



1964

YEAR
BOOK
of
RADIO
and
TELEVISION



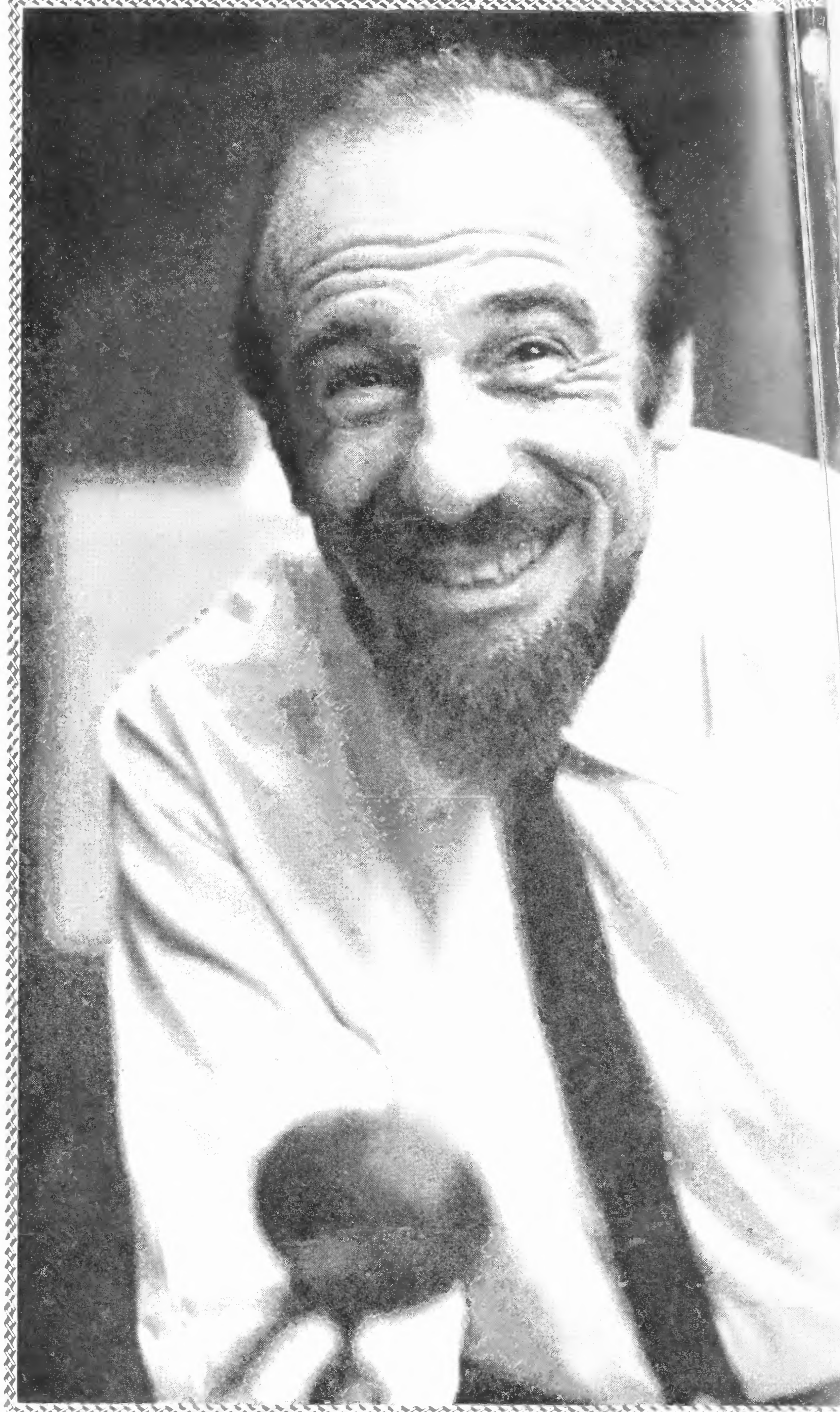
What happens in the halls of Congress, and elsewhere in the nation's capital, vitally influences local community life, very often as directly and immediately as the workings of municipal government. For this reason, the five CBS Owned television stations—Channel 2 in New York, Los Angeles, Chicago; Channel 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.

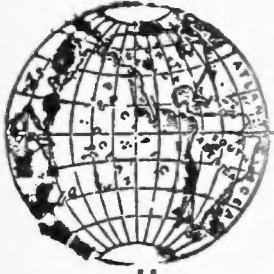
The Washington News Bureau, with its full-time sight-and-sound facilities ready to capture important news on-the-spot, is the latest example of the CBS Owned television stations' continued pioneering of new ways to expand the dimensions of local television. And thus to provide better, more meaningful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

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RADIO

THE INTERNATIONAL NEWSPAPER OF
THE BROADCASTING INDUSTRY

TELEVISION DAILY

Yearbook of Radio & Television

**Twenty-seventh
Annual Edition**

1964

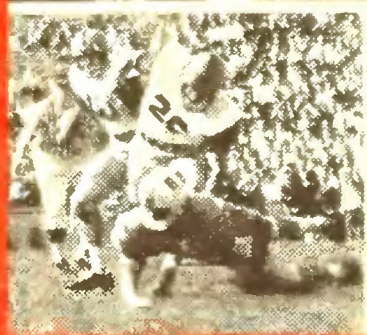


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TWENTY-SEVEN YEARS is a long time in broadcasting—and, after 27 years, it would seem impossible to find some new thought to key this foreword to the YEARBOOK OF RADIO AND TELEVISION. Yet, the executive who directs the destiny of one of the leading 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."

HE 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.

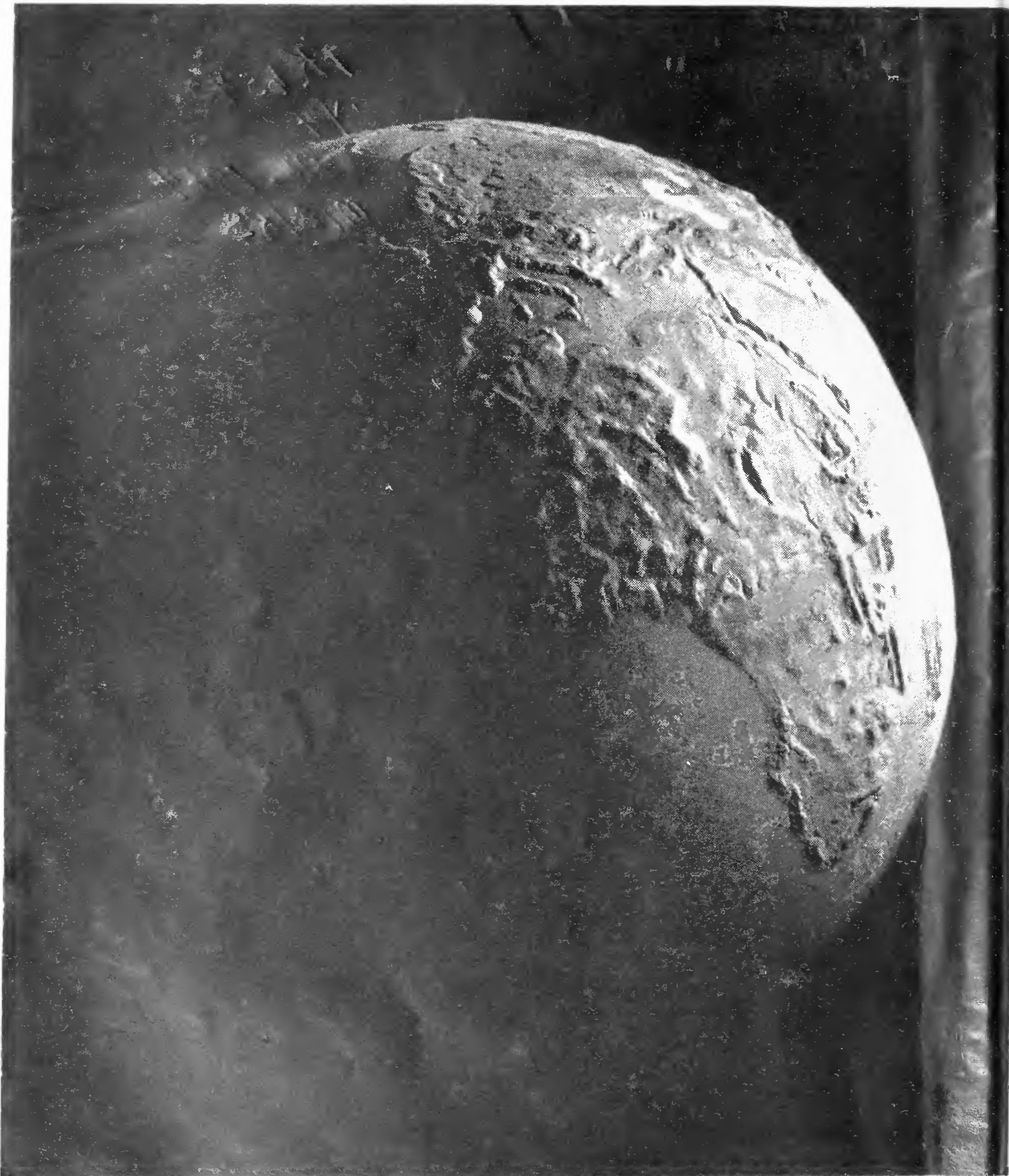
THIS MUCH we who work on the YEARBOOK—day in, day out—do know: It is in many respects the distillation of more than two decades of earlier endeavor, not to mention publishing experience.

THUS, there is no substitute and there never can be one.

TO 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

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1964

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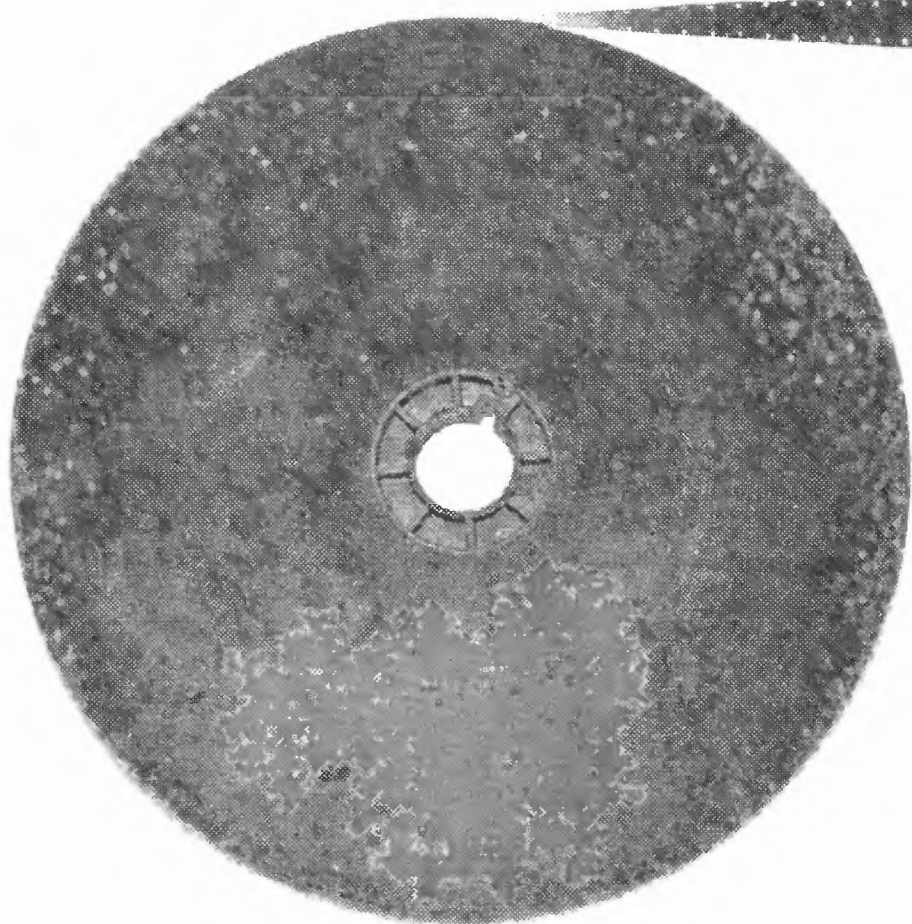
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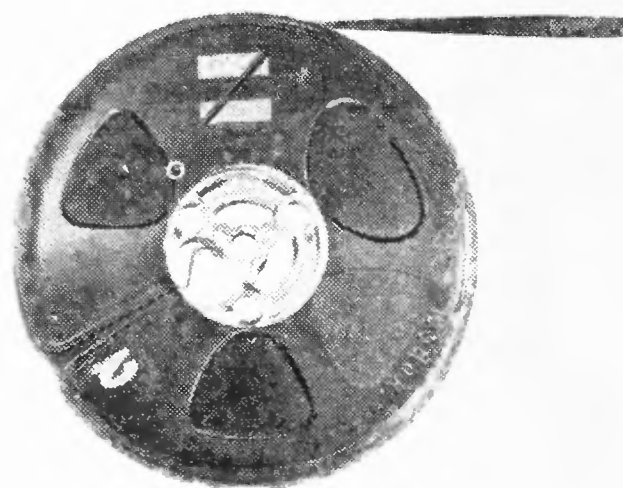
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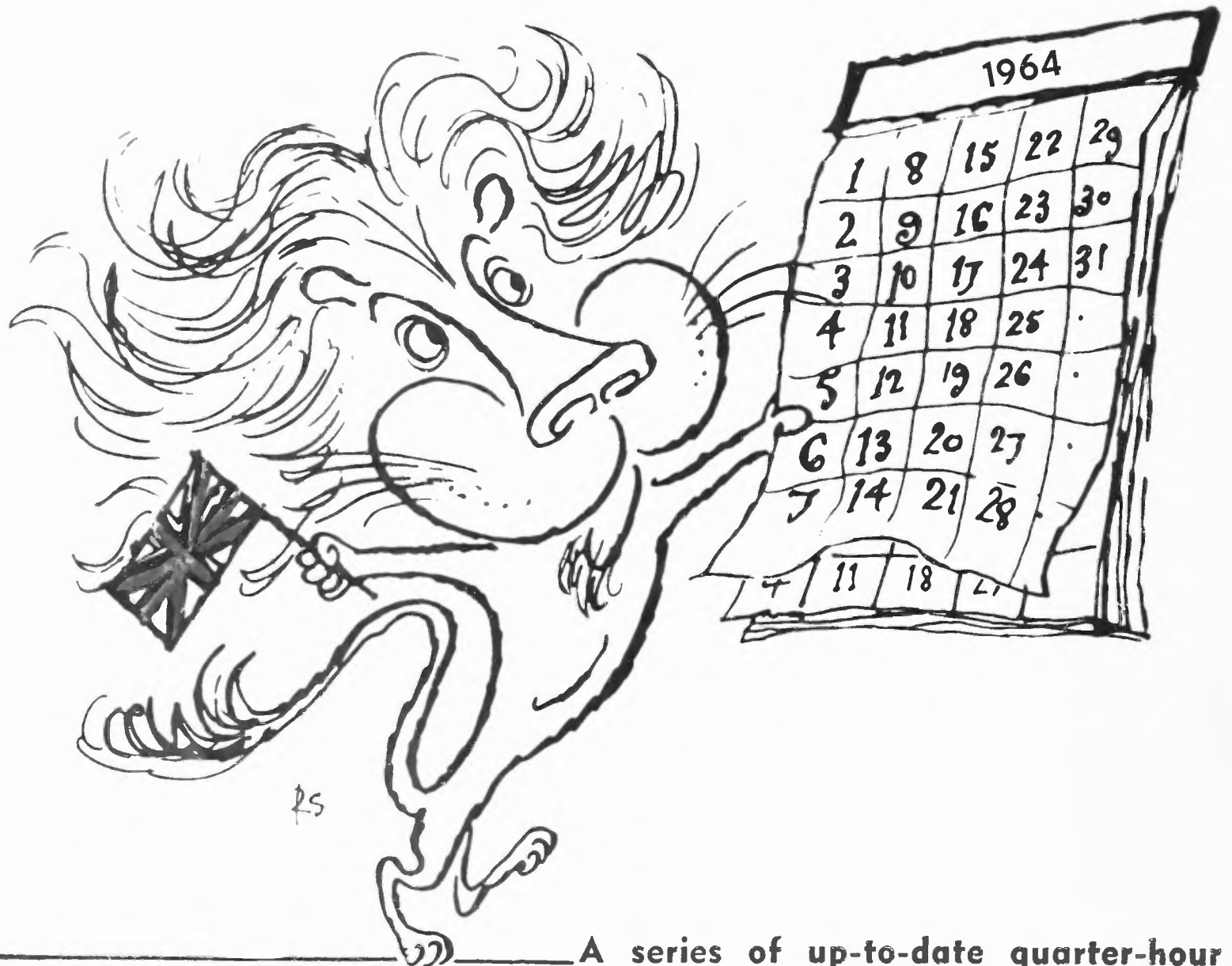
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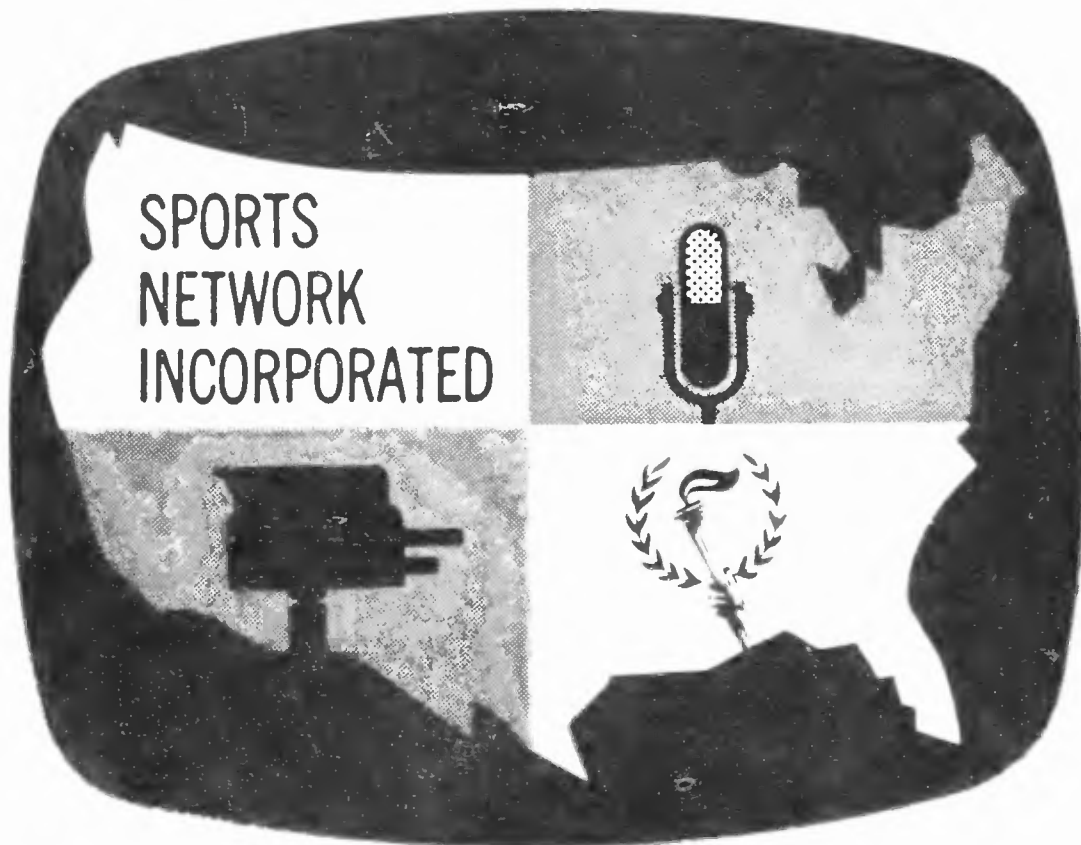
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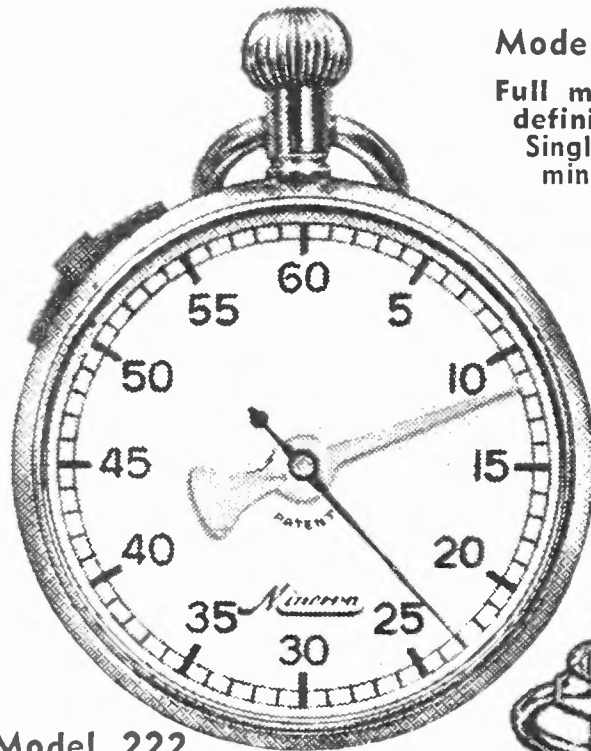
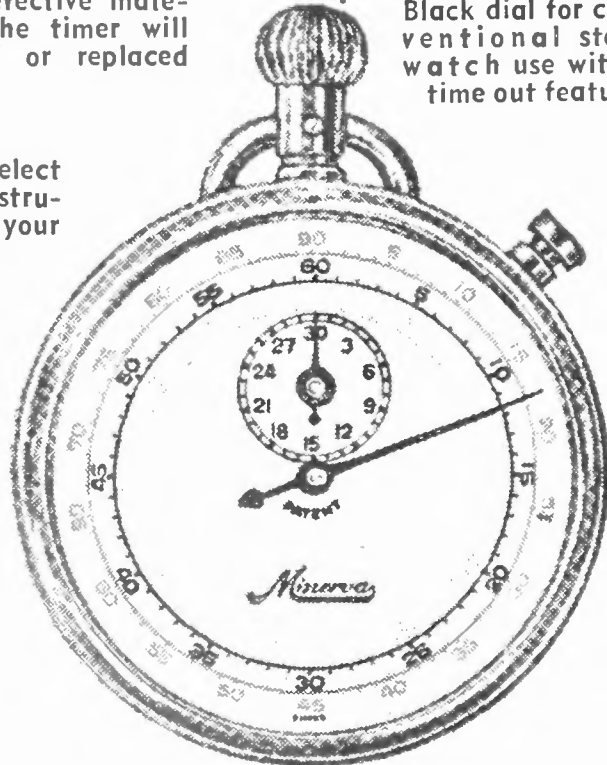
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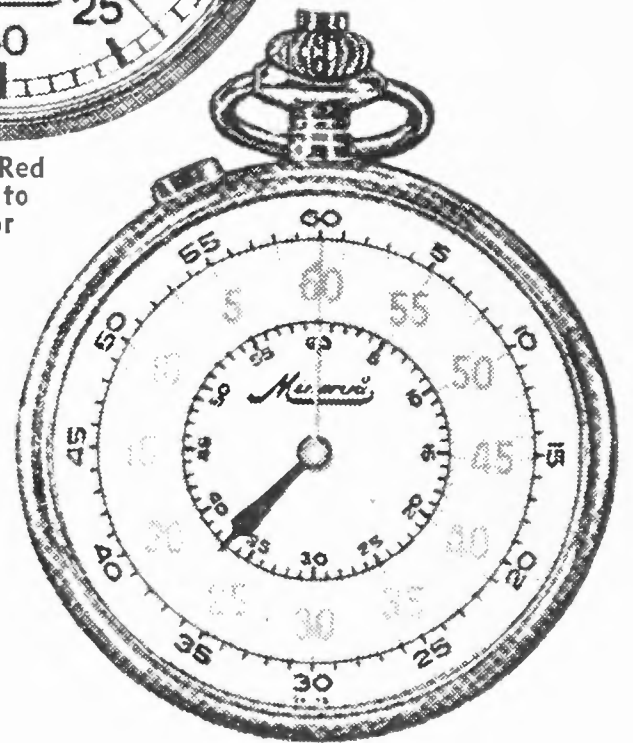
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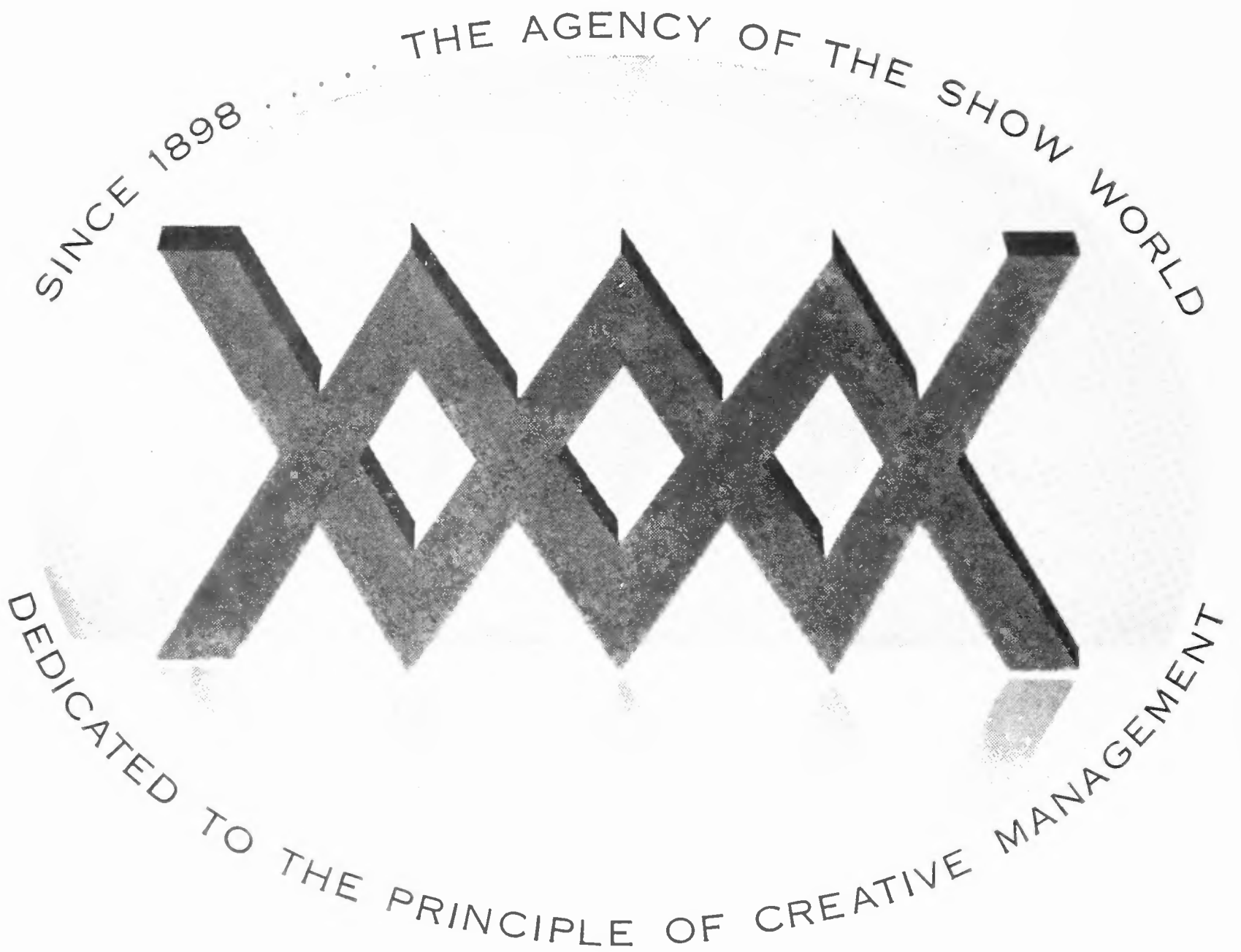
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GENERAL ARTISTS CORPORATION

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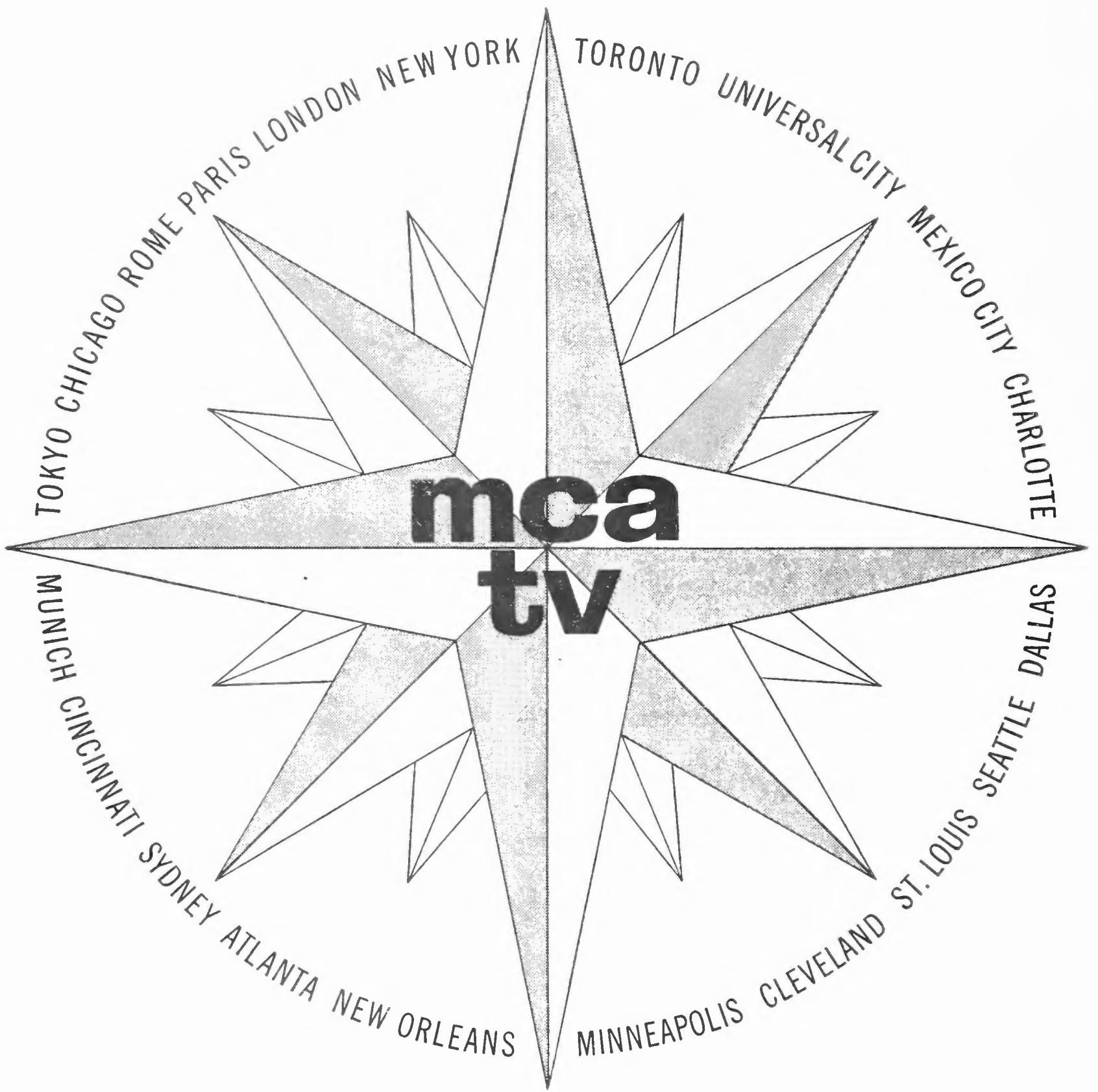
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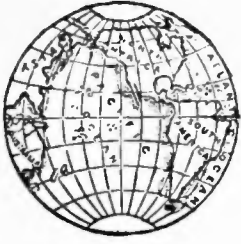
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RADIO TELEVISION DAILY

THE INTERNATIONAL NEWSPAPER OF
THE BROADCASTING INDUSTRY

Established Feb. 9, 1937

1501 BROADWAY, NEW YORK, NEW YORK 10036

PHONE: (212) 947-6336

Chas. A. Alicoate

PRESIDENT

Richard E. Forrest

PUBLISHER

George J. Friedman

EDITOR

YEARBOOK OF RADIO & TELEVISION

Hal Gold

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

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"

Radio-Television Daily's 1963 All-American Favorites—Television

— 22nd Annual Poll of Critics & Editors —

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

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Exploring (NBC)

Western Show of the Year—
Bonanza (NBC)

Mystery Show of the Year—
Perry Mason (CBS)

Best Public Service Programming—
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(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

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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

Exclusive Affiliates

THE GRADE ORGANIZATION
London, England

LONDON MANAGEMENT
London, England

LONDON ARTISTS, LTD.
London, England

KAUFMAN-LERNER ASSOCIATES
Rome, Italy

ALAIN BERNHEIM
Paris 8, France

OLGA HORSTIG-PRIMUZ
Paris, France

Radio Set Sales to Retailers

Year	Type of Radio			Total
	Home	Clock	Portable	
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)

Year	Type of Radio				Total	\$ Value
	Home	Clock	Portable	Auto		
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 ¹	Total Broadcast Expenses	Total Broadcast Income ²
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				
Total	2,318	\$192,990	\$159,955	\$ 33,035

Average Radio Station Loss

(Reported by Market Size)
— 1962 —

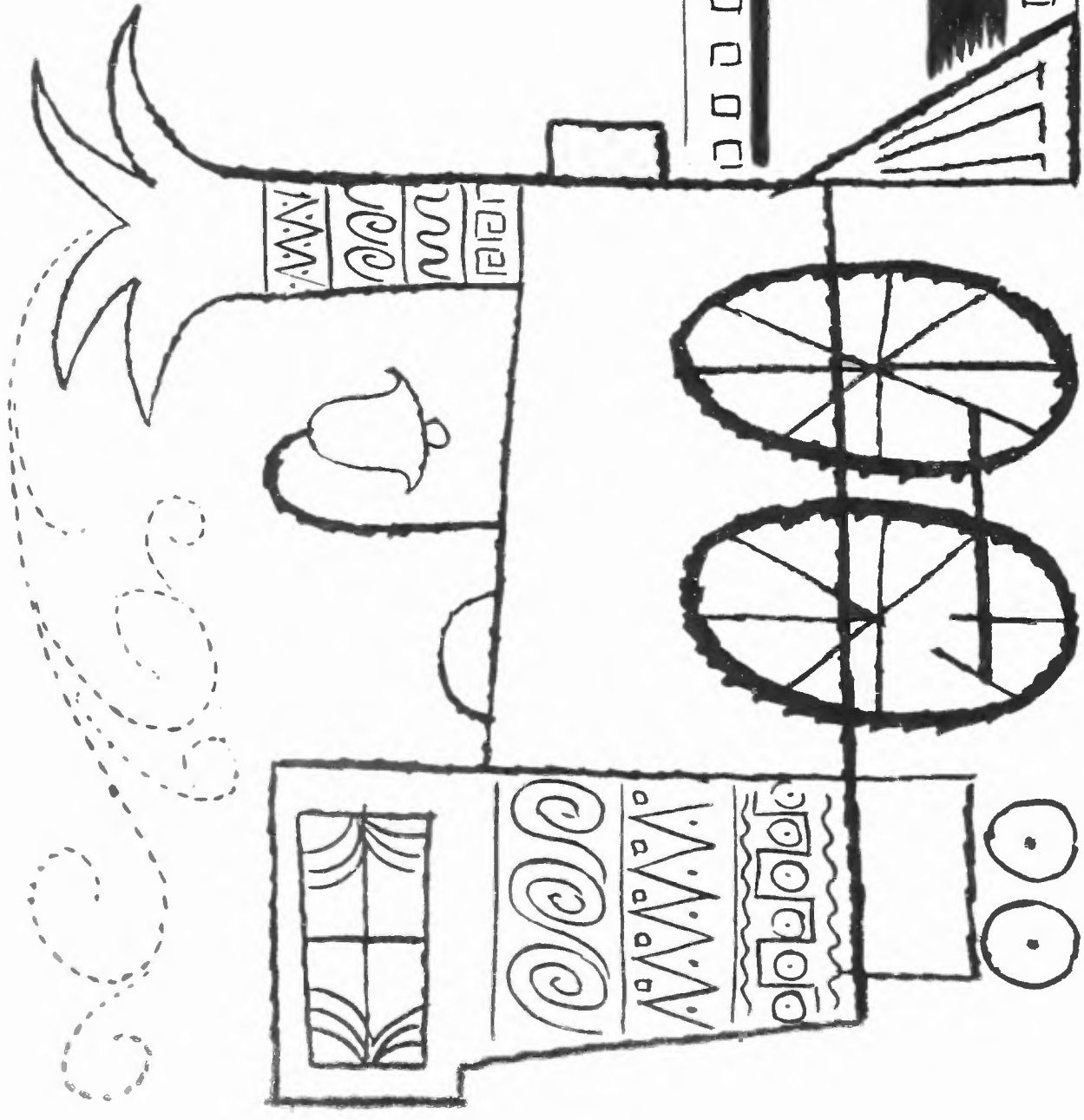
Population of Community in Which Stations are Located	Total Stations Reporting	Average Per Station Reporting		
		Total Broadcast Revenues ¹	Total Broadcast Expenses	Total Broadcast Losses ²
3,000,000 and over	75	\$302,162	\$367,951	\$65,789
2,000,000-3,000,000	58	254,334	319,910	65,577
1,000,000-2,000,000	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				
Total	1,215	\$117,965	\$139,116	\$21,151

¹ Total revenues consist of total time sales less commissions plus talent and program sales.

² Before Federal income tax.

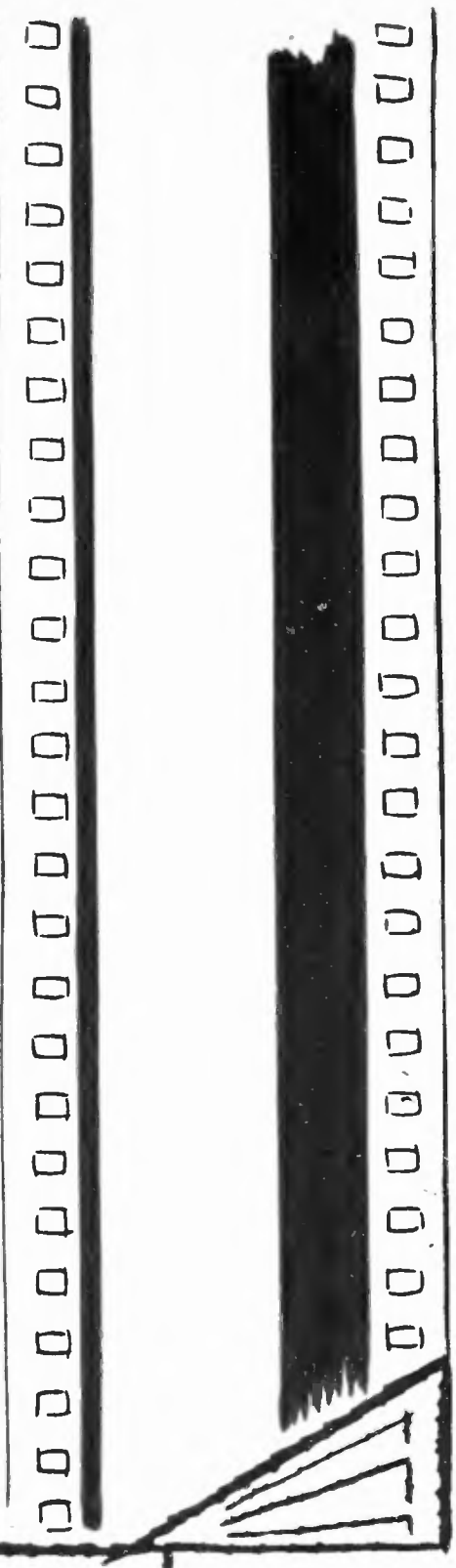
Note: Market size is classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

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 Revenues¹</i>	<i>Total Broadcast Expenses</i>	<i>Total Broadcast Income²</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)
Total	102	\$4,989,803	\$6,247,467	(\$1,257,664)

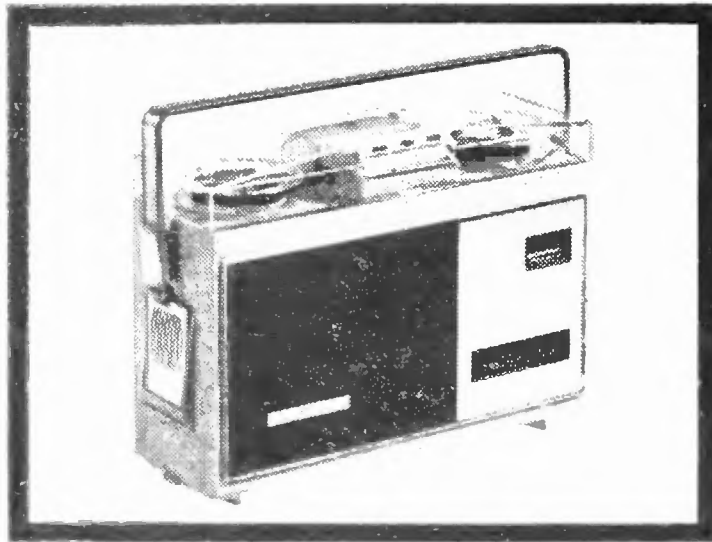
¹ Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.

² Before Federal income tax.

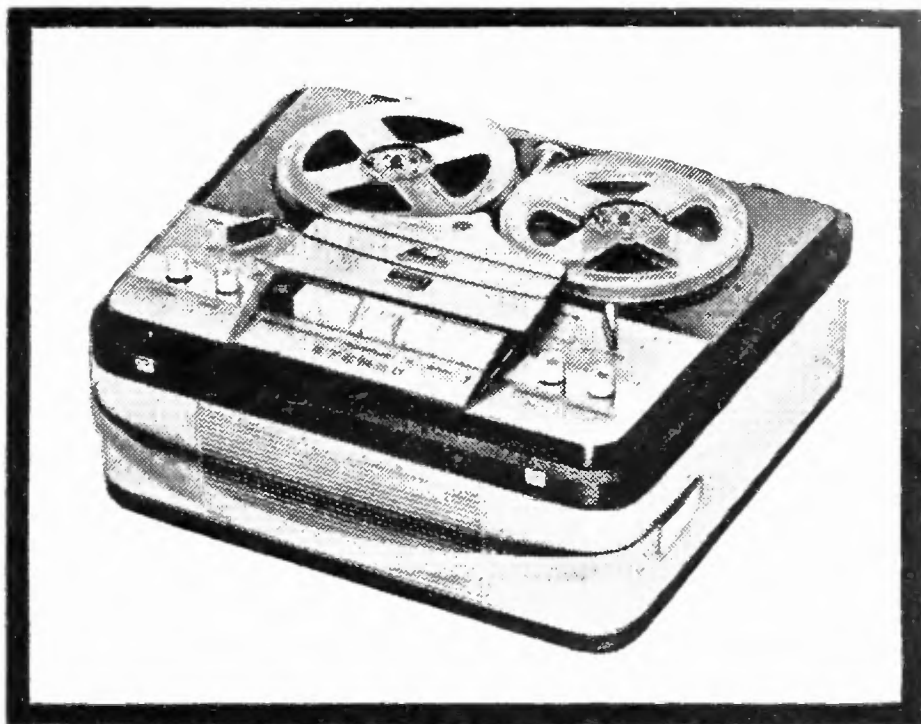
() Denotes loss.

* 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.

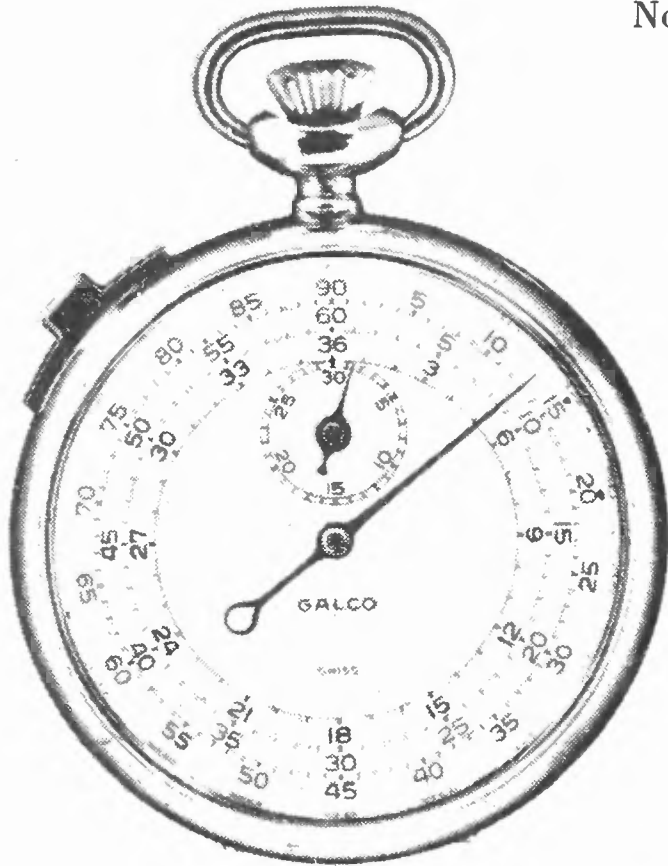
To see and hear how these Norelco Continental Tape Recorders can handle your daily reportorial assignments or location and studio recording and broadcast sessions, contact your dealers in quality high fidelity components, or write: North American Philips Company, Inc., *High Fidelity Products Division*,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

Norelco[®]

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

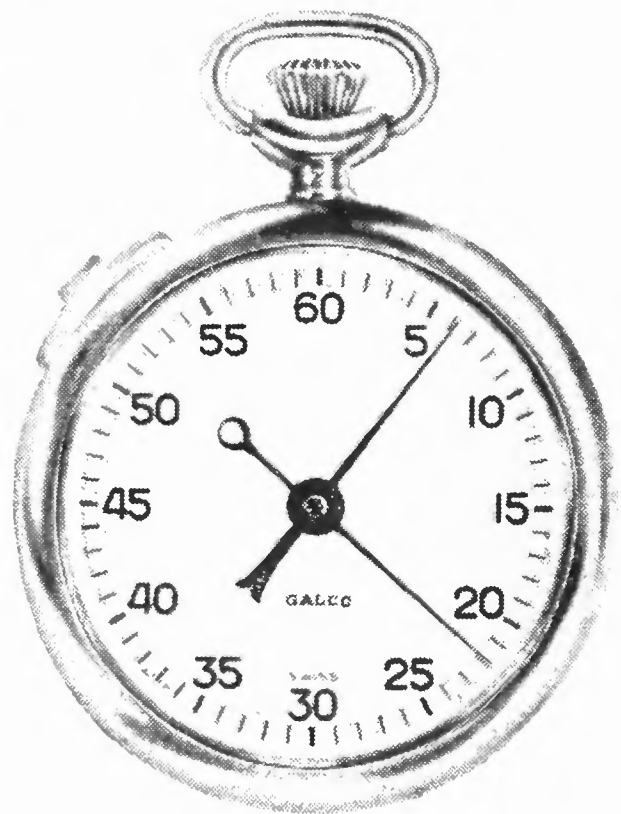
No. 510F—Same as above but
one jewel
Sugg. Retail \$21.60

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.....	\$16,450,10
2.	General Foods Corp.	8,857,90
3.	Colgate Palmolive Co.....	5,491,90
4.	Lever Brothers Co.....	5,184,00
5.	American Home Products Corp.....	4,598,50
6.	General Mills, Inc.....	4,369,70
7.	Coca-Cola Co./Bottlers	4,300,20
8.	William Wrigley, Jr., Co.....	4,288,50
9.	Bristol-Myers Company	3,650,70
10.	Alberto-Culver Co.	3,145,60
11.	Warner-Lamber Pharma. Co.....	3,112,50
12.	Campbell Soup Co.	2,797,50
13.	Liggett & Myers Tobacco Co.....	2,644,00
14.	Pepsi Cola Co./Bottlers	2,594,20
15.	Kellogg Company	2,483,10
16.	International Latex Corp.	2,360,70
17.	Shell Oil Co.	2,297,50
18.	R. J. Reynolds Tobacco Co.....	2,158,20
19.	National Biscuit Co.	2,006,50
20.	Ford Motor Co., Dealers.....	1,880,80
21.	Beech-Nut Life Savers, Inc.....	1,768,90
22.	Richardson-Merrell, Inc.	1,722,30
23.	Miles Laboratories, Inc.	1,718,50
24.	Continental Baking Co., Inc.....	1,694,70
25.	Food Manufacturers, Inc.	1,640,60
26.	Standard Brands, Inc.	1,623,00
27.	American Tobacco Company	1,606,90
28.	Chesebrough-Pond's, Inc.	1,568,70
29.	Avon Products, Inc.	1,540,50
30.	Pabst Brewing Co.	1,520,70
31.	Anheuser-Busch, Inc.	1,513,80
32.	General Motors Corporation, Dealers.....	1,508,10
33.	Philip Morris, Inc.	1,472,40
34.	Kimberly-Clark Corp.	1,454,10
35.	Andrew Jergens Co.	1,452,00
36.	Corn Products Co.	1,438,10
37.	Menley & James Laboratories.....	1,348,10
38.	Helene Curtis Industries, Inc.....	1,342,70
39.	Jos. Schlitz Brewing Co.....	1,291,30
40.	Ralston-Purina Co.	1,287,30
41.	Sterling Drug, Inc.	1,215,30
42.	Brown & Williamson Tobacco Co.....	1,196,50
43.	Revlon, Inc.	1,165,00
44.	Carter Products, Inc.	1,119,30
45.	Peter Paul, Inc.	1,105,30
46.	Gillette Co.	1,104,80
47.	Scott Paper Co.	1,088,20
48.	United Vintners, Inc.	1,080,60
49.	Merck & Co., Inc.	1,062,00
50.	Royal Crown Cola Co./Bottlers	1,052,60

Source: TvB-Rorabaugh.

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 & 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> <u>(\$ millions)</u>	<u>1961</u> <u>(\$ millions)</u>	<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.

MUSIC!



*Program Producers and Music Directors
Will Find The Widest Choice of Music
For Featured Themes and Background Use
In The Diversified Catalogs Of:*

**ROBBINS MUSIC CORPORATION
LEO FEIST, INC.
MILLER MUSIC CORPORATION**

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BIG 3 CHRONOLOGICAL and CLASSIFIED MUSIC INDEX
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CATALOG OF BIG 3 LIBRARY RECORDINGS
(on Tape or Records)

THE BIG 3 MUSIC CORPORATION • PHONE: JUdson 2-2000
1540 BROADWAY, NEW YORK 36, N. Y.

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

**HANK
SAPERSTEIN**

&

**HAROLD
GOLDMAN**

NOW IN DISTRIBUTION

175 POST-'54 FEATURE FILMS — 1ST RUN FOR TV

82 RKO'S

7 ALAN LADDS

69 AMERICAN INTERNATIONAL PICTURES

12 PATHE'S

5 SCIENCE FICTIONS

256 HALF HOUR HITS

RACKET SQUAD

STARTIME

PASSPORT TO DANGER

CODE 3

52 COLOR 5-MINUTE CARTOONS

SCREEN ENTERTAINMENT CO.

4440 LAKESIDE DR., BURBANK, CALIF.

Victoria 9-6666

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
TELEvised OVER ABC-TV EVERY WEEK**

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
Total	15,610	15,829	219

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
Total	6,775	1,140

* 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
A. Revenues from the sale of time:			
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 ¹
\$	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. Revenues from incidental broadcast activities:			
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
C. Total broadcast expenses.....			
\$	\$548.0	\$ 94.8	\$531.8
\$	\$1,174.6	\$	\$1,174.6
D. Broadcast income (before Federal income tax)			
\$	\$ 36.7	\$ 74.7	\$200.2
\$	\$ 311.6	\$	\$ 311.6

¹Total 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
Total broadcast expenses.....	33,947	27,938	518,198	580,083	5.2
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.

'63 Communications Highlights — Satellites, Ads, JFK Coverage



By
E. WILLIAM HENRY
Chairman
Federal Communications
Commission

IN 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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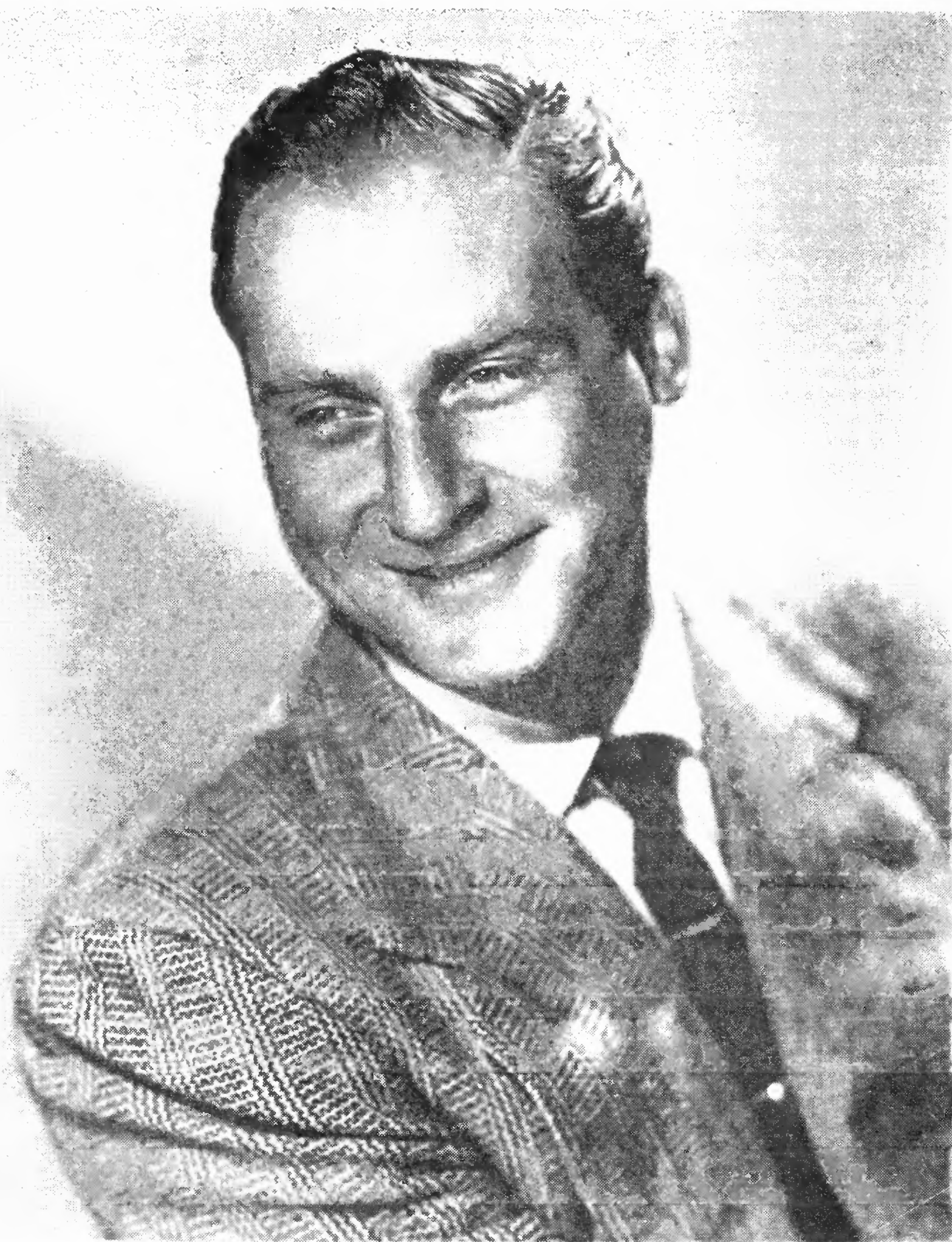
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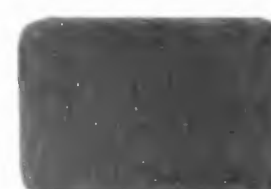
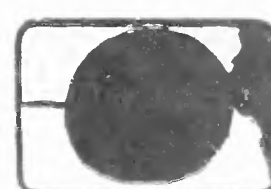
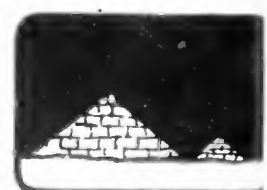
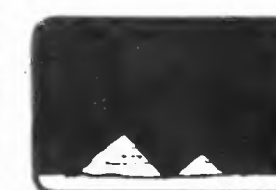
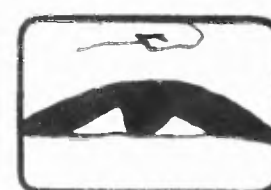
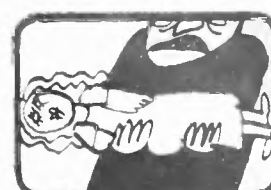
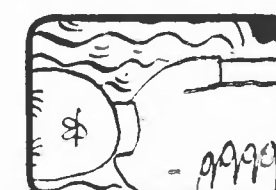
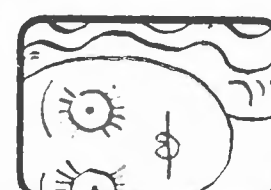
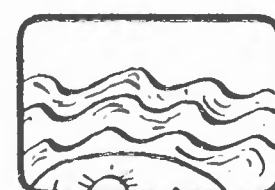
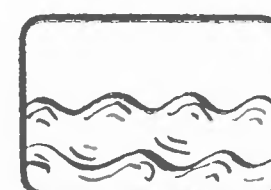
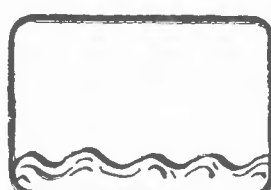
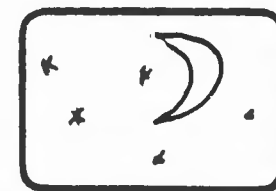
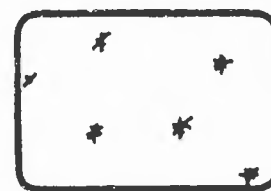
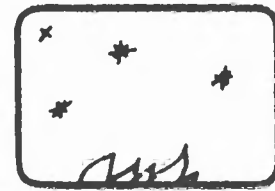
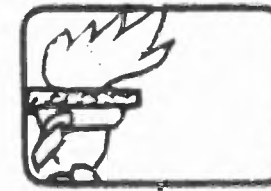
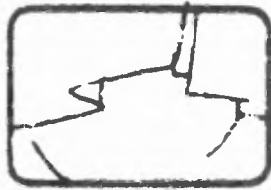
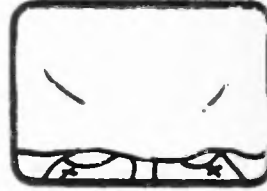
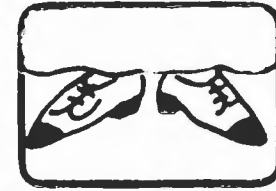
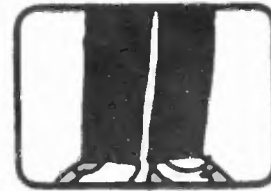
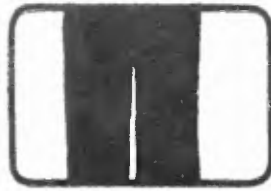
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Harold Essex WSJS, Winston-Salem, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
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(Continued on Page 63L)

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(Continued from Page 63J)

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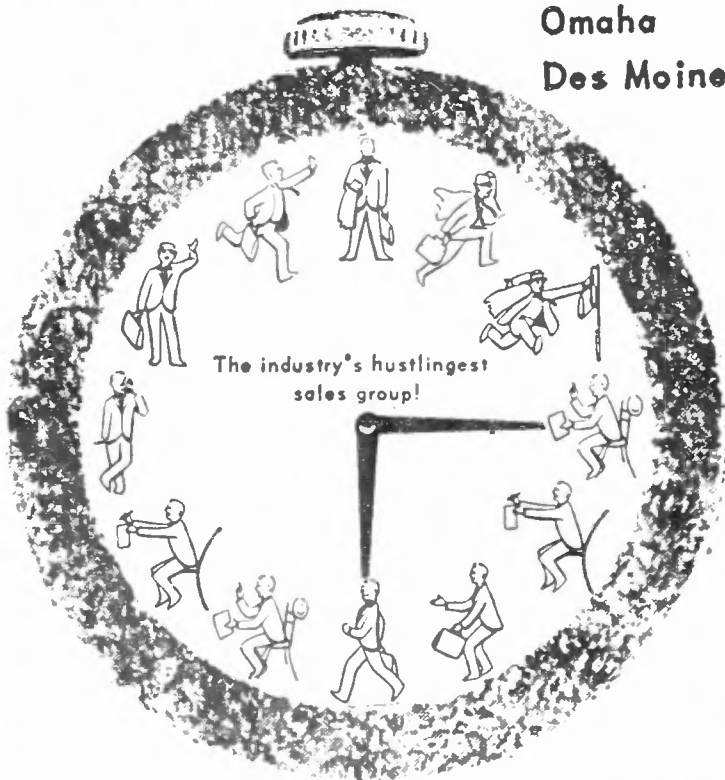
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Phone: Whitehall 4-6000

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932 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Manager.....John S. Logan
6121 Sunset Blvd., Los Angeles 28, Calif.

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581 Boylston St., Boston 16, Mass.

Phone: Copley 7-1180

ManagerDavid M. Guinee
333 N. Michigan Ave., Chicago 1, Ill.

Phone: CE 6-6357

ManagerRichard Charlton
1914 Book Building, Detroit 26, Mich.

Phone: WOODward 3-2365

ManagerJohn M. Fouts
3440 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 8-1271

ManagerKirk Munroe
1271 Paul Brown Bldg., St. Louis 1, Mo.

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Manager.....William J. Budde
1646 Russ Bldg., San Francisco 4, Calif.

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Branch Offices

501 William-Oliver Bldg., Atlanta, Ga.

Phone: JACKson 4-0454

ManagerHarry Cannon
35 E. Wacker Drive, Chicago, Ill.

Phone: STATE 2-8196

ManagerPaul Elsberry
658 Book Bldg., Detroit, Mich.

Phone: WOODward 1-6036

ManagerPaul Pequinot
166 Geary St., San Francisco, Cal.

Phone: YUKon 6-1621

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188 W. Randolph Tower, Chicago 1, Ill.

Phone: RA 6-2141

ManagerFrank Kovas
2201 Woodward Heights Blvd., Detroit 20,
Mich.

Phone: JO 4-6523

ManagerErnie Holder
4500 Excelsior Blvd., Minneapolis 16, Minn.

Phone: WA 6-1677

ManagerWarren Weikle
681 Market St., San Francisco 5, Calif.

Phone: EX 2-1507

ManagerT. B. Hall

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Branch Office

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CONTINENTAL RADIO SALES

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

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228 No. La Salle St., Chicago, Ill.

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

Phone: OLYMPIA 2-1313

Manager.....Lee F. O'Connell
205 W. Wacker Dr., Chicago, Ill.

Phone: ST 2-5096

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Branch Offices

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

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ManagerDavid Carpenter

100 Boylston St., Boston 16, Mass.

Phone: HU 2-4370

ManagerGeorge Bingham

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

Phone: AN 3-5771

ManagerRonald J. Durham

1680 N. Vine St., Hollywood 28, Calif.

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ManagerHugh Wallace

1012 Baltimore Bldg., Kansas City 5, Mo.

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ManagerEugene F. Gray

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ManagerEugene F. Gray

681 Market St., San Francisco 5, Calif.

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President.....Robert M. Dore

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360 N. Michigan Ave., Chicago, Ill.

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ManagerEd Sherinian

4026 Bowser Ave., Dallas, Tex.

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3222 Center St., Omaha 5, Neb.
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80 Boylston St., Boston 16, Mass.
Phone: LIBerty 2-7537

ManagerCarter S. Knight
Tribune Tower, Chicago, Ill.
Phone: 527-0510

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1717 N. Highland, Hollywood 28, Calif.
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ManagerRichard M. Gardner
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Phone: Sutter 1-4125

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1012 Baltimore Bldg., Kansas City 5, Mo.
Phone: 816-471-5502

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

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1776 Peachtree St., N.W., Atlanta 9, Ga.
Phone: 875-9629

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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

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

155 Montgomery, San Francisco 4, Calif.

Phone: YUKON 1-2110

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Phone: FRANKLIN 2-0016

Owner.....Hal Holman

Branch Offices

6381 Hollywood Blvd., Los Angeles 28, Calif.

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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

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General Manager.....Joseph S. Cannon

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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,

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Park Ave. Bldg., Detroit 26, Mich.

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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.

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Manager.....Norman Berk

58 Sutter St., San Francisco 4, Calif.

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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.

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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

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Branch Offices

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

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

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

ManagerAlan 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

ManagerD. 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

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

ManagerRoland 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

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

ManagerFranklin C. Wheeler

KENTUCKY RADIO SALES

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

PresidentHarry McTigue

KETTELL-CARTER, INC.

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

PresidentElmer 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

PresidentNona Kirby
Vice President.....Kay Chille
TreasurerJoseph E. Kirby

LOWRANCE, BOMAR, & ASSOCIATES, INC.

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

Pres., Treas.....Bomar A. Lowrance
Vice-PresidentsClyde 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

PresidentJames 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

PresidentBetty 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

PresidentJack Masla
Vice President.....Allan S. Klammer

Branch Offices

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

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

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

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

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

ManagerBernard 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

ManagerWard Glenn

McGAVREN-GUILD CO., INC.

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

Phone: MO 1-2500

PresidentDaren 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

ManagerDuncan Mounsey

900 Statler Office Bldg., Boston, Mass.

Phone: DE 8-8261

ManagerDon Wilks

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

ManagerBob Mahlman

1216 Dime Bldg., Detroit, Mich.

Phone: WO 2-5777

ManagerHarvey 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

ManagerTom Sullivan

Russ Bldg., San Francisco, Calif.

Phone: YUkon 6-4112

ManagerRay 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

ManagerEdwin 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-PresidentCarl Jewett

Acct. Executives.....Charles Compton,

Frederick E. Bauman

Office Manager.....Barbara Engelhardt

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLlywood 2-6501

ManagerDon Palmer

Office Manager.....Stephanie Stratton

55 New Montgomery, San Francisco 5, Calif.

Phone: YU 6-4940

Vice President.....Edgar B. Fillion

ManagerJames Monroe

Office Manager.....Joan Marie Comerford

MELVILLE, CLYDE, CO.

1300 Tower Petroleum Bldg., Dallas 1, Tex.

Phone: RIVerside 8-5239

PresidentClyde B. Melville

MESSINA, MARIO, CO.

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

Phone: RI 2-5409

OwnerMario 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

ManagerJohn T. King II

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

Phone: 467-6340

ManagerRichard Kelliher

1410 Fisher Bldg., Detroit 2, Mich.

Phone: 873-8600

ManagerWilliam Lauer

5746 Sunset Blvd., Hollywood 28, Calif.

Phone: 464-3168

Manager.....Robert Jones

19th & Walnut Sts., Philadelphia, Pa.

Phone: LOcust 8-2900

ManagerWilliam S. Dallmann

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

Phone: MAin 1-4800

ManagerLeRoy Rizor

155 Montgomery St., San Francisco 4, Calif.

Phone: DOuglas 2-1945

ManagerRichard 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

ManagerRobert 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 Alperton

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
PresidentOtto A. Ohland
Vice-PresidentPeter 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
ManagerHarlan 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. Niernan
Vice President in Chg.....Ben H. Holmes
Eastern Sales Mgr.....Martin Percival
Sales Prom. Mgr.....William Steese

TV Division

Exec. Vice President.....Martin L. Niernan
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
PresidentMorton Lowenstein

PIANO, VIC, ASSOCIATES, INC.

211 East 53rd St., New York, N. Y.
Phone: PL 9-1044
PresidentVincent C. Piano
Exec. Vice-Pres.....Claude E. Piano
Vice-PresidentMarshall Leckner
Account Execs..Joseph Mahan, Robert Smith
Sales Service Dir.....Elisa Gesualdo

Branch Offices

1365 Peachtree St., N.E., Atlanta, Ga.
Phone: 873-5918
ManagerLanny Finch
35 Wacker Dr., Chicago, Ill.
Phone: 236-3220
ManagerLou Allen
6381 Hollywood Blvd., Los Angeles, Calif.
Phone: 462-2351
ManagerJerry Moore
703 Market St., San Francisco, Calif.
Phone: 392-6444
ManagerCharles 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
ManagerMax Goldfarb
1540 N. Highland, Hollywood 28, Calif.
Phone: HO 6-7272
ManagerJim Lucas
681 Market St., San Francisco, Calif.
Phone: EX 2-8038
ManagerStuart 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
ControllerKenneth 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
ManagerGrady 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
ManagerMario 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: Rlverside 1-5663
ManagerRalph Widman
2949 Penobscot Bldg., Detroit 26, Mich.
Phone: 963-0764
Manager.....Robert B. Rains
1680 Vine St., Hollywood 28, Calif.
Phone: 462-2376
ManagerJohn 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-PresidentSam Brownstein
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-6269
ManagerHarley Ward
424 Book Bldg., Detroit, Mich. 48226
Phone: WO 1-9704
6362 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 6-9877
ManagerB. J. Hamrick
41 Sutter St., San Francisco, Calif.
Phone: YU 1-1199
ManagerChuck 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
PresidentJoseph 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
ManagerClay E. Forker
383 N. Michigan Ave., Chicago, Ill. 60601
Phone: 782-7414
ManagerRobert Flanigan
511 N. Akard Bldg., Dallas, Tex.
Phone: 747-3723
ManagerEdward Robbins
Sheraton-Cadillac Hotel, Detroit, Mich. 48231
Phone: 961-5438
ManagerCharles F. Sittel
6331 Hollyw'd Blvd., Los Angeles, Calif. 90028
Phone: 462-6676
Vice-PresidentJames C. Gates
58 Sutter St., San Francisco, Calif. 94104
Phone: 362-7159
ManagerSue 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
ManagerIrv Unger
923 Fidelity Union Life Bldg., Dallas, Tex.
Phone: RI 2-8206
ManagerBomar Lowrance
1610 Book Bldg., Detroit 26, Mich.
Phone: 961-2685
ManagerBernard P. Pearse
1258 N. Highland Ave., Los Angeles 38, Calif.
Phone: HOLLYWOOD 6-5427
ManagerArt Astor
1015 Locust St., St. Louis 1, Mo.
Phone: CH 1-2451
ManagerRobert F. Keefe
249 Pine St., San Francisco, Calif.
Phone: EXbrook 7-6187
ManagerBob 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
ManagerJohn E. Erickson, Jr.
1540 N. Highland Blvd., Los Angeles 28, Cal.
Phone: 466-7279
ManagerSandy Kahn
977 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: 333-1496
ManagerJim Bowden

RADIO & TV STATION REPRESENTATIVES

681 Market St., San Francisco 11, Calif.

Phone: 392-8038

ManagerWard Glenn

STONE REPRESENTATIVES, INC.

(Formerly Radio-TV Representatives, Inc.)

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

Phone: 212-688-4340

PresidentPeggy Stone

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

TreasurerSaul 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

ManagerBob Jensen

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

90211

Phone: 213-655-7597

ManagerLee O'Connell

100 Boylston St., Boston, Mass. 02116

Phone: 617-482-4442

ManagerGeorge 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

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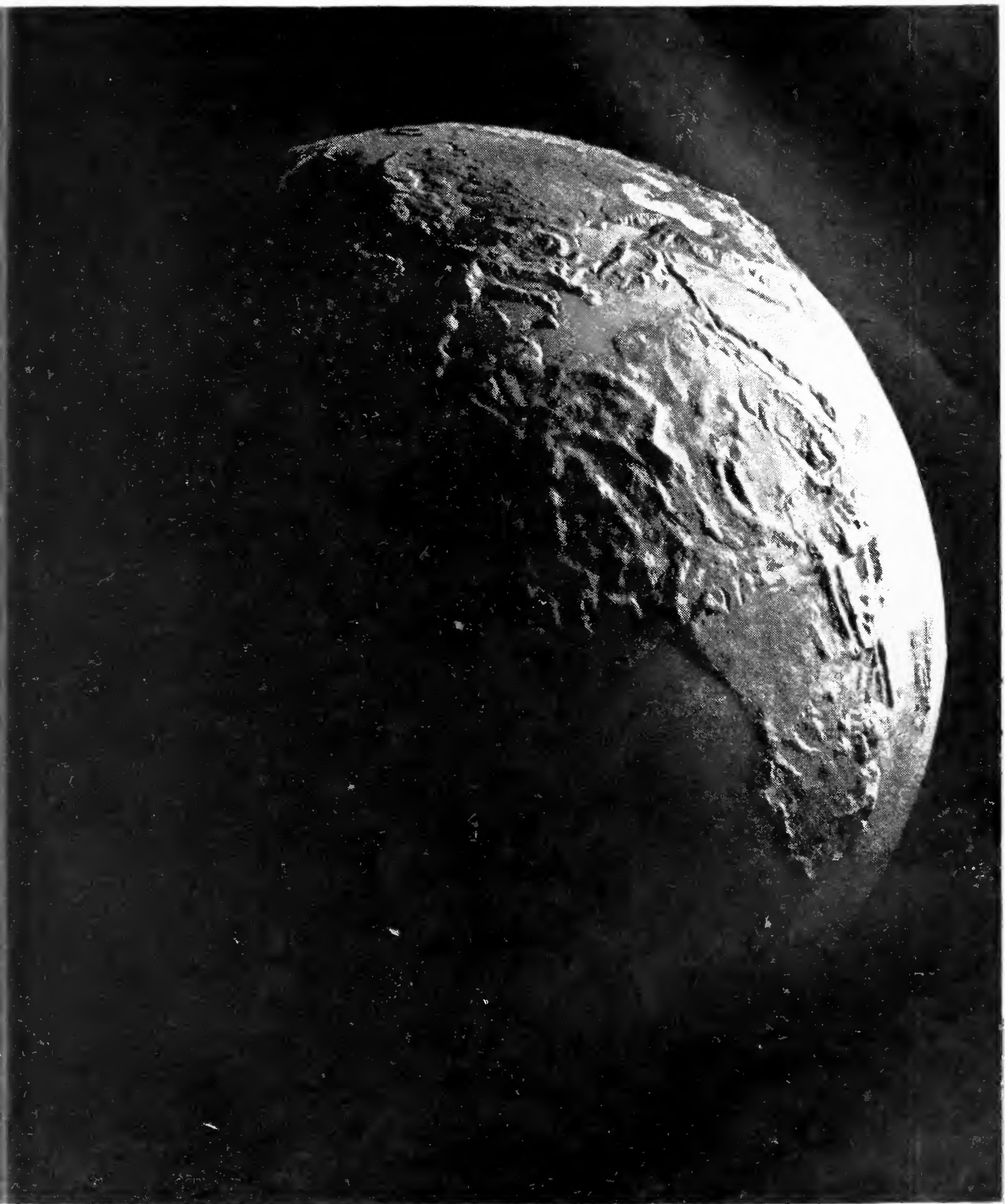
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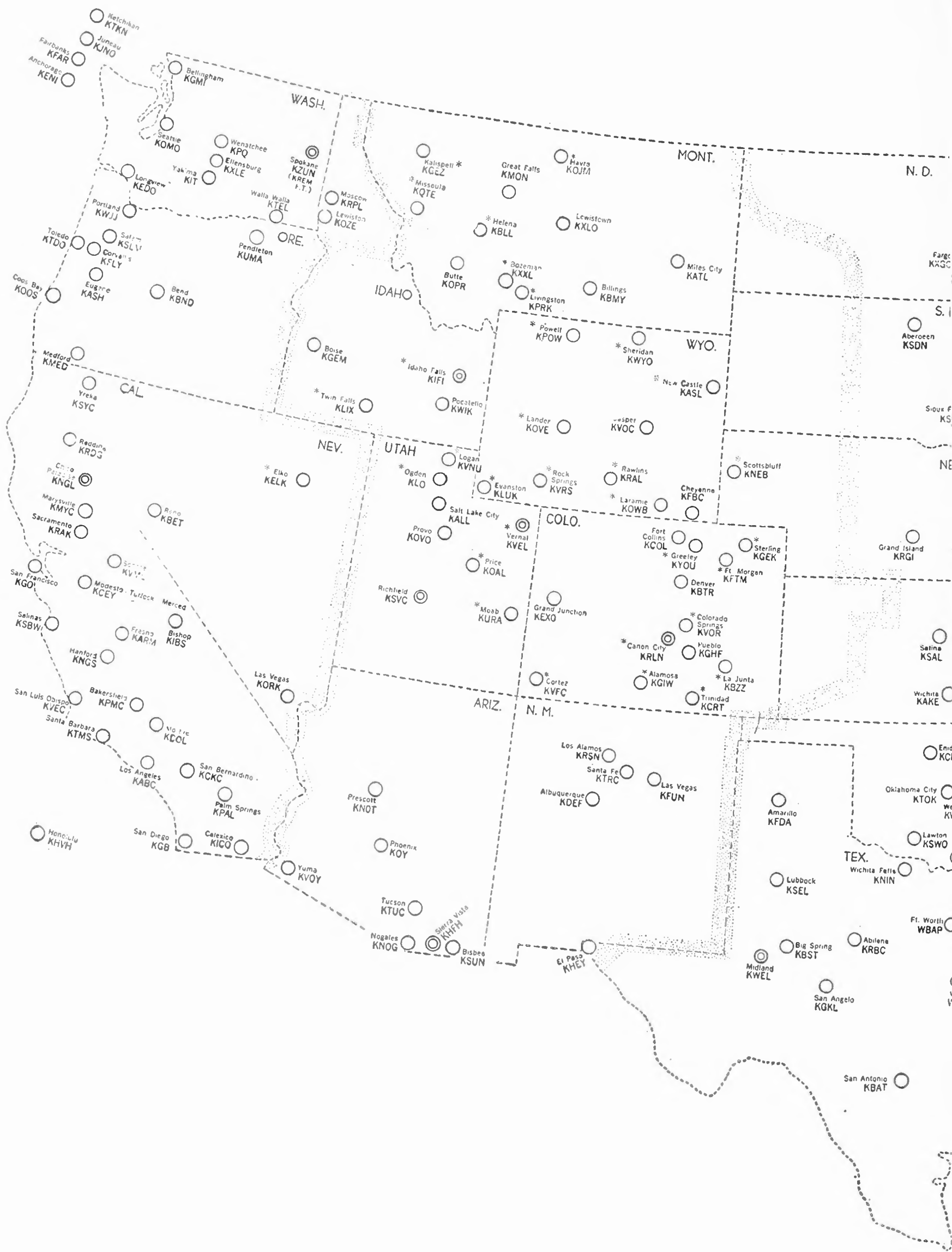
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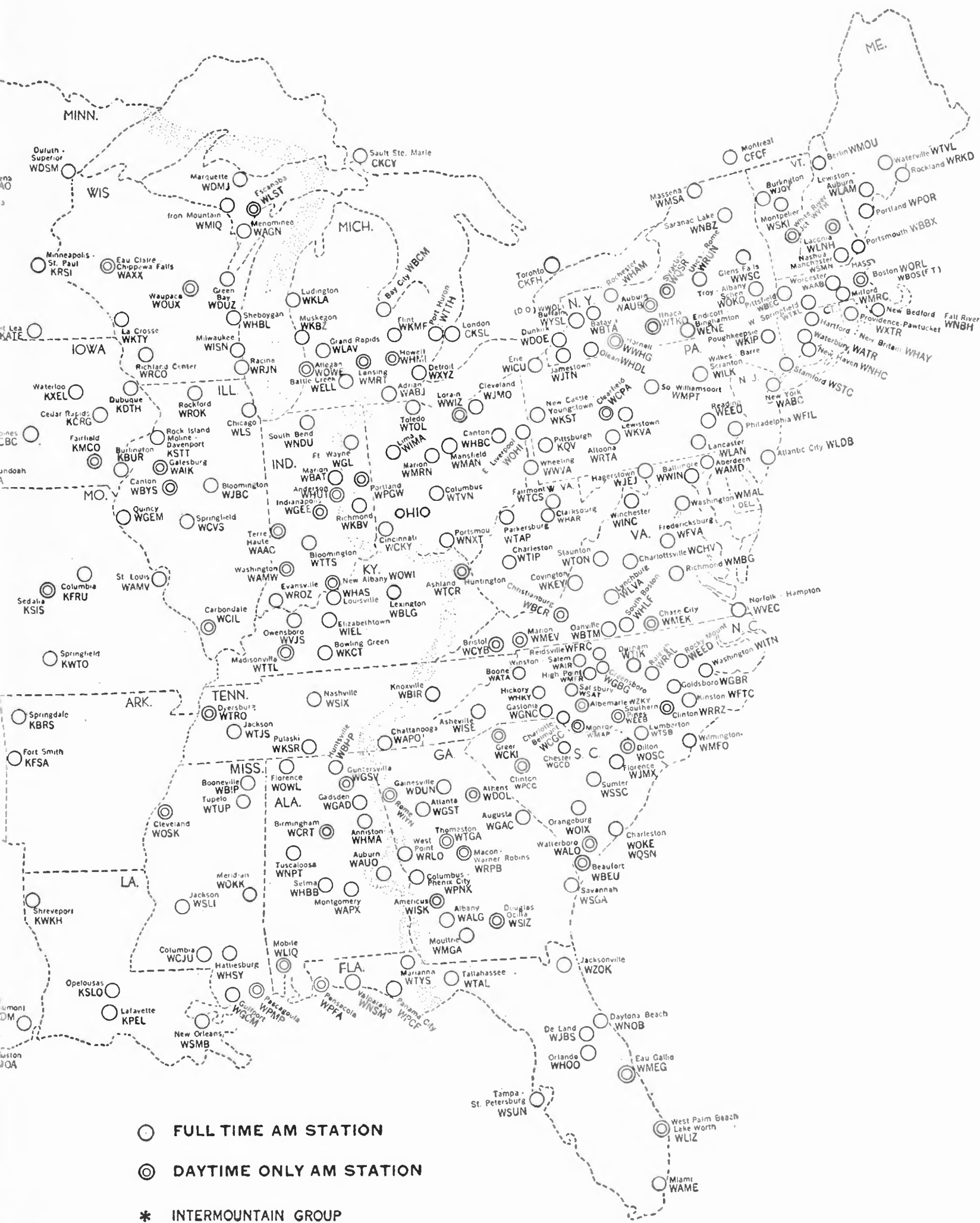
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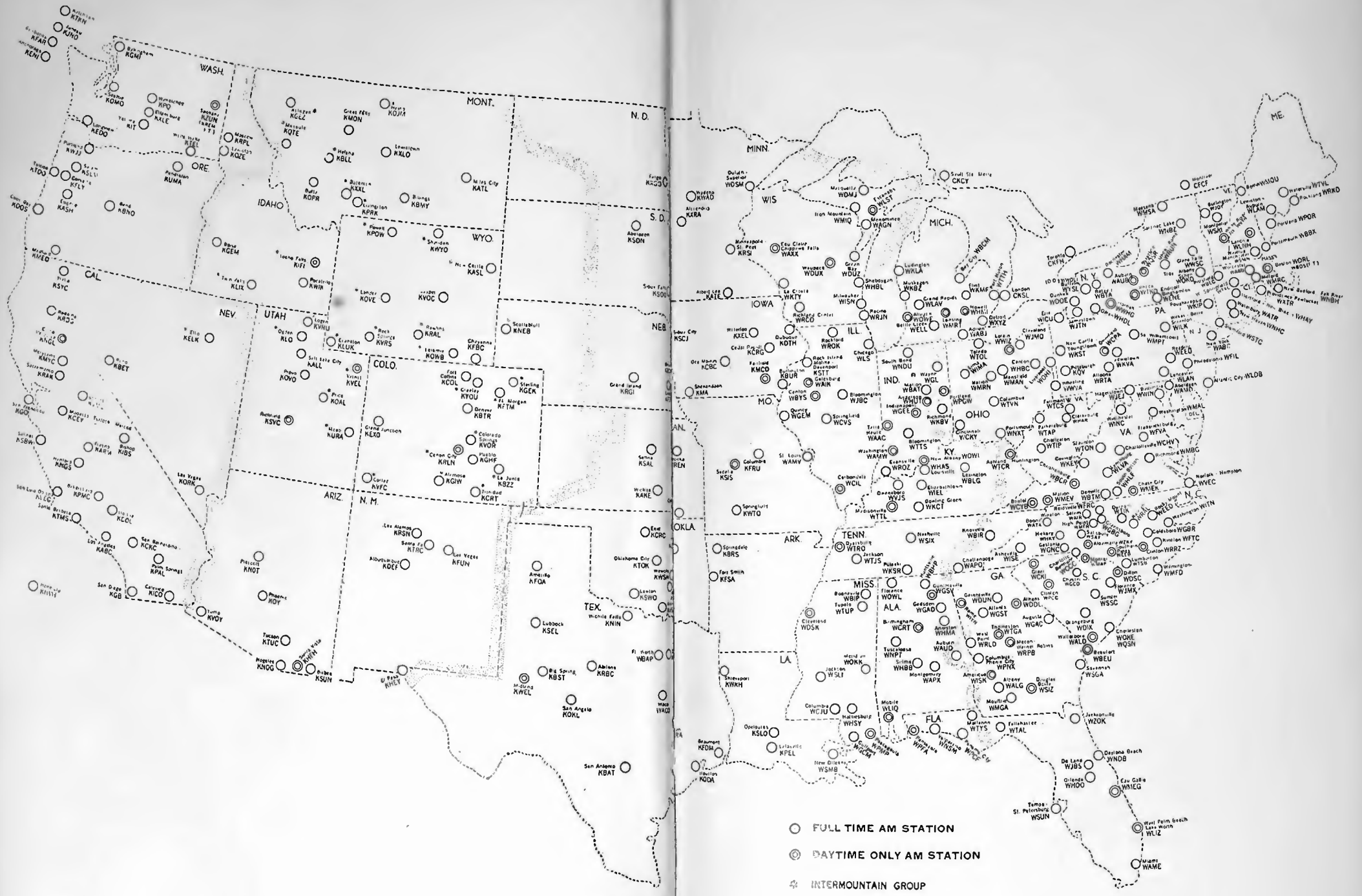
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Los Angeles Office, 6121 Sunset Blvd.

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.
of CBS News Division
David Klinger.....Vice President, Admin.
Herbert Mitgang....Asst. to Pres. & Exec. Ed.
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

George M. Perkins.....Vice President
James M. Dolan.....Director, Sports

Research

Harper E. Carraine.....Director of Research
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



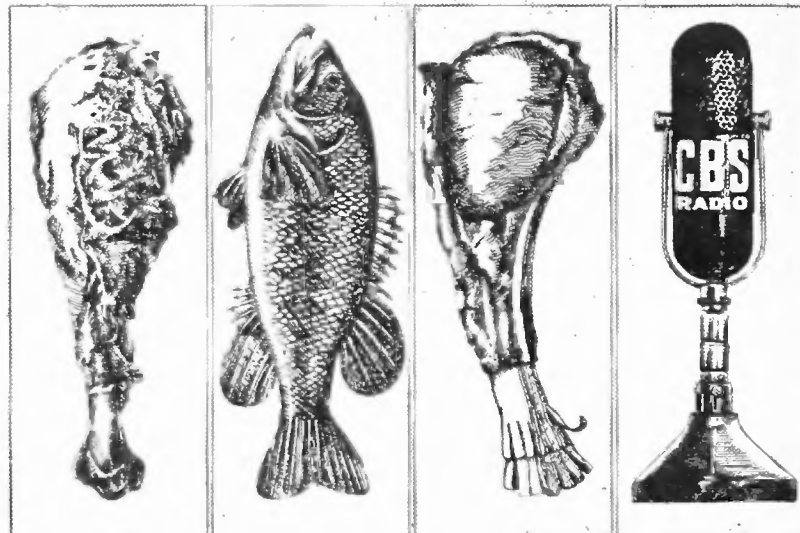
He Should Have Been A Mother

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, is 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.

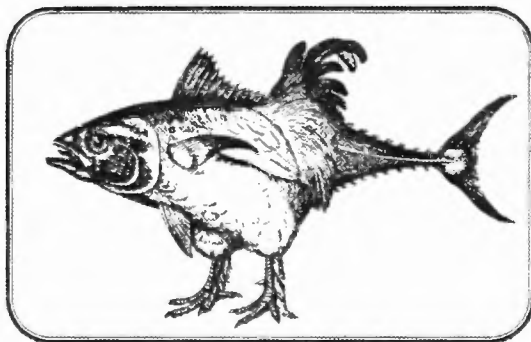
In '61, they bought four weeks of the CBS Radio Network—a volume plan that included Dimension features and news. In '62, they tripled their '61 buy. And in '63, they more than tripled their '62 buy!

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 dynamic sales progress." So Accent International is taking no chances. They're maxing out 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

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

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 wasn't always 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



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

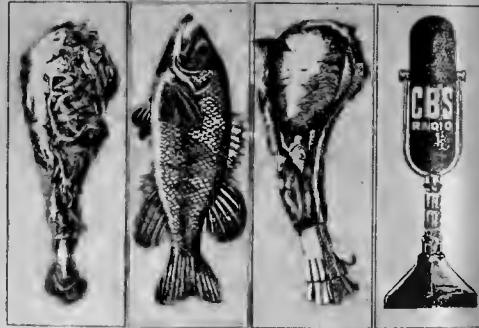
The advertisers write our ads!



He Should Have Been A Mother

When Godfrey says eat people eat. Only 20 weeks after Arthur Godfrey's last advertising Boston House canned food says Mr. Lennie V. Merritt, 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 it do it? It's true, Godfrey has a way of describing food that makes your stomach ache. 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

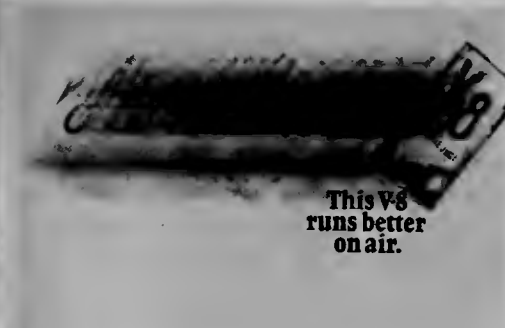


What's cooking with Accent?

Today's consumers are picky. More lamb chops, more sirloin steaks, no more corned beef. The reason? They're used to the cooking done on the radio. As for the radio, it's not just the cooking, it's the way it's done. The CBS Radio Network is the only one that's got it right. It's the only one that's got it right. It's the only one that's got it right.

The food ad sales produced by the CBS Radio Network are the highest in the industry. And it's not just the food, it's the way it's done. The CBS Radio Network is the only one that's got it right. It's the only one that's got it right. It's the only one that's got it right.

The CBS Radio Network



This V8 runs better on air.



A Big Fish Story

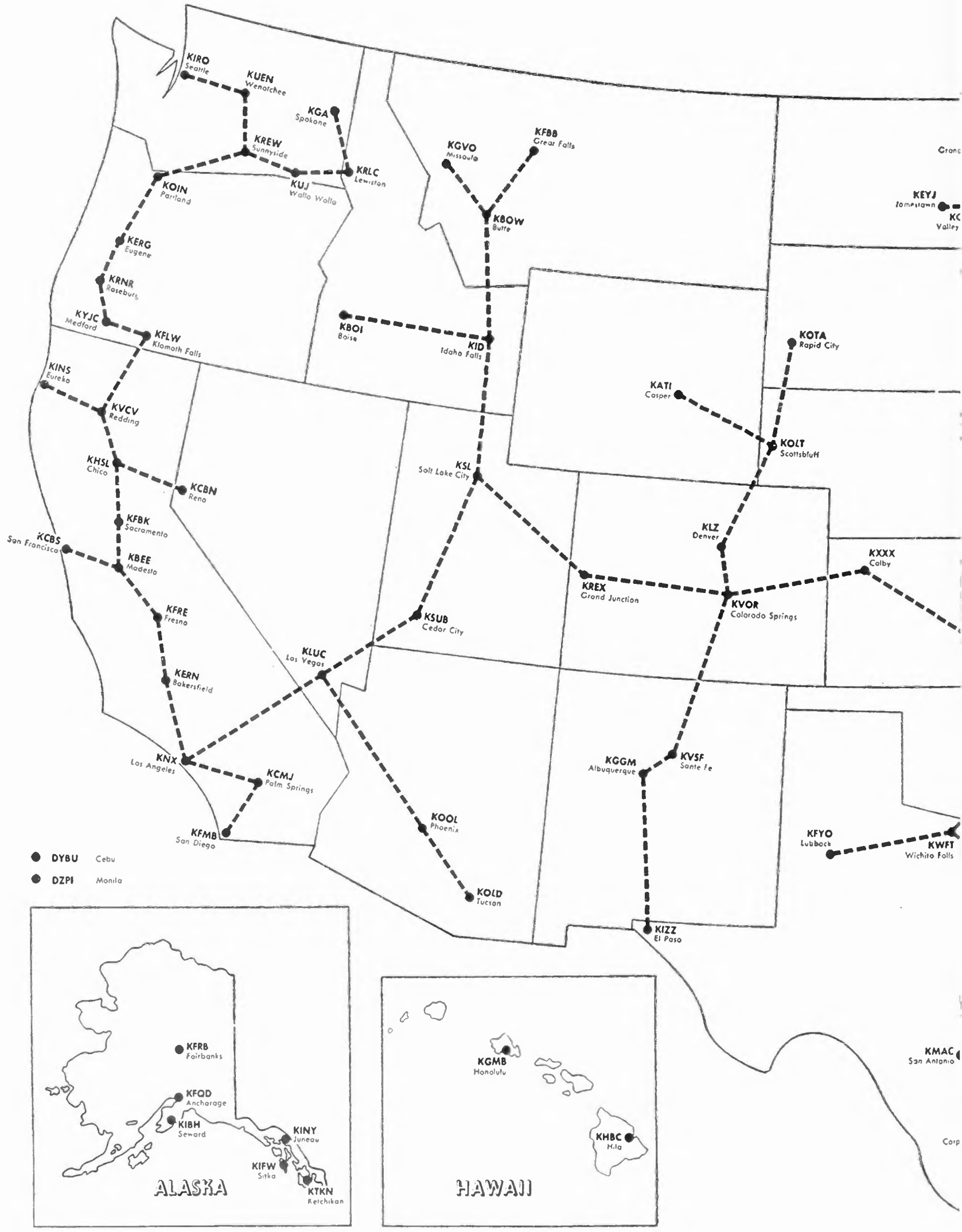
This isn't a fish about a chicken. It's a story about a fish. In June 1954, Arthur Godfrey's radio show, "The Arthur Godfrey Show," featured a chicken. The chicken was so good, it was a big fish story. The chicken was so good, it was a big fish story. The chicken was so good, it was a big fish story.

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

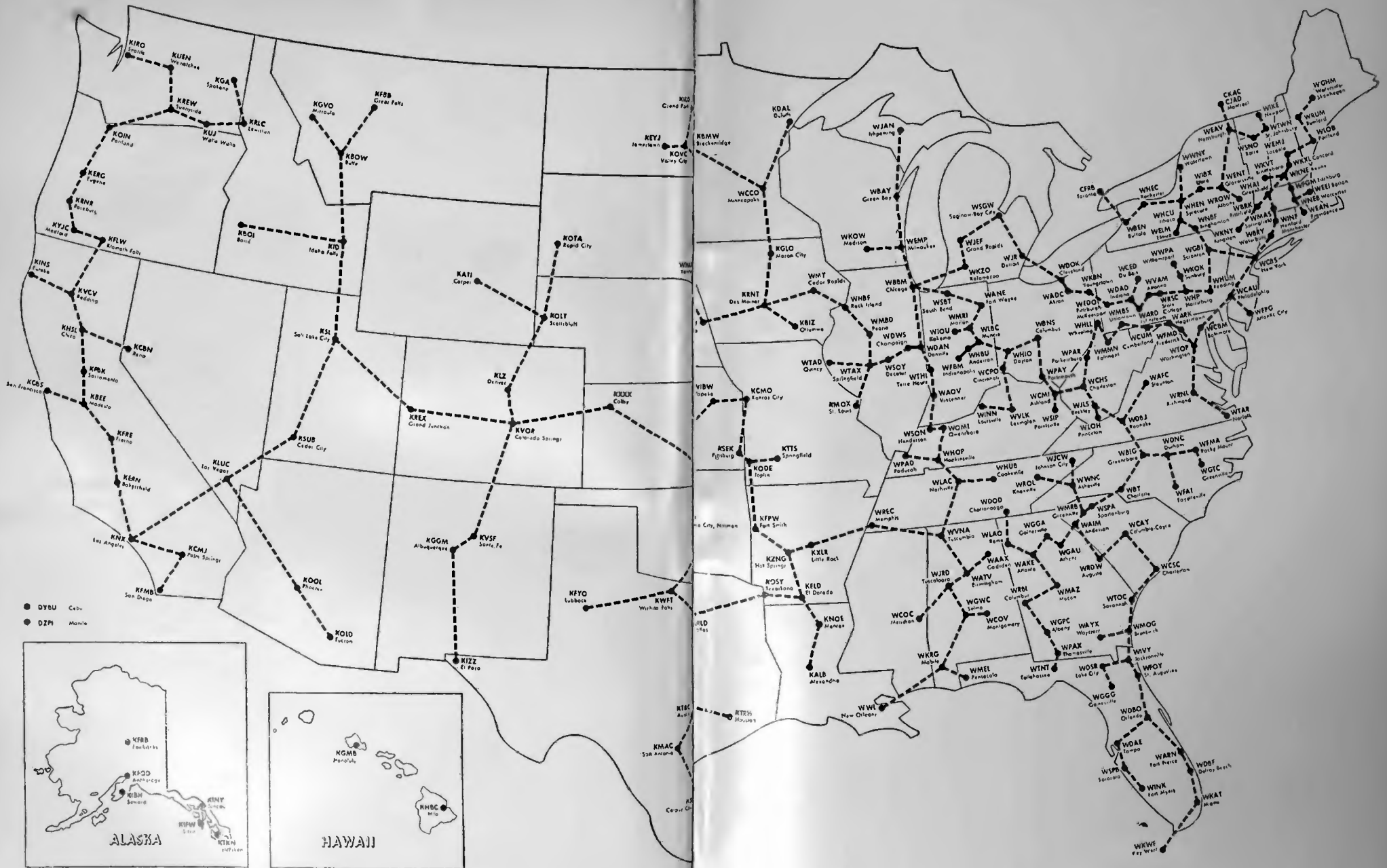
Columbia Broadcasting



ystem Radio Network



Columbia Broadcasting System Radio Network



CBS RADIO NETWORK

(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

Rural Listeners a Potential For National Ad Campaigns



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

NATIONAL 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?