

**FEDERAL
COMMUNICATIONS
COMMISSION**

PERSONNEL



**NATIONAL
ASSOCIATION
OF
BROADCASTERS**

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NAB STANDARDS OF PRACTICE

As adopted by the BOARD in 1945 and Amended in 1946

FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a

superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Education

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

Religion

Broadcasting, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Portion

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Member stations should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

<i>Five minute programs</i>	1:30
<i>Five minute news programs</i>	1:00
<i>Ten minute programs</i>	2:00
<i>Fifteen minute programs</i>	2:30
<i>Twenty-five minute programs</i>	2:45
<i>Thirty minute programs</i>	3:00
<i>Sixty minute programs</i>	6:00

In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

"Standards of Good Taste"

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
2. Misleading statements of price or value or misleading comparisons of price or value.
3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
4. Cures and products claiming to cure.
5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
7. Any spirituous or "hard" liquor.
8. Any fortune-telling, mind-reading, or character-reading, by hand-writing, numerology, palm-reading, or astrology, or advertising related thereto.
9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
10. Matrimonial agencies.
11. Offers of "home work" except by firms of unquestioned responsibility.
12. Any "dopester," tip-sheet or race track publications.
13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.



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PUBLICATIONS

Covering The Field Of Radio And Television

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LONGacre 5-2125. Editor and Publisher, Manuel Rosenberg; Managing Editor, Allen Lekus.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. Managing Editor, John B. Miller. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRYant 9-6431; Charles B. Groomes, Vice-President; Lawrence M. Hughes, Executive Editor; 995 Press Building, Washington 4, D. C., Phone, REpublic 7659, Stanley E. Cohen, Washington Editor; Russ Building, San Francisco 4, Calif., William Blair Smith, Manager; Garfield Building, Los Angeles 4, Calif., Walter S. Reilly, Manager.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. President, J. H. Moore; Vice-President and Editor, F. C. Kendall; Managing Editor, Roger Barton. Advertising Manager, None. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HARRison 7272, William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RICHmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOUGlas 4475; 915 Olive Street, St. Louis 1, Mo., Phone GARfield 0043, Carl Schulenberg, Southern Representative; 131 Fleet Street, E.C.4, London, England; Central 1060, 3754 and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

The Billboard

WEEKLY, 25 Opera Place, Cincinnati 1, Ohio. Phone, Main 9390. The Billboard Publishing Co. R. S. Littleford, Jr. and W. D. Littleford, Publishers; E. W. Evans, Vice-President; Joseph Csida, Vice-President and Editor-in-Chief. BRANCH OFFICE: Managers and Divisions: W. D. Littleford, General Manager, Eastern Division, 1564 Broadway, New York 19, N. Y. Phone, MEDallion 3-1615; M. L. Reuter, General Manager, Midwest Division, 155 North Clark St., Chicago 1, Ill. Phone, CENTral 8761; Sam Abbott, General Manager West Coast Division, 6000 Sunset Blvd., Hollywood 28, Calif. Phone HOLLYwood 5831; F. B. Joerling, General Manager, St. Louis Office, 390 Arcade Bldg., St. Louis 1, Mo. Phone, CHEstnut 0443.

Broadcasting—Telecasting

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, METropolitan 1022. Editor & Publisher, Sol Taishoff; Editorial Director, Robert K. Richards; Business Manager, Maury Long; Circulation Manager, Bernard Platt. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y., PLaza 5-8355, Edwin H. James, N. Y. Editor; Bruce Robertson, Senior Assoc. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central 4115. Fred Sample, Chicago, manager; 6000 Sunset Blvd., Hollywood 28, Calif., Hempstead 8181, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 0775, James Montagnes.

Canadian Advertising

QUARTERLY. 481 University Avenue, Toronto, Ont., Canada. Manager, Alan C. Ball.

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Communications

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MURray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; Vice-President and General Manager, Paul S. Weil.

Daily Variety

DAILY. 1708 No. Vine St., Hollywood 28, Calif. Phone, Hollywood 1141. Arthur Ungar, Editor; Roscoe Cornell, Managing Editor; Charles Gerlach, Advertising Manager; Barbara Lucas, Business Manager. BRANCH OFFICES: See listing under Variety Weekly.

Down Beat

BI-MONTHLY. 203 North Wabash Ave., Chicago, Ill. Phone, Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y. Phone Circle 7-1431, 748 N. Rampart Blvd., Los Angeles, Calif.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Robert U. Brown, Editor; General Manager, Charles T. Stuart; Chicago Office, 361 N. Michigan Ave., G. A. Brandenburg; San Francisco Office, Mills Bldg., & Los Angeles Office, 408 Pershing Sq. Bldg., Duncan A. Scott.

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell.

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Donald G. Fink; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES:

520 North Michigan Ave., Chicago, Ill.; 68 Post St., San Francisco, Cal.; National Press Bldg., Washington 4, D. C.; 16 South Broad St., Philadelphia 2, Pa.; 1510 Hanna Bldg., Cleveland 15, Ohio; 2980 Penobscot Bldg., Detroit 26, Mich.; Continental Bldg., St. Louis 8, Mo.; 1427 Statler Bldg., Boston 16, Mass.; 1311 Rhodes Haverty Bldg., Atlanta 3, Ga.; 621 South Hope St., Los Angeles 14, Calif.; 738-9 Oliver Bldg., Pittsburgh 22, Penn.

Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Ali-coate; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRANite 6607; Washington Correspondents, Andrew H. Older, 6417 Dahlonga Road, Phone, Wisconsin 3271; Manning Clagett, 2122 Decatur St., N.W., Phone, Hobart 7627; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave.

FM Business

MONTHLY: 103 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-1562-3-4. Martin Codell, President and Publisher; Edward Codell, Vice-President and Advertising Director; George M. Hakim, Managing Editor; F. Reese Brown, Associate Editor; Earl Abrams, Washington Editor; Robert S. Lathrop, Art Director; F. Masters, Circulation Manager; Robert Irving, Advertising Production. BRANCH OFFICES: 1419 Connecticut Ave., N.W. Washington 6, D. C., Michigan 2020, Martin Codell, President; 684 South Lafayette Park Place, Los Angeles 5, Calif., Drexel 4388, Robert Walker, Manager; 68 Post St., San Francisco 4, Calif., Sutter 5568, Rogers Parratt, Manager.

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MONTHLY: Main office, Great Barrington, Mass. Phone, Great Barrington 500; Editor-Publisher, Milton B. Sleeper; Advertising Manager, William T. Mohr-

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The Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood 28, Cal. Phone, Hillside 7411. Editor-Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; Radio Editor, Joel Murcott. BRANCH OFFICES: 229 W. 42nd St., New York, N. Y. Phone, Wis. 7-2470. Manager, Jack Harrison; Eastern Radio and Music Editor, Ben Kaufman.

Industrial Marketing

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Hal Burnett. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, William Doty.

Metronome

MONTHLY. 26 W. 58th St., New York, N. Y. Phone, PLaza 3-7253. Editors, George Simon and Barry Ulanov; Gene Roderick, Advertising Manager; Ned & John W. Bitner, Publishers.

Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Charles E. Bayha; Music critic, William Bradell.

Musical America

SEVENTEEN TIMES YEARLY: 113 West 57th Street, New York 19, N. Y. Phone, Circle 7-0522. John F. Majeski, President; John F. Majeski, Jr., Vice-President; Ronald F. Eyer, Editor; Francis Q. Eaton, Assoc. Editor; M. B. Swaab, Advertising Manager; Edward L. Davis, Production Manager; Joseph Morton, Circulation Manager.

Music Business

MONTHLY: 1697 Broadway, New York, N. Y. Phone Circle 5-4920; George Goodwin, Publisher; John O'Connor, Editor-in-Chief; Associate Editors: Malcolm McGlasson, Howard Weissman, Stanley Goldstein, Miriam De Kilka, and Esta Silsbee.

Musical Courier

TWICE MONTHLY. 119 West 57th Street, New York 19, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; General Manager, Grace Nylen; Editor, Russell Kerr; Radio Editor, William A. Taylor.

Musical Digest

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone Circle 7-1124. Alfred Human, Editor; Edward Smith, Assoc. Editor; Roland Gelatt, Harold Schoenberg, contributing editors; Jean Carlu, Art Director.

Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor, Carleton Chace; Circulation Manager, B. Borin.

The Parts Jobber

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mal Parks.

Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President and Publisher, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, Eldridge Peterson; Managing Editor, Frank LaClave; News Editor, Thomas M. Jones; Radio, W. Richard Brunner—Victor Dallaire. BRANCH OFFICES: 6 North Michigan Ave., Chicago 2, Ill. Harold E. Green, Associate Editor; Statler Building, Boston 16, Mass., E. P. Meade, Manager; 629 W. 35th St., Los Angeles 7, Calif., Louis F. Thomann, Western Editor; 1722 Rhodes-Haverty Building, Atlanta 3, Ga., H. F. Cogill, Manager; 1175 Woodury Road, Pasadena 6, Calif., J. W. Conrow, Manager.

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**Proceedings of the I.R.E.
And Waves and Electronics**

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone MEdallion 3-5661. Publisher, Institute of Radio Engineers; President, Frederick B. Llewellyn; Vice-President, Edmund M. Deloraine; Treasurer, William G. White; Editor, Alfred N. Goldsmith; Secretary, Haraden Pratt; Executive Secretary, George W. Bailey; Advertising Manager, William C. Copp.

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and The Radio Amateurs Handbook

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager and Editor, Kenneth B. Warner; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer.

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. Hugo Gernsback, Editor-in-chief; Fred Shunaman, Managing Editor; M. H. Gernsback, Consulting Editor; R. F. Scott, W2PWG, Technical Editor; I. Queen, W2OUX, Editorial Associate; Elmer Fuller, Shortwave Editor; John J. Lamson, Advertising Director. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill.; 405 Erie Bldg., Cleveland, Ohio, Burdette Phillips, Manager; 307-8 Boulevard Bldg., Detroit Mich., C. Frank Holstein, Manager; 606 South Hill St., Los Angeles 14, Calif., Ralph H. Harker, Manager; 582 Market St., San Francisco 4, Calif., Ralph H. Harker, Manager.

Radio Life

WEEKLY. 1541 Rodney Drive, Los Angeles 27, Calif. Phone, Normandy 2-7080. Publisher, Carm M. Bigsby; Editor, Evelyn A. Bigsby; Assistant Editor, Shirley Gordon; Business Manager, Robert G. Johnson; Advertising Manager, Gene Jones. Editorial Office, 1558 North Vine St., Hollywood 28, Calif. Phone, HE 2025.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Ali-coate; Treasurer and General Manager, Donald M. Mersereau; Editor, Frank Burke; Vice President and Business Manager, Marvin Kirsch; Vice-president, Chester B. Bahn; Secretary, Charles A. Alicoate. Managing Editor, M. H. Shapiro; Los Angeles Correspondent, Ralph Wilk; Washington Correspondents, Andrew H. Older, 6417 Dah-lonoga Road, Phone Wisconsin 3271; Manning Clagett, 2122 De-catur St., N.W., Phone Hobart 7627; Chicago (1) Nat Green, 1417 Ashland Bldg., 155 N. Clark St. Phone, State 2332. Oakland 4545. BRANCH OFFICE: 6425 Holly-wood Blvd., Hollywood 28, Calif., Phone, Granite 6607, Ralph Wilk, Manager.

**Proceedings of the Radio
Club of America**

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LONGacre 5-6622. President, A. Hazeltine; Vice-President, O. J. Morelock; Treasurer, J. J. Stanley.

Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Evelyn Fiore. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif.; Hollywood Correspondent, Iris Noble, 15041, Del Gado Drive, Sherman Oaks, Calif. Phone, Irving 1518-M.

Radiomonde

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publica-tions Limited; Editor: Marcel Provost.

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MONTHLY. 185 No. Wabash Ave., Chicago, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; General Manager, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, Executive Assistant, Charles R. Tighe; 8th & Hill St. Bldg., Los Angeles, Calif., Phone, Tucker 9213, Wm. L. Pinney, Western Advt. Manager; 1319 F St., N.W., Washington, D. C., Phone, Executive 2502, Fred Hamlin, Washington Editor.

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Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; Managing Editor, Fred A. Given; Assoc. Editor, Chester I. Soucy; Advertising Rep., John C. Patton.

Radio & Appliance Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Kolpar Publications, Inc. Alex H. Kolbe, Publisher; Mal Parks, Vice-Pres. & Gen. Mgr.; Betty Borin, Circulation Manager; Irving N. Cooper, Jr., Eastern Advertising Manager. BRANCH OFFICES: 30 N. La Salle St., Chicago, Ill. Gordon Ewing, Manager; 412 West 6th St., Los Angeles, Calif., Phone, Vandyke 8815, Frederick Stern, Manager; 6 Rue de Pascal, Brussels, Belgium, Julian Block, Manager.

Radio World

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Marcel Provost, Managing Editor.

Sales Management

SEMI-MONTHLY, with two special issues, Survey of Buying Power. 386 Fourth Ave., New York 17, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; General Manager, Philip Salisbury; Managing Editor, A. R. Hahn; Advertising Service anager, R. E. Smallwood. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr., Manager. 15 East De La Guerra, Santa Barbara, Cal., Warwick L. Carpenter, Manager.

Radio Showmanship

MONTHLY. 1004 Marquette Ave., Minneapolis 2, Minn. Phone, BRidgeport 0181. Don Paul Nathanson, Publisher; Marie Ford, Editor.

Radio & Television Retailing

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell.

Service Magazine

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editorial Director, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; Vice-Pres.-Gen. Mgr., Paul S. Weil.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis. Correspondents in principal cities.

Sponsor

MONTHLY. 40 W. 52nd St., New York 19, N. Y. Phone, PLaza 3-6216. President and Publisher, Norman R. Glenn; Editor, Joseph M. Koehler; Advertising Director, Charles E. Maxwell.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, C a n a d a. Phone, PLateau 6494. President, W. E. Elliott;

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