

Do You Know That...

WHO'S WHO IN AMERICA, 1958-59 edition, is out with a Vocational Index which, under the category Radio-TV Executives, lists those of the TV-radio broadcasting industry whom it has selected for inclusion. Only about 200 names are indexed—and a close perusal indicates some of these were indexed in the wrong category, so that the list by no means embraces all the electronic entertainment industry bigwigs whose biographies appear in the giant 3388pp. volume.

For example, although there's another 424-name category headed Entertainment, mostly names of showfolk, we find such names as these under the Radio-TV Executives category: Ozzie Nelson, Art Linkletter, G. V. Denny Jr., Irma Phillips, Douglas Edwards, Pauline Frederick, Robert Q. Lewis, Merrill Mueller, Martha Rountree, Robert Trout, Harry Wismer.

Yet, under Entertainers, are such more or less kindred names as Martin Agronsky, Griffing Bancroft, Morgan Beatty, David Brinkley, Ned Brooks, Cecil Brown, Ned Calmer, H. C. Cassidy, W. W. Chaplin, Ray Henle, Hazel Markel. Not categorized, but definitely in *Who's Who*, are Charles C. Collingwood and Edward R. Murrow.

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Also on the Radio-TV Executives list, as indexed by *Who's Who*, we find such names as Dr. J. H. Dellinger, retired radio chief, Bureau of Standards; Dan E. Noble, Motorola v.p.; George W. Bailey, exec. secy. of IRE; Martin Benedek, General Instrument Co.; H. H. Beverage, RCA; J. K. Smith, National Radio Institute—although you would expect to find them in the Electronics Executives category (see p. 12). Also, admen C. T. (Terry) Clyne, McCann-Erickson; Roger Pryor, Foote, Cone & Belding; Dick Pinkham, Ted Bates & Co.—although there's an Advertising Agencies category with 423 names. Still listed as TV-Radio executives are Theodore C. Streibert, now with the Rockefeller interests and no longer connected with TV-radio, and Chris J. Witting, now Westinghouse consumer products v.p.

The Newspaper Executives category has 1176 names, many of them as much identified with their TV & radio operations as with printed journalism. Then there's the Producers-Directors category, 105 names, in which we find the names of Louis G. Cowan, now pres. of CBS-TV; J. D. Wrather Jr., Desi Arnaz, John Guedel, Mark Goodson, Larry Spivak & W. S. Todman, all of whom won their greatest fame in TV-radio.

Among Writers & Editors but identified largely with TV-radio, *Who's Who* includes Charles C. Butterfield, ex-radio editor of AP; O. H. Caldwell, retired, founder of *Electronics* and editor for many years of various trade journals; Orrin E. Dunlap, ex-*New York Times*, now an RCA publicist & v.p.; Martin Codell, *Television Digest*; Donald G. Fink, ex-editor of *Electronics* and *IRE Journal*, ex-pres. of IRE, now with Philco; Abel Green, *Variety*; Sol Taishoff, *Broadcasting*.

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These are the remaining *Who's Who* listings under Radio-TV Executives; there may be some others elsewhere in the huge volume, but they're not indexed as Radio-TV Executives by *Who's Who* itself—nor are we making any effort here to include any of the other *Who's Who* categories except Electronics and Electrical Equipment, which will be found on p. 12:

A TV Factbook on Every Desk

TELEVISION FACTBOOK No. 27, Fall-Winter edition of the TV-radio & other electronic entertainment industries' first, most widely used and most frequently quoted data book, has now been mailed to all full-service subscribers of *Television Digest* and to about 2500 extra-copy buyers. Completely indexed, this 496pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U. S., Canadian and World TV stations and networks (including complete rate cards of the U. S. & Canadian networks and digests of all station rate cards); new census of TV sets by states & counties; data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronic labs, etc., etc. Included with each *Factbook* is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. *Television Factbook* No. 27 costs \$5 for a single copy; \$3.50 each for 5 or more.

- ALABAMA: Birmingham—H. P. Johnston.
- CALIFORNIA: Hollywood-Los Angeles—H. S. Ackerman, W. H. Brown, Guy della Cioppa, W. D. Ingram, H. S. Mc'ghan, Frank Mullen, T. N. Sarnoff, A. J. Scalpone, J. Van Volkenburg, F. W. Wile Jr. Oakland—S. F. Sackett. Santa Barbara—H. C. Butcher.
- CONNECTICUT: Hartford—P. W. Morency, L. J. Patricelli. Newtown—W. G. H. Finch. Stamford—L. W. Lowman. Westport—J. K. Smith.
- DISTRICT OF COLUMBIA: T. A. M. Craven, J. S. Hayes, R. F. Hurligh, F. M. Russell, J. W. Thompson (WMAL—*Washington Star*); Ralph Hardy, ex-CBS (deceased).
- FLORIDA: Miami—A. J. McCosker, George B. Storer, Niles Trammell, Lee B. Wallis. Tallahassee—J. H. Phipps. W. Palm Beach—John H. Perry Jr.
- HAWAII: Honolulu—J. H. Worrall.
- ILLINOIS: Chicago—H. L. Atlass, Jules Herbeveaux, Bernard Jacobs, C. H. Marts, W. L. Quaal, S. C. Quinlan. Springfield—O. J. Keller.
- INDIANA: Bloomington—Sarkes Tarzian.
- IOWA: Sioux City—W. R. Perkins.
- LOUISIANA: Baton Rouge—Douglas Manship. Monroe—J. A. Noe. New Orleans—R. D. Swezey.
- MARYLAND: Baltimore—E. K. Jett, J. P. Wright.
- MASSACHUSETTS: Boston—Norman Knight, H. L. Travers.
- MICHIGAN: Ann Arbor—J. C. Crabbe. Dearborn—F. A. Knorr. Detroit—J. L. Booth, J. F. Patt, G. W. Trendle. Kalamazoo—J. E. Fetzer.
- MISSOURI: St. Louis—Elzey Roberts.
- NEBRASKA: Lincoln—J. W. Seacrest. Omaha—Todd Storz.
- NEW JERSEY: Princeton—H. M. Bitner.
- NEW YORK: Buffalo—G. F. Goodyear, John H. Norton Jr. New York City—E. A. Accas, H. V. Akerberg, Sidney P. Allen, C. T. Ayres, H. R. Bannister, Claude Barrere, C. C. Barry, I. S. Becker, A. R. Beckman, T. H. Belviso, H. M. Beville Jr., K. W. Bilby, H. C. Bonfig, J. F. Brauner, W. B. Campbell, Slocum Chapin, L. B. Cherry, J. M. Cliford, Fred Coe, C. H. Colledge, Ted Cott, D. W. Coyle, M. J. Culligan, M. H. Dann, J. A. Danzig, J. F. Day, E. J. De Gray, J. E. Denning, C. R. Denny, William Dozier, O. F. Elder Jr., W. H. Fineshriber Jr., J. M. Gaines, Wm. Goodheart, Bernard Goodwin, Lewis Gordon, Lester Gottlieb, R. F. Guy, A. L. Hammerschmidt, O. B. Hanson, W. S. Harrison, Louis Hausman, A. H. Hayes, W. S. Hedges, J. V. Heffernan, W. H. Hylan, E. L. Jahnce Jr., Merle Jones, J. J. Karol, R. E. Kintner, H. L. Letts, T. H. A. Lewis, William Lodge, Frank Marx, J. A. McDonald, T. B. McFadden, D. H. McGannon, J. W. McPherrin, Sig Mickelson, W. C. Miner, R. A. Monroe, H. L. Morgan Jr., R. H. O'Brien, T. F. O'Neil, W. S. Paley, C. W. Petersmeyer, J. B. Poor, R. J. Puff, H. E. Rettig, Paul Roberts, Hubbell Robinson Jr., G. R. Ruppel, Emanuel Sacks (deceased), R. S. Salant, R. W. Sarnoff, Robert Saudek, E. L. Saxe, R. A. Schmid, W. A. Schudt Jr., W. D. Scott, J. M. Seward, Dean Shaffner, E. L. Shainmark, S. N. Stegel, J. L. Sinn, J. A. Stable, C. M. Stanton, Frank Stanton, Alex Stronach, J. C. Swayze Sr., K. B. Sweeney, Davidson Taylor, Harry Trenner, Oliver Treyz, S. L. Weaver Jr., R. M. Weitman, Mort Werner, Merle S. Wick, G. B. Zorbaugh. White Plains—Helen S. Straus.
- OHIO: Cincinnati—J. D. Shouse, F. W. Ziv.
- OREGON: Ontario—Mrs. O. B. Cornett.
- PENNSYLVANIA: Philadelphia—Don Thornburgh, L. E. Yoder. Pittsburgh—John F. White.
- TENNESSEE: Memphis—H. H. Bunchman, J. H. Cleghorn.
- WASHINGTON: Seattle—Dorothy S. Bullitt.
- WISCONSIN: Milwaukee—W. J. Damm, Don Durgin.