

**RADIO  
ANNUAL  
TELEVISION  
YEAR  
BOOK**

**1959**

**TROPIC ISLES**

**CALYPSO**



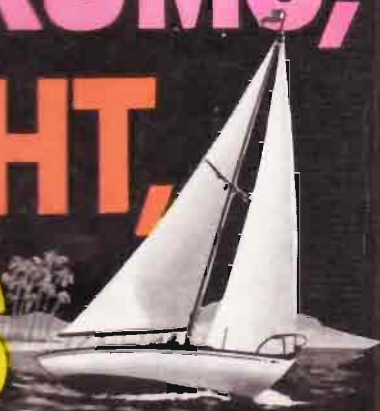
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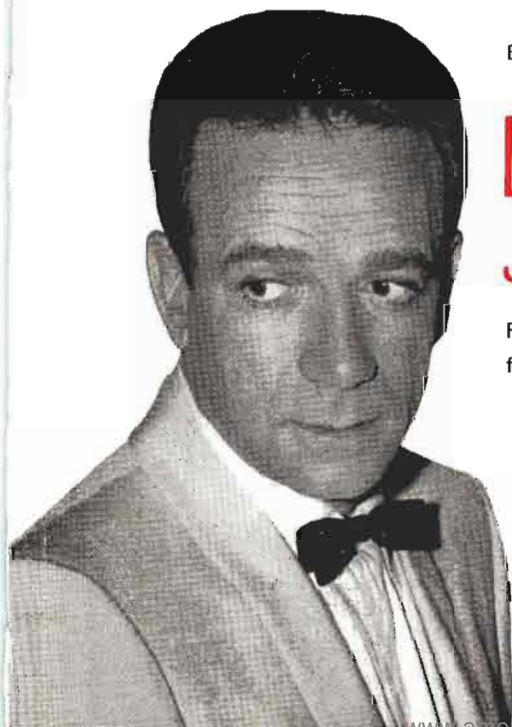
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**1959**

**TWENTY-SECOND ANNUAL EDITION**

**RADIO ANNUAL and**

**TELEVISION YEAR BOOK**

**CHARLES A. ALICOATE**

*Editor-In-Chief*

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# *Foreword*



**S**TATISTICS are the accepted footprints of an industry's progress and growth. Nineteen fifty-eight in the broadcasting industry, both American and world-wide, was essentially a year of change. The record of those changes, major as well as minor, and their effect upon the industry, will be found chronicled on the pages of this, the 22nd Edition of the Radio Annual Television Year Book.

**L**ONG acknowledged the Recognized Standard Reference Book for the industry, its pages further reflect evidence of continued advancements and contributions in the great medium of broadcasting for the spreading of vital information and entertainment.

**I**T hardly need be added that the 22nd edition again represents the efforts of countless collaborators, official and unofficial. To these loyal friends of the Radio Television Daily and the industry, once again, our deep and grateful appreciation.

*Chas. A. Alivante.*

*Editor and Publisher*



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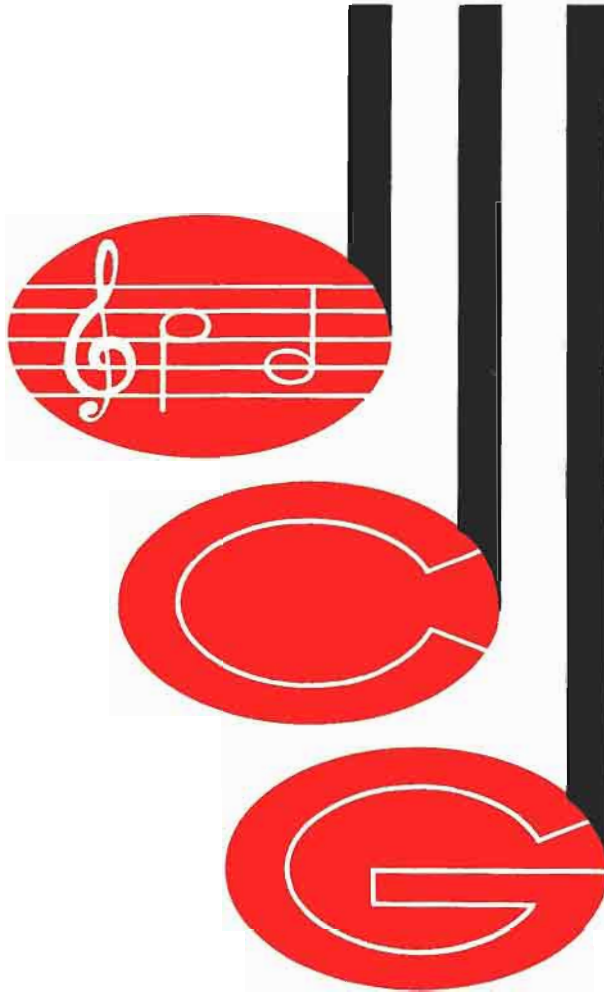
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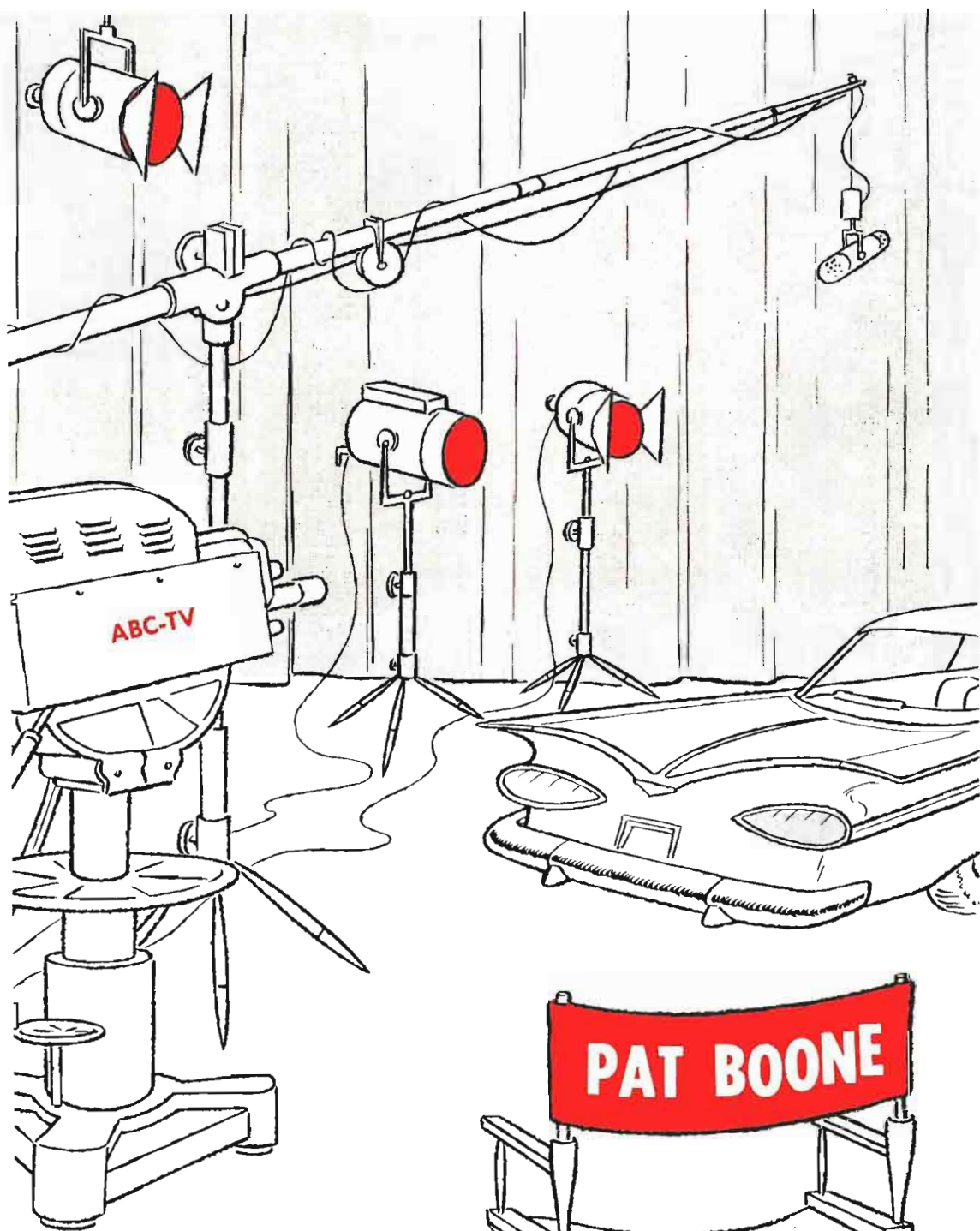
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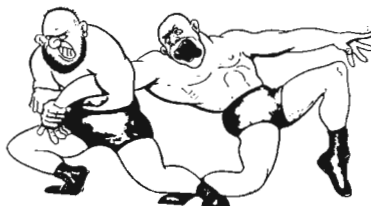
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1959

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# VITAL STATISTICS GENERAL INFORMATION

▶ Total 1957 radio-TV bcst. revenue (before Fed. income tax).....	\$1.5 billion
▶ Total radio-TV broadcast income (before tax) for 1957.....	\$214.6 million
▶ Radio revenue for 1957.....	\$517.9 million
▶ Radio profits for 1957.....	\$54.6 million
▶ Total broadcast revenues for 1957.....	\$943.2 million
Derived from sale of time (77%).....	\$726.3 million
Der. from sale of talent, prog. material & production (23%).....	\$216.9 million
▶ Total TV time sales (before commissions deductions) for 1957.....	\$868.7 million
Network time to nat'l advertisers (45.4%).....	\$394.2 million
Non-net. time to nat'l advertisers (34.1%).....	\$296.4 million
Time to local advertisers (20.5%).....	\$178.1 million
▶ Total 1957 TV broadcast expenses.....	\$783.2 million
▶ Total TV broadcast income (before tax) for 1957.....	\$160 million
▶ TV receiver factory billings for 1958.....	\$686 million
▶ Factory sales of radios for 1958 totaled.....	\$326 million
▶ Factory phonograph sales for 1958 were.....	\$263 million
▶ Phonograph record sales for 1958.....	\$166 million
▶ Retail sales of TV sets for 1958.....	\$5.1 million
▶ Tape recorder retail sales (64 mfrs.: 410,000 units) for 1958.....	\$72 million
▶ Magnetic tape retail sales for 1958.....	\$20 million
▶ Total revenue of radio networks (4 nat'l, 3 reg.) for 1957.....	\$73.5 million
▶ Total revenue of 3143 independent radio stations for 1957.....	\$444.4 million
▶ Total profits for above 3143 radio stations for 1957.....	\$54.6 million
▶ Network radio time sales for 1957.....	\$51.7 million
▶ Radio station local time sales for 1957.....	\$316.5 million
▶ AM stations reporting operational loss for 1957.....	959
▶ Revenue of TV networks and their 16 stations totaled.....	\$467.9 million
Total revenue 390 post-freeze TV stations for '57.....	\$214 million
VHF (302) .....	\$187.3 million
UHF (88) .....	\$26.7 million

*(Continued on page 35)*



Guy Lombardo  
and his  
Royal Canadians

**NEW YORK "TRENDEX" NEW YEAR'S EVE, WRCA-TV:  
43.1 rating; 86.2 audience share**

Currently: Hotel Roosevelt, New York  
Current Capitol Album (Monaural and Stereo):  
"Dancing Room Only"  
Current Capitol 'Single': "Exactly Like You Cha Cha"

DIRECTION: MCA

PUBLICITY: DAVID O. ALBER ASSOC., Gene Shefrin

▶ Number of radios in use in the United States.....	143 million
Car radios .....	47 million
Home radios (97% of Amer. homes).....	96 million
Fourteen million of these can rec. FM signals	
▶ Canadian factory sales of TV sets for December, 1958.....	40,668
▶ Total TV set Canadian sales to dealers for 1958.....	430,980
▶ Commercial AM stations licensed and on the air.....	3,253
▶ Commercial FM stations licensed and on the air.....	548
▶ Educational FM stations licensed and on the air.....	147
▶ Commercial TV stations licensed and on the air.....	556
▶ TV translator stations licensed and on the air.....	92
▶ Educational TV stations licensed and on the air.....	32
▶ Total spent in 1958 by top TV spot advertiser Procter & Gamble.....	\$33,833,100
▶ Average weekday daytime No. of homes delivered by TV net. in '58....	3,080,000
▶ Homes delivered by average nighttime network TV program in 1958....	8,823,000
▶ Average number of U.S. ad agencies, excluding branches.....	3,500
Number handling radio-TV billings.....	500+
▶ Advertising agency failures for 1958.....	36
Their total liabilities.....	\$857,000
▶ Automobile radio set sales for 1958.....	3,715,000
▶ Percentage of U.S. families owning TV sets in January, 1958.....	83%
▶ TV sets in use in U.S. in 1958.....	46 million +
▶ Estimated national radio spot time sales for 1958 totaled.....	\$166,367,000
▶ Total network TV gross time charges for 1958.....	\$566,590,410
▶ Total '57 FM bcst. loss (before tax) for non-AM licensees.....	\$500,000
▶ Total radio broadcast income (before tax) for 1957.....	\$54.6 million
▶ Nation-wide network radio-TV income for 1957.....	\$70.7 million
▶ No. of radio receiver sets in world, excl. U.S., its terr., Canada.....	153,659,400
▶ No. of wired speakers in world, excluding U.S., its terr., Canada.....	31,839,800
▶ Total full-time employment for networks and 501 TV stations.....	32,639
▶ Total part-time employment for networks and 501 TV stations.....	5,159
▶ Total employment for networks and 501 TV stations.....	37,798
▶ Total radio sets produced in 1958.....	11,747,000
▶ Total TV sets produced in 1958.....	4,920,428
▶ Nat'l and regional spot TV advertisers expenditures, For daytime shows... 35.7%	
For nighttime shows.....	53.4%
For late night shows.....	10.9%

*(Continued on page 37)*





▶ Number of network affiliates and O&O stations:

Network	Number of Affiliates Radio	TV	Number of O&O Stations		
			AM	FM	TV
ABC	330	220	5	4	5
CBS	202	243	7	6	5
KBS	1058	—	—	—	—
MBS	453	—	—	—	—
NBC	201	210	7	5	7
NTA	—	134	—	—	2

- ▶ Number of radio stations in Canada..... 187
- ▶ Number of radio stations in Mexico..... 441
- ▶ Number of member stations, Radio Cadena Nacional, S.A..... 55
- ▶ Number of radio stations in Cuba..... 165
- ▶ Number of radio stations in Haiti..... 6
- ▶ Number of radio stations in Dominican Republic..... 26
- ▶ 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..... 25
- ▶ Number of radio stations in the Virgin Islands..... 2
- ▶ Number of international radio stations in the U.S..... 36
- ▶ Number of international radio stations in Canada..... 26
- ▶ Number of TV stations in Puerto Rico..... 5
- ▶ Number of TV stations on Guam..... 1
- ▶ Number of TV stations in Canada, excluding satellites..... 47
- ▶ Worldwide total of TV stations, exclusive of the U.S., its territories, Canada, and overseas Armed Forces stations..... 739
- ▶ Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces..... 22,878,700
- ▶ Number of network color-equipped stations in the U.S..... 302
- ▶ Number of community TV antenna systems in operation in the U.S..... 550
- ▶ National Association of Broadcasters' number of AM members..... 1,503
- Number of FM members..... 410
- Number of TV members..... 334
- Number of subscribers to NAB TV Code..... 309
- ▶ The Broadcasters' Promotion Association now has a membership of..... 251
- ▶ On June 30, 1958, of 501 commercial TV stations in operation, 419 were VHF and 82 were UHF; 31 educational TV stations (25 VHF, 6 UHF) were on the air in 308 communities.
- ▶ Over 90 per cent of the U.S. population is estimated to be within range of at least one TV station; over 75 per cent within range of two or more.

# HOPE



# ESTIMATED NATIONAL SPOT RADIO TIME SALES FIGURES FOR 1957-1958

	<i>1958</i>	<i>1957</i>	<i>Per Cent Change</i>
First Quarter .....	\$ 41,963,000	\$ 40,916,000	+2.5
Second Quarter .....	41,671,000	39,027,000	+6.7
Third Quarter .....	38,171,000	41,116,000	-7.1
Fourth Quarter .....	44,562,000	48,452,000	-8.0
<hr style="width: 50%; margin: 0 auto;"/>			
Total .....	\$166,367,000	\$169,511,000	-1.9

## *REVISED MONTHLY ESTIMATES FOR 1957*

January .....	\$ 11,863,000
February .....	13,279,000
March .....	15,777,000
April .....	12,844,000
May .....	13,659,000
June .....	12,525,000
July .....	12,608,000
August .....	13,740,000
September .....	14,765,000
October .....	16,812,000
November .....	18,452,000
December .....	13,187,000
<hr style="width: 50%; margin: 0 auto;"/>	
Total .....	\$169,511,000

Source: Station Representatives Association, Inc.



*BEST WISHES*



**MILTON BERLE**



# Radio Markets Ranked by Spot Volume, 1958

## In Groups of Ten Markets:

		<u>Total</u>	<u>%</u>	<u>Cumulative Total</u>	<u>Cumula- tive %</u>
1. New York	\$22,013,448				
2. Chicago	11,071,217				
3. Los Angeles	10,835,835				
4. Detroit	6,560,792				
5. Philadelphia	5,034,286				
6. Boston	4,411,043				
7. San Francisco	4,028,786				
8. St. Louis	3,660,536				
9. Pittsburgh	3,019,252				
10. Cincinnati	2,939,844	\$73,575,039	43.40	\$73,575,039	43.40
11. Washington, D. C.	2,854,775				
12. Cleveland	2,624,374				
13. Minneapolis-St. Paul	2,574,460				
14. Denver	2,463,460				
15. Kansas City	2,132,211				
16. Buffalo	1,765,858				
17. Baltimore	1,743,023				
18. Houston	1,726,763				
19. Atlanta	1,707,650				
20. Hartford	1,671,858	21,264,432	12.54	94,839,471	55.94
21. Dallas	1,579,597				
22. Seattle	1,512,989				
23. Des Moines	1,504,794				
24. Indianapolis	1,493,597				
25. Milwaukee	1,432,694				
26. Albany, Schenectady	1,317,495				
27. New Orleans	1,261,849				
28. Miami	1,239,015				
29. Memphis	1,237,792				
30. Providence	1,153,789	13,733,611	8.10	108,573,082	64.04
31. Portland, Ore.	1,150,455				
32. Omaha	1,136,809				
33. Columbus, Ohio	1,124,029				
34. San Antonio	1,110,188				
35. Louisville	1,066,011				
36. Nashville	980,947				
37. Rochester	956,820				
38. Charlotte	946,128				
39. San Diego	911,065				
40. Richmond, Va.	853,514	10,235,966	6.04	118,809,048	70.08
41. Cedar Rapids	\$828,280				
42. Oklahoma City	819,299				
43. Tulsa	795,697				

(Continued on Page 43)



**SID CAESAR**

## RADIO MARKETS RANKED BY SPOT VOLUME, 1958

		<u>Total</u>	<u>%</u>	<u>Cumulative Total</u>	<u>Cumula- tive %</u>	
44.	Toledo .....	782,095				
45.	Raleigh .....	716,137				
46.	Syracuse .....	696,484				
47.	Sacramento .....	674,081				
48.	Birmingham .....	661,443				
49.	Ft. Worth .....	659,449				
50.	Tampa-St. Petersburg ..	622,410	\$7,255,375	4.28	\$126,064,423	74.36
51.	Norfolk-Portsmouth ....	587,261				
52.	Shreveport .....	585,074				
53.	Dayton .....	580,471				
54.	Jacksonville .....	563,638				
55.	Spokane .....	562,000				
56.	Fresno .....	561,079				
57.	Ft. Wayne .....	540,046				
58.	Wheeling-Steubenville ..	528,713				
59.	Worcester .....	519,169				
60.	Little Rock .....	516,178	5,543,629	3.27	131,608,052	77.63
61.	Grand Rapids .....	513,896				
62.	Wichita .....	496,188				
63.	Youngstown .....	494,774				
64.	Topeka .....	481,451				
65.	Salt Lake City.....	476,005				
66.	Knoxville .....	404,809				
67.	New Haven .....	397,394				
68.	Phoenix .....	388,694				
69.	Akron .....	378,043				
70.	Albuquerque .....	372,168	4,403,422	2.59	136,011,474	80.22
71.	Peoria .....	360,641				
72.	Davenport-Rock Island..	358,982				
73.	Corpus Christi .....	349,605				
74.	Canton, Ohio .....	314,212				
75.	Flint, Michigan .....	307,201				
76.	Harrisburg .....	306,749				
77.	Portland, Me. ....	288,952				
78.	Kalamazoo .....	285,395				
79.	Springfield-Holyoke ....	285,037				
80.	Charleston, W. Va.....	273,534	3,135,608	1.85	139,147,082	82.07
81.	Allentown-Bethlehem ...	268,221				
82.	Duluth-Superior .....	264,867				
83.	Scranton .....	253,123				
84.	Columbia, S. C.....	250,216				
85.	Amarillo, Texas .....	243,673				
86.	Greenville, S. C.....	235,825				
87.	Madison .....	234,913				
88.	Austin, Texas .....	232,778				
89.	Jackson, Mississippi ....	232,745				
90.	El Paso .....	227,383	2,443,744	1.44	141,590,826	83.51
91.	Montgomery .....	226,199				
92.	South Bend .....	216,597				
93.	Roanoke, Va. ....	208,291				
94.	Chattanooga .....	208,199				
95.	Stockton .....	205,623				
96.	Wilmington, Del. ....	199,324				
97.	Huntington, W. Va.....	197,657				
98.	Tucson .....	196,791				
99.	St. Joseph, Mo.....	193,732				
100.	Bakersfield .....	193,015				
101.	Wichita Falls .....	192,408	\$2,237,836	1.32	\$143,828,662	84.83





## ARLENE FRANCIS

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Exclusive Rep.: Martin Goodman, 36 Central Park So., PLaza 1-3555

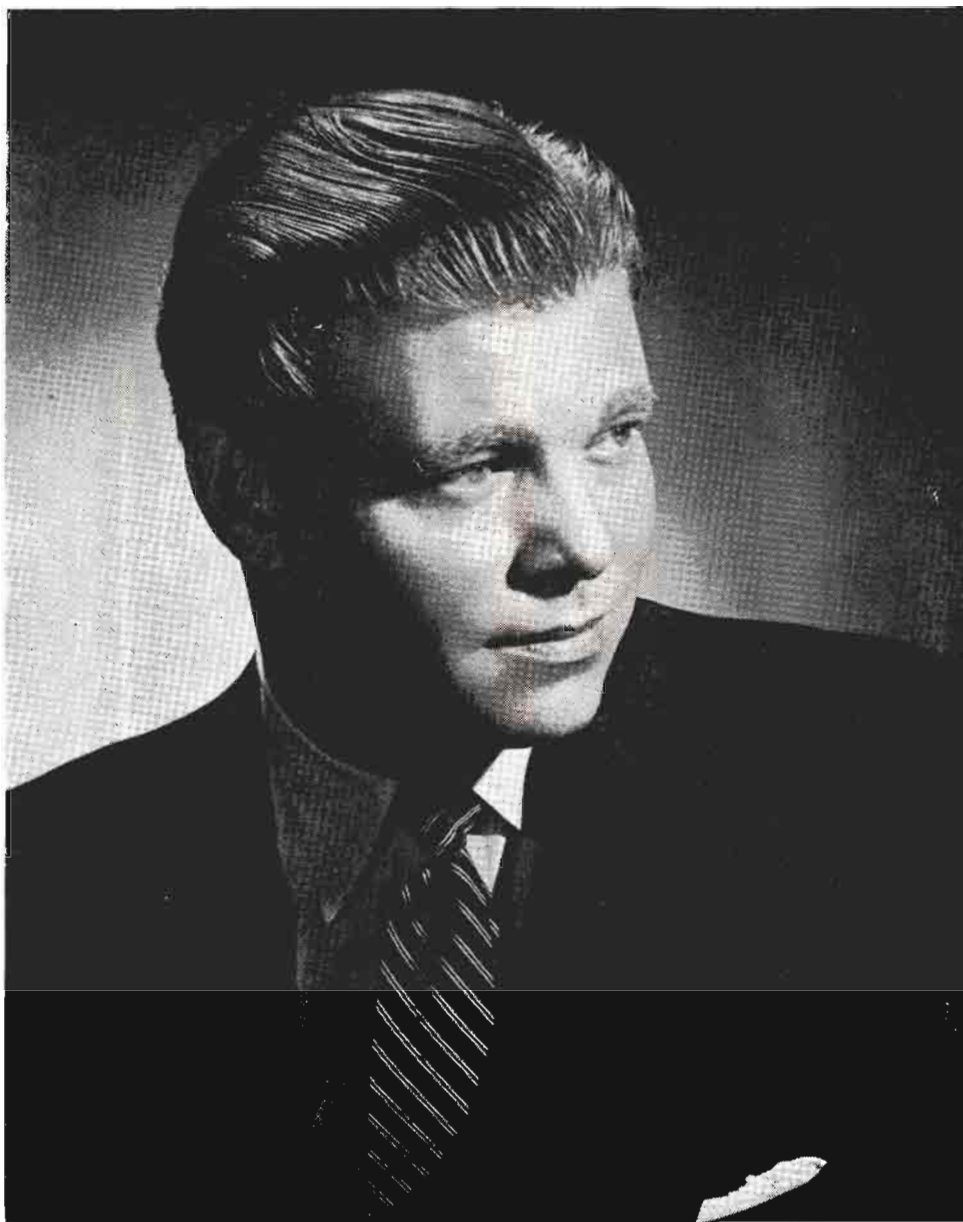


# STOCK CHANGES IN INDUSTRY ISSUES FOR 1958

## NEW YORK STOCK EXCHANGE

	High	Yearly Low	Dec. 30, 1958 Quotation	Net Chg.	Year's Sales (in 100s)
Admiral Corp. ....	19 $\frac{7}{8}$	7	19 $\frac{3}{4}$	+ 13 $\frac{1}{8}$	8936
AB-PT .....	22	13	20 $\frac{3}{8}$	+ 7 $\frac{5}{8}$	11758
AB-PT Pfd. ....	20 $\frac{1}{4}$	19	19 $\frac{1}{4}$	+ $\frac{1}{4}$	56
American Optical .....	40 $\frac{5}{8}$	34 $\frac{1}{4}$	38 $\frac{1}{2}$	+ 2 $\frac{3}{8}$	2223
Am. Tel. & Tel.....	227 $\frac{1}{8}$	167 $\frac{7}{8}$	225	+ 57 $\frac{1}{2}$	36516
Avco Mfg. ....	13 $\frac{7}{8}$	5 $\frac{5}{8}$	11 $\frac{5}{8}$	+ 6	59056
Avco Mfg. Pfd.....	82	43	70	+ 25 $\frac{5}{8}$	806
Bell & Howell.....	94 $\frac{7}{8}$	42	87	+ 45	5773
Bell & Howell Pfd.....	93	90	92 $\frac{1}{2}$	+ 6 $\frac{1}{2}$	430*
CBS .....	41 $\frac{1}{2}$	24 $\frac{1}{8}$	37 $\frac{3}{4}$	+ 13 $\frac{1}{8}$	11200
Decca .....	19 $\frac{7}{8}$	13 $\frac{7}{8}$	18 $\frac{1}{2}$	+ 4 $\frac{3}{4}$	9824
Disney .....	43 $\frac{7}{8}$	14	42 $\frac{3}{4}$	+ 28 $\frac{7}{8}$	9676
East. Kodak .....	148	97 $\frac{1}{8}$	144 $\frac{1}{4}$	+ 45 $\frac{3}{8}$	6501
East. Kodak Pfd.....	159	149 $\frac{1}{2}$	150 $\frac{3}{4}$	+ $\frac{3}{4}$	3540*
Gen. Prec. Eq.....	41	27	33 $\frac{5}{8}$	— $\frac{3}{8}$	8126
Gen. Prec. Eq. Pfd.....	52 $\frac{1}{2}$	44 $\frac{3}{4}$	52 $\frac{3}{8}$	+ 8 $\frac{1}{8}$	1388
Magnavox .....	60 $\frac{1}{2}$	30 $\frac{1}{4}$	51 $\frac{3}{4}$	+ 21 $\frac{1}{2}$	3823
Magnavox, Pfd. ....	86 $\frac{1}{4}$	53 $\frac{1}{2}$	74 $\frac{3}{4}$	—	465
National Theatres .....	11 $\frac{1}{2}$	7 $\frac{3}{8}$	10 $\frac{1}{4}$	+ 3	11772
Philco .....	26 $\frac{3}{8}$	12 $\frac{3}{8}$	24	+ 11 $\frac{7}{8}$	15232
Philco Pfd. ....	71 $\frac{1}{2}$	57 $\frac{1}{2}$	69 $\frac{3}{4}$	+ 13 $\frac{3}{4}$	6280*
RCA Common .....	48 $\frac{1}{4}$	30 $\frac{1}{4}$	47 $\frac{7}{8}$	+ 17 $\frac{5}{8}$	24272
RCA First Pfd.....	75 $\frac{1}{2}$	69 $\frac{3}{8}$	71	+ $\frac{1}{4}$	769
Stewart-Warner .....	45 $\frac{1}{4}$	29	44	+ 15 $\frac{5}{8}$	1935
Storer Broadcasting Co....	26 $\frac{3}{8}$	20	25	+ 5 $\frac{1}{2}$	2355
Sylvania El. ....	61 $\frac{1}{2}$	31 $\frac{1}{2}$	59 $\frac{5}{8}$	+ 29 $\frac{1}{4}$	10298

(Continued on Page 47)



**JACK LESCOULIE**

**STOCK CHANGES IN INDUSTRY**  
(Continued from Page 45)

**NEW YORK STOCK EXCHANGE**

	<i>High</i>	<i>Yearly Low</i>	<i>Dec. 30, 1958 Quotation</i>	<i>Net Chg.</i>	<i>Year's Sales (in 100s)</i>
Sylvania El. Pfd.....	97½	72½	96½	+ 24½	9070*
20th Century-Fox .....	42½	21¾	40¼	+ 18¼	13242
United Artists .....	27½	15¼	25	+ 10	6633
Warner Bros. ....	26½	16⅞	25⅞	+ 8⅞	2970
Westinghouse .....	74½	55½	73½	+ 9⅞	24744
Westinghouse Pfd. ....	92½	83	84⅞	— 5⅞	193
Zenith Radio .....	208½	67½	194¼	—	6038

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.....	8¼	3	7⅞	+ 4⅞	13719
Guild Films .....	4½	1⅞	2⅞	— ⅞	21715
Hazeltine Corp. ....	60⅞	30½	60	+ 29⅞	2774
National Telefilm .....	9¾	5⅞	9⅞	+ 3⅞	10548
Skiatron .....	7¾	3⅞	5¼	— ⅞	10565
Teleprompter .....	12⅞	10⅞	11	—	115
TV Industries .....	8⅞	4⅞	5	—	1264

**OVER THE COUNTER**

	<i>High</i>	<i>Low</i>	<i>Dec. 30, 1958</i>	
			<i>Bid</i>	<i>Asked</i>
Ampex .....	69¾	35¼	60	63
Capital Cities TV.....	#	—	7⅞	7½
Desilu Prods. ....	#	—	14	14¼
Meredith Pub. Co.....	36½	25	35½	36¼
Met. Broadcasting .....	13¾	12½	12½	13½
Official Films .....	1¼	⅓	¾	1⅞
Reeves Soundcraft Corp....	7⅞	2⅞	6⅞	7⅞
Scranton Corp. ....	19½	10	10	11
Telebroadcasting .....	—	—	2¾	3¼

\* Trading unit less than 100 shares or shares in full.

# No range during full year.





# GROSS TIME CHARGES NETWORK TELEVISION

## Month By Month—1958

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January .....	\$ 9,168,609	\$ 22,094,015	\$ 18,344,111	\$ 49,606,735
February .....	8,441,988	19,410,741	16,785,315	44,638,044
March .....	9,402,407	21,211,070	18,874,597	49,488,074
April .....	8,739,456	20,628,511	18,283,379	47,651,346
May .....	8,477,755	20,970,022	18,470,368	47,918,145
June .....	7,387,586	19,733,057	16,648,462	43,769,105
July .....	7,083,555	18,332,925	15,702,029	41,118,509
August .....	6,923,735	19,383,736	15,202,021	41,509,492
September .....	6,627,093	19,427,754	16,362,343	42,417,190
October .....	9,960,524	21,901,036	20,664,587	52,526,147
November .....	10,338,126	21,853,592	19,817,075	52,008,793
December .....	10,466,104	22,836,275	20,636,442	53,938,821
<b>Total .....</b>	<b>\$103,016,938</b>	<b>\$247,782,734</b>	<b>\$215,790,729</b>	<b>\$566,590,401</b>

Source—TvB: LNR, BAR Statistics.

## Month By Month—1957

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January .....	\$ 6,715,581	\$ 20,231,474	\$ 16,554,941	\$ 43,501,996
February .....	6,175,488	18,309,088	14,900,631	39,385,207
March .....	6,848,848	20,172,173	16,631,974	43,652,995
April .....	6,682,786	19,385,098	15,154,388	41,222,272
May .....	7,258,807	20,307,762	15,811,033	43,377,602
June .....	6,413,708	18,356,892	14,746,537	39,517,137
July .....	6,348,496	18,537,069	13,874,872	38,760,437
August .....	6,134,380	18,240,823	14,473,677	38,848,880
September .....	5,704,888	19,935,115	15,286,270	40,926,273
October .....	8,093,724	22,421,673	18,752,891	49,268,288
November .....	8,079,932	21,449,468	18,511,686	48,041,086
December .....	8,614,646	21,938,264	19,146,483	49,699,393
<b>Total .....</b>	<b>\$83,071,284</b>	<b>\$239,284,899</b>	<b>\$193,845,383</b>	<b>\$516,201,566</b>
Share of total, 1958 .....	18.2%	43.7%	38.1%	
Share of total, 1957 .....	16.1%	46.3%	37.6%	

Source—PIB, Inc.

The  
**DANNY THOMAS**  
Show

CBS-TV

MARTERTO ENTERPRISES, INC.

## Homes Delivered by Average Week Day Daytime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January .....	4,463	4,004	3,780
February .....	3,914	3,553	3,180
March .....	3,817	3,318	2,899
April .....	3,501	3,211	2,662
May .....	2,678	2,557	2,292
June .....	2,677	2,361	1,998
July .....	2,657	2,628	2,222
August .....	2,649	2,568	2,415
September .....	2,677	2,474	2,223
October .....	2,636	3,055	2,915
November .....	2,418	3,373	3,231
December .....	2,874	3,756	3,074
Annual Average .....	3,080	3,060	2,743

Source: TvB; A. C. Nielsen

## Homes Delivered by Average Nighttime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January .....	9,832	9,195	7,467
February .....	10,027	9,098	7,779
March .....	9,643	9,052	7,536
April .....	9,373	9,025	7,350
May .....	8,644	7,817	6,855
June .....	7,781	7,053	6,115
July .....	7,081	6,244	5,426
August .....	7,189	6,751	5,383
September .....	8,250	7,942	6,436
October .....	9,265	8,890	7,400
November .....	8,967	9,387	8,077
December .....	9,820	9,222	8,378
Annual Average .....	8,823	8,364	7,073

Source: TvB; A. C. Nielsen.



Nick Bruno

## TONY LAVELLI

# The TONY LAVELLI SHOW

(One-Man, Two-Hour Show)

Shelly "Bud" Snyder  
General Mgr.

Larry Penzell  
Public Relations



# FCC Report — Station Expansion

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
<b>COMMERCIAL FM</b>								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	531	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	24	519	11	530	31	561
1958	98	24	57	526	22	548	86	634
<b>EDUCATIONAL FM</b>								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
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	141	3	147	10	157
<b>COMMERCIAL TV</b>								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	101	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	314	175	519	132	651
1958	35	21	125	427	129	556	109	665
<b>TV TRANSLATOR</b>								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	64	156
<b>EDUCATIONAL TV</b>								
1952	0	0	1	0	0	0	0	0
1953	17	0	20	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34
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

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.

Jerry Lewis

# INTERNATIONAL CURRENCY EXCHANGE RATES

<i>Country</i>	<i>Unit of Currency<sup>1</sup></i>	<i>Exchange Rate</i>	<i>Current Collections</i>
Argentina .....	Peso	\$ .024	Prompt—fair
Australia .....	Pound	2.25 $\frac{1}{8}$	Prompt
Austria .....	Schilling	.0390	Prompt
Belgian Congo .....	Franc	* .0200 $\frac{1}{2}$	Prompt
Belgium .....	Franc	* .0200 $\frac{5}{8}$	Prompt
Bolivia .....	Boliviano	.000129	Prompt—slow
Brazil .....	Cruzeiro	* .007407	Fair
Canada .....	#Dollar	1.03 $\frac{7}{8}$	Prompt
Chile .....	Peso	* .00140	Prompt
Colombia .....	Peso	* .1315	Prompt—slow
Costa Rica .....	Colon	.1785	Fair
Cuba .....	#Peso	1.0000	Prompt—fair
Denmark .....	Krone	.1452	Prompt
Dominican Republic .....	*Peso	1.0000	Prompt—fair
Ecuador .....	Sucre	.066	Prompt—fair
Egypt .....	Pound	2.87	
Finland .....	Markka	.00435	Prompt
France .....	Franc	* .0023 $\frac{7}{8}$	Prompt
French Morocco .....	Franc	.0023 $\frac{7}{8}$	Prompt
Germany (West) .....	Mark	.2388	Prompt
Greece .....	Drachma	* .0335	Prompt
Guatemala .....	#Quetzal	1.0000	Prompt
Haiti .....	#Gourde	2.000	Prompt—fair
Honduras .....	#Lempira	5.000	Fair
Iceland .....	Krona	* .0615	Prompt
India .....	Rupee	.2114	Prompt
Iran .....	Rial	.0135	Prompt—slow
Iraq .....	Dinar	2.81 $\frac{1}{8}$	Prompt
Ireland .....	Pound	2.81 $\frac{1}{8}$	Prompt
Israel .....	Pound	.56	Prompt
Italy .....	Lira	.00160	Prompt
Japan .....	Yen	.0028	Prompt
Mexico .....	#Peso	.0800	Prompt—fair
Netherlands .....	Guilder	.2641	Prompt
New Zealand .....	Pound	2.80-15/32	Prompt
Nicaragua .....	Cordoba	.1429	Prompt
Norway .....	Krone	.1405	Prompt
Pakistan .....	Rupee	.2114	Prompt
Panama .....	#Balboa	1.0000	Prompt
Paraguay .....	Guarani	.0166	Prompt
Peru .....	Sol	* .0475	Prompt—fair
Philippines .....	Peso	.5000	
Portugal .....	Escudo	.0350	Prompt
El Salvador .....	#Colon	.4016	Prompt—fair
Spain .....	Peseta	.02173	
Sweden .....	Krona	.1934	Prompt
Switzerland .....	#Franc	.2335	Prompt
Turkey .....	Pound	.3600	
U. of S. Africa .....	Pound	2.81 $\frac{1}{8}$	Prompt
United Kingdom .....	Pound	2.81 $\frac{1}{8}$	Prompt
Uruguay .....	Peso	* .15 $\frac{1}{8}$	
Venezuela .....	Bolivar	.3003	Prompt—slow

\* Free Rate. Many countries have several rates. # No foreign exchange restrictions. <sup>1</sup> As of June, 1958.



**MEL ALLEN**



# RADIO-TELEVISION DAILY

## ALL-AMERICAN FAVORITES OF 1958

### TELEVISION

MAN OF THE YEAR  
JACK PAAR

WOMAN OF THE YEAR  
DINAH SHORE

DRAMATIC SHOW OF YEAR  
JOHNNY BELINDA—HALLMARK

COMEDY SHOW OF YEAR  
JACK PAAR SHOW

MUSICAL SHOW OF YEAR  
EVENING WITH FRED ASTAIRE

COMMENTATOR OF YEAR  
EDWARD R. MURROW

DOCUMENTARY OF YEAR  
WHERE WE STAND

QUIZ SHOW OF YEAR  
GROUCHO MARX

BEST NEW PROGRAM IDEA  
SMALL WORLD

SPORTSCASTER OF YEAR  
MEL ALLEN

COLOR PROGRAM OF YEAR  
ROSE BOWL PARADE

BEST FILMED SERIES  
PERRY MASON

CHILDREN'S SHOW OF YEAR  
SHIRLEY TEMPLE STORYBOOK

WESTERN SHOW OF YEAR  
GUNSMOKE

BEST PUBLIC SERVICE PROGRAMMING  
CBS ON MIDDLE EAST CRISIS

PRODUCER OF YEAR  
BUD YORKIN

DIRECTOR OF YEAR  
BUD YORKIN

VARIETY SHOW OF YEAR  
STEVE ALLEN SHOW

VOCALIST OF THE YEAR  
MALE—PERRY COMO  
FEMALE—DINAH SHORE

SONG HIT OF YEAR  
SUGARTIME

MOST PROMISING NEW TALENT  
MALE—EFREM ZIMBALIST, JR.  
FEMALE—BARRIE CHASE

### RADIO

MAN OF THE YEAR  
EDWARD R. MURROW

WOMAN OF THE YEAR  
MARLENE DIETRICH

DRAMATIC SHOW OF YEAR  
GUNSMOKE

COMEDY SHOW OF YEAR  
AMOS 'N' ANDY

MUSICAL SHOW OF YEAR  
NEW YORK PHILHARMONIC BROADCASTS

COMMENTATOR OF YEAR  
EDWARD R. MURROW

DOCUMENTARY OF YEAR  
WHO KILLED MICHAEL FARMER?

QUIZ SHOW OF YEAR  
YOU BET YOUR LIFE

BEST NEW PROGRAM IDEA  
THE WORLD TODAY

SPORTSCASTER OF YEAR  
LINDSEY NELSON

BEST TRANSCRIBED SERIES  
AMOS 'N' ANDY

BEST PUBLIC SERVICE PROGRAMMING  
FACE THE NATION

PRODUCER OF YEAR  
DON KELLERMAN

DIRECTOR OF YEAR  
HI BROWN

VARIETY SHOW OF YEAR  
MITCH MILLER SHOW

VOCALIST OF THE YEAR  
MALE—RICHARD HAYES  
FEMALE—PAT SUZUKI

SONG HIT OF YEAR  
VOLARE

MOST PROMISING NEW TALENT  
MALE—TOMMY LEONETTI  
FEMALE—PAT SUZUKI

# RALPH EDWARDS

This Is Your Life—NBC-TV

producer of



**Truth or Consequences**

NBC-TV

*Bob Barker — Emcee*

**It Could Be You**

NBC-TV

*Bill Leyden — Emcee*

Other Shows Available  
on Request



The Chadwick Company  
*Public Relations*

# 1958 Spot Television Expenditures Of National and Regional Advertisers — By Time of Day and Type of Spot —

<i>Time of Day</i>	<i>Expenditure</i>	<i>Per Cent</i>
Day .....	\$182,712,000	35.7
Night .....	273,111,000	53.4
Late Night .....	55,881,000	10.9
	\$511,704,000	100.0

<i>Type of Spot</i>	<i>Expenditure</i>	<i>Per Cent</i>
Announcements and Participations.....	\$371,934,000	72.7
ID's .....	56,804,000	11.1
Programs .....	82,966,000	16.2
	\$511,704,000	100.0

Source: TvB

# The Top 10 Spot Television Advertisers: A Comparison Between 1958 and 1957

	<i>Rank</i>	<i>1958</i>	<i>Rank</i>	<i>1957</i>
Procter & Gamble Co.....	1	\$33,833,100	1	\$25,916,840
Lever Brothers Co.....	2	16,578,900	7	7,642,980
Adell Chemical Co.....	3	12,324,900	16	4,109,800
General Foods Corp.....	4	11,008,000	5	8,447,900
Colgate-Palmolive Co. ....	5	10,998,500	6	7,739,080
Continental Baking Co.....	6	9,223,900	3	10,190,060
Warner-Lambert Pharma. Co.....	7	8,833,100	11	5,690,870
Brown & Williamson Tobacco Co.....	8	8,019,600	2	12,988,920
Miles Laboratories, Inc.....	9	7,895,900	9	6,392,640
<b>American Home Products.....</b>	<b>10</b>	<b>7,275,600</b>	<b>20</b>	<b>3,589,680</b>

Source: TvB



**THE ADVENTURES OF OZZIE AND HARRIET**

**Every Wednesday Evening — ABC-TV**

**Sponsored by EASTMAN KODAK and QUAKER OATS COMPANY**



# The Top 100 Network TV Advertisers Of 1958 and Estimated Expenditures

— GROSS TIME COST —

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.	\$50,638,647	51. Du Pont de Nemours	2,671,026
2. Colgate-Palmolive Co.	22,857,497	52. Carnation Co.	2,661,252
3. Lever Brothers Co.	21,958,373	53.sylvania Electric Products, Inc.	2,597,008
4. General Food Corp.	20,733,118	54. Beech Nut Life Savers	2,476,177
5. General Motors Corp.	20,593,366	55. Johnson & Johnson	2,461,026
6. American Home Products Corp.	20,507,683	56. Mennen Co.	2,380,733
7. Gillette Co.	16,132,360	57. Reynolds Metals Co.	2,358,852
8. Bristol-Myers Co.	16,072,802	58. Carter Products, Inc.	2,310,095
9. Reynolds, R. J. Tobacco Co.	16,002,213	59. Singer Mfg. Co.	2,225,091
10. Chrysler Corp.	14,311,471	60. Pet Milk Co.	2,211,093
11. Ford Motor Co.	12,561,121	61. Bishop, Hazel, Inc.	2,112,594
12. American Tobacco Co.	11,252,180	62. Borden Co.	1,860,634
13. Liggett & Myers Tobacco Co.	10,849,983	63. Sweets Co. of America	1,836,374
14. General Mills, Inc.	10,790,118	64. Goodyear Tire & Rubber Co.	1,779,195
15. Kellogg Co.	10,290,885	65. Schick, Inc.	1,737,741
16. Pharmaceuticals, Inc.	10,173,557	66. Gerber Products Co.	1,713,996
17. Sterling Drug, Inc.	9,919,859	67. Socony Mobil Oil Co.	1,709,593
18. Lorillard, P., & Co.	9,791,226	68. Drackett Co.	1,699,539
19. Brown & Williamson	8,250,471	69. Factor, Max Co.	1,695,612
20. National Dairy Products Corp.	6,709,514	70. Bulova Watch Co.	1,667,057
21. Radio Corp. of America	6,458,126	71. Mars, Inc.	1,666,141
22. Revlon, Inc.	6,309,037	72. Greyhound Corp.	1,633,818
23. Standard Brands, Inc.	6,144,983	73. Libby Owens Ford Glass Co.	1,623,869
24. Eastman Kodak Co.	5,937,361	74. Firestone Tire & Rubber Co.	1,597,171
25. General Electric Co.	5,295,996	75. Sears Roebuck & Co.	1,552,128
26. Johnson, S. C., & Son, Inc.	5,242,277	76. American Gas Association	1,549,530
27. Pillsbury Mills, Inc.	5,205,578	77. Aluminum Co. of America	1,531,362
28. Philip Morris, Inc.	4,967,012	78. Wildroot Co., Inc.	1,509,171
29. Corn Products Co.	4,927,240	79. Chemstrand Corp.	1,506,984
30. Miles Lab, Inc.	4,785,393	80. Alberto Culver Co.	1,434,882
31. Quaker Oats Co.	4,693,728	81. Libby McNeill & Libby	1,427,411
32. Westinghouse Electric Co.	4,639,231	82. Associated Products, Inc.	1,377,336
33. Campbell Soup Co.	4,253,743	83. U. S. Rubber Co.	1,372,000
34. Prudential Insurance Co. of America	3,826,736	84. Seven Up Co.	1,368,282
35. National Biscuit Co.	3,596,818	85. Block Drug Co., Inc.	1,357,243
36. Nestle Co., Inc.	3,537,424	86. Atlantis Sales Corp.	1,322,987
37. Armour & Co.	3,532,737	87. Union Carbide Corp.	1,305,373
38. Scott Paper Co.	3,418,096	88. American Can Co.	1,253,570
39. Kaiser Industries Corp.	3,387,268	89. Gold Seal Co.	1,195,315
40. Ralston Purina Co.	3,376,044	90. American Telephone & Telegraph	1,190,176
41. Chesebrough Ponds, Inc.	3,098,078	91. Speidel Co.	1,133,901
42. U. S. Steel Corp.	3,086,950	92. Sunshine Biscuit, Inc.	1,130,508
43. American Chicle Co.	2,969,625	93. Sunbeam Corp.	1,125,580
44. Kimberly Clark Corp.	2,966,771	94. Polaroid Corp.	1,031,872
45. Swift & Co.	2,953,650	95. Breck, John H., Inc.	1,025,460
46. Helene Curtis Industries, Inc.	2,938,475	96. Pan American World Airways	1,002,600
47. Warner Lambert Pharmaceutical Co.	2,892,606	97. American Dairy Association	996,376
48. Sperry Rand Corp.	2,802,210	98. Falstaff Brewing Co.	969,879
49. Armstrong Cork Co.	2,764,452	99. Royal McBee Corp.	965,724
50. Schlitz, Joseph Brewing	2,724,378	100. U. S. Time Corp.	963,377



## Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke  
Sabinson

# **RADIO-TV TOP TEN NEWS EVENTS OF 1958**

*The following events are RADIO-TELEVISION DAILY'S selections as the top 10 news stories covered by broadcasting during 1958.*

- 1—The crises in the Middle East and at Quemoy
- 2—Gen. DeGaulle's return to power in France
- 3—The national elections
- 4—The Soviet threat in Berlin
- 5—The developments in space satellites
- 6—The school integration problem
- 7—Death of Pope Pius—election of Pope John
- 8—The Chicago school fire
- 9—Statehood for Alaska
- 10—The Adams-Goldfine controversy



## ***Outstanding Broadcasts***

- ABC Radio—"Disaster"
- ABC-TV—"Report Card 1958"
- CBS Radio—"Who Killed Michael Farmer?"
- CBS-TV—"Watch on the Ruhr"
- MBS—"1959 on Wheels"
- NBC-Radio—"Moment of Crisis"
- NBC-TV—"Israel: The Next Ten Years"





# JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST

*Management:*

WILLIAM MORRIS AGENCY



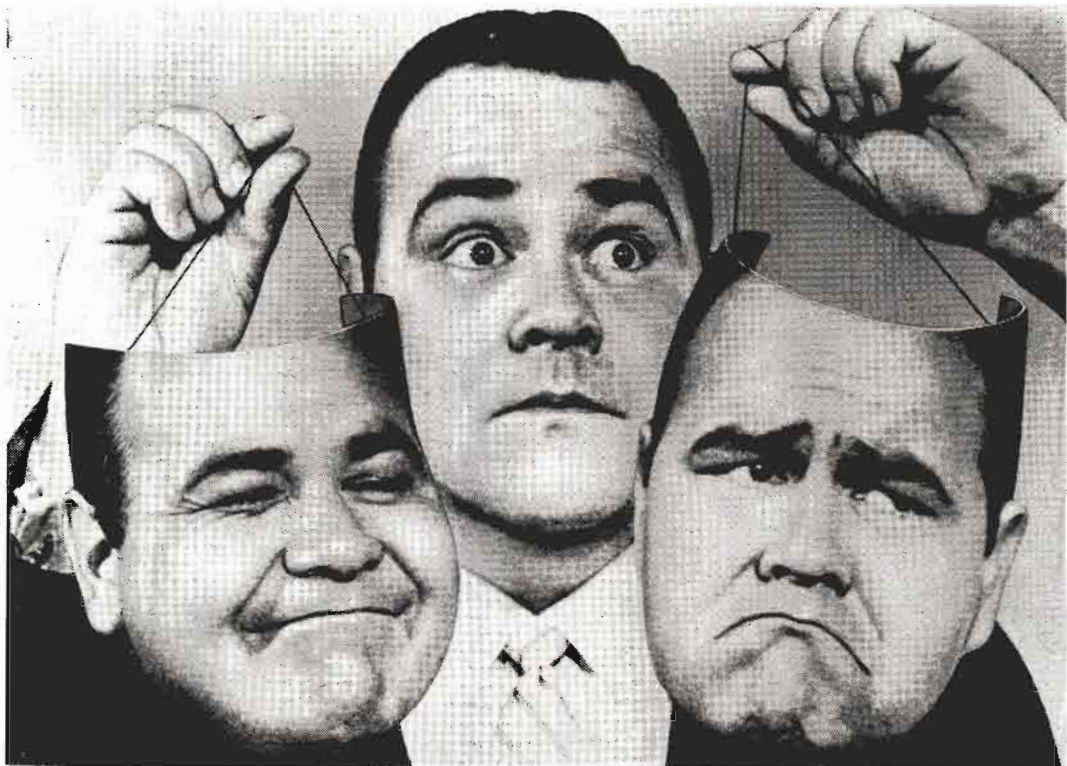
# PRODUCTION OF VARIOUS TYPES OF RADIO SETS

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Auto</i>	<i>Total</i>	<i>Value (Add 000)</i>
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

# RADIO RETAIL SALES

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Total (Add 000)</i>
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

Source: EIA.



# JONATHAN WINTERS



**Exclusive representative: Martin Goodman**

**36 Central Park South**

# BROADCAST COVERAGE BY STATES

	AM	FM		TV			Total
		Commer- cial	Educa- tional	Commer- cial	Educa- tional	Trans- lator	
ALABAMA	106	15	1	11	3	0	136
ALASKA	13	0	0	5	0	0	18
ARIZONA	47	4	1	9	0	14	75
ARKANSAS	61	4	1	6	0	0	72
CALIFORNIA	183	76	12	36	1	21	329
COLORADO	56	6	2	9	1	12	86
CONNECTICUT	30	7	2	9	3	0	51
DELAWARE	9	3	0	1	0	0	13
DIST. OF COLUMBIA	6	8	0	5	0	0	19
FLORIDA	148	19	4	23	4	0	198
GEORGIA	124	14	1	13	2	0	154
HAWAII	15	1	2	7	0	0	25
IDAHO	33	0	0	6	0	5	44
ILLINOIS	94	35	8	25	2	0	164
INDIANA	61	17	12	18	0	0	108
IOWA	65	8	4	12	1	0	90
KANSAS	47	3	5	10	1	0	66
KENTUCKY	78	13	3	9	1	0	104
LOUISIANA	79	8	0	14	2	0	103
MAINE	23	2	1	7	0	0	33
MARYLAND	35	13	2	6	0	0	56
MASSACHUSETTS	58	21	10	12	1	0	102
MICHIGAN	95	21	5	19	2	0	142
MINNESOTA	63	6	0	11	1	5	86
MISSISSIPPI	72	1	1	11	0	0	85
MISSOURI	77	10	2	17	1	0	107
MONTANA	32	0	0	10	0	7	49
NEBRASKA	33	1	0	11	1	0	46
NEVADA	17	1	0	6	0	14	38
NEW HAMPSHIRE	16	5	0	2	0	3	26
NEW JERSEY	26	10	4	5	2	0	47
NEW MEXICO	40	3	1	7	0	7	58
NEW YORK	125	50	10	32	7	1	225
NORTH CAROLINA	135	38	4	17	1	0	195
NORTH DAKOTA	19	0	0	9	0	0	28
OHIO	88	43	13	28	4	0	176
OKLAHOMA	55	3	4	14	2	1	79
OREGON	71	8	4	9	1	26	119
PENNSYLVANIA	147	46	8	39	2	3	245
RHODE ISLAND	13	6	0	3	0	0	22
SOUTH CAROLINA	70	11	1	11	0	0	93
SOUTH DAKOTA	20	0	0	9	0	0	29
TENNESSEE	105	9	2	15	1	0	132
TEXAS	238	23	6	49	1	3	320
UTAH	26	3	2	5	1	2	39
VERMONT	14	0	0	1	0	0	15
VIRGINIA	93	14	5	15	0	0	127
WASHINGTON	80	8	3	14	1	5	111
WEST VIRGINIA	48	10	0	11	0	0	69
WISCONSIN	75	11	9	16	2	0	113
WYOMING	22	0	0	5	0	11	38

Source: FCC. As of May 1, 1958



## **MICKEY ROONEY**

**Personal Management: RED DOFF**



# Radio Receivers—World-Wide Distribution

At the end of 1958 there were about 153,500,000 radio sets and an additional 32,000,000 wired speakers in the world, exclusive of the U. S., its territories, and Canada. The increase in sets amounted to a little over 10,000,000 or 7 per cent of the total at the beginning of the year; there was an increase of 3,000,000 or 10 per cent in the number of wired speakers. Of the 10,000,000 new radio sets, 3,500,000 were in Western Europe; 2,500,000 in the Far East; slightly more than 2,000,000 in Eastern Europe; and about 1,500,000 in the Near Eastern, South Asian and African area. Practically all of the expansion in wired speakers was in the Communist Bloc countries, with the Soviet Union adding 2,000,000 speakers and Communist China doubling its total from 500,000 to almost 1,000,000.

The data in this report are based on figures available as of the end of 1958 on the number of radio sets and wired speakers in countries throughout the world, excluding the U.S., its territories, and Canada. The accuracy of the material varies with the reliability of the statistics utilized by the sources. In some instances official statistics based upon licensed sets and supplemented by estimates as to the number of unlicensed sets were relied upon. In countries where there are no licensing systems, sources have had to make informed guesses or estimates based on import and production statistics. In several cases previously published figures have been reduced on the basis of data furnished by purportedly more reliable sources. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.

December 31, 1958

## WESTERN EUROPE

Country	Radio Sets	Wired Speakers (Additional)
Andorra	1,800	.....
Austria	1,907,400	11,700
Belgium	2,334,800	132,400
Denmark	1,821,700	.....
Finland	1,300,000	.....
France	11,258,700	.....
W. Germany (Incl. W. Berlin)	15,228,000	134,000
Gibraltar	4,900	.....
Iceland	61,500	.....
Ireland	477,100	.....
Italy	7,541,200	.....
Liechtenstein	3,200	300
Luxembourg	88,900	.....
Malta	14,600	43,300
Monaco	4,500	.....
Netherlands	2,536,900	531,000
Norway	1,250,000	.....
Portugal	635,600	.....
San Marino	1,900	.....
Spain	5,500,000	.....
Sweden	2,659,400	160,000
Switzerland	1,015,200	323,500
United Kingdom	16,218,900*	1,041,900
Yugoslavia	1,050,000	.....
<b>Total</b>	<b>72,916,000</b>	<b>2,378,100</b>

## EASTERN EUROPE

Albania	28,000	18,000
Bulgaria	548,700	442,000
Czechoslovakia	3,205,000	314,800
East Germany	5,397,000	.....
Hungary	1,602,700	282,800
Poland	2,550,000	1,476,000
Rumania	880,000	630,000
USSR	9,000,000	25,000,000
<b>Total</b>	<b>23,211,400</b>	<b>28,163,600</b>

Note: \*Includes 9,313,800 combined sound and television licenses.

(Continued on Page 71)



# **WALTER SCOTT**

**EAGLE RECORDING STAR**

# Radio Receivers—World-Wide Distribution

(Continued from Page 69)

## NEAR EAST, SOUTH ASIA AND AFRICA

Country	Radio Sets	Wired Speakers (Additional)
<i>Arabic Countries</i>		
Aden .....	10,000	.....
Algeria .....	427,800	.....
Egypt .....	855,300	.....
Iraq .....	300,000	.....
Jordan .....	59,100	.....
Lebanon .....	180,000	.....
Libya .....	49,200	.....
Morocco .....	485,400	.....
Saudi Arabia .....	18,000	.....
Sudan .....	82,000	.....
Syria .....	300,000	.....
Tunisia .....	150,000	.....
<b>Total</b> .....	<b>2,916,800</b>	<b>unknown</b>
<i>Non-Arabic Near East and South Asia</i>		
Afghanistan .....	21,000	.....
Ceylon .....	236,000	18,400
Cyprus .....	95,000	.....
Greece .....	764,700	.....
India .....	1,740,500	.....
Iran .....	800,000	.....
Israel .....	360,000	.....
Nepal .....	10,500	.....
Pakistan .....	395,000	.....
Portuguese India .....	1,900	.....
Turkey .....	1,098,000	.....
<b>Total</b> .....	<b>5,522,600</b>	<b>18,400</b>
<i>Non-Arabic Africa</i>		
Angola .....	26,000	.....
Bechuanaland .....	3,000	.....
Belgian Congo .....	100,000	.....
British Somaliland .....	2,000	.....
Cameroons .....	10,600	.....
Central African Federation .....	150,000	.....
Ethiopia (includes Eritrea) .....	58,000	.....
French Equatorial Africa .....	10,000	.....
French Somaliland .....	5,000	.....
French West Africa .....	100,000	.....
Gambia .....	1,000	.....
Ghana .....	41,000	37,000
Kenya .....	119,500	1,500
Liberia .....	8,000	.....
Madagascar .....	60,000	.....
Mauritius .....	25,800	.....
Mozambique .....	36,200	.....
Nigeria .....	117,000	56,000
Portuguese Guinea .....	1,400	.....
Reunion .....	10,100	.....
Sierra Leone .....	15,600	5,000
Somalia .....	2,000	.....
Tanganyika .....	18,300	.....
Uganda .....	27,000	.....
Union of South Africa .....	941,400	11,600
Zanzibar .....	3,500	.....
<b>Total</b> .....	<b>1,892,400</b>	<b>111,100</b>

(Continued on Page 73)



"ED"



"VIC"

*The*  
**AMES  
BROTHERS**

*Exclusively* RCA VICTOR RECORDS

*Personal Management*

**BILL FICKS**

**JU 2-3050**



"GENE"



"JOE"

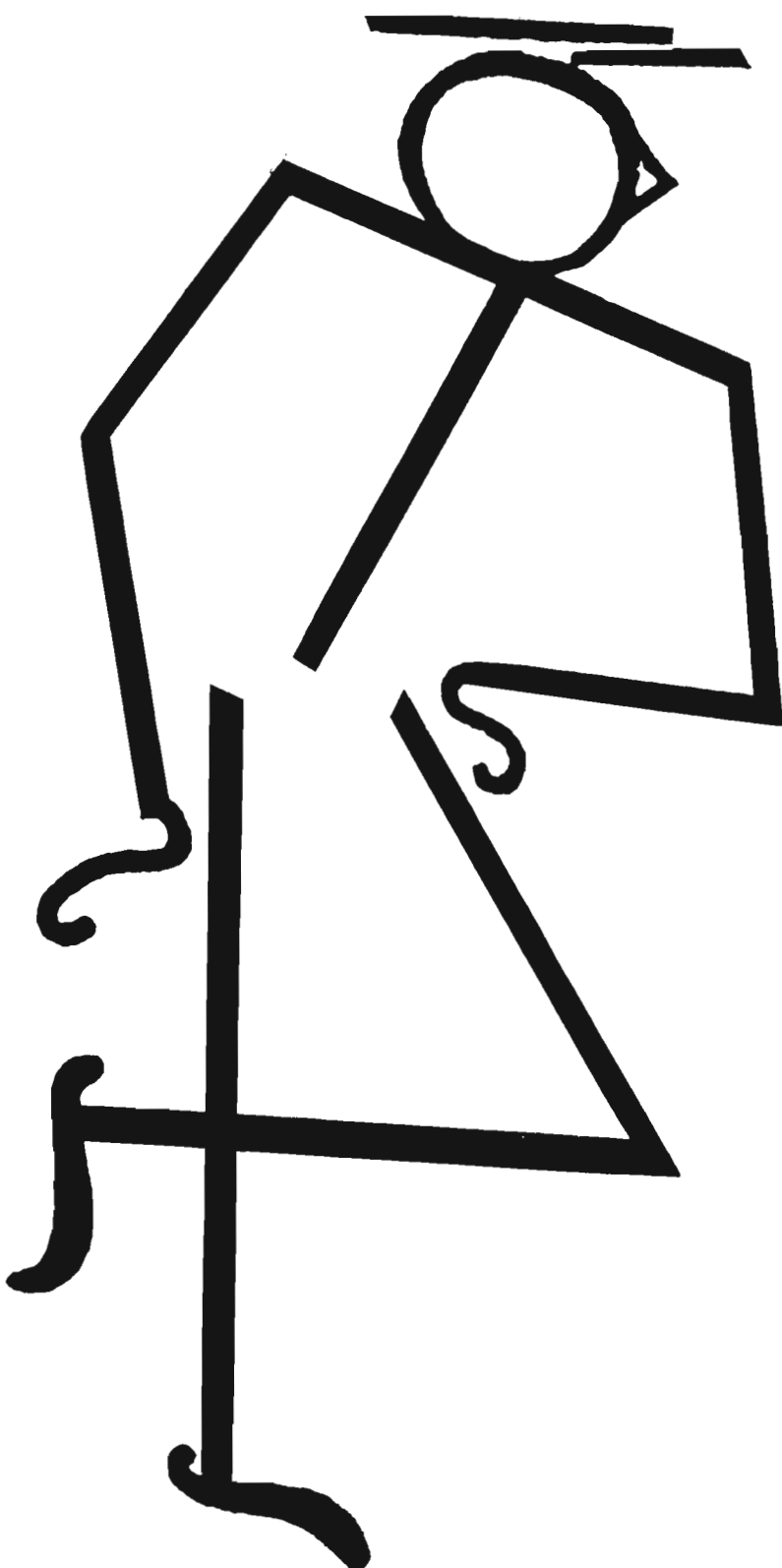


# Radio Receivers—World-Wide Distribution

(Continued from Page 71)

Country	FAR EAST	Radio Sets	Wired Speakers (Additional)
Australia		2,235,300	.....
Borneo (North)		8,000	.....
Burma		50,000	.....
Cambodia		7,000	.....
China (Communist)		2,000,000	980,000
Fiji Islands		18,000	.....
Hong Kong		96,800	64,000
Indonesia		794,700	.....
Japan		15,865,400	.....
North Korea		110,000	unknown
South Korea		300,000	.....
Laos		5,000	.....
Macao		6,000	.....
Malaya		226,100	20,800
New Caledonia		5,000	.....
New Zealand		549,300	.....
Philippines		512,000	3,700
Sarawak and Brunei		30,000	.....
Singapore		104,000	38,100
Taiwan		340,400	.....
Thailand		800,000	5,000
North Vietnam		300,000	unknown
South Vietnam		303,700	.....
<b>Total</b>		<b>24,666,700</b>	<b>1,111,600</b>
	<b>LATIN AMERICA</b>		
Argentina		5,500,000	.....
Bolivia		150,000	.....
Brazil		6,000,000	.....
Chile		850,000	.....
Columbia		1,810,000	.....
Costa Rica		75,000	.....
Cuba		1,300,000	.....
Dominican Republic		100,000	.....
Ecuador		250,000	.....
Guatemala		210,000	.....
Haiti		50,000	.....
Honduras		125,000	.....
Mexico		3,500,000	.....
Nicaragua		70,000	.....
Panama		145,000	.....
Paraguay		150,000	.....
Peru		750,000	.....
El Salvador		108,000	.....
Uruguay		500,000	.....
Venezuela		565,700	.....
<b>Total</b>		<b>22,208,700</b>	<b>unknown</b>
	<b>WESTERN HEMISPHERE POSSESSIONS</b>		
British		210,300	57,000
French		45,100	.....
Netherlands		66,000	.....
Greenland		3,200	.....
<b>World Total*</b>		<b>153,659,400</b>	<b>31,839,800</b>

\* Exclusive of the U. S., its territories and Canada.  
SOURCE: U. S. Information Agency.



**JACKIE GLEASON ENTERPRISES**

# TV INDUSTRY FINANCIAL REVENUES INCOME AND EXPENSES FOR 1957

## TV Broadcast Revenues, Expenses and Income, 1957

<i>Items</i>	<i>3 Networks and Their 16 Owned and Operated TV Stations (Millions)</i>	<i>485 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 501 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$287.7	\$106.5	\$394.2
Non-network time sales to:			
National and regional advertisers....	\$ 58.5	\$237.9	\$296.4
Local advertisers .....	23.4	154.7	178.1
	\$ 81.9	\$392.6	\$474.5
Total non-network time sales.....			
Total time sales .....	\$369.6	\$499.1	\$868.7
Deduct—Commissions to agencies, repre- sentatives, etc. ....	75.9*	66.5	142.4
	\$293.7	\$432.6	\$726.3
Revenues from incidental broadcast activities:			
Talent .....	\$144.5	\$ 11.5	\$156.0
Sundry broadcast revenues.....	29.7	31.2	60.9
	\$174.2	\$ 42.7	\$216.9
Total incidental broadcast activities			
Total broadcast revenues.....	\$467.9	\$475.3	\$943.2
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations .....	\$397.2	\$386.0	\$783.2
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax .....	\$ 70.7	\$ 89.3	\$160.0

\* Of this amount \$59.6 million is applicable to the total sales of network time.  
Source: FCC.



*Stan Z. Burns*



# The Top 100 National and Regional Spot Television Advertisers of 1958 And Estimated Expenditures

<i>Advertiser</i>	<i>Est. Expend.</i>	<i>Advertiser</i>	<i>Est. Expend.</i>
1. Procter & Gamble Co.....	\$33,833,060	51. Liggett & Myers Tobacco.....	1,865,830
2. Lever Bros Co.....	16,578,860	52. Bulova Watch Co.....	1,866,220
3. Adell Chemical Co.....	12,339,090	53. S. C. Johnson & Son, Inc.....	1,813,560
4. General Foods Corp.....	11,020,780	54. Jos. E. Schlitz Brewing Co...	1,778,680
5. Colgate-Palmolive Co.....	10,908,490	55. Continental Car-Na-Vhr.....	1,772,060
6. Brown & Williamson Tob. Co..	9,413,530	56. Sun Oil Co.....	1,769,580
7. Continental Baking Co.....	9,223,910	57. Borden Co.....	1,750,940
8. Warner-Lambert Pharma. Co..	8,832,990	58. Theo. Hamm Brewing Co.....	1,690,180
9. Miles Laboratories, Inc.....	7,895,950	59. Nestle Co., Inc.....	1,681,800
10. American Home Prods. Corp...	7,275,680	60. Quaker Oats Co.....	1,679,890
11. P. Lorillard & Co.....	6,717,450	61. Nehi Corp./Bottlers.....	1,666,200
12. International Latex Corp.....	5,678,510	62. Texas Co.....	1,660,400
13. Carter Products, Inc.....	5,202,300	63. Ward Baking Co.....	1,660,000
14. Texize Chemical Co.....	4,704,170	64. Welch Grape Juice Co.....	1,653,830
15. Standard Brands, Inc.....	4,368,290	65. Phillips Petroleum Co.....	1,608,110
16. Philip Morris & Co.....	4,066,710	66. Chesebrough-Ponds, Inc.....	1,591,690
17. National Biscuit Co.....	4,022,960	67. Wander Co.....	1,577,460
18. Robert Hall Clothes.....	3,933,850	68. Carling Brewing Co., Inc.....	1,556,620
19. Coca-Cola Co./Bottlers.....	3,699,270	69. Maybelline Co.....	1,553,810
20. Sterling Drug, Inc.....	3,615,220	70. Block Drug Co.....	1,533,210
21. Shell Oil Co.....	<b>3,272,410</b>	71. General Motors Corp.....	1,522,070
22. Food Mfgs., Inc.....	3,259,850	72. M. J. B. Co.....	1,507,360
23. Corn Products Refining Co...	3,191,790	73. Harold F. Ritchie, Inc.....	1,470,100
24. Pepsi Cola Co./Bottlers.....	3,163,040	74. P. Ballantine & Sons.....	1,440,940
25. Andrew Jergens Co.....	3,153,280	75. Burgermeister Brew. Corp...	1,397,930
26. Anheuser-Busch, Inc.....	3,058,690	76. Dumas-Milner Co.....	1,384,410
27. American Tobacco Co.....	3,018,150	77. Max Factor & Co.....	1,309,360
28. General Mills, Inc.....	2,986,070	78. Hills Bros. Coffee, Inc.....	1,297,610
29. J. A. Fogler & Co.....	2,975,260	79. American Bakeries Co.....	1,297,190
30. Charles Antell, Inc.....	2,866,820	80. F & M Schaefer Brew. Co...	1,285,780
31. Bristol-Myers Co.....	2,845,890	81. National Brewing Co.....	1,278,100
32. Pabst Brewing Co.....	*2,836,100	82. Interstate Bakeries.....	1,263,860
33. Avon Products, Inc.....	2,770,420	83. Alberto-Culver Co.....	1,247,830
34. Kellogg Company.....	2,549,140	84. Great A & P Tea Co.....	1,237,300
35. R. J. Reynolds Tobacco Co...	2,434,260	85. General Cigar Co.....	1,234,070
36. Marathon Corp.....	2,434,000	86. B. T. Babbitt Co., Inc.....	1,221,010
37. Esso Standard Oil Co.....	2,383,400	87. Swift & Co.....	1,209,590
38. American Chicle Co.....	2,355,040	88. H. J. Heinz Co.....	1,207,050
39. Falstaff Brewing Corp.....	2,288,920	89. Safeway Stores, Inc.....	1,192,570
40. Vieck Chemical Co.....	2,216,890	90. Tidy House Products Co.....	1,187,080
41. Drug Research Corp.....	2,114,050	91. Diversified Cos. of Amer.....	1,177,010
42. William Wrigley Jr. Co.....	2,071,990	92. Kroger Co.....	1,170,340
43. Salada-Shirriff-Horsey.....	1,991,060	93. Minute Maid Corp.....	1,164,850
44. U. S. Borax & Chem. Corp...	1,988,690	94. Atlantic Refining Co.....	1,144,300
45. Standard Oil Co. of Ind.....	1,961,200	95. Jacob Ruppert Brewery.....	1,137,160
46. Exquisite Form Brassiere....	1,946,620	96. Pacific Tel. & Tel. Co.....	1,134,560
47. Gillette Co.....	1,944,380	97. Heublein, Inc.....	1,129,070
48. Gulf Oil Corp.....	1,916,020	98. Wm. B. Reilly & Co., Inc...	1,099,090
49. Norwich Pharmaceutical Co...	1,877,690	99. Taylor-Keed Corp.....	1,089,890
50. Piel Bros., Inc.....	1,873,880	100. Parker Pen Co.....	1,087,340

\* Including Blatz. SOURCE: TvB and BAR-LNA.

# "LES PAUL & MARY FORD"



**GAC**

*Columbia Records*

*Gibson Guitars*

*Personal Management*

GRAY J. GORDON

TEmpleton 8-2746

37 WEST 57th STREET

NEW YORK 19, N. Y.

# TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1958.

## — ABC —

- 1—United States scientific achievements, including the submarine voyages of Nautilus and Skate under the polar ice; Seawolf's 60-day submersion; orbiting of the nation's first artificial satellites, and the two moon rocket attempts.
- 2—Brink-of-war crises in the Middle and Far East.
- 3—General DeGaulle's return to power in France.
- 4—The Democratic landslide in November.
- 5—The Soviet threat to West Berlin's freedom.
- 6—The continuing school integration fight.
- 7—Alaska's entry into the union.
- 8—The Sherman Adams-Bernard Goldfine controversy.
- 9—The death of Pope Pius XII and coronation of John XXIII.
- 10—The Senate labor-management probe.

## — CBS —

- 1—The developments in Iraq, Lebanon and Jordan.
- 2—The Quemoy-Matsu-Formosa crisis.
- 3—The crisis over West Berlin.
- 4—DeGaulle's return to power in France.
- 5—The death of Pope Pius XII and election of Pope John XXIII.
- 6—The U. S. Congressional elections.

## 7—Statehood of Alaska.

- 8—The continuing story of the leap into space.
- 9—Integration problems in the South.
- 10—The Chicago school fire.

## — MBS —

- 1—DeGaulle returns to power in France.
- 2—Pius XII dies; John XXIII his successor.
- 3—Explorer launched; America in Missiles Race.
- 4—Alaska becomes 49th State.
- 5—Chaos in Mid-East; Nasser rises as Arab leader.
- 6—Soviet pressure on Berlin.
- 7—Reds open fire on Formosa.
- 8—Democrats sweep General Elections.
- 9—Adams accused; sensational probe started.
- 10—Killer Starkweather runs wild.

## — NBC —

- 1—The Adams-Goldfine case.
- 2—Quemoy crisis.
- 3—National elections.
- 4—Chicago school fire.
- 5—Pope Pius' death.
- 6—School integration problem.
- 7—DeGaulle's ascendancy.
- 8—Mideast crisis.
- 9—Atlas satellite.
- 10—Nautilus' underwater polar trip.



# DICK STARK

C.B.S., N.B.C., M.B.S., A.B.C.  
B.A., B.ARCH.

SPEAKING FOR:

REMINGTON-RAND  
PROCTER & GAMBLE  
P. LORILLARD CO., INC.



# Principal Expense Items of TV Stations With \*\$25,000 Or More Time Sales

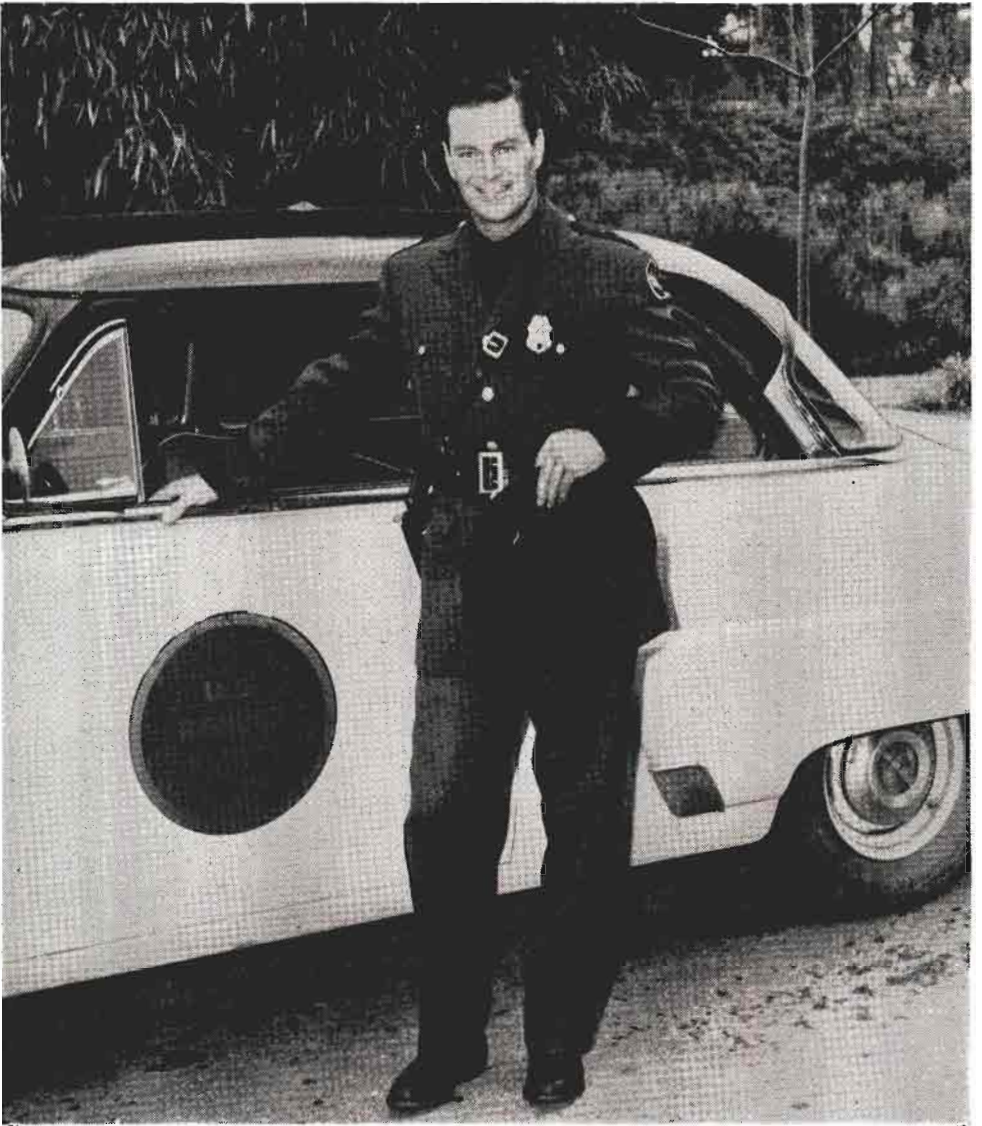
1957

Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station				All Other
			Salaries and Wages	Film	Talent	Depreciation	
Less than \$1,000,000.....	8	\$ 911,148	\$ 325,462	\$ 167,613	\$15,573	\$105,907	\$ 296,593
\$1,000,000-\$1,250,000.....	4	1,122,963	426,326	172,961	38,890	88,230	396,556
\$1,250,000-\$1,500,000.....	7	981,921	387,565	148,873	20,763	92,590	332,130
\$1,500,000-\$2,000,000.....	15	1,317,377	523,783	158,173	56,407	179,393	399,621
\$2,000,000-\$2,500,000.....	20	1,420,340	503,823	168,282	49,164	188,013	511,058
\$2,500,000-\$3,000,000.....	12	1,563,227	646,401	188,656	57,214	131,386	539,570
\$3,000,000-\$3,500,000.....	9	2,413,645	905,240	477,750	150,463	152,808	727,384
\$3,500,000-\$4,000,000.....	5	2,810,504	1,002,572	471,520	300,214	168,307	867,891
\$4,000,000-\$6,000,000.....	8	3,162,776	999,911	791,883	145,390	216,364	1,009,228
Over \$6,000,000.....	7	4,658,129	1,482,210	1,246,024	262,711	230,894	1,436,290
Total Pre-freeze Stations.....	95	\$1,887,001	\$ 676,282	\$ 345,174	\$ 92,619	\$162,527	\$ 610,399

Post-freeze Stations:

VHF.....	298	\$ 592,050	\$ 213,014	\$ 71,732	\$ 13,204	\$ 96,514	\$ 197,586
UHF.....	76	390,647	146,590	37,881	8,639	64,432	133,105
Total Post-freeze Stations.....	374	\$ 551,123	\$ 199,516	\$ 64,854	\$ 12,276	\$ 89,994	\$ 184,483

\* Excludes data for 32 stations as follows: 16 stations owned and operated by networks and 16 stations with less than \$25,000 in time sales which are not required to report detailed expense data.



**RICHARD WEBB**

STARRING  
IN

**U. S. BORDER PATROL**

CBS-TV Film Series

## Average Number of Employees of Pre-Freeze TV Stations

	1957	Full Time		Part-Time		All Employees	
		Total	Average	Total	Average	Total	Average
<i>Broadcast Revenues</i>	<i>No. of Stations</i>						
Less than \$2,500,000.....	52	3,627	70	557	11	4,184	80
More than \$2,500,000.....	43	5,105	119	526	12	5,631	131
Pre-Freeze TV Stations <sup>1</sup> .....	95	8,732	92	1,083	11	9,815	103

<sup>1</sup> Excludes 16 network owned and operated stations.

## Total Employment For Networks and 501 TV Stations

	Full Time	Part-Time	Total
3 Networks and 16 owned and operated stations	10,655	1,267	11,922
95 Pre-Freeze TV stations.....	8,732	1,083	9,815
302 Post-Freeze VHF TV stations.....	11,307	2,317	13,624
88 Post-Freeze UHF TV stations.....	1,945	492	2,437
<b>Total</b> .....	<b>32,639</b>	<b>5,159</b>	<b>37,798</b>

SOURCE: FCC.

**Merchandising Representatives  
For  
Television Shows and  
Personalities**

**JAY EMMETT ASSOCIATES, INC.**

**375 PARK AVENUE**

**NEW YORK 22, N. Y.**

**MU 8-5258**



# RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

## AM Radio Broadcast Revenues, Expenses and Income, 1956-1957

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions)</i>	<i>Per Cent of Increase or Decrease</i>
<i>Broadcast Revenues</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)# .....	\$ 73.5	\$ 70.2	4.7%
Other radio stations* .....	444.4	410.4	8.3
	-----	-----	
Total .....	\$517.9	\$480.6	7.8
<i>Broadcast Expenses</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)# .....	\$ 73.5	\$ 69.8	5.3
Other radio stations* .....	389.8	361.6	7.8
	-----	-----	
Total .....	\$463.3	\$431.4	7.4
<i>Broadcast Income (before Federal Income Tax)</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)# .....	\$ .0	\$ .4	—
Other radio stations* .....	54.6	48.8	11.9
	-----	-----	
Total .....	\$ 54.6	\$ 49.2	11.0

# Includes the operations of 19 network owned stations in 1956 and 21 in 1957.

\* Includes 2,947 AM, AM-FM or Independent FM stations in 1956 and 3,143 in 1957.

SOURCE: FCC.

# **"THE GEORGE BURNS SHOW"**

*(Produced by Banda Corporation)*

# **"THE BOB CUMMINGS SHOW"**

*(Produced by Laurmac Productions)*

# **"FLIGHT"**

*(Produced by Airborne Productions, Inc.)*

**SPOT COMMERCIALS**

*and*

**INDUSTRIAL FILMS**

## **AVAILABLE...Pilots:**

### **"MR. ED"**

*(Produced by Mr. Ed Productions)*

### **"CLAUDIA"**

*(Produced by Claudia Productions)*

***filmed by***

# **McCADDEN PRODUCTIONS**

# SPOT RADIO MARKET VOLUME COMPARISONS, 1956-1957

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
1	N. Y.-N.E. N. J.....	32	\$18,161,000	\$22,013,448	21.2
2	Chicago .....	25	9,826,000	11,071,217	11.6
3	Los Angeles .....	26	5,847,000	10,835,835	8.5
4	Philadelphia .....	18	5,045,000	5,034,286	-2.1
5	Detroit .....	10	5,544,000	6,560,792	1.8
6	San Francisco .....	18	3,264,000	4,028,786	0.23
7	Boston .....	15	3,308,000	4,411,043	3.3
8	Pittsburgh .....	18	2,773,000	3,019,252	8.8
9	St. Louis .....	12	2,929,000	3,660,536	24.9
10	Washington, D. C.....	14	2,180,000	2,854,775	30.9
11	Cleveland .....	8	2,076,000	2,624,374	26.4
12	Baltimore .....	13	1,428,000	1,743,023	22.0
13	Minneapolis-St. Paul.....	9	2,058,000	2,574,460	25.1
14	Buffalo .....	12	1,508,000	1,765,858	17.1
15	Houston .....	11	1,489,000	1,726,763	16.1
16	Milwaukee .....	7	1,148,000	1,432,694	24.7
17	Cincinnati .....	8	2,553,000	2,939,844	15.1
18	Kansas City .....	7	1,864,000	2,132,211	15.3
19	San Diego .....	8	683,000	911,065	33.3
20	Atlanta .....	14	1,479,000	1,707,650	15.6
21	Seattle .....	11	1,257,000	1,512,989	20.3
22	Dallas .....	8	1,320,000	1,579,597	19.6
23	Miami .....	12	745,000	1,239,015	66.3
24	New Orleans .....	11	1,112,000	1,261,849	13.4
25	Portland, Oregon .....	13	984,000	1,150,455	16.9
26	Providence .....	10	813,000	1,153,789	41.9
27	Denver .....	13	1,231,000	2,463,460	100.1
28	Louisville, Ky. ....	8	1,060,000	1,066,011	.6
29	San Bernadino-Riverside ..	8	148,597	171,851	15.6
30	Indianapolis .....	6	1,111,000	1,493,597	34.5
31	Birmingham .....	11	624,000	661,443	6.0
32	Tampa-St. Petersburg ....	12	400,000	622,410	5.6
33	San Antonio .....	8	1,011,000	1,110,188	9.8
34	Columbus .....	5	979,000	1,124,029	14.8
35	Youngstown .....	7	377,000	494,774	31.2
36	Allentown-Bethlehem ....	7	271,000	268,221	-1.0
37	Norfolk-Portsmouth .....	7	457,000	587,261	28.5
38	Memphis .....	9	965,000	1,237,792	28.2
39	Dayton .....	4	376,000	580,471	54.3
40	Phoenix .....	9	322,000	388,694	2.0
41	Fort Worth .....	6	445,000	659,449	48.1
42	Albany, Schenectady, Troy	7	1,117,000	1,317,495	17.9

(Continued on Page 89)

# "Direct From Paris"

RDF

**THE FRENCH BROADCASTING SYSTEM (RDF)  
OFFERS YOU FREE OF CHARGE A REGULAR  
TRANSCRIBED SERVICE**

## MUSICAL PROGRAMS

Symphonic  
Folklore  
Popular



## ENTERTAINMENT

Theatre  
Arts  
Books

## WOMEN'S PROGRAMS

Fashion  
Cuisine  
Home Life



**AND BY SPECIAL SHORTWAVE FEED  
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS**

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

## THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*



## SPOT RADIO MARKET VOLUMES

(Continued from Page 87)

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
43	San Jose .....	5	\$ 90,136	\$ 135,553	50.3
44	Rochester .....	6	776,000	956,820	23.3
45	Akron .....	4	391,000	378,043	-3.3
46	Toledo .....	4	644,000	782,095	21.4
47	Jacksonville .....	8	285,000	563,638	97.7
48	Oklahoma City .....	7	576,000	819,299	42.2
49	Omaha .....	7	807,893	1,136,809	40.7
50	Springfield-Holyoke .....	7	238,000	285,037	19.7
51	Sacramento .....	5	548,000	674,081	23.0
52	Hartford .....	4	1,195,000	1,671,858	89.9
53	Syracuse .....	5	525,000	696,484	32.6
54	Richmond .....	7	722,000	853,514	18.2
55	Knoxville .....	9	268,000	404,809	51.0
56	Wilkes Barre-Hazleton ..	6	170,000	191,093	12.4
57	Nashville .....	7	817,000	980,947	20.0
58	Flint .....	6	306,000	307,201	.3
59	Wilmington .....	4	184,000	199,324	8.3
60	Wheeling-Steubenville ..	7	456,000	528,713	15.9
61	Salt Lake City .....	8	368,000	476,005	29.3
62	Grand Rapids .....	6	379,000	513,896	35.5
63	Fresno .....	7	484,000	561,079	15.9
64	Charleston .....	8	220,000	278,834	26.7
65	Canton .....	4	266,000	314,212	18.1
66	Wichita .....	5	416,000	496,188	19.2
67	Tulsa .....	6	603,000	795,697	31.9
68	Tacoma .....	4	78,599	67,174	-14.5
69	Harrisburg .....	5	246,000	306,749	24.6
70	Johnstown .....	5	110,000	133,501	21.3
71	Peoria .....	5	336,000	360,641	7.3
72	El Paso .....	5	189,000	227,383	20.3
73	Utica-Rome .....	6	144,000	191,186	32.7
74	Chattanooga .....	6	183,000	208,199	13.7
75	Davenport-Rock Isl.-Moline	5	289,000	358,982	24.2
76	Mobile .....	6	145,000	190,879	31.6
77	Bridgeport .....	2	NA	NA	—
78	Duluth-Superior .....	6	215,000	264,867	23.1
79	Spokane .....	6	488,000	562,000	15.1
80	Des Moines .....	6	1,357,000	1,504,794	10.8
81	Reading .....	3	127,000	148,624	17.0
82	Bakersfield .....	6	158,000	193,015	28.5
83	Worcester .....	4	410,000	519,169	26.6
84	Trenton .....	3	NA	148,018	—
85	New Haven .....	4	277,000	397,394	42.0
86	Huntington .....	6	154,000	197,657	21.8
87	Scranton .....	6	236,000	253,123	7.2
88	Little Rock .....	8	214,000	516,178	141.2
89	Shreveport .....	8	454,000	585,074	28.8
90	Tucson .....	8	68,000	196,791	269.3
91	Stamford .....	NA	NA	NA	—
92	Augusta, Ga. ....	6	102,355	159,416	55.6
93	South Bend .....	3	158,785	216,597	36.4
94	Lancaster .....	3	111,258	189,527	70.3
95	Stockton .....	5	213,322	205,623	-3.6
96	Erie .....	4	119,289	163,100	36.7
97	Beaumont-Port Arthur ...	6	169,114	131,707	-22.1
98	Columbus, Ga. ....	4	92,263	133,860	45.0
99	Charlotte .....	6	902,867	946,128	4.7
100	Fort Lauderdale .....		NA	NA	—
101	Baton Rouge .....		168,375	NA	—

The FCC included the figures for the owned and operated network radio stations in the 1956 report. All owned and operated stations of the networks are in the first 10 markets. NA—Not available.  
SOURCE: Station Representatives Association.

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*\*\*HAGE—of the NEW YORK DAILY NEWS-WPIX; former Director Special Radio Services for the UNITED PRESS; News Editor, NBC and MBS; Creator-writer THE BETTER WAY, nationally-syndicated anti-Communist, anti-Socialist series; Editor—INDUSTRY ON PARADE, nationally known award-winning Public Service TV feature newsreel.*

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Radio-TV News Editor. John A. Aspinwall

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Radio-TV News Editor. John A. Aspinwall

## Radio Press

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V.P. & Sales Mgr. . . . . Stuart Barthelmess

Treasurer . . . . . Donald Hirst

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Station Relations Mgr. Murray Grabhorn

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Accountant . . . . . Marjorie Hathaway

Chief Washington Correspondent

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Chairman,  
Federal Communications Commission



**A**T THE close of its 24th year, the end of 1958, the Federal Communications Commission had more than 2.1 million radio authorizations on its books; the largest figure in the nation's history. Of these authorizations, 1.5 million were commercial radio operator permits of different grades.

For the first time broadcast station authorizations collectively passed the 9,000 mark, and of this number 874 were TV stations; 791 FM, and 3,353 AM; auxiliaries, etc., made up the remainder.

Of 665 commercial TV stations authorized, 556 held operating permits. In addition, 92 of 156 authorized TV translator stations were on the air.

Proposals for 'booster' and 'repeater' stations to further extend TV service to isolated places were under consideration.

Over 90 per cent of the population is within range of at least 1 present TV station and 75 per cent are within range of 2 or more stations. Over 83 per cent of all homes have 1 or more TV receivers and over 46 million sets are in use. Also, the U. S. is said to be the only nation receiving regular TV color programs.

The possibility of moving all or a major portion of TV broadcasting to the UHF portion of the spectrum continued to receive study; a TV industry group was cooperating in obtaining comparative UHF and VHF technical data; and, meanwhile, present disparity between UHF and VHF operation was relieved to some extent by deintermixture in various localities

and other interim actions.

The Commission held that its regulatory jurisdiction does not extend to community antenna TV (CATV) systems, since they do not transmit over the air, but is studying the effect of satellite, translator, booster, and CATV operations on the growth of regular TV service.

Of 53 authorized educational TV stations, 32 held operating permits. The number of TV channels reserved for education grew to 257, or 15 more than first allocated in 1952. Though some educational reservations have been removed or changed, the Commission has denied requests for commercialization where educators have shown an active intent to use them.

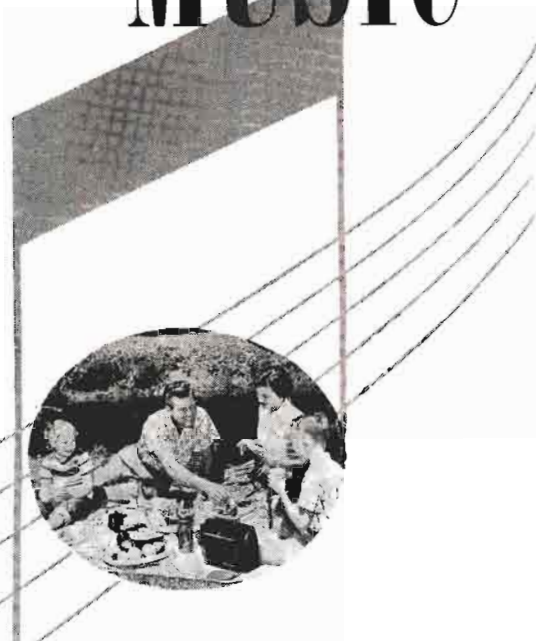
For the second consecutive year, commercial FM stations gained in number. Of 634 authorized stations, 548 were on the air. Pending applications increased from 24 to 57. Increasing competition was reflected in the fact that 23 of the latter were in hearing. Renewed interest in FM is due primarily to the ability of commercial stations to augment their income through subsidiary programs and Commission consideration of the possibility of permitting additional supplemental services through multiplex operation.

AM authorizations rose to 3,353 of which 3,253 had operating permits. The Commission proposed to eliminate the exclusive nighttime use of 12 clear channels by stations in 7 large cities to permit additional stations in 12 western cities to take care of less served areas.



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## Authorization of Different Classes of Broadcast Services

<i>Class</i>	<i>June 30, 1958</i>	<i>June 30, 1957</i>	<i>Increase or Decrease</i>
Commercial AM .....	3,353	3,238	115
Commercial TV .....	665	651	14
Educational TV .....	53	49	4
TV Translator .....	156	74	82
Auxiliary TV .....	861	778	83
Experimental TV .....	17	18	(1)
Commercial FM .....	634	560	74
Educational FM .....	157	148	9
International .....	2	2	0
Remote Pick-up .....	3,087	2,461	626
Studio-Transmitter Link .....	51	53	(2)
Developmental .....	1	1	0
	—	—	—
Total .....	9,037	8,033	1,004

## Status of Broadcast Authorizations

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM .....	3,253	100
Commercial TV .....	556	109
Educational TV .....	32	21
Commercial FM .....	548	86
Educational FM .....	147	10
	—	—
Total .....	4,536*	326

\* There were 4,862 AM, TV and FM broadcast stations authorized at the close of the fiscal year 1958, of which 4,536 had authorizations to go on the air and 326 others held construction permits.  
Source: FCC.



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**"LIVE" FROM NEW YORK**

**Produced By THE THEATRE GUILD**

# ADVERTISING AGENCY FAILURES 1934-1958

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1934	52	\$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
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

## COMPARATIVE FAILURE TRENDS

	<i>Percentage Change 1957-1958</i>		<i>Avg. Liability Per Failure in 1958</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines.....	+ 9	+18	\$48,667
Total Commercial Services.....	+ 8	+39	51,218
Advertising Agencies .....	—36	—59	23,806

Source: Dun & Bradstreet, Inc.

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.

# RADIO AND TELEVISION TELEPHONE NUMBERS IN NEW YORK

## AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	MELrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	MAyfair	3-1240
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	JUDson	2-7000
WKIT	PLaneer	6-6700
WLIB	MONument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WNEW	YUkon	6-7000
WNRC	New Rochelle	6-0800
WNTA	BARclay	7-3260
WNYC	WHitehall	3-3600
WOR	LONGacre	4-8000
WOV	Circle	5-7979
WPOW	YUkon	4-4600
WQXR	LAKawanna	4-1100
WRCA	Circle	7-8300
WWRL	DEfender	5-1600

## FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	TEmpleton	8-3355
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WBFM	LExington	2-4927
WHLI-FM	IVanhoee	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LONGacre	4-8000
WQXR-FM	LAKawanna	4-1100

## Television Stations

WABC-TV	SUSquehanna	7-5000
WABD	LEhigh	5-1000
WCBS-TV	PLaza	1-2345
WNTA	BARclay	7-3260
WOR-TV	LONGacre	4-8000
WPIX	MURray Hill	2-6500
WRCA-TV	Circle	7-8300

## 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
NTA Film Network	BARclay	7-3260

## Station Representatives

Avery-Knodel, Inc.	JUDson	6-5536
Charles Bernard	Circle	6-7242
Hil F. Best	LExington	2-3783
John Blair & Co.	PL	3-4250
Blair-TV, Inc.	TE	8-5800
Bogner & Martin	MURray Hill	9-2586
Guy Bolam	MURray Hill	5-1300
The Bolting 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.	JUDson	2-1622
Continental Radio Sales	MURray Hill	7-6865
Donald Cooke, Inc.	JUDson	2-2727
Devney & Co.	YUkon	6-4390

Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9332
Farjoe & Co., Inc.	JUDson	6-3100
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	PLaza	9-6800
Headley-Reed Co.	YUkon	6-5800
Gill Perna Inc.	TEmpleton	8-4740
Arthur H. Hagg	MURray Hill	2-8665
George P. Hollingsbery Co.	YUkon	5-5560
The Katz Agency, Inc.	JUDson	2-9200
Robt. S. Keiter, Inc.	WA	4-6599
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bstg. Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Pety & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Rambeau, Vance, Hopple, Inc.	OXford	7-0890
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawatt Co., Inc.	MURray Hill	3-5830
Select Sta. Reps.	PLaza	8-1850
Simmons Assoc. Inc.	MURray Hill	8-2821
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PL	1-4848

## Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
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
Bryan Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9480
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Aleshire	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, Inc.	YUkon	6-6500
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WORTH	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenter Law	CORtlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Fletcher Richards, Calkins & Holden, Inc.	JUDson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morey, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Humphrey, Alley & Richards	LExington	2-3020
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
Marschalk & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
Mcgul, Lewin, William & Saylor	TEmpleton	8-7100
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900