

BROADCAST PIONEERS HISTORY PROJECT

HISTORICAL INVENTORY AND INDUSTRY REFERENCE LIBRARY

FIFTH PROGRESS REPORT

ADDENDUM

JULY, 1969

**BROADCAST PIONEERS
589 Fifth Avenue**

NEW YORK, NEW YORK 10017

A PROGRESS REPORT

To the Broadcast Pioneers of America:

Is this a progress report?

You bet it is!!!

In the ten months which have elapsed since the publication of the "Fourth Progress Report," a great deal has been accomplished. This edition of the "Historical Inventory and Industry Reference Library" has added forty-eight categories, each of them a significant listing, but more important, the flow of material has resulted in the expansion of many of the previously listed 457 categories. So steady has been the stream of additional data that, even when it became necessary to close the forms on the pages, it seemed advisable to list the added material in an "Addendum," with its own index.

This report is being issued at a time when a new era dawns for the Broadcast Pioneers History Project. Within a few months the project will be moved to Washington, where it will be housed in the new building of the National Association of Broadcasters. The Association has generously set aside space on the first floor of the building for the "Broadcast Pioneers Industry Reference Center." Its location will make it readily available for researchers of all kinds — industry representatives, students interested in the field of communication, historians and other scholars concerned with the sociological and economic impact of an industry which has grown up during the memories of living men.

To make all this possible, the Broadcast Pioneers Educational Fund has been established and qualified as a tax-exempt organization. A campaign for funds is currently under way and already many sizeable gifts have been received or pledged.

A committee of outstanding broadcasters has been appointed by G. Richard Shafto, President of the Broadcast Pioneers Educational Fund, to serve as money-raisers. The co-chairmen of the Fund Committee are Ward Quaak, President of WGN-Continental Broadcasting Company and Roger W. Clipp, former chief executive officer of the Triangle Stations, headquartered in Philadelphia.

The goal of the drive is \$750,000, which, thanks to the generosity of NAB, will be adequate to equip, staff and operate the Industry Reference Center for a period of from five to seven years.

Few industries in the history of the world have had a more profound influence upon the lives of the people of a nation, than broadcasting. It has far exceeded its original purposes of providing entertainment in the homes of the American public. It is now the prime medium for bringing the news of the world to America. In the field of education, broadcasting is making tremendous strides. In addition,

broadcasting is assuming an increasingly important role as the purveyor of culture.

In performance of these tasks, broadcasting has been criticized for undue emphasis on violence by many of those unable to face up to the realities of a frightening situation. There are those who acknowledge the necessity of exercising editorial judgment in the exposure given to a minority group of dissidents. But there are likewise those who believe that the American public is entitled to the facts, in order that well-thought out decisions may be made.

All of this is history in the making. It is vital material for the record of what is happening in broadcasting. It is essential to the welfare of the industry and the public it serves, that a constantly replenished source of information be available so that the industry may profit from a knowledge of the successes of the industry as well as from the failures.

Special acknowledgement for the great assistance in the compiling of historical material given the Broadcast Pioneers History Project is due the Columbia Broadcasting System, the Radio Corporation of America, the National Broadcasting Company, and for the continued aid given by Broadcast Music, Inc., NAB, AWRT, IRTS, and the Westinghouse Broadcasting Company, WGN-Continental Broadcasting Corporation as well as the many men and women and other organizations who have helped in building the Broadcasting Industry Reference Library to its present great proportions.

The History Project has been exceedingly fortunate in the assistance given during the past five years; first by the late Edwin Lewis Dunham and during the past year by Mrs. Kathryn S. Cole, former Manager of the Information Department of the National Broadcasting Company, who is now serving the project as Associate Director. She has brought to the project an extensive knowledge of many facets of the industry and an enthusiasm for doing a unique job for the industry.

Extensive as this new inventory is, nevertheless it must be recognized that there is a vast area of untapped information about the lives and contribution to the industry of scores of Pioneers in the development of broadcasting as the world's most potent medium of mass communication. It is our hope that with the resources of the new facilities in Washington, operated on a professional basis, will further develop the Library as a source of knowledge and information, through which broadcasting can fulfill its highest aspirations as a means of education, information, culture, enlightenment and entertainment for the benefit of the entire population of the nation. Yes, this is a progress report and we look for greater progress in the years to come.

WILLIAM S. HEDGES, *Director*
Broadcast Pioneers History Project

BROADCAST PIONEERS' HISTORY PROJECT INVENTORY

1969

1. The Crosley Story (AVCO Broadcasting Corporation)
Larry Lichty, presently teaching at the University of Wisconsin, prepared a doctoral thesis on "The Nation's Station: A History of Radio Station WLW." This document in ditto form is 4 1/2 inches thick. It consists of 12 chapters and contains 57 different tables listing programs.

- A. Photo of group at dedication of new transmitter—1929.
- B. Biography of John T. Murphy, President Avco Broadcasting Corp.
- C. "A Tradition of Progress — 1949-69" — WLW-C. (Columbus, Ohio).
- D. "The Pulling Power of Live Personalities". Address by John T. Murphy, at Texas Ass'n of Broadcasters, Dallas, Tex. Jan. 10, 1968.
- E. AVCO Annual Reports.

2. The KFI Story — Earle C. Anthony Story:

William B. Ryan, former station manager of KFI, has written a character study and biographical sketch of E. C. Anthony. (Restricted but may be quoted on receipt of Ryan's written permission.) Photos of Earle C. Anthony and KFI.

3. The Westinghouse Story:

- A. The Story of the Westinghouse Radio Stations in World War II — WBZ-WBZA, KDKA, WOWO, KYW, KEX, In'tl Station WBOS.
- B. Letter from Dr. Frank Conrad to A. B. Reyn-
ders, re WBZ dated Sept. 14, 1921.
- C. WBZ first TV Rate Card, May 1, 1948.
- D. Biography — Joseph E. Baudino.
- E. "The History of Broadcasting in the U.S." by
H. P. Davis, address at Harvard University,
April 21, 1928.
- F. Westinghouse News Service Clip Sheets. Oc-
tober 1925. Dec. 1928. March 1930. Sept. 1954.
- G. Westinghouse Magazine, Dec. 1936. Articles re
KDKA's 16th Anniversary.
- H. Group W—New York Times Supplement,
March 5, 1967.

4. The Role and Impact of Rating Services in Broadcasting:

- A. E. P. H. James, Vice President, A. C. Nielsen
Company, has submitted two articles entitled
(1) "Milestone in the History of Audio Rat-
ing" and (2) "Audience Measurements' Place
in Broadcasting." These are classed by James

as "a starter".

- (3) Biography and Photo of E. P. H. James.
- (4) Taped interview with E. P. H. James April
1, 1963.
- B. A. C. Nielsen has furnished the following bro-
chures for the Pioneer file: (a) Greater Pros-
perity through Marketing Research (b) 1965
Television (c) A Researcher Replies (d) Niel-
sen Television Index in Action (e) Annual
Report A. C. Nielsen Co. 1964 (f) Television
Audience Research.
- C. H. M. Beville, Vice President of planning and
research for NBC, has submitted a 7 page ar-
ticle on "Why Do Broadcasters Use Ratings?"
- D. "A Critic Rates Rating Game" by Atra Baer,
N.Y. Journal American, Sept. 11, 1965.
- E. "Broadcast Rating Council" article. Printers'
Ink, Sept. 10, 1965. By Donald H. McGannon,
President, Westinghouse Broadcasting Co.
- F. John Karol, Vice President, CBS Television
Network has submitted a four page memo re-
garding audience research (going back to
1927). Additional material in the works by Joe
Adams writing for James Seiler, head of Amer-
ican Research Bureau.
- G. "How Good Are Television Ratings?" by Mar-
tin Mayer—Reports on work of Committee on
Nationwide Television Audience Measurements.
Feb. 1966. Includes slides used in report to
I. R. T. S. Feb. 2, 1966.
Note: Proceedings of House Committee on In-
terstate Commerce on Rating Services available
at T.I.O. Library.
- H. "Radio as an Advertising Medium Now."
Nielsen Report for NBC—1949.
- I. Misl. clippings re: rating services.
- J. Hooper Ratings — Network Programs, Spring,
1949.
- K. "Media Impact Studies," Oct. 1962-Jan. 1963
by Thomas E. Coffin, VP Research, NBC.
- L. "Impact of Color TV," by Thomas E. Coffin,
Dec. 16, 1965. Speech at ANA Seminar.
- M. Three part article-TV Guide, March 4-18 1967
by Richard K. Doan.
- N. "The Nielsen Rating for a Box of Spaghetti."
Article by Dixie Dean Trainer, NY Times
Magazine, July 30, 1967.
- O. "Emerging Profiles of Television and Other
Mass Media; Public Attitudes." 1959-1967.
- P. "Program Popularity in 1943", report of the
Cooperative Analysis of Broadcasting, Inc.
- Q. Crossley Ratings, 1933 through 1936.

- R. Nielsen Radio Ratings Reports.
 - a. First NRI Ratings Pocketpiece.
 - b. Change in Format.
 - c. New Projectable Ratings—National.
 - d. 2-Week Averages for Ratings and 48 Weeks Measurement.
 - e. Inclusion of Measurements of the Radio Audiences in Automobiles.
 - f. Last Nielsen Measurement of National Radio Audiences.
- S. Nielsen takes wraps off TNT, Broadcasting, December 30, 1968.
- T. "Instant" Ratings by 1970—Broadcasting article, January 13, 1969.

5. History of Canadian Broadcasting:

- A. Through the cooperation of R. M. Brophy, President of Canadian Motorola Electronics Company, Toronto; E. L. Bushnell, Ottawa, Canada, TV station owner and formerly vice-president of CBC in charge of programs, and Austin Weir, former CBC official and author of book on Canadian Broadcasting (see C). The following documents have been procured.
 - a. "The Prime Purpose of Radio in Canada" by Austin Weir, University of Toronto Monthly, May 1933.
 - b. "Canadian Broadcasting—and Account of Stewardship"—statement by L. W. Brockington, Chairman Board of Governors, CBC, March 1939.
 - c. "The CBC and Canadian Broadcasting." Statements by Dr. James S. Thomson, General Manager and Dr. Augustin Frigon, Ass't. Gen. Mgr. CBC before House of Commons Committee on Broadcasting, June-July 1943.
 - d. "CBC-1946." Statements on policies, administration and programs—CBC before House of Commons Committee on Broadcasting by A. D. Dunton, Chairman, Board of Governors, Dr. Augustin Frigon, Gen. Mgr., E. L. Bushnell, Director General of Programs and Jean-Marie Beaudet, Director CBC French Network.
 - e. "The Canadian Broadcasting Corporation," by D. B. Sumner. 88 page printed thesis for Master of Arts Degree at Queens University as of July 15, 1949.
 - f. "Television and Our Children." By Robert M. Goldenson, PHD, February, 1955.
 - g. Statement of A. D. Dunton, Chairman CBC Board of Governors, to the Royal Commis-

sion on Broadcasting, Ottawa, October 9, 1956.

- h. "CBC National Program Service". An 88 page document submitted by the Royal Commission on Broadcasting, 1956.
 - i. "The Impact of Television on our National Life". Speech by Mayor Moore at Couchiching Conference. Issued by Information Services, CBC, Ottawa.
 - j. "The Economics of Broadcasting" by John A. Dawson, Research Director, Economics, Board of Broadcast Governors, presented at Annual Meeting, Canadian Political Science Association, Hamilton, June 1962.
 - k. "The Opportunities of the Electronics Industry in Canada" by W. F. Wansbrough, Past President, Electronics Industries of Canada at Canadian National Exhibition, Toronto, Aug. 23, 1963.
 - l. "Canadian Broadcasting Act, IV: Scene '67 or Double Talk and the Single System" by Bernard Trotter from Queen's Quarterly, Queens University, Kingston, Ontario, Winter 1967.
 - B. Bulletin, Canadian Industrial Preparedness Ass'n. (Brophy, Pres.) Nov. 15, 1963. Devoted to Canadian Defense, reference to Radio.
 - C. Montreal Star. Nov. 13, 1965. Article re E. A. Weir and review of his book "The Struggle for National Broadcasting in Canada." (See Books W4)
 - D. Misc. photos and news clippings.
 - E. Canadian Radio/TV Commission Policy: Good Taste.
 - F. 25th anniversary issue of Radio, staff publication of the Canadian Broadcasting Corporation. (1961).
- #### 6. Public Affairs Programming:
- A. Mrs. Doris Corwith, retired asst. director of Public Affairs Programs NBC—taped interview transcript 18 pages.
 - B. Miss Judith Waller, retired director of Public Affairs Programs Central Division NBC, has supplied: (See 134)
 - (a) The Place of Education in Radio. (b) A complete dossier of Reports, Correspondence and Exhibits dealing with the Federal Radio Education Committee of U.S. (c) Office of Education beginning 1935. Directives of the FCC, dating back to 1935.
 - C. With help of Elizabeth Bain, President of American Women in Radio and Television, additional material on Public Affairs Program-

ming is in progress. (See 36. Women in Broadcasting.)

D. "They Buy People Who Remember". By Frank Orme, TELEFILM, March-April 1958.

E. "Wisdom". 30 page brochure—Sales Presentation for series of half hour film interviews with elder statesmen, Oct. 1957. NBC.

7. The History of Electrical Transcriptions:

A. "Outline of History of Electrical Transcriptions" by C. Lloyd Egner, retired vice-president in charge of Electrical Transcriptions of NBC, 14 pages. (See 237).

B. "Beginnings of the Electrical Transcription Business" 5 pages and various exhibits by M. M. Blink, President Standard Radio Transcription Services, Inc.

8. The Storer Story:

"George B. Storer" biography by Bob Edell—17 pages.

9. The History of NAB (National Association of Broadcasters):

A. "It's First Twenty Years", two bound volumes of thesis for doctorate of Professor David R. Mackey, Chairman of The Division of Communication Arts, Boston University. (See Books—N4-N5)

B. A taped interview of Dr. Frank W. Elliott second president of NAB (1925-26) has been obtained. The transcript is 39 pages. See 155.

C. "In The Beginning"—W. S. Hedges (Pamphlet). See 11, 78, 108, 140, 154, 174.

D. Photos and other exhibits including NAB Roster—April 25, 1963; The NAB NEWS—Nov. 20, 1928; "Broadcasting is a Business" article by W. S. Hedges. Dec. 1930 issue of Broadcast Advertising and "A Journalist Looks at Radio" story of Karl Bickel, President of United Press. Convention Program, NAB, November 1930, in Cleveland.

E. "Television Quarterly" issues Winter 1958 and Fall 1958.

F. Correspondence re: Broadcast Pioneers participation in NAB quarters. (See 255 for reports on 1966 NAB Convention.)

G. "Government by Roulette." Speech by LeRoy Collins, President of NAB at Nebraska Ass'n. of Broadcasters, Lincoln, Neb., Jan. 23, 1963.

H. "The Public Interest is our Business." Speech by LeRoy Collins, Pres. NAB at 41st Annual Convention, Chicago, Ill. April 1, 1963.

I. Statement by Frank P. Fogarty, Chairman, Freedom of Information Committee, NAB before

American Bar Association, Chicago, Ill., Feb. 18, 1962.

J. "Accounting Manual for Broadcast Stations". Prepared for NAB by Edwin M. Spence, Paul F. Peter and J. Robert Myers. March 30, 1940.

K. "Survey of Merchandising Policy and Practice" by Research Dept. NAB. October 1, 1941.

L. Testimony before Ways and Means Committee, House of Representatives by J. Robert Myers for NAB, May 28, 1941. Duplicate copy.

M. "Radio U S A." 24 page brochure issued by NAB, 1953.

N. "This is Radio." Reprint from March 1959 issue "US Radio."

O. "What's What in Merchandising". Survey of merchandising policies and practices by NAB. 1942.

P. "1966 Major Issues and Projects." Pamphlet issued for NAB Fall Conferences.

Q. "NAB Television Program Log Recommendations." Published by Legal Dept. NAB Nov. 1966.

R. Collection NAB NEWS, REPORTS AND HIGHLIGHTS 1928 thru 1966. (Incomplete.)

S. NAB HIGHLIGHTS—1967-1968.

T. Photograph made at Annual Banquet May 13, 1942, Cleveland, Ohio.

U. "The Evolution of Broadcasting" by Pres. Vincent Wasilewski, at I.R.T.S. Luncheon, New York, Feb. 4, 1968.

V. "Careers in Television". NAB brochure, 1963.

W. "Careers in Radio". NAB brochure, 1963.

X. "The ABC of Radio"—1938.

Y. Letter from Neville Miller to Vincent T. Wasilewski, President NAB relating to history of organization; additional information sent to Mr. Miller by William S. Hedges, January 13, 1969.

Z. FCC vote gives NAB 30 more days to conduct research projects, Broadcasting, January 27, 1969.

10. Music In Broadcasting:

A. Two taped interviews of Edwin L. Dunham, retired Manager Music Services NBC — 67 pages. See 42, 86, 166.

B. Copy of Variety re: ASCAP 50th Anniversary. (see 68).

C. History of SESAC (see 69).

D. E. L. Dunham series of 14 lectures on Producing Musical Programs delivered in 1947 at Columbia University.

- E. BMI Story — see 140.
- F. "Radio, TV, Hi-Fi, and Symphony Orchestra" by Edwin L. Dunham. 1959 issue of "Newsletter" American Symphony Orchestra League, Inc. (Speech delivered at Annual Convention).
- G. "Music as a Graphic Art." Reprint from Juilliard Review by Leonard Feist.
- H. "Production of Musical Programs" by Edwin L. Dunham.
- I. "What is a Radio Program Director?" by Edwin L. Dunham.
- J. Address by Arthur Hull Hayes, Pres. CBS Radio, during intermission of NY Philharmonic broadcast, May 1960—"A Challenge to Good Music Audience."
- K. "Dance Band Remotes," issued by CBS Radio Network, Dec. 1965.
- L. "Radio Papa" song copy issued in 1932, a 'novelty' song.
- M. NBC Symphony, 1944-1946.
- N. Electronics music without instruments. Broadcasting, January 20, 1969.

11. The NBC Story:

- A. "A History of the National Broadcasting Company prepared by Horton Heath under direction of Sydney Eiges, V.P. NBC. 92 pages. (See 327).
- B. a. Some NBC Firsts. (to 1937)
- b. Inaugural program, Nov. 15, 1926.
- C. The NBC Story 1926-1956 (Publicity Release 12 pages for NBC 30th Anniversary issued 1956).
- a. New York Herald Tribune, December 13, 1956 headline—"NBC—30 Years Old, Sees Marvels Ahead."
- b. Twenty Years of NBC—1926-1946.
- D. NBC's Major Role in Television (to 1956) (Publicity Release dated Dec. '56 - 9 pages).
- a. TV in Educational Field, June, 1945.
- E. NBC's Color Television Expansion. (Publicity Release, 4 pages December 1956).
- F. When the Stars began on NBC - 2 pages.
- G. Premier Dates of Outstanding NBC Radio Programs.
- H. Premier Dates of Outstanding NBC TV Programs.
- I. Highlights of NBC Radio 12 pages December 1956.
- J. Milestones in NBC Television 1928-1956 - 13 pages.
- K. NBC Color Chronology (1941-1956) - 4 pages.

- L. "The History of NBC" 35 Years of Broadcasting Leadership to Nov. 28, 1961 - 24 pages.
- M. NBC Highlights 1926-1961 - 20 pages.
- N. "Sales Through The Air" - Printers' Ink, July 1938 50th Anniversary issue P.I.
- O. Electronic Age: Autumn, 1964 - "New Shape for TV—The 25 inch Tube."
 - a. Growth of Color TV.
 - b. "Communications Explosion" by David Sarnoff. (see 132).
 - c. "My First Thirty Years in Broadcasting" by Bob Hope. (see 175).
- Electronic Age - Autumn 1965. "NBC Around the World".
- Electronic Age - Summer 1966 -
 - a. NBC's 40th Anniversary.
 - b. "On the Air" Classroom TV.
 - c. TV and the Movies.
- P. "Broadcasting in The Public Interest". Published by NBC - June 1939. 80 page pamphlet
- Q. NBC and You. Employees' Handbook. 1944, 1948 and 1952.
- R. "The Magnificent Challenge". 1953 Progress Report on Radio & TV.
- S. Report of William S. Hedges on The Booz Allen, Hamilton "Survey of TV Problems".
- T. (a) "Making of Company Policy" B.A.H. Report to NBC.
- (b) "How To Identify Promotable Executives" - B.A.H. report printed by Harvard Business Review May-June - 1956 Guide for NBC.
- U. "Two Year Forecasts" for NBC by William S. Hedges, Vice-President for Planning & Development - 1945.
- V. "Organization and Operation in NBC" Feb. 1957, by Booz Allen & Hamilton.
- W. Basic Study for NBC Television Affiliation Contracts, by William S. Hedges. Dec. 4, 1947.
- X. "Financial Prospects For NBC Telecasting 1946-1950" by William S. Hedges, V.P. - Planning & Development - June, 1946.
- Y. "Analysis of NBC's Network Operation" by Planning & Development Dept. 1946. 98 pages.
- Z. Annual Reviews of NBC - 1943, 1944-1945, 1945-1946, 1946-1947, 1947-1948, 1948-1949.
- AA. Booklet photos affiliates at NBC Conference, Greenbriar Hotel, 1950.
- BB. "The Fourth Chime". (see Books N3).
- CC. "Viewpoint 62" (Promotion booklet).
- DD. "NBC Parade of Stars" by Sam Berman.

- EE. Text of talk by Sydney Eiges, V.P. NBC at Annenberg School of Communications, Sept. 23, 1965.
- FF. "The Mess, Managementwise" by John Crosby, N.Y. Herald Tribune, Sept. 7, 1960. NBC letter to President and Editor, N. Y. Herald Tribune, Sept. 7, 1960 and Crosby "Reply to NBC".
- GG. "Tendencies in Radio Advertising" by Frank A. Arnold delivered at Northwestern University, Nov. 26, 1928.
- HH. Biography Julian B. Goodman, Pres. NBC — Oct. 4, 1965 NBC release. Also New York Times, March 7, 1966 clipping.
- II. Advisory Council — NBC 4th, 5th and 6th Meetings. Minutes 1930, 1931, 1932. See also Books.
- JJ. "NBC—A Documentary". May 16, 1966 issue Sponsor Magazine.
- KK. Biography, Walter D. Scott, NBC Board Chairman. Oct. 4, 1965 Release. Also Misl. clippings.
- LL. Five Division Presidents. NBC News Release. Oct. 4, 1965.
- MM. Misl. photos, Clippings.
- NN. Training Squad Talk by George Frey. Jan. 22, 1947.
- OO. "Let's Look At Radio Together". 60 pages bound volume, published June, 1935.
- PP. "Radio's Bright Red Tie". Address by Stephen B. Labunski, Pres. NBC Radio Network, before Advertising Club of Memphis, Tenn. July 22, 1966.
Address by Stephen B. Labunski, President, NBC Radio Division—"affiliates and networks must cooperate in strengthening 'our voice' in communities and increase contribution to more sane and stable society." NBC Radio Affiliates meeting, New York, October 24, 1968.
- QQ. Remarks by Tom McAvity, NBC-TV Affiliates Meeting, Chicago, Aug. 31, 1954.
- RR. "How Color TV Will Effect TV Advertising" by Barry Wood, NBC TV Executive, at Ohio State University, Oct. 15, 1954.
- SS. "What Color TV Holds For Us" by Barry Wood, NBC TV Executive, at Cleveland Advertising Club, March 8, 1955.
- TT. "Little Books On Broadcasting" published by NBC 1927 through 1932.
 - 1. "What Broadcasting Means to Business," by M. H. Aylesworth.
 - 2. "Commercial Broadcasting," by Frank A. Arnold.

- 3. "The Advertising Agency and the Broadcasting Medium," by James O'Shaughnessy.
- 4. "Broadcasting and the National Advertiser," by Frank L. Blanchard.
- 5. "Who Pays for Broadcasting?" by M. H. Aylesworth.
- 6. "The Technique of Broadcast Advertising" by Frank A. Arnold.
- 7. "Popular Reactions to Radio Broadcasting" by Frank A. Arnold.
- 8. "Broadcasting and the Investment Banker" by A. E. Bryson.
- 9. "Tendencies in Radio Advertising" by Frank A. Arnold.
- 10. "Radio Broadcasting an Aid to Distribution" by Don E. Gilman.
- 11. "The Listener Rules Broadcasting" by M. H. Aylesworth.
- 12. "Legal Aspects of Radio Broadcasting" by A. L. Ashby.
- 13. "The Resale of Broadcast Advertising" by E. P. H. James.
- 14. "Radio Broadcasting and its Relation to Education" by John W. Elwood.
- 15. "Applying the Singularities of Radio" by Roy C. Witmer.
- UU. "The House that Radio Built"—the technical story of NBC's studios in Radio City, by O. B. Hanson, Chief Engineer and Staff. 1935.
- VV. "NBC OPERA—Five Operas in Color", season 1963-64. 30 page illustrated brochure.
- WW. "Educational Bulletins" series 1934-1936-1937.
- XX. "NBC PRESENTS" series describing NBC programs dealing with Public Affairs, Education, Religion, Music and Drama. 1939-40-41.
- YY. "THIS IS NBC" program services bulletins from Sept. 1941 through Oct. 1947.
- ZZ. "ON THE DIAL". NBC publication's selective guide to radio programs, 1949-50.
- AAA. "Program Information"—news releases regarding public affairs and education. 1950-60.
- BBB. Chart showing increase in use of stations by NBC clients from 1923 to 1929.
- CCC. NBC News Service—issue Sept. 22, 1933 describing new NBC quarters in Radio City. February 1946—"The National Hour."
- DDD. "Reception Staff Review" issue of July 1935. Contains information on members of the staff and their assignments.
- EEE. Speech by Barry Wood, Executive Producer in charge of color for NBC, before Boston Advertising Club, March 2, 1954.

- FFF. "One Day—the Story of NBC on Feb. 12, 1963." Reprint from Television Magazine, March 1963.
- GGG. "Heritage of NBC", department of Information release. 1967.
- HHH. NBC PREVIEW, March 1967 issue describing programs to come.
- III. Speech by Sydney H. Eiges to Men's Club, Jewish Community Center, White Plains, March 5, 1967.
- JJJ. "An Evening at Tanglewood" news release re: Boston Symphony program, August 17, 1967.
- KKK. Statement by Julian Goodman, President of NBC before Committee on Interstate and Foreign Commerce of House of Representatives, July 14, 1967.
Statement by Julian Goodman, President of NBC, before the Subcommittee on Communications of the Committee on Commerce of the United States Senate, August 23, 1966.
NBC Guided Tours—1946.
- LLL. "NBC-TV's Prize Package Is Ready!", 16 page supplement, New York Times, Sept. 10, 1967.
- MMM. Audio tape of TV program—"From Cat's Whisker to Peacock" broadcast KNBC, Los Angeles, Calif. December 15, 1966.
- NNN. Guest List 25 Year Club Luncheon—1967.
- OOO. Q. and A. on NBC Organization and Facilities—July, 1931. NBC Guided Tours—1946.
- PPP. Directory of NBC Personnel, Feb. 1, 1929.
Realignment of staff departments that reported to David Adams who took one year leave of absence on August 31, 1968.
- QQQ. Birth Dates NBC Officials.
- RRR. a. Address by Walter D. Scott, NBC Board Chairman, Detroit Economic Club, February 6, 1967—"A Perspective on Global Television."
b. Address by Julian Goodman, NBC President, National Conference of Association of National Advertisers, Colorado Springs, Colo. Oct. 25, 1966, "A Perspective on Tomorrow."
- SSS. a. Address by NBC Board Chairman, Walter Scott, March 14, 1967, NBC Affiliates Convention, Beverly Hills, Calif. "Color TV is laying the base for new medium that will mature as most powerful and persuasive communications force in history."
b. Address, Don Durgin, President, NBC Television Network, Affiliates Convention, Beverly Hills, Calif. March 14, 1967 "The Year of the Peacock."
- TTT. NBC Year End Reports, 1961 through 1967.
- UUU. Statement by George H. Fuchs, V P NBC, Personnel on employment opportunities for minority groups in broadcasting, March 14, 1968.
Statement by Mort Werner, V P NBC Program and Talent, or NBC's long standing efforts to increase opportunities for negroes in broadcasting.
- VVV. Address by Julian Goodman, NBC President at Baylor University, Waco, Texas, April 12, 1967, "Community and Communications."
Address by Julian Goodman, NBC President, Annual Achievement Day Dinner, William Jewell College, Kansas City, Missouri, states that America's broadcasting service has become broadest, most effective and accepted educational force in U. S.
Address by Julian Goodman, NBC President at the NBC Affiliates meeting in New York, October 24, 1968. He urges broadcasters to operate in fashion above reproach by even "our narrowest and most demanding critics."
- WWW. Julian Goodman, "a nervous spectator in his box at the Super Bowl; NBC's \$7-million-a-year AFL television franchise becomes the biggest bargain in television". Forbes, February 15, 1969.
Statement by Julian Goodman, President, NBC, before the Subcommittee on Communications of the United States Senate relating to the principles and purposes of the bill implementing President Johnson's proposals for the development of noncommercial broadcasting, April 26, 1967.
Statement by Julian Goodman, President, NBC, before the Committee on Interstate and Foreign Commerce of the House of Representatives relating to legislation pending in Congress to support development of noncommercial broadcasting, July 14, 1967.
Statement by Don Durgin, President, NBC Television Network, before the Subcommittee on Antitrust and Monopoly Senate Judiciary Committee, December, 1966.
Julian Goodman, President, NBC, calls for freedom from legislation and government regulation that tends to suppress progressive forces of broadcasting and limit what it can do for public, March 28, 1968.
- XXX. "Television in the 70's"—address by Julian Goodman, President, NBC, at the Soap and Detergent Association's 41st Annual Industry Convention, Waldorf-Astoria, January 26, 1968.
- YYY. NBC University of the Air Series.
- ZZZ. NBC United Nations Project.

AAAA. "Information Please" on air, May 17, 1938.

BBBB. Interview with Norman Sweetser, Pioneering announcer and producer with NBC.

CCCC. Welcome Home Auditions—NBC hold special interviews and auditions for veterans and servicemen and servicewomen from October, 1944 to October 1946. See 42-II.

DDDD. "A Library for Radio and Television" by Frances Sprague, NBC Librarian, article in BOOK NEWS, April 1952.

EEEE. Reprints of Broadcast Merchandising, from August 1936; published by the National Broadcasting Company. Purpose—to keep clients posted on new applications and ideas.

FFFF. "Mr. Holcomb Thinks It Through", story of a sales manager of a department store with an idea for increasing his store's business; published by National Broadcasting Company, 1936.

GGGG. Daily News Report, NBC, November 26, 1937—Lenox R. Lohr, president, announced that O. B. Hanson, William S. Hedges and Mark Woods were made Vice Presidents as of that date.

HHHH. E. P. H. James joined NBC, September of 1927—correspondence with Walter E. Myers dated January 1, 1969.

12. I. The CBS Story:

A. Recollections of CBS by Arthur Judson (see 302).

B. Clippings of Bob Considine's series on William S. Paley, Chairman of CBS, articles appeared May 23-30, 1965 in Journal-American.

C. Article "After the Yankees What?" by Leonard Wallace Robinson in N.Y. Times Magazine November 15, 1964.

D. "Paley, a Rare Interview" by William Longgood in New York World-Telegram May 3, 1965.

E. "CBS—Documenting 38 Years of Exciting History". Entire issue Sponsor Magazine, 152 pages - Sept. 13, 1965.

F. "The Tyrant's Fall That Rocked the TV World"—Story of James T. Aubrey, Jr., Pres. CBS-TV, in Sept. 10, 1965 issue, Life Magazine. See 163.

G. "Early CBS History" by William S. Paley, May 1959, Broadcast Pioneer Bulletin. (See also Arthur Judson Story 302).

H. Tape, "We Take You Back" 3-13-58 Radio Program "A New Form of Journalism," including voices of Edward R. Murrow, Robert Trout, Elmer Davis, H. V. Kaltenborn, George F. Eliot, John Daly, Allan Warner, Franklin D.

Roosevelt, Charles Collingwood, Bill Downs, Webley Edwards and Gen. Douglas MacArthur from deck of "Missouri" at Japanese surrender.

I. Look Magazine article by Chris Welles on new CBS Building.

J. Misl. newspaper clippings and photos.

K. Testimony re UHF TV by Frank Stanton at FCC. June 18, 1954.

L. "Broadcast Advertising — the Sales Voice of America." 40 page booklet issued by CBS June, 1929.

M. "CBS: Bad Days at Black Rock", article in Fortune Magazine, May, 1968.

N. Record industry survey: "Records & Music—Facts & Figures." July, 1968.

O. Radio Spot Sales Survey. "The Change In Marketplace." July, 1968.

"National Drivers Test" by Warren V. Bush, adapted from the original CBS News broadcasts of May 24, 1965, May 24, 1966, May 23, 1967 and December 5, 1967.

P. LP Record—First Twenty Years of LP Production.

II. William S. Paley, Chairman of CBS Board. Speeches and Articles.

A. "The Road to Responsibility" at NARTB Convention, Chicago, May 25, 1954.

B. "Television and the Presidential Campaign," address before Poor Richard Club of Philadelphia, Jan. 17, 1953.

C. "New Realities of Radio", address before Ninth Annual Convention CBS Radio Affiliates Association, New York, Sept. 13, 1962.

D. Remarks at Second General Session of National Foreign Trade Council, New York, October 1962.

E. "The Most Priceless Resource", address made at Bates College Centennial Convocation, Oct. 26, 1963.

F. Remarks re: Edward R. Murrow at dinner—Council on Foreign Relations, May 24, 1966.

G. Remarks made at David Sarnoff Testimonial Dinner, Sept. 30, 1966.

H. Remarks made at Dedication of Samuel Paley Library, Temple University, Philadelphia, Pa., Oct. 21, 1966.

I. Remarks at Sigma Delta Chi Luncheon, New York, Nov. 30, 1966.

J. Remarks at Inauguration of the Centennial Celebration—Boston Museum of Fine Arts, Boston, Mass., Jan. 5, 1967.

III. Dr. Frank Stanton, Pres. CBS. Articles and Speeches.

- A. Statement before the Federal Communications Commission, Jan. 29, 1960.
- B. Remarks—Advertising Gold Medal Award for 1959, N.Y., Feb. 18, 1960.
- C. "Journalism—Half-Slave and Half-Free", before American Society of Newspaper Editors, Washington, D.C., April 22, 1960.
- D. Statement before the Subcommittee on Communications of the Senate Committee on Interstate and Foreign Commerce. May 17, 1960.
- E. Remarks before the St. Louis Educational TV Commission. June 30, 1960.
- F. Letter to Cong. Clifford Davis, Chairman, Committee to Investigate Campaign Expenditures. Dec. 14, 1960.
- G. Statement before Subcommittee on Communications of Senate Committee on Interstate and Foreign Commerce. Jan. 31, 1961.
- H. Remarks before Broadcast Advertising Club of Chicago, May 24, 1961.
- I. Commencement Address: Massachusetts Institute of Technology, June 9, 1961.
- J. "Benjamin Franklin Lecture," Univ. of Penn., Philadelphia, Dec. 7, 1961.
- K. Statement before Federal Communications Commission, Jan. 23, 1962.
- L. Statement before Subcommittee on Communications of the Commerce Committee of the U. S. Senate. Feb. 21, 1962.
- M. Statement before Committee on Interstate and Foreign Commerce of House of Representatives. March 7, 1962.
- N. Remarks before Sigma Delta Chi at Overseas Press Club, May 28, 1962.
- O. Statement before Subcommittee on Communications of Committee on Commerce of the U.S. Senate. July 10, 1962.
- P. Remarks accepting award from American Society of Journalism School Administration, Univ. of North Carolina, Aug. 29, 1962.
- Q. Sesquicentennial Convocation Lecture at Colby College, Waterville, Maine, Oct. 12, 1962.
- R. Remarks at European Broadcasting Union Luncheon, N.Y., Oct. 25, 1962.
- S. "Great Issues Lecture," Dartmouth College, Hanover, N.H., Nov. 26, 1962.
- T. Remarks at North Dakota Legislature in Joint Session, Bismarck, N.D., Jan. 23, 1963.
- U. Statement before Subcommittee on Communications and Power, House Interstate and Foreign Commerce Committee, March 4, 1963.

- V. Remarks before N.Y. State Broadcasting Ass'n., Albany, N.Y., March 5, 1963.
- W. Remarks at N.Y. Public Library, April 17, 1963.
- X. Remarks to Ninth General Conference of CBS TV Net. Affiliates. N.Y., May 9, 1963.
- Y. Remarks at Dedication of Sheldon Memorial Art Gallery, University of Nebraska, May 16, 1963.
- Z. Statement before the Subcommittee on Communications and Power of the House Interstate and Foreign Commerce Committee, July 18, 1963.
- AA. Remarks during Conference on TV: "Its Role in the Democratic Process", Reed College, Portland, Oregon, Oct. 10, 1963.
- BB. Keynote remarks on Television Exchange; Second U.S.-Japan Conference, Washington, D.C., Oct. 16, 1963.
- CC. Statement: "CBS Offers Major Candidates Free Prime Time for Extended Series of Joint Appearances," Suggests "Infiltered" Format, Debates on Single Issues. Nov. 1963.
- DD. Annenberg School Lecture, Univ. of Penn., Phila., March 26, 1964.
- EE. Remarks at Conference of N.Y. State Trial Judges, Crotonville, N.Y., June 24, 1964.
- FF. Reprint from American Bar Association Journal (July 1964 issue) of remarks made in Annenberg School of Communications Speech in March, "Toward Inter-media Standards."
- GG. Remarks at Graduate School of Journalism of Columbia University, the Second Annual National Broadcast Editorial Conference, Arden House, Harriman, N.Y., July 7, 1964.
- HH. Statement Before the Committee on Resolutions (Platform), Republican National Convention, San Francisco, July 10, 1964.
- II. Remarks at National Institute on Bar Public Relations, N.Y., Aug. 7, 1964.
- JJ. Comments on Congressman Celler's news release on some aspects of CBS acquisition of the Yankees. Aug. 15, 1964.
- KK. Statement Before the Platform Committee. Democratic National Convention, Washington, D.C., Aug. 18, 1964.
- LL. Remarks at Albright-Knox Art Gallery, Buffalo, N.Y., Sept. 28, 1964.
- MM. "The Courts and the Broadcast Media", published by the Bar Association of the State of New Hampshire.
- NN. Remarks at Hartford Courant 200th Anniversary Symposium, Hartford, Conn., Oct. 30, 1964.

- OO. Remarks at Institute of Life Insurance, New York, Dec. 8, 1964.
- PP. Remarks at A.A.A.A. Annual Meeting/TV Session. A Look at Proposed FCC Regulations "To Foster Competition in Network Program Production and Procurement."
- QQ. Remarks at National Civil Service League Eleventh Annual Career Service Awards Dinner, Washington, D.C., May 19, 1965.
- RR. Caltech Commencement Speech urging Basic Reforms in Nation's Voting Process.
- SS. Remarks at Art Directors Club of Philadelphia, Oct. 9, 1965.
- TT. Remarks at Canadian Broadcast Executives Society, Montreal, Mar. 23, 1966.
- UU. Remarks at Convocation of the College of Social Sciences — Brigham Young University, Provo, Utah, May 27, 1966.
- VV. Statement Before Subcommittee on Communications—Senate Commerce Committee. Aug. 23, 1966.
- WW. Remarks at 73rd Annual Conference International Association of Chiefs of Police, Philadelphia, Oct. 5, 1966.
- XX. Letter to Hon. Emanuel Celler re: "Editorializing" and further comments.
- YY. Telegram to Hon. Everett Dirksen and Hon. Gerald Ford re: the Republican appraisal of the State of the Union.
- ZZ. Remarks on "Commerce, Industry and the Arts" in Columbus, Ohio, Feb. 23, 1967.
- AAA. Report of the President at Annual Meeting of Shareholders, New York, April 19, 1967.
- BBB. Statement before the House Interstate and Foreign Commerce Committee, July 14, 1967.
- CCC. Exchange of letters between President Stanton and Senator Hugh Scott of Pennsylvania re: the coverage of TV of riots and other disturbances.
- DDD. Statement before the Subcommittee on Communications — Senate Commerce Committee, April 26, 1967.
- EEE. Remarks before National Association of Secretaries of State, Las Vegas, Oct. 5, 1967.
- FFF. Article in McCall's, Dec. 1967, "Let's Make Our Elections Make Sense."
- GGG. Remarks before N.Y. Society of Security Analysts—April 24, 1968.
- HHH. Remarks before The Publishers Luncheon Club—March 7, 1968.
- III. Keynote address before Sigma Delta Chi National Convention, Atlanta, Ga. Nov. 21, 1968.

IV. Addresses of Various Officers of CBS.

- A. Remarks of Clark B. George, Vice-President, CBS Television Stations Division, at Fourth Annual Broadcasters Editorial Conference, July 29, 1966.
- B. Address of Sig Mickelson, President CBS News, on "The Role of Mass Communications in a Democratic Society," at the University of Texas, Austin, Texas, February 6, 1961.
- C. Talk by Richard D. Heffner, Director of Special Projects, Information Service, CBS Television Network, at Annual Western Radio and Television Conference, Salt Lake City, Utah, Feb. 25, 1961.
- D. Statement by William B. Lodge, Vice-President Affiliate Relations and Engineering, CBS Television Network, before CBS TV Network Affiliates Annual Conference, May 10, 1963, on "Color Television."
- E. Address of Louis Dorfsman, Director of Design, CBS, at International Design Conference, Aspen, Colo., June, 1964.
- F. Remarks by Walter Cronkite, CBS News Correspondent, giving the Frank R. Kent lecture at Johns Hopkins University, Baltimore, Md., February 9, 1967, entitled: "The Journalist at Thermoplye: A Time for Courage."
- G. Remarks of David M. Blank, Vice President, Economics and Research, CBS at Thirteenth General Conference of CBS Television Network Affiliates, New York, June 6, 1967.
- H. Remarks of John A. Schneider, President CBS Television Network, at 11th General Conference CBS TV Network Affiliates at CBS Studio Center, Studio City, California, May 5, 1965.
- I. "A Broadcaster Looks at the Future of Television", address by John A. Schneider, President CBS Television Network, at Annual Meeting of Association of National Advertisers, The Homestead, Hot Springs, Virginia, Nov. 16, 1965.
- J. Remarks of John A. Schneider, Group Vice President—Broadcasting, CBS, at Twelfth General Conference CBS TV Affiliates, New York, May 4, 1966.
- K. "The Dimensions of American Broadcasting" by William C. Ackerman, Director Reference Department CBS. Reprint from Public Opinion Quarterly, Spring, 1945.
- L. "The FCC's "Personal Attack" Rules. By Richard W. Jencks, V.P.

V. Miscellaneous Articles:

- A. "Money Talks", transcript of a series of five CBS broadcasts August 20 through 24, 1962,

- presented by CBS Correspondent David Schoenbrun and Dr. John R. Coleman, Professor of Economics at Carnegie Institute of Technology.
- B. Two scripts: "Question Before the House", David Schoenbrun, Master of Ceremonies, containing quotes from Secretary of State Rusk; Secretary of Defense McNamara; President Kennedy; Congressman Cellar; Dr. Frank Stanton; Congressman John Lindsay; Congressman Meader; Congresswoman Mrs. Martha Griffiths; footage of Sen. Kefauver, Sen. McCarthy, President Roosevelt; UN General Assembly; President Eisenhower; Professor James MacGregor Burns, Dr. Lindsay Rogers, dealing with propriety of televising proceedings in Congress.
 - C. (a) Hearings held Aug. 25, 1966 before Subcommittee on Patents, Trademarks and Copyrights of the Committee on the Judiciary—an eight page statement submitted by Senator John L. McClellan, Chairman, dated Sept. 2, 1966. (b) Statement of Richard W. Jencks, Deputy Gen. Counsel, CBS, at same hearing.
 - D. Summary of statement by Dr. David Blank, Vice-President, Economics and Research CBS, before sub-committee on Anti-trust and Monopoly of Senate Judiciary Committee, Dec. 13, 1966.
 - E. "Creativity"—32 page booklet describing functions and activities of CBS Laboratories at Stamford, Conn.
 - F. Statement of Thomas H. Dawson, senior Vice-President CBS Television Network, before sub-committee on Anti-Trust and Monopoly of the Senate Judiciary Committee, December 13, 1966.
 - G. "CBS Replies to FCC Ruling on Fairness Doctrine," June 23, 1967. News release.
 - H. Letter from Leon R. Brooks, Vice-President and General Counsel, CBS, to Ben F. Waple, Secretary, FCC re: "Fairness Doctrine," June 23, 1967.
 - I. "CBS Comments on FCC's Proposed Rules for STV (subscription television) Programming," Sept. 15, 1967.
 - J. News release from Dan Topping, New York Yankees and CBS (Paley and Stanton) re: purchase of controlling stock interest in New York Yankees by CBS, August, 1964.
 - K. "A Tribute to William Golden" by John Cowden, Vice-President CBS Television Network, Re: posthumous award of "Art Director of the Year" by National Society of Art Directors at Poor Richard Club, Philadelphia, Pa., May 13, 1960. 12 page booklet.
 - L. University Recruiting Management Resources Dept. Report. July, 1968.
 - M. CBS selling former home of Jackie Gleason. N.Y. Times, Aug. 25, 1968.
 - N. CBS Electronic Video Recording. Dec., 1968.
 - O. See 174-P. "CBS Makes Color Movies From Black and White Films."
 - P. Television Today — A report from CBS-TV, May 1949.
 - Q. John A. Schneider named #2 man at CBS. Richard W. Jencks succeeds him as President of the Broadcast Group. The New York Times, February 15, 1969; also article in Broadcasting, February 17, 1969.
- VI. Richard S. Salant, President CBS News:**
- A. Address before Radio & Television Executives Society, Mar. 15, 1960.
 - B. "What's News?" Address before Hartford Advertising Club, Hartford, Conn. April 21, 1961.
 - C. Review of "Broadcast Regulation and Joint Ownership of Media" by Harvey J. Levin, Yale Law Journal, May, 1961.
 - D. Remarks before CBS Television Network Affiliates, New York, May 5, 1961.
 - E. Statement before FCC, January 23, 1962, describing organization and functioning of CBS News Division.
 - F. Remarks at Chicago Broadcast Advertising Club, May 21, 1963.
 - G. Address at CBS Radio Affiliates Convention, October 2, 1963.
 - H. Remarks at Conference of CBS Television Network Affiliates, June 6, 1967.
 - I. "Politics and Television—Some Stray and Half-Thoughts" before Democratic State Central Executive Committee, Political Affairs Seminar, Louisville, Kentucky, July 19, 1965.
- VII. CBS Financial Data:**
- A. Remarks of Frank Stanton, President, CBS, before Los Angeles Society of Financial Analysts, Oct. 24, 1963.
 - B. Remarks of Frank Stanton, President, CBS, before New York Society of Security Analysts, March 19, 1964.
 - C. Notes—William Taussig Dinner, April 28, 1966, with eighteen charts on Economic and Financial Data: 1966.
 - D. "The Money Tree on Madison Avenue" — Forbes Magazine, January 15, 1964 with accompanying article "Alter Egos: Paley and Stanton" with front cover showing CBS Eye and pictures of Paley and Stanton.
 - E. "What Are You Doing For Us Tomorrow?" article in Forbes Magazine, January 15, 1965.

- F. "Mercurial Stock—A close look at the CBS financial position shows that it is liquid and ready for further growth"—Article in *Television Age*, April 25, 1966.
- G. "Focus on Finance", listing of stock quotations in *Electronics*, with special reference to CBS, *Television Magazine*, August, 1967.
- H. "Freeda Stars for CBS." Special article on CBS "Free Data Access" computer system, used by television network, with chart showing "Integrated Data Flow."

VIII. New CBS Building:

- A. "CBS Builds an Image". *Print Magazine*, Jan.-Feb., 1966.
- B. "Inside Look at CBS . . . its Management, Systems and Furnishings." *Modern Office Procedures*, Feb. 1966.
- C. "Office Design." *OA Business Publications*, May, 1966. Reprint of ten page article on interior design of CBS building. Also news release on interiors.
- D. "CBS Skyscraper Plans." News release Feb. 18, 1962.
- E. "Saarinen's Dark Tower." By Eric Larrabee in *Harper's Magazine*, December 1964.
- F. "CBS." Reprint from *L'Oeil Magazine*, Oct. 1966.
- G. "Saarinen's Skyscraper." *Architectural Record*, April 1962 and July 1965.
- H. "Progress Report on CBS/51 W. 52." Article by Harriet Morrison, *NY Herald-Tribune*, Sept. 5, 1965.
- I. Color reproduction of CBS Building. From *Architectural Forum*. Aug.-Sept. 1964.
- J. "New CBS Building." Article by Dept. of Architecture University of Bristol, England, March 1965.
- K. Honor Awards 1966 by AIA to CBS Building and its Architects.
- L. "Saarinen's CBS Skyscraper." Article by David Jacobs, *Holiday Magazine*, June 1966.
- M. "The Ground Floor". (CBS Restaurant). *Interior Magazine*. January 1966.
- N. "The Ground Floor." Article by C. H. McBride, *Esquire Magazine*, March 1967.
- O. "Clear Image." Reprint from *Queen Magazine*, London, January 1967.
- P. "Interior Architecture—CBS Building." Article from *Architectural Record*, June 1966.
- Q. "It's the Detailing that Counts." Article from *House and Garden*, Feb. 1967.

- R. "Black Beauty." Reprint on new CBS Building from *Television Magazine*, Oct. 1962.
- S. "Eero Saarinen—a complete architect." Article by Walter McQuade from *Architectural Forum*, April 1962.
- T. "The Urbanization of the Skyscraper." Article by Peter Wolf in *Art in America*, Sept.-Oct. 1967.
- U. Letter to all CBS employees re: New building by Dr. Frank Stanton, April 15, 1964.
- V. Article on new CBS Building from *Russian Magazine America Illustrated*, March 1967.

IX. CBS Reports To Stockholders:

- 1957 Annual Report to the Stockholders of CBS. Six Months Statement. Report by the President before the Annual Meeting.
- 1958 Annual Report to the Stockholders of CBS. Six Months Statement. Report by the President before the Annual Meeting. Pamphlet on Report to the Stockholders.
- 1959 Annual Report to the Stockholders of CBS. Pamphlet on Report to the Stockholders.
- 1960 Annual Report to the Stockholders of CBS. Six Months Statement. Notice of Annual Meeting of April 20, 1960.
- 1961 Annual Report to the Stockholders of CBS. Six Months Statement. Report by the President before the Annual Meeting.
- 1962 Annual Report to the Stockholders of CBS. Six Months Statement. Report by the President before the Annual Meeting: TV City.
- 1963 Annual Report to the Stockholders of CBS. Six Months Statement. Report by the President before the Annual Meeting.
- 1964 Annual Report to the Stockholders of CBS. Six Months Statement. Report by the President before the Annual Meeting.
- 1965 Annual Report to the Stockholders of CBS. Six Months Statement. Remarks of the Chairman before the Annual Meeting.
- 1966 Annual Report to the Stockholders of CBS. Six Months Statement. Pamphlet on Notice of Annual Meeting and Proxy Statement. Report by the President before the Annual Meeting.

1967 Annual Meeting of Shareholders—Remarks of the Chairman.
Six Months Statement.
Notice of Annual Meeting and Proxy Statement.

13. The ABC Story:

- A. In progress under direction of Ellis O. Moore, V.P. in charge of Press Information.
- B. Reprint from Madison Avenue "ABC Radio "Stations Present People-to-People."
- C. Misl. clippings.
- D. "FCC Approves ABC-ITT Merger". N. Y. Times. Dec. 22, 1966.
- E. ABC-ITT merger delayed. N.Y. Times. Feb. 2, 1967 and miscellaneous clippings re: proposed merger.
- F. "ITT Drops ABC Merger;" Clipping New York News, Jan. 2, 1968.
- G. "ABC Radio Getting Static on Four-Ply Web": clipping Variety, Sept. 6, 1968.
- H. "A.B.C.-TV to Pick a New President": clipping New York Times, Jan. 8, 1968.
- I. ABC Network advertisers and programs. Various months from 1942 thru 1957.
- J. ABC Theater complex to be built on West Coast, (entertainment center) Broadcasting, January 27, 1969.

14. The Mutual Story:

"Culligan Heads Mutual". N.Y. Times, Oct. 17, 1966. Clipping Variety 10-19-66. Clipping White Plains Reporter Dispatch 10-27-66.
Fred Weber and J. R. Poppele have agreed to cooperate on early history.

15. The RKO General Story:

- A. Joseph Lopez (See 147).
- B. Irving Robinson, former chief engineer WNAC (See 227).
- C. Robert Bartley, F.C.C. Commissioner (See 18 and 233).
- D. "Family Affairs of General Tire". 7 page article in Forbes Magazine, Oct. 1, 1966.

16. The Hartford Story:

- A. "Travelers Beacon", Jan.-Feb. 1965 - "40 years of Broadcasting". Color Calendar showing Broadcast Plaza.
- B. Fifth Annual Mike Award to WTIC. Program Feb. 8, 1965.
- C. "WTIC Radio" supplement Hartford Courant. Feb. 7, 1965 and news release on 40th Anniversary.

D. "C.B.S. Hartford Stations Scored for Cancelling Vietnam Program" — clipping New York Times, Mar. 21, 1967.

E. "Correspondence between officials WTIC and NBC re: Net-Work Coverage of events in week following VJ Day. Letter from Trammell dated August 28, 1945 quoting letter from Paul Morency, President of WTIC.

F. "Tic-Toc" monthly bulletin, WTIC.

17. The Philadelphia Story:

- A. "The Story of Philadelphia's Pioneer Voice" by Edward Davies and Jim Tisdale - 22 pages.
- B. "The History of WFIL" by Roger W. Clipp, 9 pages plus four photographs. Pamphlet on "Triangle Broadcast Center".
- C. "The History of WCAU" a taped interview with Leon and Ike Levy by Hal Moore - 36 pages.
- D. "Philadelphia's Early Radio Days" by Frank D. Whitmore, RCA, Camden, a collection of photostats of newspaper articles and program listings of WIP, WFI, WOO, WCAU, WLIT (WDAR) WDAS (WIAD-WERL) WPEN, WIBG, WNAT and WHAT.
- E. Articles and brochures relating to the progress of WCAU and WCAU-TV.

18. The John Shepard Saga:

- A. Robert Bartley, FCC Commissioner has taped his recollections. 22 pages. (See 15 and 233).
- B. Edwin L. Dunham has included considerable Shepard history in his tapes. (See 10).
- C. Joe and Mae Lopez - Interviews include much Shepard history. (See 147).
- D. Irving Robinson has taped an interview. (See 227).
- E. Three "give aways" in conjunction with WNAC Broadcasts, 1927.
- F. "Commercial Broadcasting" parts I and II 1925-26 by E.L. Dunham, Commercial Manager WNAC.
- G. News release. July 31, 1964. "WNAC celebration 42nd Anniversary."
- H. Taped interview of Joseph Walters, long-time associate of Shepard in Providence and Boston from 1928 through 1935 by Edwin L. Dunham. 18 pages.

19. The Hoover Story:

- A. President Hoover's own story is already in the Columbia University Butler Library. An effort is being made to get a Washingtonian close to the industry to write an objective story of

Herbert Hoover's contribution to the Broadcasting Business.

- B. C. M. Jansky, speech of acceptance of distinguished service award to Herbert Hoover by NAB. April 19, 1957.
- C. Official Program Inaugural Ceremonies, Washington, D.C. March 4, 1929.
- D. Photo Plaque to Herbert Clark Hoover "for orderly allocation and development of Radio Broadcasting".
- E. Presentation of plaques to Hoover by Arthur Hull Hayes, May 1955.
- F. Citation of Broadcast Pioneers Hall of Fame Award to Herbert Clark Hoover, President of US 1929-1933.
- G. Herbert Hoover Oral History Program, 2nd Annual Report by Institute for Social Science Research.
- H. Letter from Herbert Hoover to Paul B. Klugh, Managing Director NAB re: "Hoover Conferences", Nov. 19, 1925.

20. The Station Rep Story:

- A. "The Role of the Independent National Station Representative" by Frank M. Headley, Chairman of HR Television, Inc. - 8 pages and photo.
- B. "The Origin of Bulova Radio Time Signals and Station Representatives" by Edward Petry, & Co., Inc. - 7 pages. See 58.
- C. "Petry's Folly" a reprint — 4 pages of Advertisement appearing in Printers Ink of July 28, 1938.
- D. "Story of An Early Station Rep" by Humboldt J. Greig, a taped interview - 7 pages.
- E. Weed Television Corp. Brochure.
- F. Taped interview with H. Preston Peters (See 359).

21. Newspaper Ownership of Stations:

- A. "History of Scripps-Howard Broadcasting Co." by James H. Wagner under direction of Jack R. Howard - 30 pages.
- B. "WGN—A Pictorial History" - 109 page hard cover volume prepared under supervision of Daniel D. Calibraro, Text by John Fink (See 236).
- C. "Broadcasting Directions" for the Guy Gannett Broadcasting Services. Series of Essays on Broadcastings' Problems by Gene Wilkin, V.P.
- D. Other possible sources are:
 - a. Hearst Stations, Tony Provost.
 - b. Taft Broadcasting, Lawrence H. Rogers II.

c. Houston Post Station, Jack Harris.

- d. Mark Etheridge, past president NAB, formerly with Louisville Courier Journal, and former Editor of Newsday (Long Island Daily newspaper)
- E. Freedom of the Press (Newspaper Radio Committee) 105 page pamphlet.
- F. Quin Ryan, ex WGN, has taped a story of WGN. (See 236).
- G. "Chronological History of Register & Tribune Broadcasting-Cowles Broadcasting" by Gardner Cowles.
- H. FCC Rejects Renewal of WHDH of Boston—(owner — Boston — Herald-Traveler Corp.) to Boston Broadcasters, Inc. N.Y. Times January 2, 1969.
- I. \$3 billion in properties threatened by new government moves, broadcasters fight back; FCC and Justice Department proposals aimed at promoting greater diversity of control of mass media could jeopardize broadcast holdings. Broadcasting, February 3, 1969.
- J. 1. FCC Plans Study of TV Ownership — issue raised anew when the Commission transferred the license of station WHDH-TV to another broadcaster (The New York Times, February 8, 1969).
- 2. TV Men Worry Over License Renewal Because of FCC's action on license of station WHDH-TV. New York Times, February 16, 1969.
- 3. Broadcasting, February 17, 1969, "Who's in Charge?" relating to WHDH-TV, Boston, and the need for less regulation and more self-regulation.
- 4. WHDH-TV wants FCC to reverse its ruling; winner asks commission to clarify the decision. Broadcasting, February 24, 1969.

22. Advertising Agencies Part in Broadcasting's Growth:

- A. "The Right Use of Broadcast Advertising" Address by Thomas F. Logan, (Lord, Thomas & Logan) AAAA Convention, Oct. 6, 1927.
- B. "Retail Broadcast Advertising" NAB Reports, July 9, 1935.
- C. "Writing Commercials that Sell," address by Chester J. LaRoche, Pres. Y. & R. ANA Convention, May 19, 1935.
- D. "Building a Program to get an Audience" Wm. B. Benton, Chairman Benton & Bowles. Convention ANA, May 1935.
- E. "Dial the Future" Lenox R. Lohr, Pres. NBC AAAA Convention, April 30, 1936.

- F. "Television as an Advertising Medium"
Frederick R. Gamble, Pres. AAAA, Am. Tel. Society.
Nov. 24, 1947. See 109.
- G. "How to Sell in Television"
Advertising Agencies' Town Meeting N.Y.
Nov. 15, 1948. See 109.
- H. "The Relation of Broadcasting Stations and Agencies"
Frederick R. Gamble, Pres. AAAA.
NAB District Meeting, July 27, 1948.
- I. "Let's Look at Television". Sidney N. Strotz, VP NBC. AAAA Central Council Annual Dinner, Oct. 8, 1948.
- J. "What about Television". Sidney N. Strotz, VP NBC.
AAAA April 1948. Participants Dr. Peter Langhoff, Walter Craig, Jack Gould, Kennett W. Hinks. See 109.
- K. "Twelve Dont's for Television Film Commercials."
Harry McMahan, 1948 Pacific Council Meeting - AAAA. See 109.
- L. "What Will TV do to Other Media Values?"
Harold S. Barnes, Director Bureau of Advertising, ANPA at AAAA Meeting, October 6, 1949. See 109.
- M. "Economics of Television" (A TV Progress Report by Dr. Peter Langhoff and Problems Agencies Face—a Panel Discussion—Louis N. Brockway.) See 109.
- N. "Casing Research" — Six papers at Eastern Conference—AAAA—October 1949.
- O. "Radio and TV Production". Eastern Annual Conference—AAAA—October 1949. See 109.
- P. "What About Television?"
Address by Clarence G. Goshorn (Benton & Bowles). Radio Executives Club of New York, May 18, 1950. See 109.
- Q. "Television as it Looks at 32nd Annual Meeting A Panel discussion at 32nd Annual Meeting AAAA, March 30-31, Apr. 1, 1950. Participants: J. Davis Danforth, BBD&O, moderator; Leonard T. Bush, Compton; Walter Craig, Benton & Bowles; Roland Gillett, Y&R; Myron P. Kirk, Kudner; Henry G. Little, Campbell-Ewald and John U. Reber, JWT. See 109.
- R. "Radio & Television Production"
Panel Discussion, Eastern Conference AAAA, Oct. 30, 1951. See 109.
- S. "How to Use Television on a Small Budget"
By Sidney Mathew Weiss, of Lewin, Williams & Saylor. Eastern Conference AAAA, Oct. 30, 1951. See 109.
- T. Papers at 34th Annual Meeting AAAA, April 3, 4, 5, 1962.
"Current Ethical Problems in Radio". Rob't D. Swezey. See 31.
"A Hollywood Look at TV Production". J. Neil Reagan. See 109.
"Television—Is the Rent Too High?" J. Hugh E. Davis. See 109.
- U. Papers on "Radio & TV Production" presented at Fall Regional Conventions AAAA, 1952. See 57 and 109.
- V. Papers on "Television Production" Fall Conventions AAAA 1953.
"Ten TV Commercials I Wish We Had Made" by Fairfax M. Cone, "The Contribution of the Advertising Agency in TV Package Production" by Rodney Erickson.
"Current Trends in Daytime TV Programming" by L. T. Steele, David Lesan and Robert Quigley.
"The Telecasting of Color Film" by Stan Parlan. See 109.
- W. Papers at 1954 AAAA Regional Conventions.
"How to Evaluate 'Package' Commercial Producers" by Peter Cavallo, JWT.
"Audio-Visual Techniques and TV" by Richard B. Lewis.
"Radio: Very Live in '55" by Edgar Kobak.
"Around the World with Script and Stopwatch" by Rodney Erickson.
- X. Papers from 1956 AAAA Regional Convention.
"Creativity in TV-Radio Commercials." See 109.
- Y. Papers from 1957 AAAA Regional Conventions. "TV-Radio Commercials".
1. "New Sound of Radio" by Kevin Sweeney. See 34.
2. "Seven Lively Arts of TV" by Howard Doyle. See 109.
3. "Here Comes Video Tape" by Ross H. Snyder. See 109.
- Z. "Organization of Television-Radio Functions in Advertising Agencies." See 109.
Papers from the 1958 AAAA Conventions.
- A.A. "Sixty Seconds to Sell". Papers from the AAAA 1960 Regional Conventions. See 109.
"Bouquets and Brickbats" by Gail Smith, General Motors.
"The New Man in Advertising" by Gordon Webber, Benton & Bowles.
"Brand X Strikes Back," by Stockton Helffrich. See 31.

- "Where Do We Go From Here?" by Don Tennant, Leo Burnett.
- BB. "The Continuing Growth of Advertising Volume in TV" by Edgar Scherick, V.P. American Broadcasting Co. See 109.
Given at AAAA Eastern Conference, Nov. 13, 1962.
- CC. "The People Look at Television" by Dr. Gary A. Steiner, U. of Chicago. Graduate School. Given at AAAA Regional Meeting, Chicago, Oct. 1963. See 109.
- DD. "My Son. The Creative Director" by James C. Nelson, Jr., Hoefer, Dieterich & Brown. Given at AAAA Annual Meeting, April 25-27, 1963. See 109.
- EE. "Unions Affecting Radio & Television" by John Scott Keck, Needham, Louis & Brorby. AAAA Central Regional Annual Meeting, Oct. 17, 1963. See 37.
- FF. "No Matter How You Slice It, It Still Isn't Life" by Stephen O. Frankfurt, Y&R. Given at AAAA Annual Meeting, April 24, 1964.
- GG. Speech by John Crichton, President AAAA at CBS Radio Affiliates Meeting. Sept. 24, 1964.
- HH. "Broadcasting Problems—An Agency View" by John Crichton, President AAAA at meeting International Radio & Television Society, Oct. 30, 1963. See 101.
- II. Address by John H. Crichton, President AAAA at 1962 Annual Convention, Colorado Broadcasters Association, June 22, 1965.
- JJ. John Crichton, President of the AA of AA, has agreed to make 4A's files and facilities available to a graduate student, who will use this subject for a master's or doctor's thesis.
- KK. Howard Meighan has promised to put his views on the record soon.
- LL. Sigurd S. Larmon, retired Chairman of Young & Rubicam, has promised to give his memoirs.
- MM. Charles Mortimer, who retired April 1, 1965 as President. General Foods and for many years a leading figure in the Advertising Council will be asked to give his memoirs.
- NN. Frank Weston, Danielson Agency—re Clicquot Club. See 146.
- OO. "Let's Come to Grips With Reality". Papers from 1961 Region Conventions AAAA by Arthur C. Fatt, Chairman N.Y. Council AAAA. John C. Mapes, Chairman Executive Committee, Hill & Knowlton, Inc. Alfred J. Seaman, President SSC&B, Inc. Robert T. Colwell, VP, J. W. Thompson. Frank K. White, VP Board Interpublic, Inc. Stockton Helffrich, Director NAB, Code Office. Roger H. Bolin, Director Advertising Westinghouse Electric Corp.
- PP. "Broadcasting's Image" by William B. Lewis, Chairman Kenyon and Eckhardt, Inc. Broadcasters Promotion Assoc. Dallas, Texas—Oct. 29, 1962.
- QQ. "The Great TV Commercial War" by Stan Blum. 10 page article in New York Times Magazine—April 1967.
- RR. "Advertising: Hello Radio; Good-By Four A's". Article, New York Times re: Agencies Forced to Resign because of station ownership. October 15, 1968.
- SS. People Must Listen to get the Message, Broadcasting, January 13, 1969. Article by Lawrence J. Muller of Warren, Muller, Dolobowsky, Inc. New York.
- TT. Beware of Parasite Advertising, article by Robert J. Wanamaker, Vice President, Clinton E. Frank, Chicago, Broadcasting, February 3, 1969.
- UU. Grey Advertising unveils COM-STEP—(Computerized Spot Television Evaluation and Processing). The New York Times, February 11, 1969.
- VV. A Belief in Agencies and New Products; article by Leonard H. Lavin, head of Alberto-Culver Company in The New York Times, February 9, 1969.
- WW. Annual Government-affairs Conference of the American Advertising Federation keynoted sessions marked by unusually nonviolent confrontations between the regulators and the regulated. Broadcasting, February 24, 1969.
- XX. Advertisers get with, and into, programs — growing demand for money-saving syndicated series and specials tailored to the sponsor's blueprint. Broadcasting, February 24, 1969.
23. The Time Buyers:
Reggie Schubel and Vera Brennan will be asked to give their recollections.
24. Government in Broadcasting:
A. George Sterling, former Commissioner has submitted an 18 page article on "Government in Broadcasting" telling of the first Government regulation of communication by the Post Roads act of 1866 and bringing it up to the Communication act of 1934.
B. Senator Clarence C. Dill, a pioneer radio legislator has given a taped interview to E. B. Craney, of Butte, Montana. Transcript is 39 pages.
C. Senator B. K. Wheeler of Montana has also given a taped interview to E. B. Craney. Transcript is 21 pages. Restricted.

- D. Hugh Terry of KLZ, Denver, has secured a taped interview with Senator Ed Johnson of Colorado, who for 18 years was on the Senate Interstate Commerce Committee. Transcript is 11 pages.
 - E. Rosel Hyde, FCC Chairman has given an 18 page interview on tape. See 172. FCC official biographical sketch of Com. Hyde Feb. 5, 1965 in file.
 - F. "Equal Time for Candidates" by Lawrence A. Erbst. Reprint from Southern California Law Review. Winter, 1961.
 - G. "Should Politics Boss TV?" Clippings, London Observer, Sept. 3, 1967.
 - H. "Government Control of Broadcasting" by John Dille in "Chicago Today", U. of C. Spring 1966.
 - I. Address before International Radio & Television Society, New York, Sept. 23, 1966 by Rosel H. Hyde, Chairman FCC.
 - J. "Government and Advertising: The Heavy Hand of Benevolence" by James H. Lorie, Professor of Business Administration Graduate School, University of Chicago. 20 page pamphlet.
 - K. Clipping from Chicago Daily News by Robert Mack, February 23, 1929 re: Legislative problems of Federal Radio Commission.
 - L. See 32-GG.
 - M. A Communications Policy—New York Times, December 30, 1968.
25. **Broadcasting Magazine.**
Sol Taishoff has been asked to make available a complete file of all issues of Broadcasting Magazine. Now on hand Broadcasting Year Book. 1963-64-65-66-67 and 68. Broadcasting Magazines from June 14, 1965 through May 1968, Annuals, 1967, 1968.
26. **The Dick Richards-Leo Fitzpatrick-John Patt Story:**
A. John Patt has sent in a twenty page article, telling the story of these three men whose careers in broadcasting were interwoven in the history of WJR, Detroit.
B. John F. Patt's Story. A 65 page transcript of tape made February 1960 giving history of Patt's career.
C. Interview of John F. Patt by Edwin L. Dunham made in Cleveland, September 9, 1967, 13 pages.
27. **The History of Broadcasting Engineering:**
A. A thorough report is contained in the 1709 page proceedings of the Institute of Radio Engineers, now in Broadcast Pioneers file. (See Books I1.)
- B. An effort will be made to get a taped interview with Vladimir Zworykin, inventor of the TV picture tube. (See 252).
- C. An article "Inventor Before His Time" about the early experiments of Mahlon Loomis, circa 1866, in radio, published in Washington Star, April 11, 1965. "Mahlon Loomis, Discoverer of Radio" — article published Oct.-Nov. 1965 issue of TV-Radio-HiFi Magazine.
"Mahlon Loomis—Inventor of Radio." 150 page book by Thomas Appleby. (See also books.)
- D. U.S. Patent Office—Patent issued for "Wireless Telephone" to Nathan B. Stubblefield, May 12, 1908.
- E. See Engineers 62, 173.
- F. "History of the Directional Antenna" by R. M. Wilmotte in IRE Transactions on Broadcast Transmission Systems, Feb. 1957.
- G. "Results in Color TV Operation" by Robert E. Shelby. May, 1954.
- H. "Color TV Film" by Keith E. Mullenger. May, 1954.
- I. "Lighting, Makeup, Costumes for Color TV" by Reid R. Davis. May, 1954.
- J. "Color TV Routine Test Procedures" by Howard C. Gronberg. May, 1954.
- K. "Integrated Circuits: Miniature Miracle of Electronics", News Front. March, 1966.
- L. "Broadcast Antennas on the Empire State Building," by Thomas R. Haskett.
28. **The Twin Cities Story:**
A. Earl Gammons, formerly Manager of WCCO, Minneapolis and retired VP of CBS in Washington has taped several reels of his memoirs, which include much of the "Twin-Cities Story". The transcript totals 63 pages. (See 92).
B. Stanley Hubbard, owner of KSTP, has been asked to tell of pioneering radio history in St. Paul and Minneapolis.
C. "The First Forty". 124 page book of WCCO's History to 1964.
29. **The Milwaukee Story:**
A. A reprint has been secured of "The Saga of Walter Damm" from "Television — The Management Magazine of Broadcast Advertising", published April 1960.
B. Fortune Magazine Jan. 1952. WTMJ-TV.
C. "Milwaukee Journal—The First Eighty Years". Hard-cover book. See Book C-11.

- D. "Journal Co. v. F.R.C.". Court of Appeals District of Columbia. Feb. 5 and March 2, 1931 - re: Power Assignments. From 48 Federal Reporter.
- E. "40th Anniversary Lutheran Radio Church Service." 1928-1968. 16 page brochure. (See 77).

30. The Dallas-Fort Worth Story:

- A. Martin Campbell has prepared a five page article on the history of Radio and Television in the Dallas-Fort Worth area.
- B. "The Story of 570-WBAP; and Radio Refined". 8 page promotional brochure.
- C. (a) Biography of Roy Irving Bacus, General Manager, Carter Broadcast Properties — WBAP.
- (b) "Less to Look at . . . MORE TO SEE" by Roy Bacus.
- (c) "The Television Communication By Design" by Roy Bacus.
- (d) "Clear The Screen, Then Think!" by Roy Bacus.
- (e) "The Ikonogenic Principle as Applied to the TV Communication", by Roy Bacus. Photos.
- (f) "The Practice of Ikonogenics (Image Control) in Communications" by Roy Bacus.
- D. Series of Full Page Ads for WBAP-TV.
- E. "Profile" Tribute to Roy Irving Bacus, Broadcasting Magazine, September 25, 1967.
- F. "Focus on Design" story of Image improvement of WBAP-TV, Television Magazine, February 1965.
- G. Miscellaneous clippings.

31. Development of a Code:

- A. Stockton Helffrich, Director of the Code Authority of NAB has submitted an 18 page article accompanied by copies of "The Television Code" imprints dated 1952, '54, '56, '58, '59, 1960, '62, '63 and '64. Copies of Radio Codes include imprints dated 1939, 1941, 1943, 1945, 1946, 1948, 1960-61-62-64-65-66.
- Other publications: "Free Television, How It Serves America," by NAB. 24 page pamphlet. "Radio U.S.A." 24 page pamphlet. "Code of Conduct", 6 pages. "Seal of Good Practice". 11 pages. Biography and photo of Stockton Helffrich.
- B. Copy of a letter from E. M. Kirby, first PR Director under NAB's first paid full time President Neville Miller, to Frank Pellegrin outlining

ing many early problems of Codes of Fair Practices dated 11/18/58.

- C. Copy of a letter to Broadcasting Magazine from E. M. Kirby rebutting statement of Kevin Sweeney that the NAB code "was among the worst mistakes the NAB made in this generation" dated August 1962.
- D. Copy of letter dated Oct. 7, 1960 from E. M. Kirby to the late Arthur Simons, President of Broadcast Pioneers of New York, giving a running story of our times including recollections of development of the first NAB Code of which he was the Committee Secretary.
- E. NBC Radio and Television Broadcasting Standards and Practices. 20 pages.
- F. "The Challenge of Self Regulation" issued by NAB Radio and TV Code Authority 1966 — 24 pages.
- G. "Responsibility", a working manual of NBC Program Policies. 1948.
- H. "Broadcaster Self-Regulation: What Is It? Where Do You Fit In?" by Stockton Helffrich. Address College Majors Conference IRTS, February 21, 1964.
- I. "Something of Value," NAB Booklet describing role of Radio and TV Codes as seen by leaders in various walks of life.
- J. "WDZ Station Policy," January 1946.
- K. "The Broadcasters Responsibility to Safeguard the Public Against Deceit and Fraud." Address by William S. Hedges, Rotary Club, Scarsdale, February 11, 1960.
- L. Miscellaneous clippings.
- M. "Credo for the American Broadcaster".
- N. "Action on Smoking and Health", anti-cigarette campaign vs. Time-Life Stations on Equal Time issue.
- O. Broadcasting, January 20, 1969—article on "Revised code flirts with rich new market," relates to NAB boards loosen personal-products restrictions.
- P. NAB TV Code Review Board on "personal products" challenged by Storer Broadcasting and Westinghouse Broadcasting Company, Broadcasting, January 27, 1969.
- Westinghouse Bolts NAB TV Code — McGannon cites personal-product Breach as "Last Straw," sets up own stringent standards.
- Q. "Has the Beauty Been Ravaged?" Excerpts from Interviews on WRVR-FM, New York, by Michelle M. Cousin, assistant Professor of TV at New York University with Robert MacNeil, correspondence for Public Broadcast Laboratory and BBC-TV and Charles Sopkin, author of

"Seven Glorious Days, Seven Fun-Filled Nights—One Man's Struggle to Survive a Week of Watching Commercial TV in America." New York Times, February 2, 1969.

32. News in Broadcasting:

- A. Photostatic copies from various publications giving story of A. A. Schecter, former director of news and special events for NBC, quotes from Schecter and others. See Books S9.
- B. Lowell Thomas has taped his memoirs. (See 168, also "Books").
- C. Rise and Fall of the Radio Commentator — Q. Howe, also see Kaltenborn, 141 and Edward R. Murrow—142.
- D. 1. Wisconsin Magazine of History. Articles by Scott M. Cutlip "Mass Communication Paradox" and Louis P. Lochner "Communications and the Mass Produced Mind". Summer 1958.
2. Wisconsin Magazine of History, Autumn, 1968.
- E. Gilbert Seldes article "The Climate of Fear". Oct. 26, 1957. Saturday Review.
- F. See 272, 42 H.
- G. Edward F. Morgan, "Sinking of the Andrea Doria". Two tapes.
- H. Alan S. Heywood, "Berlin Documentary". July 1952. Two tapes.
- I. Raymond Swing's Broadcast re: Election, American Broadcasting Company, Wednesday, November 6, 1946. See Obituaries 156.
- J. Elmer Davis' Broadcast, ABC, November 4, 1946.
- K. "A Backward Look at Radio News Broadcasting". Address by Julian Bentley at the Illinois News Broadcasting Assoc. Convention, May 23, 1965.
- L. "Stand By: NBC News". An exposition of NBC News Practices and Policies.
- M. "A Free Press in a Free World", by Erwin D. Canham, editor Christian Science Monitor, at University of Iowa, Feb. 26, 1952.
- N. "News in Broadcasting", by Allan Jackson, CBS News.
- O. "When Will They Say Their Final Good-Nights?" Article re: Huntley-Brinkley by Joan Barthel, TV Guide, July 1, 1967.
- P. Tape of David Brinkley of news "break-up" furnished by WTRC, Elkhart, Ind.
- Q. Miscellaneous newspapers clippings. See 372.
- R. "The Four Days" by Albert R. Kroeger, a reprint from Television Magazine giving detail description of Broadcast coverage of President Kennedy's assassination.
- S. Wm. R. McAndrew, NBC News Chief, dies. N.Y. Times, May 31, 1968. Clipping. Variety, June 5, 1968.
- T. Address by Julian Goodman, President, NBC 1966 Conference of the Radio & Television News Directors Association, Chicago, Illinois, October, 1966.
- U. Address by Julian Goodman, NBC President, November 12, 1966 at the anniversary convention of Sigma Delta Chi, national journalistic society.
- V. New York Times, October 14, 1968 "Huntley and Brinkley To Go on Saturdays with 6th Newscast.
- W. N. Y. Times, Oct 28, 1968—"N.B.C. News Staff Must Bare Finances".
N. Y. Daily News, October 28, 1968, "N.B.C. Sifts Newsmen's \$\$.
- X. The CBS News Hour—CBS Television 1967-68.
- Y. CBS News moved the nation to tears—and to action Tuesday, May 21, 1968.
- Z. Broadcasting Magazine, December 2, 1968 account of House Committee decision on ordering preparations for public hearings on alleged bias or lack of balance concerning network reporting of disorders during Chicago Democratic convention in August. See 473.
- AA. "TV—2 Sides of the Story" article by Jack Gould, The New York Times, October 19, 1968 relating to WTIC-TV, "back to back appearance of Richard Nixon and Hubert Humphrey."
- BB. "Winter of Crisis for Television News" article from Broadcasting, December 9, 1968.
- CC. "Newsmen Speculate on Nixon Style", article in Broadcasting, December 9, 1968.
- DD. "Why Not Let People Watch?" Jack Gould, The New York Times, December 15, 1968.
- EE. "Of Arms and the Woman". Reprint from The New York Times, December 15, 1968 by Liz Trotta, NBC News Correspondent in Vietnam, also see 36.
- FF. "Can We Get Ed Newman?" Life Magazine article (December 1968) close-up on Ed Newman, NBC Newsmen.
- GG. Networks Accused of Censoring News Coverage, The New York Times, December 23, 1968.
- HH. Coverage (TV) of Apollo 8's six day mission. Coverage (radio) of Apollo 8's six day mission. December 21-27, 1968; various newspaper and magazine articles.
- II. New Audio Service in Radio News, (Metro-media, Inc. takes on new dimension.) Broadcasting, January 6, 1969.

- JJ. CBS Hit Hard in Pot-party finding — Broadcasting, January 13, 1969.
- CBS Defends Airing of Marijuana Party on TV. New York Times, February 19, 1969.
- KK. New York Times, January 21, 1969, Jack Gould article on President Nixon's Inauguration, January 20, 1969; Broadcasting January 27, 1969, February 24, 1969.
- LL. Broadcasting, January 20, 1969—two articles on "the political boomerang that TV newsmen carved" and "fairness gets its day in court."
- MM. Action or Threats to Restrict Television Journalism strike at Public's right to a free flow of information, speech by Julian Goodman, President of NBC, January 27, 1969, at the 11th Annual KMTV Television Public Service Awards dinner.
- NN. New era seen for fair trial-free press, ABA panelist sees acrimony giving way to cooperation between bar, news media, Broadcasting, February 3, 1969.
- OO. The News Paradox on the Potomac; D.C. stations expand staffs. Broadcasting, February 10, 1969.
- PP. ABC News to use its own analysts; alter format of commentaries, will rely on its own analysts to establish greater identification. Broadcasting, February 10, 1969.
- QQ. A visual vignette of all-news radio. Westinghouse Radio Co. (WINS, N. Y., KYW, Philadelphia and KFWB, Los Angeles) Broadcasting, February 17, 1969.

33. Federal Communications Bar Ass'n:

- A. Philip J. Hennessey, Jr. Washington attorney died April 1965 after having assembled all but the first few issues of the FCBA Journal from which he planned to note major developments. He sent in a five page memorandum on the subject.
- B. Neville Miller, past-president of NAB, is following through on the FCBA using the data prepared by Hennessey, and also other items on the Broadcast Pioneers History Project agenda.
- C. Roster of officers and executive committees of Federal Communications Bar Association from 1936 thru 1967.
- D. List of Past Presidents (living June 18, 1968) of Federal Communications Bar Association.
- E. Letter to members F.C.B.A. Executive Committee and Committee Chairmen, listing members of standing committees, from Thomas W. Wilson, President 1964-65 CBA.

- F. Order of Business Annual Meeting of F.C.B.A. June 8, 1965, together with Report of President Thomas W. Wilson.
- G. Statement presented by Thomas W. Wilson, President F.C.B.A. at Memorial Service for Philip J. Hennessey, Jr., April 7, 1965.
- H. Account of the term of Neville Miller as President of the Federal Communication Bar Association—1950.

34. Radio Advertising Bureau:

- A. Miles David, President of the Radio Advertising Bureau, interview by Richard K. Doan on WNEW, Feb. 5, 1967.
- B. "Radio Day at IRTS", Speech by Miles David, April 18, 1967.
- C. "Radio Facts", Pocket-piece of RAB, published April 1967.
- D. "Radio in the Year 2000". Presentation by Miles David, April 16, 1968, at I.R.T.S.
- E. Radio Facts compiled by RAB, Inc.
- F. Radio Workshop, 1968 by RAB, Inc.
- G. Major Discoveries about Radio Reach and Frequency, a non-technical report about the massive computer analysis of Radio Reach and Frequency.
- H. Reprint from Sponsor "RAB"; enlarging the market for radio.
- I. A layman's report on the All-Radio Methodology Study "ARMS"—what it shows and how it has changed radio measurement.
- J. 1969 IRTS Commercial Production Workshop schedule, see 81-N.
- K. Advertising: Best Year for Radio since TV, New York Times, January 8, 1969.
- L. Radio Times Sales could go up 10% in 1969—Miles David, President RAB forecasts in Broadcasting, Jan. 27, 1969.

35. TV Bureau of Advertising:

- Norman Cash, President TVBA, has submitted
- A. "The Past is Prologue," which is the story of TV Bureau.
- B. Dec. 1964 issue of "Television" which contains the Tenth Annual Report of TVB.
- C. Nov. 16, 1964 issue of "Broadcasting" containing "Special Report TV" supplied by TVB.
- D. Spot Television, 1956-1965. 106 pages.
- E. "TVB Member Salesman Training Conference Outline", Jan. 24, 1967.
- F. 1967 TvB Member Salesman Training Conferences.

- G. Business Response—Through Advertising—to the Issues of the Day, Presentation by TvB, Norman E. Cash, November 13, 1968.
- H. A Plan to Automate "Spot Buying" Broadcasting, December 3, 1968 article.
- I. Norman Cash, President TvB reports 1967's reverses brought 1968's successes—Broadcasting, January 27, 1969.

36. Women in Broadcasting:

Through the help of Elizabeth Bain of CBS, Past President of AWRT and Kay Lardie of Detroit many interviews have been secured. Those already in hand (listed elsewhere) include: Doris Corwith (see 6), Judith Waller (see 134) and Myrtle Stahl, retired Program Director WGN (see 79). As a result, biographies have been secured from:

- A. Henrietta Harrison, whose pioneering goes back to Philadelphia's early years in broadcasting;
- B. June McKee, a Michigan Broadcasting pioneer;
- C. Eleanore B. Kane, Supervisor of Radio-TV for Baltimore City Public Schools;
- D. Marguerite Fleming, Lecturer in Speech at Denison University, Granville, Ohio, who has been a teacher of radio courses at various educational institutions;
- E. Dorothy Fuller Trower, early broadcaster now at WBET, Brockton, Massachusetts;
- F. Kay Lardie, Lecturer-Consultant in Radio and TV;
- G. Ruth Chilton, creator of women's programs for various Philadelphia Stations;
- H. "Polly Clark" Archer, Massachusetts Representative AWRT, began broadcasting 1923 as Polly Willis on KYW, Chicago;
- I. Fran Harris, Special Feature Co-ordinator WWJ, Detroit, first woman in TV in Michigan.
- J. Ruth Lyons 25 years with WLW. News release, July 6, 1964; 1968 Christmas Fund Nets \$432,000.
- K. Dorothy Gordon, Youth Forum Moderator, has made a tape. 168 pages of transcript. (See 75).
- L. Ida Bailey Allen, Radio and TV Cookery Commentator.
- M. Rachel Stevenson, Radio-TV Writer, Producer and Broadcast Personality.
- N. Ruth Harshaw, originator of Children's Programs, NBC, Chicago and Book Program Series.
- O. Josephine Wetzler, WLS Director of Education. Press release Aug. 1954 and miscl. clippings.

- P. Barbara Keane, Boston Producer, Advertising Agency Executive and Program Syndicator.
- Q. Reproduction of pages from November 1938 issue of The Woman's Almanac, including biographies of:
 - a. Nila Mack, CBS Specialist in Children's Programs.
 - b. Betty Goodwin, NBC Fashion Editor.
 - c. Bertha Brainard, Commercial Program Manager NBC.
 - d. Margaret Cuthbert, Director Women's Activities NBC. Obituary N.Y. Times, July 26, 1968.
 - e. Ora Nichols, Sound Technician CBS.
 - f. Claudine Macdonald, "It's a Woman's World", NBC.
 - g. Agnes Law, Secretary to the Program Manager CBS.
 - h. Mae McNair, Head Hostess CBS New York Studios.
 - i. Edith Margarate Stone, ass't to VP in Charge of Station Relations CBS.
 - k. Grace Mack, head of CBS Telephone Dep't.
 - l. Helen A. Johnson, producer American School of the Air.
 - m. Helen J. Sioussat, Director Department of Talks, CBS.
 - n. Ruth J. Allen, Director "Church of the Air" CBS.
 - o. Lucille Singleton, Manager Music Auditions CBS.
 - p. Janet MacRorie, Director Continuity Acceptance NBC.
 - q. Judith C. Waller, Manager WMAQ.
 - r. Margaret Lewerth, Producer and continuity writer CBS.
 - s. Edythe J. Meserand, First Pres. AWRT.
 - t. Martha Brooks (Mrs. D. B. Kroman), WGY, Schenectady, N. Y.
 - u. Agenda. AWRT Convention, Chicago, May 5, 1962. Panel discussion on Advertising.
 - v. Addresses—Marion Stephenson, V.P. NBC, at Women's Ad Club, Chicago, April 20, 1965; Chicago Legal Secretaries Club, March 15, 1966; Cosmetic Career Women, New York, February 5, 1964.
 - w. "AWRT presents Women in Broadcasting", showing photos of 34 prominent women broadcasters.
 - x. Speech by Assistant Secretary of Labor, Esther Peterson at AWRT Convention New York, April 23, 1967.
 - y. Program AWRT Convention, Chicago, May 19, 1962.

- z. "News and Views" Publication AWRT, Nov.-Dec. 1965.
- aa. Clipping N.Y. News, May 7, 1965 re: "Air Career Gal"—Mary Dorr.
- bb. Gladys Moore, WBIX, Utica Broadcasters—outline of career.
- cc. "How to get along with the Boss" by Elinor Lee, Director of Community Service, Station WTOP, Washington, D.C.
- dd. Speech, FCC Commissioner Loevinger, AWRT, October 12, 1965.
- ee. Reprint of Article by Mary Mannes, in TV Guide, November 23, 1968, "Should Women only be Seen and Not Heard?"
- ff. "Of Arms and the Woman," article by Liz Trotta, NBC News Correspondent in Vietnam, The New York Times, December 15, 1968.
- gg. Biographies of Women in Broadcasting.

Marion Corwell	Barbara Walters
Mimi Hoffmeier	Doris Ann
Nancy Dickerson	Liz Trotta
Lucy Jarvis	Helen Hall
Pauline Frederick	Marlene Sanders
Aline Saarinen	Anne J. Peterson
Marion Stephenson	Nena W. Badenoch
- hh. Ben Gross of New York Sunday Times interview with Barbara Walters, female personality on TODAY, NBC Network. January 29, 1969.
- ii. Bess Myerson, Television actress, moderator of Miss America pageants and Miss America of 1945, named new Commissioner of Consumer Affairs for New York City, New York Times, February 3, 1969.
- jj. Mrs. Anna J. Peterson, Director of Home Service Department, Peoples Gas, Chicago, Illinois, broadcasts daily recipe talk over KYW, believed to be the first woman's radio program. Copy of Peoples Gas Club News, April 2, 1923.
- kk. Martha Deane (Mrs. Marion Taylor) winner of 1968 Broadcast Pioneers Distinguished Service Award, with WOR 28 years. LOOK Magazine article, (March 4, 1969.)

37. Unions in Broadcasting:

- A. A biography of James C. Petrillo, past-president of the A.F. of M. is in progress, having been started by the late Hal Leyshon.
- B. William C. Fitts, VP CBS has made some helpful suggestions and has agreed to chronicle the labor picture from 1951 (when he entered the labor field) until the present.

- C. George H. Fuchs, VP-NBC, hopes to hire a college student for the project. (See 22EE).
- D. Misc. clippings re: AFM negotiations for TV Contract.
- E. See 317F for NBC Announcers' Union Material.
- F. Voices of Labor:
 - a. Samuel Gompers, "Labor and War Bonds" World War I—1918.
 - b. George Meany, "New York State Federation of Labor Convention" Aug. 21, 1944.
 - c. Philip Murray, "Convention in Cleveland, Ohio." Section prior to vote of expulsion of UE from CIO.
 - d. Philip Murray, "Labor Day Speech, 1949" and Jack Kroll, PAC Director, 1949, "Labor Day Speech."
 - e. William Green, Francis J. Meyers "As We See It." March 14, 1950.
 - f. William Green, introducing President Eisenhower, 71st Annual AFL Convention, New York City, 1952.
- G. "Working For Radio", by Bing Crosby, Mollie Goldberg, John Benson, Edward L. Gove, Gerald P. Maulsby, Cecil B. DeMille, Edward G. Robinson, George A. Mooney, Frank E. Pellegrin, C. L. Thomas, Milton Weiner. 23 page pamphlet published by NAB—1942.

38. The Detroit Story:

- A. Harry Bannister, formerly General Manager of WWJ and late V.P. of NBC has recently written a book "The Education of a Broadcaster", copy of which is in the files. (See 26 and Books B1).
- B. WWJ news releases in files give some of the historical background. Aug. 12, 1964 and Oct. 30, 1964.
- C. See 26 for Richards-Fitzpatrick-Patt Story.
- D. Address by Harry Bannister, then General Manager WWJ-AM FM TV Detroit before Radio Executives Club, New York, January 24, 1952.

39. The John Royal Story.

Two taping sessions have produced forty pages of transcript.

40. Sports in Broadcasting:

- A. Red Barber: Article "TV Baseball is 25 Years Old" from N.Y. Sunday News of August 23, 1964.
- B. Red Barber 'Firing' story. Numerous clippings.
- C. Joe Garagiola, will be asked to make a tape covering sports from the player's viewpoint and from the sports reporter's viewpoint.

- D. Chicago Tribune Clipping, March 27, 1966, describing Quin Ryan broadcast of Knute Rockne funeral, March 31, 1931.
 - E. "Sports in Broadcasting" by Clem McCarthy.
 - F. "Story of Graham McNamee". Miscellaneous clippings.
 - a. Biographical data re: Graham McNamee supplied by NBC Concert Bureau.
 - b. "In Miniature"—Mrs. Graham McNamee.
 - G. "The Story of Ted Husing".
 - a. Paper Back-book: "Ted Husing My Eyes are in My Heart".
 - b. Biographical data supplied by CBS re: Ted Husing.
 - H. Phillips Carlin — Miscellaneous biographical material.
 - I. The Story of Bill Stern — Miscellaneous biographical material.
 - J. Harry Wismer, Sports Promoter—Miscellaneous clippings including obituaries, December 5, 1967.
 - K. Bill Slater Obituary, N. Y. Times, January 26, 1965.
 - L. The Story of Bill Mundy, including obituary March 1965. Miscellaneous clippings.
 - M. "When Will Sportcasters Be Allowed to Speak Up?" by Melvin Duslag, TV Guide, June 24, 1967.
 - N. "Time-outs and Other Nonsense in TV Sports", Saturday Review, December 9, 1967.
 - O. Portrait of McNamee presented by Edythe Meserand.
 - P. Quin Ryan reminisces on early sports broadcasts, Chicago Tribune, May 29, 1968.
 - Q. The National Football League Manual, 1968.
 - R. Clippings relating to NBC's cut-off of the final deciding seconds of play in Jets-Oakland Raiders football game (AFL) for a children's special, "Heidi." Sunday, November 17, 1968.
 - S. Clipping from The Sporting News, September 6, 1950—relating to "Tv is hurting major league gate receipts—"
 - T. "The Long Range Effect of Television and other Factors on Sports Attendance—by Jerry N. Jordan, 1948.
 - U. Bowl Games Bring to TV Vivid Historic Memories, N.Y. News, January 2, 1969.
 - V. Super Bowl Sponsors Pay Super Money, New York Times, January 10, 1969, relating to NBC's coverage of Jets-Colts game on January 11th and revenue thereof.
 - W. AFL Scores ratings touchdown over NFL, (AFL contract is with NBC), Broadcasting, January 27, 1969.
 - X. Football and Television—Frozen Instants: TV at Its Best, Life Magazine, January 31, 1969.
 - Y.
 1. TV Income Rights remain Key Issue in negotiating major league baseball players contract. The New York Times, February 7, 1969.
 2. Baseball's rights up to \$37.2 million—A survey of the 24 AAA teams of the American Association, International and Pacific Coast leagues shows an estimated \$200,000 in local broadcasting rights. Broadcasting, February 17, 1969.
 3. Baseball Pension Dispute is Settled . . . significant in the agreement was a new "severance loan" option and the protection of players' claims to a share of national television income. The New York Times, February 26, 1969.
 - Z. Television, a Gambler's Best Friend? "TV has done at least as much for gambling as the medium may have achieved in politics" The New York Times, February 9, 1969, article by Jack Gould.
- 41. The Harold Hough Story:**
- A. Martin Campbell, aided by Abe Herman of the Fort Worth Star-Telegram has written a 4 page article on Harold Hough's career in broadcasting together with numerous exhibits. (See 30).
 - B. Page from Fort Worth, Star Telegram, May 19, 1938 giving story of KGKO dedication.
 - C. Obituary, Harold Hough, "Dean of American Broadcasters", Broadcasting Magazine, January 9, 1967.
 - D. Miscellaneous clippings.
- 42. Broadcasting in War Time:**
- A. George Sterling (See 24).
 - B. Ed Dunham, NBC director of "The Army Hour" has prepared an article on this subject.
 - C. NBC's "Army Hour" Booklet entitled "G.I." published June 1944, 64 pages.
 - D. Col. Ed Kirby article "Recollections of Historic Highlights—American Broadcasting in World War II" — 48 pages. Also short pieces (a) "Planning 'D' Day Coverage"; (b) "The Saga of Lt. Col. Abe Schecter"; (c) "How Bing Broadcast the Victory in World War II".
 - E. Board of War Communications, booklet published Sept. 17, 1942, giving story of creators of board and its functions.
 - F. "Coverage of Viet Nam War", speech by Dr. Stanton, Pres. CBS, Jan. 28, 1966, at annual

- convention Soap and Detergent Ass'n., Waldorf-Astoria Hotel, New York.
- G. Hollywood Museum Newsletter. May 5, 1964. "Eisenhower Films Message to Museum".
 - H. Eisenhower's Farewell Broadcast to A.E.F. July 28, 1945.
 - I. "American Radio for GI's in Europe" by Sol Taishoff, from Broadcasting Magazine. Sept. 10, 1945.
 - J. Tape and Record Album "D" Day. June 6, 1944. NBC.
 - K. A classic memo of a real War Games Broadcast Snafu. (Army Hour) from Wyllis Cooper to Clarence Menser, NBC V.P. Aug. 7, 1942.
 - L. NBC War Clinic Report. Jan. 29-Feb. 17, 1943.
 - M. WLS News Review of 1942 — Starting with Pearl Harbor.
 - N. "NBC Stands By" tape and records of pre-invasion coverage, May 6, 1944.
 - O. Government Regulations, pertaining to Broadcast operations during World War II, as compiled by Gordon Swan, of WBZ, Boston.
 - P. Copies Westinghouse News Service, issues 1925, 1926, 1929, 1930, 1954.
 - Q. Confidential Log of U.S.S. Missouri at Tokyo Bay, Japan, Sept. 2, 1945.
 - R. V-E Day Broadcasts on WBZ, including speeches by Sens. Saltonstall and Walsh, and Congressmen Martin and McCormack. Also censorship roles before and after.
 - S. Invasion Information (1945) Operational instructions issued by WBZ in handling special invasion broadcasts. Also NBC traffic sheets for guidance of stations.
 - T. V-J Day. Operational instructions issued by WBZ and NBC in handling special V-J Day broadcasts.
 - U. "Radio at War". Descriptive Booklet published by WDZ, Tuscola, Ill.
 - V. "A Report On The Effect Of National Defense Activity On Technical Personnel of the Broadcasting Industry", NAB, June 20, 1941.
 - W. Transcript of D-Day Broadcast on NBC by George Hicks.
 - X. "In The Wake of The War", report of the fourth year of the Advertising Council, Mar. 1945 to Mar. 1946.
 - Y. "GI Jill, Scarsdale Housewife", Mrs. Mort Werner story. Article in White Plains Reporter Dispatch, December 6, 1966.
 - Z. "Music in Wartime". Samuel Chotzinoff.
 - AA. "For This We Fight" series discussing basis for peace, NBC Public Service program—"This is NBC". July, 1943.
 - BB. Maestro Arturo Toscanini conducts two performances of NBC Symphony to aid United States Treasury Department increase sale of War Bonds. From "This is NBC", 1943.
 - CC. "Music at War" series of six weeks starting July 8, 1943 under NBC's Inter-American University of the Air.
 - DD. "Not For Glory" NBC series based on the functions of the Office of Civilian Defense (13 weeks) beginning June 26, 1943.
 - EE. "Doctors At War" NBC series under auspices of the American Medical Association. "This is NBC"—December, 1943.
 - FF. "The Pacific Story" inaugurated in July, 1943.
 - GG. NBC's News Chief Explains Wartime Operations, "This is NBC"—March, 1944.
 - HH. "Now is the Time", 4 programs for women only, by and about women in the Armed Forces. "This is NBC", April, 1944.
 - II. Welcome Home Auditions conducted by NBC from October 1944 to October 1946. Clippings and articles relating to the auditioning of and success of veterans who were auditioned and interviewed for jobs in all phases of broadcasting.
43. The A. T. & T. Story:
- A. Address of Frederick R. Kappell, Chairman of the Board of American Telephone & Telegraph Co. at banquet of Broadcast Pioneers, April 7, 1964. Clippings.
 - B. K. P. Wood, Asst. VP of A. T. & T. by direction of Mr. Kappell is searching files for historical material. Robert Mason reported Jan. 22 1968, that a history of research by A.T.&T. is being written by Lincoln Barnett, formerly on Life Magazine staff. This contains specific reference to research and experimentation in broadcasting in the early 20's.
 - C. Lloyd Espenschied, pioneer telephone engineer has prepared a 49 page transcript of a taped interview giving much of A. T. & T. story under title of "Recollections of the Radio Industry". The tape is on file at Oral History Research Office, Columbia University.
 - D. "A Quartet & Future Communication Requirements", speech by C. W. Owens, Pres. N.Y. Telephone Co. N.Y. Rotary Club, July 21, 1966.
 - E. "AT&T 1966 Annual Report".
"AT&T 1967 Annual Report".
 - F. "AT&T Statement re: F.C.C. Rate Ruling".
 - G. "Communications — the Searching Eye, the Questing Era." Article, Forbes, July 15, 1967.

- H. "A Way Out" article, Forbes, August 1, 1967 re: F.C.C. Ruling.
- I. AT&T Proposes Rate increase for TV. Wall St. Journal, Feb. 2, 1968.
- J. Memo, dated December 8, 1921 to Griswold, Ass't V.P. AT & T from O. B. Blackwell, Transmission Development Engineer, re: proposal for nationwide radio broadcasting system.
- K. "White Alice", the story of Western Electric installation of Arctic Circle early warning system, 1956.
- L. AT & T wants data from Broadcasters—May affect rate increase Broadcasting, January 20, 1969.
- M. Trouble along cable strikes discordant note; AT & T and public television interests involved. Broadcasting, January 27, 1969.

44. Daytime Serials:

- A. Joseph P. Hehn, of Lebanon, Penna., an independent researcher, has been working on "Daytime Serials" for several years. His material will be made available. He has completed catalog of writers, directors and has dubbed hundreds of programs.
- B. Article "Return With Us Now To Those Days of Yesteryear" by Donald E. Diehm, in "The Reading Eagle", 1966.

45. Program Syndication:

History of Thesaurus. Don Mercer, NBC, will help. See 7 and 237 for information supplied by Lloyd Egner.

46. Periods of Transition:

Mark Woods, whose broadcasting career began with the sale of WEAf to NBC representing beginnings of NBC Network and was subsequently President of American Broadcasting Co. taped his memoirs Dec. 1965. 24 pages.

47. Independent Producers:

Robert Saudek has agreed to give his observations of the role of the independent producer.

- A. American Heritage, August 1965, Page 24—Robert Saudek writes on early days of radio.

48. TV Age:

Will be asked for complete file of back copies.

49. The California Story:

- A. Tom McCray, past president of the Los Angeles Chapter of Broadcast Pioneers (June 1964 to June '65) had several people at work including Dave Glickman, retired Broadcasting Magazine West Coast representative, Bud

Kemp and Harry Witt at work on this phase of Broadcasting's History. Art Gilmore, is reported to be following through on "The California Story".

50. Talent Representation:

- A. William McCaffrey, who has had many years as a talent agent has agreed to tape an interview at a mutually acceptable time.
- B. Press Book on Ruth St. Denis and Ted Shawn.

51. Pioneering Programming in Radio:

Much of this is covered in Dunham lectures. See —10—and 135 which include original scripts and music sheets.

52. Broadcasting in a Small City:

Dave Gentling, President and General Manager Station KROC, Rochester, Minn. has been asked to tape his views.

53. An Englishman's First Impressions of American Broadcasting:

- A. David Ogilvy, of Ogilvy, Mather, Inc. Advertising Agency, will be asked to give his impressions.
- B. Address of David Ogilvy before Empire Club of Toronto, Nov. 7, 1963, "Should Advertising be Abolished?"

54. Pioneering Programming of Television:

- A. Alfred H. Morton, NBC's first Vice President in charge of television has made a tape transcript 22 pages. (See 178).
- B. Misc. clippings collected by W. E. Myers, NBC sales from 1949.
- C. Television Seminar conducted by Radio Executives Club of New York, Summer of 1944.
 - a. Addresses by Niles Trammell, President NBC, F.C.C. Chairman James Lawrence Fly, and Dr. Alfred N. Goldsmith, May 18, 1944.
 - b. Addresses by David Smith and Dr. Charles B. Jolliffe, May 25, 1944.
 - c. Addresses by Ralph R. Beal and Allen B. DuMont, June 1, 1944.
 - d. Addresses by Edgar Kobak and Ralph B. Austrian, June 8, 1944.
 - e. Addresses by James D. Shouse and Gene Buck, June 15, 1944.
 - f. Addresses by Thomas H. Hutchinson, RKO TV, on production technique and GE film "Sightseeing at Home", June 29, 1944.
 - g. Addresses by Arthur Levey and Raymond E. Nelson, July 6, 1944.
 - h. Addresses by Robert E. Shelby, Edward C. Cole and James D. McLean, July 20, 1944.

- i. "Merchandising TV Sets". Addresses by James H. Carmine, Vice President Philco Corp. and Theodore A. Smith, Sales Manager RCA, August 10, 1944.

D. Script "The Weak Spot". TV Presentation by WRGB, Schenectady, March 27, 1946.

E. 16 page presentation by CBS "Will Pre-war TV be Good Enough After the War?" April 1944.

F. Photo showing Jane Nelson at microvisor (TV camera) at experimental station WIBO, Chicago, Ill. 1928.

G. "A Look Back Into the Tube", article by David Karp in New York Times Magazine, November 19, 1967.

H. "TV's Age of Innocence", New York Times, December 3, 1967.

I. "Did They Appreciate TV in '39" by O. Fred Rost, condensed from article first published in Printer's Ink Monthly, May 1939.

J. "Television is a Funny Business", a collection of cartoons assembled by Dr. Allen B. DuMont.

K. "A Dynamic Economic Expansion Creating Special Opportunities in TV." Address by Walter D. Scott, NBC Board Chairman, Sept. 28, 1967. Management/Programming Seminar of TV Stations, Inc. New York Hilton Hotel.

55. Broadcasting From a Variety of Viewpoints:

A. C. L. Menser, former Vice-President in charge of Programming for NBC, who was also a station owner and general manager of other stations has prepared an article "When Radio Was Fun", 101 pages. An interview tape was made on his personal reminiscences. Transcript 82 pages. Photo.

B. Reprints:

a. "College Radio Courses Need Revision" from Broadcasting Magazine.

b. "Programs for Tomorrow". Address before NAB Executives War Conferences", Aug. 29, 1944.

c. "Programs Are For People". Speech at City College of New York, June 1945.

56. Recollections of a Pioneer Engineer:

A. Charles W. Horn, who was for many years a broadcasting engineer, (during which time he built several Westinghouse broadcasting stations) has prepared a four page memo on this subject.

B. John Hays Hammond (Obituary).

C. Paul G. Watson, article "Early Vacuum Tubes". Fleming inventions. Electronics World, Dec. 1964.

D. Edgar Felix. 55 pages mms. at Oral History office, Columbia University. Photo.

E. Article on Early Radio-TV Inventions in French publication "Radio et TV". Nov. 1964.

57. Esso Reporter:

Curt Peterson, formerly of McCann Erickson, has made a tape.

58. The First Time Signals:

Ed Petry has prepared a 7 page report on this subject. (See 20).

59. Announcers:

A. Ed Dunham has interviewed Ben Grauer (See Folder 151) who has come up with a 20 page transcript of excellent material.

B. Obituaries. George Hicks; Norman Broken-shire.

C. "The American Announcer", published 1926 in Buffalo, N.Y. Listing 120 early radio announcers. (Pictures and Bios.)

D. "CBS Radio Announcer Audition Scripts", World War II.

E. "Announcers' Qualifications" issued by NBC.

F. Johnny Olson, only professional warm-up man in TV. Article Time Magazine, Nov. 1, 1968.

G. Ed McMahon, Jr. Time Magazine, Jan. 1, 1969.

60. This Is Your Life:

Arch Robb, Director of Special Programs for NBC, has agreed to try to get Ralph Edwards' story.

61. Pioneer Radio Directors:

A. Ward A. Byron has promised to supply a memo on this subject.

B. E. L. Dunham has furnished copies of nine lectures given in the fall Semester of 1947 at Columbia University.

C. Edward A. Byron, Director.

62. The Alfred N. Goldsmith Story:

A. Several tape sessions resulted in a 39 page transcript. He also gave the Pioneers a photostatic copy of the front cover of "The Wireless Age" of June 1921, showing a picture of Professor Albert Einstein and 15 other distinguished Pioneers in radio.

B. Two monographs by Dr. Goldsmith on early developments in Television are in the file: They are entitled:

a. "Television Status and Trends" presented before Association of National Advertisers — March 24, 1959.

b. "Television: Techniques and Applications" published by Harvard Business Review March, 1950.

c. Additional reprints "I.E.E.E. Spectrum — Retrospect and Prospect". Jan. 1964.

C. "Highlights Of Radio Broadcasting"—a series of articles by Dr. Alfred N. Goldsmith, Chief Broadcast Engineer RCA 1925.

D. "The Battle for Strong Broadcast Signals" by Dr. Alfred N. Goldsmith published in Broadcast News. April 1933.

E. "Televisual Use of Ultra-High Frequencies", by Dr. Alfred N. Goldsmith, published in Short Wave and Television magazine, July 1937.

F. "Proceedings of The Institution of Radio Engineers Australia", August 1949.

G. "Facsimile Broadcasting" by Alfred N. Goldsmith, October, 1938.

H. "Theater Television — A General Analysis" by Alfred N. Goldsmith in Journal of the Society of Motion Picture Engineers, Feb. 1948.

I. "The Music of the Electron" by Dr. Alfred N. Goldsmith, Electronics, September, 1930.

J. "Electrical Entertainment: A Glimpse into the Future" by Dr. Alfred N. Goldsmith. The New York Times, March 22, 1931.

K. "The Ultrahigh-Frequency Domain" by Dr. Alfred N. Goldsmith published in Electrical Engineering, June 1937.

L. "The Years Ahead" by Dr. Alfred N. Goldsmith. Reprinted from "Tele-Tech", October 1954.

M. Clipping Photostats on International Radio Broadcasts, December 25, 1929.

N. "Commercial Television And Its Needs" by Dr. Alfred N. Goldsmith, November 16, 1936.

O. "International First Radio Broadcast" via Telestar 1962—16mm sound track.

P. Audio tape of broadcast July 29, 1962. Excerpt from original (1924-25) first international radio broadcasts. (NBC Monitor Program.)

Q. Audio tape: "Conversation" NBC program, Nov. 6, 1954 with Fred Allen, Clifton Fadiman, Jacques Barzun and Dr. Alfred N. Goldsmith re: "What Inventions Have Benefitted Mankind Most?"

R. 16 in. Recordings: First Transatlantic Radio Rebroadcast by WJZ, March 14, 1925 from London.

S. 40 Recordings: Musical Selections from 2LO London to Belfast, Maine and rebroadcast over WJZ, March, 1925. (See File D-drawer 4, also File G.)

T. Goldsmith Scrapbook: Beginning with Report of Radiophone Broadcasting Committee, April 23, 1923. Contains 209 pages of data, pictures,

program listings and articles up to September 1925.

63. FM Broadcasting:

A. Edward F. Kenehan of the National Association of FM Broadcasters has promised a memorandum giving the history of FM Broadcasting.

B. Article by Ben Gross, Radio, Editor N.Y. Daily News on history of FM.

C. "FM Stereo—A Quality Service in the Public Interest"—an address by FCC Commissioner Robert T. Bartley before Electronic Industries Ass'n Symposium. New York City, June 26, 1962.

D. FM given boost by FCC, Broadcasting, January 20, 1969.

E. Sample of Questionnaire used by University of Michigan Radio/TV Research Center in cooperation with WRVR (106.7) Riverside Church FM station—January, 1969.

64. Peabody Awards:

A. Dean John E. Drewry, of the Henry W. Grady School of Journalism at the University of Georgia has written a 15 page story of the Peabody Awards.

B. Programs of annual presentations.

C. Acceptance speech by Vincent T. Wasilewski, Pres. N.A.B. April 26, 1965.

D. Misl. clippings and photos.

E. KTLA News release and photos. April 21, 1966.

65. Educational Stations:

A. 1965 Directory of Summer Session Courses on Educational Media.

B. News Letter Nat'l Ass'n of Educational Broadcasters—May, June, 1965. June, July, August, 1966, January, July, September, October, 1967; January, February, April, May, June, August, September, 1968; January-February 1969.

C. Sept. 1965 issue "Changing Times" re: Educational Stations.

D. NAEB Journal—May, June, 1966. July, August, Sept., Oct., Nov. & Dec., 1966.

E. WNDT, Program Guide. July, 1966.

F. NAEB — Publications and Recordings. (Listing).

G. "Educational TV Can Be Entertaining Too" by Donald Mintz, in Washington Sunday Star. May 29, 1966.

H. Clippings

I. NAEB News Letters.

- J. 1968 Directory and Year Book of Educational Broadcasting, Published by NAB.
- K. "Educational Broadcasting Review", published by NAEB, February, 1968, April, 1968, August, 1968, October, 1968, February, 1969.
- L. "College Radio Annual", Oct. 1967.
- M. Directory of members. NAEB, Feb. 1961.
- N. "A Bibliography of Doctoral Dissertations in TV and Radio" by Ken Sparks.
- O. WBBA—The Voice of Purdue University. Reprint from "Purdue Engineer". April, 1946.
- P. "ETV Puts 'Education in Focus'" in Topical Series, Georgia.
- Q. TV: Tracing Broadcasting From Ancient Greece to Present Day—Channel 13—Prof. Charles Siepmann, NYU—40 lectures.
- R. WLIW (Channel 21), situated in Garden City New York, and incorporated as the Long Island Educational TV Council begins operation in December, 1968.
- S. "New Hampshire's George Michael is TV's Primer on Antiques," article in YANKEE, December, 1968 by Elmer B. Lyford.
- T. Coming of Age (TV) in Samoa—ETV, Life, December, 1968.
- U. Public Television's Sugar Daddies—Ford Foundation reveals contribution, NAEB tracks local, state funding—Broadcasting, January 27, 1969.
- V. New Angle found: "Commercial ETV"—Rev. John Norris applies for construction permit for Channel 40 in Greensburg, Pa. Mr. Norris continues to have troubles with the FCC. Broadcasting, January 27, 1969.

66. The Carl Haverlin Story:

It's up to Carl.

67. Trade Magazines:

To be followed up:

- 1. a. Abel Green, Variety. The annual issues for 1955-61-62-63-65 are in the files. They contain a great deal of valuable historical material.
- b. All issues Weekly Variety 1934 through July, 1942—through 1948. in files.
- 2. Ben Bodec, Sponsor.
- 3. Billboard.
- 4. TV Guide.
- 5. Television Age (see 48).
- 6. Broadcasting (see 25).
- 7. Television Magazine, Sol Taishoff.

68. ASCAP:

- A. Section of Variety, March 25, 1964. Numerous articles re: ASCAP's role in Broadcasting.
- B. NAB Special Bulletin 9-30-41 re: proposed ASCAP contract.
- C. "The ASCAP Story". N.Y. Times, Feb. 10, 1964.
- D. ASCAP Biographical Dictionary. (Books. A6).

69. SESAC:

- A. Article (a) Paul Heinecke, founder of SESAC by:—Willis F. Myers in "Sesac Music". Winter 1965.
- (b) Country Music.
- (c) Disk Jockeys.
- B. "The SESAC Story" 12 page brochure.
- C. Article by Gil Faggen, Billboard. Jan. 16, 1965. "Story of SESAC—Its Beginning, Its Hopes."
- D. Special Anniversary Issue—1931-66. SESAC—Music.
- E. Misc. Clippings on Disk Jockeys.

70. The DuMont Story:

- A. Obituary "Allan B. DuMont". New York Times, and other publications. Nov. 16, 1965.
- B. "It's The Technique That Counts". The Story of the career of Chris J. Witting, formerly DuMont General Manager. Forbes Magazine, August 1, 1967.
- C. "The Truth about Color Television", by Thomas T. Goldstein, Jr., Director of Research, Allen B. DuMont Laboratories, Inc. 1946.
- D. "The Economics of DuMont Television". 28 page booklet. Issued by DuMont Laboratories, March 15, 1945.
- E. "The Relation of Television to Motion Pictures" by Allen B. DuMont. 10 page reprint Journal of the Society of Motion Picture Engineers, September 1946.
- F. "Pioneering The Cathode Ray and Television Arts". 32 page booklet published 1941 by Allen B. DuMont Laboratories giving story of DuMont participation in television development.

71. The Arthur Godfrey Story:

- A. "Return of the Redhead" by Joe McCarthy published in "This Week" magazine. N.Y. Herald-Tribune. Aug. 29, 1965.
- B. "The Fire or the Scrap Heap?" by Arthur Godfrey in Guideposts Magazine. Feb. 1966.
- C. Salute to Godfrey by Broadcast Pioneers. June 14, 1966. Dinner Program.
- D. Miscel. newspaper clippings.

72. The WSM—Grand Old Opr'y Story:

- A. Bill Williams of WSM staff under direction of John H. DeWitt, Jr., President, has prepared a four page history of the Grand Old Opr'y.
- B. Story of the life of John H. DeWitt. "From Chicken House to the Moon" article by Louise Davis. Nashville Tennessean. June 2, 1963.

73. The Awards:

- A. Peabody (See 64).
- B. Dupont.
- C. Emmy.
 - a. Seventeenth Annual Emmy Awards Program.
 - b. Clippings re 1965 Awards.
 - c. NATAS, newsletters, clippings, voting procedure.
- D. Golden Mike. 1966 Award to WHO.
- E. Broadcast Pioneers Hall of Fame, Rules for Nominations. Memo Mark Woods, with suggestions for rules and requirements.
- F. Brochure prepared by John Patt for plans for "Broadcasters Hall of Fame and Museum".
- G. "Text of 1962 Awards and Citations" from The Broadcast Pioneer.
- H. Pioneer Awards and Citations, 1952 to 1966.
- I. Sloan Radio-TV Awards for Highway Safety, 1966.
- J. "Awards and Citations in Radio and Television". Published by NAB, 1965.
- K. "Pulitzer Prize". Editor and Publisher. May 14, 1966.
- L. Misc. clippings and photos.
- M. Media Awards Handbook by Milton L. Levy.
- N. Ninth Annual Mike Award Broadcast Pioneers, WGAL, February 24, 1969.
- O. Ohio State Awards—Broadcasting. February 24, 1969.

74. The Fetzer Story:

- A. John E. Fetzer whose book "One Man's Family" tells the story of Fetzer family. See "Books". F1.
- B. Article in Broadcasting, Oct. 1, 1945 re: U.S. Broadcasters' Mission to ETO.
- C. Acceptance of Broadcast Pioneers Citation, April 3, 1968.

75. The Dorothy Gordon Story:

- A. A taped interview consisting of 168 pages of transcript giving Dorothy Gordon's story up to 1951 has been supplemented, bringing the story to 1965, by a taped interview. Transcript is 28 pages. Photos in file.

76. Network Clients:

- A. Tom DeBow, retired advertising manager for Cities Service Co. will be asked to discuss the early days of broadcasting.
- B. Sheldon Coons, an early executive of Lord & Thomas, has agreed to tape his memoirs.
- C. Detailed listing network clients — NBC-CBS-MBS. Jan. 1927-Dec. 1938.
- D. "Advertisers Using NBC, CBS & MBS Network Facilities". A Month by Month Record from January, 1933 to December, 1939 Incl. Prepared by NBC Sales-Research Division.
- E. 1968—Network's TV Record Year, Broadcasting. January 20, 1969.
- F. Network TV's clientele grows—billings up 3.2% in '68. Broadcasting, February 24, 1969.

77. Religion in Broadcasting:

- A. Doris Ann of NBC's Public Affairs Dept. who is in charge of Religious Programming has prepared a 6 page memo on this subject.
- B. Arrangements are being made for a taped interview with Bishop Fulton Sheen.
- C. "Conscience and Faith" by Davidson Taylor, V.P. Public Affairs, NBC. Address at Conference, Albany, N.Y. Oct. 20, 1955.
- D. "Some Guide Lines for Religious Broadcasting", by Roy Danish, Director Television Information Office—text of a talk given before The Catholic Communications Convention, San Francisco, May 9, 1966.
- E. NBC news release re: Trans-Atlantic broadcast of Pope Pius XI, dedicating Vatican Broadcasting Station, February 12, 1931, with translation from Italian of full text of Pope's speech and other participants, including Guglielmo Marconi.
- F. "40th Anniversary Lutheran Radio Church Service in Milwaukee, 1928-1968" over WTMJ. 16 page brochure. (See 29).
- G. New York Times, October 11, 1968 "Comments on 'Tonight'" bring protest by Catholics.
- H. "This War and Christianity"—by Dr. Frank Jordan, NBC Director of Religious Broadcasts from "This is NBC", April, 1944.
- I. Clergymen to Study Radio at NBC Institutes—"This is NBC", June, 1944.
- J. October 1944—Dramatized Jewish series starts on NBC.
- K. February 1947—Three Major Faiths represented in NBC Religious Programs.
- L. "The First Church Broadcast" Article in Christian Advocate, Nov. 14, 1968 by Vincent Ed-

wards, describing KDKA Broadcast of January 2, 1921.

M. Misc. Clippings.

N. FCC Refused to Reconsider Renewals for Mormon Stations, New York Times article of January 23, 1969.

O. Religious Broadcasting magazine, January-February, 1969.

P. FCC Chairman Rosel H. Hyde and NAB President, Vincent T. Wasilewski remind Religious broadcasters that they have the power to bind a divided world. Broadcasting, February 3, 1969.

78. "The First Broadcasting Stations":

A. Maurie Webster of CBS has submitted a press release from CBS tracing the beginnings of KCBS, San Francisco, to a 15 watt spark transmitter operated by Charles David Herrold, principal of the Herrold College of Engineering & Wireless, whose first successful broadcast was in January, 1909.

B. 1923 listing of "Important Dates and Facts in Radio Development", issued by American Radio and Research Corporation beginning with Marconi experiments Dec. 1897 and continuing through Nov. 14, 1922.

C. "The Real Beginning of Radio, The Neglected Story of Mahlon Loomis" article in the Saturday Review by Otis B. Young, Mar. 7, 1964 together with comments by Dr. Alfred N. Goldsmith. (See also 27C.)

D. KDKA. See 162.

E. Articles from American Heritage Book Section "Music in the Air"—Pioneers Recall Adventures in Early Days of Radio"—H. V. Kaltenborn, William S. Hedges, Lyman Bryson, E. L. Bragdon, Dorothy Gordon, Laurence Ashley Hawkins, Donald G. Little, Herbert Hoover, Chester H. Lang, Arthur Judson, Thomas H. Cowan, Walter C. Evans, Orestes H. Caldwell.

F. "The Beginning of Radio Broadcasting", article by C. M. Jansky, Jr. in tribute to Dr. Earle Terry, whose experimental station 9XM became WHA, Jan. 3, 1919 believed to be the nation's oldest Broadcast Station.

G. News Release, Aug. 7, 1964. WFBG observes 40th year.

H. "Radio at 40 . . .". Broadcasting, May 14, 1962.

I. Fessenden First Broadcast. (See 330).

J. "The First Forty", the story of the first forty years of KSD, St. Louis, published June, 1962.

79. The Chicago Story:

A. Miss Myrtle Stahl, retired program director WGN, Chicago, (see 36) has prepared a taped interview running 23 pages.

B. The WGN Story is contained in a bound volume. (see 236).

C. Miss Judith C. Waller, WMAQ's first program director, later Vice-President and General Manager of WMAQ, Inc. and until retirement Director of Public Affairs Programs for NBC's Central Division has prepared a 52 page transcript which deals largely with Broadcasting in Chicago to 1951. This has been brought up to date with 11 additional pages. For "WMAQ Story" see 157. For "The Judith Waller Story" see 134.

D. George C. Biggar, of LaGuna Beach, Cal., formerly President of WLBK of DeKalb, Illinois, formerly manager of WLS Chicago has prepared 13 pages of his recollections—entitled "Facts on Radio Broadcasting 1920 to 1964" (See 246 and 285).

E. Taped excerpts from popular WLS program: 1938 to 1958, from George C. Biggar Collection.

F. Quin Ryan, one of Chicago's real Pioneers in sports, news and station management at WGN has dictated a transcript 110 pages. (See 236)

G. "Back in 1926, When Radio Was the Big, New Medium", by Don Lavery. Article, Chicago Daily News, Feb. 19, 1966.

H. "TV with Zest" story of Red Quinlan, President, Field Communications Corp., Chicago In Homes Furnishing Daily, February 17, 1966

I. "Life's Little Mysteries: I Wonder Why", by Jack Mabley, Chicago American, March 23 1966, quoting Quin Ryan.

80. Broadcasting During Disasters:

A. Ed Kirby, Publicity Director U.S.O., is supplying lists of names of people who can tell Broadcasting's role in floods, hurricanes and other disasters.

B. Map of U.S. issued by WLW 1937 showing sources of American Red Cross funds raised by the station to aid in Flood Relief.

C. Photo Story "Greatest Flood of the Century" Pittsburgh, Mar. 17-19, 1965 — 100 picture Roto Section Pittsburgh Press.

D. WLW—Cincinnati Flood Pictures.

E. "Story of Hurricane Carol at WBZ-WBZA and WBZ-TV Aug. 31, 1954".

F. File of Letters of Commendation re: WBZ coverage of 1936 New England flood. Also newspaper clippings.

G. "WBZ-WBZA in New England Flood Crisis". News release, NBC, March 24, 1936.

H. "For God's Sake, Take Cover". Story of WIBW and WIBW-TV during Topeka, Kans. tornado, June 8, 1966—20 page brochure published by WIBW.

I. Hindenberg disaster on the spot recording. See records.

J. "Flood". LP recording of Connecticut River Flood, 1955 prepared by WAVZ, New Haven, Connecticut. See Records.

K. Report of R. F. Kennedy murder coverage. N.Y. Times, June 6, 1968.

L. "S.O.P. for Disaster", the story of the activities of Station KFQD, Anchorage, Alaska during 1964. earthquake by Miller C. Robertson.

81. History of IRTS:

A. 1964, 1965, 1966, 1967 Gold Medal Annuals. (Predecessor) 1952-53-54-55-56-57-58 and 1959.

B. List of members Radio and Television Society (Predecessor) 1958 and 1959.

C. Photos meetings REC. 1947-48. (Pre-predecessor). List of members 1950-51.

D. Roster IRTS 1965, 1966, 1967, 1968, 1969.

E. Copies RTES News. Aug. 7, 1953, October 1955, July 1956.

F. Rosters Radio Executives Club of New York (Predecessor Club 1943-45-48-49, 50, 51.)

G. Photos Luncheon meetings of REC 1947 and 1948.

H. "A Message From The Retiring President To The Members of IRTS, May 17, 1965" by Sam Cook Digges.

I. Schedule of 6th Annual College Conference 1967—7th Annual College Conference 1968.

J. "A Time for Testing International Cooperation". Speech by Secretary of the Treasury, Henry H. Fowler, at IRTS luncheon, New York, Feb. 21, 1968.

K. "A Message" from Pres. Tom McDermott, May 6, 1966.

L. "A Message" from Pres. Edward P. Shurick, May 14, 1968.

M. "The Decision Makers", August, 1968.

N. 1969 IRTS TV Commercial Production Workshop program.

82. Broadcasting of Political Campaigns:

A. Article by Quin Ryan, former Manager of WGN, published in Chicago Tribune July 12, 1964, describing Broadcasting's role in Politics from Nov. 2, 1920 through 1935 Political Conventions.

B. Political Broadcasting. Report issued by FCC April 1961 — titled "Survey of Political Broadcasting — Sept. 1 - Nov. 8, 1960".

C. 1960 Democratic National Convention, 116 page book issued in Los Angeles.

D. NBC Political Broadcast Manual. 1956, 1960.

E. 1960 Convention Handbook, compiled by NBC News.

F. Republican National Convention, Chicago, June 1960. 176 page book.

G. Photo Richard Nixon.

H. "From McNamee to Huntley-Brinkley: 40 Years of Political Convention Broadcasting" by Owen Comora, Electronic Age—Summer 1964.

I. Expenditures Network Broadcasting, 1956, by Political Parties.

J. Political Broadcast Unit Diary 1956.

K. "Television and Presidential Politics" by Charles A. H. Thomson. 173 pages.

L. Misc. Letters on 1952 Political Campaign.

M. Report on NBC Political Sales. 1940.

N. NBC—Office Memos Political Campaign of 1960.

O. "Campaigns and Broadcasters" speech by Thomas J. Swafford, V.P. CBS at Rotary Club of N.Y. Dec. 1, 1966.

P. CBS Election returns reports, May 14, 1965.

a. "Ballots and Broadcasts" exposure to Election Broadcasts and Terminal Decisions, by Ira H. Cisin, George Washington University at Annual Conference for Public Opinion Research.

b. "Ballots and Broadcasts", by Drs. Kurt Lang and Gladys Engel Lang.

c. Electoral Studies May Cover TV Time Broadcasting, January 27, 1969.

d. "Ballots and Broadcasts", by Dr. Harold Mendelsohn, University of Denver.

Q. "Broadcasting of Political Campaigns", by Robert Trout, CBS.

R. "What TV Did to the Torchlight Parade", by CBS correspondent Bill Leonard at Harrisburg Executives' Club, January 16, 1964.

S. "Television and Politics", numerous articles prepared by Information Services, CBS TV.

T. "The 1960 Campaign and Television" by Richard S. Salant, President, CBS News at 1961 Annual Meeting of American Political Science Association, St. Louis.

U. "Politics and The Press" by Eric Severeid at Joint Session Massachusetts State Legislature, January 24, 1967.

- V. "TV In Political Campaigns", Television Magazine, January 19, 1961.
- W. "Roosevelt Inauguration Heard by World Over NBC". News release March 4, 1933.
- X. "Final plans Complete for Inauguration Broadcast", NBC News release, March 2, 1933.
- Y. Miscellaneous Newspaper clipping re: Political Broadcasts throughout the years.
- Z. Statement of Frank Jordan, Director of Election Operations NBC News, before the Subcommittee on Communications of the Committee on Commerce of the United States Senate, July 18, 1967.
- AA. Address by Julian Goodman, NBC President, NBC Television Network Affiliates Convention, Beverly Hills, Calif. March 13, 1967. Network offers two prime-time half-hours without charge in 1968 to each of the two major parties for their presidential and vice-presidential candidates.
- BB. New York Times, October 14, 1968, "TV: Equal Time Masks Extent of Curb on Reporting".

83. Broadcasting in Other Lands:

- A. Transcripts (25 pages) and recording of interview with Lord John Reith, first General Manager, Managing Director and Director General of the British Broadcasting Co. by John Freeman.
- B. See 139 and 242 for Japan.
- C. See 5 for Canada.
- D. BBC Year Book 1945.
- E. See 188 for Vietnam.
- F. See 181 for Pakistan.
- G. Hong Kong. "World's Oldest Disk Jockey". Aileen Woods.
- H. British Independent Authority: "A Guide to Independent Television", 224 page booklet.
- I. King Edward VIII abdication speech 78 RPM recording, December 1936.
- J. "Television in Britain", by Gerald Beadle, Director of TV Service of BBC—address delivered New York, January 26, 1960.
- K. Bermuda Mid-Ocean News Radio and TV Guide, November 4-11, 1967.
- L. "Closed Circuit TV Wins Friends . . . In Indonesia, Pakistan and India". RCA Family News winter 1956.
- M. "Latin American Impressions", Report of Robert W. Ferguson, WTRF-TV, Wheeling, W. Va., member of NAB Delegation to Latin America, February 23, - 26, 1962. 15 page report.

- N. "US Broadcasters Cite Common Goals after 23 Day Latin-American Tour". New release NAB, February 26, 1962.
- O. "Coming of TV Age in Samoa"—See 65-T.
- P. Preview of Book, "Talk About America" by Alistair Cooke. (Mr. Cooke has program "Letters From America" over BBC.) Life Magazine, December, 1968.
- Q. Czech Newsmen Reported Purged, New York Times, January 31, 1969. Czech government cancels ousters of Newsmen, New York Times, Feb. 4, 1969.
- R. Arthur D. Morse, former executive producer of "CBS Reports", named Director of World Broadcast Institute, headquarters in Rome, Italy. The New York Times, February 3, 1969.
- S. Japan is a market worth understanding; Article by Cy Schneider, President, Carson/Roberts/Inc., Los Angeles; Broadcasting, February 17, 1969.

84. Economics of TV—as of 1949:

- A. A 79 page paperback booklet "Some Billion Dollar Questions About Television" by Millard C. Faught—an early exponent of pay TV has been supplied by the author.
- B. Statement by Julian Goodman, President, NBC before Communications Subcommittee of the House Interstate and Foreign Commerce Committee. Oct. 9, 1967. (House of Representatives) NBC reaffirms its opposition to the use of broadcast frequencies for pay television.

85. The Zenith Story:

A 28 page history of the Zenith Radio Corporation from 1919 to 1954, including an account of the founding of the National Association of Broadcasters in April, 1923, with a picture of the founders. See 9.
1967 Annual Report.

86. The Amrad Story:

- A. Amrad—a manufacturer of radio equipment in early 1920's, also operated one of the earliest broadcasting stations — WGI. — Interviews by E. L. Dunham with the former officials, engineers and performers.
- B. Also a brief history of Amrad.
- C. Important dates and facts in radio development from 1867 through Nov. 1922. Compiled by Amrad.
- D. "The Radio Plant on The Hill". Story of Amrad published 1920.
- E. "Amrad Radio Products—Standard of Reference" published 1924.

F. Correspondence, Memoranda re: Business of AMRAD 1916-1924. Correspondence with Kendall Bedfield relating to AMRAD.

87. Group Broadcasters:

- A. May 1, 1965 issue Forbes Magazine in 5 page article gives story of "Who's Who in Independent Group Broadcasting" listing 9 Television Groups and 13 diversified companies having TV licenses.
- B. Clipping. Christian Science Monitor, Sept. 21, 1965 by S. M. Robards re: Station Profits.
- C. "The Groups". 111 companies with group ownership, Feb. 1, 1966. Television Magazine.
- D. New York Times, Sept. 19, 1966. Article "Group W Turns to Computer."
- E. "A Nest Egg for the Grandchildren", Forbes Magazine, December 1, 1967 describing details of Hearst empire.
- F. Article—Variety Magazine, on TV Industry attack on FCC's limited ownership rule, September 21, 1966.
- C. Miscellaneous clippings re: multiple ownerships.
- D. Storer Broadcasting Co. agrees to sell WBIG to Buckley Broadcasting Corp.

88. Comsat:

- A. Prospectus offering 10,000,000 shares common stock "Comsat", June 2, 1964.
- B. Proxy Statement for first Annual Meeting of Shareholders, Sept. 17, 1964.
- C. First Report to Shareholders, Aug. 3, 1964.
- D. Report of 1st Annual Meeting of Shareholders and Recent Developments — dated Nov. 16, 1964.
- E. Annual Reports, 1965, 66, 67.
- F. May 14, 1965 issue Time Magazine—"Electronics—The Room Size World"—cover story.
- G. Newspaper clippings re: COMSAT 1965 thru 1968.
- H. Report of 1965 Annual Meeting—June 21, 1965.
- I. Proxy Statements—May 10, 1966, May 14, 1968.
- J. Report on Third Meeting Shareholders, May 10, 1966.
- K. "Money in Orbit". Forbes Magazine, May 15, 1966.
- L. "Corporate Communications in The Satellite Age" by Mark Foster, Managing Director, TNT International.
- M. "The Company Nobody Knows". Article Forbes Magazine, January 15, 1965.

N. Comments CBS re: Establishment of domestic non-common carrier communication-satellite facilities by non-government entities. December 15, 1966.

- O. Fall 1966 issue of "Satellite Communications Research News".
- P. Volumes 1 and 2 brief filed by Ford Foundation re: Establishment of domestic communications satellite facilities by non-governmental entities. April 3, 1967.
- Q. General Telephone & Electronics Third Quarter Report 1966 re: Antenna Systems Tested for Space Communications.
- R. AT & T Quarterly Report, September 1966, re: FCC proceedings on Satellite Communications System.
- S. COMSAT to construct new facility in Alaska. Broadcasting, December 16, 1968.
- T. N. Y. Times, December 19, 1968. "5th Global TV Satellite Is Launched."
- U. Communications Satellite Corp. asks FCC to approve 40% reduction in TV rates and elimination of present color surcharge for Atlantic Satellite broadcasting. February 3, 1969.
- V. Pacific Radio Satellite Orbited; Military Craft Also Launched, The New York Times, February 6, 1969.
- W. Drive for TV Channels 67, 68 and 69 be re-allocated as clear channels for direct-to-home TV broadcasting from satellites. Broadcasting, February 17, 1969.
- X. Cost May Delay Space Broadcast—U.N. Panel Says Expenses Slow TV Satellite Plans, New York Times article, February 23, 1969.
- Y. The House of Representatives passes a bill on February 19, 1969 which will change the method of selecting directors of the Communications Satellite Corp. and returned it to the Senate with a minor amendment. Broadcasting, February 24, 1969.

89A. Wm. Burke Miller:

E. L. Dunham interviewed Miller at his retirement home in South Wallingford, Vermont. Miller's transcript is 55 pages. Miller retired from NBC-1961—as Night Executive Officer after 34 years.

89B. The Madge Tucker Story—(Mrs. William Burke Miller):

One of the early producers of children's programs. Transcript 34 pages.

90. Irene Wicker Story:

1035 Fifth Avenue, NYC. To be contacted. Photo with Jeff Sparks of U.N.

91. **Pay TV:**
Letters to stockholders from Zenith & Teco regarding Hartford experiment.
- A. Hartford Pay-TV to End. Daily News, December 31, 1968. New York Times, December 31, 1968.
 - B. New York Times, January 5, 1969, "It's Here But Does Anybody Want It?"
 - C. Zenith hopes to launch pay TV—Broadcasting, January 6, 1969.

MISCELLANEOUS TAPES MADE AT NAB CONVENTIONS

(Through facilities of WGN, Inc.)

- 92. **The Earl Gammons Story: Retired V.P. C.B.S.**
Transcript 63 pages. (See 28).
- 93. **The Stuart Ludlum Story — (Walt Disney Productions)** 18 pages.
- 94. **The Reggie Martin (V.P. and G.M. WSPD, Toledo, Ohio) & Paul Saliner (WGN, pioneer) Stories:**
15 pages.
- 95. **The Dr. Preston Bradley (Pioneer Religious Broadcaster) Story:**
22 pages.
- 96. **The Victor C. Diehm (Owner WAZL, Hazleton, Penna.) & Patrick H. Crafton (KGW, Portland Oregon) Stories:**
22 pages.
- 97. **The J. C. Slade Story: 23 pages. Owner WMOH, Hamilton, Ohio.**
- 98. **The Chet Thomas (G.M., KXOK, St. Louis, Mo.) & Carleton Brown (Owner WTVL, Waterville and WRKD, Rockland, Maine) Stories:**
36 pages.
- 99. **The Jack Nedell Story: (Pioneer N.Y. Broadcaster)**
Biography and photo. WGBI.
13 pages.
- 100. **The Charles Bernard Story: (Radio and TV Station Representative).**
21 pages.
- 101. **The Frank Koehler Story: V.P. & Mgr. WDBJ, Roanoke, Va.**
17 pages.
- 102. **The Maurice Nelson (Chief Engineer, WROK, Rockford, Ill.) Story:**
9 pages.

- 103. **The Parker Smith (Sales Mgr. WVJS, Owensboro Ky.) Story:**
13 pages.
- 104. **The Karl Wyler (Owner, Pres. KTSM, El Paso Tex.) Story:**
15 pages.
- 105. **The Charles Michelson (President, Syndicated Program Co.) Story:**
12 pages.
- 106. **The Ray V. Hamilton (President and Sole Owner Hamilton, Landis, Assoc.) Story:**
13 pages.
- 107. **The Allan T. Powley (Chief Engineer, WMAI Washington, D.C.) Story:**
8 pages.
- 108. **William S. Hedges: (Retired V.P. NBC).**
 - A. Speech "Radio-TV as They Relate to News papers" before Inland Daily Press Ass'n. Oct. 21, 1930.
 - B. Article "Radio—The New Education"—Mar 1924 — in "What's in the Air" magazine.
 - C. Article "Radio on the Road"—Sept. 1924 issue "Motorview".
 - D. Speeches "Has Radio a Future?"—BMI Clinic 1951 and 1952.
 - E. Outline of purposes of Planning & Development Dept. of NBC—1944.
 - F. Speech re: Political Broadcasting, delivered at Northwestern University—School of Speech—July 5, 1960.
 - G. Interview "Lone 35-Convention Survivor" — Broadcasting magazine, April 28, 1958—page 56 to 64.
 - H. Report—Fundamental Problems of NBC under study at Planning and Development Dept. — Nov. 8, 1945.
 - I. "In the Beginning" pamphlet published by NAB.
 - J. Notes on "TV Master Plan of NBC"—August 5, 1948 and Draft—June 23, 1946. (See 109.0)
 - K. Chronological Account, Career WSH, 1918-1949.
 - L. Text of Political Debate with H. V. Kaltenborn at Broadcast Pioneers' Dinner, Tooth Shor's Restaurant—Fall of 1952.
 - M. Speech — N.Y. Rotary — 1961 — re: Visit to Japan for R. I. Convention in Tokyo. Filed under 139.

- N. Report on WSH activities in NBC during year 1947—dated Aug. 29, 1947.
 - O. Misc. clippings re: WSH, NAB, etc.
 - P. Photo and biography.
 - Q. Article, Printers Ink. Sept. 14, 1945 "Big Job Ahead for Advertising in Britain".
 - R. Observation re: Trip of Radio Men to ETO. Aug.-Sept. 1945.
 - S. Story of Broadcast Pioneers History Project by W.S.H. in "The Broadcast Pioneer" June, 1964.
 - T. Speech—Rotary Club, Nov. 1, 1956 on TV.
 - U. Speech "What is Past is Prologue" given Oct. 16, 1957 at Boston University.
 - V. Report on History Project of B.P. Banquet, Chicago, March 29, 1966.
 - W. Speech Rotary Club, Scarsdale, N.Y., March 21, 1963.
 - X. "Radio's Potency as Advertising Medium". Remarks by WSH at BMI Program Clinic. 1951.
 - Y. Citation NAB Award Merit to WSH, August 4, 1967.
 - Z. Rotogravure section of Chicago Daily News, Oct. 13, 1924 containing articles re: WMAQ.
 - AA. "The Human Side of Broadcasting" by WSH published in SPOKES, New York Rotary Club, Nov. 1963.
109. Television:
- A. "Television—a Responsibility and Opportunity for Serving the Public . . ." published by NBC 1952—Statement of Charles R. Denny before Communications Sub-Committee of of House Committees on Interstate and Foreign Commerce—Sept. 23, 1952.
 - B. "The Story of TV" published by RCA—1951.
 - C. "Television"—The Magazine of Video Fact—May 1945 - July-Aug. 1945.
 - D. "Pioneering in Television"—98 page booklet published 1946 by RCA.
 - E. American Television Society Report - 1952.
 - F. "Television—A Statement to NBC Affiliated Stations" by Niles Trammell, Pres. NBC — March 1944.
 - G. "Frequencies for TV" by Niles Trammell, Pres. NBC, Oct. 25, 1944.
 - H. "Television is Ready to Go"—statement before FCC by Niles Trammell—Oct. 11, 1945.
 - I. "Stuart Little" NBC Children's Theatre presentation by Johnny Carson. 1965.
 - J. Jack Gould article N.Y. Times. Sept. 12, 1965 "On the Home Screen".
 - K. Story of John Baird, pioneer English TV Engineer, "Radio Times", London, 1966.
 - L. One of First TV Receivers, 1927. Made by Gordon P. Brown.
 - M. "The Shaping of the Television Medium" Speech by Roy Danish, Director of Television Information Office at annual convention Speech Ass'n of America, Dec. 30, 1965.
 - N. "The Television Station Manager" by Charles E. Winick. Reprint from Advanced Management Journal, Jan. 1966.
 - O. "NBC Television Master Plan" by William S. Hedges, Aug. 13, 1948.
 - P. "NBC Television Outlook" by William S. Hedges. 1949.
 - Q. "Television—the New Glamour Medium" by William S. Hedges, Pres. WMAQ, Inc., 1931.
 - R. "Economics of Television" speech by William S. Hedges at Presbyterian Men's Club, New Rochelle, Nov. 21, 1950.
 - S. "TV Madness" article in Saturday Evening Post, March, 1966.
 - T. "The Dead-End Road" by Richard K. Doan, N.Y. Herald-Tribune, April 17, 1966.
 - U. "Special Report on Television". Printers Ink. Sept. 9, 1966.
 - V. Miscellaneous Clippings.
 - W. NBC-TV — Guide to Commercial Production Procedure — 1945.
 - X. "Finding the Facts for Television Selling" speech by H. M. Beville, Dec. 8, 1948 before TV Broadcasters Association.
 - Y. TV Participating Program Rate Guide, Mar. 1, 1957 — Nov. 1958.
 - Z. "A Guide to Your TV Appearance," by Rob't C. Diefenbach, 1958.
 - AA. NBC-TV Network Rate Guide, July 1958 and Fall, 1958.
 - BB. NBC-TV Availability Guide, Jan. 1959.
 - CC. "What TV Is Doing To Us". Seven articles by Jack Gould, New York Times. Beginning June 24, 1951.
 - DD. 1953-1954 issues Broadcast News re: Color Television.
 - AAAA views on Television . . .
See 22 F, G, I, J, K, L, M, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, BB, CC, DD, HH.
 - EE. "Television in the United States". listing of photographs accompanying articles re: Television. Prepared by NAB.
 - FF. "Television Today—Its Impact on People and Progress", 68 page booklet prepared by NBC 1951.

- GG. "Making Television Your Career", bulletin of The TV Workshop of New York, issued 1951.
- HH. "Electronics Composites in Modern Television", by Ralph C. Kennedy and Frank J. Caskins, NBC Development Group presented at NARTB Engineering Conference, Hollywood, May 1958.
- II. Television Magazine, Spring 1944.
- JJ. "The Television Problem in Motion Picture Theaters"—series of five articles in "Harrison's Reports", beginning December 10, 1938.
- KK. "NBC TV Guide to Commercial Production Procedure" published 1946.
- LL. "TV as an Advertising Medium"—30 page booklet issued by Department of Commerce, prepared by Philip A. Bennett, Industrial Economist. 1950.
- MM. TV Program listings WNBT, WCBW and WABD, July, 1945.
- NN. RCA-NBC Firsts in TV 1923 thru 1964.
- OO. "The Television Stage", NBC release, 1968.
- PP. "Television Talk", a glossary of TV terms, 18 page release from NBC.
- QQ. "Report on Television Writing" by Ross Donaldson, Director of Program Services for NBC.
- RR. "Whodunit? Youdunit!"—an expert explains why television is what it is, by W. Watts Biggers, TV Guide, Sept. 17, 1966.
- SS. "The Great Television Myth", by Edith Efron, TV Guide, May 6, 1967.
- TT. "Play it Again, Sam"—and Again", by Wallace Markfield, Saturday Evening Post, April 22, 1967.
- UU. "The Great TV Commercial War", by Sam Blum, New York Times Magazine, April 9, 1967.
- VV. Financial Report of NAB on Television during 1959. 20 page booklet, also tables of station operations in various markets.
- WW. "Hollywood Festival of World Television", U. of C., Los Angeles, March 21-24, 1968.
- XX. "Dramatic global expansion of color television" predicted by Julian Goodman, NBC President, West Berlin 4th International TV Contest, August 30, 1967.
- YY. Westinghouse May Abandon Making TV Sets. Clipping, New York Times, November 27, 1968.
- ZZ. TV Variety shows most popular this season and promise to hold sway in 1969-1970 season. The New York Times, January 27, 1969 article.

ADDITIONAL TAPES MADE AT NAB CONVENTIONS

(Through facilities of WGN, Inc.)

- 110. Ed Allen. (Pioneer Broadcaster early Chicago stations).
7 pages.
- 111. Roderick B. Cupp. (Owner, Mgr. KOFO, Ottawa, Kansas).
13 pages
- 112. Glenn Dolberg. (Retired V.P. BMI).
9 pages.
- 113. Robert Fuller. (Retired BMI Executive)
13 pages.
- 114. Wayland Fullington. (Field Representative BMI).
24 pages
- 115. George Gingell. (Director News, WRBL, Columbus, Georgia).
14 pages.
- 116. Harry Goodman. (Pioneer Chicago Broadcasting Musician).
8 pages.
- 117. John E. Hill. (Program Development Mgr. KTRK, Houston, Texas).
8 pages.
- 118. William J. Kaland. (Pioneer Westinghouse Program Director).
7 pages.
- 119. Ken Kennedy. (Program Mgr. WDAY, Fargo, N.D.)
8 pages.
- 120. Leon Lichtenfeld. (Pioneer Radio Cellist).
22 pages.
- 121. One Man's Family (TV and Radio Program)
18 pages.
 - A. Interview with Carlton E. Morse, Author, and Mike Raffato, "Paul" of the cast.
 - B. Photos Morse and cast.
 - C. "Barbour Family Scrapbook" Giveaway on program.
 - D. "One Man's Family—Looks At Life", booklet by Paul Barbour, published 1938 by Standard Brands.
 - E. "One Man's Family" Fanny Barbour's Memory Book.
 - F. Teddy Barbour's Diary.
 - G. One Man's Family History in words and pictures. Note: Furnished by Mrs. Helen L. Anderson, Chicago, Ill.

- H. History 1932 to 1959 and Script Analysis 1932 to 1944 by Walter Pierce Sheppard under supervision of Prof. Ordean G. Ness.
122. Dorsey Owings. (Retired Field Representative BMI).
16 pages.
 123. Robert L. Pratt. (G.M. KGGF, Coffeyville, Kansas).
7 pages.
 124. Otis E. Robinson. (Consultant, former Owner WVMI, Biloxi, Miss.).
17 pages.
 125. Manuel Rosenberg. (Publisher "Markets of America").
8 pages, April 1, 1963.
 126. John L. Slaton. (Slaton-Quick Stations).
7 pages.
 127. Robert Smiley. (Program Director WGAR, Cleveland, Ohio).
17 pages.
 128. Jeff Sparks. (Special Projects Officer, United Nations).
60 pages.
 129. Gene A. Waters. (Program Director WSAL, Logansport, Indiana).
8 pages.
-
130. Merlin H. Aylesworth, First President National Broadcasting Co.
 - A. Colliers magazine — 4 issues Apr. 17-24 May 1-8, 1948. Story of NBC beginnings entitled "Men, Mikes & Money" as told to Ben Gross.
 - B. Photo of "Hall of Fame" Award 1960, and presentation speech by William S. Hedges.
 - C. "Not On the Air" by Jerry Wald in Evening Graphic, Dec. 10, 1931. An open letter to M. H. Aylesworth.
 - D. "The National Magazine of the Air" speech by M. H. Aylesworth at Graduate School of Business Administration, Harvard University, 1928.
 - E. "The Promise of Television", address by M. H. Aylesworth at N.E.L.A. Convention, Atlantic City, June 12, 1931.
 - F. Statement by M. H. Aylesworth at inauguration of NBC new quarters, Radio City, New York, Nov. 15, 1933.
 - G. "The Listener Rules Broadcasting", by M. H. Aylesworth, reprinted from Nation's Business, Sept. 1929.
 - H. "What Makes the Wheels Go 'Round", address by M. H. Aylesworth, broadcast over NBC network of 53 stations, October, 1928.
 - I. "Radio's Accomplishments", article by M. H. Aylesworth, June issue, Century Magazine, June, 1929.
 - J. "The President's Intimate Revelations of Human Side of the NBC", by M. H. Aylesworth, published in Radio World, Mar. 2, 1929.
 - K. Addresses and Statements of M. H. Aylesworth.
 1. League of Women Voters, Washington, D.C., April 30, 1927.
 2. National Electric Light Ass'n, Atlantic City, June 7, 1927.
 3. International Advertising Ass'n, Denver, Colo., June 27, 1927.
 4. Press release statement, Dec. 31, 1927.
 5. Associated Press Convention, New York, April 23, 1928.
 6. Exclusive Release to New York World, April, 1929.
 7. "Widening Horizons" press release year end 1929.
 8. Illinois Chamber of Commerce, Chicago, Oct. 17, 1929.
 9. "Government Use of Broadcasting", statement in letter to Federal Radio Commission, Nov. 23, 1929.
 10. Christmas message, 1929.
 11. "Control of Broadcast Rates Opposed . . ." statement published in U.S. Daily, Jan. 16, 1930.
 12. Prediction for 1930 for Herald-Examiner, year end, 1929.
 13. News release re: address at Conference of Major Industries, University of Chicago, Oct. 22, 1930.
 14. Luncheon of Directors of Canadian National Exhibition, Toronto, Ont., Aug. 28, 1930.
 15. "Radio and the Press", address delivered before School of Public and International Affairs at Princeton University, April 24, 1931.
 16. National Electric Light Association Convention, Atlantic City, N. J., June 12, 1931.
 17. "Music Appreciation Series to Continue", statement issued April 25, 1933.
 131. Bobby Benson Story originated by Herbert Rice.
5 pages.
 132. David Sarnoff, Chairman of the Board, R.C.A.
 - A. "Three Decades of Radio" by David Sarnoff, Nov. 18, 1936.

- B. "Radio in International Relations" by David Sarnoff, Dec. 3, 1937.
 - C. "Radio and Education" by David Sarnoff, Oct. 13, 1939.
 - D. "RCA and the War" by David Sarnoff, May 5, 1942.
 - E. Principles and Practices of Network Radio Broadcasting. Testimony of David Sarnoff before FCC Nov. 14, 1938 and May 17, 1939.
 - F. Golden Anniversary—David Sarnoff—Sept. 30, 1956, 84 pages — Proceedings at Banquet — Speeches by Frank M. Folsom, Dr. E. W. Engstrom, John T. Cahill, David Sarnoff.
 - G. Article "Patriarch of TV's Peacock" News Front magazine, Aug. 1965.
 - H. Program—Forty-fifth Anniversary—Speeches by Dr. E. W. Engstrom, Dr. C. B. Joliffe, Gano Dunn, Gen. Sarnoff. Sept. 27, 1951.
 - I. Forbes magazine Aug. 1, 1963 — Cover and article "Sarnoff of RCA".
 - J. New York Times Sept. 3, 1965—Jack Gould story re Gen. David Sarnoff and Robert Sarnoff.
 - K. "Sarnoff Foresees Fantastic Future" by Robert Peterson, N.Y. Journal American, Jan. 1966.
 - L. 1. Biography David Sarnoff, by Eugene Lyons, published Feb. 1966. (See Books L14).
2. Review of book by Walter Goodman, N.Y. Herald Tribune, Feb. 29, 1966.
3. Excerpts from Book—4 Installments, N.Y. Journal-American, April, 1966.
 - M. Three Part Article "SARNOFF" by Allan Keller in N.Y. World Telegram, Feb. 21-22-23, 1966.
 - N. "Tower by the Tracks? Well Just Ask David Sarnoff" article in Birmingham, N.Y. Sunday Press, Aug. 3, 1966, by Tom Cawley.
 - O. "Salute to David Sarnoff". Sept. 30, 1966. Also clippings. Text of scroll. Text of speeches by:
a. Frederick R. Kappel, A.T.&T.Bd. Chairman.
b. Jerome B. Wiesner, Provost, M.I.T.
c. Message from Gen. Dwight D. Eisenhower.
d. Message from V.P. Hubert H. Humphrey.
e. Response by David Sarnoff.
 - P. "RCA's Golden Achievement Year". Feb. 27, 1956. Brochure and dinner seating list.
 - Q. Citation by West Side Ass'n of Commerce, City of New York, Nov. 17, 1966.
- David Sarnoff throughout the years**
- 1915. "David Sarnoff's Radio Music Box." Prediction when Assistant Traffic Manager, Marconi Wireless Telegraph Company of America, showing prospective business in manufacture and sale of home radio receivers.
 - 1918. "How Wireless Telegraphy in the United States has been affected by the entrance of this country into the World War." Written when Commercial Manager—Marconi.
 - 1919. "Reception through Strays and Interference" read at Engineering Society, N.Y. March 5.
 - 1921. "Progress in Radio Communication during year 1921." Address delivered by D. S. General Manager, RCA. Dec. 12.
 - 1922. A. "Radio and the Phonograph Industry—a few Fundamentals." Article by D. S. April 10.
B. "Radio of Today and Tomorrow." Reprinted from N.Y. Sunday Herald, May 14.
C. "Radio". An informal address before Electrical Supply Jobbers, May 26. Hot Springs, Va.
D. Address delivered at Convention of the National Association of Music Merchants. N.Y. June 7.
E. Address before Fifth Annual Convention of the N.Y. State Association of Electrical Contractors and Dealers. Oneonta, N.Y. June 13.
F. Exchange of correspondence with Dr. Alfred N. Goldsmith, Director, Research Dept. RCA re: "Individual Radio—Radiolette". Aug. 22 to Sept. 11.
G. "Radio—its Commercial and Social Influence." Address delivered before N.Y. Electrical Society, Nov. 22 by DS, Vice President and General Manager, RCA.
 - 1923. A. "The Message of Radio." Abstract of address before Engineering Society of Buffalo, Jan. 9.
B. "Pallophotophone." Address, Feb. 17.
C. "General Memorandum — Radio Broadcasting Activities." April 5.
D. "The Relation of the Jobber to Radio." Article for JOBBER'S SALESMAN, April 14.
E. "Radio and the Electrical Dealer." Article for THE JOURNAL OF ELECTRICITY, April 16.
F. "When Radio Reaches a Half a Billion." Address at Convention of Electrical Supply Jobbers Ass'n., Buffalo, N.Y., Nov. 15.
 - 1924. A. Transcript of statement before Committee on Merchant Marine and Fisheries, House of Representatives 68th Congress re: HR 7357 "Regulation of Radio Communication". March 13.
B. "The Freedom of the Air." Article for THE NATION, April 10.
C. "Radio and its Relation to the Central Station Industry." Speech presented at 47th Convention, National Electric Light Ass'n. Atlantic City, N.J., May 21.

- D. Address before Electrical Supply Jobbers Ass'n. Hot Springs, Va., June 4.
- E. Statement at 3rd Annual Radio Conference in Washington, Oct. 6.
- F. Remarks at subcommittee dealing with general problems of Radio Broadcasting at 3rd Annual Radio Conference, Washington, D.C., Nov. 7.
- 1925. A. "Radio's Relationship." Address before Sphinx Club of N.Y., Jan. 13.
- B. "The Short-Long Wave Question." Interview N.Y. Evening Post, Feb. 7.
- C. "Impressions of German-American Criticism of Development of Radio in Germany." From BERLIN FUNK, June 26.
- D. "Broadcasting in England." July 20. (Statement)
- E. Address to the 4th National Radio Exposition, Grand Central Palace, N.Y., Sept. 14.
- 1926. A. "To Regulate Radio Communication." Statement before Committee on Merchant Marine and Fisheries, House of Representatives, 59th Congress re: HR 5589, Jan. 14.
- B. "Radio in Relation to the Problems of National Defense." Before the Army Industrial College by Lieut. Col. David Sarnoff, S.O.R.C., Feb. 20.
- C. "Voice of Tomorrow." Article Boston Post, March 12.
- D. "Opportunities Measured by Responsibilities in Radio." Address at Annual Convention, National, National Electric Association, Atlantic City, May 19.
- E. "Radio—as told to Mary Margaret McBride." Two part article Sat. Evening Post, Aug. 7 & 14.
- F. "Publicity, Good and Bad." Address at Symposium Fortnightly Forum, Oct. 24.
- G. "Uncharted Roads of Radio Development." Address before St. Lawrence University, Canton, N.Y. Dec. 10.
- 1927. A. "Joining Sight to Sound in Radio." Address before Chicago Association of Commerce, June 8.
- 1928. A. "Development of Radio Since 1920". Lecture, Harvard University, April 16, 1928.
- 1930. A. "Radio Progress." Address given at Camden, N.J., by DS, President RCA.
- 1931. A. "Television — Today and Tomorrow." Statement at Hollywood, Cal., May 18.
- 1932. A. Address on the 100th Anniversary of the Invention of the magnetic telegraph, May 18.
- B. Televised Speech, RCA TV Demonstration, May 16, 1932.
- 1934. A. Letter to Daniel C. Roper, Sec. of Commerce, Jan. 24, 1934.
- B. Speech at Opening New KDKA Studios, Nov. 2, 1934.
- 1935. A. "Miracle Makers". Article—This Week Magazine, March 10, 1935.
- B. Speech Re: National Music Week, May 5, 1935.
- C. "Sarnoff Scans The Radio World", New York Times Magazine, October 27, 1935.
- D. "Sarnoff, RCA, NBC". Article, Esquire Magazine, November, 1935.
- 1936. A. "Sarnoff, Dreamer of the Radio", New York Herald Tribune, Sept. 27, 1936.
- B. Tenth Anniversary Dinner of the National Broadcasting Company, 59 page booklet, November 9, 1936.
- C. "Three Decades of Radio", 28 page booklet, November 18, 1936.
- 1937. A. Address given at RCA Victor National Distributors' Convention, May 19.
- B. Remarks on Broadcast of Marconi Memorial, July 20.
- C. "Television." Statement made on return from trip to Europe. (Comparison US TV with European TV.) Sept. 25.
- D. "The Road Ahead", article "This Week" magazine, New York Herald-Tribune, Apr. 18, 1937.
- E. "Sarnoff Talks About Future of Radio and Television" by B. C. Forbes, Forbes Magazine, August 1, 1937.
- 1938. A. "Serving a National Audience." Address before Women's National Radio Committee, N.Y.C. May 4.
- B. "Maestro Toscanini-NBC Concert", intermission speech, March 5, 1938.
- C. "The American System of Broadcasting and Its Function in the Preservation of Democracy", delivered at Town Hall luncheon, Hotel Astor, April 28, 1938.
- D. "Cooperation", a talk at the "RCA Family Dinner", Hotel Astor, N.Y., October 14, 1938.
- 1939. A. "Pioneering in International Communications." Address at Womens' Natonal Radio Committee, April 19. (Broadcast by NBC.)
- B. "Future Trends in Radio", 7 page news release, RCA Dept. of Information, Feb. 27, 1939.
- C. Opportunities in a Changing World", address upon receiving honorary degree of Doctor of Science from Suffolk University, Boston, Mass., June 13, 1939.

1940. A. "New Horizons." Address at Conference on 'New Frontiers in American Lives'. Univ. of Rochester, N.Y. May 9.
- B. "A Modern Pioneer", tribute to Dr. Frank Conrad, by David Sarnoff, upon Conrad's receipt of 1940 Gold Medal of the American Institute of the City of New York, February 1, 1940.
- C. "The Progress of Radio", address by DS at RCA "Key Man" Dinner, Hotel Pennsylvania, N.Y., March 8, 1940.
1941. A. "RCA Laboratories — Princeton, N.J." Booklet containing description of Laboratory. Addresses by Otto S. Schairer, VP in charge of Lab; Gano Dunn, member of RCA Board; David Sarnoff speaking from SS Matsonia en route Honolulu to San Francisco; Major General J. G. Harbord, Chairman of Board, RCA. At laying of Lab. cornerstone. Nov. 15.
- B. "New Horizons of Industry", address at Chicago Association of Commerce, Jan. 30, 1941.
- C. "Pioneer and Prophet of Radio", article by S. J. Woolf, New York Times Magazine, Feb. 23, 1941.
1943. A. "Science Shapes our Future." Statement by DS, President RCA for broadcast on Inter-American University of the Air of NBC series "For this we Fight." June 12.
- B. "Radio Tomorrow." For OWI broadcast to Australia and New Zealand—recorded Dec. 17.
- C. "The Future", address at dinner of NBC Executives Group and NBC Ten-Year Club, Waldorf-Astoria Hotel, May 5, 1943.
- D. "Industrial Science Looks Ahead". Address by DS before Lancaster Chapter, American Association for the Advancement of Science, Lancaster, Pa., Nov. 11, 1943.
1944. A. Program of 25th Anniversary of RCA including messages from President Roosevelt and Lt. Gen. J. B. Harbord. Speeches by Maj. Gen. H. C. Ingles, Admiral J. R. Redman and Brig. Gen. David Sarnoff and Lt. Robert Sarnoff. Dec. 1.
- B. "Television." Address at First Annual Conference of Television Broadcasters Association, N.Y. Dec. 12.
1945. A. "Science for Life or Death." Reprint of article from N.Y. Times, Aug. 10.
- B. "RCA Television—Policies and Plans." Statements issued at TV demonstration to the press, RCA Laboratories, Princeton, N.J., by Brig. Gen. Sarnoff; Frank M. Folsom, Exec. VP RCA; Niles Trammell, Pres. NBC; Dr. C. B. Jolliffe, Exec. VP RCA Laboratories. Dec. 13.
1946. A. "The Atomic Age". Commencement address, Bethany College, Bethany, W. Va. June 9.
- B. Impromptu remarks, RCA Laboratories, Princeton, N.J. Nov. 16.
- C. "Radio's Great Big Job: Peace", by Dexter Teed, New York Post, Sept. 30, 1946. (Story of Career of David Sarnoff.)
- D. "Forty Years in Radio", addresses delivered at dinner in honor of David Sarnoff, on his 40th anniversary, Waldorf-Astoria Hotel, New York, Sept. 30, 1946.
1947. A. "Television Progress." Address at NBC Convention, Atlantic City, Sept. 13. (DS — President and Chairman of the Board-RCA.)
- B. "The Outlook for the Radio Industry", speech by DS at Radio Manufacturers Ass'n Convention, Chicago, Ill., June 12, 1947.
1949. A. Address 3rd Annual Meeting Armed Forces Communications Association, Washington, D.C. March 28.
1950. A. "Looking Ahead." Address at John Carroll University, Cleveland, Ohio, June 12.
- B. "The Best is Yet to Be", article in Liberty Magazine, April, 1950, as told to Henry W. Roberts.
1951. A. "What's Next in Television?" Special reprint from US News and World Report, Nov. 9.
- B. "Research and Industry—Partners in Progress." Address Stanford Research Institute, San Francisco, Cal., Nov. 14.
- C. "The General", Time Magazine, July 23, 1951.
1952. A. "Progress in Electronics." Address before Life Insurance Ass'n. of America, Hot Springs, Va., May 28.
- B. "Electronics." Lecture delivered at the Weizmann Institution of Science, Rehovoth, Israel, July 27.
- C. "World Brotherhood and Science." Address before 24th Annual Meeting of National Conference of Christians and Jews, Wash. D.C., Nov. 11.
1953. A. "Electronics and the Engineer." Address at Annual Banquet, Institute of Radio Engineers, N.Y., March 25.
- B. "Facing the Future in Radio and TV Broadcasting." Address before National Association of Radio and TV Broadcasters, Los Angeles, Cal. April 29.
- C. Address at Fairleigh Dickinson College Commencement, Rutherford, N.J., June 2.
- D. Address at Drexel Institute of Technology, Philadelphia, Pa., June 13.

- E. "Network Radio-1953." Address at NBC Radio Affiliates Meeting, Chicago, Ill., Sept. 17. (Reprint from BROADCASTING.)
- F. Address at Dedication World's Most Powerful Radio Transmitter, Jim Creek Valley, Washington. Nov. 18.
- G. "A Business based on Research." Discussion before luncheon meeting, N.Y. Society of Security Analysts. Dec. 14.
1954. A. "Today's Great Challenge and Golden Opportunity." Remarks at Golden Slipper Square Club, Phila., Pa., March 3.
- B. Correspondence with Arturo Toscanini re: Maestro's decision to retire as Director of NBC Symphony. March 25-29.
- C. Statement at 35th Annual Meeting of Stockholders RCA. May 4.
- D. "Electronics and Law Enforcement." Address at Graduation Exercises, 53rd Session, FBI National Academy, Washington, D.C., June 11.
- E. "Youth in a Changing World." Address at University of Southern Cal., Los Angeles, Cal., June 12.
- F. Address NBC TV Affiliates Meeting, Chicago, Ill., August 31.
- G. Remarks at dinner honoring Dr. Vladimir K. Zworykin, at Sarnoff Research Center at Princeton, N.J., Sept. 18.
- H. "Light, Power and Progress." Address at St. Louis Chamber of Commerce luncheon, in observance of Light's Diamond Jubilee, Oct. 19.
- I. "Opportunities in the Electronic and Atomic Age." Lecture at The City College, Baruch School of Business and Public Administration, N.Y., Nov. 1.
1955. A. "The Fabulous Future." Adapted from article in Fortune Magazine, Jan. 1955.
- B. "Pay-TV would degrade and destroy Free TV." Statement to FCC, June 6.
- C. "Harmony—Keynote for our Times." Address at Annual Convention, American Federation of Musicians, Cleveland, Ohio, June 7.
- D. "Responsibilities and Accomplishments of a Young and Growing Industry." Address at Advertising Club of Wash., D.C., Sept. 20.
- E. Response at presentation of Gold Medal Award by the 100 year Association of N.Y., Sept. 29.
- F. "The Moral Crisis of our Age." Address at Notre Dame University, South Bend, Ind., Sept. 30.
1956. A. Golden Anniversary Address, New York City, Sept. 30.
- B. Extemporaneous speech NBC 30th Anniversary, New York, Dec. 14.
- C. Statement of DS before Subcommittee on Research and Development of the Joint Committee on Atomic Energy, United States Congress, April 25, 1956.
- D. "Electronic Revolution, Present and Future", by David Sarnoff, New York Times Magazine, Sept. 30, 1956.
- E. "David Sarnoff's Fifty Fabulous Years", by Thomas Whiteside, Collier's, Oct. 12, 1956.
- F. Extemporaneous Speech, by David Sarnoff, at NBC, Thirtieth Anniversary, Americana Hotel, Dec. 14, 1956.
1957. A. Article in Reader's Digest "What I see Ahead." April issue.
- B. Address Founder's Day 50th Anniversary, Cropie College for Hebrew and Cognate Learning, Phila., Pa., May 22.
- C. "The Great Potential for Mankind", remarks at International Industrial Development Conference, San Francisco, Cal., Oct. 14, 1957.
1958. A. Remarks at Dedication of New Facilities of WRC and WRC-TV, Wash., D.C., May 22.
- B. "Lessons Taught by the Three Unknown Soldiers" at Veterans Day Ceremony, Arlington National Cemetery, Nov. 11.
- C. "Education in an Age of Change." Address at Brandeis University dinner, N.Y., Dec. 17.
1959. A. Transcript of NBC radio broadcast from B'nai Brith dinner, N.Y., Nov. 10.
1960. A. "Electronics: Progress and Prospects." Address before N.Y. Society of Security Analysts, N.Y., Feb. 17.
- B. "Broadcasting: the Course Ahead". Address at 20th Anniversary dinner, Radio and TV Exec. Society, N.Y., March 10. (On receipt of RTES first Gold Medal Award.)
- C. "Sarnoff Still Sees '60s as 'Soaring'." Interview in Dun's Review, Oct.
1961. A. Remarks at Color TV dinner, N.Y., Jan. 5.
- B. "Communication and Medicine." Address at National Health Forum, N.Y.C., March 14 as printed in Congressional Record as extension of remarks of Senator Lister Hill, March 21.
- C. "Television: a Channel for Freedom." Address at University of Detroit Convocation, April 5.
- D. "Communications: a Look Ahead." Address at the National Press Club, Wash., D.C., June 28.
1962. A. "Color TV Comes of Age." Reader's Digest reprint as condensed from Television Age, July 9.

1963. A. "Toscanini: the Man Behind the Legend." Taped by DS for NBC Radio Network, June 5.
- B. "A Man of Vision forsees a Fabulous Future." Reprint of article by Donald I. Rogers, in N.Y. Herald Tribune, July 7.
- C. "The Impact of Science on Society." Address at presentation of Scopus Award of American Friends of the Hebrew University to Milton Handler. Dec. 1.
1964. A. "By the End of the Twentieth Century." Reprint from May issue of FORTUNE.
1965. A. "The Promise of Modern Communications." Speech NY Rotary Club at presentation of Rotary Distinguished Medal, June 3.
- B. "New Dimensions in Mass Communications." Address at Advertising Council Annual Dinner, N.Y. City, Dec. 13.
1966. A. "New Horizons in Communications." Address at Macalester College, St. Paul, Minn. (1966 Otto Bremmer Lecture in Science.) April 18.
- B. Response to Overseas Press Club Salute at 27th Annual Award Dinner, N.Y. City, April 22.
- C. Speeches at the Concert Artists Guild Award to DS, N.Y., April 27.
- D. "Envisioning the Future." Reprint of interview NATION'S BUSINESS, June.
- E. "A World Patent System." Reprinted from IDEA publication of Copyright Research Institute, Geo. Wash. Univ. Presentation of Charles F. Kettering Award. June 16. Wash, D.C.
- F. Congregational Record extension of remarks of Cong. Younger, Cal. to include address of David Sarnoff, at Kettering Award Dinner, Washington, D.C., June 16, 1966 on "A World Patent System".
- G. "No Life Untouched." Article re: computers in SATURDAY REVIEW, July 23.
- H. Article re: career of DS in RADIO-TV EXPERIMENTER, Aug.-Sept. issue.
- I. "A Wider World of Business", article by DS, Clipper Magazine—November 21, 1966.
- J. "As Sarnoff sees the Future". Clipping, New York Journal-American, March 7, 1966.
- K. "Salute to David Sarnoff", by the Communications and Electronics Industries, The Waldorf-Astoria, September 30, 1966.
- L. "NBC—A Documentary". Complete issue Sponsor Magazine, May 16, 1966.
- M. Remarks at Catholic Interracial Council Luncheon, Honoring Senator Jacob Javits, New York, June 20, 1966.
- N. Remarks at the 70th Birthday Celebration Rabbi Israel Goldstein, at Congregation B'nai Jeshurun, New York, Sept. 17, 1966.
1967. A. Article on David Sarnoff in Modern Maturity, April-May, 1967, giving story of his life and career.
- B. Remarks by DS on Bell Telephone Hour, dedicated to the 100th anniversary of Arturo Toscanini's birth, made March 12, 1967.
- C. Remarks by DS on receiving "Business Statesman of the Year Award", Harvard Business School Club of New York, May 24, 1967.
- D. "Tomorrow's Communicating World" by David Sarnoff in 175th Anniversary issue of "The Exchange", publication of New Stock Exchange, May 17, 1967.
- E. "Patents and Progress", address by DS at Inter-Industry Conference on International Patents, Frankfurt/Main, Germany, June 7, 1967.
- F. Statement for The Synagogue Light, Sept., 1967.
- G. Address by DS at RCA Laboratories 25th Anniversary Dinner, Princeton University, Princeton, N.J., Sept. 28, 1967.
- H. Remarks of DS (read by Ward Quaal, President of WGN) at dinner honoring Sister Mary Ann Ida Gannon, on her 10th anniversary as president of Mundelein College, Chicago, Oct. 14, 1967.
- I. Remarks at Annual Western Hemisphere Day Dinner Avenue of the Americas Ass'n, New York Hilton Hotel, Oct. 11, 1967.
- J. International Rescue Committee Freedom Award to David Sarnoff, presented by Gen. Lucius Clay, Chairman, with acceptance speech by Gen. David Sarnoff.
- K. Message by DS for Wall Street Synagogue presentation to E. Roland Harriman, for services as Chairman of the Board of Directors, American Red Cross, Nov. 9, 1967.
- L. Response of David Sarnoff on acceptance of "Sword of Loyola", presented by Loyola University's Stritch School of Medicine, Chicago, Illinois, Nov. 21, 1967.
1968. A. Chapter by David Sarnoff for a book "The Scientific Explosion" by Reynold Bennett, vice-president, National Ass'n of Manufacturers. To be published in 1968.

133. Broadcast Pioneers' Annual Meeting:

- A. May 25, 1955, Shoreham Hotel, Washington, D.C. 41 pages, including remarks by Pat Weaver, William S. Hedges, Carl Haverlin, John

- J. Karol, Thomas Mitchell, Raymond Guy, Clair McCollough and others.
- B. Agenda—Annual Meeting, N.Y. Dec. 7, 1966.
- C. Broadcast Pioneers New York Metropolitan Chapter meeting September 30, 1968. Newark Star-Ledger (Mark N. Finston).

134. The Judith Waller Story:

- A. Copy of famous "Blue Book" of FCC dated March 7, 1946.
- B. Miscellaneous Speeches by Judith Waller on:
 - "Radio" dated Jan. 28, 1930 — 11 pages.
 - "The Problem of Adult Education in Radio"—1930—14 pages.
 - "The Radio and The People" 1940—14 pages.
 - "Education & Public Affairs" 1934—10 pages.
 - "WMAQ Children Programs" 1922-1932 — 2 pages.
 - "WMAQ Religious Programs" 1922-1931 — 2 pages.
 - "WMAQ Dramatic Programs" 1924-1928 — 2 pages.
 - "WMAQ Political Programs" 1922-1931 — 2 pages.
 - "WMAQ Sport Programs" 1922-1931 — 2 pages.
 - "WMAQ General Programs" 1922-1931 — 4 pages.
 - "Television" talk at NAEB Meeting, Purdue University, January 18, 1957—5 pages.
 - Memo to Quin Ryan on "WMAQ Early Accomplishments" — 2 pages.
 - "Educational Programs on Commercial Stations" 1957—10 pages.
- C. Taped interview—1922-1951—52 pages.
- D. Taped interview—1951-1965—11 pages. Photos.
- E. "Salute to a Lady"—Article, Chicago Daily News—March 1, 1957.
- F. Article, Weekly News Letter "Chicago Unlimited, Inc.", April 22, 1957—Re: Judith Waller's retirement.

135. Programs, Old-Time Radio:

- A. Original script first program "Voice of Firestone" Dec. 3, 1928. (See 167).
- B. Cavalcade Program, first program to use rhymed announcements NBC, 1929.
- C. "Freedom's People," Devoted to culture of Negro People, under auspices U.S. Office of Education, NBC, 1941. (Master Scripts.)

- D. "Empire Builders," NBC, 1929.
- E. Orchestras of the Nation. Tour of cities having famous symphony orchestras. NBC, 1946-49.
- F. Pro Musica, direction Cesare Sodero, Classical Music, NBC, 1930.
- G. Miscellaneous Music Sheets.
- H. Radio review "Colliers' Hour", Jack Foster, Mar. 17, 1930. N.Y. Telegram.
- I. "Slips That Pass in the Night" by Harry W. Flannery, in "FUTURE". Oct. 1938.
- J. "Radiolog". Published Dec. 1931.
- K. "A Broadcast Novelty" by Jim DeWitt, Station KOIL, Council Bluffs, Iowa, 1926.
- L. "Personalities at 711"—one of a series to acquaint listeners with NBC staff—Dec. 13, 1929.
- M. "Wrigley Review", Broadcast March 1, 1929.
- N. "Broadcasting Feature of New Liner", by Patrick O'Keefe, Editor Veteran's Wireless Ass'n., May 24, 1931.
- O. "Now You See Them", Excerpt from "Radio's Golden Age".
- P. "Tear Off a Box Top", by Ron Coulart—article describing old time children's radio programs.
- Q. Scripts from old radio shows by Bob Hope, Eddie Cantor, Jack Benny, Fibber McGee and Molly, Fred Allen, Jimmy Durante, Easy Aces, Abbot and Costello, Red Skelton, Fannie Brice, etc.
- R. Radio Hero Magazine with numerous articles and histories of old radio programs.
- S. Articles re: "The Shadow", "Green Hornet" and "Amateur Hour".
- T. Tapes—Parts I and II "Old Time Radio".

136. Hi-Fi:

- 7 pages—Saturday Review, Jan. 30, 1965, by Ivan Berger.

137. The RCA Story:

- A. Development of the TV market in the Post-War Period, by Thomas F. Joyce, Nov. 10, 1943. (Joyce obituary, N.Y. Times and N.Y. Post, Sept. 10, 1966.)
- B. News Release re RCA Stockholders' Meeting, May 5, 1964. Reports Stockholders' Meeting, by: David Sarnoff, Elmer W. Engstrom, W. Walter Watts, Arthur L. Maltarney, Charles M. Odorizzi, Robert W. Sarnoff.
- C. RCA Directory of Officers and Directors — Years 1952, 1954, 1960. See also 132.

- D. "Change of Command at RCA," Jan. 1966. World Telegram article.
- E. "The RCA Baton". Home entertainment, Trade Magazine, Spring 1966.
- F. Report RCA 47th Annual Meeting, May 3, 1966.
- G. Quarterly Reviews for Shareholders. 1966-1967-1968.
- H. RCA-TV Policies and Plans. Dec. 13, 1945.
- I. RCA acquires Hertz. Clippings. Oct. 17-18, 1966.
- J. Remarks by John L. Burns, Pres. RCA at RCA Distributors' Meeting, Las Vegas, Nev. May 18, 1960.
- K. News release re: address by J. L. Burns at meeting RCA distributors, Miami Beach, Fla. May 27, 1960.
- L. "UHF Television" by W. Walter Watts, Exec. V.P. RCA and J. V. Heffernan, V.P. NBC at Subcommittee, U.S. Senate. May 20, 1954.
- M. "The Business of Electronics" by Frank M. Folsom. Pres. RCA before Investment Analysts Society of Chicago. Sept. 23, 1954.
- N. "The Outlook for Electronics" by Frank M. Folsom, Pres. RCA at Boston Security Analysts Society. Mar. 12, 1956.
- O. "RCA-Color Television" published 1953. 34 pages covering history of Color TV. 1940 through 1953.
- P. Annual Reports 1965-66-67-68.
- Q. Electronic Age—Spring 1967.
- R. RCA Baton—First quarter 1967—Second quarter 1967.
- S. "Some RCA Firsts in the Radio World".
- T. "Where the Loner Thrives"—Article, Forbes Magazine, June 15, 1967—Re: Acquisition publishing company by "Outsiders".
- U. "History of Radio Corporation of America" by J. C. Warner. Published 1937.
- V. a. Directory of RCA, January 15, 1952.
b. Directory of RCA, November 15, 1960.
- W. Miscellaneous clippings.
- X. RCA Ehibition Hall.
- Y. Twenty-five years of radio progress with RCA—October, 1944.
- Z. Television—RCA Manual, 1939.
- AA. RCA Year-End Statement, 1968.

138. Broadcast Pioneers Bulletins (Publications)

Incomplete file contains the following issues of "The Radio Pioneer" and "The Broadcast Pioneer":

- | | |
|----------------|------------|
| Feb. 1, 1950 | Feb. 1959 |
| May 1950 | May 1959 |
| Nov. 1950 | April 1961 |
| March 10, 1951 | Jan. 1962 |
| Jan. 1952 | June 1962 |
| Oct. 19, 1953 | Feb. 1963 |
| May 1954 | July 1963 |
| March 1955 | Oct. 1963 |
| May 1955 | Mar. 1964 |
| July 1955 | June 1964 |
| Aug. 1956 | July 1965 |
| May, 1957 | June 1966 |
| Dec. 1957 | Feb. 1969 |
| July 1958 | |

(Missing issues would be appreciated)

139. Japan—Radio & Television:

- A. "Radio Japan" 1957—14 page pamphlet.
- B. "This is NHK" 1957-63 also 1965—Management and Program information.
- C. NHK Charts and Diagrams—70 pages—Black and white and Color TV.
- D. Technical Facilities of NHK:
 - a. Aug. 1962.
 - b. Research Laboratories. 1966.
- E. Technical Monographs:
 - a. Jan. 1964. Directional Microphones.
 - b. Feb. 1966. Automatic Light Control Film Printer.
 - c. Mar. 1966. Film Recording Systems. 1965-66.
 - d. January 1967—Low Noise Fluorescent Lamp.
 - e. March 1967—Slow Motion Video Tape.
- F. Educational Broadcasts of NHK—1965.
- G. NHK Handbook—1963.
- H. Reports of Broadcasts of Tokyo Olympiad—1964.
- I. The NHK Symphony Orchestra—1965.
- J. Radio Japan—1964. 17 pages.
- K. NHK—Today and Tomorrow—Feb., March, April, May, June, July, August 1965.
- L. NHK School Broadcasts—Sept. 1965.
- M. NHK Radio and TV Program Schedules — 1965-66.
- N. "Broadcast Engineering of NHK", 1965.
- O. NHK Laboratories Notes, Jan. through November, Dec. 1967 - Jan. & Feb. 1968.
- P. Color TV Programs at Japan International Industries Fair—U.S. Pavilion, Tokyo. May, 1957. (See 242.)
- Q. Copies "Radio Japan."
- R. NHK Technical Research Laboratories. Sept. 1967.

- S. Japan Industries Fair—Color TV.
- T. Program Concert Tokyo Philharmonic Orchestra for delegates of Rotary International Convention—May 29, 1961.
- U. Miscellaneous Program Schedules. NHK Television—April 1960.
- V. "The Tokyo Convention—An Adventure in Human Relations", by William S. Hedges.
- W. Auto Ignition Noise Suppression, Research Paper, NHK Lab. June, 1968.
- X. Capacitive Coupling Switch, NHK Lab. Paper, July, 1968.
- Y. Acoustical Design for Theater, Research Paper, NHK, Lab. August, 1968.
- Z. NTV's 10th Anniversary Report.
- AA. U.S. Japanese Spot Producers Join Forces. Broadcasting, January 27, 1969.
- O. Misl. tapes made at BMI Clinics by Gordon Davis, Ralph Brest, Robert Higgins, Ted Cott, Glenn Dolberg, Herbert L. Kruger and Ed C. Obrest.
- P. "Authors and Composers", BMI Directory, December 1, 1966.
- Q. Affiliated Publishers BMI, April 1967.
- R. Program Director's Clinics—Oct. 23, 1950 and January 22, 1951.
- S. "Report to Employees of BMI" by Robert B. Sour, President.
- T. "Report to Stockholders"—September 25, 1967.
- U. Souvenir Program—Seventh Annual Dinner—BMI Canada, at "The Queen Elizabeth" Montreal—March 21, 1966.
- V. News release re: Election Edward M. Cramer—President BMI. February 13, 1968.
- W. Tapes of BMI Program Clinics for Radio & TV—1951-1957.

140. The BMI Story:

"History of BMI" — Sydney Kaye, Chairman, has supplied much valuable information regarding the early days of BMI including:

- A. Series of articles by John O'Connor, ASCAP director at time of BMI's origin. (See 68).
- B. Excerpt from book, written by Hazel Meyer, publicity director of Warner Brothers, entitled "The Gold in Tin Pan Alley".
- C. "BMI's Decade"—a summary of BMI's history to 1950.
- D. Pamphlet "1940 to 1960" prepared by BMI as public relations brochure.
- E. U.S. District Court — Deposition William S. Hedges in suit of Schwartz et al vs. BMI et al, May 28 and June 11, 1956.
- F. "BMI Caught in Squeeze Play" — Reprint Broadcasting Magazine, Mar. 12, 1962.
- G. Miscellaneous pictures.
- H. U.S. District Court—Motion and Affidavit of Max Freund in suit of Schwartz et al vs. BMI, Mar. 1958.
- I. "BMI Clinics Spark . . ." Sponsor Magazine, Feb. 11, 1952.
- J. "Trip to Europe" by M. E. Tompkins, V.P. and G.M. BMI. July 25, 1952.
- K. Biography, Robert Sour, President BMI, 1965—from BMI House Organ, Dec. 1965.
- L. Collection BMI advertisements in trade publications, 1963.
- M. "BMI—20th Anniversary Story." Billboard. Jan. 30, 1961.
- N. Misl. clippings.

141. H. V. Kaltenborn: War Correspondent, News Analyst and Founder of Broadcast Pioneers.

- A. Correspondence, Obituaries, Photos and Newspaper Clippings. See Books.
- B. "The H. V. Kaltenborn Collection" in the Mass Communications Center, State Historical Society of Wisconsin.
- C. Address, Radio Pioneers Luncheon, Jan. 16, 1950 by H. V. Kaltenborn.
- D. "The Twenty Year Club" by H. V. Kaltenborn reprint from September 1945 issue of "This Month Magazine".
- E. Around The World with Kaltenborn. Broadcasting, September, 1947.

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- A. Address by Hubert H. Humphrey, VP of U.S. at Edward R. Murrow Center of Public Diplomacy, Medford, Mass. Dec. 6, 1965.
- B. Correspondence, Obituaries and Photos.
- C. Brochure "Edward R. Murrow Memorial Fund."

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- A. "On Tour with Toscanini"—20 page pamphlet.
- B. "The Mahler-Toscanini Crisis"—Excerpt from Samuel Chotzinoff's book "Days at the Morn" printed in Philharmonic Hall Magazine, Pages N-O Nov. 1964.
- C. "The Toscanini Memorial Archives"—Philharmonic Hall Magazine, Nov. 1964, page 23.
- D. Photo taken during South American Tour with NBC Symphony.

- E. Ben Grauer Interview with William Paisley, NBC Music Library Director, Taped. Transcript 9 pages.
 - F. "The Man Behind the Legend" by Don Gillis, producer Toscanini Broadcasts. "Allegro", Jan. 1966 (Monthly Magazine Local 802 A.F.M.).
 - G. Toscanini, Subject "Bell Telephone Hour." 1967.
 - H. "This Was Toscanini" by Sam Antek, Readers Digest, 1966.
 - I. Miscellaneous Clippings.
 - J. "Toscanini Returns to Conduct the NBC Symphony" — Publication of NBC — September, 1942.
 - K. Review of Book "This was Toscanini" by Samuel Antek and Robert Hupka. International Musician—December, 1967.
 - L. Miscellaneous News Releases—re: Toscanini—July-November, 1967.
144. Metropolitan Opera Broadcasts.
- A. "The Met's Last Stand" New York Post, Sept. 24, 1965.
 - B. Miscellaneous newspaper clippings and photos re: Opera Broadcasts.
 - C. "The Old Met":
 - a. "After 83 years 'The Queen is Dead, Long Live the Queen'." Story from Life, Apr. 29, 1966.
 - b. "The Old Met Closes." NBC TV Program Text of Script. April 17, 1966.
 - D. "The New Met":
 - a. Newspaper clippings on opening, Sept. 16, 1966.
 - b. Time Magazine. Sept. 23, 1966. Article and pictures of Opening Program.
145. Phillips H. Lord Story (Seth Parker)
- A. "Debunking the Seth Parker Myth" — Real America Magazine, July 1934.
 - B. "Sunday Evening at Seth Parker's"—Christian Herald, June 8, 1929.
 - C. Seth Parker Hymn Book, 1930. See Book L6,
146. Frank Weston: Advertising Executive.
- A. "The Clicquot Club Eskimo Story"—taped interview—45 pages songsheet.
 - B. Biographical material.
 - C. Photos—Original "Clicquot Club Eskimos."
 - D. Newspaper clipping, "Harry Reser Recalls."
 - E. Presenting the Flit Soldiers 1929. A Western program.
- 147A. Joseph Lopez:
Pioneer New England Broadcaster, associated with John Shepard and Yankee Network. Taped interview—58 pages.
- 147B. Mae Horne Lopez (Mrs. Joseph Lopez):
Pioneer New England Program and Administrative Broadcaster. Taped interview—8 pages.
148. Gordon Swan:
Pioneer Program Manager, WBZ, Boston. Taped interview—41 pages.
149. Everett L. Bragdon:
 - A. Pioneer Radio Editor, New York Sun; Popular Science Monthly and Long Time Public Relations Executive RCA. Taped interview—26 pages.
 - B. "Reminiscences of E. L. Bragdon"—Transcript of Interview by Frank Ernest Hill—November 1950 for Oral History Project of Columbia University—21 pages.
150. Ernest LaPrade:
 - A. Pioneer Radio Music Expert for NBC. Taped interview—12 pages. Photo.
 - B. Ernest LaPrade Retires" — Article NBC Chimes, January 1955.
151. Ben Grauer:
Pioneer Announcer NBC. Taped interview—33 pages.
152. Sigmund Spaeth:
"The Tune Detective" — Article by Ben Gross, Radio Editor, New York Daily News—July 11, 1965. Obituaries. Nov. 11, 1965.
153. Wisconsin State Historical Society—Mass Communications Center—Madison, Wisconsin:
 - A. Wisconsin Magazine of History — Summer, 1958 and Autumn, 1964—Summer 1967 - Autumn 1967.
 - B. Pamphlet describing activities of Historical Society of Wisconsin.
 - C. Collections of the Mass Communications History Center.
 - D. "The H. V. Kaltenborn Collection".
 - E. Papers of Newton Minow, former F.C.C. Chairman, on file as Wisconsin news release, May, 1964. N.Y. Times, Sept. 22, 1966. Quote of Minow re: "TV Improvement."
 - F. Papers of Howard K. Smith, war correspondent, news analyst, ABC and CBS. On file at Mass Communication Center, per news release, Sept. 16, 1966.

154. Copyright:

- A. "NAB and the Copyright Situation" with comments of William S. Hedges on Industry Plan, Feb. 18, 1936.
- B. "Dreams for Sale" by Harry R. Olsson, Jr., Published in Winter, 1957 issue of "Law and Contemporary Problems" Duke University. Biography and photo.
- C. "Why the Copyright Law Needs Revision" by Wm. Steif of Scripps-Howard staff. Sat. Review, Sept. 18, 1965.
- D. Miscel. Variety articles re: CATV and Copyright.
- E. Fall Courses in Copyright, Radio and TV Law. Praticing Law Institute, N.Y. 1966.
- F. "Advertising Copyright," by Robert J. Burton, former Pres. Broadcast Music, Inc., 62 page booklet.
- G. "Copyright Law of The United States of America"—Issued by Copyright Office, Library of Congress—1949.

155. Dr. Frank W. Elliott:

Second President of NAB. Taped interview—22 pages.

156. Obituaries—Beginning 1964.

Abrams, Benjamin	Blackett, Hill
Agronsky, Mrs. Martin (Helen)	Block, Martin
Ahearn, Tom	Blaine, Jimmy
Allenby, Peggy	Bond, Foggy
Allen, Riley A.	Brennan, William J.
Alpert, Mickey	Bradford, John
Andrea, Frank	Brooks, Leon R.
Andrews, Laverne	Brown, Raymond Henry
Anthony, Ted	Burdicker, Russell George
Archinard, Paul	Burnette, Smiley
Armbrister, Cyril	Burton, Charles W.
Arnoux, Campbell	Bushman, Francis X.
	Butman, Carl H.
	Byloff, Robert W.
	Byron, Edward Armour
Baker, Art	Cahill, John T.
Baird, Cora	Caldwell, Orestes H.
Balcom, Max F.	Case, Norman
Banta, Frank	Chapman, Frank
Bannister, Harry	Chapman, Liza
Balzer, Ludwig F.	Chotzinoff, Samuel
Bankhead, Tallulah	Clarke, Mae A.
Bard, Helen (Nixon)	Clay, Henry B.
Barlow, Wesley J.	Cloutier, Norman L.
Barr, Jeanne	Clyde, Andy
Barrere, Claude	Cohan, Arnold
Barton, Bruce	Cole, Rex
Bauman, Paul	Coleman, Warren
Beemer, Brace	Colwell, Robert T.
Beamish, William R.	Cook, Alton F.
Belviso, Dr. Thomas Henry	Cooke, Forest W.
Benaderet, Bea	Coolidge, Philip
Benson, Mitchell M.	Cope, Donald N.
Benson, Norman (Red)	Corday, Theodore
Berg, Gertrude	
Bigart, Mrs. Alice	
Black, Elizabeth	

Cowan, Phil
Crosby, Everett
Culley, Fred
Cummins, Jack
Cutting, Fulton

Damson, Carter
Daugherty, Paul
Delmar, Gray
Di Benedetto, Julio
Dickerman, Carlton
Dillingham, Harley C.
Dimpleby, Richard
Disney, Walt
Donehue, Vincent J.
Dorrell, W. Ward
Dunham, Edwin Lewis

Eastland, Richard
Eddy, Nelson
Edwards, Frank
Elias, Don S.
Ellis, Antony
Elman, Dave
Emory, Carl
Endrey, Eugene
Evans, Ken

Farrar, Geraldine
Felton, Verna
Fisher, Oliver David
Fleming, Eric
Fitzmaurice, Michael F.
Fly, James L.
Flynn, Jack F. A.
Folster, George
Frey, George H.
Fuller, Georgia
Fuller, Robert

Gannon, Mrs. Frances Foley
Gardner, Ed
Gibson, Paul
Gilbert, Leon S.
Gitlin, Irving
Glade, Earl J.
Good, Dolly
Gowen, Robert F.
Granby, Joseph
Griggs, John
Gross, Walter

Haley, Andrew G.
Hall, Robert (Bob)
Hallack, A. Vance
Hanrahan, James
Hansell, Clarence W.
Harner, Fred
Hatrack, Edgar B.
Havrilla, Marion Munson
Hay, George D.
Hayes, George (Gabby)
Hight, Jean W.
Hiken, Nat
Himber, Richard
Hites, Warren
Hodges, Paul
Hopper, Hedda
Hughes, Langston
Huhn, Tevis

Humphrey, Hal
Hummert, Frank
Hunt, Frazier

James, Billy
Jergens, Andrew
Jett, Ewell K.

Kane, Helen
Karloff, Boris
Kay, Lambdin
Keaton, Buster
Kelly, Al
Kelton, Pert
Kern, George
Kilbride, Richard D.
Kildare, Mrs. Owen
Kilpack, Bennett
Kirk, Myron P.
Kirkland, Jack
Knorr, Arthur

Lagemann, John K.
Lahr, Bert
Landau, Jack
Lawrence, Mort
Lemmon, Walter S.
Leonard, Robert
Leonard, Samuel E.
Levey, Harold A.
Lewis, Cathy
Lewis, Fulton, Jr.
Leyshon, Hal I.
Lindlahr, Victor H.
Little, Maria Kober
Loewi, Mortimer
Lohr, Lenox
Lord, Nathan
Lord, Phillip F.
Lowe, David
Loft, Paul A.
Lorne, Marion
Luce, Henry R.

McConnaughey, George C.
McDermott, Frank
McDonald, Joseph Albert
McGinness, Alfred J.
McGovern, George
McNaughton, Harry
McNear, Howard
MacGregor, Kenneth
Maddy, Joseph
Mack, Richard
Maher, James
Malcarney, Arthur L.
Malitz, Lester
Mandel, Howard
Mansfield, Jayne
Marcotte, Donald
Marshall, Herbert
Martine, Roland
Matthew, Steere de Montfort
Melia, William F.
Menken, Helen
Millinder, Lucius (Lucky)
Moore, F. Sibley
Mosher, Clure
Munyan, Harry

Neadham, Maurice H.
Nelson, Earle
Newsome, Gil
Nichols, Anne
Normanbrook, Lord
Norton, Edward Lee
Norton, Henry K.
Novis, Donald

Paige, Raymond
Parks, 'Aunt Jane'
Pascoe, Harry
Patterson, Richard C., Jr.
Pease, James
Perkins, Col. Ray
Peterson, James N.
Petrie, Howard
Pettitt, Edward G.
Phillips, G. I.
Pierce, Jackie
Polak, Marie
Pope, Lambert F.
Prato, Gino
Priaux, C. Nicholas
Prud'homme, Cameron
Pyle, John

Quinn, Don
Quinn, William F.
Quirk, James T.

Rainey, William S.
Randall, Wayne L.
Raymer, Paul H.
Reid, Lewis
Reineke, Earl C.
Remley, Frank
Reser, Harry
Riggs, Tommy
Ritter, Thelma
Rowe, Spencer L.
Rowell, Glenn

Shannon, Robert
Sheridan, Ann
Shouse, James D.
Simon, Frank
Sims, Lee
Sloane, Exerett
Smith, Frank Milton
Smythe, J. Anthony
Soble, Kenneth
Spaeth, Sigmund

Spiro, Albert
Starr, Martin
Stackpole, Lt. Gen. Edward J.
Stewart, Elliot A.
Strayhorn, Billy
Steiner, Dr. Gary
Sullivan, John R.
Swing, Raymond Gram

Taubman, Leo
Taylor, Charles H.
Taylor, Deems
Thunder Cloud, Chief
(Williams, Scott T.)
Thomas, Harold
Tibbals, Walter A.
Tincher, Robert R.
Todd, Elizabeth
Tyson, Dr. Levering

Van Nostrand, Jack
Vidacovich, Irving J.
Van Boos, Mrs. Eugenia
Von Fremd, Charles S.

Walker, Paul A.
Walker, Charles F.
Wallace, Guy C.
Wallace, Tom
Weaver, Hilda Veith
Webb, Kenneth
Webbe, Ted
Weldon, Martin
White, Major J. Andrew
Whiteman, Paul
Whorf, Richard
Wiley, Fletcher
Williams, Clarence
Wilson, Harry
Wilson, Robert S.
Wilson, Ward (Harry Warden)
Winninger, Charles
Wisner, Harry
Witten, Louis A.
Wons, Tony
Woodall, Allen M., Sr.
Wozencraft, Frank W.
Wright, Charles J.
Wright, Wynn
Wynn, Ed

Yates, Ted
Yoder, Lloyd E.

NECROLOGY FROM VARIETY

Jan. 19, 1966—"Deaths during 1965".

and

Reporter Dispatch, White Plains

Jan. 2, 1968—"Those Who Left Us In '67" by Jack O'Brian.

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- A. "American Radio Broadcasting Stations" published by WMAQ, Jan. 6, 1925.
- B. WMAQ Souvenir Section Chicago Daily News, Sept. 16, 1929.
- C. Rotogravure Section Chicago Daily News, Oct. 13, 1924.

D. "The Story of WMAQ", the personality of a broadcasting station. Booklet published 1931 as promotion piece for station. Includes story of WMAQ's experimental TV station . . . W9XAP.

E. Financial Reports, Dec. 31, 1929, Dec. 31, 1930, June 30, 1931.

F. Sales contracts for purchase of WMAQ by NBC, August 1931.

G. Report to Richard C. Patterson on WMAQ sales agreement, Aug. 10, 1934, by William S. Hedges.

H. Records and Tape WMAQ 25th Anniversary Program. April, 1947.

I. Correspondence between Charles H. Dennis, Editor, Chicago Daily News and William S. Hedges—re: Establishment of WMAQ and Radio Columns of the Chicago Daily News.

J. Miscellaneous News Clippings.

158. The Vipers: U.S. Radio Mission to Europe 1945.

A. "The Log of the Radio Beam" by Clair R. McCollough, Pres. Steinman Stations. 1945.

B. "Radio Europe — Post War" by Martin Campbell, General Manager WFAA, Dallas, Texas. 1945. Photos, clippings, etc.

159. Niles Trammell: President NBC 1937-50.

A. "Advertising in the Public Interest"—Address before NAB, Chicago, Oct. 24, 1946.

B. "Broadcasting and Reconversion" — Address Proprietary Ass'n of America, May 14, 1946.

C. "Broadcaster's Right to Expression of Opinion" Statement before FCC—Mar. 1, 1948.

D. "Radio Must Remain Free"—Statement before Senate Interstate Commerce Committee, Dec. 7-8, 1943.

E. "A Free Radio and the Law"—Statement before Sub-Committee of Senate Committee on Interstate and Foreign Commerce, June 23, 1947. See 109 F, G, H.

F. Taped interview with Niles Trammell in Miami, Nov. 19, 1965, by E. L. Dunham. 27 pages.

G. Talk before "Ten Year Club" Dinner. May 4, 1945.

H. Remarks by Niles Trammell, Chairman of the Board of NBC, before FBI National Academy, Washington, D.C. June 30, 1950.

I. Records and tape of "The Last President of NBC — or — This Is Your Company."

J. "Trammell Resigns as NBC Executive"—Radio Daily—December 9, 1952 and clippings from New York Times and Herald Tribune.

160. Frank E. Mullen: Executive Vice-President NBC.

- A. "The American System of Broadcasting"—Talk at NYU Summer Radio Workshop—July 13, 1944.
- B. "Free Radio, An American Institution"—Address at 53rd Continental Congress D.A.R., April 18, 1944.

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- A. Fifteenth Anniversary Report—1963—24 page pamphlet.
- B. Columbia University Oral History Inventory of Tapes and Manuscripts as at Oct. 15, 1963.
- C. "Oral History in the United States". Report from Oral History Research Office of Columbia University, Jan. 1966.
- D. Oral History Project of Columbia University launched in co-operation with Radio Pioneers—October 1953. Article in "The Radio Pioneer".
- E. "Voices From Radio's Past Record Its Birthpangs"—Tide Magazine, August 13, 1955.
- F. Miscellaneous correspondence—re: Columbia University Oral History Project.

162. The KDKA Story:

- A. Souvenir Program of the 14th Anniversary of Station KDKA—Opening of new studios Nov. 2, 1934.
- B. Fourth Annual Mike Award to KDKA—Feb. 10, 1964.
- C. "Pioneer Radio Broadcasting—Who is Entitled to Priority—KDKA or WWJ?" excerpt from "History of Radio" by Gleason L. Archer.
- D. "History of Radio Broadcasting and KDKA" issued by Westinghouse, app. 1950.
- E. KDKA 25th Anniversary. News Release, Nov. 2, 1945. 23 pages.
- F. "The Birth of Radio". Detailed technical description of studios, transmitters, AM and FM Broadcasting, Audio Systems, Antennae Systems and High Fidelity. Published by Westinghouse Electric Manufacturing Company.
- G. Westinghouse Split into Four Units. New York Times, January 7, 1969.
- H. Westinghouse Bolts NAB-TV Code. Donald H. McGannon cites Personal-product Breach as "Last Straw". Sets up own standards—Broadcasting, February 17, 1969.

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Life Magazine, Sept. 10, 1965.

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- B. "Television: the Case for Freedom" testimony before FCC Jan. 28, 1960.
- C. "Broadcasting: Time for Reason" address—Academy of Television Arts and Sciences, New York, April 21, 1960.
- D. "Creativity in Television" address—American Association of Advertising Agencies, Detroit, Mich., Feb. 3, 1960.
- E. "Broadcasting: a year to Remember" address—Convention of the Broadcast Promotion Association, New Orleans, La., Nov. 14, 1960.
- F. "Behind the Great Debate" address—Advertising Club, San Francisco. Oct. 5, 1960.
- G. "The Race to 1980" address—The Executives' Club, Chicago, Ill. Oct. 20, 1961.
- H. "Freeways to the Future" address—National Automobile Dealers Association, San Francisco, Cal., Jan. 31, 1961.
- I. "The Television Network and American Society" address—Annenberg School of Communications, U of P—April 6, 1961.
- J. "What's Right with Television" address—NBC Television and Radio Affiliates, New York City, Dec. 5, 1962.
- K. "Television and the FCC"—statement before FCC—week of Jan. 29, 1962.
- L. "Television and Children" address—National Congress of Parents and Teachers, Miami, Fla., May 21, 1963.
- M. "Broadcasting: a Force for Freedom" address—Emerson College Convocation, Boston, Mass., Nov. 3, 1963.
- N. "Industry and the Revolution of Change" address—Corporation Leadership Dinner, Detroit, Mich., Sept. 16, 1963.
- O. "Through the Regulatory Looking Glass—Darkly". Address NBC Television Affiliates Meeting, New York City, March 18, 1965.
- P. "Educational Television: a Perspective". Commencement Address, Bethany College, Bethany, W. Va., June 6, 1965.
- Q. "Color TV at NBC" at TV Affiliates Meeting, Chicago, Aug. 31, 1954.
- R. "Color Television—the Time for Action" address at Detroit Adcraft Club, Oct. 15, 1954.
- S. "What's Happening in Color TV," address at Greater Buffalo Advertising Club, Oct. 26, 1954.

- T. "Networks: their Performance and their Promise." Address before Allentown-Bethlehem Sales Executives Club, Allentown, Pa., Jan. 17, 1955.
- U. "Television: the Newest Form of Communications." Speech before Transportation Club, Rochester, N.Y., Feb. 3, 1955.
- V. "Color TV: Progress and Plans". Remarks of TV Affiliates meeting, April 22, 1955.
- W. "Network Radio—a Realistic Appraisal." Address at Minneapolis Sales Executive Club, March 3, 1955.
- X. Remarks at Eastern Annual Conference AAAA, N.Y. City, Oct. 19, 1955.
- Y. Quote from *Cosmopolitan Magazine*, Nov. 1955 re: Color TV.
- Z. "The New Look of Network Radio". Interview published Oct. 31, 1955 issue *Broadcasting-Telecasting* magazine.
- AA. "Advertising Challenge in 1956." Address before Chicago Federated Ad Club, Feb. 23, 1956.
- BB. "Color Programming 1956." Remarks at Color TV Receiver Symposium, Chicago, April 16, 1956.
- CC. "The Network Television Service." Address at Tenth Anniversary 'Meet the Press' banquet, Washington, D.C., April 28, 1956.
- DD. News release of letter from R. W. Sarnoff to Donald H. McGannon, Pres. Westinghouse Broadcasting Co., re: daytime radio programming. July 16, 1956.
- EE. "Network Broadcasting." 30th Anniversary address at NBC Convention, Americana Hotel, Bal Harbour, Fla., Dec. 13, 1956.
- FF. "Networks: America's Electronic Freeways." Address before Los Angeles Rotary Club, March 22, 1957.
- GG. "Television at the Crossroads." Address at Duquesne Club, Pittsburgh, Pa., Oct. 23, 1957.
- HH. Remarks at Press Conference, Color City, Burbank, Cal., Nov. 4, 1957.
- II. Statement at hearings of Committee on Interstate and Foreign Commerce of U.S. House of Representatives, re: "Subscription Television," Jan. 21, 1958.
- JJ. Remarks at NBC-TV Affiliates Meeting, N.Y., Oct. 23, 1958.
- KK. "To the TV-Radio Editor". Letter news release, Jan. 2, 1959.
- LL. Statement before Subcommittee on Communications of the Committee on Interstate and Foreign Commerce of the U.S. Senate, June 19, 1959.
- MM. Address before NBC Affiliates, New York City, Nov. 12, 1959.
- NN. "Prosperity: Sin or Salvation?" Address before American Gas Ass'n., Atlantic City, Oct. 12, 1960.
- OO. Address before Television Affiliates, NBC, N.Y. City, Nov. 17, 1960.
- PP. "Television's New Frontier." Address at Cincinnati, Ohio, Advertisers Club, Feb. 15, 1961.
- QQ. Address at NBC-TV and Radio Affiliates meeting, Beverly Hills, Cal., Dec. 7, 1961.
- RR. "An Intelligent Woman's Guide to Television." Address in acceptance of award from League of Women Voters, Minneapolis, Minn., May 4, 1962.
- SS. Address at Liberty Bell Award luncheon USO of Philadelphia, June 14, 1962.
- TT. Statement before the Subcommittee on Communications of the Committee on Commerce of the U.S. Senate, July 11, 1962.
- UU. "Global Television: a Proposal." Address before European Broadcasting Union, N.Y. City, Oct. 22, 1962.
- VV. "Television's Role in the American Democracy." Address at Chicago World Trade Conference, March 5, 1963.
- WW. "A View from the Bridge of NBC." Article from *Television Quarterly*, spring 1964.
- XX. "Television: the Dialogue of Freedom." Address at annual meeting Southern Baptist Convention, Atlantic City, N.J. in acknowledging 'Distinguished Communications Medal', May 22, 1964.
- YY. "Television: The Record and the Challenge." Address at NBC TV and Radio Affiliates meeting, Beverly Hills, Cal., June 3, 1964.
- ZZ. "Public Benefits from Group Ownership." Remarks at Radio and TV Affiliates meeting, June 3, 1964.
- AAA. "Television Journalism: the Shackled Giant." Address at Economic Club of Detroit, Dec. 7, 1964.
- BBB. "Modern Technology: Threat or Promise." Address at 101st commencement, Bryant College, Providence, R.I., July 25, 1964.
- CCC. Letter "To all NBC Personnel," Sept. 3, 1965 re: election Robert Kintner as Chairman and Chief Executive officer, NBC effective Jan. 1, 1966 and Robert W. Sarnoff selection to be President of RCA.
- DDD. Letter "The NBC Organization," dated Dec. 13, 1965. Quoting remarks at NBC 25 year Club Luncheon, re: executive appointments.

- EEE. Speech before Westminster Chamber of Commerce, London, England. Feb. 7, 1967.
- FFF. IRTS Report—Selection Robert Sarnoff for 1967 Gold Medal—November 10, 1966.
- GGG. Remarks and observations by Robert W. Sarnoff, December 1965 through December 1966—a 37 page printed brochure.
- HHH. Address at Gold Medal Award Dinner IRTS—March 9, 1967.
- III. "Communications and the Information Revolution"—Address at International Communications Association—Minneapolis, Minnesota—May 1, 1967.
- JJJ. "Communications Technology As a Social Force"—An Address by Robert W. Sarnoff at the "Salute to the Communications Industry" luncheon of the Los Angeles Chamber of Commerce. October 10, 1967.
- KKK. Miscellaneous Clippings.
- LLL. "Modern Business — The Great Adventure", address at the Student Association of Stanford University Graduate School of Business, Palo Alto, California, Jan. 22, 1968.
- MMM. Address by Robert Sarnoff, Cambridge, Mass. "Multinationalism: A New Challenge". Oct. 7, 1968.
- NNN. Address by Robert W. Sarnoff, President of RCA, University of Miami, January 24, 1969. Speaks about the "state of higher education."
- 165. TV Films.**
- A. Statement of SMPE on Allocation of Frequencies in Radio Spectrum for Theatre TV Service Presented Before FCC. Reprint Journal of SMPE—February and April 1945.
- B. "The Backbone of Television Programming"—Address by Ralph B. Austrian—Executive VP, RKO Television, at SMPE Technical Conference, Hollywood, California, May 15, 1945.
- C. "Some Economic Aspects of Theatre Television", by Ralph B. Austrian at SMPE Technical Conference, New York, October 16, 1944.
- D. a. NBC Films in 16MM non-theatrical distribution through McGraw-Hill.
b. Distribution through Encyclopedia Britannica Films, Inc.
c. Distribution through Walter Reade Sterling Films-Educational Films, Inc.
- E. "The Movies: Why Everyone Wants In", Forbes Magazine, December 15, 1967.
- F. "Movies Moving Up in TV" — Article by Charles Champlin, New York Journal American, September 7, 1965.
- G. "Are Movies Riding Off Into the Sunset?" Broadcasting, December 16, 1968.
- 166. Edwin L. Dunham, Pioneer Producer, Director, Musician, Manager NBC Music Dept.**
- A. "Radio—TV—Hi-Fi and Symphony Orchestras" address before American Symphony Orchestra League Convention, Phoenix, Ariz., June 12, 1959. See 10, 42, 86.
- B. Chapter from book "The Radio Production Director" by Ed. Dunham.
- C. "New Look in Radio". Speech at Norman, Okla. Radio Conference, Feb. 28, 1948, University of Oklahoma. Photo.
- D. News Release re: appointment of E. L. Dunham as consultant for Department of Commerce to act as Program Director, during International Trade Fair in Tokyo, Japan, May 5-19, 1957. Introducing Color TV in Orient.
- E. Biography of Edwin Lewis Dunham, citing Radio career beginning July 1921.
- F. "Dunham Compares Talkies to TV" — Boston transcript Article 1926. (Also second and third of series).
- G. Obituaries and photos.
- H. Miscellaneous Clippings.
- 167. Voice of Firestone:**
- A. Script of Premier Show. Dec. 3, 1928.
- B. Copy original theme "If I Could Tell You" by Idabelle Firestone.
- C. Photos. 25th Anniversary, Nov. 30, 1953.
- D. Miscel. Clippings—Photos — Programs, Correspondence, etc.
- E. Transcript and Tape A. J. McGinness, National Adv. Mgr., Firestone Tire and Rubber Co. 37 pages. May 11, 1966.
- F. Recording—25th Anniversary Program "Voice of Firestone." Nov. 30, 1953.
- G. Sheet Music "In My Garden" by Idabelle Firestone. Published 1929 by G. Schirmer, Inc., New York.
- H. Alfred Wallenstein last rehearsal. Howard Barlow replaces him.
- 168. Lowell Thomas:**
- A. Speech Radio Affiliates CBS Ass'n—9-15-65. Tape and 25 pages.
- B. "Salute to Lowell Thomas" Dinner program—Nov. 22, 1965.
- C. Newspaper Clippings.
- D. Taped Interview with Lowell Thomas, by Doug Storer, March 15, 1968.

169. U.S. Information Agency (U.S.I.A.):

- A. Address by Leonard H. Marks, Director U.S.I.A., Sept. 15, 1965 before CBS Radio Affiliates Convention. Tape and 20 pages.
- B. "USIA 27th Review of Operations", July-December 1966.
- C. Miscellaneous Clipping.
- D. "Progress, Peace, and TV Screens", by Leonard H. Marks, Director US Information Agency.
- E. Frank J. Shakespeare, Jr., Pres. Niton TV Consultant—nominated to head U.S.-I.A. Broadcasting, February 3, 1969.

170. Broadcast Pioneers:

- A. Photos, Christmas Party. 1952.
- B. News Releases, programs, list of citations. Membership Listings.
- C. Constitution and By-Laws, Radio Pioneers. April, 1947.
- D. Broadcast Pioneers Educational Fund. (See 9).
- E. Miscel. material.

171. Ben Gross (Radio Editor, New York Daily News).
Story:

Clippings from Variety—by Jack Pitman.

172. Federal Communications Commission:

- A. Clippings—Quotes from Wm. Henry's speech, Sept. 1965.
- B. "An ABC of the FCC". Jan. 1965.
- C. Robert Bartley, taped interview. (See 233).
- D. Address by Newton N. Minow, FCC Chairman at RTES Meeting, Sept. 22, 1961.
- E. Address by Rosel H. Hyde FCC Chairman. IRTS Luncheon, Sept. 23, 1966.
- F. "FCC Ponders Computer Probe." Clipping Reporter-Dispatch, White Plains. Oct. 27, 1966.
- G. "Allocation Philosophy," by Curtis B. Plummer, Chief Broadcast Bureau, FCC, May 27, 1954 at NARTB, Chicago.

Addresses by Paul A. Walker, Chairman FCC:

- H. "Educational Television", before 66th Annual Meeting, Ass'n of Land-Grant Colleges, Washington, D.C. Nov. 13, 1952.
- I. "Broadcasting and the Sooner State" at Oklahoma Broadcasters Ass'n, Norman, Okla. Nov. 18, 1952.
- J. At Fifth Anniversary Banquet, Empire State FM School of the Air, Syracuse University, Syracuse, New York. Dec. 5, 1952.
- K. "Television for Total Education" at Governors' Conference on Educational TV. Sacramento, California. Dec. 15, 1952.

- L. "Problems of Educational TV as Seen by the FCC" at Seminar of Educational Television, American Council on Education. New York, Jan. 21, 1953.
- M. At Southern Regional Conference on "Educational Television" American Council on Education, Atlanta, Ga. Dec. 11, 1952.
- N. At convention National School Boards Ass'n, Atlantic City, N.J. Feb. 12, 1953.
- O. "Opportunity and Responsibility for Education in Television" at Founders' Day Observance, Boston University, March 10, 1953.
- P. "Religious Broadcasting" before General Assembly of the Presbyterian Church, U.S.A., Minneapolis, Minn., May 30, 1953.
- Q. "Broadcasting—A Public Servant" at the 4th Annual Radio and TV Public Relations Seminar of the Lutheran Church, Houston, Tex., June 15, 1953.
- R. Introduction of Rosel H. Hyde, Chairman FCC, by Paul Walker, at 31st Annual Convention, National Ass'n of Radio & TV Broadcasters, Los Angeles, Cal., April 30, 1953.

Address by other Commissioners.

- S. Statement of FCC Commissioner Frieda B. Henlock, before Senate Committee on Interstate and Foreign Commerce, Washington, D.C. April 16, 1953.
 - a. Re: Certain Commission and Congressional Provision for Educational Broadcasting.
 - b. Re: Costs of Building and Operation of Non-Commercial Educational TV Stations.
- T. "The World that Edison Made" by George C. McConnaughey, Chairman FCC at the Light's Diamond Jubilee Civic Banquet, Nela Park, Cleveland, O. October 21, 1954.
- U. "Today's Problems Can Be Tomorrow's Accomplishments" by George C. McConnaughey, Chairman FCC, at Annual Convention of National Ass'n of Radio & Television Broadcasters, Sheraton-Park Hotel, Washington, D.C., May 24, 1955.
- V. "14.3 Percent" — Address by Commissioner Robert E. Lee, at NARTB Regional Conference, Chicago, Ill., Sept. 20, 1955.
- W. Address by Newton N. Minow, Chairman FCC, at NAB Public Affairs/Editorializing Conference, Shoreham Hotel, Washington, D.C., Mar. 1, 1962.
- X. "Is the FCC Obsolete?" by Leonard Zeidenberg in Oct. 1966 issue "Television".
- Y. Brief of NAB, prepared by Henry A. Bellows, Chairman, Legislative Committee, re: Section

307(c) of Federal Communications Act of 1934, submitted Nov. 26, 1934. 79 pages.

Z. FCC "Blue Book" issued March 7, 1946.

AA. "Broadcasting and the Journalistic Function". Address by Lee Loevinger, Federal Communications Commissioner, before 1963 National Convention Association For Education in Journalism, University of Nebraska, August 26, 1963.

BB. Address by E. William Henry, Chairman FCC Before NAB, Chicago, March 29, 1966.

CC. Remarks of Nicholas Johnson, FCC Commissioner, at Iowa Association of Broadcasters, Waterloo, Iowa, May 13, 1967.

DD. Tape and Transcript of Interview of Rosel H. Hyde, FCC Chairman, March 1967. Eighteen pages.

Miscellaneous Articles re: FCC.

EE. "Status of the Independent Station", by Ely A. Landau, President NTA Film Network. Published in Telefilm, March-April, 1958.

FF. "The Blue Book". An Analysis of FCC regulations by Judge Justin Miller, President NAB, March 7, 1946.

GG. H.R. 7310—A Bill Introduced by Congressman Harry R. Sheppard for regulation of networks and network affiliates, February 15, 1950.

HH. Statement of NBC before FCC re: Commissions rules with respect to broadcast of television programs, November 13, 1950.

II. Memo to NAB Membership regarding legal aspects of various matters before the FCC, March 1, 1966.

JJ. Miscellaneous clippings. See 190-D.

KK. "The F Stands for Frustration" and "What Television Can do in an Hour". Articles November and December Issues TV Guide.

LL. Cox and Johnson assail FCC. N. Y. Times, June 2, 1968.

MM. FCC Report on Social & Economic Data—beginning October 5, 1936—to July 1, 1937.

NN. See 190N. FCC proposes Rigid Rules on CATV. Broadcasting, December 16, 1968.

OO. FCC gets 2nd Biggest Merger — Metromedia. Broadcasting, January 6, 1969.

PP. See 190-P. FCC gets new test on revised CATV rules.

QQ. Justice Department asks FCC to force TV station (CATV in Cheyenne, Wyo.) sale by media monopoly, Broadcasting, January 6, 1969.

RR. Representative John D. Dingell (D) downgrades the FCC, Broadcasting, January 13, 1969.

SS. FCC given funds to strengthen its research program by President Johnson, Broadcasting, January 20, 1969 article.

TT. Brakes on station trading, sales volume off \$20 million in 1968: brokers see action if FCC eases policies, Broadcasting, January 27, 1969.

UU. With Democrats still controlling FCC, Congress, broadcasters may not notice administration shift, Broadcasting, January 27, 1969.

VV. FCC turns down further renewal of KSL; commission still divided on media control, Broadcasting, January 27, 1969.

WW. FCC decision to strip WHDH of its license to operate on Channel 5 in Boston; multiple ownerships now up for grabs. Broadcasting, January 27, 1969.

XX. FCC Commissioner Nicholas Johnson continues his campaign to persuade the public it can do more than wring its hands when disappointed or outraged by the service provided by broadcasting. Excerpts from article in February issue of Harpers Magazine. Broadcasting, February 3, 1969.

YY. Local group seeks KNBC (NBC owned station) channel. An unprecedented assault on the license renewal at FCC is in the works. Broadcasting, February 10, 1969.

ZZ. 1. FCC proposed reallocations viewed with alarm by AMST, (Association of Maximum Service Telecasters). Proposal would open up 21 UHF channels (14 to 20) with land-mobile users. Broadcasting, Feb. 10, 1969.

2. Editorial in Broadcasting, February 17, 1969 regarding the FCC's proposal to give more spectrum space to land-mobile radio.

3. Setback to land-mobile campaign, FCC's research experts say present allocations are misused, more space would mean more problems. Broadcasting, February 17, 1969.

AAA. 1. FCC returns control of Texas Broadcasting stations to Mrs. Lyndon Johnson. Broadcasting, February 17, 1969.

2. KTBC holdings revert to Lady Bird Johnson (Mrs. Lyndon). Broadcasting, February 24, 1969.

173. Raymond Guy:

A. Survey of Oral History Material—Columbia University.

B. Taped interview—transcript 23 pages. Nov. 13, 1965.

C. See Books — G6 — "Fundamentals of Radio and Electronics".

174. Color Television:

- A. Clipping—Milwaukee Sentinel, May 27, 1955. Quotes from Speech by W. S. Hedges. See 242 and Book, B4.
- B. Color TV: the Billion Dollar Breakthrough, by Ben French, Electronic Age, Summer, 1964.
- C. "All-Electronic Color Television Created for RCA". Statements by General Sarnoff, President RCA; Dr. C. B. Jolliffe, Executive V.P. in charge of RCA Laboratories; Niles Trammell, President NBC issued at first public demonstration of all-electronic color T.V., Princeton, New Jersey, October 30, 1946.
- D. "Color Television—The Way Ahead". Statement of Frank Stanton, President CBS before FCC at UHF color TV hearing, Dec. 9, 1946.
- E. "History of Color TV", NBC News Release, 1930-1965.
- F. "Chronology of RCA and NBC in Color TV", July 1930-June 11, 1965.
- G. "The Impact of Color on Television Audiences", by Thomas E. Coffin, Vice President Research NBC.
- H. "Color TV and Stereo", Sunday Supplement New York Herald Tribune, January 19, 1964.
- I. "Furniture that Does Everything", Article on Color TV, Forbes Magazine, March 15, 1967.
- J. "Colour TV", by Michael Donne. A London Financial Times Survey, August 21, 1967.
- K. "Color Them Successful", by Judy Jobin, TV Guide, Sept. 2, 1967.
- L. "Purple Faces Cronkitis", by David Lichtenbruch, TV Guide, Sept. 30, 1967.
- M. Miscellaneous Clippings.
- N. "Now Color Television is Here" brochure issued by Remington Rand—CBS Vericolor, 1951.
- O. "Color Television at Medical Conventions" — Spring Program, 1950 sponsored by Smith-Kline and French Laboratories, on CBS.
- P. CBS Makes Color Movies on Black-White Film —Jack Gould article in the New York Times, December 11, 1968.

175. Bob Hope:

- A. "Bob Hope and NBC—Five More Golden Years". N.Y. Herald Tribune, Sept. 29, 1965.
- B. "The Man of Our Years". Editorial Tribute to Bob Hope in Forbes Magazine, Jan. 15, 1966.
- C. "The GI's Best Friend". Saturday Post. Mar. 12, 1966. Photos and other clippings.
- D. "Christmas In Viet-Nam". Front Page Portrait of Bob Hope and six page article entitled "The

Comedian As Hero", Time Magazine, December 22, 1967.

E. "West Point Honors Hope," N.Y. Times, May 14, 1968.

F. Miscellaneous Photos and Clippings.

176. Robert C. Smith: USIA-TV. Television designing engineer. Taped interview—22 pages.

177. Neville Miller: First paid President, NAB.
Taped interview, 10 pages.

178. Alfred H. Morton, former VP-NBC.
Photo. See 54. Taped interview—22 pages.

179. Sylvester L. (Pat) Weaver, former President NBC.

A. Pictures Weaver watching closed circuit TV in Karachi—1955.

B. Newspaper clippings re "The Fourth Network."

Speeches by Sylvester L. Weaver.

C. Before the Chicago Economic Club, June 15, 1953.

D. Remarks, NBC-TV Affiliates Meeting, Chicago, Nov. 18, 1953.

E. "The Most Vital New Force—Color TV". Address at AAAA session White Sulphur Springs, W. Va., April 23, 1954.

F. Remarks at TV Affiliates Meeting, Chicago, Aug. 31, 1954.

G. "Color Television and American Incentives." Before Detroit Economic Club, Jan. 31, 1955.

H. "Ideas". Address before Executive Clinic of General Foods Corporation, White Plains, N.Y. Jan. 1955.

I. "Television and the Intellectual". Address at University of Chicago Management Conference, March 26, 1955.

J. Address before Chicago Executives' Club, April 29, 1955.

K. NARTB speech, Washington, D.C. May 26, 1955.

L. Speech to NBC-TV Affiliates, Chicago, Dec. 9, 1955.

M. Letter series from Weaver to President and Board Chairmen of top level Advertisers. March and May 1955.

N. Miscellaneous clippings and photos.

180. Mayors' Award Committee.

a. Entry forms. Programs of presentations.

b. Folder describing purposes.

c. News releases, Oct. 10, 1965, June 13, 1966.

181. **Television Comes to Pakistan—1955.**
 - A. Closed circuit programs—Sept. 5 through Oct. 15, 1955.
 - B. Photographs of U.S. Pavillion and TV studio.
 - C. Newspaper publicity for Pakistan International Industries Fair. Karachi, 1955.
182. **The WRC Story (Washington, D.C.)**
 - A. Clippings from 1921 through 1923.
 - B. Program Official Opening, Washington Broadcasting station, WRC, August 1, 1923.
183. **Dorothy Kilgallen. (Columnist and TV Personality). Obituaries and clippings.**
184. **Glenn Marshall, Jr., Pres. WJXT, Jacksonville, Fla.**

Taped interview, 21 pages, Nov. 4, 1965.
185. **Ralph Nimmons, Mgr. WFGA-TV, Jacksonville, Fla.**
 - A. Taped interview, 20 pages, Nov. 4, 1965.
 - B. Oct. 1964 BROADCAST NEWS "Color TV grows in Jacksonville, Fla."
 - C. Florida's colorful station — WFGA-TV. 20 pages color illustrations.
 - D. "The Giants"—promotion brochure re star-studded casts of WFGA-TV programs.
 - E. Clippings, program releases, display advertisements.
 - F. Personal data re Ralph Nimmons, photo.
186. **James Haupt, Pioneer Performer and Producer, NBC.**

Taped interview made Ormond Beach, Fla., Nov. 5, 1965. 39 pages.
187. **Paul Dumont, Pioneer Performer Announcer and Producer, NBC.**

Taped interview made Ormond Beach, Fla., Nov. 5, 1965. 41 pages.
188. **TV in Vietnam.**
 - A. Newspaper clipping, Jan. 22, 1966, N.Y. World-Telegram: "TV in Viet Falls Flat on its 21 Inch Face."
 - B. "TV's Coverage of Vietnam." Speech by Dr. Frank Stanton, before soap and detergent manufacturers' meeting in Waldorf-Astoria. Jan. 1966.
189. **Believe It or Not Ripley.**
 - A. Cast sheets. Huskies' Program, 1937 — NBC Radio.
 - B. Brochure on Bob Ripley's Radio Sketchbook. NBC 1947.
 - C. Ripley Trip to Pacific—Correspondence, pictures. NBC, May, 1948.
190. **CATV.**
 - A. Jack Gould article NY Times, Dec. 6, 1965.
 - B. Article NY World-Telegram, Jan. 26, 1966—"Showdown Near on Cable TV."
 - C. "NBC enters Community Antenna TV Field", Jan. 28, 1966. N.Y. World-Telegram.
 - D. Miscel. clippings.
 - E. Proceedings 15th Annual Convention, Nat'l Community Television Ass'n, Miami Beach, Fla. June 26-29, 1966.
 - F. "CATV Pro and Con". A seminar presented by Broadcast Advertising Club of Chicago, March 25, 1966.
 - G. Color Supplement New York Times re: Cable TV, Nov. 26, 1967.
 - H. "Across the Country with CATV", July 26, 1967 Issue Variety.
 - I. "The Tangled Tower of CATV", Life Magazine.
 - J. Cable Television Review. Issue of June 6, 1966 re: Pending Legislation on CATV.
 - K. "The Four Letters that Have Rocked Broadcasting" by Albert Warren, TV Guide, July 29, 1967.
 - L. "The Battle Over Cable TV," N.Y. Times Magazine, May 26, 1968.
 - M. Two part article: "Cable TV: the Picture's Clear but the Future's Cloudy" by Walter Spencer. October 29 and 30, 1969. N. Y. Daily News.
 - N. FCC proposes rigid rules on CATV, Broadcasting, December 16, 1968.
 - O. CATV Authorized to Originate Shows—Newspaper clippings, The New York Times, December, 1968; also new CATV rules, Broadcasting, December 30, 1968.
 - P. FCC gets new test on revised CATV rules, Broadcasting, January 6, 1969.
 - Q. Broadcasting, January 20th articles on "Interim CATV rules blasted" and "New voice in cable dispute," and "NAB proposes modified CATV rules."
 - R. CATV-stay rule retention urged; Association of Maximum Service Telecasters, the All-Channel Television Society and National Association of Broadcasters urge FCC to reject request by the National Cable Television Association for temporary relief from automatic-stay provisions of the commission's CATV rules. Broadcasting, February 3, 1969.

- S. CATV rules create more heat, less light — CATV spokesmen lambaste FCC for "beaut" of mistake, *Broadcasting*, February 10, 1969.
- T. FCC permits 18gc (18,000mc) experiment for cableless CATV in New York and two rural areas — application by Teleprompter Corp. granted. *Broadcasting*, February 17, 1969.
- U. Alan R. Novak, thinks broadcasters should promote CATV, not oppose it. *Broadcasting*, February 24, 1969.
191. George Emerson Markham. Formerly WGY Agriculture Expert.
Taped interview made Orlando, Florida, Nov. 9, 1965. 36 pages.
192. Arthur F. Van Dyck. Former RCA official.
Taped interview, Vero Beach, Fla., Nov. 10, 1965, 32 pages.
193. Marion M. Cornell—formerly Music Rights, NBC.
Taped interview, made Ft. Pierce, Fla., Nov. 11, 1965. 13 pages.
194. James L. Howe. Owner WIRA, Ft. Pierce, Fla.
A. Taped interview, Nov. 11, 1965. 19 pages.
B. Brochure on WIRA feature programs.
195. Paul J. Gallant. Formerly NBC master control engineer.
Taped Interview made Pompano Beach, Fla., Nov. 13, 1965. 23 pages.
196. Robert E. Kintner, former Chairman of the Board, NBC.
A. Misc. clippings newspapers Oct. 1965 through Feb. 1966.
B. Address at 35th Annual Institute for Education by Radio-TV. June 3, 1965.
C. Statement Before Subcommittee, Interstate & Foreign Commission, U.S. Senate. Jan. 31, 1961.
D. News release on speech at Middlebury College. Mar. 25, 1961.
E. Letter of resignation from NBC Chairmanship. Feb. 25, 1966.
F. Address before Ass'n of National Advertisers. New York, Feb. 2, 1960.
G. "The Rise and Fall of Robert Kintner", by Milton Diorst, *The Washingtonian*, June 1967.
H. "Broadcasting and the News", by Robert E. Kintner, *Harpers Magazine*, April 1965.
197. KOB Radio, Albuquerque, N.M.
History of station, produced by the Department of Journalism and Mass Communications, under direction of H. C. Jacobs, chairman. Written and researched by Ann Velia.
198. W. Wright Esch, former owner WESH-TV, Daytona Beach, Fla.
Taped interview, Nov. 6, 1965. 14 pages.
199. Ralph Hatcher, owner-manager WJBS, DeLand, Fla.
A. Taped interview, Nov. 8, 1965. 18 pages.
B. Brochure—Promotional Material for WJBS.
200. Arnold F. Schoen, Jr., VP WBDO—AM-FM-TV, Orlando, Fla.
A. Taped interview, Nov. 9, 1965. 29 pages.
B. Biography and photo.
201. Noran (Nick) Kersta, Pioneer TV Executive NBC.
A. Taped interview, Ft. Lauderdale, Fla., Nov. 15, 1965, 44 pages.
B. Prospectus—Voiceprint Laboratories, Inc. (A Kersta Brothers' Project.) March, 1965.
202. Jens A. Wies, formerly NBC Engineer.
Taped interview, Ft. Lauderdale, Fla., Nov. 15, 1965. 24 pages.
203. George T. Shupert, pioneer in Films for TV.
A. Taped interview, Ft. Lauderdale, Fla., Nov. 15, 1965. 40 pages.
B. "The Place of Films on Television" by George T. Shupert, in "Television" magazine, Spring 1944.
204. Frank H. Williams, former NBC engineer.
Taped interview, Ft. Lauderdale, Fla., Nov. 16, 1965. 57 pages.
205. Edward Vito, harpist in NBC Symphony under Arturo Toscanini.
Taped interview, Ft. Lauderdale, Fla., Nov. 16, 1965. 25 pages.
206. Henry E. Meyer, former NBC maintenance engineer.
Taped interview made Ft. Lauderdale, Fla., Nov. 17, 1965. 20 pages.
207. Howard C. Luttgens, former chief engineer, Central Division, NBC.
Taped interview, Ft. Lauderdale, Fla., Nov. 17, 1965. 18 pages.
208. James M. LeGate, General Manager WIOD, Miami, Fla.
A. Taped interview, Miami, Fla., Nov. 19, 1965. 16 pages.
B. Presentation activities WIOD, (Wonderful Isle of Dreams) from 1926.

209. **H. Leopold Spitalny, conductor and former contractor for NBC musicians.**
 - A. Taped interview, Miami Beach, Fla., Nov. 20, 1965. 21 pages.
 - B. Photos.
210. **Lee B. Wailes, pioneer broadcasting executive.**
 - A. Taped interview, Miami Beach, Fla., Nov. 20, 1965. 19 pages.
 - B. Biography and photo.
 - C. "We Pay Our Respects to"—Lee Wailes, from *Broadcasting Magazine*, July 1, 1940.
211. **Walter R. Brown, Pioneer Remote Control Engineer NBC, now on duty at Cape Kennedy, Fla.**
 - A. Taped interview, Cocoa Beach, Fla., Nov. 21, 1965. 39 pages.
 - B. Action photograph taken Canton Island, Solar Eclipse Broadcast, 1937.
 - C. "Electronics Pioneer Retires — He walked in History Path", *MTP News*, April 1967.
212. **Roy Moffett, NBC Development Engineer, on duty Cape Kennedy.**

Taped interview, Cocoa Beach, Fla., Nov. 22, 1965. 18 pages.
213. **James R. (Jake) O'Kelly, former Master Control Engineer, NBC.**

Taped interview, Cocoa Beach, Fla., Nov. 22, 1965. 12 pages.
214. **William M. Sweets, Pioneer writer, Producer, Director.**
 - A. Taped interview, Orlando, Fla., Nov. 23, 1965, 35 pages.
 - B. Bill Sweet's Obituary, *Variety*, February 14, 1968.
 - C. Armstrong Theatre Scripts. See also "Special Material".
215. **Howard J. Forbes, Pioneer Broadcasting Executive.**
 - A. Taped interview, St. Petersburg, Fla., Nov. 29, 1965. 32 pages.
 - B. Biography.
 - C. Article in *Box Office Magazine* re: Wometco's Crossroads Theatre, St. Petersburg, Florida, Howard Forbes, Manager, May 16, 1966.
 - D. Dust Jacket: "A Pictorial History of Television", by Daniel Blum.
216. **Alfred W. Saunders, Designing Engineer, NBC.**

Taped interview, St. Petersburg, Fla., Nov. 29, 1965. 19 pages.
217. **P. A. (Buddy) Sugg, Former NBC Vice-President.**

Taped interview, Tampa, Fla., Nov. 30, 1965. 27 pages.
218. **George W. Harvey, Vice-President Tampa Tribune Company and General Manager Broadcasting Properties. (WFLA).**
 - A. Taped interview, Tampa, Fla., Nov. 30, 1965. 31 pages.
 - B. "Reflections-1962" Brochure of WFLA service in Tampa-St. Petersburg.
 - C. "Battlegrounds of the Cold War", Brochure of WFLA public affairs programming.
219. **John Alexander, Manager WFLA-Radio and FM, Tampa.**

Taped interview, Nov. 30, 1965, Tampa, Florida. 12 pages.
220. **Frank R. Heitmann, Formerly Chief Electrician, NBC, New York.**

Taped interview, Bradenton, Fla., Dec. 1, 1965. 24 pages.
221. **Col. Ray Perkins, Old-time entertainer.**

Taped interview, Bradenton, Fla., Dec. 3, 1965. 26 pages. Photo.

Newspaper clipping, Sarasota, re: reunion of Perkins and Mark Woods, former NBC executive. See Obituaries 156.
222. **W. W. Chaplin, famous War Correspondent and News Analyst.**

Taped interview, Bradenton, Fla., Dec. 3, 1965. 21 pages.

Photo.
223. **Walter Craig, Pioneer Advertising Executive and Producer.**

Taped interview, Sarasota, Fla., Dec. 4, 1965. 24 pages.
224. **Walter E. Myers, Pioneer Broadcasting Executive.**
 - A. Taped Interview, Sarasota, Fla., Dec. 4, 1965. 120 pages.
 - B. Article from *Advertising News*, Boston, re: stations WBZ-WBZA. Photo.
 - C. Correspondence re: American Legion controversy re: WBZ Broadcast, Summer, 1933.
 - D. "Latest Changes in Advertising". Speech by W. E. Myers before Merrinack Valley Advertising Club, Lawrence, Mass. April 28, 1949.
 - E. "Radio for Fun, Money or Marbles". Speech by W. E. Myers at Pioneer Radio Council of Springfield, Mass. April 10, 1944.
 - F. "Advertising Is Salesmanship". Speech by W. E. Myers at American International College, Springfield, Mass. April 7, 1949.

- G. "The Friendly Voice" delivered at Conference of Executives New England Gas Companies, June 5, 1925.
 - H. "NBC Chart Presentation" given by Myers Dec. 1934.
 - I. "Advertising the State of Massachusetts" talk by W. E. Myers, retiring President, Advertising Club of Boston, given June 12, 1935 AFA National Convention, Chicago, Illinois.
 - J. Talk by Myers delivered at New Haven Ad Club, April 14, 1936.
 - K. Presentation given by Walter Myers at Edison Electric Institute Meeting, White Sulphur Springs, Sept. 15, 1936.
 - L. Presentation given United Drug Company, Dec. 29, 1936 by W. E. Myers.
 - M. Talk on Broadcast Advertising by W. E. Myers given in Boston, Chicago, Shreveport, New York, New Orleans, Philadelphia, Feb. 1-20, 1939.
 - N. Talk given by Myers at Brockton Women's Club and Old Colony Ad Club. April, 1944.
 - O. Talk before White Plains Kiwanis Club, Feb. 26, 1953.
 - P. "Inside Advertising" talk before Advertising Federation Conference, Johnny Victor Theater, June 14, 1950.
 - Q. Biography: Walter E. Myers.
 - R. Photographs.
 - S. Sound News Reel. Showing Paul Dumont describing return of Wiley Post and Harold Gatty, from Round-the-World flight in the "Winnie Mae".
 - T. Correspondence of Myers and Dunham (includes historical data).
225. **W. C. Swartley, V.P. Westinghouse, WBZ, Boston, Mass.**
- A. Taped interview, Boston, Mass., Oct. 21, 1965. 24 pages.
 - B. Remarks made at First Annual High School Broadcast Institute, Indiana University, July 17, 1965. 13 pages.
226. **Willard Hauser, Chief Engineer WBZ, Boston, Mass.**
- Taped interview, Boston, Mass., Oct. 21, 1965. 14 pages.
227. **Irving B. Robinson, formerly Chief Engineer WNAC, Boston.**
- Taped interview, Boston, Mass., Oct. 20, 1965. 30 pages.
228. **Fred Allen, Comedian.**
- A. Newspaper clippings.
 - B. Tapes of Chase & Sanborn, Fred Allen Radio Special, featuring Edgar Bergen and Charlie McCarthy, as masters of ceremonies. Nov. 13, 1965.
229. **Harry A. Bruno, New York Public Relations Counsel and Author.**
- A. "Meet WEBJ—First Radio Trolley Station", contained in Radio Section, The Telegram-Mail New York, August 2, 1924. Also contains articles by Stuart Rogers, re: Raymond Heising; John V. L. Hogan and John Hays Hammond Jr. Radio Laboratories.
 - B. Bruno as pioneer aviator and World War I pilot, was consultant to Charles Lindberg. His article re: Lindberg is published in "Wisconsin Then and Now", May, 1964.
 - C. Biography and photo.
 - D. Tape of Lindbergh 40th Anniversary Dinner, May 17, 1967.
230. **H. Lawrence Holcomb, pioneer script writer.**
- Taped interview, New York, December 23, 1965. 40 pages.
231. **Alfred H. Grebe, Pioneer Radio Manufacturer.**
- "The Grebe Story" from QST Magazine.
232. **Sol Taishoff, Pioneer Broadcasting Trade Magazine Publisher.**
- Taped interview, Washington, D.C., Jan. 14, 1966. 16 pages.
233. **Hon. Robert T. Bartley, FCC Commissioner.**
- A. Taped interview, Washington FCC Headquarters, Jan. 14, 1966. 38 pages.
 - B. Biographical sketch, official FCC release.
 - C. "The ABC of the FCC," Bulletin No. 3-G, January, 1965.
234. **Hank Fort (Mrs. William McAuliffe) Pioneer songwriter, performer.**
- A. Taped interview, Washington, D.C., Jan. 13, 1966. 40 pages.
 - B. Newspaper clippings.
235. **Association for Professional Broadcasting Education.**
- A. Constitution, By-Laws and list of Members.
 - B. Harold E. Fellows Memorial Scholarship for students in Member Schools of APBE.
 - C. "Broadcasting and Higher Education: A New Era". Journal of Broadcasting, Winter 1956-57.

- D. "Studies of the Mass Media—1949-1965" by Paul Witty—School of Education Northwestern University.
- E. "Great Issues in American Education" by George D. Stoddard, Pres. U. of Illinois at American Ass'n of School Administrators, Los Angeles, Calif. Mar. 10, 1952.
- F. "History of University Association for Professional Radio Education", by Leo A. Martin, November, 1952.
- G. Report of Association for Professional Broadcasting Education 1955.
- H. Recommended Standard for Professional Broadcasting Education 1955.
- I. Listing of Institutions with Collections and studies of Broadcasting History, March 1966.
- J. Association for Professional Broadcasting Education List of Member Institutions.
- K. "Educational TV Outlook" by Jack Gould—January 26-27, 1967 New York Times.
- L. Hearings: - Sub-Committee - Interstate and Foreign Commerce on Educational Television. May 12-13, 1959.
- M. Georgia Alert. September, 1968.

236. WGN, Chicago.

- A. "The Wonderful World of WGN", a dedication.
- B. "WGN". History of WGN. Also see Books W1.
- C. "The Quaal Decade" clipping Chicago American, July 7, 1966 by Bill Irvin.
- D. Retirement—Carl J. Meyers, V.P. and Chief Engineer WGN, February 14, 1967, Chicago American.
- E. WGN Chicago Radio Landmark, SESAC Music Publication, Spring 1966.
- F. "No Radio-TV in Court?", "How About Monkey Trial?", "Story of Scopes Trial Broadcast Coverage, July 1925", Article by Quin Ryan, Chicago Tribune, March 22, 1964.
- G. "Sulphuric Acid in Their Ink"—Review of Books "McCormick of Chicago" and "Cissy Patterson", Book Week, February 27, 1966.
- H. Biography Ward L. Quaal, President, WGN Continental Broadcasting Company, November 20, 1964.

237. C. Lloyd Egner. Retired NBC Vice-President.

- A. Taped interview, Gulfport, Fla., Nov. 29, 1965. 16 pages. See 7A.
- B. "Our Family Album" issued by NBC-Radio—Recording Division, Christmas, 1947.

238. Bedside Network.

- A. Brochure of Veterans Hospital Radio and Television Guild, describing Bedside Network.
- B. Reprint from N.Y. Daily News, Nov. 8, 1964, "Miracle in a Microphone".
- C. "Contact". Monthly Magazine from Jan. 1966.
- D. Citation from Broadcast Pioneers On 20 Years of Service, April 3, 1968.

239. WEEL, Boston.

- A. Inaugural Program. Sept. 29, 1924.
- B. "What's the Opera Tonight, Chief?" by Charles W. Burton, former "Superintendent of Broadcasting" for Edison Electric Illuminating Co. of Boston.
- C. Newspaper clippings and brochures. Photos.
- D. Programs produced in churches, hospitals, etc., by WEEL Talent, 1926-27-28.
- E. Profile of Don Trageser, CBS VP in charge of WEEL AM-FM, Boston, Broadcasting Magazine, June 19, 1967.

240. Norman Knight, Former President Yankee Network.

- A. "A Storm is Always a Challenge", address Boston Food Brokers Ass'n., Boston, Apr. 28, 1958.
- B. "The Cause of All Mankind", speech at Annual Awards Luncheon of the American Heritage Committee, New Bedford, Mass. June 5, 1959.
- C. "Awake America" speech before American Heritage convention, Nov. 1959.
- D. See chapter in Book B4.
- E. "River of Life" Program, WNAC-TV, Boston, March 22, 1956.
- F. Miscellaneous News Releases re: Yankee Network TV Program.

241. WGY and WRGB, Schenectady, N.Y.

- A. Historical background as of Dec. 1964.
- B. The WGY Family Album, includes photos pioneer artists.
- C. "A Message from WGY", March 1930.
- D. "Silver Anniversary of Farm Broadcasting Over WGY"—illustrated booklet, 1951.
- E. Fortieth Anniversary program, illustrated booklet, Feb. 20, 1922 to Feb. 20, 1962.
- F. "Television Show Business" by Judy Dupuy, published by General Electric 1945. 246 pages.
- G. Letter from Meade Brunet.
- H. G. E. Share Owners Annual Report, 1968.

242. TV (Color) in Tokyo.
 - A. RCA-Radio Age, July 1957. (See 139).
243. Riley H. Allen, Honolulu Star-Bulletin — KGMB. Clippings, Oct. 3, 1966 re: Death and Career of Allen.
244. American Radio Relay League.
 - A. "Visiting the Ghosts of Radio" by Howard S. Pyle.
 - B. QST, May, 1964. Amateurs' Resolution by NAB in Convention regarding Amateurs' services to public.
 - C. "ARRL and International Amateur Radio", QST, May, 1964.
 - D. ARRL Southwestern Division 1962 Convention Program with papers on Pioneer Amateurs.
245. John Crosby, former Radio Editor, New York Herald-Tribune. Various clippings beginning 1947.
246. Agriculture in Broadcasting.
 - A. "What Radio Means to the Farm People" by Edgar L. Bill, Director WLS, Chicago. Feb. 19, 1930.
 - B. "Facts on Radio Broadcasting (1920-1964)" by George C. Biggar, President-General Manager, WLBK AM-FM, Dekalb, Ill. May 1964.
 - C. "Everybody's Music" by George C. Biggar, Director WLS National Barn Dance. April 15, 1949.
 - D. Brief History of Radio Station WLS. (Written 1951). (See 278).
 - E. Letter from Edgar L. Bill to George C. Biggar, written March, 1953 re: National Barn Dance.
 - F. History of National Barn Dance on WLS, by George C. Biggar, written August, 1964.
 - G. Remarks by George C. Biggar on BBC Farm Programming at Agricultural Session Institute for Education. May 6, 1944.
 - H. News release National Association of Farm Broadcasters, Nov. 28, 1965.
 - I. "A Broadcasting Service for Agricultural Colleges", address by George C. Biggar, of the Sears-Roebuck Agricultural Foundation, given July, 1924 at annual meeting of American Association of Agricultural College Editors, South Dakota State College.
 - J. "Tricks of Farm Broadcasting", by George C. Biggar at 10th Institute for Education by Radio. Columbus, Ohio. May, 1939.
 - K. Program — Agricultural Work-Study Group, 16th Institute for Education by Radio. May 4-5, 1946.
 - L. "The Facts We Face in TV" by M. A. Speece, TV Specialist, USDA at meeting American Ass'n of Agricultural College Editors, Clemson, S.C. July 23, 1952.
 - M. "Commercial Farm Service Program", by Harold Safford, WLS, Chicago, 1946.
 - N. Origin and Scope, New York State Market News and Information Service. First Government Market News Agency to Broadcast Market Reports by Radio, by Jane Barton, Program Director Department of Commerce, State of New York.
 - O. Clair P. Hull and his Farm Activities at WDZ, Tuscola (Decatur, Illinois). (See 373).
247. Encyclopedia of Recorded Sound.
 - A. Outline of NAB Encyclopedia of Recorded Sound Project,
 - B. "A Monumental Job" article in Dec. 21, 1964 issue "Highlights" published by NAB.
 - C. "On TV and Radio". Article by Allen R. Dodd, Jr. Printers' Ink, Jan. 28, 1966 re: work of recorded sound project.
 - D. NAB Interoffice Correspondence re: Encyclopedia Recorded Sound, June 6, 1967.
 - E. Directory of Sound Recording Collections of U.S. and Canada. Prepared by Association for Recorded Sound Collections. Published by New York Public Library 1967.
 - F. "Publications in Print and Titles Available on Microfilm". Published by New York Public Library 1967.
 - G. "Stereo From Outer Space" — Long Playing Record of First Stereo to Orbiting Satellite and return to Earth, February 3, 1965.
248. RCA-Clark Collection. History of Collection, including reference to acquisition by MIT, housing, agreement with RCA; correspondence with Arthur Van Dyck, of RCA, who conducted negotiations; copy of news release of April 16, 1952; prepared by MIT, Oct., 1958. Now housed at Smithsonian Institution, Washington, D.C.
249. Larry Wolters. (Veteran Radio Editor Chicago Tribune). Last four columns of reminiscences before retirement, Dec. 31, 1965.
250. TV in Hong-Kong. News release from NBC Enterprises, Jan. 27, 1966.

251. Amos 'n Andy.

- A. Letter to Robert J. Landry of Variety re: beginnings of Amos 'n Andy by William S. Hedges.
- B. Records and Tape of A. & A. Broadcasts of July 2 and 5, 1929.
- C. Victor Record made 1927 by Correll and Gosden "Elsie Shultz-en-hein" and "I Just Wanna Be Known As Susie's Feller". Donated by Dave Sanderson and Dan Calibraro.
- D. Biographies of Freeman F. Gosden and Charles J. Correll, Creators of Amos 'n Andy.
- E. Stock Certificate—Fresh Air Taxicab Co.
- F. Clipping re: Correll visit to WMAQ. Chicago American, May 27, 1968.
- G. Clippings re: Amos 'n Andy visit to Toronto, Canada. July and August, 1933.

252. Dr. Vladimir K. Zworykin, Scientist-Inventor.

- A. "Medicine Woos Electronics" by Sidney Fields, N.Y. Times, March 25, 1966.
- B. Article by Kay Gardella, N.Y. News, August 2, 1966 re: Zworykin contributions to Color TV.

253. Milton Berle. Comedian. "Mr. Television".

- A. "Berle . . . and Memories" by Atra Baer, N.Y. Journal-American, Feb. 9, 1966.
- B. "Berle's Big Ambition" by Ben Gross, N.Y. News, March 6, 1966.

254. Early Days of Radio.

- A. "Where Are the Sounds of Radio?" by Stephen Cisler.
- B. "That Wonderful Year, 1931" by Mason Escher, CBS Radio.
- C. Photos of first WJZ studio, Oct. 1921.
- D. "Beginnings of Broadcasting". Letters from Lloyd Espenschied and Cecil K. Johnson published IEEE Spectrum, 1964.
- E. "Memories of the Thirties" from SESAC Music, Spring 1966.
- F. a. "The Eveready Hour Book of Radio Stars", 1930.
- b. "Who's Who on The Air". Ludwig Bauman, 1932.
- c. "Radio Guide" Album and Log Book, 1935. Donated by Jane Barton.
- d. "Radio Stars of 1932", Jane Barton.
- e. "Radio Stars of Early Broadcasting", from Jane Barton.
- G. "How the Wasteland Began" by Carl Dreher from Atlantic Monthly, 1966.
- H. Miscel. clippings.

- I. "Forty Year Album of Pioneer Radio Stations", Sponsor Magazine, 1962.
- J. Correspondence between Art Wakolle (Sac and Fox Indian) with Dr. Frank Black, NBC Music Director re: his participation in making arrangement of "Water Falls", composed by Wakolle.
- K. Correspondence Dr. Frank Black with Mrs. Gustine C. Weaver, composer and lyricist of numerous songs, together with sheet music.
- L. "Radio's Golden Age," by Frank Buxton and Bill Owen—Excerpts from book of same name.
- M. "Primal Events in Radio's History 1901-1936". Issued by Department of Information, NBC.
- N. Clipping. Los Angeles Times, August 25, 1968—Hollywood Bowl "Stars of Old Radio Shows".

255. NAB Conventions:

- A. Program and photos Broadcast Pioneers 25th Annual Dinner.
- B. Television Digest, Convention Issue.
- C. Daily Programs NAB Convention. 1966-68.
- D. Television Age Convention Directory.
- E. Pioneer's Citation to Texaco and to Metropolitan Opera with photos.
- F. Hall of Fame Award to Louis G. Caldwell—photos.
- G. Complete report 44th Annual Convention NAB Chicago in "Highlights"—Weekly publication of NAB.

256. Thomas H. Belviso. Copyright expert, Pioneer Member NBC Music Dept.

- A. Taped interview transcript—35 pages. April 14, 1966.
- B. "Radio, Music, and the Future" Commencement address given at Bethany College, West Virginia, Jan. 24, 1943.
- C. Photo.
- D. Obituary of Dr. Thomas Henry Belviso issued by NBC Press Department, December 28, 1967.

257. William J. Dunn, War Correspondent. (CBS)

- A. 39 page transcript of taped interview made Feb. 3, 1966.

258. WNYC, Municipal Broadcasting System.

- A. Annual reports 1964, 1965.
- B. "WNYC TV" World's First Non-Commercial Municipal Station, issued by Morse Communications Research Center.
- C. Masterwork Bulletins Sept. 1958 through June 1966: Includes program schedules.

259. Television Information Office. (NAB)

- A. "Growing Importance of TV News..." Speech by Burns W. Roper delivered Dec. 7, 1965 at public relations seminar of American Bankers Association.
- B. "Studies of the Mass Media, 1949-1965" by Paul Witty, School of Education, Northwestern University, March 1966.
- C. "Television Careers" — a bibliography. May, 1966.
- D. "The News Frontier", speech at University of Missouri, May 4, 1966 by Roy Danish, Director TIO.
- E. "Some Guidelines for Religious Broadcasting", talk by Roy Danish, Director TIO at Catholic Communications Convention, San Francisco, May 9, 1966.
- F. Miscel. advertisements.
- G. "Emerging Profiles of Television and Other Mass Media: Public Attitudes 1959-1967". A Report by Roper Research Associates.
- H. News letter of TIO. April 1967.
- I. Reply of Roy Danish, Director TIO to speech of David J. Curtin, VP Xerox Corporation, January 5 and 9, 1967.
- J. "A Little Less Hypocrisy, Please", by Eric Sevaireid, CBS.
- K. "Interaction"—TV Public Affairs Progress. 290 page book, published by TIO, 1960.
- L. "TV as Art", Edited by Patrick D. Hazard for National Counsel of Teachers of English. 222 page booklet.
- M. Joint Release from TIO and Teachers' Guides for Television, Inc. February 1, 1968.

260. NBC Fortieth Anniversary.

- A. Sponsor Magazine, May 16, 1966, devoted to NBC History.
- B. Broadcasting Magazine, May 19, 1966, "Special Report: four decades of the NBC network."
- C. News release "Today's Inside Stories", May 11, 12, 13.
- D. Radio-Television Daily article on NBC Forty Years History, May 10-11, 1966.
- E. News releases, May 16, 18, 1966.
- F. Address by Julian Goodman, NBC President, NBC's 40th Anniversary Convention, May 12, 1966.

261. Children's Programs.

- A. "Ding Dong School" by Frances R. Horwich.
- B. "Television for Children"—a 56 page booklet issued by Foundation for Character Education,

Boston, Mass. Subjects covered—"Adult Misconceptions" — "Effects of Television" — "Choices and Responsibilities" — "Ages and Stages", — "Castings and Contents".

262. Arthur B. Church, former owner KMBC, Kansas City, Missouri and past president Broadcast Pioneers.

- A. 27 page transcript of interview made June 22, 1966 at Denver.

263. Ian A. Elliott, Manager Western Microwave, Inc., Bozeman, Montana.

- A. 13 page taped interview made May 31, 1966.

264. Arthur J. Mosby, Broadcast Pioneer since 1925.

- A. Taped interview (22 pages) made in Missoula, Montana, June 2, 1966.

265. Fourth TV Network (Overmyer).

- A. Clippings Variety, N.Y. Times, N.Y. News, July 13, 1966.

266. Dave Wylie, researcher in early programming.

- A. Correspondence. Thesis to come.

267. Library of Congress.

- A. "Preservation and Storage of Sound Recordings" by A. G. Pickett and M. M. Lemcoe—1959. 74 pages.
- B. Catalogue of Folk Music.
- C. Facts about the Library of Congress.
- D. Music Division in the Library of Congress.
- E. Calendar of Events: October, 1966.
- F. "Our National Library".
- G. Rules for Descriptive Cataloging in the Library of Congress—Phono Records.
- H. a. Quarterly Journal of Library of Congress, January, 1966.
- b. Quarterly Journal, January, 1967.

268. XYZ Network. KREX-TV, KREY-TV, KREZ-TV (Western Colorado Stations.)

- A. Brochure containing descriptive matter and photos for each station.
- B. Copies XYZ Radio and TV News, May and June, 1966.

269. National Academy of Television Arts and Sciences.

- A. Newsletters, 1966-1967.
- B. Constitution—New York Chapter. As amended, January 19, 1967.
- C. Voting Procedures and Awards Structure for 1966-67. Emmy Awards NATAS.

- D. Winners New York TV Academy Honors, October 13, 1967.
- E. Program 1967—Nineteenth Annual TV Academy Awards—Los Angeles, California and New York City, June 4, 1967.
- F. Service Record of Candidates for NATAS Board of Governors Election 1966-1968.
- G. "Are You in the Picture?" — Membership Folder, NATAS.
- H. TV Academy Awards Entry Forms 1967-68.
270. **Veteran Wireless Operators Association, Inc.**
- A. News letters. Feb. 1966 through Sept. 1968.
- B. FCC weighs rule changes for Ham Operators. N.Y. World, Journal Tribune, Sept. 23, 1966.
- C. First Annual Official Wireless Blue Book of the Wireless Association of America, May 1909.
- D. Second Annual Official Wireless Blue Book of the Wireless Association of America, June 1, 1910.
271. **Voice of America.**
- A. Clipping from Variety: (8/3/66) "VOA lacks Hollywood accent."
- B. "America's Voice 'Swings a Little'" — Look Magazine Article, November 15, 1966 re: Appointment John Chancellor as head of VOA.
- C. "Voice Of America Speaking Softer"—Article by Jack Gould, New York Times, November 13, 1966.
- D. "The Voice of America at 25", — Brochure issued to Commemorate the first 25 years of VOA, 1967.
- E. "VOA US Information Agency" — Pamphlet issued by Leonard H. Marks, Director 1965.
- F. Miscellaneous Clippings, including full page article New York Post, June 3, 1967—on appointment of John Daly as Director of the Voice of America.
- G. Daly resigns. N.Y. Times, June 7, 1968.
272. **Harry W. Flannery. News Correspondent.**
- A. The Upton Sinclair Story—an exclusive interview, April 9, 1960.
(two tapes approx. 47 minutes.)
- B. "This is Berlin". Nov. 8, 1940 through March 23, 1941.
(Texts of broadcasts.)
- C. "This is Berlin, Athens and Budapest." Feb. 8, 1941 through May 15, 1941. (Texts of broadcasts.)
- D. "This Is Berlin." May 15, 1941 through Sept. 14, 1941. (Text of broadcasts.)
The Bulk of Mr. Flannery's files, tapes and private papers have been deposited with the Mass Media Communications Center in the University of Wisconsin, Madison.
273. **KTLA Los Angeles. Peabody Award Winner—1966.**
- A. Citation for "Distinguished TV News Coverage . . . reporting Watt's riot in 1965." Photos.
274. **Celebrity Service International.**
- A. Contact Book—Trade Directory of Entertainment Industry. 1954.
275. **Edward M. Kirby, Public Relations Director—U.S.O.**
- A. Speech delivered at University of Chicago, USO National staff conference, May 1-4, 1966.
- B. Kirby Memo to Elmer Lower re: proposed TV program "Backstage Washington", July 6, 1966.
- C. Resume of Kirby Career.
276. **Trade Center—New York.**
- A. Clippings re: effect of Trade Center on TV reception in N.Y. area.
- B. New York Times, October 11, 1968 "TV Program Sent over 2 Channels" (tests conducted to thwart Trade Center "ghosts").
277. **Joe Rines, pioneer orchestra leader and Agency executive.**
- A. Interview by Ed Dunham, August 11, 1966. 57 pages.
- B. Photos and news clippings.
- C. Promotion pieces.
278. **WLS Story. (Chicago, Illinois.)**
- A. Brief history of WLS by George C. Biggar, August, 1951. (See 246).
- B. History WLS National Barn Dance by George C. Biggar, President-Manager, WLBK, DeKalb, Illinois (formerly G.M. WLS) written Aug. 1, 1964.
- C. WLS FAMILY ALBUM issued yearly giving pictorial and historical data from 1930 through 1957.
- D. Brochure, "WLS The Prairie Farmer Station", 1929.
- E. "The Science of Building a Farm Audience", by Harold A. Safford, Program Director WIS, delivered at BMI Program Directors Clinic, Chicago, October 23, 1950.
- F. "The Future of AM Broadcasting", by Harold Safford, Program Director WLS at Chicago Television Council, 1949.
279. **Radio Guide "America's Weekly for Radio Listeners."** Issues of Dec. 5, 1931, Feb. 10, June 30 and Nov. 3, 1934. Donated by George C. Biggar.

280. Radio Digest. "The National Broadcast Authority."
Issues Nov. 1930-Dec. 1931.
281. "Stand By." AFTRA monthly. Issues beginning
April, 1965.
A. Roster of Franchised Agencies.
282. WHO, Des Moines.
1938 picture book, also Misc. material.
(See 73).
283. WSAI—Cincinnati, Ohio.
"Rings and Ruffles", year book 1943. (Petticoat
Party Line by Ruth Lyons, MC.)
284. KOY—Phoenix, Arizona.
Family album—1939.
285. George C. Biggar. President WLBK, DeKalb, Illi-
nois formerly G.M. WLS.
A. "Facts on Radio Broadcasting 1920 to 1964."
13 pages.
B. "What the Radio Station Manager Expects of
the College," a reprint of Quarterly Journal of
Speech, April 1947.
C. "College Radio Needs Showmanship." Article
in Publicity Problems magazine, December,
1942.
D. "The Air Theater" by George C. Biggar. Ar-
ticle Kansas City Drama News, November
1928.
E. WLBK Reporter, December 1962 issue.
F. "I Am Local Radio" promotion piece WLBK.
G. "Forty Years in the Right Business". Speech at
South Dakota Broadcaster's Convention, Huron,
S.D. May 22, 1964.
H. "A Tribute to George C. Biggar" by Roy Bat-
tles, past NAFC President at convention in
Chicago, November 28, 1965. (See 79, 246).
I. Report of Radio Tour in Midwest and South-
west, by George C. Biggar, June 1936.
J. List of booklets, talks, photos and other memor-
abilia sent Broadcast Pioneers History Project,
June 2, 1967.
K. "Market News By Wireless"—US Department
of Agriculture. Article on Radio Market News
Reports 1923.
286. BROADCASTING MAGAZINE—early issues.
November 1, 1931 August 20, 1945
January 15, 1932 August 27, 1945
May 15, 1932 September 3, 1945
May 1, 1933 February 27, 1950
August 1, 1937 October 16, 1950
February 10, 1941. April 9, 1951.
287. Contests and Offers.
A. Offers and Contests of 1939, issued by NBC.
B. "Just Tear Off a Box Top". Article from Chi-
cago Daily News, August 20, 1966.
C. Speech by J. K. Mason, NBC, to Premium Ad-
vertising Association of America, Hotel Penn-
sylvania, N.Y., September 26, 1935.
288. Radio Daily 20th Anniversary issue, donated by
Walter E. Myers. (1937-1957)
289. "BROADCAST ADVERTISING" — magazine, Jan.
1932-Dec. 1932; April 1, 1929 thru Nov. 1929;
Jan. 1930-Dec. 1930; Jan. 1931-Dec. 1931.
290. Audience Mail and Appreciation.
A. Letters to Edwin L. Dunham, WGI, Medford
Hillside, Mass. starting with 1923.
B. Letters to Frank Singiser over the years.
C. Press clippings relating to Audience Mail, NBC
Information Department.
291. Clear Channel Stations.
A. Memo re: history clear channel group. April 3,
1956 by R. Russell Eagan.
292. WCSH, Portland, Maine.
A. Photos of Bill Foss and Dick Lewis and orches-
tra.
B. "The First 40 Years" of WCSH, 1925-1965.
32 page illustrated booklet.
293. The Building of Radio City.
A. Rotogravure photos from New York news-
papers from 1931.
B. Newspaper clippings.
C. "The City Where Nobody Lives" by Joe Alex
Morris from Saturday Evening Post, September
17, 1949.
294. KFRO, Longview, Texas.
Anniversary Program 1952—30 minute tape.
295. "The Truth About Radio".
Series beginning April 7, 1966 on WNEW. In-
terviews by Richard K. Doan. (Scripts.) Inter-
viewees:
Kenneth A. Cox, FCC Commissioner.
R. Peter Straus, Pres. Straus Broadcasting.
Matthew "Joe" Culligan, Pres. Mutual Broad-
casting.
Edward Bunker, VP Interpublic Inc.
Harvey L. Glascock, VP WNEW.
Harry Novik, WLIB.
Mike Wallace, CBS News.
Jack D. Summerfield, Riverside Church Radio.

- Stephen B. Labunski, Pres. NBC Radio.
 Red Barber, Sports Announcer.
 Sir Hugh Greene, BBC.
 Seymour Siegel, Gen. Mgr. WNYC.
 Norman Magee, Ex. V.P. WQXR.
 Robert L. Shayon, Radio-TV Editor Saturday Review.
 Daniel Weinig, GM, WPAT.
 Clive Davis, V.P. and GM, CBS Records.
 Erik Barnouw, Ch. Dep't of Film, TV and Radio, Columbia University.
 John V. B. Sullivan, Pres. Metropolitan Broadcasting Radio Div. of Metromedia.
 Lynn Christian, GM WPIX-FM.
 L. Durward Finch, WNEW Personality.
 Joe O'Brien, WMCA Personality.
 Jack Sterling, WCBS Personality.
 Richard M. Pack, VP Programs, Group W.
 Charles Baltin, VP WHOM.
 Frank Ward, GM WWRL.
 Val Adams, New York Times.
 Harry Reith, BM WJRZ.
 Herbert Zeltner, VP Needham, Harper and Steers.
 Nicholas K. Johnson, FCC Commissioner.
 Edward G. Burroughs, National Association of Educational Broadcasters.
 Fred W. Friendly, Professor Columbia Graduate School Journalism.
 John Charles Daly, TV Commentator.
 Edward P. Morgan, ABC News Commentator.
 Jack Thayer, VP KLAC Radio, Los Angeles.
 Frank Stisser, President C. E. Hooper and Co.
 Sen. John A. Pastore (D-RI).
 Gordon McLendon, President McLendon Broadcasting Corp.
 Sherrill Taylor, VP NAB.
296. **Radio Television Dailies.**
 January 21, 1966 to July 22, 1966.
 A. 25th Anniversary. TV-Daily, 1962.
297. **Wendell Hall, songwriter and famous radio personality.**
 A. "Radio Invented for Him", article Press Register, Mobile, Alabama, November 11, 1962.
 B. AF of M Magazine clipping, Sept. 1966 re: his retirement.
 C. "Hall Songs - Hall Hits".
298. **Guglielmo Marconi, 'Father of Wireless.'**
 A. Quote from "My Father Marconi" by Degna Marconi.
 B. News Releases:
 a. Report of Marconi-Pope Pius XI Broadcast over NBC, February 12, 1931.
 b. "Trail Blazers in Broadcasting"—Biography Marconi.
 c. Report Marconi Broadcast over NBC from London, England on the "Beginnings of Wireless", September 19, 1931.
 d. Address Maj. Gen. Charles M. Saltzman, Chairman Federal Radio Commission on Marconi Day Radio Roll Call Around the World, December 12, 1931.
 e. Address by David Sarnoff, President RCA on Radio Roll Call Around the World.
 f. 28th Anniversary of first Trans-Atlantic Message Broadcast by Marconi, December 12, 1929.
 g. Presentation Marconi Medal of Honor at Veteran Wireless Operators Association, February 11, 1938.
 h. Statement by David Sarnoff, President RCA re: death of Marconi, July 20, 1937.
 i. Tribute to Marconi by Friends and Members of the Family of Guglielmo Marconi, April 25, 1938.
 J. Statement by Gen. J. G. Harbord, Chairman of the Board RCA re: Death of Marconi, July 20, 1937.
 k. Tribute to Marconi by Maj. Lenox R. Lohr, President NBC, July 20, 1937.
 l. "Marconi Magic" is hailed in programs honoring inventor, Sept. 27, 1933.
299. **Popular Radio and Television Magazine — April 1928.**
300. **BMI-NAB Annual Dinners—photos from 1949-1967.**
301. **NBC Digests.**
 Quarterly publication by NBC beginning January, 1946 through October, 1948.
302. **Arthur Judson, Broadcasting and Artist Management Pioneer.**
 A. Reminiscences of Arthur Judson for Oral History Research, Columbia University, made November 1950. 27 pages.
303. **NBC Transmitter "Magazine".**
 Issues January 1943, December 1944, December 1956.
304. **NBC "Chimes".**
 Issues of January 1953, August 1953, June 1954.
305. **Citizen's Radio Call Book. Spring 1926.**
 "A complete radio cyclopedia including all station call letters then in existence." Numerous pictures of artists. Technical information re: construction of radio sets.

306. Broadcaster's Foundation, Inc.
 - A. Officers and Board of Directors, 1956.
 - B. Agenda Board Meeting, September 23, 1966.
 - C. Financial statement, January 1, 1966 and September 22, 1966.
307. Magazine-RADIO STARS, Various Issues 1934-1938.
308. Magazine-RADIO NEWS, November 1926.
(A Gernsback publication.)
309. Magazine-"RADIO." Issue of June 1928.
310. Theater Network Television, Inc.
 - A. "Corporate Communications in the Satellite Age". Speech by Mark Foster, Managing Director, TNT International at Rotary Club, New York, September 29, 1966.
 - B. "The Unseen Television" by Nathan I. Halpern, Pres. TNT Communications, Inc., reprint Television Quarterly, the Journal of the NATAS, spring 1966.
 - C. EIDOPHOR, pamphlet on large screen television issued by TNT.
 - D. News release 'closed circuit communications', September 16, 1966.
 - E. "Theatre Television"—28 page booklet issued 1949 by Society of Motion Picture Engineers.
 - F. "Television for Theatres"—Reprint from Television Magazine, Fall, 1944.
311. United Nations-Broadcasting.
 - A. News releases, March 25, 1946, March 28, 1946.
(See Jeff Sparks, 128.)
312. Sandy MacFarlane—Scotch Comedian, Boston, Mass.
 - A. Photos and clippings — 1930 to 1932.
313. United Drug Company. Donated by Walter E. Myers.
 - A. A radio program and merchandising plan. January 1937.
 - B. Photos, scripts and promotion material.
314. Cities Service Company.
 - A. Program Silver Radio Jubilee — February 18, 1952.
 - B. "The 1001 Nights", January 18, 1946. Descriptive magazine issued by Company re: radio program.
 - C. Correspondence relating to above.
 - D. History of Cities Service broadcasts (radio), December 29, 1925 to May 12, 1951. Simulcast October 17, 1949 to January 9, 1950.
 - E. Advertising, Films and Promotion Meetings' Manual, 1939.
- F. Talks delivered at series of dealer meetings by L. T. White, Walter M. Swertfager and Walter E. Myers.
315. Client Testimonials.
 - A. Letter George Washington Hill, Pres. American Tobacco Company to M. H. Aylesworth, Pres. NBC dated 1928.
 - B. Excerpt from Ipana booklet, Nov. 7, 1927.
 - C. Excerpt from Stromberg-Carlson booklet, late 1920s.
 - D. Report on Broadcast Advertising by Cliquot Club 1926. Also letter Jan. 9, 1929.
 - E. J. E. McMahon statement re: broadcasting results for Graton & Knight for Gold Spot Spartan leather soles. (late twenties).
 - F. Letter from Lord & Thomas and Logan re: Cities Service Broadcasting, Feb. 10, 1928.
 - G. Letter to NBC from Philco, Nov. 27, 1928.
 - H. Letter from Whitall Associates to Hoover Company re: effectiveness radio campaign, March 14, 1927.
 - I. Address by Clark B. Kelsey, Merchandising Director National Retail Furniture Association re: use of radio, July 16, 1928.
 - J. Testimonial letters Neapolitan Ice Cream Co., Cambridge, Mass., Feb. 14, 1925.
People's Gas Light and Coke Company. May 21, 1925.
Seiberling Rubber Company, 1929.
Bristol-Myers, June 9, 1927.
 - K. Miscel. fan letters 1928-1929.
 - L. "Down to Brass Tacks on Radio Advertising" by James N. Riley in Southern Advertising & Publishing, March, 1930.
 - M. Letter R. H. Haviland, Stetson Shoe Co. Feb. 18, 1929.
316. Richard Crooks, Metropolitan Opera tenor and Firestone soloist.
 - A. "A recollection of Richard Crooks" by Raymond Ericson, N.Y. Times, March 27, 1966.
 - B. Photo and clippings.
317. Frank Singiser, pioneer news commentator.
 - A. Biography.
 - B. Fan mail 1932-35. (NBC)
 - C. Fan mail 1935-44. (WOR)
 - D. "Getting the News Straight with Frank Singiser".
 - E. "With the Joneses at the Shore" Script WGY 1928.
 - F. NBC Announcer's Union Material. 1934.

- G. Sinclair Headline News. 1945.
- H. Television Newscasts WRGB-Schenectady. 1947.
- I. Wooltex scripts (News) WGY 1948.
- J. Skidmore College Open Forum (radio program) 1948-9.
- K. War Orders to News Announcers and Production Men—WOR 1941-45.
- L. Roosevelt Presidential Inauguration, March 4, 1933. Passes, arm bands, scripts, clippings, radio data, map of Washington.
- M. Five-minute newscasts WOR 1951-1952.
- N. Four File Drawers of News Casts, Correspondance and memorabilia, War Orders, and other valuable material preserved for research purposes.
318. Franklin Delano Roosevelt. President of the United States.
- A. RENDEZVOUS WITH DESTINY — 2 albums and four tapes.
- B. Operational Instructions issued by WBZ and NBC re: Roosevelt Death and Funeral Service Broadcasts. April 12, 13, 14, 15, 1945.
319. Collection D X stamps. Stamp collection of Otto Lange, Rego Park, N.Y. 1930-1935.
320. Pellin Enterprises, Inc. (Frank E. Pellegrin, Pres. Broadcast Pioneers, 1958-59.) News letters.
321. Erik Barnouw, Writer and Professor School of Communications, Columbia University.
- Review of Barnouw book A TOWER IN BABEL by Robt. J. Landry. (See books B 12.)
322. "GREAT DEBATE — FACE TO FACE". Nixon-Kennedy.
- Debate #1, Sept. 26, 1960—transcript.
- Debate #2, Oct. 7, 1960—transcript.
- Debate #3, Oct. 13, 1960—transcript.
- Debate #4, Oct. 21, 1960—transcript (in N.Y. Times, Oct. 22, 1960)
- Also Richmond Times Dispatch and Washington Post, same debate.
- Interviews with Nixon and Kennedy from the CATHOLIC WORLD, Nov. 1960 by Patrick Donaghy.
- THE CASE FOR THE DEMOCRATS by Henry M. Jackson, U.S. Senator from State of Washington, Saturday Post, Oct. 15, 1960.
- THE CASE FOR THE REPUBLICANS by Hugh Scott, Senator from Pennsylvania, Oct. 8, 1960.
- Series of questions on cards asked by network representatives at the debates.
- Miscel. telegrams re: debates. (From Singiser Collection.)
323. Association for Recorded Sound Collections.
- A. Report of meetings in Washington, Oct. 20-22, 1966.
- B. Officers and Committee ARSC.
- C. Membership of ARSC.
- D. ARSC Journal, Vol. 1, No. 1, Winter 1967-68.
324. Gene Hamilton. Pioneer NBC Announcer.
- Biography.
- Interview Oct. 26, 1966. 40 pages transcript.
325. TV & Radio Today. Daily publication of the Broadcasting Industry from October 26, 1966.
326. Linus Travers. Pioneer Broadcast Executive with Yankee Network.
- Interview, Oct. 31, 1966. 9 pages.
- Mr. Travers will assist in preparation of additional material for the "Saga of John Shepard." (See 18.)
327. Horton Heath. Former RCA and NBC public relations staff member.
- Interview, Nov. 1, 1966. Transcript 16 pages.
- "NBC—a History" by Horton Heath—92 pages. (See 11.)
328. Charles W. Burton. News editor and writer. First Manager of WEEI, Boston, 1924.
- Interview, Nov. 2, 1966. 25 pages.
- News clippings by and about Charles Burton. (See 239.)
- Letter from Vic Whitman re: employment at WEEI.
329. T. Mitchell Hastings. Pioneer FM inventor and station operator and owner.
- Biography.
- Pamphlets re: FM portable and car radios.
- Interview, Nov. 1, 1966. 24 pages.
330. Reginald A. Fessenden. Pioneer inventor and experimenter in radio telephony.
- A. Article YANKEE magazine, Dec. 1965. "The World's First Radio Program" by Lowell Ames Norris, reporting on Dec. 24, 1906 broadcast from Fessenden's Brant Rock, Massachusetts station.

- B. Copies of articles re: Fessenden experiments and those of other early experimenters including Nathan B. Stubblefield and Samuel C. Holcomb.
 - C. Copies of Stubblefield-Holcomb patents, Feb. 21, 1888 and May 12, 1908. (See 27.)
 - D. Correspondence re: Brant Rock experiments and dedication of plaque, Nov. 19, 1966 presented by Massachusetts Broadcasters Association and Broadcast Pioneers to the Marshfield Historical Commission. (Clippings re: Dedication).
 - E. Fessenden Memorial Dedication Tape, November 19, 1966.
331. **Telecasting Year Book. 1952.**
332. **Radio Directors Guild Year Book—1948.**
Listings of radio directors and actors for that period.
333. **Joseph H. McConnell, former President, NBC.**
- A. Remarks: "The Outlook for Sound Broadcasting" before South Carolina Broadcaster's Association, July 7, 1950.
 - B. "Television—the Instrument of Democracy" address No. Carolina Bar Ass'n. June 13, 1952.
 - C. News releases.
334. **Clair R. McCollough, President Steinman Stations.**
- A. "Three Keys to Stability in Broadcasting." Key-note address at 38th Annual Convention NAB, Chicago, April 4, 1960.
 - B. Biography, April 3, 1963, August, 1964.
335. **Edward Stanley, Manager Public Service Programs—NBC.**
- A. "Television and Enlightenment". Address Educational Television Conference, Chicago, March 25, 1955.
 - B. News release re: speech University of Indiana, May 5, 1955.
 - C. "A Philosophy for Religious Broadcasting". Address at Southern Baptist Convention, Kansas City, Mo., May 28, 1956.
 - D. Speech before Alumni Association, United Negro College Fund luncheon, Phila., Pa., Feb. 11, 1956.
 - E. News release—address Kiwanis Club, Atlanta, Jan. 26, 1960.
 - F. News release—address Georgia Radio & TV Institute, Jan. 1960.
336. **Carleton D. Smith, former VP NBC, and RCA.**
- A. "Television in 1948 and Today." Year-end summary, 1950.
 - B. Taped Interview, March 1, 1967.
337. **Richard A. R. Pinkham, VP Programming NBC.**
- A. "The Magazine Concept in Today, Home, Tonight." Remarks NBC Affiliate Meeting, Chicago, Aug. 31, 1954.
 - B. "New Sales Look for Television". Address before the Radio and TV Executives Society, N.Y., Feb. 1, 1955.
 - C. Speech, Boston Ad Club, Feb. 28, 1956.
 - D. "Where Television Stands—A Report to Advertisers." Address before 47th Annual Meeting Association of National Advertisers, Oct. 23, 1956.
338. **Walter D. Scott, Chairman of Board, NBC.**
- A. "The Responsibility of Television," excerpts from article 1965 Yearbook, N.J. Teachers' Association, May 6, 1965.
 - B. "Today's Journalism: a Candid Appraisal." Address Annual Journalism Week Banquet, University of Missouri, May 6, 1966.
 - C. "A Perspective on Global Television", Address by Walter D. Scott, Chairman of the Board NBC, at Detroit Economic Club, February 6, 1967.
 - D. Walter D. Scott, Chairman of Board, NBC Speech, annual convention NBC Radio Affiliates, Oct. 17, 1966. "Today's television and radio broadcasters must recognize they are serving a 'new audience' created in large measure by modern mass communications."
339. **"Conelrad," Address by A. Prose Walker, Manager of Engineering, before the Women's Forum on National Security, Washington, D.C. Jan. 30, 1954.**
340. **Breakfast Club.**
Family album published 1942.
341. **Howard Barlow. Taped interview, May 1951, 220 pages.**
Photo and miscellaneous clippings.
342. **Broadcast Pioneers Educational Fund, Inc.**
Constitution and By-Laws.
Certificate of Incorporation, Dec. 7, 1966.
Correspondence.
A. Broadcasting, January 29, 1969. Picture of Industry Reference Center, NAB.
343. **Walter Evans, Westinghouse Pioneer Engineering executive.**
Correspondence 1947-1952.
344. **Milton J. Cross, Pioneer Announcer for Metropolitan Opera Broadcasts.**
Clippings re: Milton J. Cross Metropolitan Opera Auditions Award. Dec. 1966.

345. "Professor Quiz".
Brain Teasers.
Radio Game.
 346. "New Look in Radio":
 - A. Proceedings annual radio conference held at the Extension Study Center, University of Oklahoma, Norman, Okla., February 26-29, March 1-2, 1948.
 - B. "Radio in Transition"—Annual Radio Conference—University of Oklahoma, March 1946.
 347. "Radio & Television Mirror", August 1949.
Pictorial magazine.
 348. "Radio Press", published Philadelphia, Pa., April 2, 1937.
 349. Time Magazine Cover Stories of Broadcasting Notables.
 - 1927: Graham McNamee
 - 1938: William S. Paley
 - 1943: Elmer Davis
 - 1951: Gen. David Sarnoff
 - 1957: Edward R. Murrow
 - 1959: Robert Kintner
 - 1965: Communications Explosion—Early Bird Satellite
 - 1966: Walter Cronkite.
 350. Education in Broadcasting.
 - A. "Radio in Education: The Ohio School of the Air and Other Experiments" by Armstrong Perry, October, 1929. 166 page report, published by The Payne Fund. New York.
 - B. "The Use of Radio in Education" from Newark, N.J. Jewish Chronicle, March 5, 1926.
 - C. "Science and Greasepaint"—"The Story of Continental Classroom" at NBC TV Network, 1958.
 - D. "Tune in Tomorrow—For College Credit", by Judy Michaelson, New York Post, Oct. 21, 1967.
 - E. "A Different Look at Television and Government", by FCC Commissioner Lee Loevinger. Text of Address Delivered April 2, 1967 before Association for Professional Broadcasting Education—a full page New York Times, April 24, 1967.
 - F. "Education is a Selling Job" — Talk by Josephine Wetzler, Educational Director, WLS Chicago, delivered at New Trier High School, Winnetka, Illinois, December 5, 1955.
 - G. News Release, University of Chicago, November 21, 1957 re: Broadcast "The Credibility Gap", WTPW, Chicago, December 3, 1967.
 - H. Miscellaneous Clippings.
 - I. EPIE—Educational Products Information Exchange—A Prospectus.
 - J. Facts About Dept. Journalism — Mass Comm. New Mexico State Univ. by H. Jacobs. (May, 1968).
 - K. "A TV Teaching Plan Helpful in Prisons". New York Times, February 2, 1969 article relating to Wallkill Prison, Wallkill, N. Y.
 - L. "Wordland Workshop," by Dr. Harvey Neil Perlsh; doctoral dissertation published in May, 1968, on the pioneer nine-month television experiment in reading for three year old children.
 - M. "Dropouts Anonymous"—brochure on community program to cut tragic waste of human potential represented by our Nation's youth who fail to complete high school; prepared by Triangle Stations, Philadelphia, Pa.
351. WBZ-WBZA and WBZ-TV.
 - A. "Broadcast Advertising in New England and New York". The WBZ-WBZA Market. Published June 1, 1929.
 - B. "Facts-Market-Coverage-Audience Stations WBZ-WBZA" published 1931.
 - C. "The Radio and Television Center of New England" story WBZ Radio and Television Center in Cambridge (Boston), Mass.
 - D. WBZ Logs (Programs), Jan. 1927, March-April 1929.
 - E. Photo Tower at Millis, Mass.
 - F. "Sunday at 4:30" Arthur Fiedler programs Oct. 8, 1944 through Feb. 18, 1945. Contract agreement with Fiedler for subsequent years.
 - G. Personal File of W. Gordon Swan, Program Director, WBZ, including Program Scripts, Correspondence, etc.
 - H. Historical Data on Westinghouse Stations WBZ-WBZA from September 1921 to February 16, 1929.
 - a. Dedication of Studios, WBZ, Boston, September 18, 1931.
 - b. Westinghouse Radio Program Schedule.
 - I. "The Announcer and His Work", by John L. Clark, WBZ-WBZA.
 - J. "Radio Log", published by WBZ, 1928.
 - K. File of Correspondence, Articles re: Future of Broadcasting, 1925.
 - L. "Power and Its Distribution", by G. E. Tripp, Chairman Board of Directors, Westinghouse Electric Mfg. Co. Delivered before Congress of American Industry, Philadelphia, Pa., September 14, 1926—File, Miscellaneous Correspondence.

352. **Radio Weekly Program Magazine.** Published in New York. Vol. I. Issues 1, 2, 3, 4, March 31, April 7, 14, 21, 1927.
353. **Radio World Magazine.** Published in New York. Vol. IX, No. 1. March 26, 1927.
354. **Broadcast Listener Magazine.** Published in Chicago. Vol. I, No. 8. January 1927.
355. **Radio Row Magazine** published in New York. Vol. I, No. 2. Fall issue 1945.
356. **What's on the Air Magazine** published in Cincinnati. Vol. I, No. 8. June 1930.
357. **Radio Varieties Magazine** published in Chicago. Vol. 3, No. 9. September 1940.
358. **Eddie Gallagher. Pioneer Announcer and WTOP (Wash.) Personality.**
Taped interview. 13 pages.
359. **H. Preston Peters. President Peters, Griffin, Woodward, Inc.**
Taped interview. 14 pages.
360. **WOR. New York.**
Golden Mike Award, Feb. 13, 1967.
Program and Brochures.
361. **Jessica Dragonnette.**
 - A. "Such Popularity Must Be Deserved". Reproduction of Press Clippings regarding appearances in 1941.
 - B. Jessica Dragonnette Life Story—A Review in Boston Herald.
 - C. Jessica Dragonnette with the War Service, 1942.
 - D. "Faith is a Song", by Jessica Dragonnette. (See books).
362. **Fred W. Friendly.**
 - A. "How TV Went Haywire"—Article by Fred W. Friendly—Life Magazine.
 - B. Fred Friendly Talks About "Friendlyvision"—Article New York Times Magazine, April 28, 1967.
 - C. "The Television Fiasco"—Interview, Fred Friendly, US News and World Report, June 12, 1967.
 - D. Miscellaneous Clippings.
363. **John MacLean—Pioneer Sports Broadcaster.** 43 Page Transcript of Interview of MacLean by Ed Dunham.
364. **William Ray, Chief of Complaints and Compliance Division FCC.** Interview by Ed Dunham of William B. Ray, Former NBC Press Representative, Chicago Office—31 Page Transcript, March 3, 1967.
365. **James S. Wallington, Pioneer Announcer.** Interview March 1, 1967 in Conference Room of the Voice of America, Washington, D.C., by Edwin L. Dunham. 29 page transcript. Photo.
366. **James Robinson, NBC Foreign Correspondent.** Interview, March 2, 1967, by Edwin L. Dunham at Washington Headquarters NBC. 22 page transcript.
367. **John Wiggin, Pioneer Production Director NBC.** Interview, March 1, 1967, by Edwin L. Dunham at Voice of America Headquarters, Washington. 17 page transcript.
368. **NAB Convention 1967, Chicago, Illinois.** Complete Program. Photos and Miscellaneous Clippings. (See 9 and 300).
369. **AFTRA Strike, March and April, 1967.**
Miscellaneous Clippings.
370. **Broadcast Advertising Club of Chicago.**
 - A. "The Computer Revolution in Marketing and Advertising"—Complete Transcript of Papers Presented at Meeting, Chicago, Illinois, May 26, 1964.
Speakers: Arnold K. Weber, VP and General Mgr. RCA Electronic Data Processing Division; John L. Rigotti, VP Foote Cone and Belding; Richard H. Truex, Mgr. Electronic Data Processing, Whirlpool Corporation.
Thomas A. Wright Jr., VP in charge of Media, Leo Burnett Company.
Joseph St. Georges, VP Media Relations, Young and Rubicam.
Paul H. Vanderheiden, Mgr. Consumer Market Research, Kimberly-Clark Corp.
Wilson C. Swigart, VP Media Research, A. C. Nielsen Co.
 - B. "CATV Pro & Con".
Presentation By:
H. W. Shepard, Senior VP W. H. Weiss Co.
Norman E. Cash, President, TV Bureau of Advertising.
Frank Thompson, Member of the Board, National Cable Television Association.
Dwight Martin, VP WDSU-TV, New Orleans.
Willard E. Walbridge, Exec. VP KTRK-TV Houston.
Richard E. Shively, Pres. Telesis Corp.
Newton N. Minow, Former Chairman FCC.
Senator Vance Hartke.
Robert T. Bartley, FCC Commissioner.
Kenneth A. Cox, FCC Commissioner.
W. Theodore Pierson, Partner Pierson Ball and Dowd, Washington, D.C.

Richard Moore, President, Southwestern Cable Co.
 Philip B. Hinerfeld, VP and Director of Advertising, Pepsi Cola.
 Seymour Banks, VP Leo Burnett Co.
 William R. Wyatt, VP A. C. Nielsen Co.
 Complete transcript program at Sheraton-Chicago Hotel, March 25, 1966.

371. Ed Sullivan.

- A. "After 19 TV Years Only Ed Sullivan Survives". Article by Joan Barthel, April 30, 1967, Issue New York Times Magazine.
- B. "A Really Big Tribute", New York Daily News, January 14, 1968.
- C. "He Really Comes to Life Off Camera", by Wayne Warga, Life Magazine.
- D. "The Bumbling Barnum of Sunday Night", by Robert Higgins, TV Guide, June 17, 1967.
- E. "Ed Sullivan—TV's Perennial", a series by Atra Baer, World-Journal Tribune, New York, April 1967.
- F. Miscellaneous Clippings.

372. Public TV:

- A. A Look at all of Television — Address by Thomas P. F. Hoving, Chairman National Citizens Committee for Public Television before IRS, November 28, 1967.
- B. Miscellaneous Clippings.
- C. Public TV searches for a bankroll. Broadcasting, January 27, 1959.
- D. Tape of speech by Frank Pace, Jr., Chairman Corporation for Public Broadcasting, IRTS Luncheon, Waldorf-Astoria Hotel, New York, New York, February 5, 1969.
- E. John W. Macy, Jr., outlines his aims for the Corporation for Public Broadcasting, The New York Times, February 7, 1969.
- F. Transcript of "Tomorrow's Television: Get What You Want or Like What You Get," produced by Public Broadcast Laboratory on Sunday, February 16, 1969.
- G. Albert L. Cole, Chairman of Reader's Digest Association, Inc. nominated February 21st by President Nixon to board of Corp. for Public Broadcasting. Succeeds Milton S. Eisenhower. Broadcasting, February 24, 1969.
- H. CATV Championed on PBL Program on February 16, 1969. Broadcasting, February 24, 1969.

373. Clair B. Hull:

"The Story of WDWZ, Pioneer Radio Station" at Tuscola, Illinois — Complete with Photos,

Pamphlets and Newspaper Clippings — The Story of Clair Hull and Martha Hull in operating an agriculturally oriented radio station. (See 246).

374. Broadcast Events: (Tapes).

- A. Air Raid London, WW II, Donated by H. W. Flannery.
- B. Old North Church, Boston, Mass, Reverend Charles R. Peck and Al Fields, WLW.
- C. Funeral of King George (BBC Re-broadcast over WLW). Two Tapes.
- D. Tribute to Alben Barkley, May 2, 1955 (WLW).
- E. Death of Pope John, May 29, 1963 (WGN).
- F. a. Twentieth Anniversary SPAC Dinner, 21 Club, Bob Smith MC, June 23, 1947.
 b. Hindenberg Disaster, May 6, 1937.
- G. Mt. Spurr Eruption.
- H. Wayside Inn (Longfellow), Sudbury, Mass.
- I. Alaska.

375. Interviews (Tapes only) NAB Conventions:

- A. Len Spencer, Chief Engineer CKAC, Montreal, Canada.
- B. Clippings re: Eugene S. Thomas, Frederick, Md., News, Feb. 1968.
 Eugene S. Thomas, Exec. VP KETV-TV, Omaha, Nebraska.
 Robert Kerr, Owner WKER Radio, Pompton Lakes, N.J.
- C. Burt Wick, Pres. and GM, KDLR, Devils Lake, North Dakota.
- D. Lindsay and Gilmore Nunn, owners, WLEX, Lexington, Kentucky.

376. Sam C. Pierce—Documentary Writer and Producer for the Voice of America.

Interview April 27, 1967 at Washington, D.C. by Ed Dunham. 30 page transcript telling career beginning 1933 at KHJ, Los Angeles.

377. William N. Robson, Chief of Documentary Programs, Voice of America.

Interview by Ed Dunham, April 27, 1967, Washington, D.C. 27 page transcript—reciting career in radio, beginning March 1933.

378. Ralph M. Quinn—on staff of Voice of America, Washington, D.C.

Interview by Ed Dunham, April 27, 1967—Giving Story of career, beginning 1932 at WRAW, Reading, Pennsylvania. 21 page transcript.

379. Robert E. White—Staff Member, Voice of America. Interviews by Ed Dunham, April 27, 1967, Washington, D.C. 16 page transcript outlining career in broadcasting beginning 1927 at WBZ-WBZA, Boston-Springfield.,
380. "Data Transmission"—Reprint January 1968 issue, Signal Magazine by James R. McNitt, President ITT—World Communications, Inc. "A New Dimension in International Communications."
381. Gilbert Seldes:
 - A. "The Public Interest". Address by Gilbert Seldes, Dean of the Annenberg School of Communications at presentation of 1962 Alfred I. DuPont Awards in Radio and TV at dinner of DuPont Awards Foundation, March 25, 1963.
 - B. "Contemplation and Communications"—an address delivered at University of Pennsylvania, September 25, 1959.
 - C. "Television U.S.A.: 13 Seasons"—Museum of Modern Art Publication, 1962 containing:
 - a. "Television and the Museum of Modern Art" by Richard Griffith, Curator the Film Library.
 - b. "Past and Present", by Gilbert Seldes.
 - c. "The Making of Television U.S.A.," by Jac Venza.
 - d. Programs Various Categories 1949-1961.
382. Electronic Industries Association:
 - A. Yearbook 1967—84 pages booklet devoted to products and producers in the electronic fields.
 - B. Program First Annual Consumer Electronics Show, June 25-28, 1967, New York City.
 - C. "Consumer Electronics Show Daily"—a service of Television Digest, Inc.—Preview Issue, 32 pages, for electronics show, June 12, 1967.
 - D. News Release for 1967 Consumer Electronics Show.
383. Corinthian Broadcasting Corporation:

Article New York Times, June 1, 1967, by Robert Metz re: Public Offerings Corinthian Broadcasting Corp. shares.
384. Ohio Association of Broadcasting, Program 30th annual Anniversary Convention, Cincinnati, Ohio, May 25-26, 1967.
385. Lee DeForest:
 - A. Constitution and Bylaws of the DeForest Pioneers, Inc.
 - B. Program Testimonial Dinner in honor of Dr. Lee DeForest, April 8, 1952, New York.
 - C. "Lee DeForest—Father of the Radio Industry", by Leonard M. Fanning—Story of his career and inventions.
 - D. "Dr. Lee DeForest Honored by Pioneers,"—article August 1956 issue "The Radio Pioneers"—Contains Excerpts from his address.
 - E. Transcript of DeForest Pioneers meeting New York, November 22, 1967, taped by Kenneth Richardson—containing addresses by Dr. DeForest, Dr. Alfred N. Goldsmith, Raymond Guy and others.
 - F. Lee DeForest 1958, March-April, 1958 issue, Telefilm Magazine.
 - G. "Television and Motion Pictures" by Dr. Lee DeForest — Entire Issue The Hollywood Reporter, 38 pages, 1945.
 - H. Miscellaneous Clippings and Photographs.
 - I. "I Knew DeForest". Tape made May 10, 1968 for Babylon Public Library, Babylon, N.Y. by Oliver A. Wycoff.
386. Elmo N. Pickerill.
 - A. Transcript of taped interview by Edwin L. Dunham, June 16, 1967 at Offices of Broadcast Pioneers, 589 Fifth Avenue, New York, of Elmo N. Pickerill, who began career in wireless 1904 with Dr. Lee DeForest at St. Louis World Fair.
 - B. Biography, Elmo Neale Pickerill.
 - C. "The Early Birds" Membership List of Pioneers who flew solo before December 17, 1916—with insert noting Pickerill inauguration of first radio communication between airplane in flight and the earth August 4, 1910.
 - D. Photos Pickerill and Hugo Gernsback, another noted radio Pioneer 1908, in wireless transmitter room.
 - E. Copies "Chirp" Aviation Early Bird Publication 1965-66.
 - F. Miscellaneous clippings and photographs.
 - G. Obituaries—January 16, 1968.
387. A. L. Alexander—Originator and Producer of "The Court of Human Relations" and other radio programs:
 - A. Memorandum concerning "Alexander's Arbitration", a new Radio Program, 1936.
 - B. Memorandum re: "The Good Will Court", October 31, 1936.
 - C. Biography A. L. Alexander—Three parts.
 - D. "Important Facts About A. L. Alexander's Mediation Board."
 - E. "Experiences In the Field of Human Relations," by A. L. Alexander—19 page article.

- F. "Remarks by A. L. Alexander" on New York City Transit Strike transcribed from tape of broadcast station WRFM, January 9, 1966.
- G. Obituaries of A. L. Alexander, February 25, 1967.
- H. Three Scrapbooks covering period 1928 to 1966.
388. UHF: "Will the Dreams Come True?", Forbes Magazine, June 15, 1967.
389. Edwin H. Armstrong:
- A. "The Late Edwin H. Armstrong"—Article in Scientific American, April 1954 by Lawrence A. Lessing.
 - B. "Epilogue: Man of High Fidelity"—FM Guide, 1954.
 - C. "Patents: An Inventor's Vindication", Newsweek Magazine—October 30, 1967.
 - D. Photo Mrs. E. H. Armstrong receiving Broadcast Pioneers Hall of Fame Plaque for her husband, 1957.
 - E. Correspondence between Edwin H. Armstrong, Dr. Alfred N. Goldsmith and Austin C. Lescarboua.
 - F. "Honors and Awards" to E. H. Armstrong", with scroll for Mrs. Armstrong, from Radio Club of America, February, 1954.
390. J. David Goldin:
- A. "Radio Yesteryear". Listing part of a collection of authentic radio broadcasts from the early years of radio.
 - B. Radio Catalogue—3774 items.
391. Hugo Gernsback—"Father of Modern Science Fiction":
- A. Forecasts—Issues 1956, 1962, and 1966.
 - B. "Barnum of the Space Age"—Article Life Magazine, July 26, 1963 by Paul O'Neil.
 - C. Public Demonstration of how TV Picture looked in 1928—Amphitheatre, Philosophy Hall, University Heights, November 8, 1950.
 - D. Testimonial to Hugo Gernsback, May 8, 1953. Program and listing of Radio-electronic Pioneers.
 - E. "50 Years of Home Radio"—Article by Hugo Gernsback. Reprinted from Radio-Electronics Magazine, March, 1956.
 - F. Miscellaneous photographs.
 - G. Obituaries, August 20, 1967.
392. Andrew G. Haley—Bound Volume Haley's Papers Regarding Space Law—39 Separate categories.
- Space Law Commentaries Prepared by Andrew G. Haley, General Counsel, International Astronautical Federation.
393. Radio Craft Magazine:
394. Radio—A Picture Story "Management in the Public Interest". Illustrated book, published 1945 by National Association of Broadcasters.
395. Documentaries—File of Clippings on TV Documentaries of Data.
396. WQXR—Article Backstage Magazine, June 23, 1967, giving detailed account of history and operations of WQXR.
- A. N. Y. Times, January 7, 1969. "WQXR is Adapting to 'Young' Sound".
397. Arthur Small — Staff Member Voice of America. Transcript, Taped Interview, June 30, 1967, Washington, D.C.—Giving story of Broadcast Career Beginning in 1930 at WBRE, Wilkesbarre, Pennsylvania.
398. Robert L. Button—Director of Policy Planning—Communications Satellite Corporation—Transcript of Taped Interview by Ed Dunham, in Washington, D.C. at COMSAT Offices telling of early career in Broadcasting with NBC, beginning January 1, 1940.
399. Brigid Lay:
- Staff Member Voice of America—Transcript of taped interview, June 30, 1967 with detailed account of pioneering in broadcasting in Britain and the United States, beginning 1940.
400. Ted Malone—Director NAB Encyclopedia of Recorded Sound Project. Transcript of taped interview—8 pages giving detail of broadcast career which began in 1925 at KLDS, Independence, Missouri.
401. Jack Wilson—Staff Member, Voice of America, 22 page transcript of interview June 30, 1967 by Ed Dunham in Washington — Outlining career as scriptwriter beginning 1935.
402. Editorials:
- A. "Television and the Big City Riots", by Allan C. Brownfield, Staff Member Internal Security Sub-committee of Senate Committee on the Judiciary. American Legion Magazine, December 1967.
 - B. Statement of Daniel W. Kops, Chairman NAB Committee on Editorializing, before Sub-committee on Communications and Power, Committee on Interstate and Foreign Commerce, July 17, 1963.

- C. Speech by Daniel W. Kops—President WTRY, Albany, Troy, N.Y. and WAVZ New Haven, Conn. at Annual Meeting N.J. Broadcasters Association, Rutgers University, May 17, 1962.
 - D. "Revitalize-Editorialize"—Talk by Daniel W. Kops at annual meeting New York State Broadcasters Association, Saratoga Springs, New York, September 6, 1962.
 - E. Introductory Remarks by Daniel W. Kops at "Panel on Editorializing", NAB Fall Conference, Atlanta, Georgia, October 16, 1962.
 - F. Remarks by Daniel W. Kops at NAB Public Affairs-Editorializing Conference, Washington, D.C., March 1, 1962.
 - G. "News and Editorializing"—Speech by Daniel W. Kops, before Association for Professional Broadcasting Education, Washington, D.C., May 6, 1961.
 - H. "Broadcast Editorials — A Proper Exercise of Free Speech," by Vincent T. Wasilewski—Variety, July 26, 1967.
403. **Program Trends:**
- A. "A Program Director Airs His Views". Harold Safford, Program Director WLS Chicago, Article in the "Zontian", June, 1949.
 - B. "A New Concept in Broadcasting". Address by Robert Hyland, VP CBS Radio—KMOX, St. Louis at Illinois Broadcasting Association, Springfield, Illinois, April 12, 1961.
 - C. Program decisions. Nets Should Look for Help. Broadcasting, December 16, 1968.
404. **Radio Art—Magazine:**
405. **Charles Francis Coe—Criminologist-Author.** A series of Press Releases Regarding Crime Talks and Gangster Adventures on NBC Network 1931, 32, 33, 34, 35.
406. **Lew Conrad — Early Radio Singer and Orchestra Leader.** News Releases Regarding Programs Broadcast on NBC, 1931.
407. **Anna Case—Met Soprano.**
News Releases re: NBC Broadcasts, 1932-1941.
408. **Phil Cook—"Radio's One Man Army of Voices".**
News Releases re: NBC Broadcasts, 1933, 34, 35.
409. **WSYR Syracuse.** Full page Syracuse Herald introducing new studios, April 16, 1933.
410. **Perry Lafferty, VP Programs Hollywood, CBS TV Network "Focus on America"—Address at Stanford University Festival, June 13, 1967.**
411. **Sandy Meek "My 42 Years in Radio"—a 25 Page Document about Broadcasters and Entertainers centered in the Chicago Area.**
412. **Marshall McLuhan—Author and Philosopher:**
- A. "Joker or Genius—Or Both". A Hunter Davies Interview with Marshall McLuhan then of Toronto published in London Sunday Times Review, August 13, 1967.
 - B. Miscellaneous Clippings.
 - C. "The Medium is the Message". (See books).
413. **BBC:**
- A. Sir John Reith, later Lord Reith of Stonehaven, GM BBC 1922-38. Interview by John Freeman, Broadcast on BBC Television, October, 1960, 25 page transcript. (See 83A).
 - B. Correspondence with and about Lord Reith.
 - C. Text of speech by William J. Haley, Director General of BBC at luncheon meeting of Radio Executives Club of New York, December 6, 1944.
 - D. BBC—Radio and Television Broadcasts to Schools.
 - E. A select list of books on broadcasting compiled by BBC.
 - F. British Broadcasting — Bibliography — 50 page brochure.
 - G. "The Post Office Tower—London"—Illustrated booklet of tower built in London to provide TV Broadcasting facilities—Postcards and "Top of the Tower Menus".
 - H. BBC Yearbook 1945. (See books).
 - I. BBC Handbook 1966.
 - J. "It Just Isn't Cricket", by Robert Musel in TV Guide, May 27, 1967 re: British TV's Treatment of the U.S.
 - K. Miscellaneous Clippings from English Newspapers, August, 1967 re: "Pirate Stations Operating Off Coast of England".
 - L. Miscellaneous Clippings from American and English Publications re: BBC Policies and Practices.
 - M. Correspondence, R. H. Woods. BBC and Lee Jahnke, July 5, 1964.
414. **Walter Winchell:**
- A. "He Snoops to Conquer"—Article by J. P. McEvoy, Saturday Evening Post, August 13, 1938.
 - B. Miscellaneous Newspaper Clippings of Articles by and about Walter Winchell.
415. **KMPC, Los Angeles, California—A Brief History.**

416. Betty Furness:

- A. "And Now, For the Consumer, Miss Betty Furness" by Anne Chamberlain in Saturday Evening Post, June 17, 1967.
- B. "From Westinghouse to Whitehouse", full page article by Kay Gardella, New York Sunday News, March 12, 1967.
- C. Miscellaneous Newspaper Clippings re: Betty Furness Appointment as consumer adviser to the President.

417. Radio Memorabilia:

- A. "What's the Right Word"—A dictionary of Radio, Television Electronics, Published by RCA 1952.
- B. A Primer of Radio Terms, Published by AM Radio Sales Company.
- C. Historical Synopsis of Principal Events in NBC's first 40 years—Radio Television Daily, May 10, 1966.
- D. "Radio's Year of Rediscovery" — Article in Printers Ink, 1966.
- E. News Release re: Edgar Bergen and Charlie McCarthy. Salute to NBC 40th Anniversary, October 13, 1966.
- F. Miscellaneous Clippings.
- G. "Radio as a vital part of advertising industry, must keep pace with growth of American business", address by Stephen B. Labunski, President of NBC Radio Network, Honolulu, May 13, 1966, Radio & Television Affiliates Convention.
- H. Address by Stephen B. Labunski, President, NBC Radio Division, and comments by Marion Stephenson, V.P. Administration, Robert Wogan, V.P. Programs and Ray O'Connell, Director, Station Relations, Oct. 30, 1967 at Annual Convention of NBC Radio Network Affiliates, San Juan, Puerto Rico.
- I. "Management in the Public Interest". A picture story of radio. 115 page book published by NAB 1945.

418. "The WMT Story"—Cedar Rapids, Iowa.

- A. Illustrated Booklet "The WMT Radio Story", 1962.
- B. "The Voice of Iowa for 40 Years". LP Recording.

419. Russ Morgan, Band Leader:

Three page article in International Musician, October 1967.

420. Commercials and Residuals:

- A. Article in Marketing Communications Magazine, November, 1967.

B. Miscellaneous Clippings.

- C. LP Recording "And Now a Word From Our Sponsor". 40 years of notable radio advertising presented at IRTS meeting, November 10, 1967.
- D. "How Loud is Loud?", Article, TV-Guide, September 30, 1967.
- E. Miscellaneous Clippings.
- F. "A Word About Commercials" article Times Magazine, July 12, 1968.
- G. The Name of the Game: the commercial. Challenge in 1969 is to excite the jaded audience Broadcasting, January 27, 1969.

421. Daniel W. Kops—WAVZ New Haven:
(see 402).

422. Barnyard Network:

Clippings of Articles regarding "Women Radio Amateurs" who communicate with each other throughout the nation on the "Barnyard Network".

423. WTRC—Elkhart Indiana:

- A. Section of the Elkhart Truth, November 17, 1956, re: 25th Anniversary.
- B. Miscellaneous Clippings and photographs.

424. Bob Smith (Howdy Dody):

- A. LP Record "Circus Day" at Radio Executives Club, April 29, 1948.
- B. LP Record Bob Smith as MC at NBC 20th Anniversary Party and SPAC Dinner, January 23, 1967.
- C. "On the Dial". A Guide to NBC Radio Programs, Summer 1949, Front Cover picture featuring Bob Smith and his little friend Howdy Doody.

425. Theme Songs.

- A. Broadcastings' Greats—A Listing of Theme Songs, Dialogues and solos—15 recordings.
- B. Theme Songs on 1968 TV Broadcasting Over 3 Networks.

426. Major Lenox R. Lohr, President NBC, January 1, 1936 to July 12, 1940:

- A. "Major Lenox Lohr Chosen President of NBC", by Martin Codel, Article, January 1, 1936, Issue Broadcasting Magazine.
- B. "The Corporal Must Know", Rockefeller Center Weekly, March 5, 1936.
- C. Address by Lenox R. Lohr at meeting Chamber of Commerce of the United States at Washington, May 4, 1938.
- D. "Television Is Here" by Lenox R. Lohr, President NBC, Liberty Magazine, January 4, 1939.

- E. Lenox R. Lohr dies, N.Y. Times, May 30, 1968.
427. **WBBM Chicago:**
428. **Madame Schumann-Heink, Noted Opera Star:**
- A. "So They're Talking War Again", by Mme. Ernestine Schumann-Heink—Article published in unidentified magazine 18 years after World War I.
 - B. "Down Memory Lane" with Mme. Ernestine Schumann-Heink, A "Voice of Broadway" Column, New York Journal-American by Louis Sobol, Nov. 12, 1932.
429. **Broadcasting Bibliographies:**
430. **Charles L. Bennis, Pioneer Broadcast Engineer**, interview by Edwin L. Dunham, December 19, 1967. Transcript 33 pages.
431. **Edward Klauber, Executive VP CBS:**
- A. Remarks at Memorial Service for Edward Klauber by Edward R. Murrow, Sept. 1964.
 - B. Letter dated November 20, 1967, by Sydney M. Kaye, Chairman BMI Board Explaining Purposes of Edward Klauber Memorial Fund at Columbia University.
432. **Graham McNamee, Ace Announcer for NBC from 1926 to 1942.**
- A. Article by Graham McNamee telling of notables he has met, interviewed and worked with.
 - B. Script for Joe Ransom, describing McNamee's "Typical Week".
 - C. News Release 1930, 31, 34 and 35 describing McNamee's activities.
 - D. Press Material on Graham McNamee released by NBC Concert Bureau, 1928.
 - E. "A Baritone Out of Work" by Walter Davenport, Colliers Magazine, June 14, 1928.
 - F. "He Doesn't Do Much According to Hoyle"—Feature Article by Si Steinhauser, Pittsburgh Press, May 16, 1936.
 - G. "In Miniature—Mrs. Graham McNamee" by Helen Hulett Searl, in McCall's Magazine, May 1930.
 - H. Article by Alissa Keir in New York Daily News, July 4, 1931.
 - I. "Voice of the 20s, Time Magazine Article re: death of Graham McNamee, May 18, 1942.
433. **Phillips Carlin, NBC Executive and Artist:**
- A. News Release re: career Carlin, May 29, 1937.
 - B. "25 Years in Radio—Carlin Chuckles at his Memories." Article by Edmond M. Leamy, New York World-Telegram, Sept. 24, 1948.
 - C. "Our Respects to Phillip Carlin"—Broadcasting—Telecasting Magazine, November 29, 1942.
434. **Bill Stern:**
- A. "I've Got Those Broadcasting-Booth Blues", by Bill Stern, Liberty Magazine, December 21, 1940.
 - B. "Football Behind the Mike"—Rockefeller Center Magazine, November, 1942.
 - C. "Covering the Olympics", by Bill Stern, American Life Magazine.
 - D. Miscellaneous News Releases.
435. **Ted Husing:**
- Obituary of Ted Husing, Noted Radio Sports Announcer, New York Times, August 11, 1961.
436. **Frank Sinatra:**
- "The Working Sinatras"—Article in Look Magazine, November 31, 1967.
437. **Chet Huntley:**
- A. Speech delivered to members NBC 25 year club, December 10, 1962.
 - B. "Politics Are Fun says Huntley"—Article by Ben Cross, New York Sunday News, December 3, 1967.
 - C. "Anniversary Time for a Top Team"—Article by Paul Gardner, New York Times, August 15, 1965.
 - D. Miscellaneous Clippings.
438. **Ethnic Broadcasting:**
- A. "The New Sound of Radio" — Article by William H. Honan, New York Times, December 3, 1967.
 - B. "Black Radio Stations Send Soul and Service to Millions"—Article by Robert E. Dallos, New York Times, November 11, 1968.
 - C. See 468—WGNY.
 - D. "Closing the gap in minority careers in TV/Radio, Advertising", Broadcasting, December 9, 1968.
 - E. Tape — "Mini-torials" series programmed by WGNY, Newburgh, New York, purpose to serve the interests of the minorities in the community, also script.
 - F. Survey on "Black and White" in television conducted by the Committee on Racism Education of the State Council of Churches, New York (1968).
 - G. Short history of KRKC, King City, California, Spanish programs.

- H. KCVR, Lodi, California, Program schedule (Spanish, Portuguese and German).
- I. Miscellaneous Clippings.
- J. WFIF Story—Italian, Hungarian, Polish, Spanish, Jewish and other minorities. (Milford, Connecticut).
- K. WBIS—Italian and Polish (Bristol, Conn.).
- L. KDKO—Negro (Denver, Colorado).
- M. KFSC—Spanish (Denver, Colorado).
- N. KFLJ—Italian, Spanish (Walsenburg, Col.).
- O. KCRT—Spanish, Italian (Trinidad, Colorado).
- P. WETA — French, German, Italian, Spanish (Washington, D.C.).
- Q. WLAD—Polish, Lebanese (Danbury, Conn.).
- R. WAMU-FM, Eastern Educational Radio Network, The American University in Washington, D.C. program schedule includes program in French, German, Italian, Russian, Japanese and Greek.
- S. WFAB—Spanish (Miami, Florida).
- T. WIII, Homestead, Florida—Spanish.
- U. WBOP, Pensacola, Florida—Negro.
- V. WNLC—New London, Connecticut—Italian.
- W. WUFF—Eastman, Georgia—Negro.
- X. KRDO—Colorado Springs, Colorado—Spanish.
- Y. WGML—Hinesville, Georgia—Negro.
- Z. WOKS—Columbus, Georgia—Negro.
439. **Johnny Carson:**
- A. "Humor in the Night"—Article on Johnny Carson, Time Magazine, May 19, 1967 with Front Cover Picture.
- B. "Playboy Interview—Johnny Carson"—Playboy Magazine, July 11, 1967.
- C. "Battle for TV's Midnight Millions—Johnny Carson Still Champ", Look Magazine, July 11, 1967.
- D. "Notes Toward an Article on Johnny Carson", by Neil Hickey, TV Guide, Oct. 14, 1967.
440. **Douglas F. Storer, Talent Agent and Program Producer:**
- A. Photostat Copy of letter to Phillips Carlin from Storer confirming employment contract with Blue Network, February 26, 1942. (See 433).
- B. Copy of Sheet Music—"The Gettysburg Address", Words by Abraham Lincoln, Music by Peter Morgan Thall and Beatrice Hatton Fisk with comments by Paul LaValle, NBC Orchestra Leader.
441. **KRKD Los Angeles, Formerly KFSG:**
- Factfile compiled by Dr. Raymond W. Becker, re: founding of station by Amy Semple McPherson, Evangelist, February 6, 1924.
442. **"Radio—Growth Of"** — Editorial Comment, Time Magazine, November 24, 1967.
- A. List of radio stations in operation on and before December, 1940 and still in operation as of October, 1968.
- B. First "soap opera" August 8, 1928.
- C. Meaning of "call" letters of radio stations, article in Chicago Tribune by Quin Ryan. (November 13, 1968).
- D. "The History of Boston Radio to 1941"—doctoral dissertation by Gerald W. Kroeger.
- E. Radio in 1936 and 1937—Columbia Broadcasting System.
- F. Radio and Suburbs Discover Each Other, Clipping from The New York Times, December 30, 1968.
- G. Radio bursts through billion level, Broadcasting article, January 13, 1969.
- H. More than 200 radio outlets call in outside specialists to diagnose and treat weaknesses, (have radio doctor's kit, will travel), Broadcasting, February 3, 1969.
- I. Radio Data for 1969; FCC's relayed report shows sluggish year that preceded strong comeback in 1968. Broadcasting, February 10, 1969.
443. **Television Magazine—Complete File 1962, partial file 1965-66-68.**
444. **Morgan Beatty:**
- Taped Interview of Morgan Beatty by Doug Storer — February 1968, 27 page transcript. Story of Broadcasting Career which began in 1937.
445. **Photographs Radio Stars:**
- Collection of Photographs of Stars of the twenties and the thirties, furnished by Jane Barton.
446. **Robert Cowell:**
- "Random Thoughts of an Advertising Man", from Colwell's personal file.
447. **TV Repairs:**
- "Set Repair Frauds", Article by Neil Hickey, TV Guide, November 11, 1967.
448. **John T. Schilling, VP and Gen. Manager Station WHB, Kansas City, Mo. Three Drawer File—Collection of Correspondence, Pamphlets, Articles, Etc., pertaining to operation of midwest station. Files intact for future research.**

449. **Radio Club of America:**

- A. History Radio Club of America — Golden Jubilee Issue, 1909 to 1959, 216 page book listing members and their careers.
- B. "RCA Photophone, Model 4PR4BI Recorder, first edition, replacement part catalogue, July 1930.
- C. Reprints from Journal of the Society of Motion Picture Engineers, Articles by William H. Offenhauser, Jr. regarding 16MM Motion Picture Film, Feb. 1940, Aug. 1942, Aug. 1943, Nov. 1943, Dec. 1944.
- D. Standards and Your Camera, by American Standards Association.
- E. Proceedings of Radio Club of America, 1948, 1953 and 1968.
- F. Directory, Radio Club of America, 1964.
- G. "First Trans-Atlantic Short Wave Message." Dec. 1921, Commemorative Issue, Oct. 1950, Radio Club of America.
- H. Folder describing purpose and functions of Radio Club of America.

450. **Thompson L. Guernsey—Station WLBZ:**

Historical data regarding early broadcasting in the state of Maine.

451. **Emerson Foote:**

Taped interview by Douglas F. Storer, made March 5, 1968—Transcript 20 pages.

452. **Buffalo Evening News:**

- A. Reminiscences of Alfred H. Kirchhofer.
- B. Notes on history of WBEN, May 22, 1951. By Joseph Haefner for oral history project.
- C. Documents relating to experimental work with facsimile, 1938, 1939.

453. **Memoranda re: Jim Fidler, "Radio's original Weather man" now Meteorologist in Charge—Bureau Airport State, Austin, Texas.**

454. **Economics of Radio:**

Forbes Magazine, "A Loss Can Be A Profit", April 15, 1968.

455. **"The Man from Cooks".** Taped interview of Malcolm LaPrade, by Doug Storer.

456. **"An Adman's Perspective".** Taped interview of Atherton Hobler, President, Benton and Bowles, made May, 1968.

457. **"Early Days of WOC-Davenport, Ia."** Tape by Gilson V. Willets for D. D. Palmer, 51 page transcript.

- A. Letter from Paul A. Loyet, December 20, 1968.

458. **Network Broadcasting.**

- A. "Origin of Network Broadcasting . . ." by Lloyd Espenschied, pioneer inventor, published May, 1955 in "The Radio Pioneer."
- B. "The Onset of Radio Telephone Broadcasting"—As Reflected in A.T.&T. Co. Annual Reports, beginning March 5, 1921.
- C. "1919-1922 Chronology of the Bell System's Growing Appreciation of Its Wire Line Network for National Broadcast Distribution." Memo dated Feb. 22, 1945 by Lloyd Espenschied.
- D. Espenschied correspondence re: Early planning by A.T.&T. Co., for a radio network.

459. **Metromedia.**

New York Times, October 11, 1957, Metromedia seeking merger.

- A. Reorganization of Metromedia gives Mrs. Mary McKenna new position, VP Market Research. Broadcasting, January 29, 1969.
- B. Robert M. Bennett, VP and General Manager of WTTG, a Metromedia station in Washington, named VP of WNEW-TV in New York. New York Times, February 19, 1969.

460. **Taft Broadcasting Company.**

- A. "The Business of Broadcasting" speech by Lawrence H. Rogers II, President of Taft Broadcasting Company, before the New York Society of Security Analysis, May 29, 1963.
- B. "Man Bites Dog" address by Lawrence H. Rogers II, before the Cincinnati Open Forum, April 17, 1964.
- C. "The Climate of Regulation" address by Lawrence H. Rogers II, before the New York Society of Security Analysis, July 1, 1965.
- D. "Rights and Responsibilities" address by Lawrence H. Rogers II, before the Kiwanis Club, Birmingham, Alabama, August 24, 1965.
- E. "CATV: The Equities of Regulation" address by Lawrence H. Rogers II, before the International Radio & Television Society, Inc. New York, January 9, 1966.
- F. "The Taft Story" address by Lawrence H. Rogers II, before the Newcomen Society in North America, Cincinnati, Ohio, October 5, 1966.
- G. "Business . . . Freedom's Last Frontier" address by Lawrence H. Rogers II, before Television Bureau of Advertising, Chicago, Illinois, November 17, 1966.
- H. "The Fifth Freedom" address by Lawrence H. Rogers II, before the Canadian Club and the

- Canadian Broadcast Executives Society, November 6, 1967.
- I. "But, Who's Listening?" address by Lawrence H. Rogers II, before the Advertising and Sales Executive Club of Kansas City, Missouri, May 22, 1968.
461. **Don Gillis**, pioneer broadcast musician, conductor and teacher.
Taped interview, New York. July 28, 1966. 8 pages.
Author—"The Unfinished Symphony Conductor."
See books G13.
 462. **Election Returns.**
 - A. "The First Election Broadcast" by Ben Gross, The TV Week, Sunday News, November 2, 1968.
 - B. "The Coverage Set Records, Too" by Jack Gould, The New York Times, November 3, 1968.
 - C. Election returns via radio coverage of listeners and troops abroad, of Republican & Democratic national conventions, commentators named.
 - D. TV—The Election as a 17-Hour Color Spectacular. The New York Times, November 17, 1968.
 463. **Association of National Advertisers.**
"Advertising: Gauntlet to the Broadcasters", The New York Times, November 4, 1968, Association of National Advertisers meeting in Hot Springs, Va.
 464. **Broadcast Measurement Bureau—BMB Bulletins**, December, 1945 through April, 1947.
 - A. BMB News Letters, April 25, 1947, May 1, 1947, May 15, 1947.
 - B. BMB Quarterly — September, 1941, Spring, 1948, Summer, 1948, Winter, 1948.
 465. "Huzzahs for Heidi"—Full page ad in N.Y. Times. November 22, 1968.
 466. "Voices of Freedom" series, (1961) presented by Freedom Foundation, Valley Forge, Pa. produced by Storer Broadcasting Company, six tapes featuring voices of prominent Americans, show people, political figures, military men, writers, editors and sports personalities.
 467. **Study of old radio programs as to their sound quality**, by Dr. Harry M. Brooks.
 468. **WGNY—Mid-Hudson Valley radio station history, plus pictures.**
See 438 for tape of "Mini-torials series serving minority groups.
 469. **Old Radio Scripts.**
 470. **WKBK—Chicago's Pioneer Television Station.**
 471. **WLIB—Also see 438.**
 472. **Advertising Council reports media donated time and space estimated to be worth \$352,311.16 to a record number of public service campaigns during 1967-68 fiscal year.** Also see 42-X Broadcasting, December 16, 1969.
 473. **TV Violence: The New Times clipping, December 19, 1968.** Editor Tells Presidential Panel News Media Promote Violence. Also see The Walker Report, "Rights in Conflict" Book W-13.
 - A. Misc. Clippings.
 - B. Statement by Julian Goodman, NBC President, before National Commission on the Causes and Prevention of Violence.
 - C. Violence Unit zeroes in on TV, President's commission reveals it's studying incidence and nature of violence in entertainment, Broadcasting, February 3, 1969.
 - D. Lee Loevinger, (former FCC Commissioner) hits Violence Theory maintaining that masses are not controlled by media. Broadcasting, February 17, 1969.
 474. **TV Automation—WTMJ-TV engineer in Milwaukee monitors screen as A-T-1000 control panel handles all production changes.** The New York Times, December 29, 1968.
 475. **Matthew J. Culligan forms Culligan Communications Corp.** Jan. 1969.
 476. **Frank Joseph Shakespeare Jr. New Spokesman for the U.S.** New York Times, Jan. 14, 1969.
 477. **Cigarette Advertising: The New York Times, January 22, 1969 article of "ban on cigarette advertising."**
 - A. Anticigarette Bill Gets Wide Backing. Broadcasting, February 3, 1969.
 - B. "Who Says You're Healthy?" Cancer Crusade Tries New attack—Young and Rubicam ad for American Cancer Society, New York Times, February 11, 1969.
 - C. Cigarettes may join the TV—No-Puffs—New York Daily News, February 10, 1969, article by Kenneth McKenna.
 - D. FCC in 6-1 vote, seeks ban on broadcast cigarette ads, New York Times, February 6, 1969.
 - E. 1. Broadcast Cigarette Ad Ban Faces Battle, New York Post, February 6, 1969, article by William McGaffin.

2. Even A Little Smoking May Hurt—New York Post, February 6, 1969, article by Harry Nelson.
- F. But Can You Take Them Out of TV?—New York Times, February 9, 1969, article by Herbert Mitgang.
- G. Showdown on Cigarette Advertising—FCC's proposed ban sets off clash of major forces; Congress set as battleground; \$236 million at stake. Broadcasting, February 10, 1969.
- H. New York Times article by Tom Wicker on proposed ban on cigarette advertising by FCC. Following a television news broadcast which carried a lengthy segment in which Rosel H. Hyde explains FCC's position, a cigarette ad was shown. New York Times, February 9, 1969.
- I. Straus Broadcasting Group (WMCA, N.Y.) Curbs Cigarette Advertising, New York Times, February 15, 1969.
- J. Major Tobacco Manufacturers appeal to Supreme Court to upset FCC ban on cigarette advertising. New York Times, February 1, 1969.
- K. Tobacco Institute and cigarette makers argue FCC's order violates free speech. Broadcasting February 17, 1969.
- L. President Nixon administration may defer stand, but NAB, broadcasters, Congressmen ready to challenge cigarette ad issue. Broadcasting, February 17, 1969.
- M. Misc. newspaper clippings.
- N. Broadcasters ask Supreme Court to declare cigarette-fairness ruling unconstitutional. Broadcasting, February 24, 1969.
478. WBAI-FM—Anti-Semitism Issue and the FCC, The New York Times, January 25, 1969.
- A. "Free Speech and the Right to Abuse It". New York Times, February 3, 1969 article by Jack Gould, relating to controversy over Anti-Semitic poem read over facilities of WBAI-FM.
- B. Complaints about anti-Semitic broadcasts on WBAI-FM New York reaches FCC's desk, February 3, 1969.
- C. Officials of WBAI Invite Critics to Help Solve Problems of Community Unrest and Racism, The New York Times, February 7, 1969.
- D. Misc. Newspaper Clippings.
479. "Getting An Earful" with Nick Kenny—60 xeroxed copies of articles from The Mirror. Material donated by WTIC-TV in Hartford, Connecticut.
480. American Research Bureau offers new series for buying and billing for advertising agencies, called MACS—Media Account Control System. Broadcasting, February 10, 1969.
481. Formation of Trans-National Network and appointment of William N. Creasy Jr., (CBS-TV Sports producer) as President was announced by new organization's parent company, Trans National Communications, Inc. Broadcasting, February 10, 1969.
482. Bell Telephone Hour, A Unique Chapter in Broadcast History. Its lifetime spent on NBC. Ayre News File, June 3, 1968.
483. Peter (Pete) H. Bontsema — "My Twenty Three Years in Radio," (1923 to 1946). History, pictures personal memorabilia relating to radio activities.
484. Long John Nebel—WNBC all night broadcaster—"The Radio Voice that Makes Sleep Unpopular," Look Magazine, March 18, 1969.

SPECIAL MATERIAL
(Pamphlets, Photos, Etc.)

1. Atlantic Monthly, Feb. 1966 "Sarnoff vs. Paley: The Wasteland Begins," by Carl Dreher.
2. This Month Magazine, Sept. 1945 "The Twenty-Year Club" by H. V. Kaltenborn.
3. "The Little Book of Excellent Recipes" by The Mystery Chef, 1932. Early radio giveaway.
4. "What's the Right Word? — a Dictionary of radio-television-electronics" published by RCA, 1952.
5. "How Does Sound Get to the Radio Set?" — illustrated booklet, issued by AM Radio Sales Company.
6. "Six Sigma Nus with NBC", The Delta, issue October, 1934, Coleridge M. Hutson, Lee B. Wailes, Harrison W. Bullard, William C. Roux, William S. Hedges, Edgar Kobak.
7. "The Effects of Television on Children and Adolescents", prepared by the International Ass'n for Mass Communications Research and published by UNESCO, 1954.
8. "Ford's Fiftieth" by John Crosby, articles published in New York Herald-Tribune, June 16, 1953, describing two hour television show presented by Ford Motor Company, at Center Theater, New York, June 15, 1953.
9. Two issues "Chicago Radio Review" 1932 and 1933, prepared for distribution at live radio show, produced by all Chicago radio stations and the networks, NBC and CBS for Joint Emergency Relief Fund, for the benefit of Chicago's unemployed.
10. Canadian Music Program, produced at Carnegie Hall by BMI, with Symphony Orchestra under direction of Leopold Stokowski, October 16, 1953.
11. "Printers' Ink", March 20, 1964, Special issue "TV Today and Tomorrow" with special articles on "Television and Marketing", "Television and the Community" and "Television and Creativity."
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13. Official Program, 43rd Inauguration, 1957. (Dwight D. Eisenhower and Richard M. Nixon.)
14. The "Air Way to Sales" (WBZ), July and August 1937.
15. Radio Register (NY), December 1938.
16. "Forecast" by Hugo Gernsback. 1956 and 1965.
17. "The Radio Handbook" by Howard Tooley. Pub. 1941.
18. "Counting Stars and Kilocycles". 25th Anniversary WFAA, Dallas.
19. Proceedings of Second Advertising and Sales Promotion Executive Conference, Nov. 10-11, 1944, Ohio State University.
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21. Radio Guild Plays, by Howard Tooley. Copyright 1941.
22. Radio Market Guide, issue of November 1945.
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24. "The Magic of Broadcasting", script of CBS-TV Show, 1966.
25. "Communications Explosion" Program of Policy Studies in Science and Technology, George Washington University.
26. AM-FM Television Broadcast News—20th Anniversary Issues, 1952.
27. RCA Broadcast News, 25th Anniversary Issue, October 1956.
28. "Enlightenment through Exposure", reprint from Television Magazine, Jan. 1952.
29. "The Boy", Eleven Radio Talks over WBZ, 1929. Boston YMCA.
30. "Basic Economics Operating Costs"—TV. NAB. (No date.)
31. "Songs of the Show Boat", Maxwell House. Issued 1935.
32. Use of Motion Picture Films in Television. Eastman Kodak, 1949.
33. Broadcasting Religion, (National Council) 1952.
34. Memorable Korean War Dispatches, United Press. 1950.
35. A B C of Radio. NAB 1938.
36. A B C of Beer Advertising. Brewing Industry Foundation. 1943.
37. P A C Radio Handbook. COI Political Action Committee. 1946.
38. "The Right of Radio to Editorialize". Frank Stanton, 1948.

39. The "C" is for Caesar. (Petrillo) Published NAB 1942.
40. Original scripts by William Sweets:
Big Sister — Sept. 16, 1936.
Mary and Bob's True Stories, Feb. 21, 1939.
David Harding — Counter Spy, Feb. 16, 1947.
This is your FBI, July 26, 1946.
Adventures of Father Brown, June 17, 1945.
Armstrong's Theater of Today, March 24, 1945.
41. "In Spot Broadcasting", Peters, Griffin, Woodward.
42. "Television — '62". Selection of articles from TV Guide.
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 - B. Testimony before Committee on Ways and Means, US House of Representatives by J. Robert Myers, re: Excess Profits Law, May 28, 1941.
 - C. NAB "Reports". Oct. 4, 1940 re: BMI, National Defense, Code, Taxes, Labor.
 - D. NAB Report: "The Effect of National Defense Activity on Technical Personnel." June 20, 1941.
 - E. NAB "Reports". Aug. 1, 1941 re: Radio Time Sales Tax; Newspaper Hearings; National Defense; BMI Notes.
 - F. Special Analysis requested by Department of Labor for Selective Service Board, July 11, 1941.
 - G. Daylight Saving Survey by NAB Research Dept., May 12, 1941.
 - H. Survey of Merchandising Policy and Practice by Research Dept., NAB, Oct. 1, 1941.
- I. "What's What in Merchandising" — a survey by NAB, 1942.
45. Material submitted by Michael J. Quinn. WCAU-TV. Phila., Pa. Bound volumes including Old Time Radio Programs, Broadcasting in War-time, Political Campaigns, News, Sports, Music, etc.
46. World Communication by Colin Cherry. Journal of the Royal Society of Arts, London, England, February, 1966.
47. "Where are the Sponsors of Yesteryear?", Article Sponsor Magazine, January 6, 1964.
58. Variety—Complete issues, July, 1934 through July, 1948.
59. Complete file of Channel 13 (New York's Educational Channel) Program Guides.
60. Tape of Ripley's "Believe It or Not" show, December 6, 1940, Interview with the Duke of Windsor.
61. Radio Amateur Callbook Magazine, Foreign Section, Spring-Summer issue, 1960.
62. Callbook—Radio Amateur—Magazine, Winter 1959-60..
63. Radio Call Book Magazine and Technical Review, issues—April 1932, June 1932 and May 1932.
64. Television Digest—1966.
65. Records—President F. D. Roosevelt's Address to Congress, December 8, 1941 and to the Nation on December 9, 1941, contributed by Pete Bontsema.

SPECIAL FOLDERS

Miscellaneous Photos, Clippings of Broadcasting Personalities.

BOOKS IN BROADCAST PIONEERS FILE

Number	Author	Title	Donor
A1A	Gleason L. Archer	Big Business and Radio	Hedges
A1B	Gleason L. Archer	History of Radio	Marshall
A2	Waldo Abbot	Handbook of Broadcasting	Dunham
A3	A R R L	Fifty Years of ARRL (Reprint of Historical Article from 1964 Issue of QST)	Shapiro
A4	A. L. Alexander	Poems that Touch the Heart	Hedges
A5	Allen	Fred Allen's Letters	Dunham
A6	ASCAP	ASCAP Biographical Dictionary (3rd Ed.)	Collins
A7	A. L. Alexander	A. L. Alexander's Treasurehouse of Inspirational Poetry and Prose	Donated by Louise and Alex Alexander
B1	William P. Banning	Commercial Broadcasting Pioneer	Hedges
B2	Erik Barnouw	Handbook of Radio Writing	Dunham
B2A	Erik Barnouw	Radio Drama in Action	Shapiro
B3	Harry Bannister	The Education of a Broadcaster	NBC
B4	Broadcast Music, Inc.	Thirty-two Television Talks	BMI
B5	Martin Begley & Douglas MacRae	Auditioning for TV	Dreher
B6	Broadcast Music, Inc.	Television Talks — BMI TV Clinics 1957	Shapiro
B7	Broadcast Music, Inc.	Twenty-two TV Talks, 1953	Shapiro
B8	Norman Brokenshire	This is Norman Brokenshire	Hedges
B9	Daniel Blum	Pictorial History of Television	Forbes
B10	Lyman Bryson	Time for Reason about Radio	Marshall
B11	Russell Bradden	Roy Thomson of Fleet Street	Moon
B12	Erik Barnouw	A Tower in Babel	Barnouw
B13	BBC	Year Book-1944	Swan
B14	Cecil Brown	Suez to Singapore	Dunham
B15	Buxton & Owen	Radio's Golden Age	Easton Valley Press
B16	John W. Bachman	The Church in the World of Radio- Television	William Beckinsale
B17	Bluem-Cox-McPherson	Television in the Public Interest	Hastings House
B18	A. William Bluem	Documentary in American Television	Hastings House
B19	Charles S. Steinberg	Mass Media and Communication	Hastings House
B20	William Bluem and Roger Manvell	Television—The Creative Experience	Hastings House
B21	BBC	Year Book 1949	NBC
B22	BBC	Year Book 1951	NBC
B22	BBC	Year Book 1952	NBC
B23	Warren Bush	Dialogues of MacLeish and Van Doren	Lawrence
B24	Wm. Brooks	"NBC-Columbia Univ. B'casting Series"	NBC
C1	Francis Chase, Jr.	Sound and Fury	Dunham
C2	Martin Codel	Radio and its Future	Hedges
C3	Correll & Gosden	All about Amos & Andy	Hedges

Number	Author	Title	Donor
C4	Charles W. Curran	Screen Writing & Production Technique	Dreher
C5	C. F. Caton	History of WMAQ 1922-1931	Waller
C6	Ted Cott	How to Audition for Radio	Mason
C7	W. W. Chaplin	The Fifty-Two Days	Mason
C8	CBS	From Pearl Harbor into Tokyo	Hedges
C9	CBS	The Sound of your Life	Stanton
C10	John E. Coons	Freedom & Responsibility in Broadcasting	Marshall
C11	Conrad, Wilson & Wilson	The Milwaukee Journal	WTMJ
C12	CBC	Fowler Report 1965	Moon
C13	John S. Carlile	Direction of Radio Programs	Shapiro
C14	Matthew N. Chappel	Radio Audience Measurement	Shapiro
C15	Joseph Creamer & William Hoffman	Radio Sound Effects	Shapiro
C16	Ted Cott	Victor Book of Musical Fun	Shapiro
C17	Charles Fields	The Story of Cheerio	Mason
C18	Bob Considine	Ripley, the Modern Marco Polo	Dunham
C18a	Bob Considine	It's All News to Me	Hedges
C19	Milton Cross	Great Operas	Dunham
C20	Milton Cross	Encyclopedia of Musicians and their Music	Dunham
C21	Samuel Chotzinoff	Lost Paradise	Dunham
C22	John Crosby	Out of the Blue	Dunham
C23	Dale Carnegie	How to Win Friends	Dunham
C24	Dale Carnegie	Little Known Facts	Dunham
C25	Dale Carnegie	Lincoln the Unknown	Dunham
C26	Jennie Waugh Callahan	Television in School, College and Community	NBC
C27	Albert Crews	A Handbook of Radio Production Directing	NBC
C28	Henry Cassirer	Television Teaching today	Dorothy Marvin
C29	Margaret Cuthbert	Adventure In Radio	NBC
C30	W. W. Chaplin	"70,000 Miles of War"	
C31	W. W. Chaplin	"The 52 Days"	NBC
C32	Mitchell Chapple	"Holiday Moods of The Year	Wm. S. Hedges
D1	Orrin E. Dunlap, Jr.	The Future of Television	Heath
D2	Orrin E. Dunlap, Jr.	Radio's 100 Men of Science	Heath
D3	Orrin E. Dunlap, Jr.	Understanding Television	Heath
D4	Orrin E. Dunlap, Jr.	Communications in Space	Hedges
D5	Orrin E. Dunlap, Jr.	Radio & Television Almanac	Dunham
D6	Orrin E. Dunlap, Jr.	Radar	Hedges
D7	Josephine Dillon	Modern Acting	Shapiro
D8	Jessica Dragonette	Your Voice and You	Rodale Books, Inc.
D9	Jessica Dragonette	Faith is a Song	Dragonette
D10	B. H. Darrow	Radio—The Assisant Teacher	NBC
E1	Ellen M. Scovron, Editor	Electronic Specifying & Procurement	Shapiro
E2	W. L. Everett, Editor	Fundamentals of Radio	Marshall
E3	Aziel L. Eisenberg	Children & Radio Programs	Shapiro

Number	Author	Title	Donor
E4	Eliot	Strength We Need	Flannery
F1	John Earl Fetzer	One Man's Family	Fetzer
F2	John J. Floherty	Behind the Microphone	Dunham
F3	Bob Foreman	An Ad Man Ad-Libs on TV	Dreher
F4	Ford, Hershfield, Laurie	Can You Top This	Shapiro
F5	Flannery	Assignment to Berlin	Flannery
F6	Firestone	Man on the Move	Frazier
FCC1	FCC	Petition of RCA and NBC for Approval of Color Standards for RCA Color System	Hedges
F7	Donley Feddersen	The Egghead and the Others	Fedderson
F8	Ford, Hershfield & Laurie, Jr.	Cream of the Crop	Robt. A. Jito
G1	Kenneth M. Goode	What About Radio?	Dunham
G2	Ben Gross	I Looked and I Listened	Hedges
G3	Edward Gibbons	Floyd Gibbons, your Headline Hunter	Hedges
G4	Abel Green	The Spice of Variety	Hedges
G5	Green & Laurie	Show Biz	Hedges
G6	Raymond Guy & Others	Fundamentals of Radio & Electronics	Guy
G7	Matthew Gordon	News is a Weapon	Shapiro
G8	Garver	Successful Radio Advertising	Forbes
G9	Gordon & Falk	Your Career in TV & Radio	Falk
G10	Hy Gardner	Champagne for Breakfast	Dunham
G11	Hy Gardner	Champagne Before Breakfast	Holt and Co.
G12	Gordon & Falk	On the Spot Reporting	Falk
G13	Don Gillis	The Unfinished Symphony Conductor	Gillis
G14	Ira O. Guck & Sidney J. Levy	Living with Television	Lawrence
G15	Gordon & Falk	TV Covers the Action	Falk & Gordon
G16	Goodman, Robert L.	"Advanced Techniques for Trouble Shooting with the Oscilloscope"	Tab Books
H1	John V. L. Hogan	The Outline of Radio	Dunham
H2	Credo Fitch Harris	Microphone Memoirs	Dunham
H3	Kenneth A. Hathaway	Modern Radio Essentials	Hedges
H4	Richard Hubbell	TV-Programming & Production	Dunham
H5	William Hodapp	Face Your Audience	Dreher
H6	Richard Hubbell	4000 Years of Television	Shapiro
H7	Capt. L. S. Howeth, USN (ret.)	History of Communications— Electronics in the U.S. Navy	Baudino
H8	J. Barton Hoag	Basic Radio	Shapiro
H9	John S. Hayes	Both Sides of the Microphone	Shapiro
H10	Jack Hasty	Done with Mirrors	Shapiro
H11	T. H. Hutchinson	Here is Television	Shapiro
H12	Charles Henderson	How to Sing for Money	Shapiro
H13	LH & MS Herman	Manual of American Dialects for Radio, Songs & Screen	Shapiro

Number	Author	Title	Donor
H14	H. S. Hettinger	Practical Radio Advertising	Shapiro
H15	F. E. Hill & W. E. Williams	Radio's Listening Groups	Shapiro
H16	Patrick D. Hazard	TV As Art	NBC
H17	Murray Horowitz	TV68	Media Books
H18	Jim Harmon	Great Radio Heroes	Ed Cramer
H19	Arthur Hepner	"The Best of Emphasis"	NBC
H20	Jay Hoffer	"Managing Today's Radio Station	Tab Books
H21	Mary Jane Higby	"Tune in Tomorrow"	Cowles
I1	IRE	Proceedings of the IRE	Guy
I2	Industry Leaders	The Radio Industry	Egolf
J1	Ass'n for Professional Broadcasting Education	Journal of Broadcasting Fall 1962	Shapiro
J2	Ass'n for Professional Broadcasting Education	Journal of Broadcasting Winter 1962-3	Shapiro
J3	Ass'n for Professional Broadcasting Education	Journal of Broadcasting Winter 1956	Joy
K1	H. V. Kaltenborn	Fifty Fabulous Years	Hedges
K2	H. V. Kaltenborn	Kaltenborn Edits the War News	Hedges
K3	H. V. Kaltenborn	It Seems Like Yesterday	Hedges
K4	E. M. Kirby & J. Harris	Star-Spangled Radio	Hedges
K5	F. Kelly & C. Ryan	Star-Spangled Mikado	Hedges
K6	Wm. I. Kaufman	How to Announce for Radio & TV	Dreher
K7	Dr. E. B. Kurtz	Pioneering in Educational TV	Shapiro
K8	Joseph T. Klapper	The Effects of Mass Communications	Marshall
K9	Alice Keith	How to Speak and Write for Radio	Shapiro
K10	W. & R. C. Krulevitch	Radio Drama Production	Shapiro
K11	Philip Kerby	The Victory of Television	Shapiro
K12	Kintner	Broadcasting and the News	Kintner
K13	Kaltenborn	Kaltenborn Edits the News	Flannery
K14	Kaltenborn	"Europe Now"	NBC
K15	E. B. Kutz	"Pioneering in Educational Television"	Hedges
L1	Lenox R. Lohr	Television Broadcasting	Heath
L2	Ernest LaPrade	Broadcasting Music	Dunham
L3	Victor H. Laughter	Operators' Wireless Handbook 1909	Esch
L4	Lazarsfeld & Stanton	Radio Research 1942	Marshall
L4A	P. F. Lazarsfeld (Ed.)	Radio Research 1941	Shapiro
L5	P. F. Lazarsfeld	Radio & the Printed Page 1940	Marshall
L6	Phillips H. Lord	Seth Parker's Hymnal	Dunham
L7	P. F. Lazarsfeld & H. Field	People Look at Radio	Shapiro
L8	Dorothy Lewis	Radio & Public Service	Shapiro
L9	W. B. Levenson	Teaching through Radio	Shapiro
L10	Robert E. Lee	Television	Shapiro
L11	Larry Lesueur	Twelve Months that Changed the World	Shapiro

Number	Author	Number	Author
L12	R. J. Landry & G. W. Stewart	Who, What, Why is Radio	Shapiro
L13	Jerome Lawrence	Off Mike	Flannery
L14	Eugene Lyons	David Sarnoff	Eiges
L15	David Levy	The Chameleons	Dunham
L16	Lazarsfeld and Kendall	Radio Listening in America	Flannery
L17	F. H. Lumley	Measurement in Radio	NBC
L18	Lazarsfeld & Kendall	"Radio Listening in America"	NBC
M1A	Thurston Moore	Who's Who in Country Music 1965	BMI
M1B	Thurston Moore	Who's Who in Country Music 1966	Heather Pub.
M2	Earle McGill	Radio Directing	Dunham
M3	Hazel Meyer	The Gold in Tin Pan Alley	Hedges
M4	Harry W. McMahan	TV Tape Commercials	Dreher
M5	S. A. Mitchell	S Z Mitchell and the Electrical Industry	Hedges
M6	A. P. Morgan	Wireless Telegraph Construction for Amateurs. 1910	Esch
M7	Ned Midgley	The Advertising and Business Side of Radio	Marshall
M8	Mary M. McBride	Out of the Air	Marshall
M9	Albert Mitchell	Here's the Answer, the Answer Man	Shapiro
M10	Merle Miller & Evan Rhodes	Only You Dick Daring	Dunham
M11	Mary M. McBride	A Long Way from Missouri	Dunham
M12	Roy K. Marshall	The Nature of Things	Dunham
M13	Edward R. Murrow	In Search of Light	Knopf
M14	Harold R. Medina	Radio, Television and the Administration of Justice. Documented by Ass'n Of Bar of City of New York	NBC
M15	Marshall McLuhan	The Medium is the Massage	TIO
M16	Marshall McLuhan	Understanding Media	TIO
M17	John MacVane	"Journey Into War"	NBC
M18	Martin Mayer	"Madison Ave. USA"	Hedges
M19	Karl Menninger, M.D.	"The Crime of Punishment"	
N1	NAB	Broadcasting and the Bill of Rights	Heath
N2	NBC	Broadcast Advertising (1929)	Dunham
N3	NBC	The Fourth Chime	Dunham
N4&5	D. R. Mackey	NAB—It's First Twenty Years (Two Volumes)	Hedges
N6	NBC	Office Telephone Directory	Dunham
N7	NBC	Report of War Clinics 1943	Hedges
N8	NBC	Radio Enhances Two Distinguished Names	Shapiro
N9	NBC	NBC and You	Dunham
N10	NBC	Advisory Council Bulletins (10 Vols.)	NBC
N11	NBC	Set of 4 Books on Broadcasting	NBC
N12	NBC	Symphony Orchestra	Peter
N13	NBC	There was a President	Eiges
N14	NBC News	Edited by Ben Grauer—Picture Book of 1967	NBC

Title	Donor	Title	Donor
N15	NBC News	Stand by—1962	NBC
N16	NBC News	"The Longest Night"—1962	NBC
N17	F. R. Nye	"Hoop" of Hooper Ratings	Lawrence
N18	Phil Newsom	"United Press Radio News Style Book	NBC
O1	Robert S. Oringel	Audio Control Handbook	Dreher
O2	E. M. Orowitz	What is Wrong with Commercial Broadcasting?	Shapiro
O3	Barney Oldfield	Never a Shot in Anger	Dunham
O4	Clark Agnew and Neil O'Brien	Television Advertising	O'Brien
O5	H. & B. Overstreet	"Town Meeting Comes to Town"	Lawrence
P1	Eric Palmer, Jr.	Riding the Air Waves	Dunham
P2-3-4-5-6		Broadcast Pioneers Directories 1943-5-7. 1951-2-8-9	Dunham
P7	Creighton Peet	All About Broadcasting	Shapiro
P8	Press Ass'n.	PA Announcer	Shapiro
P9	John G. Peatman	Radio and Business 1945	Shapiro
P10	John G. Peatman	Radio and Business 1946	Shapiro
P11	John G. Peatman	Listener Attitudes toward Radio Broadcasts	Shapiro
P12	Porterfield & Reynolds	We Present Television	Shapiro
P13	Everett C. Parker	Religious Television	Wm. Beckinsale
P14	Parker, Barry, Smythe	The Television-Radio Audience and Religion	Wm. Beckinsale
P15	Dick Perry	Vas You Ever in Zinzinnati?	M. C. Watters
R1	John Royal	Television Production Problems	Dunham
R2	Franklin M. Reck	Radio from Start to Finish	Dunham
R3	J. L. Reinsch	Radio Station Management	Marshall
R4	C. B. Rose	National Policy for Radio Broadcasting	Marshall
R5	Ralph Rogers	Dos and Dents of Radio Writing	Shapiro
R6	J. Ranson & R. Pack	Opportunities in Radio	Shapiro
R7	Oscar Rose	Radio Broadcasting and Television	Shapiro
R8	Ryan	History in Sound	Meade
R9	Robinson	Radio Networks and the Federal Government	Swan
R10	Ripley	Mammoth Believe It or Not	Dunham
R11	Ripley	Believe It or Not Omnibus	Dunham
R12	Rosenberg & White	Mass Culture	Joy
R13	Sol Robinson	"Broadcast Station Operating Guide"	Tab Books
S1	Irving Settel	Pictorial History of Radio	Hedges
S2	RCA	Dedication—David Sarnoff—45 years of Service	Hedges
S3	Eric Severeid	Candidates 1960	Hedges
S4	Kermit Schafer	Your Slip is Showing	Hedges
S5	E. P. J. Shurick	First Quarter Century of American Broadcasting	Heath
S6	Irving Settel	Top TV Shows of the Year (1954-55)	Dreher
S7	J. W. Swallow	Midwife to an Octopus	Swallow

Number	Author	Title	Donor
S8	Slate & Cook	It Sounds Impossible	Hedges
S9	Schechter & Anthony	I Live on Air	Marshall
S10	Kate Smith	Living in a Great Big Way	Shapiro
S11	Helen Sioussat	Mikes Don't Bite	Shapiro
S12	Ray Gram Swing	Preview of History	Shapiro
S13	Jeanette Sayre	Studies in the Control of Radio	Shapiro
S14	Searchinger	Hello America	Flannery
S15	Siepmann	Radio, Television and Society	Belasco
S16	Shylman & Youman	How Sweet It Was	Benedict
S17	Stasheff	The Television Program	Swan
S18	Charles A. Siepmann	Radio's Second Chance	NBC
S19	David Sarnoff	"Looking Ahead"	RCA
S20	Robert St. John	"It's Always Tomorrow"	Hedges
S21	Seymour Martin	"How to Write for Radio"	NBC
S22	Stephan McCarthy	"Sampling Opinions"	
S23	Eric Sevareid	"Small Sounds in the Night"	Lawrence
T1	Weston C. Pullen, Jr.	32,000 Hours a Year—Time-Life	Pullen
T2	K. S. Tyler	Modern Radio	Marshall
T3	Taylor	Of Men and Music	Dunham
T4	Lowell Thomas	"The Stranger Everyone Knows"	Thomas
T5	Time-Life Books	This Fabulous Century—1900-1910	Time-Life
T6	Lowell Thomas	"Fan Mail"	NBC
V1	Rudy Vallee	Vagabond Dreams Come True	Mason

Number	Author	Title	Donor
W1	J. Howard Wood	WGN—A Pictorial History	Quaal
W2	Havens & Martin	WTVR—Giant TV Tower (Richmond, Va.)	Hedges
W3	WFBM Staff	From Crystal to Color	Shapiro
W4	E. A. Weir	The Struggle for National Broadcasting in Canada	Weir
W5	C. H. Wolfe	Modern Radio Advertising	Marshall
W6	Robert West	The Rape of Radio	Marshall
W7	Paul W. White	News on the Air	Marshall
W8	Llewellyn White	American Radio	Shapiro
W9	Robert West	So-o-o-o You're Going on the Air	Shapiro
W10	Norman S. Weiser	The Writer's Radio Theatre 1940-1	Shapiro
W11	Morton Wishengrad	The Eternal Light	NBC
W12	Jane Woodfin	Of Mikes and Men	Robert Vito
W13	Daniel Walker	"Rights in Conflict"	NBC
W14	James P. Wood	"This is Advertising"	Leonard Patricelli
Y1-2-3-4	R. F. Yates	Everyman's Guide to Radio—4 Vols.	NBC
Y5	Max Wylie	"Best Broadcasts of 1938-39"	NBC
Y6	Max Wylie	Radio Writing	NBC

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- U. C. E. Hooper finds high recall from radio; results of a study showing radio's commercial impact to be "nearly as high" as television's, *Broadcasting*, March 17, 1969.
- V. Broadcast Rating Council adopts standards it intends to enforce by requiring disclosure of figure inflation, *Broadcasting*, March 24, 1969.
- W. "TV's Deadly Rating Game", *Sunday News*, March 23, 1969.

9. The History of NAB (National Association of Broadcasting):

- AA. Radio Code offers Scholarship Plan, State Groups get awards; *Broadcasting*, March 3, 1969.
- BB. Grover Cobb, Chairman of the NAB, advises Inland Daily Press Association meeting in Chicago that media cooperation may be the only answer to mounting government regulatory pressures; *Broadcasting*, March 3, 1969.
- CC. NAB urges the FCC to look for facts before deciding "one-to-customer" policy that could be "shattering," *Broadcasting*, March 3, 1969.
- DD. 1. NAB's \$2.5-million headquarters open for inspection to delegates to 47th Annual Convention, *Broadcasting*, March 17, 1969.
- 2. Agenda of the Broadcast Engineering Conference in conjunction with the NAB Convention, *Broadcasting*, March 17, 1969.
- 3. NAB's 47th Annual Convention meets in Washington, D.C., *Broadcasting*, March 17, 1969.
- 4. NAB Convention Directory, March 23, 1969.
- 5. NAB program for March 24, 1969.
- 6. NAB program for March 25, 1969.
- 7. NAB Convention program, March 23-26, 1969.
- 8. *Broadcast Daily*, NAB Convention issue, March 24, 1969.
- 9. *Television Digest*, NAB Convention issue, March 24, 1969.
- 10. Pre-Registration list, NAB Convention, March 23, 1969.
- 11. *Broadcast Daily*, NAB Convention issue, March 25, 1969.
- 12. *Film and Television Daily*, NAB Convention issue, March 24, 1969.
- 13. *Broadcast Management Engineering* magazine, NAB Convention issue, March, 1969.

- 14. NAB Convention opens in the seat of government where harshest regulation is shaping up, *Broadcasting*, March 24, 1969.
- 15. Text of the Invocation given by Father Donald F. X. Connolly, at Management luncheon, NAB Convention, March 24, 1969.
- 16. *Broadcast Daily*, NAB Convention issue, March 23, 1969.
- 17. *Broadcast Daily*, NAB Convention issue, March 25, 1969.
- 18. Highlights of the NAB 47th Annual Convention, March 23-24, 1969.
- 19. Vincent T. Wasilewski, President of NAB, tells convention delegates that fight against restrictions can be won in courts; says public is radio-TV's ally, *Broadcasting*, March 31, 1969.

- EE. NAB study in 1966 found mixed attitudes towards radio-TV and Government controls, *Broadcasting*, March 24, 1969.
- FF. NAB names four 1969 winners of Harold E. Fellows Scholarships, March 24, 1969.

10. Music In Broadcasting:

- O. Proposed new contract with ASCAP gets final touch-up in Washington; attention starts turning to BMI, *Broadcasting*, March 31, 1969.
- P. Cities turn to radio's country music, *New York Times*, April 7, 1969.

11. NBC:

- IIII. Listing of Board Chairmen, Presidents from 1926 to 1969.
- JJJJ. David Brinkley, NBC Commentator goes to Washington, D.C., *Time Magazine*, March 14, 1969.
- KKKK. NBC Transmitter, April 1944 issue.
- LLLL. Year End Statement, 1946 by Niles Trammell, President of NAB.
- MMMM. NBC press release on talk given by Niles Trammell to graduates of the National Academy of the Federal Bureau of Investigation, June 30, 1950.
- NNNN. NBC press release on resignation of Niles Trammell as President and member of RCA Board to head new Biscayne TV Corporation, December 8, 1952.

12. The CBS Story:

- V. Miscellaneous Articles.
- P. CBS-TV plans to allow reviews before screening, *New York Times*, March 28, 1969, article by Jack Gould.

- Q. CBS to unveil photo transmission breakthrough New York Times, March 31, 1969.
- R. "Outdated" color system to relay space images, Dr. Peter C. Goldmark, President of CBS Laboratories initial color system to be used, New York Times, April 5, 1969.
15. **The RKO General Story:**
- E. Competing application for WNAC-TV (RKO General station), is filed by seven Boston businessmen, Broadcasting, March 10, 1969.
21. **Newspaper Ownership of Stations:**
- J. 5 Newspaper ownership of stations: another round in WHDH-TV case, Broadcasting, March 10, 1969.
22. **Advertising Agencies Part in Broadcasting's Growth:**
- YY. New York based advertising agencies and production companies dominate commercial awards, Broadcasting, March 17, 1969.
- ZZ. Stan Freberg forms own advertising agency, THYME, New York Times, March 21, 1969.
1. Stan Freberg goes in for "Thyme-buying," Broadcasting, March 24, 1969.
- AAA. TV Ads criticized by Bess Myerson Grant, New York Times, March 22, 1969.
- BBB. The Campbell Soup Company accused by F.T.C. of using deception in TV ads; agency, Batten, Barton, Durstein & Osborn, Inc., Company denies it misled the public. New York Times, March 25, 1969.
- CCC. The American Association of Advertising Agencies, "Don't Knock the Other Guy," Broadcasting, March 24, 1969.
- DDD. Upswing in research reported by agencies, Broadcasting, March 24, 1969.
- EEE. "What Advertising can do for Broadcasting," by Howard L. Gossage, Broadcasting, March 24, 1969.
- FFF. ANNY, Advertising News of New York, March 21, 1969.
25. **Broadcasting Magazine.**
- A. Sol Taishoff, Publisher of Broadcasting magazine, article by Jack Gould, New York Times, March 9, 1969.
31. **Development of a Code:**
- R. 1. Senator Pastore's plan to preview shows alarms networks, New York Times, March 17, 1969.
2. "Perils of Pastore," New York Times, March 23, 1969, article by Jack Gould.
3. NBC and ABC will permit Industry prescreening of shows, New York Times, March 24, 1969. (For CBS, see 12 V-M).
32. **News in Broadcasting:**
- RR. "An Investigation of Relationships between Television Editorial Commitment and News Content," preliminary draft by Keith W. Mileke, Richard D. Yoakam and G. Cleveland Wilhoit, Indiana University, March, 1969.
- SS. Walter Cronkite opposes control on News in William Allen White lecture at University of Kansas, March 24, 1969.
- TT. Radio Television News Directors Association and eight other broadcast groups challenge lower-court decisions on freedom to discuss public issues on air, Broadcasting, March 24, 1969.
- UU. Why a ballyhooed TV-new innovation turned out to be a dud on ABC, TV Guide, April 5, 1969.
35. **TV Bureau of Advertising:**
- J. "Bread and Circuses," speech by Norman E. Cash, President, TvB, given at the New York Rotary Club, March 13, 1969.
- K. "National Advertisers Channel Most New Dollars into Television," TvB's Norman E. Cash tells NAB audience, NAB Convention, March, 1969.
36. **Women in Broadcasting:**
- gg. Bios—Bess Myerson Grant
Martha Crane
Rona Barrett
- ll. Rona Barrett of KABC-TV, Los Angeles, California, interview with Joan Barthel in Life magazine of March 21, 1969.
- mm. "Roberta Peter's Life is like Fiction," Sunday News, March 30, 1969, article by Ben Gross.
- nn. "For Women Only?" Aline Saarinen is moderator of WNBC-TV daily talk show, New York Times, March 30, 1969.
- oo. TV: Aline Saarinen's "Art and Bible" program on NBC, New York Times, March 31, 1969.
- pp. Pauline Frederick, NBC News Correspondent, weds Charles Robbins, New York Times, April 1, 1969.
- qq. The "God Bless America" Girl at 59, (Kate Smith) TV Guide, April 5, 1969.
40. **Sports in Broadcasting:**
- AA. Joe Garagiola has made the leap from ballplayer to cracker-barrel philosopher, TV Guide, March 15, 1969, article by Stanley Frank.

BB. Misc. clippings.

42. **Broadcasting in War Time:**

JJ. Niles Trammell, President of NBC, and John F. Royal, Vice-President, in charge of International Relations, make plans to re-open NBC offices in occupied countries freed by Allied forces, Daily News, NBC, October 13, 1943.

43. **The A. T. & T. Story:**

N. A. T. & T. postpone increase in rates for program transmission, Broadcasting, March 24, 1969.

65. **Educational Stations:**

W. "ETV reaches decision time, N.E.T. must pick successor to John F. White, and decide its own future," Broadcasting, March 10, 1969.

1. "John F. White, President of N.E.T. will head Cooper Union, June 1, 1969," New York Times, March 13, 1969.

X: 1. Senator Lee Metcalf summons Utility critics of P.B.L. program of March 23, 1969, New York Times, March 20, 1969.

2. Utilities' protests on P.B.L. program on electric power utilities probably increased its audience, New York Times, March 24, 1969.

3. Congressmen threaten reprisals after utilities question P.B.L. show, Broadcasting, March 24, 1969.

Y. A. T. & T. busy signal causes cancellation of N. E. T. program, Broadcasting, March 17, 1969.

71. **The Arthur Godfrey Story:**

F. Arthur Godfrey receives citations at the Management Radio Assembly of the 47th Annual Convention of the NAB, March 25, 1969.

72. **WSM Grand Ole Opry.**

C. History Picture Book.

73. **The Awards:**

P. Peabody Award—tape in two sections of luncheon, April 23, 1968.

Q. Broadcast Pioneers pay homage to WGAL's long service at 9th Annual Mike Award dinner ceremony in New York, Broadcasting, March 3, 1969.

R. 1968-69 Station Award and Special Citation of the National Academy of Television Arts and Sciences, presented at the NAB Convention, March 26, 1969. "Pretty Soon Runs Out," programmed by WHA-TV, Madison, Wisconsin, and "Assignment: The Young Greats," from WFIL-TV, Philadelphia, Pa. win awards.

S. Sloan Radio-TV Awards for Highway Safety, 1968.

77. **Religion in Broadcasting:**

Q. Oral Roberts new television program, "Contact" goes on the air, March, 1969.

R. Religious Broadcasters urged to put the heat on networks and local stations, Broadcasting, March 24, 1969.

S. "Night Call," a live broadcast on a 92 station network 5 nights a week, created by Dr. Harry Spencer of the Methodist Television, Radio and Film Commission of the United Methodist Church. New York Times, April 6, 1969.

85. **The Zenith Story:**

B. Zenith Radio Corporation, 1968 Annual Report.

86. **The Amrad Story:**

H. Letter from George K. Thompson establishing location of tape of first AMRAD reunion held in Winchester, Mass. in August, 1964.

88. **Comsat:**

Z. Intelsat proving thorny problem, New York Times, March 23, 1969.

AA. "TV from Satellite to homes set back; plan delayed by economic difficulties and politics," New York Times, March 30, 1969.

BB. Comsat cites gains on overseas circuits, Broadcasting, April 7, 1969.

91. **Pay TV:**

D. Pay TV Opponents Mount Drive. New York Times, April 2, 1969.

E. New York theater owners wage campaign for public support against pay TV, Broadcasting, April 7, 1969.

108. **William S. Hedges: (Retired V.P. NBC)**

BB. Interview with William S. Hedges by Frank Ernest Hill on March 28, 1951 at 30 Rockefeller Plaza, New York City. This interview taken on tape recorder, 90 page transcript.

109. **Television:**

YY. Color TV sets found to emit x-rays, New York Times, April 8, 1969.

121. **One Man's Family (TV and Radio Program):**

I. "Some Notes on One Man's Family" by Walter P. Sheppard of WRVR presented at the NAB Convention, March 1969.

137. **The RCA Story:**

BB. RCA Annual Report 1968.

139. **Japan—Radio - Television:**

BB. NHK Laboratories Note: "Acoustical 2-way Microphone," by Akio Mizoguchi, December, 1968.

- CC. NHK Laboratories Note: "A New Test Signal for Color Television Monitor Adjustment," by Yashutaka Mumaguchi and Yukon Fujii, January, 1969.
140. **The BMI Story:**
X. Profile on Edward Morton Cramer, President, BMI, Broadcasting, March 10, 1969.
158. **The Vipers: U. S. Mission to Europe 1945.**
C. Photos of the Vipers Mission to Europe, 1945.
165. **TV Films.**
H. "Icy Vaults spare films a moldy death," New York Times, March 10, 1969, article by Howard Thompson.
172. **Federal Communications Commission:**
BBB. FCC Commission, Nicholas Johnson raps FCC renewal of KNBR-AMFM, Broadcasting, March 10, 1969.
CCC. FCC open fire on house reps—proposed rule limiting "cross interests" by group owners may startling feedback, Broadcasting, March 17, 1969.
DDD. FCC renews Westinghouse Radio-TV licenses, New York Times, March 26, 1969.
EEE. FCC gets an earful from the Public, Broadcasting, March 24, 1969.
FFF. More signs of stiff regulation; Renewal Hearings set for KRON and WCCO, Broadcasting, March 24, 1969.
GGG. FCC adopts rule to permit public inspection of Network Affiliation Contracts, Broadcasting, March 24, 1969.
190. **CATV.**
V. "Can Cable make it in New York?" and "NCTA wins partial concessions on deadline". Two articles on CATV in Broadcasting, March 3, 1969.
W. New regulatory clouds over Wire, Public Utility Control again being considered in nearly a dozen states, Broadcasting, March 24, 1969.
259. **Television Information Office. (NAB)**
N. TV in the crucible of public opinion; survey conducted for TIO by Roper Research Associates indicates more people are watching medium now, Broadcasting, March 31, 1969.
267. **Library of Congress.**
I. Correspondence from Dr. Luther F. Sies, City College of New York, and Joseph E. Baudino, Westinghouse Broadcasting Company with paper on "A Proposal to Establish an Audio Archive of American Radio 1920-1955."
290. **Audience Mail and Appreciation.**
D. "Housewives lead drive on 'objectionable' TV Fare," New York Times, March 31, 1969.
293. **The Building of Radio City.**
D. At 35, Radio City's Studio 8-H approaches middle age with echoes of its golden past". Article by Thomas A. DeLong in After Dark, February, 1969.
323. **Association for Recorded Sound Collections.**
E. ARSC Journal, Vol. 1, Nos. 2/3 Summer-Fall 1968.
360. **WOR, New York.**
A. TV: "A Stock Market on the Air;" Ticker Tape goes into the home with informed funning comments, New York Times, March 4, 1969.
B. WOR-TV, big-city UHF's carry extensive news on Wall Street activity; other cities than New York have same service, Broadcasting, March 31, 1969.
371. **Ed Sullivan.**
G. Gold Medal Citation to Ed Sullivan, 1969 Gold Medal Annual.
H. "He Knows Where the Power Is", New York Times, March 9, 1969, article by Jack Gould.
372. **Public TV:**
I. "Eight TV Stations ask replacement of P.B.L. by new Sunday Series," New York Times, March 9, 1969, article by Jack Gould; also blueprints for change, New York Times, March 10, 1969.
J. "Horizons for Public and Global Broadcasting," New York Times, March 24, 1969.
385. **Lee DeForest:**
J. Lee DeForest Pioneers, 17th Annual Dinner and Awards, Fraunces Tavern, New York City, February 7, 1969.
412. **Marshall McLuhan, Author and Philosopher:**
D. Interview in Playboy Magazine, March 1969; a candid conversation on various aspects of communications.
420. **Commercials and Residuals:**
H. "Margo Krasne, Doyle Dane Bernbach, New York, makes a plea for Quality Radio Commercials," Broadcasting, March 17, 1969.
431. **Edward Klauber, Executive VP-CBS:**
C. Dedication of the Edward Klauber Broadcast Laboratory, Graduate School of Journalism, Columbia University, October 18, 1968.

438. **Ethnic Broadcasting:**
- AA. KBOI—Boise, Idaho — Basque
 - BB. KDGO—Durango, Colorado — Spanish
 - CC. KFEL—Pueblo, Colorado — Spanish
 - DD. KCID—Caldwell, Idaho — Spanish
 - EE. WRFC—Athens, Georgia — Negro
 - FF. WNAS—New Albany, Indiana—French, German, Spanish
 - GG. KTRG—Honolulu, Hawaii — Japanese
 - HH. KATN—Boise, Idaho — Spanish
 - II. KXEL—Waterloo, Iowa — Negro
 - JJ. KLEY—Wellington, Kansas — Spanish
 - KK. WFKP & WFPL—Louisville, Kentucky — French
 - LL. KMAR—Winnsboro, Louisiana — Negro
 - MM. WGL—Fort Wayne, Indiana — Spanish
 - NN. WHAI—Greenfield, Massachusetts — Polish
 - OO. WTAQ—LaGrange, Illinois—Italian, Polish, Spanish, Negro, Yugoslavia
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 - QQ. WJMS—Ironwood, Michigan — Finnish
 - RR. WALE—Fall River, Massachusetts — French, Polish, Portuguese
 - SS. KASM—Albany and Sauk Centre, Minnesota — German
 - TT. KHOF-FN—Los Angeles, California — Negro
 - UU. WJMR—New Orleans, Louisiana — Spanish
 - VV. WRVR—New York, New York — Spanish
442. **Radio—Growth Of:**
- J. "Quin Ryan's Coffee Break," Chicago Tribune, March 7, 1969. He compares early days in radio, sans commercials with today's radio and television commercial operations at home and abroad.
 - K. Henry Brief, Executive Director of the Record Industry Association of America tells Radio Management delegates at NAB Convention that less rigid formats are prescribed for nation's radio stations, March 25, 1969.
459. **Metromedia.**
- C. "Metromedia, Post-Newsweek Expand," Broadcasting, March 10, 1969.
 - D. Metromedia gives in on rep controversy, Broadcasting, March 24, 1969.
472. **Advertising Council.**
- A. "Abortion Messages in trouble," New York Times, March 28, 1969.
473. **TV Violence:**
- E. 2. "Is TV guilty 'til proved innocent?": Senator John O. Pastore talks about violence as he asks for Surgeon General study, Broadcasting, March 10, 1969.
 - 3. "TV Chiefs pledge aid to violence study." New York Times, March 13, 1969.
 - 4. Networks balk at Senator Pastore's demands for tight control, Government commits \$1 million to study violence, Broadcasting, March 17, 1969.
 - 5. "TV Violence: Wrong place to look? Is Senate ducking harder questions when it turns attention to the tube?" Broadcasting, March 24, 1969.
 - 6. "Can FCC ban Violence on TV?" Broadcasting, March 24, 1969.
 - F. Whitney M. Young, Jr., Executive Director of National Urban League says violence in city stems from other causes than TV, Broadcasting, March 31, 1969.
474. **TV Automation:**
- A. "TV Automation proves successful", Broadcasting, April 7, 1969.
477. **Cigarette Advertising:**
- O. "Smoke Out" Project: 60 teen-agers in Bakersfield, California combat Cigarette spots, Broadcasting, March 3, 1969.
 - P. "On-air smoking ban discussed at TV Review Board Session of NAB," Broadcasting, March 31, 1969.
 - Q. FCC warns stations antismoking spots must receive prime-time airing to comply with doctrine obligations, Broadcasting, March 31, 1969.
485. **Bibliography.**
- Listing of books in radio field.
486. **Mobile Pickups (TV).**
- The high cost of wheels for TV, Broadcasting, March 10, 1969.
487. **Steve Allen, and Jane Meadows (Mr. and Mrs.).**
- Biographical material, plus photos.
488. **"The Voice of Richmond", WRVA, Richmond, Virginia, by Calvin Thompson Lucy, (two tapes).**
489. **TV—Drug Abuse:**
- TV drive against drug abuse aimed at many types of users; campaign listed with the Advertising Council, New York Times, March 22, 1969.
490. **Radio-Television Bias:**
- "The Supreme Court declined to silence KTYM that had broadcast what had been termed 'bigoted appeals to anti-Semitic prejudices.' Investigation by FCC pending", New York Times, March 25, 1969.

- A. Whiting M. Young, Urban League Executive Director, urges networks to drop biased stations, New York Times, March 25, 1969.
 - B. "Broadcasters' right to air controversies confirmed by two Supreme Court rulings," Wall Street Journal, March 25, 1969.
 - C. "Fairness aired in Supreme Court," Broadcasting, April 7, 1969.
 - D. Member of FCC criticizes silence of broadcasters; accuses industry of an "ignominious silence" in defense of free speech. Cited WBAI-FM. (See 478). New York Times, April 9, 1969.
491. **Sources of Radio and Television Programs.**
Brief survey of some sources of radio and television programs for teaching and research in broadcasting history, by L. W. Lichty, University of Wisconsin given at NAB Convention, March 1969.
494. **Lottery Broadcasts.**
Suit challenges FCC ban on Lottery Broadcasts, New York Times, March 26, 1969.
- A. "Broadcasters' brief argues constitutional issues of N. Y. Lottery Case before U. S. Appeals Court," Broadcasting, March 31, 1969.
495. **Senate Committee Hearings.**
"Broadcasters warn of renewal hazards; Senate hearing covers one-to-customer, media concentration, NAB-TV Code, and Violence," Broadcasting, March 24, 1969.
- A. "Members shuffled on Key Senate Committees," Broadcasting, March 24, 1969.
 - B. "Broadcasters court Congress's aid", New York Times, March 27, 1969.
 - C. Comments by Robert Sylvester of the Daily News, April 1, 1969, complimenting Dr. Frank Stanton of CBS for his stand on proposed Code of Ethics by Senate Investigating Committee.
 - D. "President Nixon backs Senator Pastore in decrying sex and violence; more Senate hearings talked," Broadcasting, March 31, 1969.
 - E. Congressional hearings begin on proposals that would curtail Census Bureau's power to compel answers to questions designed to yield basic marketing data, Broadcasting, April 7, 1969.
496. **Martha Crane.**
Forty years of broadcasting; press releases relating to Martha Crane's radio program over WLS in Chicago, Illinois, October 16, 1968.
497. **Dwight David Eisenhower.**
Memorial programs televised soon after Eisenhower's death, New York Times, March 29, 1969.
- A. "TV: Solemn pageantry, pool coverage of Eisenhower rites is comprehensive and dignified," New York Times, March 31, 1969.
 - B. "TV: Cathedral rites for Eisenhower well covered," New York Times, April 1, 1969.
 - C. "Solemn majesty of rites for Ike conveyed by TV," Daily News, April 1, 1969.
 - D. TV Review by Jack Gould: "Eisenhower Followed to Rest in Abilene, Kansas," New York Times, April 3, 1969.
 - E. "Coverage of funeral rites for former President Eisenhower draws wide audiences and critical praise . . . cost to networks totaled \$6 million," Broadcasting, April 7, 1969.
 - F. "Dwight Eisenhower ushered in new TV era; first President to permit television to film White House news conference," Broadcasting, April 7, 1969.
498. **Corporation for Public Broadcasting.**
Corporation for Public Broadcasting brochure.
- A. Address by Frank Pace, Jr., Chairman of the Board of the Corporation for Public Broadcasting at the Management Luncheon of the 47th Annual Convention of NAB, March 25, 1969.
 - B. Misc. clippings.
499. **Closed Circuit-TV:**
"A new Closed Circuit offers two way link at three campuses; City University students can question TV teacher," New York Times, April 2, 1969.
500. **TV Censorship:**
"Muzzled stars and buck passing on network TV," Life Magazine, April 14, 1969.
- A. "In the Nation: What Sense in Censorship?" New York Times, April 3, 1969, article by Tom Wicker.
 - B. "CBS to drop Smothers Brothers Hour; Cites failure to get previews in time for affiliates to check," New York Times, April 5, 1969.
 - C. "Smothers Brothers say contract with CBS network was not broken," New York Times, April 6, 1969.
 - D. Tommy Smothers, embattled with CBS over control of his program's content, tries to influence NAB delegates at Convention, Broadcasting, March 31, 1969.
 - E. Misc. Clippings.
501. **FM Stations:**
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