

Easy guide to Yearbook use

The information in this book is massive (more than half a million words), but it has been organized for speedy reference. There are six main sections. Here are the titles and locations of these sections and brief descriptions of what they contain. Pages, incidentally, are numbered in six sequences—A through F.

Market Facts for All U. S. Counties (pages A-23 through A-98): Current statistics showing total homes, television homes, radio homes, retail sales, food sales, drug sales and passenger car registration for each county in the nation.

The Facilities of Broadcasting (pages B-1 through B-365): Directory of U. S. tv stations, including complete profiles of all stations on the air (B-3); Directory of U. S. radio stations, including complete profiles of all am and fm stations on the air (B-103); directory of radio and tv station representatives including personnel and stations represented (B-261); directories of personnel and rates of all national radio and tv networks (B-275); directories of radio regional networks (B-291) and tv regionals (B-293); directory of experimental tv stations (B-293); directory of international radio stations operating in the U. S. (B-293); directory of uhf tv translator stations (B-294); history of all tv station sales (B-296); directories of multiple station owners (B-301) and of newspapers or magazines holding interests in radio-tv (B-306); am stations grouped by frequencies (B-313); tv stations grouped by channels (B-325); alphabetical list of television station call letters (B-327); alphabetical list of am station call letters (B-329) and of fm calls (B-336); Canadian tv calls (B-338); personnel of the Canadian Broadcasting Corp. (B-339); profiles of Canadian tv stations (B-339); Canadian am calls (B-344); profiles of Canadian radio stations (B-344); Canadian am stations by frequencies (B-352); directory of Mexican-Caribbean radio stations (B-353); directory of foreign tv stations (B-357); Bell System tv network route map (B-365).

Regulations, Imposed and Voluntary (pages C-1 through C-34): How to apply for a broadcasting station (C-1); tv code of the National Assn. of Broadcasters (C-3); radio code of the NAB (C-8); Federal Communications Commission rules governing radio and tv (C-12); directory of FCC executives and staff (C-33).

Suppliers and Services (pages D-1 through D-74): Directories of equipment manufacturers and distributors (D-1); communications attorneys (D-16); consulting engineers (D-20); station

brokers (D-23); music licensing groups (D-26); talent agents (D-26); radio-tv news services (D-28); television program producers, distributors, and production services (D-29); radio program producers, distributors and production services (D-44); community antenna systems (D-50); communications carriers (D-55); closed circuit tv operators (D-56); subscription tv interests (D-56); research services (D-56); public relations services (D-57); special schools offering radio-tv training (D-58); U. S. Information Agency and Voice of America (D-59); other U. S. government agencies of interest to broadcasting (D-59); directory of unions and labor groups in broadcasting (D-60); directory of consultants on management, personnel and other phases of radio and tv (D-61); directory of advertising agencies placing broadcast advertising (D-62); seven-year record of the 50 advertising agencies that bill most in broadcast advertising (D-72).

Trade Associations and Professional Societies (pages E-1 through E-6): Directories of the National Assn. of Broadcasters (E-1); state associations of broadcasters (E-2); Radio Advertising Bureau (E-2); Television Bureau of Advertising (E-3); Radio-Tv Galleries of Congress (E-3); other associations of broadcasters (E-4); associations and societies in fields related to broadcasting (E-4).

Facts, Figures, History of Broadcasting (pages F-1 through F-27): Complete story of how broadcasting began, how it works, what it consists of (F-1); history of station authorizations (F-6); annual production of radio and tv sets (F-7); selected articles of basic interest from BROADCASTING Magazine grouped by subjects (F-8); bibliography of broadcasting reference books (F-11); foreign language programming on radio (F-12); Negro programming (F-14); employment at radio and television stations (F-15); extent of editorializing on the air (F-15); record of tv station and network time devoted to film and live broadcasts (F-16); report on size and nature of the radio and television audiences (F-18); record of total tv and radio time sales (F-21); tabulation of television network, spot and local time sales in individual television markets (F-22); and of radio time sales in individual markets (F-23).

In addition to the six main sections which contain detailed information, there is a one-page collection of key facts about radio and television. This page is called **The Dimensions of Broadcasting**. It is A-21.

Alphabetical index to contents

| | | | |
|--------------------------------------|-------|---------------------------------------|-------|
| A | | | |
| ABC's of Radio & Television..... | F-1 | Am Time Sales, 1935-1958 | F-21 |
| Advertisers Index | F-28 | Antenna Site, FCC Rules | C-26 |
| Advertising Agencies | D-62 | Antenna Tv Systems, Community | D-50 |
| Advertising Assns., Societies | E-4 | Arizona | |
| Affiliation, Network, FCC Rules..... | C-24 | Am, Fm Stations | B-107 |
| Alabama | | Tv Stations | B-5 |
| Am, Fm Stations | B-103 | Market Facts by Counties | A-26 |
| Tv Stations | B-3 | Arizona Broadcasters Assn. | E-2 |
| Market Facts by Counties | A-23 | Arkansas | |
| Alabama Broadcasters Assn. | E-2 | Am, Fm Stations | B-109 |
| Alaska | | Tv Stations | B-5 |
| Am, Fm Stations | B-106 | Market Facts by Counties | A-28 |
| Tv Stations | B-4 | Arkansas Broadcasters Assn. | E-2 |
| Market Facts | A-26 | Artists Representatives | D-26 |
| Alberta | | Assignments, FCC Rules | C-33 |
| Am, Fm Stations | B-344 | Assn. of Federal Comm. Consulting | |
| Tv Stations | B-339 | Engineers | D-21 |
| Allocations, FCC Rules | C-12 | AT&T Tv Network Routes | |
| American Broadcasting Co. | | (Bell System) | B-365 |
| Executives & Staff | B-275 | Attorneys, Communications | D-16 |
| Owned & Operated Stations | B-275 | Audience Analysis | F-18 |
| Radio Network Rates | B-275 | Audience Measurements | D-56 |
| Tv Network Rates | B-279 | Authorizations, Stations | F-6 |
| Am Stations | | B | |
| By Call Letters, Canada | B-344 | Bahamas Radio Stations | B-353 |
| By Call Letters, U. S. | B-329 | Bell System, Tv Network Routes | B-365 |
| By Frequencies, Canadian | B-352 | Bibliography, Reference Books | F-11 |
| | | British Columbia | |
| | | Am, Fm Stations | B-345 |
| | | Tv Stations | B-339 |
| | | Broadcast Billings | D-72 |
| | | Broadcasters' State Assns. | D-61 |
| | | Brokers, Radio-Tv Stations | D-23 |
| | | C | |
| | | California | |
| | | Am, Fm Stations | B-111 |
| | | Tv Stations | B-6 |
| | | Market Facts by Counties | A-30 |
| | | California State Radio & Television | |
| | | Broadcasters Assn. | E-2 |
| | | Call Letters | |
| | | Tv Stations (U. S.) | B-327 |
| | | Am Stations (U. S.) | B-329 |
| | | Fm Stations (U. S.) | B-336 |
| | | Canadian | |
| | | Am Stations by Call Letters | B-344 |
| | | Am Stations by Frequencies | B-352 |
| | | Am Station Directory | B-344 |
| | | Tv Call Letters | B-338 |
| | | Tv Station Directory | B-339 |
| | | Station Representatives | B-272 |
| | | Canadian Board of Broadcast Governors | B-339 |
| | | Canadian Broadcasting Corp. | |
| | | Executives & Staff | B-339 |

| | |
|------------------------------------|-------|
| Prince Edward Island | |
| Am, Fm Stations | B-350 |
| Tv Stations | B-343 |
| Production Firms | |
| Radio | D-44 |
| Television | D-29 |
| Production of Sets | F-7 |
| Program Services | |
| Radio | D-44 |
| Television | D-29 |
| Promotion Services | D-57 |
| Publications, Related to Radio-Tv | F-11 |
| Public Relations Services | D-57 |
| Puerto Rico | |
| Am, Fm Stations | B-261 |
| Tv Stations | B-100 |
| Puerto Rican Assn. of Broadcasters | E-2 |

Q

| | |
|-----------------|-------|
| Quebec | |
| Am, Fm Stations | B-350 |
| Tv Stations | B-343 |

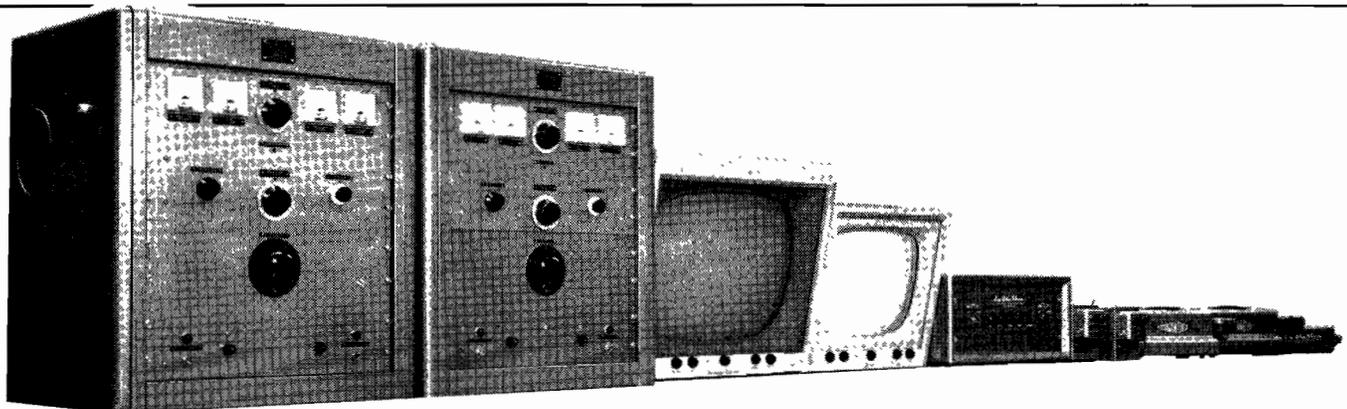
R

| | |
|-------------------------------|-------|
| Radio Advertising Bureau Inc. | E-2 |
| Radio Code of NAB | C-8 |
| Radio Corp. of America | |
| Executives & Staff | B-288 |
| Divisions | B-288 |
| Radio Equipment Manufacturers | D-1 |
| Radio Money, Where Goes | F-23 |
| Radio Networks, Regional | B-291 |
| Radio Production Services | D-44 |
| Radio Program Distributors | D-44 |

| | |
|---|-------|
| Radio Program Producers | D-44 |
| Radio Program Services | D-44 |
| Radio Set Production—1922-1959 | F-7 |
| Radio Station Authorizations, Year by Year | F-6 |
| Radio Station Directory, U. S. | B-103 |
| Radio Station Employment | F-15 |
| Radio Time Sales—1935-1958 | F-21 |
| Radio Time Sales, Individual Markets | F-23 |
| Radio-Tv Assns. Miscellaneous | E-6 |
| Radio-Tv Galleries of Congress | E-3 |
| Radio & Tv Audience | F-18 |
| Radio & Tv Billings | D-72 |
| Radio & Tv News Services | D-28 |
| Radio & Tv Reference Books | F-11 |
| Radio & Tv Station Brokers | D-23 |
| Rating Services | D-56 |
| Rebroadcasts, FCC Rules | C-30 |
| Recording Services | D-44 |
| Recordings, FCC Rules | C-30 |
| Regional Networks, Groups | B-291 |
| Regulation, Imposed & Voluntary | C-1 |
| Regulations Governing Tv | C-12 |
| Renewals, License, FCC Rules | C-28 |
| Reports, FCC Rules Governing | C-26 |
| Representatives, Canadian | B-272 |
| Representatives of Stations, U. S. | B-261 |
| Research Services, Radio-Tv | D-56 |
| Revenue of Radio Stations | F-23 |
| Revenue of Tv Stations | F-22 |
| Revocations, FCC Rules | C-32 |
| Rhode Island | |
| Am, Fm Stations | B-224 |
| Tv Stations | B-73 |
| Market Facts by Counties | A-82 |
| Rhode Island Broadcasters Assn. | E-2 |

S

| | |
|---|-------|
| Saskatchewan | |
| Am, Fm Stations | B-351 |
| Tv Stations | B-343 |
| Schedules, Operating, FCC Rules | C-20 |
| Schools, Radio & Tv | D-58 |
| Script Services | D-26 |
| Set Production, Tv & Radio | F-7 |
| Sets in Use, Radio & Tv | F-7 |
| Societies, Professional, Radio-Tv | E-7 |
| South Carolina | |
| Am, Fm Stations | B-224 |
| Tv Stations | B-73 |
| Market Facts by Counties | A-83 |
| South Carolina Radio & Television Broadcasters Assn. | E-2 |
| South Dakota | |
| Am, Fm Stations | B-229 |
| Tv Stations | B-75 |
| Market Facts by Counties | A-83 |
| South Dakota Broadcasters Assn. | E-2 |
| Southern California Broadcasters Assn. | E-2 |
| Specialty Programming, Radio-Tv | F-12 |
| Sponsored Programs, FCC Rules | C-30 |
| Spot Checking Services | D-56 |
| Standards of Practice, NAB | C-8 |
| State Broadcasters Associations | E-2 |
| Station Authorizations | F-6 |
| Station Brokers | D-23 |
| Station Employment | F-15 |
| Station Identification, FCC Rules | C-28 |
| Station Representatives | B-261 |
| Station Sales | B-296 |
| Stations, Experimental | B-293 |
| Stations, UHF Translator | B-294 |
| Subscription Tv | D-56 |



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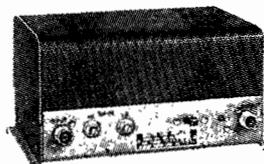
Industrial Television Co.,
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| | | | | | |
|--|-------|---|-------|---|-------|
| Suppliers & Services | D-1 | Tv Film Trade Groups | E-5 | Virgin Islands | |
| Surveys & Market Research | D-56 | Tv Money, Where Goes | F-22 | Am, Fm Stations | B-261 |
| Suspensions, FCC Rules | C-32 | Tv Networks, Regional | B-293 | Virginia | |
| T | | | | | |
| Talent Agents | D-26 | Tv Program Producers & Distributors | D-29 | Am, Fm Stations | B-246 |
| Television Bureau of Advertising | E-3 | Tv Program Services | D-29 | Tv Stations | B-89 |
| Television Production Services | D-29 | Tv & Radio Audience | F-18 | Market Facts by Counties | A-93 |
| Television Station Employment | F-15 | Tv-Radio Billings | D-72 | Virginia Assn. of Broadcasters | E-2 |
| Tennessee | | Tv-Radio Consultants | D-61 | Voice of America | D-59 |
| Am, Fm Stations | B-230 | Tv & Radio Station Brokers | D-23 | W | |
| Tv Stations | B-76 | Tv & Radio Station Representatives | B-261 | Washington | |
| Market Facts by Counties | A-84 | Tv & Radio Trade Assns. | F-4 | Am, Fm Stations | B-251 |
| Tennessee Assn. of Broadcasters | E-2 | Tv Set Production—1946-1959 | F-7 | Tv Stations | B-91 |
| Texas | | Tv Station Directory, Canadian | B-339 | Market Facts by Counties | A-95 |
| Am, Fm Stations | B-234 | Tv Station Directory, U. S. | B-3 | Washington State Assn. of Broadcasters | E-2 |
| Tv Stations | B-78 | Tv Station Sales, History | B-296 | Washington, D. C. | |
| Market Facts by Counties | A-86 | Tv Stations by Channels | B-325 | Am, Fm Stations | B-125 |
| Texas Assn. of Broadcasters | E-2 | Tv Station Transfers | B-296 | Tv Stations | B-14 |
| Time Sales, Radio | F-21 | Tv Time Sales—1948-1958 | F-21 | Market Facts | A-36 |
| Time Sales, Television | F-21 | U | | | |
| Top 50 Agencies | D-72 | UHF Translator Tv Stations | B-294 | West Virginia | |
| Trade Assns. & Professional Groups | E-1 | Unions & Labor Groups | D-60 | Am, Fm Stations | B-254 |
| Transcription Services | D-44 | U. S. Govt. Agencies | D-59 | Tv Stations | B-94 |
| Transcriptions, FCC Rules | C-30 | U. S. Stations Beaming Overseas | B-293 | Market Facts by Counties | A-96 |
| Transfers, FCC Rules Governing | C-33 | Utah | | West Virginia Broadcasters Assn. | E-2 |
| Transfers of Tv Ownership | B-296 | Am, Fm Stations | B-245 | Wisconsin | |
| Translator Tv Stations | B-294 | Tv Stations | B-89 | Am, Fm Stations | B-256 |
| Transmitter & Equipment Mfrs. | D-1 | Market Facts by Counties | A-92 | Tv Stations | B-96 |
| Trends & Developments of 1958-59 | F-8 | Utah Broadcasters Assn. | E-2 | Market Facts by Counties | A-97 |
| Tv Bureau of Advertising | E-3 | V | | | |
| Tv Call Letters, Canadian | B-338 | Vermont | | Wisconsin Broadcasters Assn. | E-2 |
| Tv Call Letters, U. S. | B-327 | Am, Fm Stations | B-246 | Wyoming | |
| Tv Channel Occupancy | B-325 | Tv Stations | B-89 | Am, Fm Stations | B-260 |
| Tv Code of NAB | C-3 | Market Facts by Counties | A-93 | Tv Stations | B-98 |
| Tv Equipment Manufacturers | D-1 | Vermont Assn. of Broadcasters | E-2 | Market Facts by Counties | A-98 |
| Tv Film Producers | D-29 | Viewing Habits | F-18 | Wyoming Assn. of Radio & Television Broadcasters | E-2 |
| | | | | Y | |
| | | | | Yukon Am Stations | B-352 |

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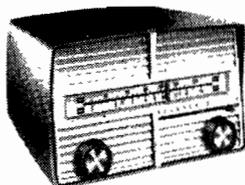
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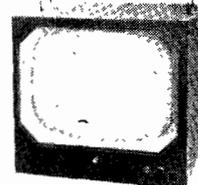
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| | | | | | |
|--|-------|--|-------|----------|--|
| Closed-Circuit Tv | D-56 | FCC Rules Regulating Radio-Tv | C-12 | J | |
| Code, Radio | C-8 | Film Distributors for Tv | D-29 | | Jamaica Stations |
| Code, Tv | C-3 | Film tv programming (percentage carried on tv stations and networks | F-16 | | B-354 |
| Colorado | | Financial Consultants | D-23 | K | |
| Am, Fm Stations | B-120 | Financing, Station | D-23 | | Kansas |
| Tv Stations | B-12 | Florida | | | Am, Fm Stations |
| Market Facts by Counties | A-32 | Am, Fm Stations | B-128 | | Tv Stations |
| Colorado Broadcasters & Telecasters Assn. | E-2 | Tv Stations | B-15 | | Market Facts by Counties |
| Columbia Broadcasting System Inc. | | Market Facts by Counties | A-36 | | Kansas Assn. of Radio Broadcasters |
| Executives & Staff | B-280 | Florida Assn. of Broadcasters | E-2 | | Kentucky |
| CBS Radio Division | | Fm Stations | | | Am, Fm Stations |
| Executives & Staff | B-280 | Authorized in U. S. | F-6 | | Tv Stations |
| Owned & Operated Stations | B-280 | By Call Letters | B-336 | | Market Facts by Counties |
| Radio Network Stations | B-281 | By States | B-103 | | Kentucky Broadcasters Assn. |
| CBS Television Network | | Educational Call Letters | B-338 | | Keystone Broadcasting System |
| Executives & Staff | B-280 | Foreign Language Stations | F-12 | | |
| Owned & Operated Stations | B-281 | Foreign Television Stations | B-357 | L | |
| Tv Network Rates | B-281 | Frequencies | | | Labor Groups & Unions |
| Communications Attorneys | D-16 | Canadian Am Stations | B-352 | | Labrador |
| Communications Carriers | D-55 | U. S. Am Stations | B-313 | | Am Stations |
| Community Antenna Tv Systems | D-50 | Frequency Measuring Services | D-22 | | Tv Stations |
| Congress, Radio-Tv Galleries | E-3 | G | | | Lawyers, Communications |
| Connecticut | | Galleries, Radio-Tv in Congress | E-3 | | Leading Adv. Agencies |
| Am, Fm Stations | B-122 | Georgia | | | License, How To Apply for |
| Tv Stations | B-14 | Am, Fm Stations | B-135 | | License Renewals, FCC Rules |
| Market Facts by Counties | A-34 | Tv Stations | B-18 | | Licensing Groups, Music |
| Connecticut Broadcasters Assn. | E-2 | Market Facts by Counties | A-38 | | Live vs. film tv (ratio of each carried to stations and networks) |
| Construction Servie | D-1 | Georgia Assn. of Broadcasters | E-2 | | F-16 |
| Consultants | D-61 | Government Agencies | D-59 | | Lotteries, FCC Rules Governing |
| Consulting Engineers | D-20 | Group Ownership of Stations | B-301 | | C-32 |
| Copyright, Music | D-26 | Guam | | | Louisiana |
| Correspondents Galleries, Radio-Tv | E-3 | Am Stations | B-261 | | Am, Fm Stations |
| Cuba Radio Stations | B-353 | Tv Stations | B-100 | | Tv Stations |
| D | | H | | | Market Facts by Parishes |
| Definitions, FCC Rules | C-12 | Haiti Radio Stations | B-354 | | Louisiana Assn. of Broadcasters |
| Delaware | | Hawaii | | | E-2 |
| Am, Fm Stations | B-124 | Am, Fm Stations | B-141 | M | Magazine or Newspaper Ownership, Stations |
| Tv Stations | B-14 | Tv Stations | B-22 | | B-306 |
| Market Facts by Counties | A-34 | Market Facts | A-42 | | Maine |
| Delaware Assn. of Broadcasters | E-2 | Hawaiian Assn. of Radio & Television Broadcasters | E-2 | | Am, Fm Stations |
| Developments of Year | F-8 | History of Tv Station Sales | B-296 | | Tv Stations |
| Dimensions of Radio and Television | A-21 | How to Apply for Station | C-1 | | Market Facts by Counties |
| Distributors, Tv Film | D-29 | How Stations Have Multiplied | F-6 | | A-56 |
| District of Columbia | | I | | | Maine Radio & Television Broad- casters Assn. |
| Am, Fm Stations | B-125 | Idaho | | | E-2 |
| Tv Stations | B-14 | Am, Fm Stations | B-141 | | Major Trends |
| Market Facts by Counties | A-36 | Tv Stations | B-22 | | D-61 |
| Dominican Republic Stations | B-354 | Market Facts by Counties | A-42 | | Management Consultants |
| E | | Idaho Broadcasters Assn. | E-2 | | Managers of Talent |
| Editorializing, Radio-Tv Stations | F-15 | Identification, Stations, FCC Rules | C-28 | | D-26 |
| Educational Broadcasting Assns., Groups | E-5 | Illinois | | | Manitoba |
| Educational Fm Call Letters | B-338 | Am, Fm Stations | B-142 | | Am, Fm Stations |
| Employment Services | D-61 | Tv Stations | B-23 | | B-346 |
| Engineering Societies, Groups | E-5 | Market Facts by Counties | A-43 | | Tv Stations |
| Engineers, Consulting | D-20 | Illinois Broadcasters Assn. | E-2 | | B-340 |
| Equipment Distributors | D-1 | Important Stories, 1958-59 | F-8 | | Manufacture of Sets |
| Equipment for Rent | D-14 | Income of Radio Stations | F-23 | | F-7 |
| Equipment Manufacturers | D-1 | Income of Television Stations | F-23 | | Manufacturers of Equipment |
| Events & Trends | F-8 | Indecent Language, FCC Rules | C-33 | | D-1 |
| Expenses of Radio Stations | F-23 | Index to Advertisers | F-28 | | Manufacturers Societies, Groups |
| Expenses of Tv Stations | F-22 | Indiana | | | E-5 |
| Experimental Tv Stations | B-293 | Am, Fm Stations | B-147 | | Manufacturers, Tv Equipment |
| F | | Tv Stations | B-26 | | D-1 |
| Facsimile, FCC Rules Governing | C-24 | Market Facts by Counties | A-44 | | Manufacturing & Engineering |
| Federal Communications Bar Assn. | D-17 | Indiana Broadcasters Assn. | E-2 | | E-5 |
| Federal Communications Commission— Executives & Staff | C-33 | Industry Highlights, 1958-59 | F-8 | | Map, Tv |
| Field Offices | C-34 | International Radio Stations | B-293 | | B-365 |
| | | Iowa | | | Market Research |
| | | Am, Fm Stations | B-150 | | D-56 |
| | | | | | Maryland |
| | | | | | Am, Fm Stations |
| | | | | | B-162 |
| | | | | | Tv Stations |
| | | | | | B-38 |
| | | | | | Market Facts by Counties |
| | | | | | A-56 |
| | | | | | Maryland-D. C. Broadcasters Assn. |
| | | | | | E-2 |
| | | | | | Massachusetts |
| | | | | | Am, Fm Stations |
| | | | | | B-167 |
| | | | | | Tv Stations |
| | | | | | B-40 |
| | | | | | Market Facts by Counties |
| | | | | | A-58 |
| | | | | | Massachusetts Broadcasters Assn. |
| | | | | | E-2 |
| | | | | | Measuring Services, Frequency |
| | | | | | D-22 |
| | | | | | Media Societies, Groups |
| | | | | | E-4 |
| | | | | | Mexican-Caribbean Radio Stations |
| | | | | | B-353 |
| | | | | | Mexico Radio Stations |
| | | | | | B-354 |
| | | | | | Michigan |

