



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY	
High Finance	<b>Chemstrand Corp.</b> (Acrilan Blankets)	CBS-TV	Doyle, Dane, Bernbach, Inc.	
	<b>Mennen Co.</b> (Mennen Shave Cream)		McCann-Erickson	
Hitchcock, Alfred, Presents	<b>Bristol Myers Co.</b> (Ipana, Bufferin, Vitalis, Ban)	CBS-TV	Young & Rubicam	
Hollywood Summer Theater	<b>General Foods Corp.</b> (Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding)	CBS-TV	Benton & Bowles	
Home House Party	<b>Various</b>	NBC-TV	Various	
	<b>Campbell Soup Co.</b> (Soup & Frozen foods)	CBS-TV	Leo Burnett Co.	
	<b>Hawaiian Pineapple Co.</b> (Dole Pineapple)		N. W. Ayer & Son	
	<b>Kellogg Co.</b> (All Products)		Leo Burnett Co.	
	<b>Lever Brothers Co.</b> (Lifebuoy, Lux Liquid, Pepsodent, Good Luck Margarine)		BBDO	
	<b>Pillsbury Mills, Inc.</b> (Best Flour, Cake, Pie Hot Roll Mix)		Leo Burnett Co.	
	<b>Simoniz Co.</b> (Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite)		Tatham-Laird, Inc. Young & Rubicam	
	<b>Standard Brands, Inc.</b> (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		J. Walter Thompson	
	<b>Swift &amp; Co.</b> (Meat & Poultry)		McCann-Erickson	
	Howdy Doody	<b>Colgate-Palmolive Co.</b> (Dental Cream)	NBC-TV	Ted Bates
		<b>Continental Baking Co.</b> (Wonder Bread & Hostess Cake)		Ted Bates
<b>Standard Brands, Inc.</b> (Desserts, Dog Food)		Ted Bates		
<b>Sweets Co. of America</b>		Henry Eisen		



I Love Lucy	<b>General Foods Corp.</b> (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam
	<b>Procter &amp; Gamble Co.</b> (Lilt, Fluffo)		Biow, Beirn & Toigo Grey Adv.
It Could Be You	<b>Alberto-Culver Co.</b> (Hair Care, Dressing Prods.)		Geoffrey Wade
	<b>American Home Products Corp.</b>		Geyer Adv.
	<b>Armour &amp; Co.</b> (Meat Prods.)	NBC-TV	Tatham-Laird
	<b>Brillo Mfg. Co.</b> (Brillo Pads)		J. Walter Trompson
	<b>Brown &amp; Williamson Tobacco Co.</b> (Raleigh Cigarettes, others)		Russell Seeds
	<b>Whitehall Pharnacal Co.</b>		Geyer Adv.



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It's A Great Life	<b>Chrysler Corp.</b> (Cars, Parts & Services)	NBC-TV	McCann-Erickson
It's Always Jan	<b>Procter &amp; Gamble Co.</b> (Cheer, Lilt, Shasta, Drene, Dash, Crest)	CBS-TV	Compton Adv.
It's Polka Time I've Got A Secret	<b>Pabst Brewing Co.</b> <b>R. J. Reynolds Tobacco Co.</b> (Winston Cigarettes)	ABC-TV CBS-TV	Leo Burnett Co. Wm. Esty Co.

### — J —

Joe and Mable	<b>Pharmaceuticals, Inc.</b> (Geritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Assoc.
Justice	<b>American Tobacco Co.</b> (Herbert Tarryton Cigarettes)	NBC-TV	M. H. Hackett Co.

### — K —

Kaiser Aluminum Hour	<b>Kaiser Aluminum Chemical Corp.</b>	NBC-TV	Young & Rubicam
Kiddie Spectacular from St. Louis Zoo	<b>International Shoe Co.</b> (Red Goose Shoes)	ABC-TV	D'Arcy Adv.
Kovacs, Ernie, Show	<b>Helene Curtis Industries, Inc.</b> (Hair Prods. & Deodorants)	NBC-TV	Earle Ludgin
	<b>Remington Rand, Inc.</b> (Electric Shavers)		Young & Rubicam
Kraft TV Theatre	<b>Kraft Foods Co.</b> (Cheese Prods., Margarine)	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	<b>Gordon Baking Co.</b> (Silvercup Bread)	ABC-TV	N. W. Ayer & Son

### — L —

Laine, Frankie, Time	<b>Kellogg Co.</b> <b>Pillsbury Mills, Inc.</b> (Best Flour, Cake, Pie, Hot Roll Mix)	CBS-TV	Leo Burnett Co. Leo Burnett Co.
	<b>Toni Co.</b> (All Products)		North Adv.
LaRosa, Julius, Show	<b>Armour &amp; Co.</b> (Meat Prods.) <b>Intl. Cellu Cotton Prods. Co.</b> (Kleenex, Table Napkins)	NBC-TV	Tatham-Laird Foote, Cone & Belding
	<b>Noxzema Chemical Co.</b> <b>Sunbeam Corp.</b> (Small Electrical Appliances)		Sullivan, Stauffer, Colwell & Bayles Perrin-Paus
Lassie	<b>The Toni Co.</b> <b>Campbell Soup Co.</b> (Soups, Spaghetti, Sauces, Beans, Juices, Prepared Dinners)	CBS-TV	Weiss & Geller BBDO
	<b>Kellogg Co.</b> (All Products)		Leo Burnett Co.



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Lee, Pinky, Show	Sweets Co. of America (Candy & Frostings)	NBC-TV	Moselle & Eisen
Lewis, Robert Q.	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
	Lanolin Plus, Inc. Ralston Purina Co. (Ry-Krisp, Ralston Cereal Products)		Biow, Beirn & Toigo Guild, Bascom & Bonfigli
	W. A. Shaeffer Pen Co. (Pens, Pencils)		Russell M. Seeds
Life Begins at 80	Pharmaceuticals, Inc. (Serutan, Geritol, RDX, Zarumin)	ABC-TV	Edward Kletter Assoc.
Life Is Worth Living	Admiral Corp. (Air Conditioners, Home Freezers, Refrigerators, Electric Ranges, Radio & TV Sets)	ABC-TV	Russell M. Seeds Co.
Life of Riley	Gulf Oil Corp. (Gas, Oil, Tires, Insecticides, Anti-freeze, Batteries)	NBC-TV	Young & Rubicam
Line-Up, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
	Procter & Gamble Co. (Cheer)		Young & Rubicam
Lombardo, Guy, Orchestra	Clairol, Inc. (Hair Coloring)	CBS-TV	Foote, Cone & Belding
Lombardo's, Guy, Diamond Jubilee	Pharmaceuticals, Inc. (Geritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Assoc.
Lone Ranger	American Dairy Assoc. General Mills (Baking mixes, Cereals & Flour)	ABC-TV, CBS-TV	Campbell-Mithun Dancer-Fitzgerald-Sample
	General Mills, Inc. (Cheerios, Wheaties, Kix)		Dancer-Fitzgerald-Sample
	Nestle Co., Inc. (Quik, Chocolate Bars, Semi-Chocolate Morsels)		McCann-Erickson
	Swift & Co. (Meats & Poultry)		McCann-Erickson
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV	Biow, Beirn & Toigo Ted Bates & Co.
Love Story	Procter & Gamble Co. (Crisco, Oxydol, Ivory Snow)	CBS-TV	Benton & Bowles
Lucy Show, The	Lehn & Fink Products Corp. (Dorothy Gray Cosmetics, Lysol Disinfectant, Etiquet Deodorant)	CBS-TV	McCann-Erickson
Lux Video Theatre	Lever Brothers Co. Lux Soap, Flakes, Liquid, Spry, Rinso, Good Luck Margarine, Pepsodent)	NBC-TV	J. Walter Thompson



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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
MacRae, Gordon, Show	Lever Brothers Co. (Lux Liquid, Lifebuoy, Pepsodent)	NBC-TV	BBDO
Make Room for Daddy	American Tobacco Co. (Pall Mall Cigarettes) Dodge Div., Chrysler Corp.	ABC-TV CBS-TV	Sullivan, Stauffer, Colwell & Bayles Grant Adv.
Mama	General Foods Corp. (Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding)	ABC-TV CBS-TV	Benton & Bowles
Man Against Crime	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Martin, Tony, Show	Association Products, Inc. (5-Day Deodorant Pads)	NBC-TV	Grey Adv.
Masquerade Party	Emerson Drug Co. (Bromo Seltzer) Knomark Mfg. Co. (Esquire Boot Polish) Olin Mathieson Chemical Corp. (Lentheric Cosmetics) Pharmaceuticals, Inc. (Serutan, Geritol, RDX, Zarumin)	ABC-TV ABC-TV	Lennen & Newell Emil Mogul Co. Grant Adv. Edward Kletter Assoc.
Medic	General Electric Co. (Lamps) Procter & Gamble (Oxydol) Revlon, Inc. (Cosmetics)	NBC-TV NBC-TV	BBDO Dancer-Fitzgerald & Sample C. J. LaRoche
Medical Horizons	Ciba Pharmaceuticals, Inc. (Institutional)	ABC-TV	J. Walter Thompson
Meet Millie	Carter Products, Inc. (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills) Pharmaceuticals, Inc. (Geritol, RDX, Niron, Zarumin)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles Edward Kletter Assoc.
Meet the Champions	Bayuk Cigars (Phillies, Webster Cigars)	NBC-TV	Al Paul Lefton
Meet the Press	Johns-Manville Corp. (All Products) Pan American World Airways	NBC-TV	J. Walter Thompson J. Walter Thompson
MGM Parade	American Tobacco Co. (Pall Mall Cigarettes) General Foods, Inc. (Maxwell House Coffee, Minute Rice)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles Benton & Bowles
Mickey Mouse Club	Am-Par Record Corp. Armour & Co. (Pet Foods) Bristol-Myers Co. (Ipana Toothpaste) Campbell Soup Co. (Soups, Pork & Beans, Tomato Juice, Catsup,	ABC-TV	Buchanan & Co. Tatham-Laird, Inc. Doherty, Clifford Steers & Shenfield Leo Burnett Co.

COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Canned Spaghetti & Macaroni, Sauces, Vegetable Juices, canned beef gravy)		
	<b>Carnation Milk Co.</b> (Malted, Instant, Evaporated, Fresh Milk, Choc. Drinks, Soft Cheese, Ice Cream, Frozen Fruit & Vegetable Pies)		Erwin Wasey & Co.
	<b>Coca-Cola Co.</b>		D'Arcy Adv.
	<b>General Mills</b> (All Cereals, Prepared Baking Mixes except Cake Frosting, Prepared Cookie Mixes and Bakery Products, except Crackers and Bread)		Knox Reeves Adv.
	<b>Gold Seal Wax Co.</b> (Glass Wax)		Campbell-Mithun, Inc.
	<b>Lettuce, Inc. of Calif. &amp; Ariz.</b> (Fresh Fruits & Vegetables)		John Cohan Adv.
	<b>Mars, Inc.</b> (Candy)		Leo Burnett Co.
	<b>Mattel, Inc.</b> (Toys)		Carson, Roberts, Inc.
	<b>Miles Laboratories</b> (Bactine, One-A-Day Vitamins)		Wade Advertising
	<b>Minnesota Mining &amp; Mfg. Co.</b> (Adhesive, Abrasives, Pressure Sensitive Tapes, Gift-Wrap Ribbons)		BBDO
	<b>Morton Salt Co.</b>		Needham, Louis & Brorby
	<b>Pillsbury Mills, Inc.</b> (Cereals, Flours, Ginger Bread, Brownie & Cookie Mixes, Frosting Mixes)		Leo Burnett Co.
	<b>S. C. Johnson &amp; Son</b> (Waxes, Cleaners, Polishes & Appliers)		Needham, Louis & Brorby
	<b>S.O.S. Co.</b> (Scouring Pads, Tuffy & Soil-off)		McCann-Erickson
	<b>TV Time Foods</b> (Popcorn)		Ruthrauff & Ryan
	<b>Vick Chemical Co.</b> (Cough Syrup, Vaporub, Cough Drops, Sofskin, Hand Lotion, Medi-Mist Nasal Spray)		BBDO
	<b>Welch Grapejuice Co.</b> (Jams, Jellies, Preserves & Fruit Juices)		Richard K. Manoff Inc.
Midwestern Hayride	<b>Avco Mfg. Co.</b> (Appliances, Radio-TV Sets)	NBC-TV	Earle Ludgin
	<b>Whitehall Pharmacal Co.</b> (Anacin, Infra Rub, Neet, Bisodol)		Ted Bates



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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Mighty Mouse Playhouse	<b>Colgate-Palmolive Co.</b> (Dental Cream, etc.)	CBS-TV	Ted Bates, Inc.
	<b>General Foods Corp.</b> (Post's Cereals)		Benton & Bowles
Millionaire, The	<b>Colgate-Palmolive Co.</b> (Palmolive Shave Cream, Veto, Vel, Lustre Creme Shampoo, Ad)	CBS-TV	Ted Bates & Co.
Modern Romances	<b>Alberto-Culver Co.</b> (Hair Care, Dressing Prods.)	NBC-TV	Geoffrey Wade
	<b>Colgate-Palmolive Co.</b> (Fab, Ajax, Shampoo, Soap)		Bryan Houston
	<b>Sterling Drugs, Inc.</b> (Drugs, Energine, (Dr. Lyon's Tooth Powder)		Dancer, Fitzgerald & Sample
	<b>Sweets Co. of America</b> (Candy, Frostings)		Henry Eisen
Montgomery, Robert Presents	<b>S. C. Johnson &amp; Son, Inc.</b> (Wax Prods., Insecticides)	NBC-TV	Needham, Louis & Brorby
	<b>Schick, Inc.</b> (Electric Shavers)		Kenyon & Eckhardt
Moore, Garry, Show	<b>Best Foods, Inc.</b> (Rit, Shinola, Hellman's Mayonnaise)	CBS-TV	Earle Ludgin & Co. Dancer-Fitzgerald & Sample
	<b>Hazel Bishop, Inc.</b> (Lipstick)		Raymond Spector Co.
	<b>Bristol Myers Co.</b> (Ipana, Ammens, Minit-Rub)		Doherty, Clifford, Steers & Shenfield, Inc.
	<b>CBS-Hytron Tubes</b>		Bennett & Northrop, Inc.
	<b>Campbell Soup Co.</b> (Franco-American Spaghetti, Soups, etc.)		Leo Burnett Co.
	<b>Chun King Sales, Inc.</b> (Chinese and Oriental Foods)		J. Walter Thompson Co.
	<b>Converted Rice, Inc.</b> (Uncle Ben's Rice)		Leo Burnett Co.
	<b>General Mills, Inc.</b> (Flour, Baking Mixes, Bisquick)		BBDO
	<b>General Motors Corp.</b> (Chevrolet Cars)		Campbell-Ewald Co.
	<b>Kellogg Co.</b> (Cro-Pup Dog Food)		Leo Burnett Co.
	<b>Lever Brothers Co.</b> (Rinso, Lux Liquid, Good Luck Margarine)		J. Walter Thompson
	<b>C. H. Masland &amp; Sons</b> (Rugs)		Anderson & Cairns
	<b>Miles Laboratories</b> (Alka Seltzer, Vitamin Tablets, Household Disinfectants, Nervine, Bactine, Tabcin)		Geoffrey Wade Adv.
	<b>Prudential Insurance Co. of America</b>		Calkins & Holden
	<b>Ralston Purina Co.</b> (Ry-Krisp, Ralston Cereal Products)		Guild, Bascom & Bonfigli
<b>S.O.S. Co.</b> (Scouring Pads)	McCann-Erickson		

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Serta Associates</b> (Mattresses)		Bozell & Jacobs
	<b>A. E. Staley Co.</b> Sta-Flo Liquid, Laundry Starch, Sweetose Table Syrup, Sta-Puf)		Ruthrauff & Ryan, Inc.
	<b>Swift &amp; Co.</b> Meat, Poultry, Pard, Vigoro)		McCann-Erickson J. Walter Thompson
	<b>Toni Co.</b> (All Products)		North Adv.
	<b>Yardley &amp; Co., Ltd.</b> (English Lavender, Bath Oil Dusting Powder, Soap)		N. W. Ayer & Son
<b>Morgan, Russ, Show</b>	<b>Procter &amp; Gamble Co.</b> (Cheer, Lilt, Shasta, Drene, Dash, Crest)	<b>CBS-TV</b>	Compton Adv.
<b>Murray, Arthur, Party</b>	<b>Hazel Bishop, Inc.</b> (Lipstick, Nail Polish, Liquid Rouge, Tampack Makeup)	<b>CBS-TV</b>	Raymond Spector Co.
	<b>Toni Co.</b> (All Products)		North Adv.
<b>Music from the Meadowbrook My Friend Flicka</b>	<b>US. Air Force Recruiting</b>	<b>ABC-TV</b>	Ruthrauff & Ryan
	<b>Colgate-Palmolive Co.</b> (Dental Cream, Veto, Ajax, Palmolive Soap)	<b>CBS-TV</b>	Ted Bates & Co.

— N —

<b>NBA Professional Basketball</b>	<b>The Mennen Co.</b> (All Products)	<b>NBC-TV</b>	McCann-Erickson
<b>NBC Matinee Theatre</b>	<b>Various</b>	<b>NBC-TV</b>	Various
<b>NBC News</b>	<b>American Can Co.</b> (Metal, Fibre Prods.)	<b>NBC-TV</b>	Compton
	<b>Miles Labs.</b> (Alka Seltzer, One- A-Day Vitamins, Bactine, Tabcin, Nervine)		Geoffrey Wade
	<b>Sperry-Rand Corp.</b> (Office Machines, Electric Shavers)		Compton
	<b>Studebaker-Packard Corp.</b> <b>Time, Inc.</b>		Benton & Bowles Young & Rubicam
<b>NCAA Football Games</b>	<b>Sunbeam Corp.</b> <b>U.S. Rubber Co.</b>	<b>NBC-TV</b>	Perrin-Paus Fletcher D. Richards
<b>Name That Tune</b>	<b>American Home Products Corp.</b> (Anacine, Kolynos, Bisdol, Heet)	<b>CBS-TV</b>	Biow, Beirn & Toigo Ted Bates & Co.
	<b>Kellogg Co.</b> (Cereals, Dog Food, Soft Drinks)		Leo Burnett Co.
	<b>Lanolin Plus, Inc.</b>		The Biow Co. and Russell M. Seeds Young & Rubicam
<b>National Bowling Champions</b>	<b>General Cigar Co.</b> (White Owl Cigars)	<b>NBC-TV</b>	
<b>Navy, Log</b>	<b>American Tobacco</b> (Pall Mall Cigarettes)	<b>ABC-TV,</b> <b>CBS-TV</b>	Sullivan, Stauffer, Colwell & Bayles
	<b>Maytag Co.</b> (Home Appliances)		McCann-Erickson



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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
News Caravan	Procter & Gamble Co. (Joy)	NBC-TV	Leo Burnett Co.
	W. A. Shaeffer Pen Co.		Russell M. Seeds Co.
	U.S. Rubber Co.		Fletcher D. Richards
	Plymouth Div.		N. W. Ayer
	R. J. Reynolds Tobacco Co. (Camels)		Wm. Esty Co.

## O

Oh! Susanna Omnibus	Nescafe	CBS-TV	Bryan Houston, Inc.
	Aluminium Ltd. (Institutional)	CBS-TV,	J. Walter Thompson
	Aluminum Products & Uses		J. Walter Thompson
	Scott Paper Co. (All Products)		J. Walter Thompson
	J. P. Stevens Co. (Textile-Institutional)		Bryan-Houston
On Trial	Union Carbide & Carbon Corp. (Anti-freeze, Batteries, Insect Repellent, Cooking Gas)		J. M. Mathes
	Campbell Soup Co. (Soups)	NBC-TV	Ward-Wheelock
	General Foods Corp. (Swansdown Cake Mixes, Instant Sanka, Birdseye Frozen Foods, Jello Instant Pudding)	CBS-TV	Young & Rubicam
	Gerber Products Co. (Baby Foods)		D'Arcy Adv. Co.
	Seven-Up Co.		J. Walter Thompson
Our Mr. Sun Out of Darkness Ozark Jubilee	Bell Telephone System Institutional	CBS-TV CBS-TV	N. W. Ayer & Son
	American Chicle Co. (Beeman's, Pepsin's Gum, Roloids, Clorets, Dentyne, Adams Clove Gum & Chiclets)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles Ted Bates, Inc.
	American Home Products (Anacin, Koly nos, Infrarub, nut depilatory)		Biow-Beirn-Tiogo, Inc.
	Eastman Kodak Co.	ABC-TV	J. Walter Thompson
	Hotpoint Co. Norwich Pharmacal Co. (Pepito-Bismol, Aspirin)		Maxon, Inc. Benton & Bowles

## P

Pacific Coast Conference Basketball Page, Patti, Show	Amana Refrigeration, Inc.	CBS-TV	Maury, Lee & Marshall
	Armour & Co. (Meat Prods.)	NBC-TV	Tatham-Laird
	Intl. Cellu Cotton Prods. Co. (Kleenex, Table Napkins)		Foote, Cone & Belding
	Noxzema Chemical Co. Sunbeam Corp. (Small Electrical Appliances)		Sullivan, Stauffer, Colwell & Bayles Perrin Paus



COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Pantomime Quiz	<b>The Toni Co.</b>	CBS-TV	Weiss & Geller
	<b>American Oil Co.</b> (Amoco Gas, Super Permalube Motor Oil)		Joseph Katz Co.
People Are Funny	<b>Hamm Brewing Co.</b>	NBC-TV	Campbell-Mithun, inc.
	<b>Time, Inc.</b> (Life Magazine)		Young & Rubicam
People's Choice, The	<b>Gillette Co., Toni-Papermate Div.</b>	NBC-TV	North Adv.
	Hair Products, Lotions, Cosmetics, Shaving Prods.)		
Person-To-Person	<b>R. J. Reynolds Tobacco Co.</b> (Salem Cigarettes)	CBS-TV	Wm. Esty Co.
	<b>Borden Co.</b> (Instant Coffee, Ice Cream, Dairy Prods.)		Young & Rubicam
Pinky Lee Show	<b>Procter &amp; Gamble</b> (Cheer, Gleem)	NBC-TV	Young & Rubicam
	<b>American Oil Co.</b> (Amoco Gas, Super Permalube Motor Oil)		Joseph Katz Co.
Playhouse 90	<b>Elgin National Watch Co.</b>	CBS-TV	Young & Rubicam
	<b>Hamm Brewing Co.</b> <b>Time, Inc.</b> (Life Magazine)		Campbell-Mithun Young & Rubicam
Playwrights '56 Powell's, Dick Zane Grey Theatre	<b>Toni Co.</b> (All Products)	NBC-TV	North Adv.
	<b>International Shoe Co.</b> (Children's Shoes)		Henri, Hurst & McDonald
Pre-Game Huddle	<b>Bristol Myers Co.</b> (Bufferin, Ipana, Vitalis, Ban, Mum, Mum Mist, Trushay)	ABC-TV	BBDO
	<b>Philip Morris, Inc.</b> (Marlboro Cigarettes)		Leo Burnett Co.
Press Conference	<b>Ronson Corp.</b> (Lighters)	NBC-TV	Norman, Craig & Kummel
	<b>Singer Sewing Machine Co.</b> (Sewing Machines, Sewing Aids, Vacuum Cleaners)		Young & Rubicam
Price Is Right, The	<b>Pontiac Motor Div.</b>	CBS-TV	MacManus, John & Adams
	<b>Ford Div., Ford Motor Co.</b>		J. Walter Thompson
Press Conference	<b>General Foods Corp.</b> (Instant Maxwell House Coffee)	ABC-TV	Benton & Bowles
	<b>McKesson &amp; Robbins, Inc.</b> (Cough Drops)		Ellington & Co.
Price Is Right, The	<b>Corn Products Refining Co.</b>	NBC-TV	C. I. Miller & Co.
	(Mazola Oil, Starches, Karo Syrup, Bosco, Nu Soft Fabric Softener, Kasco Dog Food)		
Price Is Right, The	<b>Corn Products Refining Co.</b> (Salad Oil, Syrup, Starch)	NBC-TV	C. I. Miller
	<b>Sunbeam Corp.</b> (Electrical Razors, Steam Iron, Electrical Kitchen Appliances)		Perrin-Paus



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Private Secretary	Lucky Strike Cigarettes	CBS-TV	BBDO
Pro Football, Detroit Lions	Gobel Brewing Co.	CBS-TV	Campbell-Ewald
Pro Football, Green Bay Packers	Pabst Brewing Co.	CBS-TV	Leo Burnett Co.
Pro Football—San Francisco 49'ers; Los Angeles Rams	Burgermeister Brewing Co.	CBS-TV	BBDO
Pro Football Games, Baltimore Colts	National Brewing Co. of Mich. (Bohemian, Altes Colden Lager Beer)	CBS-TV	W. B. Doner & Co.
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett & Co.
Pro Football Games, Chicago Cards-Bears	Philip Morris, Inc. (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
Pro Football Games, Chicago Cards-Bears-Green Bay Packers	Standard Oil Co. of Indiana	CBS-TV	D'Arcy Adv.
Pro Football Games, Detroit Lions	Philip Morris, Inc. (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
Pro Football Games, Green Bay Packers	Speedway Petroleum Corp.		W. B. Doner & Co.
Pro Football Games, Los Angeles Rams-San Francisco 49'ers	Philip Morris, Inc. (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
Pro Football Games, N. Y. Giants	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Atlantic Refining Co. (Gasoline)	CBS-TV	N. W. Ayer & Son
	P. Ballentine & Sons (Beer)		Wm. Esty
	Philip Morris (Marlboro Cigarettes)		Leo Burnett
Pro Football Games, Philadelphia Eagles	Atlantic Refining Co. (Gasoline)	CBS-TV	N. W. Ayer & Son
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Pittsburgh Steelers	Duquesne Brewing Co. of Pittsburgh	CBS-TV	Vic Maitland Associates
Pro Football Games, Washington Red Skins	American Oil Co. (Amoco Gas, Super Permalube Motor Oil)	CBS-TV	Joseph Katz Co.
	Philip Morris (Marlboro Cigarettes)	CBS-TV	Leo Burnett Co.
Producer's Showcase	Ford Motor Co. RCA (TV Sets, Phonographs, Radios, Stoves, Air Conditioner, Batteries, Tape Recorder)	NBC-TV	Kenyon & Eckhardt Kenyon & Eckhardt

## — Q —

Queen for a Day	The Borden Co. Milk Prods. & Coffee)	NBC-TV	Young & Rubicam
	Brown & Williamson Tobacco Co. (Raleigh Cigarettes & Others)		Russell Seeds
	Campana Sales Co. (Cosmetics)		Erwin Wasey
	Chicken of the Sea (Tuna Fish)		Erwin Wasey
	Corn Products Refining Co. (Karo, Oils, Dog Food)		



**COMMERCIAL TV PROGRAMS**



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Helene Curtis Industries, Inc.</b> (Hair Prods.)		Gordon Best
	<b>Dixie Cup Co.</b>		Hicks & Greist
	<b>Dow Chemical Co.</b> (Saran Wrap)		MacManus, John & Adams
	<b>Lehn &amp; Fink Products Corp.</b> (Disinfectants, deodorizers)		McCann-Erickson
	<b>Miles Labs</b> (Alka Seltzer, One-A-Day Vitamins)		Geoffrey Wade Adv.
	<b>Proctor &amp; Gamble</b> (Detergents, Soap Prods.)		Compton Adv.
	<b>Reddi-Whip, Inc.</b>		Ruthrauff & Ryan
	<b>Sandura Co.</b> (Floor & Wall Coverings)		Hicks & Greist
	<b>Sunkist Growers, Inc.</b> Fresh oranges & lemons		Foote, Cone & Belding
	<b>Whitehall Pharmcal Co.</b> (Waxes, Polishes)		Geyer Adv.

**R**

Raye, Martha, Show	<b>RCA Sunbeam Corp. Whirlpool Corp.</b> (Washing Machines)	NBC-TV	Kenyon & Eckhardt Perrin Paus Kenyon & Eckhardt
Rin Tin Tin	<b>National Biscuit Co.</b>	ABC-TV	Kenyon & Eckhardt
Robin Hood	<b>Johnson &amp; Johnson</b> (Baby Products, Surgical Dressing, Baby Shampoo)	CBS-TV	Young & Rubicam
	<b>Wildroot Co., Inc.</b> (Hair Preparations, Hand Lotions)		BBDO
Rocket Revue 1957	<b>Oldsmobile Div., General Motors</b>	ABC-TV	D. P. Brother & Co.
Rogers, Roy, Show	<b>General Foods Corp.</b> (Instant Puddings, Dog Foods, Instant Coffee)	NBC-TV	Benton & Bowles
Runyon, Damon, Theatre	<b>Anheuser-Busch, Inc.</b> (Budweiser Beer)	CBS-TV	D'Arcy Adv. Co.
	<b>Mennen Company</b> (Mennen Shave Cream)		McCann-Erickson

**S**

Saturday Night Color Carnival	<b>RCA</b> (Radios, TV Sets, Phonographs, Records)	NBC-TV	Kenyon & Eckhardt
Schlitz Playhouse, The	<b>Schlitz Brewing Co.</b>	CBS-TV	Lennen & Newell J. Walter Thompson
Science Comes to a Farm in a Feedbag	<b>Charles Pfizer Co.</b> (Institutional)	ABC-TV	Leo Burnett Co.



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Screen Directors Playhouse	Eastman Kodak	ABC-TV	J. Walter Thompson
	Eastman Kodak Co. (Photo Equipment & Film)	NBC-TV	J. Walter Thompson
Search for Tomorrow	Proctor & Gamble Co. (Joy, Spic 'n Span, Gleem)	CBS-TV	Biow, Beirn & Toigo Leo Burnett Co.
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Easy Off Oven Cleaner, Anacin, Heet)	CBS-TV	Biow, Beirn & Toigo Ted Bates & Co.
See It Now	Pan American World Airways	CBS-TV	J. Walter Thompson
	Shulton, Inc. (Old Spice Cosmetic Sets)		Wesley Associates
Sergeant Preston of the Yukon	Quaker Oats Co. (Cereals, Quaker Oats)	CBS-TV	Wherry, Baker, Tilden
Shore, Dinah, Show	Chevrolet Motor Div. (Cars, Trucks, Parts & Service)	NBC-TV	Campbell-Ewald
Shower of Stars	Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Shriner, Herb, Show	Pharmaceuticals, Inc. (Geritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Associates
Sivers, Phil, Show	Amana Refrigeration, Inc.	CBS-TV	Maury, Lee & Marshall
	R. J. Reynolds Tobacco Co. (Camels)		Wm. Esty Co.
\$64,000 Challenge	Kent Cigarettes Revlon, Inc.	CBS-TV	Young & Rubicam Norman, Craig & Kummel C. J. LaRoche & Co. BBDO
\$64,000 Question, The	Revlon, Inc. (All Products)	CBS-TV	Norman Craig & Kummel BBDO
Skelton, Red, Show	S. C. Johnson & Son (All Products)	CBS-TV	Foote, Cone & Belding
	Pet Milk Co. (Evaporated Milk)		Gardner Adv. Agency
Stage Show Stanley	Nescafe	CBS-TV	Bryan Houston, Inc.
	American Tobacco Co. (Pall Mall)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
Star Stage	Chesebrough Prods. (Cosmetics)	NBC-TV	J. Walter Thompson
Star Tonight	Brillo Mfg. Co.	ABC-TV	J. Walter Thompson
Stop the Music	Necchi Sewing Machine Sales Corp.	ABC-TV	Grey Advertising
	Quality Goods Mfgs. Assoc. (Anson's Men's Jewelry, Van Heusen shirts, J. B. watchbands, etc.)	ABC-TV	Grey Advertising
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	Wm. Esty Co.
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Studio One Summer Theatre	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Sullivan, Ed, Show	Mercury Div. of Ford Motor Co. (Lincoln & Mercury Cars)	CBS-TV	Kenyon & Eckhardt
Sunday News Special	Pharmaceuticals, Inc. (Geritol, RDX, Niron, Zarumin)	CBS-TV	Edward Kletter Assoc.
Super Circus	Chunky Chocolate Co. Hartz Mountain Products Roto-Broil Corp. of America (Infra-red Cooking Appliances)	ABC-TV	Hilton & Riggio Geo. Hartman Co. Product Services



Tales of the 77th Bengal Lancers	General Foods Corp. (Jello, Kook Shake, Coffee)	NBC-TV	Young & Rubicam
Tales of the Texas Rangers	Curtiss Candy Co. General Mills, Inc. (Ready-to-Eat Cereals, Dog Foods, Baking Mixes, Frostings)	CBS-TV	C. L. Miller Co. Tatham-Laird, Inc.
Telephone Time	Sweets Co. of America (Tootsie Rolls, Candy)		George Eisen, Inc.
Texaco Star Theatre with Jimmy Durante	Bell Telephone System	CBS-TV	N. W. Ayer & Son
This Is Your Life	The Texas Co.	NBC-TV	Kudner
	Hazel Bishop, Inc. (Cosmetics)	NBC-TV	Raymond Spector
	Proctor & Gamble (Home Permanents, Shampoos, Dentifrices)		Compton Adv.
Thomas, Danny, Show	Armour & Co. (Dial Soap, Dial Shampoo Liquid Chiffon)	ABC-TV	Foote, Cone & Belding
	Kimberly Clark Corp. (Kleenex Tissues, table napkins, Delsey tissues)		Foote, Cone & Belding
To Tell the Truth	Pharmaceuticals, Inc. (Geritol, RDX, Niron Zarumin)	CBS-TV	Edward Kletter Assoc.
Today	Various	NBC-TV	Various
Topper	Standard Brands, Inc. (Tea, coffee, margarine, desserts)	ABC-TV	Compton Adv.
Treasure Hunt	Mogen David Wine Corp.	ABC-TV	Weiss & Geller
Truth or Consequences	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell
TV Readers Digest	Studebaker-Packard Corp.	ABC-TV	D'Arcy Adv. Benton & Bowles
20th Century-Fox Hour	General Electric Co. (All Products)	CBS-TV	Young & Rubicam
Twenty-One	Pharmaceuticals, Inc. (Geritol, Sominex, Zarimun, RDX)	NBC-TV	Edward Kletter
Two for the Money	Bulova Watch Co. P. Lorillard Co.	CBS-TV	McCann-Erickson Lennen & Newell



— U —

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Undercurrent	Procter & Gamble Co. (Cheer)	CBS-TV	Young & Rubicam
U.S. Steel Hour	United States Steel Corp. (Institutional)	CBS-TV	BBDO

— V —

Valiant Lady	General Mills, Inc. (Gold Medal Flour, Pie Crust Mix, Softasilk, Bisquick) Scott Paper Co. (All Products) Standard Brands, Inc. (Tenderleaf Tea) Toni Co. (All Products) Wesson Oil & Snowdrift Sales Co. (Wesson Oil)	CBS-TV	Dancer-Fitzgerald-Sample  J. Walter Thompson J. Walter Thompson North Adv. Fitzgerald Adv. Agency
The Vise	Sterling Drug, Inc. (Bayer Aspirin, Phillip's Milk of Magnesia, Phillip's Toothpaste)	ABC-TV	Dancer, Fitzgerald-Sample
Voice of Firestone	Firestone Tire and Rubber Co.	ABC-TV	Sweeney & James Co.

— W —

Wanted	American Home Products Corp. (Anacin, Hooper Clay Pack, Infra-Rub, Bisodol Mints)	CBS-TV	Biow, Beirn & Toigo Ted Bates & Co.
Warner Bros. Presents	General Electric, Lamp Div. General Electric Co. (Radio, TV Sets, Small Appliances) Liggett & Myers Tobacco Co. (Chesterfield & L & M Cigarettes) Monsanto Chemical Co. (Soap, Except Facial, Detergents, Starches, Bleaches, Chemical Garden Products, Institutional)	ABC-TV	BBDO Maxon, Inc. Cunningham & Walsh Needham, Louis & Brorby
Washington Square	Helene Curtis Industries, Inc. (Hair Prods., Deodorants)	NBC-TV	Earle Ludgin
Wednesday Night Fights	Mennen Co. (Shaving Creams, After Shave Lotion, Shampoo, Hair Creams) Pabst Brewing Co.	ABC-TV	McCann-Erickson  Leo Burnett Co.



## COMMERCIAL TV PROGRAMS



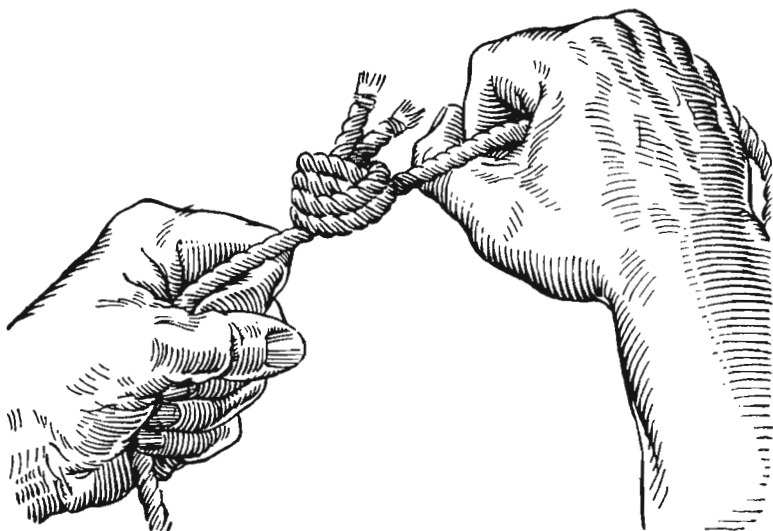
TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Welk, Lawrence, Show	Dodge Div.-Chrysler Corp.	ABC-TV	Grant Adv.
Welk, Lawrence, Top Tunes & New Talent West Point	Dodge Div. & Plymouth Div., of Chrysler Corp. General Foods Corp.	ABC-TV CBS-TV	Grant Adv. Benton & Bowles
What's My Line	Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding)		
	Helene Curtis Industries, Inc. (Stopette, Poof, Finesse, Hair Dressing Shampoos)	CBS-TV	Earle Ludgin & Co.
Wide Wide World	Remington Rand, Inc. (Electric Shavers, Business Machines, Office Equipment)		Young & Rubicam
	Guide Lamp Div. of G.M. Pontiac Motor Div. United Motors Div., General Motors	NBC-TV	D. P. Brother MacManus, John & Adams Campbell-Ewald
Wild Bill Hickok	Kellogg Co. (Cereals, Dog Food)	CBS-TV	Leo Burnett Co.
Winchell, Paul, Show	Sweets Co. of America (Candy, Frostings)	NBC-TV	Moselle & Eisen
Wire Service	R. J. Reynolds & Co. (Camel & Salem Cigarettes)	ABC-TV	Wm. Esty & Co.

### — Y —

You Are There	Prudential Insurance Co. of America	CBS-TV	Calkins & Holden
You Asked For It	Best Foods, Inc., Skippy Peanut Butter Div.	ABC-TV	Guild, Bascom & Bonfigli
You Bet Your Life	DeSoto Motor Div.	NBC-TV	BBDO
Young, Loretta, Show	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Your Hit Parade	American Tobacco Co. (Lucky Strikes, Others)	NBC-TV	BBDO
	Warner-Hudnut, Inc. (Home Permanents, Hair Products, Beauty Preparations)		Sullivan, Stauffer, Colwell & Bayles
You're On Your Own	Hazel Bishop, Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Decodorant)	CBS-TV	Raymond Spector Co.

### — Z —

Zoo Parade	American Chicle Co. (Gum, Roloids)	NBC-TV	Ted Bates
	Mutual Benefit Health & Accident Assoc. of Omaha		Bozell & Jacobs



There is a knack of tying knots that hold in hail and high water. It takes a pair of hands and a mind that knows what's to be done and the best way to do it.

There's a knack to printing literature that sells. It takes more than type and presses. It takes knowing what to print as well as how to print it.

It takes a knowledge of how to hold the reader's interest and make him want what you are selling.

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PEnnsylvania 6-8700

***THIS BOOK IS AN EXAMPLE OF OUR CRAFTSMANSHIP***

1316



# ORGANIZATIONS

Personnel — Addresses — Unions  
Guilds — Associations — Radio-TV Groups

## ACADEMY OF TELEVISION ARTS AND SCIENCES

9126 Sunset Boulevard, Los Angeles 46, Calif.  
CRestview 4-5209

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Executive Sec'y. .... Thomas Freebairn-Smith

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23 West 53rd St., New York 19, N. Y.  
Judson 6-5249

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Chairman ..... Ed Sullivan  
First Vice-Chairman ..... Max Liebman  
Second Vice-Chairman ..... Mark Goodson  
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Treasurer ..... Lawrence Langner

### FUNCTIONS

A non-profit organization dedicated to the advancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

## ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 36, N. Y.  
PLaza 7-7660

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4th Vice-President ..... Margalo Gillmore  
5th Vice-President ..... Donald LaMon  
Treasurer ..... Paul Dullzell  
Recording Secretary ..... John Effrat  
Exec. Sec. .... Angus Duncan  
Counsel ..... Herman E. Cooper

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230 Jones St., San Francisco 2, Calif.  
519 Jarvis St., Toronto, Ont.

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## THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.  
Judson 2-1520

### OFFICERS

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Vice-Chairman ..... Lee H. Bristol

Vice-Chairman ..... Leo Burnett  
Vice-Chairman ..... John C. Sterling  
President ..... Theodore S. Repplier  
Vice-President ..... Allan M. Wilson  
Vice-President ..... George P. Ludlam  
Secretary ..... Frederic R. Gamble  
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Radio-TV Director ..... Gordon C. Kinney  
Pub. Rel. Director ..... Maxwell Fox

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203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.  
1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166.  
R. C. Coleson, West Coast Representative.  
425 Bush Street, San Francisco 8, Cal. GA 1-6868.  
Charles W. Collier, (AAW).

### FUNCTIONS

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

## ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.  
Circle 6-2431

### OFFICERS

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Vice-Chairman of the Board ..... R. M. Feemster  
President ..... Elon G. Borton  
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### 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, INC.

3 East 54th St., New York 22, N. Y.  
PLaza 1-5656

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### FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

## AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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

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A. A. Nelson, Richard Turnbull  
Exec. Sec'y-Treas. .... W. H. Haase



**FUNCTIONS**

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

**AMERICAN COMMUNICATIONS ASSOCIATION**

5 Beekman St., New York 38, N. Y.  
COrtlandt 7-1374

**OFFICERS**

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Secty.-Treas..... Joseph F. Kehoe  
Vice-Pres..... William Bender

**BRANCH OFFICES**

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.  
Phone: LO 4-1251. Mort Borrow, Chairman.  
Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.  
Phone: CO 7-1734. W. Bender, Chairman.

**FUNCTIONS**

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

**AMERICAN FEDERATION OF MUSICIANS**

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

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**EXECUTIVE COMMITTEE**

Wm. J. Harris, Stanley Ballard, Herman D. Kenin,  
Lee Repp, Walter M. Murdoch.

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175 W. Washington St., Chicago 2, Ill. Phone: STate  
2-0063.  
220 Mt. Pleasant Ave., Newark 4, N. J. Phone  
Humboldt 2-8010. George V. Clancy, Treas.

**AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)**

15 West 44th Street, New York 36, N. Y.  
Murray Hill 7-1810

**NATIONAL OFFICERS**

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wood 4-5125. Claude L. McCue, Western Regional  
Director.  
102 E. Hubbard St., Chicago 11, Ill. WHitehall  
3-1344. Raymond A. Jones, Central Regional Director.

**FUNCTIONS**

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

**AMERICAN GUILD OF MUSICAL ARTISTS**

247 West 46th St., New York 36, N. Y.  
COlumbus 5-3687-8-9

**NATIONAL OFFICERS**

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President..... John Brownlee  
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2-2334. Lee Harris, Rep.  
421 Phelan Bldg., 760 Market St., San Francisco,  
Calif. Phone: EX 2-6990. Charlotte Cohelan, Rep.  
215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310.  
Edward Davis, Rep.  
100 W. Monroe St., Chicago, Ill. Phone: CE 6-9050.  
Sanford Wolff, 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 GUILD OF VARIETY ARTISTS (AGVA)**

1697 Broadway, New York 19, N. Y.  
Circle 6-7130

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**BRANCH OFFICES**

1697 Broadway, N. Y. 19, N. Y.; Phone: CI 6-7130  
Eastern Regional Director..... Lou Smoley  
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6-5561  
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27 East Monroe St., Chicago 3, Ill.  
CEntral 6-8306

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**BRANCH OFFICES**

43 Chapters in the U.S. & Canada

**FUNCTIONS**

A non-profit organization dedicated to the advance-  
ment 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

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ANPA Research Laboratory, Box 298, Easton, Pa.,  
Phone: 3-6519. Roy W. Prince, Technical Research  
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**FUNCTIONS**  
To foster and protect the business and business interests of daily newspapers.

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**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 WOMEN IN RADIO AND TELEVISION, INC.**

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American Women in Radio and Television, Inc. is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community, and her country.

**ARTISTS' REPRESENTATIVES ASSOCIATION, INC.**

1270 Ave. of the Americas, New York 20, N. Y.  
Circle 6-1379

**OFFICERS**

President ..... Eddie Elkort  
Vice-Presidents ..... Larry Barnett, Hattie Althoff  
Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'HaHoran  
Secretary ..... Milton Berger  
Treasurer ..... Joseph Singer  
Assistant Secretary ..... Ruth L. Simonson  
Counsel ..... Abraham Males

**BRANCH OFFICES**

203 N. Wabash Ave., Chicago, Ill.  
754 Century Bldg., Pittsburgh, Pa.  
116 New Montgomery, San Francisco, Calif.  
301 Fox Bldg., Detroit, Mich.

**FUNCTIONS**

Trade Association of Theatrical Agents.

**ASSOCIATED MUSIC PUBLISHERS, INC.**

589 Fifth Ave., New York 17, N. Y.  
1 West 47th St., New York 36, N. Y.  
PL 9-8470

Chm. of Board ..... Sydney M. Kaye  
President ..... Charles A. Wall  
Vice-Presidents ..... Richard F. French,  
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Secretary ..... Robert J. Burton

**FUNCTIONS**

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

**ASSOC. OF CANADIAN ADVERTISERS, INC.**

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario  
EMpire 3-8046

**OFFICERS**

President ..... R. R. McIntosh  
Executive Vice-President ..... R. E. Sewell  
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J. J. McGill  
Vice-President & Treasurer ..... H. E. Whitehead  
General Manager & Secretary ..... Frank A. Healy

**DIRECTORS**

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**THE ASSOCIATION OF CINEMA LABORATORIES, INC.**

1226 Wisconsin Ave., Washington 7, D. C.  
D. C.

President ..... Neal Keehn  
Vice-President ..... Sidney P. Solow  
Secretary ..... Byron Roudabush  
Treasurer ..... George W. Colburn

**DIRECTORS**

Don M. Alexander, James A. Barker, George W. Colburn, Louis Feldman, Saul Jeffee, Neal Keehn, Sidney P. Solow, Kern Moyse, Byron Roudabush.

**FUNCTIONS**

Organized in 1953 to deal with technical and administrative problems of motion picture laboratories in the United States, Canada and other North American countries.

**ASSN. OF NATIONAL ADVERTISERS, INC.**

155 E. 44th St., New York, N. Y.  
Oxford 7-5950.

**OFFICERS**

President ..... Paul B. West



Vice-Presidents. Cy Norton, Lowell McElroy, J. M. Allen  
 Secretary..... Peter W. Allport  
 Chairman of the Board..... George E. Mosley

General Foods  
 Vice-Chairman..... Ralph Winslow  
 Koppers Company

**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.

**ASSOCIATION OF RADIO NEWS ANALYSTS**

24 East 39th Street, New York 16, N. Y.  
 OXford 7-5300

President..... Quincy Howe  
 Vice-President..... Joseph C. Harsch  
 Vice-President..... W. W. Chaplin  
 Executive Committee..... H. V. Kaltenborn,  
 Chet Huntley, John MacVane  
 Secretary..... Larry Lesueur  
 Treasurer..... Cesar Saechinger  
 Assistant Secretary-Treasurer..... Allen Jackson

**FUNCTIONS**

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. 39th St., New York 16, N. Y.  
 MUrray Hill 9-4950

**OFFICERS**

President..... William L. Shirer  
 Vice-President..... John Brick  
 Secretary..... Irmengarde Eberle Koehler  
 Secretary to the Council..... Luise M. Sillcox  
 Membership Secretary..... Edith Mackin

**COUNCIL**

Cleveland Amory, Betsey Barton, Richard Bissell, Howard Breslin, John Brick, Ernestine Gilbreth Carey, Margaret Cousins, Jonathan Daniels, Hildegard Dolson, Michael Drury, Samuel Grafton, Alan Green, John Hersey, Helen Hull, Elizabeth Janeway, Norman Katkov, Leonard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Merle Miller, Ralph O. Moody, Ann Petry, Bentz Plagemann, Marjorie Hillis Roulston, Rex Stout, Alvin Tresselt, Theodore White; Hays, St. John, Abramson and Heilbron, Counsel.

**FUNCTIONS**

National business organization of authors in the publication field.

**THE AUTHORS LEAGUE OF AMERICA, INC.**

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

**OFFICERS**

President..... Moss Hart  
 Vice-President..... Rex Stout  
 Treasurer..... Arthur Schwartz  
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**COUNCIL**

Cleveland Amory, S. N. Behrman, Howard Breslin, Russel Crouse, Ruth Goodman Goetz, Oscar Hammerstein, 2nd, Samuel Grafton, Alan Green, Joseph Hayes, Lillian Hellman, John Hersey, Laura Z. Hobson, Helen R. Hull, Joan Kahn, Richard Lewine, Howard Lindsay, Frances Lockridge, Richard Lockridge, Merle Miller, Ann Petry, Elmer Rice, Richard Rodgers, Victor Wolfson, Stanley Young; Hays, St. John, Abramson and Heilbron, Counsel.

**FUNCTIONS**

The national business organization of authors and dramatists.

**BRAND NAMES FOUNDATION, INC.**

437 Fifth Ave., New York 16, N. Y.  
 MUrray Hill 5-0888

**OFFICERS**

Chairman of the Board..... Edward R. Taylor  
 (Vice-Pres., Motorola, Inc.)  
 Vice-Chairman..... Robert E. McNeal  
 (President, Curtis Publishing Co.)  
 Vice-Chairman..... John H. Breck, Jr.  
 (Exec. V.P., John H. Breck Inc.)  
 Treasurer..... Louis Hausman  
 (Vice-President, CBS-Columbia, Inc.)  
 President..... Henry E. Abt  
 Conducts a continuous year-round educational program in all informational media, purpose of which is to emphasize to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

**THE BRITISH BROADCASTING CORPORATION**

630 Fifth Ave., New York 20, N. Y.  
 Circle 7-0656

**OFFICERS**

North American Rep..... Barrie Thorn  
 Program Director..... Alec Sutherland  
 Program Assistant..... Lillian Lang  
 TV Officer..... G. Delsrother  
 Transcription Assistant..... Marian Rouse  
 Chief Engineer..... Arthur S. Toby

**BRANCH OFFICES**

United Nations Office Room C-309, United Nations, N. Y. Plaza 4-1234, Ext. 3121. F. D. Walker, U. N. Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Christopher Serpel, Douglas Willis, Washington correspondent.

**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.

**BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES**

220 Fifth Ave., New York 1, N. Y.  
 ORegon 9-2968

**OFFICERS**

Exec.-Director..... S. Franklin Mack  
 Asst. Exec. Dir..... W. B. Goodman  
 Director of Television..... Albert Crews  
 Business Manager..... Arthur W. Rhinow  
 Director of Films..... Alexander B. Ferguson  
 Director of Radio..... Ben E. Wilbur  
 Assoc. Dir. of Television..... Frank B. Nichols  
 Television Producer..... Richard A. Cobb  
 Director of Special Events..... Arthur Austin

**BRANCH OFFICE**

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 4-7464. George Heimrich, Director.

**FUNCTIONS**

The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

**BROADCASTING INFORMATION BUREAU**

535 Fifth Ave., New York 17, N. Y.  
 MUrray Hill 7-1668

Manager..... Martin Lawrence  
 Editor..... Julienne (Judy) Dupuy

**FUNCTIONS**

Publishers of TV Film program directories; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

**BROADCAST MUSIC, INC. (BMI)**

589 Fifth Ave., New York 17, N. Y.  
PLaza 9-1500

**OFFICERS**

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 Vice-President—General Counsel..... Sydney M. Kaye  
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 and Writer Relations, Sect..... Robert J. Burton  
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 Asst. V.P. in charge of Publisher Relations  
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 Assistant Treasurer..... Robert J. Higgins

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**STATION RELATIONS**

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 Fuller, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey  
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**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, 1549 N. Vine St., Hillside 7-7447;  
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**PROFESSIONAL DEPT.**

Julian Stearns, General Professional Mgr.; Profes-  
 sional Staff, Mac Kooper, George Furness.  
 Chicago Office, 360 N. Michigan Ave. Andover  
 3-5349. Jimmie Cairns, Professional Representative.  
 Hollywood, Calif. Office: Wm. Walters, 1549 N.  
 Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.  
 BMI Canada, Ltd., 16 Gould St., Toronto 2, Ont.,  
 Phone: Elgin 0040, Wm. Harold Moon, Asst. Gen.  
 Mgr.

**FUNCTIONS**

The functions of BMI are (1) To coordinate and  
 license the performing rights to music of a group of  
 affiliated publishers and performing rights societies;  
 (2) to provide equal opportunity of recognition for all  
 writers, composers and publishers.

**BROADCASTERS' PROMOTION  
 ASS'N., INC.**

c/o WBC, Suite 2100, Chanin Bldg., 122 E. 42nd St.,  
 New York 17, N. Y.  
 Phone: MUrray Hill 7-0808

**OFFICERS**

President..... David E. Partridge  
 WBC, New York  
 First Vice-Pres..... Charles A. Wilson  
 WGN, WGN-TV, Chicago  
 Second Vice-Pres..... Montez Tjaden  
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 Secy.-Treas..... Ellen M. Johansen

**BOARD MEMBERS**

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 WMAL-TV, Washington, D. C.; Roy C. Pedersen,  
 WDAY, Fargo, N. D.; Samuel Elber, WERE, Cleveland;  
 Gene Godt, WCCO-TV, Minneapolis; Marion Annen-  
 berg, WDSU, New Orleans; Joe Zimmerman, WFIL,  
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 John M. Keyes, WMAQ, WNBO, Chicago; Foster A.  
 Brown, KMOX, St. Louis; Howard W. Meagle, WWVA,  
 Wheeling, W. Va.; Paul Woodland, WGAL, Lancaster,  
 Pa.

**FUNCTIONS**

The Association was formed for the betterment of  
 broadcasting activity by furthering the recognition,  
 organization and extension of promotional activity as  
 an essential function in the broadcasting-televasting  
 business; by increasing the effectiveness of broad-  
 casters' promotion personnel through contacts with  
 one another, and with representatives of related  
 business, through the exchange of information and

ideas, and through consequent improvement of promo-  
 tion methods, research principles and techniques; and  
 by assisting broadcasters to secure competent per-  
 sonnel for promotion work.

**THE BUREAU OF BROADCAST  
 MEASUREMENT**

96 Eglinton Ave. East, Toronto 12, Ontario  
 MAYair 9464

**BOARD OF DIRECTORS AND OFFICERS**

President..... Charles R. Vint  
 Vice-President..... Horace N. Stovin  
 Research & Development Director. Clyde H. McDonald  
 Executive Secretary & Treasurer..... Charles J. Follett

**DIRECTORS**

J. Arthur Dupont, Radio Station CJAD, Montreal;  
 William N. Hawkins, Radio Station CFOS, Owen  
 Sound; E. Lloyd Moore, Radio Station CFRB, Toronto;  
 Robert M. Campbell, J. Walter Thompson Co., Ltd.,  
 Toronto; C. W. McQuillin, Cockfield, Brown & Co.,  
 Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd.,  
 Toronto; William E. Trimble, Baker Advertising  
 Agency Ltd., Toronto; George S. Bertram, Swift  
 Canadian Co., Ltd., Toronto; J. J. McGill, Imperial  
 Tobacco Sales Co. of Canada, Ltd., Montreal; A. M.  
 Sanderson, Whitehall Pharmacal (Canada) Ltd., Toron-  
 to; Ralph T. Snelgrove, Television Station CKVR-TV,  
 Barrie; W. Clifford Wingrove, Television Station  
 CFPL-TV, London; Ross A. McCreath, Television Time  
 Manager, All-Canada Television, Toronto; Kenneth W.  
 Davis, Omar Renaud & Co., Toronto.

**FUNCTIONS**

To conduct surveys and to assemble statistical and  
 other data relating to radio broadcasting and par-  
 ticularly relating to the number, distribution and  
 listening habits of persons who are or may be listen-  
 ing to the various broadcasting stations at different  
 times and from time to time.

To adopt standard methods of appraising broad-  
 casting station coverage and/or the listening habits of  
 the public.

To prepare reports, charts and other forms of pub-  
 licity based on surveys and statistical and other data  
 assembled as aforesaid.

To print, publish ad distribute to members the re-  
 ports, charts and other forms of publicity prepared as  
 aforesaid.

**CANADIAN ASSOCIATION OF  
 RADIO & TELEVISION  
 BROADCASTERS**

108 Sparks St., Ottawa 4, Canada

President..... F. A. Lynds  
 Executive Vice-President..... T. J. Allard  
 Vice-President Radio..... D. A. Gourd  
 Vice-President Television..... H. A. Crittenden  
 Secretary-Treasurer..... Flora Love  
 Copyright Counsel..... Samuel Rogers, R. C.  
 French Language Counsel..... Taschereau Fortier

**DIRECTORS**

J. Hirtle, CKBW, Bridgewater, N.S.; F. A. Lynds,  
 CKCW, Moncton, N.B.; G. Stirling, CJON-TV, St.  
 John's, Nfld.; D. A. Gourd, Radio Nord, Inc., Rouyn,  
 P.Q.; Henci Lepage, CHRC, Quebec, P.Q.; Cautere,  
 CKSB, St. Boniface, Man.; F. B. Ricard, CHNO, Sud-  
 bury, Ont.; J. M. Davidson, Northern Broadcasting  
 Co., Ltd., Toronto, Ont.; W. T. Cruikshank, CKNX,  
 Wingham, Ont.; J. A. Dupont, CJAD, Montreal, P.Q.;  
 W. N. Hawkins, CFOS, Owen Sound, Ont.; E. E. Fitz-  
 gibbon, CKCO-TV, Kitchener, Ont.; R. J. Buss, CHAT,  
 Medicine Hat, Alta.; V. Dallin, CFQC, Saskatoon,  
 Sask.; J. O. Blich, CJOB, Winnipeg, Man.; H. A. Crit-  
 tenden, CKCK-TV, Regina, Sask.; C. J. Rudd, CHUB,  
 Nanaimo, B. C.; M. P. Finnerty, CKOK, Penticton,  
 B. C.

**SALES OFFICE**

200 St. Clair Avenue, West, Toronto 7, Ont. Phone:  
 WAInut 2-3334. C. W. Fenton, Sales Director.

**FUNCTIONS**

The Canadian Association of Radio and Television  
 Broadcasters is a voluntary trade organization of 144  
 privately owned (independent) radio broadcasting sta-  
 tions and 26 television stations in Canada.

**CATHOLIC ACTORS GUILD OF AMERICA, INC.**

120 W. 45th Street, New York 36, N. Y.  
Circle 6-5566

**OFFICERS**

President ..... **Gene Buck**  
 Vice-President ..... **Gene Lockhart**  
 Vice-President ..... **William Gaxton**  
 Recording Secretary ..... **Paul A. Lilly**  
 Historian ..... **Jane Taylor Lacina**  
 Executive Secretary ..... **George W. Buck**  
 Chairman of Executive Board ..... **Walter Kiernan**  
 Chaplain ..... **Rt. Rev. Msgr. Vincent J. Brosnan**  
 Treasurer ..... **Rev. Francis M. Costello**

**FUNCTIONS**

Social and charitable 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.

**REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS**

P. O. Box 1795  
Panama, City, Panama

President ..... **Fernando Eleta**

**FUNCTIONS**

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

**COMPOSERS GUILD OF AMERICA**

101 Park Ave., New York, N. Y.  
JUdson 2-4500  
12924 Sarah Street, North Hollywood, Calif.  
HO 2-1353; SU 2-8377

President ..... **Leith Stevens**  
 1st Vice-President ..... **Winston Sharples**  
 2nd Vice-President ..... **Walter Schumann**  
 3rd Vice-President ..... **David Terry**  
 Secretary-Treasurer ..... **Mack David**  
 Asst. Sec. Treasurer ..... **Ben Ludlow**  
 Executive Secretary ..... **Elsa Clay**

**FUNCTIONS**

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

**COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.**

182 St. George St., Toronto 5, Ont., Canada  
WAInut 3-8457

**OFFICERS**

President ..... **Sir Ernest MacMillan Mus. D. (Oxon.)**  
 General Manager ..... **W. St. C. Low**

**FUNCTIONS**

The administration in Canada of the right of performance of authors and composers of music throughout the world.

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

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

President ..... **Oscar Hammerstein, 2nd**  
 Vice-President ..... **Howard Lindsay**  
 Secretary ..... **A. O. Goetz**

**COUNCIL**

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, A. O. Goetz, Moss Hart, Lillian Hellman, Arnold B. Horwitz, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eyce, Jr., Executive Secretary; Luise M. Sillcox, Secretary to the Council; Hays, St. John, Abramson & Heilbron, Counsel.

**FUNCTIONS**

The national business organization of dramatists.

**FUNCTIONS**

The national business organization of dramatists.

**EPISCOPAL ACTORS GUILD OF AMERICA, INC.**

1 East 29th St., New York, N. Y.  
MUrray Hill 5-2927

**OFFICERS**

Hon. Presidents ..... **Rt. Rev. Henry Knox Sherrill**,  
**Rt. Rev. Horace W. B. Donegan**  
 President ..... **Vinton Freedley**  
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**Charles Coburn, Bobby Clark, Peggy Wood**  
 Rec. Secy. .... **Rev. Chas. Breck Ackley**  
 Treasurer ..... **John Knight**  
 Exec. Secy. .... **Helen Morrison**

**COUNCIL**

Very Rev. James A. Pike, Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfils, Margaret Dale, Mrs. Owen Davis, Boris Karloff, Tessa Kosta, Thais Lawton, Raymond Massey, Robert Fryer, Carmen Mathews, Margery Maude, John Morley, Helen Ormsbee, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Mason Curry, Marjorie Gateson, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon.

**FUNCTION**

The Guild ministers to actors of all religious faiths.

**FEDERAL COMMUNICATIONS BAR ASSOCIATION**

c/o Secretary, Verne R. Young, Esq., Suite 300-A American Building, 1317 F St., N.W., Washington 4, D. C.

**OFFICERS**

President ..... **George O. Sutton**  
 1st Vice-President ..... **George S. Smith**  
 2nd Vice-President ..... **William C. Koplowitz**  
 Secretary ..... **Verne R. Young**  
 Assistant Secretary ..... **Norman E. Jorgensen**  
 Treasurer ..... **Howard J. Schellenberg, Jr.**

**EXECUTIVE COMMITTEE**

Donald C. Beelar, Robert M. Booth, Jr., Jeremiah Courtney, Henry G. Fischer, W. Theodore Pierson, Thomas W. Wilson; Delegate to American Bar Association: George O. Sutton.

**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 TRADE COMMISSION**

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

**PERSONNEL**

Chairman.....John W. Gwynne  
Commissioner.....Edward T. Tait  
Commissioner.....Sigord Anderson  
Commissioner.....William C. Kern  
Commissioner.....Robert T. Secrest  
Sec. to the Commission.....Robert M. Parrish  
Executive Director.....Alex. Akerman, Jr.  
General Counsel.....Earl W. Kintner  
Director of Public Information.....S. F. Stowe  
Dir., Bur. of Consultation.....Charles E. Grandey  
Dir. Bur. of Economics.....Simon N. Whitney  
Dir. of Hearing Examiners.....Everett F. Haycraft  
Dir., Bur. of Investigation.....Harry A. Babcock  
Dir., Bureau of Litigation.....Joseph E. Sheehy

**BRANCH OFFICES**

U. S. Court House, Foley Square, New York 7, N. Y.  
Joseph L. Klein, Attorney in Charge. COrtlandt 7-7100.  
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.  
William F. Lemke, Jr., Mgr., Financial 6-0790.  
Room 133, Federal Office Bldg., San Francisco 2, Calif.  
Earl Van Wagoner, Mgr. KLondike 2-2350.  
Room 811, U. S. Court House, Seattle 4, Wash.  
Walter W. Harris, Manager. Mutual 3300.  
Room 413, Masonic Temple Bldg., 333 St. Charles St., New Orleans, La. William B. Lott. EXpress 2411.  
Standard Bldg., Cleveland, Ohio; V. E. Taylor, Mgr., Pr. 1-6575

Washington Branch Acting Mgr., J. J. Gercke

**FUNCTIONS**

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

**THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA**

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

Director.....Pierre Crenesse  
Ass't. Dir.....Alice Lewltin  
Administrator.....Suzanne Weltman  
Program Director.....Marins Kobtzeff  
Public Relations.....Denise Falk

**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.  
AXminster. 9-3184 Ext. 280, 606

Director.....I. Keith Tyler  
Asst. to Dir.....Robert B. Burrows  
Secretary.....Bette Wallach

**FUNCTIONS**

International meeting for broadcasters, educators and civic leaders devoted to discussion of policy and techniques of educational broadcasting.

**THE INSTITUTE OF RADIO ENGINEERS, INC.**

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

**OFFICERS**

President.....Dr. J. T. Henderson  
Vice-President.....Dr. Yasujiro Niwa  
Treasurer.....Dr. W. R. G. Baker  
Secretary.....Haraden Pratt

Editor.....D. G. Fink  
Executive Secretary.....G. W. Bailey

**DIRECTORS**

J. D. Ryder, A. V. Loughren, D. E. Noble, E. W. Herold, J. F. Byrne, A. N. Goldsmith, A. W. Graf, Samuel Seely, J. R. Whinnery, Ernst Weber, W. R. Hewlett, R. L. McFarlan, F. A. Polkinghorn, J. G. Brainerd, H. R. Hegbard, J. J. Gershon, K. V. Newton, C. F. Wolcott, A. B. Oxley.

**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.

**INTERCOLLEGIATE BROADCASTING SYSTEM**

1733 Broadway, New York 19, N. Y.  
333 North Michigan Ave., Chicago 1, Ill.  
JUdson 2-5030

**OFFICERS**

President.....George Abraham  
Vice-President & Regions Coordinator.....David W. Borst  
Secretary & Treasurer.....James R. Wylie  
Business Manager.....James R. Wylie  
Manager of Member Services.....Richard H. Crompton  
Sales Manager.....Richard E. Pittenger  
Engineering Manager.....Allen I. Perlin  
Resident Counsel.....Herbert B. Barlow, Jr.  
Operations Manager.....Francis A. Gicca  
Publicity Manager.....Walter Hofer  
Public Relations Manager.....Herbert Silon

**BRANCH OFFICES**

D. W. Borst, 580 Lowell Street, Lynnfield Center, Mass. Phone: 4-4244; 333 North Michigan Ave., Chicago, Ill.

**FUNCTIONS**

Intercollegiate Broadcasting System is a non-profit association of campus-limited radio stations, established in 1940 to provide operational advice, informational interchange and commercial services for this unique form of broadcast education.

**JEWISH THEATRICAL GUILD**

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

Chairman, Bd. of Trustees.....Wm. Degen Weinberger  
President.....Eddie Cantor  
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1st Vice-Pres.....George Jessel  
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Asst. Treasurer.....Nat Lefkowitz  
Legal Committee.....Henry M. Katz  
Chaplain.....Rabbi Abraham Burstein  
Executive Secretary.....Dave Ferguson

**FUNCTION**

Non-sectarian theatrical assistance agency.

**JOINT COMMITTEE ON EDUCATIONAL TELEVISION**

1785 Massachusetts Ave., N.W., Washington 6, D. C.  
HUDson 3-6620

Chairman.....Dr. Albert N. Jorgensen, Nat'l Assn. of State Universities  
Vice-Chairman.....James H. Denison, Assn. of Land-Grant Colleges and State Universities.  
Executive Director.....Ralph Steetle

**JCET MEMBERS**

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Leo A. Martin, Assn. for Education by Radio-Television; Dr. Edgar Fuller, Council of Chief State School Officers; Dr. Harry K. Newburn, Educational Television and Radio Center; Frank E. Schooley,

Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; James H. Snowden, Nat'l Congress of Parents & Teachers; Dr. Belmont Farley, National Education Association of the United States.

**FUNCTIONS**

The JCET seeks to represent the special needs of education in the newest and most powerful of the mass media, and encourage educators to meet their responsibilities in regard to it.

**THE LAMBS**

130 W. 44th St., New York 36, N. Y.  
JUdson 2-1515

**OFFICERS**

Shepherd ..... William Gaxton  
Boy ..... Loring Smith  
Corresponding Secretary ..... Milton Weintraub  
Recording Secretary ..... Charles Baxter  
Treasurer ..... Lep Solomon  
Librarian ..... Elliott Nugent

**DIRECTORS**

Mickey Alpert, Edward H. Ford, John W. Hundley, Frank H. Leslie, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Ralph Bellamy, Eddie Dowling, Marcus Heiman, Bert Lehr, Herman Phillips.

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

**FUNCTIONS**

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

**LEAGUE OF ADVERTISING AGENCIES, INC.**

220 W. 42nd St., New York 36, N. Y.  
Lackawanna 4-9735

**OFFICERS**

President ..... James B. Zabin  
Exec. Sec'y ..... Julian Ross  
Vice-Presidents ..... Irving Davis, Bernard M. Reiss,  
Larry Schwartz  
Secretary ..... Max Sinowitz  
Treasurer ..... Nat Roth  
Legal Counsel ..... Louis N. Field, Morton J. Simon  
Fiscal Advisor ..... Lucius H. Coleman  
Public Relations Counsel ..... Bosh Stack

**BOARD OF GOVERNORS**

A. D. Adams, Arthur Bandman, Ted Bernstein, Lester Loeb, Henry Loewy, Max Pearlman, Louis E. Reinhold, Philip I. Ross, David E. Rothschild, Joseph Rusakoff, Harry C. Waterston, William Weitman.

**MOTION PICTURE INDUSTRY CREDIT GROUP, NATIONAL ASSOCIATION OF CREDIT MEN**

229 Fourth Ave., New York 3, N. Y.  
OREgon 4-5100

Chairman ..... Joseph A. Tanney  
Vice-Chairman ..... Kern Moyses  
Secretary ..... William McAdam

**EXECUTIVE COMMITTEE**

Kern Moyses, S. C. Robbins, Sam Silverman, Joseph Tanney, Anthony Termini.

**MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.-C.I.O.**

1270 Sixth Avenue, New York 20, N. Y.  
CO. 5-7362

President ..... Robert Miller  
Vice-President ..... Joe Santly  
Treasurer ..... Jack Perry  
Executive Secretary ..... Bob Miller

**MEMBERS OF EXECUTIVE COUNCIL**

Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jerry Lewin, Bernie Pollack, Sammy Smith, Murray Luth, Moe Shulman, Ed Burton.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 1491 N. Vine St., Hollywood, Cal., Lucky Wilber, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

**FUNCTIONS**

Labor Union.

**MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.**

45 Rockefeller Plaza, New York 20, N. Y.  
PLaza 1-1930

**OFFICERS**

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

**NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION**

882 Victoria Ave., Los Angeles, Cal.  
Whitney 4245

**OFFICERS**

President ..... Mrs. Clara S. Logan  
1st Vice Pres. .... Dr. Richard Atkinson  
2nd Vice Pres. .... Dr. Lee DeForest  
Secretary ..... Mrs. Victor Roberts  
Treasurer ..... Mrs. Gertrude Blackstock

**FUNCTIONS**

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

**NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS**

(For Complete Listing See NARTB Section)

**NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)**

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

**OFFICERS**

National Chairman ..... Oliver W. Nicoll

**COUNCILS**

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council; 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. 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, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; 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 industry, 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 BROADCAST EMPLOYEES & TECHNICIANS (NABET)**

35 Court St., Chicago 4, Ill.  
WA 2-2462

International President.....George Smith  
International Vice-President.....Gene Klump  
International Sec'y-Treasurer.....Arthur Hjorth  
Canadian Sec'y-Treasurer.....Jiacomo Papa

**BRANCH OFFICES**

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo; 519 Jarvis, Toronto; 1231 St. Catherine, W. Montreal.

**FUNCTIONS**

NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

**NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS**

14 Gregory Hall, Urbana, Ill.  
Urbana 7-6611, Ext. 3394

**OFFICERS**

President.....Burton Paulu  
Vice-President.....Richard Hull  
Treasurer.....Robert J. Coleman  
Secretary.....William Harley  
Executive Director.....Harry J. Skornia

**DIRECTORS**

Region I: Arthur Weld, Jr., Syracuse University; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, No. C.; Region III: Ola Hiller, WFBE, Flint, Mich. Public Schools; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: John Schwarzwalder, KUHT, University of Houston; Region VI: E. Adams, KUOW, Washington U., Seattle, Wash.

**BRANCH OFFICE**

2500 Municipal Bldg., New York 7, N. Y.  
WH 3-3600, Seymour N. Siegel, Past President

**FUNCTIONS**

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, 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 ASSN. OF TELEVISION AND RADIO FARM DIRECTORS**

KWKH, Shreveport, La.

President.....Jack Timmons  
Vice-President.....Wes Seyler  
Secretary-Treasurer.....Don Tuttle  
KWKH, Shreveport, La.  
WIBW, Topeka, Kans.  
WGY, Schenectady, N. Y.

Historian.....Herb Plambeck  
WHO, Des Moines, Iowa  
CHATS Editor.....Maynard Speece  
WCCO, Minneapolis, Minn.

**FUNCTIONS**

NATRED is an organization dedicated to the service of agriculture, station management and the advertiser.

**NATIONAL AUDIENCE BOARD, INC.**

152 East End Ave., New York 28, N. Y.  
TRafalger 9-6070

**Officers**

President.....Peter Goelet  
Exec. Vice-Pres.....Bernard F. Kamins  
Treasurer.....David J. Colton  
Secretary.....Harriet Williams

**Branch Offices**

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator.

**Functions**

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

**NATIONAL BETTER BUSINESS BUREAU, INC.**

Chrysler Bldg., New York 17, N. Y.  
MUrray Hill 6-3535

**OFFICERS**

Chairman of Board.....Warren C. Agry  
President.....Kenneth B. Willson  
1st Vice-Chairman.....William G. Werner  
2nd Vice-Chairman.....Lorimer B. Slocum  
Secretary.....Lowell Shumway  
Treasurer.....Frank F. Soule

**Directors**

Warren C. Agry, Kenneth B. Willson, William G. Werner, Lorimer B. Slocum, Lowell Shumway, Frank F. Soule, Willcox B. Absit, Claude Alexander, Edward J. Breck, Jr., R. Buckley, Wallace E. Campbell, William A. Dyer, Jr., Ralph T. Friedmann, John N. Garver, Robert E. Healy, R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Virgil W. Milton, John A. Spooner, William E. Steers.

**FUNCTIONS**

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

**NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.**

710 14th St., Northwest, Washington 5, D. C.

President.....Bill Daniels  
Vice-President.....George J. Barco  
Secretary.....A. J. Malin  
Treasurer.....W. Randolph Tucker  
Immediate Past President.....M. F. Malarkey, Jr.  
Executive Secretary.....E. Stratford Smith

**DIRECTORS**

Homer A. Bergren, Larry Boggs, George H. Bright, Jr., Lloyd A. Calhoun, William J. Calsam, Ned W. Cogswell, Glenn H. Flinn, Gerard B. Henderson, Paul B. McAdam, Bruce Merrill, Sandford Randolph, J. Holland Rannells, Charles H. G. Rees, Clive Rannells, Jr., Joseph C. Saricks, Ralph S. Shepler, John M. Spottswood, Harley E. Steiner, Fred J. Stevenson.

**FUNCTIONS**

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

**NATIONAL COUNCIL OF DISC JOCKEYS**

c/o Murray Kaufman  
Radio Station WMCA  
New York, N. Y.

OFFICERS

President Murray Kaufman  
 Executive Vice-President Al Jarvis  
 KFWB, Hollywood, Calif.  
 Treasurer Bob Clayton  
 WHDH, Boston, Mass.  
 Secretary Don McLeod,  
 WJBK, Detroit, Mich.

BOARD OF GOVERNORS

Howard Miller, WIND, Chicago, Ill.; Dick Clark, WFIL-TV, Philadelphia, Pa.; Mark Evans, WTOP, Washington, D. C.; and Phil McLean, WERE, Cleveland, Ohio.

FUNCTIONS

The national Council of Disc Jockeys is a non-profit membership corporation for the purpose of instituting national activities to enlist participation of America's youth in public service endeavors.

NATIONAL TELEFILM ASSOCIATES, INC.

60 West 55th St., New York 19, N.Y.  
 PLaza 7-2100  
 (See Film Producer Section)

NAT. TELEVISION FILM COUNCIL

1639 Broadway, New York 19, N.Y.  
 JUdson 6-5444

Officers

Honorary Lifetime Pres. Melvin L. Gold  
 President Dr. Alfred N. Goldsmith  
 Exec. V.-P. Lou Feldman  
 Exec. Sec'y Sydney A. Mayers  
 General Secretary Sally Perle  
 Treasurer Charles W. Carpenter  
 V. P., Production Marvin Rothenberg  
 V. P., Distribution Saul Turrell  
 V. P., Stations David L. O'Shea  
 V. P., Agencies Marshall G. Rothen  
 V. P., Technical Services William J. Reddick  
 V. P., Membership Stan M. Cole

DIRECTORS

John J. Schneider, Chr.; Joseph Dougherty, E. P. Genock, Albert D. Hecht, Peter Keane, Steven Manning, Arche A. Mayers, Waldo Mayo, Martin Rich, Don E. Widlund.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

218 W. 47th St., New York 36, N. Y.  
 COlumbus 5-0956

OFFICERS

President Louis Handin  
 Vice-President Dorothe A. Masters  
 Treasurer Lester Rose  
 Secretary Bettie North

BOARD OF GOVERNORS

Hon. Leonard Conner, James Clark, Lillian Lindeman, Ruth Lyons, Edna Osborne, Nan McDonald, Grace Harvey, Phoebe Whiteside, Joe Woods.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.  
 CIrcle 5-4343

OFFICERS

President Noble Sissle  
 Vice-President Leigh Whipper  
 Executive Secretary Lilynn Brown Evans  
 Treasurer W. C. Handy  
 Assistant Treasurer A. Edward Walters  
 Recording Secretary Evelyn Davis  
 Assistant Secretary Lillian Roberts  
 Chaplain Dr. John H. Johnson  
 Counsel Harry T. Bragg, Simon Fineston

PHILA. RADIO & TV BROADCASTERS ASSOC.

215 South Broad St., Philadelphia 7, Pa.

President Robert A. Klein  
 Vice-President Patrick J. Stanton  
 Secretary John R. Mahoney  
 Treasurer William B. Caskey  
 Executive Director Austin Marshall

BRANCH OFFICE

Radio Station WPEN, 2212 Walnut St., Philadelphia 3, Pa. LOcust 4-6000

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
 COlumbia 5-7362

OFFICERS

Honorary President Rocco Vocco  
 President Robert Miller  
 Vice-President Joseph Santly  
 Treasurer Jack Perry  
 Executive Director Bob Miller  
 Board of Governors Bob Baumgart,  
 Bert Haber, Lea Diston, Mickey Garlock, Mac Kooper, Moe Shulman, Bernie Pollack, Jerry Lewin, Sammy Smith, Bob Baumgart, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
 Regional Director Morton Schaefer  
 1491 N. Vine St., Los Angeles, Calif.  
 Regional Director Lucky Wilber  
 36 E. 5th St., Cincinnati, O.  
 Regional Director Danny Engel  
 225 - 26th St., Santa Monica, Calif.  
 Regional Secretary Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y.  
 PLaza 7-7600

Director W. J. Convery Egan  
 Asst. Director Thomas H. Brown, Jr.  
 Program Manager Mucio Delgado  
 Public Relations Director Alton Kastner  
 Technical Director Claude Harris  
 European Director (Munich Office) Richard Condon  
 Manager Director (Lisbon Office) Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Romania and Bulgaria over 29 short and medium wave transmitters. Its programs, of all types, written and broadcast by exiles from behind the Iron Curtain, bring the captive people truth and news of their own countries, as well as of the free world, helping them keep alive a strong spirit, until such time as they may free themselves.

RADIO ADVERTISING BUERAU INC.

460 Park Ave., New York 22, N. Y.  
 MUrray Hill 8-4020

OPERATING GROUP

President Kevin B. Sweeney  
 Vice-President and General Manager John F. Hardesty  
 Vice-Pres. and Dir. of Promotion Sherril W. Taylor  
 Asst. Secy.-Treas. William L. Morison

GOVERNING GROUP

Chrmn. of the Board Kenyon Brown  
 KWFT, Wichita Falls, Texas  
 Secretary William B. McGrath  
 WHDH, Boston, Mass.  
 Treasurer John S. Hayes  
 WTOP, Washington, D. C.

# ORGANIZATIONS

Chrmn. of Executive Committee . . . . . Ward D. Ingram  
 KHJ, Los Angeles, Calif.  
 Chrmn. of Finance Committee . . . . . John S. Hayes  
 WTOP, Washington, D. C.

### BOARD OF DIRECTORS

Joseph E. Baudino, WBC, Washington, D. C.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KWTF, Wichita Falls, Texas; Richard D. Buckley, WNEF, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; John C. Cohan, KSBW, Salinas, Calif.; Matthew J. Culligan, NBC Radio, New York; Robert E. Dunville, WLW, Cincinnati, Ohio; Donald Durgin, ABC Radio, New York; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; Arthur Hull Hayes, CBS Radio, New York, N. Y.; John S. Hayes, WTOP, Washington, D. C.; George J. Higgins, KMBC, Kansas City, Mo.; Ward D. Ingram, KHJ, Los Angeles, Calif.; Alex Keese, WFAA, Dallas, Texas; C. Howard Lane, OHN, Portland, Ore.; Elroy McCow, WINS, New York, N. Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Gilmore N. Nunn, WLAP, Lexington, Ky.; Edward Petry, Edward Petry & Co., Inc., New York, N. Y.; John B. Poor, MBS, New York, N. Y.; Don Searle, Colby, Kans.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Lee Wailes, Starer Broadcasting Co., Miami Beach, Fla.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

## RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

270 Park Ave., New York 17, N. Y.  
 Plaza 1-2720

### OFFICERS

President . . . . . Julian Anthony  
 1st Vice-President . . . . . Nick Archer  
 2nd Vice-President . . . . . Herb Schwartz  
 Sergeant-at-Arms . . . . . George Jordan  
 Secretary . . . . . Ruth Marciniak  
 Ass't Sec'y . . . . . Charles Campbell  
 Treasurer . . . . . Richard Milbauer

### BOARD OF GOVERNORS

Chairman: Lou Hutt; Julian Anthony, Nick Archer,  
 Robert F. Donahue, Roy D. Edwards, George Jordan,  
 Burt Reinhardt.

## THE RADIO PIONEERS CLUB

589 Fifth Ave., New York 17, N. Y.  
 Plaza 9-1500

### OFFICERS

President . . . . . Clair R. McCollough  
 1st Vice-President . . . . . John Patt  
 Vice-Pres. . . . . Victor Diehm, William H. Fineshriber, Jr.  
 Secretary . . . . . Clair McCollough  
 Treasurer . . . . . Charles A. Wall  
 Executive Secretary . . . . . M. H. Shapiro

### 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."

## RADIO AND TELEVISION

### DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.  
 Plaza 9-0949

### OFFICERS

International President . . . . . Ernest Ricca  
 1st Vice-President . . . . . Robert L. Robb  
 2nd Vice-President . . . . . Joseph Byrne  
 3rd Vice-President . . . . . Richard Schneider

Secretary . . . . . Stuart Phelps  
 Treasurer . . . . . Robert Prialux

### NATIONAL BOARD

Walter Gorman, New York; David Lowe, New York; Ernest Ricca, New York; Richard Schneider, New York; George Fogle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedin, Hollywood; Graver Allen, Chicago; Joseph Byrne, Chicago; Raymond Shane, Cleveland; Lamar Caselli, N.Y.; Tom Donovan, N.Y.; Robert Prialux; Stuart Phelps, Hollywood; Robert Ritter, Detroit; Carl G. Degan.  
 National Executive Director . . . . . Newman H. Burnett  
 General Counsel . . . . . Charles Bailon  
 (Phillips, Nizer, Benjamin & Krim)

### BRANCH OFFICES

New York Local—114 East 52nd St., New York 22, Plaza 9-0875. Newman H. Burnett, Executive Secretary; Robert Prialux, President.  
 Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., HOLLYWOOD 2-3324. Elizabeth Gould, Executive Secretary; Stuart Phelps, President.  
 Chicago Local—100 W. Monroe St., Chicago, Ill. Joseph Byrne, President.  
 Detroit Local—1257 Penobscot Bldg., Detroit 26, Mich., WOODWARD 5-0061. Boaz Siegel, Executive Secretary; Robert Ritter, President.  
 Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Carl Degan, President.  
 Cleveland Local—17502 Holly Hill Dr. Cleveland 5, Ohio, LONGACRE 1-8594. Raymond Shane, President.

### 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.

## RADIO AND TELEVISION

### EXECUTIVES SOCIETY, INC.

Hotel Biltmore, New York 17, N. Y.

### OFFICERS

President . . . . . Robert Jay Burton  
 1st Vice-President . . . . . Merle Jones  
 2nd Vice-President . . . . . Robert Leder  
 Treasurer . . . . . Bernard Goodwin  
 Secretary . . . . . Claude Barrere  
 Executive Director . . . . . Claude Barrere

### BOARD OF GOVERNORS

Kenneth Bilby, Maggi Eaton, Norman Glenn, Norman Gluck, Don McClure, Frank Pellegrin, Roger Pryor, Robert Schmid, Sam Slate, Geraldine Zarbaugh.

### FUNCTIONS

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

## RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

See Equipment Section

## RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.  
 NAational 8-3120  
 Chairman . . . . . Joseph F. McCaffrey (Ind.)  
 Vice-Chairman . . . . . Robert Hurlleigh (MBS)

Treasurer ..... Julian Goodman  
 Members-At-Large ..... Eric Sevaraid (CBS),  
 George Marmer (UP-Radio), Charles Shutt (Tele-  
 news), Lewis Shollenberger (CBS)

**FUNCTIONS**

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

**RADIO-ELECTRONICS-TV MANUFACTURERS ASSOCIATION OF CANADA**

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
 Walnut 1-2898

Pres., Chrm. of Board ..... J. D. Campbell  
 V.-P., Chrm. Receiver Div. .... J. J. Kingman  
 V.-P., Chrm., Components Div. .... A. L. Stopps  
 V.-P., Chrm., Electronics Div. .... J. C. R. Punched  
 Director of Engineering ..... R. A. Hackbusch  
 General Manager ..... R. W. Radcliffe

**FUNCTIONS**

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

**THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION**

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

**OFFICERS**

President ..... Ted Koop  
 CBS, Washington, D. C.  
 Vice-Pres., Program ..... Jack Krueger  
 WTMJ, Milwaukee, Wis.  
 Vice-Pres., Radio ..... Lee White  
 KROS, Clinton, Ia.  
 Vice-Pres., TV ..... Ralph Renick  
 WTVJ, Miami, Fla.  
 Treasurer ..... Sheldon Peterson  
 KLZ, Denver, Colo.  
 Exec. Sec'y ..... Rob Downey  
 WKAR, East Lansing, Mich.

**DIRECTORS**

Bruce Palmer, KWTW, Oklahoma City, Okla.; Jim McCaffren, WOW, Omaha, Nebr.; Dick Cheverton, WOOD, Grand Rapids, Mich.; Ron Laidlaw, CFPL, London, Ont.; Bill Monroe, WDSU, New Orleans, La.; Parker Hoy, WLAM, Lewiston, Me.; Nick Basso, WSAZ, Huntington, W. Va.; Bill Small, WHAS, Louisville, Ky.; John Maters, WJLS, Lansing, Mich.

**FUNCTIONS & ACTIVITIES**

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

**SCREEN ACTORS GUILD**

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

President ..... Walter Pidgeon  
 1st Vice-President ..... Leon Ames  
 2nd Vice-President ..... Dana Andrews  
 3rd Vice-President ..... Howard Keel  
 Recording Secretary ..... Robert Keith  
 Treasurer ..... George Chandler  
 National Executive Secretary ..... John L. Dales

**BRANCH OFFICES**

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

11 Beacon Street, Room 624, Boston 8, Mass. Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary. 1505 Fountain Square Bldg., Cincinnati 2, Ohio. DUNbar 1-2121. Mr. Jonas B. Katz, Executive Secretary.

513 Bulkeley Bldg., Cleveland 15, Ohio. Superior 1-1930. Mr. Robley D. Evans, Executive Secretary. 1257 Penobscot Bldg., Detroit 26, Mich. Woodward 1-8214. Mr. Boaz Siegel, Executive Secretary. 1101 Plaza Building, 533 Fifth Ave., Pittsburgh 19, Pa. ATLantic 1-6767. Executive Secretary, Mr. Donald B. Hirsch.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

**FUNCTIONS**

Union affiliated with A.F. of L.-C.I.O., representing actors, singers and announcers in theatrical, television, industrial and all other forms of motion pictures.

**SCREEN COMPOSERS ASSOCIATION**

9538 Brighton Way, Beverly Hills, Calif.  
 CRestview 6-3123

President ..... Dr. Miklos Rozsa  
 Vice-President ..... Robert E. Dolan  
 Secretary ..... David Buttolph  
 Treasurer ..... George Dunning

**FUNCTIONS**

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

**SESAC INC.**

475 Fifth Ave., New York 17, N. Y.  
 MURray Hill 5-5365

**OFFICERS**

President ..... Paul Heinecke  
 Treasurer ..... R. C. Heinecke  
 Asst. to President ..... E. S. Prager  
 Director Station Relations ..... W. F. Myers  
 Director Program Services ..... R. S. Stone  
 Publicity, Promotion ..... Alice Heinecke  
 Office Administration ..... S. B. Candilora

**FUNCTIONS**

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

**SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS**

55 West 42nd Street, New York 36, N. Y.  
 LOngoore 5-0172

**OFFICERS**

President ..... Barton Kreuzer  
 Past President ..... John G. Frayne  
 Executive Vice-President ..... Norwood L. Simmons  
 Engineering Vice-President ..... Axel G. Jensen  
 Editorial Vice-President ..... Glenn E. Matthews  
 Financial Vice-President ..... John W. Servies  
 Convention Vice-President ..... G. Carleton Hunt  
 Sections Vice-President ..... Ethan M. Stifle  
 Treasurer ..... George W. Colburn  
 Secretary ..... Wilton R. Holm  
 Chrm. New York Section ..... George H. Gordon  
 Chrm. Rochester Section ..... Walter I. Kisner  
 Chrm. Washington, D. C. Section ..... Keith B. Lewis  
 Chrm. Atlanta Section ..... Charles W. Wood  
 Chrm. Chicago Section ..... Kenneth M. Mason  
 Chrm. Dallas-Fort Worth Section ..... Bruce S. Jamieson  
 Chrm. Hollywood Section ..... John W. DuVall  
 Chrm. San Francisco Section ..... R. A. Isberg  
 Executive Secretary ..... Charles S. Stodter

**FUNCTIONS**

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

**SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)**

158 W. 55th St., New York 19, N. Y.  
 Circle 7-1059

**OFFICERS**

President ..... Abel Baer  
 Vice-President ..... Louis Alter  
 2nd Vice-President ..... Walter Bishop  
 Treasurer ..... Leonard Whitcup  
 Secretary ..... Joseph Meyer  
 Executive Director ..... Miriam Stern

Copyright Department.....Margaret Thiele  
Counsel.....John Schulman

**COUNCIL**

Chairman, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hammerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, John Jacob Loeb, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Charles Tobias, Jack Yellen, Ben Oakland, Chairman of West Coast committee.

**BRANCH OFFICE**

6272 Sunset Blvd., Hollywood 28, Calif.  
Hollywood 2-1108

**FUNCTIONS**

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 ASSOCIATION**

6047 Hollywood Blvd., Los Angeles 28, Calif.  
Hollywood 9-7254

President.....William J. Taylor, KSLR  
Chairman of the Board.....Lloyd Sigman, KMPC  
Vice-Chairman.....Howard Gray, KGIL  
Secretary.....John Hansen, KABC  
Treasurer.....Thelma Kirchner, KGFJ, Hollywood

**FUNCTIONS**

Represents 64 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**

Box 223, Radio City Station, New York 19, N. Y.

President.....Len Dillon  
1st Vice-President.....Mel Allen  
2nd Vice-President.....Chris Schenkel  
Secretary.....Frank Litsky  
Treasurer.....Guy Le Bow

**FUNCTIONS**

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

**STATION REPRESENTATIVES  
ASSOCIATION, INC.**

101 Park Avenue, New York 17, N. Y.  
MUrray Hill 5-4141

**OFFICERS**

President.....Frank M. Headley  
Vice-President.....H. Preston Peters  
Secretary.....Robert Meeker  
Treasurer.....Eugene Katz

**DIRECTORS**

Joseph J. Weed, John P. Blair, Lewis H. Avery,  
Managing Director.....Lawrence Webb

**FUNCTIONS**

To develop the use and increase the sale of National Spot Radio and Television Advertising.

**TELEVISION BUREAU OF  
ADVERTISING (TVB)**

444 Madison Ave., New York 22, N. Y.  
MUrray Hill 8-0215

Chairman of Board.....W. D. Rogers, Jr.  
President.....Norman E. Cash  
Secretary.....Roger Clipp  
Treasurer.....Lawrence H. Rogers  
National Sales Director.....Halsey Barrett

Director Sales Development.....G. C. Huntington  
Dir. Sls. Promotion.....Gordon Hellman  
Dir. Research.....Dr. Leon Arons  
Dir. Retail Sales.....Howard Abrams

**FUNCTIONS**

All-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for television and to promote more effective use of the medium.

**TELEVISION DIRECTORS GUILD**

114 East 52nd St., New York 22, N. Y.  
PLaza 9-0949

**OFFICERS**

International President.....Ernest Ricca  
National Exec. Director.....Newman H. Burnett

**UNITED NATIONS—RADIO  
DIVISION OF PUBLIC  
INFORMATION**

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

**OFFICERS**

Under Secy., Pub. Info.....A. S. Bokhari  
Dir, Radio Div.....Peter Ayles  
Dep. Dir.....W. Gibson Parker  
Chief, Central Services.....E. Soler-Alonso  
Chief, Eng. Lang. Serv.....Michael Hayward

**FUNCTIONS**

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

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

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

**OFFICERS**

Director.....Theodore C. Streibert  
Chief Bcstg. Service.....Robert E. Button

**FUNCTIONS**

To inform all peoples throughout the world of the policies and objectives of the U. S. Government and to counter distortions of hostile propaganda. The Voice broadcasts 75 daily programs in 43 languages through a network of 78 transmitters.

**WRITERS GUILD OF AMERICA,  
EAST, INC.**

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

President.....Erik Barnouw  
Vice-President.....Stanley Niss  
Secretary-Treasurer.....William Kendall Clarke  
Executive Director.....Evelyn F. Burkey

**FUNCTIONS**

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

**WRITERS GUILD OF AMERICA,  
WEST, INC.**

8782 Sunset Blvd., Hollywood 46, Calif.  
CRestview 5-1162

**OFFICERS**

President.....Edmund Hartman  
First Vice-President.....Daniel Taradash  
Second Vice-President.....Gomer Cool  
Secretary.....Hal Kanfer  
Treasurer.....Curtis Kenyon  
Executive Director.....Frances Inglis  
President, TV-Radio Branch.....David Dortort  
Vice-Pres., TV-Radio Branch.....Gene Wang  
Sec'y-Treas., TV-Radio Branch.....Al Martin

**FUNCTIONS**

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

# PUBLICATIONS

Covering the Field of Radio—Television—FM  
TRADE — FAN — TECHNICAL — GENERAL

## THE ADVERTISER

11 W. 42 St., New York 36, N. Y.  
Phone: LOnacre 5-2125

Publisher .....Manuel Rosenberg  
Editor .....Lydie Bloch  
Associate Editor.....Diana Chia  
Business Manager.....L. B. Rosenberg  
Advertising Manager.....Robert M. Jason  
Media Service Dir.....Ellis Porter  
Production Mgr.....Arnold Hallock  
Circulation Dir.....Sam J. Davis  
Staff Writers.....George Abrams,  
Charles Sievert, Tom Patterson, Arthur  
Coles.

## ADVERTISING AGE

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

Publisher.....G. D. Crain, Jr.  
Editor.....S. R. Bernstein  
Exec. Editor (N. Y.).....John Crichton  
Managing Editor.....Jarlath J. Graham

## ADVERTISING AGENCY

48 West 38th St., New York 18, N. Y.  
Phone: LOnacre 5-3320

Publisher.....Moore Pub. Co.  
President.....J. H. Moore, Jr.  
Editor .....Robert D. Stuart  
Managing Ed.....Albert H. Jaeggin  
Advertising Dir.....G. M. Lewander  
Circulation Dir.....Edward C. Johnson

## THE BILLBOARD

1564 Broadway, New York, N. Y.  
Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford  
Co-Publisher.....R. S. Littleford, Jr.

### Branch Offices

2160 Patterson St., Cincinnati 22, O.  
Phone: DUnbar 1-6450  
Pres. & Treas.....E. W. Evans  
188 W. Randolph St., Chicago 1, Ill.  
Phone: CEntal 6-8761  
Manager .....Maynard L. Reuter  
6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOllywood 9-5931  
Manager .....Sam Abbott  
390 Arcade Bldg., St. Louis 1, Mo.  
Phone: Chestnut 1-0443  
Manager .....Frank Joerling

## BROADCASTING-TELECASTING

1735 DeSales St. at Connecticut Ave.  
Washington 6, D. C.

Phone: METropolitan 8-1022

Editor & Publisher.....Sol Taishoff  
V.P. & Gen. Manager.....Maury Long  
Managing Editor.....Edwin H. James  
Senior Editors.....Rufus Crater,  
J. Frank Beatty, Bruce Robertson  
Cir. Mgr. & Readers Serv.....John Cosgrove  
Southern Sales Mgr.....Ed Sellers

### Branch Offices

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-8355

Senior Editor.....Rufus Crater  
Sales Manager.....Winfield R. Levi  
Eastern Sales Mgr.....Kenneth Cowan  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntal 6-4115

### Midwestern Sales

Mgr.....Warren W. Middleton  
Midwestern News Editor.....John Osbon  
6253 Hollywood Blvd.  
Hollywood 28, Calif.  
Phone: HOllywood 3-8181

Western News Ed.....Larry Christopher  
Western Sales Mgr.....Bill Merritt  
32 Collin Ave., Toronto, Canada  
Phone: HUDson 9-2694

Executive-in-Chg. ....James Montagnes

## DAILY VARIETY

6311 Yucca St., Hollywood 28, Calif.  
Phone: HOllywood 9-1141

Publisher .....Syd Silverman  
Editor .....Joe Schoenfeld  
Managing Editor.....Albert Scharper  
Advertising Manager....Charles Gerlach, Jr.  
Business Manager.....Barbara Oneal

### Main Office

(See listing under VARIETY)

## DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.  
Phone: VICTory 2-0300

Publisher .....Charles Suber  
Executive Editor .....Jack Tracy

## EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.  
Phone: BRyant 9-3052

Publisher.....Charles T. Stuart



Chm. of Board.....James Wright Brown  
Pres. & Editor.....Robert U. Brown  
Exec. Editor.....Jerome H. Walker  
Advertising Mgr.....Leach Laney  
Classified Mgr.....Evelyn Kolojay  
Dir. of Circulation.....George McBride

**ELECTRONICS**

330 W. 42 St., New York 36, N. Y.  
Phone: LOnacre 4-3000

Editor.....W. W. MacDonald  
Managing Editor.....Vin Zeluff

**ELECTRONIC INDUSTRIES  
& TELE-TECH**

Chestnut & 56th Streets, Philadelphia, Pa.  
Phone: SHerwood 8-2000

Editor.....Bernard F. Osbahr  
Publisher.....M. Clements  
Business Mgr. Blair McClenachan

**FILM DAILY**

DAILY. 1501 Broadway, New York 36, N. Y., Phone, BRyant 9-7117. J. W. Alicoate, Publisher; Chas. A. Alicoate, Executive Publisher; Chester B. Bahn, Editor; Winfield Andrus, Managing Editor; West Coast Offices: West Coast Division Manager, Paul Devoe; Office Manager, Ethel Rosen; 6425 Hollywood Blvd., Phone Hollywood 9-5358; Washington Bureau, James J. Butler, 1140-42 Nat'l Press Bldg., Phone ME 8-0823; Chicago Bureau, Joseph Esler Chief; C. L. Esler, 6241 N. Oakley Ave., Phone BRiargate 4-7441. Far East Bureau, Glenn F. Ireton, Mgr., 78 Akasaka Daimachi, Minato-ku, Tokyo, Phone 48-1366; Southern Europe Bureau, John Perdicari, Chief; Ludovisi 16.

**THE HOLLYWOOD REPORTER**

6715 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7411

Publisher.....W. R. Wilkerson  
Editor.....Don Carle Gillette  
Business Manager.....Geo. H. Kennedy

**MARKETS OF AMERICA**

11 W. 42nd St., New York 36, N. Y.  
Phone: LOnacre 5-2125

Publisher.....Manuel Rosenberg

Editor.....Lydie Bloch  
Managing Editor.....Col. Don R. Jason  
Associate Editor.....Diana Ghia  
Business Mgr.....L. B. Rosenberg  
Camera Editor.....Lydie Bloch  
Advertising Mgr.....Robert M. Jason  
Production Mgr.....Arnold Hallock  
Circulation Mgr.....Sam J. Davis

**METRONOME**

114 E. 32nd St., New York 16, N. Y.  
Phone: LExington 2-6550

Editor.....Bill Coss  
Assistant Editor.....Jack Maher  
Advertising Representative...Lee Cummings  
General Manager.....Earl Umphenour

**MIKE & SCREEN PRESS DIRECTORY**

270 Park Ave., New York 17, N. Y.  
Phone: PLaza 1-2720

Publisher.....Radio-Newsreel-Television  
Working Press Association  
Editor.....Arnold Lerner

**MUSICAL AMERICA**

113 W. 57 St., New York 19, N. Y.  
Phone: Circle 7-0520

Publisher.....John F. Majeski  
Treas.....John F. Majeski, Jr.  
Editor.....Ronald Eyer  
Advertising Mgr.....Maurice B. Swaab  
Production Mgr.....Edward I. Davis

**MUSICAL COURIER**

119 West 57 St., New York 19, N. Y.  
Phone: Circle 7-4500

Publisher.....Roy E. Gainsburg  
Editor.....Gid W. Waldrop  
Chief Critic.....Henry W. Levinger

**PRINTERS' INK**

205 E. 42 St., New York 17, N. Y.  
Phone: MURray Hill 3-6500

President.....Richard W. Lawrence, Jr.  
Editor & Publisher.....Eldridge Peterson  
Ass't. to Publisher...Walter F. Newhouse, Jr.  
Advertising Director.....Gove Compton  
Executive Ed.....Harold E. Green  
Managing Ed.....Carroll J. Swan  
News Editor.....W. Richard Bruner  
Assoc. Editor.....Russ Carpenter  
Asst. Editor.....John Wulp  
Circulation Mgr.....R. R. Rountree

*Branch Offices*

208 S. LaSalle St., Chicago 4, Ill.  
Mid-West Editor.....Harold E. Green  
Statler Bldg., Boston 16, Mass.  
Manager.....E. P. Meade  
5127 Whittier Blvd., Los Angeles 22, Calif.  
Western Editor.....Louis F. Thomann  
Rhodes-Haverty Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....H. F. Cogill  
111 Sutter St., San Francisco 4, Calif.



Executive-in-Charge .....George Nichols  
 804 Redman Ave., Haddonfield, N. J.  
 Philadelphia Sales Mgr....Harold V. Brown  
 1319 F Street, N. W., Washington 4, D. C.  
 Washington Editor.....Wallace Fingal

**RADIO ANNUAL &  
 TELEVISION YEAR BOOK**

**YEARLY.** 1501 Broadway, New York 36, N. Y. Phone. Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Richard Brett, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

**RADIO-TELEVISION DAILY**

**DAILY.** 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Chester B. Bahn, Vice-President; Joe Morris, Managing Editor; Dick Donnelly, Associate Editor; Matt Seidman, News Editor; West Coast, Phone Hollywood 9-3951, Paul K. Devoe, Western Division Manager; Jerry Tidwell, Ethel Rosen, Bill Barton; Washington Bureau, Harry Lando, 1126 National Press Bldg. Phone Executive 3-4808; Chicago Bureau, Nat Green, Room 500, Woods Bldg., 54 W. Randolph St., Phone Dearborn 2-6757; Mexico City Office, B. Fernandez Aldana, Ax., Morelos, 58-305, Mexico, D. F., Phone, 21-03-24; Rome Office, John Perdicari, Ludovisi 16; Puerto Rican Bureau, Antonio Alfonso, Edificio Ochoa, San Juan, P. R., P. O. Box 3485, Phone, 3-2750; Far East Bureau, Glenn F. Ireton, 78 Akasaka Daimachi, Minato-Ku, Tokyo, Phone, 48-1366.

**RADIO-ELECTRONICS**

154 W. 14th St., New York 11, N. Y.  
 Phone: ALgonquin 5-7755

Editor-in-Chief.....Hugo Gernsback  
 Editorial Director...M. Harvey Gernsback  
 Managing Editor.....Fred Shunsman  
 Technical Editor.....Robert F. Scott  
 Production Mgr.....Elizabeth Stalcup  
 Technical Illustration Dir.,  
 Wm. Lyon McLaughlin  
 General Mgr.....Lee Robinson  
 Sales Manager.....John J. Lamson  
 Circulation Mgr.....G. Aliquo  
 Promotion Mgr.....Robert A. Fallath

**RADIO & TELEVISION NEWS**

366 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-8080

President .....B. G. Davis  
 Publisher .....Oliver Read  
 Editor .....William Stocklin  
 Technical Editor.....Milton S. Snitzer

**SALES MANAGEMENT**

386 Fourth Ave., New York 16, N. Y.  
 Phone: LEXington 2-1760

Editor & Publisher.....Philip Salisbury  
 Executive Vice Pres.....John W. Hartman  
 Executive Editor.....A. R. Hahn  
 Managing Editor.....John H. Caldwell

**SERVICE**

**The Technical Journal of the  
 TV-Radio Trade**

52 Vanderbilt Ave., New York 17, N. Y.  
 Phone: MURray Hill 4-0170

President.....Bryan S. Davis  
 Editor and Publications Dir...Lewis Winner  
 Advertising Manager.....Aaron L. Lafer

**SPONSOR**

40 East 49th St., New York 17, N. Y.  
 Phone: MURray Hill 8-2772

Pres. and Editor.....Norman R. Glenn  
 Executive Editor.....Miles David  
 V.P. & Gen. Mgr.....Bernard Platt  
 Secty.-Treas. ....Elaine C. Glenn

**RADIO ADVERTISING RATES  
 & DATA**

Published by

**STANDARD RATE & DATA  
 SERVICE, INC., Publishers**

1740 Ridge Ave., Evanston, Ill.  
 Phones: HOLlycourt 5-2400, DAVIS 8-5600  
 Publisher & Chrm. of Bd..Walter E. Botthof  
 President and Treas.....C. Laury Botthof  
 Executive Vice-Pres.....Albert W. Moss  
 Asst. Publisher.....R. A. Trenkmann





Secretary.....E. L. Botthof  
V.P. and Asst. Treas.....Frank J. Ceithaml

*Sales Offices*

Executive Vice-President....Albert W. Moss  
420 Lexington Ave., New York 17, N. Y.

Phone: MUrray Hill 9-6620

Don Harway & Company.....Don Harway  
1709 W. Eighth Street, Los Angeles 17, Calif.

Phone: DUmkirk 2-8576

See complete listing under Standard Rate &  
Data Service, Inc. for: Spot Radio Rates &  
Data, Spot Television Rates & Data, Network  
Rates & Data, Films for Television.

**TELEVISION AGE**

444 Madison Ave., New York 22, N. Y.

Phone: PLaza 1-1122

Publisher.....S. J. Paul  
Editor.....Art King  
Film Editor.....David Yellin  
Associate Editors.....Daniel Richman,  
Bill Greeley

Assistant News Editor.....Jonah Gitlitz  
Washington Correspondent....David Stewart  
Asst. Advertising Mgr..A. Richard Robertson  
Advertising Rep.....Irving Gross  
Production Director.....Fred Lounsbury  
Circulation Director.....H. C. Gainer  
Reader's Service Dept.....Marcia Krinsley

Chicago Office

333 North Michigan

Tel.: FRanklin 2-7100

West Coast

H. Quenton Cox

423-25 Terminal Sales Bldg., Portland

**TELEVISION DIGEST**

Wyatt Bldg., Washington 5, D. C.

Phone: STerling 3-1755

Editor & Publisher.....Martin Codel  
Senior Editor.....Al Warren  
Associate Editor.....David Lachenbruch  
Trade Reports Ed.....Gershon Fishbein  
Editorial Assoc.....Paul Stone,  
William J. McMahon, Jr.  
Business Mgr.....Robert Cadel

**TELEVISION**

600 Madison Ave., New York 22, N. Y.

Phone: PLaza 3-9944

Editor & Publisher....Frederick A. Kugel  
Advertising Manager.....Robert Lewis  
Business Manager.....Jack Blas  
Executive Editor.....Herman W. Land  
Managing Editor.....Abby Rand  
Feature Editor.....Geri Cohen  
News Editor.....Ed Feldman  
Manager of Research.....Gerald Firestone  
Contributing Editors.....Linnea Nelson,  
Harry McMahan, Tad Reeves

Editorial Assistants....Barbara Landsberg,  
Eli Mikals

Sales Service.....Howard H. Fogel  
*Branch Offices*

1749½ N. La Brea, Los Angeles, Calif.

Exec.-in-Charge.....Frank Orme  
360 N. Michigan Ave., Chicago, Ill.

Exec.-in-Charge.....Laurin Healy

**TIDE**

1564 Broadway, New York 36, N. Y.

Phone: PLaza 7-2800

Publisher.....Hartley W. Barclay

Editor.....Morgan Browne

**TRIANGLE PUBLICATIONS, INC.  
RADIO-TV DIVISION**

46th and Market Sts., Philadelphia 39, Pa.  
Vice President, Gen. Mgr....Roger W. Clipp  
Executive Asst. to General Manager..David  
J. Bennett

Director of National Sales

Edward H. Benedict

Dir. of Public Relations and Programming  
John D. Scheuer, Jr.

Director of Engineering.....Henry E. Rhea

Business Manager.....John C. Harlan

Chief Statistician.....Richard W. Gideon

**TV GUIDE**

Local Edition Office

625 Madison Ave., New York 22, N. Y.

Phone: TEmpleton 8-4700

Advertising Manager.....A. Jay Segal

Regional Editor.....Charles Shapiro  
National Office

400 N. Broad St., Philadelphia 1, Pa.

Phone: RIttenhouse 6-1600

Editor.....Walter H. Annenberg

Publisher.....James T. Quirk

Managing Editor.....Merrill Panitt

Circulation Director.....Dwight Yellen

Advertising Director.....Michael J. O'Neill

Promotion Manager.....Donald P. Kahn

**VARIETY**

154 West 46th St., New York 36, N. Y.

Phone: LUXemburg 2-2700

President.....Syd Silverman

Editor.....Abel Green

Advertising Manager.....J. J. Colby

*Branch Offices*

6311 Yuca St., Hollywood 28, Calif.

Editor (Daily Variety).....Joe Schoenfeld

612 N. Michigan Ave., Chicago 11, Ill.

Manager.....Don Wilson

1292 National Press Bldg.

Washington 4, D. C.

Bureau Head.....Herman Lowe

8 St. Martins Pl., London, W.C.2, London  
England

Bureau Head.....Harold Myers

# F M STATIONS IN OPERATION

As of Jan. 1, 1957

Call Letters      City      Licensee

## ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service  
WRFS-FM, Alexander City; Piedmont Service Corp.  
WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.  
WHMA-FM, Anniston; Anniston Bcstg. Co.  
WAFM, Birmingham; Alabama Bcstg. System, Inc.  
WBRC-FM, Birmingham; Storer Bcstg. Co.  
WKLF-FM, Clanton; Southeastern Bcstg. Co.  
WFMH-FM, Cullman; The Voice of Cullman  
WHOS-FM, Decatur; North Alabama Bcstg. Co.  
WJLN, Birmingham; Johnston Bcstg. Co.  
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.  
WKRQ-FM; WKRQ-TV, Inc.  
WHTB-FM, Talladega; Voice of Talladega, Inc.  
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

## ARIZONA

KTYL-FM, near Mesa; Harkens Bcstg. Inc.  
KELE, Phoenix; Anjo Bcstrs., & Telecstrs. Inc.  
KTKT-FM, Tucson; Thomas J. Wallace

## ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury  
KFSA-FM, Ft. Smith; Ft. Smith Bcstg. Co.  
KBTM-FM, Jonesboro; Regional Bcstg. Co.  
KAMS, Mammoth Spring; Radio Station KALM  
KPOC-FM, Pocahontas; Pocahontas Radio, Inc.  
KUOA-FM, Siloam Springs; KUOA, Inc.  
KCMC, Texarkana, KCMC, Inc.

## CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Co.  
KQXR, Bakersfield; KLEF Bcstrs.  
KRE-FM, Berkeley; Central California Bcstrs., Inc.  
KPFA, Berkeley; Pacifica Foundation  
KPLA, Beverly Hills; School of Radio Arts  
KRED, Eureka; Redwood Bcstg. Co., Inc.  
KARM-FM, Fresno; KARM, The George Harm Station  
KMJ-FM, Fresno; McClatchy Bcstg. Co.  
KRFM, Fresno; California Inland Bcstg. Co.  
KUTE, Glendale; Robert P. Adams  
KFMU, Glendale; Brazy Bcstg. Co.  
KNX-FM, Hollywood; C.B.S., Inc.  
KFOX-FM, Long Beach; Hogan Bcstg. Corp.  
KRHM, Hollywood; Harry Maizlish

Call Letters      City      Licensee

KNOB, Long Beach; The Cerritos Bcstg. Co.  
KBMS, Los Angeles; Planned Music, Inc.  
KCBH, Los Angeles; A. A. Crawford  
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.  
KRKD-FM, Los Angeles; Continental Telecstrs. Corp.  
KFWB-FM, Los Angeles; KRWB, Inc.  
KHJ-FM, Los Angeles; RKO Teleradio Pictures, Inc.  
KABC-FM, Los Angeles; AB-PT Theaters, Inc.  
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.  
KBEE, Modesto; McClatchy Broadcasting Co.  
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.  
KEDO, Ontario; The Daily Report Co.  
KWKW-FM, Pasadena; Southern California Bcstg. Corp.  
KCRA-FM, Sacramento; KCRA, Inc.  
KFBK-FM, Sacramento; McClatchy Bcstg. Co.  
KXOA-FM, Sacramento; Sacramento Bcstrs. Inc.  
KFSD-FM, San Diego; KFSD, Inc.  
KSON-FM, San Diego; Music Unlimited  
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.  
KGO-FM, San Francisco; AB-PT Theaters, Inc.  
KNBC-FM, San Francisco; National Bcstg. Co., Inc.  
KEAR, San Francisco; Electronic Service Corp.  
KSJO-FM, San Jose; Patrick H. Peabody  
KWIZ-FM, Santa Ana; The Voice of the Orange Empire  
KDFC, San Francisco; Sundial Bcstg. Corp.

## COLORADO

KFML, Golden; Note Bcstg. Co.  
KCMS-FM, Manitou Springs; Garden of Gods Bcstg. Co.

## CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.  
WFMQ, Hartford; General Bcstg. Co.  
WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.  
WMMW-FM, Meriden; Silver City Crystal Co.  
WNHC-FM, New Haven; Triangle Publications, Inc.  
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

## DELAWARE

WDEL-FM, Wilmington; Delmarira Bcstg. Co.  
WDOX, Dover; Dover Bcstg. Co.

## DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.  
WFAN, Washington; United Bcstg. Co., Inc.



Call Letters	City	Licensee
WGMS-FM	Washington	Good Music Station, Inc.
WMAL-FM	Washington	Evening Star Bcstg. Co.
WOL-FM	Washington	Washington Bcstg. Co.
WRC-FM	Washington	National Bcstg. Co.
WTOZ-FM	Washington	The Washington Post Co.
WWDC-FM	Washington	WWDC-FM

Call Letters	City	Licensee
WEHS	Chicago	WHFC, Inc.
WENR-FM	Chicago	AB-PT Theaters, Inc.
WFMF	Chicago	Functional Music, Inc.
WFMT	Chicago	Gale Bcstg. Co., Inc.
WSEL	Chicago	Chicago Skyway Bcstg. Co.
WMAQ-FM	Chicago	National Bcstg. Co., Inc.
WNIB	Chicago	Northern Ill. Bcstg. Co., Inc.
WSOY-FM	Decatur	Illinois Broadcasting Co.
WLEY	Elmwood Park	Elmwood Park Bcstg. Corp.
WSEI	Effingham	Illinois Bcstg. Co.
WEAW-FM	Evanston	North Shore Bcstg. Co., Inc.
WEBQ-FM	Harrisburg	First Trust Assn.
WLDS-FM	Jacksonville	Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM	Mattoon	Mattoon Bcstg. Co.
WMIX-FM	Mt. Vernon	Mt. Vernon Radio & TV Co.
WOPA-FM	Oak Park	Village Bcstg. Co.
WVLN-FM	Olney	Olney Bcstg. Co., Inc.
WPRS-FM	Paris	Paris Bcstg. Corp.
WMBD-FM	Peoria	WMBD, Inc.
WGEM-FM	Quincy	Quincy Newspapers, Inc.
WTAD-FM	Quincy	Lee Broadcasting, Inc.
WROK-FM	Rockford	Rockford Broadcasters, Inc.
WHBF-FM	Rock Island	Rock Island Bcstg. Co.
WTAX-FM	Springfield	WTAX, Inc.
WILL	Urbana	

## FLORIDA

WNDB-FM	Daytona Beach	News-Journal Corp.
WRUF-FM	Gainesville	University of Florida
WJAX-FM	Jacksonville	City of Jacksonville
WJHP-FM	Jacksonville	Jacksonville Journal Co.
WMBR-FM	Jacksonville	Washington Post Co.
WGBS-FM	Miami	Storer Bcstg. Co.
WCKR-FM	Miami	Biscayne TV Corp.
WWBP	Miami	Paul Brake
WKAT-FM	Miami Beach	WKAT, Inc.
WAHR-FM	Miami Beach	Mercantile Bcstg. Co.
WDBO-FM	Orlando	Orlando Bcstg. Co., Inc.
WHOO-FM	Orlando	WHOO, Inc.
WKIS	Orlando	Central Florida Bcstg. Co.
WWPG-FM	Palm Beach	Palm Beach Radio, Inc.
WDLP-FM	Panama City	Panama City Bcstg. Co., Inc.
WDAE-FM	Tampa	Tampa Times Co.
WFLA-FM	Tampa	The Tribune Company
WPKM	Tampa	FM Broadcasters

## INDIANA

WFIU	Bloomington	Trustees of Ind. University
WCNB-FM	Connersville	News-Examiner Company
WBBS	Crawfordsville	First Baptist Church
WTRC-FM	Elkhart	Truth Radio Corp.
WCMR	Elkhart	Clarence C. Moore
WIKY-FM	Evansville	South Central Bcstg. Corp.
WJOB-FM	Hammond	South Shore Bcstg. Corp.
WAJC	Indianapolis	Butler University
WITZ-FM	Jasper	Jasper On the Air, Inc.
WORX-FM	Madison	Electronics Lab., Inc.
WMRI-FM	near Marion	Chronicle Publishing Co., Inc.
WMUN	near Muncie	Tri-City Radio Corp.
WCTW	New Castle	The Courier-Times, Inc.
WHFS	South Bend	Commercial Sound & Hi-Fidelity
WTHI-FM	Terre Haute	Wabash Valley Bcstg. Corp.
WAIU-FM	Wabash	Wabash-Peru Bcstg. Co., Inc.
WRSW-FM	Warsaw	Reub Williams & Sons, Inc.
WFML	Washington	Washington Radio, Inc.

## GEORGIA

WGAU-FM	Athens	Clarke Bcstg. Corp.
WGKA	Atlanta	Glenkaren Associates, Inc.
WAGA-FM	Atlanta	Storer Bcstg. Co.
WSB-FM	Atlanta	Atlanta Newspapers, Inc.
WAUG-FM	Augusta	Garden City Bcstg. Co.
WBBQ-FM	Augusta	Savannah Valley Bcstg. Co.
WRBL-FM	Columbus	Columbus Bcstg. Co., Inc.
WDUN-FM	Gainesville	Northeast Georgia Bcstg. Co.
WLAG-FM	LaGrange	LaGrange Bcstg. Co.
WMAZ-FM	Macon	Southeastern Bcstg. Co.
WCOH-FM	Newnan	Newnan Bcstg. Co.
WTOC-FM	Savannah	Savannah Bcstg. Co.
WJAT-FM	Swainsboro	Jack A. & Nancy M. Thompson
WLET-FM	Toccoa	R. G. LeTourneau

## HAWAII

KAIM-FM	Honolulu	Christian Bcstg. Assn.
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## ILLINOIS

WJBC-FM	Bloomington	Bloomington Bcstg. Corp.
WROY-FM	Carmi	Carmi Bcstg. Co.
WDWS-FM	Champaign	The Champaign News-Gazette
WBBM-FM	Chicago	Columbus Bcstg. System, Inc.
WBEZ	Chicago	Bd. of Ed., City of Chicago
WEEM	Chicago	Zenith Radio Corp.

## IOWA

WOI-FM	Ames	Iowa St. Coll.
KFGQ-FM	Boone	Boone Biblical College
KROS-FM	Clinton	Clinton Bcstg. Corp.
WOC-FM	Davenport	Tri-City Bcstg. Company
WHO-FM	Des Moines	Central Bcstg. Co.
WDBQ-FM	Dubuque	Dubuque Bcstg. Co.
KGLO-FM	Mason City	Lee-Radio, Incorporated
KWPC-FM	Muscatine	Muscatine Bcstg. Co., Ltd.
KAYL-FM	Storm Lake	Cornbelt Bcstg. Company



Call Letters      City      Licensee

## KANSAS

KFH-FM, Wichita; Radio Station KFH Company

## KENTUCKY

WCMI-FM, Ashland; Edwina Bcstg. Company  
 WLBJ-FM; Greenwood Bcstg. Co., Inc.  
 WNES-FM, Central City; Muhlenberg Bcstg. Co.  
 WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.  
 WHOP, Hopkinsville; Hopkinsville Bcstg. Co., Inc.  
 WSON-FM, Henderson; Henderson Bcstg. Co., Inc.  
 WLAP-FM, Lexington; American Bcstg. Co.  
 WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc.  
 WKTm, Mayfield; Fred L. Thomas  
 WNGO-FM, Mayfield; West Ky. Bcstg. Co., Inc.  
 WOMI-FM, Owensboro; Owensboro Bcstg. Co., Inc.  
 WVJS-FM, Owensboro; Owensboro on the Air, Inc.  
 WKYB-FM, Paducah; WKYB, Inc.  
 WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

## LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.  
 WAFB-FM, Baton Rouge; Modern Bcstg. Co. of  
 Baton Rouge  
 WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.  
 KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.  
 WDSU-FM, New Orleans; WDSU Bcstg. Corp.  
 WRCM, New Orleans; Supreme Bcstg. Co., Inc.  
 WWMT, New Orleans; Fidelity Bcstg. Co., Inc.  
 KTBS-FM, Shreveport; KTBS, Inc.  
 KRMD-FM, Shreveport; Radio Station KRMD  
 KWKH-FM, Shreveport; International Bcstg. Corp.

## MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

## MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.  
 WCAO-FM, Baltimore; Plough Bcstg. Co., Inc.  
 WITH-FM, Baltimore; Maryland Bcstg. Company  
 WUST-FM, Bethesda; Bcstg. Management, Inc.  
 WCUM-FM, Cumberland; The Tower Realty Co.  
 WJEF-FM, Hagerstown; Hagerstown Bcstg. Co.  
 WRNC, Oakland; Chesapeake Bcstg. Co., Inc.

## MASSACHUSETTS

WCOP-FM, Boston; Plough Bcstg. Corp.  
 WEEI-FM, Boston; Columbia Bcstg. System, Inc.  
 WHDH-FM, Boston; WHDH, Inc.  
 WNAC-FM, Boston; RKO Teleradio Pictures, Inc.

Call Letters      City      Licensee

WBET-FM, Brockton; Enterprise Publishing Co.  
 WXHR, Cambridge; Middlesex Bcstg. Corp.  
 WHAI-FM, Greenfield; Haigis Bcstg. Corp.  
 WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.  
 WBSM-FM, New Bedford; Bay State Bcstg. Co.  
 WNBH-FM, New Bedford; Triangle Publications, Inc.  
 WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.  
 WHYN-FM, Springfield; Hampden-Hampshire Corp.  
 WMAS-FM, Springfield; WMAS, Inc.  
 WCRB-FM, Waltham; Charles River Bcstg. Co.  
 WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.  
 WTAG-FM, Worcester; WTAG, Inc.

## MICHIGAN

WUOM-FM, Ann Arbor, Michigan U.  
 WHFB-FM, Benton Harbor; Palladium Publishing Co.  
 WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.  
 WKMH-FM, Dearborn; Knorr Bcstg. Corp.  
 CKLW, Detroit  
 WBRI, Detroit; Booth Radio & TV Stations, Inc.  
 WDET-FM, Detroit; Wayne State University  
 WDTR-FM, Detroit, Sch. of Ed.  
 WJBK-FM, Detroit; Storer Bcstg. Co.  
 WJR-FM, Detroit; WJR, The Goodwill Station, Inc.  
 WMUZ, Detroit; Michigan Music Co.  
 WWJ-FM, Detroit; The Evening News Association  
 WXYZ-FM, Detroit; WXYZ, Inc.  
 WKAR, E. Lansing, Mich. St. U.  
 WFUM, Flint; Regents of University of Michigan  
 WFBE, Flint; Flint Bd. of Ed.  
 WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.  
 WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.  
 WBSE, Hillsdale, Baw Reese Bcstrs., Inc.  
 WLDM, Oak Park; Lincoln Bcstg. Company  
 WOMC, Royal Oak; Sparks Bcstg. Co.  
 WSAM-FM, Saginaw; Knorr Bcstg. Co.  
 WSTR-FM, Sturgis; WSTR, Inc.

## MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.  
 KTIS-FM, Minneapolis; Northwestern Sch.-Bible College  
 WCAL, Northfield, St. Olaf Coll.  
 KFAM-FM, St. Cloud; The Times Publishing Co.  
 KWNO-FM, Winona; Maxwell H. White

## MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company  
 WJDX-FM, Jackson; Lamar Life Insurance Co.

## MISSOURI

KFUO-FM, Clayton; Lutheran Church-Missouri Synod  
 KWOS-FM, Jefferson City; Capital Bcstg. Company  
 WMBH-FM, Joplin; Joplin Bcstg. Company

<i>Call Letters</i>	<i>City</i>	<i>Licensee</i>
KGMO-FM,	Kansas City;	Meredith Engrg. Co.
KBOA-FM,	near Kennett;	Kennett Bcstg. Corp.
KWOC-FM,	Poplar Bluff;	Poplar Bluff Bcstg. Co.
KTTS-FM,	Springfield;	Independent Bcstg. Co.
KCFM,	St. Louis;	Commercial Bcstg. Co.
KWPM-FM,	West Plains;	Robert F. Neathery

<i>Call Letters</i>	<i>City</i>	<i>Licensee</i>
WABC-FM,	New York;	AB-PT Theaters, Inc.
WABF,	New York;	Metropolitan Bcstg. & TV, Inc.
WBAI,	New York;	Broadcast Assoc., Inc.
WBFM,	New York;	WBFM, Inc.
WCBS-FM,	New York;	Columbia Bcstg. System, Inc.
WEVD-FM,	New York;	Debs Memorial Fund, Inc.
WFUV-FM,	N. Y.,	Fordham U.
WHOM-FM,	New York;	Progress Bcstg. Corp.
WMGM-FM,	New York;	Loew's, Inc.
WRCA-FM,	New York;	National Bcstg. Co., Inc.
WNYC-FM,	New York;	City of N. Y. Municipal Bcstg. System
WOR-FM,	New York;	RKO Teleradio Pictures, Inc.
WQXR-FM,	New York;	Interstate Bcstg. Co., Inc.
WWRL-FM,	New York;	Long Island Bcstg. Corp.
WHLD-FM,	Niagara Falls;	Earl C. Hull
WHDL-FM,	Olean;	WHDL, Inc.
WALK-FM,	Patchogue;	Suffolk Bcstg. Corp.
WKIP-FM,	Poughkeepsie;	Dutchess County Bcstg. Corp.
WHFM,	Rochester;	Stromberg-Carlson Company
WRNY-FM,	Rochester;	Rochester Bcstg. Co., Inc.
WGFM,	Schenectady;	General Electric Company
WDDS-FM,	Syracuse;	Functional Bcstg., Inc.
WSYR-FM,	Syracuse;	Central New York Bcstg. Corp.
WFLY,	Troy;	The Troy Record Company
WRUN-FM,	Utica;	Rome Sentinel Company
WWNY-FM,	Watertown;	The Brockway Company
WWRL,	Weathersfield;	Northeast Radio Corp.
WFAS-FM,	White Plains;	Westchester Bcstg. Corp.

## NEVADA

KNEV, Reno; Everett B. Cobb

## NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.  
 WTSV-FM, Claremont; Grandview, Inc.  
 WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.  
 WOTW-FM, Nashua; Nashua Bcstg. Corp.

## NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.  
 WSNU-FM, near Bridgeton; Eastern States Bcstg. Corp.  
 WAAT-FM, Newark; Bremer Bcstg. Corp.  
 WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.  
 WSOU, So. Orange, Seton Hall U.  
 WPRB, Princeton; Princeton Bcstg. Service, Inc.  
 WTOA, Trenton; Mercer Broadcasting Co.  
 WAWZ-FM, Zare Phath; Pillar of Fire Inc.

## NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.  
 KRSM-FM, Los Alamos; Sunshine Bcstg. Co., Inc.  
 KMFM, Mountain Park; Max I. Rothman

## NEW YORK

WMBO-FM, Auburn; Auburn Publishing Co.  
 WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.  
 WRRE, Bristol Center; Northeast Radio Corp.  
 WBEN-FM, Buffalo; WBEN, Inc.  
 WBNY-FM, Buffalo; The Albertson Bcstg. Corp.  
 WWOL-FM, Buffalo; Greater Erie Bcstg. Co.  
 WXRC, Buffalo; Western New York Bcstg. Co., Inc.  
 WRRR, Cherry Valley; Northeast Radio Corp.  
 WCLI-FM, Corning; Radio Corning Inc.  
 WKRT-FM, Cortland; Radio Cortland, Inc.  
 WRRD, DeRuyter; Northeast Radio Corp.  
 WHLI-FM, Hempstead; FM Broadcasting Corp.  
 WWHG-FM, Hornell; The W. H. Greenhow Co.  
 WHCU-FM, Ithaca; Cornell University  
 WRRR, Ithaca; Northeast Radio Corp.  
 WJTN-FM, Jamestown; James Bcstg. Co., Inc.  
 WMSA-FM, Massena; The Brockway Company  
 WNRC-FM, New Rochelle; Radio New Rochelle Inc.

## NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.  
 WLOS-FM, Asheville; Skyway Bcstg. Co.  
 WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.  
 WFNS-FM, Burlington; Burlington-Graham Bcstg. Co.  
 WSOC-FM, Charlotte; Radio Station WSOC, Inc.  
 WDNC-FM, Durham; Durham Radio Corp.  
 WIFM-FM, Elkin; Tri-County Bcstg. Co., Inc.  
 WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.  
 WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.  
 WGNC-FM, Gastonia; Catherine T. McSwain  
 WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.  
 WHNC-FM, Henderson; Henderson Radio Corp.  
 WNOS, High Point; Statesville Bcstg. Co.  
 WHPE-FM, High Point; High Point Bcstg. Co.  
 WMFR-FM, High Point; Radio Station WMFR, Inc.  
 WEWO-FM, Laurinburg; Scotland Bcstg. Co.  
 WLOE-FM, Leaksville; WLOE, Inc.  
 WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.  
 WKIX-FM, Raleigh; Sir Walter TV Co.  
 WNAO-FM, Raleigh; WPTF Radio Company  
 WPTF-FM, Raleigh; WPTF Radio Corp.  
 WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.  
 WREV-FM, Reidsville; the Reidsville Bcstg. Co., Inc.  
 WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.  
 WEED-FM, Rocky Mount; William Avera Wynne  
 WSTP-FM, Salisbury; WSTP, Inc.  
 WWGP-FM, Sanford; Sandhills Bcstg. Corp.



Call Letters	City	Licensee
WOHS-FM,	Shelby;	Western Carolina Radio Corp.
WSIC-FM,	Statesville;	Statesville Bcstg. Co., Inc.
WCPS-FM,	Tarboro;	Coastal Plains Bcstg. Co., Inc.
WTNC-FM,	nr. Thomasville;	Thomasville Bcstg. Co.
WAIR-FM,	Winston-Salem;	Forsythe Bcstg. Co.
WSJS-FM,	Winston-Salem;	Piedmont Publishing Co.
WMIT,	Yancey County;	Mt. Mitchell Bcstrs., Inc.

Call Letters	City	Licensee
KQFM,	Portland;	H. Quentin Cox
KOIN-FM,	Portland;	Mount Hood Radio & TV Bcstg. Corp.
KPFM,	Portland;	Oregon Bcstrs., Ltd.
KPOJ-FM,	Portland;	KPOJ, Inc.

## OHIO

WAKR-FM,	Akron;	Summit Radio Corporation
WFAH-FM,	Alliance;	Review Publishing Company
WATG-FM,	Ashland;	Ashland Bcstg. Co.
WICA-FM,	Ashtabula;	WICA, Inc.
WTRX-FM,	Belaire;	WTRX, Inc.
WHBC-FM,	Canton;	The Ohio Bcstg. Co.
WCPO-FM,	Cincinnati;	Scripps-Howard Radio, Inc.
WKRC-FM,	Cincinnati;	Radio Cincinnati, Inc.
WSAI-FM,	Cincinnati;	Gordon Bcstg. Co.
WDOK-FM,	Cleveland;	Civic Bcstrs., Inc.
WERE-FM,	Cleveland;	Cleveland Bcstg., Inc.
WGAR-FM,	Cleveland;	Peoples Bcstg. Corp.
WHK-FM,	Cleveland;	The Forest City Bcstg. Co.
WJW-FM,	Cleveland;	Storer Bcstg. Co.
KYW-FM,	Cleveland;	Westinghouse Bcstg. Co., Inc.
WSRS-FM,	Cleveland Hts.;	WSRS, Inc.
WCOL-FM,	Columbus;	Air Trails, Inc.
WOSV,	Columbus	
WYKO-FM,	Columbus;	Sky Way Bcstg. Corp.
WHIO-FM,	Dayton;	Miami Valley Bcstg. Corp.
WEOL-FM,	Elyria;	Elyria-Lorain Bcstg. Co.
WFIN-FM,	Findlay;	The Findlay Publishing Co.
WFOB-FM,	Fostoria;	Seneca Radio Corp.
WFRO-FM,	Fremont;	Wolfe Bcstg. Corp.
WIMA-FM,	Lima;	Northwestern Ohio Bcstg. Corp.
WMRN-FM,	Marion;	Marion Bcstg. Co.
WMVO,	Mt. Vernon;	The Mt. Vernon Bcstg. Co.
WCLT-FM,	Newark;	The Advocate Printing Co.
WPAY-FM,	Portsmouth;	Paul F. Braden
WSTV-FM,	Steubenville;	WSTV, Inc.
WSPD-FM,	Toledo;	Storer Bcstg. Co.
WTOL-FM,	Toledo;	Community Bcstg. Co.
WTRT,	Toledo;	Unity Corp., Inc.
WWST-FM,	Wooster;	Wooster Republican Bcstg. Co.
WKBN-FM,	Youngstown;	WKBN Bcstg. Corp.

## OKLAHOMA

WNAO,	Norman	
KSPI-FM,	Stillwater;	Stillwater Publishing Co.

## OREGON

KUGN-FM,	Eugene;	KUSN, Inc.
KGPO,	Grants Pass;	Southern Oregon Bcstg. Co.
KEX-FM,	Portland;	Westinghouse Bcstg. Co.

## PENNSYLVANIA

WFMZ,	Allentown;	Penn-Allen Bcstg. Co.
WVAM-FM,	Altoona;	The General Bcstg. Corp.
WGPA-FM,	Bethlehem;	Bethlehems' Globe Publ. Co.
WBUT-FM,	Butler;	J. Patrick Beacom
WCHA-FM,	Chambersburg;	Chambersburg Bcstg. Co., Inc.
WWPC,	Chambersburg;	Chambersburg Bcstg. Co., Inc.
WCED-FM,	Dubois;	Tri-County Bcstg. Co., Inc.
WEEX-FM,	near Easton;	Easton Publishing Co.
WEST-FM,	Easton;	Associated Bcstrs., Inc.
WERC-FM,	Erie;	WERC Bcstg. Co.
WHP-FM,	Harrisburg;	WHP, Inc.
WAZL-FM,	Hazleton;	Hazleton Bcstg. Co., Inc.
WARD-FM,	Johnstown;	Central Bcstg. Co., Inc.
WJAC-FM,	Johnstown;	WJAC, Incorporated
WGAL-FM,	Lancaster;	WGAL, Inc.
WLAN-FM,	Lancaster;	The Peoples Bcstg. Co.
WLBR-FM,	Lebanon;	Lebanon Bcstg. Co.
WLTN,	Lewistown;	Lewistown Bcstg. Co.
WMGW-FM,	Meadville;	Meadville Bcstg. Service, Inc.
WCAU-FM,	Philadelphia;	WCAU, Inc.
WFIL-FM,	Philadelphia;	Triangle Publications, Inc.
WFLN,	Philadelphia;	Franklin Bcstg. Co.
WHAT-FM,	Philadelphia;	Independence Bcstg. Co.
WIBG-FM,	Philadelphia;	Seaboard Radio Bcstg. Corp.
WIP-FM,	Philadelphia;	Pennsylvania Bcstg. Co.
WPEN-FM,	Philadelphia;	Wm. Penn Bcstg. Co.
KDKA-FM,	Pittsburgh;	Westinghouse Bcstg. Co., Inc.
WJAS-FM,	Pittsburgh;	Pittsburgh Radio Supply House
WKJF,	Pittsburgh;	A. J. Reeves Greer
WWSW-FM,	Pittsburgh;	WWSW Radio, Inc.
WPPA-FM,	Pottsville;	Pottsville Bcstg.
WGBI-FM,	Scranton;	WGBI Radio, Inc.
WPIC-FM,	Sharon;	Sharon Herald Bcstg. Co.
WKOK-FM,	Sunbury;	Sunbury Bcstg. Corp.
WRRN,	Warren;	Northern Allegheny Bcstg. Co.
WJPA-FM,	Washington;	Washington Bcstg. Co.
WBRE-FM,	Wilkes-Barre;	WBRE Radio, Inc.
WLYC,	Williamsport;	Lycoming Bcstg. Co.
WRAK-FM,	Williamsport;	WRAK, Inc.
WNOW-FM,	York;	The Helm Coal Co. (Bcstg. Div.)

## RHODE ISLAND

WPFM,	Providence;	Plantation Bcstg. Co.
WPJB-FM,	Providence;	Providence Journal Co.
WPRO-FM,	Providence;	Cherry & Webb Bcstg. Co.
WTMH,	Providence;	General Bcstg. Corp.
WWON-FM,	Woonsocket;	Woonsocket Bcstg. Co.



Call Letters      City      Licensee

## SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall  
 WCSC-FM, Charleston; WCSC, Inc.  
 WTMA-FM, Charleston; Atlantic Coast Bcstg. Corp of Charleston  
 WCOS-FM, Columbia; Radio Columbia, Inc.  
 WIS-FM, Columbia; The Bcstg. Co. of the South  
 WDSC-FM, Dillon; Border Bcstg. Co.  
 WESC-FM, Greenville; Greenville Broadcasting Co.  
 WFBC-FM, Greenville; WMRC Inc.  
 WCRS-FM, Greenwood; Grenco, Inc.  
 WORG-FM, Orangeburg; WTND, Inc.  
 WRHI-FM, Rock Hill; York County Bcstg. Co.  
 WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.  
 WDXY, Spartanburg; Word, Inc.  
 WSPA-FM, Spartanburg; The Spartan Radiocasting Co.

## TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.  
 WDOF-FM, Chattanooga; WDOF Bcstg. Co.  
 WGRV-FM, Greenville; Radio Greenville, Inc.  
 WTJS-FM, Jackson; The Sun Publishing Co., Inc.  
 WJHL-FM, Johnson City; WJHL, Inc.  
 WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.  
 WBIR, Knoxville; Radio Station WBIR, Inc.  
 WLIL, Lenair City; WLIL, Inc.  
 WMCF, Memphis; Memphis Publishing Company  
 WHCY, Nashville; Rounsaville of Nashville, Inc.  
 WTPR-FM, Paris; Paris Bcstg. Co.

## TEXAS

KHFI, Austin; J. E. Moore, Jr.  
 KREL-FM, Baytown; Tri-Cities Bcstg. Co.  
 KRIC-FM, Beaumont; The Enterprise Co.  
 KCLE-FM, Cleburne; Marti, Inc.  
 KCCT-FM, Corpus Christi; International Radio Co.  
 KIXL-FM, Dallas; Variety Bcstg. Co., Inc.  
 KRLD-FM, Dallas; KRLD Radio Corporation  
 WRR-FM, Dallas; City of Dallas  
 KDNT-FM, Denton; Harwell V. Shepard  
 WBAP-FM, Fort Worth; Carter Publications, Inc.  
 KPRC-FM, Houston; The Houston Post Company  
 KTRH-FM, Houston; KTRH Bcstg. Co.  
 KELS, Nagadoches; Lee Scarborough  
 KISS, San Antonio; The Walmac Co.  
 KAML-FM, San Antonio; Radio KITE, Inc.  
 KONO-FM, San Antonio; Mission Bcstg. Co.  
 KOKE, San Antonio; Sunshine Bcstg. Co.  
 KCMC-FM, Texarkana; KCMC, Inc.

## UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.  
 KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah

Call Letters      City      Licensee

## VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.  
 WINA-FM, Crewe; Southern Virginia Bcstg. Corp.  
 WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.  
 WSYA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.  
 WWOE-FM, Lynchburg; Cy N. Bahakel  
 WMVA-FM, Near Martinsville; Martinsville Bcstg. Co.  
 WGH-FM, Newport News; Hampton Roads Bcstg. Corp.  
 WRVC, Norfolk; Va. Good Music Corp.  
 WCOD, Richmond; Havens & Martin, Inc.  
 WLEE-FM, Richmond; Lee Bcstg. Corp.  
 WRNL-FM, Richmond; Richmond Newspapers, Inc.  
 WRVA, Richmond; Larus & Brother Co., Inc.  
 WDBJ-FM, Roanoke; Times-World Corporation  
 WROV-FM, Roanoke; WROV Bcstrs., Inc.  
 WLSL-FM, Roanoke; Shenandoah Life Stations, Inc.  
 WRFL, Winchester; Richard Field Lewis, Jr.

## WASHINGTON

KALE-FM, Richland; KALE, Inc.  
 KING-FM, Seattle; KING Bcstg. Company  
 KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.  
 KISW, Seattle; Ellwood W. Lippincott  
 KREM-FM, Spokane; Louis Wasmer  
 KTNT-FM, Tacoma; Tribune Publishing Co.

## WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.  
 WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.  
 WHTN-FM, Huntington; Cowles Bcstg. Co.  
 WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever  
 WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.  
 WAJR-FM, Morgantown; West Virginia Radio Corp.  
 WOAY-FM, Oak Hill; Robert R. Thomas, Jr.  
 WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.  
 WKWK-FM, Wheeling; Community Bcstg., Inc.  
 WWVA-FM, Wheeling; Storer Bcstg. Co.

## WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company  
 WFMR, Glendale; High-Fidelity Bvstg. Corp.  
 WWCF, Greenfield; Wm. C. Forrest  
 WCLO-FM, Janesville; Gazette Printing Co.  
 WHA-FM, Madison; State of Wisc., State Radio Council  
 WIBA-FM, Madison; Badger Bcstg. Co.  
 WISC-FM, nr. Madison; Radio Wisconsin, Inc.  
 WMFM, Madison; Earl W. Fessler  
 WDLB-FM, Marshfield; Clarkwood Bcstg. Corp.  
 WLIN, Merrill; Alvin E. O'Konski Enterprises, Inc.  
 WRJN-FM, Racine; Racine Bcstg. Corp.  
 WJMC-FM, Rice Lake; WJMC, Inc.  
 WHBL-FM, Sheboygan; WHBL, Inc.  
 WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

# Radio-Television Daily's Almanac of Holidays and Special Events 1957

## January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions).  
Paul Revere born (1735).  
Emancipation Proclamation (1863).  
Blue Network organized (1927).
- 2: Georgia admitted (1778).
- 3: Battle of Princeton (1777).  
William S. Paley is elected president of CBS (1929).
- 4: Utah admitted (1896).
- 5: Stephen Decatur born (1779).  
George Washington Carver died (1943).  
Week of Prayer, first week in January.
- 6: Carl Sandburg born (1878).  
New Mexico admitted (1912).
- 7: Millard Fillmore, 13th President born (1800).  
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut ratified the U. S. Constitution (1778).  
Connecticut admitted (1788).
- 10: Ethan Allen born (1737).
- 11: Alexander Hamilton born (1757).
- 12: John Singer Sargent born (1856).
- 13: Salmon Portland Chase born (1808).
- 14: First Written Constitution adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady died (1896).
- 17: Benjamin Franklin born (1706).  
Feast of St. Anthony.
- 18: Daniel Webster born (1782).
- 19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- Edgar Allen Poe born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.  
Return of POW's from Korea began (1954).
- 21: Foundation Day. In the Canal Zone.  
Thomas Jonathan (Stonewall) Jackson born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers, proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).  
Scottish poet Robert Burns born (1759).
- 26: Michigan admitted (1837).  
General Douglas MacArthur born (1880).  
A.E.F. landed in Ireland (1942).  
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart born (1756).  
Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).  
Child Labor Day. Last Sunday in January.
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley born (1843).  
Kansas admitted (1861).
- 30: Franklin D. Roosevelt born (1882).
- 31: Franz Schubert born (1797).

## February

- 1: Victor Herbert born (1859).  
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).  
CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler born (1875).  
Ground Hog Day.  
Candlemas.  
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley born (1811).
- 6: Massachusetts admitted (1788).  
Aaron Burr born (1756).  
American Forces recapture Manila from Japan (1945).  
George Herman ("Babe") Ruth born (1895).
- 7: Charles Dickens born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison, 9th President, born (1773).  
Nebraska Admitted (1867).
- 10: Peace Treaty signed with Spain, ending Spanish-American War (1899).
- 11: Thomas A. Edison born (1847).  
Daniel Boone born (1734).



- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).  
Georgia Day.
- 14: Valentine's Day.  
Arizona admitted (1912).  
Oregon admitted (1859).
- 15: Destruction of the Maine (1898).  
Constitution Day. In the Canal Zone.  
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 states and 3 territories have honored the day by special proclamations.
- 16: Katharine Cornell born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio admitted (1803).  
Phonograph patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.  
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).  
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
Edgar Wilson ("Bill") Nye died (1896).  
James Russell Lowell born (1819).
- 23: Johannes Gutenberg died (1468).  
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso born (1873).  
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) born (1846).
- 27: Henry Wadsworth Longfellow born (1820).
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).  
Ash Wednesday.
- 7: Luther Burbank born (1849).  
Maurice Ravel born (1875).  
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. born (1841).
- 9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).  
Edwin Forrest born (1806).
- 10: Lillian D. Wald born (1867).
- 11: Johnny Appleseed, properly John Chapman, died (1847).  
The great blizzard in New York City and New England states (1888).
- 12: U. S. Post Office established by act of Congress (1789).  
Girl Scout's birthday.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein born (1879).  
First Trans-Atlantic radio broadcast (1925).
- 15: Maine admitted (1820).  
Andrew Jackson born (1767).
- 16: James Madison born (1751).  
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.  
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Feast of Esther.  
Grover Cleveland born (1837).
- 19: William Jennings Bryan born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation Dzy.  
Arturo Toscanini born (1867).  
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).  
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).  
Marconi flashes first wireless signals across English Channel (1889).
- 29: John Tyler born (1790).
- 30: Seward Day. Alaska (Not observed by federal employees).  
Good Friday.
- 31: Transfer Day. In the Virgin Islands.

## March

- 1: Nebraska admitted (1867).  
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
- 2: Texas Independence Day.
- 3: Florida admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell born (1842).
- 4: Pennsylvania Day.  
Vermont admitted (1791).

## April

- 2: Sergei Rachmaninoff born (1873).  
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west.  
Washington Irving born (1783).

- 4: Adoption of the present American flag's design (1818).
- 5: Elihu Yale Born (1648).
- 7: Peary discovered North Pole (1909).  
Louisiana admitted (1812).  
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).  
Henry Ford died (1947).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).  
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.  
William Booth born (1829).  
Joseph Pulitzer born (1847).  
U. S. Patent System established by Congress (1790).  
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes born (1862).
- 12: Franklin Delano Roosevelt died (1945).  
Halifax Independence Resolution (N. C.).
- 13: Thomas Jefferson born (1743).  
National Sunday School Week.
- 14: Pan-American Day.  
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln assassinated (1865).
- 16: Charles Spencer Chaplin born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolf Hitler born (1889).
- 21: Anniversary of Battle of San Jacinto (Texas).  
Easter Sunday.
- 22: First nationwide telecast of atomic explosion from Yucca Field, Nev. (1953).  
Widest use of television ever made by the public from Apr. 22-June 17, during hearings of the Senate subcommittee investigations the Army's charges against Sen. Jos. R. McCarthy (1954).
- 23: James Buchanan born (1791).  
William Shakespeare born (1564).  
St. George Day (English).  
Marconi transatlantic American-Europe service opened (1910).
- 24: First newspaper issued in America (1704).  
U. S.-Mexican War (1846).  
U.N. Charter Conference opens in San Francisco (1945).
- 25: War declared with Spain (1898).  
St. Mark's Day.  
Guglielmo Marconi born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).

- Slavery abolished in U. S. (1865).  
First shot of war with Germany (1917).  
John James Audubon born (1785).
- 27: General U. S. Grant born (1822).  
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe born (1758).  
Maryland admitted (1788).
- 29: Sir Thomas Beecham born (1879).
- 30: Boys and Girls Week always includes May 1.  
Louisiana purchased (1803).  
Washington became First President (1789).  
Rhode Island settled (1636).  
Benito Mussolini executed (1945).

## May

- 1: May Day.  
Child Health Day  
Labor Day (Canal Zone).  
Dewey's victory in Manila Bay (1898).
- 2: Stonewall Jackson fatally wounded (1863).  
National Music Week.  
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's death (1821).  
Arbor Day.
- 6: Corregidor surrender (1942).  
Admiral Robert E. Peary born (1856).  
Roger Bannister runs mile in 3:59.4. (1954).
- 7: Germany surrendered to United States, England and Russia (1945).  
Lusitania torpedoed (1915).  
Johannes Brahms born (1833).  
Robert Browning born (1812).  
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown born (1833).
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).  
Mothers Day, second Sunday in May.  
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation granted Charter (1913).  
Free State of Israel proclaimed (1948).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Government.
- 17: "I am An American Day," often referred to as Citizenship Recognition Day.  
Norwegian Independence Day (1814).  
Supreme Court rules against segregation in the public schools (1954).
- 18: World Good-Will Day, formerly Peace Day.

- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).  
Armed Forces Day.
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina admitted (1788).
- 24: First telegraph message sent (1844).
- 25: Ralph Waldo Emerson born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 23: Wisconsin admitted (1848).  
Rhode Island admitted (1790).  
Patrick Henry born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).  
President Eisenhower is first chief executive ever to address NARTB convention in person. (1955).
- 31: Walt Whitman born (1819).  
The Johnstown (Pa.) flood (1889).  
Battle of Jutland (1916).

## June

- 1: Kentucky admitted (1792).  
Tennessee admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).  
King's Birthday (Canada).  
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).  
Nathan Hale born (1756).  
D-Day (1944).  
Television network Eurovision, linking 8 European nations (Britain, France, West Germany, Italy, Belgium, the Netherlands, Denmark and Switzerland) went into operation (1954).
- 7: Daniel Boone Day (Kentucky)
- 8: Battle of New Orleans (1815).  
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columba.  
Confederate Memorial Day (Petersburg, Virginia).  
Children's Day, second Sunday in June.
- 11: Feast of St. Barnabas.  
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).  
Kamehameha, first King of Hawaii, observed in Hawaii.

- TransAtlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling born (1806).  
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
- 13: Proponents and opponents of pay-as-you-see TV present views to FCC. (1955).
- 14: Hawaii organized as U. S. territory (1900).  
Harriet Beecher Stowe born (1811).  
Flag Day.
- 15: Pioneer Day (Idaho).  
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).  
Arkansas, 25th state admitted to the Union (1836).  
Oregon boundary treaty signed at Washington by Great Britain and the U. S.
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.  
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.  
Father's Day; 3rd Sunday in June.  
New Hampshire joined the Union (1788).  
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 24: San Juan Day (Puerto Rico).  
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
- 25: Virginia Admitted (1788).  
North Korean Communists attack So. Korea (1950).  
Battle of Little Big Horn, Montana (1876)  
"Custer's last stand," his defeat by the Sioux Indians.  
CBS presents first commercial color program (1951).
- 26: Virginia ratified the U. S. Constitution (1788).  
President Truman orders U. S. troops into Korea battle (1950).  
First American Troops land in France (1917).
- 27: Helen Keller born (1880).
- 28: Archduke Franz Ferdinand assassinated in Sarajevo (1914).  
U. S. purchased rights and franchises of France in the Panama Canal (1902).  
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals born (1858).  
St. Peter's Day.
- 30: St. Paul's Day.  
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public

park (1864). The valley was discovered in 1851.

Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).

First telecast of an eclipse of the sun over NBC and CBS (1954).

## July

- 1: Battle of San Juan Hill (1898).  
Dominion Day (Canada).  
Battle of Gettysburg (1863).  
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.  
Dept. of Commerce organizes a radio division to enforce Wireless Act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).  
Garfield assassinated (1881).
- 3: Idaho admitted (1890).  
John Singleton Copley born (1737).
- 4: Independence Day.  
U. S. Military Academy at West Point opened (1802).  
Calvin Coolidge born (1872).  
Slavery abolished in New York (1825).  
Providence, R. I. founded by Roger Williams (1636).  
Work on Erie Canal commenced (1817).  
Thomas Jefferson died (1826).  
James Monroe died (1831).  
John Adams died (1826).  
Cornerstone of Washington Monument laid (1848).  
Surrender of Vicksburg (1863).  
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).  
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut born (1801).
- 6: Republican Party founded (1854).  
John Paul Jones born (1747).  
Columbia University opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller born (1839).  
Liberty Bell cracked tolling death of John Marshall (1835).
- 9: Elias Howe born (1819).
- 10: Wyoming admitted (1890).  
James McNeill Whistler born (1834).
- 11: John Quincy Adams born (1767).  
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes adopted (1777).  
Bastille Day—First Celebrated in U. S. (1914).  
Admiral Perry opened first negotiations for trade with Japan (1853).

First sports event in color, races at Monmouth Park, N. J. (1951).

- 15: St. Swithin's Day.
- 16: Mary Baker Eddy born (1881).  
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's birthday (Puerto Rico).
- 18: William Makepeace Thackeray born (1811).  
Thomas F. O'Neil, v.p. of General Tire and Rubber Co., and pres. of General Teleradio, Inc., (parent company of MBS), buys RKO Radio Pictures, Inc. from Howard Hughes for \$25,000,000. (1955).
- 19: Franco-Prussian War began (1870).
- 20: Guglielmo Marconi died (1937).
- 21: Spanish Armada defeated by England (1588).  
Society of Jesuits abolished by Pope Clement XIV (1773).  
First battle of Bull Run (1861).  
CBS begins TV broadcasting from station W2XAB (1931).
- 24: Simon Bolivar born (1783).  
Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).  
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).
- 26: George Bernard Shaw born (1856).  
Serge Koussevitzky born (1874).  
New York ratified the U. S. Constitution (1788).
- 27: First successful Atlantic Cable (1866).  
Barbosa's birthday, in the Canal Zone.
- 28: Austria declared war on Serbia (1914).  
Volunteers of America Founder's Day.  
National Vegetable Week begins.
- 29: Booth Tarkington born (1869).  
Benito Mussolini born (1883).
- 30: Henry Ford born (1863).  
First Representative Assembly in America convened (1607).  
First patent for wireless telegraphy granted in U. S. (1872).  
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius Loyola.

## August

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India transferred to British Crown (1858).  
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).  
Germany declared war on England and France (1914).  
Columbus sailed from Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.  
Second Atomic Bomb dropped (1945) Hiroshima.



September

- 6: Feast of the Transfiguration.  
Westinghouse discloses Stratovision plan (1945).  
Emilie Dionne, of the Dionne quintuplets, died (1954).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.  
Creation of War Department (1789).  
Society of Jesuits restored by Pope Pius VII (1814).
- 8: Charles A. Dana born (1819).  
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).  
Izaak Walton born (1593).
- 10: Herbert Clark Hoover born (1874).  
Russia declared war against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).  
First baseball game in color, Brooklyn Dodgers vs. Boston Braves at Ebbets Field (1951).  
U.S. Army used portable television transmitters to direct infantry operations remotely. Demonstration was seen by coast-to-coast audience (1954).
- 14: V-J Day (1945).  
Atlantic Charter agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
- 15: Panama Canal opened (1914).
- 16: Bennington Battle Day (Vermont).  
First transatlantic cable opened (1858).  
George Herman ("Babe") Ruth died (1948).
- 18: Virginia Dare born (1587).
- 19: National Aviation Day.  
Orville Wright born (1871).
- 20: Benjamin Harrison born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy born (1862).
- 23: Oliver Hazard Perry born (1785).
- 24: British burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.
- 25: Edgar Wilson ("Bill") Nye born (1850).
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).  
Johann Wolfgang von Goethe born (1749).
- 29: Oliver Wendell Holmes born (1809).
- 30: Germany declared war on Poland (1939).  
Beginning of World War II.  
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

- 1: Germany invaded Poland (1939).  
Official V-J Day (1945). (Surrender terms signed aboard U.S.S. Missouri).  
Eugene Field born (1850).
- 2: Labor Day.
- 3: First American Peace Treaty with England (1783).  
Allies invaded Italy (1943).
- 4: Henry Hudson discovered Manhattan Island (1609).  
First Electrical power station in world in New York (1882).  
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.  
First Battle of the Marne (1914):
- 7: James Fenimore Cooper born (1789).  
Japanese Peace Treaty (WW II) signed (1951).
- 8: Dutch surrendered New Amsterdam (New York) to British (1664).  
Italy surrendered (1943).  
Crimean War ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton born (1892).  
Rosh Hashonah.
- 11: Harvest Festival.  
O. Henry (pen name William Sydney Porter) born (1862).  
Defender's Day (Maryland).
- 12: Battle of Lake Erie (1813).
- 13: Walter Reed born (1851).  
John Joseph Pershing born (1860).  
Battle of Quebec (1759).  
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).  
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).  
William Howard Taft born (1857).
- 16: Russians burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).  
N. Y. Times established (1851) when its first issue appeared.  
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).
- 19: Washington issued his farewell address to people of U. S. (1796).  
Yom Kippur.
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).

- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).  
Nathan Hale executed (1776).  
First day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall born (1775).
- 25: Balboa discovered the Pacific (1513).  
Bill of Rights (1789).
- 26: George Gershwin born (1898).  
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 27: American Indian Day (4th Friday).
- 28: Georges Eugene Benjamin Clemenceau born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

## October

- 7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).  
Germany crossed border into Czechoslovakia (1938).
- 2: Ferdinand Foch born (1851).  
Mohandas Gandhi born (1869).
- 3: Religious Education Week. First full week in October.
- 4: Rutherford B. Hayes born (1822).  
Wright Brothers took first long distance flight in an airplane (1905).  
Chester A. Arthur born (1830).
- 5: Missouri Day.  
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).  
James Whitcomb Riley born (1853).
- 8: Edward Vernon Rickenbacker born (1890).
- 9: Fire Prevention Week.  
Fraternal Day (Alabama).  
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened. (1845).
- 11: Eleanor Roosevelt born (1884).  
Farmer's Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams born (1821).  
FCC approves CBS color TV tests (1950).  
National Bible Week.
- 12: Columbus Day.
- 14: William Penn born (1644).
- 15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
- 16: Noah Webster born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).

- 18: General Tojo appointed Premier of Japan (1941).  
Alaska Day.  
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).  
Hurricane "Hazel" hits U.S. Eastern coast (1954).
- 19: Surrender of Cornwallis (1781).  
Volstead Act (Prohibition) passed (1919).  
John Adams born (1735).
- 20: FCC decided it would be undemocratic for TV shows to be censored by the government, after protests that crime shows increased juvenile delinquency.
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt born (1845).  
Al Jolson died (1950).
- 24: Transcontinental telegraph line completed (1861).  
Pennsylvania Day.  
United Nations Day  
William Penn born (1644).  
Light's Diamond Jubilee, largest commercial television hook-up (1954).
- 25: First cabinet meeting televised (1954).
- 26: Erie Canal opened to traffic (1825).  
Better Parenthood Week, observed last week in Oct.
- 27: Theodore Roosevelt born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).

## November

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands only).  
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: North Dakota admitted (1889).  
South Dakota admitted (1889).  
James K. Polk born (1795).  
Warren G. Harding born (1865).  
George Bernard Shaw died (1950).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa born (1854).
- 5: Guy Fawkes Day (English).  
U. S. General Election Day.
- 6: Static-less radio system based on FM instead of AM is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).  
American Art Week.
- 7: Marie Sklodowska Curie born (1867).
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).  
Montana admitted (1889).

- Opening performance of Metropolitan Opera in New York was televised by closed circuit to 32 theaters in more than 25 cities, and seen by some 70,000 persons.
- 9: Great Fire in Boston (1872).  
American Education Week.
  - 10: Martin Luther born (1483).  
U. S. Marine Corps was created by the Continental Congress (1775).
  - 11: Armistice Day, World War I.  
Washington admitted (1889).
  - 13: Robert Louis Stevenson born (1850).  
Edwin Booth born (1833).
  - 14: Robert Fulton born (1765).  
Book Week.
  - 15: Pike's Peak discovered (1806).
  - 16: Oklahoma admitted (1907).
  - 17: Sixth Congress Met for First Time in Washington (1801).  
Suez Canal opened (1869).
  - 18: Standard Time went into effect in the U. S. (1883).  
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
  - 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).  
James A. Garfield born (1831).
  - 21: North Carolina admitted (1789).  
Edison Announced invention of Phonograph (1877).
  - 23: Franklin Pierce born (1804).
  - 24: Zachary Taylor born (1784).
  - 28: Thanksgiving Day (4th Thursday).
  - 29: Admiral Byrd Discovered South Pole (1929).
  - 30: Samuel L. Clemens (Mark Twain) born (1835).  
Russia invaded Finland (1939).  
Winston Churchill born (1874).

## December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois admitted (1818).  
Gilbert Stuart born (1755).
- 5: Martin Van Buren born (1782).  
Walt Disney born (1901).
- 7: Pearl Harbor attacked (1941).  
Roosevelt, Churchill, Stalin confer at Teheran (1943).  
Delaware Day.  
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).  
First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
- 8: Eli Whitney born (1765).  
U. S. declared war on Japan (1941).
- 9: Germany-Italy declare war on U. S. (1941).
- 10: U.S. Declared War on Germany-Italy (1941).  
Peace Treaty signed with Spain (1899).  
Mississippi admitted (1817).  
Human Rights Day.

- 11: Alfred Nobel born (1833).  
Indiana admitted (1816).
- 12: First Marconi Wireless across Atlantic (1901).  
Pennsylvania admitted (1787).  
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama admitted (1819).  
George Washington died at Mt. Vernon (1799).
- 15: Bill of Rights Day.  
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.  
Ludwig von Beethoven born (1770).
- 17: John Greenleaf Whittier born (1807).  
Aviation Day.  
First mechanical airplane flight by Wright Brothers (1903).  
FCC approved color TV (1953).
- 18: New Jersey admitted (1787).  
First Sunday paper published (1796).
- 19: Tyrus (Ty) Cobb born (1886).  
Washington went into winter quarters at Valley Forge (1776).
- 20: First electrical lights on Broadway (1880).
- 21: Pilgrims landed at Plymouth Rock (1620).  
First day of winter.
- 23: George Washington resigned Army commission (1783).  
NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871)  
composed for celebration of opening of Suez Canal.  
Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).  
Christmas Day.
- 26: Battle of Trenton (1776).  
Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).
- 27: Louis Pasteur born (1822).
- 28: Iowa admitted (1848).  
Woodrow Wilson born (1856).  
Irish Free State became State of Eire (Ireland).
- 29: Texas admitted (1845).  
Andrew Johnson born (1808).  
First American YMCA established in Boston (1851).  
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
- 30: Rudyard Kipling born (1865).  
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

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# THE TELEVISION CODE OF THE NARTB

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## PREAMBLE

**T**ELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

**T**HE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

**T**HE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

**T**ELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

**I**N ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.



### ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

### ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

### RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

### DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of

propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

### COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

### TREATMENT OF NEWS AND PUBLIC EVENTS

#### News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words

or phrases which do not necessarily imply that the material following is a news release.

### **Public Events**

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

### **Controversial Public Issues**

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

### **Political Telecasts**

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

### **Religious Programs**

1. It is the responsibility of a television broadcaster to make available to the community, as part of a well-balanced program schedule, adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious

truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

### PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

### ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

#### General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial pres-

entations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

4. Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable.

### ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof:

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

### Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

### Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

### Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:



Length of Program (minutes)	Length of Advertising Message (minutes and seconds)	
	Class "A" Time	All Other Programs
5	1:00	1:15
10	2:00	2:10
15	2:30	3:00
25	2:50	4:00
30	3:00	4:15
45	4:30	5:45
60	6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.



8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

### **Dramatized Appeals and Advertising**

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

### **Sponsor Identification**

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

## **REGULATIONS AND PROCEDURES**

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

### **I**

#### **Name**

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.\*

### **II**

#### **Purpose of the Code**

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

### **III**

#### **Subscribers**

##### **Section 1. Eligibility**

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

\* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters. Article VII Section 2, B. (4).*

dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

## Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

## Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

## Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

### Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

### Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least *once* each year.

### Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

## IV

### Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

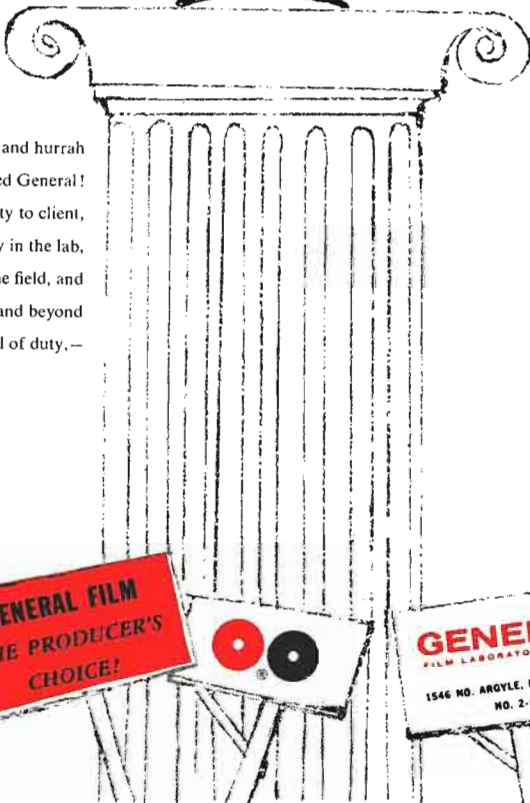
## V

### The Television Code Review Board

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board. The Review Board shall be composed of five members. A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively. A majority of the membership of the Board shall constitute a quorum for all purposes. The Television Code Review Board is authorized and directed to maintain a continuing review of all television programming, and to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations. The TV Code Review Board shall meet regularly once each quarter of the calendar year.



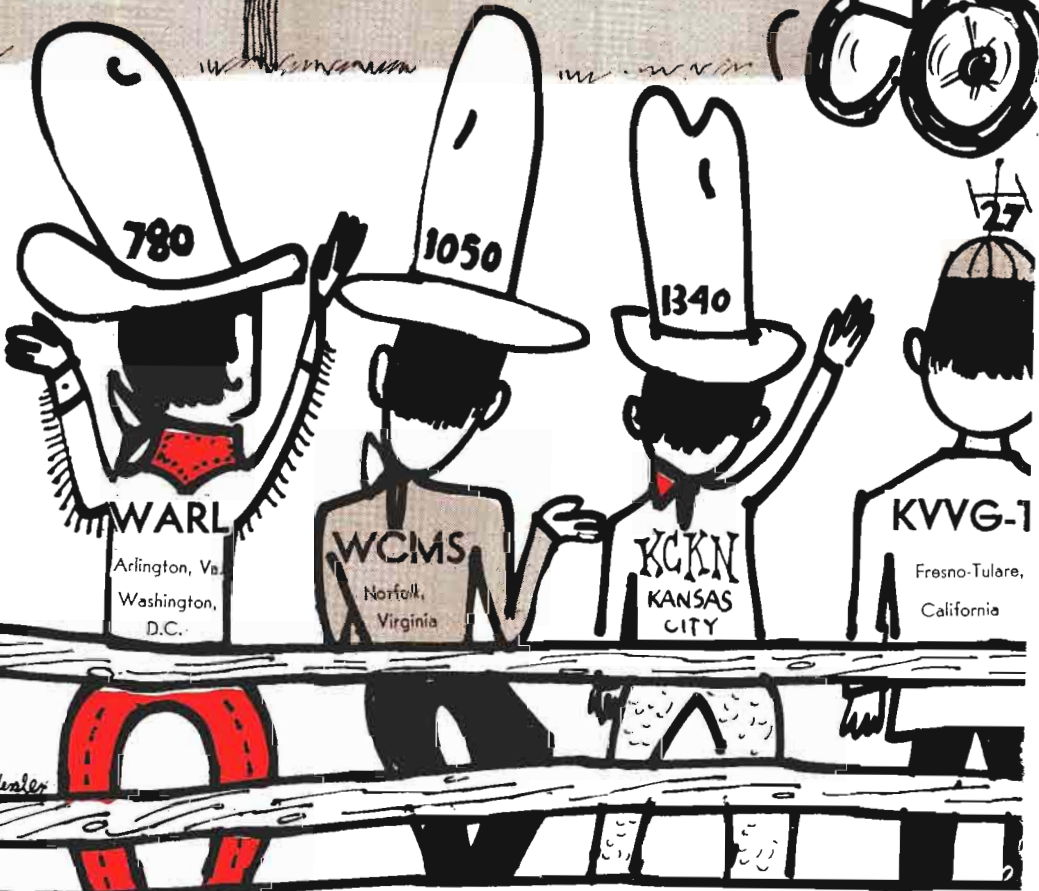
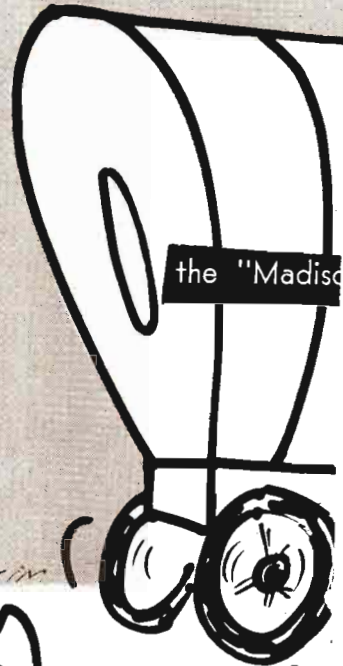
Cheers, heigh-ho, and hurrah  
 for the honored General!  
 For loyalty to client,  
 reliability in the lab,  
 foresight in the field, and  
 devotion above and beyond  
 the call of duty,—



# Hop on the "Chuck"\*



Madison Avenue

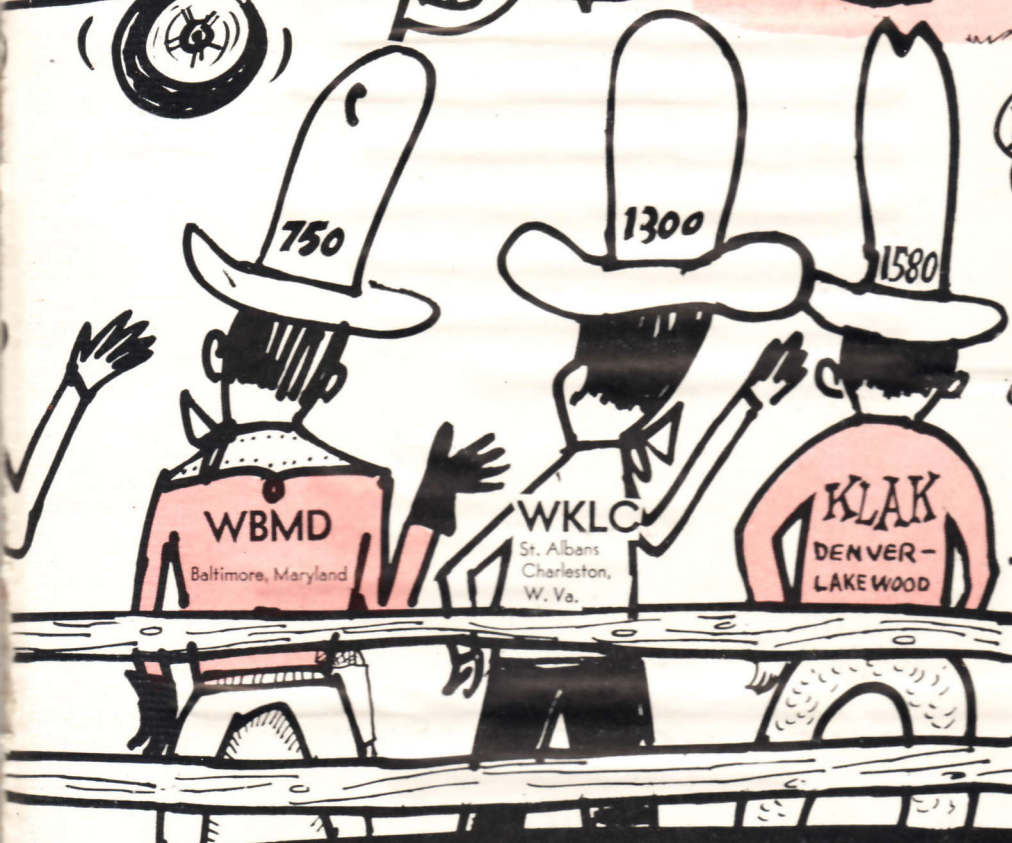


COUNTRY-WESTERN MUSIC FROM COAST TO

# Wagon, Pardner!

"Chuck" Bernard

Avenue Hillbilly"



**WBMD**  
Baltimore, Maryland

**WKLC**  
St. Albans  
Charleston,  
W. Va.

**KLAK**  
DENVER -  
LAKEWOOD

**KCUL**  
10,000  
WATTS

FORT  
WORTH

DALLAS

**OAST**

**CHARLES BERNARD & COMPANY**

3 WEST 56th STREET - NEW YORK 19, N. Y. - Circle 6-7242



"A historian has said that '... in today already walks tomorrow.' Never before was this insight truer or more meaningful than it is today. Our tomorrows will be crowded with great challenge and great opportunity. Let us meet them with confidence and with imagination."

A handwritten signature in dark ink, reading "David L. Tarnoff".

Chairman of the Board

**RADIO CORPORATION OF AMERICA**

Electronics for Living