



Jones, Sue.....WCOS, Columbia, S. C.
Jordan, Barbara.....WSYR, Syracuse, N. Y.
Joye, Betty Jean.....WPRY, Perry, Fla.

Lynn, Jane.....WKRC-TV, Cincinnati, Ohio
Lynn, Kathryn.....KFAL, Fulton, Mo.

- Mc -

- K -

Kaiser, Doren.....WBEV, Beaver Dam, Wis.
Kantzer, Gay.....WSAL, Logansport, Ind.
Karlborn, Barbara.....WJRD, Tuscaloosa, Ala.
Kaseman, Joanne.....WTSL, Shamokin, Pa.
Kasten, Ruth.....WOMT, Manitowish, Wis.
Kaufman, Yvonne.....WVSC, Somerset, Pa.
Ray, Donna.....KFIR, North Bend, Oreg.
Kearns, June.....WTOC, WTOC-TV, Savannah, Ga.
Keitzel, Helen.....WBNY, Buffalo, N. Y.
Keller, Nan.....KBYE, Oklahoma City, Okla.
Kelly, Karen.....WBBW, Youngstown, Ohio
Kelly, Mary Ruth.....WDAU-TV, Scranton, Pa.
Kennedy, Carol.....WKNX-TV, Saginaw, Mich.
Ketts, Mary.....Kkog, Ogden, Utah
Key, Marian.....KDAL-TV, Duluth, Minn.
Kiely, Pat.....KDKA-TV, Pittsburgh, Pa.
Kiker, Becky.....WJMX, Florence, S. C.
Kimball, Betty.....WHAY, New Britain, Conn.
Kincaid, Clare.....KASH, Eugene, Ore.
King, June.....WJDX, WLBT, Jackson, Miss.
King, William.....WENK, Union City, Tenn.
Kinney, Sue.....WLWI, Indianapolis, Ind.
Kirby, Ann.....WGAF, Valdosta, Ga.
Kirk, Dorothy Ann.....KILQ, Grand Forks, N. D.
Kirk, Mary.....KBTV, Denver, Colo.
Klein, Betty.....KOGT, Orange, Tex.
Knight, Leona.....WSPD-TV, Toledo, Ohio
Knight, Phyllis.....WHAS-TV, Louisville, Ky.
Knouse, Anita.....KETX, Livingston, Tex.
Knowles, Joyce.....WBMC, McMinnville, Tenn.
Kotschwar, Jackie (Miss).....KBRL, McCook, Neb.
Kounovsky, Rosella.....KLPM, Minot, N. D.
Kovar, Ima Dell.....KNAL, Victoria, Tex.
Kraus, Betty.....WIRY, Plattsburg, N. Y.
Krenk, Mary.....KVAL-TV, Eugene Ore.
Krieger, Vivien.....WESB, Bradford, Pa.
Kummer, Eloise.....WBBM-TV, Chicago, Ill.
Kyle, Peggy.....WELS, Kinston, N. C.

McCollum, Coleen.....WCBI-TV, Columbus, Miss.
McConnell, Terry.....WSTN, St. Augustine, Fla.
McCord, Erma.....WHBU, Anderson, Ind.
McCoys, Marlys.....WMOD, Moundsville, W. Va.
McCrary, Jinx Falkenberg.....WRCA-TV, New York, N. Y.
McCrary, Judith.....WJSB, Crestview, Fla.
McCully, June.....WKXP, Lexington, Ky.
McDonald, Geri.....WCBY, Cheboygan, Mich.
McDonald, Margaret.....WBAP-TV, Fort Worth, Tex.
McDonald, Mary.....KOB, KOB-TV, Albuquerque, N. M.
McElroy, Rosalie.KVOA, KVOA-TV, Tucson, Ariz.
McGirk, Eleanor.....WFBG-TV, Altoona, Pa.
McGregor, Marguerite.....WPEP, Taunton, Mass.
McIntyre, Mildred.....WRCO, Richland Center, Wis.
McLellan, Annette.....KBMX, Coalinga, Calif.
McMeen, Jo.....WMMR, Lewistown, Pa.
McMurray, Barbara.....WLRP, New Albany, Ind.
McNall, Trudy.....WROC-TV, Rochester, N. Y.
McNeely, Beth.....WTSP, St. Petersburg, Fla.
McPherson, Charlotte.....WTTM, Trenton, N. J.
McVay, Betty Lou.....WOL-TV, Ames, Iowa

- M -

- L -

Labbitt, Myrtle.....CKLW, CKLW-TV, Detroit, Mich.
Lane, Marian.....WRKD, Rockland, Me.
Lang, Polly.....WNOP, Newport, Ky.
Larson, Beatrice.....WBIZ, Eau Claire, Wis.
Larson, Kay.....WHEN, WHEN-TV, Syracuse, N. Y.
La Rue, Marguerite.....KRIG, Odessa, Tex.
Laubach, Betty.....WHLM, Bloomsburg, Pa.
Lauten, Jane C.....WGAN, WGAN-TV, Portland, Me.
Leblanc, Barbara.....KALB, KALB-TV, Alexandria, La.
Lee, Carroll.....KECK, Odessa, Tex.
Lee, Dorothy.....KPQ, Wenatchee, Wash.
Lee, Judy.....WRCV-TV, Philadelphia, Pa.
Lee, June.....KSTR, Grand Junction, Colo.
Lee, Letha.....KPCAC, KPAC-TV, Port Arthur, Tex.
Lee, Pat.....WBT, Charlotte, N. C.
Lee, Patricia.....WRGS, Rogersville, Tenn.
Lee, Virginia.....WLEE, Richmond, Va.
Leonard, Beth.....KING-TV, Seattle, Wash.
Leonard, Dodee.....KGFV, Kearney, Neb.
Leonard, Elizabeth.....KING, KING-TV, Seattle, Wash.
Leslie, Ann.....WISN, Milwaukee, Wis.
Lewallen, Dorothy.....WGWR, Asheville, N. C.
Lewits, Josephine.....WNCT, Greenville, N. C.
Lewis, Wilma.....KAYL, Lancaster, Calif.
Ley, Martha.....WHOM, New York, N. Y.
Liggett, Lucy.....WLEC, Sandusky, Ohio
Lindamood, Virginia.WSVA-TV, Harrisonburg, Va.
Linder, Helen M.....WBUY, Lexington, N. C.
Lindsey, Geri.....KPTV, Portland, Ore.
Lite, Emily.....WFBC-TV, Greenville, S. C.
Livermore, Mercer.....WKKO, Cocoa, Fla.
Lockwood, Pat.....WDAK, McRae, Ga.
Lohmann, Paula.....WMBD, WMBD-TV, Peoria, Ill.
Loucks, Barbara.....WADS, Ansonia-Derby, Conn.
Luebke Grace.....WFRO, Fremont, Ohio
Lull, Lucia.....WMBS, Huntsville, Ala.
Lynady, Jean.....WCDL, Carbondale, Pa.
Lynch, Doris.....KWSO, Wasco, Calif.
Lynn, Bonnie.....WBZ-TV, Boston, Mass.
Lynn, Carol.....WIRL, Peoria, Ill.

MacEachron, Peg.....WQXT, Palm Beach, Fla.
MacLean, Jill.....WJHL-TV, Johnson City, Tenn.
Madden, Gertrude.....WWPA, Williamsport, Pa.
Madsen, Connie.....KSID, Sidney, Neb.
Magcars, Jean.....WISN-TV, Milwaukee, Wis.
Malin, Theda.....WEBR, Buffalo, N. Y.
Mallory, Virginia.....WTVR, Richmond, Va.
Manabe, Winifred.....KULA-TV, Honolulu, Hawaii
Mann, Peggy.....WTVD, Durham, N. C.
Maun, Suzanne.....KEEN, San Jose, Calif.
Manning, Mary.....WLAC, WLAC-TV, Nashville, Tenn.
March, Donna.....WADK, Newport, R. I.
Maria, Juana.....KIWW, San Antonio, Tex.
Marin, Fina.....KWKW, Pasadena, Calif.
Marini, Patricia.....CFCC, Montreal, Quebec
Mariotti, Dolores.....WLSV, Wellsville, N. Y.
Marks, Judy.....WXIX, Milwaukee, Wis.
Marshall, Jane.....WTHF, Port Huron, Mich.
Martin, Clara.....WBG, Greensboro, N. C.
Martin, Esther.....KDTH, Dubuque, Iowa
Martin, Georgia.....WCEN, Mt. Pleasant, Mich.
Martin, Mollie.....WBAL, WBAL-TV, Baltimore, Md.
Mason, Mary.....WHAT, Philadelphia, Pa.
Masters Margaret.....KSL, KSL-TV, Salt Lake City, Utah
Matheson, Edith.....KFBB-TV, Great Falls, Mont.
Matz, Dody.....WHLF, South Boston, Va.
Mauck, Vivienne.....KBBS, Buffalo, Wyo.
May, Mary Ruth.....WMTN, Morristown, Tenn.
Maywood, Pat.....KOGA, Ogallala, Neb.
Mead, Dottie.....WSPB, Sarasota, Fla.
Melrose, Edythe Fern...WXYZ-TV, Detroit, Mich.
Mercer, Sylvia.....WHYS, Ocala, Fla.
Merritt, Betty L.....WAGA, WAGA-TV, Atlanta, Ga.
Merritt, Henri.....WFIG, Sumter, S. C.
Merryfield, Mary.....WMAQ, WNBQ, Chicago, Ill.
Meservy, Maye.....KVNU, Logan, Utah
Mieckles, Lillian.....WHGB, Harrisburg, Pa.
Middleton, Mary Sue.....WHLN, Harlan, Ky.
Miles, Eddie Mae.....WLSM, Louisville, Miss.
Miller, Jan.....WDUX, Waupaca, Wis.
Miller, Mrs. William.....WBEN-TV, Buffalo, N. Y.
Milligan, Marian.....WTAD, KHQA-TV, Quincy, Ill.
Minahan, Ann D.....WCCM, Lawrence, Mass.



WOMEN COMMENTATORS, RADIO-TV



Mitchell Norma.....KJFJ, Webster City, Iowa
 Mizner, Connie.....KVNC, Winslow, Ariz.
 Moir, Joyce.....KGEZ, KGEZ-TV, Kalispell, Mont.
 Monk, Izabelle.....WRJN, Racine, Wis.
 Monroe, Willa.....WDIA, Memphis, Tenn.
 Moody, Marian McCook.....KRNO, San Bernardino, Calif.
 Moon, Virginia.....KTRM, Beaumont, Tex.
 Moore, Eleanor.....WSBT, South Bend, Ind.
 Moore, Ellie.....WBIR-TV, Knoxville, Tenn.
 Moore, Mary.....WJAG, Norfolk, Neb.
 Moore, Mary Louise...WHED, Washington, N. C.
 Moore, Meade.....WCNC, Elizabeth City, N. C.
 Moore, Sally.....WAMM, Flint, Mich.
 Morgan, Alice.....KMHT, Marshall, Tex.
 Morgan, Mary.....CKLW-TV, Detroit, Mich.
 Mork, Carol.....WPPR, Portage, Wis.
 Morris, Mary.....WBEX, Chillicothe, Ohio
 Morrison, Grace.....WERC, Erie, Pa.
 Morse, Molly.....KFMB, KFMB-TV, San Diego, Calif.
 Morenson, Luella.....WKOW, WKOW-TV, Madison, Wis.
 Moseley, June.....WACL, Waycross, Ga.
 Mossman, Sally.....WMCK, McKeesport, Pa.
 Motschenbacher, Nelle...KRXL, Roseburg, Ore.
 Mundy, Carolyn.....WRIB, Providence, R. I.
 Myberg, Gertrude.....KGHL, KGHL-TV, Billings, Mont.

— N —

Neal, Eleanor.....WMBM, Miami Beach, Fla.
 Nelson, Bette.....WBRD, Bradenton, Fla.
 Nelson, Emilie.....KLTZ, Glasgow, Mont.
 Nelson, Gert.....WAOK, Atlanta, Ga.
 Nelson, Irene.....WLIP, Kenosha, Wis.
 Nelson, Ramona H.....KRAL, Rawlins, Wyo.
 Nesbit, Jean.....KCKN, Kansas City, Kan.
 Neville, Helen.....WGR-TV, Buffalo, N. Y.
 Newport, Joan.....KSCB, Liberal, Kan.
 Nicholson, Trudi.....WLBK, Jackson, Miss.
 Niedermier, Rosanna...WPLY, Plymouth, Wis.
 Norlander, Joan.....KNUJ, New Ulm, Minn.
 Norman, Nancy.....WDZ, Deatur, Ill.
 Norris, Waldo.....WMBR-TV, Jacksonville, Fla.
 Nugent, Helen.....WKRC-TV, Cincinnati, Ohio
 Nutley, Pat.....WGEZ, Beloit, Wis.
 Nutting, Sue.....KNOT, Prescott, Ariz.

— O —

Oblinger, Jackie.....WHIS, WHIS-TV, Bluefield, W. Va.
 O'Connor, Helen.....WCHI, Chillicothe, Ohio
 O'Day, Billie.....WCKR, Miami, Fla.
 O'Dell, Martha.....WTUX, Wilmington, Del.
 Oehmann, Judy.....WBOF, Virginia Beach, Va.
 Oliver, Sheryl.....WCRE, Cheraw, S. C.
 Oppenheimer, Kitty...KTIM, San Rafael, Calif.
 Oris, Josephine.....WJMJ, Philadelphia, Pa.
 Ossola, Margaret.....WJAC, WJAC-TV, Johnstown, Pa.
 Ouellette, Sonia.....WLAM, Lewiston, Me.
 Owen, Frances.....WBLT, Bedford, Va.

— P —

Pack, Patti.....KFRE, KFRE-TV, Fresno, Calif.
 Packard, Margaret O....KTRC, Santa Fe, N. M.
 Page, Mrs.....WJRW, Detroit, Mich.
 Page, Evalyn.....WTVL, Waterville, Me.
 Page, Pat.....WPEN, Philadelphia, Pa.

Pagnotti, Ellie.....WPTS, Pittston, Pa.
 Palmer, Alyce.....WPAW, Bryan, Tex.
 Palmer, Pat.....KCNB, Tucson, Ariz.
 Palmer, Travis.....WSSO, Starkville, Miss.
 Panetta, Genevive.....WBOY, WBOY-TV, Clarksburg, W. Va.
 Park, Marion.....WINC, Winchester, Va.
 Parker, Eloise.....KOOB-TV, Phoenix, Ariz.
 Parker, Ethel.....WELM, Elmira, N. Y.
 Parker, Janet.....KHUZ, Berger, Tex.
 Parker, Mary Elizabeth..KBOP, Pleasanton, Tex.
 Parker, Nancy.....WCAX-TV, Burlington, Vt.
 Parnell, Sarah.....WJAM, Marion, Ala.
 Parr, Dorothy.....WCNY, Carthage, N. Y.
 Parr, Fran.....KSOX, Raymondville, Tex.
 Parr, Jeanne.....WISC-TV, Madison, Wis.
 Parrish, Helen.....KNXT, Los Angeles, Calif.
 Patee, Rita.....WOAP, Owosso, Mich.
 Pauley, Gay.....MBS, New York, N. Y.
 Payne, (Mrs. Reg. G.)...KDET, Center, Tex.
 Pearson, Jane.....KTOW, Oklahoma City, Okla.
 Pedlow, Marian.....WDRF, Chester, Pa.
 Penland, Nell Bates...WAYX, Waycross, Ga.
 Perdue, Toby A.....WLSB, Big Stone Gap, Va.
 Perkins, Maggie.....WOCB, West Yarmouth, Mass.
 Persons, June.....WELY, Ely, Minn.
 Person, Berdell.....KLMN, Denver, Colo.
 Peters, Esther.....WLNH, Laconia, N. H.
 Peters, Irene.....KWLM, Willmar, Minn.
 Peters, Marianne.....KMTV, Omaha, Neb.
 Pfeiffer, Mary Lou...WRFD, Worthington, Ohio
 Piluke, Enelle.....WMIE, Miami, Fla.
 Phillip, Lee.....WBBM-TV, Chicago, Ill.
 Phillips, Hazel.....WWNR, Beekley, W. Va.
 Phillips, Jean.....WARK, Hagerstown, Md.
 Phillips, Winnie.....WAYE, Baltimore, Md.
 Picard, Thelma.....WDCF, Dade City, Fla.
 Pierce, Jackie.....WTVJ, Miami, Fla.
 Piowaty, Deb.....WIRA, Fort Pierce, Fla.
 Pitts, Margo.....WISR, Butler, Pa.
 Player, Jim.....WBTW, Florence, S. C.
 Plummer, Betsy.....WSFA-TV, Montgomery, Ala.
 Pope, Bette.....WCPG, Honston, Miss.
 Posey, Jeanne.....KHSL-TV, Chico, Calif.
 Potterfield, Peggy...WNDB, Daytona Beach, Fla.
 Presley, Joyce.....KGYN, Guymon, Okla.
 Pressly, Harriet.....WPTF, Raleigh, N. C.
 Prestidge, Flo.....KDBS, Alexandria, La.
 Price, Marjorie.....WILM, Wilmington, Del.
 Price, Nancy.....WINA, Charlottesville, Va.
 Price, Pam.....WBBQ, Augusta, Ga.
 Prosser, Frances M....KGMC, Englewood, Colo.
 Prosser, Marie.....KATE, Albert Lea, Minn.
 Protsman, Faith M.....WNER, Live Oak, Fla.
 Prue, Beverly.....WDOE, Dunkirk, N. Y.
 Puckett, Martha.....WCBI-TV, Columbus, Miss.
 Purdy, Gladys.....KVIN, Vinita, Okla.

— Q —

Quaglin, Edith.....KREX, KREX-TV, Grand Junction, Colo.
 Quimby, Wilda Grim...WRAC, Racine, Wis.

— R —

Racine, Shirley.....KSYL, Alexandria, La.
 Radford, Margaret....WARR, Arlington, Va.
 Ramsperger, Jeanne...KHBP, Phoenix, Ariz.
 Randall, Fern.....KWRT, Boonville, Mo.
 Randolph, Leola.....KENM, Portales, N. M.



WOMEN COMMENTATORS, RADIO-TV



Rankin, Mary.....KVFD, Fort Dodge, Iowa
 Rawles, Dolly.....KMON, Great Falls, Mont.
 Reagan, Gail.....KCMC-TV, Texarkana, Tex.
 Redington, Ruth.....WKNE, Keeue, N. H.
 Reece, Mary Lou.....WGBA, Columbus, Ga.
 Reese, Paula.....WMOA, Marietta, Ohio
 Reeves, Ida Marie.....WAZF, Yazoo City, Miss.
 Reising, Marie.....WOND, Pleasantville, N. J.
 Reynard, Jeanne.....KYSM, Mankato, Minn.
 Reynolds, Jessie.....WBRM, Marion, N. C.
 Reynolds, Rita.....KCUL, Ft. Worth, Tex.
 Rhodes, Roxie M.....KTTR, Rolla, Mo.
 Rice, Catherine.....WFAU, Augusta, Me.
 Rich, Charlotte W.....WFOB, Portland, Me.
 Richards, (Mrs.) Jackie.....WKRG-TV, Mobile, Ala.
 Richerson, Ann.....WMFC, Monroeville, Ala.
 Riley, Sue.....WNDU, WNDU-TV, South Bend, Ind.
 Rion, Virginia.....KCHI, Chillicothe, Mo.
 Ristola, Mary.....KAST, Astoria, Ore.
 Ritchie, Esther L.....WKLX, Paris, Ky.
 Robbins, Doris.....KTWO-TV, Casper, Wyo.
 Roberston, Ruth M.....WIPS, Ticonderoga, N. Y.
 Robinson, Dottie B.....WENE, Binghamton, N. Y.
 Robinson, Helen.....WAVP, Avon Park, Fla.
 Roesler, Delores.....KWEW, Hobbs, N. M.
 Rogers, Margie.....KGB, San Diego, Calif.
 Rogerson, Gloria.....WWVA, Wheeling, W. Va.
 Rogge, Betty.....WING, Dayton, Ohio
 Roland, Rusty.....WKOP, Binghamton, N. Y.
 Rolph, Olivette.....WFEM, Maysville, Ky.
 Ronan, Honore.....WDAN, Danville, Ill.
 Ronkin, Carmen.....WJTV, Jackson, Miss.
 Ross, Dorothy.....KTNT, Tacoma, Wash.
 Rowe, Flo Beach.....WSLB, Ogdensburg, N. Y.
 Rowe, JoAnn.....KRDO, KRDO-TV, Colorado Springs, Colo.
 Rubenstein, Eve.....KQTV, Fort Dodge, Iowa
 Rude, Jeanne.....KTVI, St. Louis, Mo.
 Rudolph, Joann.....WKCT, Bowling Green, Ky.
 Rundvold, Inga.....WRC-TV, Washington, D. C.
 Russel, Marvel.....KWTZ, KWTX-TV, KBIX-TV, Waco, Tex.
 Russell, Lois Gene.....KVMA, Magnolia, Ark.
 Ryan, Helen.....WTHI, Terre Haute, Ind.
 Ryan, Patti.....WLWD, Dayton, Ohio

— S —

Sadler, Vera.....KTAC, Tacoma, Wash.
 Sale, Jo (Mrs.).....WLVA, WLVA-TV, Lynchburg, Va.
 Salisbury, Sally.....KSL-TV, Salt Lake City, Utah
 Sanders, Harriet.....KLF, Little Falls, Minn.
 Sandin, Norma.....KDLM, Detroit Lakes, Minn.
 Sandri, Gladys.....WKIB, Iron River, Mich.
 Sands, Eleanor Hanson.....WHK, Cleveland, Ohio
 Sandy, Dixie.....KFH, Wichita, Kan.
 Saunders, Dorothy.....KCLS, Flagstaff, Ariz.
 Sawyer, Peggy.....KBT, Denver, Colo.
 Schemmerhorn, Merle.....KLCB, Libby, Mont.
 Scheurich, Catherine.....WTFY, Danville, Ill.
 Schlaughtman, Irene.....KBMO, Beuson, Minn.
 Schrader, Marlene.....WPRC, Lincoln, Ill.
 Schram, Violet.....KPOP, Los Angeles, Calif.
 Schrimsher, Don.....KSST, Sulphur Springs, Tex.
 Schwarz, Monica.....WASA, Havre De Grace, Md.
 Scott, Shirley.....WSYL, Sylvania, Ga.
 Seale, Voncile.....WHNY, McComb, Miss.
 Seigler, Mary Alice.....WALD, Walterboro, S. C.
 Shadburne, Bettie.....WCMP, Cumberland, Ky.
 Shaler, Pat.....WABJ, Adrian, Mich.

Shand, Ruth.....WALE, Fall River, Mass.
 Shanton, Peggy.....WSEV, Sevierville, Tenn.
 Sharp, Fern.....WBNS-TV, Columbus, Ohio
 Sheffield, Francis.....WTJH, East Point, Ga.
 Shelton, Owanah.....KWFT, Wichita Falls, Tex.
 Sherban, Ollie.....KACE, Riverside, Calif.
 Shiffler, Jean.....WPTZ, Plattsburgh, N. Y.
 Shorten, Martha.....KGB, San Diego, Calif.
 Shriver, Melba.....KUAM, KUAM-TV, Agana, Guam, M. I.
 Shumate, May Floyd.....KRXK, Rexburg, Idaho
 Sim, Wilma.....KSD, KSD-TV, St. Louis, Mo.
 Skach Tesse.....KBAM, Longview, Wash.
 Slater, Patricia.....WNLC, New London, Conn.
 Slaton, Norma.....WEBQ, Harrisburg, Ill.
 Slutton, Pat (Mrs.).....WBB, Haleyville, Ala.
 Smith, Caroline.....KGUL-TV, Galveston, Tex.
 Smith, Drue.....WDEF-TV, Chattanooga, Tenn.
 Smith, D'Voe Lee.....KCLE, Cleburne, Tex.
 Smith, Eileen.....KNEX, McPherson, Kan.
 Smith, Eugenia.....WJBC, Bloomington, Ill.
 Smith, Irene.....KSMO, Salem, Mo.
 Smith, Jane.....KVEN, Ventura, Calif.
 Smith, Joan.....WEOL, Elyria, Ohio
 Smith, Libby.....WDSM-TV, Duluth, Minn.
 Smith, Loni.....KMO, Tacoma, Wash.
 Smith, Manie Lee.....WJAY, Mullins, S. C.
 Smith, Margaret.....KHQ, KHQ-TV, Spokane, Wash.
 Smith, Mary.....KDZA, Pueblo, Colo.
 Smith, Patricia.....WLAG, Lagrange, Ga.
 Smith, Sue Marshall.....WDEC, Americus, Ga.
 Smizer, Ernestine.....KFGT, Fremont, Neb.
 Sontag, Esther.....WKBN-TV, Youngstown, Ohio
 Southery, Jean B.....WTSL, Hanover, N. H.
 Spann, June S.....KWAK, Stuttgart, Ark.
 Spaulding, Jeanne.....WUSJ, Lockport, N. Y.
 Spear, Bea.....KDIX, Dickinson, N. D.
 Speece, Wynn Hubler.....WNAX, Yankton, S. D.
 Spencer, Eulla.....WXOK, Baton Rouge, La.
 Standish, Martha.....WPOR, Portland, Me.
 Stanley, Ginger.....WDBO-TV, Orlando, Fla.
 Stanton, Marge.....KBAB, El Cajon, Calif.
 Stark, Beverly.....WMTV, Madison, Wis.
 Steensrud, Eileen.....WEKZ, Monroe, Wis.
 Stevens, Pat.....WTWN, St. Johnsbury, Vt.
 Stevens, Carrie.....WBAW, Barnwell, S. C.
 Stevens, Dorothy.....WLAN, WLAN-TV, Lancaster, Pa.
 Stevenson, Connie.....WKXL, Concord, N. H.
 Steward, Joanne.....KVSO-TV, Ardmore, Okla.
 Stewart, Becky Ann.....WPBC, Minneapolis, Minn.
 Stewart, Faye.....KPIX, San Francisco, Calif.
 Stokes, Barbara.....WAGS, Bishopville, S. C.
 Stone, Luise.....KAAA, Kingman, Ariz.
 Stone, Marlys.....KVOX, Fargo, N. D.
 Storm, Marjorie.....WPCT, Putnam, Conn.
 Straker, Easter.....WIMA, WIMA-TV, Lima, Ohio
 Stringer, Tippy.....WRC-TV, Washington, D. C.
 Storemel, Ginny.....WMTE, Manistee, Mich.
 Strong, Norma.....WKIC, Hazard, Ky.
 Struther, Susie.....WJLB, Detroit, Mich.
 Strutin, Betty Parks.....WSCR, Scranton, Pa.
 Suffel, Marie.....WALA-TV, Mobile, Ala.
 Sukoski, Deanne.....WFRX, West Frankfort, Ill.
 Sullivan, Margaret.....WRUS, Russellville, Ky.
 Sullivan, Milly.....KCRA-TV, Sacramento Calif.
 Sullivan, Ruth Delmar.....KEYS, Corpus Christi, Tex.
 Sundin, Auita.....WOC, WOC-TV, Davenport, Iowa
 Sweeney Ruth.....WHYN-TV, Springfield, Mass.
 Swift, Mildred.....KNDE-TV, Monroe, La.

* * WOMEN COMMENTATORS, RADIO-TV * *

— T —

Talton, Mabel.....WMPM, Smithfield, N. C.
 Tapley, Donalene.....WGUUY, Bangor, Me.
 Taylor, Ethel.....WOIC, Columbia, S. C.
 Taylor, Gertrude.....WTFY, Tryon, N. C.
 Taylor, Lynn.....KFSF-TV, San Diego, Calif.
 Taylor, Nancy.....WOTW, Nashua, N. H.
 Taylor, Rosemary.....KLAN, Renton, Wash.
 Taylor, Teena.....WHMA, Anniston, Ala.
 Taylor, Thelma.....WHBI, Newark, N. J.
 Taylor, Willa.....WBLR, Batesburg, S. C.
 Templeman, Marion.....KWPC, Muscatine, Iowa
 Tench, Cris.....WCGC, Belmont, N. C.
 Terrebonne, Betty.....KLEF, Golden Meadow, La.
 Thabes, Nordica.....KLTZ, Brainerd, Minn.
 Theaux, Ray.....KVOL, Lafayette, La.
 Thomas, Ann.....WMNS, Olean, N. Y.
 Thompson, Bernice.....WDAS, Philadelphia, Pa.
 Thompson, Betsey.....WSBS, Gt. Barrington, Mass.
 Thompson, Betty.....WTRC, Elkhart, Ind.
 Thompson, Dobbie.....WVOP, Vidalia, Ga.
 Thompson, Shirley.....WLBK, Lebanon, Ky.
 Tierney, Mary Jo.....KMGM-TV, Minneapolis, Minn.
 Todd, Jane.....KCBS, San Francisco Calif.
 Tregonning Deanna.....WMOS, Muskegon, Mich.
 Trobe, Gertrude B.....WBVP, Beaver Falls, Pa.
 Troutvine, Fern.....WFPB, Middletown, Ohio
 Truax, Anne.....KLX, Oakland, Calif.
 Tussing, Ann.....KRLL, Lewiston, Idaho
 Tuttle, Sally J.....KCVL, Colville, Wash.
 Tyler, Janet.....WABC-TV, New York, N. Y.

— U —

Uram, Grace.....WHEE, Martinsville, Va.

— V —

Van Andel, Dorothy..WFUR, Grand Rapids, Mich.
 Vance, Beverly...WEEK, WEEK-TV, Peoria, Ill.
 Van Haver Betty.....WKBZ, Muskegon, Mich.
 Vaughn, Terry.....WVWV, WJBP-TV, Grafton, W. Va.
 Vaught, Annalee.....KWFC, Hot Springs, Ark.
 Veidt, Jerri.....KCNV, San Marcos, Tex.
 Vespoint, Flora.....WHAR, Clarksburg, W. Va.
 Villalongin, Carolina.KCOR-TV, San Antonio, Tex.
 Voss, Jan.....WMT-TV, Cedar Rapids, Iowa

— W —

Waggoner, Ruth.....KCOL, Fort Collins, Colo.
 Wakefield, JoAnn.....WTIV, Titusville, Pa.
 Waldheim, Mary.....WAUD, Auburn, Ala.
 Walker, Wilma.....WRKH, Rockwood, Tenn.
 Wall, La Von.....KVEL, Vernal, Utah
 Wallace, Meriel.....KBBA, Benton, Ark.
 Walling, Esther.....WDOS, Oneonta, N. Y.
 Wallis, Bonnie.....KBOI, Boise, Idaho
 Walters, Helen Hamer.....WOKZ, Alton, Ill.
 Walton, Sue.....WFIW, Fairfield, Ill.
 Ware, Dixie.....KNDE-TV, Monroe, La.
 Warner, Jo.....KPEG, Spokane, Wash.
 Warren, Marione...W500, Sault Ste. Marie, Mich.
 Washburn, Virginia...WHAP, Hopewell, Va.
 Wassner, Wanda.....WOWL-TV, Florence, Ala.
 Waterhouse, Norma Jean...WCMR, Elkhart, Ind.
 Wayt, Dorothy.....KVFC, Cortez, Colo.
 Weaver, Jeannie.....WHUC, Hudson, N. Y.

Webb, Annabell.....KSUM, Fairmont, Minn.
 Webber, Edith Dunham.KWDM, Des Moines, Iowa
 Webber, Melva.....WVTN, Jamestown, N. Y.
 Weber, Margaret.....KAYL, Storm Lake, Iowa
 Webster, Gladys.....WCAU-TV, Philadelphia, Pa.
 Weedman, Polly.....KOTA, KOTA-TV, Rapid City, S. D.
 Weger, Mary.....WMAF, Madison, Fla.
 Weiller, Louise.WAVE, WAVE-TV, Louisville, Ky.
 Weinberg Harryette.....KWJB, Globe, Ariz.
 Welch, Barbara.....KRHD, Duncan, Okla.
 Welch, Jean.....KVEM, Monahans, Tex.
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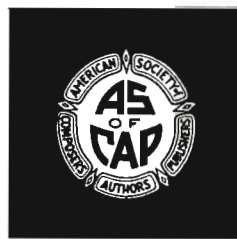
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**PERFORMING RIGHTS
SOCIETIES AND MEMBERS:**
**ASCAP, AMP,
BMI, SESAC**

YEARBOOK

1958

MUSICAL COMMERCIALS

that are sparking today's most successful advertising campaigns inspiring headlines in all media and singing more sales for advertisers who do not speculate on quality and effective results

created and produced by the most experienced and reputable organization in the business.



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— MUSICAL COMMERCIALS —

AD-STAFF, INC.
9122 Hollywood Blvd.
Hollywood 46, Calif.
BR 2-2671

DEMBY PRODUCTIONS, INC.
Hotel Plaza, 1 W. 58th St.
New York 19, New York
PLaza 9-2495

ASSOCIATED BROADCAST
ADVERTISING CO.
1188 S. Muirfield Rd.
Los Angeles 19, Calif.
WEbster 6-5564

FAILLACE PRODUCTIONS,
INC.
35 E. 35th Street
New York 16, New York
MUrray Hill 5-4652

AUDIO VISUAL ASSOCIATES
1459 N. Seward
Hollywood 28, Calif.
HOLLYwood 5-8444

GOLDSWAN PRODUCTIONS
730 Fifth Avenue
New York 19, New York
CIRCLE 7-3380

BASCH RADIO & TV
PRODUCTIONS
17 East 45th Street
New York, New York
MUrray Hill 2-8877

BERNARD-DEGEN
1570 North Gower St.
Hollywood 28, Calif.
HOLLYwood 5-9886

CUMMINGS PRODUCTIONS,
INC.
25 West 53rd Street
New York, New York
PLaza 7-6452

PHIL DAVIS MUSICAL
ENTERPRISES, INC.
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COLUMbus 5-8148

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Douglaston 63, New York
BAyside 9-6859

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Barricini
Sunoco
Food Fair
Blatz Beer

Chase Bank
Quaker State Oil
Minute Maid
Almay Cosmetics
Yonkers Raceway
... and many others.

**"JINGLES
That don't JANGLE"**
LANNY & GINGER GREY
SINGING COMMERCIALS
18 East 50th Street
New York 22, N. Y.
ENright 9-7777

... NEW! Tailor-Made Jingles at a Syndicated Price! ...

Get
that
good
Jingle*
feeling

Faillace Productions, Inc.

* "That Good Coffee Feeling"
for Maxwell House Coffee is
one of more than 70 Faillace
Jingles currently on the air.

Tony Faillace

Len Mackenzie

Bob Haggart

Faillace Productions, Inc., 35 E. 35 Street, N. Y. MUrray Hill 5-4652

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PRODUCTIONS
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New York 22, New York
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PRODUCTIONS
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Chicago 18, Illinois
Whitehall 4-7440

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CORPORATION
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New York, New York
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LANNY & GINGER GREY:
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JINGLES BY KEVA MARCUS
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STanley 7-9861

**PETER DE ROSE
MEMORIAL WEEK**

April 23 to 30

**Tin Pan Alley Pays Tribute to
PETER DE ROSE**

Fifth Commemorative Anniversary

The music of the composer of "Deep Purple," "Wagon Wheels," "When Your Hair Has Turned To Silver," "Have You Ever Been Lonely," and many other popular song hits will be featured on memorial programs during this week. In addition to the many accomplishments of his career as a broadcast pioneer and the rich heritage of song which he has left his Fellow Americans, he will always be remembered as a beloved figure in his own time.

In a tribute to Peter De Rose, his close friend Otto Harbach, known as the "Dean of American Lyric Writers," said:

"Once in awhile you meet someone so gentle, unselfish, kind and just, that you regain your faith in human nature."

Compliments of



**DAVIS
RECORDS**

A HIGH FIDELITY RECORDING

**JOE DAVIS
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New York, New York
PLaza 1-5575

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127 East 47th Street
New York 17, New York
PLaza 5-2789

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PROGRAMS, INC.
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New York 19, New York
JUdson 6-5700

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Hollywood, Calif.
Hollywood 5-6181

JACK LLOYD
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OLdfield 6-4607

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PRODUCTIONS, INC.
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JUdson 2-3816

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New York 36, New York
LO 3-7592

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Revere, Mass.
REvere 8-5562

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CIRCLE 5-3737

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YUkon 6-5040

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SCHenectady 4-4135

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HOLLYWOOD 3-7178

SIGNATURE MUSIC, INC.
c/o HANK SYLVERN
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MURray Hill 7-3080

Several Cardinal Principles Apply In Developing Jingles

PERHAPS our beginning in radio as a singing duo (Ginger & Lanny — Two voices and a pianny) has produced one of our cardinal principles in creating an effective musical commercial — a jingle should be ENTERTAINING.

We therefore try to begin each jingle as though it is a pleasing, popular song. Once the entertaining element has been established, we then try to integrate the name of the product in a subtle but pleasant or amusing manner so that the listener does not tire of the musical message, no matter how often he hears it.

We think it should have a melodic strain or theme and the sponsor's name should fit the theme like the title of the average hit tune. Too many jingles are written like a few "hot licks" containing musical passages, but not in a memorable style so that the music and the message are soon forgotten.

We think, contrary to some, that JINGLES SHOULD NOT JANGLE. True, the irritating style causes a great deal of comment and undoubtedly is very successful for a short run. We still cling, however, to the theory that an old friend wears well, and if a jingle is pleasant and friendly, it may serve its master well for many years just as "Stardust" is always welcome. This reduces the need to start over each year with a new melody or idea. Contrarily, the same tune can go on year after year, building more and new friends but still keeping the old, without costly re-recording fees and the loss of the original good-will already built at considerable expense. In other words, if a client has a good jingle, we don't think it should be changed every year, any more than he should change his trade-mark or product name. But to last, and wear well, it cannot be irritating.



Jingles should be SHORT AND SIMPLE.

The most popular standard songs are the ones with few notes and words—easily sung, easily remembered. Who doesn't know the words to "Let Me Call You Sweetheart?" Therefore we feel one or two salient points in 15 seconds or less will sell much better than a whole minute of boring details that

By **LANNY and GINGER GREY**
Writers, Producers,
Singers of "Jingles
that don't Jangle"



obviously is designed to be high pressure selling (with negative results) instead of sincere entertainment with a slight suggestion or tie-in with the product's name which few can resent.

Finally, the PRESENTATION is important. If the jingle is not produced properly, the melody or message may never reach its goal.

The musical background should never overshadow the voices, and in our opinion, except where a choral or group effect is essential to the mood that is being created, the fewer voices, the better.

We sincerely feel that in most cases when you employ more than two voices, the clarity of the message begins to diminish. One voice is very clear—two add more interest because the basis of all life is the couple—boy-girl, husband and wife. These are the two most important people you can reach.



Let us give credit, however, to a few very outstanding cigarette commercials that have proved the exception and are excellent. Still look how simple, successful, and popular boy-girl jingles have been, like: I GO FOR A MAN WHO WEARS AN ADAM HAT, YOU'LL WONDER WHERE THE YELLOW WENT, and the PAPER-MATE PEN jingles. These are further proof that the most effective and least costly, are the boy-girl commercials. Most of the Nation's most popular jingles have few voices. One of the earliest and most successful of all, the PEPSI-COLA JINGLE, started and gained nation-wide popularity with just one male voice.

In conclusion, we feel that the trend is toward the better commercials and we are glad to see that. It is not unusual to hear people say: "The jingle was the best part of that program, last night." Like a picture is worth a thousand words, we feel a jingle is worth a thousand words of commercial copy.

SONG HITS OF 1957

January 1, 1957 to January 1, 1958

THE 35 SONG HITS WITH THE LARGEST RADIO AND TELEVISION AUDIENCES ARE LISTED BELOW IN ORDER OF THE TOTAL ACI POINTS RECEIVED IN THE ACI SURVEYS DURING THE YEAR. Songs in STAGE, FILM or TV productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1956 are noted by the date . . . (1956).

Total ACI Points	Number of Weeks in ACI Survey	Song Title	Production	Publisher
40514	38	*AROUND THE WORLD (1956)	(Around The World In 80 Days)	Young Southern
32357	25	*Fascination		Rush
31759	22	Round and Round		Northern
27151	28	Tammy	(Tammy And The Bachelor)	Montclare
26607	23	Marianne		
24627	16	Banana Boat Song		E. B. Marks-Bryden
24316	26	Love Letters in the Sand		Bourne
23512	26	I'm Gonna Sit Right Down and Write Myself a Letter		DeSilva-Brown & Henderson
19728	18	Young Love		Lowery
18901	19	*Chances Are		Korwin
18733	20	Honeycomb		Hawthorne
18246	15	*All the Way	(The Joker Is Wild)	Maraville
18163	13	Singing the Blues (1956)		Acuff-Rose
17824	24	And That Reminds Me (My Heart Reminds Me)		Symphony House
17217	17	Butterfly		Mayland-Presley
16738	18	In the Middle of an Island		Mayfair
16621	13	*April Love	(April Love)	Feist
16101	26	An Affair to Remember	(An Affair To Remember)	Feist
15874	12	True Love (1956)	(High Society)	Buxton Hill
15496	14	Don't Forbid Me		Roosevelt
15456	19	Chantex Chantex		Chantex
15421	31	I Could Have Danced All Night (1956)	(My Fair Lady)	Chappell
15023	16	*Melodie D'Amour		Rayven
13147	21	So Rare		Robbins
13136	18	Do I Love You (Because You're Beautiful)	(Cinderella)	Williamson
12874	17	Little Darlin'		Excellorc
12595	16	I Dreamed (1956)		Trinity
12402	26	*Till		Chappell
11722	21	White Silver Sands		Fellows-Peer
11508	19	Almost Paradise		Peer
11419	26	It's Not for Me to Say	(Lizzie)	Korwin
11310	19	Just in Time (1956)	(Bells Are Ringing)	Stratford
11282	16	All Shook Up		Shallmar
11029	15	I'm Walkin'		Reeve
10851	16	Mutual Admiration Society (1956)	(Happy Hunting)	Chappell

Issued with copyrighted ACI SURVEY for week ending January 9, 1958.
Office of Research, Inc.

A. S. C. A. P.

By **PAUL CUNNINGHAM**
President

THE American Society of Composers, Authors and Publishers serves our nation's television and radio broadcasters in the clearance of music copyrights for the performance of its varied and extensive repertory.

Through the simple machinery of an agreement between the licensee and our society, acting on behalf of the writers and publishers of the nation's outstanding compositions, the licensee obtains complete clearance of the entire catalog of its members' works.

With a membership of more than 5,000, ASCAP is proud of the caliber of music its members make available to the broadcasting industry, as well as every phase of the entertainment world.

The Society maintains headquarters at 575 Madison Avenue, New York City, with 24 branches throughout the country. Officers as of January 1, 1958, are:

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Marguerita Music Co., Inc.
Marian Music Corp.
Mark-Jules Music Co.
Mark VII Music

Marks, Gerald, Music, Inc.
Markwood Music Co.
Marlan Music Co.
Marlen Music Co.
Marlo Music Corp.
Marlong Music Corp.
Marpet Music Corp.
Mars Records, Inc.
Marti Music
Martin, James H., Inc.
Martin Music
Marvin Music Co.
Maser Music Publishing Corp.
Mason Music Corp.
Massey Music Co., Inc.
Maurice, Peter, Music Co., Ltd., The
Maxwell Music Corp.
Maxwell-Wirges Publications
Mayfair Music Corp.
Maypole Music, Inc.
Maytone Music Publishers
McHugh & Adamson Music, Inc.
Mecca Music Corp.
Medallion Songs
Melanie Music Co.
Melgar Music, Inc.
Melhedd Music Publishers
Melo-Art Music Pub.
Melody Music Co.
Melody Music, Inc.
Melomusic Publications, Inc.
Melrose Music Corp.
Melrose, Walter, Music Co.
Memory Music Publishers
Merit Music Co.
Met Music Publications
Midway Music Co.
Milbee Music, Inc.
Milene Music
Milford Music Co.
Miller, Bob, Inc.
Miller Music Corp.
Mills Music, Inc.
Miranda Music Pub. Co.
Mitchell Music Corp.
Mode Music, Inc.
Modern Music Pub.
Mogull, Ivan, Music. Corp.
Mokell Music
Monaco, James V., Inc.
Monitor Music Corp.
Monmar Music, Inc.
Mood Music Co., Inc.
Morley Music Co., Inc.
Morris, Edwin H., & Co., Inc.
Movietone Music Corp.
Muirfield Music Corp.
Musette Publs., Inc.
Musical-Chord Pub. Co.
Music Hall Songs, Inc.
Music Makers Pub. Co.
Music Productions
Music Workshop
Musical Works
Musicland Pub. Co.



ASCAP PUBLISHER MEMBERS



Mutual Music Society, Inc.
Myers Music

Nacio Pub., Inc.
National Music Pub. Corp.
Nationwide Songs, Inc.
Neiburg, Al J., Music Pub.
Neilson Music Co.
New Sounds in Modern Music
New World Music Corp.
New York Music
Newman, Charles, Pub.
Newman, Lee, Music
Noble Music Corp.
North & Son Music, Inc.
Northern Music Corp.
Noteworthy Music, Inc.
Novelty Music Co.

Oahu Publishing Co.
Oakland Music Co.
O'Connor and Miller Music Corp.
Octave Music Pub. Corp.
Odette Music Corp.
Official Music Co., Inc.
O'Flynn, Charles, Pub.
O'Kay Music Co.
Old Homestead Pub. Co.
Olman, Abe, Music, Inc.
Omar Music Corp.
Oriole Music Corp.
Orlob Music Co.
Orten Music Co.
Oury, Mike, Music Pub.
Overbrook Pub. Co.
Owens-Kemp Music Co.
Oxford Music Corp.
Oxford University Press, Inc.

P. D. S. Music Pub., Inc.
Packard Music Co.
Paley Music Co.
Palm Springs Music Co.
Panorama Music Co.
Panther Music Corp.
Par-Four Music Co.
Par Music Corp.
Paradise Music Corp.
Parakeet Music Corp.
Paramount Music Corp.
Paramount-Roy Rogers Music Co., Inc.
Paris Music Co., Inc.
Parker Pub.
Paul-Berk Music Co.
Paxton, George, Inc.
Penn Music Co.
Penthouse Music, Inc.
Pepper, J. W., & Son, Inc.
Photo Play Music Co., Inc.
Piano Melodies
Piantadosi Music Pub.
Pic Music Corp.
Pickwick Music Corp.
Piedmont Music Co., Inc.
Pilot Music Pub. Co.

Pincus, George, & Sons Music Corp.
Pine Ridge Music, Inc.
Pinkard Pub., Inc.
Piper Music Co.
Planetary Music Pub. Corp.
Players Music Corp., The
Pleasant Music Pub. Corp.
Plymouth Music Co., Inc.
Pollsam Music Co.
"Pops" Music Pub. Co.
Popular Music Co.
Portilla Music Corp.
Post Music, Inc.
Presser, Theodore, Co.
Prestige Publishing Co.
Princess Music Pub. Corp.
Priscilla Music Corp.
Producers Music Pub. Co., Inc.
Promenade Music, Inc.
Putnam Music, Inc.
Pyramid Music Co.

R. F. D. Music Pub. Co., Inc.
Randolph Music
Randy-Smith Music Corp.
Raphael, Fred, Music, Inc.
Raymor-McCollister Music Publishers
Record Music Corp.
Record Songs, Inc.
Reis Publications, Inc.
Reliable Music Publisher
Religious Song Guild, Inc.
Remick Music Corp.
Remsen, Alice, Inc.
Renault Music Co., Inc.
Rene, Leon, Pub.
Revere Music Co.
Revil Music, Inc.
Reynolds Music Co.
Rhyme & Rhythm, Inc.
Rialto Music Pub. Corp.
Richard Music Co.
Richelieu Music Pub. Co.
Ricki Music, Inc.
Ricordi, G., & Co.
Ringle, Dave
Rinn Music Co., Inc.
Ritchie Music Co., Inc.
Ritter, Tex, Music Pub., Inc.
Riverside Music Pub.
Robar Music Co.
Robbins Company, The
Robbins, J. J., Inc.
Robbins Music Corp.
Robert Music Corp.
Roberty Music Co.
Robinson, J. Russel, Inc.
Rodeheaver Co., The
Rodeo Music Co.
Roger Music, Inc.
Roncom Music Co.
Ronell, Ann, Music, Inc.

Rosarita Music, Inc.
Rose, David, Pub. Co.
Rosemeadow Pub. Corp.
Ross, Allan, Music Co.
Ross, Charles, Music Co., Inc.
Rossiter, Will
Round Table Music
Row, R. D., Music Co.
Rowell-Kelly Enterprises, Inc.
Roxbury Music Co.
Roy Music Co., Inc.
Royal Music Pub.
Rubank, Inc.
Ruby, Harry, Music Co.
Runnymede Music Co.
Ruval Music Co.
Rylan Music Corp.
Rytroc, Inc.

Sacred Music Press of the
Hebrew Union College-Jewish
Institute of Religion
Saga Music Corp.
St. Nicholas Music, Inc.
Sanders, Geo. H., Music Pub.
Sands Music Corp.
Sanjud Music Co., Inc.
Sanson Music Co.
Sapphire Songs
Saunders Pub., Inc.
Savoy Music Co., Inc.
Schirmer, G., Inc.
Schroeder, D. L.
Schumann Music Corp.
Schuster, Joe, Music Pub.
Schwartz Music Co.
Schwarz, Merrell, Music Co.,
The
Second Music Pub. Co., Inc.
Seneca Music Co.
Sequence Music, Inc.
Shale Enterprises, Inc.
Shamrock Music Pub., Inc.
Shapiro, Bernstein & Co., Inc.
Shapiro, Ted, Music Co.
Shari Music Pub. Corp.
Shattinger, Inc.
Shaw, Eddie, Music Co.
Shawnee Press, Inc.
Shefter, Bert, Prod.
Shelley, David, Publishing Co
Shelley Music, Inc.
Sheriton Music Pub. Co.
Sherman, Al, Music Co.
Sherwin Music, Inc.



ASCAP PUBLISHER MEMBERS



Shilkret, Nathaniel Music Co., Inc.
 Show Tunes, Inc.
 Shubert Music Pub. Corp.
 Sigma Music, Inc.
 Silhouette Music Corp.
 Simon, George, Inc.
 Sinatra Songs, Inc.
 Skidmore Music Co., Inc.
 Skinner Music Co., Inc.
 Skip Music Co.
 Skokie Music Co.
 Skyline Music Co.
 Smith, Ethel, Music Corp.
 Smith, William J., Music Co., Inc.
 Smith-Foley Music Pub.
 Snyder Music Corp.
 Society for the Publication of American Music, Inc.
 Somerset Music, Inc.
 Songfest Music Corp.
 Songs, Inc.
 Songsmiths, Inc.
 Soundpost, Inc.
 South Sea Music Co.
 Southern Music Co.
 Southern Music Pub. Co., Inc.
 Southwest Music Co.
 Souvenir Songs
 Sovereign Music Corp.
 Spectacular Music, Inc.
 Spier, Larry, Inc.
 Spina Music
 Spinlan Music Corp.
 Spitzer, Henry, Music Pub. Co., Inc.
 Staff Music Pub. Co., The
 Stage Craft Music Corp.
 Standard Music Publishers, Ltd.
 Standard Songs
 Standard Music Corp.
 Stanley & Livingston, Inc.
 Stanley Music Co., Inc.
 Stanwood Music Corp.
 Starlight Music Co.
 Starlight Songs, Inc.
 Stasny Music Corp.
 State Music Pub. Co., Inc.
 Stephens, Bob, Inc.
 Stone Music Corp.
 Studio Music Corp.
 Styne & Cahn Music Co., Inc.
 Summit Music Corp.
 Summy Pub. Co.

Sunflower Music, Inc.
 Sunset Music Publishers, Inc.
 Supreme Music Corp.
 Surrey Music Co.
 Sweet Music, Inc.
 Symphony House Music Pub.

 T V Music Co.
 Talent, Leo, Inc.
 Tanglewood Music Corp.
 Tarpon Music Co.
 Taubman, Paul, Music Corp.
 Taylor, Larry, Music Corp.
 Tee Pee Music Co.
 Templeton, Alec, Inc.
 Tempo Music, Inc.
 Tempo Pub. Co., The
 Teri Music Co., Inc.
 Texoma Music Corp.
 Thomas, John, Music Corp.
 Thomas, John, Music Corp.
 Thompson, Kay, Music, Inc.
 Thornhill Music Co.
 Thunderbird Music
 Tin Pan Alley
 Tobey Music Corp.
 Tobias & Lewis Music Pub.
 Tone Music Co.
 Top Notch Music Corp.
 Top Tunes Co.
 Torch Productions, Inc.
 Towne Music Corp.
 Toy Town Tunes
 Trans American Music Co.
 Transcontinental Music Corp.
 Tray Music Corp.
 Treble Music Pub., Inc.
 Triangle Music Corp.
 Tropical Music Pub.
 True Blue Music Pub. Co.
 Tune-House Publications

 United Music Corp.
 University Music Corp.
 Urban Music Publications

 Valando Music Corp.
 Valley Brook Pub., Inc.
 Valley Entertainment Ent., Inc.
 Valmount Music Pub.
 Valyr Music Corp.
 Variety Music, Inc.
 Venus Music Corp.
 Vernon Music Corp.
 Veronique Pub. Co., Inc.

Victoria Music Corp.
 Victoria Pub. Co.
 Viking Music Corp.
 Villa Moret, Inc.
 Vim Music Corp.
 Vinrob Music Co.
 Vito Music Pub. Co.
 Vogel, Jerry, Music Co., Inc.
 Vogue Music Publications
 Volkwein Brothers, Inc.
 Von Tilzer, Harry, Music Pub. Co.
 Voss Music Co.

 Walden Music Corp.
 Waldo Music Corp.
 Walton Music Corp.
 Warnow, Mark, Music
 Warock Music, Inc.
 Washington & Lee Pub.
 Waverly, Jack, Music Pub.
 Wayfarer Pub. Co., Inc.
 Webster Music Corp.
 Weintraub Music Co.
 Weiss, Mac, Music Pub. Co.
 Weiss, Sam, Music, Inc.
 Wells Music, Inc.
 Wemby Music Corp.
 West Coast Music Pub.
 Western Music Pub. Co.
 Whale Music Corp.
 Whalen Music
 Whitcup, Leonard, Inc.
 White Way Music Co.
 Whiting Music Corp.
 Williamson Music, Inc.
 Willis Music Co.
 Willow Music Corp.
 Windsor Music Corp.
 Windy City Music Co.
 Witmark, M., & Sons
 Wizell & Day Music Corp.
 Wizell, Murray, Pub. Co.
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 Woodbine Music Co.
 Woodward Music, Inc.
 Words & Music, Inc.
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 Youmans, Vincent, Co., Inc., The
 Young, Victor, Pub., Inc.
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ASSOCIATED MUSIC PUBLISHERS, INC.

By CHARLES A. WALL
President and Treasurer

ASSOCIATED MUSIC PUBLISHERS, INC., a wholly owned subsidiary of Broadcast Music, Inc., serves the radio and television industry in the field of serious music. It is recognized at the present time as one of the principal publishers and exploiters of contemporary music in the United States and controls a very extensive and expanding catalog of orchestral, band, chamber, instrumental and choral works by the foremost American and foreign composers. In addition AMP also represents exclusively in the United States many of the most famous serious music catalogs of Europe such as Breitkopf & Haertel and Schott of Germany, Schott and Universal Edition of England, Universal Edition of Austria and Switzerland, Eschig of France, Union Musical Espanol of Spain, Suvini Zerboni and Sonzogno of Italy, and many others.

AMP is also the sole selling and exploitation agent in the United States for serious works published by Broadcast Music, Inc., and BMI Canada, Ltd. All performing rights are cleared through BMI.

The Board of Directors of the company are as follows:

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Associated Music Publishers, Inc., New York
Ed. Bote & C. Bock, Berlin
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Breitkopf Publications, Inc., New York
Broadcast Music, Inc., New York
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Ludwig Doblinger, Vienna
Editions Max Eschig, Paris
France Music Co., New York
C. F. Kahnt, Leipzig
F. E. C. Leuckart, Munich
Editions Adolph Nagel, Hanover

Enoch & Cie, Paris
Oesterreichischer Bundesverlag, Vienna
Philharmonia Pocket Scores
Schott & Company, Ltd., London
B. Schott's Soehne, Mainz
N. Simrock, Leipzig
Casa Musicale Sonzogno, Milan
Universal Edition, Vienna, Zurich, London
Edizioni Suvini-Zerboni, Milan
Songs of Spain, Inc. (Union Musical Espanol), Madrid

BROADCAST MUSIC, INC.

By **CARL HAVERLIN**
President

BECAUSE it expresses our philosophy in 1958 just as emphatically as it did in 1957, we are repeating below our statement in last year's RADIO ANNUAL AND TELEVISION YEARBOOK :

During each day of the eighteen years of its existence Broadcast Music, Inc., has adhered steadfastly to one basic principle—competition is healthy and necessary. Because of this credo, BMI operates as a competitive force in the field of performing rights. Because it believes in competition, BMI operates in a manner intended to benefit all composers, all writers, all music publishers, all users of music.

The result has been to establish an open door and an open market place for all creators of music and for all publishers of music. Benefits of the BMI policy continue to flow not only to well established publishers and writers, but to the newcomers who have come into the field since the creation of BMI.

In order to maintain a constantly growing source of music and to provide a steady challenge to the progressive composer, writer, and publisher, BMI has devoted its attention to all types of music. As a result, national, indeed world-wide, interest has been focused on fields of music once considered geographically limited or intellectually esoteric. The resultant democratization of musical elements has developed a truly American music, one which is made up of many forces, popular, country and western rhythm and blues, concert. Because of this, the creators and the developers of these musical forces have found new opportunities.

Today, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and remuneration in the open market place.

BMI begins its nineteenth year of existence as it did its first . . . dedicated to the one basic principle—competition in music is as healthy and necessary as in any other field of American endeavor.

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• **Due to a lack of space, the following list of BMI
Affiliated Publishers is only partial**

- Aaron Music Company
- Argo Music Co.
- Abbott Music Pub.
- Acama Music Co.
- Acuff-Rose Publications
- Administration Music Pub. Co.
- Adams-Vee & Abbott, Inc.
- Adanac Music Company
- Adler, Larry, Music Co.
- Adventure Music Co.
- Agatha Music Corp.
- Airlane Music, Inc.
- Aladdin Music Publications
- Algonquin Music, Inc.
- Aljean Music Co.
- Allen Rick Publications
- All State Music Co.
- Allen-Brinkley Pub.
- Alliance Music Co.
- Alvin Music Corporation
- American Composer's Alliance
- American Music, Inc.
- American Performing Rights
- Amijo Music
- Amor Publications
- Ample Music Pub. Co.
- Andrea Music Co.
- Angel Music Inc.
- Appleton-Century, D. Co., Inc.
- Aragon Music Company
- Arc Music Corp.
- Arch Tone Pub. Co.
- Arlene Music Co.
- Ariston Music Inc.
- Arrow Music Press, Inc.
- Associated Composers, Inc.
- Associated Music Publishers, Inc.
- Athens Music
- Atlantic Music Corp.
- Audnel Music Co.
- Autry, Gene Music Publishing
- Avas Music Pub. Co.
- Avery Music Company
- Avon Music, Inc.

- Babb Music
- Barton, Earl, Music Co.
- Ball Music Publishing Company
- Banbury Music, Inc.
- Banks Music Co.
- Bar Music Publishing Company
- Barclay Music Company
- Barron Music Company
- Bartlett & Hartman Music
- Baxter-Wright Music Co., Inc.
- Bayes Music Corp.
- Bayou Music Co.
- Becker-Williams Publications
- Beechwood Music Corp.
- Begonia Music
- Belfry Music
- Bellemeade Music

- Bell Music Co.
- Bell-Tone Music Publishing Co.
- Ben-Chazi Enter.
- Benell Music Publ.
- Bentley Music Co.
- Benton Public.
- Bergallam Music
- Berger Publishing Company
- Berkeley Music, Inc.
- Berkshire Music Inc.
- Berry Music Corp.
- Beverly Music Inc.
- Berwick Music Corp.
- Biernat & Dietz Music Publ.
- Big Chief Music Co.
- Big "D" Pub. Co.
- Billace Music Co.
- Biltmore Music, Inc.
- Blackwood Music
- Blane Music Company
- Blaze Songs, Inc.
- Blazon Music Company
- Block, Martin Music Inc.
- Bluebird Music Company
- Blue Grass Music
- Blue Jay Songs
- Blue Note Records
- Blue River Music Inc.
- Blue Variety Productions
- Bob-Dan Music Co.
- Bomart Music Corp.
- Bond, Johnny, Music Co.
- Boulevard Music Inc.
- Bow & Arrow Music Co.
- Boxer Music Co.
- Boyt, Earl Pub. Co.
- BMI Canada Ltd.
- Bradshaw, Inc.
- Brazos Valley Music
- Brenner Music, Inc.
- Brent Music Corp.
- Brewster Music Pub. Inc.
- B. R. S. Music Corp.
- Brittany Music, Inc.
- Britton Music Corp.
- Broadcast Music, Inc.
- Brookdale Music Co.
- Brownwood Music Co.
- Bryden Music, Inc.
- Bugle Boy Music Co.
- Burley Music, Inc.
- Byron Music Co.

- Calabar Music Pub.
- Calvert Pub. Co.
- Calvin Music Co.
- Cal-York Music, Inc.
- Cammarota Record & Pub. Co.
- Candice Music Inc.
- Candy's Playhouse Inc.
- Canford Music, Inc.
- Capa Music

- Capri Music
- Carlot Music, Inc.
- Carnegie Music Co.
- Carnival Music Company, Inc.
- Casa Musicale Sonzogno
- Cascales, Joe, Music Publisher
- Cavalier Music Pub. Co.
- Cedarwood Pub. Co., Inc.
- Celestial Music Pub. Co., Inc.
- Central Songs, Inc.
- Century Songs, Inc.
- Cerabino, L. G.
- Challenge Music Co.
- Chambers Music Co.
- Champ Music Co.
- Charill Music Pub. Co.
- Chase Music Co.
- Chaz-Mar Music Pub. Co.
- Chelsea Music Corporation
- Cherio Music Publishers, Inc.
- Chicago Music Publisher
- Children's Record Guild
- Chips Music Corp.
- Chords Music Publishers
- Christian Music Publishing Co.
- Cille and Dail Publications
- Cireco Music
- Claremont Music Company
- Clow, O. B. (Estate of)
- Coast to Coast Music Corp.
- Cobal Music, Inc.
- Coblin Music Co.
- Cole Corporation, M. M.
- Coliseum Music Co., Inc.
- Collwill Corporation
- Colonial Music Publishing Co.
- Colortunes Publishers
- Columbia Music Publishing Co.
- Command Music Co., Inc.
- Commercial Music, Inc.
- Commodore Music Corporation
- Conley Music
- Contemporary Music
- Continental Record Co.
- Cool Music Co.
- Copar Music, Inc.
- Conrad Publ. Co.
- Cordial Music
- Country Music
- Cranford Music Corp.
- Crestline Music Pub.
- Crestwood Publications
- Cross Music Company
- Crossroads Music Co.
- Cundy-Bettyon Co.

- D. R. & P. Co.
- Dallas Music Co., Inc.
- Dana Pub. Co.
- Danby Music Co.
- Dance Music Corp.
- Dandelion Music Co.
- Dare Music Co.



BMI PUBLISHERS



Davis & Ostergard
 Daywin Music, Inc.
 D'Eberle Music Pub. Co.
 Debra Music
 Debut Publications
 Decatur Music Co.
 Delaware Music Co.
 Dennis Music Co.
 Destiny Music Pub.
 Devere, Robert Music Co.
 De Vorzon Music Co.
 Dexter, Al, Music Publishing
 Dickinson, Harold H.
 Dinehart Music Company, The
 Diva Records, Inc.
 Dixie Music Publishing Co.
 Dolan, Ann
 Domino Music Corporation
 Don Carlos Music
 Doraine Music Publishing Co.
 Doraine, Peter, Inc.
 Dorchester Music Co.
 Dornix Music, Inc.
 D'oro Music Pub.
 Drexall Music Pub. Co.
 D. Dreyer Co., Inc.
 Driftwood Pub. Co., Inc.
 Duchess Music Corporation
 Dunbar Music Co.
 Dunhill Music Corp.
 Dynamic Music Co.

E.M.C. Music Pub. Co.
 Eagle Music Publishing Corp.
 Eastern Music Pub. Co., Inc.
 Eastwick Music Co.
 Eccma Music Company
 Edizioni Kramer (Milano)
 Edizioni Mascheroni (Milano)
 Edizioni Musicali Di Lazzaro
 Edizioni Musicali Italiane
 Edizioni Suvini Zerboni
 Edlee Music Corp.
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 Egap Music, Inc.
 Elkane Music Company
 Embassy Music Corp.
 Emblem Music Co.
 Emco Music Company
 Emerson Music Publications, Inc.
 Emperor Music Inc.
 Emporium Music
 Encore Music Publications, Inc.
 Englewood Pub.
 Eskelin, Neil, Pub. Co.
 Esquire Music Co.
 Essay Music Company
 Everybody's Music
 Excellorec Music Co.
 Excelsior Music Publishing Co.

Fairfax Music Company
 Fairway Music Corp.
 Falstaff Music Co., Inc.
 Fanwood Music Publications

Fee Bee Music
 Fellows Music
 Ferrer, Jose, Music Inc.
 Fi-Del Music Publishing Co.
 Fiboke Music
 Fine Songs
 Flair Pub. Co.
 Flex Songs
 Florida Music Company
 Folk Songs
 Folkways Music Publishers Inc.
 Ford Music, Inc.
 Four-Star Music Company
 Four Star Sales Co.
 Fowler, Wallace Publications
 France Music Company
 Francis & Wilmore Music Pub.
 Franciscan Music Co.
 Franklin Pub. Co.
 Frederick Music Publ. Co.
 Freeman, Albert Edward
 Freeman, Porky, Pub. Co.
 Fremart Music Company
 Fulton Music Pub.

G & H Music Publ. House
 G-Note Record Corp.
 G. M. S. Music Publishing Co.
 Gabriel Records
 Gainsborough Music, Inc.
 Gala Music Publishing Corp.
 Gale & Gayles, Inc.
 Gallatin Music Corp.
 Gaviota Music Inc.
 Gay, Evelyn Pub. Co.
 Gaylord Music Co.
 Gerald Music
 Gilbert Music Publishers
 Gil Music Corp.
 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
 Gordon Music Company
 Gospel Quartet Music Co.
 Gospeltone Music Corp.
 Graham Music Co.
 Gralow Music Pub. Co.
 Granson, Jose, Music Co.
 Granite Music Co.
 Great Oaks Music
 Green Music Publications
 Greta Music Co.

H & L Music Corp.
 H. M. Banner Publications
 Halama, Frank J., Publications
 Halgra Songs

Halliburton Music
 Hamblen, Stuart, Music Co.
 Hamblen Music, Inc.
 Hanna & Co.
 Har-Bock Music Co.
 Harmonia Publishing Co.
 Harmony Music Publishers
 Harpeth Hills Music
 Harris & Vavrin
 Hartmann & Van Horn
 Harvard Music, Inc.
 Harvey Music
 Hawaii Conservatory Pub. Co.
 Hayloft Publications
 Heartline Music Co.
 Heart Songs
 Helport Music
 Heim, Marty Music Co.
 Hesch Music Corp.
 Highland Music Co.
 Higuera Publ. Music
 Hill and Range Songs, Inc.
 Hill Music Publishing Company
 Hillbilly Music Publishing Co.
 Hi-Lo Music
 Hilltown Music Inc.
 Hinds, Hayden & Eldredge, Inc.
 Hoffman Songs
 Hollenden Music Co.
 Hollis Music, Inc.
 Hollywood House Music Publishing Co.
 Holmes Publications
 Horn Publications
 Hoosier Music Publications
 House of Carols
 House of Irish Songs
 Howard, Jack, Publications, Inc.
 Hudson-Dart Music Co.

Ichabod Music Co.
 Inco Music Company
 Independent Music Publishers
 Indigo Music, Inc.
 Inman, Autry, Music Pub. Co.
 Inspirational Music Corp.
 Instrumental Music Inc.
 Inter-American Music Pub. Co.
 Iris Music Pub.
 Iris-Trojan Music Corp.

Jaglea Music Corp.
 Jamboree Music
 Jan Music
 Jari Music Co.
 Jason Music
 Jatap Publ. Co., Inc.
 Jayco Music
 Jean Music Company
 Jeannette Music Pub.
 Jeramac Music Co.
 Jet Music Pub.
 Jiffy Pub. Co.
 Jill Music Co.



BMI PUBLISHERS



- Jimskip Music, Inc.
 Johnstone-Montei, Inc.
 Johnstone Music, Inc.
 Joni Music Inc.
 Jopz Records
 Joshua Corp.
 Judson Music Co.
 Juke Box Alley, Inc.
- Kahl Music Co.
 Kaiser Music Co.
 Kampas, William T.
 Kanawha Music Pub.
 Kaolene Corp.
 Karen Publications
 Karr, Jerome J.
 Kaymusic Publishers
 Keith Music Pub.
 Keel Music Co.
 Keenote Music
 Kelly Music Publications
 Kelton-Romm Music Company
 Kendis, Sonny, Music Pub.
 Kenneth Publishing Company
 Kentucky Folk Music
 Kerr, Bob, Prod.
 Kerr, Edward
 Keyes, Baron, Pub.
 Keystone Music Co.
 Kingsbury Music, Inc.
 Klive Music Pub. Co.
 Knudson, Thurston
 Kord Music Company
 Koss Music Co.
 Kynd Music Pub.
- Label Music Co.
 Lake Erie Music
 Lake Front Music
 Lakeland Music Co.
 Lamp Music Pub.
 Lance Music Pub.
 Lana Music
 Lane, Ziggy, Music
 Langley Music Co.
 Langlois Filmusic, Inc.
 Lang-Worth Publications, Inc.
 Laura-Lea Music
 Larrabee Music Co.
 Lawn Music
 LaVinrac Music Co.
 Lawrence, Johnny, Music
 Leal, Felipe Valdes
- LeCoq Music
 Lee, Robert, Music Publishers, Inc.
 Legato Music Corp.
 Leora Music
 Les Kangas Music Pub. Co.
 Libijon Music Co.
 Levingston Music, Inc.
 Lin Pub. Co.
 Lin-Da Publ. Co.
 Little Jazz Music Pub., Inc.
 Locust Music Pub.
 Lion Public. Co.
 Lois Music Publishing Co.
 London Music Corp.
 Lone Star Music Co.
 Long, J. Baxter
 Los Feliz Music Co.
 Lowell Music Corp.
 Lowery Music Co.
 Lucky Music Publishers
 Ludlow Music, Inc.
 Lupal Music Co.
 Luther Music, Inc.
 Lynbrook Music Inc.
 Lynn Music Corp.
- M-E Melodies
 M & M Music Co.
 Mac Heather Music House
 Mack-Nell Publications
 Mackley Music Publishing Co.
 Maestro Music Company
 Maggie Music Co.
 Magnolia Music Corp.
 Magnus Music
 Main Music Publishing Company, The
 Main Street Songs, Inc.
 Mallory Music Pub.
 Major Melodies
 Major Minor Music
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 Melody Trails, Inc.
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 Merge Music
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 Merion Music, Inc.
 Merit Music, Inc.
 Merrick Music Co.
 Merrymount Music Inc.
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 Michele Pub. Co.
 Mickey Music
 Micor Publishing Company
 Mid Music
 Miller-Steinberg-Katz Music
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 Modern Melodies Publishing Co.
 Modern Music Publishing Co.
 Mohawk Music Publishing Co.
 Monahan Music Publications
 Monarch Music Company
 Money Music
 Monmouth Publishing Company
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 Monroe Music Company
 Monroe, Bill, Music Inc.



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 Monument Music, Inc.
 Moonlight Music
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 Morrison Music Company
 Morrissey Music Company
 Morro Music Corp.
 Morton Music Corp.
 Motif Music
 Motion Music Co.
 Motor City Music Publishers
 Mr. Music Co.
 Munson Music Co.
 Murob Music Publishers
 Musi-cal Pub. Co.
 Music Art Publications
 Music City Copyrights
 Music for Frets
 Music For Young America Co.
 Music of Today, Inc.
 Music Products, Inc.
 Music Publications
 Muzik Masters Company

Nash Murray Assoc., Inc.
 National Broadcasting Co., Inc.
 Navajo Music, Inc.
 Nelson, Overson Publications
 New Era Music Corporation
 Newton, Al
 Niksch, Donald E.
 Nimisilla Music Company
 Normandy Music, Inc.
 Northeastern Music Company
 Nor-Va-Jak
 Nuclear Music Co.
 Nu-Tune Music Corporation
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 Nu-Way Music Pub. Co.

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 Ohio Music Co.
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 Optimist Songs Co.
 Oree Music

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 Ozark Music

 Pace Music Co.
 Pal Music Co.
 Palladium Music Publishing Co.
 Pamco Music, Inc.
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 Panorama Music
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 Parade Music
 Paris, James B.
 Parliament Music, Inc.
 Pastor Music Co.
 Patmar Music Company, Inc.
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 Paul Music Co., Inc.
 Peer International Corporation
 Pemora Music Company, Inc.
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 Philharmonic Pub. Co.
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 Pico Music Pub. Co.
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 Pinelawn Music Pub. Co., Inc.
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 Pop Songs, Inc.
 Presley, Elvis, Music, Inc.
 Pre-View Publications
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 Prosser Music Publishing Co.
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By PAUL HEINECKE
President

THIS past year it occurred to a group of us at SESAC that the time was ripe for a musical renaissance. That there was a great need on the part of most music users—radio and television stations included—for good music in quality performance was as certain as is our being in the midst of an atomic age. SESAC knows it has fulfilled much of the need by sending gratis to the broadcasting industry great quantities of recorded albums, all composed of the SESAC copyrighted repertory. Over 75,000 albums, featuring the finest in popular, jazz, classical, country and western, religious, mood, polka, and band selections, have been released to the radio and television stations of this country and Canada. Each selection in these albums has been chosen with care and discrimination. That the effort was and is successful is a matter of record—over 10,000 comment cards have been received from the broadcasting industry proclaiming the high caliber of these recordings, and telling us that they play an important part in the stations' all-round musical programming. So, by the simple science of numbers and based upon reports from the broadcasting industry itself, SESAC performances for 1957 again spiralled to great heights.

Not only are we at SESAC hopping to keep abreast of daily requests, but, also, as a result of this spotlighting of the SESAC repertory are the record companies, performing artists, orchestral societies, choral groups, dance orchestras and the producers of the country's leading radio and television shows all bolstering their programs with what remains the best music in America—the SESAC repertory.

* * * *

SESAC is proud and happy to start 1958 with the United Nations as its most recent Transcribed Library subscriber. To be sure, this is not just another account nor is it merely the act of a producer supplying a user with a much-needed item; rather is it concrete proof that music remains the international language. Good music knows no barriers, no tonal curtains; and if they be works of value, will continue to live and inspire spiritual, mental and cultural growth.

It is our hope that in some way the care, taste, talent, and repertory that have gone into the production of the SESAC Transcribed Library will not only bring happiness and entertainment to all races and creeds the world over, but, also, will serve as an instrument of peace through which the peoples of the world will come to know and understand each other better. If our music and efforts are instrumental in such an achievement, then the past years have been worth every day of their living and the future holds no challenge that we cannot meet.

Good luck and best wishes for your health and happiness in the year ahead.



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 Tovey, Herbert G.
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 Vaughan, James D., Music
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 Vitak-Elsnic Co.
 Volpe Music Co.
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 Wells, Kenneth H.
 Western Accordion Music
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 Wheelwright, Lorin F.
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 Woodward, M. H.
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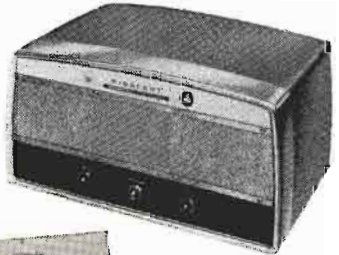
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1958

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PRODUCTS: Community antenna systems, master amplified antenna systems, individual RF amplifiers, broad hand amplifiers, line dividers, TV outlets, closed circuit systems for schools, industrial plants, etc.

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PRODUCTS: Printed circuits, printed circuit assemblies.

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Phone: PRescott 9-3900

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PRODUCTS: Rebuilders of CR tubes.

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Phone: PLaza 1-6640

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PRODUCTS: Transcription and electric playback machines, recording tape, portable tape recorders.

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PRODUCTS: Balopticon TV slide projec-
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Phone: JUdson 6-4350

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PRODUCTS: Assembles remote receivers
and manufactures solderless coaxial con-
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Bell and Howell Company

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Phone: AMbassador 2-1600

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PRODUCTS: Photographic equipment and
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27 Taber Rd., Rexdale, Ont.
Phone: CHerry 4-4296

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VHF amplifiers, TV distribution systems,
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Tran (TV Multi-Plex transmission system for
pay-TV or auxiliary public service broad-
cast).

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Phone: HArrison 7-8393

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PRODUCTS: Photo equipment.

Calbest Electronics Co.

4801 Exposition Blvd., Los Angeles 16, Calif.
Phone: REpublic 1-7291

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Dir. of Engineering.....Herbert Fremont
Chief Engineer.....Harold Parker
Dir. Merch.....Charles B. Epstein
PRODUCTS: Manufactures TV and radio



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...ombination.
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...ollywood 2-2353
...Robert G. Metzner
...table transcription play-
...agnetic tape recorders.

Video Tube Corp.
4th St., Los Angeles, Calif.
Phone: ORegon 8-3995

...Stephen Tidik
PRODUCTS: TV picture tubes.

Camera Equipment Co., Inc.
315 W. 43rd St., New York 36, N. Y.
Phone: JUdson 6-1420

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PRODUCTS: Motion picture & television camera accessories. Rental of motion picture cameras, film editing equipment, lighting and sound equipment. Mfrs. of balanced TV head tripod, professional Jr. friction head tripod and geared head, small gyro, metal and mini-pro tripods, adjustable collapsible triangle, 3 wheel portable collapsible dolly, spider dolly, micro relay pan & tilt head, cone lights. Repair service for all types of professional cameras, recorders, and film editing machines and light equipment. Special design work to customers specifications.

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Toronto 4, Ont.
Phone: LEnnox 4-6511

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PRODUCTS: Complete broadcast transmitting and studio equipment and systems; broadcast consulting; engineering, production, and test facilities for development and manufacture of electronic products.

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2442 Trenton Ave., Mt. Royal, Montreal
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Phone: CApiitol 5-1251
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PRODUCTS: Audio and TV camera connectors.

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Newark, N. J.: Market 3-5832

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Oper.....Michael Callahan
V.P., Sales.....John Q. Adams
Mgr., Receiving Tube
Operations.....Joe C. Harmony
Mgr., Semiconductor
Operations.....Dr. B. H. Alexander
Mgr., Marketing Admn....George W. Nevin
Equipment Sales Mgr.....L. H. Niemann
Mgr. Gov't Sales.....Fred H. Garceion
Controller.....Walter J. Hungerford
Credit Mgr.....Malcolm S. Jones
Advertising Mgr.....Harry G. Burnett
Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Export Div.....CBS International
Dir., Res. & Develop....Dr. Russell R. Law
Dir., Gen. Engineering....Edgar K. Wimpy

Plant Managers

Danvers.....Charles E. Coffin
Lowell.....Edward J. Quirk
Salem.....Walter J. Foran
Newburyport.....Joe C. Harmony
Kalamazoo.....A. J. Harcher

PRODUCTS: Electron tubes and semiconductor products.

Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050
President.....Edward Kook
Chmn. & Exec. V.P.....Saul Levy

Branch Offices

1477 N.E. 129th St., N. Miami, Fla.
1820 Berkeley St., Santa Monica, Calif.
PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone).

**Cinema Engineering Div.
(Aerovex Corp.)**

1100 Chestnut St., Burbank, Calif.



Phone: VICTORIA 9-5511
General Manager.....James L. Fouch
PRODUCTS: Studio and motion picture sound equipment.

Cinematic Developments & Cinechrome Laboratory

1215 32nd Ave., San Francisco, Calif.
Phone: MONTROSE 4-2435
President.....Arthur H. Hart
PRODUCTS: Design and development of special motion picture equipment.

CMG Industries—Ideas, Inc.

615 S. Second St., Laramie, Wyo.
Phone: FRANKLIN 5-2597
PRODUCTS: Electriduct — Stumbleproof over-the-floor electrical extension cords. Flixiduct — Stumbleproof over-the-floor rubber ducts for cables and telephone, intercom, etc.. wiring.

Collins Radio Co.

855 - 35th St., N. E., Cedar Rapids, Iowa
Phone: EM 3-0281
Best. Sales Mgr.....John M. Haerle
Branch Offices
1900 N. Akard St., Dallas, Tex.
Reg. Sls. Mgr.....T. W. Sharpe
1510 W. Verdugo., Burbank, Calif.
Reg. Sls. Mgr.....G. T. Tasto
1200 18th St., N. W., Washington, D. C.
Reg. Sales Mgr.....W. McKnight
4711 N.W. 36th St., Miami, Fla.
Sales Mgr.....L. O. Embree
261 Madison Ave., New York, N. Y.
Phone: MU 7-6740
Office Mgr.....C. W. Service
311 - 2nd Ave., S.E., Central Branch Office
Cedar Rapids, Iowa
Reg. Sales Mgr.....J. H. Hamilton
PRODUCTS: AM Broadcast transmitters, antenna phasing and tuning equipment, FM antennas, TV-STL microwave equipment, broadcast and recording studio speech equipment and accessories.

Community Engineering Corp.

Box 824, State College, Pa.
Phone: ADAMS 7-7221
Chairman.....John L. McClucas
President.....James R. Palmer
Vice-President.....Floyd B. Fischer
PRODUCTS: Community antenna systems and system rebuilding and modernizing service. Wide band sweep generators.

Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.
Phone: EDGWOOD 5-1241
President.....W. J. Moreland
Vice-Pres., Engr.....J. Grayson Jones
Vice-Pres., Mfg.....R. M. Alston
Treasurer.....K. L. Peyton

Secretary.....
PRODUCTS: Color chrome monitors. Off monitoring and re-broad
Continental Electric Manufacturing Company
4212 S. Buckner Blvd., Dallas, Texas
Phone: EVERGREEN 1-1137
President.....James W.
Sales Mgr.....Thomas B. Mos
PRODUCTS: AM Broadcast transmitters (both standard and short wave).

Comprehensive Film Treat, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: CO 5-0372
President.....Michael Freedman
Vice-Pres.....Stanley Gitner
Sec'y-Treas.....Jane Leni
PRODUCTS: Comprehensive film treat process: For second and subsequent runs on films in constant use; print life service; comprehensive film rejuvenation.

John A. Costelow Co., Inc.

125 Kansas Ave., Topeka, Kansas
Phone: CENTRAL 3-6598
President.....John A. Costelow
Vice-Pres., Treas.....K. A. Costelow
PRODUCTS: Distributes Lehig towers, Andrew Co. antennae, co-axial line, Hughey & Philips tower lighting equipment.

Crouse-Hinds Co.

W. 6f & 7th Sts., Syracuse 1, N. Y.
Phone: GR 4-1011
Chmn., Pres.....John R. Tuttle
Exec. Vice-Pres.....Robert J. Sloan
Vice-Pres., Sales.....Erle R. Monesmith
Mgr., Illumination.....J. S. Haney
PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

Cubic Corp.

5575 Kearny Villa Rd., San Diego 11, Calif.
Phone: BR 7-6780
President.....Walter J. Zable
Vice-President.....R. V. Werner
PRODUCTS: Microwave test equipment and components.

Dage Television Div. (Thompson Products, Inc.)

W. 10th St., Michigan City, Ind.
General Manager.....J. L. Lahey
Gen. Sales Manager.....J. R. Howland
Asst. Gen. Mgr.....W. T. Relyea
Chief Eng.....J. Alinsky
PRODUCTS: Closed circuit TV cameras and systems. Professional broadcast studio cameras and equipment.



Da-Lite Screen Co., Inc.

Warsaw, Ind.

Phone: AMherst 7-8101

President.....C. C. Cooley
Vice-President.....H. E. Christiansen
Vice-President, Sales.....C. J. Cerney
PRODUCTS: Projection screens, accessories.

Date Television Division

(Thompson Products, Inc.)

West Tenth St., Michigan City, Ind.

Gen. Mgr.....J. L. Lahey
Sales Mgr.....J. R. Howland
PRODUCTS: Closed Circuit, broadcast, color TV equipment.

Datom Industries, Inc.

221 W. 17th St., New York, N. Y.

Phone: ALgonquin 5-0301

President.....Osear Dolgin
PRODUCTS: Radio receivers.

Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: 6-4300

President.....Lewis Newman
Sales, Gen. Mgr.....E. L. Grayson
PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

Dearborn Glass Co.

6600 S. Harlem Ave., Bedford Park, Ill.

Phone: LUdlow 5-0900

President.....W. A. Williams
Executive Vice-President.....L. J. Paulick
PRODUCTS: Reflection free tube faces, flat and bent implosion plates.

Delco Radio

(Division of General Motors)

700 E. Firmin, Kokomo, Ind.

Phone: GLadstone 2-8211

General Manager.....B. W. Cooper
Sales Manager.....D. A. Sandberg
PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

Dewald Radio Mfg. Co.

35-15 37th Ave., Long Island City, N. Y.

Phone: STillwell 4-9334

President.....David Wald
Engineer.....Mark Glaser
Sales Mgr.....Edwin Weisl, Jr.
PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers.

Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio

Lancaster, Ohio

Phone: OLive 3-6540

Chairman.....W. P. Thomas
President.....W. J. Fitzhugh

V.P., Gen. Sales Mgr.....L. B. Schueler
PRODUCTS: Industrial TV systems, Utilicon camera tube, PC 600 camera tube.

Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.

Phone: EDDgewood 4-3200

President.....Arthur Dorne
Vice-Pres., Treas.....Joseph Margolin
PRODUCTS: Antenna research, development and production.

Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio

Phone: AX 9-2123

President.....J. L. Pausch
PRODUCTS: AM, FM and TV Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.

Phone: MULberry 4-7400

Chairman.....Allen B. Du Mont
President.....David T. Schultz
Vice-Pres., Treas.....Donovan H. Tyson
V.P., Dir. Eng.

Div.....Thomas T. Goldsmith, Jr.
V.P., Tube Oper.....Stanley J. Koch
V.P., Ind. & Mil. Equip.

Div.....F. H. Guterman
V.P., Equip. Mfg. Div.....Raymond C. Maude
Asst. Treas., Gen. Credit

Mgr.....Robert W. Norcross
General Counsel.....George Etkin
Controller.....George G. McConeghy
Gen. Super.....Bruce T. Du Mont
Ind. Rel. Dir.....Edward Van Houten
Gen. Mgr. Qual. Control.....Nicholas De Falco
Pub. Rel. Mgr.....Edward W. Allen, Jr.

TUBE OPERATIONS

Vice-Pres.....Stanley J. Koch
Staff Asst.....Robert E. Rutherford
Dir. of Eng.....Kenneth A. Hoagland
Dir. of Purch.....William J. Voss
Ind. Sales Mgr.....Roy A. Olerud
TV Sales Mgr.....Robert G. Scott

Television Tube Division

Manager.....William Carlin

ENGINEERING DIVISION

760 Bloomfield Ave., Clifton, N. J.

Vice-Pres.....Dr. Thomas T. Goldsmith, Jr.
Research and Development

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

Director.....R. T. Cavanagh

INTERNATIONAL DIVISION

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

Phone: PLaza 1-1652

Director.....Ernest A. Marx
Asst. Dir.....Robert I. Gaines
European Rep.....James Segre

WEST COAST PLANT

11800 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: GRANite 7-4271

Manager.....M. B. Kline

BOARD OF DIRECTORS

Chairman.....Allen B. Du Mont
Directors.....Barney Balaban



Armand G. Erpf, Thomas T. Goldsmith, Jr., Paul Raibourn, David T. Schultz, Percy M. Stewart, Edwin L. Weisl.

PRODUCTS: TV receivers, high fidelity phonographs, radios, industrial TV systems; mobile radio equipment, TV picture tubes and industrial cathode-ray tubes, cathode-ray instruments, electronic instruments, automation control systems, radar, loran, and government electronics.

Dynamic Electronics-New York, Inc. 73-39 Woodhaven Blvd., Forest Hills, N. Y. Phone: ILlinois 9-7000

President.....J. M. Winer Exec. V.P.....S. Levy Vice-Pres.....J. D. Winer Treasurer.....Louis Faferman Chief Engineer.....P. Gale Sales Manager.....David Cole

PRODUCTS: "Quadnaural" speaker systems, amplifiers, preamplifiers, AM-FM tuners, "Studio Series" consoles, two unit hi-fi ensembles, "filter-tenna" TV antennas, "twin gyro" invisible indoor TV antennas, TV-FM high fidelity accessories.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y. Phone: LOfust 2-6000

Mgr., Motion Picture Film Dept. Donald E. Hyndman 342 Madison Ave., New York 17, N. Y. Phone: MURray Hill 7-7080

Mgr., East Coast Office.....E. M. Stifle 130 E. Randolph Dr., Chicago 1, Ill. Phone: RANdolph 6-7476

Mgr., Midwest Office.....K. M. Mason 6706 Santa Monica Blvd., Hollywood 38, Calif. Phone: HOLlywood 9-3101

Mgr., West Coast Office.....Emery Huse PRODUCTS: Motion picture film and equipment for TV use, recording cameras, camera lenses, television film projectors.

Eckstein Radio & Television Co.

2601 E. Franklin Ave., Minneapolis 6, Minn. Phone: FEderal 9-7509

President.....E. A. Eckstein Vice-Pres.....N. F. Johnson Secy.-Treas.....W. G. Martz PRODUCTS: Home and car radio receivers.

Eitel-McCullough, Inc.

San Bruno, Calif. Phone: JUnio 8-1212

President.....W. W. Eitel Exec. Vice-President.....J. A. McCullough Vice Pres., Mfg.....G. F. Wunderlich Vice Pres., Finance.....E. E. McClaran Dir. of Marketing.....O. H. Brown Dir. of Research.....J. S. McCullough PRODUCTS: Eimac Electron, power transmitting tubes.

Electrical Tower Service, Inc.

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

President.....Stanley Bernstein PRODUCTS: Erection and maintenance of TV towers.

Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich. Phone: OXBow 5-6831

President.....A. R. Kahn Executive Vice-President.....R. E. Siekman V.P., Best. Microphones.....L. R. Burroughs PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif. Phone: STAnley 7-3223

Pres., Chief Eng.....Joseph H. Leaming Sec., Treas.....Fred P. Leaming Gen. Mgr.....D. W. Baisch PRODUCTS: Audiplux sound diplexing units, air to ground transmitters, design and development of special studio equipment, low power 200 watt TV transmitters.

Electronic Tube Corp.

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

Pres. & Treas.....Kenneth C. Meinken Vice-Pres.....Ken C. Meinken, Jr. Vice-Pres., Sales Mgr.....R. F. Brunner Purchasing Agent.....Albert Holmes 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.

Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey Phone: ELizabeth 4-2000

President.....Harry Diamond PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

14th & Coles Sts., Jersey City 2, N. J. Phone: SWArthmore 5-3500

President.....B. Abrams Secretary-Treasurer.....M. Abrams Exec. Vice-Pres.....Dorman D. Israel V.P. Govt. Elec.....Morton P. Rome V.P. Purchasing.....Harvey Tullo V.P., Manufacturing.....Louis G. Pacent V.P., Research Lab.....Harold Goldberg V.P., Gov't Rel.....John D. Small Dir. of Sales.....Arnold M. Henderson Dir. of Adv.....George Forman V.P., Sales.....Eugene A. Tracey V.P., Controller.....Abraham Vogel Dir., Comm. Eng.....Maurice Levy Export Manager.....Joseph Kattan PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.



Entron, Inc.

4902 Lawrence St., Bladensburg, Md.
Phone: APpleton 7-9585

President.....H. M. Diambra
V.P., Sales.....R. J. McGeehan
V.P., Production.....George G. Edlen
Dir., Technical Publication..B. van Sutphin
Treas.....H. M. Kannee
Chief Engineer.....H. E. Blum

PRODUCTS: R. F. Distributions systems, closed circuit TV systems, industrial TV systems, R. F. Community TV Systems, Red Dot master antenna systems, closed circuit educational TV systems, coaxial cable taps, solderless coaxial cable connectors, R. F. frequency converters, wide and narrow band amplifiers, regulated power supplies, R. F. matching transformers, R. F. Attenuators, R. F. mixers, VHF couplers, coaxial terminating resistors.

Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.
Phone: BENsonhurst 6-2755

President.....A. R. Lieberman
Vice President.....Jerrod A. Lieberman
Secretary.....E. W. Lieberman
Treasurer.....J. P. Lieberman
Sales Manager.....Herman Marsen
Chief Engineer.....T. S. Block
Production Mgr.....Anthony Umina
Purchasing Agent.....David Parker
Controller.....Ted Eilenberg

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations.

Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City
Phone: STillwell 4-6163

President.....Sherman M. Fairchild
Exec. Vice-Pres.....Ruben E. Carlson
Sales Mgr.....R. G. Bach

PRODUCTS: Professional magnetic tape, disc recording and playback equipment including pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

Federal Telecommunications Laboratories (Div. of IT & T)

500 Washington Ave., Nutley 10, N. J.
Phone: NUtley 2-3600

President.....Henri G. Busignies
Vice-President.....A. G. Clavier
Vice-President.....P. C. Sandretto
V.P., Secy.-Treas.....D. M. Day

PRODUCTS: Studio & microwave equipment.

Federal Telephone and Radio Co.
A Division of IT&T Corp.

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

President.....Admiral John E. Gingrich
V.P., Apparatus Div.....T. M. Douglas

V.P., Comptroller.....G. Banino
V.P., Components Div....Frank M. Biles, Jr.
Director, Indust. Rel.....R. E. Chasen
Secretary & Counsel.....W. B. Levett
Treasurer.....W. E. Ogilvie, Jr.
Advertising Mgr.....Crump Smith

Apparatus Division

Mgr. Purchasing Dept...Charles G. Sherwood
Sls. Mgr., Aviation Prod....Ralph Lehman
Commercial Sales Mgr.....H. E. Taylor, Jr.
Sls. Mgr., Mobile Radio.....H. R. White

PRODUCTS: Radio and Television broadcast equipment, transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, radar, miniature and standard rectifier stacks, battery chargers and power supplies, measuring equipment, transformers, diodes, TV lead-in, community TV cable, geranium power rectifiers.

Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.
Phone: NE 6-1300

President.....Murray Yawitz

PRODUCTS: Optical elements including Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500

President.....Avery R. Fisher
Vice-Pres....George P. Maerke, Ben Arons
Director of Sales.....J. J. Park

PRODUCTS: Hi-Fi Radio, Phonographs.

Florman & Babb, Inc.

68 West 45th St., New York 36, N. Y.
Phone: MU 2-2928

President.....Arthur Florman
Vice-President.....John Babb
Treasurer.....Shirley Babb
Secretary.....Barnett Mafchir
Sales Manager.....Leonard W. Hollander

PRODUCTS: Film repair and splicing block, Magic "Mylar," Pro-Cine tripods, Leg-Lok triangles, split reels, changing bags, Cinevoice 400 Conversions, Gator Griplites, film footage counters, Pic-Sound readers, cameras slates, Cine calculators, flanges, fish-pole mike booms.

Foto-Video Laboratories, Inc.

36 Commerce Rd., Cedar Grove, N. J.
Phone: PILgrim 4-6000

Pres., CE.....Albert J. Baracket
Board Dir.....Desmont Lazotte
Vice-Pres.....A. R. Fiore
Treasurer.....Carl Fiore

PRODUCTS: 2-Channel color & monochrome video DA & mixer, 600 Ma. 250 to 300 V DC, regulated low voltage supply, keyed video signal generator, 5-Channel sync. distribution amplifier, amplitude linearity tester, lin. & convergence dot generator, 525-Line TV sync. generator, color subcarrier



generator, 5" TV waveform monitor, 225 MA 250 to 300 V DC regulated low voltage supply. High pass filter, video line amplifier, aperture & phase corrector, color burst keying generator, sync. signal simulator, differential test set, sync. switching unit, master control panel, monoscope camera, 2" x 2" flying spot canner, portable 525-line TV sync. generator, sync. slave, color bar signal generator, TV light box, vidicon film multiplexer, color TV sync generator, color TV tester. Associated test slides and charts, monochrome vidicon camera, monochrome vidicon camera, color image orthicon camera, color vidicon camera, demonstration slides.

Jack A. Frost

234 Piquette Ave., Detroit 2, Mich.
Phone: TRinity 3-8030

Owner.....Jack A. Frost
Asst. Gen. Mgr.....E. A. Taube
PRODUCTS: Rental equipment for motion picture, theatrical, studio and TV lighting equipment and accessories.

**Gabriel Electronics Div.
(The Gabriel Co.)**

135 Crescent Rd., Needham Heights 94, Mass.
Phone: HILLcrest 4-005

General Manager.....C. W. Coleman
PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennae.

Gates Radio Co.

123 Hampsbire St., Quincy, Ill.
Phone: BALDwin 2-8202

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
Adv. Dir.....John Price
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

Branch Offices

13th & E St., N. W., Washington 4, D. C.

Phone: METropolitan 8-0522

2700 Polk Ave., Houston, Tex.

Phone: CApitol 8-8536

7501 Sunset Blvd., Los Angeles 46, Calif.

Phone: HOLlywood 2-6351

1133 Spring St., N. W., Atlanta, Ga.

Phone: TRinity 6-0369

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 Communications

Box 169, Fort Atkinson, Wisc.
Phone: JORDan 3-5547

President.....E. D. Petersen
Secy.-Treas.....C. O. Bell
PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.
Phone: GRAnite 6-4411

N. Y. Phone: PLaza 1-1311

Appliance and TV Receiver Division

Appliance Park, Louisville, Ky.

Phone: GLendale 4-7511

Vice-Pres., Gen. Mgr.....C. K. Rieger
TV Receiver Dept.

Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
TV Sales Manager.....Joseph F. Effinger
Sales Mgr., Special Products..T. J. Nicholson
Mgr., Adv. & Special Prom..Dale O. Akridge
PRODUCTS: TV Receivers—monochrome and color.

Technical Products Department

Electronics Park, Syracuse 1, N. Y.

Phone: GRAnite 6-4411

General Manager.....W. J. Morlock
Manager—Marketing (Broadcast Equip.

and Allied Military

Equipment).....P. L. Chamberlain
Manager—Marketing (Closed

circuit TV).....F. P. Barnes

PRODUCTS: Radio and TV broadcast equipment, including transmitters, antennas and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

Electronic Components Division

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

General Manager.....L. B. Davis
Receiving Tube Dept.

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

General Manager.....I. D. Daniels
PRODUCTS: Radio and TV receiving

tubes, "Five-Star" high reliability tubes, micro-miniature metal ceramic receiving tubes.

Power Tube Dept.

Bldg. 267, General Electric Co., Schenectady 5, N. Y.

Phone: FRanklin 4-2211

General Manager.....J. F. McAllister
PRODUCTS: Metal-ceramic transmitting

tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

Cathode Ray Tube Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRAnite 6-4411

General Manager.....H. F. DeLong
PRODUCTS: TV picture tubes, industrial

cathode ray tubes, radar indicator tubes.

Semiconductor Products Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRAnite 6-4411

EQUIPMENT MANUFACTURERS

General Manager.....H. B. Fancher
PRODUCTS: Transistors (germanium and silicon) for all entertainment, commercial, and military markets; germanium and silicon rectifiers for electronic and electrical equipment; germanium and silicon diodes for electronic and electrical equipment.

Specialty Electronic Components Dept.
 General Electric Co., W. Genesee St.,
 Auburn, N. Y.
 Phone: 3-7321

General Manager.....C. G. Lloyd
PRODUCTS: Printed wiring boards, leadless ceramic capacitors, encapsulated resistor-capacitor networks, ferrites, delay cable, precision metal parts for electronic tubes, technical ceramics, high fidelity sound components and phono accessories.

Communication Products Dept.
 Electronics Park, Syracuse 1, N. Y.
 Phone: GRanite 64411

General Manager.....H. Van Aken
PRODUCTS: Mobile communication equipment, two-way-radio, microwave, radio traffic coordination units, power line carrier, terminal equipment.

Radio Receiver Dept.
 General Electric Co., 1285 Boston Ave.,
 Bridgeport 2, Conn.
 Phone: EDison 4-1012

General Manager.....W. P. Von Behren
PRODUCTS: Full line of portable radios, clock-radios, table radios.

General Precision Laboratory, Inc.
 63 Bedford Rd., Pleasantville, N. Y.
 Phone: ROgers 9-5000

Bd. Chmn., Technical Dir.....R L. Garman
 Pres., Gen. Mgr.....J. W. Murray
 Vice Pres.....Blair Foulds
 Sales Manager.....N. M. Marshall
PRODUCTS: UHF transmitters, studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
 Phone: TRowbridge 6-4400
 N. Y. Phone: WHitney 3-3140

President.....C. C. Carey
 Vice-Pres for Sale.....A. E. Thiessen
 Treasurer.....Lawrence H. Pexton
 Secretary.....John D. Quackenbos
 Sales Manager.....M. T. Smith
 Export Manager.....S. W. DeBlois
 V.P., Engr.....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.

Glasscraft Co.

4755 Telegraph Rd., Los Angeles, Calif.
 Phone: ANgelus 9-7249

Pres.....R. H. Seaman

Gen. Mgr.....H. A. Hutchins
 Factory Supt.....J. Voorhees
PRODUCTS: TV picture tubes, glass factory equip., strain gauges.

Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.
 Phone: RAvenswood 1-0400

President.....Henry Fogel
 V.P., Chg. Sales.....Lloyd Dopkins
 V.P. Chg. Mfg.....Seymour Napolin
PRODUCTS: AM-FM radios, radio-phonograph combination.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.
 Phone: DAYton 8-2600

President.....B. E. Alpern
PRODUCTS: Manufactures and erects towers.

Grossman Radio and Electric Co.

81 Spring St., New York, N. Y.
 Phone: WORTH 6-0790

Partners.....Benjamin Hyman, Mortimer Grossman
PRODUCTS: Radio, Phonograph Kits.

Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.
 Phone: OREGon 8-7771

Sales & Exec. Head.....Lou Dolgin
 Production Chief.....Jack E. Ackerman
 Chief Engineer.....Herbert Fremont
PRODUCTS: Country Belle, Country Belle Music Maid & Spice Chest Radios, Grafanola and Bonnet Box, radio-phono, high fidelity combinations.

**Hallamore Electronics Co.
 (Div. of The Siegler Corp.)**

Pres., Siegler Corp.....John G. Brooks
 Pres., Hallamore Electronics

Lloyd G. Hallamore
 Exec. V.P.....John J. Burke
PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

J. M. Hamilton, Inc.

Box 2432, Gastonia N. C.
 Phone: UNiversity 4-2115

PRODUCTS: Tower erection and maintenance.

The Hammarlund Mfg. Co., Inc.

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

Chairman of Board.....Joseph Lush
 President.....Lloyd A. Hammarlund
 Vice-Pres., Treas.....Edward A. Wittmer
 Vice-Pres., Mfg.....Hugh A. McCloskey
 Vice-Pres., Sales.....F. F. Sylvester
 Vice-Pres., Eng.....R. M. Daugherty
 Secy. & Compt.....Walter Knorr
Advertising & Promotion
 Manager.....Lescarbour Agency



EQUIPMENT MANUFACTURERS



Personnel Director.....George Froehlich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

Harwald Co., Inc.

1245 Chicago Ave., Evanston, Ill.
Phone: DAVIS 8-7070

President.....Robert Grunwald
PRODUCTS: Automatic slide projector, Inspect-o-Film automatic film inspecting machine.

Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.
Phone: Whitehall 3-0465

President.....Sidney Swislow
Vice-President, Gen. Mgr.....J. P. Kennedy
PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.
Phone: DAVenport 5-4451

President.....David Packard
Vice-President.....William R. Hewlett
PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.
Phone: ILLinois 9-0800

President, Sls. Mgr.....Frank Hinners
V.P., Treas.....Leo J. Galanek
Chief Engineer.....Daniel P. Brand
Chief Mechanical Eng....Irving R. Balinkoff
Purchasing.....Mildred Towey
General Manager.....Jerry Di Mucci
Credit Manager.....Grace V. Ramey
Prod. Mgr.....Paul Swist
Traffic Mgr.....Mach Wachs
PRODUCTS: AM radios, table radios, portables, transistor portables, short wave radios and clock radios.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.
Phone: RIchmond 7-9661

President.....H. Leslie Hoffman
Vice-Pres., Treas.....C. E. Underwood
Secretary.....H. S. Hazeltine
Administrative Asst.....Marvin Whitney
V.P., Engineering.....I. J. Kaar
Vice President.....M. E. Paradise
Adv. Dir.....E. A. Tischler
Mgr. Patent Dept.....B. L. Birchard

Consumer Products Division

V.P., Sales.....P. E. Bryant
Asst. Sls. Mgr.....D. D. Spence
Advt Mgr.....W. Baldwin
Sls. Prom. Mgr.....D. Van Winkle
Dir. of Eng. & Mfg.....J. Stevens
Dir. of Engineering.....C. A. Nichols

Prod. Mgr.....F. J. Vogt
Quality Control Dir.....H. Roemer
Laboratories Division

President.....J. D. McLean
Vice Pres.....L. Mendelson
Vice-Pres., Dir. of Mfg.....G. M. Hafner
Chief Eng.....R. A. Mather
Director of Purchasing.....R. A. Gingrich
Dir. Military Sales.....T. C. Clark
Advertising Director.....E. P. Davis
PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment.

Holt Electronic Research Labs.

105 E. Spruce St., Mahanoy City, Pa.
Phone: 1228

Chief Eng.....Luther Holt
PRODUCTS: Community TV. Cable equipment, preamps, head end A.G.C. units. Crystal control converters, V.H.F., U.H.F. Five adjacent channel broadband amplifiers, nine adjacent channel broadband amplifiers without changing line amplifier locations, or installing locations in between, also custom made equipment and accessories.

Houston-Fearless Corporation

11801 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRadshaw 2-4331

Asst. Sales Mgr.....A. J. Kjontvedt
Vice-President.....K. B. Elliott
PRODUCTS: Pedestals, friction heads, geared heads, dollies, cranes, remote control heads, etc.

Huggins Laboratories, Inc.

711 Hamilton Ave., Menlo Park, Calif.
Phone: DAVenport 3-0013

President.....Richard A. Huggins
Chief Engineer.....Lester Roberts
PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators and associated solenoids.

Hughey & Phillips, Inc.

3200 N. San Fernando Blvd., Burbank, Calif.
Phone: VICToria 9-1104

V.P., Gen'l Mgr.....J. H. Ganzenhuber
PRODUCTS: 300 mn. beacons, obstruction lights, photo-electric controls, beacon flashes, special junction boxes, microwave tower light control & alarm systems, and complete kits for: tower lighting, sleet melter power and control.

Hycon Mfg. Co.

1030 S. Arroyo Pky., Pasadena, Calif.
Phone: RYan 1-9381

President.....Trevor Gardner
Exec. V.P.....D. G. Sauernman
PRODUCTS: Microwave systems and components, TV service equipment.

Industrial Television, Inc.

369 Lexington Ave., Clifton, N. J.
Phone: GREGory 3-0900

President.....Horace Atwood, Jr.
Vice-President.....Louise M. Rehak



PRODUCTS: Monochrome and color monitors, field strength meters.

Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.

President.....J. H. Hutchings

PRODUCTS: Thyratrons, rectifiers, and special electronic tubes for industrial use.

Insuline Corp. of America

186 Granite St., Manchester, N. H.

Phone: NA 5-8511

Ex. Vice Pres.....A. S. Blumenthal
Controller, Treasurer.....H. J. Lynch
V.P., Gen. Sls. Mgr.....J. J. Niesi
Mfg. Mgr.....C. E. Strickland
Asst. V.P., Sls.....J. J. Maresca
Purchasing Agent.....E. L. Bramhall

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.

International Research Associates (Division of Iresco, Inc.)

2221 Warwick Ave., Santa Monica, Calif.

Phone: TExas 0-4415

President.....L. E. Brown

PRODUCTS: TV monitors, receivers, video sync equipment.

International Telemeter Corp.

2000 Stoner Ave., Los Angeles, Calif.

Phone: GRanite 8-7751

ChairmanPaul Raibourn
President.....L. A. Novins

Vice-Pres.....P. MacNamara, C. I. Lappen

PRODUCTS: Ampli-vision community antenna equipment, pay TV systems.

Inter-State Communications Co.

845 Chicago Ave., Evanston, Ill.

Phone: DAvis 8-4800

General Manager.....Warren B. Cozzens

Sales Mgr.....Michael J. Cudahy

PRODUCTS: Microwave relay equipment & systems.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.

Phone: BALdwin 4-0367

President.....J. Myron Fulkerson

Purchasing Agent.....E. W. De Laet

Secy-Treas.....J. E. Beery

PRODUCTS: Electronic equipment.

Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.

Phone: LOcust 4-0707

N. Y. Phone: SYcamore 2-3700

PresidentMilton Shapp

Vice Presidents.....Donald Kirk, Jr.,

Henry J. Arbeiter, Caywood Cooley

Asst. to the Pres.....Zalmon H. Garfield,

Sales Manager.....William Miller
Dir. of Pub. Rel.....Daniel Aaron

PRODUCTS: CATV Systems, cable theater, test instruments, preamplifiers and accessories.

E. F. Johnson Co.

Waseca, Minn.

Phone: 990

General Manager.....E. F. Johnson

General Sales Mgr.....E. T. Herbig Jr.

PRODUCTS: Antenna insulators, RF connectors, isolation inductors, inductors.

Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, N. Y.

Phone: FReeport 9-8800

President.....Leonard R. Kahn

V.P. Chg. of Sls.....Kenneth B. Boothe

PRODUCTS: Compatible single-sideband system for AM broadcast transmitters.

Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.

Phone: CALdwell 6-4000

Partner.....Harry R. Foster

Partner, Chief Eng.....Elmo E. Crump

Sales Manager.....John Gilmore

PRODUCTS: Broadcast test equipment.

Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.

Phone: EVergreen 8-2272

General Manager.....Jack Mendelson

Sales Manager.....Benjamin Wax

Prod. Mgr.....L. L. Hechtlinger

Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)

Owens-Illinois Bldg., Toledo 1, Ohio

Phone: CHerry 2-6543

Montclair, N. J. Phone: PIgrim 6-3852

President.....R. H. Mulford

V.P., Gen. Mgr.....J. P. Kearney

V.P., Chief Engr.....F. D. Pinotti

Plant Mgr., TV Plant

(Columbus).....C. E. Reed, Jr.

Sls. Mgr., Electronic Prods. Div.....J. P. Gleason

Mgr. New Products,

Electronic Prods. Div.....G. P. Molloy

PRODUCTS: TV bulbs.

Kimco Sales, Inc.

342 W. 40th St., New York 36, N. Y.

Phone: OXFord 5-3782

Executive-in-charge.....John Newton

PRODUCTS: Representative for Kline iron and steel.

Kline Iron & Metal Co., Inc.

1225 Huger St., Columbus, S. C.

Phone: 4-0301

President.....B. H. Kline

Tower Eng.....J. R. Trotter

PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.



Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.
Phone: COLumbus 5-0130

Vice President.....Herbert A. Kliegl
TV Sales Mgr.....Herbert R. More

PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers including the Rotolector and SAF-PATCH automatically non-arching cross-connecting boards, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards from 2 to 10 scenes as well as preset Memory Boards.

Kollmorgen Optical Corp.

347 King St., Northampton, Mass.
Phone: JUstice 4-0280

President.....E. O. Kollmorgen
Vice-President.....J. C. Milligan
Sales Manager.....William C. O'Donnell

PRODUCTS: Motion picture equipment, TV projection lenses and mirrors, 16 mm projection lenses, custom optical equipment.

Kriss Electronics Corp.

191 Oraton St., Newark, N. J.
Phone: HU 4-3137

President.....Charles J. Kriss
Prod. Mgr.....Emanuel Jasuik
PRODUCTS: TV tubes, cathode ray tubes.

Kuthe Laboratories, Inc.

730 S. 13th St., Newark, N. J.
Phone: BIgelow 2-6000

President.....W. P. Maginnis
Sls. Eng.....H. M. Brady
PRODUCTS: Hydrogen thyratrons.

Ladue Supply, Inc.

8870 Ladue Rd., St. Louis 24, Mo.
Phone: PArkview 5-6490

President.....W. E. Ball
Vice-President.....J. C. Coonrod
PRODUCTS: Cemsteel package TV and radio stations.

Lambda-Pacific Engineering, Inc.

14725 Arminta St., Van Nuys, Calif.
Phone: STate 3-2400

President.....L. W. Mallach
Sls. Mgr.....H. L. Arment
PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

**Lansdale Tube Co.
(Div. of Philco Corp.)**

Church Road, Lansdale, Pa.

Phone: ULysses 5-4681

Vice-Pres., Gen. Mgr.....W. J. Peltz
Gen. Sales Mgr.....C. H. Warshaw
Operations Mgr.....Richard S. Mandelkorn
Gov't. Sls. Mgr.....W. F. Maher
Mgr., Tube Sales.....J. J. Grabiec
PRODUCTS: Transistors, semi conductor diodes, receiving tubes, cathode ray tubes.

Lehigh Structural Steel Co.

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

Gen. Sls. Mgr.....E. A. Murphy
Ch. Eng. (Tower Dept.).....F. H. Taylor
PRODUCTS: Vertical radiators, supporting towers, relay towers.

Liberty Tower Erection Co., Inc.

Box 9123, Oklahoma City, Okla.
Phone: MELrose 7-3381

Pres., Gen. Mgr.....Earl Griffith
Secy.-Treas.....Evelyn Griffith
PRODUCTS: TV towers.

Lymar Engineers, Inc.

1432 N. Carlisle St., Philadelphia 21, Pa.
Phone: STEvenson 7-4450

President.....Edward M. Beeler
Vice-President.....Samuel Sabaroff
Secy.-Treas.....Donald R. Trilling
PRODUCTS: Community TV Antenna Systems, impedance matching devices, amateur radio gear.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: FReside 8-7511

President.....W. E. Stevenson
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineer, Eastern
District.....E. H. Gilbert
Field Engineer, Central
District.....D. S. Frankel
Field Engineer, West Coast
District.....G. J. Taylor
Field Eng.....G. W. Whitney
Sls. Prom. Mgr.....R. N. Rose
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM, TV camera tubes.

Magnasync Manufacturing Co., Ltd.

5546 Satsuma Ave., North Hollywood, Cal.
Phone: STAnley 7-5493

President.....D. J. White
V. P.'s.....W. H. Stutz, J. W. Green
Sls. Mgr.....H. V. Auchstetter
PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

Magnavox Co.

2131 Bueter Rd., Ft. Wayne 4, Ind.
Phone: EAStbrook 9721



EQUIPMENT MANUFACTURERS



Chairman.....Richard A. O'Connor
 President.....Frank M. Freimann
 Vice President.....Edwin S. Pridham
 V.P., Sec'y., Gen. Counsel.Gerard M. Ungaro
 V.P., Treas.....John S. Sturgeon
 V.P., Gen. Mgr., TV-Radio-
 Phonograph Div.....Leonard F. Cramer
 V.P., Dir. TV-Radio-Phono.
 Engr.....J. A. Rankin
 V.P., Gen. Mgr., Gov't.,
 Industrial Divs.....Richard A. Wilson

Magnavox-Spartan

(TV-Radio-Phonograph Division)

V.P., Gen. Mgr.....Leonard F. Cramer
 Asst. to V.P. & Gen. Mgr.,
 Dir. of Publ. Rela.....R. H. Mathews
 V.P., Dir. TV-Radio-Phono.

Engr.....J. A. Rankin
 Chief Engineer.....R. W. Sanders
 Dir. of Merchandising....George H. Fezell
 Adv. Mgr.....Karl H. Carstens
 Sales Prom. Mgr.....Dan Cavalier
 Sales Training Mgr.....Russell J. Deber

PRODUCTS: Radios: AM and AM-FM
 table and console, radio-phonographs and
 combinations, integrated high fidelity systems
 and instruments. Television: stands and con-
 soles without radio; consoles with radio and
 phonograph, color TV.

Marconi Instruments Ltd.

111 Cedar Lane, Engelwood, N. J.
 Phone: LOwell 7-0607

Manager.....R. J. Bailey
 Sls. Mgr.....W. A. Buck
 Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for
 FM mobile radio, measuring instruments
 for bestg. stations, FM/AM signal generators,
 frequency standards, deviation monitors, TV
 sideband analyzers, etc.

Mattison Television & Radio Corp.

10 W. 181st St., New York 53, N. Y.
 Phone: CY 8-1400

President, Treasurer.....Richard Mattison

J. A. Maurer, Inc.

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

President.....Daniel R. Ehrlich
 V.P., Treasurer.....Ben Cohen
 Sec'y.....Herman Cohen
 General Manager.....Donald G. McKay

PRODUCTS: 16mm. professional motion
 picture cameras; 16mm. sound recorders;
 16mm. film phonographs. 16 & 35 mm. Gal-
 vanometers, kinescope recording equipment
 16 mm., rapid processing equipment for 16
 and 35 mm. film.

Maxson Instruments

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.
 Phone:RAvenswood 9-1800

President.....F. H. Rohrig
 Sales Manager.....C. D. Berger
 Chief Engineer.....W. Kram
 PRODUCTS: Langevin Mfg. Corp. audio
 & electronic equipment, amplifiers, and trans-
 formers.

Metropolitan Electric Mfg. Co. (Lumi-Tron Division)

22-50 Steinway St., Long Island City 5, N. Y.
 Phone: AStoria 8-3200

Sls. Manager.....R. Drumbeller
 PRODUCTS: Studio lighting control & fix-
 tures, lighting accessories & power equip-
 ment.

Metzner Engineering Corporation

1041 N. Sycamore, Hollywood 39, Calif.
 Phone: HOLlywood 2-2353

President.....Robert G. Metzner
 V.P., Gen. Mgr.....Robert J. Margolis
 Sls. Mgr.....Will A. Connelly
 Ch. Eng.....Burton W. Farber
 Purch. Agent.....Gloria R. White

PRODUCTS: Transcription turntables,
 transcription arms, tape decks, tape pre-
 amplifier.

Microlab

71 Okner Pkwy., Livingston, N. J.
 Phone: LIVINGston 6-0692

President.....Harry A. Augenblick
 PRODUCTS: Coaxial attenuators, filters,
 dividers, terminations, UHF test equipment.

Microwave Associates

Northwest Industrial Park, Burlington, Mass.
 Phone: BRowning 2-3000

President.....Dana W. Atchley Jr.
 Exec. V.P.....Vess Chigas
 V.P., Res. & Develop.....R. M. Walker
 PRODUCTS: Microwave tubes and wave-
 guide components.

Miles Reproducer Co., Inc.

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

Secretary, Sls. Mgr.....J. M. Kuhlik, Sc.D.
 PRODUCTS: Tech. recorders. Shoulder-
 strap type, self-contained voice recorder for
 interviews.

Minnesota Mining and Mfg. Co.

900 Bush Ave., St. Paul 6, Minn.
 Phone: PRospect 6-8511

Sales Mgr., Magnetic Prod.....Dan Denham
 Sales Mgr., Dist. Trades.....W. H. Madden
 Branch Offices

6850 S. Harlem Ave., Bedford Park, Ill.
 Manager.....R. A. Kelley
 6023 S. Garfield Ave., Los Angeles 22, Calif.
 Manager.....M. D. Benson
 320 Shaw Rd., S. San Francisco, Calif.
 Sls. Mgr.....F. A. Blankenbaker
 700 Grand Ave., Ridgefield, N. J.
 Sls. Mgr.....W. F. Enright
 3700 Forest Park Blvd., St. Louis 8, Mo.



EQUIPMENT MANUFACTURERS



Sls. Mgr. D. A. Gilbert
 2121 Santa Anna Ave., Dallas 28, Tex.
 Sls. Mgr. R. A. Henderson
 367 Grove St., St. Paul 1, Minn.
 Sls. Mgr. C. M. Jacobsen
 1330 Centre St., Newton Center 59, Mass.
 Sls. Mgr. E. F. Gregg
 Box 2012, Buffalo 6, N. Y.
 Sls. Mgr. E. W. Ball
 5698 Rising Sun Ave., Philadelphia 20, Pa.
 Sls. Mgr. J. T. Donahue
 732 Ashby St., N. W., Atlanta 3, Ga.
 Sls. Mgr. G. S. Miles
 4835 Para Dr., Cincinnati, Ohio
 Sls. Mgr. J. J. O'Brien
 12200 Brookpark Road, Cleveland 30, Ohio
 Sls. Mgr. A. D. Steele
 8825 Grinnel Ave., Detroit 13, Mich.
 Sls. Mgr. R. F. Woelfel
 PRODUCTS: Magnetic tape & accessories.

Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.
 Phone: CHapman 5-1086

President. Mrs. Eva Fox
 PRODUCTS: Film cameras and accessories.

Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.
 Phone: OLdfield 4-3660

President Peter Mole
 First Vice-Pres., Treas. W. K. Parker
 Exec. V.P., Secy. E. C. Palmer
 PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

Motorola, Inc.

4545 W. Augusta Blvd., Chicago 51, Ill.
 Phone: SPaulding 2-6500

President. Robert W. Galvin
 Executive Vice-Pres. Daniel E. Noble
 PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.

1451 Gordon St., Hollywood, Calif.
 Phone: HOLlywood 7-3178

President Mark Serrurier
 PRODUCTS: Motion picture film editing equipment.

Musicolor, Inc.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: SU 7-9481

President Maurice Wetzel
 Vice President. Helen Spencer
 Sec'y.-Treas. James M. Spencer, Jr.
 Sls. Mgr. Vic Brown
 PRODUCTS: Colorobot, the machine that paints tunes on a screen, Telecolor Light Mobiles: Telecolor TV Film Library with station breaks and ID's short abstract subjects with sound, and custom-built commercial spots.

Multiplex Services Corporation

Suite 1-A, 160 E. 55th St., New York 22, N. Y.
 Phone: PLaza 3-8965

President. William S. Halstead
 Gen. Mgr. Don Lewis
 PRODUCTS: FM Multiplex transmitters and receivers.

Multi-Tron Laboratory Inc.

4624 Washington Blvd., Chicago 44, Ill.
 Phone: MANSfield 6-7310

President, Ch. Eng. Nicholas Glyptis
 PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

Muntz TV, Inc.

1000 Grey Ave., Evanston, Ill.
 Phone: DA 8-7000

President. W. A. Keil
 Vice-Pres. Jack Simberg
 Treasurer. D. J. Domin
 PRODUCTS: Black and white and color TV sets, AM & FM radio, phonograph, Hi-Fi Units.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
 Phone: CIrcle 6-0348

President John Clemens
 Sec'y.-Treas. Erwin G. Harwood
 PRODUCTS: Crab-Hydroly, Hydroly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.
 Pres., Sales Director. John Sansone
 Sec'y.-Treas., Engr. A. Wasek
 PRODUCTS: Cathode Ray Tubes.

National Video Corp.

4300 W. 47th St., Chicago 32, Ill.
 Phone: CLiffside 4-5600

President. Asher J. Cole
 Sales Manager. Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
 Phone: JUniper 5-8300

President. A. S. Clarke
 Director of Sls. J. F. Whitehead
 Radio & TV Sls. A. D. Babbitt
 PRODUCTS: TR-1 TV Rebroadcast receiver, field intensity meters, phase monitors, video and audio jacks, plugs, jack panels.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
 Phone: JUdson 6-5810

President. Mrs. Oscar F. Neu
 Exec., V.P. Lee E. Jones
 PRODUCTS: Film cabinets and racks,



slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOLlywood 4-1117

PresidentFrank O'Brien
Vice Pres.Leona Smith
Sec'y.-Treas.Wallace Scales
Chief Engr.....Curt Wynn
Sales Mgr.....John Greene

PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

Olesen Rental Co.

1535 Ivar Ave., Hollywood, Calif.
Phone: HOLlywood 5-5194

President.....Stewart S. Romans
PRODUCTS: TV lighting equipment, booms.

Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y.
Phone: BARclay 7-8390

President.....Gunnar A. Olsen
PRODUCTS: Tower Antenna systems installations & maintenance.

Olympic Radio & Television

34-01 38th Ave., Long Island City 1, N. Y.
Phone: EXeter 2-5200

PresidentMorris Sobin
Sp. Asst. to Pres.....Jack Ravdin
Asst. to Pres.....T. W. Buchter
TreasurerLouis Haber
SecretaryA. Cooper
Vice Pres., Eng.....Ben Parzen
V.P., Sales.....Morton Schwartz
V.P., Purchasing.....W. Hegyi
V.P., Mfg.....B. Bordiga
V.P., Govt. Sls., Ind. Prod.....D. Gerstein
Sls. Admn. Mgr.....S. Lipper
Field Sls. Mgr.....M. Auster, S. R. Seltzer

PRODUCTS: Table and portable radios, radio phono combination, table, console and three-way combination TV receivers.

Packard-Bell Electronics

12333 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: Granite 7-6721

Chr. of Bd.....Herbert A. Bell
President.....Robert S. Bell
V.P., Gen. Counsel, Ass't to Pres.
.....W. H. Moore
Sec.-Treas.....Lowell R. Day
Chief Engineer.....O. K. Paddock
V.P. Technical Products.....R. B. Leng
V.P. Eastern Operations.....A. J. Spriggs
V.P., Manufacturing.....Jean Gleis
V.P. Sales.....Kenneth R. Johnson
Sls. Mgr., Home Prod.

Div.....Robert H. Thompson
Dir. Adv. & Sales Prom.....Wm. T. Reedy
V.P. Service Div.....Carl Duffy
Personnel Director.....Robert Hogan
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph Combinations, Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services; Hi Fidelity.

Pacific Mercury Television Mfg. Corp.

8345 Hayvenhurst Ave., Sepulveda, Calif.
Phone: EMpire 2-3131

Chairman, President.....Joe Benaron
Prod. Mgr.....Allan Scharff
V.P., Eng.....Stanley Cutler

PRODUCTS: TV sets.

Page Communications Engineers, Inc.

710-A Fourteenth St., N.W., Wash. 5, D. C.

PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)
620 Depot St., Parkersburg, W. Va.
Phone: 7-4521

President.....W. A. Wood
PRODUCTS: Manufactures and erects TV towers.

Peerless Film Processing Corp.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

Pres., Gen. Mgr.....Kern Moyses

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
Phone: REpublic 1-3111

PresidentLouis Wutke
PRODUCTS: "Pemar" and "Telinc" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
Phone: SAcramento 2-3201

Sls. Mgr.....Irving Rossman
Ch. Eng.....Rubin Shatasvky

PRODUCTS: Portable tape recorders, pre-amplifiers, professional and semi-professional equipment, mike mixers, prerecorded tapes, tape accessories.

Pembrex Theatre Supply Corp.

1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111

President.....Louis M. Wutke
PRODUCTS: PEMARC Arc Rear Projector, PEMINC Mazda Rear Projector.

Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3200

PRODUCTS: Styroflex, Spirafil, Foamflex coaxial cable.



EQUIPMENT MANUFACTURERS



Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

ChairmanWilliam Balderston
President.....James Skinner, Jr.
Exec. V.P., Oper.....Joseph H. Gillies
Exec. V.P., Cons. Prod.....Larry F. Hardy
Exec. V.P., Marketing.....John M. Otter
Exec. V.P., Res. & Eng.....Leslie J. Woods
V.P., Sls. Prom.....Raymond B. George
Dir. of Pub. Rel.....Robert M. Jones
Adv. Dir.....Max Enelow

TV Division

Vice-Pres., Gen. Mgr.....Henry Bowes
Sls. Mgr.....Gibson Kennedy

Home Radio Division

General Manager.....James Shallow
Sales Manager.....Leonard Gross

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Hi-Fidelity phonograph.

Philmore Manufacturing Co., Inc.

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

President.....M. L. Granat
Vice-President.....Gary Granat
Chief EngineerWm. Lipson
TreasurerMurray Granat
Sec'y-Sls. Mgr.....Jerry Granat
Office Mgr.....Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use.

Pilot Radio Corp.

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

PresidentIsidor Goldberg
Exec. Vice-President.....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
V.P. Sales Manager.....L. M. Sandwick
Purchasing Agent.....Paul Lefko
Asst. Nat'l Sls. Mgr.....I. I. Needle
Adv. Sls. Prom. Mgr.....A. Platt
Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable phonographs; Hi-Fi console phonographs, Hi-Fi radio-phonographs, stereo components; amplifier, preamplifier.

Pioneer Electronics Corp.

2235 S. Carmelina, Los Angeles, Calif.
Phone: BRadshaw 2-8053

President.....L. M. Perrish
V.P., Gen. Sales Mgr.....Z. Goodman

PRODUCTS: Manufacturers of TV picture tubes.

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe
Exec. V.P.....P. H. Odessey
Sls. Mgr.....A. A. Goldberg

PRODUCTS: Monitors, color and black and white; wave form monitors, TV monoscope signal sources, composite sync generators, color bar generators, color slide scanners, color cinecons, TV distribution amplifiers.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.
Phone: KEarny 2-8600

Pres., Gen. Mgr.....L. A. Bondon
Sales Manager.....J. F. Cosgrove

PRODUCTS: Coaxial transmission line.

Racine Tower Construction Co.

47 Center St., Brandon, Vt.
Phone: 85

PresidentEmile Racine
Gen. Mgr.....Edgar S. Crosby
Sec-Treas.....Philip C. LaPorte

SERVICE: Tower erection—microwave installation.

Radiant Mfg. Corp.

8220 N. Austin, Morton Grove, Ill.
Phone: CRawford 7-6300

President.....H. E. Eller
Sales Vice-Pres.....Herschel Feldman

PRODUCTS: Projection screens.

Radio Construction Co., Inc.

550 Grant St., Pittsburgh, Pa.
Phone: COurt 1-1712

PRODUCTS: Tower erection.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.

Phone: COlumbus 5-5900

Ch. of the Board..Brig. Gen. David Sarnoff
President.....John L. Burns

Ch. Exec. Comm. of Bd...Frank M. Folsom
Sr. Exec. Vice-Pres.....E. W. Engstrom

Industrial Electronic Products

Exec. V.P., Gen. Mgr.....T. A. Smith
Pres., RCA Comm., Gen. Mgr., Telecomm.

Div.T. H. Mitchell
Mgr., Ind. Elec. Marketing Dept.

.....A. R. Hopkins
Chief Engineer.....G. H. Brown

Mgr., Prod. Dept.....H. R. Swartz
Mgr. Personnel.....W. R. Fitzpatrick

Controller.....J. J. Graham
Mgr., Best. & TV Equip. Dept...E. C. Tracy

Mgr., Comm. Prod. Dept.....C. M. Lewis
Mgr., Thea. & Ind. Prod. Dept...H. M. Emlein

Mgr., Bizmac Marketing.....L. F. Jones

Electronic Components

Exec. V.P.....W. W. Watts

Electron Tube Division

415 S. 5th St., Harrison, N. J.
V.P., Gen. Mgr.....Douglas Y. Smith

Mgr., Admin.....W. H. Painter



EQUIPMENT MANUFACTURERS



Controller.....P. W. Hofmann
 Mgr., Enter. Tube Prod.....J. B. Farese
 Chief Engineer.....G. R. Shaw
 Purch. Agent.....T. J. Scanlon
 Mgr., Personnel.....L. A. Kameen
 Gen. Comm. Mgr.....L. S. Thees
 Mgr., Dist. Products.....L. F. Holleran
 Mgr., Ind. Tube Prod.....C. E. Burnett
 Mgr., Kinescope Oper.....H. R. Seelen
 Mgr., Adv. & Sls. Prom.....H. S. Stamm
 Mgr., Market Planning, Kine...C. W. Taylor
 Mgr., Merchandising.....H. F. Bersche
 Mgr., Market Planning, Rcvg. Tubes
K. G. Bucklin
 Mgr., Admin. & Controls...G. C. Brewster
 Mgr., Marketing - Enter. Tube Oper.
M. J. Carroll
 Mgr., Mfg. Rcvg. Tube Oper...H. A. DeMooy
 Mgr., Mfg. Ind. Tube Prod....E. M. Wood
 Mgr., Merch. Coordination...G. G. Griffin
 Mgr., Merch. Parts & Equip...J. J. Kearney
 Mgr., Ind. Sls. & Tube Prod...M. Markell
 Mgr., Marketing, Ind. Tube Prod.
G. W. Duckworth
 Mgr., Contract Admin.....J. T. Wilson
 Mgr., Sls. Eng., Dist. Sls....H. C. Vance
 Mgr., Field Sls., Dist. Sls. Prod.K. B. Shaffer
 Mgr., Dist. Sls.....D. S. Branigan
 Adm., Market Planning, Microwaves
V. C. Houck
 Adm., Comm. Coordination..H. S. Gwynne

Components Division Camden, N. J.

Gen. Mgr.....William T. Warrender
 Controller.....H. M. Miller
 Mgr., Personnel.....C. E. Sharp
 Chief Engineer.....B. V. Dale

Consumer Products

Exec. V.P.....Robert A. Seidel

RCA Victor Television Division Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....C. P. Baxter
 Oper. Mgr.....G. K. Bryant
 Purch. Agent.....J. B. Davidson
 Gen. Sales Mgr.....J. P. Bannon
 Chief Engineer.....D. D. Cole
 Gen. Plant Mgr.....W. E. Albright
 Mgr. of Merch.....A. B. Mills
 Controller.....F. R. Demmerly
 Adv. & Sales Prom. Mgr.....J. M. Williams
 Mgr., Prod. Develop.....H. M. Rundle
 Mgr., Personnel.....P. R. Slaninka

RCA Victor Radio and "Victrola" Division Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....James M. Toney
 Gen. Sales Mgr.....Louis J. Collins
 Controller.....O. D. Center
 Chief Engineer.....J. L. Franke
 Mgr., Prod. Dept.....Thomas S. Weeks
 Mgr., Merchandising.....A. R. Baggs
 Purch. Agent.....W. S. Strout

RCA Victor Distributing Corp.

Offices in Chicago, Detroit, Buffalo, Kansas City, Davenport, Ia., Los Angeles, and Wichita.
 President.....W. M. Norton
 V.P. Oper. Control & Sec.-Treas...J. A. Curl

V.P. Los Angeles Branch....H. C. Chapman
 V.P. Detroit Branch.....N. A. Corbett
 V.P. Chicago Branch.....C. A. Malin
 V.P. Buffalo Branch.....E. L. Dodelin
 V.P. Kansas City Branch.....E. E. Hart
 V.P. Davenport Branch...L. A. Baumgartner
 Mgr. Wichita Branch.....G. H. Bahl

RCA Victor Record Division 155 E. 24th St., New York, N. Y.

V.P., Gen. Mgr.....G. R. Marek
 Mgr., Record Oper. Dept.....James Davis
 Mgr., Single Records Dept....J. Y. Burgess
 Mgr., Record Albums Dept...W. W. Bullock
 Gen. Plant Mgr.....A. L. McClay
 Mgr., Custom Records.....Emmett B. Dunn
 Purch. Agent.....R. Bradel
 Mgr., Advertising.....W. I. Alexander
 Controller.....H. A. Kelleher
 Mgr., Artists & Rep. Single
 Records.....S. H. Sholes
 Mgr., Red Seal Artists & Rep.....A. Kayes

PRODUCTS: Television receivers: table and console models; console color TV receivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

Radio Engineering Laboratories, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.
 Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
 V.P. & Sales Mgr.....F. A. Gunther
 V.P. & Research Dir.....J. R. Day
 Vice President.....Joseph Behr
 Chief Engineer.....Joseph E. Tennis
 Treasurer.....James A. Cronin
 Sec.....C. R. Runyon, III.
 Ind. Rel. Mgr.....James J. Kelly
 Purchasing Agent.....W. J. Dunne

PRODUCTS: AM-FM and TV aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 mc; FM tuner, 88-108 mc; military equipment.



Radio Receptor Co., Inc.

240 Wythe Ave., Brooklyn 11, N. Y.
Phone: EVergreen 8-6000

PresidentHugo Cohn
V.P.Ralph Mendel, Adm. Joseph J. Clark
Sec'y.-Treas.Harold Zeamans

PRODUCTS: Industrial TV systems.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmiboldt 5-2550

PresidentR. H. Ranger
V.P., Chg. Eng.C. C. Legreid
SecretaryHarold Gallina
BuyerJay Boyer
Sales ManagerR. E. Lewis

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film; Dubbers; Stereophonic sound.

Rauland Corp.

(Subsidiary of Zenith Radio Corp.)

4245 N. Knox Ave., Chicago, Ill.
Phone: MUltberry 5-5000

PresidentE. N. Rauland

Raven Screen Corp.

124 E. 124th St., New York, N. Y.
Phone: LEhigh 4-8408

Sec'y.-Treas.Ernest D. Reif
ManagerFred Rose
EngineerWerner Hermann

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

Raytheon Manufacturing Co.

5921 W. Dickens Ave., Chicago 39, Ill.
Phone: BErkshire 7-7000

PresidentC. F. Adams
Exec. V.P.H. F. Argento
Sr. Vice Pres.P. L. Spencer
Merchandising Mgr.Cliff Knoble
Advertising Mgr.C. L. Petersen

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.

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

PresidentHazard Reeves
Exec. Vice Pres.Frank B. Rogers, Jr.
Vice Pres.Wm. H. Deacy
SalesGeorge Bassett,
Thomas R. Winters

Adv. Mgr.Thomas Dempsey
PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock styli.

Rek-O-Kut Company, Inc.

38-19 108th St., Corona 68, N. Y.
Phone: DEfender 5-3500

Pres.George Silber
Dir. of Sls.Avery Yudin
Dir. of Adv.Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythm-master, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Rondine turntable series and Recitalists portable PA system & Rondine Tone arms.

Resdel Engineering Corp.

330 S. Fair Oaks Ave., Pasadena, Calif.
Phone: RYan 1-7689

Pres., Gen Mgr.H. K. Abajian
PRODUCTS: Electronic measuring equipment.

Resitron Laboratories, Inc.

2908 Nebraska Ave., Santa Monica, Calif.
Phone: EXbrook 3-5217

PresidentV. E. DeLucia
PRODUCTS: Camera tubes for TV bestg. Vidicon tubes for following purposes—Ultra Violet Microscopy, Infra Red, Radiation Vidicons for use in Atomic Piles, Sub-Miniature Vidicons (RL 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RL-6912.

Roberts Electronics, Inc.

1028 N. La Brea Ave., Hollywood 38, Calif.
Phone: HO 2-2353

PresidentRobert Craig
Vice-Pres.Robert C. Metzner
Sales Mgr.Frederick A. Lyman

PRODUCTS: Roberts recorder (portable semi-professional tape recorder) with Hysteresis Synchronous Motor.

Roland Radio Corp.

716 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: MT. Vernon 4-1500

Gen. Sales Mgr.P. Featherstone
PRODUCTS: Radio receivers.

Howard W. Sams & Co., Inc.

2201 E. 46th St., Indianapolis 5, Ind.
Phone: CLifford 1-4531

PRODUCTS: Special products and special services. Product testing, engineering analysis, quality control test programs, comparative evaluation.

Schafer Custom Engineering

235 S. Third St., Burbank, Calif.
Phone: TH 5-3561

PresidentPaul C. Schafer
Vice-Pres.Lee Hudson
Chief Eng.William N. Amidon
PRODUCTS: Remote control equipment, automatic logging, automatic programming,



semi-automatic tape cartridge programming equipment.

Self Winding Clock Co., Inc.

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

Sales Mgr. Maurice P. Colucci
PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit.

Semco Electronics Co.

8407 S. Hoover St., Los Angeles, Calif.
Phone: PLasant 2-7657

Owner G. Korkos
PRODUCTS: Semco remote control TV sets and remote controls.

Semiconductor Products

Long Branch, N. J.
Phone: CApital 2-6220

Manager Dr. W. C. Caldwell
Marketing Mgr. Dr. R. R. Meijer
PRODUCTS: Transistors and silicon power rectifiers.

Semon Bache & Co.

(See Page 1245)

Sentinel Radio Co.

(Div. of Magnavox Co.)

2131 Bueter Rd., Ft. Wayne, Ind.
Phone: EAstbrook 9721

President Frank Freidmann
V.P., Gen. Mgr. Leonard F. Cramer
Nat. Sales Mgr. Verne Roberts
PRODUCTS: Radio receivers.

Setchell Carlson Inc.

New Brighton, St. Paul 12, Minn.
Phone: MELrose 3-3131

Pres., Gen. Mgr. B. T. Setchell
V.P. & Off. Mgr. A. P. Chermak
Sec'y., Treas., Chief Mech. Eng. C. Donald Carlson
Sales Admns. H. E. Tyler, R. G. Chermak, D. E. Bursell
Adv. Mgr. W. C. McKnight
Elect. Engrs. Fred Melius, Chas. Gates
PRODUCTS: TV receivers and electronic equipment.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrrest 7-2535

Owner Tom Shields
PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

Eugene Singer Electronics Co.

(Closed Circuit TV Div.)
5397 Poplar Blvd., Los Angeles 32, Calif.
Phone: CApital 5-5705
N. Y. Phone: WISconsin 7-0768

President Eugene Singer
Vice Pres. E. E. Reed, F. Bunlard

Sec'y & Treas. D. Jubelier
Audio-Visual Sls. Donald Reed

PRODUCTS: Singer Prizomatic TV Projectors. Equipment for closed-circuit meetings.

Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.
Phone: WAtkins 4-7060

President Arthur Levey
Secretary-Treas. Frank V. Quigley
Dir. of Subscribervision W. J. Shanahan
Services Offered: Electronic equipment, subscriber-vision research and development TV and electronics.

Sonora Radio & TV Corp.

2023 W. Carroll Ave., Chicago, Ill.
Phone: HA 1-6330

President T. F. Kelly
PRODUCTS: Radio, TV receivers.

Sonotone Corp.

Box 200, Elmsford, N. Y.
Phone: LYric 2-6400

President I. I. Schachtel
PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0440

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 7-2124

President, Gen. Mgr. J. A. Tanney
Vice-Pres., Sales Mgr. Oscar Lightstone
Vice-Pres. Dominic Capano
Sales Prom. Mgr. Mitchell A. Radin
PRODUCTS: Film editing, developing, printing machines; motion picture production equipment, preview equipment and SOS Magnetic Head Attachment for preview projectors.

Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.
Phone: ALgonquin 4-5400

Chairman Fitzroy Kennedy
President & Treas. Donald Spencer
Sales Manager W. K. Headley
PRODUCTS: Community antenna and industrial TV systems.

Stainless, Inc.

Third St., North Wales, Pa.
Phone: OXBow 9-4871

President Walter L. Guzewicz
Vice-President Henry J. Guzewicz
Sales John F. Guzewicz, John S. Fisher
PRODUCTS: Self-supporting 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
PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies;



Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder reproducer for tape; self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 15 tracks for communications recording, Model CRM15. Preamplifier mixer, 4-channel, all transistor, Model AM7 500 Watt, 117 Volt power supply to furnish tuning fork-controlled 60 cycle or variable frequency output from 40 to 90 cycles; Model V1B.

Standard Electronics Division Radio Engineering Labs, Inc.

29-01 Borden Ave., Long Island City 1, N. Y. Phone: SStillwell 6-2100

President.....H. D. Runyon Vice-Pres., Gen. Mgr.....W. H. Zillger Mgr. TV Engr.....H. R. Smith Mgr. Customers Ser.....W. H. Rappolt

District Sales Engineering Managers

District Sls. Eng. Mgr.....J. T. Campbell 1026 17th St., N.W., Wash 6, D. C. Phone: REpublic 7-2246

Dist. Sls. Eng. Mgr.....L. E. Pett 432 So. Curson, Los Angeles 36, Calif. Phone: Webster 1-4382

Dist. Sls. Eng. Mgr.....R. C. Hutchins Preemption, Ill. Phone: 42

Dist. Sales Eng. Mgr.....H. D. Peckham 288 Creksid Dr., Palo Alto, Calif. Phone: YOrkshire 8-1281

Export Sales

CBS International

485 Madison Ave., New York, N. Y. Phone: PLaza 1-2345

Canadian Sales

Pye Canada, Ltd.

Toronto, Ontario, Canada

PRODUCTS: TV Transmitters (VHF) Channels 2 to 13. 500 Watt—10 Kw.—25 Kw. —50 Kw. TV Amplifiers (same as above). Diplexers, dummy loads, harmonic filters, color notch filters (3.58mc), control consoles, sync generators, demodulators, AM-FM custom built transmitters.

Stephens Trusonic Inc.

8538 Warner Dr., Culver City, Calif. Phone: TEXas 0-6671

PresidentBert Berlant

PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stereovision, Inc.

500 Fifth Ave., New York, N. Y. Phone: LOngacre 4-6836

PresidentFred Pittera V.P. & Tech. Dir.....Dr. Carroll H. Berill Secy.-Treas.Solfred Maizus Stereoptics Cons.....R. Fawn Mitchell Gen. Counsels.....S. D. Reidel, J. W. M. Rutenberg

PRODUCTS: 3D-TV films and manufacturers of Optical devices, stereo lenses.

Strong Electric Corp.

87 City Park Ave., Toledo, Ohio Phone: CHerry 8-3741

President.....Arthur J. Hatch Vice Pres.....Harold E. Brown Asst. Sec'y.-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

Sylvania Electric Products, Inc.

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

Chairman, President.....Don G. Mitchell V.P., Electronic Tube

Oper.....Matthew D. Burns V.P., Ind. Rel.....Cole H. Pilcher V.P., Engineering

Oper.....Howard L. Richard V.P., Marketing.....B. K. Wickstrum V.P., Pub. Rel.....George W. Griffin, Jr.

Dir. of Adv.....Tery P. Cunningham Dir. of Sls. Prom.....Bernard O. Holsinger Mgr., Electronic Products

Sls.....Donald W. Gunn

Radio and TV Division

700 Elliott St., Batavia, N. Y. Phone: BAtavia 3470

Vice Pres., Radio-TV Oper.....Marion E. Pettegrew Gen. Sales Mgr.....Robert L. Shaw

PRODUCTS: Television sets, home radio sets, portable radios, record players (high fidelity).

Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind. Phone: 7251

PresidentSarkes Tarzian Comm. Manager.....Dan Meadows

PRODUCTS: TV transmitters.

Technicraft Laboratories, Inc.

Thomaston-Waterbury Rd., Thomaston, Conn. Phone: ATlas 3-4315

Pres., Gen. Mgr.....Francis T. Eddy V.P., Tech. Dir.....Alton R. Anderson Sales Mgr.....Robert F. Carleton Mgr. of Mfg.....James R. Nye

PRODUCTS: Rectangular, ridge and circular, rigid and flexible waveguides and waveguide components, test equipment and systems.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y. Phone: ULster 5-3535

PresidentL. Lazoff Gen. Mgr.....R. Lazoff Sales Manager.....P. H. Witte

PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps radios.



EQUIPMENT MANUFACTURERS



Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.
Phone: 4-4446

President.....J. R. Popkin-Clorman
Exec. V.P.....S. Dubin
Vice-Pres., Sales.....H. C. Riker
Chief Engineer.....Saul Decker
Comptroller.....B. Dabowski
Prod. Mgr.....D. Birnham
Govt. Sales.....L. Bailey

Western Engineering Div.

13635 Victory Blvd., Van Nuys, Calif.
Phone: ST 2-7479

Director.....S. Krinsky

PRODUCTS: Color & monochrome generating test equipment; studio equip. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras, "Trinescope" Color TV Kine-Recording monitor.

TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.
Phone: JUdson 2-3800

Chairman, Pres.....Irving B. Kahn
V. P. Sales.....Herbert W. Hobler
V.P. Engineering.....Hubert J. Schlafly, Jr.
V.P., Group Comm.....W. P. Rosensohn
Sales Mgr.: TV & Film.....Don Redell
Sls. Mgr., Staging Service.....W. Marsh
Sales Mgr. Equipment.....J. Blair
Acc. Execs.....Bart Swift, Hubert Wilke,
Chuck Barris.

Dir. of Adv.....Alfred N. Greenberg
Bus. Mgr.....Robert N. Rosencrans

Branch Offices

357 N. LaBrea, Los Angeles, Calif.
Phone: WEbster 6-6195

V.P. West Coast.....Fred Barton
Manager.....George Kane

177 N. State St., Chicago, Ill.
Phone: FRanklin 2-8826

Manager.....Ted Boiseum
1346 Connecticut Ave., Washington, D. C.
Phone: COlumbia 5-3161

Manager.....Robert Doyle
720 New Center Bldg., Detroit, Mich.
Phone: TRinity 1-2900

Manager.....Frank Noble
447 Jarvis St., Toronto, Canada
Phone: WALnut 2-2130

Pres., TelePrompTer of
Canada.....Spence Caldwell

PRODUCTS: TelePrompTer and accessories, cueing equipment for film, live TV, TV stations, public speaking; Telepro 6000 rear screen remote controlled projection; Teleration, for automatic cueing; lights, Telestage, miscellaneous studio devices, sound systems, lecterns, large screen closed-circuit TV.

Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.
Phone: BISHop 7-3841

President.....E. E. Arkin
PRODUCTS: Private label TV sets.

Tele-Ray Tube Co., Inc.

984 Saw Mill River Rd., Yonkers, N. Y.
Phone: 5-8950

Chairman.....S. W. Muldowny
PRODUCTS: Tubes.

Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.
Phone: CY 9-1900

President.....B. Berger
Secretary.....I. Rothman
PRODUCTS: Radios.

Telescript-CSP Inc.

263 W. 69th St., New York, N. Y.
Phone: TRafalgar 4-7272

President.....Robert P. Swanson
V.P. Sales.....Curtis R. Howard
PRODUCTS: TV and film studio prompting equipment.

Television Associates of Indiana, Inc.

E. Barker Ave., Lakeland, Michigan City, Ind.
Phone: TRiangle 4-7207

President.....W. C. Eddy
PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.
Phone: MIchigan 2-2281

President.....M. A. Behrend
Vice-Pres.....Jack Behrend
Secretary.....Jean Behrend
PRODUCTS: Speedi-Q, film cue marker which punches 4 holes at one time.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-2334

President.....K. A. Jenkins
Sec'y Treas.....L. Jenkins
Traffic Mgr.....Carman Laurino
Latin American Representative
G. A. Vasseur

Calle 9 No. 251, Vedado, Havana, Cuba
Canadian Representative
447 Jarvis St., Toronto

PRODUCTS: Rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

Television Transmission Co.

301 Peru St., Peru, Ill.
Phone: 1106

Vice-President.....Earle S. Nelson, Sr.
V.P., Mgr.....Earle S. Nelson, Jr.



Chief Engineer.....J. A. Biggs
PRODUCTS: Community antenna systems
and industrial TV components.

Television Utilities Corp.

112-33 Colonial Ave., Corona 68, N. Y.
Phone: TW 8-1000

President.....A. E. Siegel
Vice-President.....Charles Odom
Design Eng.....Frank P. Vanaman

PRODUCTS: TV video monitors; video
line and distribution amplifiers; 17 inch pulse
cross monitors; industrial TV sync genera-
tors; all above equipment used in broadcast-
ing and closed circuit TV, Video flying spot
scanners for 2" x 2" slides. 6" x 8" slides and
16 millimeter sound on film motion pictures.

Television Zoomar Corp.

500 Fifth Ave., New York, N. Y.
Phone: BRyant 9-5835

President.....Jack A. Pegler
Treas.....Frank G. Back

PRODUCTS: Studio Zoomar lens, uni-
versal Zoomar lens, field Zoomar lens.

Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.
Phone: WEbster 3-1600

President.....J. Roemisch
V.P., Sales Mgr.....E. W. Brinkerhoff
Chief Eng.....D. L. Schacher

PRODUCTS: Test equipment for TV, stu-
dio equipment for monochrome & color.

TNT Tele-Sessions, Inc. &
Theatre Network Television, Inc.

575 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-3220

President.....Nathan L. Halpern
Dir. of Pgms.....Marc Daniels
Dir. of Oper.....Edward F. Addiss, Jr.
Eastern Sales Mgr.....J. B. O'Connor
Central Sales Mgr.....Gordon N. Morford
Midwest Sales Mgr.....Fred V. Davis
Western Sales Mgr.....Douglas George
Services Offered: Closed-circuit TV for
business, industry, and entertainment.

Thompson Products Inc.

2196 Clarkwood Rd., Cleveland, Ohio
Phone: HEnderson 16765
(Electronics Division)

Manager.....J. W. Davidson
Sales Mgr.....F. J. Weihmiller
PRODUCTS: TV transmitter switches, dis-
tributed through Andrew Corp., Chicago.

Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa
Phone: 5-7653

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

Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.
Phone: HArrison 7-9151

President.....Joe Friedman
Asst. To President.....Harold J. Schulman
Gen. Sales Mgr.....Ed C. May
Adv. Mgr.....Bob Cohen
Vice-Pres., Mfg.....Ellis Friedman

PRODUCTS: Radio, TV, Phonograph, Hi-
Fi.

Transitron, Inc.

186 Granite St., Manchester, N. H.
Phone: NAtional 5-9701

President.....S. K. Lackoff
Vice-Pres., Eng.....R. H. Baer

PRODUCTS: Electronic test equipment,
communications equipment, Hi-Fi equipment,
components test equipment.

Trans-Lux Corporation

625 Madison Ave., New York 22, N. Y.
Phone: PL 1-3110

President.....P. E. Furber
Vice President.....A. Giles
Sales Dir.....B. Roth

PRODUCTS: Rear projection screens,
background scenery projectors, screen frames
and tripods.

John D. Trilsch, Inc.

Box 14201, Houston 21, Texas
Phone: REpublic 4-2545

President.....John D. Trilsch
Vice President.....George M. Patrick
Secretary.....R. M. Thornton, Jr.

PRODUCTS: Radio, microwave and tele-
vision towers.

Truscon Steel Division

Republic Steel Corp.
1315 Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211

Gen. Mgr., Sales.....C. B. McGehee
Mgr., Sls. Tower Prod.....J. D. Kirkwood

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

Tung-Sol Electric Inc.

95 Eighth Ave., Newark 4, N. J.
Phone: HUmboldt 2-4200

Chairman.....H. W. Harper
President.....Louis Rieben
Exec. Vice-Pres.....Milton R. Schulte
Vice-Pres., Sales.....G. W. Keown
Gen. Sales Mgr.....J. D. Van der Veer

PRODUCTS: Tubes, lamps.



Union Switch & Signal Div.

(Westinghouse Air Brake Co.)

1789-1807 Braddock Ave., Pittsburgh, Pa.

Phone: CHurchill 2-5000

Vice-Pres., Gen. Mgr.....A. M. Wiggins
Mgr., Apparatus Sales.....P. K. Eckhardt

PRODUCTS: Low frequency control and communication for TV tower elevators, audio tone remote control systems, transistorized telephones.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.

Phone: LIncoln 3-2705

Sales Manager.....F. A. Wilkins

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, Bogen, Pultec 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.

Vacuum Tube Products Co., Inc.

2020 Short St., Oceanside, Calif.

Phone: SAratoga 2-7648

President.....H. W. Ulmer
Vice Pres.....James J. Sutherland
Purch. Agent.....L. J. Huking

PRODUCTS: Special cathode ray tubes, Xenon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

Vallen Inc.

225 Bluff St., Akron, Ohio

Phone: BLackstone 3-4933

President.....E. J. Vallen

PRODUCTS: Vallen panorama track, all-steel and aluminum tracks, electric curtain controls.

Victor Animatograph Corp.

(Division of Kalart)

Plainville, Ohio

Phone: SHerwood 7-1663

N. Y. Phone: JU 2-5170

President.....Hy Schwartz
Vice-President.....Horace O. Jones
Treasurer.....Morris Schwartz

PRODUCTS: Victor 16mm. sound motion picture proj., Soundview 35mm. filmstrip and sound slide projectors.

Visual Electronics Corp.

342 W. 40th St., New York 18, N. Y.

Phone: LOnacre 4-0518

President.....James B. Tharpe
Vice-President.....John P. Gallagher
Secretary.....Herbert Bloomberg
Mgr., Closed Cir. Oper.....M. A. Mayers
Chief Eng.....F. Cecil Grace

PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, lower power installations and TV studio equipment, specialize in designing custom engineered TV systems. Mfrs. and distributors of Orth Saver.

Ware Coupling and Nipple Co.

5 Milner St., Ware, Mass.

Phone: 905

President.....D. W. Howe, Sr.

PRODUCTS: Conelrad alarm, remote control equipment.

Westbury Electronics, Inc.

300 Shames Drive, Westbury, N. Y.

Phone: EDgewood 4-8300

President.....H. B. Abajian
Prod. Mgr.....H. C. Cochran
Gen. Sales Mgr.....Harry R. Clark
Ind. Sales Mgr.....V. J. Lombardo
Purch. Agent.....William J. McBride
Chief Eng.....Edward Caldicott

PRODUCTS: Line amplifiers, bridging amplifiers, broad band amplifiers, power supplies, chain amps. substitution oscillator, power line filters, line splitters, attenuator pads, connectors, equalizer attenuator, coring tool set, tap offs, variable attenuator, faders, high voltage supply.

Westinghouse Electric Corp.

(Television-Radio Division)

Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.

Phone: LLiberty 8-5000

Vice-Pres.Chris Witting
Gen. Mgr.....E. J. Kelly



Asst. Gen. Mgr. G. C. Larson
 Works Mgr. R. A. Schieber
 Gen. Sales Mgr. T. B. Kalbfus
 Sales Mgr., TV. R. M. Fichter
 Sales Mgr., Radio. C. J. Urban
 Sales Mgr., Hi-Fi. R. H. G. Mathews
 Service Mgr. K. H. Brown
 Adv. & Sales Prom. Mgr. R. W. Johnson
 Eng. Mgr. N. S. Kornetz
 Purchasing Agent. L. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

Weston Electrical Instrument Corp.

Subsidiary of Daystrom, Inc.
 614 Frelinghuysen Avenue, Newark 12, N. J.
 Phone: BIGelow 3-4700
 Mgr. Elec'l. Sls. R. K. Putnam

Branch Office

205 W. Wacker Dr., Chicago 6, Ill.
 Phone: FR 2-4656
 Sales. C. G. Miller
 50 Church St., New York 7, N. Y.
 Phone: WOrth 4-3510
 Sales. W. J. Healey
 701 Pennsylvania Bldg., 425 13th St., N.W.,
 Washington, D. C.
 Phone: DIstrict 7-3636
 Sales. L. F. Parachini

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

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
 Phone: HUnter 2-7876
 President. Harold A. Wheeler
 Chief Eng. David Dettinger

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

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
 Phone: WOOdlawn 4-4912
 President. R. G. Wickes

PRODUCTS: Color Coder (Encoder); Interlace Signal Generator; Color Bar Generator, Convergence Dot Generator, Multi-Burst Generator, Amplitude Linearity Tester, Video

Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

Wind Turbine Co.

E. Market St., West Chester, Pa.
 Phone: 3110

President. R. W. Weeks
 PRODUCTS: AM vertical radiators, FM receiving antennas, towers for support of FM and TV transmitting antennas—supply and installation.

Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.
 Phone: COngress 6-1000

President. E. A. Springer
 Vice-President. A. A. Wollensak
 PRODUCTS: TV & motion picture camera lenses.

Zane Construction Co., Inc.

18 Northfield Ave., West Orange, N. J.
 Phone: ORange 3-2576

President. H. Bernard Zane
 PRODUCTS: Tower erection and maintenance.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
 Phone: BERkshire 7-7500
 N. Y. Phone: PLaza 1-3700

Pres. and Gen. Mgr. E. F. McDonald, Jr.
 Exec. V-P. Hugh Robertson
 V-P and Dir. of Sales. Leonard C. Truesdell
 V-P in Chg. of Eng. G. E. Gustafson
 V-P in Chg. of Prod. Donald MacGregor
 V-P Advertising. Erik Isgrig
 V.P. in Chg. Indust. Rel. J. M. Ferren
 V-P & Gen. Counsel. J. S. Wright
 V-P Distribution. C. J. Hunt
 V-P and Treas. S. Kaplan
 V-P in Chg. of Purchases. J. E. Anderson
 V-P in Chg. of Res. Dr. Alexander Ellett
 V-P, Patents. Francis W. Crotty
 V-P, Export. John A. Miguel, Jr.
 Secty. and Asst. V-P. Karl E. Hassel
 Asst. V-P. J. E. Brown
 Asst. Treas and Asst. Secty. J. Kuhajek
 Asst. Secty. H. M. Chesser
 Indust. Rel. Dir. J. M. Ferren
 Public Relations Director. Ted Leitzell

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-Phono Combination: AM table, AM, AM-FM console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Table and console, also AM-FM radio-phonograph combination. Hi-Fi record players; hearing aids.

RADIO

**COMMERCIAL
AM PROGRAMS
OF 1957**



**PROGRAM TITLES
SPONSORS
NETWORKS
ADVERTISING AGENCIES**

ANNUAL

1958

COMMERCIAL AM PROGRAMS OF 1957

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1957. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABN, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Affairs of Dr. Gentry	American Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun
	Anahist Co. (Cold Remedies)		Ted Bates & Co.
	Best Foods Inc. (Fannings Pickles)		Dancer-Fitzgerald-Sample
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Procter & Gamble (Gleem)		Compton Advertising
	Standard Brands Inc. (Instant C&S Coffee)		Compton Advertising
	Standards Brands Inc. (Royal Dessert)		Ted Bates & Co.
	Swift & Co. (Allsweet)		J. Walter Thompson
Allen, Mel Amos 'n' Andy Music Hall	Allstate Insurance Co. 5-minute participation, "Impact" plan	ABN CBS	Leo Burnett Co.
	Anderson, The Herb Oscar Show	Foster Milburn H. J. Heinz The Nestle Co., Inc. Sterling Drug, Inc.	ABN Street and Finney Maxon, Inc. Bryan Houston Compton Advertising

B

Back to God Backstage Wife	Christian Reformed Church 7½ minute unit participation by: Bristol Myers Co.	MBS CBS	Stoetzel & Assocs., Inc. Doherty, Clifford, Steers & Shenfield Ted Bates & Company Ted Bates & Company J. Walter Thompson
	Carter Products Inc. Colgate-Palmolive Peet The Mentholatum Co. and others		
Bancroft, Griffing and the News	Aero Mayflower Transit Co., Inc.	CBS	Caldwell, Larkin & Sidener- Van Riper



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY		
Bandstand	American Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun		
	Anahist Co. (Cold Remedies)		Ted Bates & Co.		
	Best Foods Inc. (Fannings Pickles)		Dancer-Fitzgerald-Sample		
	Calgon Inc. (Calgon)		Ketchum, MacLeod & Grove		
	Carter Prod. (Arrid, Little Liver Pills)		Ted Bates & Co.		
	General Foods (Inst. Postum)		Young & Rubicam		
	General Foods (Jello)		Young & Rubicam		
	H. J. Heinz Co. (Best of 57 record)		Maxon, Inc.		
	Hotpoint Co. (Electrical Appliance)		Maxon, Inc.		
	Norwich Pharm. Co. (Pepto Bismol)		Benton & Bowles		
	Pan Amer. Coffee Bureau (Coffee)		Robert W. Orr & Assoc.		
	Procter & Gamble (Gleem)		Compton Advertising		
	RCA (RCA Records)		Grey Advertising		
	Readers Digest Assn. (Magazine & Book Club)		J. Walter Thompson		
	Standards Brands Inc. (Instant C&S Coffee)		Compton Advertising		
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Co.		
	Sterling Drug Co. (Haley's M.O.)		Dancer-Fitzgerald-Sample		
	Swift & Co. (Allsweet)		J. Walter Thompson		
	Vick Chem. Co. (Vicks Prods.)		Morse International		
	Whitehall Pharm. Co. (Anacin)		John F. Murray Adv.		
	Benny, Jack, Program Bible Study Hour		The Home Insurance Co.	CBS	Albert Frank-Guenther Law
			Evangelical Foundation Inc. (Religion)	NBC	Paul Locke Assn.
	Block, Martin Breakfast Club		Carling Brewing Co.	ABN	Benton & Bowles
Ac'cent International		ABN	Needham, Louis and Brorby		
Admiral Corporation			Henri, Hurst & McDonald		
American Bird Food Mfg. Corp.			George H. Hartman Company		
American Pop Corn Company			George H. Hartman Company		
Asco Electronics, Inc.			Jerome O'Leary Advertising Agency		
Ball Brothers			Applegate Advertising Agency		
Beatrice Foods Co.— LaChoy Div.			Mason, Warner Company		
Beatrice Foods Co.— LaChoy Div.			Foote, Cone & Belding		
Beech-Nut Packing Company			Young & Rubicam		
Beltone Hearing Aid Co.			Olian & Bronner, Inc.		
Bristol-Myers Co. (Bufferin, Sal Hepatica)			Young & Rubicam		
Bristol-Myers Co. (Trushay)			B.B.D. & O.		
Campana Sales Company			Erwin Wasey, Ruthrauff & Ryan		
Carter Products		Sullivan, Stauffer, Colwell & Bayles			
Chrysler Corporation		McCann-Erickson			
Dixie Cup Company		Hicks & Geist			



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett-Windex & Drano		Young & Rubicam
	Drackett-Dazy & Twinkle		Ralph H. Jones
	Duffy-Mott Co., Inc.		Young & Rubicam
	E. I. Du Pont de Nemours		B.B.D. & O.
	Ecko Products		Dancer-Fitzgerald-Sample
	Fred Fear Easter Egg Color Co.		Ted Bernstein Associates
	Food Plus, Inc.		Beacon Advertising Assoc.
	Food Specialties, Inc.		Charles F. Hutchinson, Inc.
	Frito Company, Inc.		Tracy-Locke Company, Inc.
	General Foods Corp. (Jello, Calumet)		Young & Rubicam
	General Foods Corp. (Post Cereals)		Benton & Bowles
	General Foods Corp. (Kool Aid)		Foote, Cone & Belding
	General Foods Corp. (La France)		Young & Rubicam
	Haysma Co.		O'Neil, Larson & McMahon
	H. J. Heinz Company		Maxon, Inc.
	The Kretchmer Corp.		George H. Hartman Corp.
	KVP Company		Grant Advertising
	Lewyt Corp.		Hicks & Greist
	Magla Products		Ed Leib Advertising Agency
	McCall Corporation		Donahue & Coe
	Dumas Milner Corporation		Gordon Best Company
	Mishawauka Rubber & Woolen Mfg. Co.		Campbell-Mithum
	John Marell & Co.		Campbell-Mithum
	C. H. Musselman Co.		Arndt, Preston, Chapin, Lamb & Keen, Inc.
	The Nestle Co., Inc.		Bryan Houston
	Chas. Pfizer & Co., Inc.		Leo Burnett Company
	Pioneer Industries, Inc.		Feigenbaum & Werman
	Pharma Craft Corp., Inc.		J. Walter Thompson
	Rust Craft Publishing Co.		Chambers & Wiswell, Inc.
	Sandura Company, Inc.		Hicks & Greist
	The Scholl Mfg. Co., Inc.		Donahue & Coe
	Sleep Eze Company		Mottl & Siteman Agency
	United States Steel Corp.		B.B.D. & O.

C

CBS Radio Farm News	5-minute participation, "Impact" plan	CBS	
Changing Times	Kiplinger News Letter Magazine	CBS	Albert Frank-Guenther Law
City Hospital	5-minute participation, "Impact" plan	CBS	
Collingwood, Charles, with the News	P. Lorillard Co.	CBS	Young & Rubicam
Counterspy	Ex-Lax, Inc. (Ex-Lax)	MBS	Warwick & Legler
	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)		Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Couple Next Door, The	Sterling Drug (National Brands Div.; Fizrin)		Carl S. Brown Co. Inc.
	7½-minute unit participation by The Mentholatum Co., others	CBS	J. Walter Thompson

— D —

Datelines and the Bible Drake, Galen, Show	Dawn Bible Institute 5-minute participation, "Impact" plan	MBS CBS	Wm. Gleeson Co.
Draper, Rusty, Show	5-minute participation, "Impact" plan	CBS	
Dreier, Alex	Morton Salt Co. (Salt & Salt Prod.)	NBC	Needham, Louis & Brorby
	Skelly Oil Co. (Gas & Oil)		Bruce B. Brewer

— F —

FBI in Peace and War	5-minute participation "Impact" plan	CBS	
Fights	Gillette Safety Razor Corp. (Razors, Pens, Toni Prods.)	NBC	Maxon Inc.
Fisher, Eddie	Coca-Cola Co.	MBS	McCann-Erickson
Five Star Matinee	Amer. Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun
	Ex-Lax Inc. (Ex-Lax)		Warwick & Legler
	Grove Labs (Bromo Quinine)		Garner Advertising
	Hotpoint Co. (Electrical Appliance)		Maxon Inc.
	Norwich Pharm. Co. (Pepto Bismol)		Benton & Bowles
	Procter & Gamble (Gleem)		Compton Advertising
	Quaker Oat Co. (Quaker Oats)		Wherry, Baker & Tilden
	Readers Digest (Magazine & Book Club)		J. Walter Thompson
	Standard Brands Inc. (Instant CGS Coffee)		Compton Advertising
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Co.
	Sterling Drug Co. (Haley's M.O.)		Dancer-Fitzgerald-Sample
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chem. Co. (Vicks Prods.)		Morse International
Foley, Red	Whitehall Pharm. Co. Agricultural Division of Dow Chemical Company	ABN	John F. Murray Adv. MacManus, John & Adams



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Foley, Red, The Show	Dow Chemical Co. (Chem. Prod.)	NBC	MacManus, John & Adams
Ford Road Show	Ford Motor Company Ford Division	CBS	J. Walter Thompson
Frank and Ernest	Dawn Bible Institute	MBS	Wm. Gleeson Co.
French, Ken	B. T. Babbitt (Bab-O) H. J. Heinz (Soups)	MBS	Donahue & Coe Maxon, Inc.

— G —

Gang Busters	Ex-Lax, Inc. Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads) Helaine Seager (Pink Ice) Sterling Drug (National Brands Div.; Fizrin)	MBS	Warwick & Legler Needham, Louis & Brorby Dunnan & Jeffrey Carl S. Brown Co., Inc.
Garden Gate	5-minute participation, "Impact" plan	CBS	
Gleeson, Art	Permanette	MBS	Dunnan & Jeffrey
Godfrey, Arthur, Time	7½-minute unit participation by: American Home Foods American Home Products Corp. Angostura-Wupperman Corp. Armour and Company Bristol-Myers Co. Chun King Sales, Inc. Curtis Circulation Co. The Frito Company General Electric, Lamp Division General Foods Corp. Hartz Mountain Products Corp. Kitchens of Sara Lee, Inc. Knouse Foods Cooperative, Inc. Libby, McNeill & Libby Niagara Therapy Mfg. Co. Peter Paul, Inc. Pharma-Craft Company Seeman Brothers, Inc. Simoniz Company Singer Sewing Machine Co. A. E. Staley Mfg. Co. Standard Brands, Inc. Weco Products Co.	CBS CBS	Young & Rubicam Erwin Wasey, Ruthrauff & Ryan N. W. Ayer & Son Young & Rubicam J. Walter Thompson B.B.D. & O. Tracy-Locke Company Grey Advertising Agency Young & Rubicam George H. Hartman Co. Cunningham & Walsh N. W. Ayer & Son J. Walter Thompson George L. Mallis, Inc. Dancer-Fitzgerald-Sample J. Walter Thompson Norman, Craig & Kummel Young & Rubicam Young & Rubicam Erwin Wasey, Ruthrauff & Ryan Ted Bates & Co. J. Walter Thompson Tom Harvey Agency
Gospel Hour, The Graham, Billy	Gospel Hour, Inc. Billy Graham Evangelical Assn.	MBS	
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	MBS NBC	Walter F. Bennett Co. Wm. Esty Co.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Great Gildersleeve, The	Ex-Lax Inc. (Ex-Lax) Pabst Brewing Co. (Beer, Ale & Soft Drinks)	NBC	Warwick & Legler Leo Burnett Co.
Gunsmoke	5-minute participation, "Impact" plan	CBS	



Harkness, Richard	Ralston Purina Co. (Feed for Animals)	NBC	Gardner Advertising
Harvey, Paul	Bankers Life & Casualty Co.	ABN	Grant, Schwenck & Baker, Inc.
Heatter, Gabriel, News	Beltone (Hearing Aid) Consumer Drug Corp. Ex-Lax, Inc. (Ex-Lax) Hudson Vitamin Corp. Rhodes Pharmacal Co. (Imdrin) Sleep-Eze Co. (Sleep-Eze) Sterling Drug (National Brands Div., Fizrin)	MBS	Olian & Bronner Dunnan & Jeffrey Warwick & Legler Pace Advertising Olian & Bronner Milton Carlson Co. Carl S. Brown Co., Inc.
Henrich, Tommy	B. T. Babbitt (Bab-O) Kraft Foods Co.	MBS	Donahue & Coe
Herald of Truth Herman, George, and the News	Highland Church of Christ Aero Mayflower Transit Co., Inc.	ABN CBS	Needham, Louis & Brorby The Martin Company Caldwell, Larkin & Sidener- Van Riper
Higbie, Les Hilltop House	Kraft Foods Co. Carter Prod. (Arid, Little Liver Pills) Pan Amer. Coffee Bureau (Coffee) Park & Tilford (Tintex)	MBS NBC	Needham, Louis & Brorby Ted Bates & Co. Robert W. Orr & Assoc. Emil Mogul Inc.
Hope, Bob, Show	Grove Labs (Bromo Quinine)	NBC	Gardner Advertising
Hour of Decision	Billy Graham Evangelistic Assn. (Religion)	ABN, NBC	Walter F. Bennett
House Party	7½-minute unit participa- tion by: California Prune & Apricot Growers Asso- ciation	CBS	Long Advertising, Inc. Erwin Wasey, Ruthrauff & Ryan
How Christian Science Heals	The Carnation Co. and others First Church of Christ, Scientist	MBS	Hoag & Provandie
Hurleigh, Robert	Kraft Foods Co.	MBS	Needham, Louis & Brorby



Indictment	5-minute participation, "Impact" plan	CBS	
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COMMERCIAL AM PROGRAMS



J

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jackson, Allan and the News	General Motors Corp., Chevrolet Division	CBS	Campbell-Ewald Company Erwin Wasey, Ruthrauff & Ryan
Just Entertainment	William Wrigley, Jr.	CBS	

K

Kennedy, John B.	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads)	MBS	Needham, Louis & Brorby
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L

LeSueur, Larry and the News	Miles Laboratories, Inc.	CBS	Geoffrey Wade Advertising
Lewis, Robert Q., Show	5-minute participation, "Impact" plan	CBS	
Life and the World	Quaker Oat Co. (Quaker Oats)	NBC	Wherry, Baker & Tilden
Longines Symphonette	Longines-Wittnauer Watch Co., Inc.	CBS	Victor A. Bennett Co.
Lutheran Hour	Lutheran Layman's League (Religion)	MBS, NBC	Gotham-Vladimir

M

Ma Perkins	7½-minute unit participa- tions by: The Best Foods, Inc.	CBS	Earle Ludgin & Co. Guild, Bascom & Bonfigli Dancer-Fitzgerald-Sample Doherty, Clifford, Steers & Shenfield Gordon Best Co. J. Walter Thompson Erwin Wasey, Ruthrauff & Ryan Needham, Louis & Brorby Inc.
	Bristol-Myers Co.		
	Dumas Milner Corp. Pharma-Craft Company A. E. Staley Mfg. Co.		
MacLean, John	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads)	MBS	
Man Around the House	5-minute participations, "Impact" plan	CBS	
McCormick, Steve	General Foods (Jell-O)	MBS	Young & Rubicam
Metropolitan Opera	The Texas Company	ABN	Cunningham & Walsh Arthur Meyerhoff & Co.
Miller, Howard, Program	William Wrigley, Jr. Co.	CBS	
Miller, Mitch, Show	5-minute participation, "Impact" plan	CBS	



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Monitor	Amer. Inst. of Boys' Wear (Institutional)	NBC	B.B.D. & O.
	Amer. Motors (Rambler Cars)		Geyer Advertising
	Amer. Oil Co. (Oil & Gas)		Joseph Katz Co.
	Anahist Co. (Cold Remedies)		Ted Bates & Co.
	Carling Brew Co. (Red Cap Ale)		Benton & Bowles
	Carter Prod. (Arrid, Little Liver Pills)		Ted Bates & Co.
	Dodge Div. of Chrysler Corp. (Cars)		Grant Advertising
	Ex-Lax Co. (Ex-Lax)		Warwick & Legler
	General Mills (Cheerios)		Dancer-Fitzgerald-Sample
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Grove Labs (Fitch Shampoo & Hair Products)		Harry B. Cohen Advertising
	Hotpoint Co. (Electrical Appliance)		Maxon Inc.
	Ins. Co. of North America (Insurance)		N. W. Ayer & Son
	S. C. Johnson Co.		Foote, Cone & Belding
	P. Lorillard Co. (Newport Cigs)		Young & Rubicam
	Mack Trucks (Trucks, Trucking)		Doyle, Kitchen & McCormick
	Midas Muffler Shops (Mufflers)		Bozell & Jacobs
	North Amer. Van Lines (Moving)		Applegate Advertising
	Northwest Airlines (Air Travel)		Campbell-Mithun Inc.
	Norwich Pharm. Co.		Benton & Bowles
	Olin Mathieson Chem. Corp. (Anti-Freeze)		Van Sant Dugdale & Co.
	Pabst Brewing Co. (Beer, Ale, Soft Drinks)		Leo Burnett Co.
	Pepsi-Cola Co. (Pepsi-Cola)		Kenyon & Eckhardt
	Plough Inc. (St. Joseph Aspirin & Various Medicated Products)		Lake, Spiro & Shurman, Inc.
	Princeton Knitting Mills (Fabrics)		Ehrlich, Neuwirth & Sobo, Inc.
	Procter & Gamble (Gleem)		Compton Advertising
	Quaker State Refining Co. (Motor Oil)		Kenyon & Eckhardt
	RCA (Products and Services)		Kenyon & Eckhardt
	RCA (RCA Victor Records)		Grey Advertising
	Readers Digest Assn. (Magazine and Book Club)		J. Walter Thompson
	Simoniz Co. (Simoniz)		Young & Rubicam
	Standard Brands Inc. (Instant C&S Coffee)		Compton Advertising



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Company
	Vick Chem. Co. (Vicks Prods.)		Morse International
	Waverly Fabrics (Fabrics)		Ehrlich, Neuwirth & Sobo, Inc.
	Whitehall Pharm. Co. (Anacin)		John F. Murray
Morgan, Edward P.	American Federation of Labor and Congress of Industrial Organizations	ABN	Furman, Feiner & Co.
Murrow, Edward R., with the News Mustin, Henry	Ford Motor Company, Ford Division	CBS	J. Walter Thompson
	B. T. Babbitt (Bab-O)	MBS	Donahue & Coe
My True Story	Atlantis Sales Corporation	ABN	Richard A. Foley Advertising Agency
	The Bon Ami Company		Erwin Wasey, Ruthrauff & Ryan
	Campana Sales Company		Erwin Wasey, Ruthrauff & Ryan
	D-Con Company		Thompson Koch Co., Inc.
	Dromedary Company		Ted Bates & Company
	Ex-Lax, Inc.		Warwick & Legler
	Foster-Milburn Co.		Street & Finney
	General Foods Corporation		Young & Rubicam
	Leeds Chemical Products Co., Inc.		Leeds & York, Inc.
	The Nestle Co., Inc.		Bryan Houston
	The Pharma Craft, Inc.		J. Walter Thompson
	Sterling Drug, Inc. (Phillips & Bayer)		Dancer-Fitzgerald-Sample
My True Story	Amer. Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun Inc.
	Atlantis Sales Corp. (Bird Food)		Richard A. Foley Adv.
	Best Foods Inc.		Dancer-Fitzgerald-Sample
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	Foster-Milburn (Doan's Pills)		
	General Foods (Jell-O)		Young & Rubicam
	Grove Lab (Bromo Quinine)		Gardner Advertising
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chem. Co. (Vicks Prods.)		Morse International

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National Farm and Home Hour	Allis Chalmers Mfg. Co. (Farm Equip.)	NBC	Bert S. Gettens
News Analysis with Eric Sevareid	Aero Mayflower Transit Co., Inc.	CBS	Caldwell, Larkin & Sidener- Van Riper
Newscast (Weekday)	Cadillac Motor Car, Div. of General Motor Corp.	ABN	MacManus, John & Adams
	Chrysler Division Chrysler Corp.		McCann-Erickson
	Charles E. Hires Co.		McCann-Erickson
	Midas Muffler Company		N. W. Ayer & Son
			Bozell & Jacobs



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Newscasts (Weekend)	Plough, Inc. R. J. Reynolds Tobacco Co. Sterling Drug, Inc. Norwich Pharmacal Company	ABN	Lake-Spiro-Shurman, Inc. William Esty Company Compton Advertising
	R. J. Reynolds Tobacco Co. Miller Brewing Company B. T. Babbitt (Bab-O)	ABN MBS	Benton & Bowles William Esty Company Mathisson and Associates, Inc. Donahue & Coe
Newscasts & Sportscasts Newscast Adjacencies	Benrus Watch (Watches)		Lennen & Newell
	Chrysler Corp. Equitable Life (Innsurance)		McCann-Erickson Kenyon & Eckhardt
News of the World	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	General Foods (Jell-O)		Young & Rubicam
	P. Lorillard (Newport)		Lennen & Newell
	R. J. Reynolds (Camels)		Wm. Esty Co.
	Carter Prod. (Arrid, Little Liver Pills)	NBC	Ted Bates & Co.
	Grove Lab (No Doz)		Garfield Advertising
	Pharmacraft Co. (Coldene, Fresh, Ting, Surgeon's Lotion)		J. Walter Thompson
	R. J. Reynolds Tobacco Co. (Camels)		Wm. Esty Co.
	Scholl Mfg. Co. (Zino Pads)		Donahue & Coe
	Vick Chem. Co. (Vicks Prod.)		Morse International
News on the Hour	Bristol Myers (Bufferin)	NBC	Young & Rubicam
	Brown & Williamson Tobacco Corp.		Ted Bates & Co.
	Calif. Packing Co. (Del Monte Prod.)		McCann-Erickson
	Readers Digest Assn. (Magazine and Book Club)		J. Walter Thompson
	Time Inc. (Life Magazine)		Young & Rubicam
	Nightline	Anahist Co. (Cold Remedies)	NBC
Pabst Brewing Co. (Beer, Ale, Soft Drinks)			Leo Burnett Co.
Procter & Gamble (Gleem)			Compton Advertising
RCA (RCA Victor Records)			Grey Advertising
Readers Digest Assn. (Magazine and Book Club)			J. Walter Thompson
Whitehall Pharm. Co. (Anacin)			John F. Murray
Notre Dame Football	General Motors (Pontiac)	MBS	MacManus, John & Adams
	Pharma-Craft (Coldene Products)	MBS	J. Walter Thompson
Notre Dame Warm-up	Pharma-Craft (Coldene Products)	MBS	J. Walter Thompson
Notre Dame Wrap-up	Pharma-Craft (Coldene Products)	MBS	J. Walter Thompson



COMMERCIAL AM PROGRAMS



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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Old Fashioned Revival Hour On the Line with Considine	Gospel Broadcasting Assoc. Mutual of Omaha (Insurance)	ABN NBC	R. H. Alber Company Bozell & Jacobs
One Man's Family	Anahist Co. (Cold Remedies) Ex-Lax, Inc. (Ex-Lax) Foster Milburn (Doan's Pills) General Foods (Jell-O) Grove Labs (Bromo Quinine) Hotpoint Co. (Electrical Appliance) Procter & Gamble (Gleem) Quaker Oat Co. (Quaker Oats) Sleep Eze Co. (Sleep-eze) Swift & Co. (Allsweet) Whitehall Pharm. Co. (Anacin)	NBC	Ted Bates & Co. Warwick & Legler Street & Finney Young & Rubicam Gardner Advertising Maxon Inc. Compton Advertising Wherry, Baker & Tilden Inc. Milton Carlson Co. J. Walter Thompson John F. Murray Adv.
Our Gal Sunday	7½-minute unit participation by: The Best Foods, Inc. Carter Products, Inc. The Mentholatum Co. Sterling Drug Inc.	CBS	Earle Ludgin & Company Ted Bates & Co. J. Walter Thompson Compton Advertising

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Paar, Jack	Renuzit Home Products Co.	ABN	Arndt, Preston, Chapin, Lamb & Keen, Inc. Warwick & Legler
People Are Funny	Ex-Lax, Inc. (Ex-Lax) Pabst Brewing Co. (Beer, Ale, Soft Drinks) Sleep-Eze Co. (Sleep-eze)	NBC	Leo Burnett Co. Milton Carlson Co.
Peter and Mary Show Philip Morris Country Music Show	A. E. Staley Mfg. Co. Philip Morris	CBS CBS	Erwin Wasey, Ruthrauff & Ryan N. W. Ayer & Son

R

Radio Bible Class	Radio Bible Class	MBS	John M. Camp and Co.
Radio Bible Class (8 A.M. Program)	Radio Bible Class	ABN	John M. Camp and Co.
Radio Bible Class (5 P.M. Program)	Radio Bible Class	ABN	John M. Camp and Co.



COMMERCIAL AM PROGRAMS



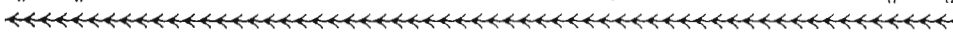
PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Reeves, Jim	H. J. Heinz Company	ABN	Maxon, Inc.
Revivaltime	The Assemblies of God	ABN	Walter F. Bennett & Co.
Richfield Reporter	Richfield Oil Corp. (Oil & Gas)	NBC	Hixson & Jorgenson Inc.
Road of Life	Carter Products, Inc. The Mentholatum Co. 7½-minute unit participations by above and others	CBS	Ted Bates & Co. J. Walter Thompson
Roberts, Oral	Oral Roberts Evangelistic Association, Inc.	ABN	C. L. Miller Company, Inc.
Romance of Helen Trent	7½-minute unit participation by: Bristol-Myers Co. The Mentholatum Co. Pharma-Craft Company	CBS	Doherty, Clifford, Steers & Shenfield J. Walter Thompson J. Walter Thompson

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Saturday Sports Resume	5-minute participation, "Impact" plan	CBS	
Scott, John	Consumer Drug Corp. (Oragen)	MBS	Dunn & Jeffrey
Second Mrs. Burton	7½-minute unit participation by: The Best Foods, Inc.	CBS	Earle Ludgin & Company
Secrets of Scotland Yard	Carter Products, Inc. Ex-Lax, Inc. (Ex-Lax) Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Ted Bates & Co. Warwick & Legler Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunn & Jeffrey
	Sterling Drug (National Brands Div., Fizin)		Carl S. Brown Co.
Sez Who!	5-minute participation, "Impact" plan	CBS	
Singer, Frank	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Needham, Louis & Brorby
Sports Time	R. J. Reynolds Tobacco Co.	CBS	William Esty Company
Stern's, Bill, Sports Beat	Sterling Drug (National Brands Div., Fizin)	MBS	Carl S. Brown Co.
Sunday Sports Resume	5-minute participation, "Impact" plan	CBS	
Sunshine Boys	National Brands Division of Sterling Drug, Inc.	ABN	Carl S. Brown Co.
Suspense	5-minute participation, "Impact" plan	CBS	



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Telephone Hour This Is Nora Drake	Bell Telephone System 7½-minute unit participation by: The Best Foods, Inc. Dumas Milner Corp. The Mentholatum Co.	NBC	N. W. Ayer & Sons
This Farming Business	Massey-Harris-Ferguson Inc. (Farm Equipment)	NBC	Needham, Louis & Brorby
Thomas, Lowell	General Motors Corp., Delco Division	CBS	Campbell-Ewald Company
Three Star Extra	Sun Oil Co. (Oil & Gas)	NBC	Erwin Wasey, Ruthrauff & Ryan
Treasury Agent	Ex-Lax, Inc. (Ex-Lax) Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Warwick & Legler Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey
	Sterling Drug (National Brands Div., Fizrin)		Carl S. Brown Co.
Trout, Robert, and the News	General Motors Corp., Chevrolet Division	CBS	Campbell-Ewald Company
True Confessions	Amer. Dairy (Dairy Prod.) Grove Labs (Bromo Quinine) Procter & Gamble (Gleem) Standard Brands Inc. (Instant CGS Coffee) Standard Brands Inc. (Royal Dessert) Swift & Co. (Allsweet) Whitehall Pharm. Co. (Anacin)	NBC	Campbell-Mithun Inc. Gardner Advertising Compton Advertising Compton Advertising Ted Bates & Co. J. Walter Thompson John F. Murray Adv.
True Detective Mysteries	Ex-Lax, Inc. (Ex-Lax) Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads) Helaine Seager (Pink Ice) Sterling Drug (National Brands Div., Fizrin)	MBS	Warwick & Legler Needham, Louis & Brorby Dunnan & Jeffrey Carl S. Brown Co.
Truth or Consequences	Amer. Dairy Assn. (Dairy Prod.) Grove Labs (Bromo Quinine) Pan Amer. Coffee Bureau (Coffee) Vick Chem. Co. (Vicks Prods.)	NBC	Campbell-Mithun Gardner Advertising Robert W. Orr & Assoc. Morse International



COMMERCIAL AM PROGRAMS



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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Vandercook, John W.	American Federation of Labor and Congress of Industrial Organizations	ABN	Furman, Feiner & Co.
Van Voorhis, Westbrook	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Needham, Louis & Brorby
	Whitehall Pharnacal (Anacin)		Sullivan, Stauffer, Colwell & Bayles
Voice of Firestone	The Firestone Tire & Rubber Co.	ABN	Sweeney & James
Voice of Prophecy	Voice of Prophecy	ABN, MBS, NBC	Milton Carlson Co.

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Warren, Wendy, and the News	7½-minute unit participations by: General Foods Corp. (Jell-O Division) Miles Laboratories, Inc. and others	CBS	Young & Rubicam Geoffrey Wade Advertising
Weather Programs (Andre Baruch & Bea Waine)	E. I. du Pont de Nemours & Company	ABN	B.B.D. & O.
When a Girl Marries	The Bon Ami Company Bridgeport Brass Company Dromedary Company, Div. of National Biscuit Co. General Foods Corp. Good Housekeeping Magazine Leeds Chemical Products Co., Inc. Park & Tilford Pharma Craft Corp., Inc.	ABN	Erwin Wasey, Ruthrauff & Ryan Hazard Advertising Co., Inc. Ted Bates Company Young & Rubicam Grey Advertising Agency Leeds & York, Inc. Emil Mogul Co. J. Walter Thompson
Whispering Streets	Bon Ami Company Dromedary Company, Div. of National Biscuit Co. Foster-Milburn Co. General Foods Corp. Leeds Chemical Products, Inc. The Nestle Co., Inc. Park & Tilford Seeman Brothers Union Pharmaceutical Co.	ABN	Erwin Wasey, Ruthrauff & Ryan Ted Bates Company Street & Finney Young & Rubicam Leeds & York, Inc. Bryan Houston Emil Mogul Co. Norman, Craig & Kummel Grey Advertising Co.
Wingate, John	Permanette Sterling Drug	MBS	Dunn & Jeffrey Carl S. Brown Co., Inc.
Wings of Healing	Dr. Thomas Wyatt	ABN	Century Advertising Agency
Wings of Healing	Wings of Healing	MBS	Century Advertising Agency



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Woman in My House	Best Foods Inc. General Foods (Jello)	NBC	Dancer-Fitzgerald-Sample Young & Rubicam
	Park & Tilford (Tintex)		Emil Mogul Co.
	Procter & Gamble (Cleem)		Compton Advertising
	Quaker Oats Co. (Quaker Oats)		Wherry, Baker & Tilden Inc.
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chem. Co. (Vicks Prods.)		Morse International
	Whitehall Pharm. Co. (Anacin)		John F. Murray Adv.
Word of Life Hour	Word of Life Fellowship	MBS	Walter F. Bennett Co.
World News Roundup	5-minute participation, "Impact" plan	CBS	
World Tonight, The	5-minute participation, "Impact" plan	CBS	

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X Minus One	Pabst Brewing Co. (Beer, Ale, Soft Drinks)	NBC	Leo Burnett Co.
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You Bet Your Life	DeSoto Motor Co. (Cars)	NBC	B.B.D. & O.
Young Doctor Malone	7½-minute unit participations by: The Best Foods, Inc. Bristol-Myers Co.	CBS	Earle Ludgin & Company Doherty, Clifford, Steers & Shenfield Compton Advertising
			Dancer-Fitzgerald-Sample Warwick & Legler
Young's, Pepper, Family	Sterling Drug Inc.	NBC	Young & Rubicam
	Best Foods Inc.		Young & Rubicam
	Ex-Lax Co. (Ex-Lax)		Gardner Advertising
	General Foods (Instant Postum)		Maxon Inc.
	General Foods (Jello)		Emil Mogul Co.
	Grove Labs (Bromo Quinine)		Compton Advertising
	Hotpoint Co. (Electrical Appliance)		Morse International
	Park & Tilford (Tintex)		
	Procter & Gamble (Cleem)		
	Vick Chem. Co. (Vicks Prods.)		
Yours Truly, Johnny Dollar	5-minute participation, "Impact" plan	CBS	

TELEVISION

**COMMERCIAL
TV PROGRAMS
OF 1957**



**PROGRAM TITLES
SPONSORS
NETWORKS
ADVERTISING AGENCIES**

YEARBOOK

1958

COMMERCIAL TV PROGRAMS OF 1957

(NETWORK)

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1957. The programs listed are for the 12-month period ending Dec. 31, 1957. 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 and NBC.

A

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Robin Hood	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)	CBS-TV	Young & Rubicam
	Wildroot Co. (Wildroot Hair Tonic)		BBDO
Afternoon Film Festival	The Kendall Company (Blue Jay Products)	ABC-TV	Leo Burnett Co.
Air Power	Prudential Insurance Co. of America (Insurance)	CBS-TV	Calkins & Holden
All Star Golf	Miller Brewing Co. (Beer)	ABC-TV	Mathisson Associates
	Wildroot Co. (Wildroot Cream-Oil Formula No. 2 & Vam)		BBDO
Allen, Steve, Show	Greyhound Corp. (Bus Travel)	NBC-TV	Grey Adv. Agency
	Pharma-Craft Co. (Cold Remedies, Deodorants)		J. Walter Thompson
	S. C. Johnson & Son, Inc. (Waxes, Polishes, Insecticides)		Needham, Louis & Brorby
Amateur Hour	Pharmaceuticals, Inc. (Serutan, Geritol, etc.)	ABC-TV	Edward Kletter
American Bandstand	General Mills (Cheerios)	ABC-TV	Dancer-Fitzgerald-Sample
	Seven-Up Company (7-Up)		J. Walter Thompson
Andy's Gang	Minnesota Mining & Mfg. Co. (Scotch Tape, etc.)	NBC-TV	BBDO
Arden, Eve, Show	Lever Brothers Co. (Dove Beauty Bar)	CBS-TV	J. Walter Thompson
	Shulton, Inc. (Old Spice Toiletries, Hair Preparations)		Wesley Associates
Armstrong Circle Theatre	Armstrong Cork Co. (Linoleum, Tile)	CBS-TV	BBDO
Assignment Foreign Legion	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Lennen & Newell
As the World Turns	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base)	CBS-TV	Campbell-Mithun



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Mixes, Feeds) Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)		Benton & Bowles
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
	Vick Chemical Co. (Cold Remedies)		Morse International
—B—			
Bachelor Father	American Tobacco Co. (Hit Parade Cigarettes)	CBS-TV	BBDO
Ball, Lucille— Desi Arnaz Show	Ford Division of The Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
Baseball Game of the Week	American Safety Razor Corp. (Gem Razor Blades)	CBS-TV	McCann-Erickson
	Falstaff Brewing Corp. Philip Morris (Marlboro Cigarettes)		Dancer-Fitzgerald-Sample Leo Burnett Co.
Beat the Clock	Atlantis Sales Co. (French's Mustard)	CBS-TV	J. Walter Thompson
	Hazel Bishop, Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant)		Raymond Spector Co.
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Libby, McNeill & Libby (Canned Fruits, Vegetables)		J. Walter Thompson
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
	Nestle Co. Inc. (Nescafe)		Bryan Houston Inc.
	Nestle Co. (Quik, Nestea)		McCann-Erickson
	Purex Corp. (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	Sunshine Biscuits Inc. (Biscuits, Crackers)		Cunningham & Walsh
	Vick Chemical Co. (Cold Remedies)		Morse International
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBDO
Bergen, Polly, Show	Max Factor Co. (Cosmetics, Makeup)	NBC-TV	Doyle Dane Bernbach



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Big Payoff, The	Colgate-Palmolive Co. (Cashmere Bouquet Soap, Palmolive Soap, Lustre-Creme Shampoo, Colgate Dental Cream, Brisk, Ad, Vel, Fab, Ajax, Rapid Shave, Halo)	CBS-TV	Bryan Houston Inc.
Big Record, The	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	General Motors Corp. Oldsmobile Division (Oldsmobile Automobiles)		D. P. Brother & Co.
	Kellogg Co. (Cereals and Dog Food)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
Big Top, The	National Dairy Products Co. (Sealtest Ice Cream, Sealtest Dairy Products)	CBS-TV	N. W. Ayer & Son
Bold Journey	Ralston Purina Co. (Ry-Krisp, Instant Ralston, Wheat Chex, Rice Chex, Regular Ralston, Purina Dog Chow)	ABC-TV	Guild, Bascom, Bonfigli
Boone, Pat, Chevy Showroom	Chevrolet Motors (Div. Gen. Motors Corp.) (Automobiles & Trucks)	ABC-TV	Campbell-Ewald Co.
Bowling Stars	American Machine & Foundry Co. (Pinspotters, Inc.) (Automatic Pinspotters, Bicycles, DeWalt Power Shops, Voit Athletic Equipment and Basketballs, and Footballs)	ABC-TV	Fletcher D. Richards
Brighter Day, The	Procter & Gamble Co. (Blue Cheer, Crisco, Gleem, Ivory Flakes, Cheer)	CBS-TV	Young & Rubicam
Broken Arrow	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Bactine, Tabcin & Nervine)	ABC-TV	Geoffrey Wade Adv.
	Ralston Purina Company (Dog Chow)		Gardner Advertising Co.
	General Electric Co. (GE Lamps & Household & Other Electrical Appliances, TV & Radio Receivers & Other Electronic Products)		Young & Rubicam
Brothers, The	Procter & Gamble Co. (Joy)	CBS-TV	Leo Burnett Co.
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co.
Buccaneers, The	Kellogg Co. (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops)		Henry Eisen Adv. Agency



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Burns & Allen	Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		
	Sylvania Electric Prod. Inc. (Sylvania Electric Products)	CBS-TV	J. Walter Thompson
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	CBS-TV	Erwin Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Cake Flour, Frosting & Baking Mixes)		BBDO
	B. F. Goodrich Co. (Tires, Tubes)		BBDO
C			
Californians, The	Singer Sewing Machine Co. (Sewing Machines)	NBC-TV	Young & Rubicam
	Thomas J. Lipton Inc. (Tea, Soups, Salad Dressing)		Young & Rubicam
Captain Kangaroo	Brown Shoe Co. (Buster Brown Shoes)	CBS-TV	Leo Burnett Co.
	Luden's, Inc. (Luden's Cough Drops, Candy)		J. M. Mathes Inc.
Cavalcade of Sports	Participating Sponsors Gillette Safety Razor Co. (Razors and Blades, Shaving Creams, Paper-Mate Pens & Pencils, Toni Beauty and Hair Products)	NBC-TV	Maxon, Inc.
Champion, Marge & Gower	American Tobacco Co. (Lucky Strike Cigarettes, Hit Parade Cigarettes)	CBS-TV	BBDO
Cheyenne	General Electric Co. (Portable Mixer, Vacuum Cleaner, Steam Iron, Skillet, Dryers, Flash Bulbs, Sound Production Equipment, Lamps, Floor Polishers, Refrigerators, TV Receivers, Washers, Window Fans, Radio Receivers)	ABC-TV	Young & Rubicam
Circus Boy	Kellogg Co. (Cereals, Dog Food)	ABC-TV	Leo Burnett Co.
	Mars, Inc. (Candy)		Knox Reeves Adv. Inc.
Circus Time	The Bon-Ami Co. (Jet Bon-Ami)	ABC-TV	Erwin Wasey, Ruthrauff & Ryan
	Hartz Mountain Products Corp. (Accessories and Foods for Birds, Fish, Turtles, Cats, and Dog Yummies)		George H. Hartman Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Kendall Co. (First Aid & Antiseptic)		Leo Burnett Co.
Climax!	Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Club Oasis	Liggett & Myers Tobacco Co. (Tobacco Products)	NBC-TV	McCann-Erickson
CBS Morning News	General Motors Corp. Oldsmobile Division (Oldsmobile Automobile)	CBS-TV	D. P. Brother Co.
Colt .45	Campbell Soup Co. (Soups, Spaghetti & Spaghetti Products, Spaghetti & Meat Balls, Spaghetti Sauces, Macaroni & Macaroni Products, Ravioli, Gravies, Pork & Beans, V-8 Juice, Tomato Juice, Ketchup, Swanson Television Dinners, Swanson Prepared Dinners, Swanson Prepared Main Courses, Meat Casseroles, Meat Pies, Dessert Pies, Chicken a la King, Chicken & Turkey Products, Including Packaged Poultry & Parts)	ABC-TV	BBDO
	Mennen Company (Men's & Women's Toiletries and Baby Products)		McCann-Erickson
Comedy Time	Chesebrough-Ponds, Inc. (Vaseline, etc.)	NBC-TV	J. Walter Thompson
	General Foods Corp. (Jell-O, Minute Rice, Cocoa)		Young & Rubicam
	Kraft Foods Co. (Cheeses, Spreads, Jellies, Candies, Salad Dressing, Fruit Drinks, Margarine & Kraft Dinner)		J. Walter Thompson
	The Mentholatum Co. (Mentholatum and Mentholatum Products)		J. Walter Thompson
	Miles Laboratories Inc. (Alka-Seltzer and One-A-Day Vitamins)		Geoffrey Wade Adv. Inc.
	Pharmaco, Inc. ("Medigum" Cough Remedy and "Chooz" Antacid)		Doherty, Clifford, Steers & Shenfield
	SOS Company (SOS Scouring Pads)		McCann-Erickson
	Welch Grape Juice Co. (Grape Juice and Drinks, Jams, Jellies)		Richard K. Manoff Adv.
Como, Perry, Show	American Dairy Assn. (Dairy Products)	NBC-TV	Campbell-Mithun
	Kimberly-Clark Corp. (Kleenex Tissues)		Foote, Cone & Belding
	Knemark Mfg. Co. Inc. (Esquire Shoe Polish)		Emil Mogul Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave Cream, Suntan Lotion)		Sullivan, Stauffer, Colwell & Bayles
	Radio Corp. of America & Whirlpool Corp. (Radio & TV Receivers, Recorders, Major Kitchen Appliances, Washers, Dryers, Air Conditioners)		Kenyon & Eckhardt
	Sunbeam Corp. (Small Electrical Household Appliances)		Perrin-Paus Co.
Conflict	Chesebrough-Ponds, Inc. (Vaseline)	ABC-TV	J. Walter Thompson
Conquest	Monsanto Chemical Co. (Institutional)	CBS-TV	Gardner Adv. Agency
Country Music Jubilee	Williamson-Dickie Mfg. Co. (Dickie-work & Casual Garments)	ABC-TV	Evans & Associates
	Whitehall Pharmacal Co. (Anacin)		Ted Bates & Co.
Court of Last Resort Crosby, Bob	P. Lorillard Co. Best Foods, Inc. (Rit, Shinola, Nucoa)	NBC-TV CBS-TV	Lennen & Newell Earle Ludgin & Co. Dancer-Fitzgerald-Sample Ted Bates Co.
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Dancer-Fitzgerald-Sample
	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals)		D'Arcy Advertising Co.
	Gerber Products Co. (Baby Foods)		J. Walter Thompson
	Mentholatum Co. (Deep Heat Rub)		Compton Adv. Inc.
	Procter & Gamble Co. (Ivory Flakes, Spic & Span)		McCann-Erickson
	S.O.S. Co. (Scouring Pads)		McCann-Erickson
	Swift & Co. (All Meat & Poultry Products)		J. Walter Thompson
	Swift & Co. (All Meat & Poultry Products, Pard, Vigoro)		North Advertising
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair-Care, Products, Shampoo, Lipstick)		Fitzgerald Adv. Agency
	Wesson Oil & Snowdrift Sales Co. (Wesson Oil)		Campbell-Ewald
Crossroads	Chevrolet Motors (Automobiles and Trucks)	ABC-TV	McCann-Erickson
Cummings, Bob, Show	Chesebrough-Ponds, Inc. (Facial Makeup, Creams, Lotions, Petroleum Jelly Vaseline)	NBC-TV	William Esty Co. Carl S. Brown Co.
	R. J. Reynolds Tobacco Co. Colgate-Palmolive Co. (Brisk, Palmolive Soap, Halo)	CBS-TV	William Esty Co.
	R. J. Reynolds Tobacco Co. (Winston Cigarettes)		William Esty Co.



COMMERCIAL TV PROGRAMS



TITLE

SPONSOR-PRODUCT

NETWORK

ADVERTISING AGENCY

D

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Daly, John, and the News	Finishes Division of E. I. du Pont de Nemours & Co., Inc. (Institutional Advertising)	ABC-TV	BBDO
	Whitehall Pharmacal Co. (Anacin)		Ted Bates & Co.
	American Chicle Co. (Roloids)		Ted Bates & Co.
	Bulova Watch Co. (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
	Evinrude Motors, Division of Outboard Marine & Mfg. Co. (Outboard Motors)		The Cramer-Krasselt Co.
	General Cigar Company (White Owl Cigars, Robert Burns Cigars & Cigarettos)		Young & Rubicam
	The Bon-Ami Company (Jet Bon-Ami)		Erwin Wasey, Ruthrauff & Ryan
	National Carbon Co. (Div. Union Carbide Corp.) (Prestone Anti-Freeze, Eveready Batteries)		William Esty Co.
	U. S. Rubber Co. (Snow Tires)		Fletcher D. Richards
	Damone, Vic, Show	General Motors Corp. CBS-TV Oldsmobile Division (Oldsmobile Automobiles)	
Kellogg Company (Cereals, Dog Food)			Leo Burnett Co.
Date with the Angeles	Plymouth Motors Corp. ABC-TV (Plymouth Automobiles)		Grant Adv. Inc.
Dean, Jimmy, Show December Bride	Participating Sponsors CBS-TV		
	General Foods Corp. CBS-TV (Instant Maxwell House Coffee)		Benton & Bowles
Destiny	Ford Division of the Ford Motor Co. CBS-TV (Ford Automobiles)		J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
Detective's Diary	Sterling Drug Co. NBC-TV (Bayer Aspirin, Phillip's Milk of Magnesia, Dr. Lyon's Toothpowder, Energine Cleaning Fluid)		Dancer-Fitzgerald-Sample
Dick and the Duchess	Helene Curtis Industries CBS-TV (Stopette, Spray Net)		Gordon Best, Inc.
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
Disneyland	American Dairy Assn. ABC-TV (Milk, Cream, Cheese, Butter, Cottage Cheese, Ice Cream, Evaporated Milk & Non-fat Milk)		Campbell-Mithun, Inc.
	Derby Foods, Inc. (Peter Pan Peanut Butter, Boneless Chicken, Chicken)		McCann-Erickson



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	a la King, Egg Noodles, Chicken Tamales with Sauce, Chili con Carne with Beans, Corned Beef Hash, Peanut Products, Canned Whole Chicken, Swift Meat & Poultry Products, Fresh or Canned Frankfurters & Sausages)		
	American Motors Corp. (Nash & Hudson Automobiles & Kelvinators)		Geyer Advertising
	General Foods Corp. (Jell-O, Jell-O Puddings & Pie Fillings, Jell-O Gelatin, Rice & Minute Potatoes, Whipped Cream Type Mixes, Baker's Instant Chocolate Drink, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate)		Young & Rubicam
	Swift & Company (Meat and Poultry Products)		McCann-Erickson
	General Mills, Inc. (Flours, Cereals, Baking Mixes, Frosting Mixes)		Tatham-Laird, Inc.
	Reynolds Metals Company (Aluminum Products)		Clinton E. Frank Inc.
Do You Trust Your Wife?	Liggett & Myers Tobacco Co.	CBS-TV	Dancer-Fitzgerald-Sample
Dragnet	General Foods Corp. (Post Cereals)	NBC-TV	Benton & Bowles
Du Pont Show of the Month	Liggett & Myers E. I. du Pont de Nemours Co.	CBS-TV	Dancer-Fitzgerald-Sample
Du Pont Theatre	E. I. du Pont de Nemours Co. (Institutional)	ABC-TV	BBDO
Durante, Jimmy, Show	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell

— E —

Edge of Night, The	Atlantis Sales Corp. (French's Mustard)	CBS-TV	J. Walter Thompson
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles
	Pet Milk Company (Evaporated Milk, Milk Products)		Gardner Advertising
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	Procter & Gamble Co. (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)		Benton & Bowles
	Standard Brands, Inc. (Coffee, Tea, Margarine)		J. Walter Thompson
	Vick Chemical Co. (Cold Remedies)		Morse International



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Edsel Show	Ford Division of The Ford Motor Co. (Edsel Automobiles)	CBS-TV	Foote, Cone & Belding
Edwards, Douglas, with the News	American Can Co. (Institutional)	CBS-TV	Compton Adv. Inc.
	American Home Products Corp. (Anacin, Aero Shave, Heet)		Ted Bates & Co.
	Hazel Bishop, Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make- up, Hair Spray, Stick Deodorant)		Raymond Spector Co.
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates & Co.

F

Famous Film Theatre	Yardley of London, Inc. (Shaving Bowl, Shaving Cream, Brushless Shave Cream, Men's Cologne & other Yardley Products)	ABC-TV	N. W. Ayer & Son
Father Knows Best	Scott Paper Co. (Paper Napkins, Tissue, Paper Towels)	NBC-TV	J. Walter Thompson
	Lever Brothers Co. (Soaps, Detergents, Shortening)		J. Walter Thompson
Fisher, Eddie, Show of	Liggett & Myers Tobacco Co.	NBC-TV	McCann-Erickson
Ford Show (Tennessee Ernie Ford) Ford Theatre	Ford Division of Ford Motors	NBC-TV	J. Walter Thompson
	Ford Division, Ford Motor Co.	ABC-TV NBC-TV	J. Walter Thompson
Francis, Arlene, Show	Sterling Drug Inc. (Bayer Aspirin)	NBC-TV	Dancer-Fitzgerald-Sample
Fury	The Borden Co. General Foods Corp. (Post Cereals)	NBC-TV	Benton & Bowles Benton & Bowles

G

General Electric Theater	General Electric Co. (Institutional)	CBS-TV	BBDO
Giant Step	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals, Sponges, Dog Food)		BBDO
Gleason, Jackie, Show	Bulova Watch Co. Inc. (Bulova Watches)	CBS-TV	McCann-Erickson
	P. Lorillard Co. (Old Gold Cigarettes)		Lennen & Newell
Gobel, George, Show of	RCA and Whirlpool Seeger Corp.	NBC-TV	Kenyon & Eckhardt
Godfrey, Arthur, Show	American Home Products Corp. (Chef Boy-Ar-Dee Products)	CBS-TV	Young & Rubicam
	Bristol-Myers Co. (Ban, Vitalis, Ipana, Bufferin)		Young & Rubicam



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
Godfrey's, Arthur, Talent Scouts	Thomas J. Lipton, Inc. (Lipton's Tea, Lipton's Soup Mixes)	CBS-TV	Young & Rubicam
	The Toni Co. (Toni Home Permanent Wave, Paper-Mate Pens)		North Advertising
Godfrey, Arthur, Time	American Home Products Corp. (Chef Boy-Ar-Dee Products)	CBS-TV	Young & Rubicam
	Armour & Co. (Meat & Poultry Products)		N. W. Ayer & Son
	Bristol-Myers Co. (Bufferin, Ban)		Young & Rubicam
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles
	General Foods Corp. (Baker's Coconut, Minute Rice, Baker's Cocoa, Log Cabin Syrup, Good Season's Salad Dressing Mix)		Young & Rubicam
	General Foods Corp. (Swansdown Cake Flour, Baker's Coconut, Minute Potatoes, Frozen Fruits & Vegetables, Meat & Fruit Pies)		Young & Rubicam
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	The Kendall Co. (Bauer & Black Division) (All Curity Products)		Leo Burnett Co.
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Mutual Benefit & Accident Association of Omaha (Insurance)		Bozell & Jacobs Inc.
	Norwich Pharmacal Co. (Pepto-Bismol, Unguentine)		Benton & Bowles
	Peter Paul, Inc. (Peter Paul Mounds, Almond Joy Candy Bars)		Dancer-Fitzgerald-Sample
	Pharma-Craft Co. (Coldene, Ting)		J. Walter Thompson
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	Scott Paper Co. (Paper Towels, Napkins)		J. Walter Thompson
	Sherwin-Williams Co. (Super Kermtone, Kem Clo, SWP House Paint, Color Harmony Book)		Fuller & Smith & Ross
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish)		Young & Rubicam



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Non-Scuff Floor Wax, Car Wax, Car Polish)		
	Singer Sewing Machine Co. (Sewing Machines, Sewing Aids, Vacuum Cleaners)		Young & Rubicam
	Standard Brands, Inc. (Royal Gelatin Desserts, Blue Bonnet Margarine, Frozen Orange Juice, Hunt Club Burger-Bits Dog Meal)		Ted Bates Co.
Good Morning Graham, Billy, Crusade	Participating Sponsors Billy Graham (Institutional)	CBS-TV ABC-TV	Walter Bennett Co.
Guiding Light	Procter & Gamble Co. (Ivory Soap, Dix)	CBS-TV	Compton Adv. Inc.
Gunsmoke	Liggett & Myers Tobacco Co. (L & M Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample
	Remington Rand, Inc. (Remington Electric Shavers, Office Equipment)		Young & Rubicam

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Harbourmaster	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	Wm. Esty Co.
Have Gun—Will Travel	American Home Products Corp. (Anacin, Bisodol Mints, Freezone, Infra-Rub)	CBS-TV	Ted Bates Co.
	Lever Brothers Co. (Wisk, Lifebuoy Soap)		J. Walter Thompson
Heckle & Jeckle Cartoon Show	Johnson & Johnson (Stars 'n Stripe Band-Aids)	CBS-TV	Young & Rubicam
	Sweets Co. of America Inc. (Tootsie Rolls)		George Eisen Inc.
Hey, Jeannie	Procter & Gamble Co. (Drene, Dash, Crest)	CBS-TV	Compton Adv. Inc.
High Adventure, with Lowell Thomas	General Motors Corp. (Delco Division) (Delco Products & United Motors Service)	CBS-TV	Campbell-Ewald Co.
Hitchcock, Alfred, Presents	Bristol-Myers Co. (Ipana Toothpaste, Bufferin, Vitalis, Ban)	CBS-TV	Young & Rubicam
Hollywood Film Theatre	Evinrude Motors (Outboard Motors)	ABC-TV	Cramer-Krasselt Co.
	5 Day Laboratories Products—Div. of Associated Products, Inc. (5-Day Deodorant Pads)		Grey Advertising
Hotel Cosmopolitan	Atlantis Sales Corp. (French's Mustard)	CBS-TV	J. Walter Thompson
	Swift & Co. (Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
	The Toni Co. (Toni Home Permanent Wave, Hair Care Products, Shampoo)		Tatham-Laird, Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Howdy Doody	Continental Baking Co. (Wonder Bread, Hostess Cakes)	NBC-TV	Ted Bates Co.



I Love Lucy	Ford Division of The Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)		Young & Rubicam
	Gold Seal Co. (Glass Wax, Snowy Bleach)		Campbell-Mithun Inc.
	Procter & Gamble Co. (Lilt Home Permanent Wave, Fluffo)		Grey Advertising
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co. Inc.

It Could Be You	Alberto-Culver Co. (Alberto VO-5 Hair Dressing & Condition- ing; Other Hair Products)	NBC-TV	Geoffrey Wade Adv. Inc.
	American Home Products Corp. (Waxes, Polishes, Analgesics)		Geyer Adv. Inc.
	Brillo Mfg. Co. Inc. (Brillo Cleaning Pads, Cleanser)		J. Walter Thompson
	Brown & Williamson Tobacco Co. (Tobacco Products)		Keyes, Madden & Jones
	Chesebrough-Ponds Inc. (Vaseline, etc.)		J. Walter Thompson
	General Foods Co.		Young & Rubicam
	Lehn & Fink Products Corp.		McCann-Erickson
	Miles Laboratories (Alka-Seltzer, One- A-Day Vitamins)		Geoffrey Wade Adv. Inc.
	Mentholatum Co. Pharmaco, Inc. (Laxatives, "Chooz")		J. Walter Thompson Doherty, Clifford, Steers & Shenfield
	Procter & Gamble Co.		Dancer-Fitzgerald-Sample

I've Got a Secret	R. I. Reynolds Tobacco Co. (Winston Cigarettes)	CBS-TV	William Esty Co.
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Jim Bowie, Adventures of	Chesebrough-Ponds, Inc. (Vaseline Products, Cold Creams & Powders)	ABC-TV	McCann-Erickson
	American Chicle Co. (Dentyne, Clorets, Roloids, Beeman's Chiclets, Clove Chewing Gum)		Dancer-Fitzgerald-Sample
Jones, Spike, Show	Liggett & Myers Tobacco Co. (L & M Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample



Kitty Foyle	Brillo Mfg. Co.	NBC-TV	J. Walter Thompson
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COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Kraft Television Theater	Kraft Foods Co. (Salad Dressings, Cheeses, Margarine, Jellies, Candies)	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	The Gordon Baking Co. (Silvercup Bread)	ABC-TV	N. W. Ayer & Son Inc.
L			
Lassie	Campbell Soup Co. (Campbell Soups, Baked Beans, V-8)	CBS-TV	BBDO
Leave It to Beaver	Remington Rand, Inc. (Remington Electric Shavers, Office Equipment)	CBS-TV	Compton Adv. Inc.
Life of Riley, The Line-Up, The	Lever Brothers Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	NBC-TV	BBDO
	Procter & Gamble Co. (Cheer)	CBS-TV	Ted Bates Co.
Linkletter's, Art, House Party	Campbell Soup Co. (Campbell Soups, Frozen Foods)	CBS-TV	Young & Rubicam
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		BBDO
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish, Non- Scuff Floor Wax, Car Wax, Car Polish)		Young & Rubicam
	A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Pro-myl, Sta-Puf)		Erwin Wasey, Ruthrauff & Ryan
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		J. Walter Thompson
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		North Advertising
Lone Ranger, The	General Mills, Inc. (Cheerios, Wheaties, Kix)	CBS-TV	Dancer-Fitzgerald-Sample
	Nestle Co. Inc. (Nestle's Quik, Chocolate Bars, Semi- Sweet Morsels)		McCann-Erickson
Lone Ranger	General Mills, Inc. (Cereals, Flours, Baking Mixes, Frosting Mixes)	ABC-TV	Dancer-Fitzgerald-Sample



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Swift & Co. Inc. (Meat and Poultry Products)		McCann-Erickson
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV	Ted Bates Co.
Lux Show, The, with Rosemary Clooney	Lever Brothers Co. (Lux Products)	NBC-TV	J. Walter Thompson
—M—			
M Squad	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell, Bayles
	Hazel Bishop (Cosmetics)		Raymond Spector
MacKenzie, Gisele, Show	Schick, Inc. (Electric Shavers)	NBC-TV	Benton & Bowles
	Scott Paper Co. (Paper Napkins, Towels, etc.)		J. Walter Thompson
Maverick	Kaiser Industries Corp. (Aluminum, Steel, Gypsum, Cement & Cement Products, Trucks and Automobiles, Hotels & Jeeps)	ABC-TV	Young & Rubicam
Medical Horizons	Ciba Pharmaceutical Products (Institutional Advertising)	ABC-TV	J. Walter Thompson
Meet McGraw	Procter & Gamble (Tide, Lilt, Prell, Gleem)	NBC-TV	Benton & Bowles
Meet the Press	Pan American World Airways, Inc.	NBC-TV	J. Walter Thompson
Mickey Mouse Club	Am-Par Record Corp. (Phonograph Records)	ABC-TV	Buchanan & Co.
	Armour & Co. (Sausage & Sausage Products, Beef Stew, Corned Beef Hash, Chili Con Carne, Treet, Meat Spreads)		Tatham-Laird, Inc. N. W. Ayer & Son
	Bristol Myers Co. (Ipana Toothpaste)		Doherty, Clifford, Steers & Shenfield
	General Foods Corp. (Baker's Cocoa, Baker's Chocolate (excluding candy) Frosting & Chocolate Products)		Young & Rubicam
	The Carnation Co. (Milk Products, Cheese, Ice Cream, Frozen Meats & Vegetable Pies)		Erwin Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Breakfast Cereals)		Dancer-Fitzgerald-Sample
	Gold Seal Co. (Glass Wax, Christmas Stencils, Glass Wax Metal Cleaner, Snowy Bleach)		Campbell-Mithun, Inc.
	Mars, Inc. (Candies (exclusive of confections, other than candies)		Knox Reeves Advertising



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Minnesota Mining (Adhesives, Abrasives & Gift Wrap Ribbon)		BBDO
	Mattel, Inc. (Toys)		Carson-Roberts, Inc.
	SOS (Scouring Powders, Tuffy & Soil-off)		McCann-Erickson
	Miles Laboratories, Inc. (Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Adv.
	The Coca-Cola Co. (Coca-Cola)		McCann-Erickson
	Pillsbury Mills, Inc. (Flour, Frozen, Refrigerated & Dry Mix Products)		Leo Burnett Co.
Mighty Mouse Playhouse	Colgate-Palmolive Co. (Colgate Dental Cream)	CBS-TV	Ted Bates Co.
	General Foods Corp. (Post's Cereals)		Benton & Bowles
Millionaire, The	Colgate-Palmolive Co. (Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	CBS-TV	Ted Bates Co.
Mitchell, Guy	Max Factor Co. (Pancake Make-Up, Panstick, Sebb, Erase, Lipsticks, Nail Polishes, Curl Control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up)	ABC-TV	Anderson-McConnell Adv.
Modern Romances	Brillo Mfg. Co. (Brillo Cleaning Pads, Cleanser)	NBC-TV	J. Walter Thompson
	Corn Products Refining Co. (Mazola, Karo, Kasco, Bosco)		McCann-Erickson
	Kraft Foods (Cheeses, Spreads, Jellies, Candies, Salad Dressing, Fruit Drinks, Margarine and Kraft Dinner)		J. Walter Thompson
	Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Energine Cleaning & Lighter Fluid)		Dancer-Fitzgerald-Sample
Moore, Garry, Show	Best Foods, Inc. (Hellmann's Mayonnaise, Rit, Shinola)	CBS-TV	Earle Ludgin & Co. Dancer-Fitzgerald-Sample
	Bird & Son, Inc. (Flooring & Roofing Material)		Humphrey, Alley & Richards, Inc.
	CBS-Hytron (Tubes)		Bennett & Northrop, Inc.
	California Packing Co. (Del Monte Products)		McCann-Erickson
	Campbell Soup Co. (Franco-American Spaghetti, Campbell Soups)		Leo Burnett Co.
	Dow Chemical Co. (Saran Wrap)		MacManus, John & Adams