookkeeper bkpr. Boulevard Blvd. Broadcast Bcst. Broadcasting Bcstg. Business bus. Buyer buy. Channel ch. Chairman of the Board chmn. of bd. Charge chrg. Chief ch. Commercial com. Comptroller comp. Continuity cont. Controller controller Coordinators coor. Co-Owner co-own. Corporation Corp. Director dir. Editor ed. Educational educ. Engineer engr. Equipment equip. Executive exec. Facility fac. General Manager gen. mgr. Government govt. Highway hwy. Kilowatt kw Limited Ltd. Local loc. Manager mgr. Managing mgng. Manufacturer mfr.</p>	<p>Manufacturing mfg. Merchandising merc. National natl. Office off. Officer ofer. Operations ops. Owner own. Partner ptrn. President pres. Producer proder. Production prod. Program pgm. Promotion prom. Public Affairs Director pub. aff. dir. Public Relations Director pub. rel. dir. Publicity Director publicity dir. Publication publ. Publishing pub. Regional reg. Representative rep. Resident Manager res. mgr. Sales sls. Secretary sec. Service serv. Special Events Director sp. events dir. Sports Director sports dir. Station sta. Street St. Superintendent suptndt. Supervising Engineer sup. engr. Supervisor supvr. Technical tech. Telephone tel. Television tv. Township Twp. Traffic traff. Transmitter Supervisor tras. supvr. Treasurer treas. Vice President vp. Watt w Women's Director women's dir.</p>
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