

# EDITORIAL

1958

# INDEX

1958

## — A —

Academy of TV Arts & Sciences.....	1327
Actors Equity Association.....	1320
Advertisers of 1957, Network TV, 100 Top & Est. Expenditures.....	743
Advertisers of 1957, Spot TV, 100 Top & Est. Expenditures.....	129
Advertisers of 1957, TV, 100 Top & Est. Total Expenditures.....	737
Advertisers, Spot TV, 10 Top, 1956-7.....	75

### **ADVERTISING AGENCIES . . . 131**

Canadian Agencies.....	248
Failures, 1934-1957.....	59
Time Buyer Biographies.....	225
Advertising Council, Inc.....	1320
Advertising Federation of America.....	1320
Advertising Index.....	29
Advertising Research Foundation.....	1320
AFTRA.....	1321
Agency Time Buyer Biographies.....	225
Agents & Managers.....	1205
Agents, Press & Publicity.....	1093
AGVA.....	1321
<b>ALABAMA: AM Stations.....</b>	<b>346</b>
Families.....	346
Population.....	346
Radio Homes.....	346
TV Homes.....	787
TV Stations.....	787
<b>ALASKA: AM Stations.....</b>	<b>668</b>
TV Stations.....	880
<b>ALBERTA, CANADA: AM Stations.....</b>	<b>683</b>
TV Stations.....	883
Alicoate, Chas. A. . . . Foreword.....	5
All-American Favorites, 1957, Radio-TV Daily.....	77
Allard, T. J. . . . Article.....	674
Allocations, FCC, TV Channel.....	897

### **AM STATIONS IN U. S. . . . 317**

Index.....	321
American Assn. of Advtg. Agencies.....	1320

### **AMERICAN BROADCASTING COMPANY:**

Commercial Radio Programs, 1957.....	1269
Commercial TV Programs, 1957.....	1285
Executive Biographies, TV.....	753
Executives & Personnel, Radio.....	259
Executives & Personnel, TV.....	756
Network Map, Radio.....	260-261
Network Map, TV.....	254-255
American Communications Assn.....	1321
American Federation of Musicians.....	1321
American Guild of Musical Artists.....	1321
American Marketing Assn.....	1321
American Newspaper Publishers Assn.....	1322
American Society of Composers, Authors & Publishers.....	1219
American Women in Radio & TV.....	1322

### **AMP:**

Wall, Charles A. . . . Article.....	1225
Personnel, Functions.....	1323
Publisher Members.....	1225
Announcers-MC's.....	1113
Antenna Systems, Community TV.....	1350

### **ARIZONA: AM Stations..... 354**

Families.....	354
Population.....	354
Radio Homes.....	354
TV Homes.....	788
TV Stations.....	788

### **ARKANSAS: AM Stations..... 358**

Families.....	358
Population.....	358
Radio Homes.....	358
TV Homes.....	789
TV Stations.....	789

### **Art Directors Club of N.Y..... 1322**

### **ARTICLES:**

Allard, T. J.....	674
Bernard, Charles.....	1135
Cowley, Charles C.....	247
Culligan, Matthew J.....	273
Delaney, James J.....	127
Doerfer, John C.....	83

Dunnell, Ransom P.....	125
Dunton, A. D.....	680
Eastman, Robert E.....	258
Fellows, Harold E.....	85
Grey, Lanny & Ginger.....	1217
Hayes, Arthur Hull.....	263
Headley, Frank M.....	121
Henry, Elliott W., Jr.....	749
Howell, John F.....	91
Jones, Merle S.....	760
Lawrence, Dick.....	720
Lewine, Robert F.....	766
McGannon, Donald H.....	93
Nelson, Raymond E.....	774
Rifkin, M. J.....	745
Secrest, James D.....	87
Shupert, George T.....	89
Sinn, John L.....	95
Stone, Ray.....	1338
Sutton, David V.....	741
Swezey, Robert D.....	111
Treyz, Oliver E.....	752
Vogel, George.....	269
Weil, Ralph N.....	702
Weis, Pierre.....	941
Wolf, Sidney J.....	282
Artists, Radio-TV.....	1061
Artists, Vocal.....	1087
Artists' Representatives Assn.....	1322
<b>ASCAP:</b>	
Cunningham, Paul . . . Article.....	1219
Personnel, Functions.....	1322
Publisher Members.....	1220
Assn. for Professional Bdcstg. Education.....	1322
Assn. of Canadian Advertisers.....	1323
Assn. of Maximum Service Telecasters.....	1323
Assn. of National Advertisers, Inc.....	1323
Assn. of Radio-TV News Analysts.....	1323
Associated Music Publishers, Inc.....	1225
Associations (Organizations).....	1320
Associations, State Broadcasters.....	1315
Authors Guild of Authors League of Am.....	1323
Authors League of America, The.....	1323
Auto Radio Set Sales.....	51
Awards, "Emmy"—1957.....	1366
Awards, Radio-Television Daily.....	77

## — B —

Background Processes.....	1050
BAHAMAS: AM Stations.....	714

**BEHIND THE MIKE, BEFORE THE CAMERA..... 1059**

Announcers-MC's.....	1113
Artists, Radio-TV.....	1061
Directors, Radio-TV.....	1161
Disc Jockeys.....	1183
Musical Directors.....	1169
News Commentators.....	1149
Producers, Radio-TV.....	1099
Sports Commentators.....	1137
Vocal Artists.....	1087
Women Commentators.....	1198
Writers, Radio-TV.....	1177
Bernard, Charles . . . Article.....	1135
Bibliography.....	1372

**BIOGRAPHICAL SKETCHES:**

ABC-TV Executives.....	753
Ad Agency Time Buyers.....	225
CBS-TV Executives.....	761
NBC-TV Executives.....	767
TV Film Sales Executives.....	1029

**BMI:**

Haverlin, Carl . . . Article.....	1226
Personnel, Functions.....	1324
Publisher Members.....	1227
Brand Names Foundation, Inc.....	1324
British Bcstg. Corp., The.....	1324
BRITISH COLUMBIA, CAN.: AM Stations.....	684
TV Stations.....	883
British Commercial TV.....	918
British Information Services.....	1324
Broadcast Information Bureau.....	1324
Broadcast Music, Inc.....	1226 & 1324
Broadcast Pioneers.....	1324
Broadcasters Assns., State.....	1315
Broadcasters Promotion Assn.....	314 & 1324
Bcstg. & Film Comm., Nat'l Council of Churches.....	1324
Bcstg. Industry Financial Data, 1955-56..	39
Bcstg. Industry Wages, 1952-56.....	51
Brokers, Play & Story.....	1209
Brokers, Radio-TV Station.....	1051
Bureau of Broadcast Measurement, The..	1325
Business Failures, Causes of.....	1368
<b>BUSINESS SECTION.....</b>	<b>123</b>

## — C —

CALIFORNIA: AM Stations.....	363
Families.....	363
Population.....	363
Radio Homes.....	363



# EDITORIAL INDEX



TV Homes .....	790
TV Stations .....	790
Call Letters, AM Stations, Index of.....	321
Call Letters, TV Stations, Index of.....	782

## CANADA ..... 675

Advertising Agencies .....	248
Assn. of Radio-TV Bcstrs.....	679
Canadian Broadcasting Corp.....	677
International Stations .....	717
Station Index, Radio .....	681
Station Representatives .....	289
Stations, AM .....	683
Stations, TV .....	883
Canadian Assn. of Radio-TV Bcstrs..	679 & 1325
Canadian Broadcasting Corp.....	677
Carpets .....	1050
Cartoon Producers .....	1051
Catholic Actors Guild of America.....	1325
Causes of Business Failures.....	1368
Channel Allocations, FCC.....	897
Color Equipped Stations, U. S.....	906
Color Processes .....	1049
COLORADO: AM Stations .....	383
Families .....	383
Population .....	383
Radio Homes .....	383
TV Homes .....	793
TV Stations .....	793

## COLUMBIA BROADCASTING SYSTEM:

Color Equipped Stations.....	906
Commercial Radio Programs, 1957.....	1269
Commercial TV Programs, 1957.....	1285
Executive Biographies, TV.....	761
Executives & Personnel, Radio.....	266
Executives & Personnel, TV.....	764
Network Map, Radio.....	264-265
Network Map, TV.....	762-763
Commentators, News .....	1149
Commentators, Sports .....	1137
Commentators, Women .....	1198
Commercials Producers, Musical.....	1213
Commercials Producers, TV Film.....	957
Commercial Programs, Radio.....	1269
Commercial Programs, TV.....	1285
Commercial TV, British.....	918
Commercials Monitoring .....	1051
Community TV Antenna Systems.....	1350
Composers & Lyricists Guild of Am.....	1325
Conductors, Musical .....	1169
CONNECTICUT: AM Stations.....	389
Families .....	389
Population .....	389

Radio Homes .....	389
TV Homes .....	797
TV Stations .....	797
Consulting Engineers .....	1241
Costumes .....	1051
Country & Western Music Bcstrs. Assn...	1325
Cowley, Charles C. . . . Article .....	247
CUBA: AM Stations.....	712
Culligan, Matthew J. . . . Article.....	273

## — D —

Delaney, James J. . . . Article.....	127
DELAWARE: AM Stations.....	393
Families .....	393
Population .....	393
Radio Homes .....	393
TV Homes .....	797
TV Stations .....	797
Directors, Musical .....	1169
Directors, Radio-TV .....	1161
Disc Jockeys .....	1183
Distributors, TV Film.....	957
DISTRICT OF COLUMBIA: AM Stations..	394
Families .....	394
Population .....	394
Radio Homes .....	394
TV Homes .....	798
TV Stations .....	798
Doerfer, John C. . . . Article.....	83
DOMINICAN REPUBLIC: AM Stations....	714
Dramatists Guild of Authors League of	
Am. ....	1325
Dunnell, Ransom P. . . . Article.....	125
Dunton, A. D. . . . Article.....	680

## — E —

Eastman, Robert E. . . . Article.....	258
Editorial Index .....	7
Editors, Radio-TV .....	1053
Educational Bcstrs., Nat'l Assn. of.....	252
Educational Stations .....	253
EIA:	
Auto Radio Set Sales Figures.....	51
Officers, Executive Personnel.....	1238
Radio-TV Set Production Figures.....	49
Electronic Industries Assn.....	1238
"Emmy" Award Winners, 1957.....	1366
Engineers, Consulting .....	1241
Episcopal Actors Guild of America.....	1326
<b>EQUIPMENT SECTION .....</b>	<b>1237</b>
Consulting Engineers .....	1241



# EDITORIAL INDEX



EIA Personnel .....	1238
Equipment Manufacturers .....	1243
TV Equipped Theatres.....	747
Toll-TV Firms .....	1052
Equity, Actors, Assn.....	1320
Events, Outstanding Industry, 1957.....	97
Expenditures, Spot TV, 1957.....	75
Expenditures by Products, Spot TV, 1957.....	916

## — F —

Failures, Advertising Agency, 1934-57....	59
Failures, Business, Causes of.....	1368
Families for 1958 (Estimated Radio-TV)...	319
FCC Financial Figures.....	39

### FEDERAL COMMUNICATIONS COMMISSION:

Bcstg. Industry Financial Figures.....	39
Commissioners, Staff .....	308
FM Industry Financial Figures.....	47
License, How to Apply.....	1369
Nationwide Network Financial Figures.....	41
Radio Industry Financial Figures.....	43
Station Expansion .....	61
TV Channel Allocations.....	897
TV Industry Financial Figures.....	45
Federal Trade Commission.....	1326
Fellows, Harold E. . . . Article.....	85

### FILM PRODUCERS, DISTRIBUTORS & COMMERCIAL PRODUCERS—TV 957

Sales Executive Biographies.....	1029
Service Firms .....	1043
Film Producers Assn. of New York.....	1326
Film Sales Execs Bios.....	1029
Film Stock, Raw.....	1050
Financial Data, 1955-6, Bcstg. Industry...	39
Financial Data, 1955-6, FM Industry.....	47
Financial Data, 1955-6, Radio Industry..	43
Financial Data, 1955-6, TV Industry.....	45
FLORIDA: AM Stations.....	395
Families .....	395
Population .....	395
Radio Homes .....	395
TV Homes .....	799
TV Stations .....	799
FM Bcstrs. Assn. of Southern Calif.....	1326

### FM STATIONS, U. S. . . . . 1337

Industry Financial Data 1955-6.....	47
Stone, Ray . . . . Article.....	1338
Foreign TV Stations.....	889
Foreword .....	5
French Bcstg. System in N. Am.....	1326

## — G —

GENERAL STATISTICS, RADIO-TV.....	33
GEORGIA: AM Stations.....	407
Families .....	407
Population .....	407
Radio Homes .....	407
TV Homes .....	803
TV Stations .....	803
Grey, Lanny & Ginger . . . . Article.....	1217
Gross Time Charges, Network TV.....	63

### GROUP STATION OPERATIONS 721

GUAM: AM Stations.....	669
TV Stations .....	882
Guilds (Organizations) .....	1320

## — H —

HAITI: AM Stations.....	714
HAWAII: AM Stations.....	669
TV Stations .....	881
Hayes, Arthur Hull . . . . Article.....	263
Headley, Frank M. . . . Article.....	121
Henry, Elliott W., Jr. . . . Article.....	749
Homes Delivered by Daytime Network TV	65
Homes Delivered by Nighttime Network TV	65
How to Apply for FCC License.....	1369
Howell, John F. . . . Article.....	91

## — I —

IDAHO: AM Stations.....	418
Families .....	418
Population .....	418
Radio Homes .....	418
TV Homes .....	805
TV Stations .....	805
ILLINOIS: AM Stations.....	421
Families .....	421
Population .....	421
Radio Homes .....	421
TV Homes .....	805
TV Stations .....	805
Independent Television Authority.....	918

### INDEXES:

Advertising .....	29
Agency Time Buyers.....	226
Canadian AM Stations.....	681
Editorial .....	7



# EDITORIAL INDEX



TV Film Sales Executives . . . . .	1030
U. S. AM Stations . . . . .	321
U. S. TV Stations . . . . .	782
INDIANA: AM Stations . . . . .	431
Families . . . . .	431
Population . . . . .	431
Radio Homes . . . . .	431
TV Homes . . . . .	809
TV Stations . . . . .	809

## INDUSTRY ORGANIZATIONS 1320

Institute of Radio Engineers, The . . . . .	1326
---	------

## INTERNATIONAL 703

Distribution of Radio Receivers . . . . .	69
Radio Cadena Nacional, S. A. . . . .	715
Radio Programas de Mexico, S. A. . . . .	715
RCN Member Stations . . . . .	716
Stations of Bahamas . . . . .	714
Stations of Cuba . . . . .	712
Stations of Dominican Republic . . . . .	714
Stations of Haiti . . . . .	714
Stations of Jamaica . . . . .	714
Stations of Mexico . . . . .	705
Stations of U. S. & Canada . . . . .	717
IOWA: AM Stations . . . . .	437
Families . . . . .	437
Population . . . . .	437
Radio Homes . . . . .	437
TV Homes . . . . .	812
TV Stations . . . . .	812

## — J —

JAMAICA: AM Stations . . . . .	714
Jewish Theatrical Guild of America . . . . .	1326
Jingle Producers . . . . .	1213
Joint Committee on Educational TV . . . . .	1327
Jones, Merle S. . . . . Article . . . . .	760

## — K —

KANSAS: AM Stations . . . . .	442
Families . . . . .	442
Population . . . . .	442
Radio Homes . . . . .	442
TV Homes . . . . .	813
TV Stations . . . . .	813
KENTUCKY: AM Stations . . . . .	447
Families . . . . .	447
Population . . . . .	447
Radio Homes . . . . .	447
TV Homes . . . . .	815
TV Stations . . . . .	815

## KEYSTONE BROADCASTING SYSTEM:

Affiliates . . . . .	280-281
Executives & Personnel . . . . .	283
Network Map . . . . .	284-285

## — L —

Laboratories . . . . .	1045
Lamps, The . . . . .	1327
Lamps, Spot & Flood . . . . .	1050
Large Screen . . . . .	1045
Lawrence, Dick . . . . . Article . . . . .	720
League of Advertising Agencies . . . . .	1327
Lenses . . . . .	1045
Lewine, Robert F. . . . . Article . . . . .	766
Libraries, Stock Shot . . . . .	1050
License, How to Apply for FCC . . . . .	1369
LOUISIANA: AM Stations . . . . .	453
Families . . . . .	453
Population . . . . .	453
Radio Homes . . . . .	453
TV Homes . . . . .	815
TV Stations . . . . .	815

## — M —

McGannon, Donald H. . . . . Article . . . . .	93
MAINE: AM Stations . . . . .	460
Families . . . . .	460
Population . . . . .	460
Radio Homes . . . . .	460
TV Homes . . . . .	817
TV Stations . . . . .	817
Managers & Agents . . . . .	1205
MANITOBA, CAN.: AM Stations . . . . .	686
TV Stations . . . . .	884
Manufacturers, Radio-TV Equip. . . . .	1243

## MAPS — RADIO, TV:

ABC Television Network . . . . .	754-755
ABN . . . . .	260-261
CBS Radio Network . . . . .	264-265
CBS Television Network . . . . .	762-763
KBS Network . . . . .	284-285
MBS Network . . . . .	270-271
NBC Radio Network . . . . .	274-275
NBC Television Network . . . . .	770-771
NTA Film Network . . . . .	776-777
MARYLAND: AM Stations . . . . .	463
Families . . . . .	463
Population . . . . .	463
Radio Homes . . . . .	463





# EDITORIAL INDEX



CBS Radio Network Map.....	264-265	TV Stations .....	829
CBS-TV Executives Biographies.....	761	New TV Stations to Open—1958.....	913
CBS-TV Executives, Personnel.....	764	NEW YORK: AM Stations.....	520
CBS-TV Network Map.....	762-763	Families .....	520
Color Equipped Stations.....	906	Population .....	520
Commercial Programs, AM.....	1269	Radio Homes .....	520
Commercial Programs, TV.....	1285	TV Homes .....	830
Daytime TV, Homes Delivered.....	65	TV Stations .....	830
KBS Affiliates .....	280-281	News Commentators .....	1149
KBS Executives, Personnel.....	283	News Events, 1957, Top 10 Radio-TV....	81
KBS Network Map.....	284-285	Newspaper Editors, Radio-TV.....	1053
MBS Executives, Personnel.....	272	Newspaper Reporters Assn. of N.Y.C....	1329
MBS Network Map.....	270-271	News Selections, Network.....	81
NBC Radio Executives, Personnel.....	277	News-Wire Services .....	115
NBC Radio Network Map .....	274-275	NORTH CAROLINA: AM Stations.....	545
NBC-TV Executive Biographies.....	767	Families .....	545
NBC-TV Executives, Personnel.....	768	Population .....	545
NBC-TV Network Map.....	770-771	Radio Homes .....	545
News Selections .....	81	TV Homes .....	835
Nighttime TV, Homes Delivered.....	65	TV Stations .....	835
NTA Film Network Executives.....	775	NORTH DAKOTA: AM Stations.....	557
NTA Film Network Map.....	776-777	Families .....	557
Regional .....	721	Population .....	557
TV Time Charges.....	63	Radio Homes .....	557
Network Nationwide Financial Figures, 1955-6 .....	41	TV Homes .....	838
NEVADA: AM Stations.....	510	TV Stations .....	838
Families .....	510	NOVA SCOTIA, CAN.: AM Stations....	689
Population .....	510	TV Stations .....	884
Radio Homes .....	510	NTA FILM NETWORK:	
TV Homes .....	828	Executives & Personnel.....	775
TV Stations .....	828	Network Map .....	776-777
NEW BRUNSWICK, CAN.: AM Stations..	687		
TV Stations .....	884	— O —	
NEWFOUNDLAND, CAN.: AM Stations..	688	OHIO: AM Stations.....	559
TV Stations .....	884	Families .....	559
NEW HAMPSHIRE: AM Stations.....	511	Population .....	559
Families .....	511	Radio Homes .....	559
Population .....	511	TV Homes .....	839
Radio Homes .....	511	TV Stations .....	839
TV Homes .....	829	OKLAHOMA: AM Stations.....	569
TV Stations .....	829	Families .....	569
NEW JERSEY: AM Stations.....	513	Population .....	569
Families .....	513	Radio Homes .....	569
Population .....	513	TV Homes .....	843
Radio Homes .....	513	TV Stations .....	843
TV Homes .....	829	ONTARIO, CAN.: AM Stations.....	690
TV Stations .....	829	TV Stations .....	885
NEW MEXICO: AM Stations.....	517	Orchestra Leaders .....	1169
Families .....	517	OREGON: AM Stations.....	573
Population .....	517	Families .....	573
Radio Homes .....	517	Population .....	573
TV Homes .....	829	Radio Homes .....	573

# EDITORIAL INDEX

TV Homes .....	844
TV Stations .....	844
Organists, Radio-TV .....	1169

**ORGANIZATIONS ..... 1320**

Organizations, Research .....	109
Outstanding Industry Events, 1957 .....	97
Ownership of TV Sets .....	57

## — P —

<b>PENNSYLVANIA: AM Stations</b> .....	581
Families .....	581
Population .....	581
Radio Homes .....	581
TV Homes .....	845
TV Stations .....	845
Phila. Radio & TV Bcsirs. Assn. ....	1329
Play & Story Brokers .....	1209
Press Agents .....	1093
<b>PRINCE EDWARD ISLAND, CAN.: AM</b>	
Stations .....	696
TV Stations .....	886
Prizes, Premiums, etc. ....	1051
Producers, Cartoon .....	1051
Producers, Commercials, TV Film .....	957
Producers-Distributors, TV Film .....	957
Producers, Jingles .....	1213
Producers, Musical Commercials .....	1213
Producers, Radio-TV .....	1099
Producers, Radio-TV Program .....	923
Producers, Transcription .....	945
Production Figures, Radio-TV Set .....	49

**PRODUCTION SECTION,  
RADIO-TV ..... 921**

Professional Music Men, Inc. ....	1329
Program Contractors, British .....	919

**PROGRAM PRODUCERS,  
RADIO-TV ..... 923**

Service Firms .....	1043
---------------------	------

**PROGRAMS, COMMERCIAL  
RADIO, 1957 ..... 1269**

**PROGRAMS, COMMERCIAL  
TV, 1957 ..... 1285**

Projectors .....	1050
Publications, Trade .....	1333
Public Relations & Publicity Firms .....	1093
<b>PUERTO RICO: AM Stations</b> .....	671
TV Stations .....	881

## — Q —

<b>QUEBEC, CAN.: AM Stations</b> .....	696
TV Stations .....	887

## — R —

Radio Advertising Bureau, Inc. ....	1329
Radio Cadena Nacional, S.A. ....	715
Member Stations, AM .....	716
Radio-TV Correspondents Assn. ....	1330

**RADIO-TV DAILY:**

All-American Favorites, 1957 .....	77
Officers, Personnel .....	26 & 1335
Top Ten News Events .....	79
Radio & TV Directors Guild .....	1330
Radio & TV Executives Society, Inc. ....	1330
Radio-TV News Directors Assn. ....	1330
Radio-TV Set Production—EIA Figures ..	49
Radio-TV Station Brokers .....	1051
Radio & TV Stations in Operation (U.S.) ..	53
Radio Free Europe .....	1329
Radio Homes .....	319
Radio Industry Financial Data, 1955-6 ..	43
Radio Markets Ranked, Spot Volume, 1956	718
Radio-Newsreal-TV Working Press Assn. of N. Y. ....	1330
Radio Programas de Mexico, S.A. ....	715
Radio Receivers, World-Wide Distribution	69
Radio Set Sales, Auto .....	51
Radio Spot Time Sales, 1956-7 .....	305
Radio Station Index .....	321
Radio Stations, Number per State .....	319
Raw Stock .....	1050
Recording Companies, Transcription & ..	943
Reference Books, TV Bibliography .....	1372

**REGIONAL NETWORKS,  
RADIO-TV ..... 721**

Regional Organization IAAB's Central Amer. Assns. ....	1331
---	------

**REPRESENTATIVES, RADIO-  
TV STATION ..... 289**

Representatives, Talent .....	1205
Research Organizations .....	109
RETMA . . . (See EIA)	
RETMA of Canada .....	1330
<b>RHODE ISLAND: AM Stations</b> .....	597
Families .....	597
Population .....	597
Radio Homes .....	597
TV Homes .....	855
TV Stations .....	855
Rifkin, M. J. . . . Article .....	745

## — S —

Sales, Auto Radio Sets .....	51
Sales Exec Bios, TV Film .....	1029
<b>SASKATCHEWAN, CAN.: AM Stations</b> ..	700
TV Stations .....	887





# EDITORIAL INDEX



Screen Actors Guild.....	1331
Screen Composers Assn.....	1331
Screen Directors International Guild.....	1331
Screening Rooms.....	1051
Screens, Large TV.....	1045
Secrest, James D. . . . Article.....	87

## SERVICE FIRMS, TV..... 1043

Background Processes.....	1050
Carpets.....	1050
Cartoon Producers.....	1051
Color Processes.....	1049
Commercials Monitoring.....	1051
Costumes.....	1051
Laboratories.....	1045
Large Screen.....	1045
Lenses.....	1045
Prizes, Premiums, etc.....	1051
Projectors.....	1050
Radio-TV Station Brokers.....	1051
Raw Stock.....	1050
Screening Rooms.....	1051
Spot & Flood Lamps.....	1050
Stock Shot Libraries.....	1050
Storage Vaults.....	1050

## SESAC:

Heinecke, Paul . . . Article.....	1233
Personnel, Functions.....	1331
Publisher Members.....	1234
Set Production, Radio-TV—EIA Figures..	49
Shupert, George T. . . . Article.....	89
Singers, Radio-TV.....	1087
Sinn, John L. . . . Article.....	95
Society of Mot. Pic. & TV Engineers.....	1331
Song Hits of 1957.....	1218
Song Writers Protective Assn.....	1331
<b>SOUTH CAROLINA: AM Stations.....</b>	<b>598</b>
Families.....	598
Population.....	598
Radio Homes.....	598
TV Homes.....	855
TV Stations.....	855
<b>SOUTH DAKOTA: AM Stations.....</b>	<b>604</b>
Families.....	604
Population.....	604
Radio Homes.....	604
TV Homes.....	857
TV Stations.....	857
Southern Calif. Bcs'rs, Assn.....	1332
Sports Broadcasters Assn.....	1332
Sports Commentators.....	1137
Spot & Flood Lamps.....	1050
Spot Radio Market Volume Comparisons, 1955-6.....	117
Spot Radio Time Sales, 1956-7.....	305
Spot TV Advertisers of 1957, 100 Top & Est. Expenditures.....	129
Spot TV Advertisers, Comparison 1956-57	75
Spot TV Expenditures, 1957.....	75
State Broadcasters Assns.....	1315
State Coverage Statistics, 1958.....	319
Station Brokers, Radio-TV.....	1051
Station Operation Analysis.....	53
Station Representatives Assn.....	1332

## STATION REPRESENTATIVES, RADIO-TV..... 289

### STATIONS:

Alaska—AM.....	669
Alaska—TV.....	880
Bahamas—AM.....	714
British Commercial TV.....	918
Canada—AM.....	683
Canada—TV.....	883
Channel Allocations, FCC.....	897
Color Equipped, U. S.....	906
Cuba—AM.....	712
Dominican Republic—AM.....	714
Educational—NAEB Members.....	253
FCC Report on Expansion.....	61
Foreign TV.....	889
Group Operations.....	721
Guam—AM.....	669
Guam—TV.....	882
Haiti—AM.....	714
Hawaii—AM.....	669
Hawaii—TV.....	881
International.....	703
International, U. S. & Canada.....	717
Jamaica—AM.....	714
Mexico—AM.....	705
Puerto Rico—AM.....	671
Puerto Rico—TV.....	881
Radio-TV Brokers.....	1051
Radio-TV, Number Operating (U.S.)... ..	53
Radio-TV, Number per State.....	319
Total Radio in U. S.....	319
Total TV in U. S.....	319
TV Set for Opening.....	913
TV Stations & Sets Overseas.....	894
TV Suspended.....	912
United States—AM.....	317
United States—FM.....	1339
United States—TV.....	<b>781</b>
Virgin Islands—AM.....	673
<b>STATISTICS, GENERAL, RADIO-TV.....</b>	<b>33</b>
Stock Shot Libraries.....	1050
Stone, Ray . . . Article.....	1338
Storage Vaults.....	1050
Story Brokers, Play &.....	1209
Subscription TV.....	<b>1052</b>
Suspended TV Operations.....	912
Sutton, David V. . . . Article.....	741
Sweezy, Robert D. . . . Article.....	111

## — T —

### TELEPHONE NUMBERS, RADIO-TV:

Chicago.....	102
Los Angeles.....	103
New York.....	100
Washington.....	103
Tele-Theatre Corporation.....	1332

### TELEVISION..... Facing 736

Color Equipped Stations, U. S.....	906
Community Antenna Systems.....	1350
"Emmy" Award Winners, 1957.....	1366
FCC Channel Allocations.....	897

# ADVERTISING INDEX

## — L —

Lacy, Jack .....	1189
Laine, Frankie .....	1061
Landi, Erberto, Advertising Co. ....	164
Langford, Frances .....	94
Lang-Worth Feature Programs, Inc. ....	946
LaRosa, Julius .....	1077
Lea, Barbara .....	1075
Lee, Judy .....	1076
Leigh, Kelly .....	1080
Leonard, Herbert .....	1098
Lescoulie, Jack .....	48
Levenson, Sam .....	1064
Lever Brothers .....	130
Lewis, Jerry .....	82
Lewis, Robert Q. ....	58
Lewis, Shari .....	1080
Liebman, Max, Productions, Inc. ....	84
Lockwood, Grey .....	1163
Lomardo, Guy .....	34
London, Jack, Productions .....	929
Love, Dottie .....	1081
Love, James, Productions, Inc. ....	974
Lowe, Jim .....	1191
Lynch, Peg .....	1073
Lynn, Jerry, Productions, Inc. ....	1004

## — M —

Mark VII Ltd. ....	986
Market Maker Stations ..	838
Marshall Organization ..	928
Marshall, Rex .....	1119
Martin, Don .....	1084
MCA .....	122
McCann-Erickson, Inc. ..	132-133
McCarty, Milburn, Assoc., Inc. ....	1095
McCleary, Albert .....	1102
McGowan Productions, Inc. ....	993
McLemore, Ed. E. ....	16
McNeill, Don .....	1072
McNellis, Maggi .....	1075
McWain, Wes .....	1184
Mello-Larks .....	1088
Mercer, Johnny .....	1087
Meredith Stations .....	811
MGM Records .....	954
MGM-TV .....	958
Miahati Inc. ....	160
Miller Music Corp. ....	142

Modern Teleservice, Inc. ..	163
Morgan, Ray .....	138
Morris, William, Agency, Inc. ....	126
Morrow, Don .....	1118
Movielab Color Corp. ....	1042
Murray, Jan .....	62
Mutual Broadcasting System .....	256

## — N —

National Screen Service Corp. ....	746
National Telefilm Assoc. ..	960
NEC Radio Network .....	98-99
NBC Spot Sales .....	2-3
NBC Television Network 772-773	
Nelson, Ozzie & Harriet ..	68
NTA Film Network .....	778-779

## — O —

O'Brien, Tom .....	1112
Office Furniture, Ltd. ....	1049
Official Films Inc. ....	965
Olsen, Johnny & Penny ..	1074

## — P —

Packard Bell Electronics ..	1236
Parkson Advertising Agency, Inc. ....	134
Parsons, Fred .....	1125
Paul, Ralph .....	1117
Peed, Earl S. ....	1092
Peerless Film Processing ..	1044
Perry Stations, The .....	799
Philbin, Jack .....	1108
Precision Film Labs. ....	1045
Pressman, Gabe .....	1148
Product Services, Inc. ....	164
Pulse, Inc. ....	108

## — R —

Radio Cadena Nacional, S. A. ....	704
Raeburn, Bryna .....	1065
Rahall Group .....	581
Rambeau-Vance-Hcapple, Inc. ....	294
Rattazzi Restaurant .....	158

RCA .....	Back Cover
Reeves Sound Studios, Inc. ....	951
Reimers, Ed .....	1084
Reynolds, Shelton, Productions .....	995
Richard, Max, Inc. ....	1095
Richards, Malcolm .....	1122
Richardson, Don .....	1160
Riddle, Nelson .....	55
Ripley Clothes .....	118
Ritz Brothers .....	1073
Robbins Music Corp. ....	142
Rodney-Young Productions .....	979
Rogers, Bill .....	1118
Rogers, Cowan & Jacobs, Inc. ....	977
Rooney, Mickey .....	70
Rose, David .....	1174
Ross, Lanny .....	1078

## — S —

Sande-Greene and Assoc. ....	1003
Sanders, George .....	1078
Samford, Charles .....	1172
Satenstein, Frank .....	1165
Schenkel, Chris .....	1138
Schneider, Dick .....	1162
Scott, Fred .....	1123
Scott, M. B. ....	148
Screen Gems, Inc. ....	956
Scribner, Jimmy, Co. ....	165
Self, William .....	55
SESAC .....	1232
Shaidlin, Jack .....	1171
Sharbutt, Del .....	1119
Shear, Barry .....	1161
Sheldon, Herb .....	1069
Sheldon Reynolds Productions .....	995
Sheldon, Sandy .....	1109
ShIPLEY, Bill .....	1113
Simpson, Garry .....	1162
Sinatra, Frank .....	54
Skelton, Red .....	42
Smith, Betty, Associates. ..	1096
Smith, Irv .....	152
Splendex Enterprises .....	94
Stagg, Jerry .....	1104
Stark, Dick .....	146
Stark-Layton, Inc. ....	925
Steele, Ted .....	52
Steen, Cort .....	1161
Steere Broadcasting Corp. ....	480
Sterling, Jack .....	1078



# ADVERTISING INDEX



Storer Broadcasting  
Co. .... 286-287  
Streech, Wilbur, Produc-  
tions, Inc. .... 1004  
Swift, Allen ..... 1084  
Sylvern, Hank ..... 1174

## — T —

Taubman, Paul ..... 1168  
Taylor, Brooke ..... 1122  
Telestudios, Inc. .... 1047  
Television Digest ..... 156  
Television Graphics, Inc. 987  
Texas Rasslin' ..... 1002  
Thomas, Danny ..... 1066  
Thompson, Le Ora,  
Assoc. .... 1000  
Tonken, Phil ..... 1120  
Trendle-Campbell-  
Meurer, Inc. .... 920

## — U —

United Press ..... 24  
Universal Pictures ..... 20  
U. S. Steel ..... 124

## — V —

Valenta, Leonard ..... 1160  
Valentino, Thomas J.,  
Inc. .... 952  
Van Praag Productions.. 998  
Videart, Inc. .... 1002  
Video Pictures, Inc. .... 976  
Vincent, Gene ..... 16  
Von Zell, Harry ..... 1068

## — W —

WAGA-TV ..... 803  
WAKE ..... 318  
WANE, WANE-TV ..... 740  
WAPA ..... 672  
WAVY-TV ..... 873  
WAVZ ..... 390  
WAZL ..... 580  
WBAI ..... 1349  
WBAP-AM-FM-TV ..... 862  
WBEN-TV ..... 832  
WBIG ..... 549

WBNC ..... 511  
WBRY ..... 392  
WBTW ..... 836  
WBTW ..... 836  
WCAU-TV ..... 852  
WCHS-TV ..... 876  
WCOA ..... 799  
WDBO ..... 800  
WDGY ..... 485  
WDLP ..... 799  
WDOK ..... 562  
WESH-TV ..... 799  
WFAA, WFAA-TV ..... 620  
WFAS-AM-FM ..... 544  
WFBF ..... 397  
WFBG-TV ..... 846  
WFBL ..... 542  
WFBM-TV ..... 808  
WFEA ..... 581  
WFIL-TV ..... 850  
WGAN, WGAN-TV ..... 462  
WGN, WGN-TV ..... 422  
WGR-TV ..... 833  
WHAB ..... 409  
WHB ..... 498  
WHEN, WHEN-TV ..... 811  
WHLI ..... 524 & 531  
WHLM ..... 580  
WHOL ..... 580  
WHOM ..... 528  
WICU ..... 847  
WIDE ..... 580  
WILD ..... 318  
WINS ..... 530  
WIP ..... 588  
WISH, WISH-TV ..... 740  
WISN, WISN-TV ..... 878  
WJAR-TV ..... 276  
WJHP ..... 799  
WJW-TV ..... 840  
WJZ-TV ..... 818  
WKAP ..... 581  
WKBW ..... 522  
WKCB ..... 511  
WKCQ ..... 511  
WKIX ..... 553  
WKMI ..... 480  
WLBR-TV ..... 848  
WLIB ..... 532  
WMAR-TV ..... 819  
WMGM ..... 534  
WMRN ..... 566  
WMUR-TV ..... 829  
WNAR ..... 581  
WNBK-TV ..... 831  
WOKY ..... 318  
WOR ..... 320  
WOV ..... 536  
WOW ..... 811  
WOW-TV ..... 811 & 827  
WPAT ..... 516

WPRO ..... 596  
WPRO-TV ..... 854  
WQAM ..... 401  
WQXR ..... 538  
WSAI ..... 560  
WSB, WSB-TV ..... 802  
WSPD-TV ..... 842  
WTAC ..... 477  
WTAL ..... 580  
WTIC ..... 388  
WTIC-TV ..... 796  
WTIX ..... 458  
WTMC ..... 799  
WTRY ..... 390  
WTSP ..... 581  
WTVJ ..... 748  
WVEC-TV ..... 872  
WVNJ ..... 514  
WVUE-TV ..... 849  
WWNR ..... 581  
WWRL ..... 544  
WYDE ..... 318  
Wallace, Mike ..... 1074  
Wayne, Bernie ..... 1170  
Westinghouse Broad-  
casting Co., Inc. .... 306-307  
Wick, Charles ..... 94  
Willis, Richard ..... 1068  
Wilson, Bob ..... 1150  
Winchell, Paul ..... 1072  
Wingate, John ..... 1149  
Winters, Jonathan ..... 1066  
Wisner, Harry ..... 8  
Woods, Donald ..... 1067  
World Broadcasting  
System, Inc. .... 22-23  
World Video Productions,  
Inc. .... 982

## — Y —

Young & Rubicam, Inc. . 128  
Young Television Corp. . 290

## — Z —

Zenith Radio Corp. .... 744  
Ziv Television  
Inside Front Covers  
Zouary, Maurice H.,  
TV-Film Prods. .... 930