

Harold Neal, Jr. (WABC): radio programing for people	30 July, p. 65
Charles M. Adams (Richmond Hotels): radio books full hotel	6 Aug., p. 39
Ward L. Quaal (WGN): can America do too much?	6 Aug. p. 69
Geoff Stirling (CKGM): business loans to students	6 Aug., p. 69
Arthur Hamell (Comm'l Producers): boosting nat'l spot radio	13 Aug., p. 69
John Veckly (U. S. Steel): faith in advtg. needed	20 Aug., p. 41
M. E. Richmond (WMEX): public service shows good	20 Aug., p. 69
Howard K. Smith (ABC TV): tv in 1970	27 Aug., p. 41
Robert W. Ferguson (WTRF-TV): computers and station problems	27 Aug., p. 69
Bert Claster (producer): local live sports	3 Sept., p. 69
W. F. Miksch: If Hollywood did "The FCC Story"	10 Sept., p. 31
William Wallace (Adam Young): radio a must in your budget	10 Sept., p. 68
Perry S. Ury (WGMS): capitol's market for high-brow music	22 Oct., p. 72
William S. Todman (Goodson-Todman): game shows a safe bet	29 Oct., p. 66
John Downey (WCAU): numbers game poor yardstick	5 Nov., p. 78
Perry S. Samuels (WPTR): our kind of station	12 Nov., p. 66
Hartley L. Samuels (WKAZ): I'm the new Tod Storz!	19 Nov., p. 71
Philip D'Antoni (Mutual Bldstg.): radio—current listeners facts	21 Sept., p. 66
William K. McDaniel: what NBC wants in audience measurement	26 Nov., p. 66
Irving Schwartz (KUDL): radio's prime audience: 20-40 yrs. old	3 Dec., p. 61
Dan Ingram (WABC): how to choose right air personality	10 Dec., p. 66
Leonard Lavin (Alberto-Culver): our tv success formula	10 Dec., p. 35
W. B. Lodge (CBS): commercial volume control	10 Dec., p. 29
James Beach (Foote, Cone & Belding): some advice to reps	17 Dec., p. 74
Chas. Colledge (RCA): color technical advances	31 Dec., p. 54

### COMMERCIALS

Int'l Advtg. Film Festival: U. S. wins	2 July, p. 30
Prime time 20s: good tv buy (CBS TV)	2 July, p. 42
Carson's credo for comm'l copy	9 July, p. 28
Dignified comm'ls: Metrecal ad strategy	9 July, p. 30
Recall not tied to media ( <i>Look</i> magazine)	16 July, p. 8
\$75 million tv comm'l industry	16 July, p. 25
Comm'l's taped in stereo	16 July, p. 19
Beer: Carlsberg comm'ls via Weston	30 July, p. 33
I.D.s, on the way out?	6 Aug., p. 42
RKO gets BAR seal on program tapes	13 Aug., p. 44
Tv copy points test (audits & surveys)	20 Aug., p. 8
Announcements gain from spot rise, 2nd qtr. '62	3 Sept., p. 44
Costs: residuals, fair or foul?	10 Sept., p. 27
Huff comm'l for Stevens slacks	24 Sept., p. 37
Piggybacks	1 Oct., p. 60
Spot tv buys	1 Oct., p. 67
Yogurt uses humor	8 Oct., p. 39
Chevy six-minute commercials	8 Oct., p. 46
Tv commercial monitors	15 Oct., p. 40
Testing device	19 Nov., p. 19
Testing here to stay	19 Nov., p. 31
Who's to blame for noisy commercials?	10 Dec., p. 29
FCC inquiry into loudness	24 Dec., p. 7
What's new in color commercials?	31 Dec., p. 43

### FM RADIO

Admen talk real fm dollars	9 July, p. 32
Growth & audience studies (Pulse, MPI)	9 July, p. 32

Carpet shop: fm advertising a success	9 July, p. 35
Comm'l's taped in stereo	16 July, p. 19
Fm audience: car owners (QXR study)	13 Aug., p. 65
Fm vs. am: set counts in top 15 markets	17 Sept., p. 21
Magnavox invests \$150,000 in fm	29 Oct., p. 33
Selling powers of fm: Rod Erickson	3 Dec., p. 20

### GENERAL

Billings: Spot paper systems, analysis	30 July p. 37
No. of tv sponsors last 3 years	8 Oct. p. 25
Dodgers, Giants, 10 sponsors	8 Oct. p. 36
Storer: Pulse's man of the year	22 Oct. p. 30
Cost of advertising to consumer	22 Oct. p. 32
World Series playoff (Nielsen)	5 Nov. p. 21
BPA 7th annual meeting	5 Nov. p. 34
How big is Spanish market (See special Issues)	5 Nov. p. 39
Market profile: a definition	12 Nov. p. 27
Advertising and bldstg authors	12 Nov. p. 30
Videotape ups local revenue	12 Nov. p. 32
Private vs. national brands	12 Nov. p. 33
Advertising scene in Los Angeles	19 Nov. p. 40
Farm radio/tv profile 1962	26 Nov. p. 31
Culligan, Joe: "Please say it ain't so, Joe!"	3 Dec. p. 32
"Benchmark research" method of goal setting	10 Dec. p. 38
Promotion, what buyers think of it	10 Dec. p. 40
10 best agency-net negotiators	17 Dec. p. 27
Bedside Network run by volunteers	17 Dec. p. 34
Non-man of Year award	24 Dec. p. 36

### Television

BBC & comm'l tv: Pilkington Report	2 July p. 8
Tv turns to tv to build audiences	9 July p. 41
Marketing: use of tv coverage areas	23 July p. 19
Color tv & auto industry	30 July p. 35
Late night tv in high gear	30 July p. 35
Prediction: tv in 1970 (Nieman)	30 July p. 41
U. S. tv: Baruch (CBS) defends	20 Aug. p. 10
Prediction: tv in 1970 (Howard K. Smith)	27 Aug. p. 41
Marketing: tv areas equal sales areas	3 Sept. p. 27
Tv market rankings analysis	17 Sept. p. 41
Spot tv: prime 20s	24 Sept. p. 15
Tv: fund raising for muscular dystrophy	24 Sept. p. 30
Denver bank million-dollar check promotion	24 Sept. p. 32
Educational tv: WNDT	1 Oct. p. 12
Spot tv: toys force deadline	1 Oct. p. 19
More tv dollars for smaller markets	1 Oct. p. 29
Tv rate raise by CBS & ABC	15 Oct. p. 11
World tv advertising	22 Oct. p. 14
Tv and ANA	5 Nov. p. 25
Autos tops in local tv (TvB)	5 Nov. p. 29
Piggybacks: an NAB code review	12 Nov. p. 22
Autos: tv breakdown in 1962	12 Nov. p. 19
Sports: tv football audience average (chart)	12 Nov. p. 21
Hiss-Nixon fracas	19 Nov. p. 11
Tv: top stories of year	24 Dec. p. 22
Appraisal of color tv boom	31 Dec. p. 23
Color tv set sales reach million mark	31 Dec. p. 25
Local color tv shows	31 Dec. p. 37
What's new in color commercials?	31 Dec. p. 43
Color technical advances	31 Dec. p. 52
Color tv facilities at stations (table)	31 Dec. p. 52
News censorship: JFK, Minow support Hagerty	26 Nov. p. 12
Audimax: program-commercial balance	26 Nov. p. 20
Multi-station markets, effect of a new station	26 Nov. p. 36

### Radio

Spoken words worth more than 1,000 photos	2 July p. 39
Renaissance in radio (Crichton, 4A's)	2 July p. 40