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YEARBOOK ABBREVIATIONS

<p>Account Executive—acct. exec.</p> <p>Administrative Assistant—adm. asst.</p> <p>Advertising—adv.</p> <p>Assistant—asst.</p> <p>Associates—Assoc.</p> <p>Association—Assn.</p> <p>Avenue—Ave.</p> <p>Board—bd.</p> <p>Bookkeeper—bkpr.</p> <p>Boulevard—Blvd.</p> <p>Broadcast—Bcst.</p> <p>Broadcasting—Bcstg.</p> <p>Business—bus.</p> <p>Buyer—buy.</p> <p>Channel—ch.</p> <p>Chairman of the Board—chmn. of bd.</p> <p>Charge—chrg.</p> <p>Chief—ch.</p> <p>Commercial—com.</p> <p>Comptroller—comp.</p> <p>Continuity—cont.</p> <p>Controller—controller</p> <p>Coordinator—coor.</p> <p>Co-Owner—co-own.</p> <p>Corporation—Corp.</p> <p>Director—dir.</p> <p>Editor—ed.</p>	<p>Educational—educ.</p> <p>Engineer—engr.</p> <p>Equipment—equip.</p> <p>Executive—exec.</p> <p>Facility—fac.</p> <p>General Manager—gen. mgr.</p> <p>Government—Gov.</p> <p>Highway—Hwy.</p> <p>Kilowatt—kw.</p> <p>Local—loc.</p> <p>Manager—mgr.</p> <p>Managing—mgng.</p> <p>Manufacturer—mfr.</p> <p>Manufacturing—mfg.</p> <p>Merchandising—merc.</p> <p>National—natl.</p> <p>Office—off.</p> <p>Officer—ofcr.</p> <p>Operations—ops.</p> <p>Owner—own.</p> <p>Partner—ptnr.</p> <p>President—pres.</p> <p>Producer—prodr.</p> <p>Production—prod.</p> <p>Program—pgm.</p> <p>Promotion—prom.</p> <p>Public Affairs Director—pub. aff. dir.</p>	<p>Public Relations Director—pub. rel. dir.</p> <p>Publicity Director—publicity dir.</p> <p>Publication—publ.</p> <p>Publishing—pub.</p> <p>Regional—reg.</p> <p>Representative—rep.</p> <p>Resident Manager—res. mgr.</p> <p>Sales—sls.</p> <p>Secretary—sec.</p> <p>Service—serv.</p> <p>Special Events Director—sp. events dir.</p> <p>Sports Director—sports dir.</p> <p>Station—sta.</p> <p>Street—St.</p> <p>Superintendent—suptndt.</p> <p>Supervising Engineer—sup. engr.</p> <p>Supervisor—supvr.</p> <p>Technical—tech.</p> <p>Telephone—tel.</p> <p>Television—tv.</p> <p>Township—Twsp.</p> <p>Traffic—traff.</p> <p>Transmitter Supervisor—trans. supvr.</p> <p>Treasurer—treas.</p> <p>Vice President—vp.</p> <p>Watt—w.</p> <p>Women's Director—women's dir.</p>
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Warner Brothers Presents
Color Spread
Mickey Mouse Club
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Adventures of Jim Bowie
Baseball Game of the Week
Death Valley Days
Dragnet
Eddie Fisher—Coketime
Gunsmoke
High Finance
Lone Ranger
Passport to Danger
Sky King
Two For The Money
Houseparty
Today, Home, Tonight
Bob Crosby Show
Prescription For Living
Science in Action
Sohio Reporter
The Ohio Story
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Cleveland Indians Baseball

M-E (McCann-Erickson) loves *you*, and we just don't care *who* knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over \$90,000,000, and *that's* a heap of lovin' in anybody's book.

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em'pa·thy

(ĕm'pā·thī), *n.* [Gr. *empathēia*, fr. *en-in* + *pathos* suffering.] Imaginative projection of one's own consciousness into another being.

—em·path'ic (ĕm·pāth'īk), *adj.**

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