

Aaron Music Company
Abbott Music Pub.
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adanac Music Company
Adler, Larry, Music Co.
Adorian Music Co.
Agatha Music Corp.
Airlane Music, Inc.
Aladdin Music Publications
Algonquin Music, Inc.
Allen Rick Publications
Alvin Music Corporation
American Composer's Alliance
American Music, Inc.
American Performing Rights
Amijo Music
Amusement Publ.
Angel Music Inc.
Appleton-Century, D. Co., Inc.
A.Q.V. Corp.
Aragon Music Company
Arlene Music Co.
Ariston Music Inc.
Arrow Music Press, Inc.
Associated Composers, Inc.
Associated Music Publishers, Inc.
Atlantic Music Corp.
Autry, Gene Music Publishing
Avas Music Pub. Co.
Avery Music Company
Avon Music, Inc.
Barton, Earl, Music Co.
Ball Music Publishing Company
Ballet Russe de Monte Carlo
Banbury Music, Inc.
Bar Music Publishing Company
Barclay Music Company
Barron Music Company
Bartlett & Hartman Music
Beacon Music Company
Becker-Williams Publications
Beechwood Music Corp.
Begonia Music
Belfry Music
Bellemeade Music
Bell Music Co.
Bell-Tone Music Publishing Co.
Bentley Music Co.
Bergallam Music
Berger Publishing Company
Berkshire Music Inc.
Berwick Music Corp.
Beverly Music Inc.
Big "D" Pub. Co.
Billace Music Co.
Biltmore Music, Inc.
Blackwood Music
Blane Music Company
Blazer Music Co.
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Grass Music
Blue Jay Songs
Blue Note Records
Blue River Music Inc.
BMI Canada Ltd.
Babb Music

Bob-Dan Music Co.
Bomart Music Corp.
Bond, Johnny, Music Co.
Boulevard Music Inc.
Boxer Music Co.
Boyt, Earl Pub. Co.
Bradshaw Music Co.
Brazos Valley Music
Brenner Music, Inc.
Brewster Music Pub. Inc.
Brightlights Music Publishing
Broadcast Music, Inc.
Brookdale Music Co.
Brownwood Music Co.
Burley Music
Byron Music Co.
Calvert Pub. Co.
Cameron Music Co.
Camille's Music Company, Ltd.
Campbell Music, Inc.
Cammara Record & Pub. Co.
Candice Music Inc.
Candy's Playhouse Inc.
Capri Music
Cardinal Music Publications
Carnegie Music Co.
Carnival Music Company, Inc.
Carol Music Company
Carson-Carrier Publications
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Castle Music Pub. Co.
Cavalier Music Pub. Co.
Cedarwood Pub. Co., Inc.
Celestial Music Pub. Co., Inc.
Century Songs, Inc.
Cerabino, L. G.
Challenge Music
Chambers Music Co.
Charill Music Pub. Co.
Checker Music Publishing Co.
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Children's Record Guild
Children's Songs, Inc.
Chips Music
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Claremont Music Company
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cole Corporation, M. M.
Collins Music Co.
Collwill Corporation
Colonial Music Publishing Co.
Colortunes Publishers
Columbia Music Publishing Co.
Commercial Music, Inc.
Commodore Music Corporation
Continental Record Co.
Copyright Music
Cosmo Music
Country Music
Crestline Music Pub.
Crestwood Publications
Cross Music Company
Crossroads Music Co.
Crowe, Edward and Pyle, Pete

Cundy-Bettony Co.
D. R. & P. Co.
Dallas Music Co., Inc.
Dana Records
Dance Music Corp.
Davis & Ostergard
Davis Music Company
D. Dreyer Co., Inc.
Delaware Music Co.
DeMorat Music Co.
DeSoto Songs
Debut Publications
Dennis Music Co.
Destiny Music Pub.
Devere, Robert Music Co.
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dickinson, Harold H.
Dinehart Music Company, The
Diav Records, Inc.
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Doray, T., Music Publishing Co.
Dorchester Music Co.
Dornix Music, Inc.
Dioro Music Pub.
Douglas Publishing Company
Duchess Music Corporation
Dumac Music Corporation
Dunbar Music Co.
Dunhill Music Corp.
Dunray Music Company
Eagle Music Publishing Corp.
East Coast Music Publications
Eastern Music Publishers
Eastwick Music Co.
Eccma Music Company
Edgar Music Co.
Editions Musicales Victoria Musical Editions
Editora Dominicana De Musica
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Suvini Zerbini
Edlee Music Corp.
Edwards, Norman, Music Pub.
Elkane Music Company
Elmore, C. M. Publisher
Elsmo Patrillo
Embassy Music Corp.
Emco Music Company
Emerald Music Company
Emerson Music Publications, Inc.
Emperor Music Inc.
Encore Music Publications, Inc.
Englewood Pub.
Ericsson & Peppers Music Co.
Esquire Music Co.
Essay Music Company
Excelsior Music Publishing Co.
Executive Music Corporation
Fairfax Music Company
Fairway Music Corp.
Fargo Music Inc.

Ferrer, Jose, Music Inc.
 Fi-Del Music Publishing Co.
 Fine Songs
 Flair Pub. Co.
 Florida Music Company
 Folk Songs
 Folkways Music Publishers Inc.
 Ford Music, Inc.
 Four-Star Music Company
 Fowler, Wallace Publications
 France Music Company
 Francis & Wilmore Music Pub.
 Franco-American Publications
 Franklin Pub. Co.
 Frannan Music Co., Inc.
 Freed & Hall Music Publishers
 Frederick Music Publ. Co.
 Freeman, Albert Edward
 Freeman Music Co.
 Freeman, Porky, Pub. Co.
 Fremart Music Company
 Frey, Fran and Company
 G-Note Record Corp.
 G. M. S. Music Publishing Co.
 Gabriel Records
 Gainsborough Music, Inc.
 Gala Music Publishing Corp.
 Gale & Gale, Inc.
 Garlock, Scherer
 Gallico, Al
 Gallatin Music Corp.
 Gaviota Music Inc.
 Gay, Evelyn Pub. Co.
 Gaylord Music Co.
 Gilbert Music Publishers
 Glenwood Music Corp.
 Globe Music Corp.
 Gloria Music Co.
 Goday Music Inc.
 Gold Coast Pub. Co.
 Golden Gate Quartet Music Co.
 Golden Songs
 Golden State Songs
 Golden Tune Publishers
 Golden West Melodies, Inc.
 Golden West Music Publications
 Goode Music, Inc.
 Gordon Music Company
 Granson, Jose, Music Co.
 Granite Music Co.
 Great Oaks Music
 Green Music Publications
 Guinand, Clinton
 H. M. Banner Publications
 Halama, Frank J., Publications
 Halliburton Music
 Halmac Company
 Hamblen, Stuart, Music Co.
 Hamilmeyer Music Publishing
 Hanna & Co.
 Har-Bock Music Co.
 Harcourt, Brace & Co., Inc.
 Harmony House
 Harmony Music Publishers
 Harris & Vavrin
 Hartmann, Edward & Lynette
 Hartmann & Van Horn
 Harvard

Harvey Music
 Harwall Music Publishers
 Hawaii Conservatory Pub. Co.
 Heartline Music Co.
 Helpport Music
 Heim, Marty Music Co.
 Hemispheric Publications
 Highland Music Co.
 Hill and Range Songs, Inc.
 Hill Music Publishing Company
 Hillbilly Music Publishing Co.
 Hillside Music Publishers
 Hilltown Music Inc.
 Hinds, Hayden & Eldredge, Inc.
 Hit Parade Publications
 Hockenhull's Music Publications
 Hoffman Songs
 Holden, Alfred H.
 Hollendon Music Co.
 Hollis Music, Inc.
 Hollywood House Music Publishing Co.
 Holmes Publications
 Hoosier Music Publications
 Hopkins, Earle C.
 House of Carols
 House of Erin
 House of Fortune
 House of Irish Songs
 Howard, Jack, Publications, Inc.
 Imco Music Publishing Co.
 Imperial Music Publishing Co.
 Inco Music Company
 Independent Music Publishers
 Indigo Music, Inc.
 Inman, Autry, Music Pub. Co.
 Inspired Music Company
 Inspirational Music Corp.
 Instrumental Music Inc.
 Inter-American Music Pub. Co.
 Intermountain Specialty Sales
 International Popular Music Co.
 Iris Music Pub.
 Iris-Trojan Music Corp.
 J.A.Y. Music Company
 Jaglea
 Jackson Music Corporation
 Jamboree Music
 Jarman Publications, Ltd.
 Jayco Music
 Jay-Dee Music Corporation
 Jean Music Company
 Jill Music Co.
 Jo-Ann Music Company
 Johnstone-Monte, Inc.
 Johnstone Music, Inc.
 Jones, J. Grayson, Music Co.
 Joni Music Inc.
 Joshua Corp.
 Judson Music Co.
 Kahl Music Co.
 Kampas, William T.
 Kaolene Corp.
 Karen Publications
 Karr, Jerome J.
 Kaymusic Publishers
 Keith Music Pub.
 Keenote Music
 Kelly Music Publications

Kelly-Stool
 Kelton-Romm Music Company
 Kendis, Sonny, Music Pub.
 Kenneth Publishing Company
 Kerr, Bob, Prod.
 Kerr, Edward
 Keyes, Baron, Pub.
 Keystone Music Co.
 Kingsbury Music, Inc.
 Kinkade's Songs
 Kit Music Company
 Knight Publishing Co.
 Knobloch, M. H.
 Knotty Pine Music Pub.
 Kolbert, Marguerite (Productions)
 Kord Music Company
 L. A. Songs
 La Chapelle Music Publications
 Lake Erie Music
 Lance Music Pub.
 Lana Music
 Langley Music Co.
 Lang-Worth Publications, Inc.
 Latin American Publishing Corp.
 Laura-Lea Music
 Laurel Music Publishers, Inc.
 Lawn Music
 Lawrence, Johnny, Music
 Leal, Felipe Valdes
 Lee, Robert, Music Publishers, Inc.
 Lee Music
 Lennerts Music Publications
 Leora Music
 Liberty Music Publishers
 Lind Music Company
 Little Jazz Music Pub., Inc.
 Lois Music Publishing Co.
 Lomax, Carl, Music Publishing Company
 London Music Corp.
 Lone Star Music Co.
 Long, J. Baxter
 Los Feliz Music Co.
 Love Music
 Lowden, C. Harold
 Lowell Music Corp.
 Lowery Music Co.
 Lubin, Jimmy, Music Publishers
 Lucky Music Publishers
 Ludlow Music, Inc.
 Lutz Brothers Music Co., Inc.
 Lydian Music Publishers
 Lynbrook Music Inc.
 Lynch, Edward J.
 Lynn Music Corp.
 M. and F. Music Publisher, The
 M-E Melodies
 Mac Angelo
 Mack Music Company
 Mack-Nell Publications
 Mackley Music Publishing Co.
 Maestro Music Company
 Magnet Music, Inc.
 Magnolia Music Corp.
 Main Music Publishing Company, The
 Main Street Songs, Inc.

Majestic Music Company
Major Melodies
Major Minor Music
Malamar Music, Inc.
Manhattan Melodies Music Pub.
Marmor Music Inc.
Marvin Music Corp.
Mann Music Co.
Manning Music Company
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Maresh Music Co.
Marino Music Company
Mark-Lee Music Company
Marks, E. B. Music Corp.
Marsales, Frank
Martens, W. F., Music Co.
Maxted Music Co.
Master Music Publishers
Masters Music
Maywood Music Co.
McCall and Malin Publishing
McClellan Music Company
McClure, Ruth D.
McCune Music Company
McDonald Music Company, The
McGinty Music Publishing Co.
McClean, Gene, Music Co.
McMahon, Frank
Meadowbrook Music Publishing
Mellin Music, Inc.
Mellow Music Publishing Co.
Mellostone Music Co.
Melody Lane, Inc. (Peer)
Melody Moderne Incorporated
Melody Trails
Memphis Music Publishers, The
Mercer Music
Merian Music Inc.
Meridian Music Corp.
Merit Music, Inc.
Merit Music Publishing Co.
Merrick Music Co.
Merrymount Music Inc.
Merrywood Publishers
Metro Music
Metropolitan Music Company
Metropolitan Music Publishers
Michele Pub. Co.
Micor Publishing Company
Midland Music Company
Midwestern Publishers
Millbrook Music
Miller-Steinberg-Katz Music
Milliegene Music Publishing
Miracle Music Company
Mission Hills Publications
Missud, Jean M. (B.M.I.)
Modern Melo Melody Publ.
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Monmouth Publishing Company
Mono-Music
Monroe Music Company
Monroe, Bill, Music Inc.

Montauk Music
Montclare Music Corp.
Moon Ray Music Publishers
Moonlight Music
Morris Music Publications
Morrison Music Company
Morrissey Music Company
Morro Music Corp.
Morse, Dave, Studio Pub. Co.
Morton Music Corp.
Motton Music Co.
Motley Music Publishing Co.
Motor City Music Publishers
Mr. Music Co.
Murob Music Publishers
Music Art Publications
Music Box Melodies
Music City Copyrights
Music Enterprises
Music for Frets
Music For Young America Co.
Music Incorporated
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musin, Ovid (E. B. Marks)
Muzik Masters Company
National Association For Blind
Composers, Inc.
National Broadcasting Co., Inc.
National Music Corp.
Navajo Music, Inc.
Nelson, Overson Publications
New England Song Publishing
New Era Music Corporation
Newton, Al
Niksch, Donald E.
Nimissilla Music Company
Nolton, Frances Stuart
Normandy Music, Inc.
Northeastern Music Company
Northern Bell Music Pub. Co.
Noteworthy Music, Inc.
Nu-Tune Music Corporation
Nutter, Carl, Music Pub. Co.
Oakhurst Music Pub. Co.
Ohio Music Co.
Old Charter Pub. Co., Inc.
Old Town Records Corp.
Omnibus Music Co.
Oliver-Jacobs Music
Onyx Publishers
Opal Music Inc.
Optimist Songs Co.
Oree Music
Original Music Publishing Co.
Orpheum Music Corp.
Otis, Johnny, Music Co.
Out West Music Publisher, The
Pace Music Co.
Pacific Music Publications
Palladium Music Publishing Co.
Palomar Music Corp.
Pan-American Publications
Panhandle Music
Parade Music Company
Paradise Music Company
Paris, James B.
Parliament Music, Inc.

Pastor Music Co.
Paterson, James A.
Patmar Music Company, Inc.
Patricia Music
Paul Music
Paxson, Margaret O.
Peer International Corporation
Pemora Music Company, Inc.
Peskin Music Publishing Co.
Phoenix Music Corp.
Phono-Tunes Music Company
Piccadilly Music Corp.
Pitchpipe Music Co.
Pitts, P. S., Publications
Plamor Music Company
Pleasant Valley Music
Plumb, Neely Publishing Co.
Pollard Music
Pond, Frank, Music Company
Porgie Music Corporation
Powell, Wayne
Prelude Music Co. (E. B. Marks)
Premier Music Publishing
Pre-View Publications
Pritchett Publications
Professional Music, Inc.
Progressive Music Publishing
Pro Musica Publishing Co.
Prosser Music Publishing Co.
Proven Publications
Pulse Music
Pulse Publishing Corp.
Putman Publications
Quaker Music Company
Quality Music Company, Inc.
Quincy Music Publishers
R. S. Rose Publishing Co.
Radio & Video Music Publishing
Radio Music Publishers
Radon Music Co.
Rainbow Melodies Music Co.
Rainbow Music Publishers
Rainer Music Publishers
Raleigh Music Publishing Co.
Rancho Music
Rand Music Co.
Randolph, Al, Publications
Rayven Music Co., Inc.
Real Music Company
Reardon, Harry, Music Pub.
Record Music Publishing Co.
Recordo Music Publishers
Red River Songs
Redskin Publishing Co.
Redwood Music Co., Inc.
Reeny Rhythms
Regent Music Corp.
Reiner, Paul, Music Pub. Co.
Reis, Herb, Music Corp.
Remarque Music Publishing Co.
Republic Music Corporation
Rex Music Publishers
Rhodes, David W.
Rhythm Enterprises
Rhythms Of The West
Ricordi, G. & Co.
Ridgeway Music
Rinehart, Marion W., Music
Rinker, Charles, Music Pub.



Riverdale Music Co.
Rivervale Music, Inc.
Rockland Music Corp.
Rocky Hill Music Corp.
Rod Jon Music Company
Romance Music Publications
Romaunt Music Publications
Rondo Music
Rork, Ernest A., & Son
Rosarch Pub. Co.
Roslyn Music Company
Ross Music Co.
Roth, Howard H., & Co., Inc.
Roxy Music Corp.
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Ruby Music Co.
Rudy Vallee Music Publications
Rujanart Music Publications
Rumbalero Music, Inc.
Rush Music Corp.
Russell Music Co.
S. B. G. Music Publishers
Sagebrush Music Pub. Co.
Salamanca Music Publishers
Salvatori Music Company
San Juan Music Publishing Corp.
Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Schaeffer's, Peter, Music Corp.
Schirmer, E. C., Music Co.
Scholl Publishing Company
Scripter's
Seattle Music Publishing Co.
Seidel, Emil, Music Pbl'g Co.
Selroy Music Pub. Co.
Sensational Music Pub. Co.
Sentinel Music Publications
Seven-Eleven Music Pub.
Shaw, Charlie, Publications
Shealy Music Pub. Co., Inc.
Shelby Music Publishing Co.
Sheldon-Mitchell Pub. Corp.
Sheldon Music, Inc.
Sheridan Music Corp.
Sheraton Music Corp.
Sherman Company
Sherman Music Co.
Sherwood Music
Shopa Music Publications
Show-Biz Music Co.
Shutt, Albert Music Publisher
Signet Music Co.
Simon House, Inc.
Singer, Murray, Music Pub.
Skrivanek Music
Skyway Records & Music Pub.
Slate Enterprises, Inc.
Smith, Jerry, Publications
Smith Publications
Snyder, Fenton Publications
Society of Jewish Composers,
Publishers and Songwriters
Song Ads Inc.
Song-Ranch Publications
Song Writers' Cooperative, Inc.

Sonorous Music Co., Inc.
Sophisticate Music, Inc.
Sound Music Pub. Co.
Spanish Music Center
Speed Pub. Co.
Spin Music
Spitzer Songs, Inc.
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stampede Pub. Co.
Stan-Host Melodies
Stark Music Printing Company
Starr Songs
Starrite Pub. Co.
Stavin Milt, Music Company
Steele, Ted, Publishing Co.
Stella Music Co., Inc.
Stern, Jos. W., & Co.
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stone Jack & Associates
Strand Press Music Publishers
Stratton, A. D., Music Co.
Stuart Music, Inc.
Studio Music Co.
Sudlik & Siegel
Sultan Associates
Sunbeam Music Corp.
Sundial Songs
Sunrise Music Company
Susquehanna Prod., Inc.
Sutton Music Company
Swansongs Publications
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Tamasa Music Co.
Tannen Music, Inc.
Taps Agency
Tarry-Town Music Co.
Temerity Music Inc.
Tennessee Music Corp.
Terrific Tunes
Terry Tune Studios
Thomas Cole Publishing Co.
Thornwood Music Pub. Co.
Tic-Toc Publishing Company
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Times Square Music Publishing
Tingor Music, Inc.
Tobby Music Publishers
Tono Record Co.
Topik Tunes
Trans Music Corp.
Trans-American Music Pub.
Trend Music
Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trio Music Company

Tropical Song Counter
Tubb, Ernest, Music Inc.
Tune-Time Music
Tune Towne Tunes
Turnpike Music, Inc.
U. S. Music, Inc.
Ultra Music Company
Una Publishing Co.
Unger Music Publisher
Unique Music Publishers
Universal Music Sales
Uranus Music Company
Val Music Corporation
Valentine Music Publications
Valiant Music Company, Inc.
Valley-Hill Music Co.
Valley Publishers, Inc.
Valor Publications
Van Brunt Publishing Company
Van Russ Music
Vance Music Company
Vander Music Company
Vanguard Songs
Van's Music Company
Variety Music Company
Velleca Publishing Company
Versailles Music Co., Inc.
Vesta Music Corp.
Vetter, Jack, Music Corp.
Vicca's Music Co.
Village Music Co.
Villanova Music Co.
Vincent Music Co., Inc.
Vogue Music Corporation
Volunteer Music Sales Co.
Von Hallberg Music Company
W. F. A. Enterprises
Wade Franklin, Publications
Wallace Publishing Company
Ward & Sears Music, Inc.
Ward, Allan W., Music Pub.
Warner Studio
Warren Publications
Washington Music Bazaar
Webster Music Company
Weddington Music, Inc.
Weiss & Barry, Inc.
Wemar Music Corporation
Westbrook Publications
Whimsy, Ltd.
White, Elmore, Music
White Mountain Music
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Willet, Slim, Songs
Wilson Publishing Co.
Winchester Music Inc.
Winneton Music Corp.
Winthrop, G. & Company
Wise Music Publications
Wonder Music Pub. Co.
Wonderland Music Co., Inc.
Wood Song and Record Co.
Woodard, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
Wortham Music Co.
Wrightman, Neale Publishers
Wyner Music Publishers

SESAC, INC.

By PAUL HEINECKE

President



IN this, SESAC's 23rd year as the second oldest performance rights organization in the United States, I would like to tell you about its prowess and growth, not only as a firm offering a vast repertory of copyrighted musical and dramatic-musical works which are found on thousands of phonograph records, electrical transcriptions, transcribed programs and live shows, and as the producer of the top-flight SESAC Transcribed Library now in its 10th year, but also as an organization dedicated to serving the entire entertainment industry particularly fulfilling the program needs of radio and television broadcasters everywhere.

During the year, SESAC representatives, as in the past, attended and participated in State Broadcasters Meetings, NARTB District Meetings and the national convention of both the NARTB, the AWRT, and the CARTB. Further, the successfully inaugurated SESAC Speakers Bureau offered the services and talents of SESAC representatives. They have also participated as guest speakers at schools, colleges and State Broadcasters Meetings, and are continuing to do so.

A number of our new publisher affiliates have come to SESAC from other performance right licensing organizations. The repertory keeps growing; thousands of new copyrights add up to millions of additional performances for SESAC. That's why more AM, FM and TV stations call for SESAC music—the answer to the demand for the best music in America.

Supplementing and co-ordinating the efforts of the SESAC family of publishers, representatives, producers, salesmen and musicologists, is the monthly bulletin, SESAC MUSIC. During the thirteen years of our bulletin's existence, SESAC's Promotion and Editorial staffs have brought to the broadcasting industry, as well as to the producers of phonograph records, motion pictures, transcribed programs, and television shows, "program helps" and information concerning SESAC's 263 publishers' catalogs and their new works.

News of radio and television stations, and articles of interest and value written expressly for SESAC MUSIC by members of your own radio and television stations, are all included in the bulletin. I am delighted that SESAC MUSIC has an extensive and growing circulation, for just as SESAC music is heard wherever music of lasting value is played, so SESAC MUSIC is read wherever people are doing a top-notch job throughout the entertainment industry, public service organizations, educational and government institutions.

For me it is an honor and a privilege to work hand in hand with you, the leaders, in developing a vital segment of our national culture.



Accordion Music Publishing Co.
Adamus, A.
Adamus, Zenobuizs
Albright Music Company
Alford, Harry L.
Alkire, Eddie, Publications
Amsco Music Publishing Co.
Andrea Music Co., Inc.
Arct, M.
Arct Wydawnictwo Muzyczne
Ashmall, Wm. E., Company
Augsburg Publishing House
Avalon Music Publishing Co.
Aztec Music Company

Babwin Publications
Barnes, A. S., & Company, Inc.
Barnhouse, C. L., Company
Bartlett, E. M.
Barwicki, K. T.
Bass Co., The, Music Publishers
Bava's, John, Music
Beazley, Samuel W., & Son
Beirly, Alfred, Co.
Bendix Publishing Corp.
Benson, John T., Publishing Co.
Berge Music Co.
Blake, Whitney, Music Publishers
Braun, Hubert J.
Braun Music Co.
Braun Organization, The
Breuer, Harry
Broadcast Music Publishers
Broadman Press, The
Brumley, Albert E., and Sons
Bryant Music Company

Capitol Music Co.
Cardilli, M. V.
Catholic Music Co.
Central Music Co.
Century Music Publishing Co.
Cerruti, John M.
Chart Music Publishing House,
Inc.
Choral Press
Church Music Co., The
Clayton, Norman J.
Clef Music Corp.
Coanacher, B.
Coleman, Robert H.
Coleman, Robert H., Publishing
Co.
Composers Press, Inc., The

Concord Music Publishing Co.,
Inc.
Concordia Pub. House
Crawford, Percy B.
Cooper, W. Oliver
Craig, Ivy E.
Cummings, M. Homer
Czytelnik

Daniel, John, Quartet Song Pub.
Darom
Davis, Marion, Company, The
Dawson, William L.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro
Denison, T. S., & Company
Denson Trio Music Co.
Denson-Parris Music Co.
Di Bella, O., Music Co.

Edel, Yizchak
Edition Darom
Edition Gil-Ron
Edition Hazemer
Edition Jastrzab
Edition Olympia
Edition Pizmon
Edition Pro Arte
Eulenburg, Ernst, Ltd.
Europa Music Co.
Evangel Music Co., Inc.

Fairbank, H. W., Company
Ferrill, J. W.
Firm Foundation Publishing House
Fitzsimons, H. T., Co., Inc.
Forberg, Rob.
Fouts, S. G.
Fouts-Payne Music Co.
Future Music Co.

Gebethner & Wolff
Georgi & Vitak Music Co.
Gilbert Music Company
Gil-Ron
Goddard Publishing Corp.
Gornston, David
Gospel Music Publications
Gospel Songs, Inc.

Grabczewski, F.
Grammer, Frank
Gregorian Institute of America

Hall Music Co., The
Hall & McCreary Co.
Hanson, Eddy
Harmonia Publishing Co.
Harper & Brothers
Hartford Music Co., The
Hart's Music Company
Hathaway, Franklin Earl, Mus.
Pub.
Hazemer
Heinrichshofen's Verlag
Henson, J. M., Music Co.
Heritage Music Publications, Inc.
Hoffman, Raymond A., Co.
Holbrooke, Josef
Huffer, Fred K.
Hymntime Publishers

Idzikowski, Leon
Idzikowski, M.
"IPA," Israel Publishers Agency
"Isclam," Israel Society of Com-
posers, Authors & Music Pub-
lishers

Jastrzab
Jeffress Music Company
Jewell, Fred, Music Co.

Kanner Music Publishing Co.
Keene, Hank, Inc.
Kelman Music Corp.
Keyboard Publishing Co.
King, K. L., Music House, Inc.
King Music Publishing Corp.
Kjos, Neil A., Music Co.
Krachtus, John, Inc.
Krone, Max and Beatrice
Kuthan, E.

Lillenas Publishing Co.
Littig, Frank, Music Publishing
Co.

Liturgical Music Company
Liturgical Music Press, Inc.

Maciejowski, ZB.
Markiewicz, Adam
Master Music Press, Inc.
McLaughlin & Reilly Co.
Mercury Music Corp.

Modern Music Library
 Moniuszko Publishing Co.
 Morris-Henson Music Co.
 Music Press
 Music Press, Inc.
 Music Products Corp.
 Musical Melody Publishers

National Music Company
 National Music Company, Inc.
 Natrass-Schenck, Inc.
 Nazarene Publishing House
 Network Music Publishers
 Northwestern Press, The
 Nowa Scena
 Nowacki, Henryk X.

Olympia

Pace, Adger M.
 Pagani, O., & Bro., Inc.
 Pallma, Frank, Music Publisher
 Pallma Music Products Corp.
 Panella, Frank A.
 Panella Music Co.
 Paragon Music Publishers
 Parks, J. A., Company, The
 Parris Music Co.
 Parris, O. A.
 Perry, F. Clark, Co.
 Perry's Sons, A. W.
 Pioneer Music Press
 Pizmon

Podgorski, I.

Polonia Publishing Co.

Polskie Towarzystwo Muzyki
 Wspolczesnej

Polskie Wydawnictwo Muzyki
 Wspolczesnej

Poltawski, Aleksander

Pomaranski, Zygmunt

Popular Music Publications

Princes Publications

Pro Art Publications

Pro Arte

"PWM," Polskie Wydawnictwo
 Muzyczne

"PWM," Polskie Wydawnictwo
 Wydawnictwo Polskich (Asso-
 ciation of Polish Publishers)

Puritan Publishing Co.

Quartet Music Company

Quincke, Walter A.

Radio City Guitar Studio

Ramola Music

Ramsey, Will M.

Ramsey & Parker

Revival Music Company, The

Ricart & Cia, Luis, S. L.

Roat, Chas. E., Music Co.

Rolseth Pub. Co.

Rozan Publishing Co.

Rudnicki, Walery

Rynczak, J.

Rzepecki, J.

Sacred Music Foundation, The

Sajewski, W. H., Music
 Publishing Co.

Schmidt, Arthur P., Co., Inc., The

Schmitt, Paul A., Music Company

Schuberth, Edward, & Co., Inc.

Sebren, George W., Music Co.

Select Music Company

Selmer, H. & A., Inc.

Seyfarth, G.

Showalter, A. J., Company, The

Showalter, G. H. P.

Simon, Frank

Sing Time Publishing Company

Singenberger, John

Singenberger, Otto

Singspiration Associates

Sisk Music Company, The

Slaski, H.

Slater, Will W.

Smith, Alfred B.

Smith, Wm. J., Music Co.

Southern Music Plate Co.

Stamps-Baxter Music & Printing
 Co.

Stamps Quartet Music Company,
 Inc.

Stamps, V. O., Music Company

Standard Music Company

Standard Songs

Stanphill, Ira

Stirling Music Publishing Co.

Sunday School Board of the
 South Baptist Convention, The

Target Music Co.

Tav-Rina

Teddle, Tillit S.

Tennessee Music & Printing Co.

Thomas, Alvis O.

Thomas, J. E.

Thompson Music Company

Top Music Publishers, Inc.

Tovey, Herbert G.

Towarzystwo Wydawnicze
 Muzyki Polskiej

Treasure Chest Publications, Inc.

Triangle Music Co.

Trio Music Co.

Tuskegee Institute

Universum

Vaughan, James D., Music
 Publishers

Vitak-Elsnic Co.

Volpe Music Co.

Walls, W. M.

Warde, Harry

Warner, F. Eugene

Weaner-Levant Publications

Weaner, Maxwell

Wells, Kenneth H.

Western Accordion Music
 Company

Wheelwright, Lorin F.

Whitney Blake Music Publishers

Wiehler, Z.

Wilensky, Moshe

Windsor Music Company

Winsett, R. E.

Witczyk, Stanislaw
 "WJR"

Wohl, Jehuda

Wydawnictwo Muzyczne Arcta

"Zaiks," Zwiasek Autorow,
 Kompozytorow i Wydawcow

Zak, Czeslaw

Zalewski, B. J.

Zaremba, Alojzy



Dual Operator Evaluates Impact of Television

By EDWARD LAMB

President

Edward Lamb Enterprises, Inc.

WE no longer talk about the future of television as "tremendous" or even "fantastic." We realize clearly enough that the video industry has now become almost national in scope and in the foreseeable future it may become globe encircling.

Although we accept the sound-sight medium as a part of our daily living pattern, we must not lose sight of certain elementary truths. Its use in politics, in education and in entertainment will increase and become much more effective.

For half a dozen years video has proven that it is the world's ideal way to demonstrate merchandise under almost perfect conditions before a mass audience. At the outset we learned to our surprise that regardless of the hour of the day or night we have a certain number of viewers in attendance. Now, through the test of trial and error, we have found certain times during the broadcast day much more suitable than others for the sale of certain products.

But as the number of stations and the broadcast hours increase, our viewing friends have become much more selective. I don't say that the largest number of viewers will turn to the best programs. Folks may not turn from a variety show to an opera, and they don't dial a worthwhile educational program in preference to watching the antics of an alleged comedian.

None of us are soothsayers and none there are who can outline the course of future commercial trends. As broadcasters we must, of course, perfect our own product. We can adopt efficiency, economy and good business practices.

There are many signs abroad of slackening retail activities. And yet, as many businesses become more competitive, there are reasons to believe that adver-

tising media, at least those elements which are built solidly, may survive and even prosper.

We'd kid ourselves not to admit that there are going to be a lot of casualties among the TV broadcasters. Even now we see more frequently the "For Sale" signs appearing in the broker's portfolios. And the marginal operators will be counted among the dead ducks irrespective of the part of the broadcast spectrum they occupy.

We're trying in our operations to improve programming to the extent that each operation is much more closely wed to every phase of community life. We believe that additional competitors will be a good thing for us—if we have sense enough to broaden our base and make our media a more essential part of local affairs.

Again, we're trying to get and stay in sound financial condition. We're pouring every available dollar into improvement of property and personnel. Being too deeply in hock to the banks, or equipment suppliers, just as being over-staffed with needless labor, pointed the road to disaster when the last depression started.

Of course, the ownership of the second, the third or even the tenth radio or TV operation diversifies and strengthens each. Every businessman is conscious of the savings derived from multiple operation. There are some activities we can handle from a central office, like relationships with the networks and placement of advertising. Other experiments, like billing from the central office, just haven't turned out successfully.

As long as we keep a station keyed to local needs, and under aggressive leadership, we can see that each is a training ground providing expanded opportunity for each employee.

Frequency Modulation Stations—FM

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IN OPERATION

AS OF

JANUARY 1, 1954

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ALPHABETICALLY

LISTED BY STATE—CITY

FM STATIONS IN OPERATION

As of Jan. 1, 1954

Call Letters	City	Licensee
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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; The TV Corp.
WJLN, Birmingham; Johnston Bcstg. Co.
WSGN-FM, Birmingham; The Jemison Bcstg. Co.
WKLF-FM, Clanton; Southeastern Bcstg. Co.
WFMH-FM, Cullman; The Voice of Cullman
WHOS-FM, Decatur; North Alabama Bcstg. Co.
WJOI-FM, Florence; Florence Bcstg. Co., Inc.
WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.
WHBS-FM, Huntsville; The Huntsville Times Co., Inc.
WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.
WABB-FM, Mobile; The Mobile Press Register, Inc.
WKRQ-FM, Mobile; Giddens & Rester
WCOV-FM, Montgomery; Capitol Bcstg. Co.
RHTB-FM, Talladega; Voice of Talladega, Inc.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.
WUOA, Tuscaloosa; Board of Trustees, U. of Ala.

ARIZONA

KTYL-FM, near Mesa; Harkins Bcstg., Inc.

ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury
KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.
KFSA-FM, Ft. Smith; Southwestern Publishing Co.
KBTM-FM, Jonesboro; Regional Bcstg. Co.
KPOC-FM, Pochahontas; Pochahontas Radio, Inc.
KUOA-FM, Siloam Springs; KUOA, Incorporated

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Company
KMAR, Bakersfield; Marmat Radio Co.
KPFA, Berkeley; Pacifica Foundation
KRE-FM, Berkeley; Central California Bcstrs., Inc.
KRED, Eureka; Redwood Bcstg. Co., Inc.
KARM-FM, Fresno; KARM, The George Harm Station
KMJ-FM, Fresno; McClatchy Bcstg. Company
KRFM, Fresno; California Inland Bcstg. Co.
KUTE, Glendale; Robert P. Adams
KFWB-FM, Hollywood; Union Bcstg. Corp.
KHJ-FM, Hollywood; General Teleradio, Inc.
KFOX-FM, Long Beach; Nichols & Warinner, Inc.
KNOB, Long Beach; The Cerritos Bcstg. Co.
KCBH, Los Angeles; A. A. Crawford
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
KNX-FM, Los Angeles; Columbia Bcstg. System
KRKD-FM, Los Angeles; Radio Broadcasters, Inc.
KSRT, Los Angeles; School of Radio Arts
KUSC, Los Angeles; U. of Southern California

Call Letters	City	Licensee
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KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
KYME, Merced; Merced Bcstg. Co.
KBEE, Modesto; McClatchy Broadcasting Co.
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
KKOA-FM, nr. Sacramento; Sacramento Bcstrs., Inc.
KLX-FM, Oakland; Tribune Building Company
KEDO, Ontario; The Daily Report Co.
KWKW-FM, Pasadena; Southern California Bcstg. Corp.
KVRE, nr. Redding; Golden Empire Bcstg. Co.
KPOR, Riverside; Broadcasting Corp. of America
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co.
KKOA-FM, Sacramento; Sacramento Bcstrs., Inc.
KSBR, San Bruno; Radio Diablo, Inc.
KFSD-FM, San Diego; Airfan Radio Corp., Ltd.
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
KGO-FM, San Francisco; American Bcstg. Co., Inc.
KNBC-FM, San Francisco; National Bcstg. Co., Inc.
KRON-FM, San Francisco; The Chronicle Publishing Co.
KXXX, San Francisco; Electronic Service Corp.
KSJO-FM, San Jose; Santa Clara Bcstg. Company
KVOE-FM, Santa Ana; The Voice of the Orange Empire
KCRW, Santa Monica; Santa Monica School Board
KDFC, Sausalito; Sundial Bcstg. Corp.
KGDM-FM, Stockton; E. F. Pepper

COLORADO

KFEL-FM, Denver; Eugene P. O'Fallon, Inc.
KLZ-FM, Denver; Aladdin Radio & Television, Inc.
KOA-FM, Denver; Metropolitan TV Co.
KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

CONNECTICUT

WDRC-FM, Hartford; The Connecticut Bcstg. Co.
WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.
WMMW-FM, Meriden; Silver City Crystal Co.
WBIB, New Haven; Connecticut Radio Foundation, Inc.
WNHC-FM, New Haven; The Elm City Bcstg. Corp.
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

DELAWARE

WDEL-FM, Wilmington; WDEL, Inc.

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WCFM, Washington; Cooperative Bcstg. Assoc.
WFAN, Washington; United Bcstg. Co., Inc.
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., Inc.
WTOP-FM, Washington; WTOP, Inc.
WWDC-FM, Washington; Capitol Bcstg. Co.

FM STATIONS IN OPERATION

Call Letters	City	Licensee
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FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
 WRUF-FM, Gainesville; University of Florida
 WIVY-FM, Jacksonville; Edward J. Oberle
 WJAX-FM, Jacksonville; City of Jacksonville
 WJHP-FM, Jacksonville; Jacksonville Journal Co.
 WMBR-FM, Jacksonville; Washington Post Co.
 WGBS-FM, Miami; Storer Bcstg. Co.
 WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
 WQAM-FM, Miami; Miami Bcstg. Co.
 WTHS, Miami; Lindsey Hopkins Vocational School
 WWPB-FM, Miami; Paul Brake
 WKAT-FM, Miami Beach; WKAT, Inc.
 WLRD, Miami Beach; Mercantile Bcstg. Co.
 WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
 WHOO-FM, Orlando; WHOO, Inc.
 WORZ-FM, Orlando; Central Florida Bcstg. Co.
 WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
 WDLF-FM, Panama City; Panama City Bcstg. Co., Inc.
 WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
 WTAL-FM, Tallahassee; John H. Phipps
 WDAE-FM, Tampa; Tampa Times Co.
 WFLA-FM, Tampa; The Tribune Company

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
 WAGA-FM, Atlanta; Storer Bcstg. Co.
 WATL-FM, Atlanta; Atlanta Bcstg. Co.
 WBGE-FM, Atlanta; General Bcstg. Co.
 WGST-FM, Atlanta; Georgia Institute of Tech.
 WSB-FM, Atlanta; Atlanta Newspapers, Inc.
 WAUG-FM, Augusta; Garden City Bcstg. Co.
 WRBL-FM, Columbus; Columbus Bcstg. Co.
 WDWD-FM, Dawson; Dawson Bcstg. Co.
 WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
 WKEU-FM, Griffin; Radio Station WKEU
 WLAG-FM, LaGrange; LaGrange Bcstg. Co.
 WMAZ-FM, Macon; Southeastern Bcstg. Co.
 WNEF-FM, Macon; Macon Broadcasting Co.
 WCOH-FM, Newnan; Newnan Bcstg. Co.
 WRGA-FM, Rome; Rome Broadcasting Corp.
 WSAV-FM, Savannah; WSAV, Incorporated
 WTOG-FM, Savannah; Savannah Bcstg. Co.
 WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
 WLET-FM, Toccoa; R. G. LeTourneau
 WGOV-FM, Valdosta; WGOV, Inc.

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.
 KHTL, Honolulu; Henry T. Lee

IDAHO

KSEI-FM, Pocatello; Radio Service Corp.
 KRXX-FM, Rexburg; Snake River Radio & TV Co.
 KTFI-FM, Twin Falls; Radio Broadcasting Corp.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
 WBYS-FM, Canton; Fulton County Bcstg. Co.
 WROY-FM, Carmi; Carmi Bcstg. Co.
 WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
 WDWS-FM, Champaign; The Champaign News-Gazette
 WAAF-FM, Chicago; Corn Belt Publishers, Inc.
 WBBM-FM, Chicago; Columbia Bcstg. System, Inc.

Call Letters	City	Licensee
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WBZZ, Chicago; Bd. of Ed., City of Chicago
 WBIK, Chicago; Balaban & Katz Corporation
 WEFM, Chicago; Zenith Radio Corporation
 WEHS, Chicago; WHFC, Inc.
 WENR-FM, Chicago; American Bcstg. Co., Inc.
 WFJL, Chicago; Lewis College of Science & Tech.
 WFMF, Chicago; WFMF, Incorporated
 WFMT-FM, Chicago; Gale Bcstg. Co., Inc.
 WSEL, Chicago; Chicago Skyway Bcstg. Co.
 WMAQ-FM, Chicago; National Bcstg. Co., Inc.
 WCHI, Chicago Heights; Chicago Heights Bcstg. Co.
 WSOY-FM, Decatur; Illinois Broadcasting Co.
 WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
 WEAU, Evanston; North Shore Bcstg. Co., Inc.
 WFJS, Freeport; Stephenson Corp.
 WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
 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.
 WPRS-FM, Paris; Paris Bcstg. Corp.
 WMBD-FM, Peoria; WMBD, Inc.
 WGEM-FM, Quincy; Quincy Bcstg. Co.
 WTAD-FM, Quincy; Lee Broadcasting, Inc.
 WROK-FM, Rockford; Rockford Broadcasters, Inc.
 WHBF-FM, Rock Island; Rock Island Bcstg. Co.
 WCVS-FM, Springfield; WCBS, Inc.
 WTAX-FM, Springfield; WTAX, Inc.
 WIUC-FM, Urbana; University of Illinois
 WKID-FM, Urbana; Sterling Bcstg. Co.

INDIANA

WCSI-FM, Columbus; Syndicate Theatres, Inc.
 WCNB-FM, Connersville; News-Examiner Company
 WTRC-FM, Elkhart; Truth Publishing Co., Inc.
 WIKY-FM, Evansville; South Central Bcstg. Corp.
 WMLL, Evansville; On the Air, Inc.
 WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
 WJIZ, Hammond; South Shore Bcstg. Corp.
 WFAM, near Lafayette; WFAM, Inc.
 WINL, Lebanon; Lebanon Bcstg. Co.
 WORX, Madison; Knight-Cutler System
 WMRI, near Marion; Chronicle Publishing Co., Inc.
 WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.
 WMUN, near Muncie; Tri-City Radio Corp.
 WCTW, New Castle; The Courier-Times, Inc.
 WSRK, Shelbyville; Shelbyville Radio, Inc.
 WBOW-FM, Terre Haute; Banks of the Wabash, Inc.
 WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.
 WRSW-FM, Warsaw; Reub Williams & Sons, Inc.
 WFML, Washington; Washington Radio, Inc.

IOWA

WOI-FM, Ames; Iowa State College
 KFGQ-FM, Boone; Boone Biblical College
 KCRK, Cedar Rapids; The Gazette Company
 KROS-FM, Clinton; Clinton Bcstg. Corp.
 WOC-FM, Davenport; Tri-City Bcstg. Company
 KRNT-FM, Des Moines; Cowles Bcstg. Co.
 KSO-FM, Des Moines; Murphy Bcstg. Company
 WHO-FM, Des Moines; Central Bcstg. Co.
 WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
 KFMY, Fort Dodge; Northwest Bcstg. Co.

FM STATIONS IN OPERATION

Call Letters	City	Licensee
KOKX-FM	Keokuk	Keokuk Bcstg. Co.
KGLO-FM	Mason City	Lee-Radio, Incorporated
KWPC-FM	Muscatine	Muscatine Bcstg. Co., Ltd.
KSCJ-FM	Sioux City	Perkins Brothers Co.
KAYL-FM	Storm Lake	Cornbelt Bcstg. Company
KXEL-FM	Waterloo	Josh Higgins Bcstg. Co.

KANSAS

KIND-FM, Independence; Central Bcstg. Inc.
KFH-FM, Wichita; Radio Station KFH Company

KENTUCKY

WCM1-FM, Ashland; Ashland Bcstg. Company
WLB3-FM, Bowling Green; Bowling Green Bcstg. Co.
WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.
WSO1-FM, near Henderson; Henderson Bcstg. Co., Inc.
WHOP-FM, Hopkinsville; Hopkinsville Bcstg. Co., Inc.
WBKY, Lexington; University of Kentucky
WLAP-FM, Lexington; American Bcstg. Co.
WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc.
WOM1-FM, Owensboro; Owensboro Bcstg. Company
WVJ5-FM, Owensboro; Owensboro on the Air, Inc.
WKYC, 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.
WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
WLCS-FM, Baton Rouge; Air Waves, Inc.
KVOL-FM, Lafayette; Evangeline 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.
KTBS-FM, Shreveport; KTBS, Inc.
KRMD-FM, Shreveport; Radio Station KRMD
KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WGUY-FM, Bangor; Murray Carpenter
WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
WCAO-FM, Baltimore; The Monumental Radio Co.
WTH-FM, Baltimore; Maryland Bcstg. Company
WUST-FM, Bethesda; Bcst. Management, Inc.
WBUZ, Bradbury Heights; Chesapeake Bcstg. Co., Inc.
WCUM-FM, Cumberland; The Tower Realty Co.
WFMD-FM, Frederick; The Monocacy Bcstg. Co.
WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
WESN, Salisbury; The Peninsula Bcstg. Co.

MASSACHUSETTS

WBZ-FM, Boston; Westinghouse Radio Stations, Inc.
WCOP-FM, Boston; WCOP Bcstg. Co.
WEEL-FM, Boston; Columbia Bcstg. System, Inc.
WHDH-FM, Boston; Matheson Radio Company, Inc.
WNAC-FM, Boston; General Teleradio, Inc.
WLAW-FM, Boston-Lawrence; Hildreth & Rogers Co.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bcstg. Corp.

Call Letters	City	Licensee
WHA1-FM	Greenfield	John W. Haigis
WHYN-FM	Holyoke	Hampden-Hampshire Corp.
WLLH-FM	Lowell	Merrimac Bcstg. Co., Inc.
WLYN-FM	Lynn	Puritan Bcstg. Service, Inc.
WBSM-FM	New Bedford	Bay State Bcstg. Co.
WFMR	New Bedford	E. Anthony & Sons, Inc.
WBEC-FM	Pittsfield	Western Mass. Bcstg. Co.
WBZA-FM	Springfield	Westinghouse Radio Sta., Inc.
WMAS-FM	Springfield	WMAS, Inc.
WSPR-FM	Springfield	WSPR, Inc.
WJCO-FM	Springfield	Springfield Bcstg. Co.
WOCB-FM	West Yarmouth	E. Anthony & Sons, Inc.
WTAG-FM	Worcester	WTAG, Inc.

MICHIGAN

WUOM, Ann Arbor; Regents of University of Mich.
WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
WKM-FM, Dearborn; WKM, Inc.
CKLW-FM, Detroit; Essex Bcstrs. Inc.
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne University
WDTR, Detroit; Bd. of Ed., City of Detroit
WJBK-FM, Detroit; Storer Bcstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WWJ-FM, Detroit; The Evening News Association
WXYZ-FM, Detroit; WXYZ, Inc.
WKAR-FM, East Lansing; Michigan State College
WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.
WMLN, Mt. Clemens; Macomb Publishing Co.
WKBZ-FM, Muskegon; Ashbacker Radio Corp.
WLDM, Oak Park; Lincoln Bcstg. Company
WCAR-FM, Pontiac; WCAR, Inc.
WOMC, Royal Oak; Sparks Bcstg. Co.
WSAM-FM, Saginaw; Saginaw Bcstg. Co.
WSTR-FM, Sturgis; WSTR, Inc.

MINNESOTA

WEBC-FM, Duluth; Head of the Lakes Bcstg. Co.
KYSM-FM, Mankato; Southern Minn. Supply Co.
KTIS-FM, Minneapolis; Nw'n.-Theo. Sem. & Bible Trng. Sch.
WTCN-FM, Minneapolis; Minn. Television Pub. Serv. Corp.
KFAM-FM, St. Cloud; The Times Publishing Co.
WMIN-FM, St. Paul; WMIN Bcstg. Co.
KWNO-FM, Winona; Winona Radio Service

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company
WRFM, Hattiesburg; Forrest Bcstg. Co., Inc.
WJDX-FM, Jackson; Lamar Life Insurance Co.
WAPF-FM, McComb; Southwestern Bcstg. Co.

MISSOURI

KCHR, Charleston; South Missouri Bcstg. Co.
KFUO-FM, Clayton; Lutheran Church-Missouri Synod
KWOS-FM, Jefferson City; Capital Bcstg. Company
WMBH-FM, Joplin; Joplin Bcstg. Company
KCMO-FM, Kansas City; Meredith Engrg. Co.
KBOA-FM, near Kennett; Kennett Bcstg. Corp.

Call Letters	City	Licensee
KWOC-FM,	Poplar Bluff;	Poplar Bluff Bcstg. Co.
KTTS-FM,	Springfield;	Independent Bcstg. Co.
KWPM-FM,	West Plains;	Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company
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

WFMN, Alpine; Edwin H. Armstrong
WJLK-FM, Asbury Park; Asbury Park Press, Inc.
WSNJ-FM, near Bridgeton; Eastern States Bcsta. Corp.
WAAT-FM, Newark; Bremer Bcstg. Corp.
WNJR-FM, Newark; North Jersey Radio, Inc.
WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
WSOU, South Orange; Seton Hall College
WTOA, Trenton; Mercer Broadcasting Co.
WAWZ-FM, Zare Phath; Pillar of Fire Inc.

NEW YORK

WROW-FM, Albany; Hudson Valley Bcstg. Co., Inc.
WMBO-FM, Auburn; WMBO, Inc.
WRBS, Bay Shore; Great South Bay Bcstg. Co.
WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.
WNYE, Brooklyn; Bd. of Ed., City of New York
WRRE, Bristol Center; Northeast Radio Corp.
WBEN-FM, Buffalo; WBEN, Inc.
WBNY-FM, Buffalo; Roy L. Albertson
WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
WXRC, Buffalo; Western New York Bcstg. Co.
WVCY, Cherry Val. Twp.; Rural Radio Network, Inc.
WRRR, Cherry Valley; Northeast Radio Corp.
WCLI-FM, Corning; Radio Corning Inc.
WKRT-FM, Cortland; Radio Cortland, Inc.
WVCN, DeRuyter Twp.; Rural Radio Network, Inc.
WRRD, DeRuyter; Northeast Radio Corp.
WSHS, Floral Park; Bd. of Ed., Sewanhaka High School
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
WGMR-FM, New Rochelle; New Rochelle Bcstg. Serv., Inc.
WNRC-FM, New Rochelle; Radio New Rochelle Inc.
WBCA, New Scotland; Capital Bcstg. Co., Inc.
WABC-FM, New York; American Bcsta. Co., Inc.
WABF, New York; Metropolitan Bcstg. & TV., Inc.
WCBS-FM, New York; Columbia Bcstg. System, Inc.
WEDV-FM, New York; Debs Memorial Fund, Inc.
WFUV, New York; Fordham University
WGHE, New York; WGHE, Inc.
WHOM-FM, New York; Atlantic Bcstg. Co., Inc.
WMGM-FM, New York; Marcus Loew Booking Agency
WNBC-FM, New York; National Bcstg. Co., Inc.
WNYC-FM, New York; City of N. Y. Municipal Bcstg. System

Call Letters	City	Licensee
WOR-FM,	New York;	General Teleradio, Inc.
WQXR-FM,	New York;	Interstate Bcstg. Co., Inc.
WWRL-FM,	New York;	Long Island Bcstg. Corp.
WHL-D-FM,	Niagara Falls;	Niagara Falls Gazette Pub. Co.
WSLB-FM,	Ogdensburg;	St. Lawrence Bcstg. Corp.
WHDL-FM,	Olean;	WHDL Inc.
WALK-FM,	Patchogue;	Suffolk Bcstg. Corp.
WHVA,	Poughkeepsie;	Poughkeepsie Newspapers, Inc.
WRRH,	Poughkeepsie;	Northeast Radio Corp.
WHFM,	Rochester;	Stramberg-Carlson Company
WRNY-FM,	Rochester;	Rochester Bcstg. Co., Inc.
WBCA,	Schenectady;	Capital Broadcasting Co., Inc.
WGFM,	Schenectady;	General Electric Company
WVBT,	S. Bristol Twp.;	Rural Radio Network, Inc.
WSYR-FM,	Syracuse;	Central New York Bcstg. Corp.
WEVR,	Troy;	Veterans Vocational School
WFLY,	Troy;	The Troy Record Company
WIBX-FM,	Utica;	WIBX, Inc.
WRUN-FM,	Utica;	Rome Sentinel Company
WWNY-FM,	Watertown;	The Brockway Company
WFNF,	Wethersfield Twp.;	Rural Radio Network, Inc.
WRRR,	Wethersfield;	Northeast Radio Corp.
WFAS-FM,	White Plains;	Westchester Bcstg. Corp.

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.
WAYS-FM, Charlotte; Inter-City Advertising Co.
WSOC-FM, Charlotte; Radio Station WSOC, Inc.
WMIT, Clingman's Park; Mount Mitchell Bcstrs. Inc.
WDNC-FM, Durham; Durham Radio Corp.
WIFM-FM, Elkin; James B. Childress
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; The North State Bcstg. Co.
WHPE-FM, High Point; High Point Enterprise, Inc.
WMFR-FM, High Point; Radio Station WMFR, Inc.
WNOS-FM, High Point; North State Bcstg. Co.
WEWO-FM, Laurinburg; Scotland Bcstg. Co.
WLOE-FM, Leaksville; WLOE, Inc.
WBUY-FM, nr. Lexington; Davidson County Bcsta. Co.
WFMB, nr. Mayodan; Mayo Bcstg. Corp.
WNAO-FM, Raleigh; Sir Walter Television Co.
WPTF-FM, Raleigh; WPTF Radio Company
WRAL-FM, Raleigh; Capital Bcstg. Co., Inc.
WREV-FM, Reidsville; The Reidsville Bcstg. Co., Inc.
WKFM, Roanoke Rapids; WCBT, Inc.
WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.
WEED-FM, Rocky Mount; William Avera Wynne
WSTP-FM, Salisbury; Piedmont Bcstg. Co.
WSNS, Sanford; Sanford Broadcasting Co.
WWGP-FM, Sanford; Sandhills Bcstg. Corp.
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.
WADE-FM, Wadesboro; R. P. Lyon & Son

Call Letters City Licensee

WMFD-FM, Wilmington; Richard Austin Dunlea
WAIR-FM, Winston-Salem; WAIR Broadcasting Co.
WSJS-FM, Winston-Salem; Piedmont Publishing Co.
WMIT, Yancey County; Mt. Mitchell Bcstrs., 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.
WOUI, Athens; Ohio University
WTRF-FM, Bellaire; Tri-City Broadcasting Co.
WHBC-FM, Canton; The Ohio Bcstg. Co.
WCPO-FM, Cincinnati; Scripps-Howard Radio, Inc.
WKRC-FM, Cincinnati; Radio Cincinnati, Inc.
WLWA, Cincinnati; Crosley Bcstg. Corp.
WERE-FM, Cleveland; Cleveland Bcstg. Co.
WGAR-FM, Cleveland; Peoples Bcstg. Corp.
WHK-FM, Cleveland; United Bcstg. Co.
WJW-FM, Cleveland; WJW, Inc.
WTAM-FM, Cleveland; National Bcstg. Co., Inc.
WSRS-FM, Cleveland Hts.; WSRS, Inc.
WCOL-FM, Columbus; Air Trails, Inc.
WELD, Columbus; RadioOhio, Inc.
WHKC-FM, Columbus; United Broadcasting Co.
WLWF, Columbus; Crosley Broadcasting Co.
WVKO-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.
WFOH-FM, Fremont; Wolfe Bcstg. Corp.
WMOH-FM, Hamilton; The Fort Hamilton Bcstg. Co.
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; The Scioto Bcstg. Co.
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 Ptg. Co.
WFMJ-FM, Youngstown; The WFMJ Bcstg. Co.
WKBN-FM, Youngstown; WKBN Bcstg. Corp.

OKLAHOMA

KMUS-FM, Muskogee; Eastern Okla. Bcstg. Co.
KSPI-FM, Stillwater; Stillwater Publishing Co.
KTUL-FM, Tulsa; Tulsa Bcstg. Co.

OREGON

KWIL-FM, Albany; Central Willamette Bcstg. Co.
KUGN-FM, Eugene; KU 3N, Inc.
KGPO, Grants Pass; Southern Oregon Bcstg. Co.
KEX-FM, Portland; Westinghouse Bcstg. Co.
KGW-FM, Portland; Pioneer Bcstrs., Inc.
KOIN-FM, Portland; Mount Hood Radio & TV Bcstg. Corp.
KPFM, Portland; Oregon Bcstrs., Ltd.
KPOJ-FM, Portland; KPOJ, Inc.

Call Letters City Licensee

PENNSYLVANIA

WFMZ, Allentown; Penn-Allen Bcstg. Co.
WSAN-FM, Allentown; Lehigh Valley Bcstg. Co.
WVAM-FM, Altoona; The General Bcstg. Corp.
WGPA-FM, Bethlehem; Bethlehem's Globe Pub. Co.
WBUT-FM, Butler; J. Patrick Beacom
WCHA-FM, Chambersburg; Chambersburg Bcstg. Co., Inc.
WCED-FM, Dubois; Tri-County Bcstg. Co., Inc.
WEEX, near Easton; Easton Publishing Company
WEST-FM, Easton; Associated Bcstrs., Inc.
WERC-FM, Erie; Presque Isle Bcstg. Co.
WLEU-FM, Erie; Commodore Perry Bcstg. Service Inc
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.
WLBK-FM, Lebanon; Lebanon Bcstg. Co.
WLTL, Lewistown; Lewistown Bcstg. Co.
WMGW-FM, Meadville; Meadville Bcstg. Service, Inc.
WMCK-FM, McKeesport; Mon-Yough Bcstg. Co.
WCAU-FM, Philadelphia; WCAU, Inc.
WFIL-FM, Philadelphia; Triangle Publications, Inc.
WFLN, Philadelphia; Franklin Bcstg. Corp.
WHAT-FM, Philadelphia; Independence Bcstg. Co.
WIBG-FM, Philadelphia; Seaboard 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; Mrs. A. J. R. Greer
WWSW-FM, Pittsburgh; WWSW, Inc.
WPAM-FM, Pottsville; Miners Bcstg. Service Inc.
WPPA-FM, Pottsville; Pottsville Bcstg.
WGBI-FM, Scranton; Scranton Broadcasters, Inc.
WEJL, Scranton; E. J. & Elizabeth Lynett
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; Louis G. Baltimore
WLYC-FM, Williamsport; Lycoming Bcstg. Co.
WRAC-FM, Williamsport; WRAC, Inc.
WNOW-FM, York; The Helm Coal Co. (Bcst. Div.)
WRZE, York; White Rose Broadcasting Co.

RHODE ISLAND

WPJB-FM, Providence; Providence Journal Co.
WPRO-FM, Providence; Cherry & Webb Bcstg. Co.
WWON-FM, Woonsocket; Woonsocket Bcstg. Co.

SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall
WCSC-FM, Charleston; WCSC, Inc.
WTMA-FM, Charleston; Atlantic Coast Bcstg. Co.
WCOS-FM, Columbia; Radio Columbia
WIS-FM, Columbia; The Bcstg. Co. of the South
WDSC-FM, Dillon; Border Bcstg. Co.
WAKE-FM, Greenville; Piedmont Bcstg. Co.
WESC-FM, Greenville; Greenville Broadcasting Co.
WFBC-FM, Greenville; WMRC Inc.

Call Letters	City	Licensee
WCBS-FM, Greenwood; Gresco, Inc.		
WORG, Orangeburg; WTND, Inc.		
WRHI-FM, Rock Hill; York County Bcstg. Co.		
WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.		
WDXY, Spartanburg; The Spartan Radiocasting Co.		
WSPA-FM, Spartanburg; The Bcstg. Co. of the South		
WALD-FM, Walterboro; Walterboro Bcstg. Co.		

SOUTH DAKOTA

KOZY, Rapid City; Black Hills Bcstg. Co. of Rapid City

TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.
WAPO-FM, Chattanooga; WAPO Bcstg. Serv. Inc.
WDOD-FM, Chattanooga; WDOD Bcstg. Co.
WAEW-FM, Crossville; WAEW Inc.
WHBT-FM, Harriman; Harriman Bcstg. Co.
WTJS-FM, Jackson; The Sun Publishing Co., Inc.
WJHL-FM, Johnson City; WJHL, Inc.
WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.
WBIR-FM, Knoxville; Radio Station WBIR, Inc.
WLIL-FM, Lenoir City; WLIL, Inc.
WMCB, Memphis; Memphis Publishing Company
WSOK-FM, Nashville; Nashville Bcstg. Co.

TEXAS

KREL-FM, Baytown; Tri-Cities Bcstg. Co.
KRIC-FM, Beaumont; The Enterprise Co.
KCLE-FM, Cleburne; Marti, Inc.
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.
KLUF-FM, Galveston; The KLUF Bcstg. Co., Inc.
KPRC-FM, Houston; The Houston Post Company
KTRH-FM, Houston; KTRH Bcstg. Co.
KXYZ-FM, Houston; Shamrock Bcstg. Co.
KLTI-FM, near Longview; Le Tourneau Radio Corp.
KRBA-FM, Lufkin; Darrell E. Yates
KISS, San Antonio; The Walmac Co.
KITE-FM, San Antonio; Radio KITE, Inc.
KONO-FM, San Antonio; Mission Bcstg. Co.
KTSA-FM, San Antonio; Sunshine Bcstg. Co.
KTEM-FM, Temple; Bell Broadcasting Co., Inc.
KCMC-FM, Texarkana; KCMC, Incorporated
KWFT-FM, Wichita Falls; Rowley-Brown Bcstg. Co.

UTAH

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

VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.
WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.
WBTV-FM, Danville; Piedmont Bcstg. Corp.
WEVA-FM, Emporia; Stone Bcstg. Corp.

Call Letters	City	Licensee
WSVA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.		
WLVA-FM, Lynchburg; Lynchburg Bcstg. Corp.		
WWOD-FM, Lynchburg; Old Dominion Bcstg. Corp.		
WMVA-FM, nr. Martinsville; Martinsville Bcstg. Co.		
WGH-FM, Newport News; Hampton Roads Bcstg. Corp.		
WRVC, Norfolk; Larus & Brother Co., Inc.		
WTAR-FM, Norfolk; WTAR Radio Corporation		
WCOD, Richmond; Havens & Martin, Inc.		
WLEE-FM, Richmond; Lee Bcstg. Corp.		
WRNL-FM, Richmond; Richmond Newspapers, Inc.		
WRVB, Richmond; Larus & Brother Co., Inc.		
WDBJ-FM, Roanoke; Times-World Corporation		
WROV-FM, Roanoke; Radio Roanoke, Inc.		
WSLS-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
KOMO-FM, Seattle; Fisher's Blend Station, Inc.
KREM-FM, Spokane; Louis Wasmer
KTNT-FM, Tacoma; Tribune Publishing Co.

WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
WGKV-FM, Charleston; Kanawha Valley Bcstg. Co.
WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
WPDX-FM, Clarksburg; Clarksburg Bcstg. Corp.
WJPB, Fairmont; Fairmont Bcstg. Co.
WHTN-FM, Huntington; Greater Huntington Radio Corp.
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
WCLO-FM, Janesville; Southern Wisc. Radio Inc.
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; Dairyland's Bcstg. Serv., Inc.
WLIN, Merrill; Alvin E. O'Konski
WEMP-FM, Milwaukee; Milwaukee Bcstg. Co.
WISN-FM, Milwaukee; The Hearst Corp.
WWCF, Poynette; Wm. C. Forrest
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.

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tried the newest

PRESTO EQUIPMENT?

Here is a sampling of the complete Presto line of precision disc and tape recording and reproducing equipment specifically designed for ease of operation and professional results.

PRESTO RELIABLE LONG-PLAYING TAPE REPRODUCER PB-17



Automatically reversible for continuous playback of background music. Frequency response uniform from 50-8,000 cps (± 2 db.) Tape speed $3\frac{3}{4}$ " per sec. Reels up to 14" dia. (4,800' of tape) with dual track. Mechanism will re-cycle or stop after 8-hours of play.

PRESTO 92-B RECORDING AMPLIFIER FOR VERTICAL RACK MOUNTING



Has low internal output impedance and high degree of feed-back and its response is virtually unaffected by changes in load. Holds distortion to minimum. 60-watt output ample for transient peaks. Push-button selector for recording characteristics.

PRESTO PORTABLE, HIGHLY ACCURATE PROFESSIONAL-TYPE RECORDER 6-N



A fine, high-quality recorder for portable or stationary operation. Especially designed for professional use. Presto 1-D cutting head supplied. Precision overhead mechanism including spiraling feedscrew. May be equipped for microgroove recording at extra cost.

PRESTO PRECISION-ENGINEERED "UNITIZED" TAPE RECORDER RC-11



Presto's revolutionary RC-11 has self-contained capstan drive with dual-speed motor plus two torque motors. Tape speed of $7\frac{1}{2}$ " and 15" per sec. with complete push-button operation. Takes reels up to $10\frac{1}{2}$ ".

PRESTO PRECISION FIELD TAPE AMPLIFIER 900 A-3



High quality amplifier to match Presto's RC-7 and RC-11 tape recorders. Separate power supply eliminates noise. Three microphone input, low distortion. 900-A-1 amplifier identical except for single input transformer.



PRESTO 16" TRANSCRIPTION TURNTABLE 10-B FOR RADIO STATIONS AND RECORDING STUDIOS

An improvement on the long popular model 10-A. Operates at $33\frac{1}{3}$, 78 rpm and 45 rpm. With its 3-speed mechanism, the Presto 10-B is an extremely accurate rim-driven table. Available as chassis only or in console cabinet.

PRESTO

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Canadian Division: Wolter P. Downs,
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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

Equipment

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AND COMMITTEES**
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A LIST OF IMPORTANT RADIO, TELEVISION AND FM EQUIPMENT FIRMS

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

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Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Appliance Div.....Lee H. D. Baker
Vice-Pres., Sales.....Wallace C. Johnson
Vice-Pres., Purchasing.....Frank J. Kazda
Vice-Pres., Prod.....Cy S. Rossate
Treasurer.....Lynn C. Park
Secretary.....George E. Driscoll
Vice-Pres., Gen. Counsel.....F. H. Uriell
Vice-Pres., Adv. Dir.....Seymour Mintz
Public Relations Dir.....Martin Sheridan
PRODUCTS: Television receivers, television consoles and combinations, table radios, clock radios, portable radios, radio-phonographs.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: ORelard 1-2000

Radio Sales Mgr.....D. S. W. Kelly
PRODUCTS: Fixed composition resistors, variable composition resistors, ceramic capacitors, ferrite parts.

Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.
Phone: HAYmarket 1-6800

Industrial and Sales Mgr.....Leo Brook
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Altec Lansing Corp.

9356 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5101

161 Sixth Ave., New York 13, N. Y.
Phone: ALgonquin 5-3636

Vice-President.....A. A. Ward
Prod. Sales Mgr.....S. H. Morris
PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.
Phone: HICKsville 3-6200

Pres. & Sales Manager.....Sam Norris
Dir. of Engineering.....Simcon Weston
Advertising Mgr.....M. D. Smoller
PRODUCTS: Tubes; Transmitting, Power, Vacuum Condensers, Rectifiers.

Ampex Electric Corp.

934 Charter St., Redwood City, Calif.
Phone: MURray Hill 4-4437

Chmn. of Board.....T. Kevin Mallen
President.....A. M. Poniatoff
V.P.-Gen. Mgr.....George I. Long
Secretary.....C. E. McSharry
Gen. Sales Mgr.....Harrison Johnston
Comptroller.....Thomas L. Taggart
PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment, Mixers, Stereophonic Sound Equipment.

American Television & Radio Co.

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

Pres. & Sales Mgr.....Albert A. Goffstein
PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

Amy, Aceves & King, Inc.

11 W. 42nd St., New York 36, N. Y.
Phone: LONgacre 5-6622

President.....Ernest V. Amy
V.P.-Treas., Pur. Agt.....Frank King
Sales Manager.....F. A. Klingenschmitt
PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.

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

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

Andrew Corporation

363 East 75th St., Chicago 19, Ill.
Phone: TRIangle 4-4000
N. Y. Phone: RIDgewood 6-9181

Sales Manager.....Robert P. Lamons
PRODUCTS: Coaxial transmission line for TV-FM-AM. FM antennas, (special) TV antennas, antenna phasing and tuning equipment, monitoring equipment (AM), microwave link antennas and cable, VHF equipment.

**Audak Company**

500 Fifth Ave., New York 18, N. Y.

Phone: LA 1-3723-3724

President Maximilian Weil
 Vice-President Geo. V. Sullivan
 Advertising Hart Lehman
 Purchasing Agent J. C. Parvey

PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.

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

Phone: PLaza 3-0973

President Wm. C. Speed
 Vice-President-Sec. Bryce Haynes

PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

Audio Masters Corp.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President Herbert Rosen

PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corp.

730 Fifth Ave., New York, N. Y.

Phone: PLaza 7-3091

President Charles E. Rynd
 Vice-Pres. Sales Robert D. Winston
 Vice-Pres. Engineering T. J. Merson
 Vice-Pres., Treasurer R. S. Rynd
 Secretary Joseph Connolly

PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items manufactured by: Altec Lansing, Ampex, Cinema Engineering Co., Electro-Voice, Fairchild, MacIntosh, Presto, Pickering, Rek-O-Kut, Tapak, Scotch.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.

Phone: MUrray 7-6381

President John F. Beasley
 Vice-President Marvin W. Kyger
 Vice-President Lothar E. Berg
 Secretary-Treasurer Andrew B. Lytle

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

Bell and Howell Company

7100 McCormick Road, Chicago 45, Ill.

Phone: AM 2-1600

Sales Manager George L. Oakley

PRODUCTS: Film printers, film splicers, sound projectors, cameras, lenses.

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

East Joppa Road, Towson 4, Md.

Phone: VA 3-2200

General Manager E. K. Foster
 Asst. Gen. Mgr. A. E. Welch
 Merchandise Mgr. C. J. Hassard
 Adv. & Sales Prom. Mgr. H. S. Sacks
 Credit Manager H. F. B. Kerr
 Chief Engineer J. M. Miller, Jr.
 Service Manager W. P. Muller

PRODUCTS: 17", 21", 24" and 27" TV receivers, both table models and console AM and FM Console radios.

Blaw-Knox Equipment Div.

Blaw-Knox, Pa.

Phone: STerling 1-2700

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

Phone: VAnderbilt 6-0661

Sales Mgr., Tower Dept. A. H. Jackson
 Manager, N. Y. Office W. F. Simmons

PRODUCTS: Self-support and guide towers.

The William Brand & Co., Inc.

North and Valley Sts., Willimantic, Conn.

Phone: Willimantic 3-1661

Manager R. H. Robinson

Chicago Office, 1313 W. Randolph St.

Phone: SEeley 8-0345

PRODUCTS: Insulating materials.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.

Phone: Talbot 4943

Owner-Chief Eng. William W. L. Burnett

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

Califone Corp.

1041 N. Sycamore Ave., Hollywood 38, Calif.

Phone: HOllywood 2-2353

President Robert G. Metzner

PRODUCTS: Portable transcription players, high fidelity magnetic tape recorders.

Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.

Phone: TRowbridge 6-2800

Crystal Engineer Clarence Cheyney

PRODUCTS: Frequency check service.

Canadian Marconi Co.

2442 Trenton Ave., Montreal 6, Que., Can.

Phone: Atlantic 9441

Sales Supervisor J. H. Martin

PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

Carrier Corporation

300 S. Geddes St., Syracuse 1, N. Y.

Phone: Syracuse 76-9911

385 Madison Ave., New York 17, N. Y.

Phone: PLaza 9-5000

Manager, Syracuse.....C. V. Fenn
Manager, New York.....H. Peacock

PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

CBS-Columbia

3100 17th Ave., Long Island City, N. Y.

Phone: EXeter 2-3000

President.....Seymour Mintz
Vice-Pres.....Louis Hansman
V.P. Chg. of Engr.....Anthony Wright
V.P. Chg. of Purchases.....Mario A. Gardner
V.P. Chg. of Sales.....Harry Schechter

PRODUCTS: TV and radio receivers.

CBS Laboratories Division

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

Phone: PLaza 1-2345

President.....Dr. Peter C. Goldmark
Vice-Pres.....John W. Christensen

SERVICES: Engineering research and development.

Chicago Telephone Supply Corp.

1112 W. Beardsley Ave., Elkhart, Ind.

Phone: 3-0310

President.....J. G. Best
Exec. Vice-President.....B. S. Turner
V. P. & Gen. Sales Mgr.....W. A. Nirely
Secy.-Treas.....J. Mayo Lenz
Chief Engineer.....W. H. Budd
General Superintendent.....G. M. Cooper

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Century Lighting, Inc.

521-525 West 13rd St., New York 36, N. Y.

Phone: CH 4-7050

President.....Edward Kook
Exec. Vice-Pres.....Saul Levy
Secy.-Treas.....Donald Levy
Asst. to Pres.....James Fedigan
Production Engr.....F. M. Wolff

PRODUCTS: Spotlights, scoops, slimline, striplights, projection machines and slides, connector batten borders, barn doors, funnels, diffusers, elliptical spotlights, gobos, light lifts, remote control spotlights and flectors, electronic switchboards, manual mike booms.

Collins Radio Co.

855—35th St., N. E., Cedar Rapids, Ia.

Phone: 3-0281

N. Y. Phone: LOngacre 4-3930-1-2-3

President.....Arthur A. Collins
Exec. V. P. (New York).....W. J. Barkley
Vice-Pres., Gen. Mgr.....R. S. Gates
V.P. Chg. Engr. & Mfg.....L. M. Craft
Secretary-Treasurer.....S. J. Storm

PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

Continental Electronics Mfg. Co.

1212 Buckner Blvd., Dallas 7, Texas

Phone: EVERgreen 1137

General Manager.....W. M. Witty

PRODUCTS: AM transmitters and associated apparatus.

Corning Glass Works

Corning, New York

President.....W. C. Decker
V.P. & Controller.....George D. Macbeth
V.P. & Secretary.....William H. Curtiss
V.P. & Treasurer.....Chas. D. LaFollette
Vice-President.....Harry M. Hosier
Vice-President.....Jesse T. Littleton
Vice-President.....William C. Taylor
Asst. Secretary.....Wm. W. Sinclair
Asst. Secretary.....Frederick H. Knight
Asst. Treasurer.....C. H. Kruidenier
Mgr. Elec. Products Div.....J. L. Hanigan
Mfg. Mgr. Elec. Products Div.....N. J. Vang
Sales Mgr. Electronic Sales Dept.....J. S. Muller

Purchasing Agent.....F. S. Conable
Dir. Public Relations.....Harlan Logan

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators.

Cornish Wire Co., Inc.

50 Church St., New York, N. Y.

Phone: BARclay 7-5140

President.....John Cook
Treasurer.....J. C. Stagg

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

**Crosley Radio & Television,
Avco Mfg. Co.**

1329 Arlington St., Cincinnati 25, Ohio

Phone: Kirby 6600

New York Phone: MUrray Hill 3-0202

Vice-Pres., Radio & TV.....L. F. Gramer
Gen. Works Mgr.....W. H. Graham
Gen. Controller.....W. A. Smith
Purchasing Agent.....A. J. Berax
Dir. Ind. Relations.....H. C. Tipping
Dir. Pub. Relations.....C. L. Lewis
Dir. Engineering, Radio & TV.....H. A. Bass
Dir. Research.....R. H. Maner
Western Sales Mgr., Radio & TV.....D. F. Miersch

Eastern Sls. Mgr., Radio & TV.....J. M. Farrell
Adv. Mgr. Radio & TV.....Fred Gregg

PRODUCTS: Television, radio and phono-combinations, AM-FM models.

Avco of Canada, Ltd.

Crosley Radio & Television Division
121 McCormack Street
Toronto 9, Ontario, Canada
Phone: Lindhurst 1186

Vice-Pres. & Gen. Mgr. Ivor M. Leslie
Gen. Sales Mgr. Alex Peters
Asst. Secy. & Treas. J. M. Reynolds
Work Manager. A. J. Roper
Purchasing Agent. F. B. Martin
Chief Engineer. R. W. Walker
Service Manager. W. Whittal
Products Manager. H. G. Fisher

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

Crouse-Hinds Co.

Syracuse 1, N. Y.
Phone: 74-1011

11 Park Pl. New York 7, N. Y.
Phone: COrtland 7-0750

Vice-President. A. H. Clarke
Manager, New York. C. H. Gurney

PRODUCTS: Aircraft obstruction lighting equipment for towers; flashing beacons, obstruction marker lights, flashing switches, photoelectric controls.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: MUlberry 4-7400
for all divisions

President. Allen B. Du Mont
Vice-President. Stanley F. Patten
Gen. Asst. to Pres. Keeton Arnett
Vice-Pres. Marketing. W. H. Kelley
Dir. of Oper., TV
 Receiv. & Cathode-
 ray Tube Div. Irving G. Rosenberg
Dir. of Oper., Trans.
 & Instru. Div. C. E. Williams
Dir. and Gen. Mgr.,
 Du Mont Televis. Netwk. Chris J. Witting
Controller. B. L. Graham
Indus. Relat. Dir. Harry Houston
Gen. Supt. Bruce Du Mont
Pub. Rel. Mgr. J. H. Ruiter

Teleset Division
35 Market St., E. Paterson, N. J.
Dir. of Operations. Irving G. Rosenberg
General Sales Mgr. Dan D. Halpin
Receiv. Mfg. Div. Mgr. Paul Eshelman
Produc. Control Mgr. H. A. Whitehead
Chief Engineer. R. T. Cavanaugh
Purchasing Agent. William Paton

PRODUCTS: TV receivers, yokes, transformers, timers, coils, other parts, and government electronic equipment.

Cathode-ray Tube Division

750 Bloomfield Ave., Clifton, N. J.
Chief Engineer. K. Hoagland
Gen. Sales Mgr. William C. Scales
Purchasing Agent. A. R. Dutcher

Mfg. Mgr. Wm. Carlin
TV Receivers, Industrial and Special Purpose Cathode-ray Tubes

Transmitter Division

1500 Main Ave., Clifton, N. J.
Division Manager. H. E. Taylor, Jr.
Asst. Division Mgr. R. E. Kessler
Engineering Manager. G. S. Gregory
Sales Manager. J. B. Tharpe
Advertising Mgr. Frank Newman
Sub Division Mgr. C. E. Greenwood
Purchasing Agent. L. A. Fuller
Television transmitters, Cameras, Studio Equipment, Field and Remote Equipment, Government Electronic Equipment

Instrument Division

760 Bloomfield Ave., Clifton, N. J.
Division Manager. Rudolf Feldt
Asst. Division Mgr. Dr. P. S. Christaldi
Engineering Manager. G. R. Mezger
Sales Manager. E. G. Nichols
Purchasing Agent. C. Paul Martin
Manufacturing Mgr. Robert Svozil
Design and manufacture of Cathode-ray Oscillographic and Associated equipment; Oscillographic recording and government electronic equipment

Research Division

2 Main Ave., Passaic, N. J.
Dir. of Research. T. T. Goldsmith, Jr.
Dir. of Circuit Res. R. T. Cavanaugh
Mgr., Patent Department. R. G. Pelton
Government Contracts, Negotiations and Bid Division

750 Bloomfield Ave., Clifton, N. J.
Director. C. E. Williams
Manager. H. B. Graham
Sales Manager. Zens Soucek

International Division

Empire State Bldg., 350 Fifth Ave.
New York, N. Y.
Phone: MUrray Hill 8-2600

Director. Ernest A. Marx

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

Ectro, Inc.

425 S. Sandusky St., Delaware, Ohio
Phone: 3-1201

President. R. Stahl
Secy.-Treas. George H. Beall
Comptroller. A. F. Deres

PRODUCTS: Portable tape recorder, battery operated.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.
Phone: DAvenport 4-7000

President. James L. Hawley

President Bernard Offerman
 Secretary-Treasurer Jules Sussman
 Vice-President Joseph M. Vananzi
 Chief Engineer E. E. Ritter
 Purchasing Agent A. H. Hankinson

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

Electrical Tower Service, Inc.

206 S. Washington St., Peoria 2, Ill.
 Phone: 3-9846

President Stanley Bernstein
PRODUCTS: Erect towers, microwave systems.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.
 Phone: NO. 2-2168

Chicago Phone: Superior 7-7572

President William H. Burgess
 Sales Mgr. (Shavex Div.) Wm. F. Edwards
 Div. Mgr., TV L. G. Burgess
 Div. Mgr., Contracts D. A. Marcus

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

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
 Phone: Chestnut Hill 7-6800

Pres., Chief Eng. Henry S. Bamford
 Vice-President Theo. T. Toole
 Purchasing Agent John J. Wajcik
 Sales Manager Robert F. Brunner
 Treasurer M. H. McCloskey
 Secretary J. D. Pannell
 Chief Acct. D. H. Brownell

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

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

President B. Abrams
 Secretary-Treasurer M. Abrams
 Exec. Vice-Pres. Dorman D. Israel
 V.P. Govt. Contracts Morton P. Rome
 V.P. Purchasing Harve Tullo
 V.P. Works Manager E. J. Kelly
 V.P. Chg. of Sales S. W. Gross
 Controller A. Vogel

V.P. Dir. of Engineering R. T. Capodanno
 Distribution Manager Joseph Kattan
 Sales Promotion Mgr. Albert Leon
 Export Manager Joseph Kattan
 Personnel Manager P. R. Certo
 Parts Sales-Service Mgr. Floyd Makstein

PRODUCTS: Emerson Television Receivers: 17 in., 21 in., 27 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

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

Pres. & Treas. Nathan Pinsley
 Vice-Pres. & Secy. Sol Pinsley
 Vice-Pres. Eng. Sam Sack
 Sales Manager Bert Kohl

PRODUCTS: AM-FM Radio receivers, trophy models 100 and 200; AM-FM tuners, trophy models 101, 300 and 400; audio amplifiers, trophy model 500.

Fairchild Recording Equipment Corp.

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

President Sherman M. Fairchild
 Exec. Vice-Pres. Ray F. Crews
 Mgr. Sales & Adv. J. H. Quinn

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

Federal Telephone and Radio Corp.

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

President Raymond S. Perry
 Vice-Presidents W. P. Maginnis,
 T. M. Douglas, S. J. Powers, G. T. Scharf-
 fenberger

Comptroller R. D. Osborne
 Secretary W. B. Levett
 Treasurer W. E. Ogilvie
 Dir. of Vacuum Tube &

Selenium-Intelin Dept. S. J. Powers
 Gen. Sales Mgr. J. A. Frabutt
 Advertising Mgr. Crump Smith

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

**The Gabriel Co.
Workshop Assoc. Div.**

Endicott St., Norwood, Mass.
Phone: Norwood 7-3300

General Manager.....T. F. O'Donnell
General Sales Mgr.....W. P. Short
Comm. Sales Mgr.....C. R. Lane
Gov't. Sales Manager.....W. L. Page
Plant Manager.....J. Van Epps
PRODUCTS: UHF-TV Transmitting Antenna and Related Components.

Gates Radio Co.

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

N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Dir. of Engr.....J. Colvin
Chief Engineer.....F. W. Wentura
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Electric Co.

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

General Manager.....P. L. Chamberlain
Merchandise Mart, Chicago 54, Ill.

Phone: Whitehall 4-3915

Manager.....G. E. Webster
3460 Wilshire Blvd., Los Angeles, Calif.

Phone: DUmkirk 5-2391

Manager.....F. R. Walker
570 Lexington Ave., New York 22, N. Y.

Phone: PLaza 1-1311

Manager.....C. J. Simon
4227 Lindell Blvd., St. Louis 8, Mo.

Phone: LUcas 8873

Manager.....W. R. Chapin
235 Montgomery St., San Francisco 6, Calif.

Phone: DOuglas 2-3740

Manager.....C. T. Haist, Jr.
777 14th St., N.W., Washington 5, D. C.

Phone: EXecutive 3-3600

Manager.....J. H. Painter
PRODUCTS: Audio consoles, amplifiers—limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets,

power and audio boards, cable, microphone and audio; speakers.

The General Industries Co.

Olive and Taylor Sts., Elyria, Ohio
Phone: 2235

President.....Allan W. Writzsche
V.-P.-Sales Mgr., Motor Div.....H. E. Moon
Sales Mgr., Plastic Div.....James M. Callihan
Purchasing Agent.....Clete Heidrich
Treasurer.....C. F. Russert
Chief Eng. Motor Div.....Howard Shumaker
Chief Eng. Plastic Div.....Russell Smith

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Chairman of the Board....A. Blumenkrantz
President.....M. Cohen
Treasurer.....A. Konecny, Jr.
Sales Manager.....E. A. Freed
Asst. Chief Engineer.....R. R. Stubbe
Credit Manager.....W. A. Anderson
Export Agents.....Ad. Auriema, Inc.

PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

General Laminated Products, Inc.

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

President.....Morris Perlman
Chief Engineer.....Dr. Einar Hedin
Purchasing Agent.....Arthur Kossnar
Eastern Sales Mgr.....R. M. Perlman

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000

President.....H. G. Place
V.-P., Gen. Mgr.....J. W. Murray
V.-P., Managing Dir.....R. L. Garman
Vice-President.....Blair Foulds
Chief Engineer.....F. N. Gillette
Gov't Contract Rep.....W. Cooper

PRODUCTS: Television Studio and Transmitting Equipment including Camera Chains, Projectors, Switchers, Syn Generators, Video Recorders and Transmitters; also Theater Television equipment.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

Chairman of Board.....H. B. Richmond
President.....E. H. Locke



Vice-Pres. for Sales.....A. E. Thiessen
 Vice-Pres. for Mfg.....C. C. Carey
 Secretary-Treasurer.....F. L. Tucker
 Sales Manager.....M. T. Smith
 Export Manager.....S. W. DeBlois
 Chief Engineer.....D. B. Sinclair
 Publicity Manager.....C. E. Worthen
 Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
 Phone: LE 2-4000

President.....W. E. Henges
 Vice-President.....G. F. Hessler
 General Communications

Sales Mgr.....J. W. La Marque
 Mgr., Electronic Sales.....G. I. Jones

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

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.
 Phone: Van Buren 6-6300

President.....Wm. J. Halligan
 PRODUCTS: TV receivers, short-wave "Ham" transmitters, and receivers, portable radios, FM/AM radios, two-way radio-telephone equipment.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
 Phone: Longacre 5-1300

President.....Lloyd A. Hammarlund
 Treasurer.....Joseph Lush
 Sec. & Comptroller.....Edward A. Wittmer
 Production Mgr.....Hugh A. McCloskey
 Sales Manager.....Robert B. Moon
 Chief Engineer.....S. H. Van Wanbeck
 Advertising Manager.....Dale Samuelson
 Personnel Director.....George Guelich
 Purchasing Manager.....William Griffin

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

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
 Phone: PLainfield 6-0878

President.....George K. Haydu
 Vice-Pres. and Secy.....Zoltan Haydu
 Chief Engineer.....Ben Artau
 Sales Engineer.....Arthur Shesser
 Purchasing Agent.....Vincent Perrucci

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for

transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery. Precision machine parts and wire and forming parts.

Hazeltine Electronics Corp.

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

Phone: FLushing 7-8700

President.....F. Robinson
 Exec. Vice-President.....J. B. Dow
 V.P. in Chg. of Engrng.....O. M. Dunning
 V.P. in Chg. of Mfr.....J. Willenbecher
 Director of Procurement.....M. E. Bahr
 Manager Sales.....F. Mansur

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

Hughey & Phillips, Inc.

3300 N. San Fernando Blvd., Burbank, Calif.
 Phone: ROckwell 9-1104

60 East 42nd St., New York 17, N. Y.

Phone: MUrray Hill 7-1550

President.....M. S. Phillips
 Manager, New York.....H. J. Geist

PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, junction boxes, lamp failure indicators and complete tower lighting kits.

Hytron Radio & Electronics Corp.

(Division of CBS, Inc.)

100 Endicott St., Danvers, Mass.

Phone: Danvers 2360

N. Y. Phone: MAket 3-5832

Manager.....John Q. Adams

PRODUCTS: Receiving and electronic tubes; special purpose tubes, germanium diodes, TV picture tubes.

The Indiana Steel Products Co.

Valparaiso, Indiana

Phone: 2-5601

President.....R. F. Smith
 V.-P. Manufacturing.....J. H. Bouwmeester
 V.P. Engineering.....C. A. Maynard
 Treasurer.....A. J. Astrologes
 Sales Manager.....I. A. Dickey

PRODUCTS: Permanent magnets for the radio-television-electronics industries.

Insuline Corp. of America

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

Phone: AStoria 8-3738

President.....S. J. Spector
 Secretary-Treasurer.....A. S. Spector

V.-P., Gen. Sales Mgr. B. L. Cahn
 Advertising Manager. A. S. Chambers
 Superintendent F. Henneke
 Industrial Sales Mgr. I. Romm
 Chief Engineer. J. Donato
 Purchasing Agent. H. Weston
 Production Chief. J. Brush

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors; bases, steel; beads, cable; binding posts; binding post heads; bushings, insulated; cabinets, metal; cabinets, speaker; cable clamps; chassis base; chassis, bottom plate; chokes; chrome trim; clips, alligator; clip, brass spring; code set, triplex; coils, coil forms; condensers; cords, double phone; cords, resistor; couplers, flexible; cushions, ear; cutters, replacement; cutting tools; dial markers; dial plates; displays; drill, replacement; eyelets; equalizing condensers; FM Antennas; fuse mountings; fuse retainers; grid caps; grid cap shield; grommets, rubber; hardware, radio; headphones; insulators; jacks; jacks, microphone; jacks, shielded; jacks, tip; jacks, transmitting; jars, glass; knobs; lugs, soldering; lugs, spade; lugs, terminal; meter cabinets; Morse code records; mountings, fuse; name plates; Neutralizing tools; noise eliminators; nuts; oscillators; panels, aluminum, bakelite, Masonite, metal, meter, racks; panel bearings; phone cords; phones, ear; phone plugs; phone tips; plates, bottom; plugs; punches; recks, brackets, chassis; radio panels; record player switch; reducers; resistor cords; riveting punch set; rivets, rods; screw drivers, insulated; screws; shearing punch; shields; shields, grid cap; sockets; soldering irons; soldering iron elements; spaghetti, flexible; spacers, bushings; spade lugs; speaker cabinets; steel cabinets; strips, terminal; suppressors, auto radio; switches; television, accessories; antennas, tools; terminal lugs; terminal strips; test leads; test lead wire; test prods; test tools; tools; tools, neutralizing; trans, coil mountings; transmitting tube caps; tube shields; tubing; washers; window pole antenna; wire, test lead; wrenches, wrench sets.

Jackson Electrical Instrument Co.

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

President. Paul F. Jackson
 Vice-President. Myron Fulkerson
 Secretary. J. E. Beery
 Purchasing Agent. R. C. Groves
 Credit Manager. J. E. Beery
 Production Superintendent. Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, sweep generators, audio oscillators and condenser testers, vacuum tube volt meters, TV signal generators.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
 Phone: Mansfield 6-7161

N. Y. Phone: Barclay 7-8972
 Pres., Chair. of Board. J. M. Bennan
 Exec. Vice-President. E. J. Bennan
 Vice-Pres., Engineering. L. Mauere
 Treasurer. W. S. Minter
 Secretary. V. E. Lee
 Sales Manager. J. D. O'Brien
 Export Manager. M. J. Schmitt
 Dir. of Purchases. E. J. Banigan

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

Jensen Manufacturing Co.

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

Sales Manager. Charles A. Hausen

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

JFD Manufacturing Co., Inc.

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

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

PRODUCTS: VHF, FM and UHF antennas, piston type variable trimmer capacitors, lightning arresters, stand-off line insulators, antenna masts, guy wires; open-wire, polyethylene flat twin-lead transmission line; ballasts, voltage regulators, dial belts, phono switches, test leads, resistor line cords, video cross-over networks, wire measuring machines, tuning cable remote replacer machines for auto radio service, control knobs, radio lubricants, stroboscopes, wave traps, co-axial connectors, insulators for antennas, TV set-connectors.

Johns-Manville

22 East 10th St., New York 16, N. Y.
 Phone: LExington 2-7600

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

PRODUCTS: Sound control materials for broadcasting and recording studios.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
 Phone: 74-3359

President. Aden J. King
 Vice-President. F. M. Michaelian
 Treas. & Gen. Mgr. W. R. MacLeod
 Secretary. Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

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

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

President. J. H. Kliegl

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

Langevin Manufacturing Corp.

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

Chairman of Board.....H. A. Leander
 President.....Donald S. Morgan
 Vice-President.....W. H. Beal
 Secretary-Treasurer.....H. A. Kondolf
 Sales Manager.....F. K. Hankinson
 Engineering Director.....Robert Edwards
 Mgr. of Operations.....P. C. Marrone
 PRODUCTS: Audio Amplifiers — both
 standard and miniaturized plug-in. Power Sup-
 plies, Video Amplifiers, Consoles, Auto-
 matic Limiting Amplifiers, Audio, Power
 and Pulse Transformers. Complete custom
 design audio facilities for broadcast and
 television.

Lehigh Structural Steel Co.

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

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

John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.
 Phone: WOODlawn 4-0487

President.....John E. Lingo
 PRODUCTS: Tubular steel vertical radi-
 ators; VHF antennas and supporting towers;
 FM antennas and supporting towers; fac-
 simile supporting poles.

Machlett Laboratories, Inc.

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

Vice-Pres. Power Tube Sales.....H. J. Hoffman
 PRODUCTS: Broadcast tubes.

Magnecord, Inc.

225 W. Ohio St., Chicago 10, Ill.
 Phone: WHitehall 4-1889

Sales Director.....John W. Hines
 PRODUCTS: Professional magnetic tape
 recorders—reproducers.

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

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

President.....Leonard Ashbach
 Vice-President.....Barnett S. Trott
 Vice-President.....Maurice Raphael
 Secretary.....Arthur Homans

Advertising Mgr.....Joseph G. DeVico
 Chief Engineer.....Frank Dieli
 PRODUCTS: TVreceivers; TV-radio re-
 ceivers; TV-radio-phonograph combinations;
 AM-FM phono combinations; table AM-
 radio phonographs; Hi-Fi radio phono-
 graphs.

J. A. Maurer, Inc.

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

President.....John A. Maurer
 Treasurer.....Daniel R. Ehrlich
 General Manager.....Donald G. McKay
 Chief Elec. Engr.....Lauge Fanoe
 PRODUCTS: 16mm. professional motion
 picture cameras; 16mm. sound recorders;
 16mm. film phonographs, 16 & 35 mm. Gal-
 vanometers.

Miles Reproducer Co., Inc.

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

President.....George Ruskin
 Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.
 Chief Eng.....I. W. Kuhlik
 Purchasing Agent.....J. V. Conniff
 Treasurer.....H. B. Kuhlik
 Advertising Mgr.....B. Burns
 PRODUCTS: "Walkie-Recordall" sound-
 on-film recorders and reproducers, contin-
 uous recorders and reproducers, tape recorders
 and reproducers, automatic recorders and re-
 producers, permanent recorders and repro-
 ducers, reference recorders, conference
 recorders, telephone recorders, interview re-
 corders, telemike, induction units for listen-
 ing to or recording two-way telephone con-
 versations, battery operated recorders, portfolio
 type recorders.

James Millen Mfg. Co., Inc.

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

President.....James Millen
 Sales Mgr.....E. E. Williams
 Credit Manager.....Frances Bearse
 Purchasing Agent.....George E. Pike
 Chief Engineer.....Wade Caywood
 PRODUCTS: Electronic components for
 receivers, transmitters, including inductances,
 condensers, coil forms and specialized hard-
 ware, test equipment including oscilloscopes,
 grid dip meters, synchroscopes and power
 supplies.

Minnesota Mining and Mfg. Co.

900 Fauquier Ave., St. Paul 6, Minn.
 Phone: Cedar 3071

Sales Mgr., Magnetic Prod.....P. W. Jansen
 1500 S. Western Ave., Chicago 8, Ill.
 Phone: MOnroe 6-6126
 Manager.....A. J. Forss
 446 N. LaBrea Ave., Hollywood 36, Calif.
 Phone: WEbster 1-1289
 Manager.....M. D. Benson
 401 N. Broad St., Philadelphia 8, Pa.

Manager.....C. M. Jacobson
PRODUCTS: Magnetic tape, film and associated accessories.

Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.

Phone: Bayside 9-5656

Pres. & Treas.....P. K. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.

Phone: WAbash 2-8800

President.....Leslie F. Muter
 Vice-Pres. & Sales Mgr.....K. E. Rollefson
 Vice-Pres. & Credit Mgr.....A. A. Dailey
 Purchasing Agent.....D. R. Capparelli
PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Co.—Div. of Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.

Phone: MUrray Hill 7-8000

Chairman of Board.....J. M. Spangler
 President.....A. S. Johnson
 Exec. Vice-Pres.....C. O. Kleinsmith
 Exec. Vice-Pres.....P. M. Buhrer
 Vice-President.....A. C. Bryan
 Mgr. Battery Eng. Dept....G. H. Didinger, Jr.
 V.P., Adv. Sales Mgr.....H. M. Warren
PRODUCTS "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

Jacksonville Rd., Hathboro, Pa.

Phone: 1791

President.....K. C. Meinken
 V.P. in Chg. of Research.....A. M. Skellett
 Equipment Sales Mgr....K. C. Meinken, Jr.
 Renewal Sales Mgr.....V. K. Ulrich
 Credit Manager.....H. A. Pope
PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, transistors and germanium diodes.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.

Phone: ATlantic 5-6161

V.P., Gen. Sales Mgr.....Hugo Sundberg
PRODUCTS: Loud speakers, dial lamps, transformers, focus coils, miscellaneous coils.

Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal.

Phone: Arizona 7-6721

President.....Herbert A. Bell
 Exec. Vice-President.....Robert S. Bell

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

Prom.....Robert H. Thompson
 Service Manager.....Carl Duffy
 Personnel Director.....Charles Askin
 Purchasing Agent.....William P. Kennedy
PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services.

The Pentron Corp.

664 N. Michigan, Chicago 11, Ill.

Phone: WHitehall 3-2120

President.....Irving Rossman
 Treasurer.....Bernard Sahllins
 Secretary.....Theodore Rossman
 Chief Engineer.....Rudolph A. Bierwirth
 Comptroller.....Marshall Peiros
 Production Chief.....Bernard Sahllins
 Purchasing Agent.....Theodore Rossman
PRODUCTS: Tape recorders, tape playback units, electronic mike mixer, basic tape mechanism, pre-amplifiers, AM Tuner, foot pedal, speaker and baffle, continuous tape magazine, large reel adapter, telephone pick-up, and other accessories.

PEMBREX TV (Div.

PEMBREX Theater Supply, Inc.)

1969 So. Vermont Ave., Los Angeles 7, Calif.

Phone: REpublic 1-3111

President.....Louis M. Wutke
 Vice-President.....Edwin C. Wutke
 V.P. in Chg. of TV.....Lois E. Landon
PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments, Pemsync motors and 16 and 35 mm Rear-Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available. TV Model Visualcast for prompt-ing, special effects and layovers.

Philco Corp. (Govt. and Indus. Div.)

4700 Wissahickon Ave., Philadelphia 44, Pa.

Phone: TENnessee 9-4000

Industrial Sales Mgr.....George A. Hagerty

666 Lake Shore Drive, Chicago 11, Ill.

Phone: WHitehall 4-5750

Manager.....Robert A. MacDonald

Southland Life Bldg., Dallas, Texas

Phone: Prospect 8657

Manager.....Richard A. Fay

Russ Bldg., San Francisco 4, Calif.

Phone: SUTter 1-6262

Manager.....Lewis J. Boss

PRODUCTS: Microwave for broadcast STL use; program channel multiplex equipment.

Philmore Manufacturing Co., Inc.

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

President.....M. L. Granat
Vice-President.....Gary Granat
Chief Engineer.....Reginald Burke
Treasurer.....Murray Granat

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

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President.....Isidor Goldberg
Vice-President.....J. N. Benjamin
Secretary-Treasurer.....J. W. Wyckoff
Sales Manager.....J. I. Benjamin
Purchasing Agent.....Paul Lefko
Chief Engineer.....Richard Shottenfeld

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and remote control TV receivers, AM-FM timers, amplifiers, pre-amplifiers, HI-FI tuners and assemblies.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
Phone: DIamond 3-5700

Sales Manager.....Thomas B. Aldrich
220 Kedzie St., Evanston, Ill.
Phone: DAvis 8-4800

Manager.....Warren Cozzens
505 N. Ervar St., Dallas, Tex.
Phone: C 2966

Manager.....J. Earl Smith
2331 W. Washington Blvd., Los Angeles, Cal.
Phone: REpublic 0203

Manager.....Lee Owens
7 East 48th St., New York, N. Y.
Phone: ELdorado 5-6021

Manager.....Thomas Aye
PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

Polarad Electronics Corp.

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

President.....Dr. D. L. Jaffe
Chief Engineer.....P. H. Odyssey
Comptroller.....C. J. Eisen
Dir. of Contract Rel.....R. K. Hartman
Eng., Contract Relations.....P. J. Reuter

PRODUCTS: Color TV; color video monitor, flying spot scanner system, color bar

generator, color sync generator, portable sync generator NTSC, color monochrome; TV; sync generator, monoscope signal source, studio picture monitor, portable waveform monitor, portable picture monitor, picture and waveform monitor; General: video distribution amplifier, wide band video amplifier, single and dual regulated power supplies, radio cue system (intra-studio wireless communication).

Radio Condenser Co.

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

President.....R. E. Cramer
Exec. Vice-President.....W. W. Paul
Vice-President.....R. E. Cramer, Jr.
Sales Manager.....E. J. Penberthy
Chief Engineer.....J. S. Robb

PRODUCTS: VHF and UHF Tuning devices, variable air condensers, variable air capacitors and tuners for Government and special communications equipment. Automotive push-buttons permeability tuning units.

RCA Victor Division, Radio Corp. of America

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

Vice-Pres., Gen. Mgr., Rec.....Emanuel Sacks
V.P. and Gen. Mgr.....W. A. Buck
Oper. Vice-Pres.....C. M. Odorizzi
V.P. Chg. of Consumer Prod.....J. B. Elliott
V.P. Chg. of Tech. Prods.....W. W. Watts
V.P., Chairman Bd., RCA Estate

Appl. Corp.....R. A. Seidel
Dir. Org. Develop.....A. K. Weber
General Attorney.....S. E. Ewing
V.P., Chg. Home Department.....H. G. Baker
V.P., Dir. Reg. Operations.....P. A. Barkmeier
V.P. Chg. Tube Dept.....R. T. Orth
V.P. Chg. Eng. Prod. Dept.....T. A. Smith
V.P. Chg. Fin.....J. S. Carter
V.P. Chg. Materials.....V. deP. Goubeau
V.P. Chg. Eng.....D. F. Schmit
A. & R. Manager.....Ben Selvin
Dir. Plant Eng.....Frank Sleeter
Dir. Accounting.....D. L. Trouant
Dir. Personnel.....A. F. Watters
Dir. Consumer Prod. Distr.....J. M. Toney
Dir. of Tech. Prods.....H. V. Somerville
Dir. of Pub. Rel.....Julius Haber
Dir. of Cons. Prod. Advstg.....R. H. Coffin
V.P., Dir. Planning.....E. D. Foster
V.P., Western Mgr.....H. R. Magg
Pres., RCA Service Co., Inc.....E. C. Cahill
Pres., RCA Victor Distributing

Corp.....W. M. Norton
Pres., RCA Estate Appliance

Corp.....Cecil M. Dunn
Gen. Sales Mgr., Home Instrument
Department.....R. W. Saxon
Advstg. and Sales Prom. Mgr., Home
Instrument Dept.....J. M. Williams
Gen. Sales and Mds. Mgr.,
Record Department.....L. W. Kanaga

Advstg. and Sales Prom. Mgr.,
 Record Department.....W. I. Alexander
Advstg. and Sales Prom. Mgr., Engr.
 Products Department.....John P. Taylor
Publicity Director.....H. D. Desfor
Gen. Sales Mgr., Tube Dept.....L. S. Thees
Adv. and Sls. Prom. Mgr.,

Tube Department.....H. S. Stamm
PRODUCTS: Aircraft and airport communication systems, AM, FM, and television receivers, AM, FM and television transmitting equipment, Amateur radio equipment, Antennaplex, Antenna Systems, Aviation Radio Equipment, Beverage and ampule inspection machines, Broadcast station studio equipment, Communications equipment, Custom recordings, Direction finders, Electronic business machines, Electronic components and service parts, Electronic fire control apparatus, Electron microscopes, Electron tubes—receiving, power, cathode-ray and special types, Engineering services, Film, disc and magnetic recording equipment, Gas and electric home kitchen ranges, Heatrola space heaters, Home Air Conditioners, Industrial electronic products, Industrial television equipment, Inter-communication equipment, Microphones, Microwave equipment, Mobile radio communication equipment, Phonograph records (45, 33 1/3 and 78-rpm), Public address and industrial sound equipment, Radio batteries, Record players, Service and maintenance on electronic equipment, 16-mm and 35-mm motion picture projectors and theater equipment, Sonar apparatus, Sound-powered telephones, Test and measuring equipment, Theater television equipment. Tube parts and tube-making machinery, Victrola Radio-Phonographs.

Radio Engineering Laboratories, Inc.

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

President.....C. R. Runyon, Jr.
V. P. & Mgr. of Sales....Frank A. Gunther
Secy. & Dir. of Purchases.....Joseph Behr
Chief Engineer.....Joseph Tennis
Director of Research.....James R. Day
Comptroller.....James A. Cronin

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

Rangertone, Inc.

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

President.....R. H. Ranger

V.P. Charge Eng.....P. M. Brubaker
SecretaryH. Gallina
Purchasing Agent.....A. C. Willms
Accounting.....E. D. Longstreet

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters; for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Raytheon Manufacturing Co.

Waltham 54, Mass.
 Phone: 5-5860

N. Y. Phone: WHitehall 3-4980

PresidentCharles Adams
V.P. in chg. Equip. Sales.....L. A. Rooney
V.P., Int'l Div.....R. Ellis
V.P. & Treas.....D. T. Schultz

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

Reeves Soundcraft Corp.

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

President.....Hazard E. Reeves
Vice-President-Sales.....Frank B. Rogers
Vice-Pres.-ProductionHomer Clapper
V.P. Springdale Pl.....Edward Schmidt
V.P. Allentown Pl.....Harry F. Scheirer
Advertising Manager...Thomas J. Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

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

President, Sales Manager.....George Silber
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment. Transcription Turntables.

Rust Industrial Co., Inc.

608 Willow St., Manchester, N. H.
 Phone: Manchester 3-3596

President.....W. F. Rust, Jr.
PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Self Winding Clock Co., Inc.

207 Willoughby Ave., Brooklyn 5, N. Y.
 Phone: MAIn 2-6300

Asst. Sales Mgr.....Harvey S. Wellman
PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchro-

nizing pulses from Western Union lines or manual synchronized pulses from control kit.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.

Phone: UNiversity 4-2400

President E. Alschuler
Vice-President M. D. Block
Secretary R. S. Lawton
Production Manager J. J. Jacobsen
Chief Engineer W. J. Schnell
Director of Sales E. G. May
Sales Manager R. B. Parks
Advertising Mgr. H. J. Lauer
Export Manager H. A. Silcox

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

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 37, N. Y.

Phone: HYacinth 7-2820

President P. H. Sherron
Vice-President J. W. Hunter
Senior Vice-President R. M. Stock
Vice-President J. A. Geddes
Purchasing Agent L. C. Tierney

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements.

Special Effects & Equipment, Inc.

418 W. 59th St., New York 19, N. Y.

Phone: CIRCLE 7-7828

President Roy Benjamin
Exec. Vice-President Robert Lawrence
Operations Vice-Pres. Bob Paulson
Treasurer Philip Kornblum

PRODUCTS: Complete sales, engineering, and consultation service on line of TV and film production equipment. Beseler Arc Incandescent and T-Vu-Graph Projectors, Moving background projectors, RP screens and frames, M. B. Paul Translucent Photographic Backgrounds, Slide and Film Library, Script Prompting Service, Optical Effects Kit, Special Effects Gimmicks.

Stainless, Inc.

Third & Montgomery Sts., North Wales, Pa.

Phone: North Wales 871

50 Church St., New York 7, N. Y.

Phone: DIGHy 9-4379

Mgr. Pa. Office John E. Guzewicz

Mgr. N. Y. Office Henry J. Guzewicz
PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7461

President William V. Stancil
Secretary Mary Diehl

PRODUCTS: Magnetic recorder/reproducer for Tape Model R4, magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable--Model M5A (miniature), magnetic recorder/reproducer--multi-channel for tape Model GRM-15, pre-amplifier/mixer--4 channel Model AM3, tuning fork controlled power supply--125 watts output Model V1A.

Standard Electronics Corp. (Subsidiary of Claude Neon, Inc.)

285 Emmet St., Newark 5, N. J.

Phone: BLGelow 3-5540

Vice-President W. H. Zillger
6728 S. Halstead, Chicago, Ill.

Phone: Wentworth 6-5128

Manager R. R. Howard

PRODUCTS: Transmitters; associated equipment.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.

Phone: CULver 0260

President Robert C. Tait
Vice-Pres. Gordon G. Hoyt
V.P. & Gen. Mgr.

Broadcasting Div. William Fay
V.P. Gov't Contracts Sidney R. Curtis
Corporate Secretary Arthur F. Gibson
General Manager, Tel. Div. John H. Voss
Treasurer Charles Pritchard
Controller D. G. Schuman
Mgr. Industrial Relations George E. Eyer
Mgr., Sound Equip. Div. A. G. Schifano
Gen. Mgr.-Radio-TV Clifford J. Hunt
Mgr. Adv. & Public Rel. Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Hi-Fi Amplifiers, Tuners, Cabinets; Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.

Phone: JUDson 6-2424

Chairman of Board Don G. Mitchell
President H. Ward Zimmer
Vice-President E. Finley Carter
Vice-President Arthur Chapman

Vice-President.....Curtis Haines
V.P. Charge of Sales.....B. K. Wickstrum
Gen. Sales Mgr., Radio Div.....H. P. Gilpin
Dir. of Advertising.....T. P. Cunningham

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

Sylvania Electric Products, Inc.

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

Mfg. Supt.....C. E. Genentz
Mechanical Circuit.....A. Lederman
Purchasing Agent.....Jack Blau
Service Manager.....Ray Smith
Office Personnel.....G. J. Gaffney

PRODUCTS: Laminated Bakelite Tube Sockets, Laminated Terminal Boards, Air-loop Assemblies, Wired Assemblies, Tube Contacts, Component Parts for Molded Assemblies.

Sylvania Electric Products, Inc. Radio & Television Division

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

General Manager.....J. K. McDonough
General Mfg. Manager.....H. H. Martin
Gen. Sales Mgr.....B. O. Holsinger
Chief Engineer.....N. L. Harvey
Div. Controller.....E. J. Vigneron
Div. Personnel Manager.....H. S. Hagen

PRODUCTS: Television, AM and FM receivers.

Tele Q

1227 Sixth Ave., New York 19, N. Y.
Phone: JUDson 6-5766

PRODUCTS: Cuing equipment for TV networks and stations.

Television Associates, Inc.

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

Pres. & Gen. Mgr.....W. C. Eddy
Plant Supt.....K. P. Humbert
Secretary.....Margaret Durnal

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

loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LONgacre 4-5326

President.....Alfred Jenkins
Sales Manager.....Leonard Gumley
Secretary-Treasurer.....Lee Jenkins
Production Mgr.....Anthony C. Warren
Traffic Manager.....Carman Laurino

PRODUCTS: Wide angle rear screen projector and rear projection screens, studio lights and lighting equipment, switchboards and patch panels, camera dollies and tripods, microphone booms, theatre TV equipment, film room and dark room equipment, news-reel cameras and equipment. Free lighting consultant.

Tower Construction Co.

1923 Geneva St., Sioux City, Iowa
Phone: 5-7653
2002 P St. N.W., Washington, D. C.
Phone: ADams 4-6447

Owner.....M. M. Lasensky
PRODUCTS: Towers, microwave passive reflectors and tower erections.

Transmitter Equipment Mfg. Co., Inc.

35 Ryerson St., Brooklyn 5, N. Y.
Phone: UL 5-6800

Pres., Treas.....Morton B. Kahn
Secretary.....F. C. Botscheller

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

Truscon Steel Division

Republic Steel Corp.
Albert St., Youngstown 1, Ohio
Phone: RIVerside 6-7211

General Mgr. of Sales.....C. B. McGehee
Asst. Gen. Mgr. of Sales.....D. M. Schmid

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Unique Turntable & Display Co.

1895 Park Ave., New York 35, N. Y.
Phone: TRAfalgar 6-2962

President.....Albert W. Nuccel
PRODUCTS: Manufacture and rent turntables and revolving stages; manufacturer of animation stands and consultants for animation for TV work.

U. S. Recording Company

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

General Manager.....Joseph Tait
Chief Engineer.....Henry P. Meisinger
Sales Manager.....Eugene Rosen

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh. Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

Westinghouse Electric Corp.

2519 Wilkens Ave., Baltimore 3, Md.
Phone: Edmundson 2300

President.....G. A. Price
V.P. (Cons. Prods.).....J. M. McKibbin
Television-Radio Division
1354 Susquehanna Ave., Sunbury, Pa.
Phone: 2520

Manager.....F. M. Sloan
Asst. Mgr.....A. G. Rogers
Asst. to Mgr.....L. J. Fitzpatrick
Chief Engineer.....G. C. Larson
Purchasing Agent.....J. R. Todd
Sales Manager.....J. F. Walsh
Adv. & Sales Prom. Mgr.....Earl L. Hadley
Service Manager.....A. H. Kuttruff

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Programs *AM-TV* *1953*

- **TITLES**

- **SPONSORS**

- **PRODUCTS**

- **NETWORKS**

- **ADVERTISING AGENCIES**

COMMERCIAL AM PROGRAMS OF 1953

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1953. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adams, Cedric	Sonotone Corp. (Hearing Aid) The Murine Co. (Murine)	CBS	Kudner Agency, Inc. B.B.D. & O.
Admiral Presents World News, With Robert Trout	Admiral Corp. (Radios, refrigerators, household appliances)	CBS	Erwin Wasey & Co., Inc.
Adventures of Ozzie and Harriet	Hotpoint, Inc. (Electric house-hold prod.) The Lambert Co. (Listening products)	ABC	Maxon, Inc. Lambert & Feasley, Inc.
Adventures of the Falcon	Co-operative Sponsors	MBS	
Allsweet Music Box	Swift & Co. (Allsweet Margarine)	MBS	J. Walter Thompson Co.
America Calling	Riggio Tobacco Corp. (King Size Cigarettes)	CBS	Hilton & Riggio, Inc.
America's Top Tunes	Poundex Products (Poundex)	NBC	Ruthrauff & Ryan, Inc.
American Way, Starring Horace Heidt	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	B.B.D. & O.
Amos 'n' Andy	Rexall Drug Co. (all drug products)	CBS	B.B.D. & O.
Answer Man, The	Doubleday & Co. (Dollar Book Club)	CBS	Thwing & Altman, Inc.
Arlington Classic	Schick, Inc. (Electric Razors)	CBS	Kudner Agency, Inc.
Armstrong Theatre of Today	Armstrong Cork Co. (Quaker Rugs, Linoleum floor coverings)	CBS	B.B.D. & O.
Army-Navy Game	General Motors Corp. (Cadillacs and GMC trucks)	NBC	Kudner Agency, Inc.
Arnold, Eddie Show	Ralston-Purina Co. (Feed and cereals)	NBC	Brown Radio Productions, Inc. Gardner Advertising Co.
Aunt Jemima Home Folks	Quaker Oats Co. (Aunt Jemima Cake Mix, Pancake Mix)	CBS	Price, Robinson & Frank, Inc.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Brothers Co. (Rinso, Surf)	CBS	Foote, Cone & Belding
Autry, Gene Show	Wm. Wrigley, Jr. Co. (Doublemint Chewing Gum)	CBS	Ruthrauff & Ryan, Inc.

B

Babbitt, Harry Show	American Home Products Corp. (Anacin)	CBS	John F. Murray Advertising Agency
	S. & W. Fine Foods, Inc. (Food and Coffee)		Foote, Cone & Belding
Back to God Backstage Wife	Christian Reformed Church (Cheer)	MBS	Glenn-Jordan-Stoetzel, Inc.
Backstage Wife	Procter & Gamble (Cheer)	NBC	Young & Rubicam, Inc.
Baker, Art and the News	Edwards Food Co. (Nob Hill Coffee)	NBC	M. E. Harlan Advertising
Baker, Morgan Program	Holland Furnace Co.	CBS	Lindeman Adv. Service
Bakers Theatre of Stars	American Bakers Association (Bakery Products)	CBS	Foote, Cone & Belding
Bekins Music Hall	Bekins Van & Storage Co. (Storage & Moving)	CBS	Brooks Advertising Agency
Belmont Race	Schick, Inc. (Electric Razors)	CBS	Kudner Agency, Inc.
Benny, Jack Program	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	McCann-Erickson, Inc.
Benson, Bobby	Kraft Foods Co. (Kraft Caramels)	MBS	J. Walter Thompson
Berch, Jack	Prudential Insurance Co of America	ABC	Calkins, Holden, Carlock, McClinton and Smith, Inc.
Bergen, Edger & Charlie McCarthy Show	Hudnut Sales Co. (Shampoo, Home Permanents, Creme Rinse)	CBS	Kenyon & Eckhardt, Inc.
	Consolidated Cosmetics (Lanolin Plus, Liquid, cream, lotions)		B.B.D. & O., Inc. Erwin, Wasey of Canada, Ltd.
Beulah	General Foods Corp. (Krinkles, Post Toasties)	CBS	Foote, Cone & Belding
	The Murine Co. (Murine)		B.B.D. & O.
Big Story, The	American Cigarette & Cigar Co., Inc. (Pall Mall Cigarettes)	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Blue Rose Show	Garden Guild of America	CBS	Hirsch & Rutledge, Inc.
Bob and Ray	Colgate-Palmolive Co. (Ajax, Toothpaste, Vet)	NBC	William Esty Co., Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Break the Bank	Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabacin, Bactine, One-a-Day Vitamins)	NBC	Geoffrey Wade Advertising
Break the Bank	Co-operative Sponsors	ABC	
Breakfast Club	Co-operative Sponsors	ABC	
Brighter Day	Procter & Gamble Co. (Cheer, Blue Cheer)	CBS	Young & Rubicam, Inc.
Brown, Cecil, Commentary	State Farm Mutual Auto Ins. Co. (Auto Insurance)	MBS	Needham, Louis & Brorby, Inc.

C

Cadillac Choral Symphony	General Motors Corp. (Cadillac Division)	CBS	MacManus, John & Adams, Inc.
Camel Caravan starring Vaughn Monroe and the Sauter-Finegan Orchestra	R. J. Reynolds Tobacco Co. (Camel cigarettes)	CBS	Wm. Esty Co., Inc.
Camel Lineup and Scoreboard	R. J. Reynolds Tobacco Co. (Camel cigarettes)	MBS	Wm. Esty Co., Inc.
Cameo Lady Talk	Burlington Mills Corp. (Bur-Mil Cameo Stockings)	MBS	Donahue & Coe, Inc.
Cameo Serenade Room	Burlington Mills Corp. (Cameo hosiery and other products)	ABC	Donahue & Coe, Inc.
Canova, Judy	Co-operative Sponsors	NBC	
Cantor, Eddie	Coleman Co., Inc. (Gas heating and household appliances)	NBC	N. W. Ayer & Son, Inc.
Capitol Commentary	S. C. Johnson & Son, Inc. (Johnson's Glo-Coat and other products)	MBS	Needham, Louis & Brorby, Inc.
Carson, Mindy Show	General Motors Corp. (Buick Div.)	CBS	Kudner Agency, Inc.
Carter, Nick	Co-operative Sponsors	MBS	
Carter, Paul Show	General Products Corp. (Looz Reducing Tablets)	CBS	Dean & Simmon's
Cavalcade of America	E. I. Du Pont de Nemours & Co., Inc. (Institutional)	NBC	B.B.D. & O.
CBS Newsroom	Co-operative Sponsors	CBS	
Chevrolet Soap Box Derby	Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts, services)	NBC	Campbell Ewald Co.
Chevrolet Spotlights the News	Chevrolet Motor Division (Cars)	ABC	Campbell-Ewald Co., Ltd.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Christmas Show	Bank of America National Trust & Savings Anns. (Banking Services)	CBS	Chas. R. Stuart Advertising
Cities Service Band of America	Cities Service Petroleum Inc. (Petroleum products)	NBC	Campbell Ewald Co.
Club 15 with Bob Crosby	Campbell Soup Co. (Soups)	CBS	Ward Wheelock Co.
Club Time	Club Aluminum Products Co. (Household utensils)	ABC	The Buchen Co.
Coke Time	Coca-Cola Co. (Coca-Cola)	NBC MBS	D'Arcy Advertising Co., Inc.
Cole, Grady Show	General Foods Corp. (Calumet, Satina)	CBS	Foote, Cone & Belding
Collingwood, Charles, News Como, Perry Show	Co-operative Sponsors Liggett & Myers Tobacco Co. (Chesterfield cigarettes)	CBS MBS	Cunningham & Walsh, Inc.
Cornell, Don, Sings	The Whitehouse Co. (Recordings)	NBC	National Mail Order Network
Coronation, The	General Motors Corp. (Institutional)	NBC	Kudner Agency
Cotton Bowl	Philco Corp. (TV Sets)	NBC	Hutchins Advertising Co.
Counterspy	Gulf Oil Corp. (All products)	NBC	Young & Rubicam, Inc.
Craig, Barrie	Co-operative Sponsors	NBC	
Craig, Stuart Show	General Products Corp. (Looz Reducing Tablets)	CBS	Dean Simmon's
Crime Classics	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
Crime Files of Flamond	Co-operative Sponsors	MBS	
Crosby, Bing Show	General Electric Co.	CBS	Young & Rubicam, Inc. MacLaren Adv. Co. Ltd. (Canada) B.B.D. & O.

D

Dallas, Stella	Sterling Drug, Inc. (All products)	NBC	Dancer-Fitzgerald-Sample, Inc.
Day, Doris Show	CBS-Columbia, Inc. (TV sets, radios)	CBS	Ted Bates & Co.
Deadline	Co-operative Sponsors	MBS	
Diamond, Richard Private Detective	Rexall Drug Co. (All drug products)	CBS	B.B.D. & O.
Dial Dave Garroway	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding, Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Doctor's Wife	Ex-Lax, Inc. (Ex-Lax)	NBC	Warwick & Legler, Inc.
Drake, Galen	Co-operative Sponsors	CBS	
Drier, Alex	Skelly Oil Co. (Petroleum products)	NBC	Henri, Hurst & McDonald, Inc.
Double or Nothing	Campbell Soup Co. (Soups, Franco-American Spaghetti and macaroni)	NBC ABC	Ward Wheelock Co.
Dr. Christian, with Jean Hersholt	Chesebrough Mfg. Co. (Vaseline Hair Tonic, Petroleum Jelly, Lip Ice)	CBS	McCann-Erickson, Inc.
Dr. Paul	Co-operative Sponsors	NBC	
Dr. Scholl's News with Ed Pettitt	Scholl Mfg. Co. (Foot comfort appliances)	MBS	Donahue & Coe, Inc.
Dragnet	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	NBC	Cunningham & Walsh, Inc.
Duke of Paducah	Locke Stove Co. (Stoves)	CBS	R. J. Potts, Calkins & Holden, Inc.

E

Easy Money	Roman Meal Co. (Meal, Cereal and muffin mix)	NBC	Guild Bascom & Bonfigli, Inc.
Edwards, Frank	American Federation of Labor (Institutional)	MBS	Furman, Feiner & Co., Inc.
Escape	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
Ev'ry Day	Florida Citrus Industry (Fresh, canned and frozen oranges and grapefruit)	NBC	J. Walter Thompson Co.

F

Family Skeleton	The Toni Co. (Prom Home Permanent)	CBS	Leo Burnett Co.
	Manhattan Soap Co. (Sweetheart soap, Blue-White Flakes)		Scheideler, Beck & Werner, Inc.
Father Knows Best	General Foods Corp. (Cereals)	NBC	Benton & Bowles, Inc.
Faultless Starch Time	Faultless Starch Co. (Starch)	NBC	Bruce B. Brewer & Co.
F. B. I. in Peace and War	Co-operative Sponsors	CBS	
Fibber McGee & Molly	Co-operative Sponsors	NBC	
First Nighter	Miller Brewing Co. (Beer)	NBC	Mathisson & Associates, Inc.
Fisher Body Award	Fisher Body Div., General Motors Corp. (Fisher bodies)	NBC	Kudner Agency, Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Fisher, George Show	Colonial Dames, Inc. (Cosmetics)	CBS	Geoffrey Wade Advertising
Fisher's George Let's Go Hollywood	North American Van Lines, Inc. (Transportation and storage)	CBS	Castor & Associates
Frank & Ernest	Dawn Bible Students Ass'n. (Religious Books)	MBS	Wm. Gleeson & Co.
Front Page Farrell	Whitehall Pharmacal Co. (Aerowax, Wizard Wick, Melcalose, Chef Boy-ar-dee)	NBC	John F. Murray Advertising Agency, Inc.
Fun For All	Toni Co. (Prom Home Permanent, White Rain Shampoo)	CBS ABC	Leo Burnett Co., Inc.

G

Game of the Day	Falstaff Brewing Corp. (Beer)	MBS	Dancer-Fitzgerald-Sample, Inc.
Gangbusters	General Foods Corp. (Grape Nuts)	CBS	Young & Rubicam, Inc.
Garden Gate	Ferry-Morse Seed Co. (Seeds)	CBS	MacManus, John & Adams, Inc.
Gardiner, Don, News	Pharmaco, Inc. (Feenamint, Chocoz gum)	ABC	Doherty, Clifford, Steers & Shenfield, Inc.
	Durkee Famous Foods (Margarine)		Leo Burnett Co.
G. E. Comedy Theatre (Ray Milland in Meet Mr. McNutley)	General Electric (Electronics Division)	CBS	Maxon, Inc. MacLaren Adv. Co. Ltd. (Canada)
General Electric Playhouse	General Electric Co. (Major Appliance Division)	CBS	Young & Rubicam, Inc.
Gillette Fights	Gillette Safety Razor Co. (Blue Blades, razors, shave products)	ABC	Maxon, Inc.
Give and Take	Cannon Mills, Inc. (Hosiery, sheets, towels)	CBS	Young & Rubicam, Inc.
Godfrey, Arthur Digest	Owens-Corning Fiberglas Corp. (Furniture cushion- ing, textiles, filters, insulation)	CBS	Fuller & Smith & Ross, Inc.
Godfrey's Arthur Talent Scouts	Lever Brothers Co. (Lipton's tea and soup mixes)	CBS	Young & Rubicam, Inc.
Godfrey, Arthur Sunday Hour	VCA Laboratories (Division of Rexall Drug Co., Inc.,— Rybutal, Juvenal)	CBS	Kastor, Farrell, Chesley & Clifford, Inc. Ronalds Adv. Ltd. (Canada)
Godfrey, Arthur Time Golden Horseshoes Sweepstakes	Co-operative Sponsors Gillette Safety Razor Co. (Blue Blades, razors)	CBS ABC	Maxon, Inc.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Goss, Frank, News	Co-operative Sponsors	CBS	
Grand Central Station	Cream of Wheat Corp. (Cereals)	CBS	B.B.D. & O., Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	William Esty Co., Inc.
Grand Slam, with Irene Beasley	Continental Baking Co., Inc. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.
Grant, Taylor, News	P. Lorillard Co. (Old Gold Cigarettes)	ABC	Lennen and Newell, Inc.
Great Gildersleeve, The	Kraft Foods Co. (Parkay, cheeses and mustards)	NBC	Needham, Louis & Brorby, Inc.
Greatest Story Ever Told	Goodyear Tire and Rubber Co. (Institutional)	ABC	Kudner Agency, Inc.
Griffiths, Les and the News	Liggett and Myers (Chesterfield Cigarettes)	ABC	Cunningham and Walsh, Inc.
Guiding Light	Procter & Gamble Co. (Ivory Flakes, Duz)	CBS	Compton Advertising, Inc.
Gunsmoke	General Foods Corp. (Krinkles, Post Toasties)	CBS	Foote, Cone & Belding

H

Hallmark Playhouse and Radio Hall of Fame	Hall Bros. Inc. (Greeting Cards)	CBS	Foote, Cone & Belding Spitzer & Mills, Ltd. (Canada)
Hambletonian Race	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co., Inc.
Hanlon's, Tom Press Box (Sports Review)	Regal Amber Brewing Co. (Beer)	CBS	Guild, Bascom & Bontigli
Harmon's, Tom Pigskin Predictions	Household Finance Corp. (Personal Loans)	CBS	Needham, Louis & Brorby, Inc.
Harvey, Paul Comments	Beltone Hearing Aid Co.	ABC	Olian and Bronner, Inc.
Harvey, Paul, News	Burton-Dixie Corp. (Mattresses, sleep products)	ABC	Turner Advertising Agency
Hawk, Bob Show	R. J. Reynolds Tobacco Co. (Camels)	CBS	Wm. Esty Co., Inc.
Hayes, Sam, News	General Mills, Inc. (Flour, cereal, formula, feeds)	ABC	Dancer-Fitzgerald-Sample, Inc.
Headline News	S. C. Johnson & Son, Inc. (Johnson's Glo-Coat and other products)	MBS	Needham, Louis & Brorby, Inc.
Heatter, Gabriel	Co-operative Sponsors	MBS	
Henry, Bill and the News	Johns-Manville Corp. (Industrial Products)	MBS	J. Walter Thompson Co.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Herald of Truth	Highland Church of Christ (Institutional)	ABC	Martin Co.
Hill, Edwin C.	Philco Corp. (Radios)	ABC	Hutchins Advertising Agency
Hilltop House	Miles Laboratories, Inc. (Alka-Seltzer)	CBS	Geoffrey Wade Advertising Cockfield Brown & Co., Ltd. (Canada)
Holles, Everett	S. C. Johnson & Son, Inc. (Johnson's Glo-Coat and other products)	MBS	Needham, Louis & Brorby, Inc.
Hollywood Barn Dance	Bristol-Myers Co. (Sal Hepatica, Ipana)	CBS	Young & Rubicam, Inc.
Hollywood Park Gold Cup Races	Apple Valley Inn Hotel	CBS	Swafford & Co.
Hollywood Playhouse of Romance	Andrew Jergens Co. (Lotion, face cream)	CBS	Robert W. Orr & Associates, Inc.
Hollywood Star Playhouse	American Bakers Association (Bakery Products)	NBC	Foote, Cone & Belding, Inc.
Hollywood Story	Lewis Food Co.	CBS	Rockett-Lauritzen
Hope, Bob	General Foods Corp. (Jell-o puddings, pie fillings)	NBC	Young & Rubicam, Inc.
	American Dairy Association (Dairy Products)		Campbell-Mithun, Inc.
Hour of Decision	Billy Graham Evangelistic Assn. (Institutional)	ABC	Walter E. Bennett and Co.
Houseparty	Co-operative Sponsors	CBS	
Howdy Doody	International Shoe Co. (Poli Parrot shoes)	NBC	Henri, Hurst & McDonald, Inc.
Hunt, Jack Show	Pillsbury Mills, Inc. (Ballard Oven-Ready Biscuits)	CBS	Campbell-Mithun, Inc.

I

Inauguration Ceremonies	General Motors Corp. (Automobiles)	NBC	Kudner Agency, Inc.
Inside News from Hollywood	Hazel Bishop, Inc. (Lipstick)	NBC	Raymond Spector Co., Inc.
It Happens Every Day	The Toni Co. (Toni Creme Rinse, White Rain Shampoo)	CBS	Leo Burnett Co.
It Pays to be Married	Lewis-Howe Co. (Tams)	NBC	Ruthrauff & Ryan, Inc.
It's the Barry's	Serutan Co. (Serutan)	NBC	Edward Kletter Association

J

Jackson, Allan and the News	Metropolitan Life Insurance Co.	CBS	Young & Rubicam, Inc.
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COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jordan, Rocky	Ranier Brewing Co. (Beer)	CBS	Brisacher, Wheeler & Staff
	General Foods Corp. (Calumet, Post Toasties)		Foote, Cone & Belding
Junior Miss	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
	The Murine Co. (Murine)		B.B.D. & O.
Just Plain Bill	Whitehall Pharmacal Co. (Anacin, Kalynos)	NBC	John F. Murray Advertising Agency, Inc.
	Carter Products (Little Liver Pills, Arrid, Nair)		Ted Bates & Co.

K

Kentucky Derby	Gillette Co. (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.
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L

Ladies Fair	Sterling Drug Co. (Bayer Aspirin, Philips Milk of Magnesia, Dr. Lyon's tooth powder, Double Danderine, Irenized Yeast)	MBS	Dancer-Fitzgerald-Sample, Inc.
Lee, Peggy Show	General Motors Corp. (Buick Div.)	CBS	Kudner Agency, Inc.
LeSueur, Larry and the News	The Murine Co. (Murine)	CBS	B.B.D. & O.
Lewis, Robert Q. Little Show	General Foods Corp. (Calumet, Post Toasties)	CBS	Foote, Cone & Belding
Lewis, Robert Q. Show	Milner Products Co. (Pine Sol, Gala Bleach)	CBS	Gordon Best Co., Inc.
Life Begins at 80	Beltone Hearing Aid Co. (ABC)	ABC	Olian and Bronner, Inc.
Life Can Be Beautiful	Procter & Gamble Co. (Tide)	NBC	Benton & Bowles, Inc.
Life Is Worth Living	Admiral Corp. (TV and radio receivers and appliances)	MBS	Erwin, Wasey & Co., Inc.
Life With Luigi	Wm. Wrigley Jr. Co. (Spearmint Chewing Gum)	CBS	Arthur Meyerhoff & Co. J. Walter Thompson Co. Ltd. (Canada)
Light and Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett and Co.
Lindlahr, Victor	Serutan Co. (Serutan)	NBC	Franklin Bruch Advertising Corp. Edward Kletter Association, Inc.
Little Brown Jug Race	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co., Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Log Cabin News	General Foods Corp. (Synap)	NBC	Benton & Bowles, Inc.
Lombardo Orchestra	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	B.B.D. & O.
Lone Ranger	American Bakeries (Merita bread, flakes) General Mills, Inc. (Cheerios and other products)	ABC	Tucker Wayne and Co. Dancer-Fitzgerald-Sample, Inc.
Longines Symphonette	Longines-Wittnauer Watch Co. (watches)	CBS	Victor A. Bennett Co., Inc. Desbarats Adv. Agency, Ltd. (Canada)
Lorenzo Jones	Colgate-Palmolive Co. (Fai, dental cream)	NBC	William Esty Co., Inc.
Lutheran Hour	Lutheran Laymen's League	MBS	Gotham Advertising Co., Inc.
Lux Radio Theatre	Lever Brothers, Co. (Lux Soap, flakes)	CBS	J. Walter Thompson Co. Natl. Expert Adv. Services, Inc. (Hawaii)

M

Make Up Your Mind, with Jack Sterling	Continental Baking Co., Inc. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.
Man on the Farm	Quaker Oats Co. (Ful-O-Pop Feed)	MBS	Sherman & Marquette, Inc.
Man on the Go	International Harvester Co. (Trucks, refrigerators, industrial farm and power equipment)	NBC	Young & Rubicam, Inc.
Manning, Knox, News	Co-operative Sponsors	NBC	
Ma Perkins	Procter & Gamble Co. (Oxydol Detergent)	CBS	Dancer-Fitzgerald-Sample, Inc.
Martin & Lewis	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	NBC	Cunningham & Walsh, Inc.
Mason, Perry	Procter & Gamble Co. (Tide)	CBS	Benton & Bowles, Inc.
Massey, Curt Time	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Tablets)	CBS MBS	Geoffrey Wade Advertising Cockfield, Brown & Co., Ltd. (Canada)
Meet Corliss Archer	Electric Company's Advertising Program (Institutional)	ABC	N. W. Ayer and Son, Inc.
Meet Millie	Co-operative Sponsors	CBS	
Meet the Missus	Leslie Salt Co. (Salt)	CBS	Long Advertising Service
Meet the Music	The Whitehouse Co. (18 Top Hit Records)	CBS	Victor & Richards, Inc.
Mercer, Johnny Show	The Murine Co. (Murine)	CBS	B.B.D. & O.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Metropolitan Opera	Texas Co. (Gasoline and motor oils)	ABC	Kudner Agency, Inc.
Mexican Pan-American	Continental Mfg. Co. (Lifetime Batteries)	CBS	W. H. Hunt Associates
Modern Romances	Ex-Lax, Inc. (Ex-Lax, Jests)	ABC	Warwick & Legler, Inc.
Monday Morning Headlines	P. Lorillard and Co. (Embassy Cigarettes)	ABC	Young and Rubicam
Movie Quiz	General Mills, Inc. (Kix cereal)	MBS	Tatham-Laird, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. (Colgate Toothpaste, Halo Shampoo, Palmolive Shampoo, Veto)	CBS	Sherman & Marquette, Inc. Spitzer & Mills, Ltd. (Canada)
Mr. Information	National Biscuit Co. (Dog Biscuits)	CBS	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	Co-operative Sponsors	CBS	
Murrow, Edward R. News	Co-operative Sponsors	CBS	
Music with Hormel Girls	Geo. A. Hormel & Co. (Meats & Meat Products)	CBS	B.B.D. & O., Inc.
My Friend Irma	Co-operative Sponsors	CBS	
My Little Margie	Philip Morris Co., Ltd. (Cigarettes)	MBS	The Biow Co., Inc.
My True Story	Sterling Drug Co. Inc. (Haley's M. O., ZBT, other products)	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Theater	Sterling Drug, Inc. (Bayer aspirin, Phillips Milk of Magnesia, Melle Shaving Cream, other products)	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. (Farm Equipment)	NBC	Bert S. Gittins Advertising
National Golf Tournament	Time, Inc. (Time Magazine)	CBS	Young & Rubicam, Inc.
NBC Symphony	Socony-Vacuum Oil Co. (Institutional)	NBC	Compton Advertising, Inc.
New York Philharmonic Symphony	Willys Overland, Inc. (Willys Cars & Trucks)	CBS	Ewell & Thurber Associates Spitzer & Mills, Ltd. (Canada)
News of the World	Miles Laboratories, Inc. (Alka-Seltzer)	NBC	Geoffrey Wade Advertising
News of Tomorrow	Wine Corp. of America (Mogen David Wine)	ABC	Weiss and Geller, Inc.
Norman, Phil	Leslie of California (Toys)	CBS	M. B. Scott & Associates

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Norwell Gillespie Ortho Garden Guide	California Spray Chemical Co. (Ortho Garden Sprays)	NBC	McCann-Erickson, Inc.
O			
Official Detective	Co-operative Sponsors	MBS	
Old Fashioned Revival Hour	Gospel Broadcasting Assn. (Institutional)	ABC	R. H. Alber Co.
On Stage, with Cathy & Elliott Lewis	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
On the Line with Bob Considine	Mutual Benefit Health & Accident Assoc. of Omaha (Insurance)	NBC	Bozell & Jacobs
One Man's Family	Miles Laboratories, Inc. (Cortine, Alka-Seltzer, Tabcin, Nervine, One-a-Day Vitamins)	NBC	Geoffrey Wade Advertising
Orange Bowl Football Game	Gillette Co. (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. (Anacin, Chef Boy-Ar-Dee Foods, Heer, Kolynos, Melaclose, Sperti Biodyne)	CBS	Young & Rubicam, Inc.
Our Miss Brooks	Colgate-Palmolive Co. (Chlorophyll Tooth Paste, Palmolive Soap, Shave Cream)	CBS	Ted Bates & Co. Spitzer & Mills, Ltd. (Canada)

P

Packard Spotlights the News	Packard Motor Co. (Cars)	ABC	Maxon, Inc.
Parson's, Louella Show	Colgate-Palmolive Co. (Lustre Creme Shampoo)	CBS	Lennen & Newell, Inc. Harry E. Foster Adv. Ltd. (Canada)
Paul, Les & Mary Ford at Home	Lambert Co. (Listerine Antizyme and Antiseptic)	CBS	Lambert & Feasley, Inc.
Pearson, Drew	Carter Products, Inc. (Arrid, Nair, Carter's Little Liver Pills)	ABC	Ted Bates and Co.
People Are Funny	Mars, Inc. (Candy Bars) Amana Refrigeration, Inc. (Food Freezers)	CBS	Leo Burnett Co., Inc. Maury, Lee & Marshall
Peterson, Elmer Philco Radio Playhouse	Co-operative Sponsors Philco Corp. (Radios, refrigerators, home freezer units, air conditioning units)	NBC ABC	Hutchins Advertising Co., Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Philip Morris Playhouse	Philip Morris & Co., Ltd.	CBS	The Biow Co., Inc.
Preakness Race	Cigarettes Schick, Inc.	CBS	Kudner Agency, Inc.
Presidential Inauguration Day Program	Packard Motor Car Co.	CBS	Maxon, Inc.
Prizefights (Carl Olson vs. Randy Turpin)	Pabst Sales Co. (Beer)	CBS	Warwick & Legler, Inc.
Progress	Chrysler Corp. (Cars)	CBS	McCann-Erickson, Inc.
Pure Oil News Time	The Pure Oil Co. (Petroleum products)	NBC	Leo Burnett Co., Inc.

Q

Queen for a Day	Co-operative Sponsors	MBS
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R

Radio Bible Class	Radio Bible Class	ABC, MBS	John M. Camp and Co.
The Railroad Hour	Association of American Railroads (Institutional)	NBC	Benton & Bowles, Inc.
Renfro Valley Gatherin'	General Foods Corp.	CBS	Foote, Cone & Belding
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett and Co.
Richfield Reporter	Richfield Oil Corp. (Gasoline, motor oil)	NBC	Hixson-Jorgensch, Inc.
Right to Happiness	Procter & Gamble Co. (Dettol, Daycid, Protol)	NBC	Dancer-Fitzgerald-Sample, Inc.
Ring, Bill Show	General Mills, Inc. (Kex, Hot Star, Para-Sonics, other products)	ABC	Knox Reeves Advertising
Road of Life	Procter & Gamble Co. (Crisco, Ivory Soap)	NBC CBS	Compton Advertising Inc.
Robert Q.'s Waxworks	Webster Chicago Corp. (Record Players)	CBS	Fuller & Smith & Ross, Inc.
Roberts, Dr. Oral	Healing Waters, Inc. (Institutional)	ABC	White Advertising Agency
Rogers of the Gazette	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
Rogers, Roy	General Foods Corp. (Post Cereals)	NBC	Benton & Bowles, Inc.
Romance of Helen Trent	American Home Products Corp. (Aero Wax, Bisodol, Black Flag, Comet, Clorox, Dial, Foody, Heet, Sports, Biodyne, Windex, Wick)	CBS	Geyer Agency
Rose Bowl (football game)	Gillette Safety Razor Co.	NBC	Maxon, Inc.
Rosemary	Procter & Gamble Co. (Ivory Soap)	CBS	Benton & Bowles, Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ross, Lanny Show	J. R. Wood & Sons, Inc. (Jewelry)	MBS	B.B.D. & O.
Salute to a Star	General Products Corp. (Loop Reducing Tablets)	CBS	Dean Simmon's
Sanka Salutes with Win Elliott	General Foods Corp.	CBS	Young & Rubicam, Inc.
Santa Anita Race	Republic Van & Storage Co., Inc. (Transportation and services)	CBS	Dan Lawrence Agency
Second Chance	Lewis-Howe Co. (Tums)	NBC	Ruthrauff & Ryan, Inc.
Second Mrs. Burton	General Foods Corp. (Corn-Fett, Instant Maxwell House Coffee, Swansdown Cake Flour)	CBS	Young & Rubicam, Inc.
Sgt. Preston of the Yukon	Quaker Oats Co. (Quaker puffed grains)	MBS	Sherman & Marquette, Inc.
Shadel, Bill and the News	Campana Sales Co. (Italian Balm, Solitar Make-up and Lipstick)	CBS	Wallace-Ferry-Hanly Co.
Shadow, The	Wildroot Co., Inc. (Wildroot toilet preparations and Frostilla lotion)	MBS	B.B.D. & O.
	Sylvania Elec. Prod. Inc. (TV and radio sets)		Roy S. Durstine, Inc.
Shore, Dinah	Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts and services)	NBC	Campbell Ewald Co.
Silver Eagle	General Mills, Inc. (Wheaties, Cheerios, Kix, and other products)	ABC	Knox Reeves Advertising, Inc.
Six Shooter	Coleman Co., Inc. (Gas heating and household appliances)	NBC	N. W. Ayer & Son, Inc.
Skelton, Red	Co-operative Sponsors	NBC	
Sky King	Derby Foods, Inc. (Peter Pan peanut butter, salted peanuts, Derby line of canned meats and specialties)	MBS	Needham, Louis & Brorby, Inc
Smilin' Ed McConnell	Brown Shoe Co., Inc.	ABC	Leo Burnett Co., Inc.
Space Patrol	Ralston Purina Co. (Rich Chex, Rye Krisp and other products)	ABC	Gardner Advertising Co.
Spillane, Mickey	Co-operative Sponsors	MBS	

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sports Today with Bill Stern	Anheuser-Busch, Inc. (Beer)	ABC	D'Arcy Advertising Co.
Sports "Ten" with Harry Wismer	Philip Morris Co. (Cigarettes and tobacco products)	MBS	The Biow Co.
Standard Hour, The	Standard Oil Co. of California (Petroleum products)	NBC	B.B.D. & O.
Stars Over Hollywood	Carnation Co. (Evaporated Milk)	CBS	Erwin, Wasey & Co., Inc.
Star Story Time	Mayflower Warehousemen's Association (Transportation and moving)	CBS	Virgil A. Warren Advertising
Stone, Paula Show	Naumkeag Steam Cotton Co. (Pillow shams and pillow cases)	MBS	Jackson & Co.
Stroy's, Ralph Backyard	Pan American Coffee Bureau (Institutional)	CBS	Cunningham & Walsh, Inc.
	Best Foods Co. (Nuts, Mayonnaise)		Benton & Bowles, Inc.
Squad Room	Co-operative Sponsors	MBS	
Strike It Rich	Colgate-Palmolive Co. (Toile, dental cream, Palmolive Soap, Fab)	NBC	William Esty Co., Inc.
Sunoco Three Star Extra	Sun Oil Co. (Oil, fuel oil, Sunoco Gas)	NBC	Hewitt, Ogilvy, Benson & Mather, Inc.
Sunshine Sue	Corn Products Sales Co. (Niagara Starch, Karo Syrup)	CBS	C. L. Miller Co., Inc.
Super Noodle Show	I. J. Grass Noodle Co., Inc. (Noodles & Soup Mix)	CBS	Phil Gordon Agency, Inc.
Suspense	Electric Auto-Life Co. (Spark Plugs, Batteries)	CBS	Cecil & Presbrey, Inc. Ruthrauff & Ryan, Inc. (Canada) National Export Adv. Service Inc. (Hawaii)
Swayze, John Cameron	Co-operative Sponsors	NBC	

T

Take a Number	Co-operative Sponsors	MBS	
Tarzan	General Foods Corp. (Crinkles, Post Toasties)	CBS	Foote, Cone & Belding
Taylor, Mary Lee	Pet Milk Co. (Pet Milk, Sogo Milk)	NBC	Gardner Advertising Co. Gillham Advertising Agency, Inc.
Telegram for You	Western Union	ABC	Albert-Frank-Gunther Law, Inc.
Tennessee Ernie	Toni Co. (Toni Home Permanent, White Rain, Tonette)	ABC	Weiss and Geller, Inc.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Evening Comes	Thomas Nelson and Sons (Revised Standard Version of the Bible)	ABC	B.B.D. & O.
The Telephone Hour	Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son, Inc.
The Whistler	Signal Oil Co. (Gas, Oil)	CBS	Barton A. Stebbins Agency
The World Today	Co-operative Sponsors	CBS	
Theatre Guild on the Air	U. S. Steel Corp. (Institutional)	NBC	B.B.D. & O.
Theatre of Today	Cream of Wheat Corp. (Cereal)	CBS	B.B.D. & O.
This Farming Business	Skelly Oil Co. (Petroleum products)	NBC	Henri, Hurst & McDonald
This is Nora Drake	Co-operative Sponsors	CBS	
Thomas, Lowell, News	Co-operative Sponsors	CBS	
Thomas, Shirley from Hollywood	Lewis Food Co. (Dog and cat foods)	CBS	Rockett-Lauritzen
Thompson, Hank & His Brazos Valley Boys	Flagstaff Brewing Corp. (Beer)	MBS	Dancer-Fitzgerald-Sample, Inc.
Time for Betty Crocker	General Mills, Inc. (Flour, cake mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
Time for Love, with Marlene Dietrich	Andrew Jergens Co. (Lotion, face cream)	CBS	Robert W. Orr & Associates, Inc.
Tinney, Cal	General Mills, Inc. (Flour, cake mix, cheerios)	ABC	Dancer-Fitzgerald-Sample, Inc.
Titus, Moody	Emerson Drug Co. (Bromo-Seltzer)	MBS	Lennen & Newell, Inc.
	Wildroot Co., Inc. (Wildroot toilet preparations and Frostilla lotion)		B.B.D. & O.
Top of the Morning	Bank of America National Trust & Savings Assn. (Banking Services)	CBS	Chas. R. Stuart Advertising
Trout, Robert	Ford Motor Co. (Cars)	CBS	J. Walter Thompson Co.
True Detective Mysteries	Motorola, Inc. (Radios and TV sets)	MBS	Aubrey, Finlay, Marley & Hodgson, Inc.
	Williamson Candy, Inc. (Oh Henry candy bars)		
Turn to a Friend	Toni Co. (Prom Home Permanent, White Rain)	ABC	Leo Burnett Co.
Truth or Consequences	Pet Milk Co. (Evaporated Milk, Sogo Milk)	NBC	Gardner Advertising Gillham Advertising Agency, Inc.
Twenty Questions	Co-operative Sponsors	MBS	
Twenty-fifth Annual Academy Awards Presentation	RCA Victor Div. (All products and services)	NBC	J. Walter Thompson Co.
21st Precinct	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS MBS	Lennen & Newell, Inc.
U			
Utley, Clifton and the News	Onondaga Pottery Co. (China and Pottery)	NBC	Barlow Advertising Agency, Inc.
V			
Vaile, Dave, News	Metropolitan Life Insurance Co.	CBS	Young & Rubicam, Inc.
Vandercook, John W., News	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman and Assoc.
Vicks News with Ed Pettitt	Vick Chemical Co. (Vicks rough drops, syrup and VapoRub)	MBS	Morse International, Inc.
Visitin' Time	Morton Salt Co.	CBS	Klau-Van Pieterseon-Dunlap Associated, Inc.
Vitalis Warm-up	Bristol-Myers Co. (Vitalis)	MBS	Doherty, Clifford, Steers & Shenfield, Inc.
Voice of Firestone	Firestone Tire & Rubber Co. (Tires and tubes)	NBC	Sweeney & James Co.
Voice of Prophecy	Voice of Prophecy, Inc. (Religious talks)	MBS ABC	Western Advertising, Inc.
W			
Wakely, Jimmy Show	Co-operative Sponsors	CBS	
Walk a Mile	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS NBC	Wm. Esty Co., Inc.
Weekend	B. R. Goodrich Co. (Tires and tubes)	NBC	B.B.D. & O.
Welcome Travelers	Procter & Gamble Co. (Lava, Spic & Span, Joy, Prill, Cheer, Green)	NBC	The Biow Co., Inc.
Wendy Warren and the News	General Foods Corp. (Maxwell House Coffee, Post Bran Flakes)	CBS	Benton & Bowles
What's My Line?	Jules Montenier, Inc. (Deodorant)	CBS	Earle Ludgin & Co. Ronlads Adv. Agency, Ltd.
Wheaties Scoreboard	General Mills, Inc. (Wheaties)	MBS	Knox-Reeves Advertising
When a Girl Marries	Co-operative Sponsors	ABC	
Whispering Streets	General Mills, Inc. (Flour, cake mixes) Toni Co. (Prom Home Permanent)	ABC	Dancer-Fitzgerald-Sample, Inc. Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg Co. (All products)	MBS	Leo Burnett Co., Inc.
Wills, Johnnie Lee	General Mills Co., Inc. (Sperry Div.—Laino Formulates Foods)	NBC	Zimmer-Keller & Calvert, Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Winchell, Walter	Carters Products (Nair, Arrid, Rise cream) Gruen Co. (Watches)	ABC	McCann-Erickson, Inc.
Wings of Healing	Wings of Healing (Religion)	MBS	Century Advertising Agency
Wittnauer Choraliers	Longines-Wittnauer Watch Co. (Watches)	CBS	Victor A. Bennett Co., Inc. Desbarats Adv. Agency Ltd. (Canada)
Wizard of Odds	The Toni Co. (Prom. Home Permanents) Manhattan Soap Co. (Sweetheart Soap, Blue-White Flakes)	CBS	Leo Burnett Co. Scheideler, Beck & Werner, Inc.
Woman in My House	Manhattan Soap Co., Inc. (Sweetheart Soap, Blue-White Flakes)	NBC	Scheideler, Beck & Werner, Inc.
Women's News Desk	Hills Brothers Coffee, Inc. (Coffee)	CBS	N. W. Ayer & Sons, Inc.
Wonderful City	Holland Furnace Co. (Furnace and furnace cleaning)	MBS	Lindeman Advertising
World Music Festivals	Willys-Overland Motors, Inc. (Willys Cars and trucks)	CBS	Ewell & Thurber Associates Spitzer & Mills, Ltd. (Canada)
World Tomorrow	Radio Church of God	ABC	Huntington, Parmelee Advertising

Y

Years of Crisis; Frank Goss, News	American Safety Razor Corp. (Silver Star Blades, Razors)	CBS	McCann-Erickson, Inc.
You Bet Your Life	DeSoto Motor Corp., Div. of Chrysler Corp. (Cars and services)	NBC	B.B.D. & O.
Young Dr. Malone	Procter & Gamble Co. (Crisco, Joy)	CBS	Compton Advertising Inc.
Young Widder Brown	Sterling Drug, Inc. (All Products)	NBC	Dancer-Fitzgerald-Sample, Inc.
Young's, Pepper Family	Procter & Gamble Co. (Ajax, Vel, toothpaste)	NBC	William Esty Co., Inc.
Your Hit Parade	American Tobacco Co. (Lucky Strike Cigarettes)	NBC	B.B.D. & O.
Your Land and Mine	General Motors Corp. (Cars and automotive services)	ABC	Kudner Agency, Inc.
Your Top Tunes	Poundex Products (Poundex)	NBC	Ruthrauff & Ryan, Inc.
Yours Truly, Johnny Dollar	Wm. Wrigley, Jr. Co. (Spearmint Chewing Gum)	CBS	Arthur Meyerhoff & Co. J. Walter Thompson Co., Ltd. (Canada)

COMMERCIAL TV PROGRAMS—1953

(Network)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1953. The programs listed are for the 12-month period ending Dec. 31, 1953. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont and NBC.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Adventures of Ozzie and Harriet	Hotpoint Co. (Refrigerators, household appliances)	ABC-TV	Maxon, Inc.
	Lambert Co. (Toothpaste, antiseptic)		Lambert & Feasley, Inc.
Aldrich Family	Campbell Soup Co. (Soups)	NBC-TV	Ward Wheelock Co.
All Star Baseball Game	Gillette Safety Razor Co. (Safety Razors)	NBC-TV	Maxon, Inc.
All Star Revue	Co-operative Sponsors (Surgical Dressings, Evaporated Milk, Studebaker)	NBC-TV	
Armstrong's Circle Theatre	Armstrong Cork Co. (Linoleum, building materials)	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Autry, Gene	Wm. Wrigley, Jr. Co. (Doublemint Gum)	CBS-TV	Ruthrauff & Ryan, Inc.

B

Barber, Red	Commercial Solvents Corp. (Peak & Norway Anti-Freeze)	CBS-TV	Fuller & Smith & Ross, Inc.
Beat the Clock	Sylvania Electric Products, Inc.	CBS-TV	Cecil & Presbrey, Inc.
Benny, Jack Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.
Best of Groucho	DeSoto Div., Chrysler Corp. (Automobiles)	NBC-TV	B.B.D. & O.
Beulah	Procter & Gamble Co. (Dettol, Oxydol)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Big Town	Lever Bros. Co. (Rango, Chlorodont, Shadow wave)	CBS-TV	McCann-Erickson, Inc.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Blind Date	Hazel Bishop, Inc. (Cosmetics) The Toni Co. (Hair preparations)	DuMont	Raymond Spector Co., Inc. Weiss & Geller, Inc.
Blue Ribbon Bouts	Pabst Sales Co. (Beer)	CBS-TV	Warwick & Legler, Inc.
Bonino	Lady Esther, Ltd. (Cosmetics) Philip Morris & Co. Ltd. Inc. (Dunhill Cigarettes)	NBC-TV	The Biow Co., Inc.
Both Sides	A. F. of L. (Institutional)	ABC-TV	Furman, Feiner & Co.
Boxing from Eastern Parkway	Co-operative Sponsors	DuMont	
Break the Bank	Co-operative Sponsors (Deodorant Pads, Associated Products, Baby Foods)	NBC-TV	
Broadway to Hollywood	Tide Water Associated Oil Co. (Tydel)	DuMont	Lennen & Newell, Inc.
Buick-Berle Show	General Motors Corp. (Buick)	NBC-TV	Kudner Agency, Inc.
Buick Circus Hour	Buick Motor Div., General Motors Corp. (Automobiles)	NBC-TV	Kudner Agency, Inc.
Burns & Allen	Carnation Co. (Evaporated Milk) B. F. Goodrich Co. (Tires)	CBS-TV	Erwin, Wasey & Co. B.B.D. & O.
Buttons, Red Show	General Foods Corp. (Instant Maxwell House Coffee, Gaines Dog Food)	CBS-TV	Benton & Bowles, Inc.

C

Camel News Caravan	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	NBC-TV	William Esty Co., Inc.
Campbell Soundstage	Campbell Soup Co. (Soups, Pork & Beans)	NBC-TV	Ward Wheelock Co.
Candid Camera	Hazel Bishop (Cosmetics)	NBC-TV	Raymond Spector Co., Inc.
Captain Video	General Foods Corp. (Post Cereals)	DuMont	Benton & Bowles, Inc.
Cavalcade of America	E. I. DuPont de Nemours, Inc. (Institutional)	NBC-TV ABC-TV	B.B.D. & O.
Cavalcade of Sports	Gillette Safety Razor Co. (Razors, Blades)	NBC-TV	Maxon, Inc.
Chance of a Lifetime	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars)	DuMont, ABC-TV	Lennen & Newell, Inc.
Chrysler Medallion Theatre	Chrysler Corp. (Automobiles)	CBS-TV	B.B.D. & O.
Club Embassy	P. Lorillard Co. (Tobacco Products)	NBC-TV	Lennen & Newell, Inc.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Coke Time	Coca-Cola Co.	NBC-TV	D'Arcy Agency
Colgate Comedy Hour	Colgate-Palmolive- Peet Co. (Soap, Dental Cream)	NBC-TV	Sherman & Marquette, Inc.
Colonel Humphrey Flack	American Chicle Co. (Clorets Gum; Allen B. DuMont Laboratories, Inc. (Tele-sets)	DuMont	Dancer-Fitzgerald-Sample, Inc.
Comeback Story	EKCO Products Co. (Kitchen Utensils)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Como, Perry Show	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS-TV	Cunningham & Walsh, Inc.
Crosby, Bob Show	American Dairy Assn. (Milk products) Tappan Stove Co. (Stoves)	CBS-TV	Campbell-Mithun, Inc. Ketchum, McLeod & Grove, Inc.

D

Daly, John and the News	American Home Products Corp. (Anacin, Bisodol, Kolydos, Mills Cold Tablets) Realemon Puritan Co. (Realemon juice products)	ABC-TV	The Biow Co. Schwimmer & Scott, Inc.
Danger	Block Drug Co. (Amm-I-Dent toothpaste)	CBS-TV	Cecil & Presbrey, Inc.
Ding Dong School	Co-operative Sponsors (Paper, Scotch Tape)	NBC-TV	
Dixon, Paul Show	Vitamin Corp. of America (Rybutol) River Brand Rice Mills, Inc. Scholl Manufacturing Co. (Foot Aids)	DuMont	Kastor, Farrell, Chesley & Clifford, Inc. Donahue & Coe, Inc.
Dollar A Second	Mogen David Wine Corp.	DuMont	Weiss & Geller, Inc.
Doorway to Danger	American Cigarette & Cigar Co., Inc. (Pall Mall Cigarettes)	ABC-TV NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Double or Nothing	Campbell Soup Co. (Soups)	CBS-TV	Ward Wheelock Co.
Down You Go	Helene Curtis Industries, Inc. (Spraynet) Carter Products, Inc. (Arid, Rose, Nair)	DuMont	Ruthrauff & Ryan, Inc. Ted Bates and Co., Inc.
Douglas Edwards with the News	American Cigarette & Cigar Co. (Pall Mall Cigarettes) General Motors (Oldsmobile Cars)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc. D. P. Brothier & Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dragnet	Liggett & Myers Tobacco Co. (Fatima & Chesterfield cigarettes)	NBC-TV	Cunningham & Walsh, Inc.

E

Erwin, Stu	General Mills, Inc. (Wheaties, Cold Medal Flour)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Ethel and Albert	Sunbeam Corp. (Electrical appliances)	NBC-TV	Perrin-Paus Co.

F

Faith for Today	Faith for Today, Inc. (Institutional)	ABC-TV	Rockhill Co.
Fifty Years Forward	Ford Motor Co. (Ford Division)	NBC-TV	Kenyon & Eckhardt, Inc.
Fireside Theatre	Procter & Gamble Co. (Fairy Soap, Crisco)	NBC-TV	Compton Advertising, Inc.
First Person (1st Person)	Gulf Oil Corp. (Gasoline, Oil)	NBC-TV	Young & Rubicam, Inc.
Fisher Body Craftsman's Guild Annual	Scholarship Awards Dinner (Fisher Body, Division of General Motors Corp.)	NBC-TV	Kudner Agency, Inc.
Ford Theatre	Ford Motor Co. (Automobiles, trucks)	NBC-TV	J. Walter Thompson Agency
Four Star Playhouse	Singer Sewing Machine Co.	CBS-TV	Young & Rubicam, Inc.
Froman, Jane, The Show	General Electric Lamp Division (Edison lamps)	CBS-TV	B.B.D. & O.

G

Game of the Week	Falstaff Brewing Corp. (Beer)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Garroway, The Show	Pontiac Motor Division, General Motors (Cars, parts service)	NBC-TV	MacManus, John & Adams, Inc.
General Electric Theater	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Gleason, Jackie Show	Schick, Inc. (Electric shavers) Nestle Co., Inc. (Nestle) W. A. Sheaffer Pen Co. (Fountain Pens)	CBS-TV	Kudner Agency, Inc. Sherman & Marquette Russel M. Seeds Co.
Godfrey, Arthur and his Friends	The Toni Co. (Tow Hone) (Permanent) Pillsbury Mills, Inc. (All state and bread products)	CBS-TV	Weiss & Geller, Inc. Leo Burnett Co., Inc.

◆ ◆ ◆ COMMERCIAL TV PROGRAMS ◆ ◆ ◆

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)		Cunningham & Walsh, Inc.
Godfrey's, Arthur Talent Scouts	Thomas J. Lipton, Inc. (Tea, soup mixes)	CBS-TV	Young & Rubicam, Inc.
Godfrey, Arthur Time	Esquire Boot Polish, Omaha Mutual Insurance, Snow Crop Frozen Food Products, Kleenex, Pepsodent Dentifrices, Toni Home Permanent, Frigidaire Home Appliances, Kellogg Cereals	CBS-TV	
Goodyear Television Playhouse	Goodyear Tire & Rubber Co. (Tires)	NBC-TV	Young & Rubicam, Inc.
Greatest Fights of the Century	Chesbrough Mfg. Co. (Vaseline Hair Tonic)	NBC-TV	Cayton, Inc.
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz, Crisco)	CBS-TV	Compton Advertising, Inc.

H

Hail the Champ	Fred W. Amend Co. (Chuckles, Spice drops)	ABC-TV	Henri, Hurst & McDonald
Hallmark Theatre	Hall Bros. Inc. (Greeting Cards)	NBC-TV	Foote, Cone & Belding
Happy's Party	Florida Citrus Commission (Fruits)	DuMont	J. Walter Thompson Co.
Harvey, Paul, News	Burton-Dixie Corp. (Sleep products)	ABC-TV	Turner Advertising
Hawkins Falls	Lever Bros. Co. (Surf)	NBC-TV	N. W. Ayer & Son, Inc.
Hayes, Gabby Show	Minute Maid Corp. (Orange juice) Quaker Oats Co. (Cereal)	NBC-TV	Ted Bates & Co. Sherman & Marquette, Inc.
Hickman, Herman Show	General Cigar Co. (Robert Burns Cigars)	NBC-TV	Donahue & Coe
Hollywood Opening Night	Pearson Pharmacal Co. (Chlorophyll Tablets & Eyedrops)	NBC-TV	Harry B. Cohen Advertising Co., Inc.
Hollywood Screen Test	Ironite, Inc. (Home Appliances)	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Hope, Bob, Show	General Foods, Corp. (Minute Rice, Jell-O)	NBC-TV	Young & Rubicam, Inc.
Hour of Decision	Billy Graham Evangelistic Assn. (Institutional)	ABC-TV	Walter F. Bennett
Howdy-Doody	Co-operative Sponsors (Dental Cream, Bread, International shoes, Grape juice, Puddings, Cereals, Candy Bars)	NBC-TV	

◆ ◆ ◆ COMMERCIAL TV PROGRAMS ◆ ◆ ◆

I

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
I'll Buy That	Seeman Bros. Inc. (Airwick, Nylast)	CBS-TV	Wm. H. Weintraub & Co., Inc.
I Love Lucy, Starring Lucille Ball	Philip Morris Co. (Cigarettes)	CBS-TV	The Biow Co.
I Married Joan	General Electric (Appliances)	NBC-TV	Young & Rubicam, Inc.
Inspector Mark Sabre	Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cavalier Cigarettes)	CBS-TV	Wm. Esty Co., Inc.

J

Jamie	Duffy-Mott Co., Inc. (Mott apple products)	ABC-TV	Young & Rubicam
	EKCO Products Co. (Kitchen Utensils)		Dancer-Fitzgerald-Sample, Inc.
Jessel, George Show	Co-operative Sponsors	ABC-TV	
Judge for Yourself	P. Lorillard Co.	NBC-TV	Lennon & Newell, Inc.
Juvenile Jury	Pharmaceuticals, Inc. (Geritol)	CBS-TV	Edward Kletter Associates, Inc.
	Serutan Co. (R.D.X.)	NBC-TV	

K

Keep Posted	Curtis Publishing Co. (Saturday Evening Post)	DuMont	B.B.D. & O.
Kraft Television Theatre	Kraft Foods Co. (Kraft cheeses and other products)	NBC-TV ABC-TV	J. Walter Thompson Co.
Kukla, Fran and Ollie	Radio Corp of America (R.C.A. Products and/or Service)	NBC-TV	J. Walter Thompson Agency

L

Lash of the West	Reymer & Bros. Inc. (Soft drinks)	ABC-TV	Ketchum, McCleod & Grove
Leave It to the Girls	Ex-Lax, Inc. (Ex-Lax, Jests)	ABC-TV	Warwick & Legler, Inc.
Letter to Loretta	Procter & Gamble (Tide)	NBC-TV	Benton & Bowles, Inc.
Life Begins at Eighty	The Serutan Co. (Serutan, Geritol)	DuMont	Edward Kletter Associates, Inc.
Life is Worth Living	Admiral Corp. (Household appliances)	DuMont	Erwin, Wasey & Co., Inc.
Life with Father and Mother	S. C. Johnson & Son, Inc. (Cleaners)	CBS-TV	Needham, Louis & Brorby, Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Life With Riley	Gulf Oil Corp. (Gas, Oil)	NBC-TV	Young & Rubicam, Inc.
Linkletter's, Art House Party	Green Giant Co. (Vegetable products) Lever Bros. (Soap) Pillsbury Mills, Inc. (Break and cake mixes) Kellogg Co. (Cereals)	CBS-TV	Leo Burnett Co., Inc. B.B.D. & O Leo Burnett Co., Inc.
Live Like a Millionaire	Charles Antell, Inc. (Hair preparations)	ABC-TV	Television Advertising Associates
Lone Ranger	General Mills, Inc. (Cereal)	CBS-TV ABC-TV	Dancer-Fitzgerald-Sample, Inc. Knox Reeves Advertising, Inc.
Longines Chronoscope	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Longines-Wittnauer Christmas Day Festival	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Longines-Wittnauer Thanksgiving Day Festival	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Lov of Life	American Home Products Corp. (Anacin, Bufferin, Heet, Kriptol)	CBS-TV	The Biow Co., Inc.
Lux Video Theatre	Lever Bros. Co. (Toiletries)	CBS-TV	J. Walter Thompson Co.

M

Mack's, Ted Original Amateur Hour	Pet Milk Co. (Evaporated Milk)	NBC-TV	Gardner Advertising Co.
Make Room for Daddy	American Tobacco Co. (Lucky Strike cigarettes) Speidel Corp. (Whiskies)	ABC-TV	B.B.D. & O. Sullivan, Stauffer, Colwell & Bayles, Inc.
Mama	General Foods Corp. (Maxwell House coffee, Minute Rice)	CBS-TV	Benton & Bowles, Inc.
Man Against Crime	R. J. Reynolds Tobacco Co. (Camel & Cavalier cigarettes)	NBC-TV, DuMont	William Esty Co., Inc.
Man Behind the Badge	Bristol Myers Co. (Sal Hepatica, Ipana, Bufferin, Vitaks, Milt)	CBS-TV	Doherty, Clifford, Steers & Shenfield, Inc.
March of Medicine	Smith, Kline & French Laboratories	NBC-TV	Doremus-Eshleman Co.
Martin Kane	United States Tobacco Co. (Model & other tobaccos)	NBC-TV	Kudner Agency, Inc.
Meet Mr. McNulty	General Electric Co. (TV and Radio sets, small appliances)	CBS-TV	Maxon, Inc.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Meet the Press	Revere Copper & Brass Inc. (Copper, Brass, Steel Products)	NBC-TV	St. Georges & Keyes, Inc.
Meet Your Congress	Benrus Watch Co.	Dumont	Cecil & Presbrey, Inc.
Montgomery, Robert Presents	S. C. Johnson & Sons, Inc. (Polishes)	NBC-TV	Needham, Louis & Brorby, Inc.
Montgomery, Robert Presents Your Lucky Strike Theatre	American Tobacco Co. (Lucky Strike Cigarettes)	NBC-TV	B.B.D. & O.
Moore, Garry Show	Ballard Biscuits, Rit, Shinola, Gro-Pup, Hoover Vacuum Cleaners, Masland Rugs, Cat's Paw Heels, Uncle Ben's Converted Rice, Swift'ning, Norge Products, Purex Dry Bleach	CBS-TV	
Motorola TV Theatre	Motorola, Inc. (Radios and TV receivers)	ABC-TV	Ruthrauff & Ryan, Inc.
Mr. Peepers	Reynolds Metals Co. (Aluminum & Aluminum Products)	NBC-TV	Russell M. Seeds Co.
Murray, Arthur Dance Party	Consolidated Royal Chemical Corp.	NBC-TV	Dancer-Fitzgerald-Sample, Inc.
	Arthur Murray School of Dancing	DuMont	Ruthrauff & Ryan, Inc.
My Favorite Husband	International Silver Co. (Silverware)	CBS-TV	Young & Rubicam, Inc.
	Simmons Co. (Beauty-Kest Hide-A-Bed)		
My Friend Irma	Brown & Williamson Tobacco Corp. (Kull Cigarettes)	CBS-TV	Ted Bates & Co.
My Hero	Philip Morris & Co., Ltd. (Cigarettes)	NBC-TV	Biow Co., The
My Little Margie	Scott Paper Co.	NBC-TV	J. Walter Thompson Agency

N

Name's the Same	American Chicle Co. (Chicle)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	S. C. Johnson & Son, Inc. (Waxes)		Needham, Louis & Brorby, Inc.
	C. A. Swanson & Sons (Canned and frozen meat products)		Tatham & Laird
N.C.A.A. Football Game	General Motors Corp.	NBC-TV	Kudner Agency, Inc.

O

Oldsmobile Press Box Review	General Motors Corp. (Oldsmobile Division)	NBC-TV	
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COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Omnibus	American Machine & Foundry Co. (Machinery) Greyhound Corp. (Transportation) Scott Paper Co. (Cut-Rite and Scotties)	CBS-TV	Fletcher D. Richards, Inc. Beaumont & Hohman, Inc. J. Walter Thompson Co.
On The Line With Considine	Mutual Benefit Health & Accident Assoc. of Omaha	NBC-TV	Ted Bates & Co.
On Your Account On Your Way	Procter & Gamble Welch Wine Div., Quality Importers, Inc. (Welch's Wine)	NBC-TV DuMont	Benton & Bowles Monroe Greenthal, Inc.
Orchid Award	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	ABC-TV	Ted Bates
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Sanka, Instant Sanka Coffee)	CBS-TV	Young & Rubicam, Inc.

P

Palm Beach Golf Tournament	Palm Beach Co. (Men's Suits)	DuMont	Ruthrauff & Ryan, Inc.
Pantomime Quiz	Benson & Hedges, Inc. (Parliament Cigarettes)	DuMont	Benton & Bowles, Inc.
Pepsi-Cola Playhouse	Pepsi-Cola Co.	ABC-TV	The Biow Co.
Person to Person	American Oil Co. (Amoco Gasoline— east) Hamm Brewing Co. (Beer—midwest)	CBS-TV	The Joseph Katz Co. Campbell-Mithun, Inc.
Philco Television Playhouse	Philco Corp. (Radios, TV Sets, Refrigerators)	NBC-TV	Hutchins Advertising Co., Inc.
Philip Morris Playhouse	Philip Morris & Co. (Cigarettes)	CBS-TV	The Biow Co., Inc.
Place the Face	The Toni Co. (Prom, White Rain shampoo) Carter Products, Inc. (Arid, Rise, Nair)	CBS-TV	Leo Burnett Co., Inc.
Plainclothes Man	Larus and Brother, Co., Inc. (Holiday Cigarettes, Edgeworth Tobacco) Carter Products (Arid, Rise, Nair)	DuMont	Sullivan, Stauffer, Colwell & Bayles, Inc. Warwick & Legler, Inc. Ted Bates & Co., Inc.
Plymouth Playhouse	Plymouth Div. of Chrysler Corp. (Cars)	ABC-TV	N. W. Ayer & Son, Inc.
Peter Potter Show	Hazel Bishop (Cosmetics)	ABC-TV	Raymond Spector Co., Inc.
Pride of the Family	Armour & Co. (Dial soap and shampoo) Bristol-Myers Co. (Ipana, Vitalis)	ABC-TV	Foote, Cone & Belding Young & Rubicam

◆ ◆ ◆ **COMMERCIAL TV PROGRAMS** ◆ ◆ ◆

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV NBC-TV	B.B.D. & O.
Professional Football Games	Standard Oil Co. of Indiana (Gas and oil)	ABC-TV	McCann-Erickson
Professional Football Games	Westinghouse Electric Corp. (Household appliances)	DuMont	Ketchum, MacLeod & Grove, Inc.
	Miller Brewing Co. (Beer)		Mathisson & Associates, Inc.
	Brewing Corp. of America (Red Cap Ale)		Lang, Fisher & Stashower, Inc.
Professional Football Games	Wm. B. Scull Co. (Boscull Coffee)	DuMont	Lamb & Keen, Inc.
	Pittsburgh Zone Chevrolet Dealers (Cars)		Ketchum, MacLeod & Grove, Inc.
	Chester Ford Dealers (Cars)		J. Walter Thompson Co.

Q

Quick as a Flash	EKCO Products Co. (Kitchen Utensils)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	Thor Corp. (Washing Machines)		Henri, Hurst & McDonald

R

R. C. A. Victor Show Starring Dennis Day	Radio Corp. of America (Radios, TV sets, record players)	NBC-TV	J. Walter Thompson Agency
Rebound	Packard Motor Car Co. (Cars)	DuMont	Maxon, Inc.
Revlon Mirror Theatre	Revlon Products Corp.	CBS-TV, NBC-TV	W. H. Weintraub Co., Inc.
Riviera Show	Roto-Broil Corp. (Broiler)	DuMont	Product Services, Inc.
Rocky King, Detective	American Chicle Co. (Clorets Gum)	DuMont	Dancer-Fitzgerald-Sample, Inc.
	Kreisler Manufacturing Co. (Watch Bands)		Foots, Cone & Belding, Inc.
	Pharmaceuticals, Inc. (Drug Products)		Edward Kletter Associates, Inc.
	Procter & Gamble, Inc. (Ivory Flakes)		Compton Advertising Co.
Rod Brown Rocket Ranger	General Foods Corp.	CBS-TV	Young & Rubicam, Inc.
Rootie Kazootie	Gordon Baking Co. (Silvercup bread)	ABC-TV	N. W. Ayer & Sons
	Walter H. Johnson Candy Co. (Power House candy bars)		Franklin Bruck Adv.
Rose Bowl Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.

◆ ◆ ◆ COMMERCIAL TV PROGRAMS ◆ ◆ ◆

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Roy Rogers Show	General Foods Corp. (Grape Nuts, Post Toasties, Sugar crisp)	NBC-TV	Benton & Bowles, Inc.
<hr/>			
S			
Saturday Nite Fights	Bayuk Cigars, Inc. (Phillies, Webster cigars)	ABC-TV	Ellington Adv. Agency
	S. C. Johnson & Son, Inc. (Wax products)		Needham, Louis & Brorby
Saturday Night Revue	Benrus Watch Co. Griffin Manufacturing Co. (Shoe polish)	NBC-TV	Cecil & Presbrey, Inc. Birmingham, Castleman & Pierce, Inc.
	Bendix Home Appliances		Earl Ludgin & Co.
Saturday Night Wrestling	Co-operative Sponsors	DuMont	
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span)	CBS-TV	The Biow Co., Inc.
See It Now	Aluminum Co. of America (Alcoa Aluminum products)	CBS-TV	Fuller & Smith & Ross, Inc.
Schlitz Playhouse of Stars	Schlitz Brewing Co. (Beer and Ale)	CBS-TV	Lennen & Newell, Inc.
Scott Music Hall	Scott Paper Co.	NBC-TV	J. Walter Thompson Agency
Shore, Dinah Show	Chevrolet Motor Div. General Motors (Cars, trucks, parts, service)	NBC-TV	Campbell-Ewald Co.
Short, Short Drama	Pepsi-Cola Co.	NBC-TV	The Biow Co., Inc.
Skelton, Red Show	Pharmaceuticals, Inc. (Geritol)	CBS-TV	Edward Kletter Associates, Inc.
	Procter & Gamble (Tide)	NBC-TV	Benton & Bowles, Inc.
Sky King	Derby Foods, Inc. (Peter Pan peanut butter)	ABC-TV	Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown shoes)	ABC-TV	Leo Burnett Co., Inc.
Smith, Kate Show	Co-operative Sponsors (Drugs, Foods, Household Products)	NBC-TV	
Space Patrol	Ralston-Purina Co. (Rice-Chex, Wheat-Chex, Ry-Krisp)	ABC-TV	Gardner Adv. Agency
Speidel Show	Speidel Corp. (Watch bands)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sports Reel	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Sports Showcase	Boyle-Midway, Inc. (Waxes and Polishes)	DuMont	Geyer Advertising, Inc.
Sports Spot	General Cigar Co. (White Owl Cigars)	CBS-TV	Young & Rubicam, Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. (Soaps, cosmetics)	CBS-TV	Wm. Esty Co., Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Studio One	Westinghouse Electric Corp. (Kitchen appliances, radio, TV sets, Turbojet plane motors)	CBS-TV	McCann-Erickson, Inc.
Summer Theatre	Lambert Co. (Listerine products)	ABC-TV	Lambert & Feasley
Sunday News Special	Norwich Pharmacal Co. (Pepto Bismol, Unguentine, Teedk)	CBS-TV	Benton & Bowles, Inc.
Super Circus	California Fruit Growers Exch. (Sunkist fruit)	ABC-TV	Foote, Cone & Belding
	Kellogg Co. (Cereals)		Leo Burnett Co., Inc.
	Mars, Inc. (Candy)		
Suspense	Electric Auto-Lite Co. (Spark plugs, auto accessories)	CBS-TV	Cecil & Presbrey, Inc.

T

Talent Patrol	U. S. Army (Institutional)	ABC-TV	
Tales of Tomorrow	Jacques Kreisler Mfg. Corp. (Watchband)	ABC-TV	Hirshon-Garfield, Inc.
Texaco Star Theatre	The Texas Co.	NBC-TV	Kudner Agency, Inc.
The Big Payoff	Colgate-Palmolive- Peet Co. (Toilet articles, soap)	CBS-TV NBC-TV	Wm. Esty Co., Inc. Ted Bates Co., Inc.
The Big Story	American Cigarette & Cigar Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Big Top	National Dairy Products Co. (Sealtest dairy products)	CBS-TV	N. W. Ayer & Son, Inc.
The Doctor	Procter & Gamble Co. (Camay)	NBC-TV	Benton & Bowles, Inc.
The Goldbergs	Radio Corp. of America (RCA Products)	NBC-TV	J. Walter Thompson Co.
The Web	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam, Inc.
This is My Melody	A. C. Weber & Co. (Pfaff sewing machines)	ABC-TV	Bozell & Jacobs, Inc.
This Is Show Business	Carter Products Co. (Little Liver Pills, Arid, Nair, Rise)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Schick, Inc. (Electric shavers)		Kudner Agency, Inc.
This Is Your Life	Hazel Bishop, Inc. (Cosmetics)	NBC-TV	Raymond Spector Co., Inc.

◆ ◆ ◆ COMMERCIAL TV PROGRAMS ◆ ◆ ◆

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Those Two	Procter & Gamble Co. (Tide, Drene, Camay)	NBC-TV	Benton & Bowles, Inc.
Toast of the Town	Lincoln-Mercury Dealers (Cars)	CBS-TV	Kenyon & Eckhardt, Inc.
Today	Co-operative Sponsors	NBC-TV	
Tom Corbett, Space Cadet	International Shoe Co. (Red Goose Shoes)	DuMont	D'Arcy Advertising Co.
Tootsie Hippodrome	Sweets Co. of America, Inc. (Tootsie Rolls)	ABC-TV	Moselle & Eisen
Top Stake Horse Races	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Topper	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	Wm. Esty Co., Inc.
Touchdown Thrills of All Time	Parker Pen Co. (Pens)	DuMont	J. Walter Thompson Co.
Treasury Men in Action	The Borden Company (Instant Coffee)	NBC-TV	Doherty, Clifford, Steers & Shenfield, Inc.
TV Teen Club	Sweets Co. of America, Inc. (Tootsie Rolls)	ABC-TV	Moselle & Eisen
Twenty Questions	Bauer & Black (Curad Plastic Bandages)	DuMont	Leo Burnett Co., Inc.
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV NBC-TV	Lennen & Newell, Inc.

U

U. S. Steel Hour	U. S. Steel Corp. (Institutional)	B.B.D. & O.
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V

Valiant Lady	General Mills, Inc. (Cake and biscuit mixes)	CBS-TV	Knox Reeves Advertising Co.
	The Toni Co. (Prest, White Rain Shampoo)		Leo Burnett Co., Inc.
Vacation Land America	Pram Corp.	NBC-TV	Van Sant Dugdale, Inc.
Voice of Firestone	Firestone Tire & Rubber Co. (Tires, tubes, batteries)	NBC-TV	Sweeney & James Co.

W

Waring, Fred Show	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Welcome Travelers	Procter & Gamble Co. (Prest, Ivory Snow)	NBC-TV	Dancer-Fitzgerald-Sample, Inc.
	EKCO Products Co. (Cutlery)		
What's My Line?	Jules Montanier, Inc. (Stoppette, Poof, Frisson)	CBS-TV	Earle Ludgin & Co.
	Remington Rand, Inc. (Electric Shavers)		Young & Rubicam, Inc.

◆ ◆ ◆ COMMERCIAL TV PROGRAMS ◆ ◆ ◆

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
What's My Name?	Crosley Div. Avco Mfg. Corp. (Electrical appliances)	NBC-TV	Benton & Bowles, Inc.
What's the Story?	Allen B. Dumont Laboratories, Inc. (DuMont Telesets)	DuMont	
What's Your Bid?	Charles Antell, Inc. (Hair Preparations)	DuMont ABC-TV	Television Advertising Associates
Where's Raymond?	American Cigarette & Cigar Co., Inc. (Pail Mail Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Sherwin-Williams Co. (KemTone)		Fuller, Smith & Ross, Inc.
Winchell, Paul Show	Procter & Gamble (Cheer)	NBC-TV	Young & Rubicam, Inc.
Walter Winchell	Carter Products, Inc. (Arrid, Nair, Rise) Gruen Watch Co. (Watches)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc. McCann-Erickson, Inc.
Window on Washington	Sunbeam Corp.	NBC-TV	Perrin-Paus Co.
World Series	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.

Y

You Are There	Electric Companies Advertising Program Prudential Insurance Co.	CBS-TV	N. W. Ayer & Son Calkins & Holden, Carlock McClinton & Smith
You Asked for It	Rosefield Packing Co., Ltd. (Skippy Peanut Butter)	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Bet Your Life	DeSoto Division, Chrysler Corp. (Automobiles)	NBC-TV	B.B.D. & O.
Your Hit Parade	American Tobacco Co.	NBC-TV	B.B.D. & O.
Your Pontiac Scoreboard	Pontiac Motor Div., General Motors Corp. (Automobiles)	NBC-TV	MacManus, John & Adams, Inc.
Your Show of Shows	Benrus Watches, Griffin Shoe Polish, Lysol, Hind's Cream, Prudential Insurance, Camel Cigarettes, S. O. S. Cleanser, Adolph's Meat Tenderizer, Bristol-Myers Products, Cats Paw Rubber Heels, Samsonite Luggage and Furniture, Tums, Johnson & Johnson Surgical Dressings	NBC-TV	
Youth on the March	Young People's Church of the Air	DuMont	J. M. Camp, Inc.

Z

Zoo Parade	Quaker Oats Co.	NBC-TV	Needham, Louis & Brorby, Inc.
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RADIO-TV EDITORS

*The nation's radio and TV broadcasters in response to
questionnaires sent out by Radio-Television Daily
contributed the accompanying list of editors.*

— A —

ATTCHESON, MARION
Herald
Miami, Fla.

ALLEN, BILL
Reporter
Berlin, N. H.

AMES, WALTER
Times
Los Angeles, Cal.

ANDERSON, PAUL
Daily Journal
International Falls, Minn.

ANDERSON, STANLEY
Press
Cleveland, O.

APPEL, DAVID
Inquirer
Phila., Pa.

ARMSTRONG, JAMES
Illinois State Register
Springfield, Ill.

ARTHUR, BILLA
Jacksonville News And Views
Jacksonville, N. C.

— B —

BARBOUR, GEORGE
Star
Portsmouth, Va.

BARRY, JOHN
WDNO, Durham, N. C.

BARTON, BILL
Daily News
Dayton, O.

BEAMISH, JAMES F.
Review
Carbondale, Pa.

BEAUMONT, JAMES N.
Herald And Review
Decatur, Ill.

BECKER, FRED
Evening Independent
Massillon, O.

BENNY, J. EDWARD
Altoona Mirror
Altoona, Pa.

BERRIGAN, THOMAS J.
Niagara Falls Gazette
WHEC, Niagara Falls, N. Y.

BETTA, LEO DELLA
Tucson Daily Star
Tucson, Arizona

BODIE, WINSTON
Press
Houston, Texas

ROLL, JENNE
Daily Times
Davenport, Iowa

BOWEN, T. C.
Herald
Hogansville, Ga.

BOYD, DON
Jamestown Gazette
Jamestown, Wis.

BOYD, PATRICIA
Post-Journal
Jamestown, N. Y.

BRADY, NANCY
Charleston Gazette
Charleston, W. Va.

BRANDSOFER, AL
Evening Sentinel
Holland, Mich.

BRASWELL, SAM
Times
Kerrville, Tex.

BRIGHT, RED
Democrat Chronicle
Rochester, N. Y.

BROOKHAUSER, FRANK
Bulletin
Phila., Pa.

BROOKS, ED
Times Picayune
New Orleans, La.

BROOKS, ELSTON
Ft. Worth Star Telegram
Ft. Worth, Texas

BROWN, BOB
Ledger
Columbus, Ga.

BURDICK, RENE
Moline Dispatch
Moline, Ill.

BURDINE, BILL
Union City Messenger
Union City, Tenn.

BURGESS, BOB
Journal
Ottawa, Ont.

BYRNE, ED
Sun
Jamestown, N. Y.

— C —

CAHILL, CARL
Ledger Dispatch
Norfolk, Va.

CALDWELL, LILY MAE
News
WBRC, Birmingham, Ala.

CALLIN, OWEN
Herald-Express
Los Angeles, Cal.

CANNON, VIVIAN
Mobile Press Register
Mobile, Ala.

CAREY, WILLIAM
Scranton Tribune
Carbondale, Pa.

CARNE, EDWARD F.
Free Press
Burlington, Vt.

CARROLL, TIM
Morning News
Dallas, Tex.

CARTER, LUCIA
WMAQ, Chicago, Ill.

CERRA, FRANK
Scranton Times
Carbondale, Pa.

CHITTENDEN, ED
Kearney Daily Hub
Kearney, Neb.

CHRISTIANO, AL
Sun
WHEC, Rochester, N. Y.

COHEN, HAROLD
Post Gazette
Pittsburgh, Pa.

COHEN, JERRY
Louisville Times
Louisville, Ky.

COLLINS, RIP
Evening Sentinel
WHITE, Holland, Mich.

COLTIN, WENDELL
Gazette
Haverhill, Mass.

CONDON, GEORGE
Plain Dealer
Cleveland, Ohio

COSGROVE, IRENE
Advocate, Newark, Ohio

COTTON, PAUL
Register & Tribune
Des Moines, Iowa

CULL, ELMER
The Evening Bulletin
Phila., Pa.

CULLISON, ART
Revere Journal
Akron, O.

CURTIS, ANN
Canton Repository
Canton, O.

CVENGROS, KATHLEEN
Times
Indianapolis, Ind.

— D —

DARR, BERT
Call-Bulletin
San Francisco, Cal.

DAVID, HAL
Bartow Herald
Cartersville, Ga.

DAVIDSON, E. O.
Ft. Payne Journal
Ft. Payne, Ala.

DAVIS, BOB
Times
Scranton, Pa.

DAVIS, CHARLES
Times Union
Albany, N. Y.

DERY, CLAUDE
CHIEF, Granby, Que.

DEVANE, JAMES
The Cincinnati Enquirer
Cincinnati, O.

DIESPECKER, DICK
Province
Vancouver, B. C.

DINAN, PATSY
Amarillo Globe News
Amarillo, Texas

DOBENS, FRED H.
Telegraph
WOTW, Nashua, N. H.

DORNBRUOK, DON
Milwaukee Journal
Milwaukee, Wis.

DOUDNA, BILL
Wisconsin State Journal
Madison, Wis.

DOWNER, J. A.
Times News Era
Ft. Payne, Ala.

DRISCOLL, VINCENT
Gazette
Haverhill, Mass.

DUNCIL, CHARLES
The Fairmont Times
Fairmont, W. Va.

DYER, WM.
News-Dispatch
Shamokin, Pa.

— E —

EISENHOWER, JOE
News
Frederick, Maryland

ELYOT, GENE
KLAS
Las Vegas, Nev.

EMAUHAUSER, BOB
Chronicle
Spokane, Wash.

ENKING, MINNIE
Beloit Daily News
Beloit, Wis.

— F —

FAHR, JOHN
Tucson Daily Citizen
Tucson, Arizona

FAIRWEATHER, JAMES
Redley Exponent
Redley, Cal.

FANNING, WIN
Post Gazette
Pittsburgh, Pa.

FERGUSTON, E. C.
Mail Tribune
Medford, Oregon

FINDISEN, PAUL
Star-Bulletin
Honolulu, Hawaii

FISHBACK, JOHN W.
Denver Time
Denver, Colo.

FITZGERALD, TOMMY
Courier Journal
Louisville, Ky.

FLANNELLY, S.
Las Vegas Sun
Las Vegas, Nev.

FLORES, J.
Daily News
Agaña, Guam

FOOTE, GRACE
Port Arthur News
Port Arthur, Texas

FREEMAN, DON
San Diego Union
San Diego, Cal.

— G —

GAGHAN, JERRY
Daily News
Philadelphia, Pa.

GAIGE, JERRY
Herald-Journal
Syracuse, N. Y.

GEARHART, ART
Call-Chronicle
Allentown, Pa.

GEORGE, JAMES
Philadelphia Inquirer
Philadelphia, Pa.

GERRITY, EDWARD J.
The Scranton Times
Scranton, Pa.

GIANAKOS, GEORGIA
News
Indianapolis, Ind.

GILMARTIN, THOMAS
Daily News
Carbondale, Pa.

GOODHEART, JOAN
Sun
Jamestown, N. Y.

GORDON, JACK
Press
Ft. Worth, Tex.

GOULD, TOM
WHAM, Rochester, N. H.

GRAHAM, GORDON
Journal Courier
Lafayette, Ind.

GRAY, GEORGE
Uniontown Standard
Uniontown, Pa.

GRAY, HARVEY
Springfield Papers
Springfield, Mass.

— H —

HADLEY, JACK
Times Union
Rochester, N. Y.

HAGER, LARRY
Messenger
Owensboro, Ky.

HALL, BOB
Call Bulletin
San Francisco, Cal.

HALL, JACK
Post-Journal
Jamestown, N. Y.

HALL, W. EARL
Globe Gazette
Mason City, Iowa

HAMBY, CECIL
Advance
Vidalia, Ga.

HAMMERSON, CLAUDE
Citizen
Ottawa, Ont.

HARBAUGH, WILLIAM
Gettysburg Times
Gettysburg, Pa.

HARRIS, BOB
Illinois State Journal
Springfield, Ill.

HARRIS, HARRY
Evening Bulletin
Philadelphia, Pa.

HARRIS, MARY ANN
Post
Houston, Tex.

HARRISON, BERNIE
Times Herald
Washington, D. C.

HART, HERSCHELL
News
Detroit, Mich.

HAYNES, ANN
Chronicle
Houston, Tex.

HERZOG, BUCK
Journal
Milwaukee, Wis.

HILL, JERRY
Daily Times Herald
Dallas, Texas

HITCH, BILL
Star-Telegram
Ft. Worth, Tex.

HOGLE, W.
Daily News
Medicine Hat, Alta.

HARRIGAN, AL
KFGO, Fargo, N. D.

HOSTETTER, WM.
Daily Telegraph
Bluefield, W. Va.

HOVEMEYER, HENRY L.
Delaware Republican
Delhi, N. Y.

HOYLAND, BOB
Kansas City Star
Kansas City, Mo.

HULL, BOB
Herald Express
Los Angeles, Cal.

HUMPHREY, HAL
Mirror
Los Angeles, Cal.

HUNT, MARSHALL
Daily Olympian
Olympia, Wash.

— J —

JACKSON, EMMETT
News Examiner
Connersville, Ind.

JACKSON, J. ROY
Drive in News
Fulton, Mo.

JAHN, BILL
Post Intelligencer
Seattle, Wash.

JAMES, BURT
Daily Tribune
Hastings, Neb.

JARLSON, ALAN
Las Vegas Sun
Las Vegas, Nev.

JEWELL, WILLET C.
Putnam County Courier
Carmel, N. Y.

JOHNS, BOB
Daily News Tribune
La Salle, Ill.

JOHNSON, BOBBY
Gazette
Phoenix, Ariz.

JOHNSON, ELMER
Brookfield Enterprise
Brookfield, Ill.

JOHNSON, JOHNNIE
The Register
Danville, Va.

JOHNSON, RICHARD
Rice Lake Chronotype
Rice Lake, Wis.

JONES, EDDIE
Nashville Banner
Nashville, Tenn.

JONES, ROSS
Marine City Independent
Marine City, Mich.

JONES, W. EMERSON
Lagrange Shopper
Lagrange, Ill.

JONES, WILL
Morning Tribune
Minneapolis, Minn.

— K —

KEMBLE, PENN
Item
Mt. Carmel, Pa.

KEOUGH, BILL
Providence Journal
Providence, R. I.

KERN, JANET
American
Chicago, Ill.

KNAPP, ARNOLD
The Daily Mail
Charleston, W. Va.

KONIUCK, JEANNE
The Philadelphia Inquirer
Philadelphia, Pa.

KRUG, KARL
Sun Telegraph
Pittsburgh, Pa.

— L —

LADD, BILL
Courier Journal
Louisville, Ky.

LADOUCEUR, GUY
Le Messager
Lewiston, Maine

LAIT, JACK, JR.
Examiner
Los Angeles, Cal.

LAURENT, LARRY
Washington Post
Washington, D. C.

LEDFORD, BILLY
Vidalia Advance
Vidalia, Ga.

LEE, BILL
Chico Enterprise Record
Chico, Cal.

LESTER, JOHN
Newark Star Ledger
Newark, N. J.

LEYDON, LOUISE
Daily News
Miami, Fla.

LINDBLOOM, ROLAND
Evening News
Newark, N. J.

LIUZZA, TED
The Item
New Orleans, La.

LOCKE, BILL
Dinuba Sentinel
Dinuba, Cal.

LOCKLAIR, WRISTON
Observer
Charlotte, N. C.

LOWES, GLENNA
Daily Times
Seattle, Wash.

— Mc —

McARTHUR, HARRY
Evening Star
Washington, D. C.

McCAULEY, HARRY
Chronicle-Telegraph
Quebec, P. Q.

McCOY, KEN
Lebanon Express
Lebanon, Ore.

McGLYNN, PATRICK
Tribune
Scranton, Pa.

McPHERSON, FRED R.
Sentinel-News
Santa Cruz, Cal.

McPHERSON, MARGIE
Herald
Bellingham, Wash.

— M —

MACK, BOB
Knickerbocker News
Albany, N. Y.

MAHAFFEY, J. Q.
Texarkana Gazette
Texarkana, Texas

MAIRHOFER, LOU
Altoona Tribune
Altoona, Pa.

MALEY, S. ROY
Tribune
Winnipeg, Man.

MAUDLIN, GENE
Democrat Herald
Albany, Ore.

MEYER, CAL
News
Newburgh, N. Y.

MEYERS, DEAN
WCOL, Columbus, Ohio

MILES, WATT
Commercial Appeal
Danville, Va.

MOORE, BOB
The Light
San Antonio, Texas

MOYSE, JIM
Star-Gazette
Elmira, N. Y.

MORRIS, FRANK
Free Press
Winnipeg, Man.

MOYES, WM.
Oregon Journal
Portland, Oregon

MURPHY, FRANCIS
Oregonian
Portland, Oregon

MURRAY, CHARLES
New Yorker
Poughkeepsie, N. Y.

— N —

NELSON, DON
KUN, Redmond, Oregon

NEWTON, DWIGH
Examiner
San Francisco, Cal.

NOLAN, MARSHA
Daily Press
St. Marys, Pa.

NORDMARKEN, AD
Dickinson Press
Dickinson, N. D.

— O —

O'BRIEN, ROSE
Lewiston Sun Journal
Lewiston, Maine

O'DAY, RAY D.
Gazette
Pt. Wayne, Ind.

O'FLAHERTY, TERRANCE
Chronicle
San Francisco, Cal.

OLIVER, DELBERT
Daily Advertiser
Lafayette, La.

OLIVER, KAYE T.
The Review
Reidsville, N. Carolina

OWENS, PAT J.
The Crow's Nest
KLCB, Libby, Mont.

— P —

PACE, MARK
News
Dalton, Ga.

PALMER, HAYDEN
State Journal
Lansing, Mich.

PALMER, ZUMA
Citizen News
Hollywood, Cal.

PAPPAS, LEONA
Express & News
San Antonio, Texas

PARRISH, RICHARD
The West Virginian
Fairmont, W. Va.

PATRICK, CORBIN
Star
Indianapolis, Ind.

PAULSON, MORTON
News Journal
Daytona Beach, Fla.

PEPIN, BEA
Milwaukee Journal
Milwaukee, Wisc.

PEEP, DOMINIC
Daily Times
Watertown, N. Y.

PETERSON, DON
News-Tribune
Caldwell, Idaho

PETTICAN, JIM
Sun Telegraph
Pittsburgh, Pa.

PLATT, BRAINARD
Journal-Herald
Dayton, O.

POULTON, RON
Evening Telegram
Toronto, Ont.

POUND, JOHN
Tribune, Cocoa, Fla.

POUNS, JOE
Enterprise
Pecos, Tex.

PRICE, PAUL
Daily News
Los Angeles, Cal.

— R —

RAHN, PETE
Globe Dispatch
St. Louis, Mo.

RAINEVILLE, PIERRE
Le Droit, Ottawa, Ont.

RICCI, ART
Record
Rattv River, Ont.

RICHARDS, BART
News
New Castle, Pa.

RILEY, WYMAN
Times-Herald
Vallejo, Cal.

ROBERTS, LA VERNE
Sumbury Daily Item
Sumbury, Pa.

ROBERTSON, JAMES L.
CJCH, Halifax, Nova Scotia,
Canada

RADIO-TV EDITORS

ROGERS, HELEN
Tacoma News Tribune
Tacoma, Wash.

ROSENFELD, JOHN, JR.
Morning News
Dallas, Tex.

ROTH, HENRY
Gettysburg Times
Gettysburg, Pa.

ROWE, NORMAN
Richmond Times Dispatch
Richmond, Va.

RUBY, EARL
Courier Journal
Winn, Louisville, Ky.

RYAN, JACK
News
Chicago, Ill.

— S —

SALTER, FORREST
Mountain Sun
Kerrville, Tex.

SANDERS, C. H.
Rock Island Argus
Rock Island, Ill.

SANDLER, NORMA JEAN
Courier Express
Weber, Buffalo, N. Y.

SCHUBRING, CARL
Times
Fort Frances, Ont.

SCHWARTZ, MITCHELL
Philadelphia Daily News
Philadelphia, Pa.

SCOTT, GEORGE
The Progress
Clearfield, Pa.

SELBY, EARL
Bulletin
Philadelphia, Pa.

SHEPHERDSON, R. M.
Peoria Journal
Peoria, Ill.

SHRIVING, BILL
Knickerbocker News
Albany, N. Y.

SHROYER, LARRY
Herald
Decatur, Ill.

SHULER, EVELYN
KRTN, Raton, N. M.

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Times Union
Rochester, N. Y.

SIMPSON, PEG
Post-Standard
Syracuse, N. Y.

SINCLAIR, GORDON
Daily Star
Toronto, Canada

SLIFKA, ADRIAN
Vindicator
Youngstown, Ohio

SMITH, TAYLOR
Star
Anniston, Ala.

SPANGLER, ROBERT
South Bend Tribune
South Bend, Ind.

SPEEGLE, PAUL
News
San Francisco, Cal.
Pachogue, N. Y.

SPENCER, JAMES
St. Louis, Post Dispatch
St. Louis, Mo.

STANLEY, ED
Aberdeen Daily World
Aberdeen, Wash.

STEINHAUSER, SI
Press
Pittsburgh, Pa.

STELLING, JACK
Press Gazette
Green Bay, Wis.

STEVENS, DALE
Daily News
Dayton, O.

STONE, ED PERRY
Transcript
Fall River, Mass.

STRICKLAND, ZACK
Sentinel
Orlando, Fla.

SUBLETTE, BOB
N. O. States
New Orleans, La.

SWANSON, NORRIS
Telegram
Superior, Wis.

SWARTZ, MITCHELL
Daily News
Philadelphia, Pa.

— T —

TAYLOR, PAT
Daily News
Hays, Kansas

THRO, BETTY
Rockford Morning Star
Rockford, Ill.

TOLAND, BILL
Sunbury Daily Item
Sunbury, Pa.

TUCKER, CLIFF
Enquirer
Columbus, Ga.

TWYFORD, WARNER
Virginian Pilot
Norfolk, Va.

— U —

UNDERWOOD, FRANCES
WGAD, Gadsden, Ala.

— V —

VAN METRE, MAURICE
News
Cleveland, O.

VARGAS, P. A. REYES
El Imparcial
San Juan, P. R.

VOCHES, JOHN
Seattle Post Intelligence
Seattle, Wash.

— W —

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The Cincinnati Times Star
Cincinnati, O.

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Consolidated Press
Bay Shore

WALLER, MARGE
Evansville Press
Evansville, Ind.

WASSERMAN, JACK
Sun
Vancouver, B. C.

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Lecter-Enquirer
WPX, Phenix City, Ala.

WATSON, WEIR
Las Vegas Sun
Las Vegas, Nev.

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Daily News Digest
Allentown, Pa.

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Rocky Mtn. News
Denver, Colo.

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Idaho Statesman
Boise, Idaho

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Herald
Big Spring, Tex.

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Walton Reporter
Walton, N. Y.

WHITE, KEN
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Richmond News Leader
Richmond, Va.

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Review
Spokane, Wash.

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Houston Press
Houston, Texas

WILSON, MAGGIE
Arizona Republic
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Charlotte, N. C.

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Middletown, Ohio

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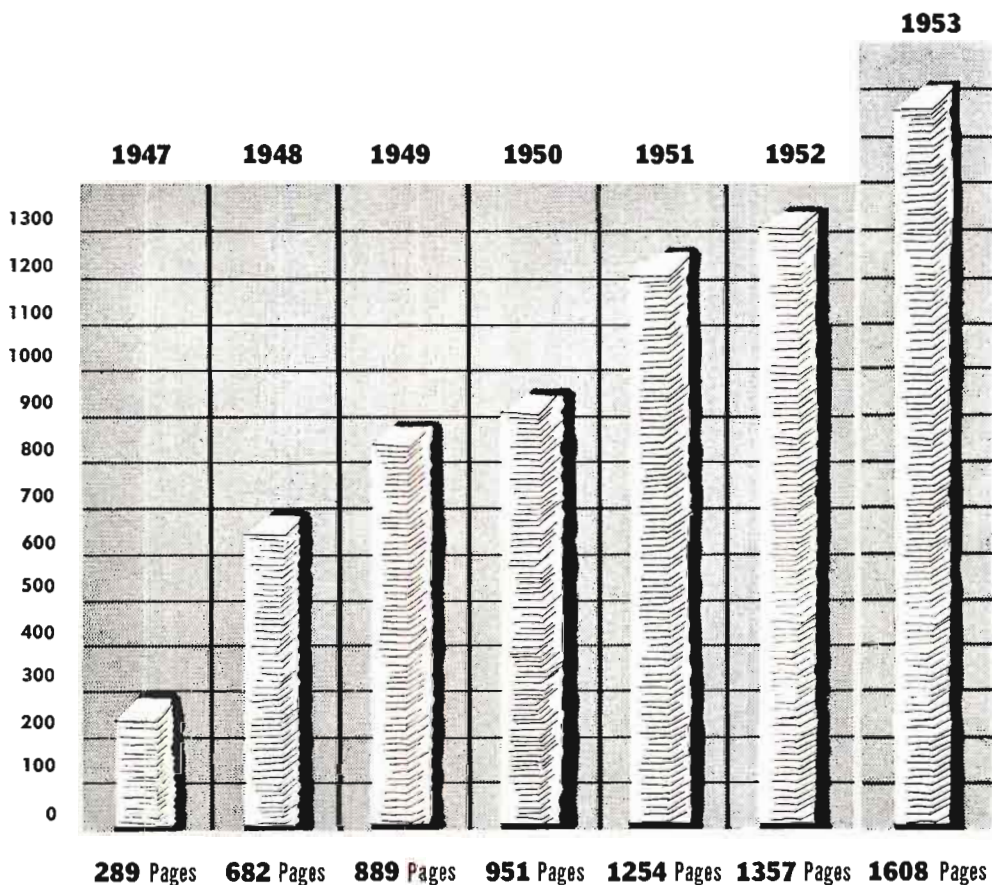
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YOUNG, DICK, JR.
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Radio-Television Daily's Almanac

of

Holidays and Special Events

1954

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.
- 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 QCD 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).
- 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).
Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

February

- 1: Victor Herbert born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
QCD 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).
Ash Wednesday.
- 19: Ohio admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
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).
- 29: Leap Year. The name given to every year of 366 days.
- 3: Florida admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell born (1842).
- 4: Pennsylvania Day.
Vermont admitted (1791).
- 5: Boston Massacre (1770).
- 6: Fall of the Atamo (1836).
- 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 Day.
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).
- 31: Transfer Day. In the Virgin Islands.

April

- 1: All Fools' Day.
- 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).
Good Friday.

March

- 1: Nebraska admitted (1867).
- 2: Texas Independence Day.

- 4: Adoption of the present American Flag's design (1818).
- 5: Elihu Yale Born (1648).
Easter Sunday.
- 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).
- 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).
Cinco de Mayo celebrations (Mexico).
Arbor Day.
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary born (1856).
- 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: WDRC-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).
- 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).
- 29: 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).
- 31: Walt Whitman born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).
- 12: John Augustus Roebling born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
- 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.
- 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).

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).
- 7: Daniel Boone Day (Kentucky)
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columba.
Confederate Memorial Day (Petersburg, Virginia).
- 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).

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).
- 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).
- 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.
- 6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
- 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).
- 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).
- First Electric 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.
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Sydney Porter) born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 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.

September

- 1: Germany invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field born (1850).
- 3: First American Peace Treaty with England (1783).
Allies invaded Italy (1943).
- 4: Henry Hudson discovered Manhattan Island (1609).
- 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).
casting and relay broadcasting, above 30,000 kc. (1937).
- 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 co-operative 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 (1850).
- 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 broad-

- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).
- 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).
- 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: General Election Day.
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).
- 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).
- 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).
- 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 Electric 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.

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).
- 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).
- 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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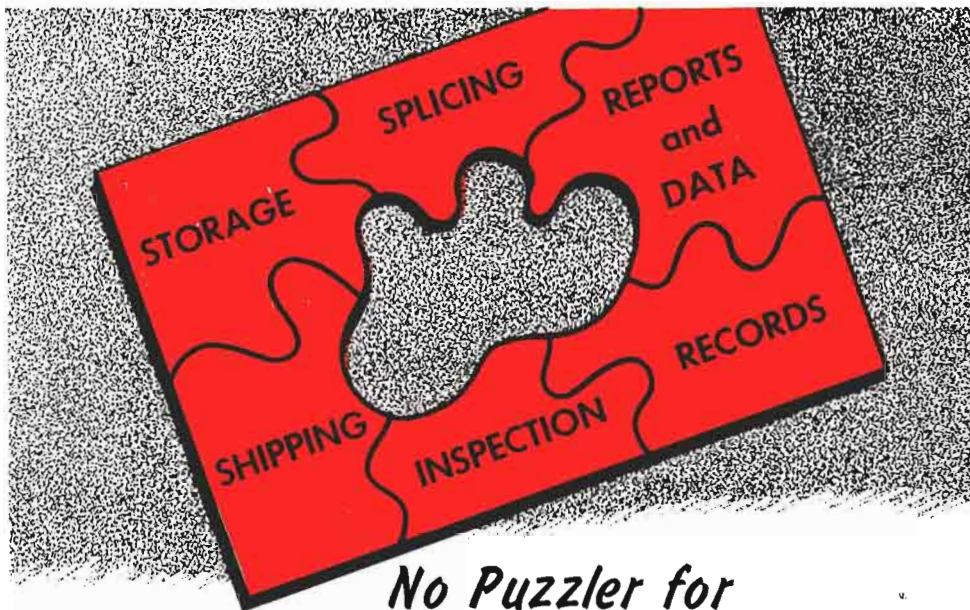
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