



1964

YEAR  
BOOK  
of  
RADIO  
and  
TELEVISION



What happens in the halls of Congress, and elsewhere in the nation's capital, vitally influences local community life, very often as directly and immediately as the workings of municipal government. For this reason, the five CBS Owned television stations—Channel 2 in New York, Los Angeles, Chicago; Channel 10 in Philadelphia and Channel 4 in St. Louis—have established their own Washington News Bureau. To bring the citizens of five major population centers direct news reports of the latest happenings on the Washington scene which specifically relate to their communities.

The Washington News Bureau, with its full-time sight-and-sound facilities ready to capture important news on-the-spot, is the latest example of the CBS Owned television stations' continued pioneering of new ways to expand the dimensions of local television. And thus to provide better, more meaningful service to five major U. S. communities.

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CBS TELEVISION STATIONS A DIVISION  
OF COLUMBIA BROADCASTING SYSTEM, INC., OPERATING  
WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO,  
WCAU-TV PHILADELPHIA AND KMOX-TV ST. LOUIS.



# City Hall





**RADIO**

THE INTERNATIONAL NEWSPAPER OF  
THE BROADCASTING INDUSTRY

**TELEVISION DAILY**

# Yearbook of Radio & Television

**Twenty-seventh  
Annual Edition**

**1964**

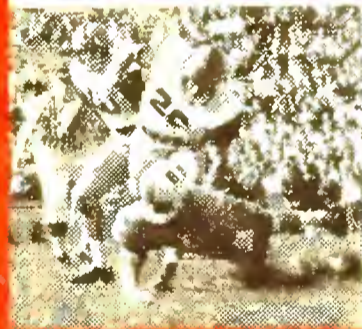


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AUDIO NEWS  
SERVICE

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# Foreword

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**T**WENTY-SEVEN YEARS is a long time in broadcasting—and, after 27 years, it would seem impossible to find some new thought to key this foreword to the YEARBOOK OF RADIO AND TELEVISION. Yet, the executive who directs the destiny of one of the leading broadcasting companies supplied one in discussing the industry's standard reference volume: "I like to call it my million-dollar treasury of facts," he observed, adding: "I may be a little low in the evaluation by a million or two."

**H**E EXPLAINED that if the YEARBOOK were nonexistent, the industry would find it necessary to create it. The cost of research and compilation spanning 27 years would soar into seven figures.

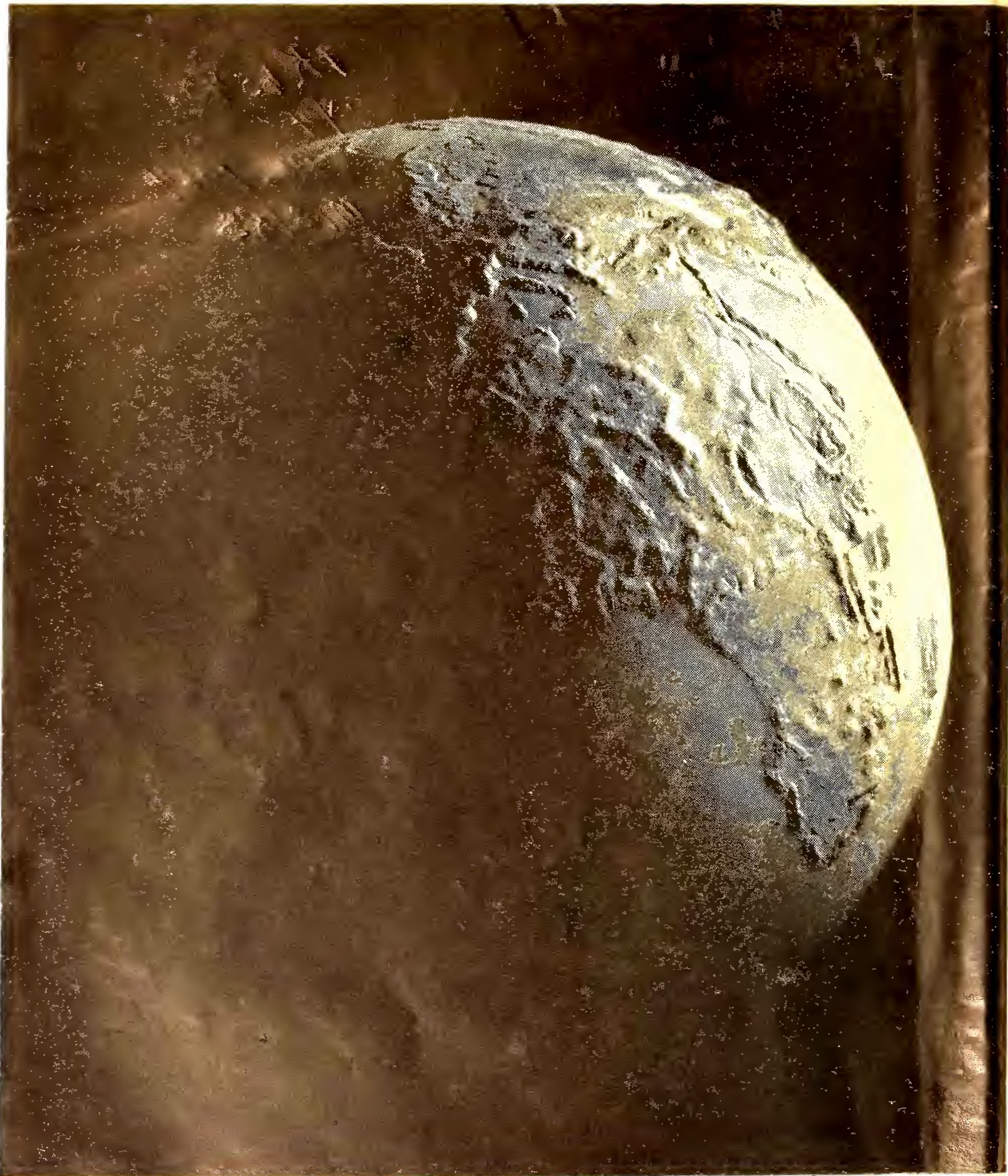
**T**HIS MUCH we who work on the YEARBOOK—day in, day out—do know: It is in many respects the distillation of more than two decades of earlier endeavor, not to mention publishing experience.

**T**HUS, there is no substitute and there never can be one.

**T**O ALL those whose unstinting efforts are represented in this 27th edition go our deep appreciation and thanks for a job well done.

**CHAS. A. ALICOATE**  
*Editor-in-Chief*

# How to tell all sides of this story in '64...



News frequently has a way of happening when and where you least expect it. The question is, how to be everywhere at once. The answer is AP. No matter what it is or where it breaks, you know you'll get it fast, accurate and with complete objectivity when you take it from AP. From Muleshoe to Moscow—from local weather to world news—every AP member boasts the world's biggest, best qualified news staff. Since 1848, this AP quality story has never changed. It just keeps growing stronger and stronger with every new AP member—including over 2500 radio and television stations who won't settle for less than best.

**AP**

THE ASSOCIATED PRESS



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1964

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1964

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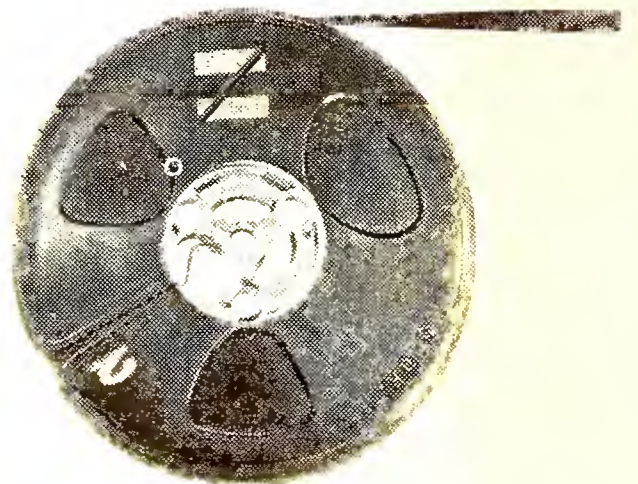
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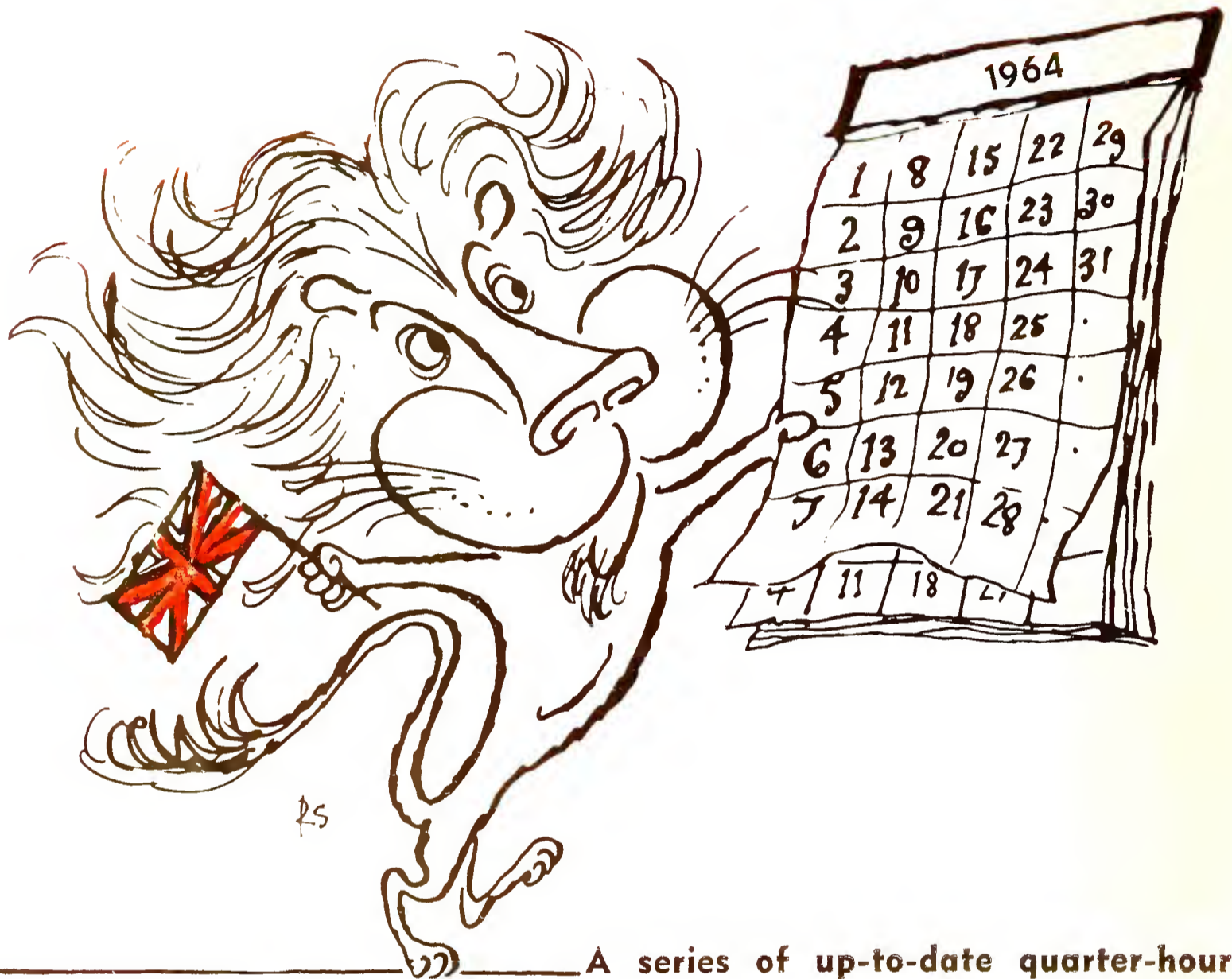
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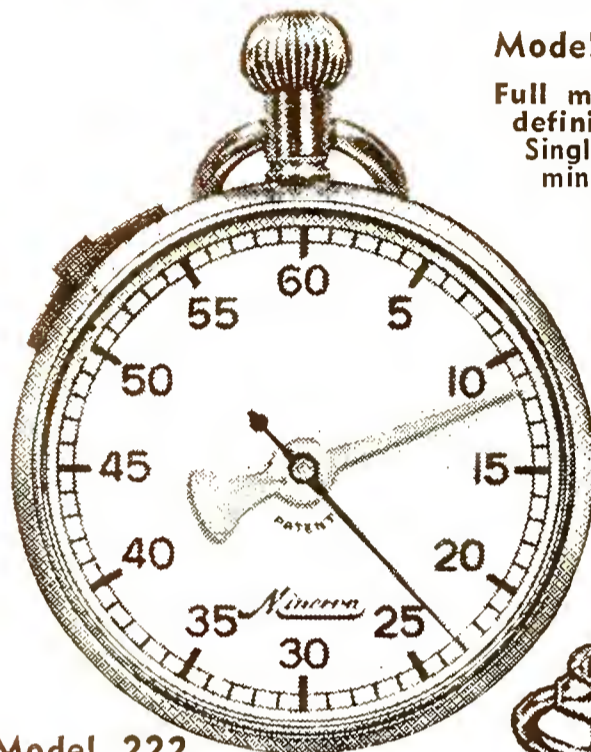
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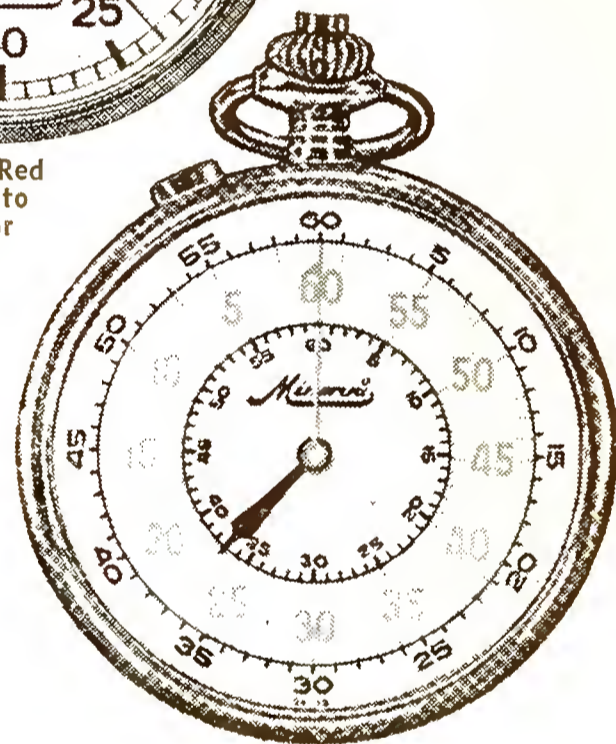
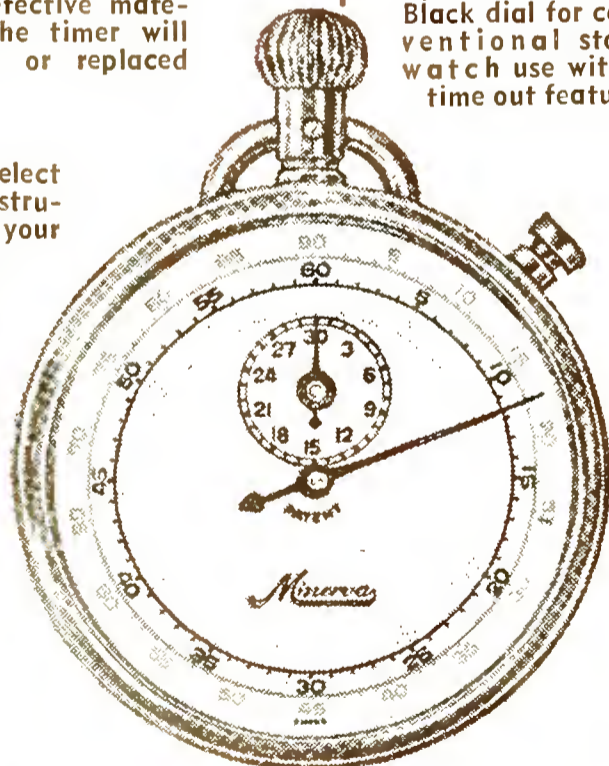
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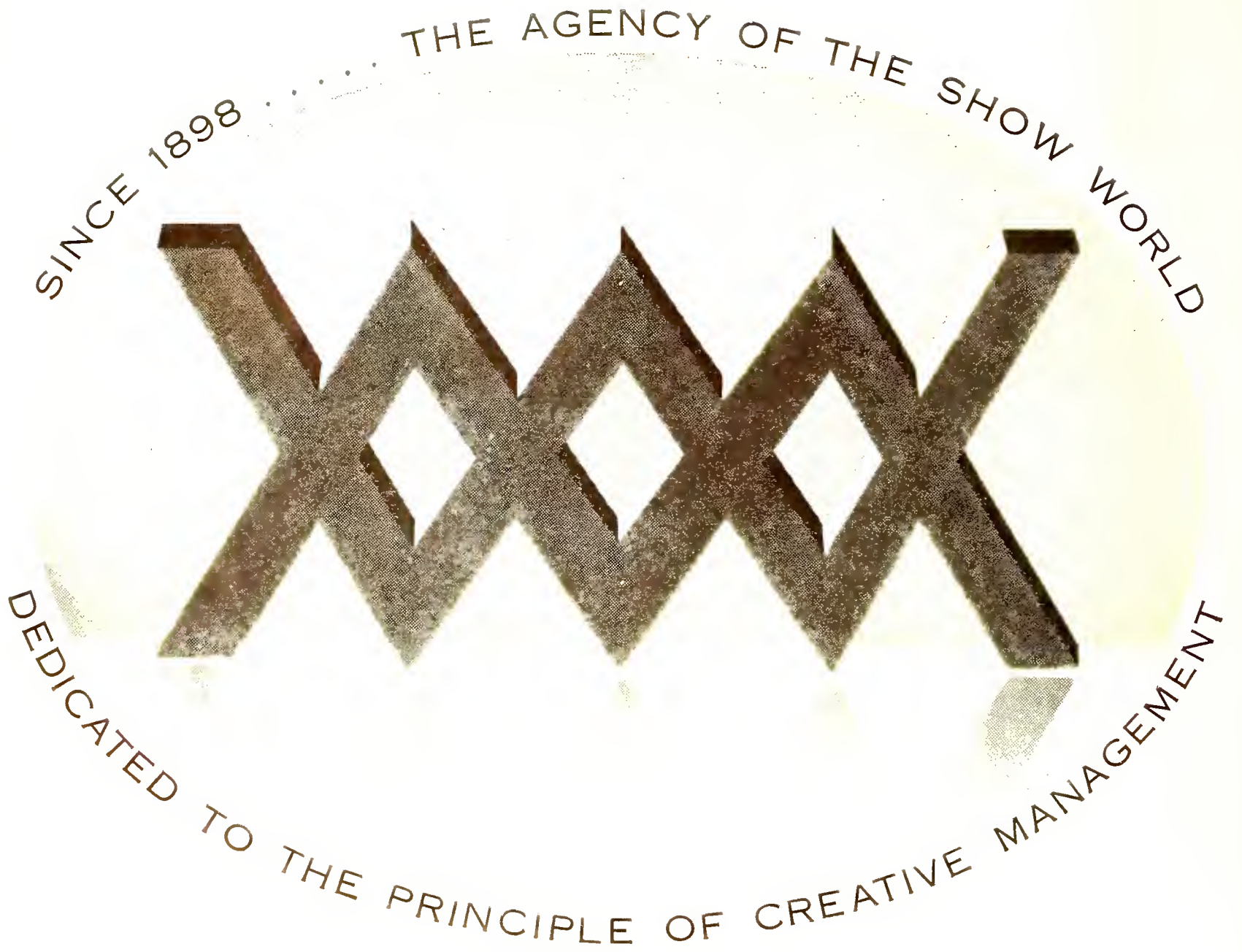
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1964

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**GENERAL ARTISTS CORPORATION**

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**RADIO**  
**TELEVISION DAILY**

THE INTERNATIONAL NEWSPAPER OF  
 THE BROADCASTING INDUSTRY

*Established Feb. 9, 1937*

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PHONE: (212) 947-6336

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**Hal Gold**

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# ***Radio-Television Daily's 1963 All-American Favorites—Radio — 22nd Annual Poll of Critics & Editors —***

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***Man of the Year—***

**Arthur Godfrey (CBS)**

***Producer of the Year—***

**Robert Maurer (NBC)**

***Woman of the Year—***

**Nancy Dickerson (NBC)**

***Director of the Year—***

**Peter Flynn (NBC)**

***Dramatic Show of the Year—***

**Family Theatre (MBS)**

***Writer of the Year—***

**David Horowitz (ABC)**

***Comedy Show of the Year—***

**Jonathan Winters Show (NBC)**

***Vocalist of the Year, Male—***

**Tony Bennett**

***Musical Show of the Year—***

**Toscanini—The Man Behind the Legend  
(NBC)**

***Vocalist of the Year, Female—***

**Peggy Lee**

***Commentator of the Year—***

**Frank McGee (NBC)**

***Orchestra of the Year—***

**Percy Faith**

***Documentary of the Year—***

**"Time to Live, Time to Die" (MBS)**

***Most Promising New Talent, Male—***

**Al Capp (NBC)**

***Best New Program Idea—***

**Experiment in Drama (NBC)**

***Most Promising New Talent,  
Female—***

**Selma Diamond (NBC)**

***Sportscaster of the Year—***

**Joe Garagiola (NBC)**

***Best Public Service Programming—***

**Dimension (CBS)**

***Song Hit of the Year—***

**"Tie Me Kangaroo Down"**

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# ***Radio-Television Daily's 1963 All-American Favorites—Television — 22nd Annual Poll of Critics & Editors —***

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---

*Man of the Year*—  
Andy Williams (NBC)

*Woman of the Year*—  
Judy Garland (CBS)

*Dramatic Show of the Year*—  
Richard Boone Show (NBC)

*Comedy Show of the Year*—  
Andy Griffith Show (CBS)

*Musical Show of the Year*—  
Andy Williams Show (NBC)

*Commentator of the Year*—  
Walter Cronkite (CBS)

*Documentary of the Year*—  
That Was the Week That Was—"JFK"  
(BBC/NBC)

*Audience Participation/ Panel Show  
of the Year*—  
General Electric College Bowl (CBS; NBC)

*Best New Program Idea*—  
Richard Boone Show (NBC)

*Sportscaster of the Year*—  
Joe Garagiola (NBC)

*Color Show of the Year*—  
Walt Disney's Wonderful World of Color  
(NBC)

*Best-Filmed Series*—  
East Side/West Side (CBS)

*Children's Show of the Year*—  
Exploring (NBC)

*Western Show of the Year*—  
Bonanza (NBC)

*Mystery Show of the Year*—  
Perry Mason (CBS)

*Best Public Service Programming*—  
Kennedy Assassination Coverage  
(All Networks)

*Producer of the Year*—  
Fred W. Friendly (CBS)

*Director of the Year*—  
Helen Jean Rogers (ABC)

*Writer of the Year*—  
John Secondari (ABC)

*Vocalist of the Year, Male*—  
Andy Williams (NBC)

*Vocalist of the Year, Female*—  
Leslie Uggams (NBC)

*Orchestra of the Year*—  
New York Philharmonic (CBS)

*Most Promising New Talent, Male*—  
James Franciscus (NBC)

*Most Promising New Talent,  
Female*—  
Bethel Leslie (NBC)

*Song Hit of the Year*—  
"Dominique"

S P O T

G

W

## SELLING POWER

*The television stations represented  
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hours every day in the homes of  
American families who buy what  
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# Top 50 National Spot Radio Markets

— 1962 —

<u>Rank</u>	<u>Radio Market</u>	<u>No. of Stations Reporting</u>	<u>Time Sales National and Regional Advertisers and Sponsors*</u>
1.	New York, N. Y. ....	30	\$23,106,170
2.	Chicago, Ill. ....	27	12,035,890
3.	Los Angeles-Long Beach, Calif. ....	31	11,176,735
4.	Philadelphia, Pa. ....	22**	6,937,861
5.	Detroit, Mich. ....	11	6,499,215
6.	San Francisco-Oakland, Calif. ....	19	5,747,972
7.	Boston, Mass. ....	17	5,253,944
8.	St. Louis, Mo. ....	17	3,604,382
9.	Cleveland, O. ....	9	3,540,042
10.	Washington, D. C. ....	18**	3,395,531
11.	Pittsburgh, Pa. ....	21**	3,045,026
12.	Cincinnati, O. ....	8	2,932,958
13.	Minneapolis-St. Paul, Minn. ....	14	2,653,936
14.	Miami, Fla. ....	14**	2,537,541
15.	Baltimore, Md. ....	15	2,392,286
16.	Buffalo, N. Y. ....	11	2,296,904
17.	Kansas City, Mo. ....	9	2,152,390
18.	Hartford, Conn. ....	6	2,129,635
19.	Atlanta, Ga. ....	19**	1,956,107
20.	Houston, Tex. ....	12	1,903,034
21.	Denver, Colo. ....	20	1,831,723
22.	Seattle, Wash. ....	18	1,825,976
23.	Dallas, Tex. ....	12	1,743,910
24.	Indianapolis, Ind. ....	6	1,672,956
25.	Louisville, Ky. ....	10	1,649,151
26.	Portland, Ore. ....	16	1,646,096
27.	Columbus, O. ....	6	1,620,193
28.	Milwaukee, Wisc. ....	9	1,604,496
29.	Des Moines, Ia. ....	6	1,548,496
30.	San Diego, Calif. ....	9	1,428,646
31.	New Orleans, La. ....	10	1,313,572
32.	Albany-Schenectady-Troy, N. Y. ....	11**	1,291,871
33.	Memphis, Tenn. ....	11**	1,260,133
34.	Sacramento, Calif. ....	6	1,217,514
35.	Rochester, N. Y. ....	6	1,163,139
36.	San Antonio, Tex. ....	10	1,098,991
37.	Providence-Pawtucket, R. I. ....	13	1,088,027
38.	Dayton, O. ....	5	1,082,304
39.	Nashville, Tenn. ....	8	1,054,098
40.	Tampa-St. Petersburg, Fla. ....	16	1,035,581
41.	Omaha, Neb. ....	7	988,113
42.	Fort Worth, Tex. ....	7	975,817
43.	Oklahoma City, Okla. ....	8	964,104
44.	Newark, N. J. ....	6	921,013
45.	Charlotte, N. C. ....	7	918,431
46.	Syracuse, N. Y. ....	10	909,581
47.	Richmond, Va. ....	9	884,373
48.	Birmingham, Ala. ....	12	808,695
49.	Fresno, Calif. ....	12**	775,776
50.	Grand Rapids, Mich. ....	6	772,563

\* Before commissions to agencies, representatives and others.

\*\* Not all stations in this market operated a full year during 1962.

Source: FCC

# ASHLEY FAMOUS AGENCY, INC.

New York • Beverly Hills

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THE GRADE ORGANIZATION  
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London, England

LONDON ARTISTS, LTD.  
London, England

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Rome, Italy

ALAIN BERNHEIM  
Paris 8, France

OLGA HORSTIG-PRIMUZ  
Paris, France

# Radio Set Sales to Retailers

## Type of Radio

Year	Home	Clock	Portable	Total
1952	4,287,410	1,816,075	1,571,038	7,674,523
1953	3,824,284	1,792,151	1,593,446	7,209,881
1954	2,932,576	1,901,721	1,353,206	6,187,503
1955	3,056,368	2,060,081	1,960,273	7,076,722
1956	3,392,324	2,281,457	2,749,042	8,422,823
1957	3,987,509	2,381,257	3,207,046	9,575,812
1958	3,329,725	2,110,740	3,297,732	8,738,197
1959	3,025,299	2,625,397	3,884,470	9,535,166
1960	3,271,667	2,669,396	4,512,636	10,543,699
1961	2,917,150	2,945,341	5,362,519	11,225,010
1962	2,983,360	3,216,963	5,556,770	11,757,093

# Radio Set Production

— Home, Clock, Portable, Auto —

(In Thousands of Units)

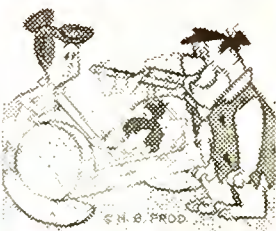
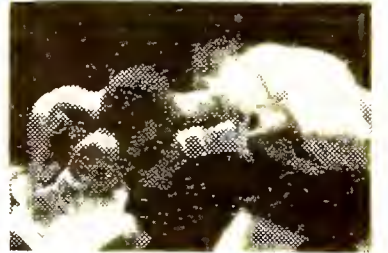
## Type of Radio

Year	Home	Clock	Portable	Auto	Total	\$ Value
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	3,042	3,017	5,747	5,568	17,374	313,531
1963					18,000	est.

Source: EIA.



THE HOLLYWOOD PALACE





# Average Radio Station Income

(Reported by Market Size)  
— 1962 —

Population of Community in Which Stations are Located	Total Stations Reporting	Average Per Station Reporting		
		Total Broadcast Revenues <sup>1</sup>	Total Broadcast Expenses	Total Broadcast Income <sup>2</sup>
3,000,000 and over .....	132	\$941,443	\$719,639	\$221,804
2,000,000-3,000,000 .....	89	526,870	417,899	108,971
1,000,000-2,000,000 .....	160	329,400	273,349	56,051
500,000-1,000,000 .....	176	230,380	197,698	32,682
250,000- 500,000 .....	70	198,815	173,772	25,042
200,000- 250,000 .....	72	193,217	168,807	24,410
150,000- 200,000 .....	83	180,249	157,237	23,012
100,000- 150,000 .....	46	141,996	124,182	17,814
50,000- 100,000 .....	246	135,991	120,721	15,270
25,000- 50,000 .....	461	104,434	91,139	13,296
10,000- 25,000 .....	424	74,966	65,616	9,349
5,000- 10,000 .....	262	56,814	49,117	7,697
2,500- 5,000 .....	97	55,130	47,176	7,954
Less than 2,500 .....				
<b>Total .....</b>	<b>2,318</b>	<b>\$192,990</b>	<b>\$159,955</b>	<b>\$ 33,035</b>

# Average Radio Station Loss

(Reported by Market Size)  
— 1962 —

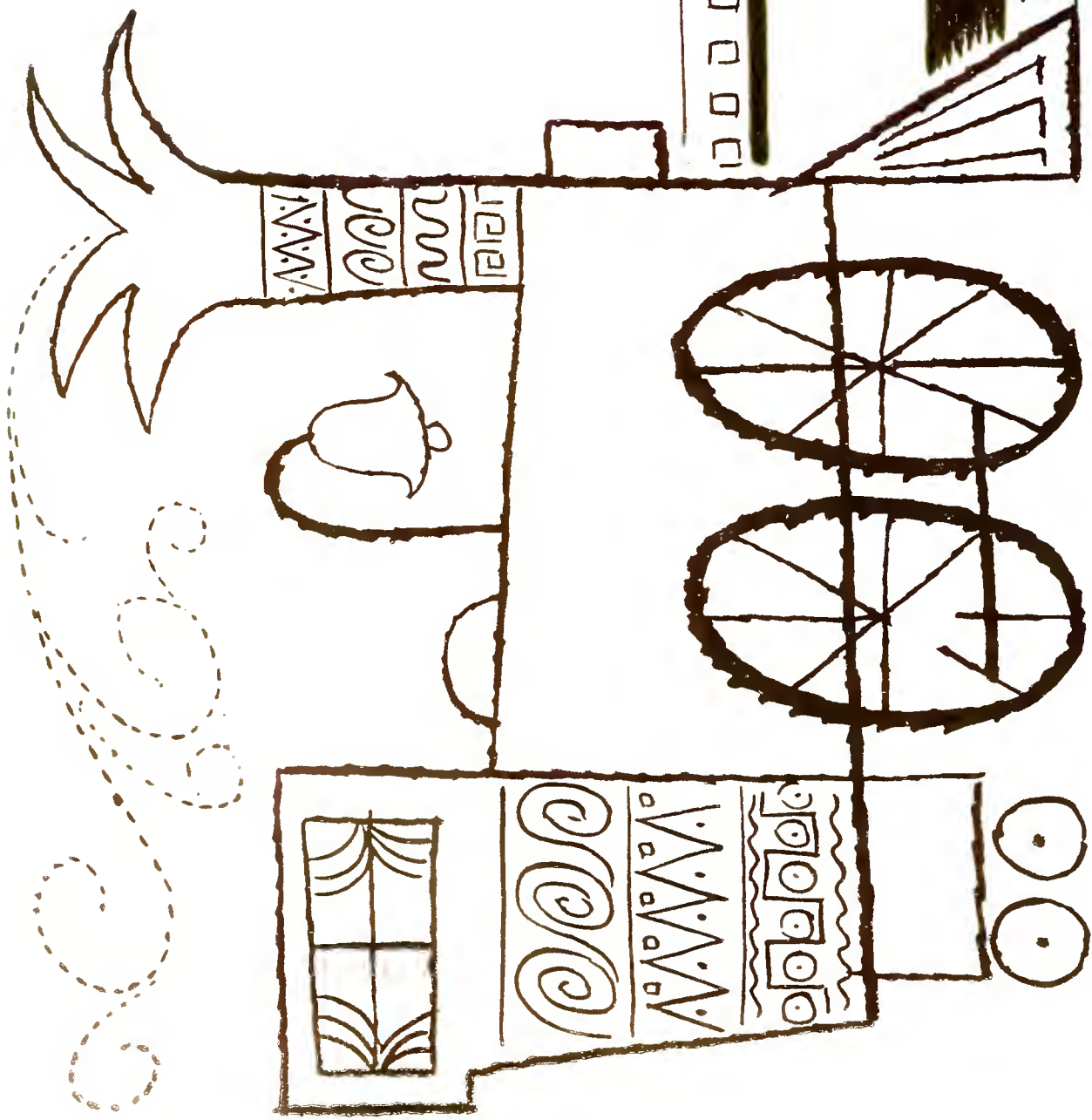
Population of Community in Which Stations are Located	Total Stations Reporting	Average Per Station Reporting		
		Total Broadcast Revenues <sup>1</sup>	Total Broadcast Expenses	Total Broadcast Losses <sup>2</sup>
3,000,000 and over .....	75	\$302,162	\$367,951	\$65,789
2,000,000-3,000,000 .....	58	254,334	319,910	65,577
1,000,000-2,000,000 .....	117	179,901	218,165	38,264
500,000-1,000,000 .....	148	145,618	173,254	27,635
250,000- 500,000 .....	40	122,074	141,272	19,197
200,000- 250,000 .....	34	118,129	137,761	19,632
150,000- 200,000 .....	58	121,305	141,356	20,051
100,000- 150,000 .....	26	95,220	105,351	10,132
50,000- 100,000 .....	134	95,946	108,938	12,992
25,000- 50,000 .....	199	76,967	86,474	9,507
10,000- 25,000 .....	154	58,317	64,455	6,138
5,000- 10,000 .....	120	45,360	50,365	5,005
2,500- 5,000 .....	52	44,341	51,135	6,794
Less than 2,500 .....				
<b>Total .....</b>	<b>1,215</b>	<b>\$117,965</b>	<b>\$139,116</b>	<b>\$21,151</b>

<sup>1</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

<sup>2</sup> Before Federal income tax.

Note: Market size is classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

Source: FCC



SOUND

GET ON THE RIGHT TRACK

**RECORDING STUDIOS, INC.**

1639 Broadway

Plaza 7-8855

New York, N. Y. 10020

# **Revenues & Income of FM Stations Operated by Non-AM Licensees**

— 1962 —

<i>Metropolitan Markets With 3 or More Stations</i>	<i>Total Stations Reporting</i>	<i>Total Broadcast Revenues<sup>1</sup></i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Income<sup>2</sup></i>
Chicago, Ill. ....	13	\$1,506,237	\$1,488,389	\$17,848
Detroit, Mich. ....	10*	508,641	702,533	(193,892)
Hamilton-Middleton, O. ....	3*	19,201	13,183	6,018
Houston, Tex. ....	4*	97,807	159,107	(61,300)
Los Angeles-Long Beach, Calif.	20*	823,433	1,086,314	(262,881)
Madison, Wisc. ....	3*	39,822	46,615	(6,793)
Milwaukee, Wisc. ....	4	102,295	128,267	(25,972)
New York, N. Y. ....	5*	575,873	633,357	(57,484)
Oklahoma City, Okla. ....	3*	37,864	37,137	727
Philadelphia, Pa.-N. J. ....	4	245,710	444,668	(198,958)
Sacramento, Calif. ....	3	68,500	106,606	(38,106)
St. Louis, Mo.-Ill. ....	3*	147,515	173,848	(26,333)
San Diego, Calif. ....	5	107,260	172,404	(65,144)
San Francisco-Oakland, Calif.	11	443,899	621,528	(177,629)
Santa Barbara, Calif. ....	3	85,873	127,746	(41,873)
Seattle, Wash. ....	4	163,565	245,785	(82,220)
Tulsa, Okla. ....	4*	16,308	59,980	(43,672)
<b>Total</b> .....	<b>102</b>	<b>\$4,989,803</b>	<b>\$6,247,467</b>	<b>(\$1,257,664)</b>

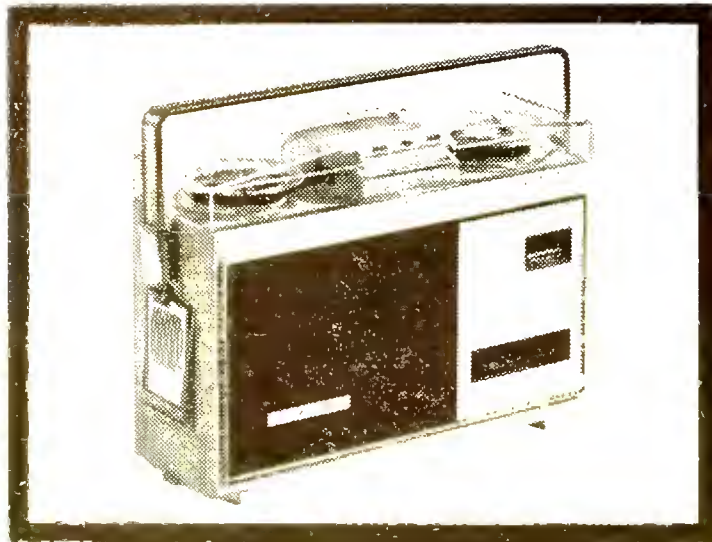
<sup>1</sup> Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.

<sup>2</sup> Before Federal income tax.

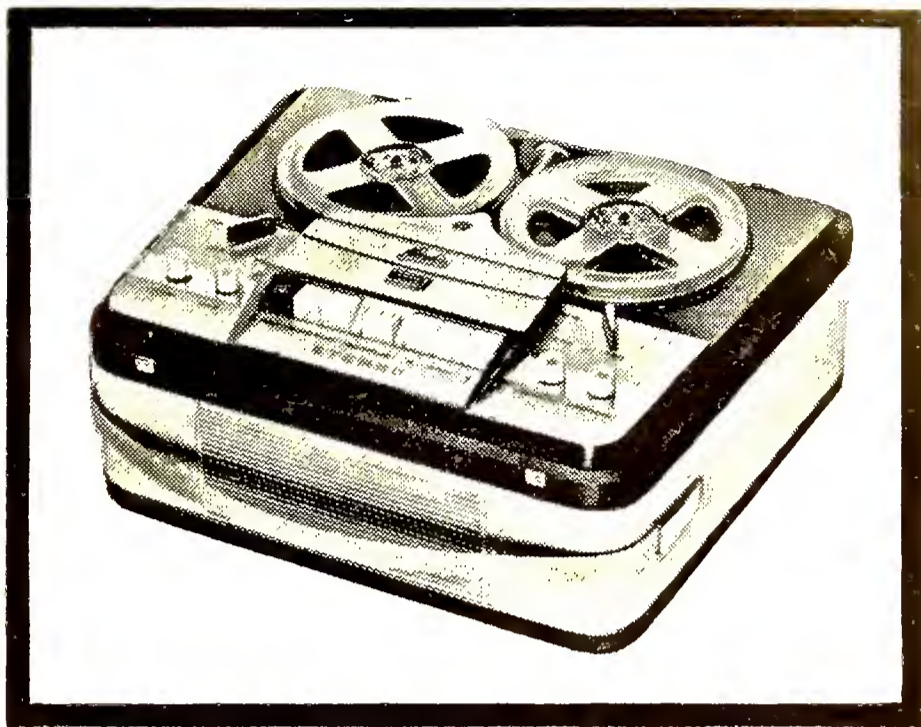
( ) Denotes loss.

\* Not all stations in this group operated a full year during 1962.

Source: FCC.



**This Norelco Tape Recorder  
makes sidewalk interviews easy...**



**this one provides top fidelity  
stereo/mono studio or location  
recording and broadcasting**

On the left is the new, 7-pound, battery-operated Continental '101'—specifically designed for fast, on-the-go, quality recording and playback. Provides up to 2 hours on one 4" reel. Reels are on top—you record while wearing the '101' over the shoulder (convenient leather carrying case available as optional accessory). Completely self-contained with dynamic cardioid microphone for distant pickup, wide-range Norelco speaker, and patch cord for playback through external equipment. Constant-speed motor with capstan drive. 100% transistorized. Guild-crafted by Philips of the Netherlands. For sidewalk interviews, eyewitness reports and live background sound—anytime, anywhere—it's the new Continental '101'

Above is the magnificent Continental '401'—new, improved version of the famous Norelco 4-track stereo/mono recorder. 100% transistorized. Four speeds include the new, super-slow 15/16 i.p.s., providing up to 32 hours recording on a 7" reel. Completely self-contained with dual record/playback preamplifiers, dual power amplifiers, 2 speakers and stereo dynamic microphone.

To see and hear how these Norelco Continental Tape Recorders can handle your daily reportorial assignments or location and studio recording and broadcast sessions, contact your dealers in quality high fidelity components, or write: North American Philips Company, Inc., *High Fidelity Products Division*, 100 East 42nd St., N. Y., N. Y. 10017

*Norelco*<sup>®</sup>

**RACINE** *presents*

**GALCO-GALLET**

**Timers and  
Chronographs**



No. 810F—GALCO FILMETER TIMER

7 jewels, anti-magnetic  
unbreakable mainspring,  
hinged nickel case,  
easy to read dial.  
Sugg. Ret. \$44.90

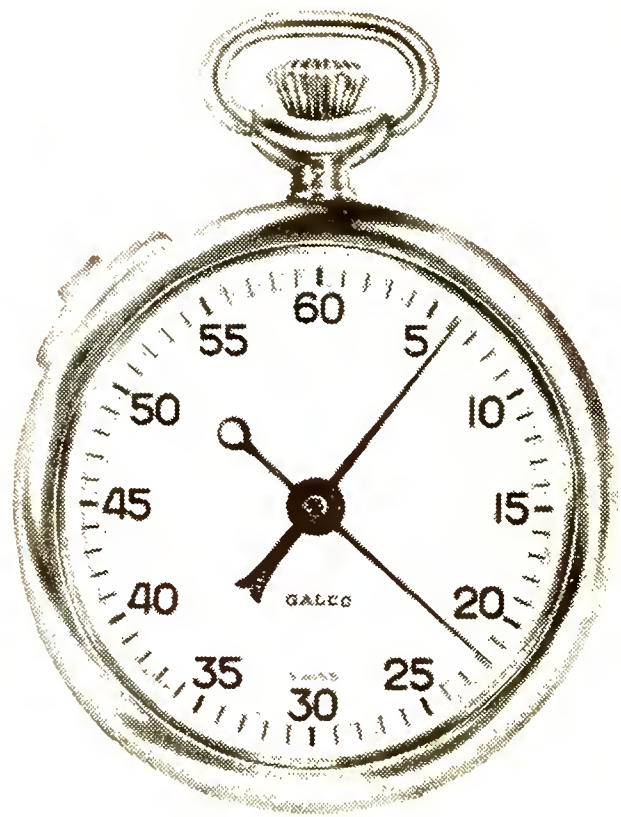
No. 510F—Same as above but  
one jewel  
Sugg. Retail \$21.60

No. 9010

**GALCO BROADCASTING TIMER**

Center register sweep facilities  
quick reading. Anti-magnetic,  
7 jewels, hinged nickel case,  
red register hand. Dependable.  
Sugg. Ret. \$49.00

*Filmeter Wrist Chronographs  
Available*



Contact us for nearest dealer for price and delivery.

**JULES RACINE & COMPANY, Inc.**

20 WEST 47th STREET

NEW YORK 36, N. Y.

Dept. DD

212 JU 2-0768

# Top 50 National Spot TV Markets

— 1963 —

<u>Rank</u>	<u>TV Market</u>	<u>No. of Stations Reporting</u>	<u>Time Sales National and Regional Advertisers and Sponsors*</u>
1.	New York, N. Y. ....	6	\$74,184,249
2.	Los Angeles, Calif. ....	9	44,989,557
3.	Chicago, Ill. ....	4	38,078,900
4.	Philadelphia, Pa. ....	3	25,112,850
5.	Boston, Mass. ....	3	19,530,937
6.	San Francisco-Oakland, Calif. ....	4	16,799,303
7.	Cleveland, O. ....	3	14,862,779
8.	Pittsburgh, Pa. ....	3	14,352,036
9.	Detroit, Mich. ....	3	13,909,976
10.	Washington, D. C. ....	5	10,892,832
11.	St. Louis, Mo. ....	4	10,231,646
12.	Buffalo-Niagara Falls, N. Y. ....	3	8,784,787
13.	Hartford-New Haven-New Britain-Waterbury, Conn. ....	4	8,501,421
14.	Baltimore, Md. ....	3	8,451,438
15.	Dallas-Ft. Worth, Tex. ....	4	7,984,829
16.	Milwaukee, Wis. ....	4	7,770,501
17.	Houston-Galveston, Tex. ....	3	7,553,309
18.	Indianapolis-Bloomington, Ind. ....	4	7,489,254
19.	Miami, Fla. ....	3	7,328,707
20.	Minneapolis-St. Paul, Minn. ....	4	7,320,403
21.	Seattle-Tacoma, Wash. ....	5	6,873,873
22.	Kansas City, Mo. ....	3	6,848,621
23.	Cincinnati, O. ....	3	6,199,154
24.	Columbus, O. ....	3	6,063,326
25.	Atlanta, Ga. ....	3	5,582,266
26.	Providence, R. I. ....	3	5,426,516
27.	Portland, Ore. ....	4	5,267,491
28.	Denver, Colo. ....	4	5,034,258
29.	Grand Rapids—Kalamazoo, Mich. ....	3	4,740,198
30.	Albany-Schenectady-Troy, N. Y. ....	3	4,507,147
31.	Syracuse, N. Y. ....	3	4,505,386
32.	Tampa-St. Petersburg, Fla. ....	3	4,494,434
33.	New Orleans, La. ....	3	4,485,360
34.	Louisville, Ky. ....	3	4,102,998
35.	Memphis, Tenn. ....	3	3,656,522
36.	San Juan-Caguas, P. R. ....	3	3,359,556
37.	Omaha, Neb. ....	3	3,132,056
38.	Harrisburg-Lancaster-York-Lebanon, Pa. ....	5	3,052,562
39.	Tulsa, Okla. ....	3	2,702,717
40.	Nashville, Tenn. ....	3	2,631,000
41.	San Antonio, Tex. ....	4	2,625,790
42.	Greensboro-High Point-Winston-Salem, N. C. ....	3	2,615,828
43.	Rochester, N. Y. ....	3	2,606,292
44.	Des Moines-Ames, Ia. ....	3	2,530,713
45.	Norfolk-Portsmouth-Newport News-Hampton, Va. ...	3	2,378,252
46.	Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky. ....	4	2,364,963
47.	Davenport, Ia.-Rock Island-Moline, Ill. ....	3	2,318,574
48.	Flint-Saginaw-Bay City, Mich. ....	3	2,262,619
49.	Springfield-Decatur-Champaign-Urbana-Danville, Ill. ...	5	2,257,798
50.	Fresno-Hanford-Visalia, Calif. ....	5	2,194,248

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

*The*  
***Herbert B. Leonard***  
*Organization*



**Route 66 / Naked City / Rin Tin Tin**

**Rescue 8 / 77th Bengal Lancers**

**Circus Boy / Tallahassee 7000**



*New Headquarters:*

**8530 Wilshire Boulevard**

**Beverly Hills, California**



# Top 50 Spot TV Advertisers

— Fourth Quarter 1963 —

<u>Rank</u>	<u>Advertiser</u>	<u>Total</u>
1.	Procter & Gamble Co.	\$16,450,100
2.	General Foods Corp.	8,857,900
3.	Colgate Palmolive Co.	5,491,900
4.	Lever Brothers Co.	5,184,000
5.	American Home Products Corp.	4,598,500
6.	General Mills, Inc.	4,369,700
7.	Coca-Cola Co./Bottlers	4,300,200
8.	William Wrigley, Jr., Co.	4,288,500
9.	Bristol-Myers Company	3,650,700
10.	Alberto-Culver Co.	3,145,600
11.	Warner-Lambers Pharma. Co.	3,112,500
12.	Campbell Soup Co.	2,797,500
13.	Liggett & Myers Tobacco Co.	2,644,000
14.	Pepsi Cola Co./Bottlers	2,594,200
15.	Kellogg Company	2,483,100
16.	International Latex Corp.	2,360,700
17.	Shell Oil Co.	2,297,500
18.	R. J. Reynolds Tobacco Co.	2,158,200
19.	National Biscuit Co.	2,006,500
20.	Ford Motor Co., Dealers	1,880,800
21.	Beech-Nut Life Savers, Inc.	1,768,900
22.	Richardson-Merrell, Inc.	1,722,300
23.	Miles Laboratories, Inc.	1,718,500
24.	Continental Baking Co., Inc.	1,694,700
25.	Food Manufacturers, Inc.	1,640,600
26.	Standard Brands, Inc.	1,623,000
27.	American Tobacco Company	1,606,900
28.	Chesebrough-Pond's, Inc.	1,568,700
29.	Avon Products, Inc.	1,540,500
30.	Pabst Brewing Co.	1,520,700
31.	Anheuser-Busch, Inc.	1,513,800
32.	General Motors Corporation, Dealers	1,508,100
33.	Philip Morris, Inc.	1,472,400
34.	Kimberly-Clark Corp.	1,454,100
35.	Andrew Jergens Co.	1,452,000
36.	Corn Products Co.	1,438,100
37.	Menley & James Laboratories	1,348,100
38.	Helene Curtis Industries, Inc.	1,342,700
39.	Jos. Schlitz Brewing Co.	1,291,300
40.	Ralston-Purina Co.	1,287,300
41.	Sterling Drug, Inc.	1,215,300
42.	Brown & Williamson Tobacco Co.	1,196,500
43.	Revlon, Inc.	1,165,000
44.	Carter Products, Inc.	1,119,300
45.	Peter Paul, Inc.	1,105,300
46.	Gillette Co.	1,104,800
47.	Scott Paper Co.	1,088,200
48.	United Vintners, Inc.	1,080,600
49.	Merck & Co., Inc.	1,062,000
50.	Royal Crown Cola Co./Bottlers	1,052,600

Source: TvB-Rorabaugh.

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# **BCP**

## **BING CROSBY PRODUCTIONS**

### **BEN CASEY**

*4th season*

ABC-TV – 10 PM ET. MONDAYS (New Time Slot, STARTING SEPT. 14, 1964)

\*

### **SLATTERY'S PEOPLE**

CBS-TV – 10 PM ET. MONDAYS, (Premiering SEPT. 21, 1964)

\*

### **THE BING CROSBY SHOW**

ABC-TV – 9:30 PM ET. MONDAYS, (Premiering SEPT. 14, 1964)

\*

IN SYNDICATION

### **BREAKING POINT**

\*

*Represented by ARTISTS AGENCY CORP., 9229 Sunset Blvd., Los Angeles 69, Calif.*

# Television Set Sales to Retailers

<i>Year</i>	<i>Table &amp; Portable</i>	<i>Console</i>	<i>Combina- tion</i>	<i>Total</i>
1952 .....	2,823,443	3,114,218	236,845	6,174,506
1953 .....	3,047,453	3,439,790	212,242	6,699,485
1954 .....	3,983,809	3,069,237	108,316	7,161,362
1955 .....	4,243,661	3,071,206	107,111	7,421,978
1956 .....	4,408,314	2,542,146	77,996	7,027,456
1957 .....	3,808,278	2,379,825	97,716	6,285,819
1958 .....	2,875,843	2,058,782	127,226	5,061,851
1959 .....	3,340,226	2,486,230	186,523	6,012,979
1960 .....	3,214,709	2,221,945	214,313	5,650,967
1961 .....	3,401,716	2,146,035	226,810	5,774,561
1962 .....	4,040,892	1,982,262	278,186	6,301,340

## Television Set Production — Portable, Console, Combination —

<i>Year</i>	<i>Table Portables</i>	<i>Console</i>	<i>Combina- tion</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	835,423
1962 .....	4,330,345	1,843,999	296,816	6,471,160	822,000

Source: EIA.

# BMI

music is used  
every day on  
every TV network  
...112\* out of 163  
regularly scheduled  
shows every week

## SUNDAY

The Twentieth Century .....	CBS
Mister Ed .....	CBS
The Ed Sullivan Show .....	CBS
Candid Camera .....	CBS
Lassie .....	CBS
Look Up and Live .....	CBS
Lamp Unto My Feet .....	CBS
Camera Three .....	CBS
The Original Amateur Hour .....	CBS
The Catholic Hour .....	CBS
The Bill Dana Show .....	NBC
Walt Disney's Wonderful World Of Color .....	NBC
Grindl .....	NBC
NBC News Encore .....	NBC
Wild Kingdom .....	NBC
G.E. College Bowl .....	NBC
Discovery '63 .....	ABC

## MONDAY

To Tell the Truth .....	CBS
I've Got a Secret .....	CBS
The Lucy Show .....	CBS
The Danny Thomas Show .....	CBS
The Andy Griffith Show .....	CBS
Wagon Train .....	ABC
The Outer Limits .....	ABC
Sing Along With Mitch .....	NBC

## TUESDAY

Marshall Dillon .....	CBS
Petticoat Junction .....	CBS
The Jack Benny Program .....	CBS
The Garry Moore Show .....	CBS
Redigo .....	NBC
The Richard Boone Show .....	NBC
The Andy Williams Show/The Bell Telephone Hour .....	NBC
The Fugitive .....	ABC

## WEDNESDAY

The Adventures of Ozzie and Harriet .....	ABC
--	-----

The Patty Duke Show .....	ABC
The Price Is Right .....	ABC
Channing .....	ABC
The Beverly Hillbillies .....	CBS
The Dick Van Dyke Show .....	CBS
The Danny Kaye Show .....	CBS

## THURSDAY

My Three Sons .....	ABC
The Flintstones .....	ABC
The Donna Reed Show .....	ABC
The Jimmy Dean Show .....	ABC
The Sid Caesar Show/ The Edie Adams Show .....	ABC
Dr. Kildare .....	NBC
Hazel .....	NBC
Kraft Suspense Theatre/ Perry Como .....	NBC
Rawhide .....	CBS
Perry Mason .....	CBS
The Nurses .....	CBS

## FRIDAY

International Showtime .....	NBC
Bob Hope Presents The Chrysler Theatre .....	NBC
Harry's Girls .....	NBC
The Jack Paar Program .....	NBC
The Great Adventure .....	CBS
Route 66 .....	CBS
Twilight Zone .....	CBS
The Alfred Hitchcock Hour .....	CBS
Burke's Law .....	ABC
The Farmer's Daughter .....	ABC
Friday Night Fights .....	ABC

## SATURDAY

The Joey Bishop Show .....	NBC
The Ruff & Reddy Show .....	NBC
The Hector Heathcote Show .....	NBC
Fireball XL-5 .....	NBC
Dennis the Menace .....	NBC
Fury .....	NBC
The Bullwinkle Show .....	NBC
Exploring .....	NBC

Sgt. Preston of the Yukon .....	NBC
Captain Gallant .....	NBC
NFL Pro Football Highlights .....	NBC
The Jackie Gleason Show .....	CBS
The Defenders .....	CBS
Gunsmoke .....	CBS
Quick Draw McGraw .....	CBS
Mighty Mouse Playhouse .....	CBS
The Adventures of Rin Tin Tin .....	CBS
Sky King .....	CBS
Do You Know? .....	CBS
Hootenanny .....	ABC
The Lawrence Welk Show .....	ABC
The Jetsons .....	ABC
The Magic Land of Allakazam .....	ABC
My Friend Flicka .....	ABC
American Bandstand .....	ABC

## DAILY SHOWS

Today .....	NBC
Say When! .....	NBC
Word For Word .....	NBC
Your First Impression .....	NBC
People Will Talk .....	NBC
The Doctors .....	NBC
Loretta Young Theatre .....	NBC
The Match Game .....	NBC
Make Room For Daddy .....	NBC
Concentration .....	NBC
Missing Links .....	NBC
The Huntley-Brinkley Report .....	NBC
The Tonight Show .....	NBC
The Price Is Right .....	ABC
Seven Keys .....	ABC
Tennessee Ernie Ford Show .....	ABC
Father Knows Best .....	ABC
Queen For a Day .....	ABC
Who Do You Trust? .....	ABC
Trailmaster .....	ABC
I Love Lucy .....	CBS
The McCoys .....	CBS
Pete and Gladys .....	CBS
To Tell the Truth .....	CBS
Captain Kangaroo .....	CBS

\*(as of November 1, 1963)

**BROADCAST MUSIC, INC.** 589 Fifth Avenue, N. Y. 17, N. Y.  
CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

# Revenues, Expenses & Income Of Radio & TV Networks & Stations\*

The radio (AM and FM) and television broadcasting industry for the first time reported annual revenues in excess of \$2 billion. The figure of \$2,122.1 million for calendar year 1962 represented an increase of 11.2 per cent (or \$213.1 million) above 1961 revenues of \$1,909.0 million. Industry profits (before Federal income tax) were up one-third from 1961 to \$355.1 million.

Broadcast revenues in radio hit a new high—\$636.1 million, up 7.7 per cent from 1961. Before-tax profits in radio of \$43.5 million showed a very substantial increase from 1961 (48 percent).

The 19 network owned and operated stations and the nation's 3,679 other AM and AM-FM stations showed a much more favorable profit picture in 1962 than in 1961. In both groups expenses increased substantially less than revenues, resulting in profit increases of about 40 per cent. Although the four nationwide radio networks reported a slight increase in network revenues, the networking operation continued to show a loss.

(In Millions of Dollars)

— 1961-1962 —

<u>Service</u>	<u>1962</u> <i>(\$ millions)</i>	<u>1961</u> <i>(\$ millions)</i>	<u>Percent</u> <u>Change</u> <u>1961-62</u>
<i>Total Broadcast Revenues</i>			
Radio .....	\$ 636.1	\$ 590.7	7.7
Television .....	1,486.2	1,318.3	12.7
Industry Total .....	\$2,122.1	\$1,909.0	+11.2
<i>Total Broadcast Expenses</i>			
Radio .....	\$ 592.6	\$ 561.3	5.6
Television .....	1,174.6	1,081.3	8.6
Industry Total .....	\$1,767.0	\$1,642.6	+ 7.6
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio .....	\$ 43.5	\$ 29.4	48.0
Television .....	311.6	237.0	31.5
Industry Total .....	\$ 355.1	\$ 266.4	+33.3

\* Includes AM and FM broadcasting.

NOTE: 1962 radio data cover the operations of 4 nationwide networks, 3,698 AM and AM-FM and 279 independent FM stations. Excluded are 74 AM and AM-FM stations and 33 independent FM stations whose reports were filed too late for tabulation. 1961 data are for 4 nationwide networks, 3,610 AM and AM-FM and 249 independent FM stations. 1961 TV data cover the operations of 3 networks and 540 stations. 1962 TV data cover the operations of 3 networks and 554 stations.

Source: FCC.

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# Time Sales for AM & FM Radio Stations, 1952-1962

Year	Total (\$ Millions)	Network (\$ Millions)	Percent of Total	National Spot (\$ Millions)	Percent of Total	Local (\$ Millions)	Percent of Total
1962	\$ 665.2	\$ 37.3	6%	\$208.4	31%	\$419.5	63%
1961	617.2	35.8	6	197.4	32	384.0	62
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	62
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60
1954	451.3	83.7	18	120.1	27	247.5	55
1953	477.2	98.1	21	129.6	27	249.5	52
1952	473.2	109.9	23	123.7	26	239.6	51

Note: Excludes independently owned FM stations.

# Time Sales for All Television Stations, 1952-1962

Year	Total (\$ Millions)	Network (\$ Millions)	Percent of Total	National Spot (\$ Millions)	Percent of Total	Local (\$ Millions)	Percent of Total
1962	\$1,303.5	\$521.5	40%	\$539.5	41%	\$242.5	19%
1961	1,160.0	480.0	42	468.5	40	211.2	18
1960	1,146.6	471.6	41	459.2	40	215.8	19
1959	1,070.6	445.8	41	424.2	40	200.6	19
1958	951.0	424.5	45	345.2	36	181.3	19
1957	868.7	394.2	45	300.5	35	174.0	20
1956	823.1	367.7	45	281.2	34	174.2	21
1955	681.1	308.9	45	222.4	33	149.8	22
1954	538.1	241.2	45	176.8	33	120.1	22
1953	384.7	171.9	45	124.3	32	88.5	23
1952	283.1	137.7	49	80.2	28	65.2	23

Source: FCC

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# TV Stations Reporting Profit or Loss

(Stations Operating Full Year Only)

— 1962 —

	<i>Type of Station:</i>	
	<u>VHF</u>	<u>UHF</u>
Total Number of Stations Reporting .....	448	75
Number of Stations Reporting Profits .....	362	43
Profitable Stations as Percent of Total.....	80.8%	57.3%
Number of Stations Reporting Profits of:		
\$3,000,000 and over.....	21	—
1,500,000-3,000,000 .....	33	—
1,000,000-1,500,000 .....	35	—
600,000-1,000,000 .....	33	—
400,000- 600,000 .....	25	—
200,000- 400,000 .....	49	3
100,000- 200,000 .....	73	16
50,000- 100,000 .....	48	9
25,000- 50,000 .....	17	5
Less than 25,000 .....	28	10
Number of Stations Reporting Losses .....	86	32
Unprofitable Stations as Percent of Total.....	19.2	42.7
Number of Stations Reporting Losses of:		
Less than \$ 10,000 .....	16	3
10,000- 25,000 .....	14	9
25,000- 50,000 .....	20	4
50,000- 100,000 .....	17	10
100,000- 200,000 .....	8	1
200,000- 400,000 .....	9	5
400,000 and over .....	2	0

Source: FCC

*"The Adventures of Ozzie and Harriet"*



**13th SEASON ON TELEVISION  
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# Factory Sales of Phonographs, Records & Hi-Fi Components

## PHONOGRAPHS

(In Thousands of Units)

Year	<i>Single Phonographs</i>	<i>Radio-Phono. Combinations</i>	<i>Record Player Attachments</i>	<i>Total Units</i>
1952	322	538	490	1350
1953	724	491	390	1605
1954	1886	358	439	2683
1955	2234	393	379	3006
1956	3338	451	312	4101
1957	3718	941	213	4872
1958	3212	760	124	4096
1959	3475	829	86	4390
1960	3681	842	104	4627
1961	2979	1010	—	3989
1962	3561	1294	—	4955
1963				5600*

## PHONOGRAPH RECORDS

(In Millions of Dollars)

Year	<i>Factory Value</i>	<i>Retail Value</i>	Year	<i>Factory Value</i>	<i>Retail Value</i>
1952	90.0	189.0	1957	180.0	378.0
1953	91.0	191.1	1958	198.0	415.5
1954	87.0	182.7	1959	230.5	484.0
1955	112.0	235.2	1960	228.4	480.0
1956	155.5	312.6	1961	244.3	513.1
			1962	269.0	565.0

## HI-FI COMPONENTS

(In Millions of Dollars)

Year	<i>Amplifiers</i>	<i>Speakers</i>	<i>Tuners</i>	<i>Total</i>
1956	7.5	12.8	6.5	26.8
1957	11.2	14.4	7.9	33.5
1958	14.0	14.0	8.0	36.0
1959	14.2	14.3	9.4	37.9
1960	10.9	11.3	9.9	32.1
1961	14.0	15.1	13.1	42.2
1962	14.0	16.5	17.3	47.8

\* Preliminary totals.

Source: EIA, as compiled by the Record Industry Association of America.

# STIRLING SILLIPHANT



# Radio & TV Sets in Use

(in Millions of Units)

Year	Auto Radios	Home Radios	Total Radios	Television Receivers
1950	18	81	99	10.6
1951	21	84	105	15.8
1952	23	87	110	21.2
1953	25	88	113	27.3
1954	27	89	116	31.8
1955	29	91	120	37.4
1956	32	93	125	42.8
1957	35	95	130	46.7
1958	37	96	133	49.6
1959	39	97	136	52.1
1960	40	98	138	55.5
1961	41	99	140	57.6
1962	42.4	100.5	142.9	60.8

Note: Includes both those in working order and those not in working order at end of year.  
 Source: Advertising Research Foundation, Bureau of the Census and EIA Marketing Services Department estimates.

# Manufacturers' Sales Of Receiving Tubes

(in Millions of Units)

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
1962	190,140	134,390	19,804	16,905	361,239	301,525

(\*) Includes only direct sales after 1954.  
 Source: EIA.

Danny Kaye

# **Total Outstanding Broadcast Authorizations in All Classes**

<i>Class</i>	<i>June 30, 1962</i>	<i>June 30, 1963</i>	<i>Increase or (Decrease)</i>
Commercial AM .....	3,886	3,997	111
Commercial TV .....	654	666	12
TV Translators and Boosters* .....	2,529**	1,716	(813)
Educational TV .....	79	91	12
Auxiliary TV .....	1,357	1,415	58
Experimental TV .....	27	30	3
Commercial FM .....	1,191	1,207	16
Educational FM .....	209	238	29
International .....	4	4	0
Remote Pickup .....	5,523	6,257	734
Studio-Transmitter-Link .....	83	110	27
Developmental .....	5	5	0
Low-Power Auxiliary (Cueing) .....	63	93	30
<b>Total .....</b>	<b>15,610</b>	<b>15,829</b>	<b>219</b>

# **Operation & Construction Totals**

<i>Class</i>	<i>Operating Authorizations</i>	<i>Construction Permits</i>
Commercial AM .....	3,860	137
Commercial TV .....	581	85
TV Translators and Boosters* .....	923	793
Educational TV .....	70	21
Commercial FM .....	1,120	87
Educational FM .....	221	17
<b>Total .....</b>	<b>6,775</b>	<b>1,140</b>

\* Translators and boosters (and repeaters) 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.

\*\* Including 1,046 TV repeaters (since terminated).

Source: FCC



**WILLIAM B. WILLIAMS**  
WNEW



# Financial Data of 3 National TV Networks & 554 TV Stations

(In Millions of Dollars)  
— 1962 —

	15 Network Owned and Operated Stations	539 Other TV Stations	Totals: 3 Networks and 554 TV Stations
Networks	Stations	Stations	TV Stations
<b>A. Revenues from the sale of time:</b>			
1. Network time sales:			
Sale of network time to advertisers.	\$520.2	—	—
2. Deductions from network's revenue from sale of time to advertisers:			
a. Paid to owned and operated stations	36.1	—	—
b. Paid to affiliated stations.....	164.5	—	—
Total participation by others (excluding commissions) in revenue from sale of network time .....	200.6	—	—
3. Total retentions from sale of network time .....	\$319.6	\$ 36.1	\$165.8 <sup>1</sup>
\$	521.5	\$	521.5
4. Non-network time sales:			
a. National and regional advertisers...	—	114.8	424.7
b. Local advertisers .....	—	38.4	204.1
Total non-network time sales.....	—	153.2	628.8
\$	782.0	\$	782.0
5. Total time sales.....	319.6	189.3	794.6
\$	1,303.5	\$	1,303.5
6. Deduct—Commissions to agencies, representatives, etc. ....	77.9	28.5	113.7
\$	220.1	\$	220.1
7. Net time sales.....	\$241.7	\$160.8	\$680.9
\$	\$1,083.4	\$	\$1,083.4
<b>B. Revenues from incidental broadcast activities:</b>			
a. Talent and programs.....	310.4	3.5	8.6
b. Sundry broadcast revenues.....	32.6	5.2	42.5
Total incidental broadcast activities	343.0	8.7	51.1
\$	402.8	\$	402.8
Total broadcast revenues.....	\$584.7	\$169.5	\$732.0
\$	\$1,486.2	\$	\$1,486.2
<b>C. Total broadcast expenses.....</b>			
\$	\$548.0	\$ 94.8	\$531.8
\$	\$1,174.6	\$	\$1,174.6
<b>D. Broadcast income (before Federal income tax) .....</b>			
\$	\$ 36.7	\$ 74.7	\$200.2
\$	\$ 311.6	\$	\$ 311.6

<sup>1</sup>Total retentions from sale of network time of \$165.8 million by 539 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.  
Source: FCC.



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# Financial Data Covering 4 Nationwide Radio Networks & 3,698 AM & AM-FM Stations

(In Thousands of Dollars)  
— 1961-1962 —

Item	4 Nationwide Networks	19 Owned and Operated Stations	3,679 Other Stations	Total 4 Nationwide Networks and 3,698 Stations	Percent Change from Previous Year
A. Revenues from the sale of time:					
1. Network time sales:					
a. Sale of major network time to advertisers.....	\$33,954	\$ 615	\$ 5,077		
b. Sale of other network time.....	33,954	615	2,990		
Total network time sales.....	5,310		8,067		
2. Total deductions from network's revenue from sale of time to advertisers.....	28,644	615	8,067	\$ 37,326	4.2%
3. Total retentions from sale of network time.....				208,455	5.6
4. Non-network time sales:				419,468	9.2
a. National and regional advertisers.....				627,923	8.0
b. Local advertisers.....				665,249	7.8
Total non-network time sales.....	28,644			71,788	8.5
5. Total time sales.....	5,028			599,499	7.7
6. Deduct—commissions to agencies, representatives, etc. Net time sales.....	23,616			59,915	8.5
7. Revenues from incidental broadcast activities:				539,584	7.7
a. Talent.....	6,781	1,899	10,317	18,997	(2.0)
b. Sundry broadcast revenues.....	1,164	353	12,804	14,321	8.8
Total incidental broadcast activities.....	7,945	2,252	23,121	33,318	2.4
Total broadcast revenues.....	31,561	32,513	562,705	626,779	7.4
C. Total broadcast expenses.....	33,947	27,938	518,198	580,083	5.2
D. Broadcast income (before Federal income tax).....	(\$2,386)	\$ 4,575	\$ 44,507	\$ 46,696	45.7

Note: Data for 1961 cover the operations of four nationwide networks, their 19 owned and operated stations, and 3,591 other stations.  
( ) Denotes loss or percentage decrease.

Source: FCC.

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# '63 Communications Highlights — Satellites, Ads, JFK Coverage

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By  
E. WILLIAM HENRY  
Chairman  
Federal Communications  
Commission

**I**N the field of communications, the year 1963 was one of considerable activity and accomplishment.

Major advancements in our national program to establish an operable international communications system using space satellites was the most significant development of the year. Of critical importance was the action of the Extraordinary Administrative Radio Conference in Geneva, at which member nations of the International Telecommunication Union jointly recognized the benefits which can flow from such a system, and set aside frequencies essential to the success of the program.

In addition, the Communications Satellite Corp., which will own and operate the American portion of the system, is actively engaged in working out the technological requirements and the international arrangements to establish early interim operation. Continued experiments with Telstar, Relay and Syncom hold forth the promise that space satellites, in the next few years, can provide reliable and economic communications to supplement radio and cable facilities.

In the area of domestic broadcasting, we note with particular pleasure the stepped-up activity in educational television. Over 80 educational TV stations were on the air at the year's end and, aided by the Federal grant-in-aid program and the all-channel receiver legislation, we anticipate continuing and substantial growth in this service in the year ahead.

During the year past the Commission has also examined the question of the amount of time devoted to commercials, has moved to clarify broadcasters' responsibilities to their local communities in the fair treatment of controversial topics of public importance, has imposed a modest filing

fee on most applications to offset, in part, the regulatory expenses of the agency, and has continued its efforts to foster and promote the use of all 82 TV channels.

In its continuing effort to make broadcasters live up to their promises and obligations, the Commission reminded licensees of their responsibilities under the 1949 fairness doctrine and explained the applicability of the sponsorship identification of a 1960 law.

The magnitude of nonbroadcast radio operations in this country is manifested by the fact that the FCC now has more than 1.2 million radio station licensees who operate over 4 million transmitters. These stations aid in police and fire protection and other state and local government activities; direct the movement of vehicles on land and water and in the air; assist manufacturing and other business operations; speed the delivery of our products and services; summon doctors and ambulances; help conserve our forests; gather and relay news, and perform vital functions to bulwark the national defense.

The assassination of President Kennedy and its aftermath kept a sorrowing nation watching and listening to broadcasts as never before. For more than three days, networks and stations across the country voluntarily abandoned regular programming to give constant coverage of the tragic events, for which they received the highest official and public plaudits. Some of this reporting was relayed to other mourning countries by satellite and the new transpacific cable.

# Federal Communications Commission

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(Continued on Page 63D)

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Serves the Entire Bay Area Negro Community With an All-Inclusive Programming Service. Completely Dominates Its Field.  
*Walter Conway, V. P. & General Manager*
- WWRL** — New York City  
New York City's Only Full Time Negro-Oriented Radio Station — the Radio Sensation of 1964 — Featuring Contemporary Programming and Complete Entertainment for Metropolitan New York's 1,625,000 Negroes.  
*Frank Ward, General Manager*
- KFOX** — Los Angeles-Long Beach, California  
The Nation's Number 1 Country Music Station Serving Los Angeles, Long Beach and Orange County.  
*Dick Schofield, V. P. & General Manager*
- WOPA** — Chicago-Oak Park, Illinois  
Chicago's Only Complete Supplemental Buy as the Most Diversified Ethnic Station in the Country.  
*Al Michel, General Manager*



**EGMONT SONDERLING, President**

**Headquarters: 220 E. Anaheim Street, Long Beach, California**

**SPECIALISTS IN SPECIALIZED RADIO**

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(Continued from Page 63B)

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(Continued on Page 63F)



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(Continued from Page 63D)

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(Continued on Page 63H)

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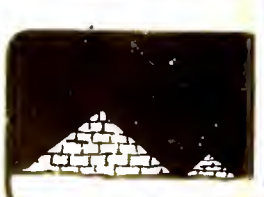
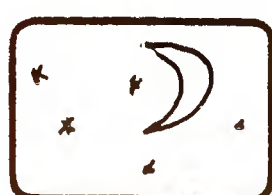
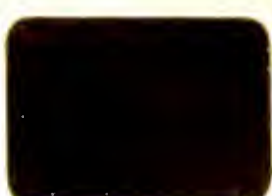
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(Continued on Page 63L)

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(Continued from Page 63J)

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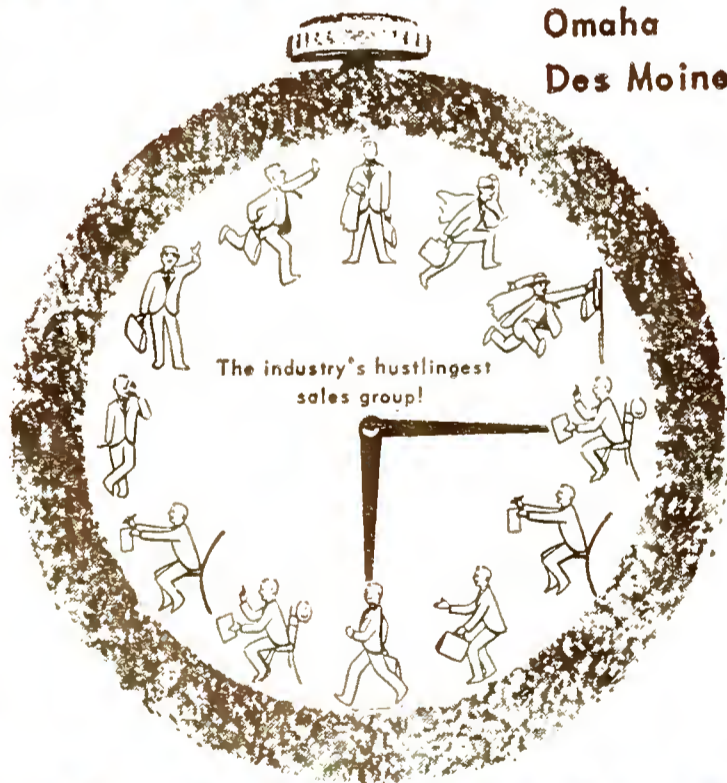
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681 Market St., San Francisco 5, Calif.  
Phone: DO 2-6979  
Manager.....Ward Glenn

## GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.  
Phone: TEMPLETON 8-4740  
President.....Helen Gill  
Exec. Vice-Pres.....John J. Perna, Jr.  
**Branch Offices**  
William-Oliver Bldg., Atlanta, Ga.  
Phone: JACKSON 4-0454  
Manager.....Harry J. Cannon  
75 E. Wacker Drive, Chicago, Ill.  
Phone: FINANCIAL 6-9393  
Midwest Sales Mgr.....Walter Beadell  
2915 Book Bldg., Detroit 26, Mich.  
Phone: WO 2-7022  
Manager.....Daniel W. Bowen  
2252 W. Beverly Rd., Los Angeles 57, Calif.  
Phone: DUNKIRK 8-7115  
Manager.....Bambie C. Herrington  
57 Post St., San Francisco, Calif.  
Phone: SUTTER 1-5568  
Manager.....Joe Keller

## GOOD MUSIC BROADCASTERS, INC.

355 Lexington Ave., New York, N. Y.  
Phone: YUKON 6-2680  
Nat. Sales Mgr.....Jack Fenster  
Manor Road, Philadelphia 28, Pa.  
Phone: IVYRIDGE 2-6000  
President.....Raymond S. Green

## GROSKIN, HERBERT E., & CO.

310 Madison Ave., New York 17, N. Y.  
Phone: YU 6-4366

# RADIO & TV STATION REPRESENTATIVES

President .....Herbert Groskin  
Sec.-Treas. ....Morton Weinberg  
Office Mgr.....Spyridoula Tomako  
Sales Mgr.....William Underwood

## H-R REPRESENTATIVES, INC. H-R TELEVISION, INC.

375 Park Ave., New York, N. Y. 10022

Phone: PLaza 9-6800

Board Chmn., Treas.....Frank M. Headley  
Pres., Sec. (TV), Exec. V.P., Sec. (Reps)

Frank E. Pellegrin  
Pres. (Reps), Exec. V.P. (TV) ...D. S. Reed

Exec. V.P. (Reps) .....James M. Alspaugh

Vice-Pres., Sales Dev.....Miss Avery Gibson

V.P., Sta. Rels., Forward Plan. (TV)

Edward P. Shurick

Vice-Pres., Creat. Sales.....Max M. Everett

V.P., Nat. Sales Mgr. (TV) ...John H. White

Vice-Pres., Res. Dir.....Martin E. Goldberg

V.P., E. Sales Mgr. (TV) ...John T. Bradley

V.P., E. Sales Mgr. (Reps) ..Max M. Friedman

### Branch Offices

1819 W. Peachtree St., N. E., Atlanta, Ga.

Phone: 872-7701

Manager .....Cal Cass

1400 Statler Office Bldg., Boston, Mass.

Phone: LI 2-0478

Manager .....Santo Crupi

35 East Wacker Drive, Chicago 1, Ill.

Phone: FInancial 6-6440

V.P., Midwest Sales Mgr. (Reps) ..Bill McRae

V.P., Midwest Sales Mgr. (TV) ..Grant Smith

211 N. Ervay Bldg., Dallas, Tex.

Phone: RIverside 8-6035

Manager .....Robert Dalchau

1004 Paramount Bldg., Des Moines, Ia.

Phone: ATlantic 2-0201

Manager.....Donald G. Peterson

506 Penobscot Bldg., Detroit, Mich. 48226

Phone: WOodward 1-4148

Manager .....Geno Cioe

Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 2-6453

Manager .....Richard A. Leader

1137 Northwestern Bank Bldg.,

Minneapolis, Minn.

Phone: FEderal 8-7017

Manager.....Calden P. Stitt

1 E. Penn Sq., Philadelphia, Pa. 19107

Phone: LOcust 3-4296

Manager .....Thomas Wood

915 Olive St., St. Louis, Mo.

Phone: CH 1-4193

Manager .....Arthur D. Kelley

321 Bush St., San Francisco, Calif. 94104

Phone: YUkon 2-5837

Vice-Pres., Manager.....Joe Friedman

## HAGG, ARTHUR H., & ASSOCIATES

75 E. Wacker Dr., Chicago 1, Ill.

Phone: CEntral 6-7553

President .....K. W. Hagg

Vice President.....R. D. Hagg

### Branch Offices

2201 Grand Ave., Kansas City, Mo.

Phone: HA 1-7155

Exec. in Charge.....R. J. Anderson

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

Phone: MU 4-4250

Exec. in Charge.....Ed Volckmann

3222 Center St., Omaha 5, Neb.

Phone: 342-7620

Exec. in Charge.....Howard W. Harvey

## HARRINGTON, RIGHTER & PARSONS, INC.

415 Madison Ave., New York 17, N. Y.

Phone: MU 8-7050

President.....James O. Parsons, Jr.

Vice Pres. & Secy.....John E. Harrington, Jr.

Vice-Pres., Treas.....Volney F. Righter

V.P., Research, Prom.....M. Rashbaum, Jr.

Vice-President .....John F. Dickinson

V.P., Eastern Sales Mgr.....Arthur C. Elliot

### Branch Offices

1430 W. Peachtree St., Atlanta 9, Ga.

Phone: TRinity 5-8458

Manager .....Frank B. Rice

80 Boylston St., Boston 16, Mass.

Phone: LIBerty 2-7537

Manager .....Carter S. Knight

Tribune Tower, Chicago, Ill.

Phone: 527-0510

Vice-President .....Robert L. Gilbertson

1717 N. Highland, Hollywood 28, Calif.

Phone: HO 6-4129

Manager .....Byington F. Colvig

915 Olive St., St. Louis, Mo.

Phone: MAin 1-7475

Manager .....Richard M. Gardner

235 Montgomery St., San Francisco, Calif.

Phone: Sutter 1-4125

Manager .....Franklin Dougherty

## HIX, BOB, CO., INC.

280 Columbine St., Denver, Colo. 80206

Phone: 303-377-6526

President, Gen. Mgr.....Robert S. Hix

Vice-Pres., Sec.....E. M. Hix

### Branch Offices

1012 Baltimore Bldg., Kansas City 5, Mo.

Phone: 816-471-5502

Manager .....Gene Gray

1005 Syndicate Trust Bldg., St. Louis 1, Mo.

Phone: 314-231-9151

Manager .....Gene Gray

## HOLLINGBERRY, GEORGE P., CO.

307 North Michigan Ave., Chicago 1, Ill.

Phone: DEarborn 2-6060

Chairman of the Bd...George P. Hollingbery

Vice-Chairman .....F. E. Spencer, Jr.

President, Radio.....Fred F. Hague

President, TV.....Harry H. Wise, Jr.

Sales Manager, Radio.....Robert Pierce

Vice Pres., TV.....Warren Nelson

### Branch Offices

1776 Peachtree St., N.W., Atlanta 9, Ga.

Phone: 875-9629

V.P., Exec.-in-Chg.....Richard N. Hunter

# RADIO & TV STATION REPRESENTATIVES

211 N. Ervay, Dallas, Tex.

Phone: RIVERSIDE 8-0057

Executive-in-Charge.....George L. Pettett

2214 Guardian Bldg., Detroit, Mich.

Phone: WOODWARD 1-3555

Executive-in-Charge.....Harry Betteridge

3325 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKIRK 5-2071

V.P., Exec.-in-Charge.....Roy S. Edwards

500 Fifth Ave., New York 36, N. Y.

Phone: OXFORD 5-5560

Executive-in-Charge.....F. E. Spencer, Jr.

President, Radio.....Fred F. Hague

President, TV.....Harry H. Wise, Jr.

Dir., Sales Dev.....Philip Corper

155 Montgomery, San Francisco 4, Calif.

Phone: YUKON 1-2110

Executive-in-Charge.....George Hemmerle

## HOLMAN, HAL, COMPANY

307 N. Michigan Ave., Chicago 1, Ill.

Phone: FRANKLIN 2-0016

Owner.....Hal Holman

### Branch Offices

6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HOLLYWOOD 2-2351

Manager.....Tracy Moore

347 Madison Ave., New York, N. Y.

Phone: YUKON 6-4390

Manager.....Ed Devney

703 Market St., San Francisco 3, Calif.

Phone: EXBROOK 2-6444

Manager.....Charles Morin

## HOPEWELL, GEORGE T., INC.

101 Park Ave., New York 17, N. Y.

Phone: LE 2-3783

President.....George T. Hopewell

General Manager.....Joseph S. Cannon

### Branch Offices

501-2 William Oliver Bldg., Atlanta, Ga.

Phone: JACKSON 4-0454

Exec.-in-Charge.....Harry Cannon

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OL 5-8326

Exec.-in-Charge.....Jim Walsh

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STATE 2-5096

Execs.-in-Charge.....Hooper Jones,

Laurie Thompson

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOODWARD 1-3822

Exec.-in-Charge.....Tom Corlett

## HOWARD, BERNARD, & CO., INC.

270 Park Ave., New York, N. Y.

Phone: OXFORD 7-3750

President.....Bernard Howard

Exec. Vice Pres.....Jack Davis

### Branch Offices

1401 Peachtree St., N.E., Atlanta, Ga.

Phone: TR 5-9403

Manager.....Bernard Ochs

35 E. Wacker Dr., Chicago, Ill.

Phone: FI 6-9227

Vice Pres.....Robert Bell

8430 Santa Monica Blvd., Los Angeles 69, Cal.

Phone: OLDFIELD 6-7200

Manager.....Norman Berk

58 Sutter St., San Francisco 4, Calif.

Phone: YUKON 1-3676

Vice Pres.....Leslie Ray Rhodes

## HURLEY, WILLIAM L.

1100 Roanoke Bldg., Minneapolis, Minn. 55402

Phone: 335-1341

Owner.....William L. Hurley

## HYETT, HARRY S., CO.

630 Baker Bldg., Minneapolis 2, Minn.

Phone: FEDERAL 9-7179

Owner & President.....Harry S. Hyett

## INDIE SALES, INC.

220 Madison Ave., New York, N. Y.

Phone: LEXINGTON 2-5055

General Manager.....Hal Walton

Controller.....Jim Popper

Dir., Station Relations.....Leonard Baker

### Branch Offices

501 Wm. Oliver Bldg., Atlanta 3, Ga.

Phone: 524-0454

Manager.....Harry Cannon

35 E. Wacker Drive, Chicago 1, Ill.

Phone: 782-8196

Manager.....Paul Elsberry

1540 N. Highland Ave., Los Angeles 28, Calif.

Phone: 466-7279

Manager.....Sandy Kahn

681 Market St., San Francisco 11, Calif.

Phone: 392-8038

Manager.....Jim Lucas

## INTER-AMERICAN PUBLICATIONS, INC.

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

Phone: MURRAY HILL 2-0884

President.....Mrs. Argentina S. Ramos

Treasurer.....José Oviedo

Secretary.....Octavio Gonzalez

## INTERCONTINENTAL SERVICES LTD.

20 East 46th St., New York 17, N. Y.

Phone: YU 6-0820

President.....Harry M. Engel

V.P., Sales Mgr.....John P. Barton

V.P., Treas.....Jeanette F. Sytsma

### Branch Offices

6290 Sunset Blvd., Los Angeles, Calif. 90028

Phone: HO 2-2289

Manager.....William L. Wallace

155 Montgomery St., San Francisco, Calif.

Phone: YU 6-5366

Manager.....John Slocum

## KATZ AGENCY, INC., THE

666 Fifth Ave., New York, N. Y. 10019

Phone: JUDSON 2-9200

# RADIO & TV STATION REPRESENTATIVES

Chmn. of Board.....G. R. Katz  
 V.P., TV Sales.....Scott Donahue  
 V.P., Client Relations.....Edward Codel  
 V.P., Research, Prom.....Dan'l Denenholz  
 V.P., Radio Sls.....Morris Kellner  
 Treasurer.....H. J. Grenthot  
 Radio Sales Mgr.....Martin Beck  
 Asst. Radio Sales Mgr.....James Greenwald  
 TV Sales Mgr., East...Michael T. Membrado  
 TV Sales Mgr., West.....Walter Nilson

## Branch Offices

1393 Peachtree St. N.E., Atlanta, Ga. 30309  
 Phone: TRinity 5-1627

Manager .....John G. Bolton, Jr.  
 20 Providence St., Boston, Mass. 02116  
 Phone: LIBerty 2-5458

Manager .....C. C. "Bud" Bowlin  
 Prudential Plaza, Chicago, Ill. 60601  
 Phone: MOhawk 4-7150

Manager .....Alan T. Axtell  
 TV Sales Mgr., East.....Joseph Hogan  
 TV Sales Mgr., West.....Robert Rohde  
 Radio Sales Mgr.....William Lee  
 3505 Turtle Creek Blvd., Dallas, Tex. 75219  
 Phone: LAkeside 6-7941

Manager .....D. Rutledge  
 Penobscot Bldg., Detroit, Mich. 48225  
 Phone: 963-8420

V.P., Manager.....William W. Joyce  
 5455 Wilshire Blvd., Los Angeles, Calif. 90036  
 Phone: WEbster 3-8171

Manager .....Gerald J. Jones  
 1905 First Natl. Bank Bldg.,  
 Minneapolis, Minn. 55402  
 Phone: FEderal 3-6201

Manager .....Roland King  
 1102 Land Title Bldg., Phila., Pa. 19110  
 Phone: LOcust 7-7950

Radio Sales Mgr.....Arne N. Ramberg  
 TV Sales Mgr.....Ed Papazian  
 915 Olive St., St. Louis, Mo. 63101  
 Phone: CEntal 1-1868

Manager .....James Muse  
 Russ Bldg., San Francisco, Calif. 94104  
 Phone: DOuglas 2-7628

Manager .....Franklin C. Wheeler

## KENTUCKY RADIO SALES

2007 Kenilworth Ave., Louisville, Ky. 40205  
 Phone: 451-5045

President .....Harry McTigue

## KETTELL-CARTER, INC.

118 Newbury St., Boston 16, Mass.  
 Phone: KEEnmore 6-1966

President .....Elmer Kettell  
 Secy.-Treas. ....Marjorie Carter

## KING, LEWIS A.

500 Fifth Ave., New York 36, N. Y.  
 Phone: CH 4-0119

President.....A. Lewis King

## KIRBY, NONA, CO.

518 Statler Office Bldg., Boston 16, Mass.  
 Phone: HUbbard 2-6117

President .....Nona Kirby  
 Vice President.....Kay Chille  
 Treasurer .....Joseph E. Kirby

## LOWRANCE, BOMAR, & ASSOCIATES, INC.

710 Peachtree St. N.E., Atlanta, Ga. 30308  
 Phone: TRinity 6-6776

Pres., Treas.....Bomar A. Lowrance  
 Vice-Presidents .....Clyde L. Clem,  
 Robert F. Keefe  
 Secretary.....Martha S. Lowrance  
 Asst. Sec-Treas.....Helen Keane

## Branch Offices

Fidelity Union Life Bldg., Dallas, Tex.  
 Phone: RIverside 2-8206

Pres., Treas.....Bomar A. Lowrance  
 1015 Locust St., St. Louis 1, Mo.  
 Phone: CH 1-2451

Vice-President.....Robert F. Keefe

## LUCAS, J. A., CO.

1540 N. Highland Ave., Los Angeles 28, Calif.  
 Phone: HOLlywood 6-7279

President .....James A. Lucas

## Branch Offices

400 N. Michigan Ave., Chicago, Ill.  
 Phone: 467-6106

40 East 49th St., New York 17, N. Y.  
 Phone: PLaza 3-3337

681 Market St., San Francisco, Calif.  
 Phone: EXbrook 2-8038

## LUSTER ASSOCIATES

150 West 55th St., New York, N. Y.  
 Phone: CIrcle 6-1952

President .....Betty Luster

## M. A. SALES

(See Jack Masla & Co., Inc.)

## MASLA, JACK, & CO., INC.

575 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 2-6450

President .....Jack Masla  
 Vice President.....Allan S. Klammer

## Branch Offices

1182 W. Peachtree St. N.W., Atlanta, Ga.  
 Phone: TR 5-9539

Manager .....Clarke Brown  
 111 N. La Cienega Blvd., Beverly Hills, Calif.  
 Phone: OL 2-1313

Manager .....Lee O'Connell  
 75 E. Wacker Dr., Chicago, Ill.  
 Phone: CEntal 6-7974

Manager .....Robert Wencel  
 532 Fidelity Union Life Bldg., Dallas, Tex.  
 Phone: RI 2-5609

Manager .....Mario Messina  
 1610 Book Bldg., Detroit, Mich.  
 Phone: 961-2685

Manager .....Bernard Pearse  
 1012 Baltimore Bldg., Kansas City, Mo.  
 Phone: GRand 1-7822

Manager.....Eugene F. Gray

## RADIO & TV STATION REPRESENTATIVES

915 Olive St., St. Louis, Mo.

Phone: CE 1-9151

Manager.....Eugene F. Gray

681 Market St., San Francisco, Calif.

Phone: EX 2-1507

Manager .....Ward Glenn

### McGAVREN-GUILD CO., INC.

270 Park Ave., New York 17, N. Y.

Phone: MO 1-2500

President .....Daren F. McGavren

Exec. V.P., Gen. Sales Mgr.....Ralph Guild

V.P., N. Y. Sales Mgr.....Ed Argow

#### Branch Offices

805 Peachtree St. N.E., Atlanta 8, Ga.

Phone: 876-2589

Manager .....Duncan Mounsey

900 Statler Office Bldg., Boston, Mass.

Phone: DE 8-8261

Manager .....Don Wilks

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

Manager .....Bob Mahlman

1216 Dime Bldg., Detroit, Mich.

Phone: WO 2-5777

Manager .....Harvey Glor

1741 Ivar Ave., Los Angeles, Cal.

Phone: HOLlywood 4-7331

V.P., Manager.....Walter Lake

915 Olive St., St. Louis 1, Mo.

Phone: CH 1-5201

Manager .....Tom Sullivan

Russ Bldg., San Francisco, Calif.

Phone: YUkon 6-4112

Manager .....Ray Watson

### McGUIRE, JOHN L., & CO.

1150 Delaware St., Denver, Colo. 80204

Phone: 825-7585

Owner.....John L. McGuire

### MEDIA REPRESENTATIVES, INC.

630 Fifth Ave., New York 20, N. Y.

Phone: CI 6-1320

Manager .....Edwin Seymour

### MEEKER CO., INC., THE

521 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 2-2170

President.....Robert D. C. Meeker

V.P., Station Relations....Robert L. Dudley

V.P., Charge of TV Sales..Charles E. Standard

Radio Sales Mgr.....Herb Hahn

Dir. Sales Dev.....Jack Hardingham

Acct. Executives.....Wm. Burding,

John B. Dalton, John C. Kriete, Lynn Hall,

Eugene MacLean

Research & Prom. Dir.....Martin Mills

Sales Development.....Jack Hardingham

Office Manager.....Vivian Dagasso

Personnel Mgr.....Audrey Tanzer

#### Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.

Phone: CE 6-1742

Vice-President .....Carl Jewett

Acct. Executives.....Charles Compton,

Frederick E. Bauman

Office Manager.....Barbara Engelhardt

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLlywood 2-6501

Manager .....Don Palmer

Office Manager.....Stephanie Stratton

55 New Montgomery, San Francisco 5, Calif.

Phone: YU 6-4940

Vice President.....Edgar B. Filion

Manager .....James Monroe

Office Manager.....Joan Marie Comerford

### MELVILLE, CLYDE, CO.

1300 Tower Petroleum Bldg., Dallas 1, Tex.

Phone: RIVerside 8-5239

President .....Clyde B. Melville

### MESSINA, MARIO, CO.

532 Fidelity Union Life Bldg., Dallas 1, Tex.

Phone: RI 2-5409

Owner .....Mario Messina

### METRO RADIO SALES

3 East 54th St., New York 22, N. Y.

Phone: PLaza 2-8228

V.P., Director.....H. D. Neuwirth

N. Y. Sales Mgr.....Robert Coppinger

#### Branch Offices

Statler Office Bldg., Boston 16, Mass.

Phone: 423-3306

Manager .....John T. King II

410 N. Michigan Ave., Chicago 11, Ill.

Phone: 467-6340

Manager .....Richard Kelliher

1410 Fisher Bldg., Detroit 2, Mich.

Phone: 873-8600

Manager .....William Lauer

5746 Sunset Blvd., Hollywood 28, Calif.

Phone: 464-3168

Manager.....Robert Jones

19th & Walnut Sts., Philadelphia, Pa.

Phone: LOcust 8-2900

Manager .....William S. Dallmann

915 Olive St., St. Louis 1, Mo.

Phone: MAin 1-4800

Manager .....LeRoy Rizor

155 Montgomery St., San Francisco 4, Calif.

Phone: DOuglas 2-1945

Manager .....Richard Schutte

### METRO TV SALES

3 East 54th St., New York 22, N. Y.

Phone: PLaza 2-8228

V.P., Director.....John B. Sias

Eastern Sales Mgr.....Thomas J. Tilson

#### Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.

Phone: 467-6340

Midwest Sales Mgr.....Alfred T. Parenty

1410 Fisher Bldg., Detroit 2, Mich.

Phone: 875-8350

Manager .....Robert Glaser

5746 Sunset Blvd., Hollywood 28, Calif.

Phone: 464-3168

# RADIO & TV STATION REPRESENTATIVES

Manager.....Richard E. Drummy, Jr.  
19th & Walnut Sts., Philadelphia, Pa.  
Phone: LOcust 8-2900

Manager.....Theodore Wrobel  
915 Olive St., St. Louis 1, Mo.  
Phone: MAIn 1-4800

Manager.....George Diederich  
155 Montgomery St., San Francisco 4, Calif.  
Phone: 385-1424

Manager.....Graham Moore

## MICHIGAN SPOT SALES, INC.

Sheraton Cadillac Hotel, Detroit, Mich.  
Phone: WO 1-3353

President.....Charles J. Sitta

## MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.  
Phone: RA 2-3886

Owner.....Ralph Meador  
Branch Office

P. O. Box 358, Lexington, Mo.  
Phone: ALpine 9-3232

Sals Mgr.....Jock Beretts

## MID-WEST TIME SALES

800 W. 47th St., Kansas City, Mo.  
Phone: LO 1-3193

President.....Irv Schwartz  
Research Dir.....Barbara Burgess  
(Additional offices in Des Moines, Memphis,  
Omaha and St. Louis.)

## MOORE, ART, & ASSOCIATES, INC.

Jones Bldg., Seattle, Wash.  
Phone: MU 2-3377

President.....Art Moore  
Branch Office

520 S. W. 6th Ave., Portland 4, Ore.  
Phone: 228-7284

Manager.....Ed Henry

## MOORE, TRACY, & ASSOCIATES

6381 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HOLlywood 2-2351

Owner.....Tracy Moore  
Sales Manager.....Jerome A. Moore  
Branch Office

703 Market St., San Francisco, Calif.  
Phone: EXbrook 2-6444

Manager.....Charles E. Morin

## NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 7-8300

V.P., Spot Sales.....Richard H. Close  
Director, Radio Sales.....Fred Lyons  
Director, TV Sales.....Byron Goodell  
Dir., New Bus. & Promo.....Wilbur Fromm  
Branch Offices

710 Peachtree St. N.E., Atlanta, Ga.  
Phone: TRinity 6-3726

Sales Rep.....Clyde Clem  
3000 W. Alameda Ave., Burbank, Calif.  
Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde  
Mgr., L.A. TV Spot Sls.....William Loudan

Salesman.....Jack Jennings  
Merchandise Mart, Chicago 54, Ill.  
Phone: SUperior 7-8300

Central Radio Sales Mgr.....Frank DeRosa  
Central TV Sales Mgr.....Richard Bergh  
Fidelity Union Life Bldg., Dallas, Tex.  
Phone: RIverside 2-8206

Sales Rep.....Bomar A. Lowrance  
1015 Locust St., St. Louis, Mo.  
Phone: CH 1-2451

Sales Rep.....Robert Keefe  
Taylor & O'Farrell Sts., San Francisco 2, Cal.  
Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay  
Mgr., S.F. TV Spot Sls.....R. Anderson

## NATIONAL TIME SALES

122 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-4500

V.P., Gen. Sales Mgr.....Arthur Gordon  
Sales Promotion Dir.....Al Alperon

### Branch Offices

1401 Peachtree St. N.W., Atlanta, Ga.  
Phone: TRinity 5-9403

Manager.....Barney Ochs  
205 W. Wacker Dr., Chicago 6, Ill.  
Phone: 346-7421

Manager.....H. E. Kriegel  
1680 N. Vine St., Hollywood 28, Calif.  
Phone: HO 4-7395

Manager.....Harlan Oakes  
166 Geary St., San Francisco 8, Calif.  
Phone: EXbrook 7-4827

Manager.....Don Pickens

## NEW ENGLAND SPOT SALES, INC.

100 Boylston St., Boston 16, Mass.  
Phone: HUbbard 2-4370; 2-442

President.....George C. Bingham  
Vice President.....Charles Bell, Jr.  
Vice President.....C. Otis Rawatt

## OAKES, HARLANG, & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.  
Phone: HO 4-7395-6-7

President.....Harlan G. Oakes  
Vice-President.....Hugh Wallace  
Sec.-Treas.....Mary Jane Oakes

### Branch Offices

690 Market St., San Francisco 5, Calif.  
Phone: EX 7-4827

Manager.....Dave Sandeberg

## O'BRIEN, PAUL S., CO., THE

1713 Spruce St., Philadelphia 3, Pa.  
Phone: KI 5-4334

President.....Paul S. O'Brien  
General Mgr.....Norman K. Hoover

## OCHS, BERNARD I., CO., THE

1401 Peachtree St., N.E., Atlanta 9, Ga.  
Phone: TRinity 5-9403

President.....Bernard I. Ochs

## O'CONNELL, LEE F., CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.

# RADIO & TV STATION REPRESENTATIVES

Phone: OLympia 2-1313

President.....Lee F. O'Connell  
*Branch Office*  
690 Market St., San Francisco 5, Calif.  
Phone: EX 7-0536  
Manager.....Dave Sandeberg

## OHIO STATIONS REPRESENTATIVES, INC.

203 Fidelity Bldg., Cleveland, O. 44114  
Phone: 781-0036  
Pres., Gen. Mgr.....Leonard F. Auerbach  
Acct. Executives....Nick Barry, Buck Harris

## OHLAND/ROBECK, INC.

230 Park Ave., New York 17, N. Y.  
Phone: OR 9-9171  
President .....Otto A. Ohland  
Vice-President .....Peter M. Robeck  
Acct. Executives.....William Gorman,  
Roy H. Holmes

### *Branch Offices*

200 E. Ontario St., Chicago 11, Ill.  
Phone: 943-0516  
1305 S.O.M. Center Rd., Cleveland 24, O.  
Phone: 449-0900  
2000 Cadillac Tower, Detroit, Mich.  
Phone: 961-1940  
6269 Selma Ave., Hollywood 28, Calif.  
Phone: 466-1445  
41 Sutter St., San Francisco 4, Calif.  
Phone: YU 1-1199

## PACIFIC BROADCAST SALES

249 Pine St., San Francisco 4, Calif.  
Phone: EX 7-6286  
Manager.....Robert R. Allen  
*Branch Office*

1258 N. Highland Ave., Hollywood 38, Calif.  
Phone: HOLlywood 6-4251  
Manager.....N. Arthur Astor

## PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-4500  
Exec. Vice Pres.....Eugene Bernald  
Sales Prom.....Al Alpert

### *Branch Offices*

1680 N. Vine St., Hollywood 28, Calif.  
Phone: HO 4-7395  
Manager .....Harlan Oakes  
166 Geary St., San Francisco 8, Calif.  
Phone: EXbrook 7-4827  
Manager.....Don Pickens

## PENN STATE REPS, INC.

1714 Investment Bldg., Pittsburgh, Pa. 15222  
Phone: 471-5862  
President, Gen. Mgr.....John M. DeHaven

## PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York, N. Y. 10017

Phone: 983-5000

President.....H. Preston Peters  
V.P., Treas.....Jones Scovern  
President, TV.....Lloyd Griffin  
V.P., Dir. TV Sls. Dev...George C. Castleman  
V.P., TV Prom. Mgr.....Lon A. King  
V.P.'s, TV Sales Mgrs....William G. Walters,  
Arthur E. Muth  
V.P., Radio.....Ray M. Stanfield

### *Branch Offices*

1371 Peachtree St., N.E., Atlanta, Ga. 30309  
Phone: 875-7763  
V.P., TV Sales Mgr.....William J. Stubbs  
Radio Sales Mgr.....William O. Jones  
Prudential Plaza, Chicago, Ill. 60601  
Phone: FRanklin 2-6373

V.P., Midwest Sales Mgr. (Radio) ..A. Bagge  
V.P., Midwest Sales Mgr. (TV) ...W. Tynan  
Vice Pres.....John A. Cory  
Chi. Sales Mgrs. (TV) ...W. Donald Roberts,  
Louis J. Hummel, Jr.  
Fidelity Union Life Bldg., Dallas, Tex. 75201  
Phone: 747-9921

TV Sales Mgr.....Mansfield C. Via, Jr.  
Radio Sales Mgr.....John C. Butler  
Penobscot Bldg., Detroit, Mich. 48226  
Phone: WOODward 1-4255

Vice Pres., Radio.....William W. Bryan  
TV Sales Mgr.....James R. Sefert  
5455 Wilshire Blvd., Los Angeles, Calif. 90036  
Phone: 938-3585

Vice-President.....Charles R. Kinney  
Radio Sales Mgr.....Jack D. Pohle  
1st Nat. Bank Bldg., Minneapolis, Minn. 55402  
Phone: 333-2425

TV Sales Mgr.....John J. Cameron  
12 S. 12th St., Philadelphia, Pa. 19107  
Phone: 923-0455

TV Sales Mgr.....Donald K. Heller  
Syndicate Trust Bldg., St. Louis, Mo. 63101  
Phone: 241-3171

TV Sales Mgr.....Arnold K. Knippenberg  
1375 Russ Bldg., San Francisco, Calif. 94104  
Phone: 982-9188

TV Sales Mgr.....John M. Brigham  
Radio Sales Mgr.....G. E. Hurst

## PETRY, EDWARD, & CO., INC.

3 East 54th St., New York, N. Y. 10022  
Phone: 688-0200

### *Radio Division*

Board Chairman.....Edward Petry  
President.....Edward E. Voynow  
Exec. Vice-Pres.....Martin L. Nierman  
Vice President in Chg.....Ben H. Holmes  
Eastern Sales Mgr.....Martin Percival  
Sales Prom. Mgr.....William Steese

### *TV Division*

Exec. Vice President.....Martin L. Nierman  
V.P., Sales Prom.....Robert L. Hutton, Jr.  
V.P., Client Relations....Roger J. La Reau  
V.P., Eastern Sales Mgr...Edward C. Page  
V.P., Marketing Dir.....William B. Rohn

### *Branch Offices*

1375 Peachtree St., N.E., Atlanta, Ga. 30309

# RADIO & TV STATION REPRESENTATIVES

Phone: 875-8547  
Sales Mgrs.....Joseph Sierer (AM)  
Richard Hughes (TV)  
901 Statler Bldg., Boston, Mass. 02116

Phone: 482-6440  
Sales Mgr.....Frank Howard (AM & TV)  
400 N. Michigan Ave., Chicago, Ill. 60611  
Phone: 944-0011

President.....Edward E. Voynow  
V.P., Sales Mgr. (TV).....Louis A. Smith  
Sales Mgr. (Radio).....William P. Pipher  
211 N. Ervay St., Dallas, Tex. 75201  
Phone: 748-9454

Sales Mgrs.....Barney Broiles (AM)  
David C. Milam (TV)  
645 Griswold St., Detroit, Mich. 48226  
Phone: 963-0125

Sales Managers..William Cartwright (AM)  
Bruce Mayer (TV)  
3424 Wilshire Blvd., Los Angeles, Calif. 90005  
Phone: 388-1143

Sales Mgrs.....Garry Hollihan (AM)  
L. D. Larimer (TV)  
915 Olive St., St. Louis, Mo. 63101  
Phone: 241-7191

Sales Mgrs.....Sam Hall (AM)  
Junius Zolp (TV)  
Russ Bldg., San Francisco, Calif. 94104  
Phone: 982-3631

Sales Managers.....Lloyd McGovern (AM)  
George Ledell (TV)

## PHILADELPHIA SPOT SALES

310 Glen Echo Road, Phila., Pa.  
Phone: CH 7-4510

President .....Morton Lowenstein

## PIANO, VIC, ASSOCIATES, INC.

211 East 53rd St., New York, N. Y.  
Phone: PL 9-1044

President .....Vincent C. Piano  
Exec. Vice-Pres.....Claude E. Piano  
Vice-President .....Marshall Leckner  
Account Execs..Joseph Mahan, Robert Smith  
Sales Service Dir.....Elisa Gesualdo

### Branch Offices

1365 Peachtree St., N.E., Atlanta, Ga.  
Phone: 873-5918

Manager .....Lanny Finch  
35 Wacker Dr., Chicago, Ill.  
Phone: 236-3220

Manager .....Lou Allen  
6381 Hollywood Blvd., Los Angeles, Calif.  
Phone: 462-2351

Manager .....Jerry Moore  
703 Market St., San Francisco, Calif.  
Phone: 392-6444

Manager .....Charles Morin

## PRESTIGE REPRESENTATION ORGANIZATION

441 Lexington Ave., New York 17, N. Y.  
Phone: MU 7-3380

Pres., Gen. Mgr.....Sam Brownstein  
Midwest Sales Mgr.....Harley L. Ward

Western Sales Mgr.....Jim Lucas

### Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CE 6-6269

Manager.....Harley L. Ward  
424 Book Bldg., Detroit, Mich. 48226  
Phone: WO 1-9704

Manager .....Max Goldfarb  
1540 N. Highland, Hollywood 28, Calif.  
Phone: HO 6-7272

Manager .....Jim Lucas  
681 Market St., San Francisco, Calif.  
Phone: EX 2-8038

Manager .....Stuart Faigin

## RKO GENERAL BROADCASTING NATIONAL SALES

1290 Ave. of the Americas, New York 19, N. Y.  
Phone: LO 4-8000

Nat. Sales Dir.....Donald J. Quinn  
Agency/Client Rels. Dir.....Sidney P. Allen  
Res., Promo. Dir.....Frank G. Boehm  
Controller .....Kenneth Lyons

E. Radio Sales Mgr.....Buck Forker  
Radio Sales Execs.....Jim Fuller,  
Tom Green, D. McLaughlin, Frank Mc-  
Nally, Bud Simmen, John Tormey

E. TV Sales Mgr.....Jack Duffield  
TV Sales Execs.....John Fernandez,  
Jim Gates, Gordon Lawhead, Jim Marino,  
Lee Redfield, George Whitney, Mort Zim-  
merman

### Branch Offices

1182 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 875-9539

Manager .....Grady Berry  
Tribune Tower Bldg., Chicago, Ill.  
Phone: 644-2470

V.P., Midwestern Mgr....George B. Jenson  
532 Fidelity Union Life Bldg., Dallas, Tex.  
Phone: 742-1033

Manager .....Mario Messina  
5515 Melrose Ave., Los Angeles, Calif.  
Phone: HO 2-2133

Radio Sales Exec.....Robert Fox  
TV Sales Exec.....Jerry Lawrence  
415 Bush St., San Francisco, Calif.  
Phone: YU 2-9200

Radio Sales Exec.....Jack Taylor  
TV Sales Exec.....Ed Hawkins

## RAYMER, PAUL H., CO., INC.

441 Madison Ave., New York 22, N. Y.  
Phone: Plaza 9-5570

President.....Paul H. Raymer  
Exec. V.P., Natl. TV Sls. Mgr...F. C. Brokaw  
V.P., TV Sls. Mgr.....Stuart M. Kelly

### Branch Offices

1627 Peachtree St., N.E., Atlanta, Ga.  
Phone: 873-3519

Manager.....Edward D. Brandt  
435 N. Michigan Ave., Chicago 11, Ill.  
Phone: 644-4473

Manager.....John H. Wrath



# RADIO & TV STATION REPRESENTATIVES

306 Mercantile Securities Bldg., Dallas, Tex.  
*Phone: RIverside 1-5663*  
 Manager .....Ralph Widman  
 2949 Penobscot Bldg., Detroit 26, Mich.  
*Phone: 963-0764*  
 Manager.....Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.  
*Phone: 462-2376*  
 Manager .....John D. Gale  
 1504 Russ Bldg., San Francisco 4, Calif.  
*Phone: YUkon 1-1833*  
 Manager.....J. Milton Seropan

## **RICHER, ROBERT, REPRESENTATIVES, INC.**

441 Lexington Ave., New York, N. Y.  
*Phone: PLaza 2-6462*  
 President.....Robert E. Richer  
 Vice-President .....Sam Brownstein  
*Branch Offices*  
 360 N. Michigan Ave., Chicago 1, Ill.  
*Phone: CE 6-6269*  
 Manager .....Harley Ward  
 424 Book Bldg., Detroit, Mich. 48226  
*Phone: WO 1-9704*  
 6362 Hollywood Blvd., Hollywood 28, Calif.  
*Phone: HO 6-9877*  
 Manager .....B. J. Hamrick  
 41 Sutter St., San Francisco, Calif.  
*Phone: YU 1-1199*  
 Manager .....Chuck Toms

## **SAVALLI/GATES, INC.**

(Formerly Gates-Hall, Inc., and  
 Pearson National Representatives, Inc.)  
 7 W. 44th St., New York, N. Y. 10036  
*Phone: 682-3420*  
 President .....Joseph Savalli  
 Account Execs.....Samuel F. Jackson,  
 A. Russel Walker, William M. Wilson, Wil-  
 liam Williams  
*Branch Offices*  
 1371 Peachtree St., Atlanta, Ga.  
*Phone: 875-6644*  
 Manager .....Clay E. Forker  
 383 N. Michigan Ave., Chicago, Ill. 60601  
*Phone: 782-7414*  
 Manager .....Robert Flanigan  
 511 N. Akard Bldg., Dallas, Tex.  
*Phone: 747-3723*  
 Manager .....Edward Robbins  
 Sheraton-Cadillac Hotel, Detroit, Mich. 48231  
*Phone: 961-5438*  
 Manager .....Charles F. Sittel  
 6331 Hollyw'd Blvd., Los Angeles, Calif. 90028  
*Phone: 462-6676*  
 Vice-President .....James C. Gates  
 58 Sutter St., San Francisco, Calif. 94104  
*Phone: 362-7159*  
 Manager .....Sue Masterson

## **SELECT STATION REPRESENTATIVES, INC.**

400 Madison Ave., New York, N. Y. 10017  
*Phone: PLaza 8-1850*

Exec. Vice President.....Albert B. Shepard  
*Branch Offices*  
 710 Peachtree St., N.E., Atlanta 8, Ga.  
*Phone: TR 6-6776*  
 Manager.....Clyde L. Clem  
 333 N. Michigan Ave., Chicago, Ill.  
*Phone: 332-0946*  
 Manager .....Irv Unger  
 923 Fidelity Union Life Bldg., Dallas, Tex.  
*Phone: RI 2-8206*  
 Manager .....Bomar Lowrance  
 1610 Book Bldg., Detroit 26, Mich.  
*Phone: 961-2685*  
 Manager .....Bernard P. Pearse  
 1258 N. Highland Ave., Los Angeles 38, Calif.  
*Phone: HOLlywood 6-5427*  
 Manager .....Art Astor  
 1015 Locust St., St. Louis 1, Mo.  
*Phone: CH 1-2451*  
 Manager .....Robert F. Keefe  
 249 Pine St., San Francisco, Calif.  
*Phone: EXbrook 7-6187*  
 Manager .....Bob Allen

## **SKYLINE ADVERTISERS' SALES, INC.**

Box 2557, Idaho Falls, Ida.  
*Phone: 523-4567*  
 President, Gen. Mgr.....Melvin B. Wright  
 Vice Pres.....Joseph S. Sample  
 Office Manager.....Melva Searle

## **SMITH, FREDERICK W.**

15 W. 44th St., New York, N. Y. 10036  
*Phone: TN 7-0295*

## **SOUTHEASTERN REPRESENTATIVES**

1365 Peachtree St., N.E., Atlanta, Ga. 30309  
 General Mgr.....E. Lanier Finch

## **SPANISH INTERNATIONAL NETWORK SALES, INC.**

247 Park Ave., New York, N. Y.  
*Phone: OX 7-0585*  
 Exec. Vice-Pres.....Rene Anselmo

## **SPOT TIME SALES INC.**

444 Madison Ave., New York 22, N. Y.  
*Phone: PL 3-3337*  
 President.....John E. Erickson  
 Vice-President.....Carleton F. Loucks  
 Eastern Sales Mgr.....John J. Cook  
*Branch Offices*  
 400 N. Michigan, Chicago 11, Ill.  
*Phone: 467-6106*  
 Manager .....John E. Erickson, Jr.  
 1540 N. Highland Blvd., Los Angeles 28, Cal.  
*Phone: 466-7279*  
 Manager .....Sandy Kahn  
 977 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
*Phone: 333-1496*  
 Manager .....Jim Bowden

# RADIO & TV STATION REPRESENTATIVES

681 Market St., San Francisco 11, Calif.

Phone: 392-8038

Manager .....Ward Glenn

## STONE REPRESENTATIVES, INC.

(Formerly Radio-TV Representatives, Inc.)

7 East 47th St., New York, N. Y. 10017

Phone: 212-688-4340

President .....Peggy Stone

V.P., Eastern Sales Dir.....George Schmidt

Treasurer .....Saul Frischling

Acct. Executives.....Joe Antelo,

Sandy Gasman, Charles O'Malley

### Branch Offices

Baltimore, Md.—See Philadelphia Office

Box 7663, Atlanta, Ga. 30309

Phone: 876-6464

Manager .....Bob Jensen

111 N. LaCienega Blvd., Beverly Hills, Calif.

90211

Phone: 213-655-7597

Manager .....Lee O'Connell

100 Boylston St., Boston, Mass. 02116

Phone: 617-482-4442

Manager .....George Bingham

75 East Wacker Dr., Chicago, Ill. 60601

Phone: 372-0910

V.P., Midwest Sales Dir.....Sy Thomas

Acct. Executives.....Dick Ashby,

Dick Faulkner, Bill Smutzer

1713 Spruce St., Philadelphia, Pa. 19130

Phone: 545-7609

Manager .....Paul O'Brien

Morgan Bldg., Portland, Ore. 97205

Phone: 503-227-5754

Manager .....Cliff Engel

690 Market St., San Francisco, Calif. 94105

Phone: 415-397-0536

Manager .....Dave Sandeberg

Tower Bldg., Seattle, Wash. 98101

Phone: 206-623-1868

Manager .....Hugh Feltis

## STORER TELEVISION SALES, STONE, INC.

500 Park Ave., New York, N. Y.

Phone: PLaza 2-7600

President .....Peter Storer

V.P. & Gen. Mgr.....Francis P. Barron

Promotion Mgr.....Joseph Dowling

### Branch Offices

1375 Peachtree St., N.E., Atlanta, Ga.

Phone: 875-8576

Southern Sales Mgr.....William Mason

333 North Michigan Avenue, Chicago, Ill.

Phone: CEntral 6-9550

Midwest Sales Mgr.....Julian Kanter

New Center Bldg., Suite 521, Detroit 2, Mich.

Phone: 873-2383

Manager.....James E. Goldsmith

338 So. Western Ave., Los Angeles 5, Calif.

Phone: DU 9-3138

West Coast Manager.....Henry R. Flynn

235 Montgomery, 939 Russ Bldg.,

San Francisco, Calif.

Manager .....William Exline

## SUMNER, E. S., CORP.

620 Fifth Ave., New York 20, N. Y.

Phone: LT 1-8330

President.....Eugene S. Sumner

Vice President.....Todd R. Gaulocher

### Branch Office

307 N. Michigan Ave., Chicago, Ill.

Phone: STate 2-0650

Manager.....E. H. Alnwick

## T. I. E. SALES LTD.

(Formerly Overseas Broadcast Services Ltd.  
and TV International Ents. of England.)

230 Park Ave., New York 17, N. Y.

Phone: OR 9-0560

President .....Stephen A. Mann

Vice-President .....Boris Frank

### Branch Offices

Charlottenstrasse 32, Dusseldorf, W. Germany

Phone: 2 72 17

Rep.....Jhr. C. E. J. L. van Andringa  
de Kempnaer

Pl. du Cirque 4, Geneva, Switzerland

Phone: (022) 24 22 74

Representative.....Henri Charles Illi

21 Sloane St., London, S. W. 1, England

Phone: BEL 6755

Chairman .....David Sterling

Pl. Malesherbes 24, Paris 17e, France

Phone: Car 7657

Representative .....Thomas B. Henson

## TELE-RADIO & TV SALES, INC.

733 Third Ave., New York 17, N. Y.

Phone: JU 6-9717

President, Treasurer.....H. Scott Killgore

General Mgr.....Warren A. Shuman

### Branch Offices

1540 N. Highland Ave., Los Angeles 28, Calif.

Phone: HO 6-7279

Manager .....Jim Lucas

100 California St., San Francisco 11, Calif.

Phone: YU 2-9933

Manager.....Frank T. Crennan

## TELEVISION ADVERTISING REPRESENTATIVES, INC.

(TVAR, INC.)

666 Fifth Ave., New York 19, N. Y.

Phone: JUDson 2-3456

President .....Larry Israel

Exec. V.P.....Robert McGredy

V.P., Mkt. & Research.....Robert Hoffman

Eastern Sales Mgr.....Marvin L. Shapiro

V.P., Asst. to Pres.....B. Margolis

Business Mgr.....R. Arena

### Branch Offices

1776 Peachtree Rd., N.W., Atlanta, Ga.

Phone: 876-8843

Manager .....J. Thrash

400 N. Michigan Ave., Chicago 11, Ill.

Phone: WH 4-4567

Manager .....William Condon

1751 Penobscot Bldg., Detroit 26, Mich.

# RADIO & TV STATION REPRESENTATIVES

Phone: WOODWARD 5-6454

Manager .....R. Newsham  
6290 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLLYWOOD 6-1144

Manager .....J. R. Loughrin  
155 Montgomery St., San Francisco 4, Calif.

Phone: PR 6-9494

Manager .....Harry Diner

## UBC SALES, INC.

420 Madison Ave., New York 17, N. Y.

Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig

*Branch Office*

410 N. Michigan, Chicago, Ill.

Phone: 467-1632

Manager .....Warren Daniels

## VENARD, TORBET & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.

Phone: MU 8-1088

President.....Lloyd George Venard

Exec. Vice President.....Alan L. Torbet

Vice Pres., Treas.....James V. McConnell

*Branch Offices*

35 E. Wacker Dr., Chicago, Ill.

Phone: ST 2-5260

Vice-President.....Howard B. Meyers

Vice-President .....Stephen R. Rintoul

280 Columbine St., Denver 6, Colo.

Phone: 303-377-6526

Manager .....Robert Hix  
808 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODWARD 3-4075

Manager.....James A. Brown  
1505 Elm St., Dallas, Tex.

Phone: RIVERSIDE 2-5101

Manager .....Al Hazelwood  
1258 N. Highland Ave., Los Angeles, Calif.

Phone: HOLLYWOOD 6-5427

Manager .....Arthur Astor  
915 Olive St., St. Louis 1, Mo.

Phone: 314-241-3444

Manager .....Martin Ludington  
249 Pine St., San Francisco 4, Calif.

Phone: EXbrook 7-6187

Vice President.....Robert Allen

## WAGNER, WM. J., & ASSOCIATES

1001 Tower Bldg., 7th & Olive,

Seattle 1, Wash.

Phone: MAIN 4-6333

President.....Wm. J. Wagner

## WALKER-RAWALT CO., INC.

347 Madison Ave., New York 17, N. Y.

Phone: MURRAY HILL 3-5830

President .....J. Wythe Walker

*Branch Offices*

100 Boylston St., Boston, Mass.

Phone: HUBBARD 2-4370

Manager.....George C. Bingham  
360 N. Michigan Ave., Chicago, Ill.

Phone: ANDOVER 3-5771

Manager .....Ronald J. Durham  
11th & Central, Kansas City, Mo.

Phone: GRAND 1-7822

Manager.....Eugene F. Gray  
Taft Bldg., Los Angeles, Calif.

Phone: HO 4-7395

Manager .....Harlan Oakes  
690 Market St., San Francisco, Calif.

Phone: EXbrook 7-4827

Manager .....David Sandeberg

## WALTON, HAL, & CO., INC.

220 Madison Ave., New York 16, N. Y.

Phone: LEXINGTON 2-5055

President .....Hal Walton

Comptroller .....Jim Popper

Dir., Station Relations.....Leonard Baker

Asst. to President.....Sheila A. Grant

*Branch Offices*

501 Wm. Oliver Bldg., Atlanta 3, Ga.

Phone: 404-524-0454

Manager .....Harry J. Cannon  
35 E. Wacker Drive, Chicago 1, Ill.

Phone: 312-782-8196

Manager .....Paul Elsberry  
658 Book Bldg., Detroit 2, Mich.

Phone: WOODWARD 1-6036

Manager .....Paul Pequinot  
1540 N. Highland Ave., Los Angeles 28, Calif.

Phone: 213-466-7279

681 Market St., San Francisco 11, Calif.

Phone: 415-392-8038

## WAYNE-EVANS & ASSOCIATES

1138 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: FEDERAL 8-7017

Exec. V.P., Gen. Mgr.....Calden P. Stitt

## WEBB, GRANT, & CO.

509 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-7550

President .....Grant Webb

Manager .....H. R. White

*Branch Offices*

333 N. Michigan Ave., Chicago 1, Ill.

Phone: 236-5818

Manager .....Kenneth Schaefer  
6223 Selma Ave., Hollywood 28, Calif.

Phone: 464-7901

Manager .....Vince Cremona  
681 Market St., San Francisco 5, Calif.

Phone: 397-4512

Manager .....Gregor Macafee

## WEED RADIO CORP.

535 Fifth Ave., New York, N. Y.

Phone: 212-867-2600

President .....J. J. Weed

Vice-President .....E. J. Fitzsimmons

Salesmen (Radio) ....Roy Smith, Harry Hein

Sales Service...Florence Eimer, Amy Koenig

*Branch Offices*

1401 Peachtree St., N.E., Atlanta, Ga.

Phone: 404-876-8548

Executive-in-Charge .....David Carpenter

# RADIO & TV STATION REPRESENTATIVES

111 N. La Cienega Blvd., Beverly Hills, Calif.  
Phone: 213-652-1313  
Executives-in-Charge.....Lee F. O'Connell,  
James Walsh  
Statler Bldg., Boston, Mass.  
Phone: 617-482-6117  
Executives-in-Charge.....Nona Kirby,  
Kay Chille  
435 N. Michigan Ave., Chicago 11, Ill.  
Phone: 312-467-7070  
Vice-President .....C. C. Weed  
Executive-in-Charge .....C. C. Weed, Jr.  
1610 Book Bldg., Detroit 26, Mich.  
Phone: 313-961-2685  
Executive-in-Charge.....Bernard P. Pearce  
807 Wilcox Blvd., Portland, Ore.  
Phone: 503-226-3973  
Executive-in-Charge .....H. S. Jacobson  
8138 Normal Dr., St. Louis 23, Mo.  
Phone: 314-843-2400  
Executive-in-Charge .....Jack Hetherington  
681 Market St., San Francisco 5, Calif.  
Phone: 415-392-1507  
Executive-in-Charge .....Ward Glenn  
1001 Tower Bldg., Seattle 1, Wash.  
Phone: 206-624-6333  
Executives-in-Charge ....William J. Wagner,  
Jack Hauser

## WEED TELEVISION CORP.

535 Fifth Avenue, New York, N. Y.  
Phone: TN 7-2600

President.....J. J. Weed  
V.P.'s.....Neal Weed, E. Fitzsimmons  
Sales Staff.....Roy Smith, Harry Hein  
Sales Service...Florence Eimer, Amy Koenig  
(For Branch Offices and Personnel see *Weed Radio Corp.*)

## ADAM YOUNG, INC.

3 East 54th St., New York, N. Y. 10022  
Phone: PLaza 1-4848

President .....Adam Young  
Executive V.P.....James F. O'Grady, Jr.  
Gen. Sales Mgr., Radio..Thomas J. White, Jr.  
Gen. Sales Mgr., TV.....William B. Peavey  
V.P. Radio Sales....Clifford J. Barborka, Jr.

### Branch Offices

1182 W. Peachtree St., Atlanta, Ga. 30309  
Phone: TRinity 3-2564  
Manager.....Harold M. Parks  
129 Newberry St., Boston, Mass. 02116  
Phone: CO. 2-1145  
Manager.....William A. Queen  
Prudential Plaza, Chicago, Ill. 60601  
Phone: MIchigan 2-6190  
Manager.....R. John Stella  
Manager, Radio.....Earl W. Steil  
1300 Tower Petroleum Bldg., Dallas, Tex.  
75201  
Phone: 748-5239  
Manager .....Clyde Melville  
2940 Book Bldg., Detroit, Mich. 48226  
Phone: WOODward 3-6919  
Manager .....Richard L. Freeman  
6290 Sunset Blvd., Los Angeles, Calif. 90028  
Phone: HOLlywood 2-2289  
Manager .....William L. Wallace  
915 Olive St., St. Louis, Mo. 63101  
Phone: MA 1-1424  
Manager .....Thomas M. Dolan  
105 Montgomery St., San Francisco, Calif.  
94104  
Phone: YUKon 6-5366  
Manager, Radio.....Robert J. Somerville  
Manager, TV.....John M. Slocum

## YOUNG CANADIAN LTD.

3 East 54th St., New York, N. Y. 10022  
Phone: PLaza 1-4848

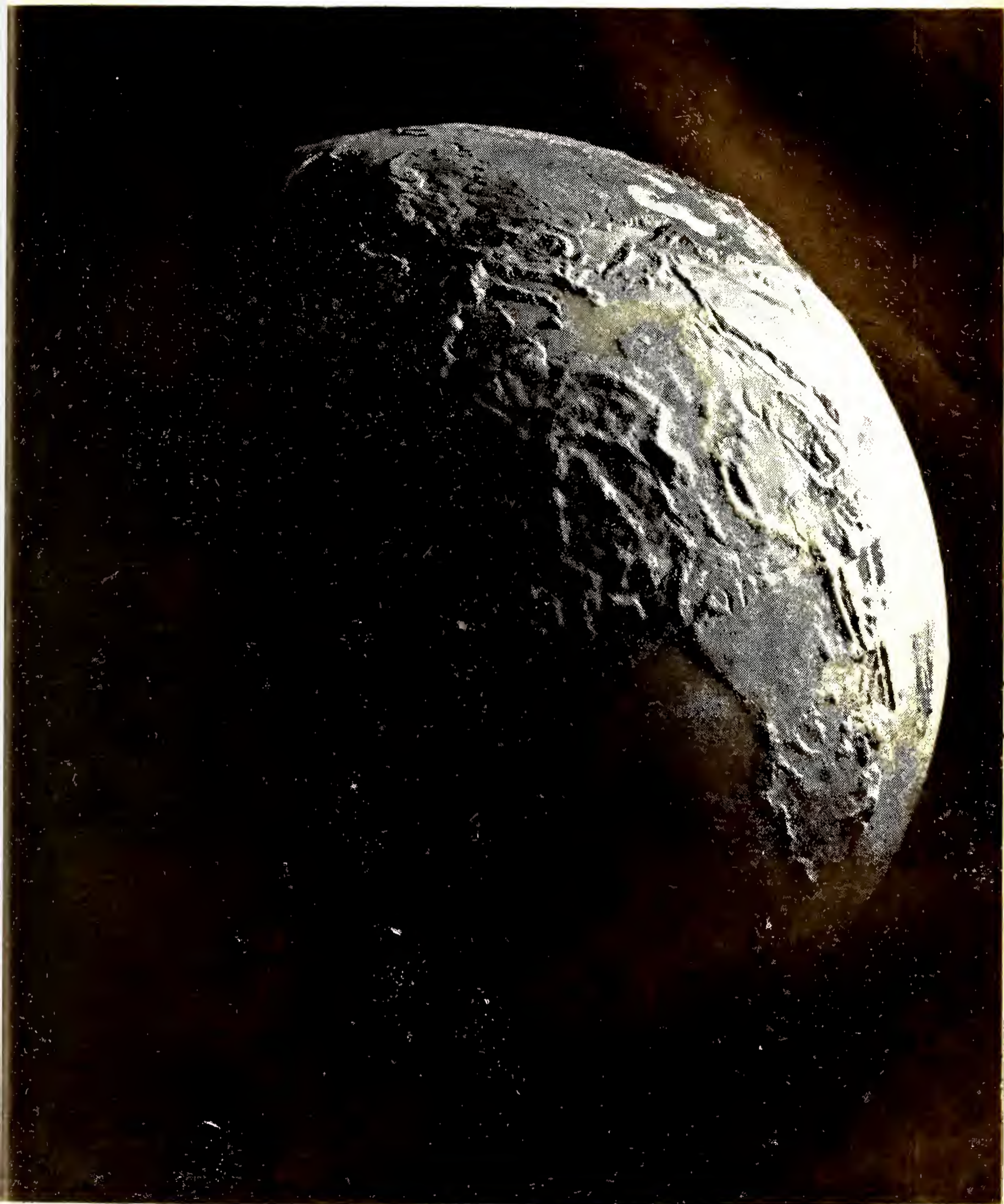
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**Negro-Programming Stations**

**Foreign-Language Programming**

**National Association  
of Educational Broadcasters**

# American Broadcasting Co. Radio Network

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)  
7 West 66th Street, New York 23, N. Y.  
Telephone Number: SUsquehanna 7-5000

## Board of Directors

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Alger B. Chapman	Robert L. Huffines, Jr.
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Everett H. Erlick	Joseph A. Martino
E. Chester Gersten	James G. Riddell
Leonard H. Goldenson	Simon B. Siegel
Jack Hausman	David B. Wallerstein

## American Broadcasting Company (A Div. of AB-Paramount Theat., Inc.)

### Officers

Leonard H. Goldenson . . . . . President of American Broadcasting-Paramount Theatres, Inc. and President of American Broadcasting Co.  
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Edward Bleier . . . . V.P., Daytime Prog. & Sales  
Michael P. Boland . . . V.P. Chg. of Fin. Controls  
Martin Brown . . V.P. & Treas. of ABC & Treas. of AB-PT  
Slocum Chapin . . . V.P., Client Relations, TV Net  
Robert L. Coe . . . . V.P. Chg. of TV Sta. Rel.  
Douglas Cramer . . . V.P., Prog. Dev., TV Net  
Don B. Curran . . V.P. & Gen. Mgr., KGO, San Fran.  
Theodore Douglas . . V.P. & Nat. Dir. of Sls., Radio Net.  
James E. Duffy . . . V.P. Chg. of TV Net. Sales  
Theodore H. Fetter . . V.P. & Prog. Dir., TV Net.  
Don Foley . . V.P. Chg. of Adv. & Promo., Bcst. Div.  
Michael J. Foster . . . V.P. Chg. of Press Info.  
Vincent Francis . . V.P., Sls. Mgr., West. Div., TV Net.  
Richard L. Freund . . . V.P. Chg. of Labor Rel.  
John O. Gilbert . . V.P. & Gen. Mgr., WABC-TV  
William C. Gillogly . . V.P., Sls. Mgr., Cent. Div., TV Net.  
Ben Hoberman . . V.P. & Gen. Mgr., KABC, Hwd.  
Henry T. Hede . . V.P. & Admin. Mgr., TV Net. Sls.  
Elmer W. Lower . . . V.P. & Pres. of News, Sp. Events & Pub. Aff.  
Jack Mann . . V.P. Chg. of ABC Radio, West. Div.  
Frank L. Marx . . . V.P. & Pres. for Eng. & Gen. Serv. Dept.  
D. Thomas Miller . . V.P. & Gen. Mgr., WBKB  
Thomas W. Moore . . . V.P. & Pres. of TV Net.  
William P. Mullen . . V.P., Sls. Mgr., Detroit Div., TV Net.  
Earl Mullin . . . . . V.P. Chg. of AM Stas.  
Harold Neal . . V.P. & Pres. of AM Owned Stas.

Robert R. Pauley . . V.P. & Pres. of Radio Net. Dept.  
Frederick Pierce . . . V.P. & Nat. Sls Dir, TV Net  
James G. Riddell . . . . V.P. Chg. of West. Div.  
Stephen C. Riddleberger . . V.P. & Gen. Mgr., News  
Elton H. Rule . . V.P. & Gen. Mgr., KABC-TV, Hwd.  
David M. Sacks . . . . V.P. & Gen. Mgr., KGO-TV, San Fran.  
Edgar J. Scherick . . . . V.P. Chg. of TV Net. Prog.  
Alfred R. Schneider . . V.P. & Asst. to Exec. V.P. of ABC & Asst. to Exec. V.P. of AB-PT  
Walter A. Schwartz . . . V.P. & Gen. Mgr., WABC  
Theodore F. Shaker . . V.P. & Pres. of TV Owned Stas.  
Mortimer Weinbach . . V.P. & Asst. Gen. Counsel of AB-PT

## NEW YORK

### ABC Radio Network

Robert R. Pauley . . . . . President

### Engineering

Frank Marx . . . . . President, ABC Engineers  
Robert Gabrielson . . . . . Mgr. of TV Oper.  
Henry Grossman . . Dir. of Nat. Film & Video Rec. Servs.  
Merle Worster . . . . . Dir. of Tech. Oper., TV  
Frederick Zellner . . . . . Dir. of Tech. Oprs.-AM  
Richard Hamilton . . . . . Supr. of Communications  
George Milne . . . . . Dir. of Traffic & Comm.  
Clure Owen . . . . . Administrative Assistant  
Royce Pointer . . . . . Dir. of Audio/Video Eng.  
Lawrence A. Ruddell . . . . . Recording Director  
Joseph Sauer . . . . . Traffic Manager  
Joseph Patenaude . . . . . Mgr. of Teletype Services

### Finance, Personnel & Gen. Svcs.

Simon B. Siegel . . . Exec. V.P. of AB-PT and ABC  
Martin Brown . . . . . Treas. of AB-PT & V.P. & Treas. ABC  
Michael P. Boland . . V.P. Charge of Fin. Controls  
George Ast . . . . . Purchasing Agent  
Margaret Michaud . . Mgr. of Treasury Affairs  
Marie McWilliams . . . . . Director of Personnel  
Joseph Spagnola . . Dir. of Office & Studio Services  
David Sweeney . . . . . Chief Accountant  
Grace Johnson . . . Dir. of Continuity Acceptance  
Henry Epstein . . . . . Art Director

### Legal & Labor Relations

Everett H. Erlick . . . V.P. & Gen. Counsel AB-PT  
Mortimer Weinbach . . V.P. & Asst. Gen. Counsel of AB-PT  
Richard L. Freund . . V.P. in Chg. Labor Relations  
Edward Masket . . . . V.P., Pgm. Bus. Affairs  
Robert Kaufman . . V.P. for Sales & Pgm. Contracts  
Charles DeBare . . Gen'l Attorney for AM Network & Owned & Operated Stations



# ABC RADIO NETWORK

## News, Sp. Events & Pub. Affairs

Elmer W. Lower... V.P. & Pres. News, Sp. Events & Pub. Affairs  
Stephen C. Riddleberger... V.P. & Gen. Mgr.  
Benjamin Blank... Creat. Graphic Arts Dir.  
Jack Bush... Dir. of Films  
Jules Bergman... Science Editor  
Donald G. Coe... Dir. of Oper.  
Robert Fleming... Chief, Wash. News Bureau  
Wiley Hance... Mgr., Pub. Affairs  
Fraser Head... Business Mgr.  
Frank Little... Dir. of Promo. & Pub.  
John Madigan... Dir., Basic Oper.  
William McSherry... Asst. Dir., News  
Thomas O'Brien... Dir. of AM News  
John Secondari... Prod., Sp. Projects  
Jesse Zousmer... V.P. & Dir. of TV News

## Program

John Thayer... Nat. Dir. of Prog.  
George Sax... National Dir. of Program Operations & Cooperative Program Mgr.  
Ruth Smith... Supr. of Production, Control Unit  
Frank Vagnoni... Manager of Music Division

## Press Information

Michael J. Foster... Vice President in Charge  
Stephen Strassberg... Dir. Press Information

## Continuity Acceptance

Grace Johnsen... Dir. of Continuity Acceptance

## Research

Arthur Sulzburgh... Research Mgr.

## Sales

Theodore M. Douglas, Jr... V.P., Nat. Dir. of Sales  
Herbert Granath... Eastern Sales Mgr.  
Robert Holmgren... Dir. of Sales Svc. & Bus. Admin.  
Robert Chambers... Manager, Station Clearance  
Edna M. Ellwell... Manager, Order Processing  
Donald Schlosser... Dir. of Sls. Dev. & Adv.

## Stations

Earl Mullin... V.P. Chg. of Stations  
Frank G. Atkinson... Mgr. of Stations

## ABC RADIO WEST

1539 N. Vine St., Hollywood 28, Calif.  
Jack Mann... V.P. in Chg. of Western Div.  
William H. Cochran... Western Rep., Stations Dept.  
Alan Branch... Western Sales Serv. Mgr.  
Elizabeth Myburgh... Western Prog. Oper. Mgr.  
James Withrow... Western Account Svc. Rep., Station Clearance

## ABC Radio Network

### Central Division

190 North State Street, Chicago

Edward Bischoff... V.P., Dir. of AM Network Sales, Cent. Div.  
William MacCallum... Cent. Div. Program Dir.

## CHICAGO (WLS)

360 N. Michigan Ave., Chicago, Ill.

Ralph Beaudin... President & Gen. Mgr.  
John Allen... Controller  
Armand Belli... Sales Mgr.  
Eugene Tong... Program Director

## DETROIT (WXYZ)

20777 W. 10 Mile Rd. Detroit 41, Mich.

Charles Fritz... V.P. & General Manager  
Charles Hardy... Radio News Dir.  
David Klemm... Promotion Mgr.  
Robert Baker... Radio Pgm. Manager  
John Reynolds... Controller  
Harold Christian... V.P. in Charge of Merchandising  
Charles Kocher... Chief Engineer  
Robert Baldrice... Radio Sales Mgr.  
David Davenport... Prod. Manager

## HOLLYWOOD (KABC)

1539 N. Vine St., Hollywood 28, Calif.

James G. Riddell... V.P. in charge W.D.  
Ben Hoberman... V.P. & Gen. Mgr.  
Jack Mann... V.P. Chg. of ABC Radio West. Div.  
J. Clifford Anderson... Dir. of Spec. Service  
Dorothy L. Brown... Continuity Accept. Mgr., W. D.  
Ira Laufer... Gen. Sales Mgr., KABC  
Ralph C. Denechand... Mgr. of Traffic & Comm.  
Arthur Harvey... Dir. Labor Rel. & Bus. Affairs  
James McCulla... News Mgr., KABC & R Net., W. D.  
Theodore Grenier... Chief Engineer, W. D.  
Jon Meyers... Prog. Mgr. KABC Radio  
Florence T. Schiro... Personnel Director  
John C. Wagner... Controller, Western Division  
Theodore Toll... Prog. Mgr., ABC Radio, W. D.

## PITTSBURGH (KQV)

411 Seventh Ave., Pittsburgh 19, Pa.

John Gibbs... Gen. Mgr., KQV  
Edward Smith... Sls. Mgr.  
Edward Tracy... Controller  
William Jennings... News Dir.  
John Rook... Operations Dir.  
Donald Shafer... Production Dir.  
William Gilmore... Chief Engineer

## SAN FRANCISCO (KGO)

277 Golden Gate Ave.

San Francisco 2, California

Don Curran... V.P. & Gen. Mgr.  
Harry Jacobs... Chief Engineer & Building Maintenance Manager  
James Dunbar... Program Dir.  
Kenneth Leslie... Sales Mgr.  
Edith Kirby... Traffic Manager  
Lorraine Pederson... Continuity Acceptance Editor  
Henry Saroyan... Comptroller

## WASHINGTON

1124 Conn. Ave., N.W., Wash., D. C.

Alfred Beckman... V.P. in Chg. Washington Office  
Robert Fleming... Mgr. of News, Washington Off.

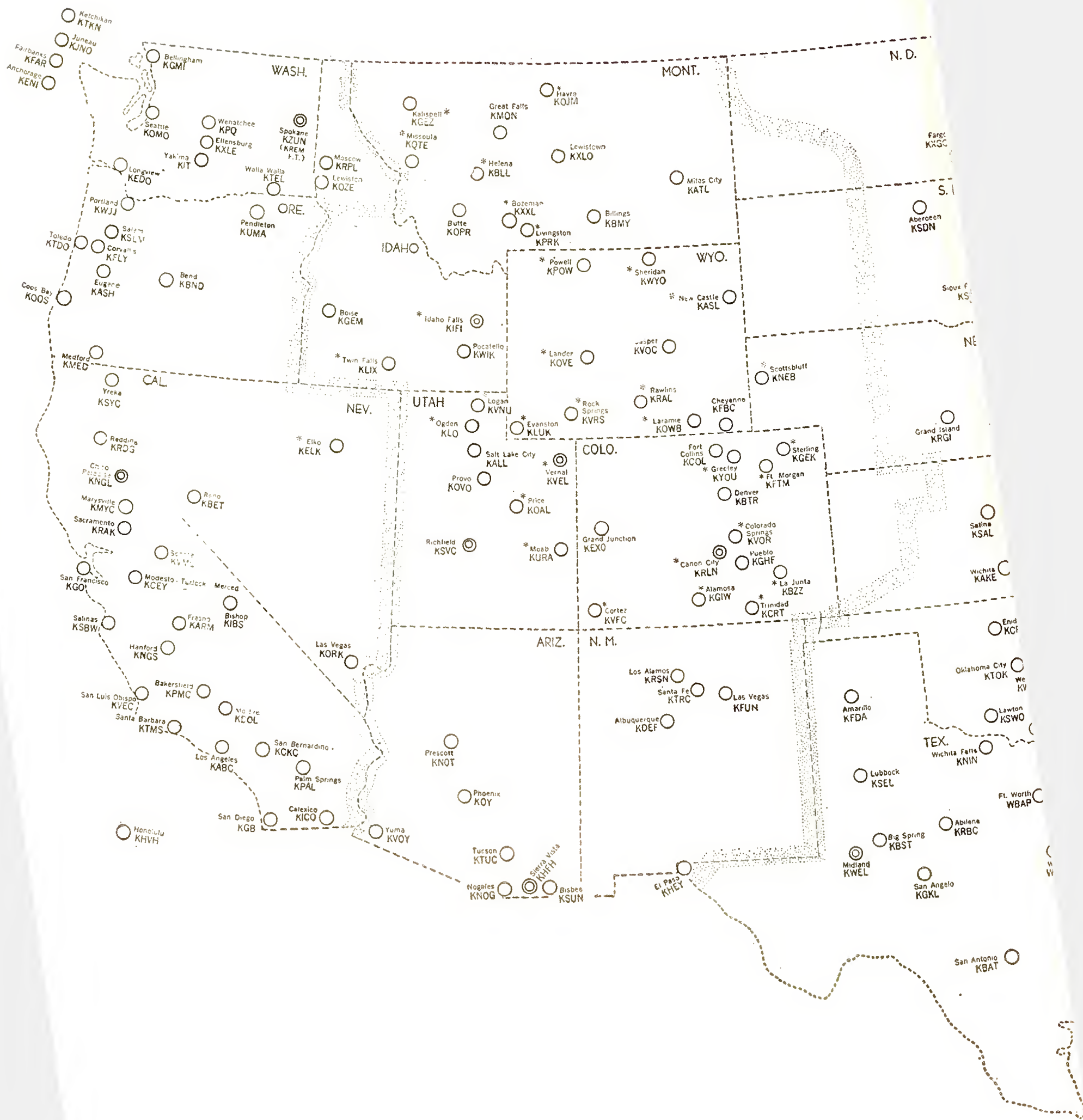
## NEW YORK (WABC)

7 West 66th Street

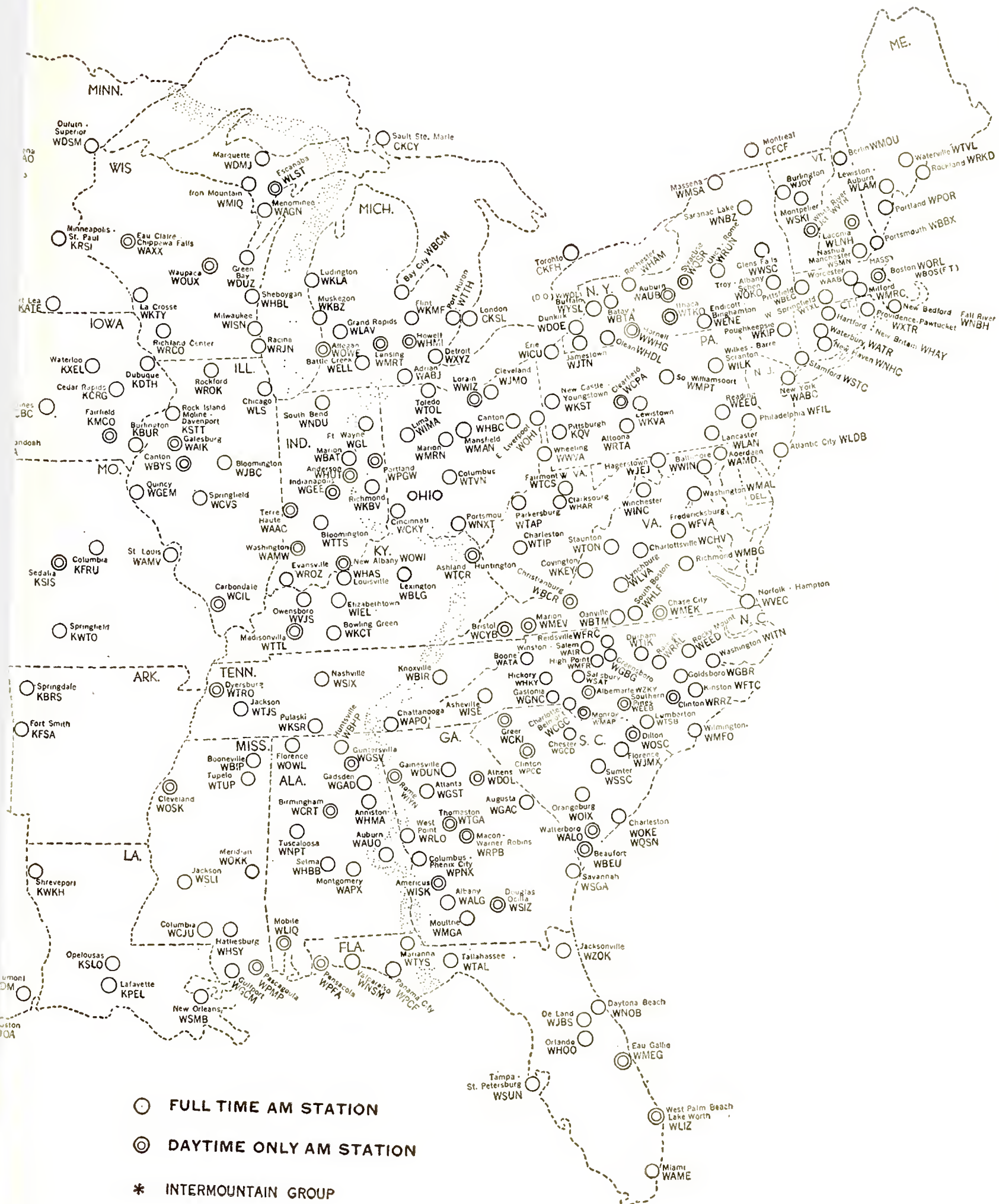
New York 23, New York

Walter Schwartz... V.P. & Gen. Mgr.  
Michael Asselta... Business Mgr.  
James Gordon... News Dir.  
Alex Smallens... Dir. of WABC-FM  
Donn Winther... Dir. of Adv. & Prom.  
Richard Sklar... Program Mgr.

# American Broadcasting

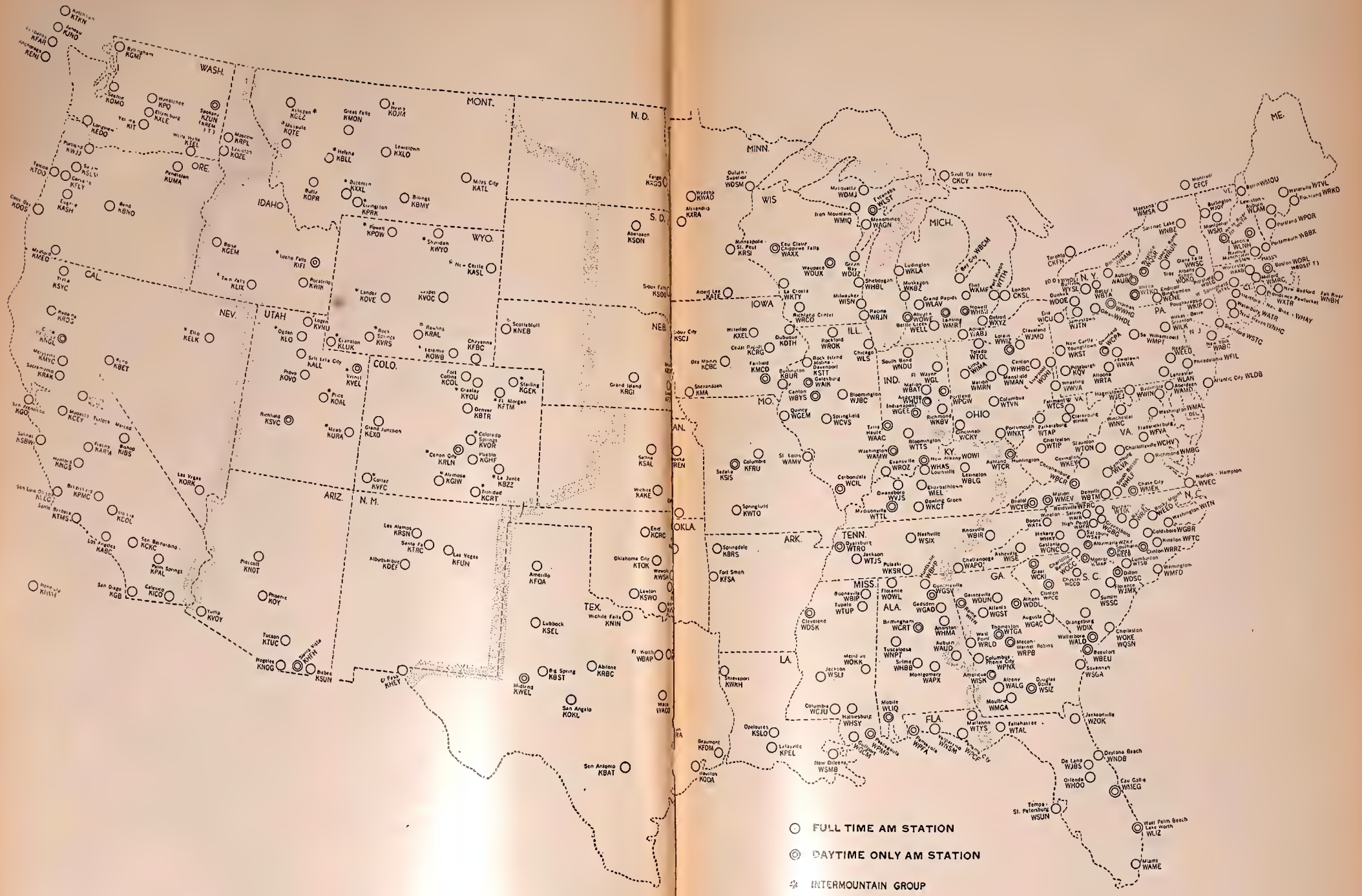


# Company Radio Network





# American Broadcasting Company Radio Network



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# **CBS Radio Network**

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*(A Division of Columbia Broadcasting System, Inc.)*

*485 Madison Avenue, New York, N. Y. 10022*

*Telephone: PLaza 1-2345*

*Registered Telegraphic Address—COLUMBIA NEW YORK*

## **BOARD OF DIRECTORS CBS, INC.**

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George M. Perkins.....	V.P., Network Programs
Fred Ruegg.....	V.P., Station Administration
William A. Schudt, Jr.....	V.P., Affiliate Relations
E. H. Shomo.....	V.P., Gen. Mgr., Station WBBM
Sam J. Slate.....	V.P., Gen. Mgr., Station WCBS
Robert P. Sutton.....	V.P., Gen. Mgr., Station KNX & CRPN
Donald J. Trageser.....	V.P., Gen. Mgr., Station WEEI
Davidson M. Vorhes.....	V.P., Oper. & Eng.
Maurie Webster.....	V.P., Gen. Mgr., Radio Spot Sales
Andrew Subbiodo.....	Controller

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------------------------	----------

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Eric H. Salline.....	National Manager
Gerald F. Maulsby.....	Admin. Manager
Alfred N. Greenberg.....	Field Manager

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Preston H. Pumphrey.....	Director
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### **Editing**

Donald I. Ball.....	Director
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# CBS RADIO NETWORK

## Financial Operations

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Edward Dropkin.....Dir. of Budgets

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Naomi Andrews.....Dir. of Advertising  
Norman Ober.....Dir. of Press & Prog. Info.  
Leon Luxenberg.....Director of Sales Promotion  
& Merchandising  
Sally Miller.....Art Director  
John Tittmann.....Production Manager

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Paul Sternbach.....Senior Attorney

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George J. Arkedis.....Vice President  
Benjamin S. Lochridge....General Sales Manager  
Cornelius V. S. Knox, Jr.....Eastern Sales Mgr.  
Louis J. Riggio.....Dir., Sales Development  
Jack Stuppler .....Business Mgr.

### Los Angeles Office, 6121 Sunset Blvd.

Craig Rogers.....Sales Manager

### Chicago Office, 630 N. McClurg Court

Roger K. Huston.....Sales Manager

### Detroit Office, Fisher Bldg.

Douglas H. Donoho.....Sales Manager

## News

Fred W. Friendly....V.P. of CBS, Inc., and Pres.  
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Lee Hanna.....Director, Radio News  
Shel Hoffman.....Oper. Mgr. & Asst. to Dir.  
Robert A. Skedgell.....Asst. Gen. Mgr. Radio

Robert Chandler...Director, Information Services  
Pamela Hott.....Dir., Religious Broadcasts  
May Dowell.....Director, Special Projects

## Operations

Davidson M. Vorhes.....V.P., Oper. & Eng.  
Arthur G. Peck.....Dir., Broadcast Operations  
Mason R. Escher.....Mgr., Technical Services  
Harry F. Glaeser.....Mgr., Broadcast Oprns.  
Kenneth F. Davis.....Mgr., Traffic Operations  
George McCaughna....Dir., Network Operations,  
Hollywood

## Program

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James M. Dolan.....Director, Sports

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Edward G. Reeve.....Sales & Promo. Res. Mgr.  
Howard F. Miller...Mgr., Coverage & Marketing  
Research

## Station Administration

Fred Ruegg.....Vice President  
Richard F. Hess.....Asst. to Vice Pres.

## CBS-OWNED RADIO STATIONS

### WEEI and WEEI-FM

182 Tremont St., Boston  
Massachusetts

Donald J. Trageser.....V.P. & General Manager  
Thomas Young.....Sales Manager  
Dominic Quinn.....Promotion Director  
Joseph Cullinane.....Sales Promotion Manager  
Arthur Smith.....Director of News

### WBBM and WBBM-FM

630 N. McClurg Court, Chicago  
Illinois

E. H. Shomo.....V.P. & General Manager  
Jack Bivans.....Sales Manager  
Len Schlosser.....Program Director  
Arthur Barnes.....Sales Promotion Manager  
Ben Larson.....News Director

(Continued on Page 98)

# The advertisers



## He Should Have Been A Mother

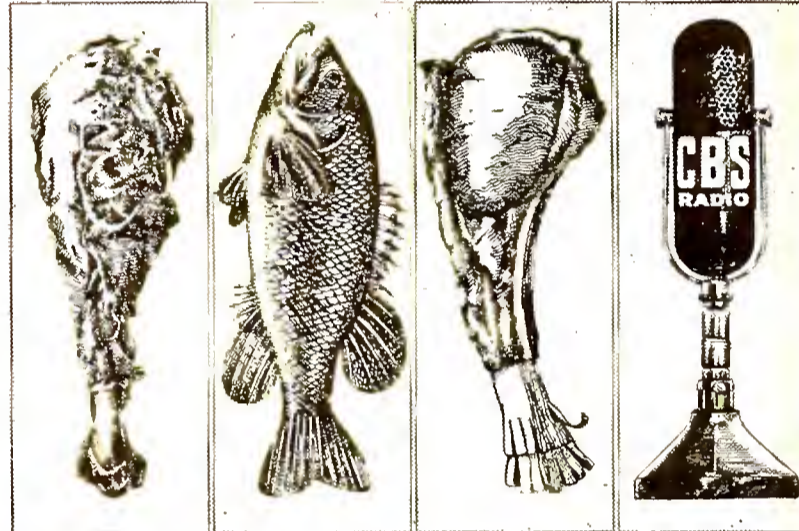
When Godfrey says eat, people eat. "Only 20 weeks after Arthur Godfrey started advertising Morton House canned foods," says Mr. Lonnie V. Merrill, Vice President of Marketing, "our sales volume has increased 56.9%, and much of this increase we attribute to the splendid job that Godfrey is doing."

How does he do it? It's true, Godfrey has a

way of describing food that makes your mouth water. But that's not all of it. The secret is that people trust Godfrey like a mother. When he says, "Try it. It's good," they do. And it is good. So sales go up.

If you have a good product, there's no one who can get people to eat it up like Arthur Godfrey. Try him. He's good.

The CBS  Radio Network



## What's cooking with Accent?

Today, more chicken, more fish, more lamb chops, more everything, are cooking with Accent than ever. The reason? Since 1961, Accent has been cooking almost exclusively with radio. As Accent's basic advertising medium, radio has more than kept the pot boiling. John Q. Herzog, General Sales Manager of Accent International says, "It has continuously generated increased consumer awareness and sales."

Here's the Accent recipe. In '61, they bought four weeks of the CBS Radio Network—a volume plan that included Dimension features and news. In '62, they tripled their '61 buy. And in '63, they more than tripled their '62 buy!

The current buy—a 52 week campaign—will keep Accent on the CBS Radio Network through June of 1964. "CBS Radio," to quote Mr. Herzog again, "has played a vital role in contributing to Accent's dramatic sales progress." So Accent International is taking no chances. They're more sure of their '64 time on CBS Radio. Have you?

The CBS Radio Network



# write our ads!



**This V-8  
runs better  
on air.**



## A Big Fish Story

The kind of sales-producing air provided by the CBS Radio Network. V-8 was, and is, one of the fastest selling canned juices in grocery stores today.

But research confirmed that V-8 can't always be foremost in the minds of shoppers faced with hundreds of other kinds of appetizing foods.

Campbell Soup concluded that the way to greatest growth was to

keep reminding its many fans about V-8. And the oftener the better.

A creative approach was developed which seemed most effective when projected via radio.

And so Campbell turned to radio for this campaign—radio exclusively.

The effects were dramatic. In one key test market, advertising awareness of V-8 jumped from 36% to 55% in just four weeks. Sales increases

followed immediately.

Happily, this pattern repeated itself across the nation. And, happily, CBS Radio and V-8 have been on this beam for two years.

Because it runs better on air, V-8 is continuing on CBS Radio in 1964. Perhaps air is just what your product needs, too. The sales-producing air on The CBS Radio Network



This isn't a fable about a chicken. It's a true story about a fish. Its name is Breast-O'-Chicken tuna.

It all started last spring when sales of Breast-O'-Chicken (and other canned tunas) slumped badly. To turn the tide, the Westgate-California Corporation bought one 10-minute segment a week in "Arthur Godfrey Time." Just one a week...and it was the only national advertising for this product in 1963.

Arthur Godfrey started talking about Breast-O'-Chicken tuna on May 28th. Here's what happened—in the words of Milton E. Fillius, Jr., Executive Vice President: "I am pleased to report that business is

looking very good indeed... August and September showed an 80 to 100% improvement in share of market over the same period in 1962. We have concluded (and reports from the field bear it out) that your efforts on our behalf are responsible for a very substantial amount of our improvement."

And that's not the end of the story. Breast-O'-Chicken tuna and Godfrey will be together all of next year.

If you have a good product that's getting lost in a sea of good products, speak to Arthur Godfrey. Whatever you sell, you'll probably have a Big Fish Story to tell—one that really happened.



THE CBS RADIO NETWORK

**Fact. For two years now, our ads have come from the things our clients say about radio and the CBS Radio Network.**

**Things like "business is looking very good indeed"...and "increased consumer awareness" has been generated...and "sales volume has increased 56.9%"...and "our sales staff is enthusiastic"...and "dealer reaction has been overwhelming."**

**In a word, results. So don't buy the CBS Radio Network just because we urge you to. Buy it because it works, because it sells products. Sponsor after sponsor says so.**

# The CBS Radio Network



# The advertisers write our ads!



## He Should Have Been A Poet

When Godfrey says eat, people eat. "Only 20 weeks after our Godfrey start advertising Morton House canned foods," says Mr. Lonnie V. Merrill, Vice President of Marketing, "our sales volume has increased 85.9%, and much of this increase we attribute to the splendid job that Godfrey is doing. How does he do it? It's true, Godfrey has a

way of describing food that makes your mouth water. But that's not all of it. The secret is that people trust Godfrey like a mother. When he says, "Try it, it's good," they do. And it's good. So sales go up. If you have a good product, there's no one who can get people to eat it up like Arthur Godfrey. Try him. He's good.

The CBS Radio Network



## What's cooking with Accent?

Today's consumers search for more health, more variety, more excitement in cooking with the one food item. The reason? Since 1949, the national cooking shows have shown that the average housewife has more than tripled the time she spends in the kitchen. The CBS Radio Network is the only national radio network that has a dedicated cooking show.

In 1949, the CBS Radio Network was the only national radio network that had a dedicated cooking show. In 1950, they tripled their audience. In 1951, they tripled their audience again. In 1952, they tripled their audience again. In 1953, they tripled their audience again. In 1954, they tripled their audience again. In 1955, they tripled their audience again. In 1956, they tripled their audience again. In 1957, they tripled their audience again. In 1958, they tripled their audience again. In 1959, they tripled their audience again. In 1960, they tripled their audience again. In 1961, they tripled their audience again. In 1962, they tripled their audience again. In 1963, they tripled their audience again. In 1964, they tripled their audience again. In 1965, they tripled their audience again. In 1966, they tripled their audience again. In 1967, they tripled their audience again. In 1968, they tripled their audience again. In 1969, they tripled their audience again. In 1970, they tripled their audience again. In 1971, they tripled their audience again. In 1972, they tripled their audience again. In 1973, they tripled their audience again. In 1974, they tripled their audience again. In 1975, they tripled their audience again. In 1976, they tripled their audience again. In 1977, they tripled their audience again. In 1978, they tripled their audience again. In 1979, they tripled their audience again. In 1980, they tripled their audience again. In 1981, they tripled their audience again. In 1982, they tripled their audience again. In 1983, they tripled their audience again. In 1984, they tripled their audience again. In 1985, they tripled their audience again. In 1986, they tripled their audience again. In 1987, they tripled their audience again. In 1988, they tripled their audience again. In 1989, they tripled their audience again. In 1990, they tripled their audience again. In 1991, they tripled their audience again. In 1992, they tripled their audience again. In 1993, they tripled their audience again. In 1994, they tripled their audience again. In 1995, they tripled their audience again. In 1996, they tripled their audience again. In 1997, they tripled their audience again. In 1998, they tripled their audience again. In 1999, they tripled their audience again. In 2000, they tripled their audience again. In 2001, they tripled their audience again. In 2002, they tripled their audience again. In 2003, they tripled their audience again. In 2004, they tripled their audience again. In 2005, they tripled their audience again. In 2006, they tripled their audience again. In 2007, they tripled their audience again. In 2008, they tripled their audience again. In 2009, they tripled their audience again. In 2010, they tripled their audience again. In 2011, they tripled their audience again. In 2012, they tripled their audience again. In 2013, they tripled their audience again. In 2014, they tripled their audience again. In 2015, they tripled their audience again. In 2016, they tripled their audience again. In 2017, they tripled their audience again. In 2018, they tripled their audience again. In 2019, they tripled their audience again. In 2020, they tripled their audience again. In 2021, they tripled their audience again. In 2022, they tripled their audience again. In 2023, they tripled their audience again. In 2024, they tripled their audience again. In 2025, they tripled their audience again.

The CBS Radio Network



This V8 runs better on air.



## A Big Fish Story

This isn't a fable about a chicken. It's a true story about a fish. In 1961, Breat-O-Chicken was introduced in the United States. It all started last spring when sales of Breat-O-Chicken failed other canned (and frozen) turkey. To turn the tide, the Whittier California Corporation bought one 10 minute segment a week in "Arthur Godfrey Time." Just one week, and it was the only national advertising for the product in 1961. Arthur Godfrey started talking about Breat-O-Chicken (and other products) on his 28th hour what has been called in the words of Milton F. Feltus, Jr., Executive Vice President "I am pleased to report that business is looking very good indeed. August and September showed an 80 to 100% improvement in share of market over the same period in 1962. We have concluded (and reports from the field bear it out) that your efforts on our behalf are responsible for a very substantial amount of our improvement." And that's not the end of the story. Breat-O-Chicken (and Godfrey) will be together all of next year. If you have a good product that is getting lost in a sea of good products, speak to Arthur Godfrey. Whatever you will, our (legal)ly has a Big Fish Story to tell—see this really happened.

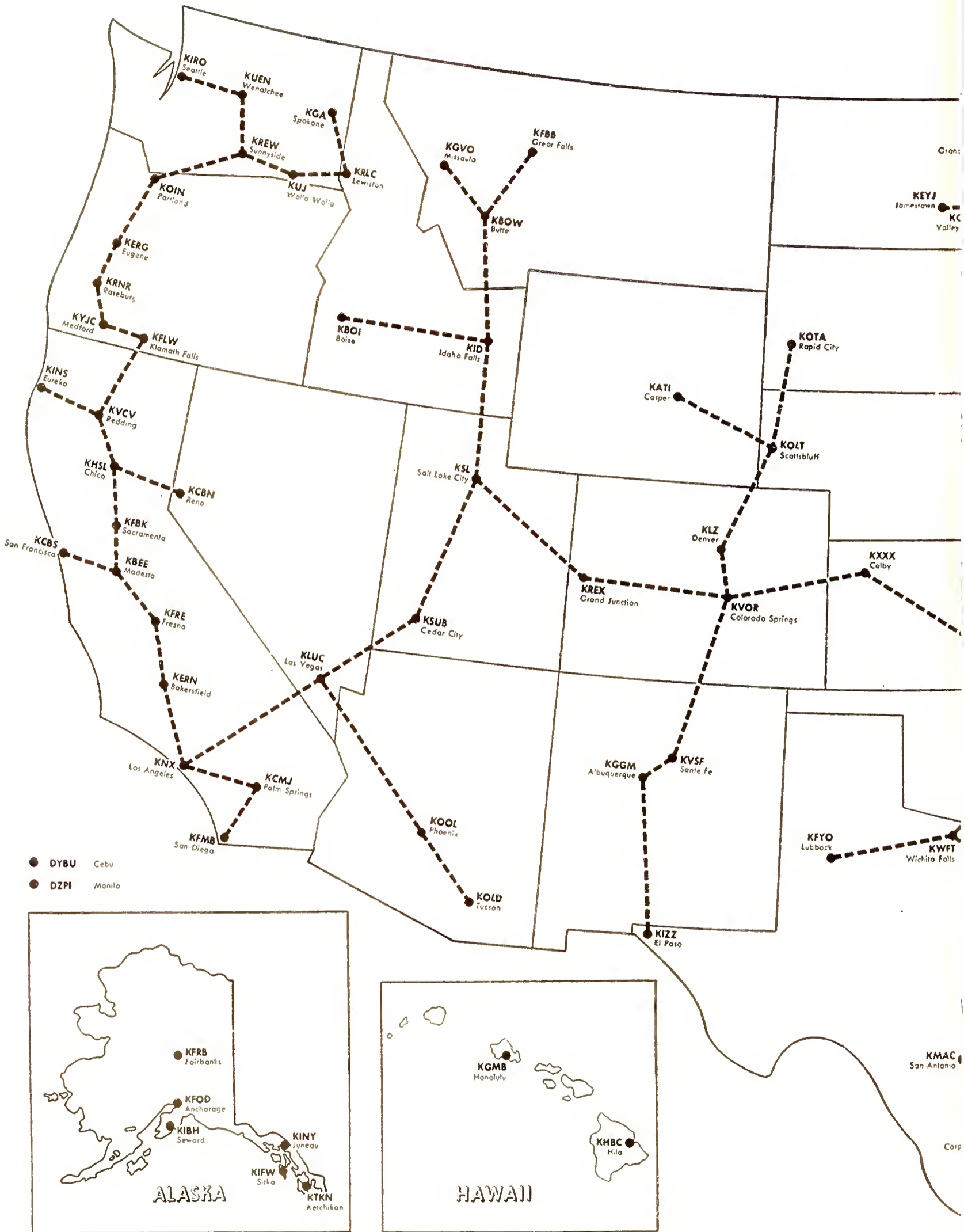
THE CBS RADIO NETWORK

The kind of sales-producing air provided by the CBS Radio Network V8 was and is one of the fastest selling canned grocery items today. But research conducted last V8 week always increased in the minds of shoppers faced with hundreds of other kinds of competing foods. Campbell Soup concluded that the way to greatest growth was to keep reminding its many fans about V8. And the offerer the better. A creative approach was developed which seemed most effective when projected via radio. And so Campbell turned to radio for that campaign—radio exclusively. The effects were dramatic. In key test markets, advertising awareness of V8 jumped from 35% to 55% in just four weeks. Sales increases followed immediately. Happily the pattern repeated itself across the nation. And, happily, CBS Radio and V8 have been on the scene for two years. Because it runs better on air, V8 is continuing on CBS Radio in 1964. Perhaps air is just what your product needs, too. The sales-producing air on The CBS Radio Network

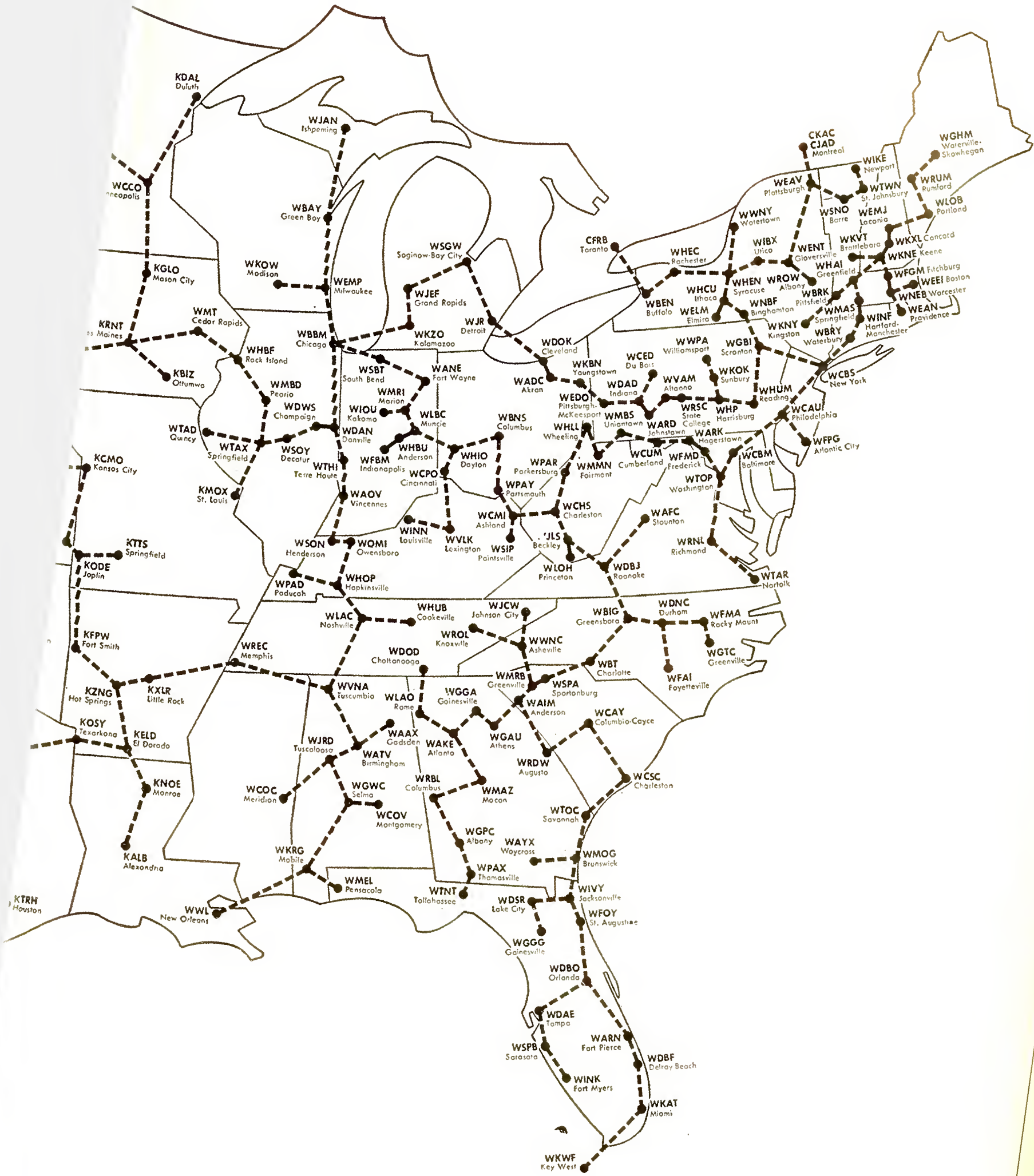
Fact. For two years now, our ads have come from the things our clients say about radio and the CBS Radio Network. Things like "business is looking very good indeed"...and "increased consumer awareness" has been generated...and "sales volume has increased 56.9%"...and "our sales staff is enthusiastic"...and "dealer reaction has been overwhelming." In a word, results. So don't buy the CBS Radio Network just because we urge you to. Buy it because it works, because it sells products. Sponsor after sponsor says so.

# The CBS Radio Network

# Columbia Broadcasting



# System Radio Network







# CBS RADIO NETWORK

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(Continued from Page 93)

## **KNX and KNX-FM and Columbia Radio Pacific Network 6121 Sunset Blvd., Los Angeles California**

Robert P. Sutton.....V.P. & General Manager  
James Ingraham.....Sales Manager  
John Hokom.....Dir. of Information Services  
Barney Miller.....News Director  
Harfield Weedon.....Program Director

## **WCBS and WCBS-FM 485 Madison Ave., New York New York**

Ralph W. Goshen.....V.P. & General Manager  
Robert L. Hosking.....Sales Manager  
Joseph Dembo.....Dir. of News & Pub. Affairs  
James F. X. Mullen.....Sales Promotion Manager  
Joseph Hanley.....Dir. of Public Information  
James McQuade.....Program Director

## **WCAU and WCAU-FM City & Monument Aves., Phila. Pennsylvania**

John O. Downey.....V.P. & General Manager  
Eugene Litt.....Sales Manager  
Fred Birnbaum.....Promotion Director  
Al Ringler.....News Director  
Mike Grant.....Program Director

## **KMOX and KMOX-FM 1144 Hampton Ave., St. Louis Missouri**

Robert F. Hyland.....V.P. & General Manager  
Alice Koch.....Asst. to General Manager  
William T. Dean.....Sales Manager  
Robert Rehg.....Mgr., Advertising & Sales Prom.  
Rex Davis.....Dir., News & Public Affairs

## **KCBS and KCBS-FM Sheraton-Palace Hotel, San Francisco California**

Jules Dundes.....V.P. & General Manager  
Robert Price.....Sales Manager

Robert E. Harris.....Sales Prom. Mgr.  
Hank Basayne.....Program Director  
Don Mozley.....Director of News  
and Public Affairs

## **CBS RADIO SPOT SALES**

Maurie Webster.....V.P. & General Manager  
Ronald M. Gilbert.....New York Sales Manager  
George Arnold.....Dir. of Marketing  
Robert DiMattina.....Operations Mgr.  
Frank Quillinan.....Research Manager  
Norman S. Ginsburg.....Sales Promotion Manager  
Neil Harold.....Sales Research Manager  
Peggy Vorhis.....Contract Mgr.  
Mary John.....Sales Service Manager  
Allan J. Hughes, Jr.....Client Rel. Mgr.

**Atlanta Office, 15 Peachtree St. Bldg.**  
George R. Swearingen.....Sales Manager

**Chicago Office, 630 N. McClurg Ct.**  
Edward O'Berst.....Sales Manager

**Detroit Office, Fisher Bldg.**  
Ralph H. Patt, Jr.....Sales Manager

**Los Angeles Office, 6121 Sunset Blvd.**  
Roland H. McClure.....Sales Manager

**Philadelphia Office,  
City & Monument Aves.**  
Eugene R. Myers.....Sales Manager

**San Francisco Office,  
Sheraton-Palace Hotel**  
James Francis.....Sales Manager

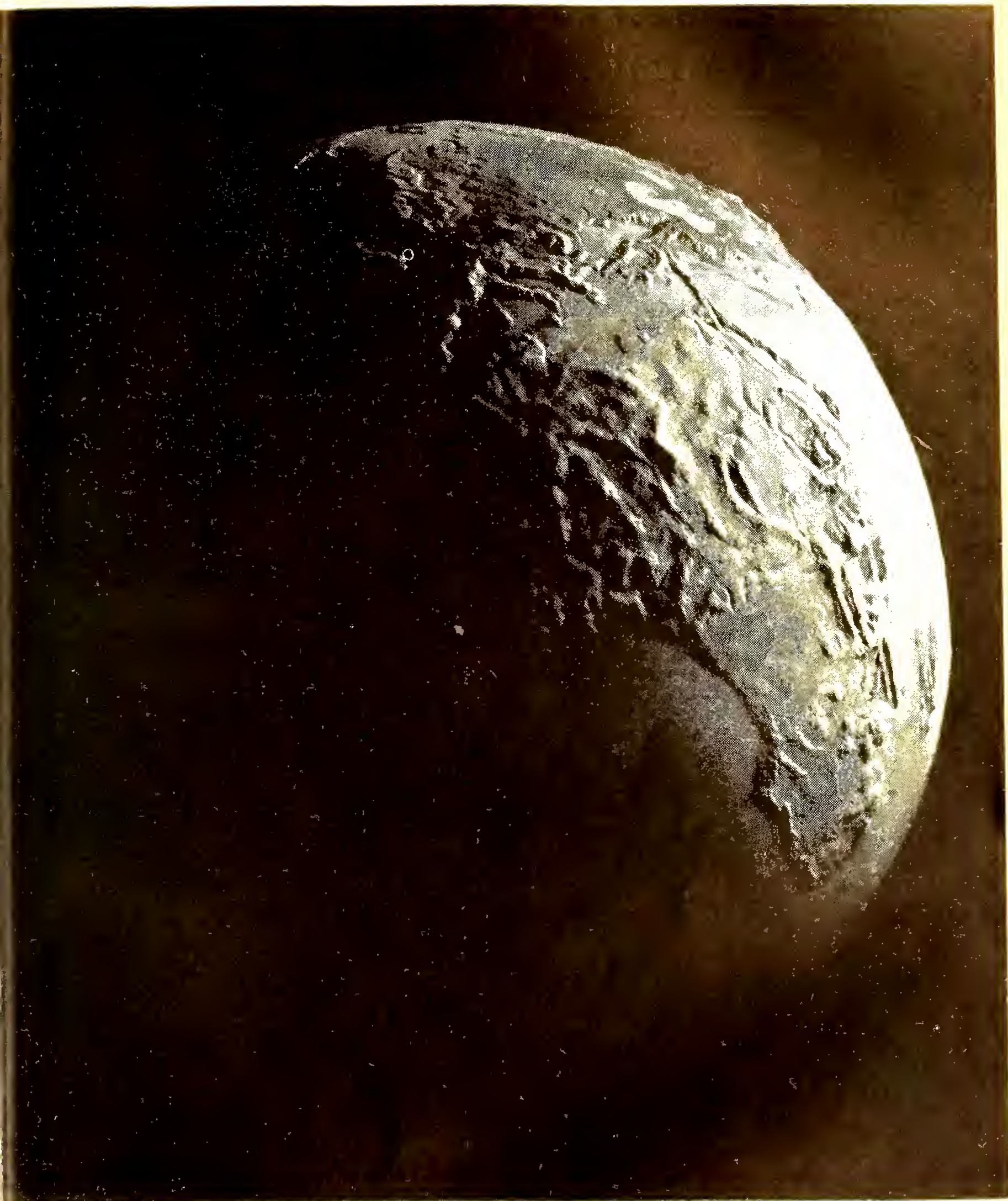
**St. Louis Office, 1144 Hampton Ave.**  
William O'Donnell.....Sales Manager

## **Personnel Relations**

Robert E. Kalaidjian.....Director  
Dr. Jack Nelson.....Director of Medical Office  
Clifford J. Benfield.....Director, Salary Admin.  
Charles J. Burt.....Manager, Salary Practices  
John G. Anderson.....Manager of Personnel  
Benefits & Services  
Richard C. Stanley, Jr...Personnel Placement Mgr.  
John Tekirian..Personal Records & Research Mgr.  
Donald A. Panzer..Personnel Policy Admin. Mgr.



# How to tell all sides of this story in '64...



News frequently has a way of happening when and where you least expect it. The question is, how to be everywhere at once. The answer is AP. No matter what it is or where it breaks, you know you'll get it fast, accurate and with complete objectivity when you take it from AP. From Muleshoe to Moscow—from local weather to world news—every AP member boasts the world's biggest, best qualified news staff. Since 1848, this AP quality story has never changed. It just keeps growing stronger and stronger with every new AP member—including over 2500 radio and television stations who won't settle for less than best.

**AP**

THE ASSOCIATED PRESS

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# Rural Listeners a Potential For National Ad Campaigns

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By  
SIDNEY J. WOLF  
President  
Keystone  
Broadcasting System, Inc.

**N**ATIONAL advertisers, as modern marketing intensifies, are departing more and more from the rigid type of marketing in the top markets exclusively. In the past, many of these national companies have confined their intensive sales efforts to the "top 25" or the top 100 markets, thereby bypassing vast areas of the U. S.

In today's hard-selling and highly competitive situations, branch managers and advertising executives of nationally distributed products, involving broad scope services, know that they need to reach into all markets where their products are available. They also know that they must expose their sales messages to audiences beyond the restrictive reach of the top markets only, if they are to obtain maximum sales results on a national basis. To implement this highly desirable goal, this means the utilization of radio in the 2,749 C & D Counties that comprise, both in terms of population and consumer power, well over one-third of the entire country. The essential coverage of these sales areas is precisely what our network is equipped to supply. KBS, with its 1180 affiliated stations, covers 40 percent of the population of the U. S. The main strength of our operation, however, lies in the C & D Counties where 19,099,490 out of a total of 51,155,100 radio homes in the U. S. are located. We serve on the "local level at the point of sale" 2,367 or 86 percent of all C & D Counties.

Keystone is an ideal means of tapping these profitable sales reservoirs, for the high incidence of listenership loyalty to the local rural and small town radio station has been established by numerous surveys, and also by the empirical experiences of advertisers themselves.

More and more, national adver-

tisers are realizing the efficacy of radio in the C & D Counties. Take one striking example. Three and a half years ago, a leading national advertiser, the Rexall Drug Company, decided to buy KBS for a series of radio campaigns. Although we were severely restricted as to what areas we were permitted to service, we started off with 200 markets and, as of this writing, are scheduling regular campaigns on over 500 stations, hopeful of adding additional markets.

How did this national advertiser satisfy himself that we were doing an outstanding sales job for his company? With each campaign sponsored by the parent company, its distributors were invited to buy additional "tie-in" spots from our local outlets, for the duration of the campaign. The response was phenomenal. Not only were the distributors prepared to match the parent company's advertising dollars, expended on the local level, but also to outmatch them three to one. Thousands of additional "tie-in" spots are regularly reported by Keystone affiliates scheduling the parent company's sales campaigns.

What greater proof of the effectiveness of local radio can there be than the eagerness of local distributors to support the parent company's promotion on their local stations? They are on the spot; they know their own markets; they are paying for the additional "tie-in" spots out of their own pockets, and the local rates are comparable to those paid by the parent company for the national campaign. Isn't this surely the most reliable yardstick of local performance a national advertiser can have?