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\*Reg. U. S. Patent Office

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## ABBREVIATIONS IN 1951 YEARBOOK

### EXECUTIVE PERSONNEL

Administrative Assistant	adm. asst.
Assistant Chief Engineer	asst. ce
Assistant Commercial Manager	asst. cm
Assistant General Manager	asst. gm
Assistant Program Director	asst. pd
Assistant to President	asst. to p
Business Manager	bus. m
Chairman of the Board	chmn. of bd.
Chief Bookkeeper	chief bkpr.
Chief Engineer	ce
Co-Engineer	co-engr.
Co-Owner	co-o
Commercial Manager	cm
Commercial Production Manager	coml. pdm
Director	d
Director of Engineering	d of engrg.
Director of Operations	d of opers.
Executive Officer	exec. officer
Executive Owner	exec. o
Executive Producer	exec. prod.
Executive Vice President	evp
Facility Director	facility d
Farm Director	fd
Film Director	film d
General Manager	gm
General Sales Manager	gen. slm
Local Sales Manager	loc. slm
Manager	m
Manager of TV Operations	m of TV opers.
Managing Director	mngng. d
National Commercial Manager	natl. cm
News Director	nd
Office Manager	office m
Owner	o
Partner	ptnr.
Partners	ptrns.
President	p
Production Coordinator	prod. coordinator
Production Director	prod. d
Production Manager	pdm

Promotion Manager	pmm
Public Affairs Director	pub. affairs d
Public Relations Director	pub. rel. d
Publicity Director	publ. d
Regional Manager	reg. m
Resident Manager	res. m
Sales Director	sls. d
Sales Manager	slm
Secretary-Treasurer	secy.-treas.
Special Events Director	sp. events d
Sports Director	sd
Station Director	sta. d
Station engineer	sta. engr.
Station Manager	sm
Station Supervisor	sta. sup.
Studio Supervisor	studio sup.
Supervising Engineer	sup. engr.
Technical Director	tech. d
Traffic Manager	traffic m
Transmitter Supervisor	trans. sup.
Vice President	vp
Women's Director	wd

### TRANSCRIPTION LIBRARIES

Associated	Assoc.
Capitol	Cap.
Cole	Cole
Lang-Worth	L-W
MacGorath	Mac.
SESAC	SES.
Standard	St.
Thesaurus	Thes.
World	Wld.

### TRANSMITTER MAKES

Collins	Col.
Crosley	Cros.
DuMont	DuM.
Federal	Fed.
Gates	G
General Electric	GE
Marconi	Marc.
Northern Electric	NE
RCA	RCA

### Y

Yankee Network	
Clifford Yew	