

Microwave Associates

22 Cunningham St., Boston 15, Mass.
 President.....Dana W. Atchley Jr.
 Treasurer.....Vess Chigas
 Engineering Vice-Pres.....R. M. Walker
 PRODUCTS: Microwave tubes and waveguide components.

Midland Manufacturing Co., Inc.

3155 Fiberglass Rd., Kansas City, Mo.
 Phone: FInley 7950
 President.....George McGrew
 Manufacturing Vice-Pres.....H. G. Humann
 PRODUCTS: CR tubes.

Midwest Radio and Television Corp.

909 Broadway, Cincinnati, O.
 Phone: MAIn 1-2371
 President.....S. W. Cunningham
 General Manager.....Harry Smith
 Secretary.....Walter Tar
 PRODUCTS: Radio receivers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
 Phone: SPring 7-7670
 Secretary.....J. M. Kuhlík, Sc.D.
 General Manager.....I. W. Kuhlík
 Treasurer.....H. B. Kuhlík
 PRODUCTS: Walkie-Record all, self-contained battery voice recorders; telephone, conference, briefcase recorders.

Minnesota Mining and Mfg. Co.

900 Fauquier Ave., St. Paul 6, Minn.
 Phone: TOWer 8511
 Sales Mgr., Magnetic Prod.....Dan Denham
 1500 S. Western Ave., Chicago 8, Ill.
 Phone: MOnroe 6-6126
 Manager.....R. F. Woelfel
 446 N. LaBrea Ave., Hollywood 36, Calif.
 Phone: WEstber 1-1289
 Manager.....M. D. Benson
 401 N. Broad St., Philadelphia 8, Pa.
 Manager.....T. J. Donahue
 PRODUCTS: Magnetic tape.

Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.
 Phone: BAYside 5656
 Pres. & Treas.....P. K. Trautwein
 V.P., Sec'y.....Paul H. Trautwein
 PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

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 4-3600
 President.....Peter Mole
 Vice-Pres., Treas.....W. K. Parker
 PRODUCTS: TV and photographic equipment.

Motorola, Inc.

1545 Augusta Blvd., Chicago, Ill.
 Phone: SPaulding 2-6500
 President.....Paul V. Galvin
 Executive Vice-Pres.....Robert W. Galvin
 Merchandising Vice-Pres.....E. R. Taylor
 V.P., Consumer Prods. Eng.....E. H. Wavering
 Vice-Pres. Purchasing.....F. J. O'Brien
 Director of Advertising.....D. H. Kutner
 Dir. of Public Relations.....Allan Center
 Mgr., Customer Services.....S. M. Whisler
Branches Offices (Sales and Service)
 650 N. Pulaski Rd., Chicago 24, Ill.
 131 Lyndon Ave., Detroit, Mich.
 120 S. 30th St., Philadelphia, Pa.
 522 Light St., Baltimore, Md.
 PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.

1451 Gordon St., Hollywood 7, Calif.
 Phone: HOLlywood 7-3178
 President.....Mark Serrurier
 PRODUCTS: Motion picture film editing equipment.

Muscolor, Inc.

3100 Lake Shore Dr., Michigan City, Ind.
 President.....Maurice Metzler
 PRODUCTS: Telecolor animated color lighting apparatus.

Multi-Tron Laboratory Inc.

4624 Washington Blvd., Chicago 44, Ill.
 Phone: MANSfield 6-7310
 President, Ch. Eng.....Nicholas Glyptis
 PRODUCTS: TV, special tubes, research and development.

Muntz TV, Inc.

1000 Gray Ave., Evanston, Ill.
 Phone: HOLlycourt 5-1800
 President.....Earl W. Muntz
 Chief Engineer.....Rex Wilson
 PRODUCTS: TV receivers.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
 Phone: CIRCle 6-0348
 President.....John Clemens
 PRODUCTS: Sells, rents and services TV dollies, lenses, microphone booms.

National Co.

61 Sherman St., Malden, Mass.
 Phone: MALden 2-7950
 President.....Joseph Quick
 Vice-Pres., Sales.....Lynn Eaton
 Engineering Director.....Engene Grant
 PRODUCTS: Radio receivers.

National Television Tube Inc.

Rochelle Park, N. J.
 Phone: PRescott 8-4937
 Sales Director.....John Sansone
 PRODUCTS: TV tubes.

National Video Corp.

1300 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
PRODUCTS: TV rebroadcast receivers,
field intensity meters.

Neumade Products Corp.

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

PresidentOscar Neu
PRODUCTS: Film equipment.

O'Brien Electric Corp.

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

PresidentFrank O'Brien
Vice-Pres., Sales.....John Greene
PRODUCTS: Broadcast switchers, audio
facilities, custom cabinets.

Otto K. Olsen Co.

1534 Caluenga Bldy., Hollywood, Calif.
Phone: HOLlywood 5-5194

President, Gen. Mgr.....Daniel Murphy
PRODUCTS: TV lighting equipment,
booms.

Gunnar Olsen Corp.

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

President, Treas.....Gunnar Olsen
PRODUCTS: Complete tower service.

Olympic Radio and Television Inc.

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

President, Gen. Mgr.....Morris Sobin
Sales Vice-President.....Herbert Kabat
Merchandising Consultant, Albert Friedman
Field Sales Mgr.....Milton Auster
Sales Administration Mgr.....S. Lipper
PRODUCTS: Radio receivers.

ORRadio Industries, Inc.

120 Marvyn Rd., Opelika, Ala.
Phone: Sherwood 5-4621

N. Y. Phone: WAlker 5-1257

President.....J. Herbert Orr
Vice-Pres.....J. W. Bunkley
Vice Pres., Sales.....Nat Welch
Vice Pres., Research.....Herbert G. Hard
Vice Pres., Production.....William Barnett
Branch Offices

5458 Ridge Ave., Philadelphia, Pa.

Eastern Sales Mgr.....Frank Adams
1 Park Ave., Manhasset, L. I., N. Y.

Executive-in-charge.....Preston W. Mack
Merchandise Mart, Chicago, Ill.

Executive-in-Charge.....J. J. McBride
4217 W. Jefferson Blvd., Los Angeles, Calif.

Executive-in-ChargeClaude Erlanger
PRODUCTS: Irish brand magnetic tapes,
sound recording tapes for radio, optical pho-
tography tapes for TV.

Otis Elevator Co. (Electronics Div.)

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

Manager.....Morton B. Kahn
Secretary.....Fayette S. Dunne
TreasurerBruce Wallace
PRODUCTS: Broadcast Station Equip-
ment, AM and FM, Studio Amplifying Con-
soles, Radio Communication Transmitters,
both AM and FM, Air, Ground Communica-
tion Equipment, AM and FM, Electronic
Computors, Radar Equipment, Guided Mis-
sile Controls, etc.

Packard-Bell Company

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

President.....Herbert A. Bell
Exec. Vice-President.....Robert S. Bell
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
Dir. of Adv. & Sales

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

Pacific Mercury Television Mfg. Corp.

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

Chairman, President.....Joe Benaron
Merchandise Mgr.....Roy Chilton
PRODUCTS: TV sets.

Pan American Electronics Inc.

1500 N. Miami Ave., Miami, Fla.
Phone: 82-6857

Gen. Sales Mgr.....M. E. Yarus

Parkersburg Rig and Reel Co.

620 Depot St., Parkersburg, W. Va.
Phone: 7-4521

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

Pembrex Theatre Supply Corp.

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

PresidentLouis Wutke
PRODUCTS: "Pemarc" and "Teline" pro-
jectors, and accessories.

Penta Laboratories Inc.

312 N. Nopal St., Santa Barbara, Calif.
Phone: WOODland 5-4581

PresidentR. Leonard
PRODUCTS: Transmitting and power tubes.

The Pentron Corp.

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

PresidentIrving Rossman
 Vice Pres.....Theodore Rossman
 V.P. Manufacturing.....Bernard Sablins
 Comptroller.....Marshall Peiros
 Prod. Dir.....Aaron Roseman
 Purchasing Agent.....Nick Alex
 Asst. Sales Mgr.....Robert Farnsworth
 Adv. Mgr.....Martin Mann

PRODUCTS: Tape recorders, tape players, high fidelity basic tape mechanisms and tape preamplifiers. Broadcast recorders, electronic mike mixers, tape carry cases, foot pedal controls, extension cords, telephone pickups.

Pembrex TV

(Div. Pembrex Theater Supply, Inc.)

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

President.....Louis M. Wutke
PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pemsync motors and 16 and 35 mm Rear-Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available.

Philco Corp.

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

ChairmanWilliam Balderstone
 PresidentJame Skinner
 Vice-Pres., Merchandising...Raymond George
 Public Relations Director.....W. Wight
 Gen. Advertising Mgr...Morgan Greenwood
TV Division

Vice-Pres. Gen. Mgr.....James Skinner
 Sales Manager.....John Utz
 Sales Promotion Mgr.....J. S. Frietsch
Home Radio Division

General Manager.....Henry Bowes
 Sales Manager.....J. J. Morau

Philharmonic Radio & TV Corp.

235 Jersey Ave., New Brunswick, N. J.
 Phone: CHarter 7-3700

PresidentBernard Lippin
 Executive Vice-Pres.....Eli Saltz
 Secretary.....Irwin A. Yellin
PRODUCTS: Radio, TV receivers.

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 Engineer.....Reginald Burke
 TreasurerMurray Granat

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

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
 Phone: STillwell 4-3454

PresidentIsidor Goldberg
 Vice-PresidentJ. N. Benjamin
 Secretary-Treasurer.....I. W. Wyckoff
 Sales Manager.....L. M. Sandwick
 Purchasing Agent.....Paul Lefko
 Prod. Mgr.....F. Hajek
 Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, portable phonographs; Hi-Fi phonographs, complete Hi-Fi systems.

Pioneer Electronics Corp.

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

President.....L. M. Perrish
 Gen. Sales Mgr.....Z. Goodman

Polarad Electronics Corp.

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

President.....Dr. D. L. Jaffee
PRODUCTS: Cameras, generators, monitors, consoles, amplifiers.

Presto Recording Corp.

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

Sales Manager.....Thomas B. Aldrich
PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

Prodelin Inc.

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

President.....L. A. Blondon
 Sales Manager.....J. F. Cosgrove
PRODUCTS: Antenna systems.

Racine Tower Construction Co.

Center St., Brandon, Vt.
 Phone: 85

PresidentEmile Racine
PRODUCT: Antennae.

Radiant Mfg. Corp.

2627 W. Roosevelt Rd., Chicago, Ill.
 Phone: CRawford 7-6300

President.....H. E. Eller
 Sales Vice-Pres.....Herschel Feldman
PRODUCTS: Projection screens.

Radio Construction Co.

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

**Radio and Television Inc.
(Brunswick Division)**

119 W. 57th St., New York, N. Y.
Phone: JUdson 6-0780
President.....H. L. Weisburgh
PRODUCTS: Radio receivers.

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.....Frank M. Folsom
Senior Exec. Vice-Pres.....E. W. Engstrom

Defense Electronic Products

Front & Cooper Sts., Camden, N. J.
Vice-Pres., Gen. Mgr.....T. A. Smith
Chief Tech. Adm.....M. C. Batsel
Mgr. Operations Control.....T. W. Massoth
Mgr. Missile & Surface Radar
Operations.....H. R. Wege
Mgr. West Coast Elec. Prods.
Dept.....A. N. Curtiss
Mgr. Airborne Systems Dept.....J. M. Hertzberg
Mgr. Surface Communications
Dept.....S. W. Cochran
Chief Engineer.....C. A. Gunther

Commercial Electronic Products

Front & Cooper Sts., Camden, N. J.
General Manager.....A. L. Malcarney
Chief Engineer.....J. Hillier
Mgr. Broadcast & TV Equip.
Dept.....A. R. Hopkins
Mgr. Comm. Prods. Dept.....C. M. Lewis
Mgr. Theatre & Sound Prods.
Dept.....J. F. O'Brien
Mgr. BIZMAC Marketing.....L. F. Jones
Mgr. Comm'l Adv. & Sales
Promotion.....J. P. Taylor

Consumer Products

Exec. V.P.....R. A. Seidel
RCA Victor Television Division
Cherry Hill, Camden 8, N. J.
V.P. and Gen. Mgr.....C. P. Baxter
Operations Mgr.....G. K. Bryant
Chief Eng.....D. D. Cole
Gen. Sales Mgr.....J. P. Bannon
Mgr., Adv. and Sales Prom.....J. M. Williams
RCA Victor Radio & "Victrola" Division
Cherry Hill, Camden 8, N. J.
V.P. and Gen. Mgr.....J. M. Toney
Manager Sales.....L. J. Collins
Mgr. Adv. & Sales Prom.....R. E. Conley
Chief Engineer.....J. L. Franke
RCA Victor Record Division
155 E. 24th St., New York, N. Y.
V.P. and Gen. Mgr.....E. Sacks
V.P. and Operations Mgr.....L. W. Kanaga
Mgr. Single Records Dept.....W. W. Bullock
Mgr. Records Operations Dept.....H. L. Letts
Mgr. Records Operations Dept.,
Publicity.....G. R. Thorpe

Mgr. Records Operations Dept.,
Customer Records.....J. P. Davis
Mgr. Records Albums Dept.....G. R. Marek
Mgr. Records Albums Dept.,
Advertising.....W. I. Alexander

Electronic Components

Exec. Vice-President.....W. W. Watts
Tube Division

415 S. 5th St., Harrison, N. J.
V.P. and Gen. Mgr.....D. Y. Smith
Gen. Comm. Mgr.....L. S. Thees
Gen. Marketing Mgr.....L. F. Holleran
Manager, Operations Control.....W. H. Painter
Chief Engineer.....G. R. Shaw
Mgr., Equip. & Parts
Marketing.....L. J. Battaglia
Mgr. Rec'g Tube Marketing...K. G. Bucklin
Mgr. C. R. & P'r Tube

Marketing.....M. J. Carroll
Mgr. Equipment Sales.....L. D. Kimmel
Mgr. Distributor Sales.....D. M. Branigan

Semiconductor Division

415 S. 5th St., Harrison, N. J.
General Manager.....A. M. Glover
Mgr. Sales Dept.....T. R. Hays
Mgr. Marketing Dept.....F. F. Neuner
Chief Engineer.....L. Malter

PRODUCTS: Television receivers; table and console models; console color TV receivers; Hi-Fi 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.

36-40 37th St., 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. & Purch'g Agent.....C. R. Runyon, III
Ind. Rel. Mgr.....James J. Kelly
Ser. Mgr.....Harold Goldstein
Traffic Mgr.....E. R. Phillips
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.

Rangertone, Inc.

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

President.....R. H. Ranger
Sales Manager.....R. L. Scripp
PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Rauland Corp.

(Subsidiary of Zenith Radio Corp.)

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

President.....E. N. Rauland

Raven Screen Corp.

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

Manager.....Fred Rose
PRODUCTS: Projection screens.

Raytheon Manufacturing Co.

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

Exec. V.P.....H. F. Argento
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

Vice Pres.....Frank B. Rogers, Jr.
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

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

Sales Manager.....George Silber
PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmster, a continuous variable speed phonograph and portable PA system; Challenger disc recorder; Roundin turntable series and Recitalists portable PA system.

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

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

President.....V. E. Delucia
PRODUCTS: Tubes.

Roland Radio Corp.

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

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

Douglas Roesch Inc.

2200 S. Figueroa St., Los Angeles 7, Calif.
Phone: RIchmond 7-9361

President.....Douglas Roesch
PRODUCTS: Douglas chairside control and TV sets.

Rokaville Co.

(Electronics Division)

2064 S. Bannock, Denver, Colo.
Phone: PEarl 3-4251

Owner.....R. L. Pierzina

Rust Industrial Co., Inc.

130 Silver St., Manchester, N. H.
Phone: Manchest 3-3596

Best. Sls. Mgr.....T. W. Forget
PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Scott Radio Laboratories Inc.

1020 N. Rush St., Chicago, Ill.
Phone: WHitchall 4-0510

President.....John S. Meek
Engineering Vice-Pres.....Louis C. Woycke
Secretary-Controller.....R. G. Eggo

Self Winding Clock Co., Inc.

205-11 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAIn 2-6300

N. Y. Phone: MU 3-6030
Asst. Sales Mgr.....Harvey S. Wellman
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.

3107 S. Hoover St., Los Angeles, Calif.
Phone: PLeasant 2-7657

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

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: PLeasant 2-7657

President.....Ernest Alschuler
Vice-President.....Milton Block
Director of Sales.....E. G. May
Sales Manager.....R. B. Park
Sales Promotion Mgr.....A. E. Welch
PRODUCTS: Radio receivers.

Setchell Carlson Inc.

New Brighton, Minn.
Phone: NEstor 8877

President.....B. T. Setchell
 Sales Engineer.....Fred Melius
 General Manager.....H. E. Taylor
 Sales Mgr., Midwest.....R. G. Chermak
 Sales Mgr., Northwest.....D. E. Dursell
 PRODUCTS: Radio receivers.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
 Phone: FOrrest 7-2535
 Owner.....Tom Shields
 PRODUCTS: Scenic TV settings.

Singer Television Mfg. Co.

3397 Poplar Blvd., Los Angeles, Calif.
 Phone: CApiitol 5-5705
 President.....Eugene Singer
 Gen. Sales Mgr.....Richard Weed
 Sales Mgr., Audi-Video.....Donald Reed
 PRODUCTS: Projection TV for institutions.

Skiatron Electronics & TV Corp.

30 E. 10th St., N. Y. 3, N. Y.
 Phone: ORegon 3-3464
 President.....Arthur Levey
 Treasurer.....Kurt Widder
 Secretary.....Frank V. Quigley
 Dir. of Research & Develop.....J. H. Laub
 Dir. of Ultra-sonic TV...Richard L. Duggan
 Dir. of Subscribervision...W. J. Shanahan
 Services Offered: Electronic equipment, subscriber-vision research and development TV and electronics.

Sonora Radio & TV Corp.

325 N. Hoyne Ave., Chicago, Ill.
 Phone: CHesapeake 3-2323
 President.....Joseph Gerl
 Contract Sales Vice-Pres...Edward Kedziora
 PRODUCTS: Radio, TV receivers.

Sonotone Corp.

Elmsford, N. Y.
 Phone: LYric 2-6400
 President.....J. I. Schachtel
 PRODUCTS: Vacuum tubes, transistors, amplifiers.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.
 Phone: PLaza 7-0440
 President, Gen. Mgr.....J. A. Tanney
 Vice-Pres., Sales Mgr.....Oscar Lightstone
 Sales Prom. Mgr.....R. L. Sapaan
 PRODUCTS: Film editing, developing, printing machines.

Spincraft Inc.

4122 W. State St., Milwaukee, Wis.
 Phone: DDivision 2-0730
 Chairman.....Theodore Slalow, Jr.
 President.....George A. Mast
 PRODUCTS: Metal cone makers.

Stainless, Inc.

Third & Montgomery Sts., North Wales, Pa.
 Phone: North Wales 4871
 President.....John F. Guzewicz

Vice-President.....Henry J. Guzewicz
 PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
 Phone: HOLlywood 4-7461
 President.....William V. Stancil
 PRODUCTS: Magnetic recorder/reproducer for Tape Model R5 magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature). magnetic recorder/reproducer—multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—500 watt output Model V1A.

**Standard Electronics Corp.
 (Subsidiary of Dynamics Corp. of America)**

285 Emmet St., Newark 5, N. J.
 Phone: BIdelow 3-5540
 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.....S. Jenkins
 478 Overbrook Drive N.W., Atlanta, Ga.
 Phone: ATwood 0710
 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. Sls. Eng. Mgr.....M. L. Zimmerman
 1027 Levee St., Dallas, Tex.
 Phone: Randolph 4-008
 Marketing & Sls. Prom. Mgr...S. L. Chaikind
 PRODUCTS: TV transmitters, VHF, amplifiers; duplexers, dummy loads; demodulators; harmonic filters; video amplifiers; control desks; switchers, audio, video; TV studio cameras; sync generators; AM, FM transmitters.

Stephens Manufacturing Corp.

8538 Warner Dr., Culver City, Calif.
 Phone: TEXas 0-3775
 President.....R. L. Stephens
 PRODUCTS: Amplifiers, cabinets, condenser microphones.

**Stromberg-Carlson
 (Division of General Dynamics Corp.)**

100 Carlson Rd., Rochester, N. Y.
 Phone: HUBbard 2200
 President.....R. C. Tait
 Executive Vice-Pres.....G. G. Holt
 Sales Mgr., Radio-TV.....F. L. Granger

Merchandise Director.....James A. Frye
Public Relations Dir.....S. M. Manson

Strong Electric Corp.

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

President.....H. H. Strong
PRODUCTS: Arc spotlights, projectors.

Studio Television Products Sales Corp.

11 W. 42nd St., New York, N. Y.
Phone: OXFord 5-2199

President.....John Newton
PRODUCTS: Camera dollies, bases tri-pods, mike booms.

Sylvania Electric Products, Inc.

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

Chairman, President.....D. G. Mitchell
Vice-Pres., Operations.....A. L. Chapman
Vice-Pres., Sales.....B. K. Wickstrom
Dir. of Public Relations.....G. W. Griffith
Dir. of Adv. Sales Prom.....T. P. Cunningham
Mgr., Electronic Products Sales.....D. W. Gunn

Radio and Television Div.

254 Rano St., Buffalo, N. Y.
Phone: VICToria 2450

Vice-Pres., Gen. Mgr.....Arthur Chapman
Manufacturing Mgr.....H. E. Riordan
Gen. Sales Mgr.....B. O. Holsinger
TV-Radio Sales Mgr.....T. P. Ryan
Radio Sales Mgr.....J. R. Thuet

Radio Tube Division

Emporium, Kansas
Phone: 301

Vice-President.....M. D. Burns
General Manager.....W. H. Lamb
Gen. Sales Mgr.....D. W. Gunn
Equipment Sales Mgr.....W. O. Spink
Renewal Sales Mgr.....H. H. Rainier

Tarc Electronics Inc.

48 Urban Ave., Westbury, N. Y.
Phone: EDdgewood 4-3900

President.....H. W. Cain
PRODUCTS: Broadcast and test equipment for color and B & W TV.

Sarkes Tarzian Inc. (Broadcast Equipment Div.)

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

President.....Sarkes Tarzian
Sales Manager.....B. Presti
PRODUCTS: TV transmitters.

Taylor Tubes, Inc.

2312 Wabansia Ave., Chicago, Ill.
Phone: ARmitage 6-1730

President.....B. C. Boeckler
PRODUCTS: Tubes.

Technicraft Laboratories, Inc.

Thomaston, Conn.
Phone: ATlas 3-4315

President.....A. M. Winchell
PRODUCTS: Microwave components.

Tech-Master Corp.

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

President.....L. Lazoff
Sales Manager.....P. H. Witte
PRODUCTS: Videola TV receivers, FM tuners, radio sets.

Tektronix Inc.

Box 831, Portland, Ore.
Phone: CYpress 2-2611

President.....Howard Vollum
PRODUCTS: TV oscillators, and other test equipment.

Telechrome Inc.

632 Merrick Rd., Amityville, N. Y.
Phone: 4-4446

President.....J. R. Popkin-Clurman
Vice-Pres., Sales.....H. C. Riker
PRODUCTS: TV transmitters.

TelePrompTer Corporation

300 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
Sls. Mgrs.: TV & Film.....Barb Swift, Don Swift
Sls. Mgr., TV Stations.....W. K. Treynor
Sls. Mgr., Staging Services.....W. Marsh
Sls. Service Mgr.....J. Blair
Operations Dir.....Nat Myers
Branch Offices

6151 Santa Monica Blvd., Los Angeles, Calif.
Phone: HOLlywood 9-6239

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

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

Manager.....Ted Boisumeau
1346 Connecticut Ave., Washington, D. C.
Phone: COlumbus 5-3161

Manager.....Ray Turell
447 Jarvis St., Toronto, Canada
Phone: WALnut 2-2130

Manager.....Ken Page
PRODUCTS: TelePrompTer cueing equipment for film, live TV, TV stations, public speaking; Telepro rear screen remote controlled projection; Telemation, for automatic cueing; lights, Telestage, miscellaneous studio devices.

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.

Telet, Inc.

Louisville, Ky.

Phone: MAgnolia 4980

President.....D. P. Bibb, Jr.

Sales Mgr.....E. W. Lowrie

PRODUCTS: Replacement picture tubes.

Televideo Corp. of America

3400 S. Main St., Los Angeles, Calif.

Phone: ADams 2-7282

President.....Jaime Balugo

PRODUCTS: CR tubes and electronic assemblies.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.

Phone: 7-7207

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 Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.

Phone: LOngacre 4-2334

President.....K. A. Jenkins

Gen. Mgr.....Tom Haney

Sec'y Treas.....L. Jenkins

Traffic Mgr.....Carman Laurino

West Coast Representative

E. J. Baughman Co.

350 South Central, Los Angeles, Calif.

Canadian Representative

447 Jarvis St., Toronto

PRODUCTS: Profitmaker 2100 w. rear projector, rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing machines, and television special effects. "TSC 4000" rear screen projector; "TSC 67" rear projection screen.

Television Utilities Corp.

1315 Jericho Turnpike

New Hyde Park, N. Y.

Phone: FLoral Park 4-0408

President.....A. E. Siegel

PRODUCTS: Designs and manufacturers of private eye monitors.

Television Zoomar Corp.

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

Phone: BRyant 9-5853

President.....Jack A. Pegler

PRODUCTS: TV Zoomar lenses and studio zoomar.

Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.

Phone: WEBster 9-9250

President.....J. Roemisch

Sales Mgr.....E. W. Brinkerhoff

PRODUCTS: Test equipment for TV.

Tel-o-Tube Corp. of America

180 Van Riper Ave., E. Paterson, N. J.

Phone: FAirlawn 6-1500

President.....Samuel Kagan

Sales Mgr.....Nat Malamuth

PRODUCTS: TV tubes.

Theatre Network Television, Inc. (TNT)

Telesessions, Inc.

575 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-3220

President.....Nathan L. Halpern

Gen. Sales Mgr.....Fanshawe Lindsley

Executive Producer.....Martin H. Poll

Supervisor of Oper.....Edward F. Addiss, Jr.

Services Offered: Closed-circuit TV for business, industry, and entertainment.

Thomas Electronics Inc.

118 Ninth St., Passaic, N. J.

Phone: GRegory 3-404

President.....T. L. Clinton

Gen. Sales Mgr.....R. E. Burrows

Thompson Products Inc.

2196 Clarkwood Rd., Cleveland, Ohio

Phone: HEnderson 16765

(Electronics Division)

Manager.....J. W. Davidson

Sales Mgr.....F. J. Weilmiller

PRODUCTS: TV transmitter switches.

Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa

Phone: 5-7653

Owner.....M. M. Lasensky

6640 23rd Ave., West Hyattsville, Md.

Phone: HArrison 2-3515

General Manager.....A. C. Tilton

Sales Engineer.....Frank Little

PRODUCTS: Towers, microwave passive reflectors and tower erections.

Trad Electronics Corp.

1001 First Ave., Asbury Park, N. J.

Phone: PRespect 6-7447

President.....George Trad

PRODUCTS: Private label sets, commercial test equipment.

Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.

Phone: HArrison 7-9151

President.....Joe Friedman

Sales Mgr.....Tully Friedman

PRODUCTS: Radio receivers.

Trans-Lux Corp.

1270 6th Ave., New York, N. Y.

Phone: CIRCLE 7-4970

President.....P. E. Furber

PRODUCTS: Rear projection screens.

Tressel Television Productions, Inc.

111 W. Washington St., Chicago, Ill.
Phone: Financial 6-2976

President, Gen. Mgr. Frank Tracy
PRODUCTS: Manufactures Projectall remote controlled automatic slide and opaque projector.

John D. Trilsch Inc.

1310 McKinney Ave., Houston, Texas
Phone: ATwood 9351

President John D. Trilsch
PRODUCTS: Towers and antennas.

Truscon Steel Division

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

Mgr., Sls. Tower Prod. G. F. Bateson
PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Tung-Sol Electric Inc.

95 Eighth Ave., Newark 1, N. J.
Phone: Humboldt 2-2400

Chairman H. W. Harper
President Louis Rieben
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.)
Pittsburgh, Pa.

Phone: PEnhurst 1-0880

Vice-Pres., Gen. Mgr. A. M. Wiggins
Mgr., Apparatus Sales A. S. Robertson
PRODUCTS: Low frequency control and communication for TV tower elevators.

United Specialties Co.

(United Air Cleaner Div.)
9705 Cottage Grove Ave., Chicago, Ill.

Phone: REgent 4-5000

Sales Vice-Pres. J. Hamilton
PRODUCTS: TV shells and air cleaners.

U. S. Recording Company

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

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

Universal Vacuum Tube Corp.

137 Alexander St., Yonkers, N. Y.
Phone: 5-6435

President Theodore Apstein
PRODUCTS: CR tubes.

Vacuum Tube Products Co., Inc.

506 S. Cleveland St., Oceanside, Cal.
Phone: SARatoga 2-6567

President Harold Ulmer
PRODUCTS: Radio, tv tubes.

Vallen Inc.

225 Bluff St., Akron, Ohio
Phone: BLackstone 3-4933

President E. J. Vallen
PRODUCTS: Curtain controls and tracks for TV curtain.

Vandivere Laboratories Inc.

3520 S. Four Mile Run Dr., Arlington, Va.
Phone: JACkson 7-3422

President E. F. Vandivere
PRODUCTS: Equipment for automation of station programming.

Victor Animatograph Corp.

Davenport, Ia.
Phone: 3-9917

President S. G. Rose
PRODUCTS: Motion picture projectors.

Viewlex Inc.

35-01 Queens Blvd., Long Island City, N. Y.
Phone: EXeter 2-0100

President L. A. Peirez
PRODUCTS: Automatic projectors, slide and strip film.

Visual Electronics Corp.

11 W. 42nd St., N. Y. 36, N. Y.
Phone: LONgacre 4-0518

President James B. Tharpe
PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, low power installations and TV studio equipment.

Walsco Electronics Corp.

(Div. of TelAutograph Corp.)
3602 Crenshaw Blvd., Los Angeles, Cal.
Phone: AXminster 3-7201

President Walter L. Schott

Ware Coupling and Nipple Co.

5 Milner St., Ware, Mass.
Phone: 905

President D. W. Howe, Jr.
PRODUCTS: Conelrad alarm, remote control equipment.

Waterman Products Co.

2445 Emerald St., Philadelphia, Pa.
Phone: GARfield 6-8600

President William Waterman
Sales Mgr. Frank Parsons
PRODUCTS: CR oscilloscopes.

Westinghouse Electric Corp.

3 Gateway Center, Box 2278, Pittsburgh 30, Pa.

Phone: COurt 1-5300

TV-Radio Div., Metuchen, N. J.

Phone: LIberty 8-5000

N. Y. Phone: WHitehall 3-4321

President.....G. A. Price

V.P. (Cons. Prods.).....J. M. McKibbin

General Mgr.....E. J. Kelly

Ass't Gen. Sls. Mgr. of M'kting,

Gen. Sls. Mgr.....D. D. Halpin

Merchandising Mgr.....M. J. Ranalli

Advert., Sls. Prom. Mgr.....R. M. Fichter

Mgr. Public Relations.....Stanley Kempner

Mgr. Engineering.....G. C. Larsen

Works Mgr.....R. A. Schieber

Mgr. Materials.....M. N. Brooks

Offices

684 Peachtree St., Atlanta, Ga.

Phone: EMerson 5635

Merchandise Mart, Chicago 90, Ill.

Phone: WHitehall 4-3860

1740 E. 12th St., Cleveland 14, Ohio

Phone: TOwer 1-7100

600 St. Paul St., Los Angeles 17, Calif.

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

Phone: MUrray Hill 6-5258

411 N. Seventh St., St. Louis 1, Mo.

PRODUCTS: TV and Radio (AM-FM receivers).

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Blgelow 3-4700

Gen. Sls. Mgr.....H. M. Ricks

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: WOrrth 4-3510

Sales.....W. J. Hemley

6230 Third St., N.W. Washington, D. C.

Phone: Tuckerman 2-2414

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 electronic research, design, and development,—microwave equipment and components on special order.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.

Phone: WOODlawn 4-4912

President.....H. C. Wickes

PRODUCTS: TV test equipment.

Wilcox-Gay Corp.

Charlotte, Mich.

Phone: 485

Chairman, Pres.....Leonard Ashbach

Sales Mgr.....W. E. McConnell

Wincharger Corp.

E. 7th St., Sioux City, Ia.

Phone: 2-1844

Vice-Pres., Gen. Mgr.....R. F. Weinig
Mgr., Antenna Dept.....V. V. Holmes

PRODUCTS: Tower manufacturers and erectors.

Wind Turbine Co.

E. Market St., West Chester, Pa.

Phone: 3110

President.....R. W. Weeks

PRODUCTS: Erect towers.

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: LOngacre 4-6600

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 & Gen. Counsel.....J. S. Wright

V-P Distribution.....N. C. Owen

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 & Dir. of Sls.....Leonard C. Truesdell

Secty. and Asst. V-P.....Carl 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, FM, AM-FM; Console: AM, AM-FM; Radiophonograph combination: AM, AM-FM table, AM-FM table, AM-FM console; Portables: Battery only, and battery AC-DC. TV: Table and console without radio, also AM-FM radio-phonograph combination; HI-FI record players; hearing aids.

THE TELEVISION CODE OF THE NARTB



PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

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

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

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

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

ADVANCEMENT OF EDUCATION AND CULTURE

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

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

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

4. In furthering this realization, the television broadcaster:

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

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

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

ACCEPTABILITY OF PROGRAM MATERIAL

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

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

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

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

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

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

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

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

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

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

e) Illicit sex relations are not treated as commendable.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

w) The exposition of sex crimes will be avoided.

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

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

RESPONSIBILITY TOWARD CHILDREN

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

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

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

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

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

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

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

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

DECENCY AND DECORUM IN PRODUCTION

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

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

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

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

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

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

COMMUNITY RESPONSIBILITY

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

TREATMENT OF NEWS AND PUBLIC EVENTS

News

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

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

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

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

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

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

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

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

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

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

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

Public Events

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

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

Controversial Public Issues

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

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

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

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

Political Telecasts

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

Religious Programs

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

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

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

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

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

d) Religious programs should place emphasis on broad religious

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

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

PRESENTATION OF ADVERTISING

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

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

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

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

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

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

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

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

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available

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

- a) The advertising of hard liquor should not be accepted.
 - b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.
 - c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
 - d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.
 - e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.
 - f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.
 - g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.
2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.
 3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

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

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

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

Contests

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

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

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

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

Premiums and Offers

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

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

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

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

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

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

Time Standards for Advertising Copy

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

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

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

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

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

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

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

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

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

Dramatized Appeals and Advertising

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

Sponsor Identification

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

★

REGULATIONS AND PROCEDURES

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

I

Name

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

II

Purpose of the Code

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

III

Subscribers

Section 1. Eligibility

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

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

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

Section 2. Certification of Subscription

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

Section 3. Duration of Subscription

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

Section 4. Suspension of Subscription

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

Section 5. Additional Procedures

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

Section 6. Amendment and Review

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

Section 7. Termination of Contracts

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

IV

Rates

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

V

The Television Code Review Board

* Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following

* Amended February 4, 1953.

the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

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Programs AM 1955

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

COMMERCIAL AM PROGRAMS OF 1955

(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, 1955. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Rin-Tin-Tin	National Biscuit Co. (Nabisco)	MBS	Kenyon & Eckhardt
Amos 'n' Andy	American Home Products (Chef-Boy-Ar-Dee) Anahist Co., Inc. (Cold Tablets) CBS Columbia, Inc. (Radios, TV Sets) Dromedary Co. (Cake, Muffin Mixes) General Motors Corp. (Automobiles) General Paint Corp. (Paint) Lettuce, Inc. (Lettuce) Rexall Drug Co. (Drug Products)	CBS	Young & Rubicam Ted Bates & Co. Ted Bates & Co. Kudner Agency Abbott Kimball Co. of Calif. J. Cohan Advt. B B D & O
Amos 'n' Andy Music Hall	American Motors Corp. (Automobiles) Brown & Williamson Tobacco Corp. (Kool Cigarettes) Carter Products, Inc. (Arrid) CBS Columbia (Radio, Phonographs) "42" Products Inc. (Hair Oil) Murine Co. (Eye Wash) Seaboard Finance Co. (Financial Service)	CBS	Geyer Advt. Agy. Ted Bates & Co. Ted Bates & Co. Ted Bates & Co. Adcoa Agency B B D & O Frank Bull Co.
Answer Man	Webster's Unified, Inc. (Dictionaries)	CBS	Thwing & Altman
Arrivals & Departures	General Motors Corp. (Buicks)	ABC	Kudner Agency
Aunt Jenny	Lever Bros. Co. (Detergents)	CBS	Foote, Cone & Belding
Aunt Mary	BuTay Products (Water Softener) General Foods Corp. (Cake Mix)	CBS	Dan B. Miner Co. Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Hazel Bishop Inc. (Lipstick)		Raymond Spector
	Hill Bros. Coffee Co. (Coffee)		N. W. Ayer & Son
Autry, Gene, Show	William Wrigley, Jr., Co. (Gum)	CBS	Ruthrauff & Ryan
B			
Babbitt, Harry, Show	Bristol-Myers Co. (Vitalis)	CBS	Doherty, Clifford, Steers, Shenfield
	Liggett & Myers (Chesterfields)		Cunningham & Walsh
	Mary Ellen Jams & Jellies (Jams & Jellies)		Ralph Jewell Agy.
	Wheatena Corp. (Cereal)		Brisacher, Wheeler & Staff, Inc.
	White King Soap Co. (Sierra Pine)		Raymond Morgan Adv. Co.
Backstage Wife	General Foods Corp. (Swans Down)	CBS	Young & Rubicam
	General Products Corp. (Circus Toys)		Dean Simmons Advt. Agy.
	Procter & Gamble (Detergents)		Young & Rubicam
Back to God	Christian Reformed Church (Institutional)	MBS	Gienn-Jordan-Stoetzel Inc.
Banghart, Kenneth, News	Brown & Williamson Tobacco (Kools)	NBC	Ted Bates
Bekins Hollywood Music Hall	Bekins Van & Storage Co. (Storage & Moving)	CBS	Brooks Advt.
Belmont Stakes	Gillette Co. (Shaving Items)	CBS	Maxon Inc.
Benny, Jack, Show	American Tobacco Co. (Cigarettes)	CBS	B B D & O
Bergen, Edgar, Show	American Home Foods Div. (Pie Mix)	CBS	Young & Rubicam
	Lettuce, Inc. (C-7 Lettuce)		John Cohan Advt.
	Philip Morris & Co. (Cigarettes)		Biow-Beirn-Toigo
Big Story	American Tobacco Co. (Cigarettes)	NBC	Sullivan, Stauffer, Colwell & Bayles
Blue Ribbon Bouts	Pabst Brewing Co. (Beer, Ale)	ABC	Warwick & Legler
Boxing Bouts	Gillette Safety Razor Co. (Shaving Products)	NBC	Maxon Inc.
Boys Town Choir	Stanley Home Products Inc. (Brushes, Grooming Aids)	ABC	Charles M. Hoyt
Break the Bank	Miles Laboratories Inc. (Alka-Seltzer)	NBC	Geoffrey Wade Advt.
Breakfast Club	Beltone Hearing Aids (Hearing Aids)	ABC	Olian & Bronner
	Bristol-Myers Co. (Mum, Bufferin)		Mum: Doherty, Clifford Steers, Shenfield Bufferin: Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett Co. (Drano, Windex)		Young & Rubicam
	Mutual Benefit Health & Accident Assoc.		Bozell & Jacobs
	Olson Rug Co. (Rugs)		Presba, Felers, & Presba
	Philco Corp. (Air Conditioners, Home Freezing Units)		Hutchins Adv. Co.
	Quaker Oats Co. (Flours, Cereals)		J. Walter Thompson
	Realemon-Puritan Co. (Fruit Concentrates)		Rutledge & Lilienfield
	Rockwood & Co. (Chocolate)		Paris & Peart
	Sandura Co. (Wall and Floor Coverings)		Grey Advt. Co.
	Swift & Co. (Food Products)		J. Walter Thompson
Breakfast Club Review	Ball Brothers Co. (Fruit Jars, etc.)	ABC	Applegate Advt. Agy.
Brighter Day	Hazel Bishop Inc. (Cosmetics)	CBS	Raymond Spector Inc.
	General Foods Corp. (Cake Mix)		Young & Rubicam
	General Products Corp. (Circus Toys)		Dean Simmons Advt.
	Procter & Gamble Co. (Blue Cheer)		Young & Rubicam
Brown, Cecil	Cook Chemical Co. (Insecticides)	MBS	Henri Hurst & McDonald
Burgie Music Box	San Francisco Brewing Co. (Beer)	ABC	B B D & O

C

Camel Scoreboard	R. J. Reynolds Tobacco (Cameles)	MBS	William Esty Co.
Canham, Edward D.	Christian Science Monitor (Institutional)	ABC	Walton Butterfield Advt
Carson, Jack, Show	General Motors Corp. (Automobiles)	CBS	Kudner Agency
CBS Newsroom—Sunday Desk	Carnation Co. (Evaporated Milk)	CBS	Erwin, Wasey & Co.
	Langendorf United Bakeries (Bread)		Biow, Beirn, Toigo
Changing Times	Kiplinger Washington Agency (Magazine)	ABC-CBS	Albert Frank-Guenther Law
Choraliers	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Christmas Chime Music	White House Co. (Records)	ABC	Victor & Richards
Christmas Sing With Bing	Insurance Co. of North America	CBS	N. W. Ayer & Son, Inc.
Church in the Home	American Soul Clinic (Institutional)	ABC	South Gate Advt. Agy.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cisco Kid	Interstate Bakeries Corp. (Bread)	NBC	Dan B. Miner
Cities Service Band of America	Cities Service Petroleum Inc.	NBC	Ellington & Co.
Clooney, Rosemary	Campana Products (Ayds, Italian Balm)	CBS	Wallace Ferry Hanly
Coke Time—Eddie Fisher	Coca-Cola	MBS	D'Arcy Co.
Collingwood, Charles, and the News	Brown & Williamson Tobacco Co. (Viceroy's)	CBS	Ted Bates Co.
Como, Perry	Liggett & Myers Tobacco Co.	CBS	Cunningham & Wash
Companion	Pharmaco, Inc. (Feenamint)	ABC	
Crosby, Bing	American Home Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	CBS Columbia (Radios, TV Sets)		Ted Bates Co.
	Consolidated Cosmetics		Frank Duggin Advt.
	General Foods Corp. (Instant Postum)		Young & Rubicam
	General Motors Corp. (Frigidaire's)		Kudner Agency
	Hallmark Cards (Greeting Cards)		Foote, Cone & Belding
	Lettuce, Inc.		John Cohan
	Philip Morris & Co.		Biow, Beirn, Toigo
Custom Made	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agency

D

Day, Dennis	Mytinger & Casselberry, Inc. (Nutralite)	NBC	Dan B. Miner Co.
Disk Derby	Brown & Williamson (Viceroy's, Kools)	CBS	Ted Bates & Co.
Dragnet	Liggett & Myers Tobacco Co. (Chesterfields)	NBC	Cunningham & Walsh
Drake, Galen, Show	American Home Foods Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Animal Foundation, Inc. (Hunt Club Dog Food)		Moser & Cotins, Inc.
	Chick, Chick & Presto		Ted Bernstein Assoc.
	Columbia LP Record Club		Maxwell Sackheim & Co.
	Famous Artists Schools, Inc.		Hermon W. Stevens Agency
	Father John's Medicine Co., Inc.		Hermon W. Stevens Agency
	General Foods Corp. (Instant Postum, Post Cereals)		Postum: Young & Rubicam Cereals: Benton & Bowles
	General Motors Corp. (Frigidaire's)		Kudner Agency
	Lettuce, Inc.		John Cohan Advt.
	Nail Gro, Inc.		Thwing & Altman, Inc.
	Sleep-Eze Co., Inc. (Sedatives)		B. A. Stebbins Advt.
Drier, Alex	Skelly Oil Co.	NBC	Bruce B. Brewer Co.



COMMERCIAL AM PROGRAMS

**E**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Edwards, Douglas (News)	American Tobacco Co. (Pall Mall Cigarettes) McKesson & Robbins, Inc. (Tawn)	CBS	Sullivan, Stauffer, Colwell & Bayles Ellington & Co.
Eightieth Anniversary Program Saluting Prudential Life Insurance Co.	Prudential Life (Institutional)	ABC	Calkins & Holden

F

Fact Master	General Products Corp. (Offex)	CBS	Dean Simmons Adv.
FBI in Peace and War	William Wrigley, Jr., Co. (Chewing Gum)	CBS	Arthur Meyerhoff & Co.; Francis Hooper Adv. Agency
Fibber McGee & Molly	Armour & Co. (Dial Soap) Brown & Williamson Tobacco Co. (Viceroy Cigarettes) Curtis Publishing Co. (Better Farming) Prudential Insurance Co.	NBC	Foote, Cone & Belding Ted Bates & Co. Young & Rubicam, Inc.
Five Star News	Kraft Foods Co. (Cheese, Oil, Parkay)	MBS	Calkins & Holden Needham, Louis & Brorby, Inc.
Florida Calling	Florida Citrus Commission	MBS	J. Walter Thompson
Frank & Ernest	Dawn Bible Students Assn. (Religious Books)	MBS	Wm. Gleeson & Co.
Friday With Garroway	Crosley Div.- Avco Mfg. Co. (TV Sets & Radio)	NBC	B B D & O

G

Game of the Day	Gillette Safety Razor Co. Jackson Brewing Co.	MBS	Maxon, Inc. Fitzgerald Adv. Co.
Garden Gate	Ferry-Morse Seed Co.	CBS	MacManus, John & Adams, Inc.
Garred, Bob, News	American Maize Products Co. (Prepared Desserts, Starches, Syrups) "42" Products, Ltd. (Shampoo, Hair Oil) Roman Meal Co. (Pie Crusts & Muffin Mixes) Viking Sloane Corp. (Automotive Products)	ABC	Kenyon & Eckhardt ADCOA Agency Roy S. Durstine, Inc. Maxwell Sackheim & Co., Inc.
Global Frontiers	Wings of Healing, Inc. (Religion)	MBS	Century Adv. Agency
Godfrey, Arthur, Digest	Bristol-Myers Co. (Bufferin, Vitalis) McKesson & Robbins (Tawn & Tartan)	CBS	Doherty, Clifford, Steers, Shenfield Ellington & Co.
Godfrey's, Arthur, Talent Scouts	CBS Columbia (Radios, TV Sets)	CBS	Ted Bates, Inc.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Gillette (Toni Div.)		Weiss & Geller
	Lever Bros. Co. (Lipton Tea, Soup, Mixes, Frostees)		Young & Rubicam
Godfrey, Arthur, Time	American Home Foods Div. (Chief Boy-Ar Dough)	CBS	Young & Rubicam
	Bauer & Black, Div. of Kendall Co.		Leo Burnett Co.
	Bristol-Myer Co. (Bufferin, All Products, Trushay)		Young & Rubicam
	Campana Sales Co. (Sheer Magic, All Products)		Wallace-Ferry-Hanly Co., Inc.
	Corn Products Sales Co. (Mazola)		C. L. Miller Co.
	Dow Chemical Co. (Saran Wrap)		MacManus, John & Adams
	Frigidaire, Div. of General Motors Corp. (All Frigidaire Products)		Foote, Cone & Belding
	Glamorene, Inc. (Glamorene King Cleaner)		Hicks & Greist, Inc.
	Hartz Mt. Products Corp. (Pet Foods)		G. H. Hartman Co.
	Kello Co., Inc. (Cereals)		Leo Burnett, Inc.
	Lever Bros. Co. (Pepsodent)		McCann-Erickson, Inc.; Foote, Cone & Belding
	Lewis-Howe Co. (Tums)		Ruthrauff & Ryan
	Minnesota Mining & Mfg. Co. (Scotch Band Cello- phane Tape)		B B D & O
	Murine Co. (Eye Wash)		B B D & O
	Pet Milk Co. (Evaporated Milk)		Gader Adv. Co.
	Pillsbury Mills, Inc. (Flour, Flour Mixes)		Leo Burnett
	A. E. Staley Mfg. Co. (Sta-Flo Liquid Starch)		Ruthrauff & Ryan
	The Toni Co. (Toni Home Permanent, Creme Rinse)		Weiss & Geller
Gorman, Tom	Bristol-Myers Co. (Vitalis)		Doherty, Clifford, Steers, Shenfield
Goss, Frank, News	Bekins Van & Storage Co. Bristol-Myers Co. (Vitalis)		Brooks Adv. Agcy. Doherty, Clifford, Steers, Shenfield
	Mennen Co. (Toiletries)		Kenyon & Eckhardt, Inc.
	Simoniz Co. (Wax)		Sullivan, Stauffer, Colwell & Bayles
	Hill's Bros. Coffee, Inc.		N. W. Ayer & Son, Inc.
	Union Oil Co.		Young & Rubicam
Graham, Sheila	Seeman Brothers, Inc. (Detergents, Household Deodorants)	ABC	William Weintraub & Co.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert, Cavaliers)	NBC	William Esty Co.
Grant, Taylor, News	P. Lorillard Co. (Old Gold Cigarettes, Headline Cigars)	ABC	Lennen & Newell, Inc.
Great Gildersleeve	Curtis Pub. Co. (Saturday Evening Post) RCA (Radio, TV, Phonographs)	NBC	B B D & O Kenyon & Eckhardt
Great American Women	O' Cedar Corp. (Polishes, Mops, Waxes, Cleaners)	ABC	Turner Adv. Agency
Greatest Story Ever Told	Goodyear Tire & Rubber Co. (Institutional)	ABC	Kudner Agency, Inc.
Griffith, Les, News	Seeman Bros., Inc. (Detergents, Household Deodorants)	ABC	W. H. Weintraub & Co., Inc.
Guiding Light	Procter & Gamble Co. (Duz, Ivory Flakes)	CBS	Compton Adv., Inc.
Gunsmoke	Liggett & Myers Tobacco Co. (Chesterfield & L & M Filter Cigarettes)	CBS	Cunningham & Walsh, Inc.

H

Hallmark Radio Hall of Fame	Hallmark Cards, Inc.	CBS	Foote, Cone & Belding
Hambletonian Stakes	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co.
Harvey, Paul, Comments	Beltone Hearing Aid Co. (Hearing Aids) Dale Carnegie Sponsors Assoc. (School)	ABC	Olian & Bronner
Harvey, Paul, News	Bankers Life & Casualty Co. of Chicago (White Cross Hospital Plan) Burton-Dixie Corp. (Mattresses & Pillows) Utilities Engineering Institute (Courses)	ABC	Grant, Schwenk & Baker, Inc. R. B. Wesley Assn. Wagemar Agency
Hayes, Sam, News	General Mills, Inc. (Cereals, Formula Feeds, Flour)	ABC	Dancer-Fitzgerald-Sample, Inc.
Headline News	General Motors Corp. (Buick Motor Car Div.)	ABC	Kudner Agency
Heatter, Gabriel, News	American Home Products Corp. (Bisodol, Anacin & Aero Shave)	MBS	Sullivan, Stauffer, Colwell & Bayles

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Herald of Truth	Bankers Life & Casualty Co.		Grant, Schwenk & Baker
	Beltone Hearing Aid Co.		Olian & Bronner
Here's Hollywood	Highland Church of Christ	ABC	Martin Co.
	(Institutional)		
Hilltop House	Quaker Oats	MBS	Wherry, Baker & Tilden, Inc.
	(Cereals)		
Hope, Bob, Show Hotel for Pets	Pharmaco, Inc.	CBS	Doherty, Clifford, Steers & Shenfield, Inc.
	(Feen-a-Mint, Chooz, Medigum)		
Hour of Decision	American Dairy Assn.	NBC	Campbell-Mathun
	Coast Fisheries Div. of Quaker Oats Co.	NBC	Lynn Baker Co.
Houseparty	(Puss 'n' Boots Cat Food)		
	Billy Graham	MBS	Walter F. Bennett
How To Live	Evangelistic Assn.	ABC	
	(Institutional)		
How to Save Money on Your Car	Hawaiian Pineapple Co.	CBS	N. W. Ayer & Son
	(Pineapple & Juice)		
Huntley, Chet	Kellogg Co.		Leo Burnett Co.
	(Cereals)		
It Happens Every Day	Lever Bros. Co.		B B D & O
	(Surf, Chlorodent)		
It Pays to Be Married	Pillsbury Mills, Inc.		Leo Burnett Co.
	(Flour, Flour-mix Products)		
Just Plain Bill	Prentice-Hall	CBS	Albert Frank-Guenther Law
	(Books)		
Jaggers, O. L.	Eugene Stevens Co.	ABC	Friend, Krieger & Rader, Inc.
	(Car Book)		E. Schwartz Assoc.
Jackson, Allen, News	MJB Co.	ABC	B B D & O
	(Coffee, Tea, Rice)		

I

It Happens Every Day	Block Drug Co., Inc.	MBS	Emil Mogul Co.
	(Poslam, Minipoo, Omega Oil, Green Mint)		
It Pays to Be Married	Armour & Co.	NBC	Foote, Cone & Belding
	(Dial Soap)		
Just Plain Bill	Curtis Publishing Co.	NBC	B B D & O
	(Ladies' Home Journal)		
Jaggers, O. L.	RCA		Kenyon & Eckhardt
	(Radios, Phonographs, TV Sets)		

J

Jackson, Allen, News	Chevrolet Div. of General Motors Corp.	CBS	Campbell-Ewald
	Metropolitan Life Insurance Co.		Young & Rubicam
Jaggers, O. L.	World Church	ABC	Twentieth Century Adv. Agcy.
	(Institutional)		
Just Plain Bill	Miles Laboratories, Inc.	NBC	Geoffrey Wade Advertising
	(Alka Seltzer)		

K

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Kentucky Derby	Gillette Co. (Blades, Shaving Creams, Safety Razors)	CBS	Maxon, Inc.

L

Larro Roundup, The	General Mills, Inc. (Larro Feeds)	NBC	Klau-VanPieper-Son-Dunlap, Inc.
LeSueur, Larry, News	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett
Lewis, Fulton, Jr.	National Labor Mgt. Foundations (Institutional)	MBS	Radio Extension
Lewis, Robert Q.	Helene Curtis Industries, Inc. (Hair Dressings, Sprays, Shampoos, Permanent Waves, Cosmetics)		Gordon Best Co.
	Miller Products Co. (Insect Repellent)		Winius Brandon Co.
	Milner Products Co. (Cala Bleach, Pine Sol)		Gordon Best Co.
	Star-Import Co. (Clocks)		Fitzmorris Adv. Inc.
Life Is Worth Living (News)	Admiral Corporation (Air Conditioners, Freezers, Home Freezers, Refrigerators)	ABC	Russell M. Seeds
Light & Life Hour	Free Methodist Church of North America (Institutional)	ABC	Walter F. Bennett
Little Brown Jug	Reynolds Metals Co. (Aluminum Products)	ABC	Buchanan & Co.
Lone Ranger, The	American Bakeries Co. (Merita, Taystee Breads)	NBC, ABC	Tucker Wayne & Co.
	General Mills, Inc. (Wheaties, Cheerios, Cake Mixes)		Dancer-Fitzgerald & Sample
Lorenzo Jones	Colgate-Palmolive Co. (Fab, Dental Cream)	NBC	William Esty Co.
Lutheran Hour	Lutheran Laymen's League	MBS	Gotham Adv. Co.
Lux Radio Theatre	Lever Bros. Co. (Lux Toilet Soap, Flakes, Liquid, Proso- dent, Rinso, Spry, Surf, Rinso Detergent)	NBC	J. Walter Thompson Co.

M

Magic Kingdom	Swift & Co. (Meat)	ABC	McCann-Erickson
Make Up Your Mind	Continental Baking Co. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Manion, Dean Clarence	Manion Forum of Opinion (Institutional)	MBS	Victor Adv., Inc.
Manning, Knox, News Ma Perkins	Fisher Flouring Mills Procter & Gamble Co. (Lift & Oxide)	NBC CBS	Pacific National Adv. Agency Dancer-Fitzgerald-Sample, Inc.
Marciano-Moore Heavy-weight Championship Bout	The Mennen Co. (Shaving Cream)	ABC	A. J. Denne Co.
Mayflower News	Aero Mayflower Transit Co. (Long Distance Moving Co.)	ABC	Caldwell, Larkin, Sidener & Van Riper
McBride, Mary Margaret	Calgon, Inc. Q-Tip Sales Corp. Star Kist Foods (Tuna, Fish, Mergal)	NBC	Ketchum, McLeod & Grove Gumbinner Adv. Agency Rhoades & Davis
Medicine's Proclamation of Faith	AMA (Institutional)	ABC	J. Walter Thompson Co.
Memory Lane	O'Keefe & Merritt (Gas Ranges)	CBS	Atchison, Donohue & Haden
Metropolitan Opera	The Texas Co. (Texas Petroleum Prods.)	ABC	Kudner Agency
Miller, Howard, Show	William Wrigley, Jr., Co. (Cum)	CBS	Arthur Meyerhoff & Co.
Modern Romances	Junket Brands Food Div. of Hansen's Chr. Laboratory, Inc. (Dessert, Candy Prods., Fudge, Sherbet Mixes.) Vicks Chemical Co. (Cough Syrup) Rexall Co. (Medicines, Toiletries)	ABC	McCann-Erickson Morse Int'l Inc. B B D & O
Monday Morning Headlines	P. Lorillard Co. (Embassy Cigarettes, Headline Cigars)	ABC	Young & Rubicam
Monitor	American Motors, Inc. (Automobiles) B. F. Goodrich Co. (Tubeless Tires) Morton Salt Co. Miller Brewing Co. Philip Morris Co. Western Union Telegraph	NBC	Geyer Advt. B B D & O B B D & O Mathisson & Assoc. Biow-Beirn-Toigo Albert Frank-Guenther Law
Morgan, Edward, and the News	American Federation of Labor (Institutional)	ABC	Furman, Feiner & Co.
Multi-Message Series	Florida Citrus Comm. Florida State Adv. (Commerce) Dodge Motor Division Donohue & Co. (Engns) Grove Laboratories, Inc. (Bromo-Quinine) Al Paul Lefton (Eye-Gene) Norwich Pharmacal Co. (Pepto-Bismol)	MBS	Benton & Bowles Direct Grant Adv., Inc. Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Morrow, Edward R., News	Pearson Pharmcal Co. (Ennds & Eye-Genes)		Benton & Bowles
	R. Reynolds Tobacco Co. (Cigarettes)		Wm. Esty Co., Inc.
	S.O.S. Co. (Scouring Pads)		McCann-Erickson
	RCA Laboratories (Rytubol)		B B D & O
	Willard Storage Battery Co		Maldrum & Fewsmith, Inc.
	American Oil Co.	CBS	Joseph Katz Co.
	(Armco Gas, Lubricants)		
	Ford Motor Co.		J. Walter Thompson
	Pacific Dealers (Oldsmobiles)		D. P. Brother & Co.
	Swift & Co. (Pard Dog Food)		J. Walter Thompson
Music Appreciation	Book of the Month Club, Inc.	ABC, CBS	Schwab & Beatty, Inc.
	(Phonograph Records)		
Musterole Weekend News	The Musterole Co.	ABC	Erwin Wasey Co.
My Little Margie	Campana Sales Co. (Ayds, Italian Balm)	CBS	Wallace Ferry Hanly Co.
My True Story	Philip Morris & Co., Ltd.		The Biow Co., Inc.
	Sterling Drug, Inc.	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. (Farm Equipment)	NBC	Bert S. Gittins
News of the World	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	NBC	Geoffrey Wade Adv.
New York Day-by-Day	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agcy.
Nick Carter	Harrison Products, Inc. (No-Doz, Shut-Eye)	MBS	Sidney Garfield & Assoc.
Norman, Phil, Takes Ten	Star Import Co. (Clocks)	CBS	Fitzmorris Adv.
	KEVO Co. (Kevo-ettes & Energy Foods)		Dean Simmon Adv.
No School Today	Table Products Div. of Safeway Stores, Inc. (Salad Dressings, Sandwich Spreads)	ABC	Hoefel, Dietrich & Brown, Inc.

O

O'Cedar News	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agency.
Old Fashioned Revival Hour	Gospel Broadcasting Assn. (Institutional)	ABC	R. H. Alber Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
One Man's Family	Toni Co. (Toni Home Permanent, Silver Curl Home Permanent, Tonette Home Permanent, Pamper Shampoo)	NBC	Weiss & Geller
On the Line With Bob Considine	Mutual Benefit Health & Accident Assn. (Institutional)	MBS	Bozell & Jacobs
Orange Bowl Game	Gillette Co. (Razors, Blades, Shaving Cream)	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. (Anacin, Chef Boy-Ar-Dee, Quality Foods, Kolyros Chlorophyll Toothpaste)	CBS	John F. Murray Adv.
	General Motors Corp. (Buicks, Frigidaires)		Kudner Agency
	Gillette (Toni Permanents)		Weiss & Geller
	Procter & Gamble Co. (Tide)		Benton & Bowles
	General Foods Corp. (Swans Down)		Young & Rubicam
Our Miss Brooks	Anacin	CBS	John F. Murray Adv. Agcy.

P

Packard News	Studebaker-Packard Co.	ABC	Benton & Bowles
Pardo, Don, News	Brown & Williamson Tobacco Co. (Viceroy's)	NBC	Ted Bates & Co.
Paul, Les, & Mary Ford	Burton Dixie Corp. (Bedding Mfrs.)	MBS	Robert Wesley & Assoc.
Peale, Dr. Norman Vincent	Doeskin Products, Inc.	NBC	Grey Adv. Agency
People Are Funny	Toni Co. (Prom, White Rain)	NBC	Leo Burnett
	Mars, Inc. (Candy Bars)		Leo Burnett
People in the News	Anahist Co., Inc.	ABC	Ted Bates & Co.
Perry Mason	Procter & Gamble (Soaps)	CBS	Benton & Bowles
Personality of the Day	General Motors Corp. Buick Motor Car Div.	ABC	Kudner Agency
Peterson, Elmer	W. P. Fuller & Co. (Paints)	NBC	McCann-Erickson
Phonorama Time	Philco Corp. (Radios, Home Freezers, Air Conditioners, Refrigerators)	MBS	Hutchins Adv. Co.
Phrase That Pays	Colgate-Palmolive Co. (Ajax, Toothpaste, Vel)	NBC	Bryan Houston, Inc.
Preakness Stakes	Gillette Co. (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.
Putnam, George, Closeups	Whitney Frozen Food Co.	ABC	Weiner, Ohleyer, Reynolds & Baker

Q

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Queen for a Day	P. Lorillard Co. (Old Gold Cigarettes)	MBS.	Lennen & Newell

R

Radio Bible Class	Radio Bible Class (Institutional)	ABC, MBS	John M. Camp & Co.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. (All Products)	CBS	Young & Rubicam
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett
Rhythm on the Road	American Oil Co. (Amoco Gas & Lubricants)	CBS	Joseph Katz Co.
Richfield Reporter	Richfield Oil Corp.	NBC	Hixson-Jorgeson, Inc.
Right to Happiness	Procter & Gamble Co. (Dreft, Oxydol, Press, Joy, Camay, Spin 'n' Span)	NBC	Dancer-Fitzgerald-Sample
Roadshow	RCA (Radios, TV Sets, Phonographs)	NBC	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Ivory Soap, Spin 'n' Span)	CBS	Compton Adv.; Young & Rubicam
Robert, Oral	Healing Waters, Inc. (Institutional)	ABC	White Adv. Agcy.; C. L. Miller Co.
Rogers, Roy, Show	Dodge Brothers Corp.	NBC	Grant Adv.
Romance of Helen Trent	American Home Products (Aero Wax, Bisodol, Heet, Wizard Wick) General Motors Corp. (Buicks, Frigidaire) General Foods Corp. (Swans Down Flour) Nail-Gro, Inc. Toni Co. (Prom Home Permanent)	CBS	John F. Murray Adv. Agency Kudner Agency Young & Rubicam Thwing & Altman, Inc.
Rosemary	Procter & Gamble Co. (Camay, Giant Size Ivory, Ivory Snow)	CBS	Benton & Bowles

S

Samsonite Travel Bureau	Schwayder Bros., Inc. (Samsonite Luggage)	NBC	Grey Adv. Agency
Scoreboard	Theo. Hamm Brewing Co. (Hamm's Beer)	CBS	Campbell Mithun
Second Chance	Curtis Publishing Co. (Ladies' Home Journal) RCA (Radios, Television Sets)	NBC	B B D & O Kenyon & Eckhardt



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Second Mrs. Burton	Armour & Co. (Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food)	CBS	Henri, Hurst & McDonald, Inc.
	General Foods Corp. (Swans Down Flour)		Young & Rubicam
	Hazel Bishop, Inc. (Lipstick)		Raymond Spector Co.
	Pharmaco, Inc. (Feen-a-Mint)		Doherty, Clifford, Steers & Shenfield
Sergeant Preston of the Yukon	Quaker Oats Co. (Quaker Puffed Grains)	MBS	Wherry, Baker & Tilden, Inc.
Shipstad & Johnson Ice Follies of 1956	Shipstad & Johnson	ABC	Walter McCreery Adv.
Shore, Dinah, Show	Chevrolet Motor Div. of General Motors Corp.	NBC	Campbell-Ewald Co.
Silver Eagle	General Mills, Inc. (Cake Mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
Sinatra, Frank, Show	Toni Co. (Bobbi Home Permanent)	NBC	Tatham Laird, Inc.
\$64,000 Question	Revlon (Cosmetics)	CBS	Norman, Craig & Kummel
Space Patrol	The Nestle Co. (Candy Bars, Cookie Mix, Cocoa, Instant Chocolate)	ABC	McCann-Erickson
Sports Time With Harry Wismer	General Tire & Rubber Co. (Tires and Tubes)	MBS	D'Arcy Adv. Co.
Spotlight on Sports	National Carbon Co. (Eveready Flashlight Batteries)	ABC	Wm. Esty Co.
Standard Hour	Standard Oil Co. of California (Institutional)	NBC	B B D & O
Stella Dallas	Sterling Drug, Inc. (Drug Products)	NBC	Dancer-Fitzgerald-Sample
	Toni (Shampoo)		Weiss & Geller
Stern, Bill (Sports Today)	All-State Insurance (Automobile Insurance)	ABC	Christiansen Adv.
	Anheuser-Busch, Inc. (Budweiser & Michelob Beer)		D'Arcy Adv.
Stop the Music	Exquisite Form Brassiere, Inc.	CBS	Grey Advertising
	Quality Goods Manufacturers (Anson Men's Jewelry or Jacoby-Bender Watch Bands)		Grey Adv. Agcy.
Story Master	General Products Corp.	ABC, CBS	Dean Simmons Adv. Agcy.
Story Time	Florida Citrus Commission	MBS	Benton & Bowles
	The Grove Laboratories, Inc. (Bromo Quinine)		Benton & Bowles
	The Norwich Pharmacal Co. (Pepto-Bismol)		Benton & Bowles
Strike It Rich	Colgate-Palmolive Co. (Dental Cream, Halo, Fab)	NBC	Wm. Esty
Sugar Bowl Football Game	American Chicle (Dentyne)	ABC	Dancer-Fitzgerald-Sample

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	C. A. Swanson & Sons (Poultry, Meat Products)		Tatham Laird Co.
	Top Pop Products (EZ Pop Popcorn)		W. B. Doner
Sunoco Three Star Extra	Sun Oil Co. (Sunoco Gas, Fuel Oil)	NBC	Ruthrauff & Ryan
Sunshine Boys	General Food Corp.	ABC	Young & Rubicam
Surprise Theatre	Sleep-EZE Co., Inc. (Sedatives)	CBS	B. A. Stebbins Adv.
Swaps-Nashua Match Race	Lewis-Howe Co. (Tums)	CBS	Ruthrauff & Ryan
Symphonette	Longines-Wittnauer Watches	CBS	Victor Bennett Co.
T			
Telephone Hour	Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son
Tennessee Ernie	American Home Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Buick Div. of General Motors Corp.		Kudner Agency
	Campana Sales Co.		Wallace Ferry Henley Co.
	Carter Products, Inc. (Little Liver Pills)		Ted Bates
	CBS Columbia (Radios, TV Sets)		Ted Bates
	Harrison Products, Inc. (No-Doz)		Sidney Garfield & Assoc.
	Philip Morris & Co. (Cigarettes)		Biow, Beirn & Toigo WPA
Texaco Sports Final with Tom Harmon	The Texas Co. (Petroleum Products)	CBS	Kudner Agency
Texaco Weekend News	The Texas Co. (Petroleum Products)	ABC	Kudner Agency
This Farming Business	Skelly Oil Co. (Petroleum Products)	NBC	Bruce B. Brewer
This Is Nora Drake	Bristol-Myers Co. (Ipana, Mum, Rollette, Anmens, Minit-Rub, Bufferin, Sal Hepatica)	CBS	Doherty, Clifford, Steers, Shenfield
	Toni Co. (Home Permanents, Creme Shampoo)		Weiss & Geller, Inc.
This Woman's Secret	White King Soap Co.	NBC	Raymond Morgan
Thomas, Lowell	United Motors Div. of General Motors Corp. (Delco Batteries)	CBS	Campbell-Ewald
Thomas, Shirley, in Hollywood	Lewis Food Co. (Dog Food)	NBC	Rockett-Lauritzen
Time for Betty Crocker	General Mills, Inc. (Cake Mixes, Cereal, Flour)	ABC	Dancer-Fitzgerald-Sample
Tomorrow's World	Aquafilter Corp. (Cigarette Holders)	MBS	L. H. Hartman
Top of the Morning	Bank of America National Trust & Savings Assn.	CBS	Charles R. Stuart



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Trout, Robert, News	Chevrolet Div. of General Motors Plymouth Div. of Chrysler Corp.	CBS	Campbell-Ewald N. W. Ayer & Son
True Detective Mysteries	Curtiss Candy Co.	MBS	C. L. Miller Co.
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes, Old Gold Filter Kings)	CBS	Lennen & Newell

V

Vandercook, John W., News	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman Assn.; Reggie Schuebel
Van, Lyle, News	Esso Standard Oil Co.	MBS	Marschalk & Pratt Co.
Voice of Firestone	Firestone Tire & Rubber Co.	ABC	Sweeney & James
Voice of Prophecy	Voice of Prophecy, Inc.	MBS, ABC	Western Adv., Inc.

W

Wakely, Jimmy, Show	Bristol-Myers Co. (Sal Hepatica, Ipana)	CBS	Young & Rubicam
Wall St. Final	Harris, Upham & Co. (Institutional)	ABC	Lewin, Williams and Saylor, Inc.
Walton, Sidney, Show	Kiplinger Washington Agency	CBS	Albert Frank-Guenther Law
Warren, Wendy, and the News	Hazel Bishop, Inc. (Lipstick) Corn Products Sales Co. (Niagara Cold Water Starch) General Foods Corp. (Postum) Gulf Oil Corp. (Gasoline) Lettuce, Inc. Pharmaco, Inc. (Fenamin) Procter & Gamble Co. (Gleem)	CBS	Raymond Specter & Co. C. L. Miller Co. Benton & Bowles Young & Rubicam John Cohan Adv. Doherty, Clifford, Steers & Shenfield Compton Adv., Inc.
Weekend	Curtis Publishing Co. (Better Farming) RCA (Radios, TV Sets, etc.)	NBC	Young & Rubicam Kenyon & Eckhardt
When a Girl Marries	Carnation Co. (Evaporated Milk) National Biscuit Co. (Food Products) Park & Tilford (Tintex) Stanback Co., Ltd. (Powders) Stokley-VanCamp, Inc. (Food Products)	ABC	Erwin Wasey & Co. Ted Bates & Co. Storm & Klein Piedmont Adv. Calkins & Holden



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Whispering Streets	Carnation Co. (Evaporated Milk)	ABC	Erwin Wasey & Co.
	General Mills, Inc. (Cake Mixes, Cereal, Flour)		BBD & O
	Seeman Brothers, Inc. (Detergents, Household Deodorants)		Wm. H. Weintraub
Whistler, The	Lever Bros. Co. (Rinso)	CBS	Ogilvy, Benson, Mather, Inc.
Wildroot News	Signal Oil Co.	ABC	Barton A. Stebbins Adv. Agency
	Wildroot Co., Inc. (Toilet Preparations)		BBD & O
Wills, Johnnie Lee	General Mills, Inc. (Larro Formulated Feeds)	NBC	Zimmer-Keller & Calvert
Winchell, Walter	American Safety Razor Corp. (Blades)	ABC, MBS	McCann-Erickson
	Bayuk Cigars		D'Arcy Adv. Co.
	Trans-World Airlines (Travel)		BBD & O
Wings of Healing	Dr. Thomas Wyatt (Institutional)	ABC	Century Adv. Agency
Woman in My House	Procter & Gamble (Crisco, Tide)	NBC	Compton Advt.
Women's News Desk, With Ruth Ashton	American Maize Products (Instant Pudding)	CBS	N. W. Ayer & Son; Kenyon & Eckhardt
Woolworth Hour	F. W. Woolworth Co.	CBS	Lynn Baker, Inc.
World of Sports	Jackson Brewing Co.	MBS	Fitzgerald Adv.
World Tomorrow, The	Radio Church of God (Institutional)	ABC	Huntington, Parmalec Adv.

Y

Years of Crisis	American Oil Co. (Autom. Gas and Lubricants)	CBS	Joseph Katz Co.
Your Success	General Motors Corp. (Buick Motor Car Div.)	ABC	Kudner Agency
You Bet Your Life	DeSoto Motor Corp.	NBC	BBD & O
Young Dr. Malone	General Foods Corp. (Swans Nestin Flour)	CBS	Young & Rubicam
	Gillette (Toiletries)		Weiss & Geller
	Procter & Gamble (Joy)		Biow, Beirn & Toigo
Young Widder Brown	Sleep-eze Co., Inc.	NBC	M. B. Scott, Inc.
	Sterling Drug, Inc. Toni Co. (Prom, Tameo, White Rain)		Dancer-Fitzgerald-Sample Leo Burnett
Your Hit Parade	American Tobacco Co. (Luckies)	CBS	BBD & O
Your Land and Mine	General Motors Corp. (Cars and Automotive Services)	ABC	Kudner Agency

Programs TV-1955

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

COMMERCIAL TV PROGRAMS OF 1955

(NETWORK)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1955. The programs listed are for the 12-month period ending Dec. 31, 1955. 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
Abbott & Costello	Campbell Soup Co. (soup, baked beans, Y 8)	CBS-TV	Leo Burnett Co.
Academy Award Nominations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Academy Award Presentations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Adventures of Ozzie & Harriet	Hotpoint Co. (home appliances)	ABC-TV	Maxon Inc.
	Lambert Co. (tooth paste)		Lambert & Feasley
	Quaker Oats Co. (pancake mixes)		J. Walter Thompson
	Telechron Co. (clocks & timers)		N. W. Ayer & Son, Inc.
Alfred Hitchcock Presents	Bristol Myers Co. (Sal Hepatica)	CBS-TV	Young & Rubicam
All-Star Football Game, 1955	Atlantic Refining Co. Miller Brewing Co. Union Oil Co. of Calif. Standard Oil of Indiana	ABC-TV	N. W. Ayer & Son Mathisson & Assoc. Young & Rubicam D'Arcy Adv., Inc.
Amateur Hour	Pharmaceuticals, Inc. (Medicinals)	ABC-TV	Edward Kletter Assoc., Inc.
America's Greatest Bands	Nestle Co. (chocolates)	CBS-TV	Bryan Houston Inc.
	Procter & Gamble Co. (Gleem, Profi)		Compton Advt. Co.
Appointment With Adventure	P. Lorillard Co. (cigarettes)	CBS-TV	Young & Rubicam
Armstrong Circle Theatre	Armstrong Cork Co. (building material)	NBC-TV	Batten, Barton, Durstine & Osborn
Art Linkletter's Houseparty	Hawaiian Pineapple Co. Kellogg Co. (breakfast, dog food)	CBS-TV	N. W. Ayer & Son Leo Burnett Co.
	Lever Bros. Co. Pillsbury Mills, Inc. (flour mixes)		Batten, Barton, Durstine & Osborn Leo Burnett Co.
Arthur Murray Party	Toni (shampoo)	NBC-TV	Tatham-Laird Inc.
Autry, Gene	Wm. Wrigley Jr. Co. (gum)	CBS-TV	Ruthrauff & Ryan Inc.

B

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Barker Bill's Cartoons	General Mills, Inc. (Sugar Jets)	CBS-TV	Wm. Esty Co., Inc.
Baseball Game of the Week	Falstaff Brewing Corp. (beer)	CBS-TV	Dancer, Fitzgerald & Sample Inc.
Beat the Clock	Sylvania Electric Products	CBS-TV	J. Walter Thompson
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)		Batten, Barton, Durstine & Osborn
Best of Broadway	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Big Payoff, The	Colgate-Palmolive Co. (toilet soaps, detergents)	CBS-TV	Wm. Esty Co., Inc.
Big Story, The	American Tobacco Co. Simoniz Co. (wax)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles Sullivan, Stauffer, Colwell & Bayles
Big Surprise, The	Purex Corp. (bleaches) Speidel Corp. (watch bands)	NBC-TV	Weiss & Geller Sullivan, Stauffer, Colwell & Bayles
Big Ten Basketball Games	Amana Refrigerator Inc. Maytag Co. (home appliances)	CBS-TV	Maury, Lee and Marshall McCann-Erickson
Big Top	National Dairy Products Co. (ice cream, dairy products)	CBS-TV	N. W. Ayer & Son, Inc.
Big Town	AC Spark Plug Div. of General Motors Lever Brothers (Lifebuoy, Rinso)	NBC-TV	D. P. Brother J. Walter Thompson
Blue Ribbon Bouts	Pabst Brewing Co. (beer)	CBS-TV	Warwick & Legler
Bolger, Ray, Show	Lehn & Fink Products Corp. (cosmetics)	ABC-TV	Lennen & Newell
Breakfast Club	Edison Chemical Co. (Dermassage) Quaker Oats	ABC-TV	David Etelson & Assoc. J. Walter Thompson
Break the Bank	Chrysler Corp. (Dodge)	ABC-TV	Grant Advt. Inc.
Brighter Day	Procter & Gamble (Ivory Flakes)	CBS-TV	Young & Rubicam
Buick-Berle Show	General Motors Corp. (Buicks)	NBC-TV	Kudner Agency
Burns and Allen	Carnation Co. (evaporated milk) B. F. Goodrich Co. (tires, tubes)	CBS-TV	Erwin, Wasey & Co. Batten, Barton, Durstine & Osborn
Buttons, Red, Show	General Motors Corp. (Pontiacs) General Foods Corp. (Maxwell House Coffee)	NBC-TV	MacManus, John & Adams Benton & Bowles

C

Caesar's Hour	American Chicle Co. (gum) Radio Corp. of America Speidel Corp. (watch bands)	NBC-TV	Dancer, Fitzgerald & Sample Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles
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COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Camel News Caravan	R. J. Reynolds Tobacco Co. (Camels, Cavaliers)	NBC-TV	Wm. Esty
Cameo Theatre	International Cellucotin Products Co. (Kleenex)	NBC-TV	Foote, Cone & Belding
Captain Gallant of the Foreign Legion	H. J. Heinz (food products)	NBC-TV	Maxon Inc.
Capt. Hartz & His Pets	Hartz Mountain Products (bird seed)	NBC-TV	George H. Hartman
Captain Kangaroo	Participations	CBS-TV	
Captain Midnight	General Mills, Inc. (breakfast cereals)	CBS-TV	Tatham-Laird Inc.
	Wander Co. (Ovaltine)		Tatham-Laird Inc.
Carson, Jack, Show	General Motors Corp. (Pontiacs)	NBC-TV	MacManus, John & Adams
Cavalcade of America	E. I. DuPont de Nemours (institutional)	ABC-TV	Batten, Barton, Durstine & Osborne
Cavalcade of Sports	Gillette Safety Razor Co. (razors, shaving cream)	NBC-TV	Maxon Inc.
	Olin Mathieson Chemical Co. (cosmetics)	ABC-TV	Cunningham & Walsh
Chance of a Lifetime	Emerson Drug Co. (Bromo-Seltzer)		Lennen & Newell
Chevy Show, The	General Motors Corp. (Chevrolets)	NBC-TV	Campbell-Ewald
Climax	Chrysler Corp.	CBS-TV	McCann-Erickson
Coca, Imogene, Show	Griffin Mfg. Co., Inc. (shoe polish)	NBC-TV	Birmingham, Castelman & Pierce
	Johnson & Johnson (surgical dressing, baby foods)		Young & Rubicam
	Lewis Howe Co. (Tums)		Young & Rubicam
	S.O.S. Co. (scouring pads)		McCann-Erickson
Coke Time	The Coca Cola Co.	NBC-TV	D'Arcy Advt. Co.
Colgate Comedy Hour	Colgate-Palmolive Co. (dental, shaving creams)	NBC-TV	Ted Bates Co.
Commando Cody	General Foods Corp. (Post cereals)	NBC-TV	Benton & Bowles
Como, Perry, Show	Liggett & Myers Tobacco Co. (Chesterfields)	CBS-TV	Cunningham & Walsh
Concerning Miss Marlowe	Miles Laboratories Inc. (medicinals)	NBC-TV	Geoffrey Wade
	Procter & Gamble Co. (Tide)		Compton Advt. Co.
Contest Carnival	Quaker Oats Co. (breakfast foods)	CBS-TV	Wherry, Baker, Tilden
Crossroads	General Motors Corp. (Chevrolets)	ABC-TV	Campbell-Ewald Co.
Crosby, Bob	American Dairy Association (milk, milk products)	CBS-TV	Campbell-Mithun
	General Mills, Inc. (baking mixes, cereals)		Knox Reeves Advt.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. Co. (scouring pads)		McCann-Erickson
	C. A. Swanson & Sons (poultry, meat products)		Tatham-Laird, Inc.
Crusader	R. J. Reynolds Tobacco Co.	CBS-TV	W. Esty Co.
Cummings, Bob, Show	R. J. Reynolds Tobacco Co. (Winstons)	NBC-TV, CBS-TV	W. Esty & Co.

D

Daly, John, & the News	Miles Laboratories, Inc. (medicinals)	ABC-TV	Geoffrey Wade Advt.
	Tidewater Associated Oil Co. (motor oil, gasoline)		Buchanan & Co.
Damon Runyon Theatre	Anheuser Busch, Inc. (beer)	CBS-TV	D'Arcy Advt.
Danger	Block Drug Co., Inc. (tooth paste, powders)	CBS-TV	Harry B. Cohen Adv. Co.
	Nash-Kelvinator Corp. (appliances)		Geyer Advt. Agy.
	Revlon Products Corp. (cosmetics)		Weintraub & Co.
Date With Life	Borden Co. (milk products)	NBC-TV	Young & Rubicam
Dear Phoebe	Campbell Soup Co.	NBC-TV	Batten, Barton, Durstine & Osborn
December Bride	General Foods Corp. (instant coffee)	CBS-TV	Benton & Bowles
Ding Dong School	Colgate-Palmolive Co. (dental cream)	NBC-TV	Ted Bates & Co.
	General Mills Inc. (cereals and mixes)		Tatham-Laird Inc.
	Gerber Products Co. (baby foods)		D'Arcy Advt. Agy.
	International Shoe Co.		D'Arcy Advt. Co.
	Manhattan Soap Co.		Scheideler, Beck, Werner
	Wander Co. (Ovaltine)		Tatham-Laird Inc.
Disneyland	American Dairy Assoc. (milk, milk products)	ABC-TV	Campbell-Mithun
	American Motors Corp. (autos, appliances)		Geyer Advt.
	Derby Foods (food products)		McCann-Erickson
Disneyland Park	American Motors Corp. (autos, appliances)	ABC-TV	Geyer Advt. Agy.
	Gibson Art Co. (greeting cards)		Stockton, West, Barkhart, Inc.
	Swift & Co. (meat, meat products)		McCann-Erickson
Do It Yourself	Reynolds Metals Co. (aluminum building products)	NBC-TV	Buchanan & Co.
Down You Go	American Home Products (Anacin)	ABC-TV, CBS-TV	Biow, Beirn & Toigo
	Procter & Gamble Co. (Shasta Shampoo)		Biow, Beirn & Toigo
	Western Union Telegraph Co.		Albert Frank-Guenther Law

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Spock	Beechnut Packing Co. (baby foods)	NBC-TV	Kenyon & Eckhardt
Dragnet	Liggett & Myers Tobacco Co. (Chesterfields)	NBC-TV	Cunningham & Walsh
E			
Edwards, Douglas, with the News	American Home Products Corp. (Anatin, Aero Shave)	CBS-TV	The Biow Co.
	American Tobacco Co. (Pall Malls)		Sullivan, Stauffer, Colwell & Bayles
	Avco Mfg. Co. (home appliances)		Earle Ludgin & Co.
	Pharmaceuticals, Inc. (Gentol)		Edward Kletter Associates, Inc.
Elgin TV Hour	Elgin National Watch Co.	ABC-TV	Young & Rubicam
Ethel & Albert	General Foods Corp. Ralston Purina Co. (cereals, food products)	CBS-TV	Benton & Bowles Guild, Bascom & Bonfigli

F

Faith For Today	Faith for Today, Inc. (institutional)	ABC-TV	World Bcstrs. Assoc.
Father Knows Best	Scott Paper Co.	NBC-TV	J. Walter Thompson
	P. Lorillard Co. (Kents)	CBS-TV	Young & Rubicam
Famous Film Festival	American Chicle Co. (Dentyne)	ABC-TV	Dancer-Fitzgerald & Sample
	Beltone Co. (hearing aids)	ABC-TV	Olian & Bronner
	Block Drug Co. (Amm-i-dent)		Harry B. Cohen Adv. Co.
	Carter Products Inc. (Little Liver Pills)		Ted Bates & Co.
	Chrysler Corp.		McCann-Erickson
	Florists' Telegraph Delivery Assn.		Grant Adv. Inc.
	Hearing Aid Div. of Zenith Radio		Batten, Barton, Durstine & Osborn
	Hoover Vacuum Cleaner Co.		Leo Burnett & Co. Inc.
	Johnson & Johnson (band aids)		Young & Rubicam
	Lewis-Howe Co. (Tums)		Dancer-Fitzgerald & Sample
	Phillip Morris & Co. (cigarettes)		Biow, Beirn & Toigo, Inc.
	National Presto Industries (kitchen appliances)		Gourfain-Cobb & Assoc.
	O'Cedar Corp. (mops and polishes)		Turner Adv. Agcy.
	Procter & Gamble (Shasta Shampoo)		Biow, Beirn & Toigo, Inc.
	Toastmaster Products (automatic toasters)		Erwin, Wasey & Co., Ltd.
	Toni Co. (hair grooming aids)		Weiss & Geller
	Vick Chemical Co. (Sofskin Cream)		Morse International Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Feather Your Nest	Colgate-Palmolive Co. (dental cream)		Wm. Esty Co.
Fireside Theatre	R. J. Reynolds Tobacco Co. Procter & Gamble (Toory, Crisco, Duz)	NBC-TV	Wm. Esty Co. Compton Advt. Inc.
First Love	Andrew Jergens Co. (cosmetics)	NBC-TV	Robert W. Orr
Ford Star Jubilee	Ford Motor Co.	CS-TV	J. Walter Thompson
Ford Theatre	Ford Motor Co.	NBC-TV	J. Walter Thompson
Four Star Playhouse	Bristol Myers Co. (Bufferin, Ipana) Singer Sewing Machine Co.	CBS-TV	Young & Rubicam
Froman, Jane, Show	General Electric Co.	CBS-TV	Young & Rubicam
Frontier Fury	Reynolds Metals Co. General Foods Corp. (Post Cereals)	NBC-TV NBC-TV	Batten, Barton, Durstine & Osborn Clinton E. Frank Benton & Bowles

G

General Electric Program	General Electric (appliances)	CBS-TV	Young & Rubicam
General Electric Theatre	General Electric (institutional)	CBS-TV	Batten, Barton, Durstine & Osborn
Gillette Sport's Newsreel	Gillette Safety Razor Co.	NBC-TV	Maxon Inc.
Gleason, Jackie, Show	Nestle Co., Inc. (Nescafe) Schick, Inc. (electric shavers)	CBS-TV	Bryan Houston Inc. Kudner Agency Inc.
Gobel, George, Show	W. A. Sheaffer Pen Co. Armour & Co. (Dial Soap, shampoo) Pet Milk (evaporated milk)		Russell M. Seeds Foote, Cone & Belding Gardner Advt. Co.
Godfrey, Arthur, & His Friends	General Motors Corp. (home appliances) Pillsbury Mills, Inc. (flour, mixes) CBS Columbia (radio, TV receivers)	CBS-TV	Foote, Cone & Belding Leo Burnett Co. Ted Bates Co.
Godfrey, Arthur, Time	The Toni Co. (home permanents) Bristol Myers Co. (Bufferin) Corn Products Refining Co. (salad oil) Dow Chemical Co. (Saran Wrap) General Motors Corp. (home appliances) Kellogg Co. (cereals & dog foods) The Kendall Co. (elastic stockings) Lever Bros. (dental cream)		Weiss & Geller Inc. Young & Rubicam C. L. Miller Co. MacManus, John & Adams Foote, Cone & Belding Foote, Cone & Belding Leo Burnett Co. McCann-Erickson
	Minnesota Mining & Mfg. Co. (Scotch Tape) The Toni Co. (Toni Home Permanents)		Batten, Barton, Durstine & Osborn Weiss & Geller

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey's, Arthur, Talent Scouts	CBS Columbia (radio, TV receivers) Thomas J. Lipton Co. (tea, soup mixes)	CBS-TV	Ted Bates & Co. Young & Rubicam
Golden Windows	Procter & Gamble (Cheer)	NBC-TV	Young & Rubicam
Goodyear Television Playhouse	Goodyear Tire & Rubber Co. (tires, Neolite soles)	NBC-TV	Young & Rubicam
Grand Ole Opry	Ralston Purina Co. (Purina Chows)	ABC-TV	Gardner Adv. Co.
Greatest Moments in Sports	Mutual Benefit Health & Accident Assoc. of Omaha	NBC-TV	Bozell & Jacobs
Guilding Light	Procter & Gamble (Ivory Soap, Crisco, Gleem)	CBS-TV	Compton Advt. Inc.
Gunsmoke	Liggett & Myers Tobacco Co.	CBS-TV	Cunningham & Walsh

H

Hallmark Hall of Fame	Hallmark Cards, Inc. (greeting cards)	NBC-TV	Foote, Cone & Belding
Halls of Ivy	International Harvester Co. (machinery)	CBS-TV	Leo Burnett Co., Inc.
	National Biscuit Co. (crackers, baked goods)	CBS-TV	McCann-Erickson
Happy Felton's Spotlight Gang	Sweets Co. of America (candy)	NBC-TV	Mosselle & Eisen
Hollywood Backstage	Charles Antell Inc. (hair preparations)	ABC-TV	Product Services Inc.
Home	Aluminum Co. of America (ALCOA) (Aluminum Wearever Foil, Wearever Aluminum Utensils)	NBC-TV	Fuller, Smith & Ross, Inc.
	American Viscose Corp. (chemical & synthetic fibers)		N. W. Ayer & Son, Inc.
	Beatrice Foods Co. (LaChoy Chinese Foods)		Foote, Cone & Belding
	Birge Co., Inc. (wallpapers)		Hutchins Adv. Co.
	Bissell Manufacturing Co. (carpet sweepers)		N. W. Ayer & Son
	Black & Decker Co. (portable electric drill)		Van Sant Dugdale & Co.
	Bourjois, Inc. (gift sets of cologne, powder & perfume)		Lawrence C. Aumbiner Agency
	California Packing Co. (Del Monte canned vegetables, fruits, juices & ketchup)		McCann-Erickson, Inc.
	Caloric Appliance Corp. (gas ranges)		Geare-Marston, Inc.
	Cluett Peabody Co., Inc. (Arrow Shirts)		Young & Rubicam
	Culligan, Inc. (water softener)		Alex G. Granz, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Daystrom Furniture Dow Chemical Co. (Saran fabric, Styron products)		N. W. Ayer & Son MacManus, John & Adams
	Firestone Industrial Products Co. (Foamex mattresses)		Grey Adv. Agency
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	Gibson Refrigerator Co. (refrigerators & ranges)		Henri, Hurst & McDonald
	Glass Containers Manufacturers Institute Glidden Co. (paint)		Kenyon & Eckhardt Meldrum & Tewsmith, Inc. Adv.
	Gruen Watch Co. H. J. Heinz Co. (baby food, ketchup, soups, stews)		Grey Adv. Agency Maxon, Inc.
	Johnson & Johnson (elastic hose, baby products & surgical dressings)		N. W. Ayer & Son, Inc.
	Lanolin Plus, Inc. (liquid makeup, shampoo)		Duggan-Phelps Adv.
	Lemon Products Board (frozen lemonade)		McCann-Erickson, Inc.
	Onieda, Ltd. (silverplate)		BBD & O
	Parker Brothers, Inc. (games)		Badger, Browning & Parcher, Inc.
	Prince Gardner Co. (leather billfolds, wallets, key cases)		Grey Adv. Agency
	Sawyer's, Inc. (Viewmaster & Keels)		Carvel, Nelson & Powell Adv.
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Swift & Company (Swift's Turkeys)		McCann-Erickson, Inc.
	Upjohn Co. (Unicap vitamins)		Wm. Douglass McAdams, Inc.
	Vick Chemical Co. (Sofskin hand cream)		Morse International, Inc.
Hope, Bob, Show	General Foods Corp. (Swansdown)	NBC-TV	Young & Rubicam
Horizons	Ciba Pharmaceutical Products Inc. (institutional)	ABC-TV	Kieswetter, Baker, Hegedorn & Smith
Howdy Doody	Campbell Soup Co. (food products)	NBC-TV	Leo Burnett
	Colgate Palmolive Co. (dental cream)		Ted Bates & Co.
	Continental Baking Co., Inc. (bread, cake)		Ted Bates & Co.
	International Show Co. Kellogg Co. (cereals)		Henri, Hurst & McDonald Leo Burnett
	Luden's, Inc. (candy, cough drops)		J. M. Mathes Inc.
	Standard Brands Inc. (pudding, margarine)		Ted Bates & Co.
	Welch Grape Juice Co.		Kenyon & Eckhardt

I

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
I Love Lucy	Phillip Morris & Co. (cigarettes) Procter & Gamble Co. (Cheer)	CBS-TV	Biow, Beirn & Toigo Biow, Beirn & Toigo
I Married Joan	General Electric Co. (appliances)	NBC-TV	Young & Rubicam
Inner Flame	General Foods Corp. (food products)	CBS-TV	Young & Rubicam
It Pays to Be Married	Procter & Gamble	NBC-TV	Benton & Bowles
It's a Great Life	Chrysler Corp. (autos)	NBC-TV	McCann-Erickson
It's Always Jan	Procter & Gamble	CBS-TV	Compton Advt. Agy.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cavaliers)	CBS-TV	Wm. Esty Co., Inc.

J

Jan Murray Time	The Toni Co. (grooming aids)	NBC-TV	Weiss & Geller
Johnny Carson Show	General Foods Corp. (Instant Sanka) Revlon Products Corp. (cosmetics)	CBS-TV CBS-TV	Young & Rubicam Norman, Craig & Kummel
Justice	Borden Co. (milk, milk products)	NBC-TV	Young & Rubicam
Juvenile Jury	Pharmaceuticals (Ceritol)	CBS-TV	Edward Kletter Assoc., Inc.

K

Kraft Television Theatre	Kraft Foods Co. (cheese, milk products)	ABC-TV, NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Gordon Baking Co. (bread)	ABC-TV	D'Arcy Advt. Co.

L

Lassie	Campbell Soup Co.	CBS-TV	Batten, Barton, Durstine & Osborn
Lee, Pinky, Show	Participations	NBC-TV	
Lewis, Robert Q., Show	Best Foods Inc. (mayonnaise) Helene Curtis Industries Inc. (hair dressings) Corn Products Refining (salad oil) Doeskin Products (tissues) General Mills Inc. (food products) S. C. Johnson Co. (cleaners, polishers)	CBS-TV CBS-TV	Dancer-Fitzgerald-Sample Earle Ludgin & Co. C. L. Miller Grey Advt. Agy. Batten, Barton, Durstine & Osborn Needham, Louis & Brorby

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Miles Laboratories (vitamins, medicinals)		Geoffrey Wade Adv.
	C. A. Swanson & Son (poultry, meat)		Tatham-Laird
Liebman, Max, Presents	Hazel Bishop Inc. (cosmetics)	NBC-TV	Raymond Spector
	Oldsmobile Div. of General Motors		D. P. Brother & Co.
	Sunbeam Corp. (electrical appliances)		Perrin-Paus Co.
Life Begins at 80	Pharmaceuticals, Inc. (Serutan, Geritol, KDX, Zaramin & other products)	ABC-TV	Edward Kletter Assoc.
Life of Riley	Gulf Oil Corp. (gas, oil, lubricants, tires, insecticides)	NBC-TV	Young & Rubicam
Life Is Worth Living, with Bishop Fulton J. Sheen	Admiral Corp. (household appliances)	ABC-TV	Russell M. Seeds Co.
Life With Father	CBS Columbia (TV, radio sets)	CBS-TV	Ted Bates Co.
	General Mills (Cheerios, Gold Medal Flour)		Dancer-Fitzgerald-Sample
Linc-Up, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
Lone Ranger	American Dairy Assoc.	ABC-TV, CBS-TV	Campbell-Mithun
	General Mills, Inc. (Cheerios & Wheaties)		Dancer-Fitzgerald-Sample
Longines Chronoscope	Longines-Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co.
Lucy Show, The	Lehn & Fink Products (cosmetics)	CBS-TV	McCann-Erickson
Lux Theatre	Lever Brothers Co. (Lux Soap, Flakes, Liquid Spray, Rinso, Margarine, Pepsodent)	NBC-TV	J. Walter Thompson

M

Macy's Thanksgiving Day Parade	Ideal Toy Co.	NBC-TV	Grey Adv., Inc.
Make Room for Daddy	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Dodge Div. of Chrysler Corp. (Dodge Cars)		Grant Adv. Inc.
Mama	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles
March of Medicine	Smith, Kline & French Laboratories (pharmaceuticals)	NBC-TV	Doremus-Eshleman Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Martin, Tony, Show	Toni Co. (Cosmetics)	NBC-TV	Tatham-Laird
Masquerade Party	Knomark Mfg. Co., Inc. (Esquire Boot Puller)	ABC-TV	Emil Mogul Co.
	Pharmaceuticals, Inc. (Serutan, Cortol, RDX, Zarumin, etc.)		Edward Kletter Assoc.
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam
Matinee	B. T. Babbitt (Bab-O)	NBC-TV	Dancer-Fitzgerald-Sample
	Motorola (TV sets)		Leo Burnett Co.
	Procter & Gamble Co. (Dreft, Tide)		Benton & Bowles
Maurice Evans Series	Hallmark Cards, Inc.	NBC-TV	Foote, Cone & Belding
Medic	Dow Chemical Co. (Saran Wrap, Saron Fabric, Styron Plastics)	NBC-TV	MacManus, John & Adams
Medical Horizons	Ciba Pharmaceutical Prods.	ABC-TV	J. Walter Thompson
Meet Millie	Carter Products, Inc. (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Pharmaceuticals, Inc. (drug products)		Edward Kletter & Assoc.
Meet the Press	Pan American World Airways	NBC-TV	J. Walter Thompson
	Johns-Manville Corp.		J. Walter Thompson
Mickey Mouse Club	Armour & Co. (Pet food products, oil products, m. packing, house sausage, liver)	ABC-TV	Tatham-Laird, Inc.
	Bristol-Myers Co., The (dentifrices)		Doherty, Clifford, Steers & Shenfield
	Campbell Soup Co. (soups, pork & bean, tomato juice, artich. spaghetti & savans, macaroni & vegetable juices)		Leo Burnett Co.
	Carnation Milk Co. (malted, instant, evaporated & fresh milk, chocolate drink, soft cheese, ice cream, dry milk solids)		Erwin Wasey & Co.
	Coca Cola Co. (carbonated beverages)		D'Arcy Adv. Co.
	General Mills, Inc. (all cereals, prepared baking mixes—excluding cake frosting, prepared cookie mixes & bakery products)		Knox Reeves Adv., Wm. Esty Co
	S. C. Johnson & Son, Inc. (waxes, cleaners, polishes, and applicators)		Needham, Louis & Brorby, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Lettuce, Inc. of Calif. & Arizona (fresh fruits & vegetables)		John Cohan Adv.
	Mars, Inc. (candy)		Leo Burnett Co.
	Mattel, Inc. (toys)		Carson, Roberts, Inc.
	Morton Salt Co. S.O.S. Co., The (securing pads, Tufty & Soil-Off)		Needham, Louis & Brorby McCann-Erickson
	TV Time Foods (popcorn)		Ruthrauff & Ryan
	Vick Chemical Co. (Vaporub, cough syrup, cough drops, Softskin, Medi-mist nasal spray)		BBD & O
	Welch Grapejuice Co., Inc. (jams, jellies, preserves, & grape juice)		Kenyon & Eckhardt
MGM Parade	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	General Foods (Maxwell House Coffee, Minute Rice & others)		Benton & Bowles
Milland, Ray, Show (Meet Mr. McNulty)	General Electric Co. (TV, radio sets, small appliances)	CBS-TV	Maxon, Inc.
Millionaire, The	Colgate-Palmolive Co. (Lustre-Creme Shampoo)	CBS-TV	Ted Bates Co.
Miss America Pageant	Philco Corp. (radios, TV sets, electrical appliances)	ABC-TV	Hutchins Adv. Co.
Mr. Citizen	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	ABC-TV	Cunningham & Walsh
Mr. Peeper	Reynolds Metals Co. (aluminum building products, Reynolds Wrap)	NBC-TV	Clinton E. Frank
Modern Romances	Colgate-Palmolive Co. (Colgate Dental Cream)	NBC-TV	Bryan Houston, Inc.
	Miles Laboratories, Inc.		Geoffrey Wade Adv.
Montgomery, Robert, Presents	The American Tobacco Co. (Lucky Strike, Hatter's Tarryton Cigarettes)	NBC-TV	BBD & O
	S. C. Johnson & Son, Inc. (Glo-Coat, Pride, Car-Plate & Car-Nix, Jubilee Wax, paste wax)		Needham, Louis & Brorby
Moore, Gary, Show	Best Foods, Inc. (Rit, Shindola)	CBS-TV	Earle Ludgin & Co.
	Borden Co. (Instant Noodle, Sharlac)		Doherty, Clifford, Steers & Shenfield
	Bristol Myers Co. (Ipana AC)		Doherty, Clifford, Steers & Shenfield
	Chun King Sales, Inc. (Chinese oriental foods)		J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Comstock Foods (Vegetable, fruit pie filling, apple sauce)		Leo Burnett Co.
	Converted Rice, Inc. (Uncle Ben's Converted Rice)		Leo Burnett Co.
	Economics Laboratory, Inc. (Soilax)		Scheidler, Beck & Werner, Inc.
	Kellogg Co. (cereals, dog food)		Leo Burnett Co.
	C. H. Masland & Sons (trugs)		Anderson & Cairns, Inc.
	Miles Laboratories, Inc. (Alka-Seltzer, vitamins)		Geoffrey Wade Adv.
	Prudential Insurance Co.		Calkins & Holden
	Scott Paper Co.		J. Walter Thompson
	Simoniz Co. (Simoniz & other products)		Tatham-Laird, Inc.
	A. E. Staley Co. (laundry starch, syrup)		Ruthrauff & Ryan
	Swift & Co. (Swift'ning)		J. Walter Thompson
	The Toni Co. (home permanents, hair-care products, cosmetics)		Leo Burnett Co.
	Yardley & Co., Ltd. (soap, bath oil)		N. W. Ayer & Son, Inc.
Musical Chairs	Griffin Mfg. Co. (shoe polish)	NBC-TV	Birmingham, Castleman & Pierce, Inc.
My Favorite Husband	Procter & Gamble (Cheer)	CBS-TV	Young & Rubicam
	Simmons Co. (Beautyrest, Hide-A-Bed)		Young & Rubicam
My Little Margie	Scott Paper Co. (napkins, towels, wax paper)	NBC-TV	J. Walter Thompson

N

Name's the Same	Ralston-Purina Co. (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp)	ABC-TV	Guild, Bascom & Bonfigli
Name That Tune	Americano Home Products Corp. (Anacin, Kolyndol, Bisodol, Heet)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
	Carter Products, Inc. (Arrid, Rise, shave cream, Nair)		Sullivan, Stauffer, Colwell & Bayles
Navy Log	Maytag Co. (washing machines)	CBS-TV	McCann-Erickson Co.
	W. A. Sheaffer Pen Co.		Russel Seeds Co.
New Stu Erwin Show, The	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	ABC-TV	Cunningham & Walsh, Inc.
Norby	Eastman Kodak Co.	NBC-TV	J. Walter Thompson

O

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Omnibus	Aluminum Co. of Canada (institutional)	CBS-TV	J. Walter Thompson
	Norcross, Inc. (greeting cards)		Albert Kimball Co.
	Scott Paper Co. (Cut-Rite Wax Paper, Scottie Facial Tissues)		J. Walter Thompson
	Zenith Radio Corp. (electronic equip.)		Young & Rubicam
On Your Account	Procter & Gamble Co. (Tide, Prolif)	CBS-TV	Benton & Bowles, Inc.
Orange Bowl Game	Gillette Safety Razor Co.	CBS-TV	Maxon, Inc.
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, Jello Instant-Pudding)	CBS-TV	Young & Rubicam
Ozark Jubilee	American Chicle Co. (Beeman's Pepsin)	ABC-TV	Ted Bates & Co.
	American Home Products Corp. (Kolyros, Anacin & Neet)		Biow-Beirn-Toigo
	Charles Antell, Inc. (hair preparations)		Product Services

P

Pall Mall Theater	The American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
Pantomime Quiz	General Foods Corp. (Maxwell House Coffee)	CBS-TV, ABC-TV	Benton & Bowles
	Revlon Products Corp. (lipstick, hair spray)		Sullivan, Stauffer, Colwell & Bayles
Penny to a Million	Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Sir Walter Raleigh Tobacco)	ABC-TV	Russel M. Seeds
	W. A. Shaeffer Co. (Fine Line Pens)		Russel M. Seeds
People Are Funny	The Frawley Corp. (Paper-Mate Pens)	NBC-TV	Foote, Cone & Belding
	The Toni Co. (Cosmetics)		Leo Burnett, Inc.
People's Choice, The	The Borden Co. (milk products)	NBC-TV	Young & Rubicam
epsi-Cola Playhouse	Pepsi-Cola Co.	ABC-TV	The Biow Co.
Person-To-Person	American Oil Co. (Armoil Gas)	CBS-TV	The Joseph Katz Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Hamm Brewing Co. Noxzema Chemical Co. (Noxzema Skin Cream, shave cream)		Campbell-Mithun, Inc. Sullivan, Stauffer, Colwell & Bayes
Philco Convention	Philco Corp. (radios, TV sets, electrical appliances)	ABC-TV	Hutchins Adv. Co.
Philco Television Playhouse	Philco Corp. (radios, TV sets, ranges, refrigerators)	NBC-TV	Hutchins Adv. Co.
Pinky Lee Show	International Shoe Co. Luden's, Inc. (cough drops)	NBC-TV	D'Arcy Adv. Co. J. M. Mathes, Inc.
	John Morrell & Co. Sweets Co. of America, The		Campbell-Mithun, Inc. Moselle & Eisen
Place the Face	Hazel Bishop (cosmetics)	NBC-TV	Raymond Spector Co.
Plymouth News Caravan	Plymouth Div., General Motors Corp.	NBC-TV	N. W. Ayer & Son
Pond's Theater	Pond's Extract Co. (Angel Skin, dry skin cream, cold cream, lipstick, makeup, mists, angel face)	ABC-TV	J. Walter Thompson
Pontiac Hour	General Motors Corp. (autos)	NBC-TV	MacManus, John & Adams
Portia Faces Life	General Foods Corp. (Swansdown Cake Mixes, Instant Postum, Baker's Coconut, Bran Flakes, La Frances, Satina)	CBS-TV	Young & Rubicam, Inc.
Pride of the Family	Cmpbell Soup	CBS-TV	BBD & O
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Producer's Showcase	Ford Motor Co. (cars, trucks, parts, services)	NBC-TV	Kenyon & Eckhardt
	Radio Corp. of America (TV sets, phonographs, records, radios, service, tubes, tape recorders, batteries, air condi- tioners)		Kenyon & Eckhardt
Pro-Football	Falstaff Brewing Corp.	ABC-TV	Dancer-Fitzgerald- Sample
Public Defender	Philip Morris & Co., Ltd. (cigarettes)	CBS-TV	Biow-Beirn-Toigo
	Revlon Products Corp. (cosmetics)		Wm. H. Weintraub

R

Raye, Martha, Show	Hazel Bishop, Inc. (lipstick, nail polish, & rouge)	NBC-TV	Raymond Spector Co.
Red Barber's Corner	State Farm Mutual Ins.	CBS-TV	Needham, Louis & Brorby

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rin-Tin-Tin	National Biscuit Co. (all products)	ABC-TV	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Drene, Ivory Flakes)	CBS-TV	Compton Adv. Agcy.
Robin Hood	Johnson & Johnson (baby products) Wildroot Co., Inc. (hair tonic)	CBS-TV	Young & Rubicam BBD & O
Rogers, Roy, Show	General Foods Corp. (Instant Puddings, Games Dog Food)	NBC-TV	Benton & Bowles
Rooney, Mickey, Show	Green Giant Co. (food products) Pillsbury Mills, Inc. (flour)	NBC-TV	Leo Burnett Co. Leo Burnett Co.
Rose Bowl Football Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.

S

Schlitz Playhouse of Stars	Schlitz Brewing Co.	CBS-TV	Lennen & Newell, Inc.
Screen Director's Playhouse	Eastman Kodak Co. (photographic)	NBC-TV	J. Walter Thompson
Search for Beauty	Charles Antell (cosmetics)	NBC-TV	Product Services
Search for Tomorrow	Procter & Gamble Co. (Joy, Spice & Spice, Cheer)	CBS-TV	Biow-Beirn & Toigo
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Anakin, Heer)	CBS-TV	Biow-Beirn & Toigo
See It Now	Aluminum Co. of America (Alcoa Aluminum Products)	CBS-TV	Fuller & Smith & Ross, Inc.
Sergeant Preston of the Yukon	Quaker Oats Co. (breakfast food)	CBS-TV	Wherry, Baker & Tilden, Inc.
Shore, Dinah, Show	Chevrolet Motor Div., of General Motors Corp. (Parts and Services)	NBC-TV	Campbell-Ewald
\$64,000 Question	Revlon Products (cosmetics)	CBS-TV	Wm. H. Weintraub
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson's Wax, cleaner, polisher) Pet Milk Co. (evaporated milk)	CBS-TV	Needham, Louis & Brorby Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	ABC-TV	Leo Burnett Co.
Soupy Sales	The Gordon Baking Co. (Silvercup Bread)	ABC-TV	D'Arcy Adv. Co.
So This Is Hollywood	The Toni Co. (grooming aid)	NBC-TV	Tatham-Laird, Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
So You Want to Lead a Band	Brillo Mfg. Co. (Brillo Pads)	ABC-TV	J. Walter Thompson
Space Patrol	The Nestle Co. (chocolate, cocoa products) Ralston-Purina Co. (Rice Chex, Wheat Chex, Ry-Krisp)	ABC-TV	Cecil & Presbrey Gardner Adv. Agcy.
Spotlight Playhouse	S. C. Johnson & Son, Inc. (wax, cleaners) Pet Milk Co.	CBS-TV	Gardner Adv. Agency Gardner Adv. Agency
Stafford, Jo, Show	Gold Seal Co. (glass wax)	CBS-TV	Campbell-Mithun, Inc.
Stage 7	Bristol Myers Co. (Sal Hepatica)	CBS-TV	Young & Rubicam
Stage Show	Nestle Co. (chocolate)	CBS-TV	Bryan Houston, Inc.
Star Stage	Campbell Soup Co. Chesebrough-Ponds (cosmetics)	NBC-TV	BBD & O J. Walter Thompson
Star Time Playhouse	Maytag Co. (home appliances) W. A. Sheaffer Pen Co.	CBS-TV	Russel Seeds Co. Russel Seeds Co.
Star Tonight	Brillo Mfg. Co., Inc. (Brillo Pads & other products)	ABC-TV	J. Walter Thompson
Stop the Music	Exquisite Form, Inc. (brassieres) Necchi Sewing Machine (Necchi & Elva Sewing Machines) Quality Goods Manufacturers (watch bands, jewelry, Van Heusen Shirts)	ABC-TV	Grey Adv. Agency Grey Adv. Agency Grey Adv. Agency
Stork Club	Gemex Co., Inc. (watch bands)	ABC-TV	BBD & O
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Yel, Super Suds, Palmolive Soap, Feb, Ajax)	CBS-TV	Wm. Esty Co., Inc.
Studio One	Westinghouse Electric Corp. (kitchen appliances, radio & TV sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugar Bowl	American Chicle Co. (Dentyne) C. A. Swanson & Sons (poultry, meat products) Top Pop Products Co. (EZ Pop Popcorn)	ABC-TV	Dancer-Fitzgerald-Sample, Inc. Tatham-Laird, Inc. W. B. Doner & Co.
Sugar Bowl, Pre-Game Huddle	R. J. Reynolds Tobacco Co. (Camel & Cavalier Cigarettes)	ABC-TV	Wm. Esty & Co.
Sullivan, Ed, Show	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday News Special	Norwich Pharmacal Co. (Pepto Bismol, aspirin, Ungentine)	CBS-TV	Benton & Bowles, Inc.
Super Circus	Shunky Chocolate Co. (candy)	ABC-TV	Hilton & Riggio, Inc.
	Dixie Cup Co. Hartz Mountain Products (bird seed)		Hicks & Greist, Inc. George H. Hartman
	Kellogg Co. (Corn Flakes, other cereals)		Leo Burnett Co., Inc.
	Mars, Inc. (candy products)		Leo Burnett Co., Inc.
	Roto Broil Corp. of America		Products Services
Swift's Show Wagon	Swift & Co. (meat)	NBC-TV	J. Walter Thompson

T

Tales of the Texas Rangers	General Mills, Inc.	CBS-TV	Tatham-Laird
Ted Mack's Matinee	Charles Antell (cosmetics)	NBC-TV	Products Services
Tennessee Ernie Ford	Miles Laboratories, Inc.	NBC-TV	Geoffrey Wade Adv.
Texaco Star Theatre	The Texas Co. (gasoline)	NBC-TV	Kudner Agency
Thanksgiving Day Football	General Tire & Rubber Co.	ABC-TV	D'Arcy Adv. Co.
Thanksgiving Day Parade	Chrysler Corp.	ABC-TV	McCann-Erickson, Inc.
This Is Your Life	Hazel Bishop, Inc. (lipstick, rouge)	NBC-TV	Raymond Spector
	Procter & Gamble Co. (dentifrices, shampoos, home permanents)		Compton Adv.
Those Whiting Girls	General Foods Corp. (Swansdown Products)	CBS-TV	Young & Rubicam
	Procter and Gamble Co. (Lilt Home Permanent)		Biow, Beirn & Toigo
Toast of the Town, With Ed Sullivan	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt
Today	Aluminum Co. of America (aluminum screening)	NBC-TV	Ketchum, McLeod & Grave
	Aluminum Goods Mfg. Co. (electric kitchen utensils)		Cramer-Krasselt
	American Home Products Corp. (Anacin)		Biow-Beirn-Toigo
	Beltone Hearing Aid Co. (hearing aid)		Olian & Bronner
	Bissell Mfg. Co. (carpet sweepers)		N. W. Ayer & Son Inc.
	Black and Decker Co. (portable electric drill)		Van Sant Dugdale & Co.
	E. L. Bruce (floor wax)		Christiansen Adv. Agy.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Cadillac Motor Car Div. General Motors Corp. (autos)		MacManus, John & Adams
	Calgon Inc. (water conditioner)		Ketchum, MacLeod & Grove
	Calif. Packing Co. (Del Monte canned foods)		McCann-Erickson
	Campbell Soup Co. (Campbell Kids Promotion)		Grey Advt. Agy.
	Cluett Peabody Co., Inc. (shirts)		Young and Rubicam
	Crowell-Collier Pub. Co. (Colliers Magazine)		Kudner Agency, Inc.
	Evenrude Motors (Outboard Motors)		Cramer-Krasselt Co.
	General Electric Co. (Telechron Clocks)		N. W. Ayer & Son, Inc.
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	Clidden Co. (paint)		Meldrum & Tewsmith, Inc.
	Gold Filled Manufacturers Assn. (jewelry & accessories)		Sutherland-Abbott Adv.
	Grave Laboratories (Fitch Shampoo, hair oil & hair tonic, 4-way cold tablets)		Harry B. Cohen Adv. Co.
	Gruen Watch Co.		Grey Adv. Agency
	International Salt Co.		BBD & O
	Johnson & Johnson (back plasters)		N. W. Ayer & Son
	John Oster Manufacturing Co. (Osterizer Blender)		Henri-Hurst & McDonald
	Lemon Products Board (frozen lemonade)		McCann-Erickson, Inc.
	Mobile Homes Manufacturing Assoc. (Trailers)		J. Walter Thompson Co.
	Parker Brothers, Inc. (games)		Badger, Browning & Parcher, Inc.
	Polk-Miller Products Corp. (Keepsake diamond rings)		N. W. Ayer & Son
	Shwayder Brothers, Inc. (Samsonite Luggage)		Grey Adv. Agency
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Swift & Company (Swift's Turkeys)		McCann-Erickson, Inc.
	J. A. Wright & Co. (silver cream)		H. B. Humphrey, Alley & Richard, Inc.
Tom Corbett, Space Cadet	Friedman-Shelby Div. of International Shoe (Red Cross Shoes)	NBC-TV	D'Arcy Adv. Co.
Tonight	Aluminum Co. of America (ALCOA) (Christmas gifts of aluminum)	NBC-TV	MacManus, John & Adams
	Armour & Co. (holiday turkeys)		John W. Shaw Ad., Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Black & Decker Co. (portable electric drill)		VanSant Dugdale & Co.
	Bourjois, Inc. (gift sets of cologne, powder, perfume)		Lawrence C. Aumbiner Agency, Inc.
	California Packing Co. (Del Monte canned vegetables, fruits, juices & ketchup)		McCann-Erickson
	Camfield Manufacturing Co. (electric skillet, coffeemaker, toaster)		Hanson & Hanson, Inc.
	Evenrude Motors (outboard motors)		Cramer-Krasselt Co.
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	General Time Corp. (Westclox watches & clocks)		BBD & O
	Lee Limited (Sof-Set Hair Spray)		Foote, Cone & Belding
	Mail Pouch Tobacco Co. (Kentucky Club Tobacco)		Charles W. Hoyt Co.
	Mobile Homes Manufacturing Assoc. (trailers)		J. Walter Thompson
	Olin Mathieson Chemical Corp. (flashlights, dry cell batteries)		D'Arcy Adv. Co., Inc.
	Polaroid Corporation (Land Camera)		Doyle, Dane & Bernback
	A. H. Pond Co. (Keepsake diamond rings)		Gluck Adv. Co.
	Sandura Co., Inc. (Vinyl countertops, floor covering)		Hicks & Greist, Inc.
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Union Underwear Co.		Grey Adv. Agency
	Waring Products Corporation (Waring Blenders)		Anderson & Cairns, Inc.
Topper	Procter & Gamble Co. (permanent wave)	CBS-TV, ABC-TV	Benton & Bowles
	R. J. Reynolds Tobacco Tobacco (Camel Cigarettes)		Wm. Esty Co., Inc.
	Standard Brands, Inc. (Tenderleaf Tea, Chase & Sanborn Coffee, Margarine, Royal desserts)		Compton Adv., Inc.
Treasury Men in Action	Chevrolet Motor Div., General Motors Corp.	ABC-TV	Campbell-Ewald Co.
Truth or Consequences	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
TV Reader's Digest	Studebaker-Packard Corp.	ABC-TV	Ruthrauff & Ryan, Roche, Williams & Cleary, Inc.
TV's Top Tunes	Liggett & Myers Tobacco	CBS-TV	Cunningham & Walsh
Twenty Questions	Florida Citrus Commission	ABC-TV	J. Walter Thompson
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell, Inc.

U

Uncle Johnny Coons	Lever Brothers Co. (Good Luck Margarine)	CBS-TV	McCann-Erickson, Inc.
Undercurrent	Brown & Williamson Tobacco Corp. (Viceroy's) Procter & Gamble (Cheer)	CBS-TV	Ted Bates Co. Biow, Beirn & Toigo
United States Steel Hour, The	United States Steel (Institutional)	CBS-TV, ABC-TV	BBD & O

V

Valiant Lady	General Mills, Inc. (Gold Medal Flour, Pie Crust Mix, Softa- silk, Bisquick) The Toni Co. (Prom, White Rain)	CBS-TV CBS-TV	Dancer-Fitzgerald-Sample, Inc. Leo Burnett Co.
Vise, The	Sterling Drugs (aspirin, milk of magnesia, toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (tires, tubes, spark plugs, TV sets)	ABC-TV	Sweeney & James Co.

W

Wanted	American Home Products Corp.	CBS-TV	Biow, Beirn & Toigo
Warner Brothers Presents	General Electric Co. (radio, television sets, small appliances) Liggett & Myers Tobacco Co. (Chesterfield & LGM Cigarettes)	ABC-TV	Maxon, Inc. Cunningham & Walsh

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Monsanto Chemical Co. (soap and/or detergents, except facial soaps; starches, bleaches, chemical garden products, basic chemicals & plastics and institutional)		Needham, Louis & Brorby, Inc.
Way of the World	Borden Co. (milk)	NBC-TV	Young & Rubicam
Wednesday Night Fights, The	The Mennen Co. (shaving creams, after shave lotions, shampoos, spray deodorant, skin bracer, after shave talcum, bath talc)	ABC-TV	McCann-Erickson
	Pabst Brewing Co. & subsidiary & affiliated companies (beer, ale and non-alcoholic beverages)		Warwick & Legler, Inc.
Welcome Travelers	Procter & Gamble Co. (Oxydol, Dreet, Ivory Snow, Camax)	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Welk, Lawrence, Show	Dodge Div., Chrysler Corp.	ABC-TV	Grant Adv., Inc.
What's My Line?	Jules Montenier, Inc. (Stopette, Poof, Finesse)	CBS-TV	Earle Ludgin Co.
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam, Inc.
Who Said That?	Admiral Corp. (air conditioners, home freezers, refrigerators, electric ranges)	ABC-TV	Russel M. Seeds Co.
	Shaeffer Pen		Russel M. Seeds Co.
Wide Wide World	General Motors Corp., A.C. Spark Plug Div.	NBC-TV	D. P. Brother & Co.
	Guide Lamp Div. of General Motors		D. P. Brother & Co.
	United Motor Service Div. of General Motors Corp. (auto accessories)		Campbell-Ewald
Wild Bill Hickok	Kellogg Co.	CBS-TV	Leo Burnett Co.
Willy	General Mills, Inc. (flour, mixes, cereals)	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Winchell, Paul-Jerry Mahoney Show	Sweets Co. of America (candy)	NBC-TV	Moselle & Eisen
Winchell, Walter	American Safety Razor Corp. (blades, razors, shaving creams, brushes)	ABC-TV	D'Arcy Adv. Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bayuk Cigar Co. (Phillies & Webster Cigars)		D'Arcy Adv. Co.
Windows	American Oil Co. Hamm Brewing Co.	CBS-TV	Joseph Katz Campbell Mithun, Inc.
Winky Dink & You	Ideal Toy Corp.	CBS-TV	Grey Adv. Corp.
World of Mr. Sweeny, The	Atlantic Sales Corp. (R. T. French Mustards)	NBC-TV	J. Walter Thompson
Wyatt Erp	General Mills, Inc. (baking mixes, cereals, flour, frosting & dog food) Parker Pen Company	ABC-TV	Dancer-Fitzgerald-Sample, Inc. Tatham-Laird, Inc.

Y

You Are There	Electric Companies Advertising Program (electric power) Prudential Insurance Co.	CBS-TV	N. W. Ayer & Son Calkins & Holden, Inc.
You Asked For It	Rosefield Packing Co., Ltd. (Skippy Peanut Butter)	ABC-TV	Guild, Bascomb & Bonfigli
You Bet Your Life	DeSoto Div. of Chrysler Motor Corp. (cars, services, used cars)	NBC-TV	BBD & O
You'll Never Get Rich	Amana Refrigerator R. J. Reynolds Tobacco Co.	CBS-TV	Maury, Lee & Marshall Wm. Esty Co., Inc.
Young, Loretta, Show	Procter & Gamble Co. (Tide, Lilt, Gleem)	NBC-TV	Compton Adv., Inc.
Your Favorite Playhouse	Bristol Myers Co. (Sal Hepatica, Ipana)	CBS-TV	Young & Rubicam, Inc.
Your Hit Parade	American Tobacco Co. (Lucky Strike Cigarettes) Warner-Hudnut, Inc. (Quick Home Permanents)	NBC-TV	BBD & O Kenyon & Eckhardt
Youth Wants to Know	General Dynamics Corp. (institutional)	NBC-TV	Morey, Humm & Johnstone, Inc.

Z

Zoo Parade	American Chicle Co. (chewing gum) Quaker Oats Co. (Ken-L Ration, meal, biscuit)	NBC-TV	Dancer-Fitzgerald-Sample Needham, Louis & Brorby
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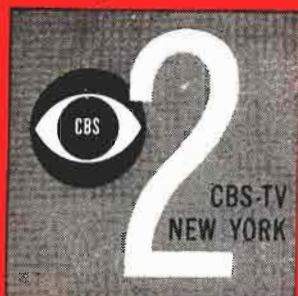
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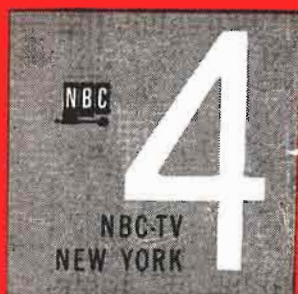
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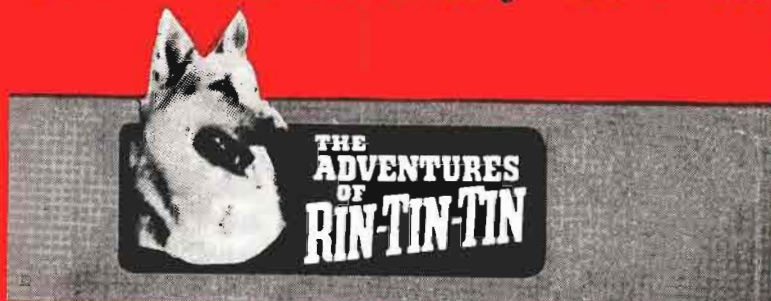
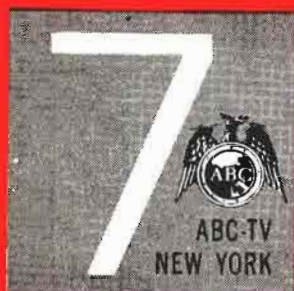
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A handwritten signature in cursive script, reading 'David Sarnoff'. The signature is written in a dark ink and is positioned above the title 'Chairman of the Board'.

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