

////////////////////**ELECTRONIC INDUSTRIES ASSOCIATION**

EIA Board of Directors (1958-59)

David R. Hull, President.
A. E. Abel, Bendix Radio.
Ben Adler, Adler Electronics, Inc.
Robert S. Alexander, Wells-Gardner & Co.
E. C. Anderson, Radio Corp. of America.
W. R. G. Baker, Syracuse University Research Corp.
Robert S. Bell, Packard Bell Electronics Corp.
Joseph N. Benjamin, Pilot Radio Corp.
Roland M. Bixler, J-B-T Instruments, Inc.
A. Blumenkrant, General Instrument Corp.
John G. Brooks, The Siegler Corp.
A. L. Chapman, CBS-Hytron
B. W. Cooper, Delco Radio Division.
C. Russell Cox, Andrew Corp.
Russell E. Cramer, Jr., Radio Condenser Co.
Sidney R. Curtis, Stromberg-Carlson, Div. of General Dynamics Corp.
L. Berkley Davis, General Electric Co.
J. B. Dow, Hazeltine Corp.
W. W. Eitel, Eitel-McCullough, Inc.
Harry A. Ehle, International Resistance Co.
Frank Freimann, The Magnavox Co.
Paul V. Galvin, Motorola Inc.
R. S. Gates, Collins Radio Co.
Larry F. Hardy, Philco Corp.
H. Leslie Hoffman, Hoffman Electronics Corp.
W. F. Joyce, Texas Instruments Inc.
E. J. Kelly, Westinghouse Electric Corp.
George W. Keown, Tung-Sol Electric Inc.
Roy S. Laird, Ohmite Manufacturing Co.
J. A. Milling, Howard W. Sams & Co., Inc.
Harry E. Moon, The General Industries Co.
Leslie F. Muter, The Muter Co.
Lester J. Neuman, Warwick Manufacturing Corp.
Sam Norris, Central Electronic Manufacturers, Inc.
W. Myron Owen, Aerovox Corp.
W. S. Parsons, Centralab, Division of Globe-Union Inc.
F. C. Reith, Crosley Div., Avco Manufacturing Co.
Louis N. Ridenour, Lockheed Aircraft Corp.

R. J. Shank, Hughes Aircraft Co.
C. R. Smith, Western Electric Co., Inc.
Ray F. Sparrow, P. R. Mallory & Co., Inc.
Robert C. Sprague, Sprague Electric Co.
W. E. Stevenson, Machlett Laboratories, Inc.
C. B. Thornton, Litton Industries, Inc.
L. C. Truesdell, Zenith Radio Corp.
L. L. Waite, North American Aviation, Inc.
Barton K. Wickstrum, Sylvania Electric Products Inc. (now General Telephone and Electronics Corp.)
George E. Wright, Bliley Electric Co.
Raymond G. Zender, Lenz Electric Manufacturing Co.

EIA Division Organization

Consumer Products Division

Robert S. Bell, Chairman

Tube & Semiconductor Division

D. W. Gunn, Chairman

Parts Division

William S. Parsons, Chairman

Industrial Electronics Division

Ben Adler, Chairman

Military Products Division

Sidley R. Curtis, Chairman

Annual Awards Committee

H. Leslie Hoffman, Chairman

Credit Committee

Donald B. Shaw, Chairman

Finance Committee

Leslie F. Muter, Chairman

Distributor Relations Committee (Parts Division)

J. A. Milling, Chairman

ELECTRONIC INDUSTRIES ASSOCIATION~~~~~

Law Committee

Paul F. Hannah, Chairman

Membership and Scope Committee

W. J. Morlock, Chairman

Organization Committee

Paul V. Galvin, Chairman

Service Committee

Kenneth H. Brown, Chairman

Tax Committee

Michael McCormack, Chairman

Traffic Committee

John B. Swan, Jr., Chairman

Joint Technical Advisory Committee of EIA and IRE (JTAC)

EIA

John V. L. Hogan, Vice Chairman, Hogan Laboratories, Inc., 155 Perry St., New York 14, N. Y.

Ira J. Kaar, Hoffman Electronics Corporation, 3761 South Hill St., Los Angeles 7, Calif.

Arthur V. Loughren, Airborne Instruments Laboratory, 160 Old Country Road, Mineola, L. I., N. Y.

Prof. William H. Radford, Electrical Communications, Massachusetts Inst. of Technology, Cambridge 39, Mass.

IRE

Philip F. Siling, Chairman, RCA Frequency Bureau, Radio Corporation of America, 1625 K St., N.W., Washington 6, D. C.

Dr. Ralph Bown, 85 Pine St., Maplewood, N. J.

Dorman D. Israel, Emerson Radio & Phonograph Corp., 14th & Coles Sts., Jersey City 2, N. J.

Dr. Ernst Weber, Polytechnic Institute of Brooklyn, 55 Johnson St., Brooklyn 1, N. Y.

L. G. Cummings, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th St., New York 21, N. Y.

Joint Electron Device Engineering Council of EIA and NEMA (JEDEC)

Directors

W. R. G. Baker, Syracuse University Research Institute.

A. A. Berard, Ward-Leonard Electric Company.

Executive Council

Virgil M. Graham, Chairman, Electronic Industries Association.

M. A. Acheson, Sylvania Electric Products Inc.

J. E. Keister, General Electric Company.

S. L. Levy, Lansdale Tube & Transistor Company

G. R. Shaw, Radio Corporation of America.

Electron Tube Council

M. A. Acheson, Sylvania Electric Products.

C. E. Coon, Tung-Sol Electric Company.

K. C. DeWalt, General Electric Company.

L. E. Record, Hughes Aircraft Company.

A. C. Rockwood, Raytheon Manufacturing Company.

G. R. Shaw, Radio Corporation of America.

E. K. Wimpy, CBS-Hytron.

Virgil M. Graham, Chairman.

J. A. Caffiaux, Secretary.
Electronics Industries Association.

Semiconductor Device Council

A. A. Dulac, Clevite Transistor Products.

J. H. Hall, Fansteel Metallurgical Corporation.

W. J. Hoppel, Westinghouse Electric Corporation.

J. E. Keister, General Electric Company.

S. L. Levy, Lansdale Tube & Transistor Company.

H. Moss, Texas Instruments, Inc.

V. L. Ronci, Bell Telephone Laboratories.

D. H. Wamsley, Radio Corporation of America.

Virgil M. Graham, Chairman.

J. G. Werner, Secretary.
National Electrical Manufacturers Assn.

CONSULTING ENGINEERS

Specializing in AM, FM and TV

— A —

Adair, George P.
1610 "I" St., NW, Wash., D. C. EX 3-1230
Adler, Ben
1 LeFevre La., New Rochelle, N. Y. 6-1620
Adler, Harry
1 LeFevre, La., New Rochelle, N. Y. 6-1620
Amoo, Lloyd R.
425 1st St., SW, Valley City, N. D. 136
Ankers, Robt. E.
1001 Conn. Ave., NW, Wash., D. C. ST 3-2550
Auditore, Carmen J.
1 LeFevre, La., New Rochelle, N. Y. 6-1620

— B —

Bailey, B. Hilman, Jr.
107 Campania, Rayne, La. 3119
Bailey, Stuart L.
1339 Wisc. Ave., NW, Wash., D. C. AD 4-2414
Ballin, Burton
237 E. 39th St., N.Y.C. MU 6-7445
Baker, Lee E.
826 Landers Bldg., Springfield, Mo. 2-1951
Baluta, Robt. E.
777 14th St., NW, Wash., D. C. ME 8-4477
Beecher, Willis C.
1302 18th St., NW, Wash., D. C. HU 3-9000
Begue, Geo. P.
1735 DeSales St., NW, Wash., D. C. ME 8-5411
Bennett, Stanton D.
c/o Linfield Research Inst., McMinnville, Ore.
Benns, Wm. E., Jr.
3738 Kanawha St., NW, Wash., D. C. EM 2-8071
Bernard Assoc.
5010 Sunset Blvd., Hollywood, Cal. NO 2-6715
Bird, Jas. R.
4850 E. Cornell, Fresno, Calif. 5-6875
Bltler, A. R.
3721 Douglas Rd., Toledo, Ohio. KI 5159
Blumberg, Marvin
Pennsylvania Bldg., Wash., D.C. RE 7-2347
Bowman, David F.
1001 Conn. Ave., NW, Wash., D. C. ST 3-2550
Burch, Bayard A.
1302 18th St., NW, Wash., D.C. HU 3-9000
Bumgardner, Chas. W.
1610 "I" St., NW, Wash., D.C. EX 3-1230

— C —

Capners, Wm. F., Jr.
1802 18th St., NW, Wash., D.C. HU 3-9000
Carr, Lester H.
1001 Conn. Ave., NW, Wash., D.C. ST 3-2550
Carter, John M.
1339 Wisc. Ave., NW, Wash., D.C. AD 4-2414
Cohen, Jules
1420 N. Y. Ave., NW, Wash., D.C. NA 8-2698
Cohen, Julius
Munsev Bldg., Wash., D.C. ST 3-0111
Colby, Kenneth G.
Pennsylvania Bldg., Wash., D.C. RE 7-2347
Collier, Joe W.
Munsey Bldg., Wash., D.C. ST 3-0111
Content, J. Edw.
777 14th St., NW, Wash., D.C. ME 8-4477
Crenca, John J.
1339 Wisc. Ave., NW, Wash., D.C. AD 4-2414
Creutz, John
710 14th St., NW, Wash., D.C. EX 3-5670
Crosby, Murray G.
Crosby Labs., Hicksville, L. I., N. Y. WE 1-3191
Croy, James R.
777 14th St., NW, Wash., D.C. ME 8-4477
Cullum, A. Earl, Jr.
Inwood P. O., Dallas, Tex. JU 6108
Culver, Ronald H.
Munsey Bldg., Wash., D.C. DI 7-8215

— D —

Dahlberg, Elizabeth L.
777 14th St., NW, Wash., D.C. ME 8-4477
Daniell, C. M.
Inwood P. O., Dallas, Tex. JU 6108
Davis, George C.
Munsey Bldg., Wash., D.C. ST 3-0111
Davis, Walter L.
Munsey Bldg., Wash., D.C. ST 3-0111
Deeters, Edw. W.
927 15th St., NW, Wash., D.C. RE 7-3883
Dickinson, Wm. T.
1339 Wisc. Ave., NW, Wash., D.C. AD 4-2414
Dillard, Everett I.
1319 F St., NW, Wash., D.C. DI 7-1319
Dippell, Ralph E.
Munsey Bldg., Wash., D.C. ST 3-0111
Dordal, Raymond
Pennsylvania Bldg., Wash., D.C. RE 7-2347
Duncan, R. S.
Nat'l Press Bldg., Wash., D.C. DI 7-1205
Duncan, Virgil D.
P. O. Box 9296, Raleigh, N. C. 8892
duTriel, L.J.N. Assoc.
202 Hometown Ave., New Orleans. AU 3525

— E —

Edison, Edward
821 Market St., San Francisco 3, Cal. SU 1-7545
Elchwald, Bernard
237 E. 39th St., N.Y.C. MU 6-7445
Espy, Dawkins
Box 933, Beverly Hills, Calif. CR 4-7111

— F —

Falwell, Lee O.
710 14th St. NW Wash., D.C. EX 3-5670
Foss, William L.
927 15th St. NW, Wash., D.C. RE 7-3883
Friedman Thos. B.
1 LeFevre, La., New Rochelle, N. Y. 6-1620

— G —

Gantney, George E.
1052 Warner Bldg., Wash. 4, D. C. NA 8-7757
Gellerup, D. W.
5437 N. Santa Monica, Milwaukee,
Wis. WO 2-5172
Gilbert, John D.
1001 Conn. Ave., NW, Wash., D. C. ST 3-2550
Giles, Theo. A.
Railway Exchange Bldg., St. Louis,
Mo. CH 1-4977
Godley, Paul F., Jr.
Upper Montclair, N. J. MO 3-3000
Goldsmith, Dr. Alfred N.
697 Fifth Ave., N. Y. C. PL 3-4150
Gray, Claude M.
P. O. Box 602, Birmingham, Ala. TR 1-3570
Greer, Palmer A.
Rt. 1, White Horse Rd., Greenville,
S. C. 5-7175
Grimwood, Mrs. S. C.
Railway Exchange Bldg., St. Louis,
Mo. CH 1-4977
Grobowski, Zigmund V.
1735 DeSales St., NW, Washington,
D. C. ME 8-5411

— H —

Hammett, Robt. L.
821 Market St., San Francisco, Cal. SU 1-7545
Head, Howard T.
Pennsylvania Bldg., Wash., D. C. RE 7-2347
Heffelfinger, John B.
8401 Cherry, Kansas City, Mo. HI 4-7910

CONSULTING ENGINEERS

Hill, James S.
4900 Euclid Ave., Cleveland, O. HE 2-3177

Hogan, John V. L.
155 Perry St., N. Y. C. CH 2-7855

Holey, W. J.
1146 Briarcliff Pl., NE, Atlanta, Ga. . AT 3328

Horne, C. P.
Nat'l Press Bldg., Wash., D. C. DI 7-1205

Hutcherson, Guy C.
1100 W. Abrams St., Arlington, Tex. AR 4-8721

Hutton, Wm. G.
4900 Euclid Ave., Cleveland, O. HE 2-3177

— J —

Jacker, Edward W.
2500 N. 10 Ave., Manitowoc, Wisc. . . MA 7763

Jansky, C. M., Jr.
1735 DeSales St., NW, Wash., D. C. . ME 8-5411

Jones, Carl T.
1052 Warner Bldg., Wash., D. C. . . . NA 8-7757

Jones, Robt. A.
1 Riverside Rd., Riverside, Ill. RI 7-2153

— K —

Kauffman, Carson W.
Upper Montclair, N. J. MO 3-3000

Kaye, Harold W.
1 LeFevre La., New Rochelle, N. Y. . . . 6-1620

Kean, Walter F.
1 Riverside Rd., Riverside, Ill. RI 7-2153

Kear, Frank G.
1302 18 St., NW, Wash., D. C. HU 3-9000

Keel, John J.
1121 E. Capitol St., Wash., D. C. . . . LI 4-5131

Kennedy, Robt. E. L.
1302 18 St., NW, Wash., D. C. HU 3-9000

Kershner, Stephen W.
Pennsylvania Bldg., Wash., D. C. . . . RE 7-2347

Keyworth, J. Gordon
Berkshire Dr., Williamstown, Mass. . . . 869

Kowalski, Carl L.
1405 G St., NW, Wash. 5, D. C. RE 7-6646

— L —

Lappas, Frank
141 W. Jackson, Chicago, Ill. WA 2-4123

Lautz, Robt. F.
Pennsylvania Bldg., Wash., D. C. . . . RE 7-2347

Lindberg, Carl
141 W. Jackson, Chicago, Ill. WA 2-4123

Lohnes, George M.
Munsey Bldg., Washington, D. C. DI 7-8215

Lubcke, Harry R.
2443 Creston Way, Hollywood, Cal. . . . HO 9-3266

Luckett, Thomas
777 14 St., NW, Wash., D. C. ME 8-4477

— M —

May, Russell P.
711 14 St., NW, Wash., D. C. RE 7-3984

McCahren, W. S. Assoc.
2404 Columbia Pike, Arlington, Va. . JA 8-8050

McNary, James C.
Nat'l Press Bldg., Wash., D. C. DI 7-1205

Mitchell, Frank T., Jr.
1339 Wisc. Ave., NW, Wash., D. C. . . AD 4-2414

Moffet, John A.
1405 G St., NW, Wash., D. C. RE 7-6646

Morrissey, T. G.
5700 W. 28th Ave., Denver, Colo. . . BE 3-5320

Mueller, Paul L.
1121 E. Capitol St., Wash., D. C. . . . LI 4-5131

Mullaney, John H.
2000 F St., NW, Wash., D. C. AD 4-6393

Murray, Albert F.
4900 Hillbrook La., NW, Wash., D.C. EM 2-4841

Myse, Daryal Assoc.
1411 Pa. Ave., NW, Wash., D. C. . . . RE 7-7040

— P —

Page, Esterly C.
710 14 St., NW, Wash., D. C. EX 3-5670

Paterson, Norwood J.
1355 Market St., San Francisco, Cal. MA 1-8173

Paris, Henry B., Jr.
Inwood P. O., Dallas, Tex. JU 6108

Peterson, D. A.
1339 Wisc. Ave., NW, Wash., D. C. . . AD 4-2414

Phelps, Boyd
4232 Scott Terr., Minneapolis, Minn. WA 2-1200

Ports, Delmer C.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Powers, William D.
Panama City, Florida. PO 3-2487

— R —

Ray, Garo W.
Hilltop Drive, Stratford, Conn. ED 7-2465

Reed, Oscar W. B., Jr.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Renner, John J.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Richardson, Wm. E. Assoc.
1017 SW Washington, Portland, Ore. CA 8-7777

Ring, Andrew D.
Pennsylvania Bldg., Wash., D. C. . . . RE 7-2347

Ritch, Robt. E.
1610 'I' St., NW, Wash., D. C. EX 3-1230

Rothrock, Harold B.
777 14 St., NW, Washington, D. C. ME 8-4477

Rountree, J. G.
5622 Dyer St., Dallas, Tex. EM 3266

— S —

Saxon, Merl
622 Hoskins St., Lufkin, Tex. 3-4242

Schairer, Neil J.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Segal, Bernard R.
Nat'l Press Bldg., Wash., D. C. DI 7-1205

Sharp, Nugent S.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Shelkoffsky, C. I.
Route 1, Foley, Ala. L 297 R

Silliman, Robt. M.
1405 G St., NW, Wash., D. C. RE 7-6646

Singleton, Harold C.
4488 SW C. C. Dr., Portland, Ore. . . CA 3-1201

Smely, Lynne C.
1311 G St., NW, Wash., D. C. EX 3-8073

Smith, Carl E.
4900 Euclid Ave., Cleveland, O. HE 2-3177

Steel, David L., Sr.
710 14 St., NW, Wash., D. C. EX 3-5670

Steimer, Theo. G.
237 E. 30th, New York City. MU 6-7445

Stiles, Walter J.
122 Tulane Dr., SE, Albuquerque, N. M. . . 5-8716

Straln, Charles E.
1298 Niles Ave., NW, Atlanta, Ga. . . . SY 4-5164

Stogoff, Alfred
1 LeFevre La., New Rochelle, N. Y. . . . 6-1620

— W —

Waldschmitt, Jos. A.
710 14 St., NW, Wash., D. C. EX 3-5670

Watson, Raymond C., Jr.
P. O. Box 1435, Anniston, Ala. AD 6-4503

Wearn, Wilson C.
1420 N. Y. Ave., NW, Wash., D. C. . . NA 8-2698

Weldon, James O.
4212 S. Buckner Blvd., Dallas, Tex. . . EV 1137

Weyland, Sheldon W.
710 14 St., NW, Wash., D. C. EX 3-5670

Williams, Martin R.
7401 E. 14 St., Indianapolis, Ind. . . . ME 2-3326

Williams, Nathan
20 Algoma Blvd., Oshkosh, Wisc. BL 885

Wilmette, Raymond M.
Warner Bldg., Washington, D. C. NA 8-4619

Wilson, Henry C.
1302 18 St., NW, Wash., D. C. HU 3-9000

Wolfskill, Robt.
P. O. Box 7037, Kansas City, Mo. JA 5302

Worley, Chas. C.
1319 F St., NW, Wash., D. C. DI 7-1319

Wrenn, Joseph
1121 E. Capitol St., Wash., D. C. . . . LI 4-5131

Wright, Charles S.
Pennsylvania Bldg., Wash., D. C. . . . RE 7-2347

Wright, Lowell R.
Munsey Bldg., Wash., D. C. DI 7-1740

Wright, T. A., Jr.
Inwood P. O., Dallas, Tex. JU 6108

— Z —

Zielinski, Casimir A.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Equipment Manufacturers

Specializing in AM & FM Radio and Television

Acme Camera Corp.
2704 W. Olive Ave., Burbank, Cal.
Phone: Victoria 9-3144

Vice-PresidentJohn Kiel
PRODUCTS: TV recording cameras, kine-
photo monitors, animation art equipment, op-
tical printing equipment.

Adler Electronics, Inc.
1 Le Fevre Lane, New Rochelle, N. Y.
Phone: New Rochelle 6-1620

PresidentBen Adler
V.P.'s.....Alfred Stogoff, Harry Adler
Research, Dev. Dir....Dr. Byron W. St. Clair
Ch. Elec. Engr.....Carmen J. Auditore
Ch. Mech. Engr.....Sheldon Newberger
Advertising Manager.....Emanuel Strunin
PRODUCTS: Manufacturers of low-power
TV broadcast equipment: TV translators, an-
tennas, UHF transmitters: translator ampli-
fiers, heterodyne repeaters, microwave equip-
ment.

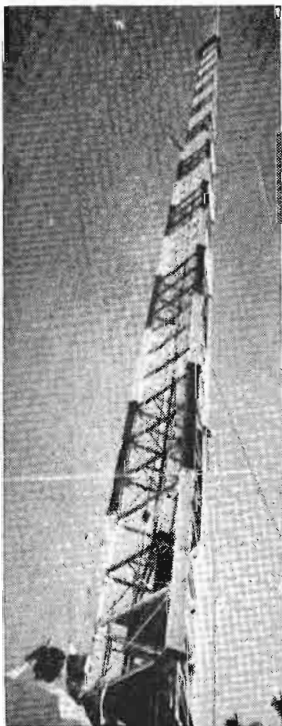
Admiral Corporation
3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
Pres., Chairman.....Ross D. Siragusa

Exec. Vice-Pres.-Treas.....John B. Huarisa
Vice-Pres., Sales.....Carl E. Lantz
V.P., Gov't. Labs., Sales.....J. F. Gilbarte
Vice-Pres., Purchasing.....Frank J. Kazda
Vice-Pres., Prod.....Cy S. Rossate
Vice-Pres. Operations.....V. Barreca
Secretary, Ass't Treas....George E. Driscoll
Vice-Pres., Gen. Counsel.....F. H. Uriell
Nat'l. Sls. Mgr. (Radio).....A. A. Medica
Nat'l. Sls. Mgr. (TV)...Ross D. Siragusa, Jr.
Gen. Sales Manager.....R. J. Bambery
Advertising Director...Richard F. Gorman
PRODUCTS: AC-DC radios, Hi-Fi FM-AM
radio/phonos, color TV, portable receivers.

Aero Electronics Co.
1512 N. Wells St., Chicago 10, Ill.
Phone: Whitehall 3-0401

President.....B. S. Maximoff
General Manager.....T. A. Beresney
PRODUCTS: Duplexers, mixers, direction
couplers, flexible waveguides.

**Alford Manufacturing Company,
Inc.**
299 Atlantic Ave., Boston 10, Mass.
Phone: Hancock 6-2150
Senior Engineer.....Harold H. Leach



LIBERTY TOWER

Erection Co.

A. M. & F. M.
TOWERS

TV and COMMUNICATION
TOWERS

- SALES
- SERVICE
- ERECTION

SE of City OR 7-3381
8300 South Sunny Lane Road
OR 7-3880
Oklahoma City, Oklahoma

EQUIPMENT MANUFACTURERS

PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches.

Allied Radio Corp.

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

President.....A. D. Davis
V.P., Treas.....A. E. Davis
V.P., Mktg., Adm.....A. W. Preskill
V.P., Gen. Mktg. Mgr.....A. Brodsky
Comm Sales Mgr.....S. H. Levey
Advertising Manager.....J. W. Rubin

PRODUCTS: Electronic eqpt. & supplies distr.; TV camera tubes, transmitter & receiving tubes, tape recorders & supplies, recording eqpt., cartridges & supplies, microphones, audio cable, patch cords.

Alpar Manufacturing Co.

2910 Spring St., Redwood City, Cal.
Phone: EMerson 8-4701

Sales Manager.....R. V. Lastrup
PRODUCTS: Towers, accessories & assoc. eqpt.

Altec Lansing Corp.

1515 S. Manchester Ave., Anaheim, Cal.
Phone: PRespect 4-2900

N. Y. Phone: ALgonquin 5-3636

Board Chairman.....G. L. Carrington
President.....A. A. Ward
Vice President.....A. Fiore

Staff V. P.....J. K. Hilliard
Sales Manager.....H. S. Morris
Advertising Manager.....L. Gillingham
Comptroller.....C. R. Rininsland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

American Electronics, Inc.

(Audio Div.)

9449 W. Jefferson Blvd., Culver City, Calif.
Phone: TE 0-7245

Sales Manager.....Howard Ladd
PRODUCTS: Prof. tape recording eqpt.; Series 30 & Mk. VII recorders.

American Telephone & Telegraph Co.

(Long Lines Dept.)

250 Park Ave., New York 17, N. Y.
Phone: EXeter 3-5725

Div. Comm. Mgr.....F. R. MacFarland
COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.
Phone: Wells 1-6200

President.....Frank Randall
Product Mgr. (Transmitting Tubes)

Chas. Roddy

Dist & Renewal Tube Sls. Mgr.....A. J. Peterson
Mgr. Adv. & Sls. Prom.....M. D. Smoller

PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers. Semiconductors (diodes & transistors.)

Amplex Corp.

(Professional Products Div.)

934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1481

N. Y. Phone: PLaza 5-8405

President.....George I. Long, Jr.
Ch. of Board.....Alexander M. Poniatoff
V.P., Gen. Mgr.....Robert Sackman
Mgr. Professional.....Neal McNaughten
Marketing Manager.....Thomas E. Davis
Nat'l Sles Mgr.....Robert Paulson

PRODUCTS: Audio magnetic recorders, accessories, systems, incl. series 300 multi-channel & 351 professional recorders, series 3006 high speed tape duplicators, Video magnetic recorders, accessories, systems, incl. Amplex Videotape Recorder.

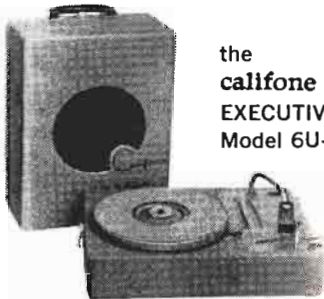
Amplifier Corp. of America

398 Broadway, New York 13, N. Y.
Phone: WOrth 6-2929

President.....R. Epstein
Vice-Pres.....N. M. Haynes
Purchasing Agent.....M. R. Ellis

CALIFONE PLAYBACKS

BUILT TO PROFESSIONAL STANDARDS
FOR PROFESSIONAL USE



the
califone
EXECUTIVE
Model 6U-7

Illustrated... The Califone EXECUTIVE—
lightest weight (11 pounds) and lowest
priced (\$74.95) transcription player...
12 different models to meet every need.

Write Dept. RTY-3



califone CORPORATION
1041 North Sycamore Avenue
Hollywood 38, California

EQUIPMENT MANUFACTURERS

Sales Manager.....A. J. Gillette
 Advertising Mgr.....Harold Wallerstein
PRODUCTS: Magnemite Portable, VU
 Magnemite, Weathertite VU Magnemite and
 Weathertite Magnemite, Magneraser, Magne-
 loop, Stereo Magnemite, Flutter Meter, A.V.C.
 Amplifier, Secret Recorder, Flyweight Mag-
 nemite TransMagnemite.

Amplitel, Inc.

342 W. 40th St., New York 18, N. Y.
 Phone: BRyant 9-0710

President.....Herbert M. Ardston
 Vice-President.....Harry Morris, Jr.
 Chief Engineer.....Norman Perlman
 Sales Manager.....Jack Saunders
PRODUCTS: Community antenna systems,
 master amplified antenna systems, individual
 RF amplifiers, broad band amplifiers, line
 dividers, TV outlets, closed circuit systems
 for schools, industrial plants, etc.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.
 Phone: STillwell 4-5411

President.....Frank A. D. Andrea
 Sec., Ch. Eng.....H. J. Heindel
 Dir. of Purchasing.....Bruce B. Donald
 Comptroller.....A. Abbene
 Sales Mgr.....John M. Dierkes
 Gen. Export Manager.....Ramon Masvidal
PRODUCTS: Household television re-
 ceivers and Hi-Fi phonographs; special elec-
 tronic products; military electronics.

Andrew Corp.

363 E. 75th St., Chicago 19, Ill.
 Phone: TRiangle 4-4400

Chairman.....Dr. V. J. Andrew
 V.P., Gen. Mgr.....C. Russell Cox
 Marketing Manager.....R. C. Bickel
 Director of Marketing.....R. P. Lamons
 Director of Engineering.....J. S. Brown
 Director of Advertising.....E. Heitsch

Branch Offices

P. O. Box 416, Ridgewood, N. J.
 Phone: GIlbert 5-2500
 P. O. Box 296, Westwood, Mass.
 Phone: DAvis 6-6500

ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.
 Claremont, Cal.

Phone: NATional 6-3505

ANDREW ANTENNA CORP., LTD.

606 Beach St., Whitby, Ont.
 Phone: MOhawk 8-3348

PRODUCTS: UHF & VHF transmission
 line system; Multi-V FM antenna; coaxial
 switches, telescoping masts; low & medium
 power TV antennas.

Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.
 Phone: NEw Rochelle 6-8138

President.....John Oxberry
 Sales Manager.....Edward G. Willette
PRODUCTS: Prof. & industr. animation
 stands, spec. effects optical printers, 35 & 16
 mm cameras, punches, accessories.

Arthur Ansley Manufacturing Co.

New Hope, Pa.

Phone: AXtel 7-2711

President.....A. C. Ansley
PRODUCTS: Printed circuits, printed cir-
 cuit assemblies.

Antennavision, Inc. (Ameco)

2949 W. Osborn Rd., Phoenix, Ariz.

Phone: ALpine 4-5511

President.....Bruce Merrill
 Secretary.....Edward Furman
 Treasurer.....Nelson Wirick
 Sales Manager.....Roy G. Goodman
PRODUCTS: Closed circuit & community
 TV system eqpt., antenna site eqpt., distribu-
 tion amplifiers, line splitters & tap boxes,
 matching transformers, cable lashers, com-
 bining networks, filters, fixed pads.

Atlantic Electronics Corp.

89 Jefferson St., Passaic, N. J.

Phone: PRescott 9-3900

President.....Arthur Green
PRODUCTS: Rebuilders of CR tubes.

Atlas Sound Corp.

1449 — 39th St., Brooklyn 18, N. Y.

Phone: GEdney 8-5500

Sales Manager.....R. C. Reinhardt
PRODUCTS: Microphone stands, booms,
 & all types of supports for TV.

Audio Accessories

279 Broadway, Amityville, N. Y.

Phone: MYrtle 1-7080

Chief Engineer.....F. S. Hall
PRODUCTS: Patch cords, jack panels,
 cables test sets, video patch panels.

Audio Devices, Inc.

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

Phone: PLaza 1-6640

President.....Wm. C. Speed
 Vice-President-Sec.Bryce Haynes
 Advertising Manager.....Rolf Haag

Silicon-Rectifier Div.

620 E. Dyer Rd., Santa Ana, Cal.

Phone: KImberly 5-8241

V.P. in Charge.....Alan Bodge
PRODUCTS: Recording discs (Audio-
 discs), recording and playback points (Au-
 dio-points), Magnetic Recording Tape (Au-
 diotape), Magnetic Recording Film (Audio-
 film).

Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.

Phone: ORegon 5-7820

President.....C. J. LeBel
PRODUCTS: Intermodulation meters,
 audio test eqpt. & reverberation generators.

Audio Master Corp.

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

Phone: OXford 7-0725

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

EQUIPMENT MANUFACTURERS

Audio & Video Products Corp.

730 Fifth Ave., New York, N. Y.
Phone: PLaza 7-3091

Manager.....C. R. Paulson
PRODUCTS: Special effects eqpt., arc & still bkgnd. projectors, vidi-script prompting system.

Auricon Div., Berndt-Bach, Inc.

6900 Romaine St., Hollywood, Calif.
Phone: HOLlywood 2-0932

Exec. Vice-Pres.....Walter Bach
PRODUCTS: Auricon 16mm sound-on-film TV newsreel cameras, for optical and/or "Filmagnetic" sound with picture; Auricon "TV-T" television Transcription (Kinescope) recording camera with optical and/or "Filmagnetic" sound with picture.

Automatic Radio Mfg. Co., Inc.

122 Brookline Ave., Boston, Mass.
Phone: COmmonwealth 6-1420

Sales Mgr.....E. L. Housman
PRODUCTS: Table radios, clock radios, portables, auto radios, tractor radios, Tom Thumb, Tom Thumb Jr., Tomboy.

Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.
Phone: WATkins 4-2121

President.....David Hirsch
V.P., Sales & Adv. Mgr.....Ben Newton
Treasurer.....Ernest O. Salman
Assistant Treas.....P. Schoenfeld
Secretary.....R. M. Dreyfuss
PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.
Phone: HOLlywood 5-4161

President.....W. S. Tillich
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

Bauer Electronic Mfg. Co.

3728 Southwood Ave., San Mateo, Cal.
Phone: FIreside 5-0897

Owner.....F. Bauer
PRODUCT: AM broadcast transmitters.

E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.
Phone: GIlbert 4-7586

Owner.....E. J. Baughman
Manager.....E. C. Baughman
PRODUCTS: Microphone booms, hangers, studio lighting equipment; hydraulic camera dolly, light housings, remote pan & tilts.

Bausch & Lomb Optical Co.

683 St. Paul St., Rochester 2, N. Y.
Phone: LOcust 2-3000

N. Y. Phone: CIrcle 7-5400
Pres.....Carl S. Hallauer
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

Bayside Timers

45-25 162nd St., Flushing 58, N. Y.
Phone: INdependence 3-8935

Gen. Mgr.....Gale Dorothea
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone: MUrray 7-6381

President.....John F. Beasley
Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
PRODUCTS: Steel crectors (radio-television towers and antennas).

Bell and Howell Company

7100 McCormick Blvd., Chicago 45, Ill.
Phone: AMBassador 2-1600

Manager.....George L. Oakley
PRODUCTS: Photographic equipment and closed circuit installations.

Bell Television Inc.

552 W. 53rd St., N. Y. 19, N. Y.
Phone: JUdson 6-4350

President.....Martin Sugar
Service Manager.....James Bronis
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Benco Television Associates, Ltd.

27 Taber Rd., Rexdale, Ont.
Phone: CHerry 4-4296

President.....P. Freen
PRODUCTS: Community antenna and distribution systems.

Bendix Aviation Corp.

(Red Bank Div.)

Eatontown, N. J.
Phone: 3-2000

General Manager.....E. F. Kolar
Pur. Dir.....L. Fyfe
PRODUCTS: CR and special purpose tubes.

Charles Beseler Co.

219 S. 18th St., East Orange, N. J.
Phone: ORange 6-6500

General Manager.....H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.

Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700

Mgr., Tower & Antenna.....R. A. Troman
PRODUCTS: Steel towers for AM and FM.

Blonder-Tongue Laboratories, Inc.

9 Alling St., Newark 2, N. J.
Phone: MARket 2-8151

Sales Mgr.....Joseph H. Kerner
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast).

EQUIPMENT MANUFACTURERS

Bodde Projector Company

11541 Brad'ey Ave., San Francisco, Cal.
Phone: EMpire 5-2551

President.....B. M. Bodde, Jr.
PRODUCTS: Bkgrnd. projectors, stop-motion & variable speed controls.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: WInchester 6-3700

President.....G. G. Greene
Chief Engineer.....H. Paul
Sales & Prom. Mgr.....M. Halse
Prod. Mgr.....A. Costa
PRODUCTS: FM Simplex-Multiplex receiving and transmitting equipment for the Background Music Industry including—Simplex-Multiplex receivers and tuners and adaptors. Modulation monitors, FM monitors and relay receivers. Other subsidiary communication authorization special service equipment.

Bryg, Inc.

324 S. McKean St., Butler, Pa.
Phone: BUtler 72-795

Pres., Gen. Mgr.....Samuel H. Depew
Vice-Pres., Eng.....Dr. Adolph Razdow
Treasurer.....Ralph A. Nicholas, Sr.
PRODUCTS: Vidicon color equipment, which uses panchromatic black and white film for color telecasting, including projector, film camera and electronic units.

Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.
Phone: HArrison 7-8393

President.....George Drucker
PRODUCTS: TV lenses, special mounts; "Videoptics" processing eqpt.

Calbest Electronics Co.

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

President.....I. Dubin
Dir. of Engineering.....Herbert Fremont
Chief Engineer.....Harold Parker
Dir. Merch.....Charles B. Epstein
Purchasing Agent.....Murray Epstein
PRODUCTS: Manufactures TV and radio chassis, radio intercom systems, high fidelity components.

Califone Corp.

1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOLlywood 2-2353

President.....Robert G. Metzner
PRODUCTS: Portable transcription players, high fidelity magnetic tape recorders.

Calvideo Tube Corp.

5222 W. 104th St., Los Angeles, Calif.
Phone: OREGon 8-3995

President.....Stephen Tidik
PRODUCTS: TV picture tubes.

Camera Equipment Co., Inc.

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

President.....Frank C. Zucker
Vice-President.....Burton H. Zucker

Sec'y.-Treas.....Margaret B. Zucker
General Mgr.....Eugene H. Levy

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

The Camera Mart, Inc.

1845 Broadway, New York 23, N. Y.
Phone: PLaza 7-6977

President.....Irving Browning
Treasurer.....H. V. Browning
Secretary.....Anna Browning
Manager.....Samuel Hyman
Promotion.....Paul Meistrich
PRODUCTS: Mfg. sls., rental of professional motion picture & TV production eqpt., incl. cameras, sound recording, lights, dollies, film editing eqpt.

Canadian General Electric Co., Ltd.

Royce Works, 830 Lansdowne Ave.,
Toronto 4, Ont.
Phone: LENnox 4-6511

(Electronic Equipment & Tube Dept.)
V.P., Gen. Mgr.....R. M. Robinson
Mgr. Marketing.....I. A. Mayson
Mgr. Best. Sls. & Planning.....C. E. Spence
Broadcast Sales.....E. J. Gareau
Adv. & Sales Prom.....M. D. Locke
PRODUCTS: Complete AM & TV broadcast transmitting and studio systems; consulting; systems, design & production engineering; facilities for development and manufacture of all electronic products.

Canadian Marconi Co.

2442 Trenton Ave., Mt. Royal, Montreal
Phone: REgent 8-9441

President.....S. M. Finlayson
Asst. Gen. Manager.....W. H. Hopkins
Mgr., Comm. Products Div.....W. R. Bitcheno
Comm. Sales Manager.....J. H. Martin
PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

Cannon Electric Co.

3208 Humholdt St., Los Angeles 31, Calif.
Phone: CApitol 5-1251

President, Gen. Mgr.....R. J. Cannon
PRODUCTS: Audio and TV camera connectors.

Capehart Corporation

216 W. 14th St., New York 11, N. Y.
Phone: WATkins 4-5900

Chmn. Bd. Dirs.....Benjamin Gross
President.....Robert A. Gross
Vice President.....Alfred P. Hummers
Secretary.....S. L. Fine
Treasurer.....Thomas L. Donnelly

EQUIPMENT MANUFACTURERS

PRODUCTS: AM & FM radio, high fidelity radio phonographs, incl. stereo phonographs.

Caterpillar Tractor Co.

600 W. Washington St., E. Peoria, Ill.

Phone: 6-3311

N. Y. Phone: Circle 5-9054

V.P., Engine Div.....H. H. Howard
Sales Manager.....J. H. Gill
Asst. Sls. Mgrs...H. J. Hunkele, J. P. Morgan

PRODUCTS: Diesel electric sets for use as prime or emergency power.

CBS-Hytron

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.

Phone: SPring 4-2360

Newark, N. J.: Market 3-5832

Melrose Pk., Ill.: EStebrook 9-2100

Los Angeles, Cal.: RAYmond 3-9080

President.....Arthur L. Chapman
V.P., Gen. Mgr., Semi-conductor
Oper.....Robert G. Marchisio
V.P., Gen. Mgr., Receiving Tube
Oper.....Michael Callahan
V.P., Marketing.....Reed V. Bontecou
V.P., Engineering.....Norman L. Harvey
Mgr. Mktg. Adm.....Roy A. Juusola
Eqpt. Sls. & Govt. Sls. Mgr.

Louis H. Niemann

Controller.....Walter J. Hungerford
Credit Mgr.....Malcolm S. Jones
Advertising Mgr.....Harry G. Burnett
Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Export Div.....CBS International
Supvr. Research & Dev. (Tubes)

Dr. Philip N. Hambleton

Mgr., Rec. Tube Dept....Elwood W. Schafer

Plant Managers

Danvers.....Charles E. Coffin
Lowell.....Edward J. Quirk
Newburyport.....Joe C. Harmony

PRODUCTS: Electron tubes and semiconductor products; audio components.

Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.

Phone: CH 4-7050

President.....Edward Kook
Chmn. & Exec. V.P.....Saul Levy

Branch Offices

1477 N.E. 129th St., N. Miami, Fla.

1820 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone), C-Core dimmer system.

Cinema Engineering

1100 Chestnut St., Burbank, Calif.

Phone: VICToria 9-5511

General Manager.....James L. Fouch
Sales Service Mgr.....Gloria M. Smith
N.Y.C. Representative.....Sidney H. Baum

PRODUCTS: Audio attenuators, equalizers, amplifiers, power supplies.

Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.

Phone: MOntr6se 4-2435

President.....Arthur H. Hart

PRODUCTS: Design and development of special motion picture equipment.

CMG Industries—Ideas, Inc.

214 Ivinson, Laramie, Wyo.

Phone: FRanklin 5-2597

N. Y. Phone: BEEkman 3-3240

PRODUCTS: Electriduct — Stumbleproof over-the-floor electrical extension cords. Flexiduct — Stumbleproof over-the-floor rubber ducts for cables and telephone, intercom, etc., wiring.

Cohu Electronics, Inc.

5725 Kearney Villa Rd., San Diego, Cal.

Phone: BRowning 7-6700

Sales Manager.....S. S. Sievers
PRODUCTS: Viewfinder studio cameras, sync generators, camera chains.

Collins Radio Co.

315 - 2nd Ave., Cedar Rapids, Iowa

Phone: EMpire 3-2661

N. Y. Phone: MURray Hill 7-6740

Best. Sales Mgr.....John M. Haerle

Branch Offices

Richardson Bldg., Dallas, Tex.

Phone: ADams 5-4511

Regional Sales Mgr.....T. A. Farrell

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

Regional Sales Mgr.....W. J. McKnight

2700 W. Olive, Burbank, Cal.

Phone: THornwall 5-1751

Regional Sales Mgr.....G. T. Tasto

Central Reg. Sls. (Home off.)...G. Bergmann

PRODUCTS: AM Broadcast transmitters, antenna phasing, FM antennas, TV-STL broadcast and recording audio eqpt. & TV weather radar.

Commercial Radio Sound Corp.

652 First Ave., New York 16, N. Y.

Phone: ORegion 9-0400

General Manager.....A. W. Schneider

PRODUCTS: Broadcast public address & audio systems, video & distribution systems.

Communications Products Co.

State Hwy. 79, Marlboro, N. J.

Phone: FReehold 8-1880

Manager.....J. L. Bernard

PRODUCTS: Antennas for base sta. & vehicular use, coaxial cable & connectors.

Community Engineering Corp.

Box 824, State College, Pa.

Phone: ADams 7-7221

President.....James R. Palmer

Vice-President.....Floyd B. Fischer

PRODUCTS: Complete electronic eqpt. for RF distribution of TV signals for com-

EQUIPMENT MANUFACTURERS

munity antenna, master, closed circuit, educational & industrial systems. Ultra low noise pre-amplifiers. Wide band sweep generators. Custom contract manufacturing.

Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: CO 5-0372

President Michael Freedman
Vice-Pres. Stanley Gitner
Sec'y-Treas. Jane Leni

PRODUCTS: Comprehensive filmtreat process: For films in constant use; print life service; comprehensive film rejuvenation.

Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.
Phone: EDgewood 5-1241

President W. J. Moreland
Vice-Pres., Engr. J. Grayson Jones
Vice-Pres., Mfg. R. M. Alston
Treasurer. K. L. Peyton
Secretary. P. C. Kemp

PRODUCTS: Color monitors and monochrome monitors. Off-the-air receivers for monitoring and re-broadcast applications.

Consolidated Tower Service

1123 Michigan Ave., Fort Wayne 6, Ind.
Phone: ANthony 7-0202

General Manager. N. I. Swager
PRODUCTS: Erect, sell & service towers, spec. in package deals.

Continental Electronics Manufacturing Company

4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVergreen 1-1137

President James Weldon
Sales Mgr. Thomas B. Moseley

PRODUCTS: AM Broadcast transmitters (both standard and short wave).

John A. Costelow Co., Inc.

125 Kansas Ave., Topeka, Kansas
Phone: CEntral 3-6598

President John A. Costelow
Vice-Pres., Treas. K. A. Costelow

PRODUCTS: Distributes Lehig towers, Andrew Co. antennae, co-axial line, Hughey & Philips tower lighting equipment.

Crouse-Hinds Co.

Wolf & 7th Sts., Syracuse 1, N. Y.
Phone: GR 4-1011

Chmn., Pres. John R. Tuttle
Exec. Vice-Pres. Robert J. Sloan
Vice-Pres., Sales. Erle R. Monesmith
Mgr., Illumination. J. S. Haney

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers.

Cubic Corp.

5575 Kearny Villa Rd., San Diego 11, Calif.
Phone: BR 7-6780

President Walter J. Zable
Vice-President. R. V. Werner

PRODUCTS: Microwave test equipment and components.

Dage Television Div. (Thompson Ramo Wooldridge, Inc.)

W. 10th St., Michigan City, Ind.
Phone: TR 4-3251

General Manager. J. L. Lahey
Asst. Gen. Mgr. W. T. Relyea
Chief Eng. J. Alinsky

PRODUCTS: Closed circuit TV cameras & monitors; professional bcst. TV systems; transistorized portable TV cameras & transmitters; kinescope recorders.

Da-Lite Screen Co., Inc.

Warsaw, Ind.

Phone: AMherst 7-8101

President C. C. Cooley
Vice-President. H. E. Christiansen
Vice-President, Sales. C. J. Cerney

PRODUCTS: Projection screens, accessories.

Date Television Division

(Thompson Products, Inc.)

West Tenth St., Michigan City, Ind.

Gen. Mgr. J. L. Lahey
Sales Mgr. J. R. Howland

PRODUCTS: Closed Circuit, broadcast, color TV equipment.

Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: WYMan 2-4300

President Lewis Newman
Sales, Gen. Mgr. E. L. Grayson

PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

Dearborn Glass Co.

6600 S. Harlem Ave., Bedford Park, Ill.
Phone: LUDlow 5-0900

President W. A. Williams
Executive Vice-President. L. J. Paulick

PRODUCTS: Reflection free tube faces, flat and bent implosion plates.

Delco Radio

(Division of General Motors)

700 E. Firmin, Kokomo, Ind.
Phone: GLadstone 2-8211

General Manager. B. W. Cooper
Sales Manager. D. A. Sandberg

PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

Dewald Radio Mfg. Co.

35-15 37th Ave., Long Island City, N. Y.
Phone: STillwell 4-9334

President David Wald
Engineer Mark Glaser
Sales Mgr. Edwin Weisl, Jr.

PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers. Stereo tuners & amplifiers.

EQUIPMENT MANUFACTURERS

Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio
Lancaster, Ohio
Phone: OLive 3-6540

Chairman.....W. P. Thomas
President.....W. J. Fitzhugh
V.P., Gen. Sales Mgr.....L. B. Schueler
PRODUCTS: Industrial TV systems, Utili-
con camera tube, PC 600 camera tube.

Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.
Phone: EDDgewood 43200

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

Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio
Phone: AX 9-2123
N. Y. Phone: OX 7-2800

Product Manager.....J. M. Hogan
Comm. Sales Mgr.....J. R. Hayden
Tower Design Mgr.....Orville Pelkey
PRODUCTS: Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: SWarthmore 1-1000

Chmn. Bd. Dirs., Gen. Mgr.....Dr. Allen
B. DuMont
President.....David T. Schultz
V.P., Research & Engr.....Dr. Thos. T.
Goldsmith, Jr.
Asst. Gen. Mgr.....Nicholas De Falco
Controller.....Eugene J. Tanner
Asst. Treas.....Robert W. Norcross
General Counsel.....George Etkin
Ind. Rel. Dir.....Edward Van Houten
Public Relations Director.....Hy Brodsky

TUBE OPERATIONS

Manager.....Joseph P. Gordon
Dir. of Purch.....William J. Voss
Engineering.....Albert E. Beckers

INDUSTRIAL ELECTRONICS DIVISION

760 Bloomfield Ave., Clifton, N. J.
Manager.....Robert K. Clifford
Instr. & Automotive....Morton G. Scheraga
Industr. TV, Mobile Radio
Kenneth F. Petersen

MILITARY ELECTRONICS DIVISION

35 Market St., East Paterson, N. J.
WEST COAST PLANT
11800 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: GRanite 7-4271

Director.....R. T. Cavanagh

INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.
Phone: PLaza 1-1652
Director.....Ernest A. Marx
Asst. Dir.....Robert I. Gaines

BOARD OF DIRECTORS

Chairman.....Allen B. Du Mont
Directors.....Barnev Balaban,
Armand G. Erpf, Thomas T. Goldsmith, Jr.,

Paul Raibourn, David T. Schultz, Percy M.
Stewart, Edwin L. Weisl.

PRODUCTS: Industrial & spec. cathode-
ray tubes, photosensitive devices, oscillo-
scopes & related scientific instruments, auto-
motive test eqpt., 2-way mobile radio, in-
dustrial closed circuit TV, radar, data dis-
play devices.

Dynamic Electronics-New York, Inc.

87-46 123rd St., Richmond Hill, L. I., N. Y.
Phone: HI 1-4400

President.....J. M. Winer
Exec. V.P.....S. Levy
V.P. Govt. Div.....J. D. Winer
V.P. Engineering.....Pat Gale
Treasurer.....Louis Faferman
Secretary.....George Ginsburg
Chief Engineer.....Edward Keiser
Field Engineer.....Lenard Schwartz
Contract Engineer.....Murray Mayerson
Design Engineer.....Stanley Brenner
Product Engineer.....William Brenner

PRODUCTS: (AM-FM) Radio-phono com-
binations (dynamic); contract private brand
(AMC & Hudson); tuners & tuner amplifiers.
(TV) "Filtertenna" indoor TV-FM antenna;
hi-pass & lo-pass filters; tri-set couplers;
speaker selectors; "quadraural" speaker sys-
tems.

Eastman Kodak Co.

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

Mgr., Motion Picture Film Dept.
Donald E. Hyndman
342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7080
Mgr., East Coast Office.....E. M. Stifle
130 E. Randolph Dr., Chicago 1, Ill.
Phone: RAndolph 6-7476

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

Mgr., West Coast Office.....Emery Huse
PRODUCTS: Motion picture film and
equipment for TV use, camera lenses, televi-
sion film projectors.

Eidson Electronic Company

1902 N. Third St., Temple, Texas
Phone: PRospect 3-3901

Owner.....M. Eidson
PRODUCTS: Sta. frequency measuring
service, communications receivers & trans-
mitters.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone: JUno 8-1212

President.....W. W. Eitel
Exec. Vice-President.....J. A. McCullough
Vice Pres., Mfg.....G. F. Wunderlich
Vice Pres., Finance.....E. E. McClaran
Dir. of Marketing.....O. H. Brown
Dir. of Research.....J. S. McCullough

PRODUCTS: Eimac Electron, power trans-
mitting tubes.

EQUIPMENT MANUFACTURERS

Electrical Tower Service, Inc.

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

President.....Stanley Bernstein

PRODUCTS: Erection and maintenance of radio & TV towers.

Electro-Voice, Inc.

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

President.....A. R. Kahn

Executive Vice-President.....R. E. Siekman
V.P., Best. Microphones.....L. R. Burroughs

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

Electron Corp.

747 S. Central Expressway, Richardson, Tex.
Phone: ADams 5-3424

President.....M. Zimmerman

PRODUCTS: Closed-circuit cameras.

Electronic Applications, Inc.

194 Richmond Hill Ave., Stamford, Conn.
Phone: DAVis 5-1574

President.....V. J. Skee

PRODUCTS: Turntables, microphones, monitor loudspeakers, tape recorders.

Electronics Development Co., Inc.

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

Pres., Chief Eng.....Joseph H. Leaming

Sec., Treas.....Fred P. Leaming
Gen. Mgr.....D. W. Baisch

PRODUCTS: Audiplex sound duplexing units, air to ground transmitters, design and development of special studio equipment, low power 200 watt TV transmitters.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut 1111 7-6800

Pres. & Treas.....Kenneth C. Meinken

Vice-Pres.....Ken C. Meinken, Jr.
Vice-Pres., Sales Mgr.....R. F. Brunner

Purchasing Agent.....Albert Holmes

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

Elizabeth Iron Works, Inc.

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

President.....Harry Diamond

PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.
Phone: SWarthen 5-3400

President.....B. Abrams

Secretary-Treasurer.....M. Abrams

Exec. Vice-Pres.....Dorman D. Israel

Sr. V.P., Purch., Cons. Prod.

Engr., Mfg.....Harvey Tullo
V.P. Govt. Elec.....Morton P. Rome
V.P., Research Lab.....Harold Goldberg
V.P., Gov't Rel.....John D. Small
Dir. of Sales.....Arnold M. Henderson
Dir. of Adv.....Eugene Van Cleve
V.P., Controller.....Abraham Vogel
Dir., Comm. Eng.....Maurice Levy
Export Manager.....Joseph Kattan

PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.

Engineering Assoc.

434 Patterson Rd., Dayton 19, Ohio
Phone: AXminster 3-1662

President.....C. C. Littel

PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies.

Entron, Inc.

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

President.....H. M. Diambra

V.P., Sales.....R. J. McGeehan

Secy., Treas.....H. M. Kannee

Research Director.....H. Blum

Information Director.....G. Boros

PRODUCTS: Engineer & mfg. community antenna TV systems & closed circuit, educational, & industrial TV systems; & master hotel, motel, & apt. antenna systems. Amplifiers: distribution; mixing, TV; TV; wide-band. Multi-set attenuators, R-F & I-F. TV boosters. R-F & Video coaxial cable. TV & UHF-to-VHF converters.

Esquire Radio Corp.

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

President.....A. R. Lieberman

Vice President.....T. S. Block

Chief Engineer.....Paul Smith

Production Mgr.....Anthony Umina

Purchasing Agent.....Ernie Cooke

Controller.....L. Saqqal

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations. Import manufacturers for German & Japanese prods.

Fairchild Camera & Instrument Corp.

Robbins Lane, Syosset, Long Island, N. Y.
Phone: WElls 1-4500

PRODUCTS: (AM-FM) Miniature beacon transmitters. Automatic voice data link. Fairchild motion analysis camera, high speed 16 mm motion picture camera for special effects color or B & W. Facsimile & telephoto transmitters & receivers.

Fairchild Recording Equipment Corp.

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

President.....Sherman M. Fairchild

Exec. Vice-Pres., Sls. Mgr...Ruben E. Carlson

PRODUCTS: Professional magnetic tape, disc recording and playback equipment in-

EQUIPMENT MANUFACTURERS

cluding pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

Fish-Schurman Corp.

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

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

Fisher & Assoc.

6100 NE Columbia Blvd., Portland 18, Ore.
Phone: ATLantic 7-7303
Manager.....C. H. Fisher

PRODUCTS: Erecting, lighting, painting & servicing towers & ground systems.

Fisher Radio Corp.

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

President.....Avery R. Fisher
V.P.'s.....B. L. Arons, F. L. Mergner,
W. J. O'Donnell, J. J. Parks
Director of Sales.....J. J. Park

PRODUCTS: Hi-Fi Radio, Phonographs.

Florman & Babb, Inc.

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

PresidentArthur Florman
Vice-PresidentJohn Babb
Secretary.....Shirley Babb

PRODUCTS: Mfg., sls., & rental of every-thing in 16 & 35 mm motion picture eqpt.

Foto-Video Laboratories, Inc.

36 Commerce Rd., Cedar Grove, N. J.
Phone: PILgrim 4-6090

Asst. Sales Mgr.....John Mahler
PRODUCTS: 2-Channel color & mono-
chrome video DA & mixer, 600 Ma. 250 to
300 V DC, regulated low voltage supply,
keyed video signal generator, 5-Channel sync.
distribution amplifier, amplitude linearity
tester, lin. & convergence dot generator, 525—
Line TV sync. generator, color subcarrier
generator, 5" TV waveform monitor, 225 MA
250 to 300 V DC regulated low voltage sup-
ply.

Jack A. Frost

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

Owner.....Jack A. Frost
Asst. Gen. Mgr.....E. A. Taube

PRODUCTS: Rental equipment for motion
picture, theatrical, studio and TV lighting
equipment and accessories.

Gabriel Electronics Div.

(The Gabriel Co.)

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

General Manager.....C. W. Coleman

PRODUCTS: Microwave relay antennas,
passive reflectors, parabolic reflectors, mobile
communications antennae.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: BALdwin 2-3202

N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Adv. Dir.....John Price
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

Branch Offices

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

Phone: METropolitan 8-0522

2700 Polk Ave., Houston, Tex.

Phone: CAPItol 8-8536

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

Phone: TRinity 6-0369

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

General Communications

Box 169, Fort Atkinson, Wisc.

Phone: JORDan 3-5547

President.....E. D. Petersen
Secy.-Treas.....C. O. Bell

PRODUCTS: Monitors, power supplies,
camera, program and dial monitor switching
systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.

Phone: GRANite 6-4411

N. Y. Phone: PLaza 1-1311

Industrial Electronics Division

Technical Products Department

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

Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
Mgr. Sales Planning.....Jos. F. Effinger
Mgr. Adv. & Sales Prom.....Dale O. Akridge
PRODUCTS: TV Receivers—monochrome
and color.

General Manager.....W. J. Morlock
Manager—Marketing (Broadcast Equip.
and Allied Military
Equipment).....P. L. Chamberlain
Manager—Marketing (Closed
circuit TV).....F. P. Barnes

PRODUCTS: Radio and TV broadcast
equipment, including transmitters, antennas

EQUIPMENT MANUFACTURERS

and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

Electronic Components Division

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

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

General Electric Co., Owensboro, Ky.

Phone: MURray 3-2401

General Manager.....I. D. Daniels

PRODUCTS: Radio and TV receiving tubes, "Five-Star" high reliability tubes, micro-miniature metal ceramic receiving tubes.

Power Tube Dept.

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

Phone: FRanklin 4-2211

General Manager.....J. F. McAllister

PRODUCTS: Metal-ceramic transmitting tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

Cathode Ray Tube Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. F. DeLong

PRODUCTS: TV picture tubes, industrial cathode ray tubes, radar indicator tubes.

Semiconductor Products Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. B. Fancher

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

Specialty Electronic Components Dept.

General Electric Co., W. Genesee St.,

Auburn, N. Y.

Phone: 3-7321

General Manager.....C. G. Lloyd

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

Communication Products Dept.

Electronics Park, Syracuse 1, N. Y.

Phone: GRanite 6-4411

General Manager.....H. Van Aken

PRODUCTS: Mobile communication equipment, two-way-radio, microwave, radio traffic coordination units, power line carrier, terminal equipment.

Radio Receiver Dept.

General Electric Co., 1285 Boston Ave.,

Bridgeport 2, Conn.

Phone: EDison 4-1012

General Manager.....W. P. Von Behren

PRODUCTS: Full line of portable radios, clock-radios, table radios.

General Precision Laboratory, Inc.

63 Bedford Rd., Pleasantville, N. Y.

Phone: ROgers 9-5000

Bd. Chmn., Technical Dir.....R L. Garman
Pres., Gen. Mgr.....J. W. Murray
Vice Pres.....Blair Foulds
Sales Manager.....N. M. Marshall

PRODUCTS: Studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.

Phone: TRowbridge 6-4400

N. Y. Phone: WHitney 3-3140

President.....C. C. Carey

Vice-Pres. for Sales.....A. E. Thiessen

Treasurer.....Lawrence H. Pexton

Secretary.....John D. Quackenbos

Sales Manager.....M. T. Smith

Export Manager.....S. W. DeBlois

V.P., Engr.....D. B. Sinclair

Publicity Manager.....C. E. Worthen

Service Manager.....H. H. Dawes

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

Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.

Phone: RAvenswood 1-0400

President.....Henry Fogel

Sales Director.....Herbert A. Frank

V.P. Chg. Mfg.....Seymour Napolin

PRODUCTS: FM radios; FM-AM radios; FM tuners; FM-AM stereophonic phonograph consoles.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.

Phone: DAYton 8-2600

President.....B. E. Alpern

PRODUCTS: Manufactures and erects towers.

Gray Manufacturing Co.

16 Arbor St., Hartford, Conn.

Phone: ADams 3-1271

Sales Manager.....N. Barnes

PRODUCTS: Turntables, tone arms & pre-amplifiers.

Graybar Electric Co., Inc.

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

Phone: LEXington 2-4000

Sales Manager.....J. O'Connell

PRODUCTS: Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.

Phone: OREGon 8-7771

Sales & Exec. Head.....Lou Dolgin

Production Chief.....Jack E. Ackerman

Chief Engineer.....Herbert Fremont

PRODUCTS: Country Belle, Country Belle Music Maid, Spice Chest, & Teakettle radios; Grafonola, Bonnet Box, & Ginger Bread Bin AM-FM high fidelity stereo radio-phonograph combinations.

EQUIPMENT MANUFACTURERS

Hallamore Electronics Co.

(Div. of The Siegler Corp.)

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

Exec. V.P. Lloyd G. Hallamore
John J. Burke

PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.

Phone: UNiversity 4-2115

President J. M. Hamilton
Vice President Mrs. Marie C. Hamilton

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.

Phone: LOngaere 5-1300

Chairman of Board Joseph Lush
President Lloyd A. Hammarlund
Vice-Pres., Treas. Edward A. Wittmer
Vice-Pres., Mfg. Hugh A. McCloskey
Sls. Mgr., Engr. Prod. L. C. Menket
Sls. Mgr., Comm'l Prod. F. Lester
Vice-Pres., Eng. R. M. Daugherty
Secy. & Compt. Walter Knorr

Advertising & Promotion
Manager Lescarboura Agency
Personnel Director George Froehlich
Purchasing Manager William Griffin

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

The Harwald Company

1245 Chicago Ave., Evanston, Ill.

Phone: DAVis 8-7070

President Robert Grunwald
Acting Sales Mgr. Howard Bowen
Technical Director Richard R. Wallace
Movie-Mite Div. Paul J. Browder
Sales Engineer Sam Caldwell
Field Engineer Ray Short

PRODUCTS: (TV) Inspect-O-Film automatic film inspecting machine; Splice-O-Film automatic hot splicer; Protect-O-Film film cleaner; Cement-O-Film film cement; Admatic automatic slide projector.

Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.

Phone: WHitehall 3-0465

President Sidney Swislow
Vice-President, Gen. Mgr. J. H. Lippman

PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.

Phone: DAVenport 5-4451

President David Packard
Vice-President William R. Hewlett

PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.

Phone: ILLinois 9-0800

President Frank A. Hinners
V.P., Treas. Leo J. Galanek
Sales Manager Arthur Howard
Chief Engineer Daniel P. Brand
Purchasing Mildred Towey
General Manager Jerry Di Mucci
Credit Manager Grace V. Ramey
Prod. Mgr. Paul Swist
Traffic Mgr. Mach Wachs
Chief Mechanical Eng. Zenon B. Salij

PRODUCTS: AM: 4-, 5-, 6-tube table & clock radios. Six-transistor portable Texon & plastic cases. Stereo phonographs.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.

Phone: RICHmond 7-4488

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

Consumer Products Division

V.P., Sales P. E. Bryant
V.P., Mfg. J. Stevens
V.P., Admin. M. G. Whitney
V.P., Engr. C. A. Nichols
V.P., Styling J. Portanova
Asst. Sls. Mgr. D. D. Spence
Asst. Sls. Mgr., Radio
& Hi-Fi J. B. Chadwell
Advt Mgr. W. Baldwin
Sls. Prom. Mgr. D. Van Winkle
Prod. Mgr. F. J. Vogt
Quality Control Dir. H. Roemer

Laboratories Division

President J. D. McLean
Treasurer J. Kuhner
V.P., Electro-Mech. L. Mendelsohn
V.P., Operations G. M. Hafner
V.P., Engr. R. A. Maher
Dir. of Manufacturing E. E. Davis
Director of Purchasing R. A. Gingrich
Dir. Military Sales J. G. Anderson
Advertising Director W. H. Herrman

Semiconductor Division

Exec. Vice President M. E. Paradise
Treas., Asst. Gen. Mgr. J. S. McGee
V.P., Marketing R. N. Golbach
V.P., Research Dr. M. B. Prince
V.P., Engr. J. R. Madigan
V.P., Manufacturing R. L. Sigwell
Advertising Director R. Saichek

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

Holt Electronic Research Labs.

105 E. Spruce St., Mahanoy City, Pa.

Phone: 1228

Chief Eng. Luther Holt
PRODUCTS: Community TV. Cable

EQUIPMENT MANUFACTURERS

equipment, preamps, head end A.G.C. units.
Crystal control converters, V.H.F., U.H.F.

Houston-Fearless Corporation

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

Asst. Sales Mgr.....A. J. Kjontvedt
Vice-President.....K. B. Elliott

PRODUCTS: Pedestals, friction heads,
geared heads, dollies, cranes, remote control
heads, etc.

Huggins Laboratories, Inc.

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

President.....Richard A. Huggins
Chief Engineer.....Lester Roberts

PRODUCTS: Manufacturer and developer
of traveling wave tubes, backward wave
oscillators and associated solenoids.

Hughey & Phillips, Inc.

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

V.P., Gen'l Mgr.....J. H. Ganzenhuber

PRODUCTS: 300 mm. beacons, obstruction
lights, photo-electric controls, beacon flashers,
special junction boxes, microwave tower light
control & alarm systems, and complete kits
for: tower lighting, sleet melter power and
control.

Industrial Television, Inc.

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

President.....Horace Atwood, Jr.
Sales Manager.....R. J. Harrington

PRODUCTS: Monochrome and color moni-
tors, special ITV equipment.

Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.
Phone: GENEVA 806

Vice President.....R. K. Soderquist

PRODUCTS: Inert gas-filled thyratrons for
use in TV studios in the dimming circuits of
main control panels. Our tube types for
above use include: 5665/C16J, 718 & 710/
6011.

Insuline Corp. of America

186 Granite St., Manchester, N. H.
Phone: NA 5-8511

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

PRODUCTS: Adapters, phone pick-up;
aligning tools; amplifier chassis; angles and
brackets antenna.

Internat'l. Electronics Corp.

81 Spring St., New York 12, N. Y.
Phone: WORTH 6-0790

President.....B. B. Grossman
Secy., Treas.....M. Grossman
Vice President.....E. J. Porto

PRODUCTS: Mullard products: Audio &
radio & spec. purpose tubes; semi-conductor
& photo conductive devices; ultrasonic eqpt.;
electrical testing apparatus.

International Research Associates

(Division of Iresco, Inc.)

2221 Warwick Ave., Santa Monica, Calif.
Phone: TEXAS 0-4415

President.....L. E. Brown

PRODUCTS: TV monitors, receivers,
video sync equipment.

International Telemeter Corp.

2000 Stoner Ave., Los Angeles, Calif.
Phone: GRANITE 8-7751

Chairman.....Paul Raibourn
President.....L. A. Novins

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

Secretary.....Jacob Karp
Treasurer.....Eugene Zukor

Asst. Secy.-Treas.....Stanley A. Wainer
Asst. Secy.....Arthur Israel, Jr.

PRODUCTS: Telemeter system of Pay-as-
You-See TV.

Internat'l Telephone & Telegraph Corp.

67 Broad St., New York 4, N. Y.
Phone: BOWLING GREEN 9-3800

V.P. Chg. Marketing.....P. R. Roehm

PRODUCTS: Mobile radio systems, closed-
circuit TV systems, tubes, rectifiers & con-
densers.

Inter-State Communications Co.

845 Chicago Ave., Evanston, Ill.
Phone: DAVIS 8-4800

General Manager.....Warren B. Cozzens
Sales Mgr.....Michael J. Cudahy

PRODUCTS: Microwave relay equipment
& systems.

ITT Components Division

(A Div. of IT & T)

100 Kingsland Road, Clifton, N. J.
Phone: NUTLEY 2-3600

N. Y. Phone: BOWLING GREEN 9-3800

President.....Burrell A. Parkhurst
V.P. Chg. Mfg.....William P. Maginnis

V.P. Chg. Mktg.....Frank M. Viles, Jr.
Comptroller.....George Neaderhouser

Advertising Manager.....Edward L. Shaw

PRODUCTS: Selenium & silicon rectifiers,
tantalum & aluminum capacitors, hermetic
seals, miniature switches, power, traveling
wave, hydrogen thyratron & image storage
tubes.

ITT Federal Division

100 Kingsland Road, Clifton, N. J.
Phone: NU 2-3600

President.....Delbert L. Mills
Vice President.....Theodore M. Douglas

V.P., Administration.....Robt. E. Chasen
V.P., Engr.....Walter H. Hawk

Pub. Rel. Dir.....Joseph A. Abbott
General Sales Manager.....John D. Phelan

EQUIPMENT MANUFACTURERS

Purchasing Agent.....Charles Messner
PRODUCTS: Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

ITT Laboratories

(A Div. of Internat'l Tel. & Tel. Corp.)
500 Washington Ave., Nutley 10, N. J.
Phone: NOrth 1-1100

President.....Henri Busignies
V.P.'s.....Andre G. Clavier, Peter C. Sandretto, Armig G. Kandoian
Lab Director.....William Sichak
PRODUCTS: Microwave radio systems & path loss test eqpt. for point-to-point & over-the-horizon transmission.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: BALdwin 4-0367

President.....J. Myron Fulkerson
Purchasing Agent.....James A. Hawkins
Secy-Treas.....J. E. Beery
PRODUCTS: Radio-TV-Marine electronics.

Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.
Phone: Circle 7-1429

President.....Claude Frederick
Vice President.....Grace V. Frederick
PRODUCTS: Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files—projection eqpt., rear & front screen & overhead projection.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORTsmouth 7-7600
PRODUCT: Loudspeakers.

Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOUis 4-0707
N. Y. Phone: SYcamore 2-3700

President.....Milton Shapp
Vice Presidents.....Donald Kirk, Jr., Henry J. Arbeiter, Caywood Cooley
Asst. to the Pres.....Zalmon H. Garfield,
Sales Manager.....William Miller
Dir. of Pub. Rel.....Daniel Aaron
PRODUCTS: CATV Systems, cable theater, test instruments, preamplifiers and accessories.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LEXington 2-7600

Manager.....P. J. Washburn
PRODUCT: Acoustical materials.

E. F. Johnson Co.

Waseca, Minn.
Phone: 990

General Manager.....E. F. Johnson
General Sales Mgr.....E. T. Herbig Jr.
PRODUCTS: Antenna insulators, RF contactors, isolation inductors, inductors (fixed & variable), shaft couplings (flexible &

rigid), static drain chokes, tower lighting filters, phase samplings loops, make-before-break switches, counter dials, feed-thru bowl insulators.

Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.
Phone: DAVenport 6-5050

Manager.....F. Genocchio
PRODUCTS: Mobile radio telephone eqpt.; AM & FM transmitters & receivers.

Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, N. Y.
Phone: FReeport 9-8800

President.....Leonard R. Kahn
V.P. Chg. of Sls.....Kenneth B. Boothe
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; Symmetrical-peak, a network to maintain symmetrical waveform modulation (AM-FM); compatible stereophonic transmission method for AM-FM transmitters. (TV) Symmetrical-peak, a network to maintain symmetrical modulation on TV audio channels.

Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.
Phone: CALdwell 6-4000

Partner.....Harry R. Foster
Partner, Chief Eng.....Elmo E. Crump
Sales Manager.....John Gilmore
PRODUCTS: Broadcast test equipment.

Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272

General Manager.....Jack Mendelson
Sales Manager.....Benjamin Wax
Prod. Mgr.....L. L. Hechtlinger
PRODUCTS: Hi-Fi stereo & TV units.

Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)
Owens-Illinois Bldg., Toledo 1, Ohio
Phone: CHerry 2-6543

Montclair, N. J. Phone: PIlgrim 6-3852
President.....R. H. Mulford
V.P., Gen. Mgr.....J. P. Kearney
V.P., Chief Engr.....F. D. Pinotti
Plant Mgr., TV Plant
(Columbus).....C. E. Reed, Jr.
Sls. Mgr., Electronic Prods. Div.....J. P. Gleason
Mgr. New Products,
Electronic Prods. Div.....G. P. Molloy
PRODUCTS: TV bulbs.

Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.
Phone: AL 4-0301

President.....B. H. Kline
Sales Manager.....J. R. Trotter
Chief Engineer.....F. L. Anderson, Jr.
PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.

EQUIPMENT MANUFACTURERS

Phone: COlumbus 5-0130

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

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

Kollmorgen Optical Corp.

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

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

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

Kriss Electronics Corp.

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

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

Kuthe Laboratories, Inc.

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

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

Lambda-Pacific Engineering, Inc.

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

President.....L. W. Mallach
Sls. Mgr.....H. L. Arment

PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

Langevin

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.
Phone: RAvenswood 9-1850

Manager.....A. Schneider
Chief Engineer.....Charles Langabeer

PRODUCTS: Langevin Mfg. Corp. audio & electronic equipment, magnetic amplifiers, pulse transformers & mil. & comm'l transformers for electronics industry.

Lehigh Structural Steel Co.

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

Gen. Sls. Mgr.....E. A. Murphy
Ch. Eng. (Tower Dept.).....F. H. Taylor

PRODUCTS: Vertical radiators, supporting towers, relay towers.

Liberty Tower Erection Co., Inc.

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

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

Ling Systems, Inc.

11949 Vose St., N. Hollywood, Cal.
Phone: STanley 7-3441

President.....F. W. Bailey
V.P. Sales.....R. H. Goodwin
V.P. Engr.....P. D. Bayless
V.P. Prod.....D. L. Tatro
Secy., Treas.....Lee Webster

PRODUCTS: Microwave relay systems, microwave antennas and components for TV, remote, STL & off-air pickups, incl. intercity microwave. Vidicon camera chains. Microvan complete remote pickup unit.

John E. Lingo & Son, Inc.

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

PRODUCTS: Antenna supporting poles & transmitting antennas.

Lymar Engineers, Inc.

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

President.....Edward M. Beeler
Vice-President.....Samuel Sabaroff
Secy.-Treas.....Donald R. Trilling

PRODUCTS: Community TV Antenna Systems, impedance matching devices, amateur radio gear.

Machlett Laboratories, Inc.

1063 Hoop St., Springdale, Conn.
Phone: FIreside 8-7511

President.....W. E. Stevenson
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineers, Eastern

District.....C. Kirka, G. J. Taylor
Field Engineer, Central

District.....D. S. Frankel
Field Engineer, West Coast

District.....E. H. Gilbert
Sls. Prom. Mgr.....R. N. Rose

PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM & FM transmitters. TV transmitter electron tubes; vidicon & image orthicon TV camera tubes.

Magnasync Manufacturing Co., Ltd.

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

President.....D. J. White
V. P.'s.....W. H. Stutz, J. W. Green
Sls. Mgr.....H. V. Auchstetter

PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

The Magnavox Company

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

EQUIPMENT MANUFACTURERS

Chairman.....Richard A. O'Connor
 President.....Frank M. Freimann
 V.P., Secy.....Gerard M. Ungaro
 V.P., Treas.....John S. Sturgeon
 V.P.'s.....Edwin S. Pridham, Maj. Gen'l.
 Geo. F. Smith
 General Comptroller.....J. A. Robinson, Jr.
 Corporate Comptroller.....Jack W. Schrey
 Asst. Secy.'s.....Catherine M. Kelly, Stanley
 S. Sondles, Jas. M. Barrett, Jr., M. W. Dob-
 rzensky
 Asst. to Pres.....C. Wesley La Blanc, Jr.
 Retail Merch. Mgr.....George Fezell
 Advertising Manager.....Karl Carstens
 Purchasing Director.....Warren Frebel
 Nat'l Service Manager.....Ray Yeranko

PRODUCTS: (AM-FM) Stereo Hi-Fidelity
 radios. (TV) 17, 21 & 24" & color: UHF &
 VHF; two-way combinations; three-way com-
 binations.

Marconi Instruments Ltd.

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

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

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

Mattison Electronics Corp.

2380 Hoffman St., New York 58, N. Y.
 Phone: CY 8-1400

President, Treasurer.....Richard Mattison
 Vice President.....Aaron Ignal

PRODUCTS: TV receivers, hi-fi eqpt., ra-
 dio-phonograph combinations.

J. A. Maurer, Inc.

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

President.....Daniel R. Ehrlich
 V.P., Treasurer.....Ben Cohen
 V.P., Secy.....Herman Cohen
 Asst. Secy.....Lee Shaw

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

McGraw-Edison Company

(Bussman Mfg. Div.)

University at Jefferson St., St. Louis 7, Mo.
 Phone: GARfield 1-1740

Manager.....J. C. Ingram
 1004 E. Fourth St., Los Angeles 13, Cal.
 Phone: MADison 5-1954

Manager.....O. A. Alderman
 PRODUCTS: Radio & TV fuses.

Mectron Company

166 Ridge Ave., N. Plainfield, N. J.
 Phone: 6-6513

Sales Manager.....J. F. Cosgrove

PRODUCTS: Copper coaxial transmission
 lines, air dielectric replacement parts for
 RMA coaxial line, fittings.

Metropolitan Electric Mfg. Co.

(Lumi-Tron Division)

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

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

Metropolitan Telephone Supply Corp.

964 Dean St., Brooklyn 38, N. Y.
 Phone: NEVins 8-5900

President.....S. Beidler
 PRODUCTS: Cameramen's telephone head
 & chest sets, telephone jacks, plugs, switch-
 boards & assoc. eqpt.

Metzner Engineering Corporation

1041 N. Sycamore Ave., Hollywood 38, Cal.
 Phone: HOLlywood 2-2353

President.....Robert G. Metzner
 V.P., Gen. Mgr.....Robert J. Margolis
 Sales & Adv. Mgr.....Will A. Connelly
 Ch. Eng.....Burton W. Farber

PRODUCTS: Starlight continuously vari-
 able speed transcription turntable, esp. for
 sound effects; Starlight stereo tape decks;
 Starlight stereaunetic transcription arm.

Microlab

71 Okner Pkwy., Livingston, N. J.
 Phone: WYman 2-5700

President.....Harry A. Augenblick
 V.P., Prod. Mgr.....Albert Sachs, Jr.
 Chief Engineer.....Herbert F. Engelmann
 Sales Manager.....Richard C. Hess
 Comptroller.....Betty S. Brewster
 Purchasing Agent.....Arthur Alexander
 PRODUCTS: Coaxial attenuators, filters,
 dividers, terminations, UHF test equipment.

Microwave Associates

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

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

Midwestern Instruments, Inc.

(Div. of Magnecord)

1101 S. Kilbourne Ave., Chicago 24, Ill.
 Phone: VAn Buren 6-9301

Gen. Sales Mgr.....Hugh J. Daly
 PRODUCTS: Eqpt. for radio & TV; tape
 recording eqpt.

Miles Reproducer Co., Inc.

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

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

EQUIPMENT MANUFACTURERS

Milo Electronics Corp.

530 Canal St., New York 13, N. Y.
 President.....Milton A. Putterman
 PRODUCTS: Audio components, test instruments, tubes, recording & playback eqpt., wire, cable, connectors.

Minnesota Mining and Mfg. Co.

900 Bush Ave., St. Paul 6, Minn.
 Phone: PProspect 6-8511
 Sales Mgr., Magnetic Prod.....Dan Denham
 Sales Mgr., Dist. Trades.....W. H. Madden
Branch Offices
 6850 S. Harlem Ave., Bedford Park, Ill.
 Manager.....R. A. Kelley
 6023 S. Garfield Ave., Los Angeles 22, Calif.
 Manager.....M. D. Benson
 320 Shaw Rd., S. San Francisco, Calif.
 Sls. Mgr.....F. A. Blankenbaker
 700 Grand Ave., Ridgefield, N. J.
 Sls. Mgr.....W. F. Enright
 3700 Forest Park Blvd., St. Louis 8, Mo.
 Sls. Mgr.....D. A. Gilbert
 2121 Santa Anna Ave., Dallas 28, Tex.
 Sls. Mgr.....R. A. Henderson
 367 Grove St., St. Paul 1, Minn.
 Sls. Mgr.....C. M. Jacobsen
 1330 Centre St., Newton Center 59, Mass.
 Sls. Mgr.....E. F. Gregg
 Box 2012, Buffalo 6, N. Y.
 Sls. Mgr.....E. W. Ball
 5698 Rising Sun Ave., Philadelphia 20, Pa.
 Sls. Mgr.....J. T. Donahue
 732 Ashby St., N. W., Atlanta 3, Ga.
 Sls. Mgr.....G. S. Miles
 4835 Para Dr., Cincinnati, Ohio
 Sls. Mgr.....J. J. O'Brien
 12200 Brookpark Road, Cleveland 30, Ohio
 Sls. Mgr.....A. D. Steele
 8825 Grinnel Ave., Detroit 13, Mich.
 Sls. Mgr.....R. F. Woelfel
 PRODUCTS: Magnetic tape & accessories.

Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.
 Phone: CHapman 5-1086
 President.....Mrs. Eva Fox
 PRODUCTS: Film cameras and accessories.

Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.
 Phone: OLDfield 4-3660
 President.....Peter Mole
 First Vice-Pres., Treas.....W. K. Parker
 Exec. V.P., Secy.....E. C. Palmer
 PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

Motorola, Inc.

4545 W. Augusta Blvd., Chicago 51, Ill.
 Phone: SPaulding 2-6500
 President.....Robert W. Galvin
 Executive Vice-Pres.....Daniel E. Noble
 PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.

1451 Gordon St., Hollywood, Calif.

Phone: HOLlywood 7-3178

President.....Mark Serrurier
 PRODUCTS: Motion picture film editing equipment.

Multi-Tron Laboratory Inc.

9861 Derby Lane, Westchester, Ill.
 President, Ch. Eng.....Nicholas Glyptis
 PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

Musicolor, Inc.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: DE 2-1763
 President.....Maurice Wetzel
 Vice President.....Helen Spencer
 Secy.-Treas., Sls. Mgr.....Jas. M. Spencer, Jr.
 PRODUCTS: Colorobot, the machine that paints tunes on a screen in color for commercial TV, theater & business film.

Mycalex Corporation of America

125 Clifton Blvd., Clifton, N. J.
 Phone: PRescott 9-8866
 V.P., Engr.....J. H. DuBois
 6677 Northwest Hwy., Chicago, Ill.
 Phone: NEWcastle 1-7062
 Manager.....L. F. Thompson
 384 W. First St., Dayton, Ohio
 Manager.....Harry D. Lake
 5657 Wilshire Blvd., Los Angeles, Cal.
 Phone: WEbster 8-2169
 Manager.....K. V. Tindall
 1411 Pennsylvania Ave., NW, Washington, D. C.
 Phone: REpublic 7-7040
 Manager.....J. Nalls
 PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica.

Narda Microwave Corp.

118 Herricks Rd., Mineola, N. Y.
 Phone: Pioneer 6-4650
 President.....W. A. Bourke
 PRODUCTS: Microwave test eqpt.; antenna horns.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
 Phone: CIrcle 6-0348
 President.....John Clemens
 Sec'y.-Treas.....Erwin G. Harwood
 PRODUCTS: Crab-Hydroly, Hydroly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

Nat'l Engr. & Mfg. Co.

1579 Morristown St., Orlando, Fla.
 Phone: GARDen 4-9715
 Execs.....D. L. Dine, R. D. Sidwell
 PRODUCTS: On-air lights, electronic fabrication, towers.

EQUIPMENT MANUFACTURERS

National Television Tube Inc.

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

National Video Corp.

4300 W. 47th St., Chicago 32, Ill.
 Phone: CLiffside 4-5600
 President.....Asher J. Cole
 Sales Manager.....Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
 Phone: JUNiper 5-8300
 President.....A. S. Clarke
 Director of Sls.....J. F. Whitehead
 Radio & TV Sls.....A. D. Babbitt
 PRODUCTS: TR-1 TV Rebroadcast receiver, field intensity meters, phase monitors, video and audio jacks, plugs, jack panels.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
 Phone: JUdson 6-5810
 President.....Mrs. Oscar F. Neu
 Exec., V.P.....Lee E. Jones
 PRODUCTS: Film cabinets and racks, slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.
 Phone: HOLlywood 4-1117
 President.....Frank O'Brien
 Vice Pres.....Leona Smith
 Sec'y.-Treas.....Wallace Scales
 Chief Engr.....Curt Wynn
 Sales Mgr.....John Greene
 PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

Olesen Rental Co.

1535 Ivar Ave., Hollywood, Calif.
 Phone: HOLlywood 5-5194
 President.....Stewart S. Romans
 PRODUCTS: TV lighting equipment, booms.

Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y.
 Phone: BArlay 7-8390
 President.....Gunnar A. Olsen
 Vice President.....Gunnar Olsen
 PRODUCTS: Tower Antenna systems installations & maintenance.

ORRadio Industries, Inc.

Shamrock Circle, Opelika, Ala.
 Phone: SHerwood 5-5771
 President.....J. Herbert Orr
 General Manager.....John M. Leslie, Jr.
 Sales, Adv. Mgr.....Nat Welch
 PRODUCTS: Recording tapes, various lengths.

Pacific Mercury Television Mfg. Corp.

8315 Hayvenhurst Ave., Sepulveda, Calif.
 Phone: EMpire 2-3131
 President.....Joe Benaron
 V.P., Engr. Dir.....S. Cutler
 Administration Dir.....A. L. Scharff
 TV Sales Manager.....George DeRado
 Manufacturing Dir.....T. McAuliffe
 Purchasing Director.....D. Stein
 Ch. TV Engineer.....Sava Jacobson
 Indus. Relations Dir.....George Brudney
 Controller.....H. Johnson

PRODUCTS: Thomas stereophonic high fidelity sound system receiver. (TV) Silver-tone receivers & console-phonograph combinations.

Page Communications Engineers, Inc.

710-A Fourteenth St., N.W., Wash. 5, D. C.
 PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)
 620 Depot St., Parkersburg, W. Va.
 Phone: HUDson 5-4521
 N. Y. Phone: DIgby 4-5515
 President.....B. P. McDonough
 V.P., Sales Mgr.....J. W. Robbins
 Secy., Treas.....H. N. Wilson
 PRODUCTS: (AM-FM) Radio transmission towers; micro wave towers. (TV) Towers.

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
 Phone: REpublic 1-3111
 President.....Louis Wutke
 PRODUCTS: "Pemarc" and "Telinc" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
 Phone: SAcramento 2-3201
 President.....Irving Rossman
 Chief Engineer.....Bernard Sahlins
 PRODUCTS: Stereo recorders, stereo play-monaural tape recorders, dual preamplifiers, preamplifiers, microphone mixers, speaker/amplifiers, tape decks (stereo & monaural).

Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-3200
 President.....H. T. Brinton
 Sales Manager.....F. W. Lemly
 PRODUCTS: Styroflex®, Spirafil, Foamflex coaxial cable.

Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.
 Phone: NEbraska 4-5100
 Corporate Division
 President.....James Skinner, Jr.

EQUIPMENT MANUFACTURERS

V.P., Oper.....Joseph H. Gillies
 Exec. V.P., Res. & Eng.....Leslie J. Woods
 Vice President.....Harold B. Butler
 V.P., Res. & Eng.....Leslie J. Woods
 V.P., Research.....David B. Smith
 General Counsel.....Philip Dechert
 Treasurer.....William R. Wilson
 Assistant Treasurer.....M. G. Paul, Jr.
 Gen. Credit Mgr.....William J. Jiles
 Secretary.....Charles F. Steiner, Jr.
 Dir. of Pub. Rel.....Robert M. Jones

Consumer Products Division

V.P., Gen. Mgr.....Larry F. Hardy
 V.P., Marketing.....Henry E. Bowes
 V.P., Auto Radio.....Lionel M. Searle
 Gen. Mgr.-Merch.....James J. Shallow
 Gen. Mgr.-Spec. Mkt. Planning..John L. Utz
 V.P., Prod. Dev. & Planning—

Electronics.....Armin E. Allen
 V.P., Electronics Oper.....E. S. Brotzman
 V.P., Engr.-Electronics

Oper.....Palmer M. Craig
 V.P., Prod. Dev. & Planning—

Appliances.....Harold W. Schaefer
 V.P., Appliance Oper..William A. McCracken
 Engr. Mgr.-Appl. Oper.....Frank Edwards
 V.P., Purchasing.....Wilson H. Oelkers
 V.P., Asst. to V.P. &

Gen Mgr.....Oscar O. Schreiber

(Lansdale Tube Co. Div.)

Church Road, Lansdale, Pa.

Phone: Ulysses 5-4681

N. Y. Phone: STillwell 6-8400

Vice-Pres., Gen. Mgr.....W. J. Peltz
 Gen. Sales Mgr.....C. H. Warshaw
 Operations Mgr.....Richard S. Mandelkorn
 Distributor Sls. Mgr.....J. E. O'Hanlon

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

Philmore Manufacturing Co., Inc.

130-01 Jamaica Ave., Richmond Hill 18, N. Y.

Phone: HIckory 1-5000

President.....M. L. Granat

Vice-President.....Gary Granat

Chief Engineer.....Wm. Lipson

Treasurer.....Murray Granat

Sec'y.-Sls. Mgr.....Jerry Granat

Office Mgr.....Milton Greenker

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

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.

Phone: STillwell 4-5454

President.....Isidor Goldberg

Exec. Vice-President.....J. N. Benjamin

Secretary-Treasurer.....I. W. Wyckoff

V.P. Sales Manager.....L. M. Sandwick

Purchasing Agent.....Paul Lefko

Field Sales Manager.....Don Ross

Adv. Sls. Prom. Mgr.....Ira L. Joachim

Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-

Fi FM-AM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components: amplifiers, preamplifiers, tuners, control-amplifiers.

Pioneer Electronics Corp.

2235 S. Carmelina, Los Angeles, Calif.

Phone: BRadshaw 2-8053

President.....L. M. Perrish

V.P., Gen. Sales Mgr.....Z. Goodman

PRODUCTS: Manufacturers of TV picture tubes.

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.

Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe

Exec. V.P.....P. H. Odessey

Sls. Mgr.....A. A. Goldberg

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

Precision Apparatus Company

70-31 84th St., Glendale 27, N. Y.

Phone: DAvenport 6-3982

Execs.....J. Kirshbaum, G. Goldberger

PRODUCTS: Radio oscilloscopes; tube, circuit & transistor testers. TV wide-band oscilloscopes, color bar generators, sine-square waves.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.

Phone: DIamond 3-5700

Sales Manager.....Thomas L. Aye

PRODUCTS: Stereo-disc recorder, tape recorders, transcription turntables; tape playback machines, blank recording discs.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.

Phone: KEarny 2-8600

Pres., Gen. Mgr.....L. A. Bondon

Sales Manager.....A. Haselman

PRODUCTS: Coaxial transmission line, antennas for microwave telemetering devices.

Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio

Phone: PRospect 1-6574

Owner.....T. Kulka

PRODUCTS: Film reel protective bands, fastening clips.

Racine Tower Construction Co.

47 Center St., Brandon, Vt.

Phone: 85

President.....Emile Racine

Gen. Mgr.....Edgar S. Crosby

Sec-Treas.....Philip C. LaPorte

SERVICE: Tower erection—microwave installation.

EQUIPMENT MANUFACTURERS

Radex Corporation

2076 Elston Ave., Chicago 14, Ill.
Phone: ARmitage 6-6900

President.....R. Cook
PRODUCTS: Radio test eqpt.

Radiant Mfg. Corp.

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

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

Radio Construction Co., Inc.

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

PRODUCTS: Tower erection.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900

Ch. of the Board.....David Sarnoff
President.....John L. Burns
Exec. V.P., Asst. to Pres.....Robt. A. Seidel
Ch. Exec. Comm. of Bd...Frank M. Folsom
Sr. Exec. Vice-Pres.....E. W. Engstrom

Industrial Electronic Products

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

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

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

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

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

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

Mgr., Bizmac Marketing.....L. F. Jones
Group Exec. V.P.....W. W. Watts

RCA Electron Tube Division

415 S. 5th St., Harrison, N. J.

V.P., Gen. Mgr.....Douglas Y. Smith
Mgr., Admin.....W. H. Painter

Controller.....M. Kalen
Mgr., Enter. Tube Prod.....J. B. Farese

Chief Engineer.....G. R. Shaw
Purch. Agent.....T. J. Scanlon

Mgr., Personnel.....L. A. Kameen
Gen. Comm. Mgr.....L. S. Thees

Mgr., Dist. Products.....L. F. Holleran
Mgr., Ind. Tube Prod.....C. E. Burnett

Mgr., Kinescope Oper.....H. R. Seelen
Mgr., Adv. & Sls. Prom...Edward J. Carney

Mgr., Mkt. Plng., Kine.....C. W. Taylor
Mgr., Merchandising.....H. F. Bersche

Mgr., Market Planning, Revg. Tubes
.....G. J. Janoff

Mgr., Admin. & Controls...G. C. Brewster
Mgr., Marketing-Enter. Tube Prod. Dept.

.....M. J. Carroll
Mgr., Mfg. Revg. Tube Oper...H. A. DeMooy

Mgr. Ind. Tube Production...E. M. Wood
Mgr., Merch. Coordination...G. G. Griffin

Mgr., Merch. Parts & Equip....J. J. Kearney

Mgr., Ind. Sls.....J. F. Cooper
Mgr., Marketing, Ind. Tube Prod.

.....G. W. Duckworth
Mgr., Contract Admin.....J. T. Wilson

Mgr., S's. Eng., Dist. Sls.....H. C. Vance
Mgr., Field Sls., Dist. Prod....K. B. Shaffer

Mgr., Dist. Sls.....D. M. Branigan
Adm., Market Planning, Microwaves

.....V. C. Houk
Adm., Comm. Coordination...H. S. Gwynne

RCA Semiconductor and Materials Division
Somerville, N. J.

V.P., Gen. Mgr.....Dr. A. M. Glover
Mgr., Mktg. Dept.....F. F. Neuner

Mgr., Sls. Dept.....T. R. Hays
Mgr., Semiconductor Engr...D. H. Wamsley

Mgr., Prod. Dept.....R. E. Koehler
Mgr., Modules Engr.....F. E. Vinal

Mgr., Personnel.....C. E. Sharp
Controller.....F. R. Buchanan

Consumer Products

Grp. Exec. V.P.....Charles M. Odorizzi
Exec. V.P.....P. J. Casella

RCA Victor Television Division

Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....J. M. Toney
Purch. Agent.....J. B. Davidson

Gen. Sales Mgr.....J. P. Bannon
Chief Engineer.....D. D. Cole

Gen. Plant Mgr.....W. E. Albright
Mgr. of Merch.....A. B. Mills

Controller.....F. R. Demmerly
Adv. & Sales Prom. Mgr.....J. M. Williams

Mgr., Prod. Develop.....H. M. Rundle
Mgr., Personnel.....P. R. Slaninka

RCA Victor Radio and "Victrola" Division

Cherry Hill, Camden 8, N. J.

V.P., Gen Mgr.....R. W. Saxon
Gen. Sales Mgr.....Louis J. Collins

Controller.....O. D. Center
Chief Engineer.....J. L. Franke

Mgr., Prod. Dept.....Thomas S. Weeks
Mgr., Merchandising.....A. R. Baggs

Purch. Agent.....W. S. Strout

RCA Victor Distributing Corp.

President.....W. M. Norton
V.P. Oper. Control & Sec.-Treas...J. A. Curl

V.P. Los Angeles Branch...H. C. Chapman
V.P. Detroit Branch.....N. A. Corbett

V.P. Chicago Branch.....C. A. Malin
V.P. Buffalo Branch.....E. L. Dodelin

V.P. Kansas City Branch...E. E. Hart
V.P. Davenport Branch...L. A. Baumgartner

Mgr. Wichita Branch.....G. H. Bahl

RCA Victor Record Division

V.P., Gen. Mgr.....C. R. Marek
V.P., Record Oper. Dept.....Jas. Davis

Mgr. Comm. S's. & Merch. Dept...J. Y. Burgess
V.P., Comm. Records

Creation Dept.....W. W. Bullock
Mgr., Adv., Pub., Prom...W. I. Alexander

Mgr., Popular, Artist, Repertoire...S. H. Sholes

PRODUCTS: Television receivers; table
and console models; console color TV re-

EQUIPMENT MANUFACTURERS

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

Radio Engineering Laboratories, Inc.

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

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

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

Radio Receptor Co., Inc.

(Subsid. of Gen. Instrument Corp.)
240 Wythe Ave., Brooklyn 11, N. Y.
Phone: EVergreen 8-6000

President.....Monte Cohen
V.P.....Ralph Mendel
Treasurer.....Al Konecny, Jr.

PRODUCTS: Industrial TV systems.

Rangertone, Inc.

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

Pres., Treas.....R. H. Ranger
V.P., Chg. Eng.....C. C. Legreid
Secretary.....Harold Gallina

PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing eqpt.

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

Sec'y.-Treas.....Ernest D. Reif
Manager.....Fred Rose
Engineer.....Werner Hermann

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

Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.

Phone: Twin Brook 3-5860

Manager.....Joseph J. Sedik

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

Reeves Soundcraft Corp.

Great Pasture Rd., Danbury, Conn.

Phone: PIONEER 3-7601

N. Y. Phone: PLaza 9-2644

President.....Hazard Reeves
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice Pres.....Wm. H. Deacy
Sales.....George Bassett
Adv. Mgr.....Thomas Dempsey

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

Rek-O-Kut Company, Inc.

38-19 108th St., Corona 68, N. Y.

Phone: DEfender 5-3500

Pres.....George Silber
Exec. Vice Pres.....R. R. Sherwood
Dir. of Sls.....Avery Yudin
Dir. of Adv.....Clifford Shearer

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

Resdel Engineering Corp.

330 S. Fair Oaks Ave., Pasadena, Calif.

Phone: RYan 1-7689

Pres., Gen Mgr.....H. K. Abajian

PRODUCTS: Electronic measuring equipment.

Resitron Laboratories, Inc.

2908 Nebraska Ave., Santa Monica, Calif.

Phone: EXbrook 3-5217

President.....V. E. DeLucia

PRODUCTS: Camera tubes for TV bestg. Vidicon tubes for following purposes—Ultra Violet Microscopy, Infra Red, Radiation Vidicons for use in Atomic Piles, Sub-Mini-

EQUIPMENT MANUFACTURERS

ature Vidicons (RL 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RL-6912.

Rissi Electronic Supply Co.

14405 Wyoming Ave., Detroit 38, Mich.
Phone: TEAs 4-8420

Manager.....V. Wilton

Radio Electronic Supply Co.

505 Jefferson SE, Grand Rapids 3, Mich.
Phone: GLendale 9-4611

Manager.....N. MacPhail

PRODUCTS: Tubes, magnecorders, audio tape & discs, maintenance supplies. Electro-voice microphones.

Roberts Electronics, Inc.

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

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

PRODUCTS: Stereophonic tape recorder & matching stereo recording amplifier; portable semi-professional recorder with hysterisis synchronous motor, VU meter, half track & full track erase head.

Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.
Phone: WALnut 2-6800

Owner.....W. Robinson

PRODUCT: Radio precision turntable.

Rohn Manufacturing Company

116 Limestone, Bellevue, Peoria 5, Ill.
Phone: 4-9156

Sales Manager.....R. A. Kleine

PRODUCTS: Radio-TV towers, accessories, masts.

Howard W. Sams & Co., Inc.

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

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

Schafer Custom Engineering

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

President.....Paul C. Schafer
Chief Eng.....William N. Amidon
P. A.....Mary Bergman

PRODUCTS: Automatic programming & logging remote control.

Self Winding Clock Co., Inc.

75 Varick St., New York 13, N. Y.
Phone: CANal 6-6800

Sales Manager.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry-cell self-powered, hourly corrected clocks: receive automatic synchronizing pulses from Western Union Naval Observatory Time Service; also manual sync. by control kit.

Semco Electronics Co.

8409 S. Hoover St., Los Angeles, Calif.
Phone: PLeasant 2-7657

OwnerG. Korkos

PRODUCTS: Semco remote control TV sets and remote controls.

Sentinel Radio Co.

(Div. of Magnavox Co.)

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

PresidentFrank Freidmann
V.P., Gen. Mgr.....Leonard F. Cramer
Nat. Sales Mgr.....Verne Roberts

PRODUCTS: Radio receivers.

Setchell-Carlson, Inc.

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

President.....B. T. Setchell
V.P. & Off. Mgr.....A. P. Chermak
Sales Adms.....Cal Karnstedt,
R. G. Chermak, D. E. Bursell

Adv. Mgr.....W. C. McKnight
Elect. Engrs.....Fred Melius, Chas. Gates

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unit-ized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors.

Shallcross Manufacturing Company

Preston St., Smithfield, N. C.
Phone: WOODlawn 5-2341

PRODUCTS: Switches, attenuators, resistors, delay lines.

Shields Studio

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

OwnerTom Shields

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

Sierra Electronic Corp.

3885 Bohannon Dr., Menlo Pk., Cal.
Phone: DAVenport 6-2060

Sales Manager.....C. Walter

PRODUCTS: Amplifiers, test eqpt. & TV transmitters.

Eugene Singer Electronics Co.

(Closed Circuit TV Div.)

5397 Poplar Blvd., Los Angeles 32, Calif.
Phone: CAPItol 5-5705

N. Y. Phone: WISconsin 7-0768

PresidentEugene Singer

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

Skiatron Electronics & TV Corp.

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

PresidentArthur Levey
Secretary-Treas.....Frank V. Quigley
Dir. of Subscribervision.....W. J. Shanahan

EQUIPMENT MANUFACTURERS

Services Offered: Electronic equipment, Subscriber-Vision research & development TV and electronics.

Small Motors, Inc.

2076 Elston Ave., Chicago 14, Ill
Phone: ARmitage 6-6900

Sales Manager.....R. R. Cook

PRODUCTS: Radio dynamotors, blowers, fractional hp motors.

Sonora Electronics, Inc.

325 N. Hoyne Ave., Chicago 12, Ill.
Phone: SEeley 8-3900

President.....Earl W. Muntz

Vice President.....Frank Atlas

Chief Engineer.....Ray Kuntzman

PRODUCTS: (AM-FM) Stereo. (TV) TV & Electronic organs.

Sonetone Corp.

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

Pres., Gen. Mgr.....Irving I. Schachtel

Sls. Mgr., Electronic

Applications.....Robt. L. Lewis

PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges, magnetic tape heads, ceramic microphones, nickel cadmium batteries, speakers.

S.O.S. Cinema Supply Corp.

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

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 4-2124

President, Gen. Mgr.....J. A. Tanney

Vice-Pres., Sales Mgr.....Oscar Lightstone

Vice-Pres.Dominic Capano

Sales Prom. Mgr.....Mitchell A. Radin

PRODUCTS: Sale & rentals on motion picture cameras, editing, lighting & sound eqpt. Custom built eqpt. designed & engineered. Rear projection eqpt. also available.

South River Metal Prod. Co.

377-9 Turnpike, S. River, N. J.
Phone: CLifford 4-5252

Sales Manager.....M. L. Roth

PRODUCTS: Aluminum ground & guying wire; FM & TV antenna mountings.

Spencer-Kennedy Laboratories, Inc.

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

Chairman.....George W. W. Brewster

President & Treas.....Donald Spencer

Sales Manager.....W. K. Headley

PRODUCTS: Community antenna and industrial TV systems.

Stainless, Inc.

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

President.....Walter L. Guzewicz

Vice-President.....Henry J. Guzewicz

Sales.....John F. Guzewicz, John S. Fisher

PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOLLywood 4-7461

President.....William V. Stancil

PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies. Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder/reproducer for tape; self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 15 tracks for communications recording, Model CRM15.

Standard Electronics Division

Radio Engineering Labs, Inc.

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

Vice President.....William H. Zillger

Mgr. TV Engr.....H. R. Smith

Mgr. Customers Ser.....W. H. Rappolt

District Sales Engineering Managers

District Sls. Eng. Mgr.....J. T. Campbell

1026 17th St., N.W., Wash 6, D. C.

Phone: REpublic 7-2246

Dist. Sls. Eng. Mgr.....L. E. Pett

432 So. Curson, Los Angeles 36, Calif.

Phone: Webster 1-4382

Dist. Sls. Eng. Mgr.....R. C. Hutchins

611 Kahl Bldg., Davenport, Iowa

Phone: DAVenport 2-4040

Dist. Sales Eng. Mgr.....H. D. Peekham

288 Creekside Dr., Palo Alto, Cal.

Phone: YORkshire 8-1281

PRODUCTS: (AM-FM) FM transmitters & modulators. Serrasoids. AM transmitters. (TV) Transmitters, control panels, harmonic filters, color correction eqpt., side band filters, dummy loads (complete sta. pkges). TV Transmitters (VHF) Channels 2 to 13, 500 Watt—10 Kw.—25 Kw.—50 Kw. TV Amplifiers (same as above).

Stephens Trusonic Inc.

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

PresidentBert Berlant

PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stereovision, Inc.

500 Fifth Ave., New York, N. Y.
Phone: COlumbus 5-5402

PresidentFred Pittera

V.P. & Tech. Dir.....Dr. Carroll H. Berill

Secy.-Treas.....Solfred Maizus

Art Director.....Seymour Maizus

Public Relations.....Bosh Stack

Gen. Counsels.....S. D. Reidel,

J. W. M. Rutenberg

PRODUCTS: 3D-TV films for compatible reproduction. Optical devices, stereo lenses.

Strong Electric Corp.

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

EQUIPMENT MANUFACTURERS

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

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

Studio Television Products Sales Corporation

342 W. 40th St., New York 18, N. Y.
 Phone: OXford 5-2199

Manager.....James B. Tharpe

PRODUCTS: Camera dollies: crank-operated; clamp-operated; & pneumatic-balance.

Swager Tower Company

R. R. No. 2, Fremont, Indiana
 Phone: 4625

Exec.....W. E. Swager
 PRODUCTS: Radio & TV broadcast towers.

Sylvania Electric Products, Inc.

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

Board Chairman.....Don G. Mitchell
 President.....Robert E. Lewis
 Sr. V.P.....Matthew D. Burns
 V.P. Tech. Png.....Bennett S. Ellefson
 V.P., Ind. Rel.....Cole H. Pilcher
 Sr. V.P., Marketing.....B. K. Wickstrum
 V.P., Pub. Rel.....George W. Griffin, Jr.
 V.P. Elec. Tube Sls.....Donald W. Gunn
 PRODUCTS: Tubes, radio & TV.

Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

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

President.....Sarkes Tarzian
 Comm. Manager.....Dan Meadow
 PRODUCTS: TV transmitters.

Technical Appliance Corporation

1 Taco St., Sherburne, New York
 Phone: 7-2211

Exec. V.P.....T. Lundahl
 PRODUCTS: Antennas, installation supplies.

Technicraft Laboratories, Inc.

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

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

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

Tech-Master Corp.

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

President.....L. Lazoff
 Gen. Mgr.....R. Lazoff
 Sales Manager.....C. H. David

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

Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.
 Phone: LIncoln 1-3600

President.....J. R. Popkin-Clurman
 Exec. V.P.....S. Dubin
 Vice-Pres., Sales.....H. C. Riker
 Chief Engineer.....W. Kaufman
 Comptroller.....B. Dabowski
 Prod. Mgr.....D. Dirnham
 Government Sales.....D. Dudley

Western Engineering Div.

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

Director.....S. Krinsky
Mid-West Engineering Div.

106 W. St. Charles Rd., Lombard, Ill.
 Phone: MAYfair 7-6026

Director.....D. Chapman

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

Telectro Industries Corporation

35-16 37th St., Long Island City 1, N. Y.
 Phone: YEllowstone 2-8600

President.....H. Sussman
 PRODUCTS: Radio magnetic tape recording eqpt.

TelePrompTer Corporation

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

Chairman, Pres.....Irving B. Kahn
 V.P. Engineering....Hubert J. Schlafly, Jr.
 V.P. Administration.....William Sargent
 Grp. Comm. Dir.....Robt. M. Rosencrans
 Adv., Pub. Rel. Dir....Alfred N. Greenberg
 Sales Mgr. Equipment.....J. Blair
 TV, Film Serv. Mgr.....Don Redell
 Acc. Execs.....Bart Swift, Hubert Wilke.
 Wm. Marsh, Chas. Barris

Branch Offices

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

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

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

Manager.....Ted Boismureau
 1737 DeSales St., NW, Washington, D. C.
 Phone: METropolitan 8-3178

Manager.....Robert Doyle
 447 Jarvis St., Toronto, Canada
 Phone: WALnut 2-2130

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

EQUIPMENT MANUFACTURERS

PRODUCTS: TelePrompter and accessories, cueing equipment for film, live TV, TV stations, public speaking; TelePro 6000 rear screen remote controlled projection; TeleMation for automatic cueing; lights; TeleStage portable stage structures; custom built sound systems; the Presidential Lectern; large screen cl. circ. TV.

Telequip Radio Co.

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

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

Tele-Ray Tube Co., Inc.

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

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

Tele-Tone Company of America

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

President.....J. Rothman
Vice President.....M. Perlmutter
PRODUCTS: Radios & phonographs.

Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.
Phone: SUsquahanna 7-8111

President.....Robert P. Swanson
V.P. Sales.....Curtis R. Howard
V.P. Engineering.....Peter Jackson
PRODUCTS: TV studio prompting eqpt. & accessories.

Television Associates of Indiana, Inc.

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

President.....W. C. Eddy
PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment.

Television Equipment Co.

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

V.P., Exec. in Chg. TV.....Jack Behrend
PRODUCTS: Speedi-Q punches; "TEC" film cleaner.

Television Specialty Co., Inc.

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

President.....K. A. Jenkins
Sec'y Treas.....L. Jenkins
Chief Engineer.....Robert Grant
Advertising Manager.....Stephen D. James
Latin American Representative

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

PRODUCTS: Rear projection screens, studio lights and lighting equipment, film

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

Television Transmission Co.

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

Vice-President.....Earle S. Nelson, Sr.
V.P., Mgr.....Earle S. Nelson, Jr.
Chief Engineer.....J. A. Biggs

PRODUCTS: Community antenna systems and industrial TV components.

Television Utilities Corp.

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

President.....A. E. Siegel
V.P., Ch. Engr.....C. H. Odom
V.P., Sls. Engr.....Miles Breger
Design Engineer.....Ken Worthington
Production Engineer.....Ivan Gottlieb

PRODUCTS: Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

Television Zoomar Corp.

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

President.....Jack A. Pegler
Treasurer.....Dr. Frank G. Back
Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal Zoomar & Super Studio Zoomar.

Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.
Phone: WEBster 9-1600

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

PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

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

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

President.....Nathan L. Halpern
Dir. of Pgms.....Marc Daniels
Dir. of Oper.....Edward F. Addiss, Jr.
Eastern Sales Mgr.....J. B. O'Connor

Branch Offices

612 N. Michigan Ave., Chicago 11, Ill.
W. Div. Mgr.....Gordon N. Morford
412 Fisher Bldg., Detroit 2, Mich.
Central Div. Mgr.....John L. Beers
5859 Melrose Ave., Los Angeles 28, Cal.
Pac. Coast Div. Mgr.....Douglas George

PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

EQUIPMENT MANUFACTURERS

Thompson Products Inc.

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

Manager.....J. W. Davidson
Sales Mgr.....F. J. Weihmiller

PRODUCTS: TV transmitter switches, distributed through Andrew Corp., Chicago.

Tower Construction Co.

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

N. Y. Phone: ILlinois 9-8024

Owner.....M. M. Lasensky

PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections.

Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.
Phone: ATlantic 7-7303

Exec.....C. Fisher

PRODUCTS: Towers, lighting, erecting, painting & ground systems.

Trav-Ler Radio Corp.

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

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

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

Transitron, Inc.

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

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

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

Trans-Lux Corporation

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

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

PRODUCTS: Background scenes by Trans-Lux: rear view slide projectors; translucent screens; & aluminum screen frames.

John D. Trilsch, Inc.

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

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

PRODUCTS: Radio, microwave and television towers.

Truscon Steel Division

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

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

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

Tung-Sol Electric Inc.

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

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

PRODUCTS: Tubes and lamps.

The Turner Company

909 17th St., N.E., Cedar Rapids, Iowa
Phone: EMpire 3-8144

Sales Manager.....Thomas Moss

PRODUCTS: Stands, microphones.

Union Switch & Signal Div.

(Westinghouse Air Brake Co.)

1789-1807 Braddock Ave., Pittsburgh, Pa.
Phone: CHURchill 2-5000

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

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

United States Tower Company

Union Trust Bldg., Petersburg, Va.
Phone: REgent 2-9350

Owner.....J. J. Hoke

PRODUCTS: Self-supporting & guy-type towers. TV towers.

United Transformer Corporation

150 Varick St., New York 13, N. Y.
Phone: ALgonquin 5-3500

Sales Manager.....H. Russell

PRODUCTS: Radio transformers, filters, equalizers, high Q coils.

U. S. Recording Company

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

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

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, Bogen, Pultec Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equip-

EQUIPMENT MANUFACTURERS

ment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc.

Utility Tower Company

3140 N.W. 38th, Oklahoma City, Okla.

Phone: WI 3-5578

Owner.....C. E. Nelson
 Manager.....V. G. Duvall

Branch Office

Paducah Rd., Mayfield, Ky.

Phone: Mayfield 1084

East. Div. Mgr.....Nathan Sholar

PRODUCTS: Towers, associated hardware, lighting eqpt., & base insulators.

Vacuum Tube Products Co., Inc.

2020 Short St., Oceanside, Calif.

Phone: SARatoga 2-7648

N. Y. Phone: HUnter 2-9320

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

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

Vallen Inc.

225 Bluff St., Akron, Ohio

Phone: BLackstone 3-4933

President.....E. J. Vallen

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

Victor Animatograph Corp.

(Division of Kalart)

Plainville, Ohio

Phone: SHerwood 7-1663

N. Y. Phone: JU 2-5170

President.....Hy Schwartz
 Vice-President.....Horace O. Jones
 Treasurer.....Morris Schwartz
 picture proj., Soundview 35mm. filmstrip and sound slide projectors.

Visual Electronics Corp.

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

Phone: LOnacre 4-0518

President.....James B. Tharpe
 Vice-President.....John P. Gallagher
 Secretary.....Herbert Bloomberg
 Export Sales Mgr.....Bert Kupperman
 Mgr., Closed Cir. Oper.....M. A. Mayers
 Chief Eng.....F. Cecil Grace
 Replacement Pts. Supply
 Mgr.....Mrs. Jess Rafsky

PRODUCTS: All TV bcst. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & distr. of Orth Savers.

Westbury Electronics, Inc.

300 Shames Drive, Westbury, N. Y.

Phone: EDgewood 4-8300

President.....H. B. Abajian
 Production Manager.....H. C. Cochrane
 Gen. Sales Mgr.....Harry R. Clark
 Research Director.....Frank Wallack
 Purch. Agent.....William J. McBride
 Chief Eng.....Edward Caldicott

PRODUCTS: (TV) Line amplifiers, high band low band vacuum tube & transistorized, bridging amplifiers, broad band amplifiers, RF (vacuum tube & transistorized) chain amplifiers, substitution oscillator, power line filters, line splitters, attenuator pads, equalizer attenuator, variable attenuator, preamplifiers, converters, regulated power supply, matching transformers, antenna matching transformers, mixing networks, line equalizers, low & high band traps, pressure taps. (AM-FM) Miniature transistorized AM radio receiver.

Westinghouse Electric Corp.

(Television-Radio Division)

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

Phone: Liberty 8-5000

Vice-Pres.Chris Witting
 Gen. Mgr.....E. J. Kelly
 Asst. Gen. Mgr.....G. C. Larson
 Works Mgr.....R. A. Schieber
 Gen. Sales Mgr.....T. B. Kalbfus
 Sales Mgr., TV.....R. M. Fichter
 Sales Mgr., Radio.....C. J. Urban
 Sales Mgr., Hi-Fi.....R. H. G. Mathews
 Service Mgr.....K. H. Brown
 Division Mgrs.....L. S. McCloud, Cleveland; J. G. Adams, Atlanta; C. R. Beatty, St. Louis; J. P. Adams, San Francisco; Gordon MacDonald, Chicago.

Adv. & Sales Prom. Mgr.....R. W. Johnson
 Eng. Mgr.....N. S. Kornetz
 Purchasing Agent.....L. W. Tomlinson

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

Weston Instruments

(Div. of Daystrom, Inc.)

614 Frelinghuysen Avenue, Newark 12, N. J.

Phone: BIlgelow 3-4700

V.P. Chg. Sales.....W. H. Steinkamp

Branch Offices

66 Central St., Wellesley 81, Boston, Mass.
 Phone: CEdar 5-4300

130 W. Chippewa St., Buffalo 2, N. Y.
 Phone: MOhawk 5243

205 W. Wacker Dr., Chicago 6, Ill.
 Phone: FR 2-4656

7613 Reading Rd., Cincinnati 37, Ohio
 Phone: VALley 1-9105

EQUIPMENT MANUFACTURERS

- 3951 Lee Rd., Cleveland 28, Ohio
Phone: SKyline 2-3030
- 11 W. Monument Ave., Dayton 2, Ohio
Phone: BAldwin 2-8164
- 16607 Jas. Couzens Hwy., Detroit 21, Mich.
Phone: DIamond 1-2121
- 1511 N. Front St., Harrisburg, Pa.
Phone: CEdar 8-4276
- 2917 Sanderson Rd., Knoxville, Tenn.
Phone: KNoxville 5-5632
- 2001 S. Grand Ave., Los Angeles 7, Cal.
Phone: RIchmond 9-2361
- 617 N. 2nd St., Milwaukee 3, Wis.
Phone: BRoadway 2-1538
- Rt. 22 & Caldwell Ave., Union, Newark, N. J.
Phone: MURdock 8-2020
- 50 Church St., New York 7, N. Y.
Phone: WOrth 4-3510
- 101 N. 33rd St., Philadelphia 4, Pa.
Phone: BAring 2-6458
- 4455 Miramar Rd., LaJolla, Cal.
Phone: GLencourt 4-0421
- 147 10th St., San Francisco 3, Cal.
Phone: UNderhill 3-4250
- Pa. Bldg., 425 13th St., NW, Washington 4,
D. C.

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
V.P. Ch. Engr.....David Dettinger
Secy., Asst. Ch. Engr.....Frank H. Williams
Antenna Lab (Smithtown)

Engr. in Chg.....Ned A. Spencer
PRODUCTS: Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

White Diesel Engine Division

(White Motor Company)

1401 Sheridan Ave., Springfield, Ohio
PRODUCTS: Diesels, gas engines. Engine-generator sets, trailer-mounted mobile generating plants.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
Phone: WOODlawn 4-4912
President.....R. G. Wickes
PRODUCTS: Color Coder (Encoder); Interlace Signal Generator; Color Bar Genera-

tor, Convergence Dot Generator, Multi-Burst Generator, Amplitude Linearity Tester, Video Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

Wind Turbine Co.

E. Market St., West Chester, Pa.
Phone: OWen 6-3110

President.....Robert W. Weeks
PRODUCTS: AM vertical radiators, FM receiving antennas, towers for support of FM transmitting antennas, incl. installation. (TV) Transmitting antenna supporting towers, incl. installation.

Wollensak Optical Co.

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

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

Zane Construction Co., Inc.

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

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

Zenith Radio Corp.

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

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

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

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

AGENTS AND MANAGERS

Talent Representatives Active in Radio-TV in New York, Los Angeles and Chicago



NEW YORK



Affiliated Artists Representatives
527 Madison Ave. PLaza 5-3990

Alexander, Willard, Inc.
425 Park Ave. (22) PLaza 1-7070

Appell, James S.
400 Madison Ave. PLaza 3-7840

Basch, Buddy
17 East 45th St. MUrray Hill 7-8351

Becker, V. S. Advertising Service
551 Fifth Ave. MUrray Hill 2-0777

Briscoe, Goldsmith & Arthur, Inc.
522 Fifth Ave. MUrray Hill 2-6244

Brooks, Ted
134 East 57th St. PLaza 9-1344

Brown, Henry C.
75 E. 55th St. PLaza 9-7474

Cohan, Louis W.
7 W. 24th St. WATkins 9-0670

Collins, Ted
500 Fifth Ave. (36) CHickering 4-5036

Columbn Artists Management, Inc.
113 West 57th St. CIrcle 7-6900

Consolidated Concerts
30 Rockefeller Plaza. COlumbus 5-3580

Cooper, Frank, Associates
17 E. 54th St. PLaza 1-0725

DeGroot, Roy, Consultants, Inc.
545 Fifth Ave. MUrray Hill 7-6865

Fadiman Associates, Ltd.
1501 Broadway LAckawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave. CIrcle 7-6200

Herman Flinkoff Agency
1560 Broadway JUdson 2-4037

Gabbe, Lutz, Heller & Loeb
119 W. 57th St. CIrcle 5-7998

Garrick, Dale
48 West 48th St. CIrcle 6-8985

General Artists Corp.
640 Fifth Ave. CIrcle 7-7543

Gibbs, John E., & Co.
12 West 55th St. (19) PLaza 7-5959

Glaser, Joe, Inc.
110 West 55th St. CIrcle 5-9071

Goodman, Martin
36 Central Park South PLaza 1-3555

Greshler, Abner J.
1270 Sixth Ave. CIrcle 7-3025

Hablo, Sylvia
24 W. 55th St. CIrcle 6-2165

Harris, Fred
1270 Sixth Ave. CIrcle 7-3025

Hartford Agency
18 E. 48th St. PLaza 3-6500

Hurok Attractions, Inc.
730 Fifth Ave. (19) CIrcle 5-0500

King, Archer
745 Fifth Ave. (22) ELdorado 5-6313

Leddy, Mark J.
48 West 48th St. JUdson 6-2760

Leipzig, Syd
237 Madison Ave. MUrray Hill 6-0300

Lewis, Lester, Associates
11 E. 48th St. PLaza 3-5082

Lyons, Grace
15 E. 48th St. (17) PLaza 8-1960

Management Corp. of America
598 Madison Ave. PLaza 9-7500

William McCaffrey Agency
501 Madison Ave. ELdorado 5-1076

Morris, William Agency, Inc.
1740 Broadway JUdson 6-5100

Morrow, Marjorie
1501 Broadway CHickering 4-0644

Moses, John H.
730 Fifth Ave. CIrcle 6-2677

Music Corp. of America
598 Madison Ave. PLaza 9-7500

National Artists Corp.
711 Fifth Ave. PLaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway JUdson 6-3550

North, Meyer B.
1564 Broadway PLaza 7-3445

AGENTS AND MANAGERS

- O'Connor, John**
1697 BroadwayCircle 5-4920
- Peed, Earl S.**
527 Madison Ave. (22)PLaza 1-0030
- Richard, Max**
1776 BroadwayPLaza 7-6414
- Ross, Kal**
15 E. 48th St. (Suite 801)....PLaza 1-2156
- Schwartz-Luskin Theatrical Agency**
15 E. 48th St.....PLaza 3-1529
- Shaw Artists Corp.**
565 Fifth Ave.....OXford 7-7744
- Shurr, Louis**
1501 BroadwayCHickering 4-8240
- Storer, Douglas F.**
1270 Ave. of Americas.....Circle 7-6325
- Talad Corp.**
730 Fifth Ave.....Columbus 5-3530
- Tranun, Charles B.**
60 E. 58th St.....PLaza 1-3880
- Witt, Peter, Assoc.**
37 West 57th St.....PLaza 9-7966
- Brewis, Alex, Agency**
8818 1/2 Sunset Blvd. (46).....OL 2-7020
- Burr, Dorothy, Agency**
8272 Sunset Blvd. (46)....HOLLYWOOD 4-6898
- C'outman-Barskin-Short Agency, Inc.**
9040 Sunset Blvd., L. A.....OLympia 4-6833
- Collins and Associates**
8165 Sunset Blvd. (46).....OL 6-3060
- Cooper, Frank, Associates**
9145 Sunset Blvd. (46)....CRestview 4-5971
- Cooper, Ray, Agency**
139 S. Beverly Dr., B. H., Suite 333
CRestview 6-9769
- Darrow Agency, The**
9884 Santa Monica Blvd., B.H.
CRestview 4-7253
- Davis, Mary Webb**.....OL 5-6747
8532 Sunset Blvd. (46).....OL 2-6850
- Doak, Virginia, Agency, Inc.**
9172 Sunset Blvd. (46)....CRestview 4-8121
- Donaldson Agency, The**
951 N. La Cienega (46).....OLdfield 2-0355
- Draesemer, Isabelle, Agency**.....WE 5-1759
232 N. Canon Dr., B. H.....HOLLYWOOD 4-1782
- Fame Agency, The**
232 N. Canon Dr., B. H.....CRestview 4-6763
- Famous Artists Corporation**
9441 Wilshire Blvd., B. H....CRestview 4-7433
- Fidler, Adeline, Agency**
410 S. Beverly Dr., B. H.....CRestview 1-4746
- Field, Marjorie, Artists**
9304 Santa Monica (48)....CRestview 6-8080
- Frings, Kurt, Agency**
242 N. Canon Dr., B. H.....CRestview 4-8881
- Garfield, Milton, Agency**
9000 Sunset Blvd. (46)....CRestview 4-8631
- Gertz, Mitchell, Agency**
338 N. Rodco Dr., B. H.....CRestview 4-5401
- Gold, Sid, Agency**
8961 Sunset Blvd. (46)....CRestview 4-7247
- Gold-tone, Jules & Co., Inc.**
8721 Sunset Blvd. (46).....OL 2-6500
- Goldstone-Tobias Agency**
404 N. Roxbury Dr., B. H....CRestview 6-1071
- Green, Ivan, Agency, The**
292 S. La Cienega, B. H.....OLive 2-4010
- Greslier, Abner J.**
275 S. Beverly Dr., B. H....CRestview 4-7563
- Grossman, Milton M., Agency**
9000 Sunset Blvd. (46)....CRestview 4-8631
- Halliburton, Jeanne**
9172 Sunset Blvd. (46)....CRestview 5-5575
- Hamillburg, Mitehel J., Agency**
8776-8780 Sunset Blvd. (46).....OL 2-5160
- Herdan-Sherrell Agency**
201 N. Robertson Blvd., B.H. CRestview 1-5236

☆ **LOS ANGELES** ☆

- Alexander, Alec, Agency**
208 S. Beverly Dr., B. H....CRestview 1-6101
- Allan, Lane, Agency**
8746 Sunset Blvd. (46).....OL 2-7953
- Alvarado, Carlos, Agency**.....OL 2-0272
8820 Sunset Blvd. (46).....OL 5-6840
- Artigue, Louis**
247 S. Beverly Dr.....CRestview 6-2488
- Artists Associates Agency**
160 N. La Brea Ave. (36) ..HOLLYWOOD 4-4179
- Artists' Management Corporation**
121 S. Beverly Dr., B. H....CRestview 1-6111
- Auer, Miles Bohm**
5205 Hollywood Blvd. (27) ..HOLLYWOOD 2-6416
- Auslander, Leland**
8721 Sunset Blvd. (46).....OL 2-6939
- Barnes, William, Agency**
247 S. Beverly Dr., B. H....CRestview 1-5256
- Baxley, Bill Agency**
6331 Hollywood Blvd. (28) ..HOLLYWOOD 9-2878
- Bender-Ward Agency**
971 N. La Cienega Blvd. (46)....OLive 2-1465
- Bernie, Herman, Agency**
260 S. Beverly Dr., B. H....CRestview 5-0117
- Bonham, C. Hershel, Agency**
1570 N. Gower St.....HOLLYWOOD 4-3060
- Brandies, Bob, Agency**.....HOLLYWOOD 5-6978
11559 Ventura Blvd., Studio City...PO 2-4872

AGENTS AND MANAGERS

- Hershon, Red, Agency**
9952 Santa Monica Blvd., B.H.
CRestview 4-6381
- Herzbrun, Walter**
8820 Sunset Blvd. (46).....OL 2-7210
- H. I. T. Agency**
Hollywood International TV and
Theatrical Agency
8820 Sunset Blvd. (46).....OL 2-7283
- Ingersoll, George, Agency**.....Hollywood 7-0862
7167 1/2 Sunset Blvd. (46).....Hollywood 2-2301
- Irwin, Lou, Inc.**
9165 Sunset Blvd. (46).....CRestview 1-7131
- Jackson, Edith, Inc.**.....Hollywood 7-0155
6605 Hollywood Blvd. (28).....Hollywood 4-9236
- Jaffe Agency, Inc., The**
8553 Sunset Blvd. (46).....CRestview 6-6121
- Katz, Fred, Agency, Inc.**
8923 Sunset Blvd.....OLympia 7-1050
- Kaufman, Milton, Agency**
404 N. Roxbury Dr., B. H....CRestview 5-5028
- Kohner, Paul, Inc.**
9169 Sunset Blvd. (46).....CRestview 1-5165
- Kumin-Olenick Agency**
400 S. Beverly Dr., B. H....CRestview 4-5221
- Lance, Leon O.**
8820 Sunset Blvd. (46).....OLympia 2-0191
- Lauren, J. W., Agency**
8272 Sunset Blvd. (46).....OLdfield 6-4070
- Lazar, Irving Paul**
211 S. Beverly Dr., B. H....CRestview 5-6153
- Leonard, Fred J., Agency**
7441 Sunset Blvd. (46).....Hollywood 4-7546
- Lesser, Ted, Agency**
900 Wilshire Blvd. (17).....MAdison 8-7356
- Levee, M. C.**
9000 Sunset Blvd. (46).....CRestview 6-6285
- Levee, Sid**
9000 Sunset Blvd. (46).....CRestview 4-8631
- Linder, Jack, Agency**
5680 Santa Monica Blvd. (28)
Hollywood 4-8100
- Longenecker, Robert**
8428 Melrose Pl. (46).....Olive 3-3770
- MacQuarrie, Earl**
9157 Sunset Blvd. (46).....CRestview 4-8919
- Marx, Bert, Agency**
915 1/2 Westbourne Dr. (46).....CRestview 4-8555
- MCA Artists, Ltd.**
9370 Santa Monica Blvd., B. H.
CRestview 4-7711
- McMillan, Hazel, Agency**.....CR 6-9823
7471 Melrose Ave. (46).....WE 1-1171
- Medford, Ben**
435 N. Bedford Dr., B. H....CRestview 1-7021
- Messinger, Lillie, Agency**
8428 Melrose Place (46)....CRestview 5-8541
- Meyers, Walter**
9167 Sunset Blvd. (46)....CRestview 1-8161
- Middleton, Wallace, Agency**
8278 Sunset Blvd. (46).....OLive 6-4460
- Mishkin Agency, The**
292 S. La Cienega, B. H....OLympia 2-0944
- Moore, Lola, Agency**
9172 Sunset Blvd. (46)....CRestview 6-5401
- Morris, Wm., Agency, Inc** CRestview 4-7451
151 El Camino, B. H....BRadshaw 2-4111
- Ochs, Al**
1651 Cosmo St. (28).....Hollywood 9-6470
- Oliver, Maurine**
8218 Sunset Blvd.....OLive 6-3651
- Omega Artists, Inc.**
1610 N. Argyle St. (28)....Hollywood 9-7187
- Orsatti & Co., Inc.**
300 S. Beverly Dr., B. H....CRestview 6-6241
- Payton, Bob, Agency**
8272 Sunset Blvd. (46).....OL 6-1880
- Pearson, Ben**
1046 N. Carol Dr. (46)....CRestview 4-5488
- Pomeroy, Jack**
7616 Sunset Blvd. (46)....Hollywood 9-6366
- Powers-Stanley**
1741 N. Ivar (28).....Hollywood 2-0791
- Premiere Artists & Productions Agency**
1046 Carol Dr. (46).....CRestview 4-5488
- Preminger, Stuart, Agency**
8462 Sunset Blvd. (46).....OL 6-2360
- Reeves, Mary—Oriental Casting**
950 N. Clark St. (46).....OL 2-2968
- Rocamora, Wynn**
8584 Sunset Blvd. (46).....OLympia 2-9710
- Rose-Ann Agency**
8584 Sunset Blvd. (46)....CRestview 5-6930
- Rosen Agency, The**
232 N. Canon Dr., B. H....CRestview 5-6151
- Rosenberg-Coryell Agency**
404 N. Roxbury Dr. B. H....CRestview 4-7381
- Rosner, Milt, Agency**
9110 Sunset Blvd. (46)....CRestview 6-7023
- Rush, Art, Inc.**
357 N. Canon Dr., B. H....CRestview 4-6841
- Ryan, Frank**
8949 Sunset Blvd. (46)....CRestview 1-4627
- Salkow, Lester, Agency**
8741 Sunset Blvd.....OLympia 2-8750
- Saphier, James L., Agency, Inc.**
9538 Brighton Way, B. H....CRestview 1-7231
- Schuller, William, Agency**.....CRestview 4-6949
9151 Sunset Blvd. (46)....BRadshaw 2-4984
- Schwartz Agency**
8460 W. 3rd (48).....OLive 3-0400

AGENTS AND MANAGERS

Seaman, George, Agency
8272 Sunset Blvd. (46).....OL 6-1161

Shauer, Melville, A., Agency
9110 Sunset Blvd. (46).....CRestview 1-1103

Shaw, GlennOL 5-6956
8746 Sunset Blvd. (46).....OL 2-5842

Shiffrin, William, Agency
449 S. Beverly Dr., B. H....CRestview 4-7643

Shurr, Louis, Agency
327 N. Rodeo Dr., B. H....CRestview 4-8111

Small, Paul, Artists Ltd. Inc...BRadshaw 2-9046
270 N. Canon Dr., B. H....CRestview 4-5877

Snitzer, Lou-Fritschl, Al, Inc.
6404 Hollywood Blvd. (28)...HOLLYWOOD 9-6271

Somlyo, E. T., Agency
407 N. Maple Dr., B. H....CRestview 6-2041

Stempel, Frank
9034 Sunset Blvd. (46).....CRestview 4-8343

Stewart, Rosalie, Agency
441 S. Beverly Dr., B. H....CRestview 4-6123

Swanson, H. N., Inc.
8523 Sunset Blvd. (46).....OLympia 2-5385

Swoverland, Harold
1032 N. Fairfax, L. A. (46)....OLive 6-0900

Thompson, David H.
8979 Sunset Blvd. (46).....CRestview 1-2188

Ullman, George, Agency, Inc.
8979 Sunset Blvd. (46).....CRestview 4-5238

Usher, Marge
8212 Vista Del Mar.....CRestview 4-6161

Wadsworth, Jessie B., Agency
9172 Sunset Blvd. (46).....CRestview 6-0698

Weil, Agency, The
971 N. La Cienega (46).....OLive 2-2872

Weiner, Jack, Agency: James Stanley
6721 Sunset Blvd. (28).....OLympia 2-1140

Weintraub, Murry, Agency
9172 Sunset Blvd. (46).....CRestview 1-1137

Welch, Suey, Agency
306 W. 3rd St. (13).....HOLLYWOOD 4-2461

Wendling, Charles, Agency
9111 Sunset Blvd. (46).....CRestview 6-2348

White, Al, Agency.....ST 9-8681
3561 Vista Haven Rd., Sherman Oaks

White, William B., Agency
332 S. Beverly Dr., B. H....CRestview 4-6301

Wiley, Richard, Agency
8923 Sunset Blvd. (46).....OL 2-5775

Wilkins, Paul, Agency
9006 Sunset Blvd. (46).....CRestview 1-6188

Wilson, Henry
9441 Wilshire Blvd., B. H....CRestview 4-7433

Wilson, Bill, Agency
8732 Sunset Blvd. (46).....OL 2-7910

Winkler, Daniel M.
9606 Santa Monica Blvd., B. H.
CRestview 1-7244

Wookey, Betty, Agency
8743 Sunset Blvd. (46)....HOLLYWOOD 2-2301

Zimmerman Theatrical Agency
9172 Sunset Blvd. (46)....CRestview 6-0266

☆ **CHICAGO** ☆

Associated Booking Corp.
203 North Wabash.....CENTRAL 6-9451

Benn Theatrical Enterprises
64 West Randolph St.....DEarborn 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300

General Artists Corp.
8 S. Michigan.....STATE 2-6288

Harry Greben Enterprises
203 N. Wabash.....DEarborn 2-0986

Gumbiner Management Co.
120 S. LaSalle St.....HARRISON 7-6363

Charles E. Hogan
203 North Wabash.....CENTRAL 6-2032

Tweet Hogan
203 North Wabash.....ANDover 3-6910

Jack & Jill Players Radio Artists Co.
25 E. Jackson.....WABASH 2-0317

Lear, Les Productions Corp.
112 W. Randolph.....RANDOLPH 6-0905

Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7415

McConkey Artists Corporation
Congress Hotel.....HARRISON 7-9666

Morris, William, Agency Inc.
919 N. Michigan.....WHITEHALL 3-1744

Morse, Sidney P.
203 N. Wabash Ave.....FRanklin 2-4408

Music Corporation of America
430 N. Michigan Ave.....DELaware 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash.....RANDOLPH 6-6990

O'Malley, David P., Inc.....FRanklin 2-5070

Page, Sidney J.
203 North Wabash.....STATE 2-7344

Radio Talent, Inc.
35 E. Wacker.....FRanklin 2-4351

Schuster, Milton
127 North Dearborn St.....DEarborn 2-2708

WLS Artists Bureau
1850 W. Washington Blvd.....MONROE 6-9700

TRADE PUBLICATIONS

Covering the Field of Radio—Television—FM
TRADE — FAN — TECHNICAL — GENERAL

ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.
Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.
Editorial Director.....S. R. Bernstein
Editor.....John Crichton
Managing Editor.....Jarlath J. Graham

THE BILLBOARD

1564 Broadway, New York, N. Y.
Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford
Co-Publisher.....R. S. Littleford, Jr.

Branch Offices

2160 Patterson St., Cincinnati 22, O.
Phone: DUNbar 1-6450

Manager.....Lawrence Gatto
188 W. Randolph St., Chicago 1, Ill.
Phone: CENtral 6-8761

Manager.....Maynard L. Reuter
1520 North Gower, Hollywood 28, Calif.
Phone: HOLlywood 9-5831

Manager.....Sam Abbott
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 1-0443

Manager.....Frank Joerling

BROADCASTING

1735 DeSales St. at Connecticut Ave.
Washington 6, D. C.
Phone: METropolitan 8-1022

Editor & Publisher.....Sol Taishoff
V.P. & Gen. Manager.....Maury Long
V.P., Managing Editor.....Edwin H. James
Senior Editors.....Rufus Crater,
J. Frank Beatty, Bruce Robertson, Fred
Fitzgerald, Earl B. Abrams
Cir. Mgr. & Readers Serv.....John Cosgrove
Southern Sales Mgr.....Ed Sellers

Branch Offices

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8355

Senior Editor.....Rufus Crater
Bureau News Mgr.....Larry Christopher
Sales Manager.....Winfield R. Levi
Eastern Sales Mgr.....Kenneth Cowan
Sls. Service Mgr.....Eleanor Manning
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CENtral 6-4115

Midwestern Sales
Mgr.....Warren W. Middleton
Midwestern News Editor.....John Osbon
6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLlywood 3-3148
Senior Editor.....Bruce Robertson

Western Sales Mgr.....Bill Merritt
11 Burton Rd., Toronto 10, Canada
Phone: HUDson 9-2694
Executive-in-Chg.James Montagnes

DAILY VARIETY

6404 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-1141

President.....Syd Silverman
Editor.....Joe Schoenfeld
Managing Editor.....Vance King
Advertising Manager....Charles Gerlach, Jr.
Business Manager.....Barbara Oneal

Main Office

(See listing under VARIETY)

DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.
Phone: VICTory 2-0300

President.....Louis B. Didier
Publisher.....Charles Suber
Managing Editor.....Don Gold

EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.
Phone: BRyant 9-3052

Chm. of Board....James Wright Brown
Pres. & Editor.....Robert U. Brown
Exec. Editor.....Jerome H. Walker
Advertising Mgr.....Leach Laney
Classified Mgr.....Evelyn Kolojay
Dir. of Circulation.....George McBride

ELECTRONICS

330 W. 42 St., New York 36, N. Y.
Phone: LONGacre 4-3000

Editor.....W. W. MacDonald
Managing Editor.....John M. Carroll

ELECTRONIC INDUSTRIES

Chestnut & 56th Streets, Philadelphia, Pa.
Phone: SHERwood 8-2000

Editor.....Bernard F. Osbahr
Publisher.....Robert E. McKenna

FILM DAILY

DAILY. 1501 Broadway, New
York 36, N. Y., Phone, BRyant
9-7117. J. W. Alicoate, Publisher;
Chas. A. Alicoate, Executive Pub-
lisher; Chester B. Bahn, Editor;
Winfield Andrus, Managing Ed-
itor; Emmett Keegan, Advertising

TRADE PUBLICATIONS

Manager; West Coast Offices: William A. Weaver, News Editor; Harriet Margulies, N. Y. Representative; Cris Dutra, Special Representative, 6425 Hollywood Blvd., Phone Hollywood 9-5358; Washington Bureau, James J. Butler, 1140-42 Nat'l Press Bldg., Phone ME 8-0823; Chicago Bureau, Joseph Esler, Chief; C. L. Esler, 6241 N. Oakley Ave., Phone BRiargate 4-7441. Far East Bureau, Glenn F. Ireton, Mgr., 58 Kamiyama-Cho, Shibuya-Ku, Tokyo, Phone, 46-0480 & 46-4324; Southern Europe Bureau, John Perdicari, Chief, 59 Via Priscilla, Rome; London, Bernard Charman, Daily Cinema; Paris, P. A. Harle, La Cinematographie Francaise, 29 Rue Marsoulan.

THE HOLLYWOOD REPORTER

6715 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-7411

Publisher.....W. R. Wilkerson
Editor.....W. A. Scharper
Business Manager.....Geo. H. Kennedy

MADISON AVENUE

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3446

Publisher.....Carl Rogers
Editorial Director.....Harris Shevelson
Adv. Manager.....George Dixon

MARKETS OF AMERICA

1056 Fifth Ave., New York 28, N. Y.
Phone: ENright 9-6512

Publisher.....Manuel Rosenberg
Editor.....Lydie Bloch
Managing Editor.....Col. Don R. Jason
Associate Editor.....Vic Dallaire
Business Mgr.....L. B. Rosenberg
Camera Editor.....Lydie Bloch
Advertising Mgr.....Robert M. Jason
Production Mgr.....Arnold Hallock
Circulation Mgr.....Sam J. Davis

MEDIA/SCOPE

Published by

STANDARD RATE & DATA SERVICE, INC., PUBLISHERS

Publisher.....Walter E. Bottoff
President.....C. L. Botthaf
Editor.....Roger Barton
Exec. Vic-Pres.....Albert W. Moss

METRONOME

114 E. 32nd St., New York 16, N. Y.
Phone: LExington 2-6350

Editor.....Bill Coss

Assistant Editor.....Jack Maher
Advertising Representative...Lee Cummings
General Manager.....Earl Umphenour

MIKE & SCREEN PRESS DIRECTORY

527 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-2720

Publisher.....Radio-Newsreel-Television
Working Press Association
Editor.....Philip Scheffler

MUSICAL AMERICA

113 W. 57 St., New York 19, N. Y.
Phone: Circle 7-0520

Publisher.....John F. Majeski
Treas.....John F. Majeski, Jr.
Editor.....Ronald Eyer
Production Mgr.....Edward I. Davis

MUSICAL COURIER

119 West 57 St., New York 19, N. Y.
Phone: Circle 7-4500

Publisher.....Roy E. Gainsburg
Editor.....Gid W. Waldrop

PRINTERS' INK

635 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-7500

President.....William E. Barlow
Publisher.....Robert T. Lund
Adv. Dir.....Arthur B. Whitcomb
Editor.....Woodrow Wirsig
Exec. Editor.....W. Richard Bruner
Managing Editor.....Cameron Day
Asst. Mng. Editor.....H. Clark Wells
Radio-TV Editor.....Barton Hickman
Cir. Mgr.....R. R. Rountree

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
Mid-West Editor.....Maurice English
Statler Building, Boston 16, Mass.
Manager.....E. P. Meade
3063 Sycamore Ave., La Crescenta, Calif.
Western Editor.....David Rees
121 Spruce St., San Francisco, Calif.
Western Editor.....William Steif
1722 Rhodes-Haverty Bldg., Atlanta, Ga.
Manager.....H. F. Cogill
33 Post St., San Francisco 4, Calif.
Exec. In Charge.....George Nichols
804 Redman Ave., Haddonfield, N. J.
Eastern Sales Manager.....Harold V. Brown
1319 "F" St., N.W., Washington 4, D. C.
Washington Editor.....Wallace Fingal

PROMPTER, THE

3222 Santa Monica Blvd., Santa Monica, Calif.
Phone: EX 4-4781

Publisher.....Glen Meloy
Editor.....R. T. Fresto
Bus. Mgr.....Steve Tripodes
Adv. Mgr.....Howard Simpson
FM Editor.....Donn Herling
Art Dir.....Yukio Iwamasa

TRADE PUBLICATIONS

**RADIO ANNUAL &
TELEVISION YEAR BOOK**

YEARLY. 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Herbert Berg, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

RADIO-TELEVISION DAILY

DAILY. 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Arthur Simon, Advertising Manager; West Coast, 6425 Hollywood Blvd., Phone Hollywood 9-3951, News Editor, William A. Weaver; N.Y. Representative, Harriet Margulies; Special Representative, Bud Faris; Washington Bureau, Harry Lando, 1126 National Press Bldg. Phone Executive 3-4808; Chicago Bureau, Nat Green, Room 500, Woods Bldg., 54 W. Randolph St., Phone Dearborn 2-6757; Mexico City Office, B. Fernandez Aldana, Av., Morelos, 58-305, Mexico, D. F., Phone 21-03-24; Rome Office, John Perdicari, 59 Via Priscilla; Puerto Rican Bureau, Antonio Alfonso, Edificio Ochoa, San Juan, P. R., P. O. Box 3485, Phone, 3-2750; Far East Bureau, Glenn F. Ireton, 58 Kamiyama-Cho, Shibuya-Ku, .Tokyo; .Phone, .46-4324; Canadian Bureau, Jules Larochelle, Room 12, 300 Lemoyne St., Montreal, Phone Plateau 4952.

RADIO-ELECTRONICS

154 W. 14th St., New York 11, N. Y.
Phone: ALgonquin 5-7755

Editor-in-Chief.....Hugo Gernsback
Editorial Director....M. Harvey Gernsback
Managing Editor.....Fred Shunaman
Technical Editor.....Robert F. Scott
Production Mgr.....Elizabeth Stalcup
Technical Illustration Dir.,
Wm. Lyon McLaughlin
General Mgr.....Lee Robinson
Sales Manager.....John J. Lamson
Circulation Mgr.....G. Aliquo
Promotion Mgr.....Robert A. Fallath

RADIO & TV NEWS

One Park Ave., New York 16, N. Y.
Phone: ORegon 9-7200

PresidentWilliam Ziff
PublisherOliver Read
EditorWilliam Stocklin
Technical Editor.....Milton S. Snitzer

SALES MANAGEMENT

630 Third Ave., New York 17, N. Y.
Phone: YUkon 6-4800

Editor & Publisher.....Philip Salisbury
President.....John W. Hartman
Vice Pres., Sales.....Randy Brown
Executive Editor.....A. R. Hahn
Managing Editor.....John H. Caldwell

SERVICE

**The Technical Journal of the
TV-Radio Trade**

52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 4-0170

President.....Bryan S. Davis
Editor and Publications Dir...Lewis Winner
Advertising Manager.....Aaron L. Lafer

SPONSOR

40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-2772

Pres. and Editor.....Norman R. Glenn
V.P., Asst. Publisher.....Bernard Platt
Executive Editor.....John McMillin
Secty.-Treas.Elaine C. Glenn

**STANDARD RATE & DATA
SERVICE, INC., Publishers**

1740 Ridge Ave., Evanston, Ill.
Phones: HOllycourt 5-2400, DAvis 8-5600
Publisher & Chrm. of Bd..Walter E. Botthof
President and Treas.....C. Laury Botthof
Executive Vice-Pres.....Albert W. Moss
Secretary.....E. L. Botthof
V.P., Treas.....Frank J. Ceithaml

Sales Offices

Executive Vice-President....Albert W. Moss
420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6620

TRADE PUBLICATIONS

Don Harway & Company.....Don Harway
1709 W. Eighth Street, Los Angeles 17, Calif.
Phone: HUBbard 3-5141

See complete listing in Standard Rate &
Data Service, Inc. for: Spot Radio Rates &
Data, Spot Television Rates & Data, Network
Rates & Data, Films for Television.

TELEVISION AGE

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-1122

Publisher.....S. J. Paul
Editor.....Art King
Associate Editors.....Daniel Richman,
Dick Donnelly
Assistant Editor.....Dick Nolan
Washington Correspondent....David Stewart
East. Sls. Mgr.....Don Kuyk
Advertising Rep.....Ben Rachlis
Adv. Sls. Service.....Lee Sheridan
Production Director.....Fred Lounsbury
Circulation Director.....H. C. Gainer
Reader's Service Dept.....Marcia Krinsley

Chicago Office
333 North Michigan
Tel.: FRanklin 2-7100
West Coast Office
R. J. Friedman
5880 Hollywood Blvd., Los Angeles, Calif.
Phone: HOLlywood 7-5625

TELEVISION DIGEST

Box 700, Radnor, Pa.
Phone: MURray 8-3940

Published By.....Triangle Pub., Inc.
President.....Walter H. Annenberg
Business Manager.....James T. Quirk
Editorial Director.....Merrill Panitt
Managing Editor.....Harold B. Clemenko
Assoc. Ed's. Wm. Wight, David Lachenbruch

Branch Offices
Wyatt Bldg., Washington 5, D. C.
Phone: STerling 3-1755

TELEVISION

422 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-9944

Editor & Publisher....Frederick A. Kugel
V.P., Exec. Ed.....Herman W. Lend
Managing Editor.....Nial Quinlan
Senior Editor.....Leon Morse
Associate Editor.....John Watson
Departments Editor....Barbara Landsberg
Director of Research.....Robert Garsen
Contributing Editors.....Harry Wayne
McMahan, Howard Ketcham
Business Mgr.....Jack L. Blas
Office Mgr.....Ruth Leftoff
Circulation Mgr.....Harriette Weinberg

TIDE

630 Third Ave., New York 17, N. Y.
LExington 2-1760

Publisher.....Hartley W. Barclay
Editor.....Morgan Browne

TRIANGLE PUBLICATIONS, INC. RADIO-TV DIVISION

46th and Market Sts., Philadelphia 39, Pa.
Vice President, Gen. Mgr....Roger W. Clipp
Executive Asst. to General Manager..David
J. Bennett
Director of National Sales

Edward H. Benedict
Dir. of Public Relations and Programming
John D. Scheuer, Jr.
Promotion Director....Kenneth E. Chernin
Director of Engineering.....Henry E. Rhea
Business Manager.....John C. Harlan
Chief Statistician.....Richard W. Gideon

TV GUIDE

N. Y. Metropolitan Ed. Office

625 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-4700

Advertising Manager.....A. Jay Segal
Regional Editor.....Arthur Sainer
National Office
Radnor, Pa.

Phone: MURray Hill 8-7400

Editor.....Walter H. Annenberg
Publisher.....James T. Quirk
Managing Editor.....Merrill Panitt
Circulation Director.....C. J. Bodkin, Jr.
Advertising Director.....Michael J. O'Neill
Prom. Dir.....Eric Larson

U. S. RADIO

50 W. 57th St., New York 19, N. Y.
Phone: CIrcle 5-2170

Editor, Publisher.....Arnold Alpert
Business Mgr.....Catherine Scott Rose
Managing Editor.....Jonah Gilitz
Art Editor.....Rollie Devendorf
Asst. Editors.....Michael G. Silver, Patty
Kirsch (Washington) Patricia Moran
Prod., Sls. Serv. Mgr.....Jean L. Engel
Secy. to Publisher.....Sara R. Silon
Western Mgr.....Shell Alpert

VARIETY

154 West 46th St., New York 36, N. Y.
Phone: LUxemburg 2-2700

President.....Syd Silverman
Editor.....Abel Green
Advertising Manager.....J. J. Colby

Branch Offices

6404 Sunset Blvd., Hollywood 28, Calif.
Editor (Daily Variety).....Tom Pryor
612 N. Michigan Ave., Chicago 11, Ill.
Manager.....Don Wilson
1202 National Press Bldg.,
Washington 4, D. C.

Bureau Head.....Les Carpenter
8 St. Martin's Pl., Trafalgar Square, W-C-2,
London, England
Bureau Head.....Harold Myers

INDUSTRY ORGANIZATIONS

Personnel—Addresses—Unions

Guilds—Associations—Radio-TV Groups

ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.
PLaza 7-7660

OFFICERS

President Ralph Bellamy
1st Vice-President Frank Maxwell
2nd Vice-President James Schlader
3rd Vice-President Hiram Sherman
4th Vice-President Lois Wilson
Treasurer Paul Dullzell
Recording Secretary John Effrat
Exec. Sec. Angus Duncan
Counsel Herman E. Cooper

BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
6636 Hollywood Blvd., Los Angeles 28, Calif.
230 Jones St., San Francisco 2, Calif.
519 Jarvis St., Toronto, Ont.

COUNCIL

Walter Abel, Royal Beal, Jeanna Belkin, Sara Bettis, Chas. Blackwell, Paul B. Brown, Peggy Cass, Kendall Clark, Donald Cook, John Cornell, Staats Cotsworth, Robin Craven, Nancy Devlin, Gordon Dilworth, Norma Doggett, Stephen Douglass, John Emery, Robt. Flavelle, Eddie Foy, Jr., Florida Friebus, Larry Gates, Ruth Gillette, Margalo Gillmore, Margaret Hamilton, Carl Harms, Hurd Hatfield, Helen Hayes, Kim Hunter, Farle Hyman, Geo. Ives, Leo Kayworth, Richard Kiley, Dennis King, Judson Laire, Jack Leigh, Ralph Lowe, Ruth McDevitt, Roddy McDowall, Patrick McVey, Edith Meiser, Chester Morris, May Muth, Robt. Neukum, Lloyd Nolan, Frederick O'Neal, Bibi Osterwald, Leonard Patrick, Robt. Preston, Howard Roberts, Mary Roche, Wm. Roerick, Arthur Rubin, Dorothy Sands, Jean Sincere, Jean Stapleton, Margot Stevenson, Stanley Tackney, Ann Thomas, Lucia Victor, Jeff Warren, Eddie Weston, Jane White, Ruth White, Peggy Wood, Blanche Yurka.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
JUdson 2-1520

OFFICERS

Chairman John C. Sterling
Vice-Chairman Lee H. Bristol,
Leo Burnett, Edw. C. VonTress
President Theodore S. Repplier
Vice-President Allan M. Wilson
Vice-President George P. Ludlam
Secretary Frederic R. Gamble
Treasurer Paul B. West
Radio-TV Director Gordon C. Kinney
Pub. Rel. Director Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. Sterling
3-9153. T. S. Repplier, President.
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-
1753. L. S. Schwartz, midwest representative.
9100 Sunset Blvd., Los Angeles 46, Cal., CRestview
4-8039.
Robert Grey, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. GA 1-6868.
Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.
Circle 6-2431

OFFICERS

Chairman of the Board R. M. Feemster
Vice-Chairman of the Board James S. Fish
Pres., Gen. Mgr. C. James Proud
Secretary Ruth M. Volckmann
Treasurer David H. Kutner

BRANCH OFFICE

1320 G. St., N. W., Washington 5, D. C. Phone: EX-
ecutive 3-4268. Washington Rep., William P. Tidwell.

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION, INC.

3 East 54th St., New York 22, N. Y.
PLaza 1-5656

OFFICERS

Chairman Ben R. Donaldson
Vice-Chairman Arno H. Johnson
President William A. Hart
Treasurer Frank W. Mansfield
Managing Director A. W. Lehman
Tech. Dir. Darrell B. Lucas
General Counsel Gilbert H. Weit

DIRECTORS

B. R. Donaldson, A. H. Johnson, W. A. Hart, F. W. Mansfield, Richard J. Babcock, Hugh M. Beville, Jr., Vincent R. Bliss, Lyndon O. Brown, Rex M. Budd, Wm. R. Farrell, Donald S. Frost, Frederic R. Gamble, Harold J. Graham, John W. Hartman, Arthur H. Hayes, Andrew Heiskell, Donald M. Hobart, Walter C. Kurz, Chas. A. Pooler, C. L. Rumrill, Harry F. Schroeter, John C. Sterling, Paul B. West, Wallace H. Wulfeck.

FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980

OFFICERS

Chairman of the Board J. Davis Danforth
Vice-Chairman George C. Reeves
President Frederic R. Gamble
Secretary-Treasurer Joseph H. Epstein

WESTERN REGION OFFICE

235 Montgomery St., San Francisco 4, Cal. Phone:
YUkon 6-2200. John L. Del Mar.

ORGANIZATIONS

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secty.-Treas.....Joseph F. Kehoe
Vice-Pres.....William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.
Phone: LO 4-1251. Mort Borrow, Chairman.
Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.
Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

425 Park Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....Herman D. Kenin
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....George V. Clancy

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Lee Repp, Walter M. Murdoch, E. E. Stokes.

BRANCH OFFICES

220 Mt. Pleasant Ave., Newark 4, N. J. Phone
HUMboldt 4-6600. Leo Cluesmann, Secy.; Geo. V. Clancy, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.
MURray Hill 7-1810

NATIONAL OFFICERS

President.....Clayton Collyer
1st Vice-Pres.....Ken Carpenter
2nd Vice-Pres.....Eleanor Engle
3rd Vice-Pres.....Virginia Payne
4th Vice-Pres.....Evelyn Freyman
5th Vice-Pres.....Hal W. Newell
6th Vice-Pres.....Harry Holloway
7th Vice-Pres.....Harold E. Wallis
Recording Sec.....Stanley Farrar
Treasurer.....Travis Johnson
Nat'l. Exec. Sec.....Donald F. Conaway
Counsel.....Mortimer Becker
Dir., Central Region.....Raymond A. Jones
Dir., Western Region.....Claude L. McCue

BOARD OF DIRECTORS

Alice Backes, Parley Baer, Bill Baldwin, Jeanne Bates, Gaines C. Batson, Jackson Beck, Socrates Birsky, Sidney Blackmar, Alan Bunce, Andre Carlon, Ken Carpenter, Nelson Case, Ken Christy, Clayton Collyer, Jud Canon, Allan Davies, Bill Deal, Ted DeCorsia, Eleanor Engle, Faye Emerson, Robley D. Evans, Stanley Farrar, Carl Frank, Evelyn Freyman, Jas. H. Garrett, Art Gilmore, Harry Holloway, Fred Hansen, John Harper, Ray Heatherton, Bill Hillman, Donald B. Hirsch, Fred Howard, Leon Janney, Travis Johnson, Carlton Ka Dell, John Milton Kennedy, Beatrice Kraft, Jack Kruschen, Gene Lanham, Clarence Leisure, Bernard Lenrow, Jim Lewis, Ray Linn, Sid Marion, Audrey Marsh, Tom McKee, Tyler McVey, Elizabeth Morgan, Conrad Nagel, John Neher, Frank Nelson, Hal W. Newell, Cliff Norton, Nestor Paiva, Virginia Payne, Vincent Pelletier, Don Porter, Wm. Prince, Wanda Ramey, Wm. Redfield, Gus Saunders, Hal Sawyer, Arwin Schweig, Del Sharbutt, Allin Slate, John C. Slattery, Verne Smith, Olan Soule, Harry Stanton, Dick Stark, Michael Stewart, Ann Thomas, Frank Thomas Jr., Lurene Tuttle, Luis Van Rooten,

Herb Vigran, Vicki Vola, Harold E. Wallis, Willard Waterman, Dwight Weist, Walt Williams, Ernie Winstanley, Will Wright, Clark Yocum.

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. HOLlywood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHItehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF AUTHORS AND COMPOSERS

158 W. 55th St., New York 19, N. Y.
Circle 6-2536

OFFICERS

President.....Burton Lane
Vice-President.....Milton Drake
2nd Vice-President.....Walter Bishop
Treasurer.....Leonard Whitcup
Secretary.....Jack Lawrence
W. Coast Comm. Chmn.....Sammy Cahn
Co-Chairman.....Donald Kahn
Executive Director.....Miriam Stern
Copyright Department.....Margaret Thiele
Counsel.....John Schulman

COUNCIL

Chairman, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hammerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, Jack Lawrence, John Jacob Loeb, Joseph Meyer, Richard Rodgers, Arthur Schwartz, Charles Tobias, Leonard Whitcup, Jack Yellen, Johnny Burke, Irving Caesar, Sam Coslow, Edw. Eliscu, Jay Gorney, Geo. Meyer, Vic Mizzy, Billy Rose.

BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Calif.
HOLlywood 2-1108

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

AMERICAN GUILD OF MUSICAL ARTISTS

1841 Broadway, New York 23, N. Y.
COLumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President.....Lawrence Tibbett
President.....John Brownlee
1st Vice-President.....Jascha Heifetz
2nd Vice-President.....Leopold Sachse
3rd Vice-President.....Betty Stone
4th Vice-President.....Regina Resnik
5th Vice-President.....Tilda Morse
Treasurer.....Abba Bogin
Recording Secretary.....Elisabeth Hoepfel
National Executive Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677. Sanford Wolff, Rep.

704 Bellevue N., Seattle 2, Wash., Phone: CA 0438. George Peckham, Rep.

421 Phelan Bldg., 760 Market St., San Francisco, Cal. Phone: EX 2-6990. Bruce Poyer, Rep.

8821 Nelson St., New Orleans, La. Phone: UN 1-9183. Norman Treagle, Rep.

519 Jarvis St., Toronto 5, Ont., Canada. Phone: WA 4-6532. Larry H. McCance, Rep.

ORGANIZATIONS

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

110 West 57th St., New York, N. Y.
Phone: Circle 6-7130

OFFICERS

President Penny Singleton
1st Vice-Pres. Rajah Raboid
2nd Vice-Pres. Johnny Woods
3rd Vice-Pres. Frank Ross
Treasurer Joe Smith
Recording Secy Sally Winthrop
Nat'l. Admin. Secy. Jackie Bright

BRANCH OFFICES

110 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director Lou Smaley
64 W. Randolph St., Chicago, Ill.; Phone: Central 6-5561
Mid-West Regional Director Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOLLYWOOD 4-8281
Western Regional Director Irvin Mazzei

FUNCTIONS

A branch of the Associated Actors and Artists of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.
Central 6-8306

OFFICERS

President Wendell R. Smith
V.P.'s Harper W. Boyd, Jr.,
Robt. T. Browne, Donald R. Longman, Jack C. Griffin
Secretary Schuyler F. Otteson
Treasurer John P. Bennett
Exec. Dir. William C. Gordon, Jr.

BRANCH OFFICES

44 Chapters in the U.S. & Canada

FUNCTIONS

A professional society for the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.
YUkon 6-8200

OFFICERS

President D. Tennant Bryan
Vice-President Mark Ferree
Secretary Walter J. Blackburn
Treasurer J. Hale Steinman
General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Chairman.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
Murray Hill 8-8800

OFFICERS

President Stanley Adams
Vice-President Louis Bernstein
Vice-President Otto A. Harbach
Secretary Deems Taylor
Asst. Secretary Arthur Schwartz
Treasurer Frank H. Connor
Asst. Treasurer J. J. Bregman

BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Jack J. Bregman, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, John D. Marks, George W. Meyer, Jack Mills, Douglas Moore, Gustave Schirmer, Maurice Scopp, Herman Starr, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen, Bonnie Bourne.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

501 Madison Ave., New York 22, N. Y.
Eldorado 5-7281

OFFICERS

President Nena Badenoch
River Forest, Illinois
V.P.'s Josey Barnes, KTVT, KDYL, Salt Lake City, Utah; Margret McDonald, WBAP-AM-TV, Fort Worth, Tex.; Louise Morris, WDAK Radio, Columbus, Ga.; Dee Sweet, WISH-TV, Indianapolis, Ind.; Esther Van Wagoner Tufty, Tufty News Bureau, Washington 4, D. C.

Secy., Treas. Martha Rupprecht
CBS-TV, New York, N. Y.

DIRECTORS-AT-LARGE

Marion Annenberg, WDSU-AM-TV, New Orleans; Jeanne Bacher, KGST, Fresno, Cal.; Martha Crane, WLS, Chicago, Ill.; Bea Johnson, KMBC-AM-TV, KFRM, Kansas City, Mo.; Henrietta Kieser, Bozell & Jacobs, Omaha, Neb.

CHAPTERS

Central: Chicago, Ill.; Hoosier, Indianapolis area, Ind.; Wichita, Kans.; Detroit, Mich.; Minnesota, Minn.; Kansas City & St. Louis, Mo.; Omaha, Neb. & Cornhusker (Nebr. outside of greater Omaha) Nebr.; Heart of America, Neb., Kans., Mo., N. D., S. D., Ia.; Akron, Portage Trail, Ohio; Ohio, Ohio; Cleveland, Western Reserve, Ohio; (provisional) Hi-O, Ohio.

Eastern: Washington, D. C.; Maryland; New England, Me., N. H., Vt., R. I., Mass., Conn.; Northern New Jersey; Central New York, New York City, NYS Capital District, Western New York, all N. Y.; Philadelphia & Pittsburgh-Gateway, Pa.

Southern: Birmingham—Heart of Dixie, Ala.; Florida & Gold Coast (Orlando south to Miami) Florida; Atlanta & Chattahoochee Valley (Columbus area) Ga.; New Orleans, La.; Piedmont, S. C.; Mobile, Ala.; North Carolina, N. C.

Southwestern: Oklahoma—Sooner, Okla.; Houston, Texas State, Texas.

Western: California, Fresno, Sacramento, San Francisco Bay area, Cal.

FUNCTIONS

Year-round medium of exchange for women in broadcasting & allied fields, with individual chapter meetings held regularly, area conferences during the year, and annual nat'l four-day convention serving members as "refresher course" in all industry segments.

ORGANIZATIONS

ART DIRECTORS CLUB

115 East 40th Street, New York 16, N. Y.
Phone: MURray Hill 5-4340

OFFICERS

President Garrett P. Orr
1st Vice-Pres. Bert W. Littmann
2nd Vice-Pres. Robert Gage
Secretary William Duffy
Treasurer Mahlon A. Cline

BRANCH OFFICES

31 natl. society clubs throughout U. S.

FUNCTIONS

Exhibitions, scholarship course, publishing adv. art books, research, conference.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
Circle 6-1379

OFFICERS

President Eddie Elkort
Vice-Presidents Norman Weiss, Hattie Althoff
Jack Russell, James Lanagan, H. C. Moore, Win. J. O'Halloran

Secretary Ben Kuchuk
Treasurer Joseph Singer
Counsel Abraham Males

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

The promoting of high ethical standards in the conduct of the business of artists' representatives and the fostering of better understanding among the people engaged in such business and the amusement field generally. To protect the agents.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.
Phone: DE 2-9300

OFFICERS

President Glenn Starlin
Vice-President W. Earl Dougherty
Secy.-Treas. Richard M. Brown
Directors Donley Feddersen,
Sydney Head, Ward Quaal, Lee Rawitch, W. C. Swartley, Bruce Linton, Kenneth Harwood
Exec. Secretary Fred Garrigus
Prom., Pub. Head Leo Martin

FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

OFFICERS

Chrm. of Board Sydney M. Kaye
Vice Presidents Richard F. French,
Benjamin V. Grasso, Karl F. Bauer, Leonard Feist
Secretary Robert J. Burton

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
Empire 3-8046

OFFICERS

President H. E. Whitehead
Exec. V. P. J. J. McGill
Vice-Pres. G. C. Clarke,
J. C. Miller, J. W. Cook, K. J. Farthing, P. J. McGinnis.
V. P., Treas. A. B. Yeates
Gen. Mgr., Sec'y. B. E. Legate

DIRECTORS

J. A. Blay, Mrs. G. Wilson McGuinness, R. R. McIntosh, E. H. Woodley, R. P. Beadon, E. J. Coleman, R. B. Collett, W. T. McFarlane, W. W. Vanderburgh, E. H. Woodley.

FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.
Phone: District 7-5412

OFFICERS

President Jack Harris
1st Vice-Pres. Charles H. Crutchfield
2nd Vice-Pres. Donald D. Davis
Secy.-Treas. Harold Essex
Ass't. Secy-Treas., Exec. Dir. Lester W. Lindow

BOARD OF DIRECTORS

C. Howard Lane, J. H. DeWitt, Jr., Harold Hough, Robert D. Swezey, Harold C. Stuart, John S. Hayes, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperson, Harold Gross, Alex Keese, C. Wrede Petersmeyer.

FUNCTIONS

MST is dedicated to insuring maximum television service to the American people. Consistent with this objective it favors efforts to expand and develop television service throughout the United States but opposes any compromise or deterioration of the technical quality or service now being provided.

ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.
Oxford 7-5950.

OFFICERS

Chairman Henry Schachte
Lever Bros. Co.
Vice-Chairman Donald S. Frost
Bristol-Myers Co.
President Paul B. West
Vice-Presidents: Cy Norton, Lowell McElroy, J. M. Allen
Vice-President, Secy. Peter W. Allport
V.P. West Coast Ken Boucher
General Counsel Gilbert H. Weil

DIRECTORS

Geo. J. Abrams, J. R. Barlow, Roger H. Bolin, R. M. Budd, Ralston H. Coffin, Geo. A. Frost, Bertram V. Jones, Melvin S. Hottwick, Everett M. Runyon, Albert R. Stevens, Ray Weber, John T. Morris, Max Banzhaf, Stanley W. Koenig, John Veckly, Ralph Winslow.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSOCIATION OF RADIO-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.
OXford 7-5300

OFFICERS

President Robert Trout
V.P. John MacVane

ORGANIZATIONS

Secretary Blair Clark
 Treasurer Cesar Saerchinger
 Executive Board Quincy Howe,
 H. V. Kaltenborn, Leon Pearson, Chet Huntley

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 MUrray Hill 9-4950

OFFICERS

President Pearl S. Buck
 Vice-President Cleveland Amory
 Secretary John Vandercook
 Secretary to the Council Luise M. Sillico
 Membership Secretary Edith Mackin

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
 MUrray Hill 9-4950

OFFICERS

President Moss Hart
 Vice-President Rex Stout
 Treasurer Arthur Schwartz
 Secretary Ann Petry
 Executive Secretary Luise M. Sillico

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.
 MUrray Hill 5-0888

OFFICERS

Chmn. of Bd. Thomas F. O'Neill
 (Chmn. Bd., RKO Teleradio Pictures)
 Vice-Chmn. Robert E. MacNeal
 (President, Curtis Publishing Co.)
 Vice-Chmn. Felix W. Coste
 (Vice-Pres., Coca-Cola Co.)
 Chmn. Exec. Committee John H. Breck, Jr.
 (Exec. V. P., John H. Breck, Inc.)
 Treasurer Robert L. Connelly
 (Vice-Pres., Drexel Furniture Co.)
 President Henry E. Abt

FUNCTIONS

Conducts a continuous year 'round educational program in all informational media, purpose of which is to emphasize to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.
 Circle 7-0656

OFFICERS

North American Rep. Barrie Thorn
 Ch. Ass't. G. del Strother
 Program Assistant Lillian Lang
 News Ass't. Barbara Rosen
 Transcription Assistant Marion Moss
 Chief Engineer Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations,
 N. Y. Plaza 4-1234, Ext. 3121. F. D. Walker, U. N.
 Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone:
 Executive 3-1465. Christopher Serpel, Gerald Priestland, Washington correspondents.

BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N. Y.
 Circle 6-5100

OFFICER

Director, Radio-TV Div. Rodney C. Chalk

BRANCH OFFICES

2300 Connecticut Ave., Washington, D. C. Phone:
 HObart 2-1340.

720 N. Michigan Ave., Chicago 11, Ill. Phone:
 Whitehall 3-1480.

2516 Pacific Ave., San Francisco 15, Cal. Phone:
 Fillmore 6-3033.

448 S. Hill St., Los Angeles 13, Cal. Phone: MAdison
 6-4411.

FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
 ORegon 9-2968

OFFICERS

Exec. Dir. S. Franklin Mack
 Assoc. Exec. Dir. Wesley B. Goodman
 Bus. Mgr. Arthur W. Rainow
 Dir., Program Oper. Ben E. Wilbur
 Dir., of Films Alexander B. Ferguson
 Dir., Program Prom. Albert R. Crews
 Dir., of Special Proj. Arthur Austin
 Dir., Best. Tng. Charles H. Schmitz
 and Enlistment
 Assoc. Prod. Richard A. Cobb
 Dir., Film Dist. Margaret Carter

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-7464. George Heimrich, Director.

BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.
 MUrray Hill 7-1668

Manager Martin Lawrence
 Editor Julianne (Judy) Dupuy

FUNCTIONS

Publishers of TV film source books; Station & Film
 Who's Who and What's, Where; Film Newsletter,
 "Facts, Figures and Film."

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
 PLaza 9-1500

OFFICERS

President Carl Haverlin
 Vice-President—General Counsel Sydney M. Kaye
 Vice-Pres. in charge Station Relations Glenn Dolberg
 Vice-Pres. in charge Foreign Relations Jean Geiringer
 Vice-Pres. in charge Station Service Ralph L. Harlow
 Vice-Pres. in charge Domestic Performing Rights
 Administration & Secy. Robert J. Burton
 Vice-Pres. in charge Writer Relations Robert B. Sour
 Ass't. VP in charge Publisher & Writer Relations
 (West Coast) Richard L. Kirk
 Ass't. VP in charge Publisher Relations Theodora Zavin
 Comptroller Edward J. Malinelli
 Ass't Secretary Robert J. Higgins

BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover
 3-5394.

1549 N. Vine St., Hollywood 28, Calif. Phone:
 HOLlywood 4-7447.

BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino,
 Alfred R. Beckman, John Elmer, Carl Haverlin, William
 S. Hedges, Herbert Hollister, Leonard Kapner, Paul W.
 Morency, William Regan, J. Leonard Reinsch, J. Harold
 Ryan, G. Richard Shaffo, E. R. Vadeboncoeur.

STATION RELATIONS

Vice-Pres., Glenn Dolberg; Field Staff: Justin Bradshaw,
 Turner Cooke, Richard Crans, Graeme Fletcher,
 Bob Fuller, Wayland Fullington, Al Marlin, Dorsay Owings,
 Lin Pattee, Ken Sparrow, Burt Squire.

ORGANIZATIONS

FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.
Phone: PLaza 9-1500

OFFICERS

President.....Frank E. Pellegrin
1st Vice-Pres.....Merle S. Jones
Vice-Presidents.....Charles Godwin,
Frank Silvermail, Gordon Gray, Sol Taishoff.
Secretary.....Raymond F. Guy
Treasurer.....Robert J. Higgins
Exec. Sec'y.....M. H. Shapiro

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

BROADCASTERS' PROMOTION ASS'N., INC.

20 N. Wacker Dr., Chicago, Ill.
Phone: ANdover 3-0800
New York 17, N. Y.
Phone: MURray Hill 7-0808

OFFICERS

President.....Charles A. Wilson
WGN, Inc., Chicago
First V.P.....Gene Godt
WCCO-TV, Indianapolis, Ind.
Second V.P.....Burt Toppan
WTWJ, Miami, Fla.
Secy.-Treas.....William Pierson
WBKB, Chicago, Ill.

DIRECTORS

Janet Byers, KYW, Cleveland, Ohio; Harvey M. Clarke, London, Ont., Canada; Austin Heywood, KNXT, Los Angeles, Cal.; L. Walton Smith, Transcontinent Television Corp., Rochester, N. Y.; Jas. M. Kiss, WPEN, Philadelphia, Pa.; Ken McClure, KENS-TV, San Antonio, Tex.; Don Curran, KTVI, St. Louis, Mo.; John F. Hurlbut, WFBM-AM-TV, Indianapolis, Ind.; Bruce Wallace, WTMJ-AM-TV, Milwaukee, Wis.; Hayward Meeks, WMAL-TV, Washington, D. C.; Roy C. Pedersen, WDAY-AM-TV, Fargo, N. D.; Samuel Elber, WGBS, Miami Beach, Fla.; Elliot W. Henry, American Bstg. Co., Chicago, Ill.

FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-telesharing business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario
Mayfair 9464

BOARD OF DIRECTORS AND OFFICERS

President.....George S. Bertram
Vice-President.....Ross A. McCreath
Exec. V. P.....Charles C. Hotman
Research & Development Director.....Wilfred L. Hudson
Secretary & Treasurer.....Charles J. Follett
Honorary President.....Charles R. Vint
Chmn. Advisory Comm.....Horace N. Stovin

DIRECTORS

E. Loyd Moore, Radio Station CFRB, Toronto;
Robert M. Campbell, J. Walter Thompson Co., Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; A. M. Sanderson, Whitehall Pharmacal

(Canada) Ltd., Toronto; W. Clifford Wingrove, Television Station CFPL-TV, London, Ont.; Leslie F. Chitty, BBD & O, Toronto; Andre Daveluy, CKAC, Montreal; W. W. Vanderburgh, Coca-Cola Ltd., Toronto; W. H. Poole, Young & Rubicam, Toronto, Ont.; T. Ralph Hart, Spitzer & Mills, Ltd., Toronto, Ont.; Fred L. Wood, Gen'l Foods Ltd., Toronto, Ont.; R. B. Collett, Lever Bros., Ltd., Toronto; Wm. N. Hawkins, CFOS, Owen Sound, Ont.

FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada
CE 3-4035

OFFICERS

President.....D. M. Neill
Executive Vice-President.....T. J. Allard
Vice-President Radio.....Piil Lalonde
Vice-President Television.....G. Stirling
Secretary-Treasurer.....Flora Love

DIRECTORS

J. A. Manning, CKCL, Truro, N. S.; G. Stirling, CJON-TV, St. John's, Nfld.; D. A. Gourd, CKRN, Rouyn, P. Q.; R. Couture, CKSB, St. Boniface, Man.; T. Burham, CKRS-TV, Jonquiere, P. Q.; J. A. Dupont, CJAD, Montreal, P. Q.; W. H. Stovin, CJBO, Belleville, Ont.; W. N. Hawkins, CFOS, Owen Sound, Ont.; R. J. Buss, CHAT, Medicine Hat, Alta.; J. O. Blich, CJOB, Winnipeg, Man.; Norman Botterill, CJLH-TV, Lethbridge, Alta.; J. Sayers, C-FUN, Vancouver, B. C.; A. G. Seabrook, CJIB, Vernon, B.C.; D. M. Armstrong, CHEK-TV, Victoria, B. C.; D. M. Neill, CFNB, Fredricton; Phil Lalonde, CKAC, Montreal; Murray T. Brown, CFPL, London, Ont.; R. T. Snelgrove, CKVR-TV, Barrie; D. Dawson, CKCK, Regina.

SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAInut 2-3334. C. W. Fenton, Sales Director, Radio; Karl Steeves, TV.

FUNCTIONS

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 148 privately owned (independent) radio broadcasting stations and 35 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.
Circle 6-5566

OFFICERS

President.....Walter Kiernan
Vice-Pres.....William Gaxton, Pat O'Brien
Recording Secy.....Paul A. Lilly
Historian.....Kay MacDonald
Exec. Secy.....George W. Buck
Chmn. Exec. Bd.....Charles J. Maguire
Chaplain.....Rt. Rev. Msgr. Vincent J. Brosnan
Treasurer.....Very Rev. Msgr. Francis M. Costello

FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

COMPOSERS AND LYRICISTS GUILD OF AMERICA

292 Madison Ave., New York 17, N. Y.
MU 3-0966
12924 Sarah Street, North Hollywood, Calif.
PO 2-8377

OFFICERS

President.....Leith Stevens
1st Vice-President.....Paul Creston
2nd Vice-President.....David Raksin
3rd Vice-President.....Winston S. Sharples
Secretary-Treasurer.....Jerry Livingston
Asst. Sec. Treasurer.....Ben Ludlow
Executive Secretary.....Elsa Clay

FUNCTIONS

CLGA was organized to represent composers (music

ORGANIZATIONS

and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

730 Fifth Ave., New York 19, N. Y.
Phone: COLUMBUS 5-3530

OFFICERS

Founder & Director	Charles Bernard
President	Kurt A. Meer (KCUL)
Exec. V. P.	Dave Stone (KDAV)
First V. P.	Warren Roberts (WEAS)
Second V. P.	Wally King (WOOD)
Third V. P.	Ralph Cercey (KPIK)
Ass't. to the Pres.	Jack Nobles (WMIE)
Secretary	Henry Hilton (KSOP)
Treasurer	Ed Slusarczyk (WREM)
Delegate at Large	Morey DeVolt (KLAK)
Dir. Research	Bruce Barrington (WEW)
Dir. Public Rel.	Ralph Weagant (KKEY)

FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed along to nat'l advertisers. Memberships open to stations primarily programming "Country & Western" music.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
MURRAY HILL 9-4950

OFFICERS

President	Oscar Hammerstein, 2nd
Vice-President	Howard Lindsay
Secretary	Sidney Kingsley

COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, Moss Hart, Lillian Hellman, Arnold B. Horwitz, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Eimer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eyce, Jr., Executive Secretary; Luise M. Sillcox, Secretary to the Council; Irwin Karp, Counsel.

FUNCTIONS

The national business organization of dramatists.

ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada
WALNUT 1-2898

OFFICERS

Pres., Chrm. of Board	R. M. Robinson
V.-P., Chrm. Receiver Div.	S. D. Brownlee
V.-P., Chrm., Components Div.	J. Key
V.-P., Chrm., Electronics Div.	E. W. Leaver
Director of Engineering	R. A. Hackbusch
General Manager	F. W. Radcliffe

FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
MURRAY HILL 5-2927

OFFICERS

Hon. Presidents	Rt. Rev. Henry Knox Sherrill,
Rt. Rev. Horace W. B. Donegan	
President	Vinton Freedley
Vice-Presidents	Rev. Randolph Ray,
Charles Coburn, Bobby Clark, Peggy Wood	
Rec. Secy.	Rev. Chas. Breck Ackley
Treasurer	John Knight
Exec. Secy.	Helen Morrison

COUNCIL

Very Rev. James A. Pike, Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Helen Bonfills, Margaret Dale, Boris Karloff, Tessa Kosta, Raymond

Massey, Robert Fryer, Carmen Mathews, Margery Maude, John Morley, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Mason Curry, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood.

FUNCTION

Cultural, social, philanthropic. Membership opened to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington
25, D. C.
Executive 3-6800

OFFICERS

Chairman	John W. Gwynne
Commissioner	Edward T. Tait
Commissioner	Sigurd Anderson
Commissioner	William C. Kern
Commissioner	Robert T. Secrest
Sec. to the Commission	Robert M. Parrish
Executive Director	Harry A. Babcock
General Counsel	Earl W. Kintner
Director of Public Information	S. F. Stowe
Dir., Bur. of Consultation	Charles E. Grandey
Dir. Bur. of Economics	Simon N. Whitney
Dir. of Hearing Examiners	Edward F. Haycraft
Dir., Bur. of Investigation	Sherman R. Hill
Dir., Bureau of Litigation	Joseph E. Sheehy

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.
Albert G. Seidman, Attorney in Charge.
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.
William F. Lemke, Jr., Attorney in Charge.
Room 306, Pacific Bldg., San Francisco 3, Cal.
Raymond J. Lloyd, Atty. in Chg.
Room 811, U. S. Court House, Seattle 4, Wash.
Walter W. Harris, Atty. in Chg.
Room 413, Masonic Temple Bldg., New Orleans, La.
William B. Loh, Atty. in Chg.
Room 1128, Standard Bldg., Cleveland, Ohio. Vernon E. Taylor, Atty. in Chg.
2806 Fed. Off. Bldg., 911 Walnut St., Kansas City, Mo. Floyd M. Brown, Atty. in Chg.
915 Forsyth Bldg., Atlanta 3, Ga. Edward S. Ragsdale, Atty. in Chg.
Washington Office, Joseph J. Gercke, Atty. in Chg.

FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

FILM PRODUCERS ASSOCIATION OF NEW YORK

39 Broadway, New York 6, N. Y.
Phone: WHITEHALL 3-7376

OFFICERS

President	Nathan Zucker
Executive V. P.	Lee Blair
First V. P.	Judd Pollock
Second V. P.	Robert Crane
Secretary	Henry Strauss
Treasurer	Edward Lamm
Legal Counsel	John Wheeler, Herbert Burstein
Pub. Rel. Counsel	Wallace A. Ross

BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Loewendahl, Robert L. Lawrence, Harold Wandsel, F. C. Wood, Jr., Stephen Elliott.

FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings serve to educate and improve the industry.

FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.
WE 6-1186

OFFICERS

President	John B. Kiefer
Secretary	Maurice Buchen

ORGANIZATIONS

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION-TELEVISION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
Regent 4-1501

OFFICERS

Director Pierre Crenesse
Ass't. Dir. Alice Lewittin
Administrator Suzanne Weltman
Program Director Ann McMillan
Public Relations Robert Powers

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS

President Ernst Weber
Vice-President D. B. Sinclair
Treasurer W. R. G. Baker
Secretary Haraden Pratt
Editor J. D. Ryder
Exec. Sec'y. G. W. Bailey

DIRECTORS

G. S. Brown, R. I. Cole, W. H. Doherty, G. A. Fowler, A. N. Goldsmith, J. T. Henderson, R. L. McFarlan, D. E. Noble, E. H. Schulz, Samuel Seely, A. P. H. Barclay, L. V. Berkner, D. G. Fink, Ferdinand Hamburger, Jr., C. E. Harp, B. M. Oliver, H. F. Olson, G. K. Teal, A. H. Wynick.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.
Plaza 7-5237

OFFICERS

Chairman, Bd. of Directors Wm. Degan Weinberger
President Eddie Cantor
Exec. Vice-Pres. Harry E. Gould
1st Vice-Pres. George Jessel
Vice-Presidents Jack Benny, Emil Friedlander,
Dr. Leo Michel, Ted Lewis, Dr. George H. Solomon,
Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis
A. Lotito, Jan Murray, Robt. M. Weitman, Max E.
Youngstein.

Treasurer Abe Lastfogel
Asst. Treasurer Nat Lefkowitz
Legal Committee Henry M. Katz
Chaplain Rabbi Abraham Burstein
Executive Secretary Leonard B. Sang

BOARD OF DIRECTORS

Wm. Degan Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Lotito, Wm. Morris, Jr., Jan Murray, Robt. M. Weitman, Max E. Youngstein.

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.
HUDson 3-6620

OFFICERS

Chairman Dr. Albert N. Jorgensen, Nat'l Assn. of State Universities
Vice-Chairman James H. Denison, Assn. of Land-Grant Colleges and State Universities.
Executive Director Ralph Steetle
Ass't. Dir. David C. Stewart
Eng. Cons. Cyril M. Braum

JCET MEMBERS

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsum, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; Frank E. Schooley, Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garay, Nat'l Congress of Parents & Teachers; Dr. Lyle Ashby, National Education Association of the United States.

FUNCTIONS

The JCET represents national educational interests in TV channels reserved for education.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
JUDson 2-1515

OFFICERS

Shepherd William Gaxton
Boy Loring Smith
Corresponding Secretary Martin Begley
Recording Secretary Frank Thomas, Jr.
Treasurer Frank Leslie
Librarian Maurice Barrett

DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Eddie Dowling, Bert Lahr, Herman Phillips, Clarence Jarrison, Thomas MacLeod, Emil Friedlander, Davil Seidman.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed at the discretion of the Council of the Club.

LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.
LACKawanna 4-9735

OFFICERS

President Bernard Reiss
Exec. Sec'y Julian Ross
Vice-Presidents Wm. G. Seidenbaum, Max
B. Pearlman, Jay Victor.

Secretary Arthur Bandman
Treasurer Theodore H. Bernstein
Legal Counsel Louis N. Field, Morton J. Simon
Fiscal Advisor Lucius H. Coleman
Public Relations Counsel Bosh Stack

MOTION PICTURE INDUSTRY CREDIT GROUP

229 Fourth Ave., New York 3, N. Y.
OREgon 4-5100

OFFICERS

Chairman Joseph A. Tanney
Vice-Chairman Kern Mavse
Group Secretary W. W. McAdam
Committee Men Jack Fellers,
Walter Lynch, Everett Miller.

FUNCTIONS

Provides credit-reporting services and credit group activities (basically a monthly membership meeting). Credit reports of several varieties and provides continuous information on financial status of mutual customers. Membership open to organizations supplying services, facilities, equipment or supplies to motion picture and television.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, NO. 22102, A.F.L.-C.I.O.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362

OFFICERS

President, Exec. Sec'y Robert Miller
Vice-President Joe Santly

ORGANIZATIONS

Treasurer Irving Tanz
MEMBERS OF EXECUTIVE COUNCIL
 Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Moe Shulman.

BRANCH OFFICES
 54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 6381 Hollywood Blvd., Hollywood, Cal., Sammy Friedman, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS
 Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.
 460 Park Ave., New York, N. Y.
 PLaza 1-1930

OFFICERS
 Chairman of the Board..... Walter G. Douglas
 President Louis Bernstein
 Vice-President Jack Mills
 Secretary Arthur Israel, Jr.
 Treasurer Maurice Scopp
 Agent and Trustee..... Harry Fox

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

2610 N. Charles St., Baltimore 18, Md.
 HOpkins 7-3000
 Suite 1108, 203 N. Wabash, Chicago 1, Ill.
 Financial 6-8320
 9216 Sunset Blvd., Los Angeles 46, Calif.
 Phone: CRestview 4-5209
 Exec. Secy. Thomas Freebairn-Smith
 200 Central Park South, New York 19, N. Y.
 Phone: JUdson 6-3833
 Exec. Dir. Kenneth Leedom

NATIONAL OFFICERS
 President Harry Ackerman
 1st Vice-Pres. Robert F. Lewine
 2nd Vice-Pres. Sheldon Leonard
 Secretary Walter Cronkite
 Treasurer Loren L. Ryder

CHAPTER OFFICERS
 (Baltimore)
 President Arnold Wilkes
 Vice-President Joel Chaseman
 Secretary Maggie Lynn
 Treasurer Charles Cooper

(Chicago)
 President Irv Kupcinet
 1st Vice-Pres. Frank Atlas
 2nd Vice-Pres. Alex Dreier
 Secretary Ned E. Williams
 Treasurer Richard Reinauer

(Los Angeles)
 President Harry S. Ackermann
 1st Vice-Pres. Frederick de Cordova
 2nd Vice-Pres. Fred W. Berger
 Secretary June Lockhart
 Treasurer Loren L. Ryder

(New York)
 President Robert F. Lewine
 1st Vice-Pres. Hubbell Robinson, Jr.
 2nd Vice-Pres. Walter Cronkite
 Secretary Royal E. Blakeman
 Treasurer Henry S. White
 Asst. Treasurer Robert Carr

FUNCTIONS
 National non-profit organization dedicated to advancement of arts and sciences of television. One of most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
 WEbster 4-7830

OFFICERS
 President Mrs. Clara S. Logan
 1st Vice-Pres. Dr. Lee de Forest
 2nd Vice-Pres. Dr. Francis W. Noel
 Secretary Mrs. Victor Roberts
 Treasurer Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.
 WA 2-2462

OFFICERS
 International President George Smith
 International Vice-President Eugene Klump
 International Exec. V. P. G. Tyler Byrne
 International Sec'y-Treasurer Arthur Hjorth
 Canadian Sec'y-Treasurer Giacomo Papa

BRANCH OFFICES
 48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 35 Court St., Buffalo; 1410 Stanley, Montreal, P. Q.

FUNCTIONS
 NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
 JUdson 2-5130

OFFICERS
 National Chairman Oliver W. Nicoll

COUNCILS
 27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council; 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592. H. Walter Thompson, Chairman, Chicago Council; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES
 Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS
 "NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
 EMpire 7-6611, Ext. 3394

OFFICERS
 President William Harley
 1st Vice-Pres. Jack McBride
 2nd Vice-Pres. Robert Schenkkan
 3rd Vice-Pres. Graydon Ausmus
 Treasurer Robert Coleman
 Secretary Dr. Keith Engar

ORGANIZATIONS

DIRECTORS

Region I: E. A. Hungerford, Jr., Metropolitan Education TV Assoc. New York; Region II: Raymond D. Hurlbert, Alabama Educational TV Commission; Birmingham; Region III: James S. Miles, Purdue University, Lafayette, Ind.; Region IV: John Schwarzwald, Twin City Area Educational TV Corp., St. Paul, Minn.; Region V: Duff Browne, Greater New Orleans Educational TV Foundation, New Orleans; Region VI: This election to take place and info will be forwarded to us.

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President Fred Waring
General Counsel Alfred Rice

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
TRafalgar 9-6070

OFFICERS

President Peter Goelet
Exec. Vice-Pres. Bernard F. Kamins
Treasurer David J. Colton
Secretary Harriet H. Nicol

BRANCH OFFICES

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUmpier 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, Coordinator.

FUNCTIONS

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
OXford 7-9494

OFFICERS

Chmn. of Bd. Wallace E. Campbell
Vice-Chmn. Harry M. Dunlap
President Kenneth B. Willson
Exec. V. P. Allan E. Backman
Secretary DeWitt J. Paul
Treasurer Lowell Shumway

DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbeuveaux, John A. Spooner, William G. Weisbrod.

FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.

Phone: ME 8-1415

OFFICERS

President Lloyd A. Calhoun
Vice-Pres. A. J. Malin
Secretary W. Randolph Tucker
Treasurer Clive Runnells, Jr.
Exec. Dir. Edward P. Whitney

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NAT. TELEVISION FILM COUNCIL

200 W. 57th St., New York 19, N. Y.
COlumbus 5-0756

OFFICERS

Honorary Lifetime Pres. Melvin L. Gold
President Robert Gross
Exec. V. P. William J. Reddick
Exec. Sec'y Bernie Haber
General Sec'y Sally Perle
Treasurer Lou Feldman
V. P., Production Hal Seeger
V. P., Distribution Sydney A. Mayers
V. P., Agencies Don T. Widlund
V. P., TV Stations Edward Hamilton
V. P., Membership Joseph T. Dougherty

DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

232 W. 48th St., New York 36, N. Y.
COlumbus 5-0956

OFFICERS

President Louis Handin
1st Vice-Pres. Joe Woods
2nd Vice-Pres. Frank O'Connell
Secy., Treas. Edna Osborne

DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Sollisch, Lillian Weed, Lou Willis.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
Circle 5-4343

OFFICERS

President Leigh Whipper
Vice-President Edith Wilson
Executive Secretary Virginia Girvin
Treasurer A. Edward Walters
Recording Secretary Lillian Roberts McBride
Admin. Secy. Thomas W. Moseley
Chaplain Dr. John H. Johnson
Counsel Percy Sutton, Simon Feinstein

FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

President James C. O'Connor
1st Vice-Pres. Thomas D. Zumbo
2nd Vice-Pres. Anthony Alborelli
Secretary John Yauchstetter
Treasurer James Antone
Financial Secy. Joseph Schaefer
Corresponding Secy. Henry Logeman
Sergeant-at-Arms Daniel MacGloan

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President Rocco Vocco
President Robert Miller
Vice-President Joseph Santly
Treasurer Irving Tanz
Executive Director Bob Miller
Board of Governors. Joe Santly, Irving Tanz, Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor.

ORGANIZATIONS

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
 Regional Director.....Morton Schaefer
 1491 N. Vine St., Los Angeles, Calif.
 Regional Director.....Lucky Wilber
 36 E. 5th St., Cincinnati, O.
 Regional Director.....Danny Engel
 225 - 26th St., Santa Monica, Calif.
 Regional Secretary.....Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.
 Phone: LE 2-8902

OFFICERS

Director.....Thomas H. Brown, Jr.
 Ass't Dir.....John L. Dunning
 N. Y. Prog. Mgr.....Jos. L. Ranft
 PR Dir.....Alton Kastner
 Tech. Dir.....Claude Harris
 Eur. Dir. (Munich).....Erik Hazelhoff
 Mng. Dir. (Lisbon).....Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.
 MUrray Hill 8-4020

OPERATING GROUP

President.....Kevin B. Sweeney
 Vice-President and General Manager.....John F. Hardesty
 Director of Promotion.....Miles David
 Asst. Secy.-Treas.....William L. Morison

GOVERNING GROUP

Chrmn. of the Board.....Kenyon Brown
 KGLC, Miami, Okla.
 Secretary.....William B. McGrath
 WHDH, Boston, Mass.
 Treasurer.....John S. Hayes
 Washington Post Best. Div.
 Chrmn. of Executive Committee.....Allen M. Woodall
 WDAK, Columbus, Ga.
 Chrmn. of Finance Committee.....John S. Hayes
 Washington Post Best. Div.

BOARD OF DIRECTORS

Hugh K. Boice, WEMP, Milwaukee, Wis.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KGLC, Miami, Okla.; Richard D. Buckley, WNEW, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; Henry B. Clay, KWKH, Shreveport, La.; Matthew J. Culligan, NBC, New York, N. Y.; Victor C. Diehm, WAZL, Hazelton, Pa.; George Comte, WTMJ, Milwaukee, Wisconsin; Herbert Evans, Peoples Broadcasting Corp., Columbus, Ohio; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; Arthur Hull Hayes, CBS, New York, N. Y.; John Hayes, WTOP, Washington, D. C.; Frank M. Headley, H-R Representatives, Inc., New York, N. Y.; Alex Keese, WFAA, Dallas, Texas; Elroy McCaw, WINS, New York, N. Y.; Donald McGannon, WBC, New York, N. Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Miami Beach, Fla.; Edward De Gray, ABC Radio, N. Y. C.; Don Searle, Farm & Home Radio, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION

527 Lexington Ave., New York 17, N. Y.
 Plaza 1-2720

OFFICERS

President.....Julian Anthony
 1st Vice-President.....Herb Schwartz
 2nd Vice-President.....Gabe Pressman
 Sergeant-at-Arms.....George Jordan
 Secretary.....Charles Campbell
 Ass't Sec'y.....Cy Avnet
 Treasurer.....Richard Milbauer

BOARD OF GOVERNORS

Chairman: Nick Archer. Robert F. Donahue, Jack Fern, David Klein, Arnold Lerner, Phil Scheffler, Ed Silverman.

FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

RADIO AND TELEVISION DIRECTORS GUILD, AFL-CIO

114 East 52nd St., New York 22, N. Y.
 Plaza 9-0949

OFFICERS

President.....Michael J. Kane
 1st Vice-President.....Stuart Phelps
 2nd Vice-President.....Clifford Braun
 3rd Vice-President.....E. Shields Dierkes
 Secretary.....Tom Donovan
 Treasurer.....John Dillon
 Exec. Dir.....Newman H. Burnett

NATIONAL BOARD

New York: Kirk B. Alexander, Lamar Caselli, John J. Dillon, Tom Donovan, Ken Fickett, Dick Auerbach, Gray Delmar, Arthur Hanna, Fred Poller.
 Hollywood: John F. Shea, Jr., Michael Kane, Stuart W. Phelps, Seymour Berns, Ron Bacon.
 Cleveland: Carl Heise.
 Washington: Richard Cox.
 Detroit: Shields Dierkes.
 Chicago: Cliff Braun.

BRANCH OFFICES

New York Local, 114 E. 52nd St., NYC 22, Plaza 9-0875. Exec. Sec'y., Newman H. Burnett.
 Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., HOLLYWOOD 2-3324. Exec. Sec'y., Miss Nora Padway.
 Chicago Local, Box 3391, Chicago 54, Ill.
 Detroit Local, 202 Stephenson Bldg., Detroit, Mich., TRinity 2-7920. Exec. Sec'y., David O. Tytherleigh.
 Washington Local, 706 Meridian St., Falls Church, Va. President, Richard M. Cox.
 Cleveland Local, 3423 W. 117th St., Cleveland 11, Ohio, Pres., Carl Heise.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and stage managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

Hotel Biltmore, New York 17, N. Y.
 Phone: MUrray Hill 9-3480

OFFICERS

President.....Donald H. McGannon
 1st Vice-President.....Geraldine Zorbaugh
 V. P.'s.....Don Durgin, Frank E. Pellegri
 Secretary.....Omar F. Elder, Jr.
 Treasurer.....Jay Smolin
 Executive Director.....Claude Barrere

BOARD OF GOVERNORS

Ted Bergmann, Robert Jay Burton, Robert J. Leder, Mary McKenna, Sam J. Slate, John C. Daly, Josef C. Dine, Ernest Lee Jahnce, Jr., Winfield R. Levi, Alfred L. Mendelsohn, David C. Moore.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To pro-

ORGANIZATIONS

vide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.
NAational 8-3120

OFFICERS

President.....Edward P. Morgan (ABC)
Vice-President.....Julian Goodman (NBC)
Secretary.....Lewis W. Shollenberger (CBS)
Treasurer.....Ann M. Corrick (Westinghouse Bcstg. Co.)
Members-at-large.....Arthur F. Barriault (NBC);
Edward P. Ryan (WTOP); James A. Gertz (Mutual);
Robert F. Hurleigh, MBS, member ex-officio.

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, Michigan State U., Box 790, East Lansing, Mich.

OFFICERS

President.....Rolph Renick
WTVJ, Miami, Fla.
Board Chairman.....Jack Krueger
WTMJ, Milwaukee, Wis.
Treasurer.....F. O. Carver, Jr.
WSJS, Winston-Salem
V.P. for Program.....Sheldon Peterson
WTCN, Minneapolis, Minn.
V.P. for TV.....Bill Small
V.P. for Radio.....Nick Basso
WHAS-TV, Louisville, Ky.
WSAZ, Huntington, W. Va.

DIRECTORS

Jack Morris, KTUL, Tulsa, Okla.; Julian Goodman, NBC, Washington; Charles Shaw, WCAU, Philadelphia; Hugh Bremner, CFPL, London, Ontario; Bill Monroe, WDSU, New Orleans, La.; Bill Garry, WBBM, Chicago, Ill.; Dick Cheverton, WOOD-AM-TV, Grand Rapids, Mich.; Bruce B. Palmer, KWTW, Okla. City, Okla.; Jim McGaffin, WOW-AM-TV, Omaha, Neb.

REGIONAL VICE-PRESIDENTS

Dick Tobias, WCLI, Corning, N. Y.; Phil Berk, KOMU-TV, Columbia, Mo.; Dick Sanders, WJDX, WLBT-TV, Jackson, Miss.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Bert Cannings, CFCF, Montreal, Canada.

FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards: news operation and news broadcasting.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795
Panama, City, Panama

OFFICER

President.....Fernando Eleto

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.
Hollywood 9-7311

OFFICERS

President.....Howard Keel
1st Vice-President.....MacDonald Carey
2nd Vice-President.....James Lydon
3rd Vice-President.....Rosemary DeCamp
Recording Secretary.....Robert Keith
Treasurer.....George Chandler
National Executive Secretary.....John L. Dales

BRANCH OFFICES

551 Fifth Avenue, New York 17, N. Y. Murray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. Whitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary. 421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.
CRestview 6-3123
292 Mad. Ave., c/o Zissu & Marcus,
MU 3-0966

OFFICERS

President.....Dr. Miklos Rozsa
Vice-President.....Robert E. Dolan
Secretary.....David Buttolph
Treasurer.....George Duning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SCREEN DIRECTORS INTERNATIONAL GUILD

250 W. 57th St., New York 19, N. Y.
JUdson 2-5470

OFFICERS

President.....Howard T. Magwood
1st Vice-President.....Charles H. Wasserman
2nd Vice-President.....Joseph R. Kohn
Secretary.....Jack Glenn
Treasurer.....Jean H. Lanauer
Executive Secretary.....George L. George
General Counsel.....Erwin Feldman

EXECUTIVE BOARD

Paul Falkenberg, Philip S. Goodman, Ben Gradus, Leo Hurwitz, Joseph Lerner, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

ALTERNATES

Bert Lawrence, Wm. Buckley, Albert De Caprio, Don Hershey, Lewis Jacobs.

FUNCTION

Labor organization.

SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.
JUdson 6-3450

OFFICERS

President.....Paul Heinecke
Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Production Manager.....Robert S. Stone
Director Station Relations.....W. F. Myers
Publicity, Promotion.....Alice Heinecke

FUNCTIONS

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.
LOngacre 5-0172

OFFICERS

President.....Norwood L. Simmons

ORGANIZATIONS

Past President	Barton Kreuzer
Executive Vice-President	John W. Servies
Engineering Vice-President	Axel G. Jensen
Editorial Vice-President	Glenn E. Matthews
Financial Vice-President	G. Carleton Hunt
Convention Vice-President	Reid H. Ray
Sections Vice-President	Ethan M. Stifle
Treasurer	Sidney P. Solow
Secretary	Wilton R. Holm
Chrm. New York Section	Robert C. Reineck
Chrm. Rochester Section	R. E. Putman
Chrm. Washington, D. C. Section	James A. Moses
Chrm. Atlanta Section	B. M. Loden
Chrm. Chicago Section	Jerome C. Diebold
Chrm. Dallas-Ft. Worth Section	E. J. Pattist
Chrm. Hollywood Section	Robert G. Hufford
Chrm. San Francisco Section	W. A. Palmer
Chrm. Canadian Section	Roger J. Beaudry
Chrm. Nashville Section	Wm. R. McCown
Executive Secretary	Charles S. Stodter
Pub. Rel. Director	Barbara D. Skeeter

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

OFFICERS

President	Guy LeBow
1st Vice-President	Mel Allen
2nd Vice-President	Charles Morey
Secretary	Frank Litsky
Treasurer	Joe Gallagher

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

366 Madison Ave., New York 17, N. Y.
YUkon 6-9390

OFFICERS

President	H. Preston Peters
Vice-President	John Blair
Secretary	Richard O'Connell
Treasurer	Eugene Katz

DIRECTORS

Adam Young, H. P. Peters, F. M. Headley, J. Blair, E. Katz, R. O'Connell, Jos. J. Weed, Lewis H. Avery.

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.
MUrray Hill 8-0215

OFFICERS

Chairman of Board	Roger Clipp
President	Norman E. Cash
V.P., Gen. Mgr.	G. G. Huntington
Secretary	Otto Brandt
Treasurer	Payson Hall
V.P., Natl. Sales	John R. Sheehan
V.P., Retail Sls.	Howard Abrams
V.P., Research	Dr. Leon Arons
Research Director	Harvey Spiogel
Sls. Prom. Dir.	Keith Culverhouse
Dir. PR	Bob Grebe

BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.
YUkon 2-6332

Dir., Western Div.	Walter McNiff
400 N. Michigan Ave., Chicago 35, Ill.	Superior 7-1216
Dir., Central Div.	Stanford Meigs

FUNCTIONS

The TV industry's league to improve and expand the use of television as an advertising medium. It is supported by the nation's leading television stations, networks and station representatives.

TELEVISION FILM ASSOCIATION

1627 W. 20th St., Los Angeles 7 Calif.
REpublic 1-2484

OFFICERS

President	John Ballinger
Vice President	William W. Edwards
Treasurer	Charles E. Buzzard
Secretary	Frank Wolf

TELEVISION PRODUCERS GUILD

9530 Wilshire Blvd., Beverly Hills, Calif. Suite 201

OFFICERS

President	Ben Brady
1st Vice Pres.	David Dortort
2nd Vice Pres.	Ralph Levy
Secretary	Edgar Peterson
Treasurer	Albert McCleery

UNITED NATIONS—RADIO

DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.
Plaza 4-1234

OFFICERS

Under Secy., Pub. Info.	A. S. Bokhari
Dir, Radio Div.	Peter Aylen
Dep. Dir.	Franco Passigli
Ch, Radio Service	Gohl Obhrai
Ch, TV Service	William Henson
Ch, Operations	Michael Hayward

U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1776 Penn. Ave. N.W., Wash. 25, D. C.
Phone: REpublic 7-8340
330 Independence Ave., Washington 25, D. C.
REpublic 7-7500

OFFICERS

Director	George V. Allen
Dir., Off. of Pub. Info.	Richard Cushing
Dir., Bcstg. Service	Henry Loomis
Dir., TV Service	Romney Wheeler

WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.
PLaza 7-3317

OFFICERS

National Chairman	Erik Barnouw
President	Halsted Welles
1st Vice-Pres.	Don Ettlinger
2nd Vice-Pres.	Elihu Winer
Secretary	William Kendall Clarke
Treasurer	Robert Allison
Exec. Dir.	Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

WRITERS GUILD OF AMERICA, WEST, INC.

8955 Beverly Blvd., Los Angeles 48, Cal.
CREstview 4-8601

OFFICERS

National Chairman	Erik Barnouw
President	Edmund Hartmann
1st Vice-Pres.	Don Ettlinger
2nd Vice-Pres.	Elihu Winer
Secretary	Al Martin
Treasurer	Edmund North
Executive Director	Michael H. Franklin

SCREEN BRANCH

President	Ken Englund
Vice-Pres.	Ben Roberts
Secretary-Treasurer	Winston Miller

TELEVISION-RADIO BRANCH

President	Donn Mullally
Vice-Pres.	Leonard Freeman
Secretary-Treasurer	Antony Ellis

FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.



**RADIO CITY
TELEVISION DAILY**

presents



***COMMERCIAL AM-
TV PROGRAMS
of 1958***

**ALPHABETICALLY LISTED
BY TITLE AND SHOWING
SPONSOR – PRODUCT – NETWORK
AND ADVERTISING AGENCY**



1959

COMMERCIAL AM PROGRAMS OF 1958

(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, 1958. 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.



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Affairs of Dr. Gentry	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers Co. (Trushay)		BBD & O
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	S. M. Edison Chemical Co. (Dermassage)		Ted Bates & Co. Stein, Walters & Simmons
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Ogilvy, Benson & Mather Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
All-Service Football	Philco Corp.	MBS	
All Star Football Game	Carling Brewing Co., Inc. Standard Oil Co. Western Airlines, Inc.	ABC	Lang, Fisher & Stashower, Inc. D'Arcy Advertising BBD & O
Ameche's, Don, Real Life Stories	Bristol-Myers Co. (Trushay)	NBC	BBD & O
	General Foods Corp. (Calumet & Jello)		Young & Rubicam
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Mogen David Wine Corp. (Wine)		Ogilvy, Benson & Mather Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Vick Chemical Co. (Vaporub)		Morse International

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Amos 'n' Andy	American Motors Corp. (Nash Rambler)	CBS	Geyer Advertising
	Ex-Lax, Inc. Fram Corp. Grove Labs, Inc.		Warwick & Legler Marschalk & Pratt Gardner Advertising Cohen & Aleshire Pace Advertising Donahue & Coe Chas. W. Hoyt Co. Bozell & Jacobs
Anderson, Herb Oscar	Hudson Vitamin Prod. Inc. McCall Corp. Mail Pouch Co. Mutual Benefit Health & Accident Assoc.		
	Florida Realty Bureau Hudson Vitamin Products Inc. Knox Gelatine Lever Bros. Co. (Breeze) (Dove) Liggett & Myers Tobacco Co. The Toni Co., A Division of The Gillette Co.	ABC	Stuart Schwartz, Inc. Pace Advertising Charles W. Hoyt Co. Sullivan, Stauffer, Colwell & Bayles Ogilvy, Benson & Mather Dancer-Fitzgerald-Sample North Advertising
Answer Please	Fram Corp. Grove Labs., Inc.	CBS	Marschalk & Pratt Gardner Advertising Cohen & Aleshire Wm. Esty Co.
	R. J. Reynolds Tobacco Co.		
—B—			
Back to God Hour	The Christian Reformed Church	ABC	Stoetzel & Associates
Backus, Jim	General Foods Corp. (Calumet) Hudson Vitamin Products, Inc. Knox Gelatine Lever Brothers Co. (Breeze) (Dove) Liggett & Myers Tobacco Co. The Toni Co, A Division of The Gillette Co.	ABC	Young & Rubicam Pace Advertising Charles W. Hoyt Co. Sullivan, Stauffer, Colwell & Bayles Ogilvy, Benson & Mather Dancer-Fitzgerald-Sample North Advertising
	American Dairy Assn. (Milk) Armour & Co. (Dial Soap) B. T. Babbitt Co. (Bab-O) Bristol-Myers Co. (Trushay) Ex-Lax, Inc. (Ex-Lax) General Electric Co. (Electrical Appliances) General Foods Corp. (Jello & Calumet) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) (Dove Soap) Mogen David Wine Corp. (Wine) Parker Bros. (Games) Procter & Gamble (Gleem) Q-Tips, Inc. (Q-tips) RCA (Records) Swift & Co. (Allsweet)	NBC	Campbell-Mithum Foote, Cone & Belding Brown & Butcher BBD & O Warwick & Legler Young & Rubicam Young & Rubicam Gardner Advertising Foote, Cone & Belding Ogilvy, Benson & Mather Edward H. Weiss Co. Badger, Browning & Parcher Compton Advertising Lawrence C. Gumbinner Grey Advertising J. Walter Thompson
Bandstand			

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Vick Chemical Co. (Vaporub)		Morse International
Bible Study Hour	Evangelical Foundation (Religion)	NBC	Paul Locke Associates
Breakfast Club	American Bird Food Mfg. Corp. American Cyanamid Co. (Farm & Home Div., Food Industry Dept.) Beatrice Foods Co. Belton Hearing Aid Co. Bristol Myers Co. (Bufferin) Buitoni Foods Corp. Campana Sales Co. Clairol, Inc. Duffy-Mott Co. Inc. Food Specialties, Inc. Fred Fear Easter Egg Color Co. General Foods Corp. (Calumet) (Post Cereals) (Perkins Div.) Glamorene, Inc. Hudson Vitamin Products, Inc. Kitchen Art Foods Knox Gelatine The Kretchmer Corp. KVP Company Lever Brothers Co. (Breeze) Lewyt Corp. Magla Products Dumas Milner Corp. The Mentholatum Co. C. H. Musselman Co. Niagara Therapy Mfg. Co. Olson Rug Co. Chas. Pfizer & Co. Philco Corp. Pioneer Industries Puritron Corp. Rust Craft Publishing Co. Sandura Co. The Savings & Loan Foundation The Scholl Mfg. Co. Sleep Eze Co. U. S. Steel Corp. Van Nuys Savings & Loan Assn. J. A. Wright Co.	ABC	George H. Hartman Co. Cunningham & Walsh Chew, Harvey, & Thomas Olian & Bronner, Inc. Young & Rubicam Albert-Frank Guenther Law, Inc. Erwin, Wasey, Ruthrauff & Ryan Foote, Cone & Belding Young & Rubicam Charles F. Hutchinson, Inc. Ted Bernstein Associates Young & Rubicam Benton & Bowles Foote, Cone & Belding Garfield-Linn & Co. Pace Advertising Wright, Campbell & Suitt, Inc. Charles W. Hoyt Co. George H. Hartman Corp. Grant Advertising Sullivan, Stauffer, Colwell & Bayles Hicks & Greist Ed Lieb Advertising Gordon Best Co. J. Walter Thompson Arndt, Preston, Chapin, Lamb & Keen George L. Mallis Inc. Presba, Feller & Presba Leo Burnett Co. BBD & O Feigenbaum & Werman Maxwell Sackheim & Co. Chamber & Wiswell Hicks & Greist McCann-Erickson Donahue & Coe Motte & Siteman BBD & O J. W. Raymond Advertising Charles W. Hoyt Co.
Buttram, Pat, Show	Wm. Wrigley Jr., Co.	CBS	Erwin, Wasey, Ruthrauff & Ryan
—C—			
Cape Coral	Gulf Guaranty Land & Title Co.	ABC	Paul Venze Associates
Changing Times	The Kiplinger Washington Editors	ABC	Albert Frank-Guenther Law
Couple Next Door	California Packing Co. Ex-Lax, Inc. General Foods Corp. Grove Labs Inc. Lehn & Fink Prod. Corp. Lever Bros. Co. Syntex Chemical Co. Inc.	CBS	McCann-Erickson Warwick & Legler Young & Rubicam Gardner Advertising McCann-Erickson Anderson & Cairns
Cronkite, Walter, (Business News)	Hertz Systems, Inc. Popular Science Publ. Co.	CBS	Campbell-Ewald Co. Schwab, Beatty & Porter, Inc.

COMMERCIAL AM PROGRAMS

D

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Drake, Galen	Clairol, Inc. Ex-Lax, Inc. Grove Labs, Inc. Hudson Vitamins Prod. Inc. Lehn & Fink Prod. Corp. Lever Bros. Co. Lewis-Howe Co. Scientific Prod. Co.	CBS	Foote, Cone & Belding Warwick & Legler Gardner Advertising Pace Advertising McCann-Erickson McCann-Erickson

F

Five Star Matinee	American Dairy Assn. (Milk) Armour & Co. (Dial Soap) B. T. Babbitt Co. (Bab-O) Bristol-Myers (Trushay) Carter Products (Colonaid) (Liver Pills) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) (Dove Soap) Mogen David Wine Co. (Wine) Parker Bros. (Games) Procter & Gamble (Gleem) Quaker Oat Co. (Quaker & Mother's Oats) Swift & Co. (Allsweet) Vick Chemical Co. (Vaporub)	NBC	Campbell-Mithum Foote, Cone & Belding Brown & Butcher BBD & O Kastor, Farrell, Chesley & Clifford Ted Bates & Co. Gardner Advertising Foote, Cone & Belding Ogilvy, Benson & Mather Edward H. Weiss Badger, Browning & Parcher Compton Advertising Wherry, Baker & Tilden J. Walter Thompson Morse International Klau-Van Pieterseon Dunlop
Foley, Red, Show	Hess & Clark	NBC	
Frank and Ernest	Dawn Bible Class	MBS	
Frisch, Frankie	Quaker State Oil	MBS	

G

Game of the Day	Quaker State Oil	MBS	
Gillette Boxing Bouts	Gillette Safety Razor Corp.	NBC	Maxon, Inc.
Godfrey, Arthur	Curtis Publ. Co. General Electric Co. General Foods Corp. Hartz Mountain Prod. Corp. Kitchens of Sara Lee, Inc. Krouse Foods, Inc. Niagara Therapy Mfg. Corp. Sealy, Inc. Shulton, Inc. Standard Brands, Inc.	CBS	BBD & O BBD & O Young & Rubicam George Hartman Co. Cunningham & Walsh N. W. Ayer & Sons George L. Mallis J. Walter Thompson Wesley Associates Compton Advertising Walter F. Bennett Co.
Graham, Billy	Billy Graham Evangelistic (Religion)	NBC	
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	Warwick & Legler
Griffin, Merv	General Foods Corp. (Calumet) Lever Bros. Co. (Breeze) (Dove)	ABC	Young & Rubicam Sullivan, Stauffer, Colwell & Bayles Ogilvy, Benson & Mather, Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Liggett & Myers Tobacco Co. The Toni Co., A Division of the Gillette Co.		Dancer-Fitzgerald-Sample, Inc.
Gunsmoke	Ex-Lax, Inc. Fram Corp. Grove Labs, Inc. Lewis-Howe Co. Mutual Benefit Health & Accident Association Popular Science Publ. Co. Sta-Nu Corp.	CBS	North Advertising Warwick & Legler Marschalk & Pratt Gardner Advertising McCann-Erickson Bozell & Jacobs Schwab, Beatty & Porter, Inc. Reach, McClinton & Co.
—H—			
Harkness, Richard, Washington Farm Report	Ralston-Purina Co. (Animal Food)	NBC	Gardner Advertising
Harvey, Paul, News	Bankers Life & Casualty Co.	ABC	Grant, Schwenck & Baker, Inc.
Have Gun, Will Travel	American Motors Corp. (Nash Rambler) Fram Corp. Grove Labs., Inc. Lehn & Fink Prod. Corp. Mail Pouch Co. McCall Corp. Mutual Benefit Health & Accident Assoc. Popular Science Publ. Co.	CBS	Geyer Advertising Marschalk & Pratt Gardner Advertising & Cohen & Aleshire, Inc. McCann-Erickson Chas. W. Hoyt Co. Donahue & Coe, Inc. Bozell & Jacobs Schwab, Beatty & Porter
Heatter, Gabriel	Carter Products Hudson Vitamin Corp. Sea Breeze Laboratories Sterling Drug Syntex Chemical Co.	MBS	
Helen Trent	Bristol-Myers Co. California Packing Co. Campbell Soup Co. Ex-Lax, Inc. Foster Milburn Co. General Foods Corp. Grove Labs, Inc. Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co.	CBS	Doherty, Clifford, Steers & Shenfield McCann-Erickson BBD & O Warwick & Legler Street & Finney Young & Rubicam Gardner Advertising & Cohen & Aleshire Anderson & Cairns Ogilvy, Benson & Mather
Herald of Truth	Highland Church of Christ	ABC	Fidelity Advertising
Hour of Decision	Billy Graham Evangelistic Assn.	ABC	Walter F. Bennett Co.
Hour of Decision	Billy Graham	MBS	
House Party	Carnation Co. Lehn & Fink Prod. Corp. Lever Bros. Co. Musselman Co. Q-Tips, Inc. Kenuzit Home Prod. Co.	CBS	Erwin, Wasey, Ruthrauff & Ryan McCann-Erickson Arndt, Preston, Chapin, Lamb & Keen Lawrence Gumbinner Arndt, Preston, Chapin, Lamb & Keen
How Christian Science Heals	First Church of Christ	MBS	
—J—			
Johnny Dollar	American Motors Corp. (Nash Ramblers) Ex-Lax, Inc. Fram Corp. Grove Labs, Inc.	CBS	Geyer Advertising Warwick & Legler Marschalk & Pratt Gardner Advertising

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Lehn & Fink Prod. Inc. Lewis-Howe Co. McCall Corp. Mail Pouch Co.		McCann-Erickson McCann-Erickson Donahue & Coe Chas. W. Holt Co.
	— I —		
Life & The World	Ex-Lax, Inc. (Ex-lax) Mogen David Wine Co. (Wine) Pabst Brewing Co. (Beer & Ale) Vick Chemical Co. (Vaporub)	NBC	Warwick & Legler Edward H. Weiss Co. Norman, Craig & Kummel Morse International
Lutheran Hour, The	Lutheran Laymen's League of Missouri Synod-Lutheran Church	MBS	
Lutheran Hour, The	Lutheran Layman's League (Religion)	NBC	Gotham-Vladimir
	— M —		
Ma Perkins	California Packing Co. Campbell Soup Co. Dumac Milner Corp. Dr. Peter Fahrney & Sons Foster Milburn Co. General Foods Corp. Grove Labs, Inc. Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co. Wilco Co.	CBS	McCann-Erickson BBD & O Gordon Best Co. Bozell & Jacobs Street & Finney Young & Rubicam Gardner Advertising & Cohen & Aleshire Anderson & Cairns Ogilvy, Benson & Mather
Man Around the House	Popular Science Publ. Co., Inc.	CBS	Schwab, Beatty & Porter
Metropolitan Opera	Texaco Canada Limited Texas Co.	CBS	Ronalds Advertising Cunningham & Walsh
Miller, Mitch	American Motors Corp. (Nash Rambler) Fram Corp. Grove Labs, Inc. Lewis-Howe Co. Mail Pouch Co. Mutual Benefit Health & Accident Assn.	CBS	Geyer Advertising Marschalk & Pratt Gardner Advertising & Cohen & Aleshire McCann-Erickson Chas. W. Hoyt Co. Bozell & Jacobs
Monitor	Armour & Co. (Dial Soap) Bristol-Myers (Trushay) Carling Brewing Co. (Beer) Chrysler Corp. (Dodge Cars) Dunlop Tire Co. (Tires) Evinrude Motors (Outboard Motors) Ex-Lax, Inc. (Ex-Lax) General Mills Co. (Cheerios) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) Liggett & Myers Tobacco Co. (L & M Cigarettes)	NBC	Foote, Cone & Belding BBD & O Benton & Bowles Grant Advertising Baldwin, Bowers & Strachan Cramer Kasselt Warwick & Legler Dancer-Fitzgerald-Sample Gardner Advertising Foote, Cone & Belding Dancer-Fitzgerald-Sample

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	P. Lorillard Co. (Kent Cigarettes)		Lennen & Newell
	B. Manischewitz Co. (Food Products)		Al Paul Lefton
	Mogen David Wine Co. (Wine)		Edward H. Weiss Co.
	North American Van Lines (Long Distance Moving)		Applegate Advertising
	Northwest Airlines (Airlines Service)		Campbell-Mithun
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Pepsi-Cola Co. (Pepsi-Cola)		Kenyon & Eckhardt
	Purolator Products (Oil Filters)		J. Walter Thompson
	Quaker Oat Co. (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	RCA (TV, Radios, Appliances)		Kenyon & Eckhardt
	Sterling Drug Co. (Bayer Aspirin)		Dancer-Fitzgerald-Sample
	United Insurance Co. of America (Insurance)		Joy, Inc.
	Vick Chemical Co. (Vaporub)		Morse International
	Waverly Fabrics (Waverly Bonded Fabrics)		Ehrlich, Neuwirth & Sobo
Monitor Hourly News	American Motors (Rambler Cars)	NBC	Geyer Advertising
	Pharmacraft Co. (Coldene)		J. Walter Thompson
	Plough, Inc. (St. Joseph Aspirin, Mexana Coppertone)		Lake-Spiro-Shurman
Morgan, Edward P., News	American Federation of Labor and Congress of Industrial Organizations	ABC	Furman, Feiner & Co.
My True Story	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	Ex-Lax, Inc. (Ex-lax)		Warwick & Legler
	General Foods Corp. (Calumet & Jello)		Young & Rubicam
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Ogilvy, Benson & Mather Edward H. Weiss Co.
	Parker Bros. (Games)		Badger, Browning & Parcher
	Plough, Inc. (St. Joseph Aspirin, Maxana, Coppertone)		Lake-Spiro Shurman
	Procter & Gamble (Gleem)		Compton Advertising
	Vick Chemical Co. (Vaporub)		Morse International
National Farm & Home Hour	Allis-Chalmers (Farm Equipment)	NBC	Bert S. Gittens
News	Cowles Magazines, Inc.	CBS	McCann-Erickson
	Ford Motor Co.		J. Walter Thompson

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods Corp.		Young & Rubicam
	Lever Bros. Co.		
	Lewis-Howe Co.		McCann-Erickson
	P. Lorillard Co.		Lennen & Newell, Inc.
	McCall Corp.		Donahue & Coe, Inc.
	Mutual Benefit Health & Accident Association		Bozell & Jacobs
News—Ned Calmer	R. J. Reynolds Lab. Co.		Wm. Esty Co.
	Stewart-Warner Corp.		MacFarland, Aveyard Co.
News—Bill Down	Hertz Systems, Inc.	CBS	Campbell-Ewald Co.
News—Allan Jackson	General Motors Corp.		Campbell-Ewald Co.
News Analysis—Eric Sevareid	Stewart-Warner Corp.		MacFarland, Aveyard Co.
Newscasts	Armour and Co.	ABC	Foote, Cone & Belding
	Beltone Hearing Aid Co.		Olian & Bronner
	Chrysler Corp. (Chrysler)		Young & Rubicam
	Chrysler Corp. (Dodge)		Grant Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Florida Realty Bureau		Stuart Schwartz, Inc.
	General Mills, Inc.		Dancer-Fitzgerald-Sample
	General Motors Corp. (Cadillac)		McManus, John & Adams
	General Motors Corp. (Chevrolet)		Campbell-Ewald
	General Motors Corp. (GMC Truck Div.)		Kudner Agency
	The Grove Laboratories		Gardner Advertising
	Harrison Home Products		Kushins, Anderson & Takaro
	Midas Muffler Co.		Bozell & Jacobs
	Miller Brewing Co.		Mathisson & Associates
	Nylonet Corp.		McCann-Erickson
	Pepsi-Cola Co.		Kenyon & Eckhardt
	Plough, Inc.		Lake-Spiro-Shurman
	R. J. Reynolds Tobacco Co.		William Esty Co.
	The Savings & Loan Foundation		McCann-Erickson
	Standard Brands, Inc.		Ted Bates Co.
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	The Toni Company, A Division of the Gillette Co.	ABC	
	20th Century Fox		North Advertising
	William Wrigley Jr., Co.		Charles Schlaifer Co.
News of the World	Chapstick Co. (Chapstick)	NBC	Arthur Meyerhaff Associates
	Grove Labs		Lawrence C. Gumbinner
	Mogen David Wine Co. (Wine)		Gardner Advertising
	Pharmacraft Co. (Ca'dene)		Edward H. Weiss Co.
	R. J. Reynolds Tobacco Co. (Camels & Winstons)		J. Walter Thompson
News on the Hour	Bristol-Myers Co. (Bufferin)	NBC	William Esty Co.
	Brown & Williamson Tobacco Co. (Kools & Viceroy)		Young & Rubicam
	California Packing Co. (Del Monte Pineapple juice)		Ted Bates Co.
	Lewis-Howe (Tums)		McCann-Erickson
	Midas, Inc. (Mufflers)		McCann-Erickson
	Readers Digest Assn. (Book Club)		Bozell & Jacobs
News-Strips	Argosy	MBS	J. Walter Thompson
	Benrus Watch Co.		

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Bon Ami Co.		
	Carter Products		
	Coronet		
	Esquire		
	General Foods		
	Look		
	Pepsi-Cola Co.		
	Peter Paul Inc.		
	Popular Science		
	Reader's Digest		
	Sinclair Oil Co.		
	Standard Brands		
	Sterling Drug		
	Time		
	True		
	U. S. News & World Reports		
Nightline	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Bristol-Myers (Institutional)		Doherty, Clifford, Steers & Shenfield
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	Ex-Lax Inc. (Ex-Lax)		Ted Bates Co. Warwick & Legler
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	RCA (Records)		Grey Advertising
	Vick Chemical Co. (Vaporub)		Morse International
Notre Dame Football Game	Pontiac Motor Division of General Motors Corp.	ABC	MacManus, John & Adams
Old Fashioned Revival Hour, The	Gospel Broadcasting Assn.	ABC	R. H. Alber Co. & Gospel Broadcasting Assn.
On the Line With Considine	Mutual of Omaha (Insurance)	NBC	Bozell & Jacobs
One Man's Family	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	S. M. Edison Chemical Co. (Dermassage)		Ted Bates Co. Stern, Walters & Simmons
	Ex-Lax Inc. (Ex-Lax)		Warwick & Legler
	Foster-Milburn (Doan's Pills)		Street & Finney
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Parker Bros. (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Q-Tips, Inc. (Q-tips)		Lawrence C. Gumbinner
	Quaker Oat Co. (Quaker & Mother's Oats)		Sherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
—P—			
People Are Funny	Ex-Lax Inc. (Ex-Lax)	NBC	Warwick & Legler
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Parker Bros. (Games)		Badger, Browning & Parcher
Pierce, Dr. Bob	World Vision, Inc.	ABC	Walter F. Bennett & Co.
Plymouth Show, The (Starring Lawrence Welk)	Plymouth Division of Chrysler Corp.	ABC	Grant Advertising
—R—			
Radio Bible Class	Radio Bible Class	ABC	John M. Camp Co.
Reeves, Jim	Knox Gelatine	ABC	Charles W. Hoyt Co.
	Lever Bros. Co. (Breeze) (Dove)		Sullivan, Stauffer, Colwell & Bayles, Inc.
	The Toni Co., A Division of The Gillette Co.		Ogilvy, Benson & Mather North Advertising
Revivaltime	The Assemblies of God	ABC	Walter F. Bennett Co.
Right to Happiness	Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	California Packing Co.		McCann-Erickson
	General Foods Corp.		Young & Rubicam
	Grove Labs Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Sterling Drug, Inc.		Thompson-Koch Co.
	Syntex Chemical Co.		Anderson & Cairns
Roberts, Oral Broadcast	Oral Roberts' Evangelistic Assn.	ABC	Keyes, Madden & Jones
Rusty Draper	R. J. Reynolds Lab. Co. Stewart-Warner Corp.	CBS	Wm. Esty Co. MacFarland, Aveyard Co.
—S—			
Second Mrs. Burton	California Packing Co.	CBS	McCann-Erickson
	Campbell Soup Co.		BBD & O
	Ex-Lax, Inc.		Warwick & Legler
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Adv. Co. & Cohen & Aleshire
	Lehn & Fink Prod. Corp.		McCann & Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Sportscasts	General Motors Corp. (GMC Truck & Coach Div.)	ABC	Kudner Agency
	The Savings & Loan Foundation		McCann-Erickson
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	20th Century-Fox		Charles Schlaifer Co.
Sports Time	R. J. Reynolds Lab. Co. Stewart-Warner Corp.	CBS	Wm. Esty Co. Inc. MacFarland, Aveyard
Stern, Bill	Colgate Palmolive Co. Sterling Drug Co. Symphonic Electronic Corp.	MBS	

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Story Princess, The	Cadence Records, Inc.	ABC	Leonard Gussaw-James Hyman Advertising
	Little Craft		
	United States Pharmacal Co.		Roy S. Durstine, Inc.
	U. S. Pool Corp.		Roy S. Durstine, Inc.
	World Traveler's Club		Roy S. Durstine, Inc.
Sunoco Three Star Extra	Sun Oil Co.	NBC	William Esty Co.
Sunshine Boys, The	National Brands; Division of Sterling Drug, Inc.	ABC	Brown & Butcher
Suspense	American Motors Corp.	CBS	Geyers Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Fram Corp.		Marschalk & Pratt
	Grove Labs, Inc.		Gardner Advertising & Cohen & Aleshire
	Lewis-Howe Co.		McCann-Erickson
	McCall Corp.		Donahue & Coe
—T—			
Telephone Hour, The	Bell Telephone Co. (Institutional)	NBC	N. W. Ayer & Son
This Farming Business	Behlen Mfg. Co. Massey-Harris-Ferguson (Farm Equipment)	NBC	Potts Woodbury Needham, Louis & Brorby
Thomas, Lowell	General Motors Corp.	CBS	Campbell-Ewald Co.
Topic for Today	Morton Salt Co. (Salt)	NBC	Needham, Louis & Brorby
True Confessions	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Q-Tips, Inc. (Q-Tips)		Lawrence C. Gumbinner
	Swift & Co. (Allsweet)		J. Walter Thompson
—V—			
Vandercook, John W.	American Federation of Labor and Congress of Industrial Organizations	ABC	Furman, Feiner & Co.
Voice of Prophecy, The	Voice of Prophecy, Inc.	ABC	Milton Carlson Co.
	Voice of Prophecy, Inc. (Religion)	NBC	Milton Carlson Co.
Voice of Temperance	Voice of Temperance (Religion)	NBC	Corral Advertising
—W—			
West Coast News	Bonnie Dog Food	NBC	Wyman Advertising
Whispering Streets	California Packing Co.	CBS	McCann-Erickson
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Winchell, Walter	House of Tangee Bon Ami Co.	MBS	
Wings of Healing	Dr. Thomas Wyatt	ABC	Century Advertising
Woman in My House	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	Grove Labs (Bromo-Quinine)		Ted Bates & Co. Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Parker Bros. (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	Procter & Gamble (Cleem)		Compton Advertising
	Q-Tips, Inc. (Q-Tips)		Lawrence C. Gumbinner
	Quaker Oat Co. (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
Word of Life Hour	Word of Life Assn.	MBS	
World News Roundup	Grove Labs, Inc.	CBS	Gardner Advertising
	Popular Science Publ. Co.		Schwab, Beatty & Porter
World Today	Ex-Lax, Inc.	MBS	
	Hudson Vitamin		
	Lanolin Plus		
	R. J. Reynolds		
	Scandinavian Airways		
	Scranton Lace Co.		
World Tonight	Grove Labs, Inc.	CBS	Gardner Advertising
	—Y—		
You Bet Your Life	Grove Labs (Bromo-Quinine)	NBC	Gardner Advertising
	Mogen David Wine Corp. (Wine)		Edward H. Weiss Co.
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Parker Bros. (Games)		Badger, Browning & Parcher
Young Dr. Malone	Bristol-Myers	CBS	Doherty, Clifford, Steers & Shenfield
	California Packing Co.		McCann-Erickson
	Campbell Soup Co.		BBD & O
	Grove Labs, Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Young's, Pepper, Family	Armour & Co.	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Ex-Lax Inc.		Warwick & Legler
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Parker Bros. (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	Procter & Gamble (Cleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International

COMMERCIAL TV PROGRAMS OF 1958

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1958. The programs listed are for the 12-month period ending Dec. 31, 1958. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.

—A—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Jim Bowie	American Chicle Co. (Dentyne, Clorets, Roloids, Beeman's, Chiclets, Clove Chewing Gum)	ABC-TV	Dancer-Fitzgerald-Sample
Adventures of McGraw	Procter & Gamble Co. (Tide, Lilt, Prell, Gleem)	NBC-TV	Benton & Bowles
Adventures of Ozzie & Harriet	Eastman Kodak Co. (Still & Motion Picture Film, Cameras & Projectors; Articles, Equipment & Accessories used in connection with the development of Film)	ABC-TV	J. Walter Thompson
	Quaker Oats Co. (Cereals, Pancake & Baking Mixes, Pet Foods)	ABC-TV	J. Walter Thompson
Adventures of Rin Tin Tin	National Biscuit Co. (Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback, toasts, pretzels, potato chips, bake mixes, waffle mix, Rusk, crackers biscuits, cracker meal, cookies, cereals, pancake mix, cakes, dates, animal foods)	ABC-TV	Kenyon & Eckhardt
Adventures of Robin Hood	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)	CBS-TV	Young & Rubicam
	Wildroot Co. (Wildroot Hair Tonic)	CBS-TV	BBD & O
Air Power	Prudential Insurance Co. of America (Insurance)	CBS-TV	Reach, McClinton
Alcoa Theatre	Aluminum Co. of America (Aluminum Products)	NBC-TV	Fuller, Smith & Rose
Allen, Steve, Show	E. I. duPont de Nemours (DuPont Zerex Anti-freeze)	NBC-TV	BBD & O
	Greyhound Corp. (Bus Travel, Rent-A-Car Service, Grey Van Lines)		Grey Advertising
	S. C. Johnson (Waxes, polishes, insecticides, room deodorizers)		Needham, Louis & Brorby

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	North American Philips Co. (Norelco Electric Shavers)		C. J. LaRoche
	Pharma-Craft Co. (Personal deodorants, cold remedies, (Coldene) Antiseptic skin cream)		J. Walter Thompson
	Polaroid Corp. (Photographic equipment, Polaroid Land Camera & Accessories)		Doyle, Dane & Bernbach
	Zenith (Radio, TV, Recorders, Hearing Aids)		Foote, Cone & Belding
All Star Golf	Miller Brewing Co. (Beer)	ABC-TV	Mathisson & Associates
	Reynolds Metals Co. (Aluminum products)		Clinton E. Frank, Inc.
	Wildroot Co. (Wildroot Cream-Oil and Vam)		BBD & O
American Bandstand	Carter Products, Inc. (Arid Cream Deodorant)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Chesebrough-Pond's, Inc. (Vaseline Petroleum Jelly & Hair Tonic; Angel Face and Angel Skin)		J. Walter Thompson.
	Colgate-Palmolive Co. (Halo Shampoo)		D'Arcy Advertising
	Corn Products Refining Co. (Bosco)		Donahue & Coe
	Eastco, Inc. (Clearasil)		Lennen & Newell
	General Mills Inc. (Betty Crocker Bisquick)		Knox Reeves Advertising
	General Mills, Inc. (Hi-Pro)		Dancer-Fitzgerald-Sample
	The Gillette Co. (Toni Home Permanent & Pamper Shampoo)		North Advertising
	Gold Seal Co. (Glass Wax Stencil Kits)		Campbell-Mithun
	Lever Brothers Co. (Pepsodent Toothpaste, Pepsodent Toothbrushes, margarine, household deodorants, heavy packaged & liquid soaps & detergents)		Foote, Cone & Belding
	Lever Brothers Co. (Wisk)		BBD & O
	Joe Lowe Corp. (Popsicles, Creamsicle, Fudgsicle)		Paris & Peart
	Luden's, Inc. (Fifth Avenue Candy Bars)		J. M. Mathes, Inc.
	Mars, Inc. (Candy)		Knox Reeves Advertising
	Minnesota Mining & Mfg. Co. (Scotch Tape)		BBD & O
	Polk Miller Products Corp. (Sergeants dog care products)		N. W. Ayer & Son

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Shulton, Inc. (Old Spice, Slug-A-Bug Bomb, Moth Proofer and Thylox)		The Wesley Associates, Inc.
	Vick Chemical Co. (Vick's Cough Drops)		Morse International
	Welch Grape Juice Co. (Fruit jams, jellies, preserves, fruit juices, non-carbonated soft drinks)		Richard K. Manoff
Andy's Gang	Minnesota Mining (Scotch Tape and related products)	NBC-TV	BBD & O
Anybody Can Play	R. J. Reynolds Tobacco Co. (Tobacco products)	ABC-TV	William Esty Co.
Armstrong Circle Theatre	Armstrong Cork Co. (Linoleum Tile)	CBS-TV	BBD & O
As the World Turns	Atlantis Sales Corp. (French's Mustard)	CBS-TV	J. Walter Thompson
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	Chicken of the Sea, Inc. (Canned Fish products)		Erwin, Wasey, Ruthrauff & Ryan
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade advertising
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)		Benton & Bowles
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
	Vick Chemical Co. (Cold Remedies)		Morse International
—B—			
Bachelor Father	American Tobacco Co. (Dual Filter Tareyton Cigarettes)	CBS-TV	Lawrence C. Gumbinner Adv. Agency
Baseball Corner	General Mills, Inc. (Wheaties)	ABC-TV	Knox Reeves Advertising
Baseball Game of the Week	Colgate-Palmolive Co. (Palmolive Rapid Shave Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	CBS-TV	Ted Bates & Co.
	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	State Farm Mutual Automobile Insurance Co. (Auto Insurance)		Needham, Louis & Brorby
Baseball Previews	American Home Products Corp. (Anacin)	CBS-TV	Ted Bates & Co.
	Carter Products, Inc. (Rise Shave Cream)		Ted Bates & Co.
	General Mills, Inc. (Wheaties)		Knox Reeves Advertising
Bat Masterson	Kraft Foods Division Sealtest Division of National Dairy	NBC-TV	N. W. Ayer J. Walter Thompson
Beat the Clock	Atlantis Sales Co. (French's Mustard)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Ipana)		Doherty, Clifford, Steers & Shenfield
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Lever Brothers Co. (Breeze Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
	Nestle Co., Inc. (Nescafe)		Bryan Houston Inc.
	Purex Corp. (Dutch Cleanser Beads-O' Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		Cunningham & Walsh
	Vick Chemical Co. (Cold Remedies)		Morse International
Behind Closed Doors	American Home Products (Analgesic tablets, Creams, & liniments; decongestant tablets; Waxes & polishes)	NBC-TV	Ted Bates
	Liggett & Myers (L & M tobacco products)		Dancer-Fitzgerald-Sample
Bell System Music Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Bell System Science Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Bergen, Polly	Max Factor (Cosmetics, Hair Preparations)	NBC-TV	Doyle, Dane & Bernbach

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Berle, Milton, Starring in The Kraft Music Hall	Kraft Foods Division of National Dairy (Kraft Food Products)	NBC-TV	J. Walter Thompson
Bid 'n' Buy	Revlon, Inc. (All Revlon Products)	CBS-TV	Warwick & Legler
Big Payoff, The	Colgate-Palmolive Co. (Cashmere Bouquet Soap, Palmolive Soap, Lustre-Creme Shampoo, Colgate Dental Cream, Brisk, Ad, Vel, Fab, Ajax, Rapid Shave Halo)	CBS-TV	Bryan Houston, Inc.
Big Record, The	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	General Motors Corp. (Oldsmobile Division, Oldsmobile Automobiles)		D. P. Brother & Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
Bold Journey	Ralston Purina Co. (Ry-Crisp, Instant Ralston, Wheat Chex, Rice Chex, Regular Ralston, New Purina Dog Chow)	ABC-TV	Guild, Bascom & Bonfigli
Bowling Stars	American Machine & Foundry Pinspotters, Inc. (Automatic pinspotters, bicycles tricycles, toy trucks, Voit Athletic Equipment)	ABC-TV	Cunningham & Walsh
Brains and Brawn	Liggett & Myers (L & M Tobacco products)	NBC-TV	McCann-Erickson
Brighter Day The	Procter & Gamble Co. (Blue Cheer, Crisco, Gleem)	CBS-TV	Young & Rubicam
Broken Arrow	Miles Laboratories, Inc. (Alka-Seltzer, One- A-Day brand Vitamins, Bactine, Nervine)	ABC-TV	Geoffrey Wade Advertising
	Ralston Purina Co. (Dog Chow)		Gardner Advertising
Brothers, The	American Tobacco Co. (Tareyton Cigarettes)	CBS-TV	Lawrence C. Gumbinner Adv.
Buccaneers, The	Corn Products Refining Co. (Bosco)	ABC-TV	Donahue & Coe, Inc.
	Kellogg Co. (Cereals, dog foods, soft drinks)		Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Chocolate Bars, Figurines and Coins)		Henry Eisen Adv. Agency
Buckskin	Ford Division; Ford Motor Co. (Trucks, parts, services)	NBC-TV	J. Walter Thompson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills (Baking Mixes, Flour)		Leo Burnett
Buick Action Theatre	Buick Motor Division; General Motors Corp. (Automobiles, Trucks)	ABC-TV	McCann-Erickson
Burns & Allen	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	CBS-TV	Erwin, Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Cake Flour, Frosting, Baking Mixes)		BBD & O
Burns, George, Show	Colgate-Palmolive Co. (Dentifrices, Shampoos, Toilet Soaps)	NBC-TV	McCann-Erickson
—C—			
Caesar, Sid, Invites You	Helena Rubinstein (Toilet goods, cosmetics, drugs)	ABC-TV	Ogilvy, Benson & Mather
Californians, The	Lipton Tea (Beverages, Soups, Salad Dressings)	NBC-TV	Young & Rubicam
	Singer Sewing Machine Co. (Sewing Machines & Aids; Vacuum Cleaners)		
Chevy Show	Chevrolet (Chevrolet Automobiles, Trucks)	NBC-TV	Campbell-Ewald
Chevy Showroom	Chevrolet Motors Division; General Motors Corp. (Automobiles, Trucks)	ABC-TV	Grey Advertising
Cheyenne	Armour & Co. (Soaps, Detergents)	ABC-TV	Foote, Cone & Belding
	Buick Motor Division; General Motors Corp. (Automobiles, Trucks)		McCann-Erickson
	Elgin National Watch Co. (Watches)		J. Walter Thompson
	Ford Division; Ford Motor Co. (Cars, Trucks)		J. Walter Thompson
	General Electric Co. (Appliances, flash bulbs, lamps, sound production equipment)		Young & Rubicam
	Johnson & Johnson (Baby products, first aid products, hair and tooth brushes, tapes, glues, cold remedies, etc.)		Young & Rubicam
	National Carbon Co. (Prestone Anti-Freeze)		William Esty Co.
	Harold F. Ritchie, Inc. (Brylcreem, hair dressings, nutrients, Scott's Emulsion)		Kenyon & Eckhardt
Cimarron City	Bell & Howell (Photographic equipment)	NBC-TV	McCann-Erickson
	Procter & Gamble (Crest, Press)		Benton & Bowles
	RCA		Kenyon & Eckhardt

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Circus Boy	Kellogg Co. (Cereals, dog food)	ABC-TV	Leo Burnett Co.
	Mars, Inc. (Candy)		Knox Reeves Advertising
	Mars, Inc. (Candies, candy bars)	NBC-TV	Knox Reeves Advertising
Clark, Dick, Show	Beech-Nut Life Savers, Inc. (Chewing Gum, Life Savers)	ABC-TV	Young & Rubicam
Climax! Shower of Stars	Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Club Oasis	Liggett & Myers (Tobacco products)	NBC-TV	McCann-Erickson
Collegiate Football "Game of the Week"	Bayuk Cigars Gulf Oil Corp. Libbey Owens Ford Sunbeam Corp.	NBC-TV	Feigenbaum & Wermen Young & Rubicam Fuller, Smith & Ross Perrin-Paus
Colt .45	Beech-Nut Life Savers, Inc. (Chewing Gum, Life Savers)	ABC-TV	Young & Rubicam
	Campbell Soup Co. (Soups, spaghetti, spaghetti products, Swanson frozen products)		BBD & O
	The Mennen Co. (Men's and Women's toiletries, baby products)		McCann-Erickson
	Whitehall Laboratories, Inc. (Anacin, Dristan)	ABC-TV	Ted Bates Co.
	Chesebrough-Pond's (Pond's "Angel" skin cream, hand lotion, face powder, lipstick)	NBC-TV	J. Walter Thompson
	General Foods (Jello Puddings, pie filling, Minute Rice)		Young & Rubicam
	Kraft (Kraft cheeses, Cheeze Whiz, Party Snacks, Salad dressings, Miracle Whip, Margarine, Kraft's Orange Juice & Orangeade, fruit punch, grape drink, Kraft marshmallow, caramels, Kraft dinner, Kraft jellies, jams, sandwich spreads)		J. Walter Thompson
Mentholatum (Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)		J. Walter Thompson	
Miles Labs (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Advertising	
Pharmaco (Chooz Antacid Medigum cough remedy)		Doherty, Clifford, Steers & Shenfield	
Procter & Gamble (Big Top peanut butter, dentifrices, bar soaps, cake mixes)		Compton Advertising	

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT S.O.S.	NETWORK	ADVERTISING AGENCY		
	(Scouring pads)		McCann-Erickson		
Como, Perry, Show	American Dairy (Dairy Products)	NBC-TV	Campbell-Mithun		
	Chemstrand Corp. (Carpets, blankets, nylon products, acrilan products)		Doyle, Dane & Bernbach		
	Elgin (Watches)		J. Walter Thompson		
	Kimberly-Clark (Kleenex Tissues, Table Napkins)		Foote, Cone & Belding		
	Knomark Mfg. (Esquire Shoe Polish, Revlon Nail Care)		Emil Mogul Adv.		
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave Cream, Suntan Cream & Lotion)		Sullivan, Stauffer, Colwell & Bayles		
	Polaroid (Camera, films, accessories)		Doyle, Dane & Bernbach		
	RCA & Whirlpool (TV, Radio, Recorder, Services & Appliances; Major Kitchen appliances, Vacuum cleaners, Air Conditioners)		Kenyon & Eckhardt		
	Sunbeam Corp. (Small electrical household appliances)		Perrin-Paus		
	Concentration		Alberto-Culver (Hair care products)	NBC-TV	Geoffrey Wade Advertising
			Armour & Co. (Canned meats, poultry, dog food, deodorant, bar soap, detergents)		Foote, Cone & Belding N. W. Ayer
			Chesebrough-Pond's Inc. (Facial makeups, creams, lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		J. Walter Thompson
			Frigidaire (Major Household Electrical Appliances)		Dancer-Fitzgerald-Sample
			H. J. Heinz Co. (Soup, Baby Foods, Condiments—ketchup, pickles, vinegar—Spaghetti, Beans)		Maxon
Lever Bros. (Detergents, Margerine, Dentifrices, Bar Soaps)		Needham, Louis, Brorby			
Miles Laboratories (Antacid Analgesics, Vitamins)		Geoffrey Wade Advertising			
National Biscuit Co. (Salted Crackers, cookies, cereals)		McCann-Erickson			
Pharmaceuticals, Inc. (Ceritol, Devarex, Banarin, Zarumin)		Parkson Advertising			
Pillsbury Mills, Inc. (Baking Mixes, Flour, Frostings)		Leo Burnett			
Whitehall Laboratories (Waxes, polishes)		Ted Bates			
Cotten, Joseph, Show		American Tobacco Co. (Tobacco products)	NBC-TV		BBD & O

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Daytime Programming (11 A.M. to 4 P.M.)	Phillips-Van Heusen Corp. (Van Heusen shirts and men's sportswear)		Grey Advertising
	Union Underwear Co. (Men's and boys' underwear)		Grey Advertising
	Whitehall Laboratories Division; American Home Products Corp. (Anacin)		
	Amana Refrigeration, Inc. (Refrigerators, Freezers, Air Conditioners)	ABC-TV	MacFarland, Aveyard Co.
	American Home Foods, Inc. (Food Products)		Young & Rubicam
	Armour & Co. (Soaps, food products)		Foote, Cone & Belding N. W. Ayer & Son
	Beech-Nut Lifesavers Inc. (Baby food, gum, mints, cough drops)		Young & Rubicam, Inc.
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Campbell Soup Co. (Soups, juices, Swanson Frozen Products, poultry, poultry products)		BBD & O
	Chesebrough-Pond's, Inc. (Facial makeup, Facial cream)		J. Walter Thompson
	The Drackett Co. (Windex, Drano, Twinkle)		Young & Rubicam
	General Foods Corp. (Swansdown Cake Mixes, Cake Flour, Calumet Baking Powder, Bakers Instant Chocolate, Jell-O Instant Pudding, Minute Rice & Potatoes, Tapioca, Tang, Dream Whip, D-Zerta, Jell-O Pudding)		Young & Rubicam
	General Mills, Inc. (Cereals, O-Cel-O Sponges)		Dancer-Fitzgerald-Sammler
	The Gillette Co. (Home permanents, hair sprays, hair rinses, hair curlers, pins, leads, inks, razor blades, Thorexin, Pamper Shampoo)		Tatham-Laird, Inc.
	Johnson & Johnson (Baby products, first aid products, hair & tooth brushes, tapes, glues, cold remedies, etc.)		Young & Rubicam
	Lever Brothers Co. (Dentifrices, margarine, deodorants, soaps, detergents)		BBD & O
	Minnesota Mining & Mfg. Co. (Scotch Brand tape, Sasheen Ribbons & Wraps)		McManus, John & Adams
	Nestle Co. (Nescafe)		Bryan Houston, Inc.
	Reynolds Metals Co. (Aluminum Products)		Buchanan Division, Lennen & Newell
	Shulton, Inc. (Beauty Ice, lotions,		Wesley Associates

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co. (Home permanents, hair care & grooming products, cleansing creams, pens, pencils, accessories)		North Advertising
County Fair	Frigidaire (Major Household Electrical Appliances)	NBC-TV	Dancer-Fitzgerald-Sample
	General Mills (Baking mixes, cereals)		Tatham-Laird
	Gold Seal (Glass Wax)		Campbell-Mithun
	H. J. Heinz (Condiments & Ketchup, soup, baby food, spaghetti, beans)		Maxon, Inc.
	Lever Bros. (Toilet bar soap, dish-washing-laundry detergents, edible fats, dentifrices)		BBD & O
	National Biscuit Co. (Crackers, cookies, baking mixes, cereals)		McCann-Erickson
	Sandura		Hicks & Greist
	Sterling Drug (Laxatives, dentifrices, vitamin supplements)		Dancer-Fitzgerald-Sample
Court of Last Resort	P. Lorillard Co. (Tobacco products)	NBC-TV	Lennen & Newell
Crosby, Bob, Show	American Dairy Association (Dairy products)	NBC-TV	Campbell-Mithun
	Kimberly-Clark (Kleenex tissues, table napkins)		Foote, Cone & Belding
	Knemark Mfg. (Esquire Shoe polish, Revlon Nail Care, Hi and Dri)		Emil Mogul Advertising
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave cream, suntan cream & lotion)		Sullivan, Stauffer, Colwell & Bayles
	RCA/Whirlpool (RCA TV, radio & recorder services & appliances. Whirlpool: Major kitchen appliances vacuum, cleaners, air conditioners)		Kenyon & Eckhardt
	Sunbeam (Small electrical household appliances)		Perrin-Paus
Cummings, Bob, Show	Chesebrough-Pond's (Facial Make-up, Creams & lotions)	NBC-TV	McCann-Erickson
	General Foods (Tang Instant Fruit Juice)		Young & Rubicam
	R. J. Reynolds Tobacco Co. (Winston Cigarettes)		Wm. Esty Co.
—D—			
Daly, John, and the News	Bristol-Myers Co. (Bufferin)	ABC-TV	Young & Rubicam
	P. Lorillard Co. (Tobacco products)		Lennen & Newell

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bronztan, deodorants, Old Spice, Slug-A-Bug Bomb, Moth proofer & Thylox medicated preparations)		
Dean, Jimmy, Show	Sunshine Biscuit, Inc. (Krispy Crackers, Hi-Ho Crackers, Hydrox Cookies)	CBS-TV	Cunningham & Walsh
	Armstrong Cork Co. (Linoleum, Tile)		BBD & O
	Brown & Williamson Tobacco Co. (Raleigh Cigarettes)		Keyes, Madden & Jones
	Chicken of the Sea, Inc. (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Lever Brothers Co. (Breeze, Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
December Bride	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Decision	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Desilu Playhouse	Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radio & TV Sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Detective's Diary	Sterling Drug (Bayer Aspirin, Denti- frices, Phillips Milk of Magnesia & Tablets; Haley's MO, Cleaning Fluid, Bayer Nasal Spray, Dr. Lyon's Toothpowder, Energine Cleaning Fluid, Ironized Yeast)	NBC-TV	Dancer-Fitzgerald-Sample
Dick and the Duchess	Helene Curtis Industries Inc. (Stopette, Spray Net)	CBS-TV	Gordon Best, Inc.
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
Disney, Walt, Presents	Hills Brothers Coffee, Inc. (Coffee)	ABC-TV	N. W. Ayer & Son
	Kellogg Co. (Cereals, dog food, other products)		Leo Burnett Co.
	Reynolds Metals Co. (Aluminum products)		Buchanan Division, Lennen & Newell Clinton E. Frank, Inc.
Disneyland	Derby Foods, Inc. (Peter Pan Peanut Butter, boneless chicken, chicken a la king, egg noodles, chicken tamales,	ABC-TV	McCann-Erickson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Swift meat & poultry products, fresh or canned frankfurters & sausages)		
	General Foods Corp. (Jell-O, Jell-O puddings & pie fillings, Jell-O gelatin, Rice & Minute Potatoes, whipped cream type mixes, Baker's Instant Chocolate Drink, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate)		Young & Rubicam
	General Mills, Inc. (Flours, cereals, baking mixes, frostings)		Tatham-Laird, Inc.
	Reynolds Metals Co. (Aluminum products)		Clinton E. Frank Inc. Buchanan Agency
Dodge Dancing Party With Lawrence Welk	Dodge Division; Chrysler Corp.	ABC-TV	Grant Advertising
Dotto	Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	CBS-TV	Ted Bates & Co.
Dough Re Mi	Armour Co. (Deodorant Bar Soap & Detergents, Canned Meats, Poultry, Dog Food, Liquid Chiffon)	NBC-TV	Foote, Cone & Belding
	Gold Seal (Glass Wax)		Campbell-Mithun
	Mentholatum Co. (Analgesics, cold remedies)		J. Walter Thompson
Dragnet	Bell & Howell (Photographic equipment)	NBC-TV	McCann-Erickson
	Bulova Watch Co. (Watches)		McCann-Erickson
	Ford Motor Co. (Trucks, cars, parts, services)		J. Walter Thompson
	General Foods (Post cereals, Gaines Dog foods)		Benton & Bowles
	Liggett & Myers (Tobacco products L & M cigarettes)		Dancer-Fitzgerald-Sample
	Pillsbury (Baking mixes & flour)		Leo Burnett Co.
	Procter & Gamble (Crest toothpaste)		Benton & Bowles
	Schick (Electric razors, pre-shave lotions & replacement accessories)		Benton & Bowles
	E		
Edge of Night, The	American Home Products Corp. (Anacin, Dristan, Infra-Rub)	CBS-TV	Ted Bates & Co.
	Atlantis Sales Corp. (All French's Products)		J. Walter Thompson
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Miles Laboratories (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
	Pet Milk Co. (Evaporated Milk, Milk Products)		Gardner Advertising
	Pharmaceuticals, Inc. (Ceritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	Procter & Gamble Co. (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)	CBS-TV	Benton & Bowles
	Standard Brands, Inc. (Coffee, Tea, Margarine)		Compton Advertising
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Halcy's M.O. Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro)		McCann-Erickson
	Vick Chemical Co. (Cold Remedies)		Morse International
Edwards, Douglas, With the News	American Can Co. (Institutional)	CBS-TV	Compton Advertising
	American Home Products Corp. (Anacin, Aero Shave, Heet)		Ted Bates & Co.
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates & Co.
	Carter Products, Inc. (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream)		
	Florida Citrus Commission (Fresh and Processed Citrus Products)		
	Ford Division of The Ford Motor Co. (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson
	General Foods Corp. (Sanka Coffee)		Young & Rubicam
	Philip Morris, Inc. (Parliament Cigarettes)		Benton & Bowles
Ellery Queen	Bell & Howell (Photographic Equipment)	NBC-TV	McCann-Erickson
	Pillsbury (Baking Mixes & Flour)		Leo Burnett Co.
	Procter & Gamble (Crest)		Benton & Bowles
	RCA		Kenyon & Eckhardt
	—F—		
Father Knows Best	Lever Brothers Co. (All Lux Liquid)	CBS-TV	J. Walter Thompson
	Lever Brothers Co. (Bar soaps, detergents, edible fats & dentifrices)	NBC-TV	J. Walter Thompson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Scott Paper Co. (Scott Towels, Cutrite wax paper, Scotties, Scotkins)		J. Walter Thompson
Fight Beat	Scott Paper Co. (Scott Paper Products)	CBS-TV	
	Bristol Myers (Vitalis, Trig, Bufferin)	NBC-TV	Doherty, Clifford, Steers & Shenfield
Fisher, Eddie, Show	Liggett & Myers (L & M Tobacco products)	NBC-TV	McCann-Erickson
Ford Show	Ford Division of Ford Motor Co. (Automobiles, trucks, parts & services)	NBC-TV	J. Walter Thompson
For Love or Money	Lever Brothers Co. (Lucky Whip Dessert Topping, Bar Soap, Margarine)	CBS-TV	Needham, Louis & Brorby
Frigidaire Summer Theatre	Frigidaire Division; General Motors Corp. (Frigidaire refrigerators, ranges, food freezers, dish washers, room air conditioners, washers, dryers, combination washers and dryers)	ABC-TV	Kudner Agency
From These Roots	Frigidaire (Major household electrical appliances.)	NBC-TV	Dancer-Fitzgerald-Sample
	Procter & Gamble (Detergents, Bar Soaps, Home Permanents, Cake Mixes & Shortening)		
Fury	Borden Co. (Milk & Milk products, frozen desserts & frozen fruit, fruit drinks, fresh & concentrates; Popsicles, Ice Cream cups, Cake rolls)	NBC-TV	Benton & Bowles
G			
General Electric Theater	General Electric Co. (Institutional)	CBS-TV	BBD & O
Gillette Cavalcade of Sports	Gillette (Razors & other shaving equipment; Pens & other writing materials, home permanents & other hair care grooming products)	NBC-TV	Maxon, Inc.
Gleason, Jackie, Show	Lever Brothers Co. (All, Stripe Toothpaste)	CBS-TV	J. Walter Thompson
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
Gobel-Fisher	L & M (L & M tobacco products)	NBC-TV	McCann-Erickson
	RCA (TV, radio & recorder service & appliances)		Kenyon & Eckhardt
	Whirlpool (Major kitchen appliances, Vacuum cleaners, air conditioners)		Kenyon & Eckhardt

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Gobel, George, Show	RCA (TV, Radio & recorder, service & appliances)	NBC-TV	Kenyon & Eckhardt
Godfrey, Arthur, Show	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)	CBS-TV	Parkson Advertising
	The Toni Co. (Toni Home Permanent Wave, Hair Care Products)		North Advertising
Godfrey's Arthur, Talent Scouts	Thomas J. Lipton, Inc. (Lipton's Tea, Lipton's Soup Mixes)	CBS-TV	Young & Rubicam
	The Toni Co. (Toni Home Permanent Wave, Paper-Mate Pens)		North Advertising
Godfrey, Arthur, Time	Armour & Co. (Meat & Poultry Products)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Bufferin, Ban)		Young & Rubicam
	General Foods Corp. (Swansdown Cake, Flour, Baker's Coconut, Minute Potatoes)		Young & Rubicam
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Glamorene, Inc. (Glamorene Liquid, Dry Cleaner, Applicators for Rug and Upholstery)		Jules Power Productions
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Peter Paul, Inc. (Peter Paul Mounds, Almond Joy Candy Bars)		Dancer-Fitzgerald-Sample
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
	Pharma-Craft Co. (Coldene, Ting)		J. Walter Thompson
	Ronson Corp. (Lighters, Electric Shavers, Shaving Items, Hair Dryer)		Grey Advertising
	Simoniz Co. (Ivalon Sponges, HiLite Furniture Polish Non- Scuff Floor Wax, Car Wax, Car Polish)		Young & Rubicam
	Singer Sewing Machine Co. (Sewing Machines, Sewing Aids, Vacuum Cleaners)	CBS-TV	Young & Rubicam
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		Ted Bates & Co.
	United States Steel Corp. (Steel Products)		BBD & O
Goodyear Theater	Goodyear Tire & Rubber Co. (Tires, Tubes & tire accessories; Shoe	NBC-TV	Young & Rubicam

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	products & foam; latex products)		
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz)	CBS-TV	Compton Advertising
Gunsmoke	Liggett & Myers Tobacco Co. (L & M Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample
	Remington Rand, Inc. (Remington Electric Shavers and Office Equipment)		Young & Rubicam



Haggis Baggis	Alberto-Culver Brillo Mfg. Co. (Brillo Cleansing Pads, Brillo Cleanser)	NBC-TV	Geoffrey Wade J. Walter Thompson
	Lever Bros. (Detergents, edible fats)		J. Walter Thompson
	Mentholatum Co. (Cold Remedies, Medicated Lip Pomade)		J. Walter Thompson
Have Gun—Will Travel	American Home Products Corp. (Anacin, Bisodol Mints, Freezone, Infra-Rub)	CBS-TV	Ted Bates Co.
	Lever Brothers Co. (Wisk, Lifebuoy Soap)		J. Walter Thompson
Heckle & Jeckle	General Mills, Inc. (Flour, Cake, Mix, Cereals)	CBS-TV	Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
Hitchcock, Alfred, Presents	Bristol-Myers Co. (Ipana Toothpaste, Bufferin, Vitalis, Ban)	CBS-TV	Young & Rubicam
Hotel Cosmopolitan	Atlantis Sales Corp. (French's Mustard)	CBS-TV	J. Walter Thompson
	Swift & Co. (Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
Howdy Doody	Continental Baking (Wonder Bread, Hostess Cakes)	NBC-TV	Ted Bates Co.
	Sweets Co. of America (Tootsie Rolls)		
Hottel, Richard C., And the News	Mercury Division of the Ford Motor Co. (Mercury Automobiles)	CBS-TV	Kenyon & Eckhardt



I Love Lucy	Clairol, Inc. (Hair Products, Shampoo)	CBS-TV	Foote, Cone & Belding
	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)		Benton & Bowles
	Gold Seal Company (Class Wax, Snowy Bleach)		Campbell-Mithun

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
Investigator	Liggett & Myers (L & M Cigarettes)	NBC-TV	McCann-Erickson
	RCA (TV, radio & recorder service & appliances)		Kenyon & Eckhardt
	Whirlpool (Major kitchen appliances, vacuum cleaners, air conditioners)		Kenyon & Eckhardt
It Could Be You	Alberto-Culver (Hair care products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade
	American Home Products (Aerowax, Griffin polishes, Anacin, Heet, Infrarub)		Ted Bates & Co.
	Armour & Co. (Deodorant Bar Soap & detergents, Canned meats, poultry and Dog food)		Foote, Cone & Belding
	Brillo Mfg. Co. (Brillo Cleansing Pads, Brillo Cleanser)		J. Walter Thompson
	Brown & Williamson (Raleigh Cigarettes)		Russel M. Seeds
	Chesebrough-Pond's (Facial Makeups; creams & lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly, "Angel Skin; Touch; Kiss")		J. Walter Thompson
	Chicken-of-the-Sea (Tunafish)		Erwin, Wasey, Ruthrauff & Ryan
	Corn Products (Karo, Mazola, Niagara, Nu-Soft Laundry Fluffener, Kasco Dog Food)		C. L. Miller
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	General Foods (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	Lehn & Fink (Lysol)		McCann-Erickson
	Mentholatum Co. (Medicated Lip Pomade, Cold Remedies, Mentholatum, Deep Heat Rub)		J. Walter Thompson
	Miles Labs (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade
	Pharmaceuticals, Inc. (Geritol, Sominex, Zarumin, Pre-Shave/After Shave preparations, Devarex, Banarin)		Parkson Advertising
	Pharmaco (Chooz antacid, Feenamint laxative)		Doherty, Clifford, Steers & Shenfield

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Procter & Gamble (Detergents, Oxydol; & Bar Soaps, Cleanser, dentifrices, shampoos)		Dancer-Fitzgerald-Sample
	Standard Brands (Puddings, Coffee & Tea)		Ted Bates & Co.
	Whitehall Laboratories (Waxes & polishes, Analgesics)		Ted Bates & Co.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Winston Cigarettes)	CBS-TV	Wm. Esty Co.
—J—			
Jefferson Drum	Chemstrand Corp. (Carpets, blankets, nylon & acrilan products)	NBC-TV	Doyle, Dane & Bernbach
	P. Lorillard Co. (Tobacco products)		Lennen & Newell
	Pillsbury (Baking Mixes & flour)		Leo Burnett Co.
	Sweets Co. (Tootsie Rolls)		Sweets Co. of America
Jones, Spike	Liggett & Myers (Tobacco products)	NBC-TV	McCann-Erickson
Jubilee, U.S.A.	Carter Products, Inc. (Little Liver Pills, Arrid Cream Deodorant)	ABC-TV	Ted Bates & Co.
	General Foods Corp. (Instant Postum)		Young & Rubicam
	Hills Brothers Coffee, Inc. (Coffee)		N. W. Ayer & Son
	National Carbon Co. (Prestone Anti-freeze)		William Esty Co.
	Union Underwear Co. Inc. (Men's and boys' underwear)		Grey Advertising
	U. S. Rubber Co. (U. S. Royal Tires)		Fletcher D. Richards, Inc.
	Whitehall Laboratories (Anacin)		Ted Bates Co.
	Williamson-Dickie Mfg. Co. (Work clothes)		Evans & Associates
—K—			
Kaye's, Sammy, Music From Manhattan	Manhattan Shirt Co. (Men's Wear)	ABC-TV	Peck Advertising
Kitty Foyle		NBC-TV	
Kraft Mystery Theatre	Kraft Foods (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	NBC-TV	North Advertising
Kraft TV Theatre	Kraft Foods (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	NBC-TV	J. Walter Thompson
—L—			
Lassie	Campbell Soup Co. (Campbell Soups, Baked Beans, V-8)	CBS-TV	BBD & O
Lawman	General Mills, Inc. (Cereals, flour base products, pet food)	ABC-TV	Dancer-Fitzgerald-Sample

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	R. J. Reynolds Tobacco Co. (Tobacco)		William Esty Co.
Leave It To Beaver	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine)	ABC-TV	Geoffrey Wade Advertising
	Ralston Purina Co. (New Purina Dog Chow)		Gardner Advertising
	Remington Rand, Inc. (Remington Electric Shavers & Office Equipment)	CBS-TV	Compton Advertising
Life of Riley	Lever Bros. (Detergents, tooth paste, soaps, margarine)	NBC-TV	BBD & O
Life and Legend of Wyatt Earp	General Mills, Inc. (Cereals, flour, baking mixes, frostings)	ABC-TV	Dancer-Fitzgerald-Sample
	The Procter & Gamble Co. (Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer, home permanents, peanut butter)		Compton Advertising
Line-Up, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
	Procter & Gamble Co. (Cheer)		Young & Rubicam
Linkletter's, Art, House Party	Atlantis Sales Corp. (All French's Products)	CBS-TV	J. Walter Thompson
	Campbell Soup Co. (Campbell Soups, Frozen Foods)		Leo Burnett Co.
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	Chicken of the Sea, Inc. (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		J. Walter Thompson
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Campbell-Mithun
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish, Non-Scuff Floor Wax, Car Wax, Car Polish)		Young & Rubicam
	A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Sta-Puf)		Erwin, Wasey, Ruthrauff & Ryan
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		J. Walter Thompson
	Swift & Co. (All Meat & Poultry Products, margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Lone Ranger	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		North Advertising
	Colgate-Palmolive Co. (Colgate Dental Cream)	ABC-TV	Ted Bates & Co.
	Cracker Jack Co. (Caramel-coated popcorn, marshmallow products)		Leo Burnett Co.
	General Mills, Inc. (Cereals, flour, baking mixes, frostings, dog food)		Dancer-Fitzgerald-Sample
	General Mills, Inc. (Cheerios, Wheaties, Kix)	CBS-TV	Dancer-Fitzgerald-Sample
	A. C. Gilbert Co. (American Flyer Electric Trains, Gilbert Science Sets)	ABC-TV	Banning Repplier
	Nestle Co., Inc. (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)	CBS-TV	McCann-Erickson
	Smith Brothers (Smith Brothers Cough Drops)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Union Underwear Co., Inc. (Men's and boys' underwear)		Grey Advertising
	Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV
Atlantis Sales Corp. (All French's Products)			J. Walter Thompson
Lever Brothers Co. (Whipped Topping, Shortening, Margarine, Room Air Refreshers, Dentifrices)			Foote, Cone & Belding
Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)			J. Walter Thompson
Pharmaceuticals, Inc. (Serutan, RDX, Sominex)			Parkson Advertising
Procter & Gamble Co. (Fluffo Shortening)			Tatham-Laird, Inc.
Quaker Oats Co. (Cereals, Pet Food, Pancake & Baking Mixes)			J. Walter Thompson
Scott Paper Co. (Scott Paper Products)			
Max Factor & Co. (Pancake, Make-Up, Panstick, Sebb, Erase, lipsticks, nail polishes, curl control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up)		ABC-TV	Anderson-McConnell Advertising
Lucky Partners Lux Playhouse		Lever Brothers Co. (Lux Soap, Lux Liquid)	CBS-TV
	Lever Bros. (Soaps, Lux Liquid detergent, margarine & shortening)	NBC-TV	J. Walter Thompson

COMMERCIAL TV PROGRAMS

—M—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Mack, Ted and The Original Amateur Hour	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)	CBS-TV	Parkson Advertising
MacKenzie, Gisele, Show	Schick, Inc. (Electric shavers, Butane lighters & accessories, pre-shave lotions)	NBC-TV	Benton & Bowles
	Scott Paper Co. (Scott towels, Scotties, Scotkins, Cutrite Wax paper, Toilet Tissue)		J. Walter Thompson
Make Me Laugh	American Tobacco Co. (Filter-Tip)	ABC-TV	Lawrence C. Gumbinner
Man With a Camera	General Electric Co. (Flash bulbs, projection lamps, photoflood lamps, light meters other photographic equipment)	ABC-TV	Grey Advertising
Masquerade Party	P. Lorillard Co. (Tobacco products)	NBC-TV	Lennen & Newell
Maverick	The Drackett Co. (Windex, Drano, Twinkle)	ABC-TV	Young & Rubicam
	Kaiser Industries (Aluminum, steel, cement, gypsum, metal products; Kaiser Willys vehicles and parts; paving materials)		Young & Rubicam
Meet the Press	Pan American Airways (Travel)	NBC-TV	J. Walter Thompson
Mickey Mouse Club	Am-Par Record Corp. (Phonograph records)	ABC-TV	Buchanan & Co.
	Armour & Co. (Sausage & sausage products, chili con carne, Treet and meat spreads)		N. W. Ayer & Son
	Bristol-Myers Co. (Ipana Toothpaste)		Doherty, Clifford, Steers & Shenfield
	General Foods Corp. (Baker's Cocoa & Chocolate, Frosting & chocolate products)		Young & Rubicam
	General Mills, Inc. (Cereals)		Dancer-Fitzgerald-Sample
	Hood Rubber Division; B. F. Goodrich Co. (P-F Canvas Shoes)		McCann-Erickson
	Mars, Inc. (Candies)		Knox Reeves Advertising
	Mattel, Inc. (Toys)		Carson-Roberts, Inc.
	Miles Laboratories, Inc. (Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
	Perkins Products Co. Division of General Foods (Kool-Aid)		Foote, Cone & Belding
	Peters Shoe Co. (Leather Shoes)		Henri, Hurst & McDonald
	Pillsbury Mills, Inc. (Flours; frozen, refrigerated & dry mix products, frosting mixes)		Leo Burnett Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Procter & Gamble Co. (Big Top Peanut Butter)		Compton Advertising
Mighty Mouse Playhouse	Colgate-Palmolive Co. (Colgate Dental Cream)	CBS-TV	Ted Bates & Co.
	General Foods Corp. (Post's Cereals)		Benton & Bowles
Millionaire, The	Colgate-Palmolive Co. (Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	CBS-TV	Ted Bates & Co.
Modern Romances	Brillo (Brillo pads, Brillo Cleanser)	NBC-TV	J. Walter Thompson
	Kraft (Kraft cheeses, Cheeze Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine Kraft Orange Juice, orangeade, fruit punch, grape drink, Kraft marsh- mallows caramels, Kraft dinner, Kraft jellies, jams & sandwich spreads)		J. Walter Thompson
	Libby, McNeill & Libby (Canned pineapple, pineapple products, fruit cocktail, corn)		J. Walter Thompson
	Sterling Drug (Fizrin, Haley's MO, Fletcher's Castoria, Engerine lighter & cleaning fluid, Bayer Aspirin)		Dancer-Fitzgerald-Sample
Moore, Garry, Show	General Foods Corp. (Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut)	CBS-TV	Young & Rubicam
	General Mills, Inc. (Flour, Mixes, Cereals, Sponges)		Dancer-Fitzgerald-Sample
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Florida Citrus Products (Florida Citrus Products)		Benton & Bowles
	Hoover Co. (Vacuum Cleaners, Floor Polishers, Irons)		Leo Burnett Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Lever Bros. Co. (Rinso, Lux Liquid Good Luck Margarine)		J. Walter Thompson
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Nestle Co., Inc. (Chocolate Products, Nestle's Instant Coffee, Nestea)		Bryan Houston, Inc.
	Pittsburgh Plate Glass Co. (Plate Glass Products)		BBD & O
	Pittsburgh Plate Glass Co. (Pittsburgh Paint)		Maxon, Inc.
	Revlon, Inc. (All Revlon Products)		C. J. LaRoche, Inc.
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		Cunningham & Walsh

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Vick Chemical Co. (Cold Remedies)		Morse International
Mr. Adams and Eve	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	Wm. Esty Co.
M-Squad	American Tobacco (Pall Mall Cigarettes & other products)	NBC-TV	Sullivan, Stauffer Colwell & Bayles
	Hazel Bishop (Facial preparations, hair grooming products)		Raymond Spector
	Bulova Watch Co. (Watches)		McCann-Erickson
	Quaker Oats (Cat & dog food, cereals, baking mixes)		J. Walter Thompson
Munsel, Patrice, Show	Buick Motors Division; General Motors Corp. (Automobiles and trucks, Frigidaire refrigerators, ranges, food freezers dish washers, room air conditioners, washers, dryers, combination washers and dryers)	ABC-TV	Kudner Agency
Murray Arthur, Party	P. Lorillard Co. (Tobacco Products)	NBC-TV	Lennen & Newell
Music Bingo	Associated Products (Deodorants, Rival dog food)	NBC-TV	Grey Advertising
	Hazel Bishop (Facial preparations, hair grooming products)		Raymond Spector
—N—			
Naked City	Brown & Williamson Tobacco Corp. (Tobacco)	ABC-TV	Ted Bates & Co.
	Quaker Oats Co. (Cereals, pancake & baking mixes, pet food)		J. Walter Thompson
Name That Tune	American Home Products Corp. (Anacin, Freezone)	CBS-TV	Ted Bates & Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
Navy Log	U. S. Rubber Co. (Tires, Keds Shoes, foam rubber mattresses, raincoats, rubber boots, golf balls, Kaylon for mattresses, garden hose, bug sprays, fertilizers, Trylock)	ABC-TV	Fletcher D. Richards Inc.
	Whitehall Pharmacial Co. (Anacin)		Ted Bates & Co.
NBC Matinee Theatre	Chesebrough-Pond's (Pond's skin cream, Angel Skin; hand lotion, Angel Touch; face powder; lipstick, Angelkiss)	NBC-TV	J. Walter Thompson
	Corn Products (Mazola salad oil, NuSoft laundry fluffener, Karo syrup, Niagara starch, Kasco dog food)		C. L. Miller

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Kraft (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft Salad Dressings, Miracle Whip, Margarine, Kraft orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft Dinner, Kraft jellies, jams, sandwich spread)		J. Walter Thompson
	Libby, McNeill & Libby (Canned pineapple, pineapple products, fruit cocktail, corn)		J. Walter Thompson
	Procter & Gamble (Ivory Snow, Lava Soap, Gleem Tooth- paste, Tide Detergent)		Benton & Bowles
	Whirlpool (Automatic washers, dryers & other kitchen appliances)		Kenyon & Eckhardt
NBC News	American Home Products (Heet, Anacin)	NBC-TV	Ted Bates & Co.
	Bell & Howell (Photographic equipment)		McCann-Erickson
	Bristol-Myers (Bufferin)		Young & Rubicam
	Bulova Watch Co. (Watches, radio & electric shavers)		McCann-Erickson
	Carter Products (Arrid, Liver Pills, Rise)		Ted Bates
	Nestle Co. (DeCaf Coffee)		Dancer-Fitzgerald-Sample
	No. American Phillips Co. (Norelco Electric Shavers)		C. J. LaRoche
New Voice of Firestone	Firestone Tire & Rubber Co.	ABC-TV	Sweeney & James, Inc.
Northwest Passage	RCA (Electric sight & sound, receivers & recorders; industrial electronic communication equipment & services)	NBC-TV	Kenyon & Eckhardt
	R. J. Reynolds (Tobacco products)		Wm. Esty
No Warning	P. Lorillard Co. (Tobacco products)	NBC-TV	Lennen & Newell
	Royal McBee (Typewriters, business machines, & their accessories)		Young & Rubicam
Oh! Susanna	Helene Curtis Industries, Inc. (Suave, Kingsmen Toiletries)	CBS-TV	Edward H. Weiss Co.
	Nestle Co., Inc. (Nescafe)		Bryan Houston Inc.



COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Oldsmobile Show (Starring Patti Page)	Oldsmobile Division; General Motors Corp. (Automobiles)	ABC-TV	D. P. Brother Co.
Omnibus	Aluminium Ltd. (Institutional) Aluminium Ltd. Sales (Aluminum & aluminum products) Union Carbide (Anti-freeze, flash- lights, batteries, insect repellants, cooking gas, synthetic gems)		J. Walter Thompson Wm. Esty Co. J. Walter Thompson J. M. Mathes
Opening Night	Max Factor (Cosmetics & hair preparations)	NBC-TV	Anderson-McConnell
Original Amateur Hour	Pharmaceuticals, Inc. (Sominex, Geritol, Zarumin, Serutan)	NBC-TV	Parkson Advertising
—P—			
Pantomime Quiz	Associated Products, Inc. (5-Day Deodorant Pads; Stick and Roll-On; insecticide repellants, athletes' foot remedies, cosmetic facial cleansers)	ABC-TV	Grey Advertising
Paar, Jack, Show	Alberto-Culver Co. (Hair Products) Alden Rug Mills Inc. (Rugs) Alliance Mfg. Co. (Tenna Rotors, Fry Pans, Clocks, Electric can openers) American Marietta Co. O-Cedar Div. (Mops, brooms, furniture & floor polishes, waxes) American Optical Co. (Cool-Ray sun glasses) Amity Leather Products Rolf's Division (Billfolds, pocket secretaries, traveling cases, hand luggage, handbags, purses, glass cases, etc.) Bird & Son, Inc. (Roofing & hard surface flooring) Block Drug Co. (Nytol sleeping tablets, Polident denture cleanser, Poligrip denture fastener, Pycopay tooth brushes, Minipoo dry shampoo, Greenmint mouthwash, Omega oil) Bristol-Myers Co. (Bufferin) Bulova Watch Co. (Watches) Burlington Ribbon Mills (Christmas wrappings)	NBC-TV	Geoffrey Wade Advertising Arndt, Preston, Chapin, Lamb & Keen Dancer-Fitzgerald-Sample Turner Advertising Sutherland-Abbott Edward H. Weiss Co. H. B. Humphrey, Alley & Richards, Inc. Sullivan, Stauffer, Colwell & Bayles Young & Rubicam McCann-Erickson S. R. Leon & Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bymart-Tintair, Inc. (Hair coloring preparations, Curl Set preparations)		Product Services, Inc.
	Coopers, Inc. (Men's underwear & hose)		Henri, Hurst & McDonald
	Dormeyer Corp. (Power tools)		J. W. Shaw Advertising
	E. I. DuPont de Nemours Co. (Carpet Nylon)		BBD & O
	F. M. Engineering Co. Inc. (Toys)		Wm. L. Baxter Inc.
	General Electric Co. (Light bulbs)		BBD & O
	General Foods Corp. (Postum)		Young & Rubicam
	Hagen Chemicals Contracts, Inc. (Colgon, Colgonite, Thanx, Calgon Bouquet, Beam bleach)		Ketchum, MacLeod & Grove, Inc.
	Harrison Laboratories Div. Technical Tape Co. (Ten Day Press-On Nail Color and Cellophane Tapes)		Product Services Inc.
	Kaysen-Roth Corp. (Supp-Hose stockings)		Daniel & Charles Inc.
	Liftsavers, Inc. (Women's shoe heels)		Product Services
	Thos. J. Lipton Co. (Lipton Tea)		Product Services
	Louis Marx & Co. (Toys)		Al Paul Lefton Co.
	The Mennen Co. (Mennen Gold Crest)		Warwick & Legler
	Ben Mont Papers, Inc. (Saran Icicles)		Woodward, Voss & Hevenor
	National Presto Industries (Electric coffeemakers, pressure cookers)		Donahue & Coe
	North American Phillips Co. (Norelco Shavers)		C. J. LaRoche Co.
	Outboard Marine Mfg. Co. Evinrude Division (Evinrude Motors)		Cramer-Krasselt Co.
	Pharma-Craft Co. (Fresh deodorant)		J. Walter Thompson
	Phillip Morris Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Polaroid Corp. (Polaroid land camera)		Doyle, Dane & Bernbach
	Polk Miller Products Corp. (Sergeant Dog Remedies)		N. W. Ayer & Son
	Sandura Co. (Sandran floor)		Hicks & Greist Inc.
	Stephen Distributing Corp. (Stephans Dandruff Remover)		Cunningham & Walsh
	Studebaker-Packard (Automobiles)		D'Arcy Advertising
	E. R. Wagner Mfg. Co. (Carpet sweepers, carpet shampooers)		Sid Stone Advertising
	York Corp. (Air conditioners)		Donahue & Coe

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY	
People Are Funny	R. J. Reynolds (Tobacco products)	NBC-TV	Wm. Esty Co.	
	The Toni Co. (Home permanents, shampoos, hair sprays, rinses, curlers & other women's hair care & women's hair grooming products, cleansing & conditional creams & lotions; Pens, Pencils & their accessories; Deodorants)		North Advertising	
People's Choice	American Home Products (Chef Boyardee, Italian Dinners)	NBC-TV	Young & Rubicam	
	Borden's (Milk & milk products, ice cream, cheese, instant coffee)		Young & Rubicam	
Perry Mason	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding	
	Bristol-Myers Co. (Bufferin, Vitalis)		Young & Rubicam	
	Colgate-Palmolive Co. (Colgate Dental Cream)		Ted Bates & Co.	
	Elgin National Watch Co. (Watches)		J. Walter Thompson	
	Gulf Oil Co. (Gasoline)		Young & Rubicam	
	Hamm Brewing Co. (Beer)		Campbell-Mithun	
	Libby-Owens-Ford Glass Co. (Auto Safety Glass & Other Glass Products)		CBS-TV	Fuller, Smith & Ross
	Mutual Benefit & Accident Association of Omaha			Bozell & Jacobs
	National Carbon Co., Inc. (Prestone Anti-Freeze, Eveready Products)		Wm. Esty Co.	
	Phillip Morris, Inc. (Parliament Cigarettes)		Benton & Bowles	
	Phillips Van Heusen Corp. (Men's Apparel)		Grey Advertising	
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.	
	Purex Corp. (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.	
	Sterling Drug Inc. (Bayer Aspirin)		Dancer-Fitzgerald-Sample	
	Person to Person		American Oil Co. (Amoco-Gas, Super Permalube Motor Oil)	CBS-TV
Florists' Telegraph Delivery Assn., Inc.		MacManus, John & Adams		
Hamm Brewing Co. (Beer)		Campbell-Mithun		
Time, Inc. (Life Magazine)		Young & Rubicam		

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY	
Peter Gunn	Bristol-Myers (Men's hair care & men's hair grooming products, dentifrices, internal & external analgesics, deodorants)	NBC-TV	Doherty, Clifford, Steers & Shenfield	
Playhouse 90	Allstate Insurance Co. (Institutional)	CBS-TV	Leo Burnett Co.	
	American Gas Association (Institutional)		Lennen & Newell	
	Bristol-Myers (Vitalis, Ipana, Bufferin, Trushay)		BBD & O	
	Chemstrand Corp. (Acrilan Carpeting, Nylon Cord Tires)		Doyle, Dane & Bernbach	
	Elgin National Watch Co. (Watches)		J. Walter Thompson	
	Ford Division of the Ford Motor Co. (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson	
	Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)		Foote, Cone & Belding	
	National Carbon Co. Inc. (Prestone Anti-Freeze Eveready Products)		Wm. Esty Co.	
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.	
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.	
	Procter & Gamble Co. (Crest Toothpaste)		Benton & Bowles	
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty Co.	
	Play Your Hunch	Gerber Products Co. (Baby Foods)	CBS-TV	D'Arcy Advertising
		Lever Brothers Co. (Dove Beauty Bar)		Ogilvy, Benson & Mather
Scott Paper Co. (Scott Paper Products)			J. Walter Thompson	
Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)			McCann-Erickson	
Plymouth Show (Starring Lawrence Welk)	Plymouth Motors Corp. (Automobiles)	ABC-TV	Grant Advertising	
	Chrysler Corp. Division (Automobiles)			
Post Fight Beat	Bristol-Myers (Vitalis & Trig)	NBC-TV	Doherty, Clifford, Steers & Shenfield	
Powell's, Dick, Zane Grey Theatre	Ford Division of the Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson	
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles	
	S. C. Johnson & Son (Johnson's Waxes, Cleansers, Polisher, Insecticides, Deodorizers)		Benton & Bowles	
	Alberto-Culver (Hair Care Products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising	

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	American Home Products (Aerowax, Griffin Shoe Polish, Anacin)		Ted Bates Co.
	Armour & Co. (Liquid chiffon detergent)		Foote, Cone & Belding
	Chesebrough-Pond's (Facial Makeups, creams & lotions, Pertussin cough remedy, Vaseline petroleum jelly, "Angel Skin," Angel Touch, Angelkiss lipstick)		J. Walter Thompson
	Corn Products (Mazola, Karo, Niagara Starch)		C. L. Miller
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Frigidaire (Major Household electrical appliances)		Dancer-Fitzgerald-Sample
	General Foods (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Lever Bros. (Detergents, Bar Soaps, Edible fats & dentifrices, Dove, Wisk)		BBD & O
	Lever Bros. (Toilet soaps, detergents (Liquid & powder); edible fats, dentifrices, toilet bars, margarine, shortening)		J. Walter Thompson Ogilvy, Benson & Mather
	Mentholatum Co. (Medicated Lip Pomades, cold remedies; Deep Heat Rub)		J. Walter Thompson
	Miles Laboratories (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Advertising
	Pillsbury Mills (Baking Mixes, Flour, Frostings)		Leo Burnett Co.
	RCA (TV sets, industrial & electronic equipment)		Kenyon & Eckhardt
	Sandura (Floor, Wall & counter coverings, Sandran)		Hicks & Greist
	S.O.S. (Scouring pads)		McCann-Erickson
	Speidel Corp. (Men's & women's watch bands, photo-identification bands, men's jewelry)		Norman, Craig & Kummel
	Standard Brands (Margarine (As spread only), Coffee-Tea, Royal desserts, Pie Fillings, Pet Foods)		Ted Bates Co.
	Starkist (Canned tunafish)		Honig Cooper

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Professional Basketball "Game of the Week" Pursuit	Sterling Drug (Vitamin supplements, analgesics, Bayer Aspirin, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletchers Castoria)		Dancer-Fitzgerald-Sample
	Sunshine Biscuit (Salted crackers, sweet cookies)		Cunningham & Walsh
	Whitehall Laboratories (Waxes & polishes, Analgesics)		Ted Bates Co.
	Bayuk (Cigars)	NBC-TV	Feigenbaum & Wermen
	American Home Products Corp. (Anacin, Dristan)	CBS-TV	Ted Bates Co.
	Mennen Co. (Men's Grooming Toiletries, Baby Care Products)		Grey Advertising
	Procter & Gamble Co. (Crest Toothpaste)		Benton & Bowles
Queen for a Day	Alberto-Culver (Hair Care Products, VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising
	American Home Products (Aerowax, Griffin polishes, Anacin, Heet, Infrarub, Wizard Room deodorizer, Easy-Off oven cleaner)		Ted Bates Co.
	Brown & Williamson (Raleigh Cigarettes)		Russel M. Seeds
	Chesebrough-Pond's (Margarine, Coffee, Tea, Royal Desserts & Pie filling, Dog Food)		J. Walter Thompson
	Chicken of the Sea (Tuna Fish)		Erwin, Wasey, Ruthrauff & Ryan
	Corn Products (Mazola, salad oil, Karo syrup, NuSoft Laundry fluffener, Niagara Starch, Kasco Dog Food)		C. L. Miller
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Mentholatum (Mentholatum, Mentho- latum Deep Heat Rub, Mentholatum Cold Tablets)		J. Walter Thompson
	Miles Laboratories (Alka-Seltzer, Vitamin Pills—One-A-Day)		Geoffrey Wade Advertising
	Minnesota Mining (Scotch Brand Tapes)		BBD & O
	Pillsbury Mills (Baking mixes & flour, frosting)		Leo Burnett Co.
	Procter & Gamble (Dentifrices, peanut products, bar soaps, cleanser detergents,		Dancer-Fitzgerald-Sample

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gleem toothpaste, Ivory Snow, Dash, Big Top Peanut Butter)		
	Sandura (Sandran Wall, counter & floor coverings)		Hicks & Greist
	S.O.S. (Scouring pads)		McCann-Erickson
	Standard Brands (Margarine, Coffee, Tea, Royal Desserts, Pie Filling, Dog Food)		Ted Bates Co.
	Toni Company (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		North Advertising
	Whitehall Laboratories (Wizard room deodorizer, Easy-off oven cleaner)		Ted Bates Co.
—R—			
Real McCoys	Sylvania Electric Products, Inc. (Flashbulbs, TV sets, hi-fi, radios, cameras, camera equipment, phonographs, radio & TV tubes, light bulbs, lighting)	ABC-TV	J. Walter Thompson
Richard Diamond, Private Detective	P. Lorillard Co. (Kent, Newport Cigarettes)	CBS-TV	Lennen & Newell
Reed, Donna, Show	Campbell Soup Co. (Soups, juices, Swanson Frozen Products)	ABC-TV	BBD & O
	Shulton, Inc. (Women's perfumes, bath crystals, talcum powders, body sachet, bath salts, bath oil, cleansing cream and lotion, Beauty Ice, men's hair tonics and creams, shampoo and talcum)		The Wesley Associates
Restless Gun	Procter & Gamble (Peanut Butter, Bar Soaps, Detergents)	NBC-TV	Leo Burnett Co.
	Sterling Drug (Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia—tablet & liquid)		Dancer-Fitzgerald-Sample
	Warner-Lambert, Inc. (Listerine Mouth Wash, Bromo-Seltzer, Anahist, Richard Hudnut Hair Line)		Sullivan, Stauffer, Colwell & Bayles
Rifleman, The	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Brand Vitamins)	ABC-TV	Geoffrey Wade Advertising
	Procter & Gamble Co. (Tide)		Benton & Bowles
	Ralston Purina Co. (New Purina Dog Chow)		Gardner Advertising
Roller Derby	Gold Seal (Glass Wax Stencils)	ABC-TV	Campbell-Mithun

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rough Riders	P. Lorillard Co. (Tobacco)	ABC-TV	Lennen & Newell
Ruff & Reddy	General Foods (Post Cereals, pie fillings, dessert mixes) Mars, Inc. (Candies, Candy bars)	NBC-TV	Benton & Bowles Knox-Reeves
S			
Saber of London	Sterling Drug (Dentifrices, Bayer Aspirin, Phillips Milk of Magnesia; tablet & liquid)	NBC-TV	Dancer-Fitzgerald-Sample
Sally, The, Show	Chemstrand Corp. (Carpets, blankets, nylon & acrilan products) Royal McBee Corp. (Typewriters, business machines & their accessories)	NBC-TV	Doye, Dane & Bernbach Young & Rubicam
Schlitz Playhouse	Schlitz Brewing Co. (Schlitz Beer)	CBS-TV	J. Walter Thompson
Scott Island	R. H. Reynolds Tobacco Co. (Tobacco)	ABC-TV	Wm. Esty Co.
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Gleem)	CBS-TV	Compton Advertising
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heel) General Foods Corp. (Jello, Pudding, Pie Filling) General Mills, Inc. (Flour, Cake Mix, Cereals) Quaker Oats Co. (Cereals, Pet Foods, Pancake & Baking Mixes) Scott Paper Co. (Scott Paper Products)	CBS-TV	Ted Bates Co. Young & Rubicam Dancer-Fitzgerald-Sample J. Walter Thompson
Sergeant Preston of the Yukon	Quaker Oats Co. (Breakfast Foods)	CBS-TV	Wherry, Baker & Tilden
Silvers, Phil, Show	Procter & Gamble Co. (Joy) R. J. Reynolds Tobacco Co. (Camel Cigarettes) Schick, Inc. (Lighters, Shavers)	CBS-TV	Leo Burnett Co. Wm. Esty Co. Benton & Bowles
Sinatra, Frank, Show	Liggett & Myers Tobacco Co. (Chesterfield, L & M, Oasis cigarettes)	ABC-TV	McCann-Erickson
Sir Lancelot	Corn Products Refining Co. (Bosco) Kellogg Co. (Breakfast cereals, dog foods, other products) Joe Lowe Corp. (Popsicles, Creamsicles, Fudgsicles, other frozen confections)	ABC-TV	Donahue & Coe Leo Burnett Co. Paris & Peart

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Wander Company (Ovaltine)		Tatham-Laird, Inc.
\$64,000 Challenge, The	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam
	Revlon, Inc. (All Revlon Products)		BBD & O
\$64,000 Question, The	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Lennen & Newell
	Revlon, Inc. (All Revlon Products)		Warwick & Legler
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson's Wax Cleaners, Polishers, Insecticides, Deodorizers)	CBS-TV	Foote, Cone & Belding
	Pet Milk Co. (Evaporated Milk, Milk products)	CBS-TV	Gardner Advertising
Small World	Olin Mathieson Chemical Corp. (Chemicals, Synthetics)	CBS-TV	D'Arcy Advertising
	Renault Inc. (Products & Services of Renault Inc.)		Needham, Louis & Brorby
Sothern, Ann, Show	General Foods Corp. (Coffee, Cereal, Dog Food)	CBS-TV	Benton & Bowles
Steve Canyon	Liggett & Myers (L & M Tobacco Products)	NBC-TV	McCann-Erickson
Studio One in Hollywood	Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radio & Television sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugarfoot	American Chicle Co. (Roloids, Clorets, Beeman's Chewing Gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	Colgate-Palmolive Co. (Shave creams, shave lotions)		Ted Bates Co.
	Ford Division, Ford Motor Co. (Cars, trucks, parts and accessories)		J. Walter Thompson
	Luden's, Inc. (Luden's cough drops, Fifth Avenue Candy Bars)		J. M. Mathes, Inc.
	Whitehall Pharmacal Co. (Anacin)		Ted Bates Co.
Sullivan, Ed, Show	Eastman Kodak Co. (All Products)	CBS-TV	J. Walter Thompson
	Mercury Division of the Ford Motor Co. (Mercury Automobiles)		Kenyon & Eckhardt
Sunday News Special	American Home Products Corp. (Anacin, Bisodol, Freezone)	CBS-TV	
	Carter Products, Inc. (Arrid Cream Deodorant, Risc Shave Cream, Little Liver Pills, Nair)		Ted Bates Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
77 Sunset Strip	American Chicle Co. (Dentyne, Roloids, Clorets, Beeman's chewing gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	Carter Products, Inc. (Rise, Arrid, Carter's Little Liver Pills, Nair)		Ted Bates Co.
	H. F. Ritchie, Inc. (Brylcreem, hair products, Scott's Emulsion)		Kenyon & Eckhardt
	Whitehall Laboratories (Anacin, Dristan)		Ted Bates Co.
Superman	Kellogg Company (Breakfast cereals, dog foods, soft drinks)	ABC-TV	Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, caramels, fudge, Rockwood Wafers, Chocolate Bars, Chocolate Figurines and Coins, Rockwood chocolate confections)		Henry Eisen Advertising
Suspicion	Ford Division; Ford Motor Co. (Autos, automotive products)	NBC-TV	J. Walter Thompson
	Philip Morris Co. (Tobacco products)		N. W. Ayer
	Procter & Gamble (Women's hair care & women's hair grooming products, dentifrices, detergents)		Benton & Bowles
	Sterling Drug (Bayer Aspirin, Phillips Milk of Magnesia; liquid & tablet; Ironized Yeast)		Dancer-Fitzgerald-Sample
	The Texas Company (Petroleum products)		Cunningham & Walsh
— T —			
Tales of the Texas Rangers	Gold Seal (Glass Wax stencils)	ABC-TV	Campbell-Mithun
	The Sweets Co. of America (Tootsie Rolls and Tootsie Roll Pops, Caramels, Fudge, Rockwood chocolate)		Henry Eisen Advertising
Tales of Wells Fargo	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
Telephone Time	Buick (Autos, parts & services)	ABC-TV	McCann-Erickson Kudner Agency
	Bell Telephone (Institutional)		N. W. Ayer & Son
Texan, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
The Thin Man	Colgate Palmolive Co. (Dental Cream, bar soap, detergents, cleansers, shaving cream & Halo Shampoo)	NBC-TV	Ted Bates Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Your Life	Procter & Gamble Co. (Dentifrices, bar soaps & cleansers, women's hair care & hair grooming products)	NBC-TV	Compton Advertising Benton & Bowles
Thomas, Danny, Show	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Benton & Bowles
Tic Tac Dough	Alberto-Culver (Hair care products)	NBC-TV	Geoffrey Wade Advertising
	Chesebrough-Pond's (Facial makeups, creams, lotion, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		J. Walter Thompson
	Church & Dwight (Cow Brand & Arm & Hammer baking sodas)		J. Walter Thompson
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	General Foods (Minute Rice, jello puddings, jello pie fillings, Swansdown flour & cake mixes)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Gossard (Gossard girdles)		Edward H. Weiss
	H. J. Heinz (Condiments; ketchups, pickles, vinegar, soup, baby foods, spaghetti & beans)		Maxon Advertising
	Kraft (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine, Kraft Orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft dinners, Kraft jellies, jams & sandwich spreads)		J. Walter Thompson
	Minnesota Mining (Scotch Brand Tapes)		BBD & O
	Pillsbury Mills (Baking mixes, flour, frosting)		Leo Burnett Co.
	Procter & Gamble Co. (Women's hair care, detergents, Bar soaps, edible fats—shortening; cleanser & Comet, Gleem, Crisco, Dreft, Camay)		Grey Advertising; Dancer-Fitzgerald-Sample
	RCA (Electronic sight & sound receivers & recorders; Industrial electronic communication equipment & services)		Kenyon & Eckhardt
	S.O.S. (Scouring pads)		McCann-Erickson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Standard Brands (Coffee, Tea, desserts, margarine, dog food)		Ted Bates Co.
	Starkist (Canned tuna fish)		Honig-Cooper
	Sunshine Biscuit (Salted crackers, cookies, dog food)		Cunningham & Walsh
	Toni Company (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		North Advertising
	Warner-Lambert (Listerine, Bromo-Seltzer, Anahist, Bliss, Hudnut Hair Line, Lipstick)		Norman, Craig & Kummel; Lennen & Newell
Today	Alden Rug Mills (Rugs)	NBC-TV	Arndt, Preston, Chapin, & Keen
	American Agricultural Chemical Co. (Agrico Fertilizers)		M. L. Grant, Inc.
	American Can Co. (Cans)		Compton Advertising
	Amity Leather Products Co. (Amity Billfolds, Clutch bags, handbags, key cases, pocket secretaries, hearing aids)		Gordon Best Co.
	Asco Electronics Co. (Flea Gard)		Jerome O'Leary
	Beltone Hearing Aid Co. (Hearing Aids)		Olian & Bronner
	Bird & Son, Inc. (Roofing & hard surface flooring)		H. B. Humphrey, Alley & Richards, Inc.
	The Block Drug Co. (Nytol)		Sullivan, Stauffer, Colwell & Bayles
	Bulova Watch Co. (Watches)		McCann-Erickson
	California Prune Advisory Bd. (Prunes)		Botsford, Constantine & Gardner
	Canada Dry Inc. (Soft drinks)		J. M. Mathes, Inc.
	Channel Master Corp. (TV Antennas)		S. R. Leon Co.
	Colgate-Palmolive-Peet Co. (Rapid Shave)		Ted Bates Co.
	Drexel Furniture Co. (Furniture)		Arndt, Preston, Chapin, Lamb & Keen
	Dixie Cup Co. (Dixie Cups)		Hicks & Greist
	E. I. duPont de Nemours & Co. (Carpet nylon, women's blouses & sweaters, men's, women's & children's outerwear)		
	L. C. Forman & Son (Piccalilli)		C. Wendel Muench Co.
	General Dynamics (Institutional)		D'Arcy Advertising
	General Electric Co. (Light bulbs)		BBD & O
	Grove Laboratories Inc. (Fitch Shampoo, Hair tonic, 4-way cold tablets, liquid cough & cold medication)		Cohen & Aleshire

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gulf Guarantee Land & Title Co. (Cape Coral Real Estate)		Paul Venze Assoc.
	P. H. Hanes Knitting Co. (Underwear, baby sleepwear)		N. W. Ayer
	H. J. Heinz (Concentrated tomato juice)		Maxon Advertising
	Insurance Co. of North America (Insurance)		N. W. Ayer
	Jackson & Perkins (Rose Bushes)		Wunderman, Ricotta & Kline
	Howard D. Johnson Co. (Chain restaurants, ice cream and specialties)		N. W. Ayer
	Juvenile Shoe Corp. of America (Lazy Bone Shoes)		Storm Adv. Co.
	Keystone Camera Co. (Cameras & projectors)		The Bresnick Co.
	Knapp-Monarch Co. (Liquidizer, Redi-Baker)		Frank Block Associates
	Liftsavers Inc. (Heels; women's shoes)		Product Services
	Mar Pro, Inc. (Maremont Mufflers)		Waldie & Briggs
	The Mennen Co. (Mennen Gold Crest)		Warwick & Legler
	G & C Merriam Co. (Dictionaries)		Anderson & Cairns
	Ben Mont Papers Inc. (Saran Icicles)		Woodward, Voss & Hevenoor
	National Assn. of Insurance Agents (Insurance)		Doremus & Co.
	National Presto Industries (Electric coffee makers, pressure cookers)		Donahue & Coe
	Niagara Therapy Mfg. Corp. (Therapeutic chairs)		Geo. L. Mallis Inc.
	Osrow Products (Mechanical home & car washer)		Gore, Smith, Greenland
	Outboard Marine Mfg. Co. Evinrude Division (Outboard motors)		Cramer Krasselt Co.
	Rock of Ages, Inc. (Monuments)		Harold Cabot & Co.
	Shakespeare Co. (Fishing rods)		MacDonald-Cook Co.
	Stephan Distributing Co. (Stephans dandruff remover)		Cunningham & Walsh
	Sterling Drug Co. (Aspirin)		Dancer-Fitzgerald-Sample
	Stern's Nurseries (Roses)		Fairfax, Inc.
	Time, Inc. (Time Magazine)		Maxwell, Sackheim Co.
	Washington State Potato Commission (Potatoes)		Howard J. Ryan & Son
	White Motor Co. (Trucks & institutional advertising)		D'Arcy Advertising

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Today Is Ours	Armour & Co. (Deodorant Bar Soaps, Detergents, Canned Meats, Poultry, Dog Food)	NBC-TV	Foote, Cone & Belding
	H. J. Heinz National Biscuit Co. (Crackers, Cookies & Baking Mixes, Cereals)		
	Procter & Gamble Co. (Detergents, bar soaps, dentifrices)		
	Sterling Drug		
Tombstone Territory	Bristol-Myers Co. (Headache remedies, deodorants, laxatives, dentifrices, hair preparations, hand preparations)	ABC-TV	Dancer-Fitzgerald-Sample Young & Rubicam
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		
Top Dollar	Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	CBS-TV	Ted Bates Co. Ted Bates Co.
	Carter Products, Inc. (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream, Little Liver Pills)		
To Tell the Truth	Pharmaceuticals, Inc. (Ceritol, Niron, Zarumin, RDX)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
	Philip Morris, Inc. (Marlboro, Parliament Cigarettes)		
	Parkson Advertising		
Trackdown	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
	Socony Mobil Oil Co. (Mobilgas, Mobiloil)		
Treasure Hunt	Alberto-Culver (Hair care products)	NBC-TV	Geoffrey Wade Advertising
	Hazel Bishop (Lipstick, nail polish, hair spray)		
	Brillo Mfg. Co. (Brillo Cleansing pads, Brillo Cleansers)		
	Chesebrough-Pond's (Facial make-ups, creams, lotions, Pertussin cough remedy, Vaseline Petroleum jelly)		
	Corn Products (Mazola, Karo, Niagara, Nu-Soft, Kasco Dog Food)		
	Dow Chemical Co. (Saran Wrap)		
	Drackett (Windex window cleaner, Drano drain cleaner)		
	Raymond Spector		
J. Walter Thompson			
J. Walter Thompson			
C. L. Miller; Lennen & Newell			
MacManus, John & Adams			
Young & Rubicam			

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods (Swansdown cake flour, mixes, jello puddings & pie fillings, Minute Rice)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Glamorene (Glamorene, rug and upholstery cleaner)		Product Services Inc.
	H. J. Heinz (Soup, Baby foods, Condiments: ketchup, pickles, vinegar, Spaghetti & beans)		Maxon Advertising
	Lever Bros. (Detergents, dishwashing soaps, dentifrices)		J. Walter Thompson
	Mentholatum (Medicated Lip Pomade, Cold Remedies)		J. Walter Thompson
	Pharmaceuticals (Geritol, Devarex)		Parkson Advertising
	Pillsbury Mills (Baking Mixes, Flour, Frostings)		Leo Burnett Co.
	Procter & Gamble (Detergents, Bar Soaps, Shortening, Cheer, Camay, Fluffo, Zest)		Young & Rubicam
	Sterling Drug (Analgesics, laxatives, Bayer aspirin, Bayer Nasal Spray, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletcher's Castoria)		Dancer-Fitzgerald-Sample
True Story	Sterling Drug (Bayer Aspirin, dentifrices, Phillips Milk of Magnesia, Haley's MO, Nasal Spray, Dr. Lyon's Tooth Powder, Energine Cleaning Fluid, Ironized yeast)	NBC-TV	Dancer-Fitzgerald-Sample
Truth or Consequences	Alberto-Culver (Hair care products, VO-5 Hair dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising
	American Home (Aerowax, Griffin Polishes, Anacin, Heet, Infrarub)		Ted Bates Co.
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	General Foods (Jello puddings, Pie fillings, Minute Rice, Swansdown flour & cake mixes)		Young & Rubicam
	Lehn & Fink (Lysol)		McCann-Erickson
	Lever Bros. (Imperial Margarine, misc. detergents)		Needham, Louis & Brorby
	Miles Labs. (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Sterling Drug (Drug Products)		Dancer-Fitzgerald-Sample
Turning Point	Scott Paper Co. (Scott towels, Scotties, Scotkins, Cutrite wax paper, Toilet tissue)	NBC-TV	J. Walter Thompson
Twentieth Century	Prudential Insurance Co. of America (Insurance)	CBS-TV	Reach, McClinton Co.
"21"	Pharmaceuticals, Inc. (Geritol, Somnex, Zarumol)	NBC-TV	Parkson Advertising
—U—			
Uncle Al Show	National Biscuit Co. (Crackers, biscuits, cookies, cereals)	ABC-TV	Kenyon & Eckhardt
United States Steel Hour, The	United States Steel Corp. (Institutional)	CBS-TV	BBD & O
—V—			
Verdict Is Yours, The	Atlantis Sales Corp. (All French's Products)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	Chicken of the Sea, Inc. (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals)		Dancer-Fitzgerald-Sample
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	S. C. Johnson & Son, Inc. (Johnson's Wax, Cleansers, Polishers, Insecticides, Deodorizers)		Needham, Louis & Brorby
	Lever Brothers Co. (Lucky Whip Dessert Topping, Bar Soap, Margarine)		Ogilvy, Benson & Mather
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Pharmaceuticals, Inc. (Serutan, RDX, Somnex)		Parkson Advertising
	Quaker Oats Co. (Cereals, Pet Food, Pancack and Baking Mixes)		
	Scott Paper Co. (Scott Paper Products)		
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		Ted Bates Co.
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's MO, Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products)		McCann-Erickson
	The Toni Co. (Home Permanent)		Tatham-Laird
—W—			
Wagon Train	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bell & Howell (Photographic equipment)		McCann-Erickson
	Drackett Co. (Windex, Drano & other household cleansers)		Young & Rubicam
	Edsel Division; Ford Motor Co. (Automobiles)		Foote, Cone & Belding
	Elgin (Watches)		J. Walter Thompson
	Ford Motor Co. (Automobiles)		J. Walter Thompson
	General Foods Corp. (Post cereals, coffee, dog food)		Benton & Bowles
	Lewis-Howe Co. (Tums & Headache Remedy)		McCann-Erickson
	National Biscuit Co. (Bake Goods, mixes, cereals, dog food)		McCann-Erickson
	R. J. Reynolds (Tobacco Products)		Wm. Esty Co.
Wallace, Mike, Interview Wanted—Dead or Alive	Phillip Morris, Inc.	ABC-TV	N. W. Ayer & Son, Inc.
	Brown & Williamson Tobacco Corp. (Tobacco Products)	CBS-TV	Ted Bates Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
Welk's Lawrence, Top Tunes and New Talent	Dodge Division and Plymouth Division; Chrysler Corporation	ABC-TV	Grant Advertising
	(Automobiles)		
Wednesday Night Fights	Brown & Williamson Tobacco Corp. (Tobacco)	ABC-TV	Ted Bates Co.
	Mennen Company (Shave Creams)		McCann-Erickson, Inc.
	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins, Bactine)		Geoffrey Wade Advertising
West Point	Bristol-Myers Co. (Bufferin)	ABC-TV	Young & Rubicam
	Carter Products, Inc. (Arrid-Whirl-In, Arrid Deodorant, Rise Shave Cream, Liver Pills)		Sullivan, Stauffer, Colwell & Bayles
	Phillips-Van Heusen Corp. (Shirts and men's wear)		Gray Advertising
What's My Line?	Helene Curtis Industries	CBS-TV	McCann-Erickson
	(Stopette, Poof, Finesse, Hair Dressing, Shampoos)		
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles
	Mutual Benefit & Accident Association of Omaha (Insurance)		Bozell & Jacobs
	Remington Rand, Inc. (Remington Electric Shavers & Office Equipment)		Young & Rubicam
White, Betty, Show	Plymouth Motors Corp., Div. of Chrysler Corp.	ABC-TV	Grant Advertising
	(Automobiles)		
Wide Wide World	General Motors (Autos, trucks, parts & services)	NBC-TV	MacManus, John & Adams
Wild Bill Hickok	Edsel Division, Ford Motor Co. (Edsel Cars)	ABC-TV	Foote, Cone & Belding

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Kellogg Company (Breakfast cereals, dog foods, other products)		Leo Burnett Co.
	Kellogg Company (Cereals & dog food)	CBS-TV	Leo Burnett Co.
	The Procter & Gamble Co. (Big Top Peanut Butter)	ABC-TV	Compton Advertising
	The Sweets Co. of America (Candy Product)		Henry Eisen Advertising
Winchell, Paul, Show	General Mills, Inc. (Cereals, flours, flour base products)	ABC-TV	Dancer-Fitzgerald-Sample
	Hartz Mountain Products (Accessories and food for birds, tropical fish, turtles, cats and dogs)		George H. Hartman Co.
Winchell, Walter, Show	Revlon, Inc. (All Revlon Products)	ABC-TV	C. J. LaRoche & Co.
Wingo	The Toni Co. (Self Home Permanent Wave, Hair Sprays)	CBS-TV	North Advertising
Woody Woodpecker	Kellogg Company (Breakfast cereals, dog foods and other products)	ABC-TV	Leo Burnett Co.
Wyman, Jane, Show	Hazel Bishop (Facial preparations, hair grooming products)	NBC-TV	Raymond Spector
	Quaker Oats Co. (Cat & dog food, cereals, baking mixes)		Needham, Louis & Brorby
Wynn, Ed, Show	Bulova Watch Co. (Watches, radio, electric shavers)	NBC-TV	McCann-Erickson
	Liggett & Myers (L & M Tobacco Products)		McCann-Erickson
—Y—			
Yancy Derringer	S. C. Johnson & Son, Inc. (Johnson's Wax, Cleaners, Polishers)	CBS-TV	Needham, Louis & Brorby
You Asked for It	The Best Foods, Inc.	ABC-TV	Guild, Bascom & Bonfigli
You Bet Your Life	Chrysler Corp. (Autos, parts & services)	NBC-TV	BBD & O
	Lever Bros.		BBD & O
	The Toni Co. (Home permanents, hair care)		North Advertising; Tatham-Laird
Young, Loretta	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Your Hit Parade	American Tobacco Co. (Hit Parade Cigarettes)	CBS-TV	BBD & O
	American Tobacco Co. (Tobacco products)	NBC-TV	BBD & O
	The Toni Company (See: You Bet Your Life)		North Advertising
—Z—			
Zorro	A.C. Spark Plug Div.; General Motors Corp. (Spark plugs, oil filters, fuel pumps, etc.)	ABC-TV	D. P. Brother & Co.
	Seven-Up Company (7-Up)		J. Walter Thompson



Cheers, heigh-ho, and hurrah
for the honored General!
For loyalty to client,
reliability in the lab,
foresight in the field, and
devotion above and beyond
the call of duty, —

VIVA!

GENERAL FILM
THE PRODUCER'S
CHOICE!



GENERAL
FILM LABORATORIES CORP.
1546 NO. ARCYLE, HOLLYWOOD 28.
HO. 2-6171

"Chuck" wagon

"COUNTRY MUSIC NETWORK"

covering

ALABAMA	KENTUCKY	OREGON
ARIZONA	LOUISIANA	PENNSYLVANIA
ARKANSAS	MARYLAND	SOUTH CAROLINA
CALIFORNIA	MICHIGAN	TENNESSEE
COLORADO	MINNESOTA	TEXAS
FLORIDA	MISSOURI	UTAH
GEORGIA	NEVADA	VIRGINIA
ILLINOIS	NEW JERSEY	WASHINGTON
KANSAS	NEW YORK	
	DISTRICT OF COLUMBIA	

and still growing . . .

Madison Avenue Hillbilly

UNITED
FRUIT

LEVER BROS.

MANISCHWITZ

PET MILK

PHILIP
MORRIS

GENERAL
FOODS

KESSLER
REAGAN'S
DIGEST

PITTSBURGH
PAINT

FOLGER'S
COFFEE

GALLO WINE

WHITE OWL
CIGARS

GREYHOUND

KINNEY
SHOES

* America's Only Exclusive "Country & Western" Station

DUPONT

MANUEL ROSS

LIFE MAGAZINE

MILLER'S BEER

ROL-TAN

ROBERT HALL

KOOL'S

QUAKER OATS

GULF

LYDIA PINKHAM

BUTONI

AMOCO

BEECHNUT

AMERICAN MALASSIS

C & P TELEPHONE

REGINA

AMERICAN CYANAMID

keeps rolling along

"Country and Western Music Broadcasters Association"

730 Fifth Avenue, N. Y. 19
Circle 6-7243

* "Chuck" Bernard — Director

CAWMBBA



CHARLES BERNARD COMPANY, INC.

Radio & TV Station Reps

730 Fifth Ave., N. Y. 19, N. Y. Circle 6-7242

Representatives



40 Years of Leadership
and Achievement
in Radio — TV — Electronics

1919-1959

RADIO CORPORATION OF AMERICA