

# EDITORIAL

1961

# INDEX

1961

## — A —

Academy of TV Arts & Sciences.....	1304
Actors Equity Association.....	1295
Actors Radio TV.....	1079
Actors Representatives.....	693
Adams, Stanley—Article.....	995
Adorian, Paul—Article.....	1012
Advertisers By Product Classification.....	77
Advertisers, Nat. & Reg. Spot.....	61
Advertisers, 348 Network TV.....	707
Advertisers, Top 25 By Brand.....	65
Advertisers, Est. TV Gross Time.....	111
<b>ADVERTISING AGENCIES..... 109</b>	
British Agencies.....	1040
Canadian Agencies.....	164
Failures, 1945-1960.....	71
Personnel.....	115
Time Buyers Bios.....	173
Advertising, Commercial Producers.....	925
Advertising Council, Inc.....	1295
Advertising Federation of America.....	1295
Advertising Index.....	27
Advertising Research Foundation.....	1295
AFL-CIO.....	1296
Africa, Sets & Receivers.....	1048
Africa, TV Stations & Sets.....	1052
AFTRA.....	1296
Agency Time Buyer Bios.....	172
Agents & Managers.....	693
Agents, Press & Publicity.....	1111
AGVA.....	1297
<b>ALABAMA: AM Stations..... 289</b>	
Families, Population, Radio & TV Homes.....	261, 742
Broadcasters Assoc.....	659
<b>ALABAMA: TV Stations..... 748</b>	
<b>ALASKA: AM Stations..... 297</b>	
Families, Population, Radio & TV Homes.....	261, 742
<b>ALASKA: TV Stations..... 749</b>	
<b>ALBERTA, CANADA: AM Stations..... 628</b>	
TV Stations.....	828
Algeria TV.....	1057-1060
Alicoate, Chas. A. — Foreword.....	5
All-American Favorites, Radio-TV Daily:	
Radio.....	92
Television.....	93

Allard, T. J. — Article.....	620
Allocations, FCC, TV Channel.....	1368
<b>AM STATIONS IN U. S..... 259</b>	
Index.....	263
New Stations Expected on the Air.....	257
American Assoc. of Adv. Agencies.....	1295
<b>AMERICAN BROADCASTING COMPANY:</b>	
Color Equipped Stations.....	1284
Commercial Radio Programs, 1960.....	1317
Commercial TV Programs, 1960.....	1338
Executive Biographies, TV.....	715
Executives & Personnel, Radio.....	195
Executives & Personnel, TV.....	718
Network Map, Radio.....	198-199
Network Map, TV.....	720-721
American Communication Assoc.....	1286
American Federation of Musicians.....	1296
American Guild of Authors & Composers.....	1296
American Guild of Musical Artists.....	1297
American Marketing Assoc.....	1297
American Newspaper Guild.....	1297
American Newspaper Publis. Assoc.....	1297
American Society Composers, Authors & Publishers.....	1297
American Women in Radio & TV.....	1298
Animation Producers Assoc.....	1298
Announcers — MC's.....	1159
Argentina TV.....	1056-1060
<b>ARIZONA: AM Stations..... 298</b>	
Families, Population, Radio & TV Homes.....	261, 742
Broadcasters Assoc.....	659
<b>ARIZONA: TV Stations..... 749</b>	
<b>ARKANSAS: AM Stations..... 303</b>	
Families, Population, Radio & TV Homes.....	261, 742
Broadcasters Assoc.....	659
<b>ARKANSAS: TV Stations..... 750</b>	
Art Directors Club of N. Y.....	1298
Artists, Radio-TV.....	1079
Artists, Vocal.....	1107
Artists Representative Assoc.....	1298
<b>ASCAP:</b>	
Adams, Stanley — Article.....	995
Personnel & Functions.....	1297
Publisher Members.....	996
Assoc. Canadienne de la Radio.....	1298
Assoc. for Professional Bcstg. Educa.....	1298
Assoc. of Canadian Advertisers.....	1299

Assoc. of Maximum Service Telecasters.. 1299  
 Assoc. of National Advertisers, Inc. .... 1299  
 Assoc. of Radio-TV Analysts ..... 1299  
 Associations, Organizations ..... 1295  
 Associations, State Bcsters. .... 659  
 Attorneys Specializing in Radio-TV ..... 698  
 Aubrey, James, Jr.— Article ..... 723  
 Austria TV ..... 1060  
 Australia TV ..... 1058-1060  
 Authors Guild of Authors League ..... 1299  
 Authors League of America ..... 1299  
 Auto Radio Set Production ..... 51  
 Avery, Lew — Article ..... 246  
 Awards, Radio-Television Daily:  
     Radio ..... 92  
     Television ..... 93

— B —

BAHAMAS: AM Stations ..... 1025  
**BEHIND THE MIKE, BEFORE  
 THE CAMERA** ..... 1077  
 Announcers — MC's ..... 1159  
 Artists, Radio-TV ..... 1079  
 Directors, Radio-TV ..... 1121  
 Disc Jockeys ..... 1189  
 Musical Directors ..... 1149  
 News Commentators ..... 1133  
 Producers, Radio-TV Independent ..... 1125  
 Sports Commentators ..... 1206  
 Vocal Artists ..... 1107  
 Women Commentators ..... 1218  
 Writers, Radio-TV ..... 1156  
 Belgium TV ..... 1060

**BIOGRAPHICAL SKETCHES:**

ABC-TV Executives ..... 715  
 Ad Agency Time Buyers ..... 172  
 CBS-TV Executives ..... 726  
 NBC-TV Executives ..... 736  
 TV Film Prod.-Dist. Executives ..... 968  
**BMI:**  
     Haverlin, Carl — Article ..... 1003  
     Personnel & Functions ..... 1300  
     Publisher Members ..... 1004  
 Brand Names Foundation, Inc. .... 1299  
 Brand Name TV Advertisers ..... 65  
 Brazil TV ..... 1060  
 British Broadcasting Corp. .... 1039-1299  
**BRITISH COLUMBIA, CAN.: AM Stations..** 629  
     TV Stations ..... 829  
 British Advertising Agencies ..... 1040  
 British Commercial TV ..... 1035  
 British Commercial TV Producers ..... 1037  
 British Information Services ..... 1300  
 British Program Contractors ..... 1037  
 British TV Producers-Distributors ..... 1030  
 British TV Studios ..... 1029  
 BBC TV Service ..... 1039  
 Broadcast, Authorization of Service ..... 43  
 Broadcast Coverage By State ..... 261-742  
 Broadcast Expenses, Nets & AM Stas. .... 703  
 Broadcast Expenses, Nets & TV Stas. .... 739  
 Broadcast Information Bureau ..... 1300

Broadcast Music, Inc. .... 1004-1300  
 Broadcast Pioneers ..... 1300  
 Broadcasters, State Assoc. .... 659  
 Broadcasters, Canadian Assoc. .... 623  
 Broadcasters, Educational ..... 647  
 Broadcasters, FM Assoc. .... 1233  
 Broadcasters Promotion Assoc. .... 191-1300  
 Bcstg. & Film Comm. Nat'l Council of  
     Churches ..... 1300  
 Bcstg. Industry Financial Data ..... 45  
 Brokers, Play & Story ..... 1073  
 Brokers, Radio-TV Station ..... 1290  
 Bureau of Broadcast Measurement ..... 1301  
 Business Failures, Cause of ..... 71

— C —

**CALIFORNIA: AM Stations** ..... 308  
     Families, Population, Radio & TV Homes  
         261-742  
     Broadcasters Assoc. .... 659  
**CALIFORNIA: TV Stations** ..... 751  
 Call Letters, AM Station Index ..... 263  
 Call Letters, TV Station Index ..... 743

**CANADA** ..... 621

Advertising Agencies ..... 164  
 Canadian Broadcasting Corp. .... 624  
 Canadian Assoc. of Broadcasters ..... 623-1301  
 Central Can. Bcstrs. Assoc. .... 1301  
 International Stations ..... 625  
 Station Index, Radio ..... 626  
 Stations, TV ..... 828  
 Station Representatives ..... 239  
 Carpets ..... 1289  
 Cartoon Producers ..... 1289  
 Cash, Norman — Article ..... 705  
 Catholic Actors Guild of America ..... 1301  
 Causes of Business Failures ..... 71  
 Central Africa Fed. TV ..... 1057  
 CIO-AFL ..... 1296  
 Clock Radio, Production Figures ..... 51  
 Channel Allocations, FCC ..... 1368  
 Chicago Telephone Numbers ..... 102  
 Code, Subscribers to NAB TV ..... 85  
 Collins, LeRoy — Article ..... 97  
 Color Equipped Stations in U. S. .... 1278  
 Color Processes ..... 1288  
**COLORADO: AM Stations** ..... 325  
     Families, Population, Radio & TV Homes  
         261-742  
     Broadcasters Assoc. .... 659

**COLORADO: TV Stations** ..... 755

**COLUMBIA BROADCASTING SYSTEM:**

Color Equipped Stations ..... 1278  
 Commercial Radio Programs, 1960 ..... 1317  
 Commercial TV Programs, 1960 ..... 1338  
 Executive Biographies, TV ..... 726  
 Executives & Personnel, Radio ..... 206  
 Executives & Personnel, TV ..... 727  
 Network Map, Radio ..... 204-205  
 Network Map, TV ..... 728-729  
 Columbia TV ..... 1056  
 Commentators, News ..... 1133  
 Commentators, Sports ..... 1206

Commentators, Women ..... 1218  
**COMMERCIAL & INDUSTRIAL PRODUCERS** ..... 925  
 Commercial Programs, Radio ..... 1317  
 Commercial Programs, TV ..... 1338  
 Commercial TV, British ..... 1035  
 Commercial Monitoring ..... 1291  
 Communist Bloc TV Sets & Stations ..... 1053  
 Comparative Failure Trends ..... 73  
 Components, Value of Manuf. Sales ..... 81  
 Composers & Lyricists Guild of Amer. .... 1301  
 Conductors, Musical ..... 1149  
**CONNECTICUT: AM Stations** ..... 329  
     Families, Population, Radio & TV Homes  
         261-742  
         Broadcasters Assoc. .... 659  
**CONNECTICUT: TV Stations** ..... 759  
 Contractors, British Programs ..... 1037  
 Consulting Engineers ..... 1275  
 Costa Rica TV ..... 1056-1061  
 Costumes ..... 1291  
 Country & Western Music Bcsters. .... 1301  
**CUBA: AM Stations** ..... 1022  
     TV Stations ..... 1061  
 Curacao TV ..... 1057  
 Currency, Foreign Exchange Rates ..... 189

— D —

Davalle, Peter C. — Article ..... 1036  
**DELAWARE: AM Stations** ..... 334  
     Families, Population, Radio & TV Homes  
         261-742  
     Assoc. of Broadcasters ..... 659  
 Denmark TV ..... 1055-1061  
 Devices, Timing ..... 1291  
 Directors Guild of America ..... 1392  
 Directors, Musical ..... 1149  
 Directors, Radio-TV ..... 1121  
 Disc Jockey Assn., Inc. .... 1302  
 Disc Jockeys ..... 1189  
 Distributors, TV Film ..... 873  
 Distributor-Producers Bios. .... 968  
**DISTRICT OF COLUMBIA: AM Stations** ... 335  
     Families, Population, Radio & TV Homes  
         261-742  
**DISTRICT OF COLUMBIA: TV Stations** ... 760  
**DOMINICAN REPUBLIC: AM Stations** ..... 1024  
 Dramatists Guild of Authors League of  
     America ..... 1302

— E —

Editorial Index ..... 7  
 Editorial Staff ..... 24  
 Editors, Radio-TV ..... 1225  
 Educational Bcsters, Nat'l Assoc. .... 647  
 Educational Stations ..... 649  
**EIA:**  
     Auto Radio Set Sales Figures ..... 51  
     Officers, Executive Personnel ..... 1272  
     Radio Set Production Figures ..... 51  
     Electronic Industries Assoc. .... 1272

Emcees ..... 1159  
 Employment at Nets & Stations ..... 1072  
 Engineers, Consulting ..... 1275  
 Episcopal Actors Guild of America ..... 1302  
 Equador TV ..... 1056-1062  
 Expansion, FCC Report ..... 41  
 Expenses of AM & Nets ..... 703  
 Expenses of TV & Nets ..... 739  
 Expense Items of TV Station ..... 57  
 Expenses, TV Industry ..... 983

**EQUIPMENT SECTION** ..... 1247

    Consulting Engineers ..... 1275  
     EIA Personnel ..... 1272  
     Equipment Manufacturers ..... 1248  
     TV Equipped Theatres ..... 701  
     Toll TV Firms ..... 1292  
 Equity, Actors Assoc. .... 1295  
 Expenditures, Network TV Advertisers ... 111  
 Expenditures By Product, Spot TV ..... 111

— F —

Facts & Figures ..... 33  
 Failures of Ad Agencies ..... 71  
 Failures, Business, Cause of ..... 71  
 Families for 1960 (Estimated Radio-TV) . 261-742  
 Far East Sets & Receivers ..... 1049  
 Far East, TV Stations & Sets ..... 1053-1058  
 FCC Financial TV Figures ..... 45

**FEDERAL COMMUNICATIONS COMMISSION:**

    Commissioners, Staff ..... 230  
     Nationwide Network Financial Figures . 1074  
     Radio Industry Financial Figures ..... 703  
     Station Expansion Report ..... 41  
     TV Channel Allocations ..... 1368  
     TV Industry Financial Figures ..... 45  
 Federal Trade Commission ..... 1302

**FILM DISTRIBUTORS** ..... 873

    Film Producers ..... 875  
     Film Prod.-Dist. Exec. Biographies ... 969  
     Film Producers Assoc. of N. Y. .... 1303  
     Film Stock, Raw ..... 1289  
     Financial Data, FM Stations ..... 1230  
     Financial Data, Network Figures ..... 1074  
     Financial Data, Radio ..... 703  
     Financial Data, Broadcasting Opera. ... 45  
     Financial Data, TV ..... 983  
     Finland TV ..... 1062  
     Firestone, Len — Article ..... 887  
**FLORIDA: AM Stations** ..... 336  
     Families, Population, Radio & TV Homes  
         261-742

    Assoc. of Broadcasters ..... 660  
**FLORIDA: TV Stations** ..... 760  
 FM Broadcasters Assoc. of So. Calif. ... 1303

**FM STATIONS, U. S.** ..... 1231

    Station Listings ..... 1236  
     National Assoc. of FM Bcsters. .... 1233-1305  
     NAFMB Members ..... 1233  
     FM Stations Financial Report ..... 1230

Foreign TV Stations ..... 1060  
 Foreword — By Chas. A. Alicoate ..... 5  
 France TV ..... 1055-1062  
 Frank, Peter — Article ..... 653  
 Freight Forwarders ..... 1291  
 French Bcstg. System in N. Amer. .... 1303

— G —

General Statistical Information ..... 33  
 GEORGIA: AM Stations ..... 350  
     Families, Population, Radio & TV Homes ..... 261-742  
         Assoc. of Broadcasters ..... 660  
 GEORGIA: TV Stations ..... 763  
 Ghana TV ..... 1057  
 Greece TV ..... 1057  
 Gross Time Costs, 348 Advertisers..... 707  
 Gross Time Billings, Network TV..... 39  
**GROUP STATION OPERATIONS ..... 665**  
 GUAM: AM Stations ..... 616  
     TV Stations ..... 827  
 Guilds, Organizations ..... 1295

— H —

HAITI: AM Stations ..... 1024  
     TV Stations ..... 1063  
 Haverlin, Carl — Article ..... 1003  
 Hayes, Arthur Hull — Article ..... 201  
 HAWAII: AM Stations ..... 361  
     Families, Population, Radio & TV Homes ..... 261-742  
         Assoc. of Broadcasters ..... 660  
 HAWAII: TV Stations ..... 765  
 Heinecke, Paul — Article ..... 1009  
 Homes Delivered by Daytime Network TV. 63  
 Homes Delivered by Nighttime TV..... 63  
 Home Radios, Production Figures..... 51  
 Homes, Radio-TV By State..... 261-742  
 Honduras TV ..... 1063  
 Hurlbut, John — Article ..... 190  
 Hurleigh, Robert F. — Article ..... 216  
 Hyams, Jerome — Article ..... 881

— I —

IDAHO: AM Stations ..... 363  
     Families, Population, Radio & TV Homes ..... 261-742  
         Broadcasters Assoc. .... 660  
 IDAHO: TV Stations ..... 765  
 ILLINOIS: AM Stations ..... 367  
     Families, Population, Radio & TV Homes ..... 261-742  
         Broadcasters Assoc. .... 660  
 ILLINOIS: TV Stations ..... 767  
 Income, TV Industry ..... 983  
 Independent Color Equipped Stations..... 1285

Independent Television Authority ..... 1035  
 Indie & Net Station Bcstg. Expenses..... 703

**INDEXES:**

Advertising ..... 27  
 Canadian AM Stations ..... 626  
 Editorial ..... 7  
 TV Film Prod.-Dist. Exec. Bios. .... 968  
 U. S. AM Stations ..... 263  
 U. S. TV Stations ..... 743  
 INDIANA: AM Stations ..... 376  
     Families, Population, Radio & TV Homes ..... 261-742  
         Broadcasters Assoc. .... 660  
 INDIANA: TV Stations ..... 769  
 Industrial & Commercial Producers..... 925  
 Industrial Radio-TV Producers..... 925  
 Industry Highlights, Facts & Figures..... 33

**INDUSTRY ORGANIZATIONS. 1295**

Industry Stock Fluctuations ..... 47  
 Institute of Radio Engineers ..... 1303  
 In-Store Displays Offered by Stations.... 1068  
 Inter-American Assn. of Bcstrs. .... 1303

**INTERNATIONAL BROADCASTING ..... 1013**

British Program Contractors ..... 1037  
 British Studios ..... 1029  
 British Producer-Distributors ..... 1030  
 Currency Rate of Exchange ..... 189  
 Distribution of Radio Receivers..... 1047  
 Foreign TV Stations ..... 1060  
 International Roundup, TV ..... 1055  
 Radio Cadena Nacional, S. A. .... 1015  
 Radio Programas de Mexico, S. A. .... 1015  
 RCN Member Stations ..... 1016  
 Stations by Areas, TV ..... 1051  
 Stations of Bahamas ..... 1025  
 Stations of Cuba ..... 1022  
 Stations of Dom. Republic ..... 1024  
 Stations of Haiti ..... 1024  
 Stations of Jamaica ..... 1025  
 Stations of Mexico ..... 1017  
 Stations of U. S. & Canada (Intern.)... 625  
 TV Stations & Sets ..... 1060  
 International TV Shippers ..... 1291  
 International Brotherhood of Elec. Workers. 1303  
 IOWA: AM Stations ..... 382  
     Families, Population, Radio & TV Homes ..... 261-742  
         Broadcasters Assoc. .... 660  
 IOWA: TV Stations ..... 772  
 Iran TV ..... 1063  
 Iraq TV ..... 1057-1063  
 Ireland TV ..... 1051  
 Italy TV ..... 1055-1063

— J —

JAMAICA: AM Stations ..... 1025  
 Japan TV ..... 1058-1064  
 Jewish Theatrical Guild of America..... 1303  
 Jingle Producers ..... 987

Joint Comm. on Educational TV . . . . . 1304  
 Jones, Merle S. — Article . . . . . 709

— K —

**KANSAS:** AM Stations . . . . . 388  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Broadcasters Assoc. . . . . 660  
**KANSAS:** TV Stations . . . . . 773  
**KENTUCKY:** AM Stations . . . . . 392  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**KENTUCKY:** TV Stations . . . . . 774  
 Kenya TV . . . . . 1057  
**KEYSTONE BROADCASTING SYSTEM:**  
     Affiliates . . . . . 212-214  
     Executives & Personnel . . . . . 215  
     Network Map . . . . . 210-211

— L —

Laboratories . . . . . 1290  
**LABRADOR, CAN.:** AM Stations . . . . . 631  
**LABRADOR, CAN.:** TV Stations . . . . . 829  
 Lambs, The . . . . . 1304  
 Lamps, Spot & Flood . . . . . 1288  
 Large Screen . . . . . 1286  
 Larochelle, Jules — Article . . . . . 622  
 Latin America, Sets & Receivers . . . . . 2050  
 Latin America, TV Stations & Receivers . . . . . 1052-1056  
 Lawyers, Radio-TV . . . . . 698  
 League of Advertising Agencies . . . . . 1304  
 Lebanon TV . . . . . 1058-1065  
 Lenses . . . . . 1286  
 Libraries, Stock Shots . . . . . 1289  
 Local Radio Dollar By Category . . . . . 67  
 Los Angeles Telephone Numbers . . . . . 103  
 Loss, TV Stations Reporting . . . . . 739  
**LOUISIANA:** AM Stations . . . . . 399  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**LOUISIANA:** TV Stations . . . . . 775

— M —

McDaniel, William K. — Article . . . . . 222  
 McCannon, Donald H. — Article . . . . . 648  
**MAINE:** AM Stations . . . . . 406  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**MAINE:** TV Stations . . . . . 776  
 Malaya TV . . . . . 1058  
 Managers & Agents . . . . . 693  
 Mandell, Abe — Article . . . . . 899  
**MANITOBA, CAN.:** AM Stations . . . . . 631  
 TV Stations . . . . . 830

Manufacturers, Radio-TV Equipment . . . . . 1248  
 Manufacturers, Sales of Receiving Tubes . . . . . 81

**MAPS—NETWORK, RADIO-TV:**

ABC Radio Network . . . . . 198-199  
 ABC TV Network . . . . . 720-721  
 CBS Radio Network . . . . . 204-205  
 CBS-TV Network . . . . . 728-729  
 KBS Network . . . . . 210-211  
 MBS Network . . . . . 220-221  
 NBC Radio Network . . . . . 228-229  
 NBC TV Network . . . . . 734-735  
 Markets, Top TV . . . . . 923  
**MARYLAND:** AM Stations . . . . . 408  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**MARYLAND:** TV Stations . . . . . 778  
**MASSACHUSETTS:** AM Stations . . . . . 411  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**MASSACHUSETTS:** TV Stations . . . . . 779  
 MC's — Announcers . . . . . 1159  
 Mexico AM Stations . . . . . 1017  
 Mexico TV . . . . . 1057-1065  
**MICHIGAN:** AM Stations . . . . . 417  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**MICHIGAN:** TV Stations . . . . . 780  
**MINNESOTA:** AM Stations . . . . . 425  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**MINNESOTA:** TV Stations . . . . . 782  
 Minnow, Newton N. — Article . . . . . 113  
**MISSISSIPPI:** AM Stations . . . . . 431  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Assoc. of Broadcasters . . . . . 661  
**MISSISSIPPI:** TV Stations . . . . . 783  
**MISSOURI:** AM Stations . . . . . 439  
 Families, Population, Radio & TV Homes . . . . . 261-742  
     Broadcasters Assoc. . . . . 662  
**MISSOURI:** TV Stations . . . . . 784  
 Monitoring Commercials . . . . . 1291  
**MONTANA:** AM Stations . . . . . 446  
 Families, Population, Radio & TV Homes . . . . . 261-742  
**MONTANA:** TV Stations . . . . . 785  
 Morocco TV . . . . . 1058  
 Mot. Picture Credit Group . . . . . 1304  
 Mot. Pic. Theatres, TV Equipped . . . . . 701  
 Multiple Station Owners . . . . . 665  
**MUSIC . . . . . 985**  
     ASCAP . . . . . 995  
     BMI . . . . . 1003  
     Commercial Producers . . . . . 925  
     SESAC . . . . . 1009  
     Music Publishers Contact Employees Union . . . . . 1304  
     Music Publishers Protective Assoc. . . . . 1304  
     Musicasters . . . . . 1189  
     Musical Commercial Producers . . . . . 987

Musical Commercial Producers Assn. .... 1304  
 Musical Directors ..... 1121  
 Musicians Guild of America..... 1304  
**MUTUAL BROADCASTING SYSTEM:**  
 Commercial Programs, 1960..... 1317  
 Executives & Personnel ..... 217  
 Network Map & Affiliates ..... 220-221

— N —

**NAB:**  
 Code Subscribers ..... 85  
 Officers, Directors ..... 94  
**NABET** ..... 1305  
**NABUG** ..... 1305  
**NAEB** ..... 647-1305  
 Membership ..... 649  
 Nat'l Academy of TV Arts & Sciences ..... 1304  
 Nat'l Assoc. for Better Radio-TV ..... 1305  
 Nat'l Assoc. Educa. Bcsters. .... 647-1305  
 Nat'l Assoc. of FM Bcsters. .... 1233-1305  
 Membership ..... 1233  
 Nat'l Assoc. of Performing Artists ..... 1306  
 Nat'l Audience Board, Inc. .... 1306  
 Nat'l Better Business Bureau ..... 1306  
**NATIONAL BROADCASTING COMPANY:**  
 Color Equipped Stations ..... 1281  
 Commercial Radio Programs, 1960 ..... 1317  
 Commercial TV Programs, 1980 ..... 1338  
 Executives Biographies, TV ..... 736  
 Executives & Personnel, Radio ..... 223  
 Executives & Personnel, TV ..... 737  
 Network Map, Radio ..... 228-229  
 Network Map, TV ..... 734-735  
 Nat'l Community TV Assoc., Inc. .... 1306  
 Nat'l Education TV & Radio Center ..... 1306  
 Nat'l Electronic Distrib. Assn. .... 1306  
 Nat'l Reg. TV Spot Advertisers ..... 61  
 By Product ..... 77  
 Nat'l Spot Radio Time Sales ..... 53  
 Nat'l Spot TV Time Sales ..... 53  
 Nat'l Variety Artists, Inc. .... 1307  
 Nationwide Network Financial Figures... 1074  
 Near East, Sets & Receivers ..... 1048  
 Near East, TV Stations & Sets ..... 1052-1057  
**NEBRASKA: AM Stations** ..... 449  
 Families, Population, Radio & TV Homes  
 261-742  
 Broadcasters Assoc. .... 662  
**NEBRASKA: TV Stations** ..... 786  
 Negro Actors Guild of America, Inc. .... 1307  
 Negro Programming ..... 655  
 Negro Radio Association ..... 1307  
 Netherlands TV ..... 1065  
 Netherlands Antilles TV ..... 1057-1065

**NETWORKS:**

Radio ..... 193  
 Television ..... 713  
 ABC Executives, Radio Personnel ..... 195  
 ABC Radio Map ..... 198-199  
 ABC-TV Executives Biographies ..... 715  
 ABC-TV Executives, Personnel ..... 718  
 ABC-TV Network Map ..... 720-721  
 CBS Radio Executives, Personnel ..... 205

CBS Radio Network Map ..... 204-205  
 CBS-TV Executives Biographies ..... 726  
 CBS-TV Executives, Personnel ..... 727  
 CBS-TV Network Map ..... 728-729  
 Color Equipped Stations ..... 1278  
 Commercial Programs AM ..... 1317  
 Commercial Programs TV ..... 1337  
 Daytime TV Homes Delivered ..... 1338  
 Gross Time Billings ..... 39  
 KBS Affiliates ..... 212-214  
 KBS Executives, Personnel ..... 215  
 KBS Network Map ..... 210-211  
 MBS Executives, Personnel ..... 217  
 MBS Network Map & Affiliates ..... 220-221  
 NBC Radio Executives, Personnel ..... 223  
 NBC Radio Network Map ..... 228-229  
 NBC-TV Executives Biographies ..... 736  
 NBC-TV Executives, Personnel ..... 737  
 NBC-TV Network Map ..... 734-735  
 Network Brand Advertisers ..... 65  
 Network Gross Time Billings ..... 39  
 Network AM & Indie Bcstg. Expense... 703  
 Nighttime TV, Homes Delivered ..... 63  
 Regional Networks ..... 665  
 Total Employment ..... 1072  
 Network Financial Figures ..... 1074  
 Network TV Advertisers ..... 111  
 Network & Indie TV Expense ..... 739  
 Network, 348 TV Advertisers ..... 707  
**NEVADA: AM Stations** ..... 787  
 Families, Population, Radio & TV Homes  
 261-742  
**NEVADA: TV Stations** ..... 787  
**NEW BRUNSWICK, CAN.: AM Stations**... 632  
 TV Stations ..... 830  
**NEWFOUNDLAND, CAN.: AM Stations**... 633  
 TV Stations ..... 830  
**NEW HAMPSHIRE: AM Stations** ..... 454  
 Families, Population, Radio & TV Homes  
 261-742  
 Assoc. of Broadcasters ..... 662  
**NEW HAMPSHIRE: TV Stations** ..... 788  
**NEW JERSEY: AM Stations** ..... 456  
 Families, Population, Radio & TV Homes  
 261-742  
 Broadcasters Assoc. .... 662  
**NEW JERSEY: TV Stations** ..... 788  
**NEW MEXICO: AM Stations** ..... 459  
 Families, Population, Radio & TV Homes  
 261-742  
 Broadcasters Assoc. .... 662  
**NEW MEXICO: TV Stations** ..... 788  
 New AM Stations To Open ..... 257  
**NEW YORK: AM Stations** ..... 463  
 Families, Population, Radio & TV Homes  
 261-742  
 Broadcasters Assoc. .... 662  
 News Commentators ..... 1133  
 Newspaper Editors, Radio-TV ..... 1225  
 Newspaper Reporters Assoc. of N. Y. ... 1307  
 News-Wire Services ..... 75  
 Nigeria TV ..... 1058  
**NORTH CAROLINA: AM Stations** ..... 491

Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 662  
 NORTH CAROLINA: TV Stations 793  
 Families, Population, Radio & TV Homes 261-742  
 NORTH DAKOTA: AM Stations 503  
 Broadcasters Assoc. 662  
 NORTH DAKOTA: TV Stations 835  
 NORTHWEST TERRITORIES, CAN.:  
 AM Stations 634  
 NOVA SCOTIA, CAN.: AM Stations 634  
 TV Stations 831  
 Norway TV 1055  
 Novik, Harry — Article 654

— O —

OHIO: AM Stations 505  
 Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 663  
 OHIO: TV Stations 795  
 Okinawa TV 1058  
 OKLAHOMA: AM Stations 515  
 Families, Population, Radio & TV Homes 261-742  
 Broadcasters Assoc. 663  
 OKLAHOMA: TV Stations 798  
 ONTARIO, CAN.: AM Stations 635  
 TV Stations 831  
 Orchestra Leaders 1149  
 OREGON: AM Stations 519  
 Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 663  
 OREGON: TV Stations 799  
**ORGANIZATIONS 1295**  
 Organizations, Research 1293

— P —

Panama TV 1057  
 Parnell, Val. — Article 1026  
 Pauley, Robert R. — Article 194  
 PENNSYLVANIA: AM Stations 527  
 Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 663  
 PENNSYLVANIA: TV Stations 801  
 Philippines TV 1065  
 Peru TV 1065  
 Play & Story Brokers 1073  
 Portable Radios, Production Figures 51

Portugal TV 1056-1065  
 Press Agents 1111  
 PRINCE EDWARD ISLAND, CAN.:  
 AM Stations 641  
 TV Stations 833  
 Prizes & Premiums 1290  
 Processes, Background 1289  
 Processes, Color 1288  
 Producers, Cartoon 1289  
 Producers, Commercial, TV Film 925  
 Producers-Distributors, TV Film 873  
 Producer-Distributor Bios. 967  
 Producers, Jingles 987  
 Producers, AM-TV Commercials 925  
 Producers, Radio-TV, Independent 1125  
 Producers, Radio-TV Programs 839  
 Producers, Transcriptions 860  
 Product, Spot TV Expenditures 77  
 Production Figures of Radio Sets 51  
 Production Figures of TV Sets 55

**PRODUCTION SECTION RADIO-TV 837**

Professional Music Men, Inc. 1307  
 Profit. & Loss, AM Radio Stations 59  
 Profit, TV Stations Reporting 739  
 Program Contractors, British 1037

**PROGRAM PRODUCERS:**

Radio-TV 839  
 Independent 1125

**PROGRAMS, COMMERCIAL RADIO, 1960 1317**

**PROGRAMS, COMMERCIAL TELEVISION, 1960 1338**

Programs, Homes Delivered by TV 63  
 Projectors 1288  
 Publications, Trade 1311  
 Public Relations & Publicity Firms 1111  
 PUERTO RICO: AM Stations 616  
 TV Stations 827  
 Assoc. of Broadcasters 663

— Q —

QUEBEC, CAN.: AM Stations 641  
 TV Stations 833  
 Queen, Robert I. — Article 658

— R —

Radio Advertising, Bureau, Inc. 1307  
 Radio Cadena Nacional, S. A. 1015

Member Stations ..... 1016  
 Radio Dollar, Local By Category ..... 67  
 Radio-TV Attorneys ..... 698  
 Radio-TV Correspondents Assoc. .... 1308

**RADIO-TV DAILY:**

All-American Favorites, Radio ..... 92  
 All-American Favorites, TV ..... 93  
 Officers, Personnel ..... 24-1313  
 Radio & TV Directors Guild ..... 1302  
 Radio-TV Editors ..... 1225  
 Radio-TV Executives Society ..... 1307  
 Radio-TV News Directors Assoc. .... 1308  
 Radio-TV Set Production—EIA Figures... 51-55  
 Radio-TV Station Brokers ..... 1290  
 Radio-TV Telephone Numbers ..... 100  
 Radio-TV Writers ..... 1156  
 Radio Free Europe ..... 1307  
 Radio Homes and Families ..... 261  
 Radio Industry Financial Data ..... 59-67-703  
 Radio Markets Ranked, Spot Volume .... 710  
 Radio-Newsreel-TV Working Press Assoc. 1307  
 Radio Programas de Mexico ..... 1015  
 Radio Receivers, Worldwide Dist. .... 1047  
 Radio Set Production, Retail Sales ..... 51  
 Radio Spot Time Sales ..... 53  
 Radio Station Index ..... 263  
 Radio Stations, Number per State ..... 261  
 Radio Stations, Total Employment ..... 1072  
 Radio Station Code Subscribers ..... 85  
 Radiotelevisione Italiana ..... 1308  
 RAI Corp. Italian Radio TV System..... 1308  
 Raw Stock ..... 1289  
 Receivers & Sets Worldwide ..... 1047  
 Recording & Transcription Cos. .... 925

**REGIONAL NETWORKS,  
 GROUP OWNED STATIONS. 665**

Regional Organizations, IAAB's Central  
 American Assoc. .... 1308

**REPRESENTATIVES, RADIO-  
 TV STATIONS ..... 235**

Representatives, Talent ..... 693  
 Research Organizations ..... 1293  
 RHODE ISLAND: AM Stations ..... 542  
     Families, Population, Radio & TV Homes  
     ..... 261-742  
     Broadcasters Assoc. .... 663  
 RHODE ISLAND: TV Stations ..... 806

— S —

Sales, Radio Retail ..... 51  
 Sales, TV Retail ..... 55

SASKATCHEWAN, CAN.: AM Stations... 645  
     TV Stations ..... 834  
 Schlosser, Herbert S. — Article ..... 897  
 Scott, Walter D. — Article ..... 731  
 Screen Actors Guild ..... 1308  
 Screen Composers Assoc. .... 1308  
 Screen Directors Interna. Guild ..... 1309  
 Screening Rooms ..... 1290  
 Screens, Large TV ..... 1286

**SERVICE FIRMS, RADIO-TV. 1286**

Dealing with the Following:  
 Background Processes, Carpets, Cartoon  
 Producers, Color Processes, Commer-  
 cial Monitoring, Costumes, Internat'l TV  
 Shippers, Laboratories, Large Screen,  
 Lenses, Prizes & Premiums, Projectors,  
 Radio-TV Station Brokers, Raw Stock,  
 Screening Rooms, Spot and Flood  
 Lamps, Stock Shot Libraries and Film  
 Storage Vaults, Timing Devices

**SESAC:**

Heinecke, Paul — Article ..... 1309  
 Personnel & Functions ..... 1309  
 Publisher Members ..... 1010  
 Set Production, Radio ..... 51  
 Set Production, TV ..... 55  
 Sets & Receivers Worldwide ..... 1047  
 Sets, Worldwide TV ..... 1051  
 Shippers, Freight ..... 1291  
 Singapore TV ..... 1058  
 Singers, Radio-TV ..... 1107  
 Sino-Soviet Block TV ..... 1059  
 Society of Mot. Pict. & TV Engineers.... 1309  
 South Asia Sets & Receivers ..... 1048  
 South Asia, TV Stations ..... 1052  
 SOUTH CAROLINA: AM Stations..... 543

Families, Population, Radio & TV Homes  
     ..... 251-742  
     Broadcasters Assoc. .... 663  
 SOUTH CAROLINA: TV Stations ..... 806  
 SOUTH DAKOTA: AM Stations ..... 550  
     Families, Population, Radio & TV Homes  
     ..... 261-742  
     Broadcasters Assoc. .... 663

SOUTH DAKOTA: TV Stations ..... 807  
 So. Calif. Bcstrs. Assoc. .... 1309  
 So. Nevada Bcstrs. Assoc. .... 1309  
 Sports Commentators ..... 1206  
 Spot & Flood Lamps ..... 1288  
 Spot Radio National Times Sales ..... 53  
 Spot TV Advertisers, By Product ..... 77  
 Spot TV Expenditures By Day & Type.... 1291  
 Spot TV Time Sales, Quarterly..... 53  
 State Broadcasters Assoc. .... 659  
 State Coverage Statistics, 1960 ..... 261-742



Station Brokers, Radio-TV ..... 1290  
 Station Representatives Assoc. .... 1309

**STATION REPRESENTATIVES,  
 RADIO-TV ..... 237**

**STATIONS:**

Bahamas: AM ..... 1025  
 British Commercial ..... 1035  
 Canada: AM ..... 626  
 Canada: TV ..... 828  
 Channel Allocations, FCC ..... 1368  
 Color Equipped Stations ..... 1278  
 Cuba: AM ..... 1022  
 Dominican Republic ..... 1024  
 Educational—NAEB Members ..... 649  
 FCC Report on Expansion ..... 41  
 FM—NAFMB Members ..... 1233  
 Foreign TV ..... 1060  
 Group Operations ..... 665  
 Guam: AM ..... 616  
 Guam: TV ..... 827  
 Haiti: AM ..... 1024  
 Homes & Families ..... 261-742  
 International U. S. & Canada ..... 625  
 Jamaica: AM ..... 1025  
 Mexico: AM ..... 1017  
 Negro Programming ..... 655  
 New Foreign TV Stations, 1960 ..... 1054  
 Puerto Rico: AM ..... 616  
 Puerto Rico: TV ..... 827  
 Radio-TV Brokers ..... 1290  
 Radio-TV, Number Per State ..... 261-742  
 Set for Opening in 1961 ..... 257  
 Total Employment for Nets & Indie TV ..... 1072  
 Total Radio Stations in U. S. .... 261  
 Total TV Stations in U. S. .... 742  
 TV Stations & Sets Overseas ..... 1051  
 United States: AM ..... 263  
 United States: FM ..... 1236  
 United States: TV ..... 743  
 Virgin Islands: AM ..... 619  
**STATISTICS, FACTS & FIGURES ..... 33**  
 Stock Issue Changes in 1960 ..... 45  
 Stock Shot Libraries ..... 1289  
 Storage Film Vaults ..... 1289  
 Story & Play Brokers ..... 1073  
 Subscription TV ..... 1292  
 Sweden TV ..... 1056-1066  
 Switzerland TV ..... 1066

— T —

**TELEPHONE NUMBERS, RADIO-TV**

Chicago ..... 102

Los Angeles ..... 133  
 New York ..... 100  
 Washington ..... 103

**TELEVISION YEAR BOOK  
 Facing 704**

All-American Favorites ..... 93  
 Artists ..... 1079  
 Attorneys Specializing in Radio-TV ..... 698  
 Average Number of Employees ..... 1072  
 Color Equipped Stations ..... 1278  
 Expense Items of TV Stations ..... 57  
 Expense of Net & Indie Stations ..... 739  
 Financial Revenues ..... 983  
 FCC Channel Allocations ..... 1368  
 Film Commercial Producers ..... 925  
 Film Producers-Distributors ..... 873  
 Foreign TV Stations ..... 1060  
 Homes By States ..... 742  
 Motion Pic. Theatres, TV Equipped ..... 701  
 Networks ..... 713  
 Network Gross Time Billings ..... 39  
 Production Types of TV ..... 55  
 Program Producers ..... 837  
 Revenue, TV Industry ..... 983  
 Retail TV Sales ..... 55  
 Service Firms ..... 1286  
 Spot Expenditures By Day & Type ..... 983  
 Spot Expenditures By Product ..... 111  
 Spot Nat. & Reg. Advertisers ..... 61  
 Station Index ..... 743  
 Stations, British Commercial ..... 1035  
 Stations, Number in U. S. .... 742  
 Stations Reporting Profit, Loss ..... 739  
 Stations & Sets Overseas ..... 1051  
 Time Sales, Nat'l, Regional & Local ..... 98  
 Top Network Advertisers ..... 707  
 Top TV Markets ..... 923  
 U.S. Stations ..... 743  
 Writers ..... 1156  
 Television Bureau of Advertising ..... 1309  
 Television Film Assoc. .... 1310  
 Television Homes in States ..... 742  
 TV Information Office ..... 1310  
 TV Program Export Assoc. .... 1310  
**TENNESSEE: AM Stations ..... 552**  
     Families, Population, Radio & TV Homes  
         261-742  
     Assoc. of Broadcasters ..... 664  
**TENNESSEE: TV Stations ..... 808**  
 Territories & Possessions:  
     AM Stations ..... 616  
     TV Stations ..... 827  
**TEXAS: AM Stations ..... 561**

Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 664  
 TEXAS: TV Stations 811  
 Thailand TV 1059-1066  
 Theatres, Motion Pic. TV Equipped 701  
**TIME BUYER BIOS. 171**  
 Ad Agency Time Buyers Bios. 171  
 Time Billings, Network TV 39  
 Title Page 1  
 Todman, Bill — Article 871  
 Toll-TV 1292  
 Trade Publications 1311  
**TRANSCRIPTION AND RECORDING COMPANIES. 859**  
 Treyz, Oliver — Article 714  
 Turkey TV 1066  
**TV FILM PRODUCERS AND DISTRIBUTORS 873**  
 TV Film Executive Who's Who 967  
 Index—TV Executive Bios. 968  
 Film Executive Bios. 969  
 TV Industry Financial Data 983  
**TV STATIONS IN U. S. 741**  
 Index 743  
 Index, Canada 828  
 Total Employment 1072

— U —

Uniforms (Costumes) 1291  
 Union of South Africa TV 1058  
 Unions, Organizations 1295  
 United Arab Rep. TV 1058-1066  
 United Kingdom TV 1027-1056-1066  
 U.N. Radio Div. Public Info. 1310  
 U.S. Information Agency 1310  
 U.S. International Stations 625  
 UTAH: AM Stations 583  
 Families, Population, Radio & TV Homes 261-742  
 Broadcasters Assoc. 664  
 UTAH: TV Stations 819

— V —

Vaults, Print & Storage 1289  
 Venezuela TV 1057-1067  
 VERMONT: AM Stations 586

Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 664  
 VERMONT TV Stations 820  
 VIRGINIA: AM Stations 587  
 Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 664  
 VIRGINIA: TV Stations 820  
 VIRGIN ISLANDS: AM Stations 619  
 Vocal Artists 1107  
 Voice of America 1310

— W —

WASHINGTON: AM Stations 596  
 Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 664  
 WASHINGTON: TV Stations 882  
 Weil, Ralph N. — Article 666  
 Weis, Pierre — Article 835  
 West Germany TV 1055-1063  
 Western Europe, TV Stations & Sets Overseas 1051-1055  
 WEST VIRGINIA: AM Stations 603  
 Families, Population, Radio & TV Homes 261-742  
 Broadcasters Assoc. 664  
 WEST VIRGINIA: TV Stations 823  
 Who's Who—TV Film Prod.-Dist. 967  
 Wire Services, News 75  
 WISCONSIN: AM Stations 607  
 Families, Population, Radio & TV Homes 261-742  
 Broadcasters Assoc. 664  
 WISCONSIN: TV Stations 824  
 Wolf, Sidney J. — Article 209  
 Women Commentators 1218  
 Worldwide Sets & Receivers 1047  
 Writers Guild of America, East 1310  
 Writers Guild of America, West 1310  
 Writers, Radio-TV 1156  
 WYOMING: AM Stations 614  
 Families, Population, Radio & TV Homes 261-742  
 Assoc. of Broadcasters 664  
 WYOMING: TV Stations 826

— Y —

Yugoslavia TV 1067  
 YUKON, CANADA: AM Stations 646

# ADVERTISING

1961

# INDEX

1961

## — A —

ABC Films, Inc. . . . . 884  
ABC Paramount . . . . . 865  
ABC Radio Network . . . . . 196, 197  
ABC Television . . . . . 716, 717  
Ad-Staff, Inc. . . . . 993  
Alber, David O.,  
Associates . . . . . 1114  
Alexander, M & A,  
Productions, Inc. . . . . 910  
Allen, Mel . . . . . 1208  
AM Radio Sales Co. . . . . 240  
Anthony, Julian . . . . . 1136  
Armbrister, Cyril . . . . . 1120  
ASCAP . . . . . 984  
Associated British-Pathe . . . . . 1028  
Associated Press  
4 and Run of Book  
Atlantic Television, Inc. . . . . 904  
Audio Productions, Inc. . . . . 926  
Avery-Knodel, Inc. . . . . 236

## — B —

Baer, Norman . . . . . 1124  
Baird, Jeanne . . . . . 1079  
Baker, Jules Evan . . . . . 1128  
Baker, Mike . . . . . 1174  
Bailey, Ed . . . . . 1094  
Banner Films, Inc. . . . . 912  
Barnett International  
Forwarders, Inc. . . . . 1039  
Bartell Broadcasting  
Corporation . . . . . 471  
Bass, Sid . . . . . 1153  
Beck, Jackson . . . . . 1099  
Bergen, Polly . . . . . 1083  
Berle, Milton . . . . . 36

Biever & Stein Prods., Inc. 122  
Big 3 Music Corporation,  
Inc. . . . . 53  
Biograph Studios, Inc. . . . . 903  
Bontempis, The . . . . . 1096  
Boone, Pat . . . . . 10  
Brandy Company . . . . . 1116  
Briggs, Lillian . . . . . 1094  
Britten, Bill . . . . . 1092  
Broadcast Advertisers  
Reports, Inc. . . . . 740  
Broadcast Editorial  
Reports, Inc. . . . . 846  
Broadcast Music, Inc. . . . . 60, 704  
Broadcast Time Sales . . . . . 244  
Burns, Stan Z. . . . . 54  
Butler, Frank . . . . . 1161  
Buttons, Red . . . . . 1095  
Byoir, Carl & Associates,  
Inc. . . . . 1111

## — C —

Carlson, Byron . . . . . 1162  
Caruso, Carl . . . . . 1173  
Case, Nelson . . . . . 1104  
CBS Films . . . . . 876, 877  
CBS Radio Network . . . . . 202, 203  
CBS Television  
Network . . . . . 724, 725  
CBS Television Stations . . . . . 2, 3  
Clark, Del . . . . . 1173  
Clark, Dick . . . . . 66  
Coleman, Vivian . . . . . 1113  
Collyer, Bud . . . . . 1165  
Community Club Awards . . . . . 22  
Como, Perry . . . . . 6  
Co-ordinated Marketing  
Agency, Inc. . . . . 914

Coy, Jim . . . . . 1174  
Crewe, Bob . . . . . 1106  
Criswell Predicts . . . . . 1094  
Cuffe, Irene . . . . . 1104  
Cullen, Bill . . . . . 1082

## — D —

Davis, Phil, Musical  
Enterprises, Inc. . . . . 986  
DeMet, Peter . . . . . 30  
deNave, Connie, Public  
Relations . . . . . 1118  
dePourtales, Jim . . . . . 1093  
Desilu . . . . . 872  
Devney-O'Connell, Inc. . . . . 244  
Diehm, Vic, Radio  
Group . . . . . 192, 526  
Dixon, Bob . . . . . 1097  
Donaldson, Dan . . . . . 1160  
Dormann, Henry O. . . . . 1118  
Downs, Hugh . . . . . 1085  
Ducommun, M., Co. . . . . 80  
Duhamel Stations . . . . . 551  
Dunaway, Chuck . . . . . 1188

## — E —

Eastman Kodak Company 706  
Edwards, Ralph . . . . . 68  
Elliot, Bob . . . . . 1084  
Empire . . . . . 937  
Erickson, Corydon . . . . . 1092  
Erickson, Helene . . . . . 1094  
Erickson, Launcelot . . . . . 1092

## — F —

411 Sound Recording  
Studios, Inc. . . . . 858

Faillace Productions, Inc. . . . . 74  
 Farren, Jack . . . . . 1125  
 Faye, Doris . . . . . 1092  
 Feist, Leo, Inc. . . . . 58  
 Fields, Linda . . . . . 1096  
 Film Graphics Inc. . . . . 935  
 Filmmaker Group International, Inc., The . . . . . 901  
 Films Five, Inc. . . . . 936  
 Fitzmaurice, Michael . . . . . 1100  
 Flamingo Films, Inc. . . . . 874  
 Ford, Art . . . . . 1188  
 Ford, Mary . . . . . 44  
 Ford, Tennessee Ernie . . . . . 42  
 Fox, Van B. . . . . 1120  
 Francis, Connie . . . . . 1106  
 Franklin, Barbara . . . . . 1098  
 Franklin, Joe . . . . . 1099  
 Franklin, Tom . . . . . 1135  
 Frederick-Clinton, Inc., The . . . . . 121  
 Fremantle International Inc. . . . . 892  
 French Broadcasting System, The . . . . . 56  
 French, Norma . . . . . 1098

**— G —**

General Artists Corp. . . . . 96  
 General Electric Facing Page 1376  
 German, W. J., Inc Facing Page 705  
 Gersh, Richard B. . . . . 1117  
 Gill-Perna, Inc. . . . . 242  
 Given, Joe . . . . . 1172  
 Gleason, Jackie . . . . . 838  
 Goodman, Harry S., Productions, Inc. . . . . 843  
 Goodson-Todman Productions . . . . . 836  
 Goulding, Ray . . . . . 1084  
 Grauer, Ben . . . . . 1137  
 Greer, Charlie . . . . . 1188  
 Gregson, Jack . . . . . 1172  
 Griffin, Merv . . . . . 1078  
 Grotto Restaurant, The . . . . . 1076  
 Gruenberg, Axel . . . . . 1125  
 Guffanti Film Laboratories, Inc. . . . . 1286

**— H —**

Hall, Patricia . . . . . 1084

Hamilton, Gene . . . . . 1171  
 Hammett, Gordon . . . . . 1171  
 Hance, Paul, Productions, Inc. . . . . 940  
 Hanson & Schwam . . . . . 1119  
 Hap Music, Inc. . . . . 989  
 Harrice, Cy . . . . . 1159  
 Harrison, Harry . . . . . 1170  
 Harvey Cartoons . . . . . 905  
 Haskin, Jim . . . . . 1101  
 Hayes, Richard . . . . . 1101  
 Heider, Frederick . . . . . 1128  
 Herlihy, Ed . . . . . 1158  
 Hernon, Pat . . . . . 1080  
 H.F.H. Productions, Inc. . . . . 932  
 Hill, Ruth K. . . . . 1097  
 Hobin, Bill . . . . . 1126  
 Hope, Bob . . . . . 34  
 H-R Representatives, Inc. . . . . 234  
 H-R Television, Inc. . . . . 234

**— I —**

Idées Grandes, Inc. . . . . 838  
 IMPA Productions Ltd. 857, 903  
 Independent Television Corporation . . . . . 18  
 International Broadcasting System, The . . . . . 28  
 International Electronics Corp. . . . . 1248

**— J —**

Jacobs, The Arthur P., Co., Inc. . . . . 1115  
 James, Dennis Facing Page 1  
 Jass, Mel . . . . . 1102  
 Jayark Films Corp. . . . . 890  
 Jerome, Jerry, Productions, Inc. . . . . 992  
 Jones, Clark . . . . . 1126  
 Jordan, Lee . . . . . 1170  
 Joyce, Ed . . . . . 1102

**— K —**

KABC . . . . . 314  
 KBOX . . . . . 566  
 KBTW . . . . . 756

KCCT . . . . . 565  
 KCMO . . . . . 438  
 KDKA, KDKA-TV . . . . . 805  
 KDUB-TV . . . . . 817  
 KDUH . . . . . 551  
 KEDY-TV . . . . . 817  
 KEX . . . . . 86  
 KFRE-TV . . . . . 752  
 KGBS . . . . . 83  
 KHOF-FM . . . . . 1232  
 KLUE . . . . . 575  
 KMHT . . . . . 575  
 KORL . . . . . 362  
 KOTA . . . . . 551  
 KPAR-TV . . . . . 817  
 KPIX-TV . . . . . 87  
 KPRC-TV . . . . . 814  
 KQAQ . . . . . 426  
 KRLD . . . . . 568  
 KRLD-TV . . . . . 813  
 KTRK-TV . . . . . 816  
 KTVR . . . . . 757  
 KUDL . . . . . 441  
 KVER-TV . . . . . 817  
 KYW-TV . . . . . 87  
 KYW . . . . . 86  
 Kalmus Company, The . . . . . 1116  
 Kane, Jim . . . . . 1102  
 Kaye, Sammy . . . . . 1150  
 Keiter, Les . . . . . 76  
 Kenney, H. Wesley . . . . . 1121  
 Key Broadcast Management, Inc. . . . . 260  
 Keystone Broadcasting System . . . . . 210, 211  
 King, John Reed . . . . . 1093  
 Kirby, Diane . . . . . 1100  
 Kirschner, Dick . . . . . 1127  
 Klavan & Finch . . . . . 50  
 Konrad, Evelyn . . . . . 1116  
 Kozlow, Bucky . . . . . 1166

**— L —**

Lacy, Jack . . . . . 1188  
 Lanin, Lester . . . . . 1148  
 Lavong, Reggie . . . . . 1189  
 Layton, Jerry Associates . . . . . 911  
 Lea, Margo . . . . . 1100  
 Leonard, Herbert B. . . . . 78  
 Lescoulie, Jack . . . . . 52  
 Levenson, Sam . . . . . 1087  
 Liebman, Max, Productions, Inc. . . . . 844

Love, James, Productions,  
Inc. .... 931  
Lucas, Jim .....1090  
Lynde, Paul .....1103

— Mc —

McCarty, Milburn,  
Associates .....1118  
McMahon, Horace .....1102  
McNeill, Don .....1088

— M —

Magno Sound Studios... 863  
Malone, Bill .....1080  
Maltby, Richard, Inc.... 993  
Manson, Eddy .....1153  
Marlowe, Ann .....1124  
Marshall Organization ... 840  
Marshall, Rex .....1165  
Marvin, Tony ..... 70  
MCA ..... 110  
McCann-Erickson Inc.  
118-119  
Menacker, Sam .....1207  
Metlis and Lebow Corp.,  
The ..... 120  
MGM Records .....861  
MGM-TV .....882, 883  
Miami Beach, City of... 344  
Miller Music Corporation 58  
Mills Music, Inc. .... 994  
Modern Sound, Inc. .... 992  
Morgan, Ray .....1158  
Morgan, Rex .....1091  
Morris, William, Agency,  
Inc. .... 108  
Morrow, Don .....1166  
Murray, Jan ..... 40  
Musical Commercial  
Producers Assn. .... 990  
Mutual Radio  
Network .....218, 219  
Myers, Pete ..... 84  
Myerson, Bess .....1089

— N —

National Audience Board  
1116  
National Video Tape  
Productions, Inc. .... 88

National Telepix, Inc.... 907  
NBC Radio Network...226, 227  
NBC Television Net-  
work ..... 732, 733  
Nelson, Ozzie and  
Harriet ..... 46  
New Merritt Enter-  
prises, Inc. .... 845  
Noel, Dick .....1106  
NTA ..... 888

— O —

O'Brien, Tom .....1167  
Olmsted Sound Studios,  
Inc. .... 868

— P —

Palmer, Bud .....1080  
Pan American Public  
Relations, Ltd. ....1112  
Parsons, Fred .....1162  
Pathé News ..... 842  
Paul, Les ..... 44  
Paul, Ralph .....1169  
Peoples Broadcasting  
Corporation ..... 20  
Peters, Griffin, Wood-  
ward, Inc. .... 238  
Petker, Al .....12, 258  
Philbin, Jack ..... 838  
Phillips, Hal And  
Associates .....1118  
Pierce, Ed .....1127  
Pomerantz, Charles A...1114  
Powers, Jack .....1134  
Pressman, Gabe .....1132  
Preview Theatres, Inc.. 939

— Q —

Quantity Photo Co....1104  
Quinn, Carmel .....1086

— R —

Radio Cadena Nacional 1014  
Radio Television Spots  
Prod., Inc. ....1151  
Raeburn, Bryna .....1081

Rahall Stations ..... 527  
Rattazzi Restaurant .....112  
Raymond, Art .....1189  
RCA .....Beck Cover  
Record Source, Inc.... 864  
Reeves Sound Studios... 866  
Reimers, Ed .....1096  
Request Records, Inc.... 867  
Richfield, Saul .....1119  
Robbins Music Corp.... 58  
Roberts, Clete .....1132  
Rogers, Bill .....1168  
Rogers and Cowan....1110  
Rote, Kyle .....1169  
Roth, David Laurence... 942  
Russell, Todd .....1098

— S —

Samuelson, Chief and  
Associates .....1114  
Sande and Greene...930, 987  
Saperstein, Hank ..... 30  
Sarra, Inc. .... 924  
Schenkel, Chris .....1206  
Schneider, Dick .....1121  
Scott, Fred .....1168  
Scott, Raymond, Enter-  
prises, Inc. .... 991  
Seely, John, Associates.. 933  
SESAC, Inc. ....1008  
Sheldon, Herb .....1098  
Shipley, Bill .....1160  
SIB Productions, Inc.... 938  
Simms, Hal .....1167  
Skelton Studios ..... 72  
Red Skelton ..... 72  
Solters, O'Rourke and  
Sabinson .....1114  
Sports Network Inc.... 88  
Sports Publicity Institute,  
Inc. .... 894  
Stark, Howard E....243, 745  
Stark, Wilbur ..... 913  
Sterling, Jack .....1105  
Stoessel, Inc., Frederick.. 896  
Storer Broadcasting  
Co. ....82, 83  
Streech, Wilbur, Produc-  
tions, Inc. .... 943  
Sturm, Bill, Studios, Inc.. 906  
Sullivan, Pat, Agency... 62  
Susann, Jackie .....1096  
Swanson, Robert, Pro-  
ductions ..... 988

# ADVERTISING INDEX

Swayze, John Cameron... 1095  
 Swift, Allen ..... 1164  
 Sylvern, Hank ..... 1152

## — T —

Taplinger, Robert S.,  
 Associates, Inc. .... 1112  
 Taubman, Paul ..... 1149  
 Taylor, Brooke ..... 1164  
 Telescript, CSP, Inc. .... 1246  
 Television Advertising  
 Representatives, Inc. ... 241  
 Television Broadcasting  
 Service, Inc. .... 928  
 Television Graphics .... 935  
 Television Industries, Inc. 915  
 Termini Video Tape  
 Services, Inc. .... 941  
 Thomas, Danny ..... 38  
 Thomas, Johnny ..... 1103  
 Tillotson, Johnny ..... 1106  
 Tonken, Phil ..... 1163  
 Tornberg, Edwin and Co.,  
 Inc. .... 744  
 Trans Artists Produc-  
 tions, Inc. .... 26  
 Transfilm-Caravel ..... 934

## — U —

Ullman, Richard H., Inc. ... 16  
 United Artists Associated,  
 Inc. .... Inside Front Covers  
 United Press  
 International ..... 14  
 United Recording  
 Laboratories, Inc. .... 869  
 U. S. Steel ..... 64  
 U. S. Television News-  
 film, Inc. .... 1132

## — V —

Valentino, Thomas J.,  
 Inc. .... 862

## — W —

WAAF ..... 370

WABC ..... 472  
 WADO ..... 471  
 WAGA-TV ..... 83  
 WAIT ..... 368  
 WAPA ..... 618  
 WAVZ ..... 332  
 WAZL ..... 192, 526  
 WBAP, AM-FM-TV ..... 810  
 WBT-TV ..... 792  
 WBZ ..... 86  
 WBZ-TV ..... 87  
 WCCC ..... 331  
 WDOK ..... 508  
 WEEZ ..... 530  
 WFAA, WFAA-TV ..... 812  
 WFAS ..... 490  
 WFBG-TV ..... 800  
 WFBL ..... 489  
 WFBM-TV ..... 770  
 WGBS ..... 83  
 WGN ..... 366  
 WGN-TV ..... 766  
 WHCU ..... 469  
 WHLM ..... 192, 526  
 WHOL ..... 192, 526  
 WHOM ..... 474  
 WHP-TV ..... 802  
 WIBG ..... 83  
 WIL ..... 445  
 WIND ..... 86  
 WINS ..... 476  
 WIP ..... 536  
 WITI-TV ..... 83  
 WJBK, WJBK-TV ..... 83  
 WJQS ..... 434  
 WJW, WJW-TV ..... 83  
 WJZ-TV ..... 87  
 WKAP ..... 527  
 WLCY ..... 527  
 WLEE ..... 593  
 WLIB ..... 478  
 WLIR-FM ..... 1232  
 WLYH-TV ..... 802  
 WMAR-TV ..... 778  
 WMCA ..... 480  
 WNAR ..... 527  
 WOR ..... 262

WOWO ..... 86  
 WPTR ..... 462  
 WQXR ..... 482  
 WRIT ..... 611  
 WROW ..... 464  
 WSB, WSB-TV ..... 762  
 WSBA-TV ..... 802  
 WSMB ..... 403  
 WSPD, WSPD-TV ..... 83  
 WTAE ..... 804  
 WTAL ..... 192  
 WTIC ..... 330  
 WTIC-TV ..... 758  
 WTTM ..... 458  
 WTVP ..... 768  
 WWCO ..... 333  
 WWIL ..... 339  
 WWNR ..... 527  
 WWRL ..... 484  
 WWVA ..... 83  
 Waldecker, Frank ..... 1163  
 Wallace, Mike ..... 1137  
 Wasey, Erwin, Ruth-  
 rauff and Ryan, Inc. ... 116  
 Weed, Buddy ..... 1100  
 Welk, Lawrence ..... 48  
 Wendell, Bill ..... 1105  
 Westinghouse Broad-  
 casting Co., Inc. .... 86, 87  
 Wheel, Patricia ..... 90  
 Willis, Richard ..... 1086  
 Winchell, Paul ..... 1088  
 Winters, Jonathan ..... 1090  
 Wismer, Harry ..... 8  
 Wolper-Sterling Produc-  
 tions ..... 902

## — Y —

Young and Rubicam,  
 Advt. .... 114

## — Z —

Ziv-United Artists, Inc.  
 Inside Back Covers  
 Zouary, Maurice H. .... 841