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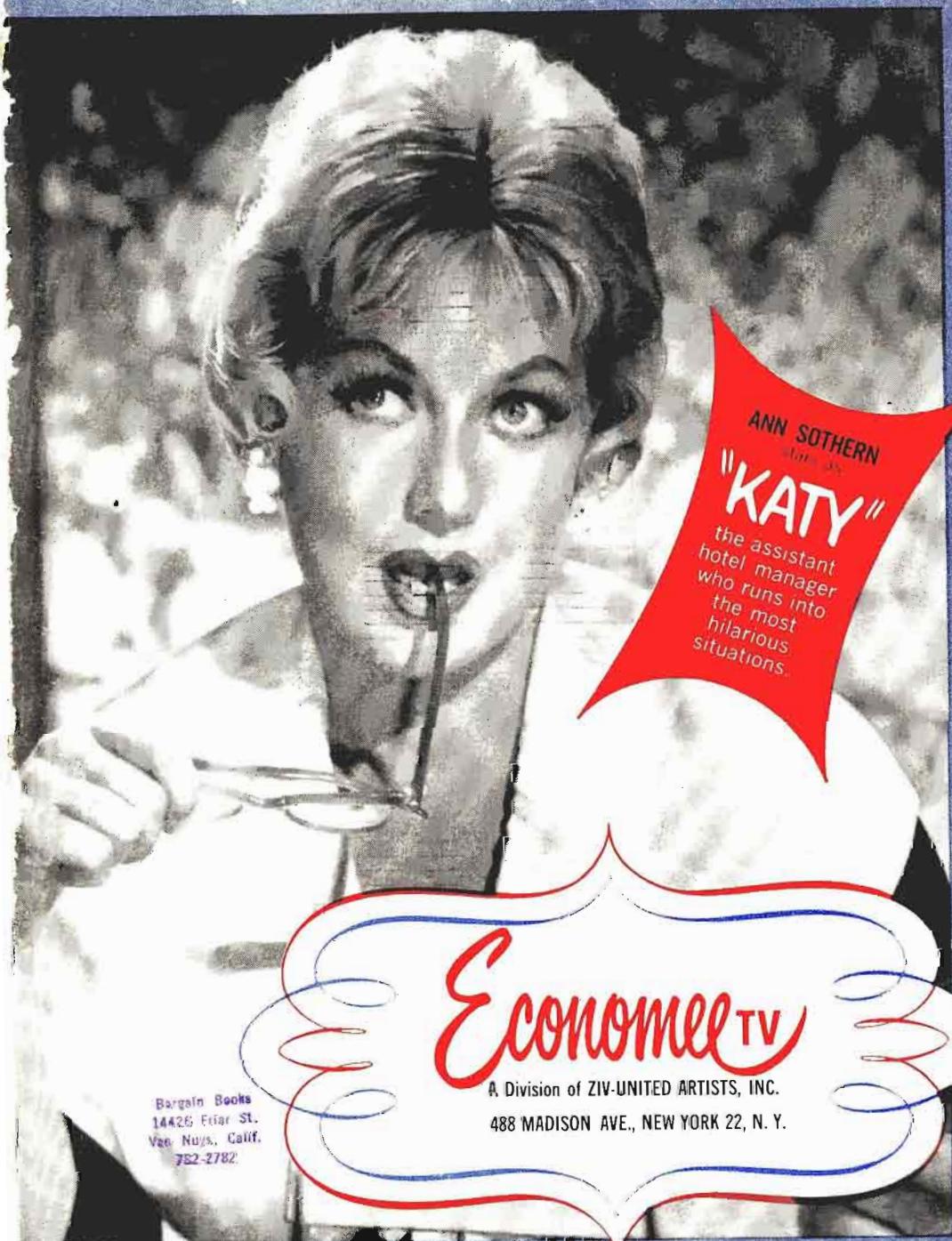
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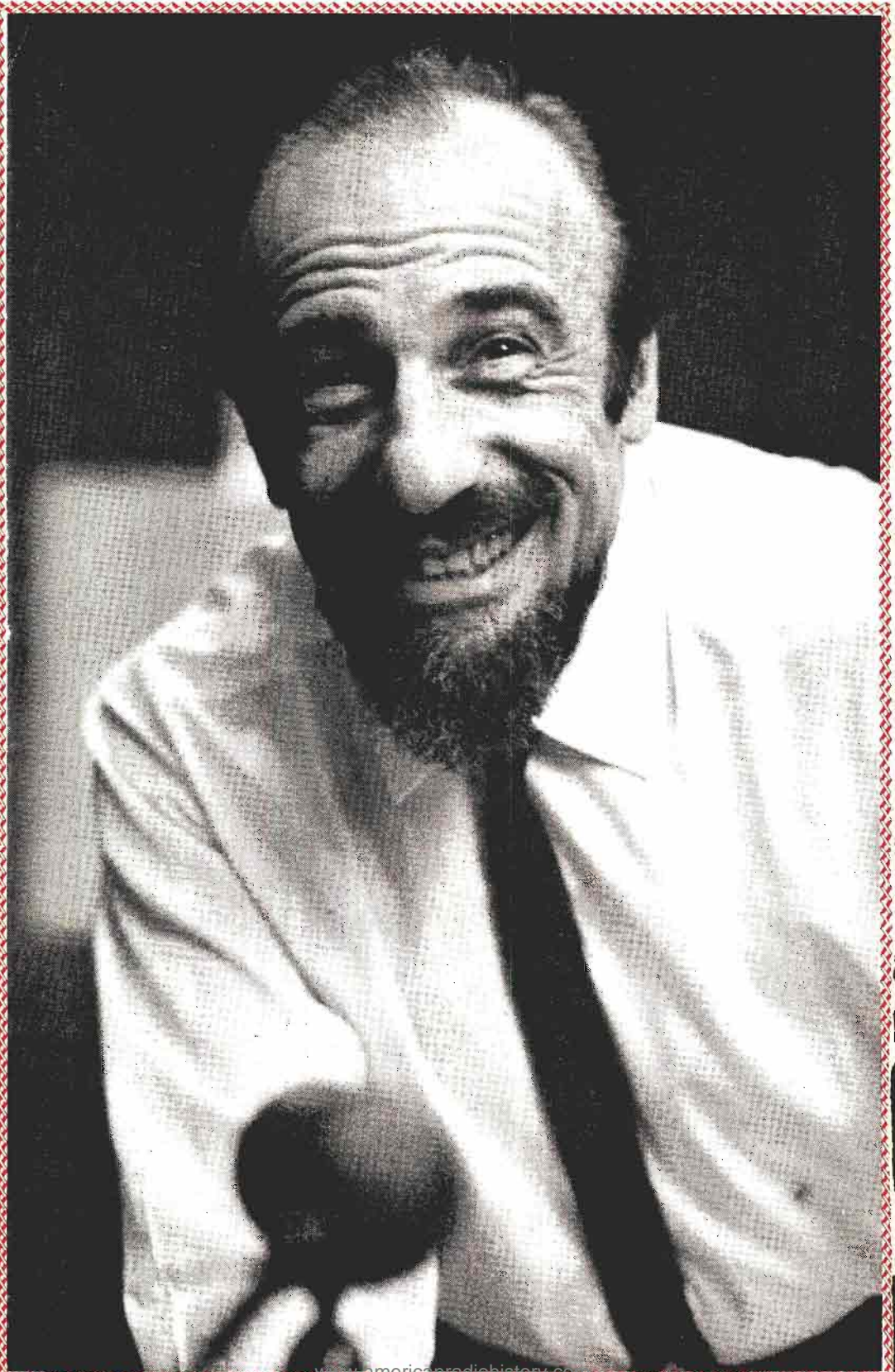
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PRESENTS

**RADIO ANNUAL
AND TELEVISION
YEAR BOOK**

**TWENTY-FIFTH
ANNUAL EDITION**

CHARLES A. ALICOATE
Editor-In-Chief

ANNUAL

1962

Silver Anniversary

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something special!

In troubled times, the nation's need for an alert, informed citizenry takes on special urgency.

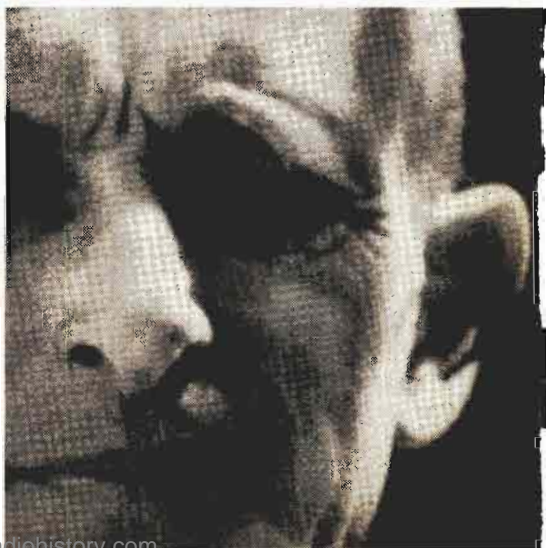
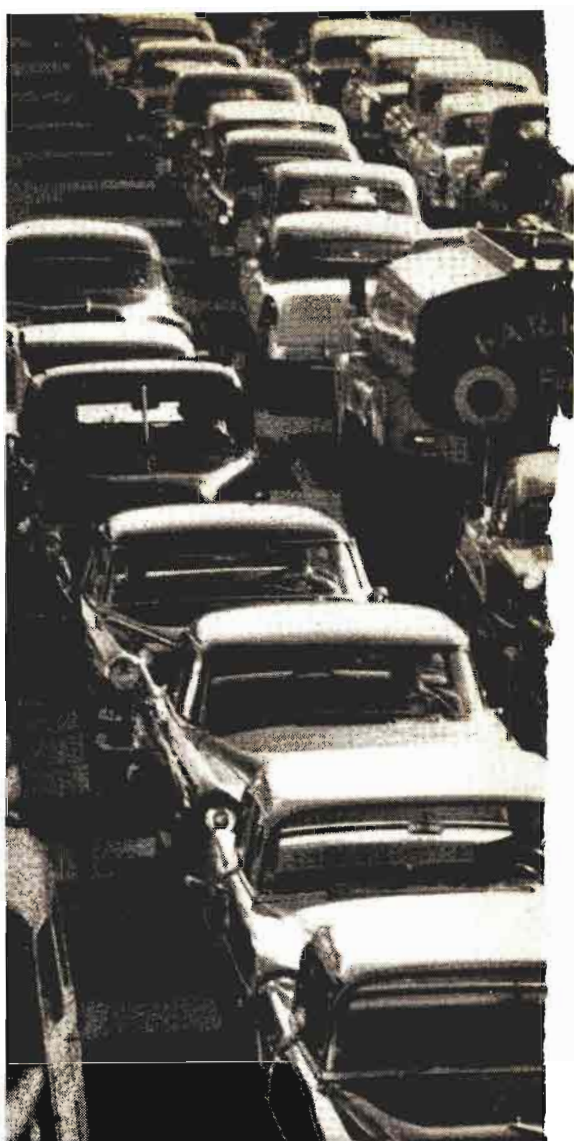
Aware of their unique ability—and responsibility—to communicate en masse, last year (as in years past) the five CBS Owned television stations originated an impressive number of locally-produced prime-time “specials,” whose contents ranged widely, and incisively, across community, national and international affairs.

There was, for example, WCBS-TV's “Junkyard by the Sea,” an indictment of drug trafficking in the nation's largest city; WBBM-TV's “The Other Americans,” a two-part exposé of Communist activity in Latin America; KNXT's “Meet the Officer,” a candid study of local law enforcement in action; WCAU-TV's “Dead End 1975,” an eye-opening report on today's steadily-worsening traffic crisis; and KMOX-TV's “The Concrete Curtain,” which dramatized the importance of increased civil defense in an atomic age. And there were many more!

In 1961, the five stations devoted almost 15 million dollars' worth of station time and facilities to non-network public affairs programs and announcements. This amount—an all-time high!—is one more example of exceptional service rendered to communities for whom the words “CBS Owned” have always signified something special!

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FOREWORD

COMPILING AND EDITING a volume such as this all-embracing 25th Silver Anniversary Edition of The Radio Annual and Television Year Book represents an almost never-ending search all over the world for highly pertinent information of all kinds and description for the enlightenment and edification of the many thousands who find the information and data spread over its pages to be of indispensable help in the pursuit of their daily business chores.

THE ever-increasing diligence and care exercised by those who compile and edit this encyclopaedia, and the widening circle of experts who write for its pages, increase its value constantly as a work of reference and insight, not only into the great institution of the American Broadcasting Industry, but the international industry as well.

THE almost countless lists, compilations, tabulations and records of the entire industry, and fields related thereto—a service feature without parallel—reflect a very thorough revision. Several new features of this nature have been introduced in the 1962 Edition.

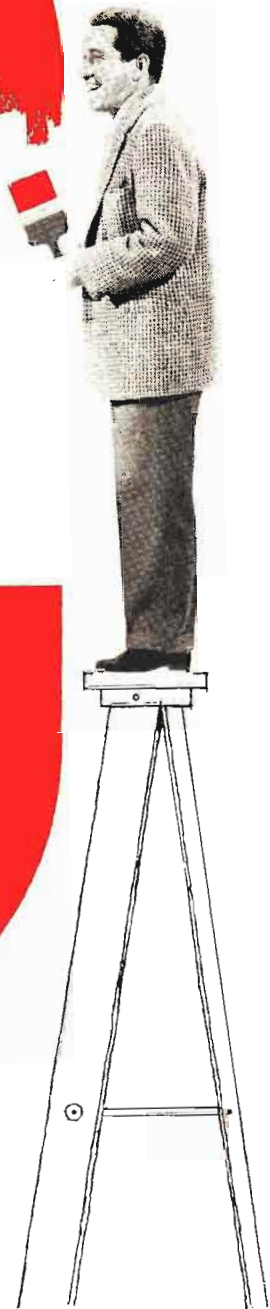
A MOST interesting and revealing series of articles and special features authored by outstanding industry personalities, presented along with a far-reaching compilation of statistical pages, spell out, clearly, the many highly significant developments of the entire year. It all truly represents a most authoritative history of the business of broadcasting.

TO all those whose untiring efforts are represented in this volume, our deep appreciation and thanks for a job well done.

Chas. A. Alivante,
Editor-in-Chief

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1962

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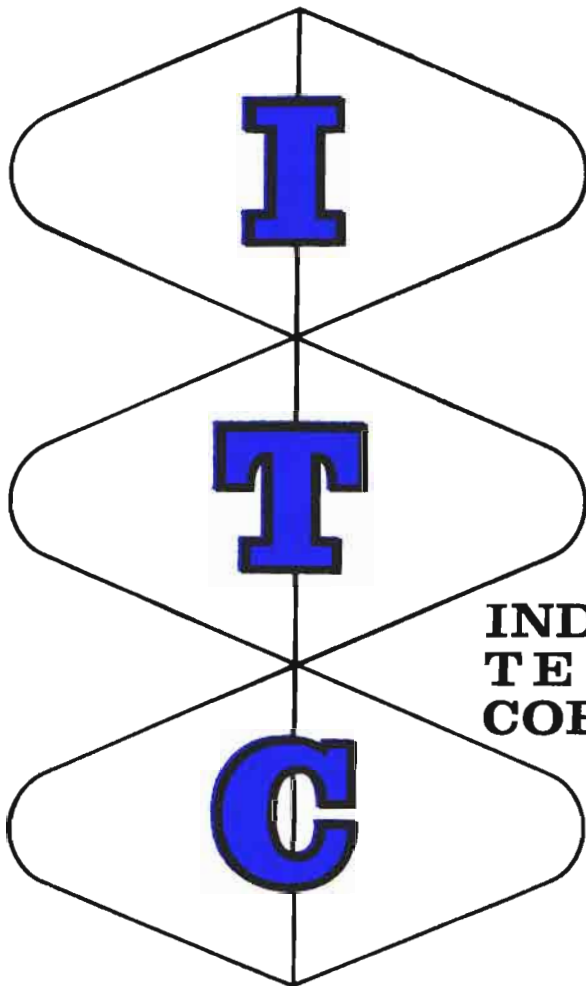
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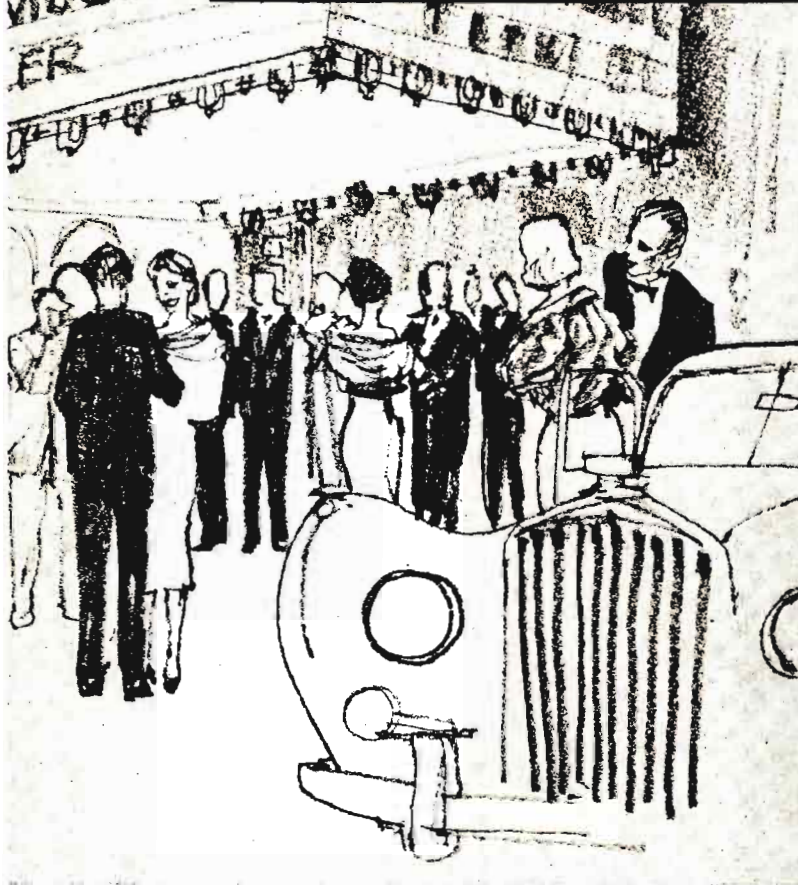
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RADIO TELEVISION DAILY

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INTERNATIONAL
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Statistical Highlights of 1961

Important Industry Facts & Figures

FCC BROADCAST ROUNDUP (At close of Fiscal Year 1961)

Total commercial AM broadcast authorizations	3,757
Commercial AM stations operating	3,602
Commercial AM stations under construction	155
Total commercial TV broadcast authorizations	650
Commercial TV stations on the air	543
VHF stations on the air	456
UHF stations on the air	76
TV translator stations on the air	279
Educational TV stations on the air	54
Commercial FM stations on the air	889
Educational FM stations on the air	186

Number of TV sets in use in the United States at end of 1961.....	54,750,000
Number of radio sets in use in the United States at end of 1961.....	179,890,000
Number of color TV sets in use, approximately.....	1,000,000
Total Radio-TV industry revenue, 1960.....	\$1,866.3 million
Combined Radio-TV income (before tax) (9.6% above '59).....	\$290.0 million
Total TV revenue, 1960 (9% above '59).....	\$1,268.6 million
Total TV time sales (before commission to agency reps).....	\$951.9 million
Derived from sale of network time.....	\$372.9 million
Derived from non-network time sales.....	\$579.0 million
Total 1960 TV broadcast expense (8.8% above '59).....	\$1,024.5 million
Total TV broadcast income (before tax) (9.8% above '59).....	\$241.1 million
Derived from three Networks and 15 O & O stations.....	\$95.2 million
Derived from 515 other TV stations.....	\$148.9 million
Revenues of three TV Networks and 15 O & O stations.....	\$640.7 million
Median profit (before tax) of 99 pre-freeze TV stations, 1960.....	\$1.082 million
Median profit (before tax) of 254 post-freeze TV stations.....	\$117.0 thousand
Median profit (before tax) of 389 TV stations, 1960.....	\$166.0 thousand
Median loss, 118 TV stations, 1960.....	\$44.0 thousand

(Continued on Page 35)

HOPE



*Hope Enterprises, Inc.
Hollywood, California*

(Continued from Page 33)

	Number of Affiliates		Number of O & O Stations		
	Radio	TV	AM	FM	TV
	ABC	386	267	6	5
CBS	211	250	7	7	5
KBS	1125	—	—	—	—
MBS	441	—	—	—	—
NBC	191	182	6	6	5

Number of radio stations in Canada	213
Number of radio stations in Mexico	399
Number of member stations, Radio Cadena Nacional, S.A.....	54
Number of radio stations in Haiti.....	6
Number of radio stations in Dominican Republic	37
Number of radio stations in the Bahamas	1
Number of radio stations in Jamaica	8
Number of radio stations in Guam.....	1
Number of radio stations in Puerto Rico	30
Number of radio stations in the Virgin Islands	2
Number of TV stations in Canada	75
Number of TV stations in Mexico	25
Number of TV stations in Haiti.....	1
Number of TV stations in the Dominican Republic	3
Number of TV stations in Guam.....	1
Number of TV stations in Puerto Rico	6
Number of TV stations in the Virgin Islands.....	1
Number of subscribers to the NAB Radio Code	1,050
Number of subscribers to the NAB Television Code	416
Canadian Association of Broadcasters, Radio members	159
Canadian Association of Broadcasters, TV members	51
Active members of the NAEB (TV, AM & FM stations).....	226
Worldwide total of radio receivers, excluding U. S., its territories, and Canada	188,000,000
Worldwide total of wired speakers, excluding U. S., its territories, and Canada	40,000,000
Comparative spot radio time sales figures, 4th quarter 1961 estimated at	\$55,000,000
Fourth quarter 1961 spot TV time sales figures estimated at.....	\$177,753,000

(Continued on Page 37)

THE DANNY THOMAS SHOW

TENTH SEASON COMING UP



Sponsored by
GENERAL FOODS
thru
BENTON & BOWLES

CBS-TV
Produced By
MARTERTO ENTERPRISES, INC.
Exclusive Management
WILLIAM MORRIS AGENCY

STATISTICAL HIGHLIGHTS OF 1961

(Continued from Page 35)

Average broadcasting expense of 503 TV stations, 1960.....	\$1.117 million
Radio revenues for 1960 (6.7% above 1959).....	\$597.7 million
Radio profits, 1960 (8.3% above 1959).....	\$45.9 million
Total revenues of 4 nationwide Radio Networks, including 19 O & O stations (4.3% above 1959).....	\$63.0 million
Combined revenues of 3,451 AM, AM-FM, and 218 independent FM stations, 1960	\$534.7 million
Profits of the above group before federal income tax (8.3% above 1959)	\$48.9 million
Time sales for four Networks and 3,470 AM stations (6.8% above 1959)	\$555.59 million
Median profit of 2,303 AM stations, 1960.....	\$10.8 thousand
Median loss of 1,078 AM stations, 1960.....	\$ 8.5 thousand
FM station revenue of 218 independent stations, 1960.....	\$5.3 million
Expenses for the above stations totalled 8.2 million, a loss of.....	\$5.9 million
Revenue from 234 FM stations operated by AM licensees, 1960.....	\$3.6 million
Food and grocery products led expenditures of national & regional spot TV advertisers by product classification, 3rd quarter 1961, with outlays of.....	\$29,163,000
Spot TV expenditures by national & regional advertisers for 3rd quarter 1961 were.....	\$127,644,000
Top TV spot advertiser, 3rd quarter 1961 was Procter & Gamble with expenditures of.....	\$13,687,700
Number of radio sets sold in 1961 (8% above 1960).....	22,000,000
Car radio listening averaged 56 minutes per day in 1961 for a weekly total of	6 hrs., 34 min.
TV homes delivered by average network programs daytime, Mon.-Fri., in December 1961 were.....	2,814,000
TV homes delivered by average network programs nighttime, Mon.-Sun., in December 1961 were.....	8,114,000
Average hours of radio usage per home per day in 1961 was.....	1 hr., 44 min.
Total full-time employment for three TV Networks and 530 stations, 1961	35,721
Total part-time employment for the above group.....	4,891
Total employment, all TV Networks and stations.....	40,612
At close of fiscal 1961, outstanding broadcast authorizations of all classes totalled 13,845, representing a net gain for the year of.....	2,666



JIM LUCAS

Concentration — NBC-TV

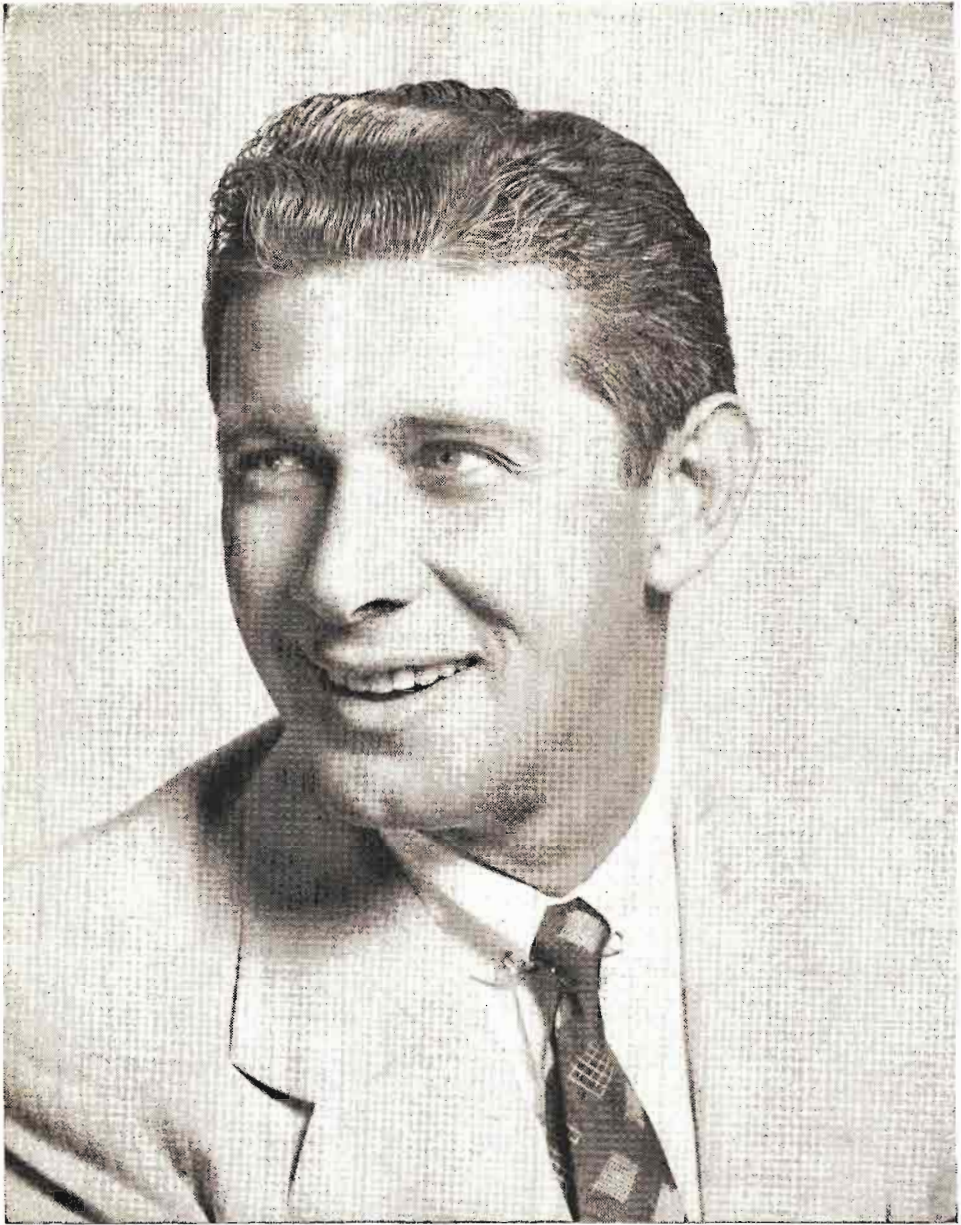
Jim Lucas Show — WNBC

50 Leading National Spot Radio Markets

(Fiscal Year 1961)

Rank	Market	No. of Stations Reporting	Time Sales National, Regional advertisers and sponsors*
1.	New York, N. Y.	30	\$26,612,905
2.	Chicago, Ill.	26	12,374,150
3.	Los Angeles, Calif.	30	9,241,312
4.	Philadelphia, Pa.	21	6,923,580
5.	Detroit, Mich.	11	6,770,324
6.	Boston, Mass.	17	5,214,804
7.	San Francisco-Oakland, Calif.	18	5,113,143
8.	St. Louis, Mo.	14	3,744,028
9.	Cleveland, O.	9	3,437,987
10.	Washington, D. C.	17	3,420,143
11.	Cincinnati, O.	8	3,081,333
12.	Pittsburgh, Pa.	20	3,037,523
13.	Buffalo, N. Y.	11	2,505,245
14.	Minneapolis-St. Paul, Minn.	12	2,491,049
15.	Baltimore, Md.	15	2,308,365
16.	Kansas City, Mo.	9	2,090,350
17.	Hartford, Conn.	5	1,986,447
18.	Houston, Tex.	11	1,947,639
19.	Atlanta, Ga.	18	1,873,491
20.	Dallas, Tex.	12	1,871,500
21.	Miami, Fla.	13	1,817,432
22.	Seattle, Wash.	18	1,741,714
23.	Milwaukee, Wis.	8	1,659,062
24.	Columbus, O.	6	1,649,471
25.	Portland, Ore.	16	1,598,354
26.	Indianapolis, Ind.	6	1,576,674
27.	Louisville, Ky.	9	1,537,961
28.	Des Moines, Ia.	6	1,493,004
29.	Albany-Schenectady-Troy, N. Y.	9	1,396,142
30.	Providence-Pawtucket, R. I.-Mass.	12	1,323,933
31.	Denver, Colo.	18	1,322,334
32.	Rochester, N. Y.	6	1,285,876
33.	New Orleans, La.	10	1,256,081
34.	Memphis, Tenn.	10	1,217,779
35.	San Antonio, Tex.	10	1,213,095
36.	San Diego, Calif.	9	1,188,360
37.	Sacramento, Calif.	6	1,122,124
38.	Omaha, Neb.	7	1,011,525
39.	Syracuse, N. Y.	9	984,011
40.	Nashville, Tenn.	8	947,313
41.	Dayton, O.	5	941,914
42.	Tampa-St. Petersburg, Fla.	15	926,760
43.	Richmond, Va.	8	874,938
44.	Cedar Rapids, Ia.	3	874,411
45.	Birmingham, Ala.	12	859,598
46.	Charlotte, N. C.	7	852,711
47.	Fort Worth, Tex.	7	843,261
48.	Jacksonville, Fla.	11	811,209
49.	Oklahoma City, Okla.	8	798,149
50.	Fresno, Calif.	9	724,629

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



JAN MURRAY

"CHARGE ACCOUNT" — NBC-TV

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

Management:

WILLIAM MORRIS AGENCY

50 Leading National Spot Television Markets

(Fiscal Year 1961)

Rank	Market	No. of Stations Reporting	Time Sales National, Regional, advertisers and sponsors*
1.	New York, N. Y.	7	\$59,628,711
2.	Los Angeles, Calif.	7	28,012,507
3.	Chicago, Ill.	4	27,932,679
4.	Philadelphia, Pa.	3	18,519,832
5.	Boston, Mass.	3	13,869,110
6.	Detroit, Mich.	3	10,798,087
7.	Pittsburgh, Pa.	3	10,726,979
8.	Cleveland, O.	3	10,391,390
9.	San Francisco-Oakland, Calif.	4	9,791,446
10.	St. Louis, Mo.	4	8,136,610
11.	Washington, D. C.	4	7,579,298
12.	Hartford-New Haven-New Britain, Conn.	5	7,016,968
13.	Buffalo-Niagara Falls, N. Y.	3	6,908,883
14.	Baltimore, Md.	3	6,204,613
15.	Milwaukee, Wis.	4	5,877,647
16.	Cincinnati, O.	3	5,656,103
17.	Kansas City, Mo.	3	5,606,106
18.	Seattle-Tacoma, Wash.	5	5,488,100
19.	Minneapolis-St. Paul, Minn.	4	5,413,561
20.	Indianapolis-Bloomington, Ind.	4	5,406,294
21.	Houston-Galveston, Tex.	3	5,287,955
22.	Dallas-Fort Worth, Tex.	4	5,234,258
23.	Miami, Fla.	3	4,950,197
24.	Columbus, O.	3	4,597,430
25.	Portland, Ore.	3	4,554,490
26.	Atlanta, Ga.	3	4,398,754
27.	Denver, Colo.	4	3,634,025
28.	Sacramento-Stockton, Calif.	3	3,545,146
29.	Albany-Schenectady-Troy, N. Y.	3	3,504,257
30.	New Orleans, La.	3	3,471,747
31.	Memphis, Tenn.	3	3,138,831
32.	Tampa-St. Petersburg, Fla.	3	2,983,439
33.	Oklahoma City-Enid, Okla.	3	2,833,120
34.	Harrisburg-Lancaster-York-Lebanon, Pa.	5	2,791,432
35.	Rochester, N. Y.	3	2,591,360
36.	Des Moines, Ia.	3	2,387,922
37.	Omaha, Neb.	3	2,360,536
38.	San Antonio, Tex.	4	2,304,452
39.	Johnstown-Altoona, Pa.	3	2,193,441
40.	Norfolk-Portsmouth-Newport News-Hampton, Va.	3	2,156,036
41.	Tulsa, Okla.	3	2,095,105
42.	Spokane, Wash.	3	2,066,579
43.	Nashville, Tenn.	3	1,939,130
44.	Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	1,895,817
45.	Wichita-Hutchinson, Kan.	3	1,736,103
46.	Phoenix-Mesa, Ariz.	4	1,704,756
47.	Portland-Poland Springs, Me.	3	1,658,969
48.	Fresno, Calif.	3	1,658,056
49.	Springfield-Decatur-Danville-Urbana, Ill.	5	1,639,384
50.	Flint-Saginaw-Bay City, Mich.	3	1,579,783

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

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Columbia Records

Gibson Guitars

Personal Management

GRAY J. GORDON
TEmpleton 8-2746

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

Comparative Financial Data For 4 Nationwide AM Radio Networks and 3,470 AM Stations

1959-1960
(\$ Thousands)

Item	4 Nationwide Networks	19 Owned and Operated Stations	3,451 Stations	Amount 1960 Total 4 Nationwide Networks and 3,470 Stations	Percent of Increase (Decrease)
A. Revenues from the sale of time:					
1. Network time sales:					
a. Sale of network time to advertisers.....	\$31,917	—	—	—	—
Total network time sales.....	31,917	—	—	—	—
2. Deductions from network's revenue from sale of time to advertiser:					
a. Paid to owned and operated stations.....	656	—	—	—	—
b. Paid to affiliated stations.....	4,336	—	—	—	—
Total participation by others (excluding commis- sions) in revenue from sale of network time.....	4,992	—	—	—	—
Total retentions from sale of network time.....	26,925	—	—	—	—
3. Non-network time sales:		\$ 656	\$ 7,445	\$ 35,026	(1.7)
a. National and regional advertisers.....	—	23,790	178,312	202,102	7.4
b. Local advertisers.....	—	10,749	374,597	385,346	7.3
Total non-network time sales.....	—	34,539	552,909	587,448	7.3
5. Total time sales.....	26,925	35,195	560,351	622,474	6.8
6. Deduct—Commissions to agencies, representatives, etc.	4,817	6,815	55,255	66,887	6.4
7. Net time sales.....	22,108	28,380	505,099	555,587	6.8
B. Revenues from incidental broadcast activities:					
a. Talent.....	8,190	2,438	12,203	22,831	2.5
b. Sundry broadcast revenues.....	1,250	620	11,575	13,445	0.3
Total incidental broadcast activities.....	9,440	3,058	23,778	36,276	1.7
Total broadcast revenues.....	31,548	31,438	528,877	591,863	6.5
C. Total broadcast expenses.....	38,443	27,561	477,553	543,557	6.2
D. Broadcast income (before Federal income tax).....	(\$ 6,895)	\$ 3,877	\$ 51,324	\$ 48,306	9.8

Note: Data for 1959 cover the operations of 4 nationwide networks and their 19 owned and operated stations.
 Note: 1960 data for owned and operated stations reflect the sale of one station by one network and the acquisition of one station by another network.
 () Denotes loss
 Source: FCC

"The Adventures of Ozzie and Harriet"



**11th SEASON ON TELEVISION
TELEVISED OVER ABC-TV EVERY WEEK**

FCC Report of the Number of Authorized, Licensed and Operating Broadcast Stations

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
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	3,011	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	3,442	41	3,483	98	3,581
1961	178	2	702	3,545	57	3,602	155	3,757
COMMERCIAL FM								
1954	27	51	5	529	21	553	16	569
1955	27	44	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	114	700	41	741	171	912
1961	200	20	97	829	60	889	203	1,092
EDUCATIONAL FM								
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
1961	21	3	4	176	10	186	13	199
COMMERCIAL TV								
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
1959	24	22	114	475	91	566	101	667
1960	22	36	106	481	98	579	74	653
1961	33	36	80	497	56	543	97	650
TV TRANSLATOR								
1958	88	6	31	92	0	92	61	156
1959	96	7	27	158	0	158	87	245
1960	60	3	19	233	0	233	69	302
1961	420	19	685	279	0	279	424	703
EDUCATIONAL TV								
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	40	7	47	17	64
1961	4	1	9	43	11	54	13	67

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.



KLAVAN and FINCH

Current Authorizations of Broadcast Services By Classes, Fiscal Year 1961

<i>Class</i>	<i>June 30, 1960</i>	<i>June 30, 1961</i>	<i>Increase or (Decrease)</i>
Commercial AM	3,581	3,757	176
Commercial TV	653	650	(3)
TV Translators*	302	703	401
TV Repeaters*	0	1,044	1,044
TV Boosters*	0	1	1
Educational TV	64	67	3
Auxiliary TV	1,093	1,254	161
Experimental TV	24	27	3
Commercial FM	912	1,092	180
Educational FM	181	199	18
International	5	4	(1)
Remote Pickup	4,279	4,943	664
Studio-Transmitter-Link	65	69	4
Developmental	4	4	0
Low Power Auxiliary (Cueing).....	16	31	15
Total	11,179	13,845	+2,666

* Translators, repeaters and boosters enable signals of a regular TV station to be received and converted to another channel, amplified and retransmitted to communities where other direct reception is unsatisfactory.

Status of Broadcast Authorizations

<i>Class</i>	<i>Operating authorizations</i>	<i>Construction permits</i>
Commercial AM	3,602	155
Commercial TV	553	97
TV Translators	637	66
TV Repeaters	1,044	0
TV Boosters	0	1
Educational TV	54	13
Commercial FM	889	203
Educational FM	186	13
Total	6,965	548

Source: FCC



JACK LESCOULIE

Comparison of Closing Prices For Industry Stocks, 1960 to 1961

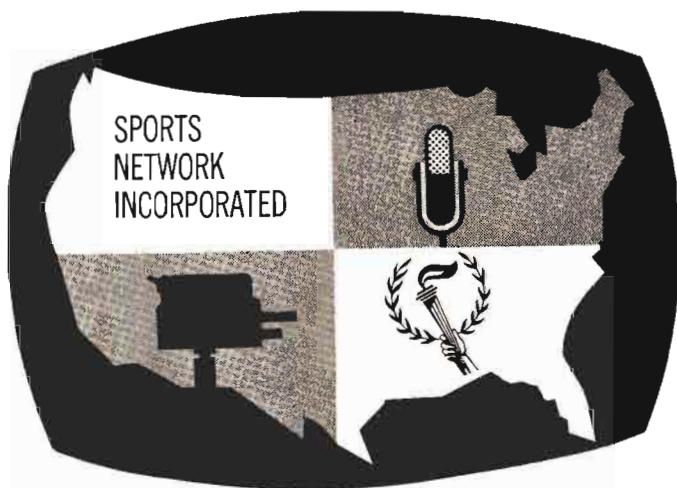
NEW YORK STOCK EXCHANGE

<i>Company</i>	<i>Closing Price</i>		<i>Net Change for Year</i>	
	<i>Dec. 31 1960</i>	<i>Dec. 31 1961</i>	<i>Plus</i>	<i>Minus</i>
Admiral Corp.	11 $\frac{5}{8}$	17 $\frac{3}{8}$	5 $\frac{3}{4}$	
AB-PT	45 $\frac{1}{8}$	45 $\frac{1}{8}$	—	—
AT & T.....	104 $\frac{1}{2}$	136 $\frac{1}{8}$	31 $\frac{5}{8}$	
CBS	35 $\frac{7}{8}$	39 $\frac{7}{8}$	4	
Columbia Pictures	22 $\frac{7}{8}$	28 $\frac{1}{2}$	5 $\frac{5}{8}$	
Crowell-Collier	39	39	—	—
Decca	38	40 $\frac{5}{8}$	2 $\frac{5}{8}$	
Disney	27 $\frac{3}{8}$	37	9 $\frac{5}{8}$	
Eastman Kodak	113	111 $\frac{3}{8}$		1 $\frac{5}{8}$
General Precision	55	58 $\frac{1}{2}$	3 $\frac{1}{2}$	
General Telephone	27 $\frac{1}{2}$	29	1 $\frac{1}{2}$	
Hazeltine Corp.	26 $\frac{1}{4}$	32	5 $\frac{3}{4}$	
Loew's Theatres	16 $\frac{1}{8}$	43 $\frac{3}{4}$	27 $\frac{5}{8}$	
Magnavox	47 $\frac{3}{4}$	42 $\frac{3}{8}$		5 $\frac{5}{8}$
MCA	37	79	42	
NAFI	30 $\frac{7}{8}$	33 $\frac{3}{4}$	2 $\frac{7}{8}$	
National Theatres	5 $\frac{3}{8}$	6 $\frac{1}{8}$	$\frac{3}{4}$	
Plough	70	86	16	
RCA	51	53 $\frac{1}{4}$	2 $\frac{1}{4}$	
Storer	28 $\frac{3}{4}$	28 $\frac{1}{2}$		$\frac{1}{4}$
20th Century-Fox	41 $\frac{5}{8}$	35 $\frac{3}{8}$		6 $\frac{1}{4}$
United Artists	31 $\frac{3}{8}$	31 $\frac{5}{8}$	$\frac{1}{4}$	
Warner Bros.	52 $\frac{7}{8}$	82 $\frac{3}{4}$	29 $\frac{7}{8}$	
Westinghouse	49 $\frac{1}{4}$	38 $\frac{3}{4}$		10 $\frac{1}{2}$
Zenith*	34	73	39	
			230 $\frac{5}{8}$	24
			Net change: + 206 $\frac{5}{8}$	

* Adjusted for 3 for 1 split.

(Continued on Page 51)

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.

COMPARISON OF CLOSING STOCK PRICES

(Continued from Page 49)

AMERICAN STOCK EXCHANGE

<i>Company</i>	<i>Closing Price</i>		<i>Net Change for Year</i>	
	<i>Dec. 31 1960</i>	<i>Dec. 31 1961</i>	<i>Plus</i>	<i>Minus</i>
Capital Cities	10 ½	20 ½	10	
Desilu	10 ⅞	8 ⅞		2
Esquire	19 ¼	15 ½		3 ¾
MPO	9 ¼	12 ¾	3 ½	
Reeves	6 ⅞	6 ¼	⅞	
Technicolor	13	26 ⅞	13 ⅞	
TelePrompTer	10	15 ½	5 ½	
Trans-Lux	14 ⅞	16 ½	2 ⅞	
TV Industries	2 ⅞	2 ⅞	—	—
			35 ⅞	5 ¾
			Net change: + 29 ⅞	

OVER THE COUNTER*

<i>Company</i>	<i>Closing Price</i>		<i>Net Change for Year</i>	
	<i>Dec. 31 1960</i>	<i>Dec. 31 1961</i>	<i>Plus</i>	<i>Minus</i>
Bartell	3 ¼	3 ½	¼	
Jerrold	7	7 ⅞	⅞	
Meredith	41 ¾	35 ½		6 ½
Metromedia	19	16 ¼		2 ¾
Official Films	2 ½	2 ⅞	¼	
Scranton	2 ¼	7 ¼	5	
Sterling TV	1 ⅞	3 ⅞	1 ¾	
Taft	12 ⅞	17 ⅞	5 ¼	
Wometco	12 ½	26 ½	14	
			26 ¾	9
			Net change: + 17 ¾	

* Bid Quotations



MUSIC IN ALL DIMENSIONS

Composers, writers and publishers bring to BMI music which encompasses all forms, all styles, all dimensions.

The BMI repertory is complete in every musical category—from the Pulitzer Prize-winning Symphony of Walter Piston to the current popularity of "The Twist."

The BMI catalog is kept constantly up-to-date...and at the top in every category. Among the honors and achievements in music during 1961 are these from the BMI repertoire...

SYMPHONIC

Walter Piston—Pulitzer Prize—"Symphony No. 7"

CHAMBER

Elliott Carter—First Prize, International Rostrum of Composers. UNESCO—"Second String Quartet"

OPERA

Alban Berg—"Wozzeck"—Featured at the New York Metropolitan Opera

BALLET

Gunther Schuller—"Variants"—Performed by the New York City Center Ballet Co.

POP

"The Twist"—originally written and first recorded by Hank Ballard—published by Lois Music Publishing Co.

JAZZ

George Russell—chosen Top "New Star" arranger-composer by Down Beat's 9th Annual International Jazz Critics Poll

COUNTRY & WESTERN

Harlan Howard—voted "favorite song writer" in the Billboard 14th Annual Disc Jockey Poll

MUSICAL COMEDY

Jerry Herman—current Broadway smash hit—"Milk & Honey"

MOTION PICTURES

Academy Award Winner—"Never On Sunday"

In other categories, too, such as Latin American, sacred and gospel, rhythm and blues, including rock and roll, and popular ballads, both American and European, BMI-affiliated composers, writers and publishers are prominently represented.

Serving Music Since 1940

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1961 Television Homes Delivered By Average Network Programs

(Comparative Figures For 1958 to 1961,
Average Audience Basis)

DAYTIME TV HOMES (Monday-Friday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1961</i>	<i>1960</i>	<i>1959</i>	<i>1958</i>
January	3,330	3,308	3,018	3,672
February	3,142	3,212	3,019	3,019
March	2,908	3,268	2,842	3,550
April	2,908	2,586	2,461	3,037
May	2,533	2,511	2,328	2,217
June	2,673	2,597	2,322	2,593
July	2,814	2,531	2,555	2,298
August	2,814	2,531	2,524	2,368
September	2,439	2,260	2,446	2,370
October	2,392	2,350	2,520	2,124
November	2,626	2,712	2,808	2,343
December	2,814	2,848	2,761	2,470

NIGHTTIME TV HOMES (Monday-Sunday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1961</i>	<i>1960</i>	<i>1959</i>	<i>1958</i>
January	9,052	8,806	9,114	8,861
February	8,911	8,571	8,993	8,993
March	8,723	8,270	8,629	8,598
April	8,583	7,690	8,322	8,043
May	7,316	7,043	7,367	7,122
June	6,519	6,454	6,405	6,615
July	5,863	5,288	6,083	6,000
August	6,191	6,102	6,130	6,199
September	7,035	6,870	7,375	7,288
October	7,223	7,684	7,781	7,914
November	8,114	7,413	7,976	8,482
December	8,114	8,272	7,787	8,503

Source: A. C. Nielsen.



BOB CLAYTON

Represented by ASHLEY-STEINER — MU 8-8330

Television Set Retail Sales

<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	6,560,220
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

Note: Figures discontinued in 1961.

Portable-Console-Combination Television Set Production Figures

<i>Year</i>	<i>Table & Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>	<i>\$ Value (000 Omitted)</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	825,501
1961	3,812,160	2,135,361	230,276	6,177,797	825,308

Source: EIA.



KATHI NORRIS

HOSTESS - SPOKESWOMAN

TEmpleton 1-5333

1961 AND THE FCC

Commission Activities Set Tone for 1962

By **NEWTON N. MINOW**, Chairman
Federal Communications Commission

DURING the past year, the Commission was again active in the field of broadcast programming. It proposed extensive revisions in the nature of the programming information which it requires applicants for broadcasting licenses to submit. After full hearing, it denied a permit for an FM station to an applicant who had no knowledge of, and had made no effort to ascertain, the programming needs of his community. And it put all broadcasting licensees on notice that they are expected substantially to carry out the program proposals on the basis of which their licenses are granted, or present adequate justification for departure from those proposals.

A total of 20 short-term licenses were issued in 1961 where the Commission was unable to find that the past operation of the station merited a full three-year license. Additionally, an Examiner's Initial Decision recommending that a radio station license not be renewed on the ground that the licensee was "woefully inadequate" in discharging his broadcast responsibilities regarding "indecent and obscene" programming, abuses with respect to the total amount of time devoted to advertising continuity as well as the frequency of regular program interruptions for advertising messages, was pending review by the full Commission at the end of the year.

Under recent Congressional authority, the Commission now requires applicants for new stations, renew-



als, sale and major changes (also when set for hearing) to locally advertise that fact. Congress also enabled the Commission to fine stations for violations not warranting revocation proceedings.

In television, the Commission has taken actions to promote the use of UHF to extend and augment competitive TV service not possible with the limited number of VHF channels. These include proposals to relax certain UHF technical requirements, make certain areas either UHF or VHF, test UHF for large metropolitan area coverage, and has recommended legislation to require TV sets to also receive UHF broadcast.

The continued squeezing in of new AM facilities is accompanied by mounting competition and added interference which demonstrate the acute congestion in that band.

The long-pending clear channel proceeding was concluded when the Commission opened the way for assigning one additional secondary station on each of 13 of the 25 clear channels to benefit certain unserved or underserved areas.

Mounting interest in and competition for FM broadcast facilities made it necessary for the Commission to undertake revamping the rules for that service and, meanwhile, adopt an interim procedure for processing FM applications. All FM stations have the green light to engage in stereophonic broadcasting if they so desire.

These represent only some of the activities in which the FCC will continue to be active during 1962.



PATRICIA WHEEL

Actress • Spokeswoman

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420 Madison Ave. — PL. 2-2230**

TEST OF BROADCASTING

How It Conducts Itself Despite Criticism

By LE ROY COLLINS, President
National Association of Broadcasters

THE past year has been one involving much criticism of broadcasting. The test of the industry in the coming year will be not in how it reacts to such criticism, but how it conducts itself despite criticism. By and large the industry has taken its lumps in stride with a high degree of maturity and dedication.

The progress of broadcasting has been phenomenal. The quality of American broadcasting is not even approached elsewhere, but all good broadcasters know they must always be a part of a strong, continuing struggle to develop a better broadcast product.

There is no limit to the heights broadcasting can reach. There never will be a plateau we can gain, and then rest satisfied. This is true because of the breadth and depth of the impact of broadcasting and its importance to the advance of our culture and free society.

We should, therefore, not only expect but welcome critics. We should accept the fact that in a free America, because of broadcasting's inherent greatness, it will never know tranquility.

In a climate where criticism is noisy and frequent, there is a natural inclination on the part of some to develop almost a fear-complex. There are those who fear the basic freedom to broadcast, which is secured by the First Amendment, is now in jeopardy because of federal government policies.

I do not treat the matter of improper governmental regulation light-



ly. At the same time, I do not believe the facts justify the extreme fear which has been expressed by some.

While the Federal Communications Commission is anxious to see program improvement, I am convinced it wants to see this achieved not through governmental coercion but through a greater awareness of need and exercise of responsibility by broadcasters, and in ways broadcasters devise.

The FCC cannot legally coerce broadcasters to put specific programs or categories of programs on or off the air because it may approve or disapprove of them. If the day ever comes when it should try this, we at the National Association of Broadcasters will employ every resource at our command in striking down the efforts of any who would trample on the rights of broadcasters to be free.

Every licensed broadcaster in America who is responsible and seeks in good faith to serve the public interest of his community has the sole right and responsibility to determine and control what he programs. So, instead of wasting time and energy crying about the possibility of a governmental censorship which in fact does not exist, we in broadcasting should be devoting ourselves to the responsible exercise of the freedoms we have.

This is the approach we are taking at NAB—and it is the way of life for the great majority of our American broadcasters. The critics we should be most concerned about are our own consciences.

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President

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Value of Manufacturers' Sales Of Components by Selected Years

(000,000 Omitted)

Year	Resistors	Capacitors	Transformers	Tubes		Total
				Semi-Cond.	Others	
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
1960	272	295	136	1,289	1,107	3,099
1961 (9 mos.)	201	252	114	933	503	2,003

Manufacturers' Sales of Receiving Tubes

(000 Omitted)

Year	Initial	Renewal	Export	Gov't*	Total	\$ Value
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
1960	200,362	161,092	21,375	10,226	393,055	331,742
1961	188,176	150,249	22,245	14,336	375,006	311,098

(*) Includes only direct sales after 1951.
Source: EIA.



BETTER BROADCAST BUREAU, INC.

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OF EFFECTIVE SELLING

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RADIO PLANNING



MESSAGE ...

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AT THE LOCAL LEVEL

A SERVICE TO ...

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REPRESENTATIVES
STATIONS

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YUKON 6-9680

Television Time Sales for Past Ten Years & 1962 Estimate

Year	National Network (add 000)	Change from previous year percent	National Non-network (add 000)	Change from previous year percent	Local (add 000)	Change from previous year percent	Total (add 000)	Change from previous year percent
1951	\$ 97,558	+177.0	\$ 59,733	+138.6	\$ 51,304	+68.8	\$208,595	+130.2
1952	137,664	+41.0	80,235	+34.3	65,171	+27.0	283,070	+35.7
1953	171,900	+24.9	124,318	+54.9	88,474	+35.8	384,692	+35.9
1954	241,224	+40.3	176,766	+42.2	120,131	+35.8	538,122	+39.9
1955	308,900	+28.0	222,400	+25.8	149,800	+24.7	681,100	+26.5
1956	367,700	+19.0	281,200	+26.4	174,200	+16.3	823,100	+20.8
1957	394,200	+7.7	300,500	+6.9	174,000	-0.1	868,700	+5.5
1958	424,500	+7.7	345,200	+14.9	181,300	+4.2	951,000	+9.5
1959	445,800	+5.0	424,200	+22.9	200,600	+10.6	1,070,600	+12.6
1960	471,600	+5.8	459,200	+8.3	215,800	+7.6	1,146,600	+7.1
1961*	515,500	+9.2	470,000	+2.3	212,000	+1.8	1,197,500	+4.3

Radio Time Sales for Past Ten Years and 1962 Estimate

Year	National Network (add 000)	Change from previous year percent	Regional Network (add 000)	Change from previous year percent	National Non-network (add 000)	Change from previous year percent	Local (add 000)	Change from previous year percent	Total (add 000)	Change from previous year percent
1951	\$113,984	-8.5	\$8,481	+23.0	\$119,559	+0.6	\$214,519	+5.6	\$456,543	+0.6
1952	102,828	-10.0	7,334	-13.5	123,658	+3.4	239,631	+11.7	473,151	+3.6
1953	92,865	-9.4	5,192	-29.2	129,605	+4.8	249,544	+4.0	477,206	+1.0
1954	78,917	-15.0	4,767	-8.2	120,168	-7.3	247,478	-0.8	451,330	-5.4
1955	60,288	-23.6	3,809	-20.0	120,393	+0.2	272,011	+9.9	456,481	+0.7
1956	44,839	-25.6	3,585	-5.9	145,461	+20.8	297,822	+9.5	491,707	+7.7
1957	47,951	+7.0	3,709	+3.5	169,511	+16.5	316,493	+6.3	537,664	+9.3
1958	42,786	-8.7	3,733	+0.6	171,939	+1.4	323,207	+2.0	541,665	+0.9
1959	35,633	-23.4	—	—	188,143	+9.4	359,138	+11.0	582,914	+7.6
1960	35,026	-1.7	—	—	202,102	+7.4	385,346	+7.3	622,474	+6.8
1961*	43,500	+24.2	—	—	200,000	-1.0	413,500	+7.3	657,000	+5.5

(*) Estimated. Note: Regional Network radio time sales figures discontinued in 1959.
Source: FCC

HERBERT B. LEONARD

EXECUTIVE PRODUCER

"Naked City"—ABC-TV

"Route 66"—CBS-TV

Estimated Expenditures by Quarters For Top 25 Network Brand Advertisers

1961

FOURTH QUARTER 1961

1. Anacin Tablets	\$3,080,794	11. Crest Toothpaste	1,388,125
2. Camel Cigarettes	2,381,310	15. Campbell Soups	1,373,518
3. Chevrolet Cars	2,319,945	16. Colgate Dental Cream	1,342,214
4. Bufferin	2,236,626	17. Swan Liquid Detergent	1,313,854
5. Winston Cigarettes	2,196,002	18. L&M Filter Tip Cigarettes	1,283,299
6. Mercury & Comet Cars	2,161,432	19. Chesterfield Cigaretts	1,248,584
7. Mobilgas	1,861,981	20. Alka-Seltzer	1,231,430
8. Ford Cars	1,818,464	21. Pall Mall Cigarettes	1,221,488
9. Salem Cigarettes	1,696,307	22. Geritol	1,216,466
10. Dristan Tablets	1,576,980	23. Tide	1,210,759
11. Kent Cigarettes	1,521,188	24. Johnson's Pledge	1,201,304
12. Viceroy Cigarettes	1,412,776	25. Metrecal	1,185,409
13. Polaroid Land Cameras	1,400,860		

THIRD QUARTER 1961

1. Crest Tooth Paste	\$2,612,606	14. Johnson's Klear Wax	1,121,173
2. Anacin Tablets	2,579,052	15. Colgate Dental Cream	1,104,839
3. Camel Cigarettes	2,402,900	16. L & M Filter Tip Cigarettes	1,093,613
4. Winston Cigarettes	2,240,852	17. Chesterfield Cigarettes	1,083,715
5. Kent Cigarettes	2,008,503	18. Spring Cigarettes	1,078,367
6. Tide	1,849,541	19. Nabisco Cookies	1,050,859
7. Swan Liquid Detergent	1,570,008	20. One-A-Day Vitamin Tablets	1,050,346
8. Salem Cigarettes	1,482,528	21. Bayer Aspirin Tablets	1,046,445
9. Viceroy Cigarettes	1,471,641	22. Phillips Milk of Magnesia	1,030,261
10. Chevrolet Passenger Cars	1,409,003	23. Prudential Insurance Co. of America	1,028,106
11. Pall Mall Cigarettes	1,391,466	24. Goodyear Car Tires	1,009,269
12. Alka Seltzer	1,336,762	25. General Electric Company, General Promotion	984,157
13. Metrecal	1,178,947		

SECOND QUARTER 1961

1. Anacin Tablets	\$2,608,938	14. Viceroy Cigarettes	1,285,648
2. Crest Tooth Paste	2,154,038	15. Beech Nut Gum	1,268,233
3. Winston Cigarettes	2,137,269	16. Listerine Oral Antiseptic	1,255,675
4. Metrecal	1,818,927	17. L&M Filter Tip Cigarettes	1,241,399
5. Swan Liquid Detergent	1,715,510	18. Bufferin	1,231,091
6. Salem Cigarettes	1,596,788	19. Colgate Dental Cream	1,177,544
7. Kent Cigarettes	1,518,989	20. Gillette Razors & Blades	1,104,700
8. Chevrolet Passenger Cars	1,470,935	21. Chesterfield Cigarettes	1,039,348
9. Du Pont Paints — Home	1,447,734	22. Prudential Insurance Co. of America	1,025,418
10. One A Day Vitamin Tablets	1,411,087	23. Nabisco Cookies	1,025,361
11. Tide	1,378,752	24. Dristan Tablets	1,021,214
12. Bayer Aspirin Tablets	1,312,145	25. Alka Seltzer	985,107
13. Pall Mall Cigarettes	1,302,161		

FIRST QUARTER 1961

1. Anacin Tablets	\$2,869,167	14. Bufferin	1,201,511
2. Winston Cigarettes	2,017,209	15. Pall Mall Cigarettes	1,142,109
3. L & M Filter Tip Cigarettes	1,830,875	16. Alka-Seltzer	1,130,757
4. Kent Cigarettes	1,628,293	17. Schlitz Beer	1,121,074
5. Toxaco, Inc., General Promotion	1,622,268	18. Ford Passenger Cars	1,099,922
6. Dristan Tablets	1,514,419	19. Marlboro Cigarettes	1,070,134
7. Salem Cigarettes	1,389,812	20. Listerine Antiseptic—Oral	1,058,926
8. Chevrolet Passenger Cars	1,366,910	21. Camel Cigarettes	1,035,564
9. Crest Tooth Paste	1,318,328	22. Prudential Insurance	1,015,509
10. Tide	1,307,016	23. Duncan Hines Cake Mixes	1,006,833
11. Bayer Aspirin Tablets	1,278,136	24. Allstate Insurance	997,200
12. Beech-Nut Gum	1,231,092	25. One-A-Day Vitamin Tablets	995,262
13. Colgate Dental Cream	1,202,647		

LNA-BAR: Gross Time Costs Only
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Compiled by: LNA-BAR

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Television Stations Operating for Full Year Classified by Profit and Loss Groupings, 1959-1960

	Pre-Freeze VHF		Post-Freeze VHF		Post-Freeze UHF		Total All Stations	
	1960	1959	1960	1959	1960	1959	1960	1959
PROFITS (Before Federal Income Tax) of:								
\$3,000,000 and over.....	13	12	—	—	—	—	13	12
\$2,000,000-\$3,000,000.....	7	9	2	—	—	—	9	9
\$1,500,000-\$2,000,000.....	9	6	1	2	—	—	10	8
\$1,000,000-\$1,500,000.....	27	29	8	7	—	—	35	36
\$ 800,000-\$1,000,000.....	13	9	6	2	—	—	19	11
\$ 600,000-\$ 800,000.....	12	11	8	7	—	—	20	18
\$ 400,000-\$ 600,000.....	8	8	16	15	—	—	24	23
\$ 200,000-\$ 400,000.....	4	6	37	38	2	—	43	44
\$ 100,000-\$ 200,000.....	6	6	65	60	7	5	78	71
\$ 50,000-\$ 100,000.....	—	2	52	36	8	13	60	51
Less than \$50,000.....	—	—	59	70	19	17	78	87
Total Stations.....	99	98	254	237	36	35	389	370
Median Profit.....	\$1,082,000	\$1,040,000	\$117,000	\$114,000	*	*	\$166,000	\$165,000
LOSS OF:								
Less than \$50,000.....	1	—	42	40	19	14	62	54
\$ 50,000-\$100,000.....	1	2	11	18	11	11	23	31
\$100,000-\$200,000.....	1	1	12	12	4	7	17	20
\$200,000-\$400,000.....	4	2	6	8	2	2	12	12
\$400,000-\$600,000.....	—	2	1	3	—	—	1	5
\$600,000-\$800,000.....	—	—	1	1	—	—	1	1
\$800,000 and over.....	1	2	1	1	—	—	2	3
Total Stations.....	8	9	74	83	36	34	118	126
Median Loss.....	*	*	\$43,000	\$51,000	*	*	\$44,000	\$55,000

(*) Median not computed because of small number of stations involved.
 Note: Excludes 7 satellite stations whose financial data are included with their parent station.
 Source: FCC

*Ralph Edwards
Productions*

3 National Television Networks and 530 TV Stations Broadcast Financial Data

— 1960 —

	<i>3 Networks</i>	<i>15 Networks Owned and Operated TV Stations</i>	<i>515 Other TV Stations</i>	<i>Total 3 Networks and 530 Stations</i>
(\$ Millions)				
A. Revenues from the sale of time:				
1. Network time sales:				
Total network time sales.....	\$468.8	—	—	—
2. Total retentions from sale of network time after deductions from network's revenue from sale of time to advertisers.....	\$306.9	\$29.9	\$134.8*	\$471.6
3. Non-network time sales:				
a. National and regional advertisers....	—	100.3	358.9	459.2
b. Local advertisers	—	30.8	185.0	215.8
Total non-network time sales.....	—	131.1	543.9	675.0
4. Total time sales.....	306.9	161.0	678.7	1,146.6
5. Deduct—Commissions to agencies, representatives, etc.	70.4	24.6	99.7	194.7
6. Net time sales.....	\$236.5	\$136.4	\$579.0	\$951.9
B. Revenues from incidental broadcast activities:				
a. Talent	220.1	3.6	10.6	234.3
b. Sundry broadcast revenues.....	38.2	5.9	38.3	82.4
Total incidental broadcast activities....	258.3	9.5	48.9	316.7
Total broadcast revenues.....	494.8	145.9	627.9	1,268.6
C. Total broadcast expenses.....	461.2	84.3	479.0	1,024.5
D. Broadcast income (before Federal income tax)	\$ 33.6	\$ 61.6	\$148.9	\$244.1

(*) Total retentions from sale of network time of \$134.8 million by 515 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.
Source: FCC

THE U.S. STEEL HOUR

THE BROADWAY OF TV
ALTERNATE WEDNESDAYS
ON CBS

Broadcast Expenses of 3,451 AM Stations And 4 AM Networks and Their O & O Stations

— 1960 —
(\$ Thousands)

<i>Type of Expense</i>	<i>4 Nationwide Networks</i>	<i>19 Network Owned and Operated Stations</i>	<i>3,451 Other AM Stations</i>	<i>Total</i>
Technical	\$ 3,516	\$ 5,188	\$ 62,409	\$ 71,113
Program	22,978	12,544	142,393	177,915
Selling	5,124	4,717	90,904	100,745
General and Administrative...	6,826	5,112	181,847	193,785
Total Broadcast Expense...	\$38,444	\$27,561	\$477,553	\$543,558

Radio Networks and Station Broadcast Revenues, Expenses and Income

	<i>1959 60 (\$ millions)</i>		<i>Percent Increase or (decrease)</i>
	<i>1960</i>	<i>1959</i>	<i>1960</i>
<i>Total Broadcast Revenues</i>			
4 Nationwide networks (including owned and operated stations*)	\$ 63.0	\$ 60.4	4.3
Other radio stations**	534.7	499.6	7.0
Total	\$597.7	\$560.0	+6.7
<i>Total Broadcast Expenses</i>			
4 Nationwide networks (including owned and operated stations*)	\$ 66.0	\$ 64.9	1.7
Other radio stations**	485.8	452.7	7.3
Total	\$551.8	\$517.6	+6.6
<i>Broadcast Income (before Federal Income Tax)</i>			
4 Nationwide networks (including owned and operated stations*)	(\$ 3.0)	(\$ 4.5)	—
Other radio stations**	48.9	46.9	4.3
Total	\$ 45.9	\$ 42.4	+8.3

(*) 1959 and 1960 data cover the operations of the four nationwide networks and their 19 owned and operated stations.

(**) Includes 3,361 AM, AM-FM and 148 independent FM stations in 1959 and 3,451 AM, AM-FM and 218 independent FM stations in 1960.

() Loss.

Source: FCC

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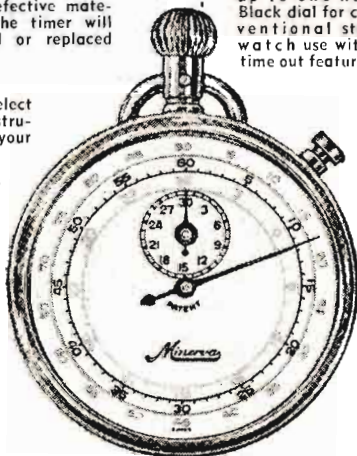
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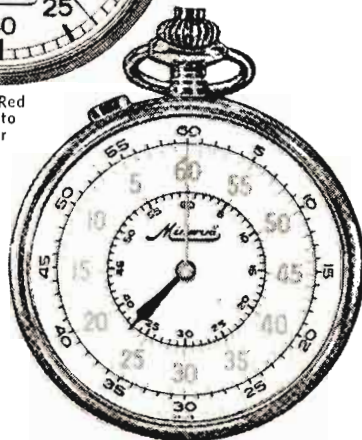
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Radio Set Retail Sales

(000 Omitted)

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Total</i>
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	2,767	4,606	10,705

Note: Radio set retail sales tabulations discontinued in 1961 by EIA.

Home-Clock-Portable-Auto Radio Set Production Figures

(000 Omitted)

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Auto</i>	<i>Total</i>	<i>\$ Value</i>
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	314,585
1959	3,145	2,794	4,128	5,555	15,622	330,874
1960	3,440	2,720	4,535	6,432	17,127	340,484
1961	3,041	3,017	5,747	5,568	17,373	323,276

Source: EIA.

NEW YORK HAS A NEW TELEVISION NETWORK!

See Inside Back Cover



Quarterly Spot Television Time Sales Figures for 1960-1961

	<u>1961</u>	<u>1960</u>
First Quarter	\$151,327,820	\$167,980,640
Second Quarter	160,598,780	160,648,000
Third Quarter	127,643,670	125,012,040
Fourth Quarter	177,735,000*	163,060,000
Total	\$617,305,270*	\$616,700,680

Source: TvB-Rorabaugh.
(*) Estimated.

Comparative Spot Radio Time Sales Figures

	<u>1961</u>	<u>1960</u>
First Quarter	\$ 43,194,000	\$ 47,115,000
Second Quarter	51,870,000	52,827,000
Third Quarter	52,531,000	48,827,000
Fourth Quarter	55,000,000	53,333,000
Total	\$202,595,000*	\$202,102,000

Source: Official FCC figures.
(*) Estimated SRA figures.

1961 Average Hours of Radio Usage Per Home and Per Day

	<u>1961</u>	<u>1960</u>	<u>1959</u>
January	1 hr. 49 mins.	1 hr. 52 mins.	1 hr. 55 mins.
February	1 hr. 57 mins.	1 hr. 49 mins.	1 hr. 51 mins.
March	1 hr. 46 mins.	1 hr. 59 mins.	1 hr. 55 mins.
April	1 hr. 40 mins.	1 hr. 52 mins.	1 hr. 49 mins.
May	1 hr. 44 mins.	1 hr. 55 mins.	1 hr. 57 mins.
June	1 hr. 43 mins.	1 hr. 50 mins.	1 hr. 52 mins.
July	1 hr. 35 mins.	1 hr. 41 mins.	1 hr. 40 mins.
August	1 hr. 33 mins.	1 hr. 35 mins.	1 hr. 40 mins.
September	1 hr. 47 mins.	1 hr. 48 mins.	1 hr. 52 mins.
October	1 hr. 48 mins.	1 hr. 40 mins.	1 hr. 53 mins.
November	1 hr. 41 mins.	1 hr. 49 mins.	1 hr. 56 mins.
December	1 hr. 40 mins.	1 hr. 39 mins.	1 hr. 50 mins.
Annual Average	1 hr. 44 mins.	1 hr. 47 mins.	1 hr. 51 mins.

Source: A. C. Nielsen.



SHOPPING CENTER

What is a TV station?

it is a theatre...newspaper...political forum
...concert-hall...field of sport...school...church...
shopping-center...all in one!

What a TV station is, and what it does in America, is shaped by something Benjamin Franklin pointed out, in the infancy of our country: "*The opinions of Men are almost as various as their faces.*"

We remain a nation of great differences, as well as of great freedoms—a people who, more than any other, feel free to criticize what *we* wish, whatever the man next door may like!

This is where a TV station's biggest challenge begins; for a leading station serves more families in its area, more often, by their own election, than any other community institution.

How, then, can it *best* serve so many people, with their extraordinary combination of different backgrounds and tastes, occupations, education and cultures—within the framework of our freedoms and our needs? This is the constant challenge.

To meet this challenge, the TV station combines within itself all of men's powers to speak, to show, to teach, to entertain. It moves words and pictures...ideas and goods...persons and events...almost instantaneously, out to the widest boundaries of the community it serves.

For television is life itself transformed into light.

The TV station must resolve this glow into what's important to its viewers, so they can measure, for themselves, the nation's leaders...can follow the day's history...study, worship, shop...find their favorite laughter and sports...in one place!

Small wonder, the American TV station has become today's *prime mover*—bringing its audiences face-to-face with their community and the far-off world, all within the home.

From such great powers to communicate follow great obligations.

We know a TV station can never be measured by any one part of its service, but only by the balance and breadth of its schedule, as it fulfills its community's needs.

And we also know that we cannot hope to reach *our* highest capabilities unless we help our viewing audiences to reach *theirs*.



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— Daniel Webster



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Radio-Television Daily's 1961 20th Annual Critics Poll All-American Radio Favorites

—*Man of the Year*—

Bing Crosby

—*Producer*—

Norman Baer

—*Woman of the Year*—

Carol Burnett

—*Director*—

Norman Baer

—*Dramatic Show*—

Suspense

—*Writer*—

Norman Liebman

—*Comedy Show*—

Carol Burnett—Richard Hayes
Show

—*Male Vocalist*—

Bing Crosby

—*Musical Show*—

Christmas Sing With Bing

—*Female Vocalist*—

Rosemary Clooney

—*Commentator*—

Paul Harvey

—*Best Orchestra*—

Buddy Cole

—*Documentary*—

Death of Dag Hammarskjöld

—*Best New Program Idea*—

Dimension

—*Most Promising Male*—

Richard Hayes

—*Sportscaster*—

Lindsey Nelson

—*Most Promising Female*—

Phyllis Diller

—*Public Service
Programming*—

The Big Lie

—*Song Hit*—

Love Makes the World Go Round

Radio-Television Daily's 1961 20th Annual Critics Poll All-American Television Favorites

—*Man of the Year*—

Mitch Miller

—*Western Show*—

Bonanza

—*Woman of the Year*—

Dinah Shore

—*Mystery Show*—

Perry Mason

—*Dramatic Show*—

Power and the Glory

—*Public Service*—

CBS Reports

—*Comedy Show*—

Bob Newhart Show

—*Producer*—

David Susskind

—*Musical Show*—

Sing Along With Mitch

—*Director*—

Marc Daniels

—*Commentator*—

David Brinkley

—*Writer*—

Rod Serling

—*Documentary*—

Eisenhower On The Presidency

—*Male Vocalist*—

Perry Como

—*Audience-Panel Show*—

To Tell The Truth

—*Female Vocalist*—

Leslie Uggams

—*Best New Program Idea*—

David Brinkley's Journal

—*Best Orchestra*—

Mitch Miller

—*Sportscaster*—

Lindsey Nelson

—*Color Program*—

Walt Disney's Wonderful World
Of Color

—*Most Promising Male*—

Bob Newhart

—*Best Filmed Series*—

Dick Powell Show

—*Most Promising Female*—

Cynthia Pepper

—*Children's Show*—

Young People's Concerts

—*Song Hit*—

Never On Sunday

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The Best,
Why Be Satisfied
With Less?**

THE ASSOCIATED PRESS

Top 10 News Stories of 1961 As Selected by Major Networks

Following are the events selected by the major networks as the top 10 news stories of 1961.

—ABC—

- 1—The Space Race—U.S.S.R. orbits two men and our sub-orbital flights.
- 2—The ill-fated Cuban invasion.
- 3—The Berlin Crisis—building the wall and the tension arising from it.
- 4—Death of Dag Hammarskjold and the resulting UN tension.
- 5—Trial and conviction of Eichmann.
- 6—Soviet Union resuming atmospheric atom bomb testing.
- 7—Communist party Congress, the de-Stalinization campaign and the Russian split with Albania.
- 8—War in the Congo.
- 9—Freedom Riders in the South.
- 10—Roger Maris and his 61 home runs.

—CBS—

- 1—The Berlin wall.
- 2—The Vienna summit meeting.
- 3—The Russian-American space race.
- 4—The Congo crisis.
- 5—The death of Dag Hammarskjold.
- 6—The resumption of nuclear testing by the Soviet Union.
- 7—The impact of the New Frontier, and President Kennedy's first year in office.
- 8—The Cuban invasion fiasco.
- 9—The rise of the extremist right-wing in this country.
- 10—The continuing crises at the U. N., including the visit by Premier Khrushchev.

—MBS—

- 1—Man-in-space flights.
- 2—Berlin crisis.
- 3—Resumption of nuclear tests.
- 4—Death of Dag Hammarskjold.
- 5—Cuban invasion.
- 6—Congo crisis.
- 7—Kennedy's administration (including his meeting with Khrushchev.)
- 8—Eichmann trial.
- 9—Roger Maris' home-run record.
- 10—Khrushchev's anti-Stalin drive.

—NBC—

- 1—The Berlin crisis.
- 2—Manned space flights of the U. S. and Soviet Union.
- 3—Cuban invasion attempt and the prisoner exchange negotiations.
- 4—The continuing Congo strife.
- 5—Death of Dag Hammarskjold.
- 6—The Freedom Riders.
- 7—The trial of Adolph Eichmann.
- 8—The Soviet Union's resumption of nuclear testing and world reaction to it.
- 9—Revolution in the Dominican Republic.
- 10—The continuing story of the Kennedy administration, its style and techniques.



TRACY BUTLER



SU 7-0950

Principal Expense Items of TV Stations With \$25,000 Or More Time Sales Classified by Volume of Revenues

Stations Operating Full Year 1960 Only

Average Per Station Reporting

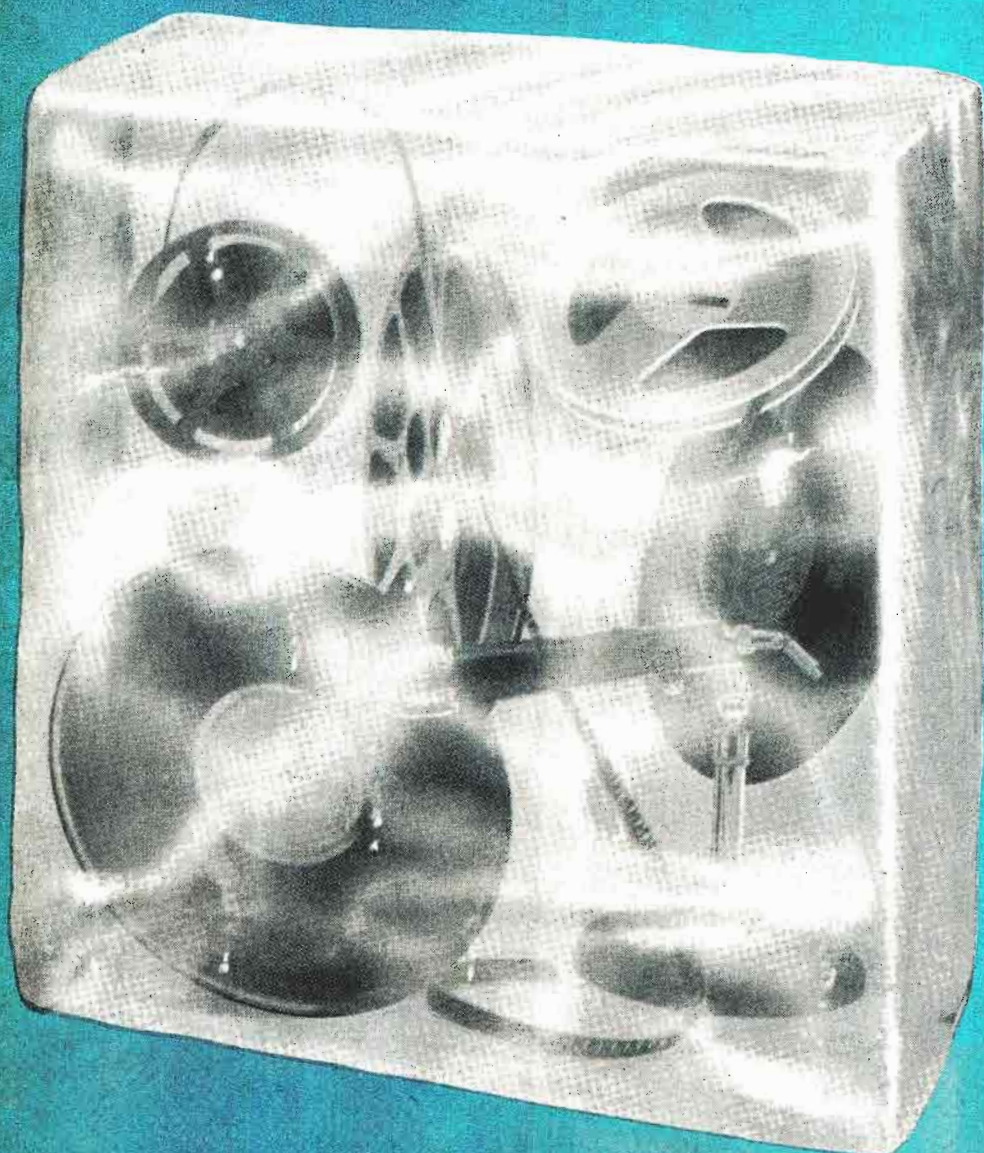
<i>Broadcast Revenues</i>	<i>No. of Stations</i>	<i>Total Expenses</i>	<i>Salaries and Wages</i>	<i>Film</i>	<i>Talent</i>	<i>Depreciation</i>	<i>All Other Expenses</i>
Less than \$100,000.....	23	\$ 90,135	\$ 33,539	\$ 6,010	\$ 2,798	\$ 18,298	\$ 29,490
\$ 100,000-\$ 200,000.....	32	209,773	90,338	21,283	4,842	19,677	73,633
\$ 200,000-\$ 300,000.....	36	259,280	100,958	24,230	5,229	31,676	97,187
\$ 300,000-\$ 400,000.....	29	349,032	137,676	32,826	8,648	43,612	126,270
\$ 400,000-\$ 500,000.....	36	423,790	167,388	49,836	10,775	44,993	150,798
\$ 500,000-\$ 600,000.....	32	506,404	210,690	49,672	8,473	60,465	177,104
\$ 600,000-\$ 700,000.....	36	626,312	242,377	79,065	14,156	79,779	210,935
\$ 700,000-\$ 800,000.....	26	638,245	269,421	68,207	11,359	70,886	218,372
\$ 800,000-\$1,000,000.....	43	823,053	326,068	116,389	14,182	94,014	271,800
\$1,000,000-\$1,500,000.....	62	977,597	370,035	129,919	22,352	110,146	345,145
\$1,500,000-\$2,000,000.....	33	1,323,829	491,389	183,447	29,299	138,668	481,026
\$2,000,000-\$3,000,000.....	52	1,723,431	636,218	286,616	57,896	143,070	599,631
\$3,000,000-\$4,000,000.....	24	2,303,161	829,491	405,641	71,218	185,379	811,432
\$4,000,000-\$5,000,000.....	11	3,115,580	1,142,093	620,193	206,546	190,557	956,191
\$5,000,000-\$7,500,000.....	15	4,107,576	1,359,393	916,474	313,190	163,989	1,354,530
Over \$7,500,000.....	13	6,341,870	1,517,217	1,555,369	296,070	223,336	2,749,878
Total All Stations.....	503	\$1,116,813	\$ 396,167	\$ 188,993	\$ 39,986	\$ 92,271	\$ 399,396
Total Pre-freeze Stations.....	107	\$2,665,980	\$ 866,490	\$ 537,289	\$130,605	\$157,645	\$ 973,951
Post-freeze Stations:							
VHF.....	327	\$ 755,765	\$ 284,463	\$ 106,632	\$ 20,587	\$ 82,243	\$ 261,840
UHF.....	69	425,536	183,646	50,755	10,017	43,085	138,033
Total Post-freeze Stations.....	396	\$ 698,225	\$ 266,896	\$ 94,883	\$ 16,490	\$ 75,005	\$ 244,951

Note: Excludes data for 4 post-freeze stations (1 VHF and 3 UHF) operating full year 1960 with less than \$25,000 in time sales which are not required to report detailed expense data.

Also excludes data for 7 full year operating satellite stations whose financial data are included with their parent station.

Not all stations reported all expense items.

Source: FCC



STORER BROADCASTING COMPANY
35 years of community service

WHEN DO YOU FREEZE A FORMAT

The answer is simple – never!

At least, in 35 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
NEW YORK—WHN
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

KINETIC

MARTY

INGELS



NAB Radio Code Subscribers



The following 1050 stations are subscribers to the NAB Radio Code of Good Practices. All owned and operated stations of the ABC, CBS, MBS and NBC radio networks are code subscribers. Stations are listed alphabetically according to call letters.

<p>KABC—Los Angeles, Calif. KABQ—Albuquerque, N. M. KACI—The Dalles, Ore. KADO—Marshall, Tex. KAGH—Cassett, Ark. KAGI—Grants Pass, Ore. KAKC—Tulsa, Okla. KAKE—Wichita, Kans. KALE—Richland, Wash. KALL—Salt Lake City, Utah KAMQ—Rogers, Ark. KANA—Anaconda, Mont. KAND—Corsicana, Tex. KAPI—Pueblo, Colo. KARE—Aetehison, Kans. KARI—Blaine, Wash. KAST—Newcastle, Wyo. KASZ—Astoria, Ore. KATL—Miles City, Mont. KAVI—Rocky Ford, Colo. KAVL—Lancaster, Colo. KAVR—Apple Valley, Calif. KAYS—Hays, Kans. KAYT—Rupert, Ida.</p>	<p>KCEE—Tucson, Ariz. KCHA—Charles City, Ia. KCID—Caldwell, Idaho KCIM—Carroll, Iowa KCLE—Cleburne, Tex. KCLN—Clinton, Iowa KCLD—Leavenworth, Kans. KCLS—Falstaff, Ariz. KCMQ—Texarkana, Tex. KCMQ—Kansas City, Mo. KCON—Broken Bow, Neb. KCOB—Newton, Iowa KCOK—Tulare, Calif. KCOL—Fort Collins, Colo. KCOW—Alliance, Neb. KCPX—Salt Lake City, Utah KCOY—Santa Maria, Calif. KCRB—Sacramento, Calif. KCRG—Enid, Okla. KCRG—Cedar Rapids, Ia. KCRS—Midland Tex. KCRS—Trinidad, Colo. KCSI—Pueblo, Colo. KCRS—Chadron, Neb.</p>	<p>KEWB—Oakland, Calif. KEX—Portland, Ore. KEXO—Grann Junction, Colo. KEYE—Perrytown, Tex. KEYZ—Williston, N. D. KEZU—Rapid City, S. D. KEZY—Anaheim, Calif.</p> <p>KFAB—Omaha, Neb. KFAC—Los Angeles, Calif. KFBC—Cheyenne, Wyo. KFBK—Sacramento, Calif. KFDM—Beaumont, Tex. KFI—Los Angeles, Calif. KFFA—Helena, Ark. KFIZ—Fond du Lac, Wis. KFJB—Marshalltown, Ia. KFRD—Greeley, Colo. KFLD—Floydada, Tex. KFLW—Kiamath Falls, Ore. KFMB—San Diego, Calif. KFML—Denver, Colo. KFOR—Lincoln, Neb. KFRD—Rosenberg, Tex. KFRE—Fresno, Calif. KFRU—Columbia, Mo. KFSA—Fort Smith, Ark. KFTM—Fort Morgan, Colo. KFUN—Las Vegas, N. M. KFWB—Los Angeles, Calif. KFXD—Nampa, Idaho KFYN—Bonham, Tex. KFYO—Lubbock, Tex. KFYR—Bismareck, N. D.</p>	<p>KGQ—San Francisco, Calif. KGO—Oregon City, Ore. KGST—Fresno, Calif. KGOV—Missoula, Mont. KGW—Portland, Ore. KGWG—Enid, Okla. KGYN—Guymon, Okla.</p> <p>KHAS—Hastings, Neb. KHEY—El Paso, Tex. KHOB—Hobbs, N. M. KHS—Spokane, Wash. KHZ—Chico, Calif. KHUB—Fremont, Neb. KHVH—Honolulu, Hawaii</p>	<p>KLCO—Poteau, Okla. KLEO—Wichita, Kans. KLGK—Logan, Utah KLIF—Dallas, Tex. KLIN—Denver, Colo. KLIR—Denver, Colo. KLIZ—Brainerd, Minn. KLMB—Lamar, Colo. KLMX—Clayton, N. M. KLO—Ogden, Utah KLOE—Goodland, Kans. KLOO—Corvallis, Ore. KLPW—Union, Mo. KLTZ—Glasgow, Mont. KLJE—Longview, Tex. KLWN—Lawrence, Kans. KLYD—Bakersfield, Calif. KLYR—Clarksville, Ark. KLZ—Denver, Colo.</p>
<p>KBBB—Borger, Tex. KBBS—Buffalo, Wyo. KBCH—Oceanlake, Ore. KBEA—Mission, Kans. KBHS—Hot Springs, Ark. KBIG—Avalon, Calif. KBIM—Roswell, N. M. KBKR—Baker, Ore. KBLA—Burbank, Calif. KBMN—Bozeman, Mont. KBMO—Benson, Minn. KBMY—Billings, Mont. KBQE—Oskaloosa, Iowa KBOI—Boise, Idaho KBRK—Malvern, Ark. KBOL—Boulder, Colo. KBOM—Bismarck, N. D. KBOX—Dallas, Tex. KBRI—Brinkley, Ark. KBRK—Brookings, S. D. KBRN—Brighton, Colo. KBRX—O'Neill, Neb. KBTA—Batesville, Ark. KBUN—Bemidji, Minn. KBUE—Burlington, Iowa KBZY—Salem, Ore.</p>	<p>KDAL—Duluth, Minn. KDBS—Alexandria, La. KDEF—Albuquerque, N. M. KDEN—Denver, Colo. KDKA—Pittsburgh, Pa. KDLA—De Ridder, La. KDLM—Detroit Lakes, Minn. KDLR—Devils Lake, S. D. KDNT—Denton, Tex. KDDK—Tyler, Tex. KDON—Salinas, Calif. KDOR—Paragould, Ark. KDTH—Dubuque, Iowa KDUB—Lubbock, Tex. KDWB—Minneapolis-St. Paul, Minn.</p>	<p>KGAF—Gainesville, Tex. KGAJ— Gallup, N. M. KGB—San Diego, Calif. KGC—Galveston, Tex. KGBX—Springfield, Mo. KGEK—Sterling, Colo. KGEW—Boise, Idaho KGER—Long Beach, Calif. KGEX—Kallispell, Mont. KGFF—Shawnee, Okla. KGGF—Coffeyville, Kans. KGHF—Pueblo, Colo. KGLC—Miami, Okla. KGLN—Glenwood Sps., Colo. KGMO—Cape Girardeau, Mo. KGNC—Amarillo, Tex. KGNU—Dodge City, Kans.</p>	<p>KIAM—Yakima, Wash. KIML—Gillette, Wyo. KIMO—Boise, Idaho KIMP—Mt. Pleasant, Tex. KING—Seattle, Wash. KINS—Eureka, Calif. KIOA—Des Moines, Iowa KIRL—Wichita, Kans. KIRO—Seattle, Wash. KIRT—Mission, Tex. KIST—Sioux Falls, S. D. KITE—San Antonio, Tex. KITI—Centralia, Chehalis, Wash. KITN—Olympia, Wash. KJBO—Garden City, Kans. KIUP—Durango, Colo. KIXZ—Amarillo, Tex.</p>	<p>KMA—Shenandoah, Iowa KMAQ—Maquette, Iowa KMED—Medford, Ore. KMJ—Fresno, Calif. KMMJ—Grand Island, Neb. KMMO—Marshall, Mo. KMNS—Sioux City, Iowa KMOT—Great Falls, Mont. KMOX—St. Louis, Mo. KMPC—Los Angeles, Calif. KMUR—Murray, Utah KMVI—Wailuku, Hawaii</p>
<p>KCAP—Helena, Mont. KCAR—Clarksville, Tex. KCBO—San Diego, Calif. KCBS—San Francisco, Calif. KCCO—Lawton, Okla.</p>	<p>KEAP—Fresno, Calif. KEED—Springfield, Ore. KEEN—San Jose, Calif. KEEP—Twin Falls, Ida. KELD—El Dorado, Ark. KELO—Sioux Falls, S. D. KENL—Farmington, N. M. KEPR—Kennewick, Wash. KERG—Engene, Ore. KFRN—Bakersfield, Calif.</p>	<p>KGAK—Gallup, N. M. KGB—San Diego, Calif. KGC—Galveston, Tex. KGBX—Springfield, Mo. KGEK—Sterling, Colo. KGEW—Boise, Idaho KGER—Long Beach, Calif. KGEX—Kallispell, Mont. KGFF—Shawnee, Okla. KGGF—Coffeyville, Kans. KGHF—Pueblo, Colo. KGLC—Miami, Okla. KGLN—Glenwood Sps., Colo. KGMO—Cape Girardeau, Mo. KGNC—Amarillo, Tex. KGNU—Dodge City, Kans.</p>	<p>KJAM—Madison, S. D. KJAN—Atlantic, Iowa KJCK—Junction City, Kans. KJOY—Stockton, Calif. KJRG—Newton, Kans. KJSK—Columbia, Neb. KKAN—Phillipsburg, Kans. KKIS—Pittsburg, Calif. KLAN—Lemoore, Calif. KLBW—La Grande, Ore.</p>	<p>KNBC—San Francisco, Calif. KNEM—Moberly, Mo. KNEA—Jonesboro, Ark. KNEB—Scottsbluff, Neb. KNEM—Nevada, Mo. KNGS—Hanford, Calif. KNOE—Menroe, La. KNOK—Fort Worth, Tex. KNOX—Austin, Tex. KNOX—Grand Forks, N. D. KNPT—Newport, Ore. KNUZ—Houston, Tex. KNX—Los Angeles, Calif.</p>

(Continued on Next Page)

NAB RADIO CODE SUBSCRIBERS

KOCY—Oklahoma City, Okla.
 KODY—No. Platte, Neb.
 KOEL—Oelwein, Iowa
 KOFO—Ottawa, Kans.
 KOGA—Ogallala, Neb.
 KOGO—San Diego, Calif.
 KOH—Reno, Nev.
 KOHU—Hermiston, Ore.
 KOIN—Portland, Ore.
 KOKX—Keokuk, Iowa
 KOL—Seattle, Wash.
 KOLE—Port Arthur, Tex.
 KOLT—Scottsbluff, Neb.
 KOMA—Oklahoma City, Okla.
 KOMO—Seattle, Wash.
 KOMP—Omaha, Wash.
 KOOO—San Antonio, Tex.
 KODD—Honolulu, Hawaii
 KODL—Phoenix, Ariz.
 KOPR—Butte, Mont.
 KORD—Pasco, Wash.
 KOSA—Odessa, Tex.
 KOTA—Rapid City, S.D.
 KOTN—Pine Bluff, Ark.
 KOVE—Lander, Wyo.
 KOVO—Provo, Utah
 KOY—Phoenix, Ariz.
 KOYL—Odessa, Tex.
 KOYN—Billings, Mont.
 KROY—Grand Rapids, Minn.

KPAN—Hereford, Tex.
 KPAY—Chico, Calif.
 KPBM—Carlsbad, N.M.
 KPEL—Lafayette, La.
 KPET—Lamesa, Tex.
 KPHO—Phoenix, Ariz.
 KPIC—Cedar Rapids, Ia.
 KPIN—Casa Grande, Ariz.
 KPLK—Dallas, Ore.
 KPNG—Port Neches, Tex.
 KPOC—Pocahontas, Ariz.
 KPOF—Denver, Colo.
 KPOJ—Portland, Ore.
 KPOL—Los Angeles, Calif.
 KPOW—Powell, Wyo.
 KPRC—Houston, Tex.
 KPRK—Livingston, Mont.
 KPSO—Falfurrias, Tex.
 KPTL—Carson City, Nev.

KQEO—Albuquerque, N.M.
 KQV—Pittsburgh, Pa.

KRAL—Rawlins, Wyo.
 KRBC—Abilene, Tex.
 KRBI—St. Peter, Minn.
 KRDO—Colorado Springs, Colo.
 KREB—Oakdale, La.
 KREM—Spokane, Wash.
 KREX—Grand Junction, Colo.
 KRFS—Superior, Neb.
 KRGI—Grand Island, Neb.
 KRGS—Weslaco, Tex.
 KRHD—Duncan, Okla.
 KRIZ—Phoenix, Ariz.
 KRLD—Dallas, Tex.
 KRLN—Canon City, Colo.
 KRLW—Walnut Ridge, Ark.
 KRMD—Shreveport, La.
 KRMG—Tulsa, Okla.
 KRML—Carmel, Calif.
 KRMS—Osage Beach, Mo.
 KRNT—Des Moines, Iowa
 KRNY—Kearney, Neb.
 KRNC—Rochester, Minn.
 KRND—El Paso, Tex.
 KRDF—Abbeville, La.
 KROX—Crookston, Minn.
 KRRV—Sherman, Tex.
 KRSL—Minneapolis-St. Paul, Minn.
 KRSL—Russell, Kans.
 KRSL—Los Angeles, N.M.
 KRUX—Phoenix, Ariz.
 KRXX—Rexburg, Idaho

KSAL—Salina, Kans.
 KSBW—Salinas, Calif.
 KSCB—Liberal, Kans.
 KSCO—Santa Cruz, Calif.
 KSD—St. Louis, Mo.
 KSEI—Pocatello, Idaho
 KSEK—Pittsburg, Kans.
 KSEN—Shelby, Mont.
 KSET—El Paso, Tex.
 KSIK—Sitka, Alaska
 KSFJ—San Francisco, Calif.
 KSIB—Creston, Iowa
 KSID—Sidney, Neb.
 KSIS—Sedalia, Mo.
 KSLM—Salem, Ore.
 KSLQ—Oleposous, La.
 KSMR—Santa Maria, Calif.
 KSNY—Snyder, Tex.
 KSOB—Arkansas City, Kans.
 KSOO—Sioux Falls, S.O.
 KSP—Salt Lake City, Utah
 KSPJ—Stillwater, Okla.
 KSPR—Oibol, Tex.
 KSRA—Salmon, Idaho
 KSRV—Ontario, Ore.
 KSSS—Colorado Springs, Colo.
 KSTR—Grand Junction, Colo.
 KSTV—Stephenville, Tex.
 KSUM—Fairmont, Minn.
 KSWO—Lawton, Okla.
 KSYL—Alexandria, La.

KTAC—Tacoma, Wash.
 KTAE—Taylor, Tex.
 KTAT—Frederick, Okla.
 KTBB—Tyler, Tex.
 KTBC—Austin, Tex.
 KTCB—Malden, Mo.
 KTHS—Little Rock, Ark.
 KTHL—Houston, Tex.
 KTLN—Denver, Colo.
 KTLI—Mountain Home, Ark.
 KTMK—McAlester, Okla.
 KTNK—Tacoma, Wash.
 KTOD—Sinton, Tex.
 KTOR—Oklahoma City, Okla.
 KTRP—Topeka, Kans.
 KTRF—Lufkin, Tex.
 KTRH—Houston, Tex.
 KTRM—Beaumont, Tex.
 KTSR—San Antonio, Tex.
 KTSM—El Paso, Tex.
 KTTX—Springfield, Mo.
 KTUE—Tulsa, Tex.
 KTUX—Pueblo, Colo.

KUBA—Yuba City, Calif.
 KUDI—Great Falls, Mont.
 KUGN—Eugene, Ore.
 KUMA—Pendleton, Ore.
 KUOA—Siloam Springs, Ark.
 KUPD—Phoenix, Ariz.
 KURA—Moab, Utah
 KURV—Edinburg, Tex.
 KVCV—Redding, Calif.
 KVEC—San Luis Obispo, Calif.
 KVEY—Austin, Tex.
 KVEC—Cortez, Colo.
 KVBG—Great Bend, Kans.
 KVCB—Seattle, Wash.
 KVKM—Monahans, Tex.
 KVLK—Alpine, Tex.
 KVMA—Magnolia, Ark.
 KVVU—Logan, Utah
 KVOE—Emporia, Kans.
 KVOL—Lafayette, La.
 KVOY—Marion, Mo.
 KVOO—Tulsa, Okla.
 KVOY—Plainview, Tex.
 KVOY—Colorado Springs, Colo.
 KVOY—Uvalde, Tex.
 KVOY—Riverton, Wyo.
 KVOZ—Laredo, Tex.
 KVPJ—Village Platte, La.
 KVRSS—Rock Springs, Wyo.
 KVSH—Valentine, Neb.
 KVVW—Cheyenne, Wyo.

KWAK—Stuttgart, Ark.
 KWBW—Wichita, Kans.
 KWBE—Beatrice, Neb.
 KWBE—Beebe, Iowa
 KWBB—Hutchinson, Kans.
 KWCO—Chickasha, Okla.
 KWED—Seguin, Tex.
 KWEL—Midland, Tex.
 KWHK—Hutchinson, Kans.
 KWIC—Salt Lake City, Utah
 KWIL—Albany, Ore.
 KWIP—Merced, Calif.
 KWIQ—Moses Lake, Wash.
 KWIZ—Santa Ana, Calif.
 KWIK—St. Louis, Mo.
 KWKH—Shreveport, La.
 KWMT—Fort Dodge, Ia.
 KWNA—Winemucca, Nev.
 KWNO—Winona, Minn.
 KWPC—Muscatine, Iowa
 KWRP—Warren, Ark.
 KWTC—Barstow, Calif.
 KWVR—Enterprise, Ore.
 KWYO—Sheridan, Wyo.
 KXEO—Mexico, Mo.
 KXGO—Fargo, N.D.
 KXIC—Iowa City, Iowa
 KXIT—Dalhart, Tex.
 KXIV—Phoenix, Ariz.
 KXKW—Lafayette, La.
 KXLD—Portland, Ore.
 KXLE—Ellensburg, Wash.
 KXOK—St. Louis, Mo.
 KXOL—Fort Worth, Tex.
 KXRA—Alexandria, Minn.
 KXXX—Colby, Kans.
 KXYZ—Houston, Tex.

KYA—San Francisco, Calif.
 KYJC—Medford, Ore.
 KYNO—Fresno, Calif.
 KYNT—Yankton, S.D.
 KYOU—Greeley, Colo.
 KYSM—Mankato, Minn.
 KYSN—Colorado Springs, Colo.
 KYUM—Yuma, Ariz.
 KYVA—Gallup, N.M.
 KYW—Cleveland, O.
 KZIN—Coeur d'Alene, Ida.
 KZIX—Fort Collins, Colo.

WAAP—Peoria, Ill.
 WABA—Aguadilla, P.R.
 WABC—New York, N.Y.
 WABI—Bangor, Me.
 WABI—Aurion, Mich.
 WACO—Waco, Tex.
 WADA—Shelby, N.C.
 WADO—New York, N.Y.
 WADP—Kane, Pa.
 WADS—Ansonia, Conn.
 WAGF—Dothan, Ala.
 WAGM—Presque Isle, Mich.
 WAGY—Forest City, N.C.
 WAIK—Galesburg, Ill.
 WAJF—Decatur, Ala.
 WAJR—Morgantown, W. Va.
 WALK—Patchogue, N.Y.
 WAKM—Opa, Ala.
 WANE—Fort Wayne, Ind.
 WANN—Annapolis, Md.
 WAOV—Vincennes, Ind.
 WAPA—San Juan, P.R.
 WAPL—Appleton, Wis.
 WAGE—Towson, Md.
 WARA—Atiboro, Mass.
 WARD—Johnston, Pa.
 WARF—Jasper, Ala.
 WARM—Scranton, Pa.
 WARU—Peru, Ind.
 WASA—Havre de Grace, Md.
 WASK—Lafayette, Ind.
 WATC—Gaylord, Mich.
 WATE—Knoxville, Tenn.
 WATP—Marion, S.C.
 WATT—Cadillac, Mich.

WATZ—Alpena, Mich.
 WAUX—Waukesha, Wis.
 WAVE—Louisville, Ky.
 WAVL—Dayton, O.
 WAVY—Portsmouth, Va.
 WAVZ—New Haven, Conn.
 WAWK—Kendallville, Ind.
 WAWB—Waynesboro, Va.
 WAWZ—Waynesboro, Pa.
 WAZL—Hazleton, Pa.
 WAZY—Lafayette, Ind.
 WBAJ—Burlington, N.C.
 WBAP—Fort Worth, Tex.
 WBAT—Marion, Ind.
 WBAW—Barnwell, S.C.
 WBBY—Green Bay, Wis.
 WBBJ—Albion, Va.
 WBBM—Chicago, Ill.
 WBBQ—Forest City, N.C.
 WBBW—Youngstown, O.
 WBBZ—Ponca City, Okla.
 WBCA—Bay Minette, Ala.
 WBCU—Union, S.C.
 WBEC—Pittsfield, Mass.
 WBET—Brocton, Mass.
 WBEU—Beaufort, S.C.
 WBEX—Chillicothe, O.
 WBIG—Greensboro, N.C.
 WBIR—Knoxville, Tenn.
 WBIV—Bedford, Ind.
 WBLT—Bedford, Va.
 WBLY—Springfield, O.
 WBMC—McMinnville, Tenn.
 WBNN—Boonville, Ind.
 WBNS—Columbus, O.
 WBOT—Oneida, Tenn.
 WBOC—Salisbury, Md.
 WBRV—Waterbury, Conn.
 WBT—Charlotte, N.C.
 WBTM—Danville, Va.
 WBTN—Bennington, Vt.
 WBVP—Beaver Falls, Pa.
 WBYS—Canton, Ill.
 WBZ—Boston, Mass.

WCAO—Baltimore, Md.
 WCAP—Lowell, Mass.
 WCAU—Philadelphia, Pa.
 WCBM—Benton, Ky.
 WCBN—Baltimore, Md.
 WCCC—Hartford, Conn.
 WCCN—Neillsville, Wis.
 WCDD—Winchester, Tenn.
 WCEM—Cambridge, Md.
 WCFR—Charlotte, Mich.
 WCFR—Springfield, Vt.
 WCGO—Chicago Heights, Ill.
 WCHA—Chambersburg, Pa.
 WCHL—Chapel Hill, N.C.
 WCHN—Norwich, N.Y.
 WCKR—Miami, Fla.
 WCKY—Cincinnati, O.
 WCLO—Janesville, Wis.
 WCLT—Newark, O.
 WCMC—Wildwood, N.J.
 WCMN—Quincy, Fla.
 WCOB—Cynthiana, Ky.
 WCOJ—Coatesville, Pa.
 WCOL—Columbus, O.
 WCOY—Boston, Mass.
 WCOU—Lewiston, Me.
 WCOV—Montgomery, Ala.
 WCOY—Columbia, Pa.
 WCOY—Owensboro, Ky.
 WCRW—Chicago, Ill.
 WCSC—Charleston, S.C.
 WCSJ—Columbus, Ind.
 WCTA—Andalusia, Ala.
 WCVI—Conellsville, Pa.
 WCVB—Bristol, Va.
 WCFR—Cynthiana, Ky.
 WDAF—Kansas City, Mo.
 WDAK—Philadelphia, Pa.
 WDAY—Fargo, N.D.
 WDBJ—Roanoke, Va.
 WDBL—Springfield, Tenn.
 WDBO—Orlando, Fla.
 WDBQ—Dubuque, Iowa
 WDEC—Americus, Ga.
 WDEF—Chattanooga, Tenn.

WDEL—Wilmington, Del.
 WDX—Orangeburg, S.C.
 WDKN—Dixson, Tenn.
 WDLA—Walton, N.Y.
 WDLB—Marshfield, Wis.
 WDLG—Port Jervis, N.Y.
 WDNC—Durham, N.C.
 WDNG—Annisston, Ala.
 WDSO—Oneonta, N.Y.
 WDSU—Superior, Wis.
 WDSN—New Orleans, La.
 WDUN—Gainesville, Va.
 WDVA—Danville, Va.
 WDSW—Champaign, Ill.
 WDXB—Chattanooga, Tenn.
 WDWZ—Decatur, Ill.
 WEAN—Providence, R.I.
 WEAV—Pittsburgh, N.Y.
 WEBB—Baltimore, Md.
 WEBD—Duluth, Minn.
 WEBJ—Brewton, Ala.
 WEBQ—Harrisburg, N.Y.
 WEBE—Southern Pines, N.C.
 WEED—Rocky Mount, N.C.
 WEEL—Boston, Mass.
 WEJL—Scranton, Pa.
 WEKR—Fayetteville, Tenn.
 WEKZ—Monroe, Wis.
 WELF—Elch, W. Va.
 WELD—Fisher, W. Va.
 WELM—Elmira, N.Y.
 WELP—Easley, S.C.
 WEMP—Milwaukee, Wis.
 WENE—Endicott, N.Y.
 WENR—Elmira, N.Y.
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Broadcast Revenues, Expenses and Income of 85 FM Stations Operated by Non-AM Licensees in Leading Markets

— 1960 —

<i>Metropolitan Areas</i>	<i>Total Stations Reporting</i>	<i>Total Time Sales**</i>	<i>Total Incidental Broadcast Revenues***</i>	<i>Total Broadcast Revenues****</i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Income*</i>
Boston, Massachusetts	3	\$ 93,808	\$ 16,519	\$ 115,100	\$ 242,329	(\$127,229)
Chicago, Illinois	12	546,757	444,292	1,027,153	988,923	38,230
Detroit, Michigan	7	298,998	19,108	309,181	400,834	(91,653)
Houston, Texas	5	130,384	1,656	171,065	238,008	(66,943)
Kansas City, Mo.-Kansas	3	91,146	2,138	108,248	171,772	(63,524)
Los Angeles-Long Beach, Calif.....	17	466,430	249,370	714,578	1,032,663	(318,085)
Milwaukee, Wisconsin	3	71,102	6,683	78,550	93,020	(14,470)
New York, New York	4	122,200	40,193	159,889	273,819	(113,930)
Philadelphia, Pa.-New Jersey	3	57,671	3,811	75,895	82,662	(6,767)
Providence-Pawtucket, R. I.-Mass.....	3	58,671	12,999	66,659	93,521	(26,862)
Sacramento, California	4	47,564	9,835	91,731	156,538	(64,807)
San Diego, California	6	60,098	25,502	114,192	205,635	(91,443)
San Francisco-Oakland, Calif.	10	296,817	11,574	330,208	513,156	(182,948)
Seattle, Washington	5	80,227	39,158	145,380	210,888	(65,508)
Total	85	\$2,421,873	\$882,838	\$3,507,829	\$4,703,768	(\$1,195,939)

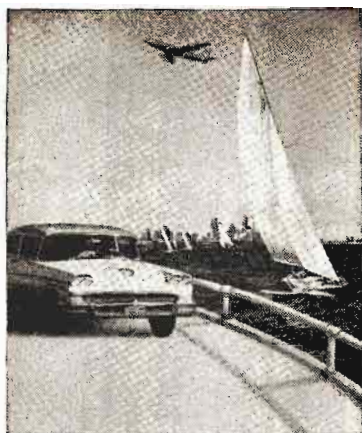
(*) Before Federal income tax.

(**) Before commissions to agencies, representatives and others.

(***) Includes revenues from providing functional music or other special services.

(****) Total revenues consist of total time sales less commissions plus talent and program sales.

Source: FCC



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Total Broadcast Revenues, Expenses And Income for Networks, Radio & TV Stations

The radio (AM and FM) and television broadcasting industry for the calendar year 1960 reported total revenues of \$1,866.3 million or 8.3 per cent above 1959. The 1960 television revenues were \$1,268.6 million or 9.0 per cent above 1959, while radio revenues rose 6.7 per cent to \$597.7 million. Combined radio and television profits for 1960 were reported at \$290.0 million, or 9.6 per cent above 1959. The 1960 television profits were \$244.1 million, an increase of 9.8 per cent above 1959 while 1960 radio profits increased 8.3 per cent to \$45.9 million.

1959-1960

<i>Item</i>	<i>1960 (\$ millions)</i>	<i>1959 (\$ millions)</i>	<i>Per Cent of Increase or decrease in 1960</i>
<i>Total Broadcast Revenues</i>			
Radio	\$ 597.7	\$ 560.0	6.7
Television	1,268.6	1,163.9	9.0
Industry Total	\$1,866.3	\$1,723.9	+8.3
<i>Total Broadcast Expenses</i>			
Radio	\$ 551.8	\$ 517.6	6.6
Television	1,024.5	941.6	8.8
Industry Total	\$1,576.3	\$1,459.2	+8.0
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio	\$ 45.9	\$ 42.4	8.3
Television	244.1	222.3	9.8
Industry Total	\$ 290.0	\$ 264.7	+9.6

Note: 1960 radio data cover the operations of 4 nationwide networks, 3,470 AM and AM-FM and 218 independent FM stations. Excluded are 40 AM and AM-FM stations and 3 independent FM stations whose reports were filed too late for tabulation. 1959 data are for 4 nationwide networks, 3,380 AM and AM-FM and 148 independent FM stations. 1960 TV data cover the operations of 3 networks and 530 stations. 1959 TV data cover the operations of 3 networks and 519 stations.

Source: FCC

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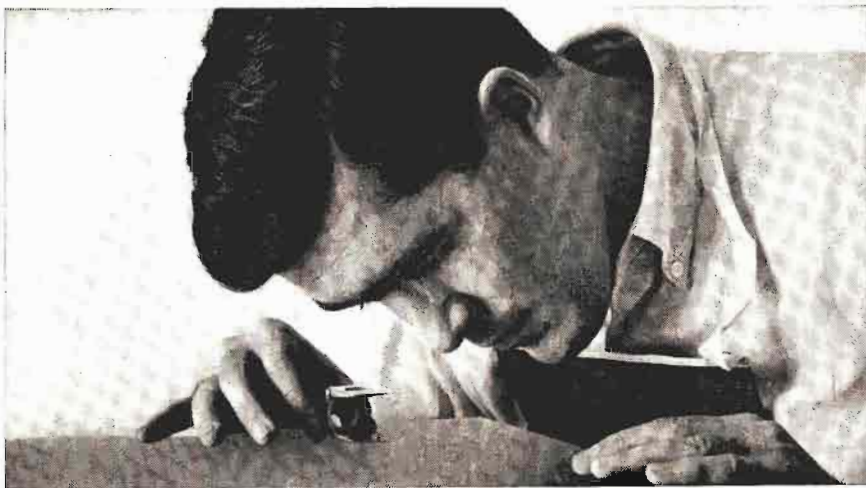
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Radio and Television Telephone Numbers New York City

AM Radio Stations

WABC	Susquehanna	7-5000
WADO	Murray Hill	8-1280
WBNX	Circle	5-1441
WCBS	Plaza	1-2345
WEVD	Plaza	7-0880
WFAS	OWens	3-2400
WFYI	Pioneer	2-1520
WGBB	MAYfair	3-1240
WHLI	OLympia	8-1100
WHN	Murray Hill	8-1000
WHQM	Circle	6-3900
WINS	Judson	2-7000
WLIB	MONument	6-1800
WMCA	Murray Hill	8-5700
WNBC	Circle	7-8300
WNEW	YUkon	6-7000
WNTA	WH	4-7641
WOR	LONgacre	4-8000
WPOW	Murray Hill	6-6488
WQXR	LACKawanna	4-1100
WYOX	NEw Rochelle	6-0800
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	Susquehanna	7-5000
WBAI-FM	OXford	7-2288
WBFS	LEXington	2-4927
WCBS-FM	Plaza	1-2345
WFAS-FM	OWens	3-2400
WHLI-FM	OLympia	8-1100
WNBC-FM	Circle	7-8300
WOR-FM	LONgacre	4-8000
WQXR-FM	LACKawanna	4-1100
WRVR-FM	RI	9-5400
WTFM	LE	9-5600

Television Stations

WABC-TV	Susquehanna	7-5000
WCBS-TV	Plaza	1-2345
WNBC-TV	Circle	7-8300
WNEW-TV	LEhigh	5-1000
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

ABC-TV Nat'l Station Sales	SU	7-5000
Advertising Time Sales	MU	7-5040
Avery-Knodel, Inc.	Plaza	7-1800
Charles Bernard	TN	7-2600
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
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	Plaza	1-2345
CBS TV Stations Nat'l 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 Organization, Inc., The	YUkon	6-4390
Robert Eastman	LT	1-0800

Forjoe TV, Inc.	ORegon	9-6820
Gill Perna Inc.	Templeton	8-4740
H-R Representatives, Inc.	Plaza	9-6800
Arthur H. Hagg	MURray Hill	4-4250
George P. Hollingbery Co.	OXford	5-5360
The Katz Agency, Inc.	JUdson	2-9200
Keystone Bcstg. System, Inc.	ELdorado	5-3720
Daren F. McGavren Co.	Plaza	1-4650
The Meeker Co., Inc.	MURray Hill	2-2170
Nat'l Sales Div., RKO Gen.	LO	4-8000
NBC Spot Sales	Circle	7-8300
Pan American Bcstg. 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
Prestige Rep. Organization (PRO)	CI	6-7230
Radio-TV Representatives	MURray Hill	8-4340
Paul H. Raymer Co., Inc.	Plaza	9-5570
Select Sta. Reprs.	Plaza	8-1850
Storer Television Sales Inc.	Plaza	2-7600
E. S. Sumner Corp.	CO	5-3636
Tele-Radio & TV Sales, Inc.	MU	7-8436
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
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
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenther Law	CORtlandt	7-5060
Frederick-Clinton Co., Inc.	MU	2-7433
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Calkins & Holden	JUdson	6-5400
Gardner Adv. of N. Y.	CO	5-2000
Geyer, Morey, Madden & Ballard, Inc.	Plaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	Plaza	1-3500
Interpublic, Inc.	TN	7-1122
Kastor, Hilton, Chesley, Clifford & Atherton	Plaza	1-1400
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
Metlis & Lebow Corp.	JU	2-3474
Mogul, Williams & Saylor	TEmpleton	8-7100
Needham, Louis & Brorby	Plaza	7-0333
Norman Craig & Kummel	Plaza	1-0900
Product Services	MURray Hill	7-0204
Sullivan, Stauffer, Colwell & Bayles	MURray Hill	8-1600
Tatham-Laird	Plaza	2-1110
J. Walter Thompson Co.	MURray Hill	6-7000
Wade Adv., Inc.	Circle	5-1990
Warwick & Legler, Inc.	Plaza	1-4700
Weiss & Geller, Inc.	Plaza	3-4070
Young & Rubicam, Inc.	MURray Hill	9-3000