

RADIO

ANNUAL

TELEVISION

YEARBOOK

1961



**DENNIS JAMES**

*Representatives:*

**WILLIAM MORRIS AGENCY**

# FOREWORD

**T**HE DYNAMIC POWER inherent in the broadcasting industry which permits it to successfully meet every challenge, whether economic or technological, again is being convincingly demonstrated as this, the 24th annual edition of the RADIO ANNUAL-TELEVISION YEAR BOOK goes forward to its international readership.



**T**HE INDUSTRY in the months intervening since the last RADIO ANNUAL-TELEVISION YEAR BOOK was published has faced up to a variety of perplexing and singularly complicated problems. All have either been solved or are in the process of solution. As a result the industry today continues to move ahead confidently, with its progress further advanced by the technological improvements and innovations emanating from the workshops of the scientists. The order of the day in broadcasting indeed is "Forward!"



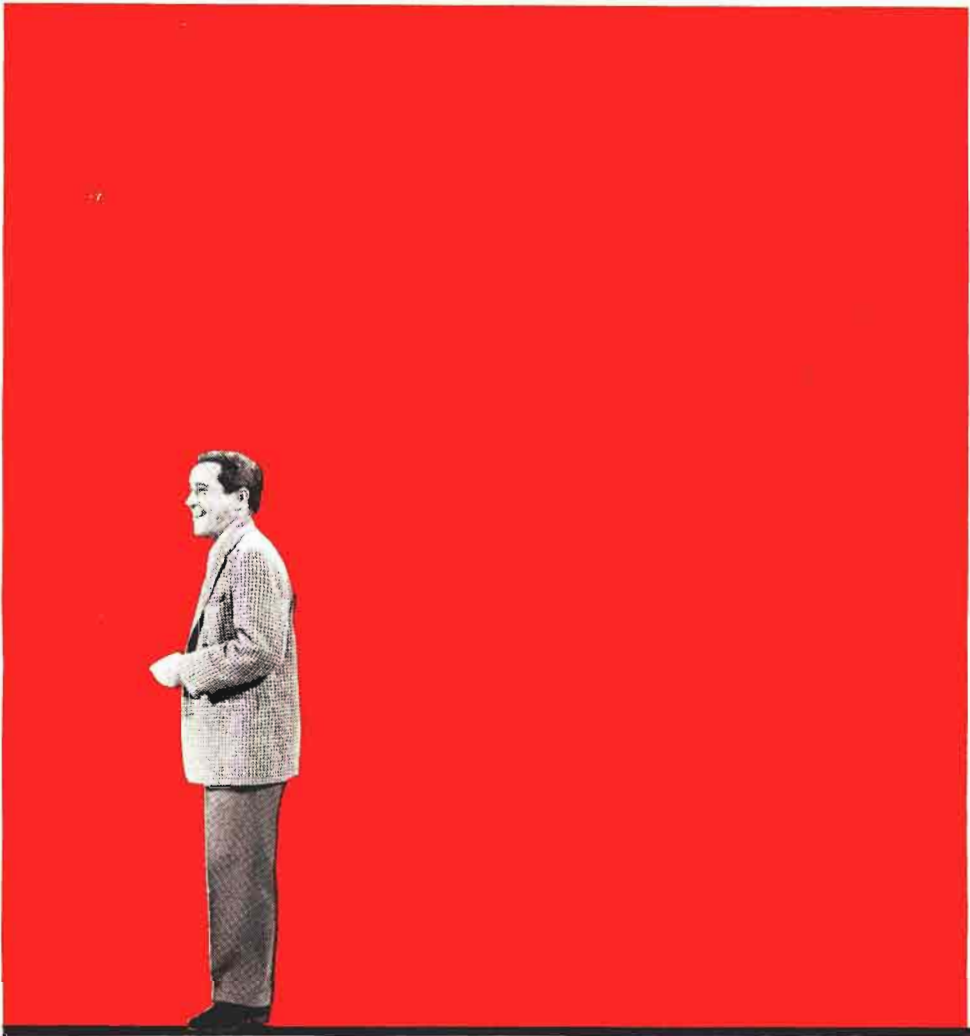
**T**HE RADIO-TELEVISION DAILY has been privileged to play its own informative role in the stirring events of the year, and this edition of the industry's acknowledged premiere reference work has been written, compiled, and edited in the same tradition of service and authority.



**I**T is the work of countless assistants and collaborators from all branches of the industry, and to all of them, our thanks and our deep appreciation.

CHAS. A. ALICOATE

*Editor-in-Chief*



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1961

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BEVERLY HILLS



NEW YORK



1961

**RADIO DAILY**  
TELEVISION DAILY

PRESENTS

TWENTY-FOURTH  
ANNUAL EDITION

**RADIO ANNUAL  
AND TELEVISION  
YEAR BOOK**



**CHARLES A. ALICOATE**  
*Editor-In-Chief*

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### ***A matter of principle***

*In 1960 the five CBS Owned television stations devoted nearly 14 million dollars worth of station time and facilities to non-network public affairs programs and announcements. The amount in itself is not of primary importance. But the principle behind it is. For*

*the sum (an all-time high!) is a measure of the emphasis the five CBS Owned stations place on community service programming patterned to the highest production standards. The result is a wide variety of exceptional programs which won better than 40 awards*



and citations during the year. Information programs ranging from hour-long documentary “specials” broadcast during prime-time evening hours, to station editorials, to on-the-spot reports from the Congo and from many other top-interest locations around the world.

*In a real sense, the stations’ commercial success makes possible this wealth of public affairs programming. And thus guarantees the program balance which has always been a guiding principle of . . .*

---

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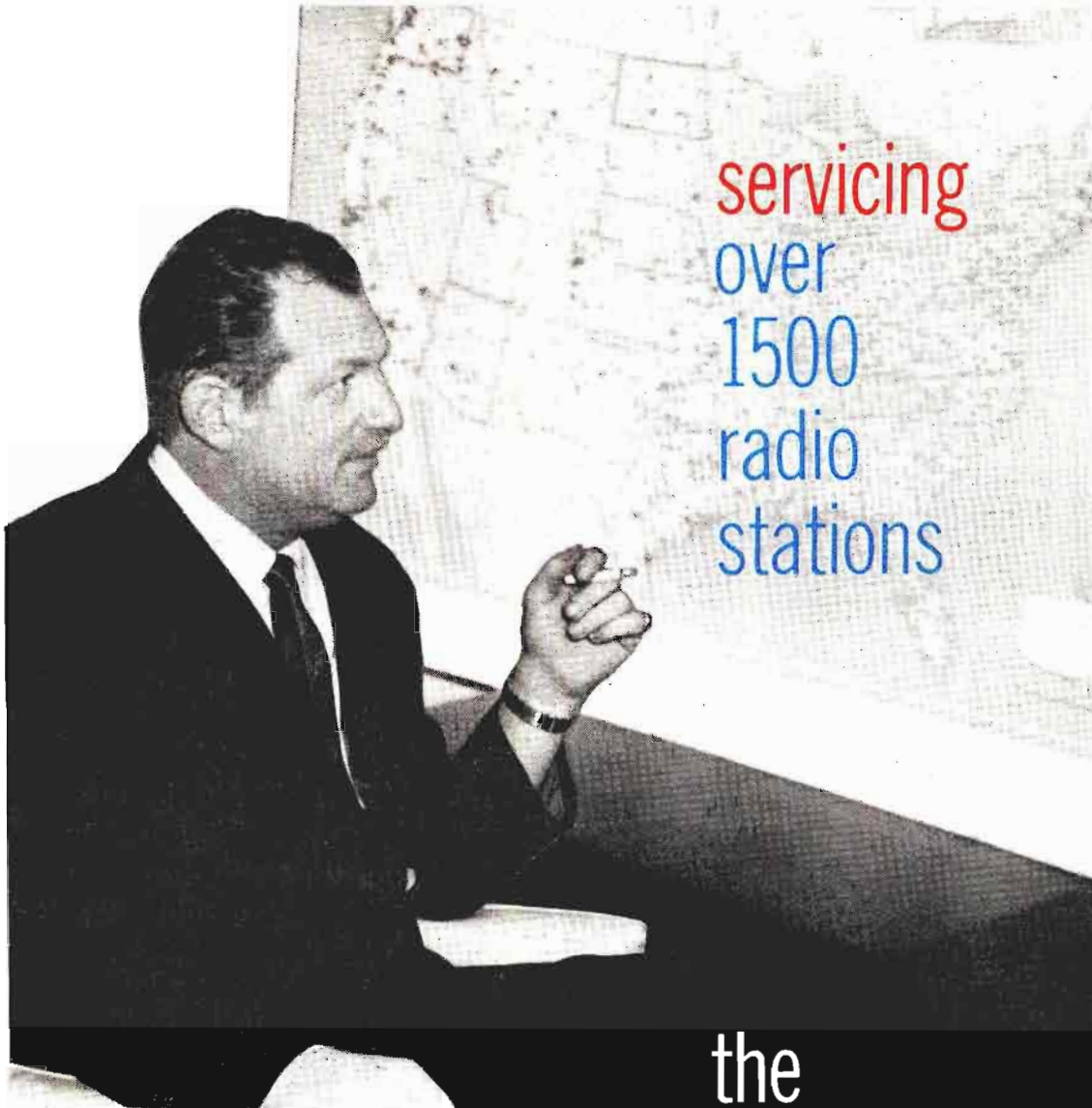
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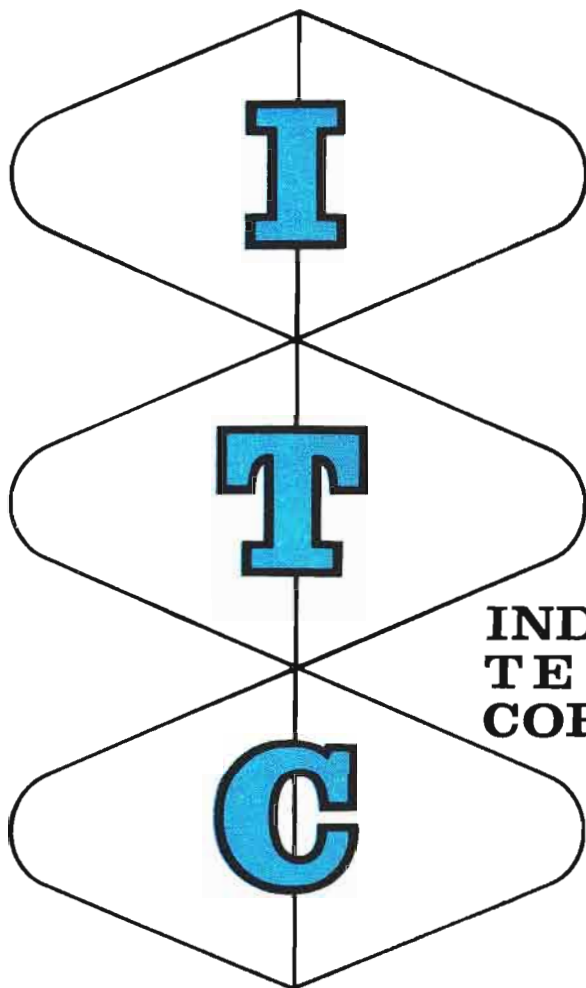
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PLaza 1-4352

*California Studio*  
731 N. La Brea  
Los Angeles, Calif.  
WEBster 1-1639

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1961

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## Industry Highlights Important Facts And Figures

Total Radio-TV industry revenue, 1959.....	\$1,723.9 million
Combined Radio-TV income (before tax) (26.5% above '58).....	\$264.7 million
Nationwide Radio-TV Network revenue, 1959 (9.5% above '58).....	\$636.5 million
Radio-TV Network income (before tax) (15.7% above '58).....	\$83.4 million
Total TV revenue, 1959 (13% above '58).....	\$1,163.9 million
Total TV time sales (before commission to agency reps).....	\$1,070.6 million
Derived from sale of network time.....	\$438.2 million
Derived from non-network time sales.....	\$632.4 million
Total 1959 TV broadcast expense (9.7% above '58).....	\$941.6 million
Total TV broadcast income (before tax) (29.3% above '58).....	\$222.3 million
Derived from three Networks and 17 O & O stations.....	\$87.9 million
Derived from 502 other TV stations.....	\$134.4 million
Revenues of three TV Networks and 17 O & O stations (11.5% above '58) .....	\$571.6 million
Median profit (before tax) of 98 pre-freeze TV stations, 1959.....	\$1.04 million
Median profit (before tax) of 237 post-freeze TV stations.....	\$144.0 thousand
Median profit (before tax) of 370 TV stations, 1959.....	\$165.0 thousand
Median loss, 126 TV stations, 1959.....	\$55.0 thousand
Average broadcasting expense of 491 TV stations, 1959.....	\$1.08 million
Radio revenues for 1959 (7.1% above '58).....	\$560 million
Radio profits, 1959 (13.7% above '58).....	\$42.4 million
Total revenues of radio networks (four national, three regular).....	\$60.4 million
Combined revenues of 3,271 other indie AM-FM stations.....	\$499.6 million
Profits of the above group (11.9% above '58).....	\$46.9 million
Time sales for four networks and 3,380 AM stations (7.9% above '58)	\$520.0 million
Median profit of 2,174 AM stations, 1959.....	\$10.3 thousand
Median loss of 1,074 AM stations, 1959.....	\$7.2 thousand
FM station revenue of 148 indie stations, 1959.....	\$4.3 million

*(Continued on Page 35)*

# HOPE



*Hope Enterprises, Inc.  
Hollywood, California*

(Continued from Page 33)

Expenses for the above stations totaled 5.9 million, a loss of.....	\$1.6 million
Revenue from 131 FM stations operated by AM licensees, 1959.....	\$1.5 million
Spot radio time sales, 1960.....	\$191.6 million
Spot TV time sales, 1960.....	\$650.0 million

As of July, 1960, there were 447 VHF and 76 UHF commercial stations in operation in 275 markets; 56 other stations held operating authority, but were not actually on the air; 74 more were under construction.

As of July, 1960, there were over 5,000 authorized broadcast stations. (AM—3,581; TV—653; FM—912). Of these, 3,483 AM, 579 TV, and 741 FM stations held operating authorizations.

Of the top 100 TV markets, 42 have less than three VHF or three UHF stations.

Commercial AM stations operating at the close of fiscal 1960.....	3,483
Commercial TV stations licensed.....	579
TV translator stations licensed and on the air.....	233
Educational TV stations on the air.....	47
Commercial FM stations licensed and on the air.....	741
Educational FM stations on the air.....	165
Total TV sets produced, 1960.....	5.94 million
TV receiver factory billings, 1960.....	\$825.4 million
Total radio sets produced, 1960.....	10.7 million
Radio set factory billings, 1960.....	\$340.47 million
Value of manufacturers' sales of receiver tubes, 1959.....	\$368.8 million
Value of manufacturers' sales of components, 1959.....	\$2,833.0 million
Total table & portable TV sets manufactured, 1960.....	3.2 million
Total full-time employment for three TV Networks and 519 stations, 1959.....	35,353
Total part-time employment for above group.....	4,917
Total employment, all TV Networks and stations.....	40,270

Number of network affiliates and O & O stations:

	Number of Affiliates Radio	TV	Number of O & O Stations		TV
			AM	FM	
ABC .....	357	234	6	5	5
CBS .....	203	205	7	6	5
KBS .....	1120	—	—	—	—
MBS .....	450	—	—	—	—
NBC .....	204	212	6	5	5

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***BEST WISHES***



**MILTON BERLE**

*(Continued from Page 35)*

Number of radio stations in Canada .....	209
Number of radio stations in Mexico .....	344
Number of member stations, Radio Cadena Nacional, S.A. ....	47
Number of radio stations in Cuba, 1959 (new figures not available) .....	165
Number of radio stations in Haiti .....	6
Number of radio stations in Dominican Republic .....	25
Number of radio stations in the Bahamas .....	1
Number of radio stations in Jamaica .....	4
Number of radio stations on Guam .....	1
Number of radio stations in Puerto Rico .....	26
Number of radio stations in the Virgin Islands .....	2
Number of TV stations in Puerto Rico .....	5
Number of TV stations on Guam .....	1
Worldwide total of radio receivers, excluding U. S., its territories, and Canada .....	188,176,700
Worldwide total of wired speakers, excluding U. S., its territories, and Canada .....	39,794,000
Number of TV stations in U. S. equipped for network color.....	367
Total of state and regional members of the Association of National Community TV Association .....	379
Total TV Network gross time charges, 1960.....	\$682,371,069
Spot TV expenditures by national and regional advertisers, fourth quarter, 1960 .....	\$163,060,000
Leading national and regional spot TV advertiser, fourth quarter, 1960, was Proctor & Gamble Co., with estimated expenditures of.....	\$11,990,500
Advertising Agency failures during 1960.....	45
Their total liabilities were.....	\$2,381,000
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# THE DANNY THOMAS SHOW

Ninth Season Coming Up



**CBS-TV**

*Produced by*  
MARTERTO ENTERPRISES, INC.

*Exclusive Management*  
WILLIAM MORRIS AGENCY

**Sponsored by**  
**GENERAL FOODS**  
**thru**  
**BENTON & BOWLES**



# 1960 Network Television Gross Time Billings

	December			January-December		
	1959	1960	Percent Change	1959	1960	Percent Change
ABC-TV ...	\$13,280,610	\$14,788,070	+ 11.4	\$125,665,324	\$158,591,010	+ 26.2
CBS-TV ...	23,935,048	23,205,750	— 3.0	266,355,269	274,139,763	+ 2.9
NBC-TV ...	21,453,811	22,691,002	+ 5.8	235,290,937	249,640,296	+ 6.1
TOTAL ..	\$58,669,469	\$60,684,822	+ 3.4	\$627,311,530	\$682,371,069	+ 8.8

## Month By Month—1960

	ABC	CBS	NBC	TOTAL
January .....	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February .....	12,677,110	22,977,171	19,923,712	55,577,993
March .....	13,487,460	24,043,799	21,072,164	58,603,423
April .....	12,701,240	22,580,032	20,642,038	55,923,310
May .....	12,876,050	23,209,917	19,414,264	55,500,231
June .....	11,948,700	22,062,832	18,959,323	52,970,855
July .....	12,529,660	23,442,997	19,805,457	55,778,114
August .....	11,366,100	21,448,482	18,052,503	50,867,085
September .....	11,875,080	21,103,437	18,436,653	51,415,170
October .....	15,239,570	23,024,149	25,086,325	63,350,044
November .....	15,841,960	23,563,839	24,575,958	63,981,757
December .....	14,788,070	23,205,750	22,691,002	60,684,822

## By Day Parts

	December			January-December		
	1959	1960	Percent Change	1959	1960	Percent Change
Daytime ...	\$18,398,853	\$19,990,928	+ 8.7	\$203,103,778	\$210,883,356	+ 3.8
Mon.-Fri. ...	14,951,298	15,671,404	+ 4.8	171,243,799	173,257,209	+ 1.2
Sat.-Sun. ...	3,447,555	4,319,524	+ 25.3	31,859,979	37,626,147	+ 18.1
Nighttime ..	40,270,616	40,693,894	+ 1.1	424,207,752	471,487,713	+ 11.1
TOTAL ..	\$58,669,469	\$60,684,822	+ 3.4	\$627,311,530	\$682,371,069	+ 8.8

Source: TvB/LNA-BAR.



# JAN MURRAY

"CHARGE ACCOUNT" — NBC-TV

Monday to Friday — 2:00 P.M. to 2:30 PM EST

*Management:*

WILLIAM MORRIS AGENCY

# Report On FCC Station Expansions In Various Classes Of Broadcasting

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	301	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,041	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
1959	159	12	679	3,328	49	3,377	123	3,500
1960	92	11	822	3,112	11	3,183	98	3,581
<b>COMMERCIAL FM</b>								
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	41	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	40	26	21	519	11	530	31	560
1958	98	24	57	526	22	548	86	634
1959	153	18	71	578	44	622	147	769
1960	165	22	111	700	11	711	171	912
<b>EDUCATIONAL FM</b>								
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	144	3	147	10	157
1959	16	8	2	150	4	154	11	165
1960	20	4	11	161	4	165	16	181
<b>COMMERCIAL TV</b>								
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	121	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
1959	24	22	114	475	91	566	101	667
1960	22	36	106	481	98	579	71	653
<b>TV TRANSLATOR</b>								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	64	156
1959	96	7	27	158	0	158	87	245
1960	60	3	19	233	0	233	69	302
<b>EDUCATIONAL TV</b>								
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49
1958	4	0	9	29	3	32	21	53
1959	6	0	7	37	6	43	16	59
1960	6	1	7	10	7	17	17	64

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.



## Broadcast Services—Authorizations Of Different Classes At Close of '60

<i>Class</i>	<i>June 30, 1959</i>	<i>June 30, 1960</i>	<i>Increase or (Decrease)</i>
Commercial AM .....	3,500	3,581	81
Commercial TV .....	667	653	(14)
Educational TV .....	59	64	5
TV Translator .....	245	302	57
Auxiliary TV .....	991	1,093	102
Experimental TV .....	20	24	4
Commercial FM .....	769	912	143
Educational FM .....	165	181	16
International .....	3	5	2
Remote Pick-up .....	3,630	4,279	649
Studios-Transmitter Link .....	59	65	6
Developmental .....	0	4	4
Low Power Auxiliary.....	12	16	4
<b>Total .....</b>	<b>10,120</b>	<b>11,179</b>	<b>1,059</b>

## Data On Operating And Construction

(At Close of Fiscal 1960)

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM .....	3,483	98
Commercial TV .....	579	74
TV Translator .....	233	69
Educational TV .....	47	17
Commercial FM .....	741	171
Educational FM .....	165	16
<b>Total .....</b>	<b>5,048</b>	<b>445</b>

\* Source: FCC.

# "LES PAUL & MARY FORD"



*Columbia Records*

*Gibson Guitars*

*Personal Management*

GRAY J. GORDON  
TEmpleton 8-2746

37 WEST 57th STREET  
NEW YORK 19, N. Y.

# Broadcasting Industry Financial Data On Operations For 1958-1959

The radio and television industry's total revenues in the calendar year 1959 which are derived from the sale of time, talent and program materials to advertisers, were reported at \$1,723.9 million according to FCC figures. Total radio revenues increased by 7.1 per cent to \$560 million while TV revenues rose to \$1,163.9 million or 13 per cent above 1958. Total radio and TV profits of \$264.7 million were 26.5 per cent above 1958. TV broadcast profits of \$222.3 million were 29.3 per cent higher and radio profits of \$42.4 million were 13.7 per cent higher than 1958.

## All Networks And Stations, 1958-1959

<i>Item</i>	<i>1959 (\$ millions)</i>	<i>1958 (\$ millions)</i>	<i>Per Cent of Increase or decrease in 1959</i>
<i>Total Broadcast Revenues</i>			
Radio .....	\$ 560.0	\$ 523.1	7.1
Television .....	1,163.9	1,030.0	13.0
Industry Total .....	\$1,723.9	\$1,553.1	11.0
<i>Total Broadcast Expenses</i>			
Radio .....	\$ 517.6	\$ 485.8	6.5
Television .....	941.6	858.1	9.7
Industry Total .....	\$1,459.2	\$1,343.9	8.6
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio .....	\$ 42.4	\$ 37.3	13.7
Television .....	222.3	171.9	29.3
Industry Total .....	\$ 264.7	\$ 209.2	26.5

Note: Radio includes AM and FM broadcasting. Data covers the operation of 4 nationwide networks, 3,380 AM and AM-FM and 148 independent FM stations. Excluded are 38 AM and AM-FM stations and 9 independent FM stations. 1958 data are for 4 nationwide networks, 3 regional networks, 3,197 AM and AM-FM and 93 independent FM stations. 1959 TV data cover the operations of 3 networks and 519 stations. 1958 TV data cover the operations of 3 networks and 514 stations.



# **“THE ADVENTURES OF OZZIE AND HARRIET”**

Over ABC-TV Every Wednesday Night

***Sponsored By The Coca Cola Co. and The Eastman Kodak Co.***

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# Comparative Closing Stock Figures On Industry Issues During '59-'60

## NEW YORK STOCK EXCHANGE

<i>Company</i>	<i>Dec. 31 1959</i>	<i>Dec. 31 1960</i>	<i>Plus</i>	<i>Minus</i>
Admiral Corp. ....	23.2	11.5		11.5
AB-PT .....	29	45.1	16.1	
AT & T.....	80.3	104.4	24.1	
CBS .....	44.2	35.7		8.3
Crowell-Collier .....	19.5	39	19.3	
Decca .....	17.6	38	20.2	
Disney .....	46.3	27.3		19
Eastman Kodak .....	107	113	6	
General Precision .....	52.3	55	2.5	
Magnavox .....	38.2	47.6	9.4	
MCA .....	28	37	9	
NAFI .....	14	30.7	15.1	
National Theatres .....	12.5	5.3		7.2
Philco .....	32.5	19.4		13.1
RCA .....	68.3	51		17.3
Storer .....	30.4	28.6		1.6
20th Century-Fox .....	33.7	41.5	7.5	
United Artists .....	28.7	31.3	2.4	
Warner Bros. ....	43.4	52.7	9.3	
Westinghouse .....	109.4	49.2		60.2
Zenith .....	110.6	101.6		9
			141.5	147.6
				Net— 6.1

(Continued on Page 49)

# MAN OF THE HOUR

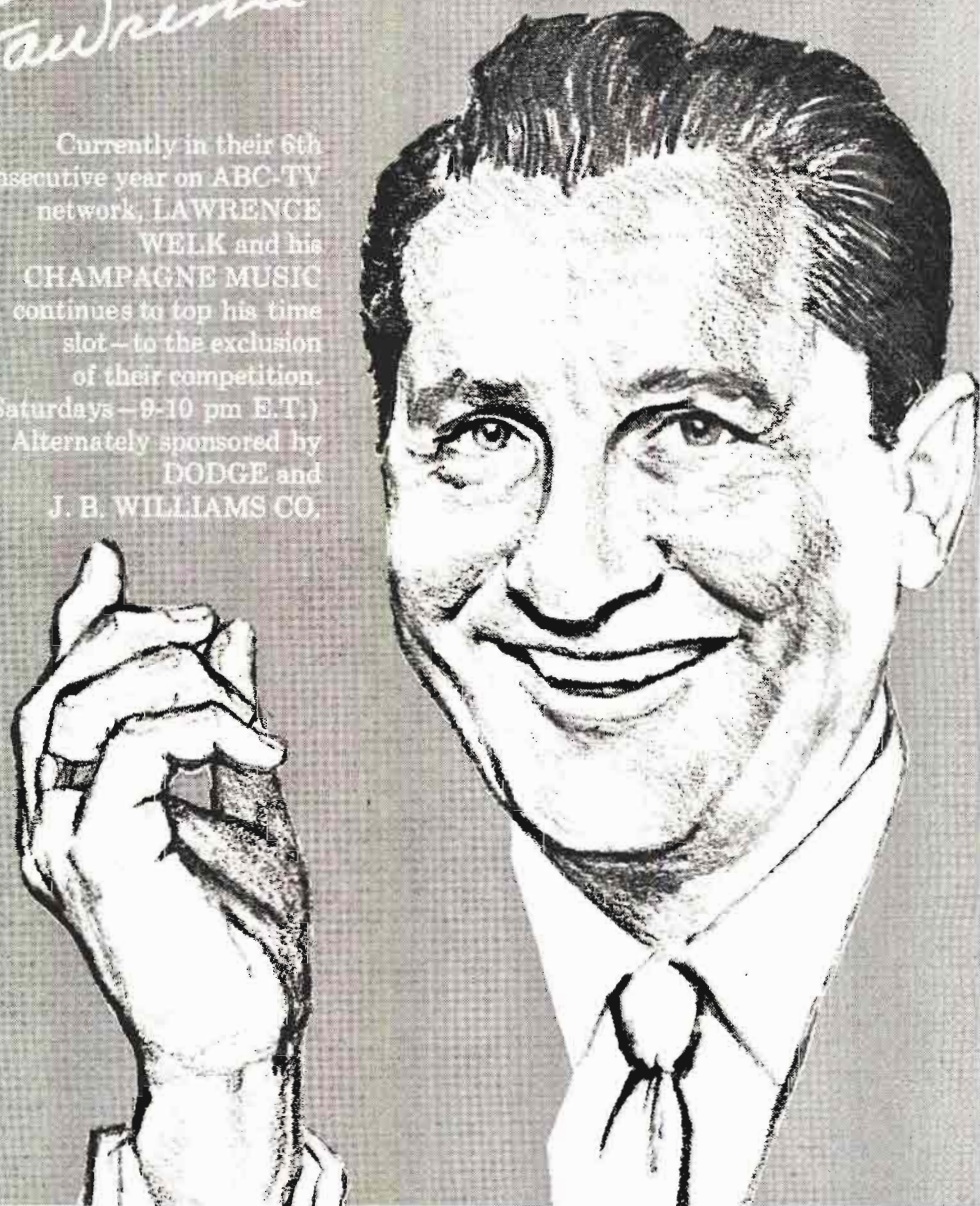
## SATURDAY NIGHTS!

*Lawrence Welk*

Currently in their 6th consecutive year on ABC-TV network, LAWRENCE

WELK and his CHAMPAGNE MUSIC continues to top his time slot — to the exclusion of their competition. (Saturdays — 9-10 pm E.T.)

Alternately sponsored by DODGE and J. B. WILLIAMS CO.



**GABBE, LUTZ, HELLER & LOEB**

*Personal Managers*



**DON FEDDERSON PRODUCTIONS**

*Television Counsel*

[www.americanradiohistory.com](http://www.americanradiohistory.com)

**COMPARATIVE CLOSING STOCK FIGURES**

(Continued from Page 47)

**AMERICAN STOCK EXCHANGE**

<i>Company</i>	<i>Dec. 31 1959</i>	<i>Dec. 31 1960</i>	<i>Plus</i>	<i>Minus</i>
Capital Cities .....	9.2	10.4	1.2	
Guild .....	1.4	.2		1.2
Hazeltine Corp. ....	29.4	26.2		3.2
Reeves .....	1.6	6.1	4.3	
Technicolor .....	9.6	13	4.6	
Teleprompter .....	12.4	10		2.4
			10.3	7
			Net Plus 3.3	



**OVER THE COUNTER\***

<i>Company</i>	<i>Dec. 31 1959</i>	<i>Dec. 31 1960</i>	<i>Plus</i>	<i>Minus</i>
Bartell .....	10	3.2		6.6
Gold Medal .....	.2	.2		
Meredith .....	38.4	41.6	3.2	
Met. Broadcasting .....	17.6	19	2.6	
Official Films .....	.7	2.4	1.5	
Scranton .....	1.6	2.2	.4	
			8.1	6.6
			Net Plus 1.3	

\* Bid Quotations.

Source: Archa Mavers of Hayden, Stone & Co.



## **KLAVAN and FINCH**

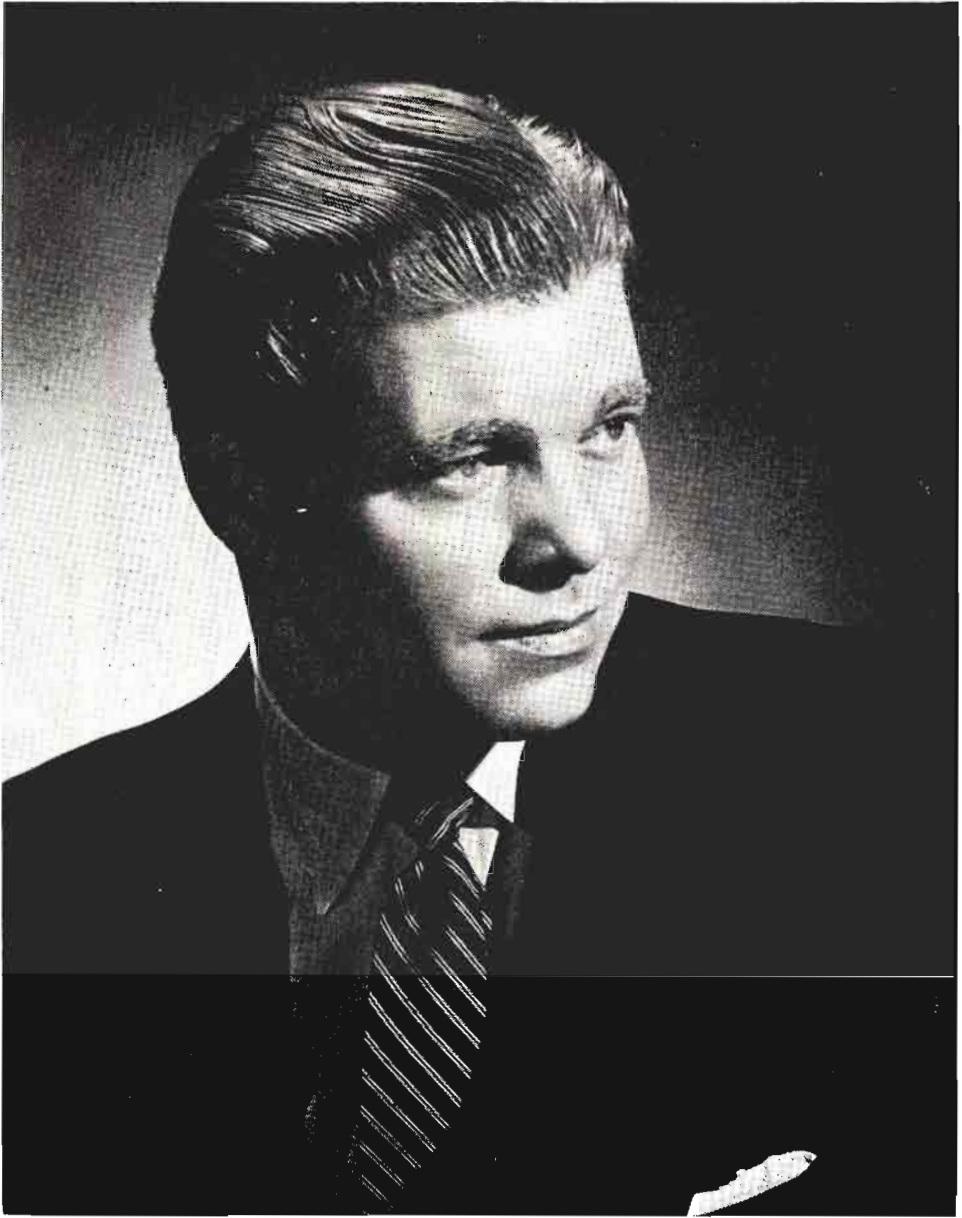
## Production Of Types Of Radio Sets Home — Clock — Portable — Auto

Year	(Add 000)				Total	\$ Value
	Home	Clock	Portable	Auto		
1950	7,053	—	1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	304,116
1959	3,145	2,794	4,128	5,555	15,622	330,874
1960	3,440	2,720	4,535	6,432	17,127	340,575

## Retail Sales Figures Of Radio Sets

Year	(Add 000)			Total
	Home	Clock	Portable	
1950	7,818	—	1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,449	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989
1959	2,729	2,481	3,687	8,897
1960	3,332	2,768	4,606	10,705

Source: EJA.



**JACK LESCOULIE**

## Comparative Spot Radio Time Sales Figures For 1959-1960

	— 1960 —	— 1959 —
First Quarter .....	\$ 43,779,000	\$ 42,707,000
Second Quarter .....	50,229,000	49,643,000
Third Quarter .....	46,470,000	47,066,000
Fourth Quarter .....	51,119,000*	48,727,000
Total .....	\$191,596,000	\$188,143,000

Source: Official FCC Figures

\* Estimated SRA Figures

## Quarterly Spot TV Time Sales Figures For 1959-1960

	— 1960 —	— 1959 —
First Quarter .....	\$167,981,000	\$151,414,000
Second Quarter .....	174,245,000	158,904,000
Third Quarter .....	135,013,000	129,553,000
Fourth Quarter .....	172,761,000*	165,603,000
Total .....	\$650,000,000	\$605,474,000

TvB-Rorabaugh

For SRA

\* Estimated



*Stan Z. Burns*



## Production Of Types Of TV Receivers Portables — Consoles — Combinations

(Add 000)  
(From 1947 to 1960)

<i>Year</i>	<i>Table &amp; Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>	<i>\$ Value</i>
1947	116,315	37,039	25,217	178,571	50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899
1959	3,612,638	2,566,950	169,792	6,349,380	896,405
1960	3,274,347	2,211,239	222,760	5,708,346	825,484

## Retail Sales Figures For TV Receivers

<i>Year</i>	<i>Table-Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>
1953	2,904,135	3,225,191	211,245	6,370,571
1954	4,007,040	3,183,584	126,410	7,317,034
1955	4,217,653	3,090,828	112,603	7,421,084
1956	4,754,787	2,556,845	75,397	7,387,029
1957	3,976,961	2,486,412	96,847	3,560,220
1958	2,936,321	2,080,999	122,762	5,140,082
1959	3,361,406	2,224,762	162,508	5,748,676
1960	3,235,506	2,489,849	219,690	5,945,045

Source: EIA.

---

**THE FRENCH BROADCASTING SYSTEM**

*Direct from Paris*

**RTF**

**OFFERS YOU, FREE OF CHARGE, A  
REGULAR TRANSCRIBED SERVICE**

*MUSICAL PROGRAMS: Serious. Folk. Popular. EDUCATION: French Lessons  
WOMEN'S PROGRAMS: Interviews. Fashions, Cuisine. Home Life. AND BY SPECIAL  
SHORT WAVE FEED "FRENCH PRESS REVIEW"*

**THE FRENCH BROADCASTING SYSTEM** • *Pierre Grenesse.*  
*Director in North America*

*972 Fifth Avenue, New York 21, New York • REgent 4-1501*

# Major Expense Items Of TV Stations\* With \$25,000 Or More Time Sales Classified By Volume Of Revenues

## Stations Operating Full Year 1959 Only

Broadcast Revenues	Average Per Station							All Other
	No. of Stations	Total Expenses	Salaries and Wages	Film	Talent	Depreciation		
Less than \$100,000	19	\$ 127,933	\$ 37,636	\$ 25,844	\$ 1,641	\$ 23,216	\$ 38,696	
\$100,000-\$200,000	34	208,032	80,540	21,993	4,207	27,360	73,932	
\$200,000-\$300,000	38	262,831	102,295	28,340	5,502	35,627	91,067	
\$300,000-\$400,000	32	382,186	135,506	50,023	8,437	42,491	145,729	
\$400,000-\$500,000	34	403,926	165,483	45,612	9,978	51,940	136,913	
\$500,000-\$600,000	37	508,384	197,519	53,141	9,657	63,370	184,697	
\$600,000-\$700,000	37	629,040	240,722	91,087	10,678	85,931	200,622	
\$700,000-\$800,000	28	699,778	279,175	99,927	13,524	74,992	232,160	
\$800,000-\$1,000,000	38	810,947	308,167	109,065	19,563	110,754	262,498	
\$1,000,000-\$1,500,000	54	968,254	360,569	134,788	24,765	106,305	341,827	
\$1,500,000-\$2,000,000	36	1,345,943	492,898	209,266	32,669	146,403	464,707	
\$2,000,000-\$3,000,000	46	1,722,251	617,848	292,024	62,166	173,837	576,376	
\$3,000,000-\$4,000,000	22	2,311,514	888,197	434,997	94,443	171,598	722,279	
\$4,000,000-\$5,000,000	10	2,950,784	1,049,665	592,612	196,525	184,645	927,337	
\$5,000,000-\$7,500,000	14	3,936,825	1,235,870	992,933	293,955	165,755	1,248,312	
Over \$7,500,000	12	6,431,213	1,547,216	1,618,442	352,932	253,234	2,659,389	
Total All Stations	491	\$1,080,852	\$ 375,941	\$ 195,736	\$ 45,361	\$ 97,594	\$ 366,220	
Total Pre-freeze Stations	107	\$2,549,331	\$ 834,551	\$ 535,113	\$134,227	\$162,262	\$ 883,178	
Post-freeze Stations:								
VHF	319	\$ 721,426	\$ 261,923	\$ 108,832	\$ 19,689	\$ 85,655	\$ 245,327	
UHF	65	427,464	180,569	50,164	9,415	51,495	135,821	
Total Post-freeze Stations	384	\$ 671,667	\$ 248,152	\$ 99,158	\$ 18,017	\$ 79,812	\$ 226,528	

(\* ) Excludes data for 5 post-freeze stations (1 VHF and 4 UHF) operating full year 1959 with less than \$25,000 in time sales which are not required to report detailed expense data.  
 Note: Also excludes data for 6 full year operating satellite stations whose financial data are included with their parent station.  
 Source: FCC

# BIG NEWS FOR PROGRAM PRODUCERS AND MUSIC DIRECTORS

EXCLUSIVE  
PRODUCTION  
SERVICES

**RADIO DAILY**

EXCLUSIVE  
LIBRARIES  
AND TAPES

## Big 3 Music Corp. Sets Service for Radio-TV

A service for radio and TV program producers is being instituted by the Big 3 Music Corp. (Robbins-Feist-Miller), which will suggest and provide music from its catalogs for producers' special needs.

The Widest Choice of Music for Featured Themes  
and Background Use From the Diversified Catalogs of:

**ROBBINS MUSIC CORPORATION**

**LEO FEIST, INC.**

**MILLER MUSIC CORPORATION**



**THE BIG 3 MUSIC CORPORATION**

1540 BROADWAY • NEW YORK 36, N. Y.

# Classified Profit And Loss Reported By AM Radio Stations For Full Year

	<i>Number of Stations</i> 1959	<i>1958</i>
PROFIT (before Federal income tax) of:		
\$500,000 and over .....	26	20
250,000-\$500,000 .....	28	26
150,000- 250,000 .....	24	30
100,000- 150,000 .....	36	39
75,000- 100,000 .....	37	26
50,000- 75,000 .....	90	67
25,000- 50,000 .....	244	237
20,000- 25,000 .....	134	121
15,000- 20,000 .....	216	208
10,000- 15,000 .....	284	263
5,000- 10,000 .....	434	403
Less than 5,000 .....	621	613
Total Stations .....	2,174	2,053
Median Profit .....	\$10,300	\$10,600
LOSS OF:		
Less than \$5,000 .....	403	405
5,000- 10,000 .....	210	207
10,000- 15,000 .....	118	109
15,000- 20,000 .....	70	70
20,000- 25,000 .....	49	55
25,000- 50,000 .....	121	90
50,000- 75,000 .....	54	37
75,000- 100,000 .....	23	16
100,000- 150,000 .....	13	16
150,000- 250,000 .....	8	5
250,000 and over .....	5	3
Total Stations .....	1,074	1,013
Median Loss .....	\$7,200	\$7,500

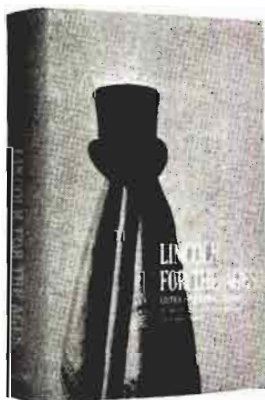
Source: FCC

# Two new distinguished books come out of BMI's Award Winning Program Series

CONGRATULATIONS! To the more than 1,200  
broadcasters who presented these program series  
over the past several years.

You should feel extremely proud of having played a vital  
role in the birth of these important books on  
American history.

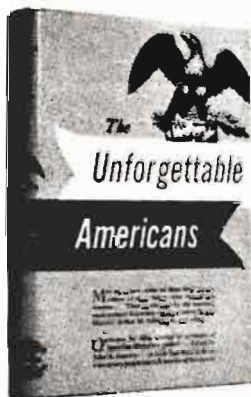
## LINCOLN FOR THE AGES



76 Distinguished  
Americans  
Tell His Story  
Edited by  
RALPH G. NEWMAN  
Published by  
Doubleday \$5.95

Chicago Tribune:  
"Contributions are  
of outstanding  
excellence."  
"Lincolniana of  
enduring merit."  
Fort Wayne  
News Sentinel:  
"magnificent book"

## THE UNFORGETTABLE AMERICANS



Developed by  
ALLAN NEVINS as a  
Society of American  
Historians project  
Edited by  
JOHN A. GARRATY  
Published by  
Channel Press, Inc.  
Great Neck, N.Y.  
—\$6.00



## THE AMERICAN STORY

Edited by EARL SCHENCK MIERS  
Published in 1956 by Channel Press, Inc.—\$5.00  
ALLAN NEVINS, eminent author, historian and  
twice winner of the Pulitzer Prize, in his Intro-  
duction to THE AMERICAN STORY, writes: "The book  
is unique, also, in that it grew out of an applica-  
tion of scholarly talent to the mass media... These  
papers, now somewhat revised, first reached the  
public over the radio. They were heard by  
audiences which certainly aggregated millions of  
people."

BROADCAST MUSIC, INC. • 589 FIFTH AVENUE  
NEW YORK 17, NEW YORK



# Top 100 Spot TV Advertisers National And Regional

— EST. EXPENDITURES FOR 4th QUARTER 1960 —

<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble.....	\$11,990,500
2. General Foods.....	4,765,700
3. Lever Brothers.....	3,779,300
4. Colgate-Palmolive.....	3,003,600
5. Miles Laboratories.....	2,918,700
6. Bristol-Myers.....	2,632,200
7. Standard Brands.....	2,531,700
8. B. & W. Tobacco Corp....	2,340,500
9. Warner-Lambert.....	2,282,200
10. Continental Baking.....	2,219,000
11. American Home Prods....	2,131,100
12. Pillsbury.....	1,913,700
13. Hunt Foods & Industries.....	1,801,900
14. William Wrigley Jr. Co....	1,778,200
15. International Latex.....	1,710,700
16. American Chicle.....	1,705,800
17. Lestoll Products.....	1,622,900
18. American Tobacco.....	1,523,300
19. Kellogg Co.....	1,179,000
20. Ford Motor Dealers.....	1,164,200
21. J. A. Folger & Co.....	1,383,900
22. Richardson-Merrill.....	1,307,800
23. P. Lorillard.....	1,286,200
24. Corn Products.....	1,220,700
25. Gillette.....	1,184,700
26. Phillip Morris, Inc.....	1,176,000
27. Quaker Oats Co.....	1,175,700
28. Nestle Co.....	1,168,200
29. Coca-Cola Bottlers.....	1,112,000
30. North American Phillips....	1,099,800
31. Food Manufacturers.....	1,056,800
32. Minute Maid.....	1,056,100
33. Avon Products.....	1,025,600
34. G. M. Corp. Dealers.....	1,017,100
35. United Merchants & Mfrs.....	912,100
36. Anheuser-Busch.....	931,000
37. Carnation Co.....	858,600
38. General Troy.....	858,200
39. Consolidated Cigar.....	817,100
40. Wander Co.....	792,500
41. Mobil Oil Co.....	781,900
42. Pepsi Cola Bottlers.....	776,900
43. Shell Oil Co.....	748,800
44. Maybelline Co.....	748,700
45. S. C. Johnson & Co.....	742,800
46. Sun Oil Co.....	738,700
47. National Cranberry Ass'n.....	729,000
48. Parker Pen Co.....	713,400
49. R. J. Reynolds Tobacco....	683,700

<i>Advertiser</i>	<i>Estimated Expenditure</i>
50. E. & J. Gallo Winery....	680,600
51. U.S. Borax & Chemical Corp.....	676,400
52. Carling Brewing Co.....	674,100
53. Helena Rubinstein, Inc....	619,300
54. Humble Oil & Refining....	639,100
55. Hills Bros. Coffee.....	613,800
56. Chock-Full-O'Nuts.....	599,200
57. Miller Brewing.....	590,900
58. Andrew Jergens Co.....	584,300
59. Max Factor & Co.....	564,000
60. Aerosol Corp.....	561,100
61. General Motors.....	551,700
62. Sterling Drug.....	514,600
63. Falstaff Brewing.....	513,000
64. Plough, Inc.....	512,500
65. Jos. Schlitz Brewing....	511,700
66. Welch Grape Juice Co....	531,500
67. Pabst Brewing.....	518,700
68. General Electric.....	505,500
69. Lanvin Perfums.....	502,000
70. Louis Marx & Co.....	484,000
71. American Motors Dealers	472,400
72. American Bakeries.....	467,700
73. Norwich Pharmaceutical...	456,200
74. Ideal Toy.....	445,900
75. Atlantic Refining.....	436,800
76. Corning Glass.....	435,300
77. Mars, Inc.....	429,300
78. Carter Products.....	427,000
79. Campbell Soup Co.....	425,000
80. Standard Oil Co. (Ind)	421,100
81. Piel Bros.....	421,100
82. Hertz Corp.....	421,200
83. United Vinters.....	419,900
84. Theo. Hamm Brewing....	410,900
85. Great A & P Tea Co....	409,900
86. General Mills.....	409,300
87. Peter Paul, Inc.....	407,600
88. Sardeau, Inc.....	406,800
89. J. Nelson Prewitt, Inc....	405,500
90. Scott Paper Co.....	405,000
91. Chesebrough-Ponds.....	400,400
92. Heublein, Inc.....	400,100
93. Pharma-Craft Co.....	396,000
94. Pepperidge Farm.....	390,400
95. Atlantis Sales Corp.....	375,900
96. Simoniz Co.....	370,200
97. American Motors.....	363,400
98. Golden Press, Inc.....	363,000
99. Holsum Bakeries.....	363,000
100. National Dairy Products	358,500

Source: TvB: Rorabaugh,

# PAT SULLIVAN AGENCY

Specialists

in

Talent

for

TV

Commercials

**SPORTS FIGURES  
ANNOUNCERS • MC'S**

**VARIETY ACTS  
SPOKESWOMEN**

1780 Broadway, N. Y.

Judson 2-0260



# TV Homes Delivered By Average Network Programs

(Comparative Figures From 1957 to 1960,  
Average Audience Basis)

## DAYTIME TV HOMES (Monday-Friday)

	<i>Home Delivered (Thousands)</i>			
	<u>1960</u>	<u>1959</u>	<u>1958</u>	<u>1957</u>
January .....	3,308	3,018	3,672	3,319
February .....	3,212	3,019	3,019	3,118
March .....	3,268	2,842	3,550	3,014
April .....	2,586	2,461	3,037	2,822
May .....	2,511	2,328	2,217	2,342
June .....	2,597	2,322	2,593	2,086
July .....	2,531	2,555	2,298	2,203
August .....	2,531	2,524	2,368	2,386
September .....	2,260	2,446	2,370	2,286
October .....	2,350	2,520	2,124	2,795
November .....	2,712	2,808	2,343	3,149
December .....	2,848	2,761	2,470	3,281

## NIGHTTIME TV HOMES (Monday-Sunday)

	<i>Home Delivered (Thousands)</i>			
	<u>1960</u>	<u>1959</u>	<u>1958</u>	<u>1957</u>
January .....	8,806	9,114	8,861	8,225
February .....	8,571	8,993	8,993	7,923
March .....	8,270	8,629	8,598	7,882
April .....	7,690	8,322	8,043	7,728
May .....	7,043	7,367	7,122	6,608
June .....	6,454	6,405	6,615	5,476
July .....	5,288	6,083	6,000	5,231
August .....	6,102	6,130	6,199	5,932
September .....	6,870	7,375	7,288	7,147
October .....	7,684	7,781	7,914	7,917
November .....	7,413	7,976	8,482	8,293
December .....	8,272	7,787	8,503	8,051

Source: A. C. Nielsen.



**U.S. STEEL HOUR**

*The Broadway  
of TV*

**CBS-TV**

**ALTERNATE WEDNESDAYS**

**Produced "LIVE" FROM NEW YORK**

**By THE THEATRE GUILD**

# Top 25 Network Brand Advertisers Estimated Expenditures By Quarters

**1960**

**FOURTH QUARTER**

1. Anacin Tablets .....	\$2,891,973	11. Tide .....	1,216,602
2. Winston Cigarettes .....	2,034,383	15. Bufferin .....	1,210,029
3. Salem Cigarettes .....	1,626,371	16. Marlboro Cigarettes .....	1,193,792
4. L & M Filter Tip Cigarettes .....	1,563,588	17. Kent Cigarettes .....	1,157,264
5. Texaco, Inc. General Promotion .....	1,196,770	18. Alka Seltzer .....	1,135,454
6. Chevrolet Passenger Cars .....	1,170,326	19. Ford Passenger Cars .....	1,116,437
7. Colgate Dental Cream .....	1,111,295	20. Viceroy Cigarettes .....	1,107,936
8. Bayer Aspirin Tablets .....	1,387,188	21. Pall Mall Cigarettes .....	1,101,473
9. Dristan Tablets .....	1,335,101	22. Commander Cigarettes .....	1,085,811
10. Oldsmobile Passenger Cars .....	1,299,319	23. Phillips Milk of Magnesia .....	1,059,889
11. Polaroid Land Camera .....	1,279,529	24. Gillette Razors and Blades .....	1,018,351
12. Crest Tooth Paste .....	1,276,155	25. Gleem Toothpaste .....	1,031,543
13. Betty Crocker Cake Mix .....	1,235,652		

**THIRD QUARTER**

1. Westinghouse Institutional .....	\$2,737,368	15. Tide .....	1,119,155
2. Anacin Tablets .....	2,556,426	16. Alberto VO-5 Hair Dressing and Conditioner .....	1,074,816
3. Mutual of Omaha Health & Accident .....	2,461,610	17. Kentucky King Cigarettes .....	1,072,357
4. Texaco, Inc. General Promotion .....	1,997,899	18. Westinghouse Electric Refrigerator Freezer .....	1,045,837
5. Bufferin .....	1,728,824	19. Camel Cigarettes .....	1,037,070
6. Dristan Tablets .....	1,662,864	20. Look Magazine .....	1,024,516
7. Kent Cigarettes .....	1,653,992	21. B. F. Goodrich Car Tires .....	1,024,516
8. Winston Cigarettes .....	1,551,555	22. Gleem Toothpaste .....	992,554
9. Bayer Aspirin Tablets .....	1,188,075	23. Phillips Milk of Magnesia .....	967,792
10. L & M Filter Tip Cigarettes .....	1,416,578	24. Belair Cigarettes .....	929,402
11. Colgate Dental Cream .....	1,356,161	25. Prudential Insurance Co. of America .....	925,707
12. Lipton Tea .....	1,329,390		
13. Phillies Cigars .....	1,214,410		
14. Pall Mall Cigarettes .....	1,180,186		

**SECOND QUARTER**

1. Anacin Tablets .....	\$2,357,830	14. Bufferin .....	1,220,579
2. Dristan .....	2,183,068	15. Marlboro Cigarettes .....	1,201,511
3. Texaco, Inc. General Promotion .....	1,988,181	16. Camel Cigarettes .....	1,188,774
4. Phillies Cigars .....	1,874,692	17. Phillips Milk of Magnesia .....	1,179,472
5. Winston Cigarettes .....	1,721,234	18. Viceroy Cigarettes .....	1,064,639
6. Bayer Aspirin Tablets .....	1,652,813	19. Ford Passenger Cars .....	1,034,066
7. Pall Mall Cigarettes .....	1,559,402	20. Allstate Insurance Co., Casualty .....	1,001,685
8. L & M Filter Tip Cigarettes .....	1,316,409	21. Prudential Insurance Co. of America .....	998,420
9. Tide .....	1,323,187	22. Armstrong's Floors and Walls .....	997,787
10. Gleem Tooth Paste .....	1,288,459	23. Nabisco Cookies .....	991,746
11. Salem Cigarettes .....	1,280,931	24. Kent Cigarettes .....	948,897
12. Crest Tooth Paste .....	1,253,071	25. One-A-Day Vitamin Tablets .....	944,646
13. Chevrolet Passenger Cars .....	1,227,800		

**FIRST QUARTER**

1. Dristan .....	\$2,572,758	11. Bufferin .....	1,240,095
2. Anacin Tablets .....	2,551,128	15. Viceroy Cigarettes .....	1,197,447
3. Phillies Cigars .....	2,067,112	16. Gleem Toothpaste .....	1,185,774
4. Bayer Aspirin Tablets .....	1,930,483	17. Chevrolet Passenger Cars .....	1,175,779
5. Winston Cigarettes .....	1,601,206	18. Phillips Milk of Magnesia .....	1,082,178
6. Pall Mall Cigarettes .....	1,568,382	19. Oldsmobile Passenger Cars .....	1,072,042
7. Colgate Dental Cream .....	1,535,428	20. Listerine Antiseptic—Oral .....	1,061,634
8. Chesterfield Cigarettes .....	1,510,480	21. Salem Cigarettes .....	1,053,228
9. Tide .....	1,494,929	22. Plymouth Passenger Cars .....	1,050,142
10. Kent Cigarettes .....	1,390,723	23. Crest Tooth Paste .....	1,030,791
11. L & M Filter Tip Cigarettes .....	1,387,881	24. Marlboro Cigarettes .....	1,028,063
12. Texaco, Inc. General Promotion .....	1,371,052	25. Gillette Razors and Blades .....	1,022,187
13. One-A-Day Vitamin Tablets .....	1,329,067		

LNA-BAR: Gross Time Costs Only

Released by: TVB

Compiled by: LNA-BAR

***Now In The 5th Successful Year***



# **DICK CLARK**

*ABC-TV Network*

---

**"AMERICAN BANDSTAND"**

**Monday Through Friday**

**4:00-5:30 P.M. NYT**

# 1960 Local Radio Dollar Source By Local Business Category

Rank	Local Business Category	% of Total Local Revenue Category Represents (U.S.)	% of Stations With Revenue From Category	Avg. % of Local Revenue Category Represents to Stations With This Business
1.	Auto Dealers .....	9.4	97.8	10.9
	New Car Dealers.....	6.9	91.2	7.4
	Used Car Dealers.....	2.5	68.3	3.5
2.	Supermarkets .....	6.1	92.5	8.3
	Chain Supermarkets .....	3.8	74.6	4.9
	Independent Supermarkets ..	2.3	64.9	3.4
3.	Appliance Stores .....	4.8	88.7	5.2
4.	Department Stores .....	4.6	87.1	5.2
4.	Furniture Stores .....	4.6	90.0	4.8
5.	Banks .....	4.1	88.1	4.6
6.	Soft Drink Bottlers.....	3.7	82.1	4.4
7.	Movie Houses .....	2.9	85.9	4.0
	Four Wall .....	2.0	79.9	2.4
	Drive-In .....	.9	51.4	1.6
7.	Tires, Batteries, Access.....	2.9	83.1	3.4
8.	Savings & Loan Assn.....	2.7	73.7	3.6
9.	Drug Stores .....	2.3	82.4	2.7
9.	Gasoline Stations .....	2.3	78.1	2.8
9.	Religious Org. (Local).....	2.3	61.4	3.7
10.	Dairies .....	2.1	76.2	2.6
10.	Men's Wear Stores.....	2.1	81.2	2.4
10.	Women's Wear Stores.....	2.1	79.0	2.5
11.	Lumber, Building Supplies.....	1.9	74.0	2.5
11.	Restaurants, Night Clubs.....	1.9	79.9	2.2
12.	Laundries .....	1.8	81.2	2.1
12.	Public Utilities .....	1.8	35.1	4.7
13.	Fuel & Heating Firms.....	1.7	62.4	2.6
13.	Jewelry Stores .....	1.7	79.6	2.0
13.	Realtors .....	1.7	64.6	2.5
14.	Personal Loan Companies.....	1.6	58.3	2.6
15.	Hardware Stores .....	1.4	61.8	2.1
15.	Shoe Stores .....	1.4	70.8	1.9
16.	Bakeries .....	1.2	53.0	2.1
16.	Farm Equipment .....	1.2	46.7	2.4
16.	Farm Services & Feed.....	1.2	48.0	2.3
16.	Local Food Processors.....	1.2	36.7	2.9
17.	Discount Stores .....	1.1	36.7	2.7
17.	Paint & Wallpaper Stores.....	1.1	67.1	1.5
17.	Variety Stores .....	1.1	53.9	1.9
18.	Institutional Advertising by Local Industries and Plants..	1.0	37.6	2.3
18.	Insurance Brokers .....	1.0	53.3	1.6
18.	Shopping Centers .....	1.0	43.3	2.1
19.	Florists .....	.8	64.9	1.1
19.	Sporting Goods Stores.....	.8	49.8	1.4
20.	Grocery and/or Fruit Stores.....	.7	38.2	1.6
20.	Moving & Storage.....	.7	46.1	1.3
21.	Camera Stores .....	.6	48.0	1.0
21.	Carpet Stores .....	.6	37.0	1.4
21.	Children's Wear Stores.....	.6	42.3	1.1
21.	Downtown Associations .....	.6	39.8	1.3

(Continued on Page 69)

# *Ralph Edwards*

## **This Is Your Life—NBC-TV**

Creator Packager

### **Truth or Consequences**

NBC-TV

*Starring*

**Bob Barker**

### **It Could Be You**

NBC-TV

*Starring*

**Bill Leyden**

### **About Faces**

ABC-TV

*Starring*

**Ben Alexander**



*The Chadwick Company*  
*Public Relations*

(Continued from Page 67)

Rank	Local Business Category	% of Total Local Revenue Category Represents (U.S.)	% of Stations With Revenue From Category	Avg. % of Local Revenue Category Represents to Stations With This Business
21.	Other Merchants' Assn.....	.6	30.4	1.5
21.	Transportation .....	.6	33.5	1.4
22.	Bowling Alleys .....	.5	37.3	1.0
22.	Funeral Parlors .....	.5	28.5	1.3
23.	Butchers .....	.3	13.5	1.1
23.	Furriers .....	.3	18.2	.9
24.	Delicatessens .....	.2	7.8	.7
24.	Stock Brokers .....	.2	14.1	1.0
	Miscellaneous .....	4.4	52.5	8.2
	Total .....	100.0		

Note: Chart percentages are averages compiled from all stations responding in the RAB survey. Figures are yardsticks for guidance only, for obviously, there is no such thing as an average U. S. Radio station. Variations can and do exist in the percentage of station business that various categories represent. Such specific station factors as market size, regional location, type of station, etc., are important influences.  
Source: RAB

## Average Hours Of Radio Usage Per Home And Per Day

	1960	1959	1958
January .....	1 hr. 52 mins.	1 hr. 55 mins.	1 hr. 55 mins.
February .....	1 hr. 49 mins.	1 hr. 51 mins.	1 hr. 58 mins.
March .....	1 hr. 59 mins.	1 hr. 55 mins.	1 hr. 55 mins.
April .....	1 hr. 52 mins.	1 hr. 49 mins.	1 hr. 54 mins.
May .....	1 hr. 55 mins.	1 hr. 57 mins.	1 hr. 58 mins.
June .....	1 hr. 50 mins.	1 hr. 52 mins.	1 hr. 53 mins.
July .....	1 hr. 41 mins.	1 hr. 40 mins.	1 hr. 49 mins.
August .....	1 hr. 35 mins.	1 hr. 40 mins.	1 hr. 44 mins.
September .....	1 hr. 48 mins.	1 hr. 52 mins.	1 hr. 59 mins.
October .....	1 hr. 40 mins.	1 hr. 53 mins.	1 hr. 56 mins.
November .....	1 hr. 49 mins.	1 hr. 56 mins.	1 hr. 54 mins.
December .....	1 hr. 39 mins.	1 hr. 50 mins.	1 hr. 49 mins.
Annual Average .....	1 hr. 47 mins.	1 hr. 51 mins.	1 hr. 53 mins.

Source: A. C. Nielsen.



## **TONY MARVIN**

Mutual Broadcasting System covering news and special events.

Personal Representative

**KAY KORWIN, INC. — PLaza 2-2230**



## Causes Of Advertising Agency Business Failures In 1960

<u>Apparent Causes</u>	<u>Number</u>	<u>Per Cent</u>
Evidenced by inability to avoid conditions which resulted in:		
Inadequate Sales .....	27	60.0
Receivables Difficulties .....	9	20.0
Competitive Weakness .....	10	22.2
Others .....	1	2.2
 <i>Underlying Causes</i>		
Lack of Experience in the Line.....	4	8.9
Lack of Managerial Experience.....	7	15.6
Unbalanced Experience* .....	10	22.2
Fraud .....	2	4.4
Incompetence .....	21	46.7
Reason Unknown .....	1	2.2
 Total .....	 45	 100.0

\* Experience not well rounded in sales, finance, purchasing and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

Note: Because some failures are attributed to a combination of apparent causes, the totals of this group exceed those of the underlying causes.

## Totals Of Advertising Agency Failures — 1945-1960

<u>Year</u>	<u>Number</u>	<u>Liabilities</u>
1945	1	\$ 4,000
1946	6	145,000

(Continued on Page 73)

# **SKELTON STUDIOS - HOLLYWOOD**

The most modern in Hollywood on completion of its \$2,500,000 reconstruction program ... three sound stages including an audience stage to house 300 people in addition to orchestra and production crews ... full air conditioning and counter-weighted lighting grid system ... concrete slab flooring covered by special composition material ... in excess of 20,000 square feet of office space ... other facilities include makeup and hairdressing rooms ... cafeteria ... mill ... scene and lamp docks ... paint shop ... editing rooms ... vaults ... both tape and film projection

# **SKELTON RED-EO-TAPE - ANYWHERE**

The world's most modern and complete large-scale television studio on wheels constructed at a cost of \$1,000,000 ... operated by 16 of the nation's most experienced video engineers ... employs color and black and white tape and film ... three RCA color cameras and up to six black and white cameras ... capability of effecting well over 100 electronic special effects ... five RCA color monitors with provisions for 10 black and white monitors ... two Ampex Videotape recorders with complete double system editing and splicing facilities ... two 85,000 watt generators powered by International Harvester and Hall-Scott engines ... three Crown Coach busses with 3,720 cubic feet of working space



RED SKELTON, *President*  
EDWARD M. HILL, *General Manager*

**1416 NORTH LA BREA AVENUE • HOLLYWOOD 28, CALIFORNIA • Hollywood 9-2731**

## ADVERTISING AGENCY FAILURES 1945-1960

(Continued from Page 71)

<u>Year</u>	<u>Number</u>	<u>Liabilities</u>
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,256,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000
1958	36	857,000
1959	40	1,554,000
1960	45	2,381,000

This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

## Comparative Business Failure Trends — 1959-1960

	<i>Percentage Change 1959-1960</i>		<i>Aver. Liability Per Failure in 1960</i>
	<u>Number</u>	<u>Liabilities</u>	
Total Businesses, All Lines . . . . .	+10	+35	\$60,772
Total Commercial Services . . . . .	+ 8	+83	72,696
Advertising Agencies . . . . .	+13	+53	52,911

Source: Dun & Bradstreet, Inc.

**F**ord Trucks

**A**pril Showers

**I**ntant Tenderleaf Tea

**L**ilt

**L**ady Charmin Tissue

**A**rnold Bread

**C**at's Paw Heels

**E**sslinger Beer

**P**hillies Cigars

**R**oi-Tan Cigars

**O**ld Dutch Beer

**D**ynamo

**U**. S. Air Force

**C**hase Manhattan Bank

**T**astykake

**I**ntant Maxwell House

**O**ldsmobile

**N**ational Association Broadcasters

**S**chick

**I**vory Soap

**N**ucoa Margarine

**C**hevrolet

**M**ichigan Milk Dealers

**U**nited Fruit (Chiquita Banana)

**S**ara Lee Bake Products

**I**roquois Beer

**C**arling's Beer

**A**lcoa Wrap

**L**og Cabin Syrup

**C**onoco

**O**hio Gubernatorial Campaign

**M**ercury

**M**axwell House Coffee

**E**-Z Pop

**R**evlon

**C**rest

**I**vory Flakes

**A**ir Wick

**L**one Star Beer

**S**unshine Crackers

*Program Production — 1960-61:*

1. **New York City Talking**
2. **It's The Law**

3. **Woman Behind the Man —**  
with Martha Rountree

## **FAILLACE PRODUCTIONS, INC.**

**Tony Faillace • Len Mackenzie • Chick Vincent • Bob Haggart**  
**59 EAST 54th STREET** **EL. 5-1752**

# News-Wire Services

## Associated Press

50 Rockefeller Plaza, New York

Phone: PLaza 7-1111

General Manager.....Frank J. Starzel  
Asst. Gen. Mgr. for Radio-TV  
Oliver Gramling  
Secretary.....Lloyd Stratton  
Radio-TV News Editor. John A. Aspinwall

## Broadcast Editorial Reports, Inc.

54 West 40th St., New York 18, N. Y.

Phone: MUrray Hill 9-3450

President.....A. Maxwell Hage

## Hearst Metrotone News, Inc.

450 West 56th Street, New York 19

Phone: PLaza 7-4120

Vice-Pres. & Gen. Mgr..Caleb B. Stratton  
Production Director.....John E. Michon  
News Editor.....Marshall B. Davidson

### Branches

Washington, D. C.

1905 Fairview Ave. N.E.-2

Phone: LA 2-5607

Hollywood—6060 Sunset Blvd.

Phone: HOLlywood 4-0650

Chicago—161 E. Grand Ave.

Phone: WH 4-2522

San Francisco—862 Howard St.

Phone: DO 2-4319

Dallas—218 Leda Drive

Phone: DI 8-3766

## Press Association, Inc. (Associated Press)

50 Rockefeller Plaza, New York

Phone: PLaza 7-1111

President.....Frank J. Starzel  
Vice-President.....Oliver Gramling  
Radio-TV News Editor. John A. Aspinwall

## Radio Press International Inc.

*(Independent Voice News Service with Established National and Overseas News Bureaus)*

18 East 50th St., New York 22

Phone: PLaza 2-0650

Ch. of Board.....Nathan Straus  
President.....R. Peter Straus

General Mgr.....Michael Minahan  
Secretary.....Donald Hirst  
Treasurer.....Geoffrey M. Kilpatrick  
Sales Manager.....John S. Hicks

### Branch Office

London—40 Piccadilly, W.1.

Chief.....Noel Bernard  
Washington—40th & Brandywine

## Renters

229 West 43rd Street, Times Bldg., N. Y.

Phone: BRyant 9-8558

North American Mgr..D. Kimpton Rogers  
News Editor.....J. S. Bates  
Chief Washington Correspondent  
J. W. Heffernan

## Telenews

235 East 45th Street, New York

Phone: MUrray Hill 2-5600

National TV Sales.....Saul Reiss

## United Press International

220 East 42nd St., New York 17, N. Y.

Phone: MUrray Hill 2-0400

Pres. & Gen. Mgr..Frank H. Bartholomew  
1st V.P. & Gen. Bus. Mgr.

Mims Thomason

V.P. & Gen. European Mgr.

Thomas Curran

V.P. & Editor.....Earl J. Johnson

V.P., Int'l. Opera.....Joseph L. Jones

Managing Editor.....Roger Tatarian

General Sales Mgr..William C. Payette

V.P. & Dir. of Client Relations

LeRoy Keller

V.P. & Newspicture Mgr....F. Tremaine

Mgr. UP Movietone News

W. R. Higgenbotham

### Chicago

400 W. Madison St., Daily News Bldg.,

Phone: FRanklin 2-9000

National Radio News Mgr..Dean C. Miller

## World Wide Information Services, Inc.

660 First Avenue, New York

Phone: ORegon 9-7240

President.....Richard W. Hubbell

V. Pres. ....Jeff Murray



**LES KEITER**

# Spot Television Advertisers National And Regional

## — BY PRODUCT CLASSIFICATION—4th QUARTER 1960—

Product	Est. Expend.	Product	Est. Expend.
AGRICULTURE .....	\$ 311,000	COSMETICS & TOILETRIES.....	13,849,000
Feeds, Meals .....	160,000	Cosmetics .....	3,241,000
Miscellaneous .....	151,000	Deodorants .....	506,000
ALE, BEER & WINE.....	11,727,000	Depilatories .....	29,000
Beer & Ale.....	9,889,000	Hair Tonics & Shampoos.....	1,453,000
Wine .....	1,838,000	Hand & Face Creams, Lotions.....	1,163,000
AMUSEMENTS, ENTERTAINMENT	425,000	Home Permanents & Coloring.....	1,139,000
AUTOMOTIVE .....	5,139,000	Perfumes, Toilet Waters, etc.....	1,215,000
Anti-Freeze .....	79,000	Razors, Blades .....	1,525,000
Batteries .....	12,000	Shaving Creams, Lotions, etc.....	361,000
Cars .....	4,144,000	Toilet Soaps .....	1,977,000
Tires and Tubes.....	181,000	Miscellaneous .....	1,240,000
Trucks & Trailers.....	46,000	DENTAL PRODUCTS .....	3,549,000
Misc. Accessories & Supplies.....	677,000	Dentifrices .....	2,747,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES,		Mouthwashes .....	692,000
PAINTS .....	404,000	Miscellaneous .....	110,000
Fixtures, Plumbing, Supplies.....	89,000	DRUG PRODUCTS .....	15,074,000
Materials .....	104,000	Cold Remedies .....	5,619,000
Paints .....	81,000	Headache Remedies .....	3,015,000
Power Tools .....	52,000	Indigestion Remedies .....	2,597,000
Miscellaneous .....	78,000	Laxatives .....	1,074,000
CLOTHING, FURNISHINGS,		Vitamins .....	1,383,000
ACCESSORIES .....	3,533,000	Weight Aids .....	90,000
Clothing .....	2,642,000	Misc. Drug Products.....	1,017,000
Footwear .....	329,000	Drug Stores .....	279,000
Hosiery .....	460,000	FOOD & GROCERY PRODUCTS.....	46,630,000
Miscellaneous .....	102,000	Baked Goods .....	6,635,000
CONFECTIONS & SOFT DRINKS...	9,968,000	Cereals .....	3,637,000
Confections .....	6,850,000	Coffee, Tea & Food Drinks.....	11,550,000
Soft Drinks .....	3,118,000	Condiments, Sauces, Appetizers...	2,437,000
CONSUMER SERVICES .....	5,300,000	Dairy Products .....	1,605,000
Dry Cleaning & Laundries.....	14,000	Desserts .....	616,000
Financial .....	729,000	Dry Foods (Flour, Mixes, Rice, etc.) .....	4,766,000
Insurance .....	1,023,000	Fruits & Vegetables, Juices.....	3,001,000
Medical & Dental.....	52,000	Macaroni, Noodles, Chili, etc.....	752,000
Moving, Hauling, Storage.....	75,000	Margarine, Shortenings .....	3,856,000
Public Utilities .....	2,307,000	Meat, Poultry & Fish.....	2,010,000
Religious, Political, Unions.....	1,002,000	Soups .....	450,000
Schools & Colleges.....	47,000	Miscellaneous Foods .....	2,440,000
Miscellaneous Services .....	51,000	Miscellaneous Frozen Foods.....	758,000
		Food Stores .....	2,117,000
		GARDEN SUPPLIES & EQUIPMENT	37,000
		GASOLINE & LUBRICANTS.....	6,356,000
		Gasoline & Oil.....	6,071,000
		Oil Additives .....	265,000
		Miscellaneous .....	20,000

(Continued on Page 79)

# **HERBERT B. LEONARD**

PRODUCER

"ROUTE 66"—CBS-TV

"NAKED CITY"—ABC-TV

"THE VENTURERS" (for 1961-62)



**SPOT TV ADVERTISERS, NATIONAL AND REGIONAL**

*(Continued from Page 77)*

Product	Est. Expend.	Product	Est. Expend.
HOTELS, RESORTS,		PUBLICATIONS .....	702,000
RESTAURANTS .....	\$ 198,000		
HOUSEHOLD CLEANERS,		SPORTING GOODS, BICYCLES,	
CLEANSERS, POLISHES, WAXES	5,481,000	TOYS .....	3,732,000
Cleaners, Cleansers .....	4,005,000	Bicycles & Supplies .....	24,000
Floor & Furniture Polishes, Waxes	1,229,000	Toys & Games .....	3,641,000
Glass Cleaners .....	1,000	Miscellaneous .....	67,000
Home Dry Cleaners .....	16,000		
Shoe Polish .....	158,000	STATIONERY, OFFICE	
Miscellaneous Cleaners .....	72,000	EQUIPMENT .....	54,000
HOUSEHOLD EQUIPMENT —			
APPLIANCES .....	2,088,000	TELEVISION, RADIO,	
		PHONOGRAPH, MUSICAL	
HOUSEHOLD FURNISHINGS .....	494,000	INSTRUMENTS .....	341,000
Beds, Mattresses, Springs .....	295,000	Radio & Television Sets .....	107,000
Furniture & Other Furnishings .....	199,000	Records .....	215,000
		Miscellaneous .....	19,000
HOUSEHOLD LAUNDRY		TOBACCO PRODUCTS &	
PRODUCTS .....	10,575,000	SUPPLIES .....	8,457,000
Bleaches, Starches .....	2,204,000	Cigarettes .....	6,984,000
Packaged Soaps, Detergents .....	7,701,000	Cigars, Pipe Tobacco .....	1,342,000
Miscellaneous .....	670,000	Miscellaneous .....	131,000
HOUSEHOLD PAPER PRODUCTS..	1,529,000	TRANSPORTATION & TRAVEL....	832,000
Cleansing Tissues .....	424,000	Air .....	603,000
Food Wraps .....	50,000	Bus .....	97,000
Napkins .....	16,000	Rail .....	125,000
Toilet Tissue .....	576,000	Miscellaneous .....	7,000
Miscellaneous .....	463,000		
HOUSEHOLD, GENERAL .....	1,077,000	WATCHES, JEWELRY, CAMERAS..	1,692,000
Brooms, Brushes, Mops, etc. ....	172,000	Cameras, Accessories, Supplies....	321,000
China, Glassware, Crockery,		Clocks & Watches .....	57,000
Containers .....	508,000	Jewelry .....	34,000
Disinfectants, Deodorizers .....	117,000	Pens & Pencils .....	1,199,000
Fuels (heating, etc.) .....	104,000	Miscellaneous .....	81,000
Insecticides, Rodenticides .....	22,000		
Kitchen Utensils .....	35,000	MISCELLANEOUS .....	1,702,000
Miscellaneous .....	119,000	Trading Stamps .....	129,000
NOTIONS .....	32,000	Miscellaneous Products .....	712,000
		Miscellaneous Stores .....	861,000
PET PRODUCTS .....	1,772,000	TOTAL .....	\$163,060,000

Source: TvB-Rorabaugh.

the "watchword" for reliable service

# Minerva

America's  
largest selection

## PRECISION TIMING INSTRUMENTS

### FOR RADIO TV • FILMS

Official Timers  
CBS — NBC — ABC  
Networks

Electronically tested

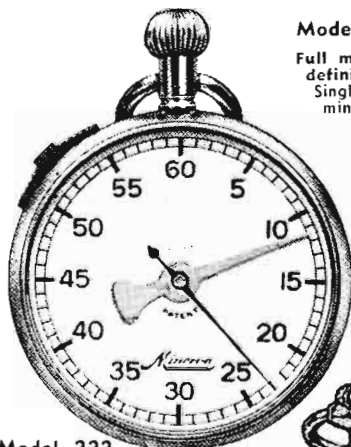
Scientifically proven  
accurate

Exclusive, Non-breakable, "Coil Spring" Mechanism for Economy, Dependability, Unexcelled Accuracy. The result of 20 years of engineering research, Minerva "coil" construction assures endless timing precision with less wear or friction . . . without need of costly adjustments or repairs . . . under rugged continuous usage.

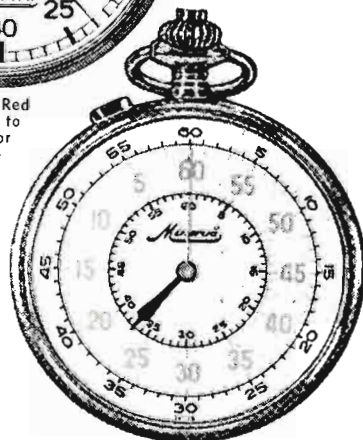
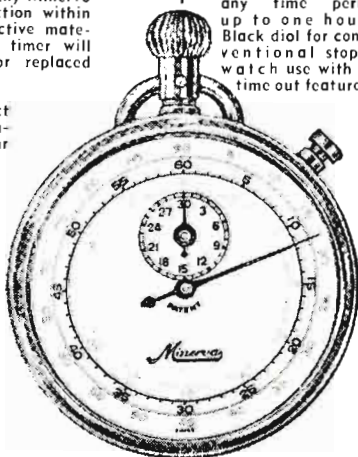
**Lifetime Guarantee.** Coils employed in Minerva Mechanisms are unconditionally guaranteed for the life-span of the timer against breakage or wear. In addition, should any Minerva timer fail to give satisfaction within one year because of defective material or workmanship, the timer will be completely repaired or replaced without charge.

**10-Days Free Trial.** Select any Minerva timing instrument and try it under your own working conditions for a full ten days. If it does not serve your purposes as well or better than any other instrument, simply return it. There will be no charge, no obligation.

We are  
headquarters  
for stop watch  
repairs &  
servicing —  
all makes —  
prompt service



**Model 222**  
For "On the Air"! Red dial gives "time left to go" without written or mental calculations—sweep hand in seconds, small hand in minutes. Easily set for any time period up to one hour. Black dial for conventional stop-watch use with time out feature.



**Models 106F—106**

For Film-making, Filmmeter and Fifth-Second Timer! This specially designed timer has regular fifth-second scale, plus 90-ft and 36-ft per min. scales to register footage for 35mm. and 16 mm. film. Long hand completes one revolution in 60 seconds, small hand registers up to 30 minutes. Time out feature. Perfect fly-back guaranteed for life. Model 106 has fifth-second scale only. Both available in regular or large size.

**Models 105PN—107N**

Full minute span with more definition on the minutes! Single dial reference for both minutes and seconds retains the mechanics familiar to Radio and TV but this Minerva timer is much easier to read and use. For spot timing, timing program segments, etc. Two models with alternate methods of Start-Stop-Start . . . flyback to zero.

Write, Dept. TV, RIGHT NOW for complete catalog.

### M. DUCOMMUN COMPANY

Specialists in Timing Instruments Since 1858

580 Fifth Avenue, New York 36 • PLaza 7-2540

**OUR 100TH YEAR OF PRECISION TIMING SERVICE**

## Manufacturers' Sales Of Receiving Tubes

(000 Omitted)

Year	Initial	Renewal	Export	Gov't*	Total	\$ Value
1948	146,162	47,056	10,687	815	204,720	112,000
1949	147,298	39,696	10,073	1,686	198,753	119,000
1950	301,483	69,325	10,768	1,385	382,961	250,000
1951	247,855	94,597	24,438	8,754	375,644	261,000
1952	241,406	83,843	13,935	29,335	368,519	259,116
1953	293,601	112,785	20,614	10,091	437,091	303,675
1954	246,729	115,358	15,922	7,080	385,089	275,999
1955	288,810	150,718	24,442	15,832	479,802	358,110
1956	262,989	166,558	25,397	9,333	464,186	374,186
1957	240,708	184,493	23,378	7,845	456,424	384,402
1958	191,805	167,805	24,597	13,132	397,366	341,929
1959	227,669	170,729	19,969	14,569	432,936	368,872

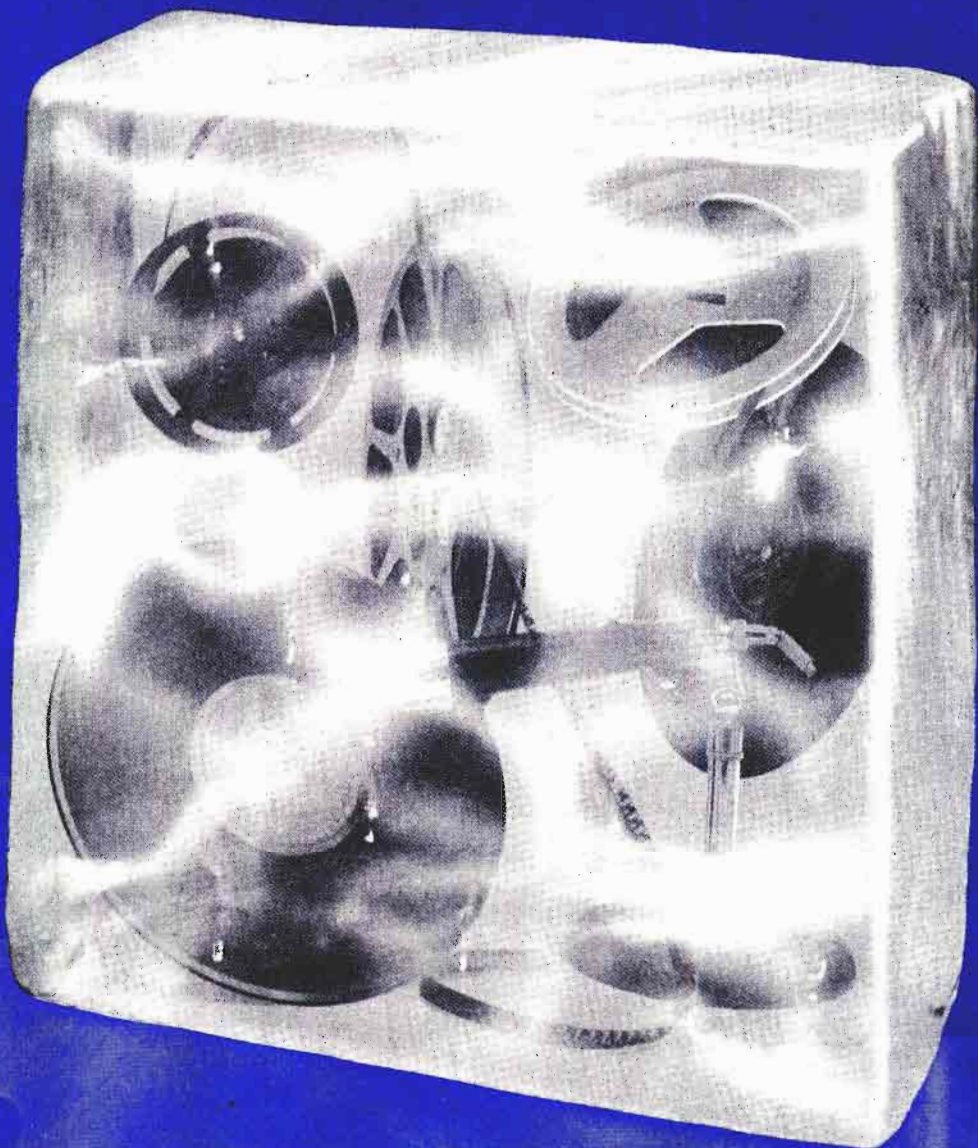
(\*) Includes only direct sales after 1954.

## Value Of Manufacturers' Sales Of Components

(000,000 Omitted)

Year	Resistors	Capacitors	Transformers	Tubes Semi-Cond.	Others	Total
1952	100	200	150	604	676	1,730
1954	130	200	103	708	867	2,008
1955	150	215	96	800	939	2,200
1956	175	224	98	853	938	2,280
1957	171	225	110	925	1,004	2,435
1958	158	218	102	914	933	2,325
1959	194	267	129	1,152	1,091	2,833

Source: EIA.



**STORER BROADCASTING COMPANY**

*33 years of community service*

# WHEN DO YOU FREEZE A FORMAT?

The answer is simple — never!

At least, in 33 years, no Storer Station has been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer Station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big... too fluid... too much of a responsibility to be frozen — even for one day.

## *Radio*

**CLEVELAND—WJW**  
**TOLEDO—WSPD**  
**WHEELING—WWVA**  
**MIAMI—WGBS**  
**LOS ANGELES—KGBS**  
**DETROIT—WJBK**  
**PHILADELPHIA—WIBG**

## *Television*

**DETROIT—WJBK-TV**  
**CLEVELAND—WJW-TV**  
**MILWAUKEE—WITI-TV**  
**ATLANTA—WAGA-TV**  
**TOLEDO—WSPD-TV**



**PETE MYERS**

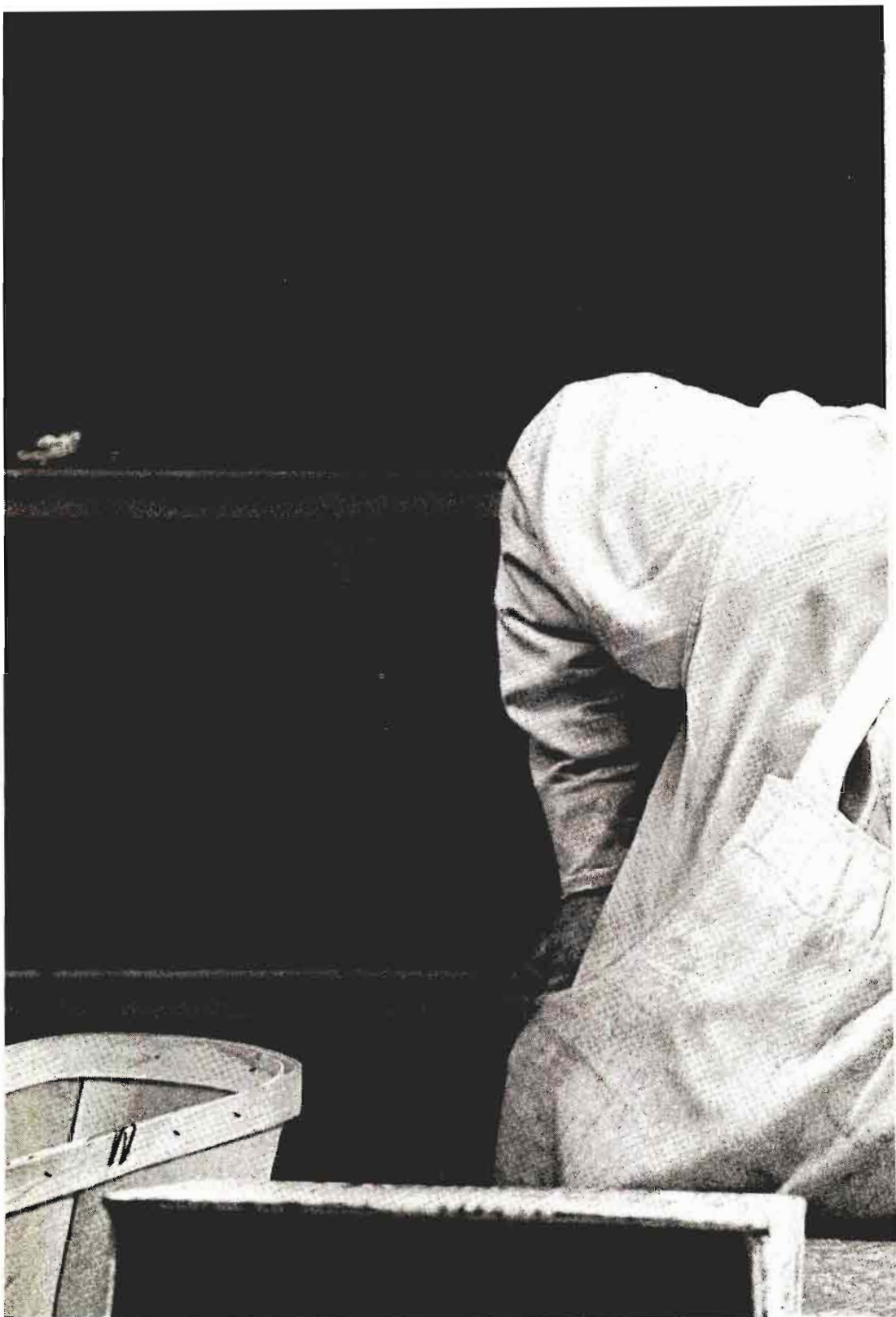
# NAB TV Code Subscribers



In addition to the three major networks, the following 384 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters, as of February 1, 1961.

- |                                    |                                    |
|------------------------------------|------------------------------------|
| WABC-TV—New York, N. Y.            | WFGA-TV—Jacksonville, Florida      |
| WABI-TV—Bangor, Maine              | WFIE-TV—Evansville, Indiana        |
| WAFB-TV—Baton Rouge, Louisiana     | WFIL-TV—Philadelphia, Pennsylvania |
| WAGA-TV—Atlanta, Georgia           | WFLA-TV—Tampa, Florida             |
| WAGM-TV—Presque Isle, Maine        | WFMJ-TV—Youngstown, Ohio           |
| WAKR-TV—Akron, Ohio                | WFMV-TV—Greensboro, North Carolina |
| WALA-TV—Mobile, Alabama            | WFRV-TV—Green Bay, Wisconsin       |
| WALB-TV—Albany, Georgia            | WGAL-TV—Lancaster, Pennsylvania    |
| WANE-TV—Fort Wayne, Indiana        | WGAN-TV—Portland, Maine            |
| WAPI-TV—Birmingham, Alabama        | WGEM-TV—Quincy, Illinois           |
| WAST-TV—Albany, New York           | WGN-TV—Chicago, Illinois           |
| WATE-TV—Knoxville, Tennessee       | WGR-TV—Buffalo, New York           |
| WAVE-TV—Louisville, Kentucky       | WHAS-TV—Louisville, Kentucky       |
| WAVY-TV—Portsmouth, Virginia       | WHBF-TV—Rock Island, Illinois      |
| WBAL-TV—Baltimore, Maryland        | WHDH-TV—Boston, Massachusetts      |
| WBAP-TV—Fort Worth, Texas          | WHFC-TV—Rochester, New York        |
| WBAY-TV—Green Bay, Wisconsin       | WHEN-TV—Syracuse, New York         |
| WBBM-TV—Chicago, Illinois          | WHIO-TV—Dayton, Ohio               |
| WBEN-TV—Buffalo, New York          | WHIS-TV—Bluefield, West Virginia   |
| WBIR-TV—Knoxville, Tennessee       | WHIZ-TV—Zanesville, Ohio           |
| WBKB-TV—Chicago, Illinois          | WHO-TV—Des Moines, Iowa            |
| WBNS-TV—Columbus, Ohio             | WHTN-TV—Huntington, West Virginia  |
| WBRC-TV—Birmingham, Alabama        | WIBW-TV—Topeka, Kansas             |
| WBRL-TV—Baton Rouge, Louisiana     | WIBC-TV—Pittsburgh, Pennsylvania   |
| WBTV-TV—Charlotte, North Carolina  | WIMA-TV—Lima, Ohio                 |
| WBTW-TV—Florence, South Carolina   | WINK-TV—Ft. Myers, Florida         |
| WBZ-TV—Boston, Massachusetts       | WJNR-TV—Binghamton, New York       |
| WCAU-TV—Philadelphia, Pennsylvania | WIS-TV—Columbia, South Carolina    |
| WCAZ-TV—Burlington, Vermont        | WISC-TV—Madison, Wisconsin         |
| WCBS-TV—New York, N. Y.            | WISE-TV—Asheville, No. Carolina    |
| WCOP-TV—Cincinnati, Ohio           | WISN-TV—Indianapolis, Indiana      |
| WCSC-TV—Charleston, South Carolina | WISN-TV—Milwaukee, Wisconsin       |
| WCSH-TV—Portland, Maine            | WITI-TV—Milwaukee, Wisconsin       |
| WCYB-TV—Bristol, Virginia          | WJAC-TV—Johnstown, Pennsylvania    |
| WDAF-TV—Kansas City, Missouri      | WJAR-TV—Providence, Rhode Island   |
| WDAU-TV—Scranton, Pennsylvania     | WJBK-TV—Detroit, Michigan          |
| WDAY-TV—Fargo, North Dakota        | WJIM-TV—Lansing, Michigan          |
| WDBJ-TV—Roanoke, Virginia          | WJRT-TV—Flint, Michigan            |
| WDBO-TV—Orlando, Florida           | WJTV-TV—Jackson, Mississippi       |
| WDEF-TV—Chattanooga, Tennessee     | WJW-TV—Cleveland, Ohio             |
| WDSM-TV—Duluth, Minnesota          | WJXT-TV—Jacksonville, Florida      |
| WDSU-TV—New Orleans, Louisiana     | WJZ-TV—Baltimore, Maryland         |
| WEAU-TV—Eau Claire, Wisconsin      | WKBN-TV—Youngstown, Ohio           |
| WEEK-TV—Peoria, Illinois           | WKBT-TV—La Crosse, Wisconsin       |
| WEHT-TV—Evansville, Kentucky       | WKBB-TV—Buffalo, New York          |
| WESH-TV—Daytona Beach, Florida     | WKJG-TV—Fort Wayne, Indiana        |
| WEWS-TV—Cleveland, Ohio            | WKNX-TV—Saginaw, Michigan          |
| WFAA-TV—Dallas, Texas              | WKRC-TV—Cincinnati, Ohio           |
| WFBG-TV—Altoona, Pennsylvania      | WKRG-TV—Mobile, Alabama            |
| WFBM-TV—Indianapolis, Indiana      | WKST-TV—Youngstown, Ohio           |
|                                    | WKTV-TV—Utica, New York            |
|                                    | WKY-TV—Oklahoma City, Oklahoma     |
|                                    | WKYT-TV—Lexington, Kentucky        |
|                                    | WKZO-TV—Kalamazoo, Michigan        |
|                                    | WVAC-TV—Nashville, Tennessee       |

(Continued on Page 89)



Radio: WBZ, Boston • KDKA, Pittsburgh • KYW, Cleveland • WOWO, Fort Wayne • WIND, Chicago • KEX, Portland, Ore.

REPRESENTED BY AM RADIO SALES CO.





you can  
sell anything  
on WBC Radio and  
Television!

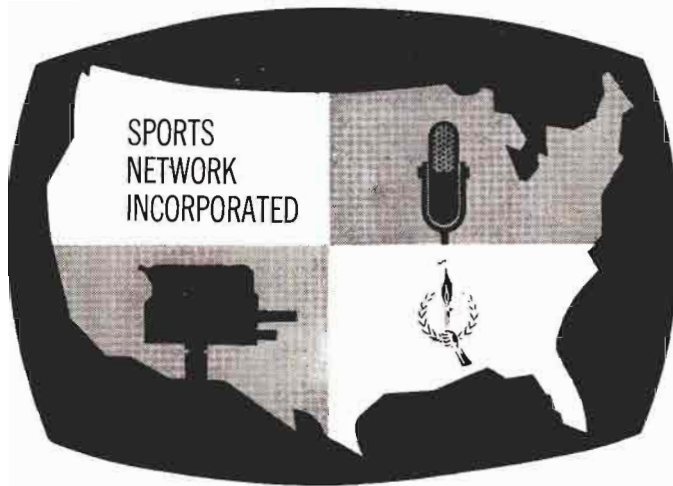
Television: WBZ-TV, Boston • WJZ-TV, Baltimore • KDKA-TV, Pittsburgh • KYW-TV, Cleveland • KPIX, San Francisco.

REPRESENTED BY TELEVISION ADVERTISING REPRESENTATIVES, INC.

**WBC** Westinghouse Broadcasting Company, Inc.  
[www.americanradiohistory.com](http://www.americanradiohistory.com)



# SERVICES AVAILABLE



Regional networks arranged and maintained with part or complete responsibility accepted for special events and sports — live or tape. Live or video tape remote pickups anywhere in the United States.

**Telephone No. MUrray Hill 2-0117**



**TOTAL TAPE** Services for recording, editing, playback — studio or remote anywhere in the United States.

**Telephone No. MUrray Hill 2-3627**

**SPORTS NETWORK INC.**

**NATIONAL VIDEO TAPE PRODUCTIONS INC.**

36 West 44th Street

New York 36, N. Y.

(Continued from Page 85)

WLBT—Jackson, Mississippi  
 WLBZ-TV—Bangor, Maine  
 WLOF-TV—Orlando, Florida  
 WLOS-TV—Asheville, North Carolina  
 WLUC-TV—Marquette, Michigan  
 WLVA-TV—Lynchburg, Virginia  
 WLW-A—Atlanta, Georgia  
 WLW-C—Columbus, Ohio  
 WLW-D—Dayton, Ohio  
 WLW-I—Indianapolis, Indiana  
 WLW-T—Cincinnati, Ohio  
 WLYH-TV—Lebanon, Pennsylvania  
 WMAL-TV—Washington, D. C.  
 WMAR-TV—Baltimore, Maryland  
 WMAZ-TV—Macon, Georgia  
 WMBD-TV—Peoria, Illinois  
 WMCT—Memphis, Tennessee  
 WMT-TV—Cedar Rapids, Iowa  
 WMTV—Madison, Wisconsin  
 WMTW-TV—Poland Spring, Maine  
 WNBC-TV—New York, New York  
 WNBW-TV—Binghamton, New York  
 WNBQ—Chicago, Illinois  
 WNCT—Greenville, North Carolina  
 WNDU-TV—South Bend, Indiana  
 WNEM-TV—Bay City, Michigan  
 WNEP-TV—Scranton, Pennsylvania  
 WNHC-TV—New Haven, Connecticut  
 WOAI-TV—San Antonio, Texas  
 WOAY-TV—Oakhill, West Virginia  
 WOC-TV—Davenport, Iowa  
 WOI-TV—Ames, Iowa  
 WOOD-TV—Grand Rapids, Michigan  
 WOW-TV—Omaha, Nebraska  
 WPBN-TV—Traverse City, Michigan  
 WPIX—New York, N. Y.  
 WPRO-TV—Providence, Rhode Island  
 WPSD-TV—Paducah, Kentucky  
 WPST-TV—Miami, Florida  
 WRAL-TV—Raleigh, North Carolina  
 WRBL-TV—Columbus, Georgia  
 WRC-TV—Washington, D. C.  
 WRCV-TV—Philadelphia, Pennsylvania  
 WREC-TV—Memphis, Tennessee  
 WREX-TV—Rockford, Illinois  
 WRGB—Schenectady, New York  
 WROC-TV—Rochester, New York  
 WRVA-TV—Richmond, Virginia  
 WSAU-TV—Wausau, Wisconsin  
 WSAZ-TV—Huntington, West Virginia  
 WSB-TV—Atlanta, Georgia  
 WSBT-TV—South Bend, Indiana  
 WSFA-TV—Montgomery, Alabama  
 WSIX-TV—Nashville, Tenn.  
 WSJS-TV—Winston-Salem, North Carolina  
 WSJV—Elkhart, Indiana  
 WSLV-TV—Roanoke, Virginia  
 WSM-TV—Nashville, Tennessee  
 WSOC-TV—Charlotte, North Carolina  
 WSPA-TV—Spartanburg, South Carolina  
 WSPD-TV—Toledo, Ohio  
 WSUN-TV—St. Petersburg, Florida  
 WSVB-TV—Harrisonburg, Virginia  
 WSYR-TV—Syracuse, New York  
 WTAE—Pittsburgh, Pennsylvania  
 WTAP—Parkersburg, West Virginia  
 WTAR-TV—Norfolk, Virginia  
 WTCN-TV—Minneapolis, Minnesota  
 W-TEN—Albany, New York  
 WTHI-TV—Terre Haute, Indiana  
 WTIC-TV—Hartford, Connecticut  
 WTMJ-TV—Milwaukee, Wisconsin  
 WTOG-TV—Savannah, Georgia  
 WTOK-TV—Meridian, Mississippi  
 WTOL-TV—Toledo, Ohio  
 WTOM-TV—Cheboygan, Michigan  
 WTOP-TV—Washington, D. C.  
 WTPA-TV—Harrisburg, Pennsylvania  
 WTRF-TV—Wheeling, West Virginia  
 WTVC—Chattanooga, Tennessee  
 WTVD—Durham, North Carolina  
 WTVJ—Miami, Florida  
 WTVM—Columbus, Georgia  
 WTVN—Columbus, Ohio  
 WTVP—Decatur, Illinois  
 WTVT—Tampa, Florida  
 WTVW—Evansville, Indiana  
 WUSN-TV—Charleston, South Carolina  
 WVEC-TV—Hampton-Norfolk, Virginia  
 WVBT-TV—Rochester, New York  
 WVUE—New Orleans, Louisiana  
 WWJ-TV—Detroit, Michigan  
 WWL-TV—New Orleans, Louisiana  
 WWTV—Cadillac, Michigan  
 WXEX-TV—Richmond-Petersburg, Virginia  
 WXYZ-TV—Detroit, Michigan  
 KABC-TV—Los Angeles, California  
 KAKE-TV—Wichita, Kansas  
 KALB-TV—Alexandria, Louisiana  
 KARK-TV—Little Rock, Arkansas  
 KATV—Little Rock, Arkansas  
 KAYS-TV—Hays, Kansas  
 KBAK-TV—Bakersfield, California  
 KBAS-TV—Ephrata, Washington  
 KBES-TV—Medford, Oregon  
 KBOI-TV—Boise, Idaho  
 KBTV—Denver, Colorado  
 KCBT-TV—Lubbock, Texas  
 KCEN-TV—Temple, Texas  
 KCMO-TV—Kansas City, Missouri  
 KCMT—Alexandria, Minnesota  
 KCPK—Los Angeles, California  
 KCPX—Salt Lake City, Utah  
 KCRA-TV—Sacramento, California  
 KCRG-TV—Cedar Rapids, Iowa  
 KCSI-TV—Pueblo, Colorado  
 KOTV—San Angelo, Texas  
 KDAL-TV—Duluth, Minnesota  
 KDIX-TV—Dickinson, North Dakota  
 KDKA-TV—Pittsburgh, Pennsylvania  
 KDUB-TV—Lubbock, Texas  
 KDUH-TV—Hay Springs, Nebraska  
 KEDY-TV—Big Spring, Texas  
 KELO-TV—Sioux Falls, South Dakota  
 KDLO-TV—Sioux Falls, South Dakota  
 KPLO-TV—Sioux Falls, South Dakota  
 \* (Satellites of KELO-TV)  
 KENS-TV—San Antonio, Texas  
 KEPR-TV—Pasco, Washington  
 KERO-TV—Bakersfield, California  
 KETV—Omaha, Nebraska  
 KEYC-TV—Mankato, Minnesota  
 KEY-TV—Santa Barbara, California  
 KEZI-TV—Eugene, Oregon  
 KFBC-TV—Cheyenne, Wyoming  
 KFDA-TV—Amarillo, Texas  
 KFDM-TV—Beaumont, Texas  
 KFDX-TV—Wichita Falls, Texas  
 KFEQ-TV—St. Joseph, Missouri  
 KFMB-TV—San Diego, California  
 KFRE-TV—Fresno, California  
 KFSD-TV—San Diego, California  
 KFVS-TV—Cape Girardeau, Missouri  
 KFYY-TV—Bismarck, North Dakota  
 KGBT-TV—Harlingen, Texas  
 KGGM-TV—Albuquerque, New Mexico  
 KGHV—Billings, Montana  
 KGLO-TV—Mason City, Iowa  
 KGMB-TV—Honolulu, Hawaii  
 KGNB-TV—Amarillo, Texas  
 KGO-TV—San Francisco, California  
 KGW-TV—Portland, Oregon  
 KHBC—Hilo, Hawaii  
 KHOL-TV—Kearney, Nebraska  
 KHOU-TV—Houston, Texas  
 KHPL-TV—Hayes Center, Nebraska  
 KHQ-TV—Spokane, Washington  
 KHQA-TV—Hannibal, Missouri  
 KHSL-TV—Chico, California  
 KHVV-TV—Honolulu, Hawaii  
 KID-TV—Idaho Falls, Idaho  
 KIEM-TV—Eureka, California  
 KIMA-TV—Yakima, Washington  
 KING-TV—Seattle, Washington  
 KIRO-TV—Seattle, Washington  
 KIVA—Yuma, Arizona  
 KJEO-TV—Fresno, California  
 KKTV—Colorado Springs, Colorado  
 KLEW-TV—Lewiston, Idaho  
 KLFY-TV—Lafayette, Louisiana  
 KLIX-TV—Twin Falls, Idaho  
 KLTV—Tyler, Texas  
 KLZ-TV—Denver, Colorado

(Continued on Page 91)



**PATRICIA WHEEL**

**Actress • Spokeswoman**

**LE 2-1100**

*(Continued from Page 89)*

- KMAU-TV—Wailuku, Hawaii
- KMBC-TV—Kansas City, Missouri
- KMID-TV—Midland, Texas
- KMJ-TV—Fresno, California
- KMMT—Austin, Minnesota
- KMOS-TV—Sedalia, Missouri
- KMOT—Minot, North Dakota
- KMOX-TV—St. Louis, Missouri
- KMSO-TV—Missoula, Montana
- KMTV—Omaha, Nebraska
- KNDO-TV—Yakima, Washington
- KNOE-TV—Monroe, Louisiana
- KNOX-TV—Grand Forks, North Dakota
- KNTV—San Jose, California
- KNXT—Los Angeles, California
- KOA-TV—Denver, Colorado
- KOAM-TV—Pittsburg, Kansas
- ROB-TV—Albuquerque, New Mexico
- KOLN-TV—Portland, Oregon
- KOLD-TV—Tucson, Arizona
- KOLN-TV—Lincoln, Nebraska
- KOMO-TV—Seattle, Washington
- KOMU-TV—Columbia, Missouri
- KONO-TV—San Antonio, Texas
- KOOL-TV—Phoenix, Arizona
- KORN-TV—Mitchell, So. Dakota
- KOSA-TV—Odessa, Texas
- KOTA-TV—Rapid City, South Dakota
- KOTI—Klamath Falls, Oregon
- KOTV—Tulsa, Oklahoma
- KPAR-TV—Abilene-Sweetwater, Texas
- KPHO-TV—Phoenix, Arizona
- KPIC—Roseburg, Oregon
- KPIX—San Francisco, California
- KPLC-TV—Lake Charles, Louisiana
- KPRC-TV—Houston, Texas
- KPTV—Portland, Oregon
- KRBC-TV—Abilene, Texas
- KRCA—Los Angeles, California
- KRDO-TV—Colorado Springs, Colorado
- KREM-TV—Spokane, Washington
- KREX-TV—Grand Junction, Colorado
- KREY-TV—Montrose, Colorado
- KRGV-TV—Weslaco, Texas
- KRIS-TV—Corpus Christi, Texas
- KRLD-TV—Dallas, Texas
- KRNT-TV—Des Moines, Iowa
- KROC-TV—Rochester, Minnesota
- KROD-TV—El Paso, Texas
- KRON-TV—San Francisco, California
- KSBW-TV—Salinas, California
- KSBY-TV—San Luis Obispo, California
- KSD-TV—St. Louis, Missouri
- KSL-TV—Salt Lake City, Utah
- KSLA-TV—Shreveport, Louisiana
- KSTP-TV—Scottsbluff, Nebraska
- KSTP-TV—Minneapolis, Minnesota
- KSWO-TV—Lawton, Oklahoma
- KSWO-TV—Roswell, New Mexico
- KSYD-TV—Wichita Falls, Texas
- KTCB-TV—Austin, Texas
- KTBS-TV—Shreveport, Louisiana
- KTHV—Little Rock, Arkansas
- KTIV—Sioux City, Iowa
- KTNT-TV—Tacoma, Washington
- KTRF-TV—Lufkin, Texas
- KTRK-TV—Houston, Texas
- KTSM-TV—El Paso, Texas
- KTTS-TV—Springfield, Missouri
- KTTV—Los Angeles, California
- KTUL-TV—Tulsa, Oklahoma
- KTVA-TV—Anchorage, Alaska
- KTVB—Boise, Idaho
- KTVE—El Dorado, Arkansas
- KTVH—Wichita, Kansas
- KTVI—St. Louis, Missouri
- KTVK—Phoenix, Arizona
- KTVT—El Worth, Texas
- KTVU—Oakland, California
- KTWO-TV—Casper, Wyoming
- KUMV-TV—Williston, North Dakota
- KUTV—Salt Lake City, Utah
- KVAL-TV—Eugene, Oregon
- KVAR—Phoenix, Arizona
- KVER—Clovis, New Mexico
- KVKM-TV—Monahans, Texas
- KVOA-TV—Tucson, Arizona
- KVOO-TV—Tulsa, Oklahoma
- KVOS-TV—Bellingham, Washington
- KWTV—Sioux City, Iowa
- KWTV—Oklahoma City, Oklahoma
- KWWL-TV—Waterloo, Iowa
- KXAB-TV—Aberdeen, So. Dakota
- KXGO—Fargo, North Dakota
- KXJB-TV—Valley City, North Dakota
- KXLY-TV—Spokane, Washington
- KXMB-TV—Bismarck, No. Dakota
- KXMC-TV—Minot, No. Dakota
- KXTV—Sacramento, California
- KYW-TV—Cleveland, Ohio
- KZTV—Corpus Christi, Texas

Number of Code Stations.....	384
Number of Networks.....	8
TOTAL.....	387
Number of Code Film Affiliates.....	23
GRAND TOTAL.....	410

**Members of the Alliance of Television Film Producers, Inc.**

- Ben Fox Productions, Inc.  
440 North Center  
Los Angeles 49, Calif.
- Brennan-Westgate Productions  
151 El Camino Drive  
Beverly Hills, Calif.
- California Studios, Inc.  
650 N. Bronson Ave.  
Hollywood 4, Calif.
- Desilu Productions, Inc.  
780 N. Gower St.  
Hollywood 38, Calif.
- Filmaster, Inc.  
650 No. Bronson Ave.  
Hollywood 4, Calif.
- Flying A Pictures, Inc.  
10000 Riverside Drive  
N. Hollywood, Calif.
- Four Star Television  
4030 Radford Ave.  
N. Hollywood, Calif.
- Gallu Productions, Inc.  
1040 N. Las Palmas Ave.  
Hollywood 38, Calif.
- Harmon Productions, Inc.  
6363 Wilshire Blvd.  
Los Angeles 48, Calif.
- Jack Chertok Television Inc.  
3900 Lankershom Blvd.  
Universal City, Calif.
- Jack Wrather Organization  
270 N. Canon Drive  
Beverly Hills, Calif.
- Mark VII, Ltd.  
4024 Radford Ave.  
N. Hollywood, Calif.
- Martorto Enterprises, Inc.  
151 El Camino Drive  
Beverly Hills, Calif.
- Mayberry Enterprises  
151 El Camino Drive  
Beverly Hills, Calif.
- Overland Productions, Inc.  
Revue Studios  
Universal City, Calif.
- Revue Studios  
Universal City, Calif.
- Wyatt Earp Enterprises, Inc.  
151 El Camino Drive  
Beverly Hills, Calif.
- Ziv-United Artists, Inc.  
7324 Santa Monica Blvd.  
Hollywood 46, Calif.

**Independent Producers**

- California National Productions  
663 Fifth Ave.  
New York 22, N. Y.
- CBS Films, Inc.  
485 Madison Ave.  
New York 22, N. Y.
- Herts-Lion Productions, Inc.  
845 N. Seward  
Hollywood 38, Calif.
- Key Productions  
8544 Sunset Blvd.  
Hollywood, Calif.
- Screen Gems  
711 Fifth Ave.  
New York 22, N. Y.

# Radio-Television Daily's 1960 All-American Radio Favorites 19th Annual Critics Poll

*—Man of the Year—*

Arthur Godfrey



*—Woman of the Year—*

Pauline Frederick



*—Dramatic Show of Year—*

Gunsmoke



*—Comedy Program of Year—*

Nichols and May



*—Musical Program of Year—*

Newport Jazz Festivals



*—Commentator of the Year—*

Howard K. Smith



*—Documentary of Year—*

The World Today



*—Male Vocalist of Year—*

Bing Crosby



*—Female Vocalist of Year—*

Rosemary Clooney



*—Best Popular Orchestra  
of the Year—*

Dick Hyman

*—Best New Program Idea—*

Emphasis



*—Sportscaster of the Year—*

Lindsey Nelson



*—Best Public Service  
Programming—*

Convention-Election Coverage



*—Producer of the Year—*

Norman Baer



*—Director of the Year—*

Norman Baer



*—Writer of the Year—*

Bill Morrow



*—Variety Program of Year—*

Monitor



*—Most Promising New  
Talent-Male—*

Mike Nichols



*—Most Promising New  
Talent-Female—*

Elaine May



*—Song Hit of the Year—*

I'm Sorry

# Radio-Television Daily's 1960 All-American Television Favorites 19th Annual Critics Poll

**—Man of the Year—**

David Susskind

**—Woman of the Year—**

Dinah Shore

**—Dramatic Show of Year—**

Macbeth

**—Comedy Program of Year—**

An Hour With Danny Kaye

**—Musical Show of the Year—**

Belafonte, N. Y. 19

**—Commentator of the Year—**

David Brinkley

**—Documentary of Year—**

Winston Churchill

**—Panel Show of the Year—**

I've Got A Secret

**—Best New Program Idea—**

Winston Churchill

**—Director of the Year—**

George Schaefer

**—Writer of the Year—**

Rod Serling

**—Male Vocalist of Year—**

Perry Como

**—Female Vocalist of Year—**

Dinah Shore

**—Sportscaster of the Year—**

Mel Allen

**—Color Program of Year—**

Coming of Christ

**—Best Filmed Series—**

The Untouchables

**—Children's Show of Year—**

Shirley Temple Show

**—Western Program of Year—**

Wagon Train

**—Mystery Program of Year—**

Perry Mason

**—Best Public Service  
Programming—**

Project 20

**—Producer of the Year—**

Leland Hayward

**—Best Popular Orchestra  
of the Year—**

Donald Voorhees

**—Most Promising New  
Talent-Male—**

Rod Taylor

**—Most Promising New  
Talent-Female—**

Dorothy Provine

**—Song Hit of the Year—**

Theme From "The Apartment"

# National Association Of Broadcasters Personnel

**Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.  
Phone: Decatur 2-9300**

## CORPORATE OFFICERS

LE ROY COLLINS  
*President*

EVERETT E. REVERCOMB  
*Secretary-Treasurer*

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*Vice Pres. for Industry Affairs*

JOHN F. MEAGHER  
*Vice Pres. for Radio*

CHARLES H. TOWER  
*Vice Pres. for Television*

VINCENT T. WASILEWSKI  
*Vice Pres. Government Affairs*

## DEPARTMENT HEADS

Richard M. Allerton  
*Manager of Research*

Douglas A. Anello  
*Chief Counsel*

Edward H. Bronson  
*Dir. TV Code Affairs*

William Carlisle  
*Manager Station Relations*

John M. Courie  
*Manager Public Relations*

LaRue M. Courson  
*Production Manager*

James H. Hulbert  
*Mgr. Bsety Person & Econ.*

Charles Stone  
*Dir. Radio Code Affairs*

George W. Bartlett  
*Manager of Engineering*

## RADIO BOARD OF DIRECTORS

Director	District	States Comprising District
Carleton D. Brown.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WTVL, Waterville, Me.		
Simon Goldman .....	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCHA, Chambersburg, Pa.		
Jack S. Younts.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WEEB, Southern Pines, N. C.		
James L. Howe.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WIRA, Fort Pierce, Fla.		
F. C. Sowell.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
WLAC, Nashville, Tenn.		
Hugh O. Potter .....	7	Kentucky and Ohio.
WOMI, Owensboro, Ky.		
J. M. Higgins.....	8	Indiana and Michigan.
WTHI, Terre Haute, Ind.		
George T. Frechette.....	9	Illinois and Wisconsin.
WFHR, Wisconsin Rapids, Wisc.		



## NATIONAL ASSN. OF BROADCASTERS

Director	District	States Comprising District
Richard W. Chapin.....	10	Iowa, Missouri and Nebraska.
KFOR, Lincoln, Neb.		
Odin S. Ramsland.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KDAL, Duluth, Minn.		
Allan Page.....	12	Kansas and Oklahoma.
KGWA, Enid, Okla.		
A. Boyd Kelley.....	13	Texas.
KRRV, Sherman, Tex.		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KALL, Salt Lake City, Utah		
B. Floyd Farr.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KEEN, San Jose, Calif.		
Robert J. McAndrews.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln and Clark.
KBIG, Avalon, Calif.		
Ray Johnson.....	17	Alaska, Oregon and Washington.
KMED, Medford, Ore.		

### RADIO DIRECTORS-AT-LARGE

#### Large Stations

Harold Hough  
WBAP, Fort Worth, Texas

John F. Patt  
WJR, Detroit, Mich.

#### Medium Stations

Williard Schroeder  
WOOD, Grand Rapids, Mich.

Alvis Temple  
WKCT, Bowling Green, Ky.

#### Small Stations

Ben B. Sanders  
KICD, Spencer, Iowa

Robert T. Mason  
WMRN, Marion, O.

#### FM Stations

Richard H. Mason  
WPTF-FM, Raleigh, N. Car.

Merrill Lindsay, Vice Chairm.  
WSOY-FM, Decatur, Illinois

#### Network

Mortimer Weinbach  
ABC Radio, New York, N. Y.

Arthur Hull Hayes  
CBS-Radio, New York

Robert F. Hurlcigh  
MBS, New York, N. Y.

P. A. Sugg  
NBC-Radio, New York, N. Y.

### TELEVISION BOARD OF DIRECTORS

W. D. Rogers, Jr. Chairm.  
KIDR-TV, Lubbock, Tex.

Dwight W. Martin, Vice Ch.  
WAEB-TV, Baton Rouge, La.

Campbell Arnoux  
WTAR-TV, Norfolk, Va.

Henry B. Clay  
KTHV, Little Rock, Ark.

Joseph C. Drilling  
KJEO-TV, Fresno, Calif.

Clair R. McCollough  
WGML-TV, Lancaster, Pa.

C. Wrede Peters-meyer  
Corinthian Bsetg Corp., N. Y.

William B. Quarton  
WMT-TV, Cedar Rapids, Ia.

Joseph S. Sinclair  
WJAR-TV, Providence, R. I.

Engene S. Thomas  
KETV, Omaha, Neb.

Willard E. Walbridge  
KTRK-TV, Houston, Tex.

#### Network

Alfred Beckman  
ABC-TV, New York

William B. Lodge  
CBS-TV, New York

David C. Adams  
NBC-TV, New York



*General Artists Corporation*

640 Fifth Avenue

New York 19, N. Y.

NEW YORK

CHICAGO

BEVERLY HILLS

LONDON

# Free Society Holds Greater Broadcasting Responsibility

By I.E. ROY COLLINS  
President, National Association of Broadcasters



**A** POSITIVE program centered around capturing and serving the public interest is the answer to our current and future broadcasting problems. In order for this to take on proper perspective our government relations must be strengthened, we must have a more unified system of good public relations, and improved broadcasting standards. All of these must be accomplished in and by the industry itself.

Unless we set out immediately to reach these goals through constructive methods and logical standards, our industry will suffer tremendously. We must become involved more effectively in improving the kind and quality of programming, the diversity of programming in prime time, the extent and nature of advertising, and the machinery for assuring, in a positive sense, self discipline in the industry.

It is up to us to act now! Delay or neglect will lead to chaos in broadcasting, with the American public as loser. Such a situation would be disastrous. What should be done is to eliminate obvious mistakes. Every broadcaster must contribute, and strive to improve upon the industry's relationship with the federal government and the American people. Our free society must make use of its methods of communication.

Freedom depends upon the aid of electronic communication. It will continue to exist in America and will grow throughout the world only with our assistance. This is why our primary concern in NAB is to help make broadcasting a greater force in American life. To do this, we are determined to help improve the quality of broadcasting through the efforts of the broadcasters themselves, and to shield the profession

from those who would destroy any of our basic American freedoms.

There is no national formula which we may follow, as broadcasting needs differ from state to state. There are significant and overriding values which are contained in all methods or standards of communications. It is the highest among these that I am determined that NAB shall find and serve. These goals take us above the average trade association ideals and involve public service and patriotic motivational concern.

The ideal situation is for the broadcasters to act together, on their own, correcting and fortifying current standards. Once aware of this, the American public will begin to appreciate and cooperate with what we are doing. Program standards will diversify. An appeal to radio and Tv sponsors will eliminate the violent, the cheap, the vulgar and the lewd. An uplifting of film production, network programming, and station programming will create a new and worthwhile medium.

Such a medium would include more outstanding drama, fine music programs, public information services; programming which will educate as well as satisfy the demands of our audience. Built upon the distinguished programming that is currently available, such a venture would be a cooperative one. Networks, independent stations, and advertisers would all contribute in this new American challenge.

The broadcaster must give a full measure of his talent to deserve a professional status. He must recognize that his ever-increasing power in our free society carries with it a greater responsibility to serve.

Communications should become our greatest weapon in our fight for freedom.

# TV Time Sales — National, Regional And Local Sales Figures In Key Areas

— 1959 —

<i>Area</i>	<i>Number reporting \$25,000 or more time sales</i>	<i>National regional advertisers and sponsors*</i>	<i>Local advertisers and sponsors*</i>
Albany, Troy, Schenectady.....	3	\$3,279,405	\$1,015,374
Albuquerque .....	3	529,902	956,101
Altoona, Johnstown, Pa.....	3	1,902,886	610,951
Amarillo, Tex. ....	3	558,295	1,019,093
Atlanta, Ga. ....	3	3,882,260	1,927,247
Austin, Rochester, Minn. and Mason City, Ia. ....	3	675,986	656,491
Baltimore .....	3	5,791,622	2,741,610
Boise, Nampa, Ida.....	3	264,712	490,316
Boston .....	3	13,191,035	5,250,745
Buffalo, Niagara Falls.....	3	6,081,427	2,528,814
Cape Girardeau, Mo.; Paducah, Ky., and Harrisburg, Ill.....	3	1,137,936	288,755
Cedar Rapids, Waterloo, Ia.....	3	1,570,413	406,612
Charleston, Huntington, W. Va., and Ashland, Ky. ....	4	1,785,071	1,079,074
Chattanooga .....	3	789,939	666,966
Chicago .....	4	25,326,700	8,089,590
Cincinnati .....	3	5,226,882	2,316,267
Cleveland .....	3	9,004,293	3,378,499
Colorado Springs, Pueblo, Colo.....	3	422,896	694,899
Columbus, O. ....	3	4,037,519	2,059,597
Dallas, Fort Worth.....	4	4,528,844	3,130,689
Denver .....	4	3,339,662	2,510,518
Des Moines, Ames, Ia.....	3	2,354,917	623,101
Detroit .....	3	10,042,253	4,406,172
El Paso .....	3	688,084	781,002
Evansville, Ind.; Henderson, Ky.....	3	688,194	702,182
Flint, Bay City, Saginaw.....	3	1,430,015	573,351
Fort Wayne, Ind.....	3	919,222	819,191
Fresno .....	3	1,560,522	803,858
Green Bay, Marinette.....	3	949,858	762,141
Greenville, S. C.; Asheville, N. C.....	3	1,175,812	696,612
Harrisburg, York, Lancaster.....	5	2,517,521	1,059,653
Hartford, New Haven, Waterbury...	6	5,922,295	1,264,620
Honolulu .....	3	937,200	1,519,215
Houston, Galveston .....	3	4,811,299	2,432,328
Indianapolis, Bloomington .....	4	5,219,715	2,258,416

<i>Area</i>	<i>Number reporting \$25,000 or more time sales</i>	<i>National regional advertisers and sponsors*</i>	<i>Local advertisers and sponsors*</i>
Kansas City, Mo.....	3	4,939,280	2,040,989
Knoxville, Tenn. ....	3	1,002,633	862,948
Las Vegas, Henderson, Nev.....	3	218,647	698,218
Little Rock .....	3	1,012,824	718,182
Los Angeles .....	7	28,544,778	16,991,897
Madison, Wis. ....	3	816,604	556,820
Memphis, Tenn. ....	3	2,851,841	1,064,970
Miami .....	3	4,658,725	2,533,057
Milwaukee .....	4	5,514,731	1,875,030
Minneapolis-St. Paul .....	4	5,069,538	3,643,611
Mobile, Ala.; Pensacola, Fla.....	3	962,562	995,654
Nashville, Tenn. ....	3	1,609,265	1,672,263
New Orleans .....	3	3,127,200	2,288,494
New York City.....	7	53,851,982	10,570,115
Newport News-Norfolk .....	3	2,004,367	1,335,310
Oklahoma City, Enid.....	3	2,837,652	1,336,460
Omaha, Neb. ....	3	2,414,862	928,197
Orlando, Daytona Beach.....	3	714,132	919,231
Peoria, Ill. ....	3	977,404	790,905
Philadelphia .....	3	16,278,444	3,994,387
Phoenix, Mesa, Ariz.....	4	1,467,115	1,834,560
Pittsburgh .....	3	10,782,150	3,351,447
Portland, Poland Springs, Me.....	3	1,461,118	461,096
Portland, Ore. ....	3	4,129,601	1,504,665
Richmond, Petersburg, Va.....	3	1,286,808	684,560
Roanoke, Lynchburg, Va.....	3	1,140,628	691,228
Rochester, N.Y.....	3	2,246,297	1,146,603
Sacramento, Stockton .....	3	3,382,868	1,240,801
Salt Lake, Provo, Utah.....	4	1,384,452	1,402,011
San Antonio, Tex.....	4	2,066,914	1,288,272
San Francisco-Oakland .....	4	9,715,695	5,346,435
Scranton, Wilkes-Barre, Hazelton, Pa.	3	1,059,649	977,969
Seattle, Tacoma, Wash.....	5	5,421,411	1,539,186
South Bend, Elkhart, Ind.....	3	720,972	588,639
Spokane, Wash. ....	3	1,794,017	846,480
St. Louis, Mo.....	4	7,014,027	3,178,224
Tampa, St. Petersburg.....	3	2,530,540	1,535,549
Tucson, Ariz. ....	3	467,812	1,031,605
Tulsa, Okla. ....	3	2,004,693	933,773
Washington, D. C.....	4	6,947,540	2,314,162
Wichita, Hutchinson, Kan.....	3	1,829,009	869,247
Youngstown, O.; New Castle, Pa.....	3	858,943	420,146

(\* Before commissions to agencies, representatives and others.  
Source: FCC.

# Radio And Television Telephone Numbers New York

## AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	Circle	5-1441
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	MAyfair	3-1240
WHLI	IVanhoe	1-8000
WHOM	Circle	6-3900
WINS	JUDson	2-7000
WFYI	PLancez	2-1520
WLIB	MOument	6-1800
WMCA	MURray Hill	8-5700
WMGM	MURray Hill	8-1000
WNEW	YUKon	6-7000
WVOX	NEw Rochelle	6-0800
WNTA	BARclair	7-3260
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WADO	MURray Hill	8-1280
WPOW	MURray Hill	6-6488
WQXR	LACKawanna	4-1100
WNBC	Circle	7-8300
WWRL	DEfender	5-1600

## FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	OXford	7-2288
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WBFM	LEXington	2-4927
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNTY-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LACKawanna	4-1100

## Television Stations

WABC-TV	SUSquehanna	7-5000
WCBS-TV	PLaza	1-2345
WNBC-TV	Circle	7-8300
WNEW-TV	LEHigh	5-1000
WNTA	JUDson	2-7300
WOR-TV	LOngacre	4-8000
WPIX	MURray Hill	2-6500

## National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	Circle	7-8300

## Station Representatives

Avery-Knodel, Inc.	PLaza	7-1800
Charles Bernard	Circle	6-7242
John Blair & Co.	PLaza	2-0400
Blair TV Assoc.	PLaza	2-0400
Bogner & Martin	MURray Hill	9-2586
Guy Bolam	MURray Hill	2-4500
The Bolling Co., Inc.	YUKon	6-4545
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345

CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	OREgon	9-5866
Continental Radio Sales	MURray Hill	7-6865
Donald Cooke, Inc.	JUDson	2-2727
Devney-O'Connell Inc.	YUKon	6-4390
Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9332
Forjoe TV, Inc.	OREgon	9-6820
Gil Perna Inc.	Templeton	8-4740
H-R Representatives, Inc.	PLaza	9-6800
Arthur H. Hagg	MURray Hill	2-8665
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	JUDson	2-9200
Robt. S. Keiler, Inc.	WA	4-6599
Keystone Bstg. System, Inc.	ELdorado	5-3720
Daron F. McGavren Co.	PLaza	1-4650
The Meeker Co., Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bstg. Co.	MURray Hill	2-4500
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Paul H. Raymer Co., Inc.	PLaza	9-5570
Select Sta. Reps.	PLaza	8-1850
Storer Television Sales Inc.	PLaza	2-7600
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-5830
Weed Radio & TV Corp.	PLaza	9-4700
Adam Young, Inc.	PLaza	1-4848

## Advertising Agencies

N. W. Ayer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUDson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Leo Burnett Co., Inc.	PLaza	9-5959
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Aleshire, Inc.	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield	YUKon	6-6500
Donahue & Coe, Inc.	Circle	5-1000
Doremus & Co.	WORTH	4-0700
Doyle Dane Bernbach, Inc.	LOngacre	4-1234
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasay, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Footo, Cone & Belding	YUKon	6-8000
Albert Frank-Guenther Law	CORtlandt	7-5060
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Calkins & Holden	JUDson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morcy, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Kastor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kenyon & Eckhardt, Inc.	YUKon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-5600
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson Inc.	OXford	7-6000
McCann-Marschalk Co.	OXford	7-4250
Mogul, Williams & Saylor	TEmpleton	8-7100