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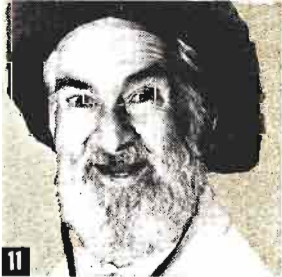
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TELEVISION DAILY

PRESENTS

1960

TWENTY-THIRD ANNUAL EDITION

**RADIO ANNUAL
AND TELEVISION
YEAR BOOK**

CHARLES A. ALICOATE

Editor-In-Chief


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It could be said that television is an industry without an inventory. For no other industry consumes its principal commodity — or the talents of those who create it — faster than television.

The need for such an inventory is the reason why this year for the first time a selected group of promising writers and directors has been working in the medium's pioneer laboratory for the development of creative talent—the CBS Television Workshop. Under the guidance of one of television's best-known producers, Albert McCleery, they have been attending seminars, learning the arts of television writing and directing, and fathoming the mystery of control rooms and electronic cameras.

Most of them have come to the Workshop with no previous professional experience in television, but with a background of demonstrated talent in other media — in fiction, the community theatre, the off-Broadway production. They are now being given a chance first to see how things are done and later to show what they can do in a series of hour-long dramatic programs on the CBS Television Network.

Essentially the CBS Television Workshop is a testing-ground for talent. It is intended to provide a reservoir of creative people who may be counted on to bring to television new prospects for fresh, original and exciting entertainment. And, incidentally, it should also be very well worth seeing on your television screen one of these Sundays.

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FOREWORD

THE electronic media has definitely established itself as a dominant influence on the foundation of public opinion. Broadcasting's future was never brighter and will only tend to move forward in all important directions. As the industry's chief chronicler of statistical achievements in broadcasting during the past year, these pages of our 23rd edition of Radio Annual Television Year Book depict highlights of the progress and growth of this surging industry.

Therefore I salute the countless contributors who made this outstanding volume possible and our many industry friends who are diligently working on still bigger and better things to come in the broadcasting media.

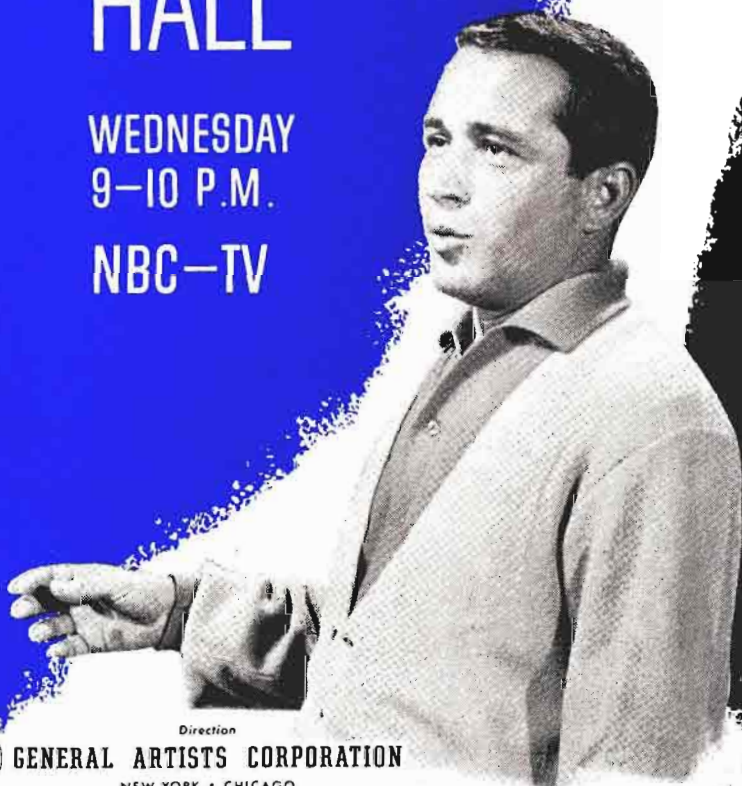
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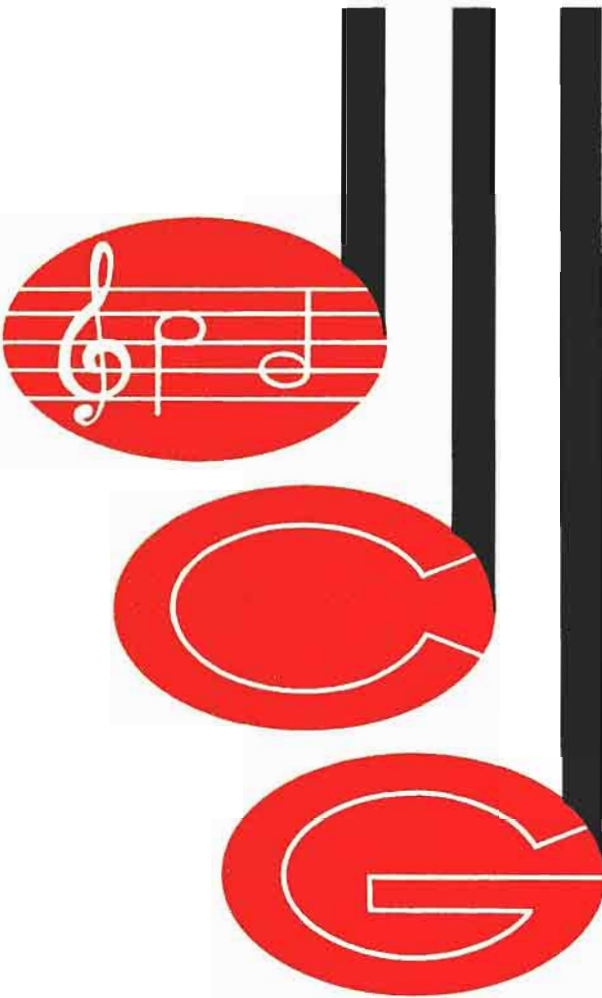
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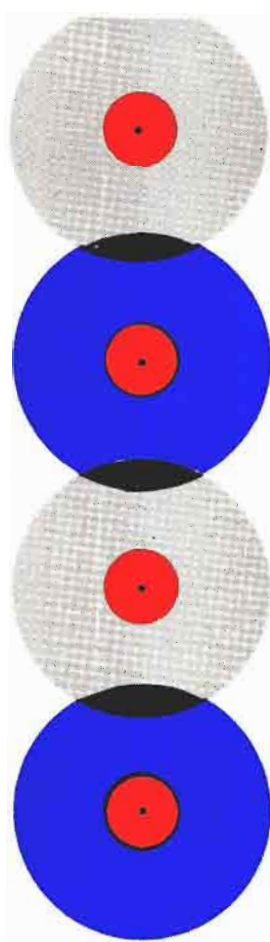
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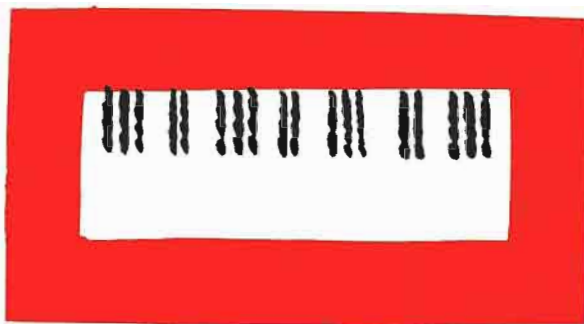
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STATISTICAL FACTS & FIGURES

INDUSTRY HIGHLIGHTS

The Radio-TV industry's total revenue for 1958 was.....	\$1,553.1 million
Combined Radio-TV income (before tax) 2.5% below '57 was.....	\$209.2 million
Nationwide network Radio-TV revenue for 1958.....	\$581.2 million
Network Radio-TV income for 1958.....	\$72.1 million
Radio revenues for 1958 (up 1.0%).....	\$523.1 million
Radio profits for 1958 (31.7% below).....	\$37.3 million
Total revenues of radio nets (4 national, 3 regular).....	\$69.4 million
Combined revenues 3,267 other indie AM, FM stations.....	\$453.7 million
Profits of the above group (25.1 below 1957).....	\$40.9 million
Time sales for 7 nets and 3,197 AM stations (8.0% below).....	\$46.5 million
Sale of radio time to national spot advertisers (1.4% below).....	\$171.9 million
Radio time sales to local advertisers (2.0% above).....	\$323.2 million
Of 3,197 AM stations, 1,106 or 34.6% reported loss from operation in 1958	
Of 3,066 AM stations operating for full 1958 profitable operations were reported by	
2,053 with the median profit being \$16,000	
Total TV revenues for 1958 (up 9.2%).....	\$1,030.0 million
Derived from sales of time, representing 77%.....	\$791.7 million
Derived from sale of talent, programs material, 23%.....	\$238.3 million
Total TV time sales (before commission to agency and reps).....	\$951.0 million
Derived from sale of network time to national advertisers, 44%..	\$424.5 million
Derived from non-network time sales, 36.3%.....	\$345.2 million
Derived from time sales to local advertisers, 19.1%.....	\$181.3 million
Total 1958 TV broadcast expense (up 9.6%).....	\$858.1 million
Total TV broadcast income (before tax) up 7.4%.....	\$171.9 million
Revenues of 3 TV nets and their 19 o & o stations, up 10.4%.....	\$516.7 million
Total revenue of 401 post-freeze TV stations for 1958, up 24%.....	\$249.7 million
VHF—322 stations, up 19.4%.....	\$223.6 million
UHF—79 stations.....	\$26.1 million
FM stations revenue for 1958 of 93 indie FM stations.....	\$2.5 million
Expenses for the above group totaled \$3.2 million, a loss of.....	\$0.7 million

(Continued on Page 35)



STATISTICAL FACTS & FIGURES

(Continued from Page 33)

Revenues from 131 FM stations operated by AM licensee for 1958.....	\$1.5 million
TV receiver factory billings for 1959.....	\$896 million
Factory sales of radios for 1959 totaled.....	\$330.8 million
Retail sales of TV sets for 1959.....	\$5.7 million

As of July 1959 there were 437 VHF and 75 UHF commercial TV stations in operation in 267 markets.

Of the top 103 TV markets, 36 have less than 3 VHF or 2 UHF stations. In only 11 of these 36 markets UHF stations are operating in competition with VHF stations.

As of June 1959 there were more than 5,400 authorized broadcast stations (3,500 AM, 971 TV, and 934 FM) not counting about 4,700 remote pickups and other auxiliaries. Of these, 3,377 AM, 767 TV, and 776 FM stations held operating authorizations.

For fiscal 1959 commercial AM stations operating.....	3377
Commercial FM stations licensed and on the air.....	622
Educational FM stations numbered.....	154
Commercial TV stations licensed were.....	566
TV translator stations licensed were.....	153
Educational TV stations licensed and on the air.....	43
Annual average number of weekday daytime homes delivered by TV nets..	2,838,000
Homes delivered by average nighttime network TV program.....	8,869,000
Average number of U. S. ad agencies handling radio and TV.....	1500
Advertising agency failures during 1959.....	40
Their total liabilities.....	\$1,554,000
Production of automobile radio sets for 1959.....	5,555,000
Total network TV gross time charges for 1959.....	\$627,311,530
Food and food products led classification in TV net spending.....	\$113,099,511
Nationwide network Radio-TV income, before tax.....	\$69.3 million
No. of radio receiver sets in world, exclusive U. S., its territories, Canada	165,700,000
No. of wired speakers in world, exclusive U. S., its territories, Canada....	38,900,000
Total full-time employment for networks and TV stations.....	34,265
Total part-time employment for above group.....	5,117
Total employment for networks and TV stations.....	39,382
Total radio sets produced in 1959.....	15,622,000
Total TV sets produced in 1959.....	6,349,380

(Continued on Page 37)

HOPE



*Hope Enterprises, Inc.
Hollywood, California*

STATISTICAL FACTS & FIGURES

(Continued from Page 35)

Number of network affiliates and O & O stations:

Network	Number of Affiliates Radio	TV	Number of O & O Stations		TV
			AM	FM	
ABC	356	234	6	5	5
CBS	203	199	7	6	5
KBS	1091	—	—	—	—
MBS	458	—	—	—	—
NBC	200	212	6	5	5
Number of radio stations in Canada					193
Number of radio stations in Mexico					440
Number of member stations, Radio Cadena Nacional, S.A.....					45
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.....					50
Worldwide total of TV stations, exclusive of the U. S., its territories, Canada and overseas Armed Forces stations.....					1,088
Worldwide total of TV receivers, exclusive of the U. S., its territories, Canada, and overseas Armed Forces.....					32,090,000
Number of network color-equipped stations in the U. S.....					304
Number of community TV antenna systems in operation in the U. S.....					700
National Association of Broadcasters' number of AM members.....					1,567
Number of FM members					473
Number of TV members					352
Number of subscribers to NAB TV Code.....					405
Membership of Canadian Association of Broadcasters.....					157 Radio, 41 TV



SID CAESAR

FINANCIAL DATA COVERING 1958 BROADCASTING INDUSTRY OPERATIONS

Total revenues of the radio and television broadcasting industry for the calendar year 1958, derived from the sale of time, talent, and program material to advertisers, were reported at \$1,553.1 million, according to figures released by the FCC. Total radio revenues increased by 1 per cent to \$523.1 million while TV revenues rose to \$1,030 million, or 9 per cent above 1957. Total radio and TV profits of \$209.2 million were 3 per cent below 1957. Television broadcast profits of \$171.9 million were 7 per cent higher and radio profits of \$37.3 million were 32 per cent lower.

All Networks and Stations, 1957-1958

<i>Item</i>	<i>1957 (Millions)</i>	<i>1958 (Millions)</i>	<i>Per Cent Increase or (Decrease) in 1958</i>
<i>Broadcast Revenues</i>			
Radio	\$ 517.9	\$ 523.1	1.0
Television	943.2	1,030.0	9.2
Industry Total	\$1,461.1	\$1,553.1	
<i>Broadcast Expenses</i>			
Radio	\$ 463.3	\$ 485.8	4.9
Television	783.2	858.1	9.6
Industry Total	\$1,246.5	\$1,343.9	7.8
<i>Broadcast Income (Before Federal Income Tax)</i>			
Radio	\$ 54.6	\$ 37.3	(31.7)
Television	160.0	171.9	7.4
Industry Total	\$ 214.6	\$ 209.2	(2.5)

Note: The 1958 radio data cover the operations of 4 nationwide networks and 3 regional networks, 3,197 AM and AM-FM and 93 independent FM stations. Excluded are 99 AM and AM-FM stations and 18 independent FM stations whose reports were filed too late for tabulation. 1957 data are for the same networks and 3,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 AM and AM-FM stations whose reports were filed too late. 1958 TV data cover the operation of 3 networks and 514 stations. 1957 TV data cover the operations of 3 networks and 501 stations.

BEST WISHES



MILTON BERLE

NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1958

Nationwide Networks Only, 1957-1958 (Including Owned and Operated Stations)

<i>Item</i>	<i>1957 (Millions)</i>	<i>1958 (Millions)</i>	<i>Per Cent Increase or (Decrease) 1958</i>
<i>Broadcast Revenues</i>			
Radio	\$ 68.0	\$ 64.5	(5.2)
Television	467.9	516.7	10.4
	<hr/>	<hr/>	<hr/>
Total	\$ 535.9	\$ 581.2	8.5
<i>Broadcast Expenses</i>			
Radio	\$ 69.4	\$ 69.4	—
Television	397.2	439.7	10.7
	<hr/>	<hr/>	<hr/>
Total	\$ 466.6	\$ 509.1	9.1
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio	\$ (1.4)	\$ (4.9)	—
Television	70.7	77.0	8.9
	<hr/>	<hr/>	<hr/>
Total	\$ 69.3	\$ 72.1	4.0

Note: Radio data include the operations of 17 nationwide-owned AM stations in 1957 and 19 in 1958.
Television data include the operation of 16 network-owned stations in 1957 and 19 in 1958.
Source: FCC.



Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke
Sabinson

RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1957-1958

AM Radio (1) Broadcast Revenues, Expenses, Income and Investment, 1957-1958 (in thousands)

Item	4 National Nets and Their Stations (2)		3 Regional Nets and Stations (2)		All Other Stations (3)		Industry Total	
	1957	1958	1957	1958	1957	1958	1957	1958
Total Broadcast Revenues	\$68,065	\$64,488	\$5,430	\$4,870	\$442,417	\$451,239	\$515,912	\$520,597
Total Broadcast Expenses	69,428	69,380	4,131	3,609	387,295	409,618	460,854	482,607
Total Broadcast Income (before Federal Income Tax)	(1,363)	(4,892)	1,299	1,261	55,122	41,621	55,058	37,990
Investment: Original Cost.	17,170	18,661	1,658	1,780	309,368	312,860	328,196	333,301
Depreciation to Date	10,069	10,384	1,176	1,207	155,617	153,657	166,862	165,248
Depreciated Cost	7,101	8,277	482	537	153,751	159,203	161,334	168,053

(1) Excludes independently operated FM stations, 67 in 1957 and 93 in 1958.
Also excludes 59 AM and AM-FM stations reporting too late in 1957 and 99 in 1958.

(2) Includes the operation of 21 network-owned stations in 1957 and 23 in 1958.

(3) Includes 3,076 stations in 1957 and 3,174 in 1958.

Source: FCC.

“LES PAUL & MARY FORD”



Columbia Records

Gibson Guitars

Personal Management

GRAY J. GORDON
TEmpleton 8-2746

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

STOCK FLUCTUATIONS IN INDUSTRY FOR 1959

NEW YORK STOCK EXCHANGE

	<i>Yearly</i> <i>High</i>	<i>Low</i>	<i>Close</i>	<i>Net Chg.</i>	<i>Year's</i> <i>Sales</i> <i>(in 100s)</i>
Admiral Corp.	29½	17	23½	+ 3¼	16392
AB-PT	33⅝	20½	28⅞	+ 8½	13624
AB-PT Pfd.	20¼	19	19	- ¼	2528
American Optical	53½	38⅞	47½	+ 9	2485
Ampex	137	61¼	107¼	-	15866
Am. Tel. & Tel.	89	75⅞	79¾	-	49393
Avco Corp.	17⅞	10½	15⅞	+ 3¼	76996
Bell & Howell	77⅞	53¼	71	-	4126
CBS	48¾	35	48⅞	+ 6⅞	10443
Crow-Collier	24	13⅞	20½	+ 5¼	25418
Decca	21¼	17	17¾	- ¼	7558
Disney	59½	32½	48⅞	+ 5⅞	6241
East. Kodak	112	75	107½	-	12452
East. Kodak Pfd.	94	88¾	92¼	-	2760
Gen. Prec. Eq.	60	31⅞	52½	+18⅞	12742
Gen. Prec. Pfd.	73	52¼	66	+13⅞	962
Magnavox	40⅞	32¾	38¼	-	919
MCA	38	27½	29½	-	1018
National Theas.	14⅞	9⅞	12½	+ 2¼	15272
NAFI	19⅞	13⅞	13⅞	+ 1½	5020
Philco	36¾	21	32½	+ 8½	27634
Philco Pfd.	73	65	68	- 1¼	7510
RCA Com.	73¼	43⅞	69⅞	+21¼	38056
RCA 1st Pfd.	74¾	67	67¼	- 3¼	825
Stewart-Warner	65¾	42½	63¾	+19¾	1913
Storer Bcstg.	33½	24½	31	+ 6	1543
20th Century-Fox	43½	29	34	- 6¼	9482

(Continued on Page 47)



STOCK FLUCTUATIONS FOR 1959

(Continued from Page 45)

NEW YORK STOCK EXCHANGE

	<i>High</i>	<i>Yearly Low</i>	<i>Close</i>	<i>Net Chg.</i>	<i>Year's Sales (in 100s)</i>
United Artists	32¼	24¾	28¼	+ 3¼	8301
Warner Bros.	50	24¾	42⅞	+17½	7652
Westinghouse	110¾	70½	109⅞	+36¼	21226
Zenith Radio	136¾	87¼	110¼	—	6538

AMERICAN STOCK EXCHANGE

Desilu Prod.	29⅞	13¼	13¾	—	5443
Du Mont Lab.	9⅞	6	8	+ 1¾	13903
Guild Films	3	1⅞	1½	— ⅞	3176
Hazeltine Corp.	33	23½	28⅞	—	1841
National Telefilm	10¼	7⅞	8⅞	— ¾	3755
Reeves Sndeft. Corp.	13½	7⅞	10⅞	—	14474
Technicolor	10⅞	5⅞	9¾	+ 2¼	15708
Teleprompter	22½	9	12⅞	+ 1⅞	2638
TV Industries	7⅞	3⅞	3¼	— 1¾	2679

OVER THE COUNTER@

	<i>Bid</i>	<i>Asked</i>
Bartell	8¾	9¼
Capital Cities	9¼	9¾
Gold Medal	¼	—
Meredith Pub. Co.	38½	39½
Met. Broadcasting	17	17¾
Official Films	⅞	1⅞
Scranton Corp.	1¾	2½
Telebroadcasting	1¼	2

@—As of Dec. 31, 1959.

Source: Steiner, Rouse & Co.

KLAVAN & FINCH



“Morning There, You”

WFB

GROSS TIME BILLINGS 1959 NETWORK TELEVISION

	December			January - December		
	1958	1959	Percent Change	1958	1959	Percent Change
American . . .	\$10,466,104	\$13,280,610	+ 26.9	\$103,016,938	\$125,665,324	+ 22.0
Columbia . . .	22,836,275	23,935,048	+ 4.8	247,782,734	266,355,269	+ 7.5
National . . .	20,636,442	21,453,811	+ 4.0	215,790,729	235,290,937	+ 9.0
TOTAL . . .	\$53,938,821	\$58,669,469	+ 8.8	\$566,590,401	\$627,311,530	+ 10.7

Month By Month—1959

	ABC	CBS	NBC	TOTAL
January	\$ 10,647,078	\$ 22,129,248	\$ 19,299,853	\$ 52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
*September	8,724,938	21,196,220	18,525,685	48,446,843
October	12,537,020	23,610,441	22,883,291	59,030,752
*November	13,103,250	23,458,970	21,765,361	58,327,581
December	13,280,610	23,935,048	21,453,811	58,669,469

By Day Parts

	December			January - December		
	1958	1959	Percent Change	1958	1959	Percent Change
Daytime	\$19,275,466	\$18,398,853	— 4.5	\$172,490,627	\$203,103,778	+ 17.7
Mon.-Fri.	16,070,574	14,951,298	— 7.0	146,139,992	171,243,799	+ 17.2
Sat.-Sun.	3,204,892	3,447,555	+ 7.6	26,350,635	31,859,979	+ 20.9
Nighttime	34,663,355	40,270,616	+ 16.2	394,099,774	424,207,752	+ 7.6
TOTAL	\$53,938,821	\$58,669,469	+ 8.8	\$566,590,401	\$627,311,530	+ 10.7

* Figures revised as of 2/16/60
Gross Time Costs Only
SOURCE: LNA-BAR



DICK STARK

STATION EXPANSION FCC 1959 REPORT

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	101	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	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	3,044	35	3,079	169	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
COMMERCIAL FM								
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	531	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	41	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	21	519	11	530	31	561
1958	98	24	57	526	22	548	86	634
1959	153	18	71	578	44	622	147	769
EDUCATIONAL FM								
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	144	3	147	10	157
1959	16	8	2	150	4	154	11	165
COMMERCIAL TV								
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	185	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
TV TRANSLATOR								
1957	74	0	48	17	24	41	33	74
1958	88	6	31	92	0	92	64	156
1959	96	7	27	158	0	158	87	245
EDUCATIONAL TV								
1953	17	0	29	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
1959	6	0	7	37	6	43	16	59

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.

THE DANNY THOMAS SHOW

Seventh Year on Television



CBS-TV

Produced by

MARTERTO ENTERPRISES, INC.

Exclusive Management

WILLIAM MORRIS AGENCY

Sponsored by
GENERAL FOODS
thru
BENTON & BOWLES

100 LEADING ADVERTISERS — SPOT RADIO FOR 1959 —

<i>Rank</i>	<i>Company</i>		<i>Rank</i>	<i>Company</i>	
1.	Ford Motor Co.	\$7,280,000	53.	P. Balantine & Sons	710,000
2.	R. J. Reynolds Tobacco Co.	4,800,000	54.	Philip Morris, Inc.	710,000
3.	Chrysler Corp.	4,129,000	55.	General Foods Corp.	705,000
4.	General Motors Corp.	4,115,000	56.	Greyhound Corp.	700,000
5.	Anheuser-Busch, Inc.	3,683,000	57.	Pabst Brewing Co.	675,000
6.	Liggett & Myers	3,600,000	58.	The Florists' Telegraph Delivery Assn., Inc.	665,000
7.	P. Lorillard Co.	3,100,000	59.	General Cigar Co.	660,000
8.	The American Tobacco	3,090,000	60.	Interstate Bakeries Corp.	660,000
9.	Jos. Schlitz Brewing Co.	2,710,000	61.	The Chattanooga Med. Co.	650,000
10.	Sinclair Refining Co.	2,500,000	62.	Langendorf United Bakeries, Inc.	650,000
11.	Carling Brewing Co., Inc.	2,000,000	63.	W. F. McLaughlin & Co.	650,000
12.	Thomas Leeming & Co.	2,000,000	64.	Sun Oil Co.	625,000
13.	Bristol-Myers Co.	1,900,000	65.	American Home Prod.	616,000
14.	Texas Co.	1,840,000	66.	Standard Oil Co. (Ind.)	610,000
15.	Chesebrough-Pond's, Inc.	1,670,000	67.	Phillips Petroleum Co.	605,000
16.	B. C. Remedy Co.	1,600,000	68.	Household Finance Co.	600,000
17.	Fels & Co.	1,600,000	69.	General Mills, Inc.	594,000
18.	Beneficial Finance Co.	1,578,000	70.	The Meacon Co.	590,000
19.	Eastern Air Lines, Inc.	1,500,000	71.	Nestle Co., Inc.	590,000
20.	Northwest Orient Airlines	1,500,000	72.	International Harvester Co.	583,000
21.	Shell Oil Co.	1,500,000	73.	Foster-Milburn Co.	580,000
22.	Plough, Inc.	1,420,000	74.	Skelly Oil Co.	564,000
23.	Campbell Soup Co.	1,400,000	75.	John Morrell & Co.	560,000
24.	Ralston Purina Co.	1,352,000	76.	National Airlines, Inc.	550,000
25.	American Airlines, Inc.	1,311,000	77.	Piel Bros.	550,000
26.	Continental Baking Co.	1,215,000	78.	Seaboard Finance Co.	550,000
27.	Esso Standard Oil Co.	1,200,000	79.	Massey-Ferguson, Inc.	535,000
28.	The Firestone Tire & Rubber Co.	1,100,000	80.	American Bakeries Co.	515,000
29.	Miles Laboratories, Inc.	1,100,000	81.	Hills Bros. Coffee, Inc.	510,000
30.	Metropolitan Life Insurance Co.	1,070,000	82.	Wm. Wrigley Jr. Co.	500,000
31.	The Gillette Co.	1,059,500	83.	Burgermeister Brewing. United Biscuit Co. of America	495,000
32.	Sterling Drug, Inc.	1,025,000	84.	Tea Council, U.S.A.	484,000
33.	Cities Service Co.	1,000,000	85.	Lucky Lager Brewing Co.	475,000
34.	Standard Brands Inc.	1,000,000	86.	Dusquesne Brewing Co. of Pittsburgh	455,000
35.	Tetley Tea Co., Inc.	975,000	87.	Canada Dry Corp.	450,353
36.	The F. & M. Schaefer Co.	940,000	88.	General Baking Co.	450,000
37.	Trans World Airlines, Inc.	925,000	89.	The Bon Ami Co.	450,000
38.	Pharmaco, Inc.	910,000	90.	American Motors Co.	435,000
39.	The Borden Co.	900,000	91.	Paxton & Gallagher Co.	420,000
40.	Theo. Hamm Brewing Co.	900,000	92.	S.S.S. Company	415,988
41.	The Cream of Wheat Co.	850,000	93.	Duffy-Mott Co., Inc.	415,000
42.	Clark Oil & Refining Corp.	820,000	94.	Gulf Oil Co.	415,000
43.	Corn Products Refining Co.	800,000	95.	The Pharma-Craft Corp., Inc.	415,000
44.	Liebmann Breweries, Inc.	800,000	96.	United Air Lines	415,000
45.	The Quaker Oats Co.	800,000	97.	K.L.M. Royal Dutch Airlines	410,000
46.	Union Carbide Consumer Products Co.	800,000	98.	The National Brewing Co.	410,000
47.	Studebaker-Packard Corp.	750,000	99.	Associated Sepian Products	407,000
48.	J. A. Folger & Co.	735,000	100.		
49.	Falstaff Brewing Co.	730,000			
50.	Shulton, Inc.	720,000			
51.	Time, Inc.	720,000			
52.	Stanback Co., Ltd.	715,000			

Source: RAB.

Jerry Ferris

Total Employment For TV Networks And 514 TV Stations

————— 1958 —————

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
3 Networks and 19 owned and operated stations	11,123	1,637	12,760
94 Pre-Freeze TV Stations	8,709	918	9,627
322 Post-Freeze Stations, VHF-TV Outlets ..	12,518	2,192	14,710
79 Post-Freeze Stations, UHF-TV Outlets ...	1,915	370	2,285
<hr style="width: 100%;"/>			
TOTAL	34,265	5,117	39,382

Total Employment For AM Networks And 3,197 AM Stations*

————— 1958 —————

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
7 Networks and their 23 owned and operated Stations	2,724	49	2,773
3,174 other AM Stations	36,903	9,136	46,039
<hr style="width: 100%;"/>			
TOTAL	39,627	9,185	48,812

* Excludes 93 independently operated FM Stations.
SOURCE: FCC



“THE ADVENTURES OF OZZIE AND HARRIET”

Over ABC-TV Every Wednesday Night

Sponsored by Kodak and Quaker Oats Company

NATIONAL SPOT RADIO TIME SALES FOR 1958-1959

	— 1958† —	— 1959‡ —	<i>Per Cent Change</i>
First Quarter	\$ 43,368,000	\$ 40,655,000	(6.3)
Second Quarter	43,067,000	46,808,000	8.7
Third Quarter	39,450,000	43,827,000	11.1
Fourth Quarter	46,054,000	45,492,000	(1.2)
<hr/>			
Total	\$171,939,000	\$176,782,000	2.8

† Official FCC Figures
‡ Estimated SRA Figures

BROADCAST EXPENSE OF AM NETWORKS *and* 3,197 STATIONS

	— 1958 —		
<i>Type of Expense</i>	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of Networks	7	—	7
Number of Stations*	23	3,174	3,197
		(\$ Thousands)	
Technical	\$ 9,011	\$ 57,637	\$ 66,648
Program	40,720	123,590	164,310
Selling	10,245	76,179	86,424
General and Administrative	13,013	152,212	165,225
<hr/>			
Total Broadcast Expense	\$72,989	\$409,618	\$482,607

* Includes 4 nationwide networks and 3 regional networks and their 23 owned and operated stations.
SOURCE: FCC



MEL ALLEN

RADIO SET PRODUCTION —HOME, CLOCK, PORTABLE, AUTO—

<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
1959	3,145	2,794	4,128	5,555	15,622	330,874

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
1959	2,729	2,481	3,687	8,897

Source: EIA.

FEN-KER-ADA, INC.

PRODUCERS

OF

"THE REBEL"

ANDREW J. FENADY, *PRODUCING*

IRVIN KERSHNER, *DIRECTING*

STARRING

NICK ADAMS

In Association with **GOODSON-TODMAN**

Causes of Business Failures in U. S. Advertising Agencies During 1959

<i>Underlying Causes</i>	<i>Number</i>	<i>Per Cent</i>
Lack of Experience in Line.....	3	7.5
Lack of Managerial Experience.....	9	22.5
Unbalanced Experience	5	12.5
Incompetence†	23	57.5
Totals	40	100.0

Apparent Causes

Evidence by inability to avoid conditions which resulted in:

Inadequate Sales	17	42.5
Receivable Difficulties	10	25.0
Competitive Weakness	16	40.0
Others	3	7.5

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

FAILURES OF ADVERTISING AGENCIES—1946-1959

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1946	6	\$ 145,000
1947	12	304,000

(Continued on Page 63)



JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

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

Management:

WILLIAM MORRIS AGENCY

FAILURES OF ADVERTISING AGENCIES—1946-1959

(Continued from Page 61)

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

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

COMPARATIVE BUSINESS FAILURE TRENDS

	<i>Percentage Change 1958-1959</i>		<i>Avg. Liability Per Failure in 1959</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines	— 6	— 5	\$49,300
Total Commercial Services	+ 7	—10	42,866
Advertising Agencies	+11	+81	38,850

Source: Dun & Bradstreet, Inc.



JACK LESCOULIE

NETWORK BRAND ADVERTISERS

Estimated Expenditures By Quarters

1959

FOURTH QUARTER

1. Anacin Tablets	\$2,715,996	14. L & M Filter Tip Cigarettes	1,252,750
2. Dristan	2,398,931	15. Gleem Toothpaste	1,216,750
3. Winston Cigarettes	1,880,315	16. Phillis Cigars	1,185,410
4. Ford Passenger Cars	1,697,611	17. Salem Cigarettes	1,170,444
5. Gillette Razors & Blades	1,461,303	18. Alka Seltzer	1,135,521
6. Tide	1,405,621	19. Dart Passenger Cars	1,011,522
7. Chevrolet Passenger Cars	1,396,721	20. Geritol	997,477
8. Kent Cigarettes	1,362,967	21. Phillips Milk of Magnesia	973,933
9. Life Cigarettes	1,318,222	22. Polaroid Land Camera	971,032
10. Colgate Dental Cream	1,331,159	23. Lux Liquid Detergent	951,810
11. Bufferin	1,281,368	24. Parliament Cigarettes	944,063
12. Bayer Aspirin Tablets	1,282,323	25. Oldsmobile Passenger Cars	939,705
13. Plymouth Passenger Cars	1,256,666		

THIRD QUARTER

1. Kent Cigarettes	\$2,664,817	11. Bufferin	1,215,857
2. Anacin Tablets	2,284,856	15. Chevrolet Passenger Cars	1,211,996
3. Dristan	1,873,039	16. L & M Filter Tip Cigarettes	1,148,093
4. Winston Cigarettes	1,592,989	17. Texaco, Inc. General Promotion	1,130,196
5. Phillis Cigars	1,566,363	18. Gillette Razors & Blades	1,083,618
6. Ford Passenger Cars	1,507,142	19. Bayer Aspirin Tablets	1,081,025
7. Tide	1,467,636	20. Alka Seltzer	1,075,461
8. Viceroy Cigarettes	1,416,730	21. Mr. Clean All Purpose Cleaner	1,008,700
9. Colgate Regular & Aerosol Dental Cream	1,444,071	22. Handy Andy Liquid Household Cleaner	993,321
10. Camel Cigarettes	1,414,256	23. Prudential Insurance	975,156
11. Dodge Passenger Cars	1,318,685	24. Geritol	894,130
12. Salem Cigarettes	1,262,270	25. Chesterfield Cigarettes	887,356
13. Gleem Regular & Aerosol Toothpaste	1,253,822		

SECOND QUARTER

1. Anacin Tablets	\$2,415,775	13. L & M Filter Tip Cigarettes	1,321,438
2. Chevrolet Passenger Cars	2,126,681	14. Bufferin	1,272,085
3. Tide	1,925,987	15. Dodge Passenger Cars	1,267,994
4. Kent Cigarettes	1,873,261	16. Handy Andy Liquid Household Cleaner	1,212,026
5. Ford Passenger Cars	1,831,566	17. Viceroy Cigarettes	1,234,975
6. Colgate Regular & Aerosol Dental Cream	1,768,131	18. Chesterfield Cigarettes	1,100,463
7. Gleem Regular & Aerosol Toothpaste	1,660,063	19. Salem Cigarettes	1,028,861
8. Phillis Cigars	1,565,090	20. Crest Tooth Paste	1,018,087
9. Camel Cigarettes	1,556,717	21. Pall Mall Cigarettes	1,011,582
10. Dristan	1,405,137	22. Beech Nut Gum	1,002,310
11. Winston Cigarettes	1,371,823	23. Bulova Watches	997,385
12. Bayer Aspirin Tablets	1,332,009	24. Alka Seltzer	968,578
		25. Prudential Insurance	962,418

FIRST QUARTER

1. Anacin Tablets	\$2,491,915	14. Winston Cigarettes	1,319,885
2. Chevrolet Passenger Cars	1,967,522	15. Pall Mall Cigarettes	1,337,202
3. Tide	1,912,250	16. Gleem Regular & Aerosol Toothpaste	1,288,689
4. Viceroy Cigarettes	1,728,378	17. Old Gold Cigarettes	1,243,635
5. Bayer Aspirin Tablets	1,683,923	18. Chesterfield Cigarettes	1,217,671
6. Ford Passenger Cars	1,627,009	19. Dodge Passenger Cars	1,178,894
7. Bufferin	1,586,975	20. Salem Cigarettes	1,172,415
8. Phillis Cigars	1,561,558	21. Geritol	1,089,984
9. Dristan	1,513,917	22. Plymouth Passenger Cars	1,079,670
10. Kent Cigarettes	1,430,690	23. Beech Nut Gum	964,000
11. Camel Cigarettes	1,408,066	24. Phillips' Milk of Magnesia	959,219
12. L & M Filter Tip Cigarettes	1,368,694	25. Prudential Insurance	943,404
13. Colgate Regular & Aerosol Dental Cream	1,364,277		

LNA-BAR: Gross Time Costs Only

Released by TVB:

Compiled by: LNA-BAR



Stan Z. Burns

HOMES DELIVERED BY AVERAGE NETWORK TV PROGRAMS

(Comparative Figures From 1956 to 1959)

DAYTIME TV HOMES (Monday—Friday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1959*</i>	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	3,587	4,463	4,004	3,780
February	3,112	3,914	3,553	3,180
March	3,022	3,817	3,318	2,899
April	2,721	3,501	3,211	2,662
May	2,490	2,678	2,557	2,292
June	2,383	2,677	2,361	1,998
July	2,635	2,657	2,628	2,222
August	2,663	2,649	2,568	2,415
September	2,676	2,677	2,474	2,223
October	2,785	2,636	3,055	2,915
November	2,844	2,418	3,373	3,231
December	3,134	2,874	3,756	3,074
Annual Average	2,838	3,030	3,060	2,743

NIGHTTIME TV HOMES (Monday—Sunday)

	<i>Homes Delivered (Thousands)</i>			
	<i>1959*</i>	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	10,127	9,832	9,195	7,467
February	10,207	10,027	9,098	7,779
March	9,934	9,643	9,052	7,536
April	9,614	9,373	9,025	7,350
May	8,659	8,644	7,817	6,855
June	7,830	7,781	7,053	6,115
July	7,143	7,081	6,244	5,426
August	7,395	7,189	6,751	5,383
September	8,210	8,250	7,942	6,436
October	8,966	9,265	8,890	7,400
November	9,257	8,967	9,387	8,077
December	9,084	9,820	9,222	8,378
Annual Average	8,869	8,823	8,364	7,073

* Total audience figures.
Source: A. C. Nielsen.

Exclusive Merchandising Representatives
For
Pat Boone — Brigitte Bardot
The Many Loves of Dobie Gillis
And
Superman

JAY EMMETT ASSOCIATES, INC.

375 PARK AVENUE

NEW YORK 22, N. Y.

MU 8-5258

RADIO-TV TOP TEN NEWS EVENTS OF 1959

The following events are RADIO-TELEVISION DAILY'S selections as the top 10 news stories covered by broadcasting during 1959.

- 1—Khrushchev Visit
- 2—Eisenhower Foreign Tour
- 3—Russian Moon-Shots
- 4—Cuban Revolutionary Activities
- 5—TV Quiz and Payola Investigations
- 6—The Steel Strike
- 7—Death of John Foster Dulles
- 8—Rockefeller Withdrawal
- 9—The Nixon-Khrushchev Argument
- 10—Statehood for Alaska and Hawaii



Outstanding Broadcasts

- ABC Radio — This Year Around The World
- ABC-TV — The Splendid American
- CBS-Radio — The Hidden Revolution
- CBS-TV — The Population Explosion
- NBC Radio — The Problem Is People
- NBC-TV — Journey To Understanding
- MBS — The Frantic Fifties



Pat Harrington, Jr.

TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1959.

—ABC—

- 1—Soviet Premier Khrushchev's visit to U.S. and Camp David meetings with Eisenhower.
- 2—President Eisenhower's two trips aboard to Europe in the summer and Asia, Africa and Europe in December, and vp Nixon's visit to Soviet Union and Poland in July.
- 3—Russia's two successful moon shots.
- 4—The activity by Communist Chinese troops in Tibet and along the Indian border, and the charges by Laos of an invasion by Communist North Vietnamese troops.
- 5—Emerging African independence and nationalist movements.
- 6—The death of Sec. of State John Foster Dulles.
- 7—The investigation into the rigging of quiz shows.
- 8—The Cuban revolution and rise to power of Fidel Castro.
- 9—Statehood for Hawaii.
- 10—The nationwide steel strike.

—CBS—

- 1—Khrushchev's visit to the United States.
- 2—Eisenhower's year-end tour of Europe and Asia.
- 3—Eisenhower's tour of western Europe.
- 4—Soviet rocket to the moon.
- 5—Quiz scandals.
- 6—Cuba.
- 7—Steel strike.
- 8—Politics—candidates and Rockefeller.

- 9—Nixon-Khrushchev debate.

- 10—Tibet's fall, Indian border aggression.

—MBS—

- 1—Nikita Khrushchev's trip to the United States.
- 2—Pres. Eisenhower's eleven-nation air-tour of Europe, Asia, Africa.
- 3—The TV quiz scandals and the collateral payola probes.
- 4—Fidel Castro's revolutionary victory and his various governmental and leadership problems in Cuba.
- 5—The nationwide steel strike.
- 6—The death of John Foster Dulles.
- 7—Vice President's mid-year trip to Russia and other Communist zones.
- 8—N.Y. Governor Rockefeller's withdrawal from the G.O.P. Presidential race.
- 9—L.A. Dodgers' victory in the World Series.
- 10—Statehood for both Alaska and Hawaii.

—NBC—

- 1—Eisenhower and Khrushchev trips.
- 2—Russia's moon rocket.
- 3—Castro's accession to power.
- 4—Quiz investigations.
- 5—Steel strike.
- 6—Rockefeller's withdrawal.
- 7—Opening of St. Lawrence Seaway.
- 8—Dulles' death.
- 9—Nixon's trip to Russia.
- 10—Alaskan-Hawaiian statehood.



"ED"



"VIC"

The
**AMES
BROTHERS**

Exclusively RCA VICTOR RECORDS

Personal Management

BILL FICKS

JU 2-3050



"GENE"



"JOE"

RADIO-TELEVISION DAILY'S 18th Annual Critics Poll On ALL-AMERICAN RADIO FAVORITES OF 1959

Man of the Year
EDWARD R. MURROW

☆ ☆ ☆

Woman of the Year
EYDIE GORME

☆ ☆ ☆

Dramatic Show of the Year
SUSPENSE

☆ ☆ ☆

Comedy Show of the Year
BOB AND RAY

☆ ☆ ☆

Musical Show of the Year
CHRISTMAS SING WITH BING

☆ ☆ ☆

Commentator of the Year
DAVID BRINKLEY

☆ ☆ ☆

Documentary of Year
THE WORLD TODAY

☆ ☆ ☆

Best New Program Idea
ANDY GRIFFITH SHOW

☆ ☆ ☆

Sportscaster of Year
LINDSEY NELSON

*Best Public Service
Programming*
CAPITAL ASSIGNMENT

☆ ☆ ☆

Producer of Year
NORMAN BAER

☆ ☆ ☆

Director of Year
PETER LASSALLY

☆ ☆ ☆

Variety Show of Year
BREAKFAST CLUB

☆ ☆ ☆

Vocalist of Year—Male
BOBBY DARIN

☆ ☆ ☆

Vocalist of Year—Female
EYDIE GORME

☆ ☆ ☆

Song Hit of the Year
MACK THE KNIFE (ASCAP)

☆ ☆ ☆

Most Promising New Talent
—Male
BOBBY DARIN

☆ ☆ ☆

Most Promising New Talent
—Female
ANITA BRYANT

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

About Faces

ABC-TV

Ben Alexander — Emcee



The Chadwick Company

Public Relations

RADIO-TELEVISION DAILY'S 18th Annual Critics Poll On ALL-AMERICAN TELEVISION FAVORITES OF 1959

Man of the Year
ART CARNEY
☆ ☆ ☆

Woman of the Year
DINAH SHORE
☆ ☆ ☆

Dramatic Show of the Year
THE UNTOUCHABLES
☆ ☆ ☆

Comedy Show of the Year
"SMALL WORLD—ISN'T IT"
☆ ☆ ☆

Musical Show of the Year
TONIGHT WITH BELAFONTE
☆ ☆ ☆

Commentator of the Year
DAVID BRINKLEY
☆ ☆ ☆

Documentary of Year
OUR AMERICAN HERITAGE
☆ ☆ ☆

Panel Show of Year
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LINDSEY NELSON
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THE DINAH SHORE SHOW

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PRODUCTION OF VARIOUS TYPES OF TV SETS

(From 1947 to 1959)

<i>Year</i>	<i>Table & Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>	<i>\$ Value (add 000)</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

TELEVISION 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

Source: EIA.

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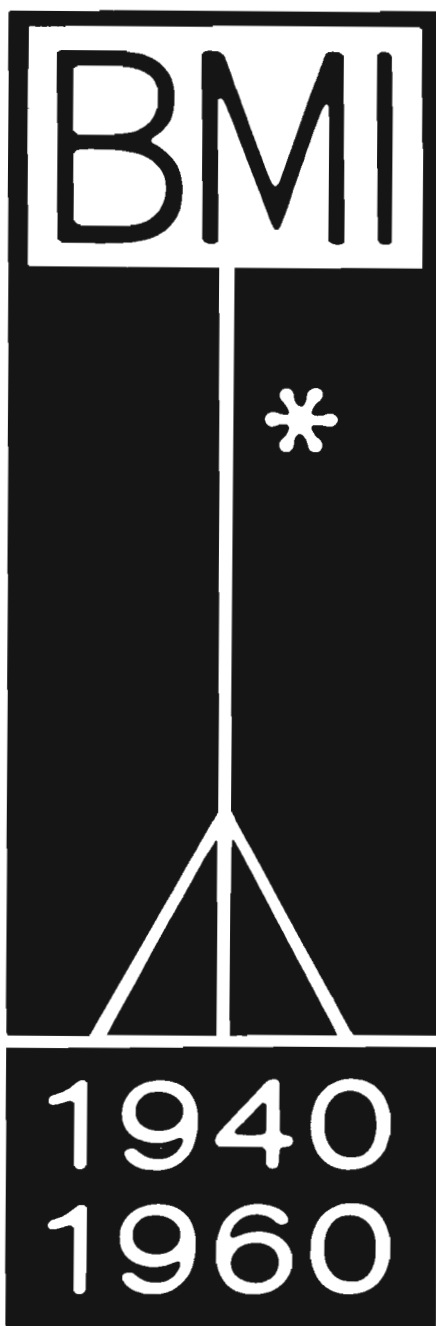
PIERRE CRENESSE — *Director in North America*

ESTIMATED EXPENDITURES OF NETWORK TV ADVERTISERS

— BY PRODUCT CLASSIFICATION — GROSS TIME COSTS ONLY

	<i>December 1959</i>	<i>4th Quarter 1959</i>	<i>Jan.-Dec. 1959</i>	<i>Jan.-Dec. 1958</i>
Agriculture and Farming.....	\$ 155,690	\$ 506,390	\$ 1,809,137	\$ 63,454
Apparel, Footwear and Accessories	916,625	3,470,995	7,221,250	5,408,809
Automotive, Automotive Accessories and Equipment...	3,873,514	14,261,411	46,709,247	52,500,296
Beer, Wine	652,343	1,985,288	6,715,255	6,288,987
Building Materials, Equipment and Fixtures.....	359,514	1,224,716	3,380,407	2,395,117
Confectionery and Soft Drinks	1,828,316	4,458,241	12,982,938	9,324,276
Consumer Services	365,381	1,223,732	3,441,788	2,777,321
Drugs and Remedies.....	7,558,317	22,644,325	74,950,523	58,043,625
Entertainment and Amusement	—	12,408	383,278	249,989
Food and Food Products.....	10,297,393	30,511,028	113,099,511	109,205,706
Freight, Industrial and Agricultural Development	56,680	169,220	404,807	—
Gasoline, Lubricants and Other Fuels	1,371,556	3,860,900	9,830,669	3,132,351
Horticulture	—	—	249,608	1,007,774
Household Equipment and Supplies	2,318,834	7,272,776	30,112,185	23,544,658
Household Furnishings	378,533	1,300,040	4,025,729	3,465,934
Industrial Materials	2,188,595	5,632,342	20,980,307	17,879,698
Insurance	715,694	2,859,732	10,270,755	6,944,693
Jewelry, Optical Goods and Cameras	2,338,242	5,654,416	13,966,553	12,971,333
Office Equipment, Stationery and Writing Supplies.....	683,756	1,699,282	4,615,765	6,751,311
Political	—	—	—	274,290
Publishing and Media.....	21,332	21,332	26,593	848,841
Radio, TV Sets, Phonographs, Musical Instruments and Accessories	371,410	1,596,893	5,373,926	8,515,340
Smoking Materials	6,416,374	18,544,357	75,009,215	62,092,208
Soaps, Cleansers and Polishes.	5,595,119	16,969,676	67,140,302	61,475,688
Sporting Goods and Toys.....	337,742	1,421,670	2,999,564	1,762,906
Toiletries and Toilet Goods...	9,072,632	26,297,667	102,311,526	98,921,152
Travel Hotels and Resorts....	58,326	355,203	1,125,861	2,590,983
Miscellaneous	737,551	2,073,762	8,174,825	8,153,688
Total	\$58,669,469	\$176,027,802	\$627,311,530	\$566,590,401

Source: TvB. LNA-BAR: Gross Time Costs Only.



20 YEARS OF SERVICE TO MUSIC

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

Stations Operating Full Year 1958 Only

Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station			Talent	Depreciation	All Other
			Salaries and Wages	Film				
Less than \$1,000,000	7	\$ 841,085	\$ 303,774	\$ 158,566	\$ 9,430	\$ 87,557	\$ 281,758	
\$1,000,000-\$1,250,000	5	935,884	369,407	109,952	10,099	108,131	338,295	
\$1,250,000-\$1,500,000	4	1,562,478	577,094	291,327	81,542	84,076	528,439	
\$1,500,000-\$2,000,000	14	1,208,609	469,743	192,093	30,884	138,706	377,183	
\$2,000,000-\$2,500,000	21	1,519,867	561,512	205,191	50,444	188,026	514,694	
\$2,500,000-\$3,000,000	14	1,841,381	668,005	339,828	95,547	180,242	557,759	
\$3,000,000-\$3,500,000	7	2,404,664	920,515	482,357	96,049	163,417	742,326	
\$3,500,000-\$4,000,000	5	2,191,461	967,306	310,944	115,353	127,471	670,387	
\$4,000,000-\$6,000,000	9	3,602,816	1,074,721	981,142	238,370	202,026	1,106,557	
Over \$6,000,000	7	4,443,973	1,307,061	1,450,968	276,329	178,440	1,231,175	
Total Pre-freeze Stations.....	93	\$1,965,130	\$ 689,292	\$ 413,970	\$ 92,482	\$158,627	\$ 510,759	
Post-freeze Stations:								
VHF	293	\$ 663,515	\$ 244,858	\$ 94,271	\$ 16,097	\$ 93,894	\$ 214,395	
UHF	68	398,945	174,801	46,913	8,217	56,721	112,293	
Total Post-freeze Stations.....	361	\$ 613,697	\$ 231,661	\$ 85,351	\$ 14,613	\$ 86,892	\$ 195,180	

* Excludes data for 21 stations operating full year 1958 as follows: 17 stations owned and operated by networks (14 pre-freeze VHF, 1 post-freeze VHF and 2 post-freeze UHF) and 4 post-freeze stations (1 VHF and 3 UHF) with less than \$25,000 in time sales which are not required to report detailed expense data.
Source: FCC.

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TV Stations Reporting Profit or Loss By Full and Part Year Operation

————— 1958 —————				
	<i>Pre-Freeze All VHF</i>	<i>Post-Freeze VHF</i>	<i>UHF</i>	<i>Total</i>
A. Stations in operation on December 31, 1958:				
Full year operation:				
Profit	93	191	27	311
Loss	14	104	46	164
Data not available	—	3	—	3
Subtotal	107	298	73	478
Part year operation:				
Profit	—	4	—	4
Loss	—	19	4	23
Data not available	—	5	—	5
Subtotal	—	28	4	32
B. Stations in operation during 1958 but ceasing operations prior to December 31, 1958.....				
	1	1	10	12
C. Total stations operating all or part of 1958.....				
	108	327	87	522

Broadcast Expenses Of 3 TV Networks And 514 TV Stations

————— 1958 —————			
<i>Type of Expense</i>	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of networks	3	—	3
Number of stations	19	495	514
		(\$ Thousands)	
Technical	\$ 58,008	\$ 69,696	\$127,704
Program	312,649	171,419	484,068
Selling	27,020	46,994	74,014
General and Administrative	42,046	130,252	172,298
Total Broadcast Expenses	\$439,723	\$418,361	\$858,084

Source: FCC.

GREAT STARS IN GREAT SHOWS



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ALTERNATE WEDNESDAYS

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CBS-TV

PRODUCED BY THE THEATRE GUILD

SPOT RADIO MARKET VOLUME COMPARISONS, 1957-1958

Market	1957		1958	
	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume
N.Y., N.E., N.J.	32	\$22,013,448	35	\$24,569,699
Chicago	25	11,071,217	26	11,123,235
Los Angeles	26	6,881,370	28	7,340,538
Detroit	10	6,560,792	11	5,897,405
Philadelphia	18	5,034,286	21	5,041,589
Boston	15	4,411,043	17	4,234,901
San Francisco	18	4,028,786	18	4,151,804
St. Louis	12	3,660,536	13	3,399,394
Pittsburgh	18	3,019,252	20	2,819,223
Washington, D. C.	14	2,854,775	17	2,908,160
Cleveland	8	2,624,374	8	2,762,319
Minneapolis-St. Paul	9	2,574,460	12	2,326,788
Buffalo	12	1,765,858	11	1,522,594
Baltimore	13	1,743,023	14	1,778,168
Houston	11	1,726,763	11	1,771,695
Milwaukee	7	1,432,694	8	1,481,124
Cincinnati	8	2,939,844	7	2,758,008
Kansas City	7	2,132,211	9	1,871,952
Atlanta	14	1,707,650	16	1,668,591
Hartford	4	1,671,858	5	1,582,400
Dallas	8	1,579,597	8	1,455,936
Seattle	11	1,512,989	14	1,342,634
Des Moines	6	1,504,794	6	1,491,723
Indianapolis	6	1,493,597	6	1,405,246
Albany-Schenectady	7	1,317,495	7	1,310,322
New Orleans	11	1,261,849	11	1,113,566
Miami	12	1,239,015	12	1,422,490
Memphis	9	1,237,792	9	1,077,497
Providence	10	1,153,789	11	1,075,378
Portland, Ore.	13	1,150,455	14	1,178,796
Omaha	7	1,136,809	7	1,048,457
Columbus, O.	5	1,124,029	5	1,242,948
San Antonio	8	1,110,188	8	1,074,125
Louisville	8	1,066,011	8	1,149,173
Nashville	7	980,947	8	975,691
Rochester	6	956,820	6	930,736
Charlotte	6	946,128	6	990,218
San Diego	8	911,065	8	864,125
Richmond, Va.	7	853,514	8	832,321
Cedar Rapids	3	828,280	3	859,180
Oklahoma City	7	819,299	8	703,432
Tulsa	6	795,697	6	636,599
Toledo	4	782,095	4	858,616
Raleigh	5	716,137	5	667,772
Syracuse	5	696,484	5	750,282
Sacramento	5	674,081	5	685,593
Birmingham	11	661,443	11	792,337
Fort Worth	6	659,449	7	693,261
Tampa-St. Petersburg	12	622,410	13	697,206
Norfolk-Portsmouth	7	587,261	7	529,499
Shreveport	8	585,074	7	652,042

(Continued on Page 87)

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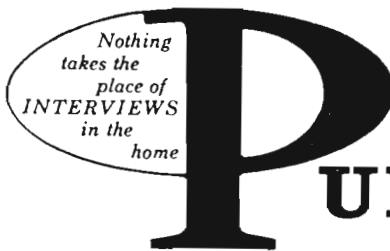
SPOT RADIO MARKET VOLUME

(Continued from Page 85)

Market	1957		1958	
	No. of Stas Rpt. \$25,000 or more Time Sales:	Natl. Spot Dollar Volume	No. of Stas. Rpt. \$25,000 or more Time Sales	Natl. Spot Dollar Volume
Dayton	4	580,471	4	555,355
Jacksonville	8	563,638	10	571,534
Spokane	6	562,000	8	623,337
Fresno	7	561,079	8	607,695
Fort Wayne	4	540,046	4	533,609
Wheeling-Steubenville	7	528,713	7	498,951
Worcester	4	519,169	5	507,714
Little Rock	8	516,178	8	474,469
Grand Rapids	6	513,896	6	538,761
Wichita	5	496,188	6	498,573
Youngstown	7	494,774	8	486,076
Topeka	4	481,451	4	429,246
Salt Lake City	8	476,005	9	414,756
Knoxville	9	404,809	10	426,099
New Haven	4	397,394	4	394,095
Phoenix	9	388,694	12	397,809
Akron	4	378,043	4	362,705
Albuquerque	7	372,168	7	357,719
Peoria	5	360,641	5	388,607
Davenport-Rock Island	5	358,982	5	410,638
Corpus Christie	5	349,605	6	388,741
Canton, O.	4	314,212	5	342,559
Flint	6	307,201	6	351,874
Harrisburg	5	306,749	5	309,525
Portland, Me.	4	288,952	4	246,130
Kalamazoo	3	285,395	3	327,907
Springfield-Hlyk.	7	285,037	9	254,825
Charleston, W. Va.	8	278,834	8	218,549
Allentown-Beth.	7	268,221	8	279,376
Duluth-Superior	6	264,867	6	253,028
Seranton	6	253,123	6	237,580
Columbia, S. C.	5	259,166	6	274,747
Amarillo	5	243,673	5	240,092
Greenville, S. C.	7	235,825	7	213,590
Madison	3	234,913	3	274,432
Austin	4	232,778	4	240,714
Jackson, Miss.	6	232,745	6	232,232
El Paso	5	227,383	5	195,749
Montgomery	6	226,199	5	339,794
South Bend	3	216,597	3	183,395
Roanoke	5	208,291	6	183,576
Chattanooga	6	208,199	7	207,689
Stockton	5	205,623	5	236,833
Wilmington, Del.	4	199,324	4	180,904
Huntington, W. Va.	6	197,657	6	213,948
Tucson	8	196,791	8	134,070
St. Joseph, Mo.	3	193,732	3	152,959
Bakersfield	6	193,015	7	197,486
Wichita Falls	3	192,408	3	222,517
Utica-Rome	6	191,186	7	211,526
Mobile	6	190,879	6	211,771
Lancaster	3	189,527	5	214,205

SOURCE: FCC

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Subscribers to NAB TV Code



In addition to the three major networks, the following 381 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters, as of April 1, 1960.

WABC-TV—New York, N. Y.
 WABI-TV—Bangor, Maine
 WAFB-TV—Baton Rouge, Louisiana
 WAGA-TV—Atlanta, Georgia
 WAGM-TV—Presque Isle, Maine
 WAKR-TV—Akron, Ohio
 WALA-TV—Mobile, Alabama
 WALB-TV—Albany, Georgia
 WANE-TV—Fort Wayne, Indiana
 WAPL-TV—Birmingham, Alabama
 WAST—Albany, New York
 WATE-TV—Knoxville, Tennessee
 WAVE-TV—Louisville, Kentucky
 WAVY-TV—Portsmouth, Virginia
 WBAL-TV—Baltimore, Maryland
 WBAF-TV—Fort Worth, Texas
 WBAV-TV—Green Bay, Wisconsin
 WRBM-TV—Chicago, Illinois
 WBEN-TV—Buffalo, New York
 WBIR-TV—Knoxville, Tennessee
 WBKB—Chicago, Illinois
 WRNS-TV—Columbus, Ohio
 WRRC-TV—Birmingham, Alabama
 WRZ—Baton Rouge, Louisiana
 WBTV—Charlotte, North Carolina
 WBTW—Florence, South Carolina
 WBZ-TV—Boston, Massachusetts
 WCAU-TV—Philadelphia, Pennsylvania
 WCAX-TV—Burlington, Vermont
 WCBS-TV—New York, N. Y.
 WCCO-TV—Minneapolis, Minnesota
 WDC—Adams, Massachusetts
 WCIA—Champaign, Illinois
 WCKT—Miami, Florida
 WCNV-TV—Watertown, New York
 WCPQ-TV—Cincinnati, Ohio
 WCSH-TV—Charleston, South Carolina
 WCSH-TV—Portland, Maine
 WCYB-TV—Bristol, Virginia
 WDAF-TV—Kansas City, Missouri
 WDAV-TV—Danville, Illinois
 WDAU-TV—Scranton, Pennsylvania
 WDAY-TV—Fargo, North Dakota
 WDBJ-TV—Roanoke, Virginia
 WDBO-TV—Orlando, Florida
 WDEF-TV—Chattanooga, Tennessee
 WDSM-TV—Duluth, Minnesota
 WDSU-TV—New Orleans, Louisiana
 WEAU-TV—Eau Claire, Wisconsin
 WEEK-TV—Peoria, Illinois
 WEHT—Henderson, Kentucky
 WESH-TV—Daytona Beach, Florida
 WEWS—Cleveland, Ohio
 WFAA-TV—Dallas, Texas
 WFBB-TV—Altoona, Pennsylvania
 WFBM-TV—Indianapolis, Indiana
 WFGA-TV—Jacksonville, Florida
 WFIE-TV—Evansville, Indiana
 WFIL-TV—Philadelphia, Pennsylvania
 WFLA-TV—Tampa, Florida
 WFMY-TV—Youngstown, Ohio
 WFMJ-TV—Greensboro, North Carolina
 WFRV-TV—Green Bay, Wisconsin
 WGAL-TV—Lancaster, Pennsylvania
 WGAN-TV—Portland, Maine
 WGEN-TV—Quincy, Illinois
 WGN-TV—Chicago, Illinois
 WGR-TV—Buffalo, New York
 WHAS-TV—Louisville, Kentucky
 WHBF-TV—Rock Island, Illinois
 WHDH-TV—Boston, Massachusetts
 WHEC-TV—Rochester, New York
 WHEN-TV—Syracuse, New York
 WHIO-TV—Dayton, Ohio
 WHIS-TV—Bluefield, West Virginia
 WHIZ-TV—Zanesville, Ohio
 WHO-TV—Des Moines, Iowa
 WHYN-TV—Huntington, West Virginia
 WIBW-TV—Topeka, Kansas
 WIBC—Pittsburgh, Pennsylvania
 WIMA-TV—Lima, Ohio
 WINK-TV—Ft. Myers, Florida
 WINR-TV—Binghamton, New York
 WIS-TV—Columbia, South Carolina
 WISC-TV—Madison, Wisconsin
 WISH-TV—Indianapolis, Indiana
 WISN-TV—Milwaukee, Wisconsin
 WFL-TV—Milwaukee, Wisconsin
 WJAC-TV—Johnstown, Pennsylvania
 WJAR-TV—Providence, Rhode Island
 WJBB-TV—Detroit, Michigan
 WJIM-TV—Lansing, Michigan
 WJRT—Flint, Michigan
 WJTV—Jackson, Mississippi
 WJW-TV—Cleveland, Ohio
 WJXT—Jacksonville, Florida
 WJZ-TV—Baltimore, Maryland
 WKBN-TV—Youngstown, Ohio
 WKBTV—La Crosse, Wisconsin
 WKBW-TV—Buffalo, New York
 WKJG-TV—Fort Wayne, Indiana
 WKNX-TV—Saginaw, Michigan
 WKRC-TV—Cincinnati, Ohio
 WKRG-TV—Mobile, Alabama
 WKSZ-TV—New Castle, Pennsylvania
 WKTV—Utica, New York
 WKY-TV—Oklahoma City, Oklahoma
 WKYT—Lexington, Kentucky
 WKZO-TV—Kalamazoo, Michigan
 WLAC-TV—Nashville, Tennessee

(Continued on Page 94)

SUBSCRIBERS TO TV CODE

(Continued from Page 93)

WLBT—Jackson, Mississippi
 WLHZ-TV—Bangor, Maine
 WLOF-TV—Orlando, Florida
 WLOS-TV—Asheville, North Carolina
 WLUC-TV—Marquette, Michigan
 WLWK-TV—Marinette, Wisconsin
 WLVA-TV—Lynchburg, Virginia
 WLWA—Atlanta, Georgia
 WLWC—Columbus, Ohio
 WLWD—Dayton, Ohio
 WLWI—Indianapolis, Indiana
 WLWT—Cincinnati, Ohio
 WLYH-TV—Lebanon, Pennsylvania
 WMAL-TV—Washington, D. C.
 WMAR-TV—Baltimore, Maryland
 WMAZ-TV—Macon, Georgia
 WMBD-TV—Peoria, Illinois
 WMCT—Memphis, Tennessee
 WMSL-TV—Decatur, Ill.
 WMTV—Cedar Rapids, Iowa
 WMTV—Madison, Wisconsin
 WMTW-TV—Poland Spring, Maine
 WNBC—New Britain, Connecticut
 WNEF-TV—Binghamton, New York
 WNBQ—Chicago, Illinois
 WNCT—Greenville, North Carolina
 WNDU-TV—South Bend, Indiana
 WNEM-TV—Bay City, Michigan
 WNEP-TV—Scranton, Pennsylvania
 WNHC-TV—New Haven, Connecticut
 WOAI-TV—San Antonio, Texas
 WOAY-TV—Oakhill, West Virginia
 WOC-TV—Davenport, Iowa
 WOI-TV—Ames, Iowa
 WOOD-TV—Grand Rapids, Michigan
 WOV-TV—Omaha, Nebraska
 WPBN-TV—Traverse City, Michigan
 WPTX—New York, N. Y.
 WPRO-TV—Providence, Rhode Island
 WPSD-TV—Paducah, Kentucky
 WPST-TV—Miami, Florida
 WRAL-TV—Raleigh, North Carolina
 WRBL-TV—Columbus, Georgia
 WRC-TV—Washington, D. C.
 WRCA-TV—New York, N. Y.
 WRCV-TV—Philadelphia, Pennsylvania
 WREC-TV—Memphis, Tennessee
 WREX-TV—Rockford, Illinois
 WRGB—Schenectady, New York
 WROC-TV—Rochester, New York
 WRVA-TV—Richmond, Virginia
 WSAU-TV—Wausau, Wisconsin
 WSAZ-TV—Huntington, West Virginia
 WSB-TV—Atlanta, Georgia
 WSBT-TV—South Bend, Indiana
 WSFA-TV—Montgomery, Alabama
 WSIX-TV—Nashville, Tenn.
 WSJS-TV—Winston-Salem, North Carolina
 WSJV—Elkhart, Indiana
 WSLV-TV—Roanoke, Virginia
 WSM-TV—Nashville, Tennessee
 WSOC-TV—Charlotte, North Carolina
 WSFA-TV—Spartanburg, South Carolina
 WSPD-TV—Toledo, Ohio
 WSUN-TV—St. Petersburg, Florida
 WSVA-TV—Harrisonburg, Virginia
 WSyr-TV—Syracuse, New York
 WTAE—Pittsburgh, Pennsylvania
 WTAP—Parkersburg, West Virginia
 WTAR-TV—Norfolk, Virginia
 WTCN-TV—Minneapolis, Minnesota
 W-TEN—Albany, New York
 WTHI-TV—Terre Haute, Indiana
 WTKR-TV—Hartford, Connecticut
 WTMJ-TV—Milwaukee, Wisconsin
 WTOG-TV—Savannah, Georgia
 WTOK-TV—Meridian, Mississippi
 WTOL-TV—Toledo, Ohio
 WTOM-TV—Cheboygan, Michigan
 WTOP-TV—Washington, D. C.
 WTPA-TV—Harrisburg, Pennsylvania
 WTRF-TV—Wheeling, West Virginia
 WTVG—Chattanooga, Tennessee
 WTVN—Durham, North Carolina
 WTVJ—Miami, Florida
 WTVM—Columbus, Georgia
 WTVN—Columbus, Ohio
 WTVF—Decatur, Illinois
 WTVT—Tampa, Florida

WTVW—Evansville, Indiana
 WUSN-TV—Charleston, South Carolina
 WVEC-TV—Norfolk, Virginia
 WVET-TV—Rochester, New York
 WVUE—New Orleans, Louisiana
 WWJ-TV—Detroit, Michigan
 WWL—New Orleans, Louisiana
 WWTW—Cadillac, Michigan
 WSEX-TV—Petersburg, Virginia
 WXYZ-TV—Detroit, Michigan
 KABC-TV—Los Angeles, California
 KAKE-TV—Wichita, Kansas
 KALB-TV—Alexandria, Louisiana
 KARD-TV—Wichita, Kansas
 KARK-TV—Little Rock, Arkansas
 KAYS-TV—Hays, Kansas
 KBAK-TV—Bakersfield, California
 KBAS-TV—Ephrata, Washington
 KBES-TV—Medford, Oregon
 KRMB-TV—Bismarck, North Dakota
 KBOL-TV—Boise, Idaho
 KBTV—Denver, Colorado
 KCBT-TV—Lubbock, Texas
 KCBN-TV—Temple, Texas
 KCIX-TV—Boise, Idaho
 KCMO-TV—Kansas City, Missouri
 KCMT—Alexandria, Minnesota
 KCOP—Los Angeles, California
 KCRV-TV—Sacramento, California
 KCRG-TV—Cedar Rapids, Iowa
 KCSJ-TV—Pueblo, Colorado
 KCTV—San Angelo, Texas
 KDAL-TV—Duluth, Minnesota
 KDX-TV—Dickinson, North Dakota
 KDKA-TV—Pittsburgh, Pennsylvania
 KDUB-TV—Lubbock, Texas
 KDUI-TV—Hay Springs, Nebraska
 KEDY-TV—Big Spring, Texas
 KELO-TV—Sioux Falls, South Dakota
 KDLO-TV—Sioux Falls, South Dakota*
 KPLO-TV—Sioux Falls, South Dakota*
 * (Satellites of KELO-TV)
 KELP—El Paso, Texas
 KENS-TV—San Antonio, Texas
 KEPR-TV—Pasco, Washington
 KERO-TV—Bakersfield, California
 KETV—Omaha, Nebraska
 KEY-TV—Santa Barbara, California
 KFBC-TV—Cheyenne, Wyoming
 KFDA-TV—Amarillo, Texas
 KPDM-TV—Beaumont, Texas
 KPDX-TV—Wichita Falls, Texas
 KFQZ-TV—St. Joseph, Missouri
 KFJZ-TV—Fort Worth, Texas
 KPMB-TV—San Diego, California
 KPFE-TV—Fresno, California
 KPFD-TV—San Diego, California
 KPVS-TV—Cape Girardeau, Missouri
 KPVR-TV—Bismarck, North Dakota
 KGBT-TV—Harlingen, Texas
 KGBM-TV—Albuquerque, New Mexico
 KGHZ-TV—Billings, Montana
 KGLO-TV—Mason City, Iowa
 KGMH-TV—Honolulu, Hawaii
 KGNK-TV—Amarillo, Texas
 KGO-TV—San Francisco, California
 KGW-TV—Portland, Oregon
 KHBC—Hilo, Hawaii
 KHOL-TV—Kearney, Nebraska
 KHOU-TV—Houston, Texas
 KHPL-TV—Hayes Center, Nebraska
 KHQ-TV—Spokane, Washington
 KRQA-TV—Hannibal, Missouri
 KHSL-TV—Chico, California
 KHVH-TV—Honolulu, Hawaii
 KID-TV—Idaho Falls, Idaho
 KIEM-TV—Eureka, California
 KIMA-TV—Yakima, Washington
 KING-TV—Seattle, Washington
 KINY-TV—Juneau, Alaska
 KIRO-TV—Seattle, Washington
 KIVA—Yuma, Arizona
 KJEO-TV—Fresno, California
 KKTU—Colorado Springs, Colorado
 KLEW-TV—Lewiston, Idaho
 KLFY-TV—Lafayette, Louisiana
 KLIX-TV—Twin Falls, Idaho
 KLTV—Tyler, Texas
 KLZ-TV—Denver, Colorado

KMAU-TV—Wailuku, Hawaii
 KMBCTV—Kansas City, Missouri
 KMID-TV—Midland, Texas
 KMJ-TV—Fresno, California
 KMMT—Austin, Minnesota
 KMOS-TV—Sedalia, Missouri
 KMOT—Minot, North Dakota
 KMOX-TV—St. Louis, Missouri
 KMSO-TV—Missoula, Montana
 KMTV—Omaha, Nebraska
 KNOE-TV—Monroe, Louisiana
 KNOP—North Platte, Nebraska
 KNOX-TV—Grand Forks, North Dakota
 KNTV—San Jose, California
 KNXT—Los Angeles, California
 KOA-TV—Denver, Colorado
 KOH-TV—Albuquerque, New Mexico
 KOIN-TV—Portland, Oregon
 KOI.D-TV—Tucson, Arizona
 KOLN-TV—Lincoln, Nebraska
 KOMO-TV—Seattle, Washington
 KONO-TV—San Antonio, Texas
 KOOL-TV—Phoenix, Arizona
 KOSA-TV—Odessa, Texas
 KOTA-TV—Rapid City, South Dakota
 KOTI—Klamath Falls, Oregon
 KOTV—Tulsa, Oklahoma
 KPAB-TV—Sweetwater, Texas
 KPHO-TV—Phoenix, Arizona
 KPIC—Roseburg, Oregon
 KPIX—San Francisco, California
 KPLC-TV—Lake Charles, Louisiana
 KPRC-TV—Houston, Texas
 KPTV—Portland, Oregon
 KRBC-TV—Abilene, Texas
 KRCA—Los Angeles, California
 KRDO-TV—Colorado Springs, Colorado
 KREM-TV—Spokane, Washington
 KREX-TV—Grand Junction, Colorado
 KREY-TV—Montrose, Colorado
 KRGV-TV—Weslaco, Texas
 KRIS-TV—Corpus Christi, Texas
 KRLD-TV—Dallas, Texas
 KRNT-TV—Des Moines, Iowa
 KROC-TV—Rochester, Minnesota
 KROD-TV—El Paso, Texas
 KRON-TV—San Francisco, California
 KSBW-TV—Salinas, California
 KSBY-TV—San Luis Obispo, California
 KSD-TV—St. Louis, Missouri
 KSL-TV—Salt Lake City, Utah

KSLA-TV—Shreveport, Louisiana
 KSTF—Scottsbluff, Nebraska
 KSTP-TV—Minneapolis, Minnesota
 KSWO-TV—Lawton, Oklahoma
 KSWV-TV—Roswell, New Mexico
 KSYD-TV—Wichita Falls, Texas
 KTBC-TV—Austin, Texas
 KPBS-TV—Shreveport, Louisiana
 KTRV—Little Rock, Arkansas
 KTVI—Sioux City, Iowa
 KTNB-TV—Tacoma, Washington
 KTRF-TV—Lufkin, Texas
 KTRK-TV—Houston, Texas
 KTSN-TV—El Paso, Texas
 KTTN-TV—Springfield, Missouri
 KTTV—Los Angeles, California
 KTVB-TV—Anchorage, Alaska
 KTVB—Boise, Idaho
 KTVB-TV—El Dorado, Arkansas
 KTVH—Wichita, Kansas
 KTVI—St. Louis, Missouri
 KTVK—Phoenix, Arizona
 KTVT—Salt Lake City, Utah
 KTVU—Oakland, California
 KTWB-TV—Casper, Wyoming
 KUMV-TV—Williston, North Dakota
 KUTV—Salt Lake City, Utah
 KVAL-TV—Eugene, Oregon
 KVAR—Phoenix, Arizona
 KVER—Clovis, New Mexico
 KVKM-TV—Monahans, Texas
 KVOA-TV—Tucson, Arizona
 KVOO-TV—Tulsa, Oklahoma
 KVOV-TV—Bellingham, Washington
 KVTN—Sioux City, Iowa
 KXAB-TV—Aberdeen, South Dakota
 KWTW—Oklahoma City, Oklahoma
 KWLL-TV—Waterloo, Iowa
 KXGO—Fargo, North Dakota
 KXJB-TV—Valley City, North Dakota
 KXLY-TV—Spokane, Washington
 KXTV—Sacramento, California
 KYW-TV—Cleveland, Ohio
 KZTV—Corpus Christi, Texas
 Number of Code Stations.....381
 Number of Networks.....3
 TOTAL.....384
 Number of Code Film Affiliates.....21
 GRAND TOTAL.....405

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 - Award-Winning Series
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 - Year's Most Intriguing Series
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FULLER & SMITH & ROSS INC.

Advertising and Marketing

FCC: 25th ANNIVERSARY

... U. S. Still Leads The World

FREDERICK FORD

Chairman, Federal Communications Commission



THE 25th anniversary of the Federal Communications Commission, 1934 to 1959, affords me, in the name of the Commission, to pay tribute to American imagination and ingenuity which have made the United States a world leader in telecommunication.

Among some of the major events that have transpired in the Commission's quarter century were: radio authorizations have practically multiplied by that number of years—from slightly more than 100,000 at the close of the first year to nearly 2.5 million today. Radio stations of all kinds have increased from 51,000 to more than 507,000 and currently represent the use of about 1.8 million transmitters. From 600 stations, all AM in 1934, broadcast authorizations collectively today exceed 10,000 of which 3,500 are AM and over 970 and 930 are TV and FM respectively. The number of broadcast receivers has soared from 18½ million to more than 200 million. Almost two-thirds of the world's total are in the United States. This country now has more sets than people and almost three times as many sets as it has automobiles.

The only broadcast service in 1934 was AM. Regular FM and TV service started in 1941. The result is that, as of June 1959, there were more than 5,400 authorized broadcast stations (3,500 AM, 971 TV and 934 FM) not counting about 4,700 remote pickup and other auxiliaries. Of these, 3,377 AM, 767 TV and 776 FM stations held operating authorizations. Included were 224 non-commercial education-

al station authorizations, 59 TV and 165 FM, of which 43 and 154, respectively, had authority to operate. The number of TV channel allocations for educational use has increased from 242 in 1952 to 259 today.

At the close of fiscal 1959, outstanding broadcast authorizations totaled 10,120, which was a gain of 1,083 collectively for the year.

Concerned with the revelation of unsavory operations in the broadcasting field dealing with quiz shows, payola, offensive commercials and unbalanced programs, the Commission is engaged in public proceedings to reappraise its role in radio and TV to determine how best to hold its station licensees responsible for better serving the public. This is bringing helpful comment and suggestions by religious, educational, women's, civic, business and other groups and individuals who are concerned by some elements of broadcast fare now invading the home.

Radiobroadcast is the magic medium that brings information, education, religion and entertainment into our homes. Television adds image—even in color—to the family enjoyment. What is more, the American system of broadcasting is by private enterprise, and the Government does not censor programs or exact fees for broadcast receiver use.

Consequently, the Commission salutes not only those who have made possible the phenomenal telecommunication accomplishments of the past quarter century but also those who are working on still bigger things to come.



ROBERT STACK

"THE UNTOUCHABLES"

ABC-TV

the "watchword" for reliable service

Minerva

America's
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PRECISION TIMING INSTRUMENTS

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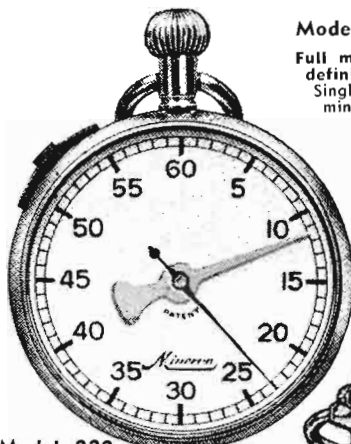
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Exclusive, Non-breakable, "Coil Spring" Mechanism for Economy, Dependability, Unexcelled Accuracy. The result of 20 years of engineering research, Minerva "coil" construction assures endless timing precision with less wear or friction . . . without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

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

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

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

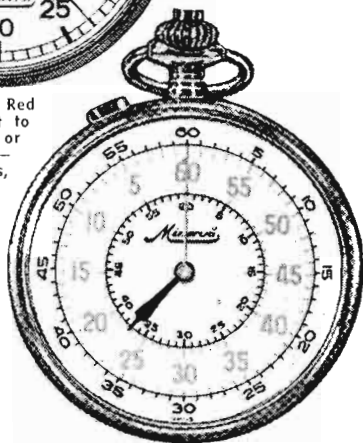


Model 222

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

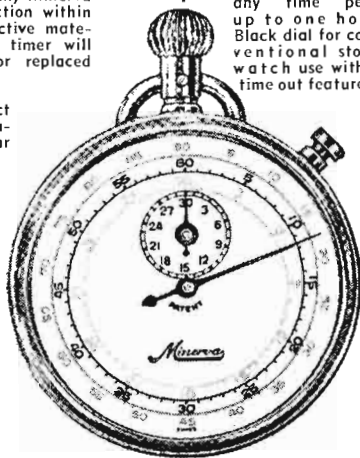
Models 105PN—107N

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



Models 106F—106

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



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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	IVanhoE	1-8000
WHOM	Circle	6-3900
WINS	JUdson	2-7000
WFYI	Pioneer	6-6700
WLIB	MOument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WNEW	YUkon	6-7000
WVOX	NEw Rochelle	6-0800
WNTA	BARclay	7-3260
WNYC	WHItchall	3-3600
WOR	LONGacre	4-8000
WADO	Circle	5-7979
WPOW	OXford	7-5763
WQXR	LACKawanna	4-1100
WRCA	Circle	7-8300
WWRL	DEFender	5-1600

FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	OXford	7-2288
WCBS-FM	PLaza	1-2345
WFJA-FM	White Plains	9-6100
WBFB	LEXington	2-4977
WHLI-FM	IVanhoE	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHItchall	3-3600
WOR-FM	LONGacre	4-8000
WQXR-FM	LACKawanna	4-1100

Television Stations

WABC-TV	SUSquehanna	7-5000
WARC-TV	LEhigh	5-1000
WCBS-TV	PLaza	1-2345
WNTA	BARclay	7-3260
WOR-TV	LONGacre	4-8000
WPXI	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	BRant	9-7600
National Broadcasting Co.	Circle	7-8300

Station Representatives

Avery-Knodel, Inc.	JUdson	6-5536
Charles Bernard	Circle	6-7242
Hil F. Best	LEXington	2-3783
John Blair & Co.	PLaza	2-0400
Blair TV Assoc.	PLaza	2-0400
Bagner & Martin	MURray Hill	9-2586
Guy Bolam	BE	4-7280
The Bolling Co., Inc.	YUkon	6-4545
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345

Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	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	3-9337
Forjoe TV, 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. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	JUdson	2-9200
Robt. S. Keiler, Inc.	WA	4-6599
The Meeker Co., Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bestg. Co.	MURray Hill	2-4500
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-58-0
Select Sta. Reps.	PLaza	8-1850
Weed Radio Corp.	PLaza	9-4700
Adam J. Young, Inc.	PLaza	1-4848

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5710
Ted Bates & Co.	JUdson	6-0600
Botten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6707
Leo Burnett	PLaza	9-5959
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen, Dowd & Aleshire, Inc.	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield	YUkon	6-6500
Donahue & Coe, Inc.	COLumbus	5-2772
Doremus & Co.	WOrth	4-0700
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-Guenther Law	CORthand	7-5060
Fuller & Smith & Ross, Inc.	JU	2-9000
Fletcher Richards, Calkins & Holden	JUdson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morey, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Kastar, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kcnyon & 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
Mogul, Williams & Saylor	TEmpleton	8-7100