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# "The Man Called

Based on material from the files of one of

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RADIO  
ANNUAL

TELEVISION  
YEAR BOOK

1956

# orful Man of Mystery!

“

*Starring*

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As Master of International Intrigue

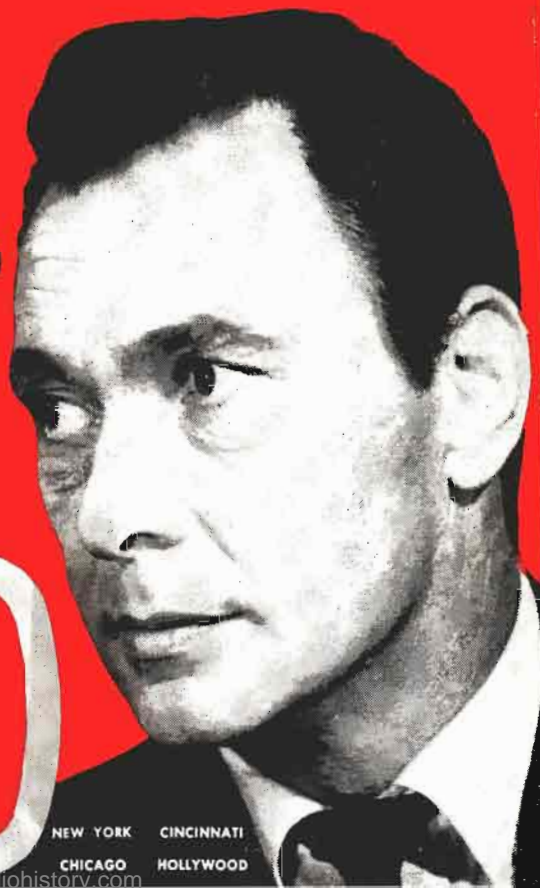
**X DANGER**  
is his constant  
companion!

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is his way  
of life!

**X THE WORLD**  
is his field  
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★ INTRIGUE  
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**RADIO DAILY**  
TELEVISION DAILY

Presents

**1956**

**Radio**  
**Annual**

**NINETEENTH ANNUAL EDITION**

**JACK ALICOATE**  
Editor-in-Chief

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Men  
who  
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This use of Spot in seasonal campaigns provides the company with powerful impact and complete flexibility at low cost in selected key



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*Left to right: GENE K. FOSS, Vice President in charge of Advertising, Groce Laboratories, Inc. JAMES H. GROVE, President, Groce Laboratories, Inc. HARRISON MULFORD, JR., TV Representative, NBC Spot Sales. HARRY B. COHEN, President, Harry B. Cohen Advertising Co., Inc.*

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- KSD-TV, St. Louis
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- WBUF-TV, Buffalo
- KOMO-TV, Seattle
- KOA-TV, Denver
- KPTV, Portland, Ore.
- WAVE-TV, Louisville
- WRGB, Schenectady-Albany-Troy
- KONA-TV, Honolulu, Hawaii

**Representing Radio Stations:**

- WRCA, New York
- WMAQ, Chicago
- WRCV, Philadelphia
- KNBC, San Francisco
- KSD, St. Louis
- WRC, Washington, D. C.
- KOMO, Seattle
- KOA, Denver
- WAVE, Louisville
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**A P**

**FOR**

**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



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# Foreword

**F**ROM crystal sets to the modern compact transistor receivers, radio has come a long way since the broadcast of Arlington time signals over KDKA more than 30 years ago. The same is true of station expansion, programming, advertising techniques and all that goes to make radio the most widely used medium in the nation today.

**I**N A measure this is the story of the advances of Radio Annual. Today this comprehensive, fact packed volume, is dramatic documentation of broadcasting's advances. It represents the composite thinking of a lot of experts and the untiring efforts of a specialized editorial staff. Radio's chronological story from its inception is faithfully recorded and the tremendous advances of television fill sections of the Book.

**W**E RECOMMEND this volume to you for it is your book in every sense of the word. If it were not for the fine cooperation of all segments of the industry this 1956 edition would not have been possible.

**JACK ALICOATE**  
Editor-in-Chief

NBC-TV NETWORK  
SATURDAYS  
8:00 TO 9:00 P.M. EST



**THE  
PERRY COMO  
SHOW**



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1956

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# "9 P.M. B-U-L-O-V-A

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WATCH  
TIME"



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This . . . the world's most famous commercial time signal was originated by Bulova 'way back in 1927! As the years went by, it became the announcement most familiar to the radio audience . . . just as today Bulova is seen by more people than any other product on television\*. An average of 35,000,000 a night — 7 nights in the week!

As a pioneer user of radio and television spots, Bulova salutes the stations which have served it so well, and wishes them continued prosperity!

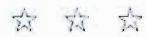
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**WATCH COMPANY, INC.**

Bulova Park, N. Y.



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## HARRY WISMER

Broadcasting and Telecasting

**TOP SPORTING EVENTS**  
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# United Press news programs for radio and television

<b>BASIC NEWS</b>	World News Roundup	Weekdays, 7 times; Sun., 4 times
	The World in Brief	Weekdays, 15 times; Sun., 18 times
	United Press Headlines	Weekdays, 7 times; Sun., 4 times
<b>SPORTS</b>	Speaking of Sports	Monday through Friday
	The Sports Roundup	Four times daily
	Sizing Up Sports	Sunday
	Great Moments in Sports	Monday through Friday
	Sports at a Glance	Twice daily
<b>FOR WOMEN</b>	The Woman's Beat	Monday through Friday
	Mainly for Women	Monday through Friday
	Women in the News	Monday through Friday
<b>FARMING</b>	R.F.D. Review	Monday through Saturday
	Daily Farm Market Survey	Monday through Saturday
	Rural Roundup	Monday through Friday
<b>HUMAN INTEREST</b>	United Press Almanac	Every day
	Flashback	Monday through Saturday
	Of Human Interest	Monday through Friday
	In Your Neighborhood	Monday through Saturday
	Time Out	Monday through Friday
<b>RECREATION</b>	On the Record	Tuesday, Thursday, Saturday
	Let's Take a Trip	Monday, Wednesday, Friday
	Calling All Drivers	Tuesday, Thursday, Saturday
	In Movieland	Monday, Wednesday, Friday
	Hobby Time	Saturday
	Man About the House	Saturday
	Be a Sport	Saturday
<b>COMMENTARY AND REVIEW</b>	United Press News Analysis	Monday through Friday
	Today's United Press Commentary	Monday through Friday
	Names in the News	Monday through Friday
	Under the Capitol Dome	Monday through Friday
	Good Neighbors	Monday through Friday
<b>BUSINESS, SCIENCE, RELIGION</b>	Business World	Monday through Friday
	Weekly Business Review	Saturday
	Along Broadcast Row	Monday through Friday
	Today in Science	Monday through Friday
	Religious News	Saturday

1,700 stations from coast to coast receive from United Press an average of more than 50 news programs and news features every day—besides scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

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A full hour of features—documentaries, news reviews, striking quotes, human interest and personality stories, comment on business, politics, government, foreign affairs, books, records, stage and screen, farming, fashions, home-making. Interspersed with musical recordings and announcer comment, the material is enough for a program block of at least two hours. All of this in addition to U.P.'s regular Sunday news dispatches.



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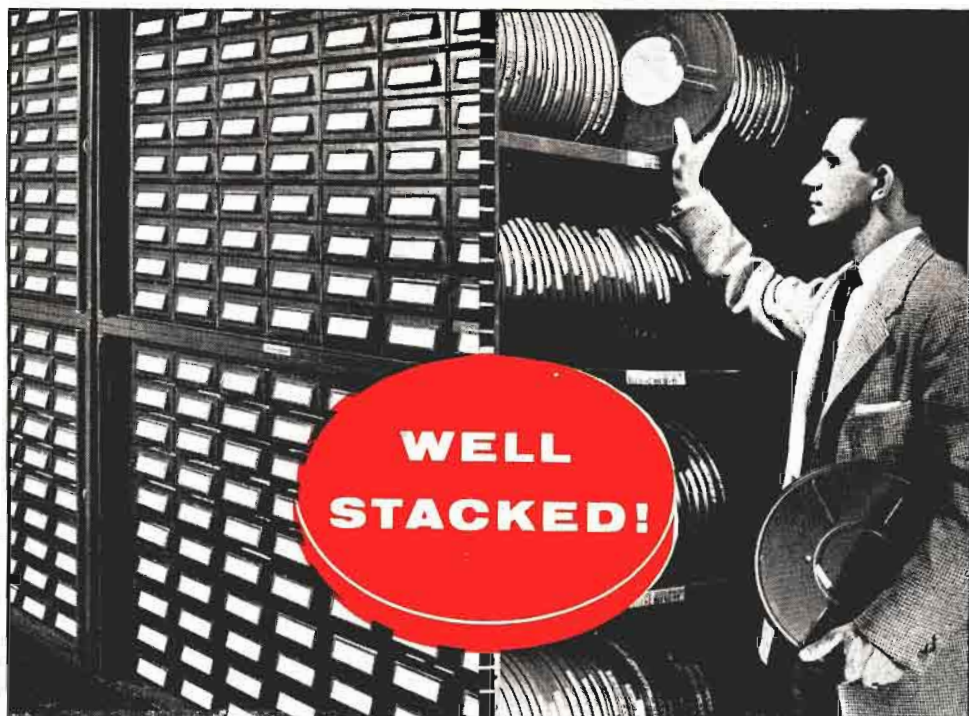
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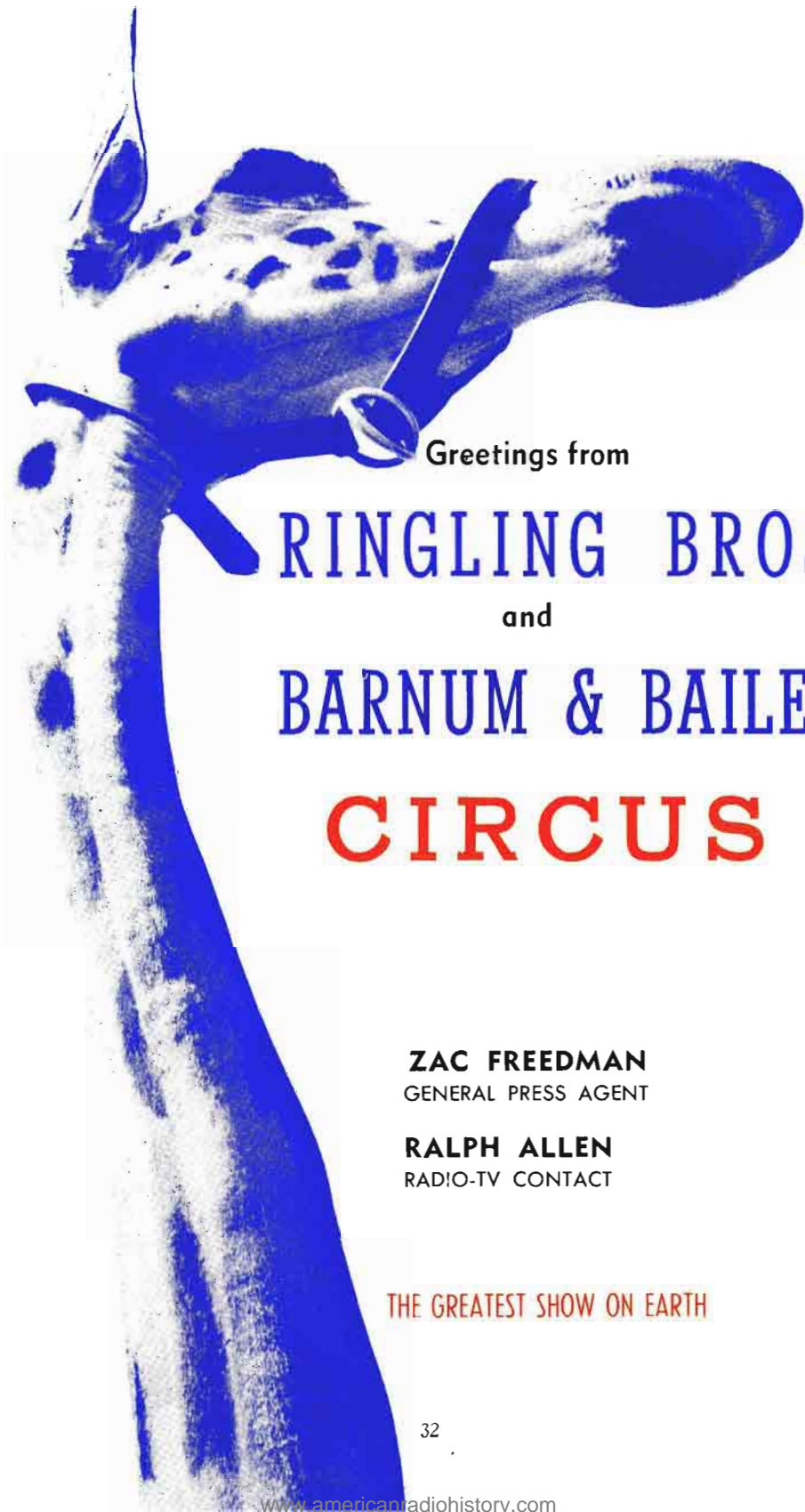
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Greetings from

**RINGLING BROS.**

and

**BARNUM & BAILEY**

**CIRCUS**

**ZAC FREEDMAN**

GENERAL PRESS AGENT

**RALPH ALLEN**

RADIO-TV CONTACT

**THE GREATEST SHOW ON EARTH**

# Radio-Television Industry Scores First Over-Billion Dollar Year



Federal Communications Commission financial figures for radio and television revenues in 1954 show broadcasting to be a more than billion dollar industry—42 million more exactly. TV accounted for \$593 million in revenues; and radio for 449 million. The year 1954 also was the first year in which TV passed radio in total revenues. More than half of TV's total revenues were attributed to the four TV networks and their sixteen owned and operated stations.

## BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO<sup>1</sup> AND TELEVISION BROADCAST SERVICES 1953-1954

Service	1954	1953 (\$ Millions)	Percent Increase or (Decrease) in 1954
<b>Total Broadcast Revenues</b>			
Radio .....	\$ 449.5	\$475.3	(5.4)
Television .....	593.0	432.7	37.0
Industry Total .....	\$1,042.5	\$908.0	14.8
<b>Total Broadcast Expenses</b>			
Radio .....	\$ 407.7	\$420.3	(3.0)
Television .....	502.7	364.7	37.8
Industry Total .....	\$ 910.4	\$785.0	16.0
<b>Broadcast Income (before Federal Income Tax)</b>			
Radio .....	\$ 41.8	\$ 55.0	(24.0)
Television .....	90.3	68.0	32.8
Industry Total .....	\$ 132.1	\$123.0	7.4

<sup>1</sup> Includes AM and FM broadcasting.

Note: 1954 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,555 AM and AM-FM and 43 independent FM stations. 1953 data are for the same networks and 2,434 AM and AM-FM and 45 independent FM stations. 1954 TV data cover the operations of 4 networks and 410 stations; 1953 data are for the same networks and 334 stations.

## NETWORKS COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS

	1954 (\$ Millions)	1953
<b>Broadcast Revenues</b>		
AM .....	\$ 84.5	\$ 92.6
TV .....	306.7	231.7
Total .....	\$391.2	\$324.3
<b>Broadcast Expenses</b>		
AM .....	\$ 77.0	\$ 83.2
TV .....	270.2	213.7
Total .....	\$347.2	\$296.9
<b>Broadcast Income (Before Federal Income Tax)</b>		
AM .....	\$ 7.5	\$ 9.4
TV .....	36.5	18.0
Total .....	\$ 44.0	\$ 27.4

Note 1: AM data include the operations of 16 network-owned stations in 1953 and 1954.  
Note 2: TV data include the operations of 16 stations in 1953 and 1954.



**TRENDEX**  
**NEW YEAR'S EVE**  
**1956**  
**WRCA-TV**  
**31.8 = 65.2%**  
of total viewing audience

**AMERICA'S #1 ORCHESTRA**

# GUY LOMBARDO

**AND HIS ROYAL CANADIANS**

**# 1 MUSIC SHOW!**

**Voted**

**"BEST NEW TV FILM MUSICAL SERIES"**

*Billboard's 3rd Annual TV Film Awards Competition*

★ ★ ★ ★ ★

"Happy with the half-hour Guy Lombardo Show on WRCA-TV, N. Y., A&P has expanded its coverage to include Birmingham, Atlanta, Jacksonville and Petersburg . . . The Lombardo Show won universal approval in New York; its appeal is to the entire family, which is what A&P is looking for."

*Television Magazine, October, 1955*

★ ★ ★ ★ ★

"Since taking on the Guy Lombardo Show we have had more favorable results and comments from that show than from all the rest of our advertising media put together."

*D. R. Hunneman, Jr., Ass't V.P. Canal National Bank of Portland, Maine.*

**Currently**

**HOTEL ROOSEVELT**

**New York**

**Publicity — DAVID O. ALBER ASSOCIATES: Gene Shefrin**

***Variety - ARB***

**NEW YORK, WRCA — 15.2 (Dec. 1955)**

**PITTSBURGH, KDKA — 32.4 (Oct. '55)**

**SHREVEPORT, KTBS — 29.4 (Oct. '55)**

**SOUTH BEND, WSTB — 20.3 (Nov. '55)**

**JOHNSTOWN, WJAC — 33.2 (Nov. '55)**

**BOISE, KBOI — 26.9 (Nov. '55)**

**FT. WAYNE, WKJG — 26.5 (Nov. '55)**

**Exclusive Management**  
**MUSIC CORPORATION**  
**OF AMERICA**

# Brightest Radio-TV Business Year In Sight



By  
**FRANK BURKE**

Editor  
Radio-Television Daily

**W**RITING about the radio and television outlook for 1956 is a pleasant assignment for one could wrap it all up with one sentence— **The outlook is terrific.**

Business yard sticks everywhere indicate the prospects of a boon year. These impressive forecasts include radio, television and the many allied fields of the electronic industry who'll figure in the 1956 profit parade.



On the radio scene there has been a substantial increase in business on the local level and an upturn in the network radio billings. Stations across the nation have experienced a return to radio by many old advertisers and also some new clients have come into the fold. Most important on the local scene have been the heavy use of time by automobile dealers, retail stores, appliance companies and public utilities. Then too the heavy amount of national spot business has been a factor in the profit parade.



The outlook for radio broadcasters this year is as good or even better than it was in 1955. Already signs point to billing increases over a year ago and the summer business prospects were never healthier. Many factors have brought about this healthy business condition: The substantial increase in radio circulation through millions of car radios, portables, and the advent of the revolutionary new transistor receivers. These influences coupled with the intensive selling the Radio Advertising Bureau, Station Reps organization and other agencies have revitalized the medium.

Television as a medium continues to pile up an enviable record of sales and programming advancement. Network business has far exceeded expectations and TV stations on the local level in all the major

markets report excellent business and a big year in prospect for 1956. The TV prosperity story is clouded, however, by the plight of UHF station operations in many markets in which VHF stations dominate the scene. These UHF stations, at the moment are hopeful that the Federal Communications Commission will help alleviate their economic distress.

The equipment field with the potentialities of relays, tape recorders, film recorders, other TV innovations also offer boundless opportunities for production and sales expansion this year. Never before has equipment been so important to the trade and indications are that sales this year will transcend any previous records.



Under the all-embracing term equipment— comes such newcomers in the field as closed circuit TV, toll TV systems, and community antenna systems which are making their bid for a share of the equipment dollar. The many specialized manufacturers who contribute to these new developments will add considerable to the gross equipment sales this year.

We could go on and on and cite statistics to emphasize this progress report of the radio and television industry. We are certain, however, that Brig. General David Sarnoff, chairman of the board of RCA, an annual contributor to this edition will document this story better with RCA's record of unprecedented production. Harold E. Fellows, president of NARTB, another distinguished editorial contributor, can also add to this success story as he outlines the growth of the radio and television broadcasting industry.

There are many more who have written of the industry's accomplishments in this volume, moving testimony to the impact of the electronic age. They include James Secrest of the Radio Electronic Television Manufacturers Association, and Oliver Treyz of the Television Advertising Bureau.



The simple facts are that anyway you look at it 1956 should be the biggest year in the history of this industry. It holds promise of heavy production of transistor radios; great new lines of popular priced color television sets and revolutionary new radio and TV transmitting equipment which will keep production lines humming throughout the year. Then too we have the promise of unprecedented advertising expenditures this year. These are the signs of prosperity found during this a Presidential election year.





# 1954-55 LEADING ADVERTISERS

(1955 FIGURES BASED ON SIX MONTH PERIOD)



ADVERTISER	Advertising Expenditures	Network Radio Percentage	Network TV Percentage
<b>GENERAL MOTORS CORP.</b>			
1955	26,948,227	12.4	24.6
1954	80,289,000	4	17
<b>PROCTER &amp; GAMBLE CO.</b>			
1955	24,990,507	20.6	64.1
1954	58,437,000	20	55
<b>GENERAL FOODS CORP.</b>			
1955	15,381,587	4.6	41.0
1954	37,360,000	8	35
<b>COLGATE-PALMOLIVE CO.</b>			
1955	14,927,452	12.4	61.1
1954	39,343,000	11	48
<b>CHRYSLER CORP.</b>			
1955	13,637,085	6.4	53.6
1954	34,333,000	5	34
<b>GILLETTE CO.</b>			
1955	11,032,598	24.2	61.9
1954	24,667,000	21	63
<b>GENERAL ELECTRIC CO.</b>			
1955	9,400,594	...	41.3
1954	24,976,000	3	38
<b>AMERICAN TOBACCO CO.</b>			
1955	9,364,660	10.4	55.2
1954	21,494,000	7	59
<b>LEVER BROTHERS CO.</b>			
1955	9,351,438	20.6	49.4
1954	23,999,000	17	41
<b>FORD MOTOR CO.</b>			
1955	8,840,653	1.6	44.4
1954	36,707,000	2	22
<b>GENERAL MILLS, INC.</b>			
1955	7,578,010	18.2	59.7
1954	21,111,000	16	49
<b>R. J. REYNOLDS TOBACCO CO.</b>			
1955	7,126,496	6.2	74.2
1954	24,019,000	7	66

ADVERTISER	Advertising Expenditures	Network Radio Percentage	Network TV Percentage
<b>NATIONAL DAIRY PRODUCTS CORP.</b>			
1955	6,868,676	22.9	45.3
1954	15,567,000	5	51
<b>AMERICAN HOME PRODUCTS CORP.</b>			
1955	6,802,567	25.9	56.5
1954	14,677,000	22	51
<b>LIGGETT &amp; MYERS TOBACCO CO.</b>			
1955	6,706,808	23.4	60.4
1954	17,603,000	15	47
<b>P. LORILLARD CO.</b>			
1955	5,961,307	20.4	58.9
1954	16,437,000	19	55
<b>SWIFT &amp; CO.</b>			
1955	5,618,190	24.7	44.2
1954	12,276,000	23	32
<b>BRISTOL-MYERS CO.</b>			
1955	5,609,726	15.9	45.0
1954	9,497,000	15	39
<b>CAMPBELL SOUP CO.</b>			
1955	5,448,377	0.1	45.1
1954	13,998,000	4	44
<b>PILLSBURY MILLS, INC.</b>			
1955	4,242,798	22.9	61.6
1954	9,967,000	19	54
<b>QUAKER OATS CO.</b>			
1955	3,926,744	21.1	27.3
1954	9,968,000	15	32
<b>GOODYEAR TIRE &amp; RUBBER CO.</b>			
1955	3,805,687	5.0	26.9
1954	10,226,000	3	21
<b>STERLING DRUG, INC.</b>			
1955	3,758,723	31.9	17.5
1954	9,326,000	35	11
<b>MILES LABS., INC.</b>			
1955	3,746,359	54.9	32.2
1954	8,036,000	71	2
<b>AMERICAN T. &amp; T. CO.</b>			
1955	3,713,561	11.2	...
1954	6,979,000	11	...

# HOPE



1956

# CHEVROLET

# 1955 RADIO-TV SET PRODUCTION



• *RETMA figures for the year 1955 show that radio production enjoyed its highest output in seven years, (14,894,695). Full 1955 TV production was set at a record 7,756,521. Production for both for 1955 by months is shown below:*

	Tele- vision	Home Radio Sets	Port- ables	Auto	Clock	Total Radio
January .....	654,582	280,121	47,303	573,837	166,885	1,068,146
February .....	702,514	232,831	109,120	597,742	150,031	1,089,724
March (5 wks.) .....	831,156	300,840	233,465	774,025	173,944	1,482,274
April .....	583,174	193,431	265,866	567,876	72,602	1,099,775
May .....	467,394	161,357	258,701	563,369	130,608	1,111,035
June (5 wks.) .....	589,973	181,930	255,833	584,567	182,605	1,204,935
July .....	344,295	141,119	79,410	404,443	93,517	718,489
August .....	647,903	300,513	106,197	403,320	137,604	947,634
Sept. (5 wks.) .....	939,515	417,802	139,164	511,278	234,106	1,302,350
October .....	759,735	398,087	168,709	651,017	282,393	1,500,206
November .....	631,654	389,316	181,573	733,859	276,049	1,580,797
Dec. (5 wks.) .....	604,626	396,535	182,204	864,261	343,330	1,786,330
<b>TOTAL .....</b>	<b>7,756,521</b>	<b>3,393,882</b>	<b>2,027,545</b>	<b>7,229,591</b>	<b>2,243,674</b>	<b>14,894,695</b>

# RADIO SET PRODUCTION

(Estimated Total U. S. Industry)



Year	Units	Value (Manufacturers)	Year	Units	Value (Manufacturers)
1924	1,500,000	—	1938	7,141,811	112,263,000
1925	2,000,000	—	1939	10,762,631	153,421,100
1926	1,750,000	—	1940	11,831,187	176,626,900
1927	1,350,000	—	1941	13,642,334	233,841,100
1928	3,250,000	—	1942	4,306,984 (1)	102,968,700
1929	4,428,000	—	1946	15,955,000	434,244,000
1930	3,788,961	\$155,432,300	1947	20,000,000	650,000,000
1931	3,593,993	104,705,400	1948	16,500,000	525,000,000
1932	2,446,143	54,374,700	1949	11,400,000	310,000,000
1933	4,157,045	70,269,400	1950	14,589,900	375,000,000
1934	4,478,967	94,859,400	1951	12,627,362	315,936,597
1935	6,030,508	128,399,100	1952	10,934,872	249,847,000
1936	8,248,755	169,359,700	1953	13,368,556	297,985,113
1937	8,083,144	165,390,900	1954	10,400,530	228,811,700
			1955	14,894,695	298,489,688

(1) Civilian production terminated April 22, 1942.

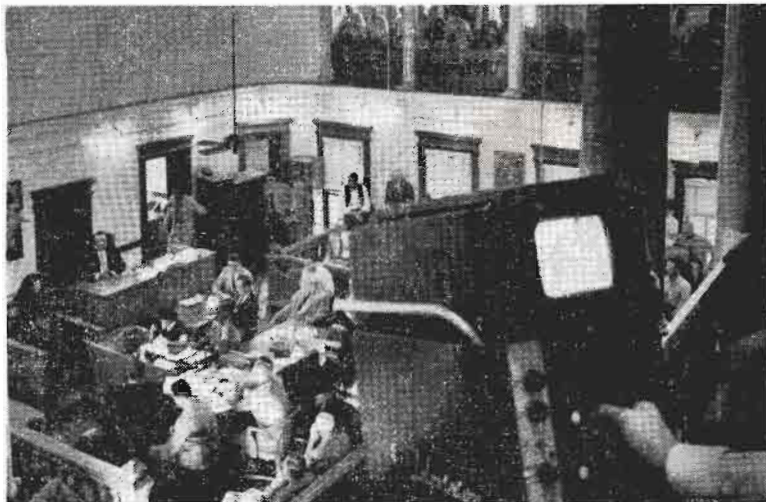


*Liberace*  


*George Liberace!*

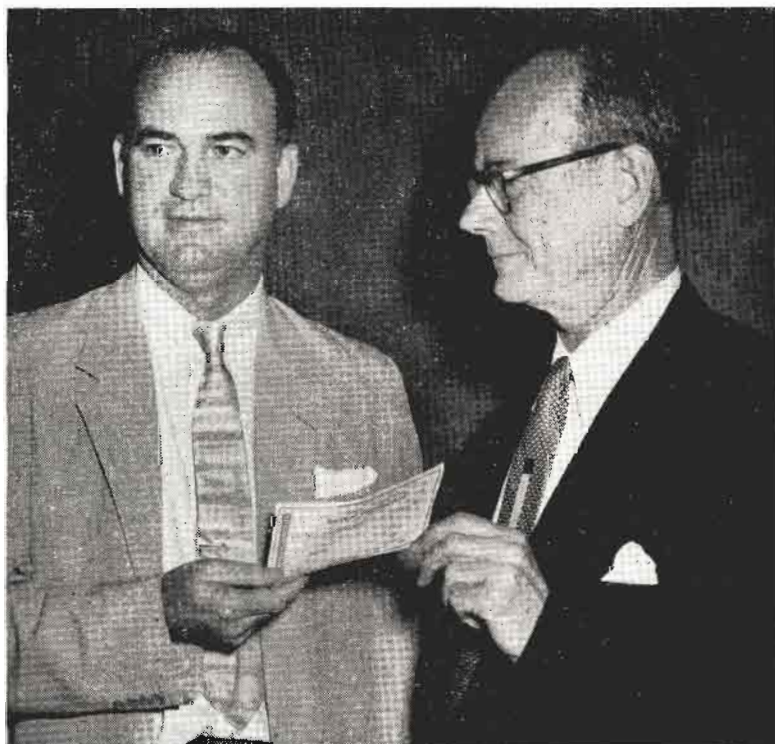


## TELEVISION PRECEDENT SET

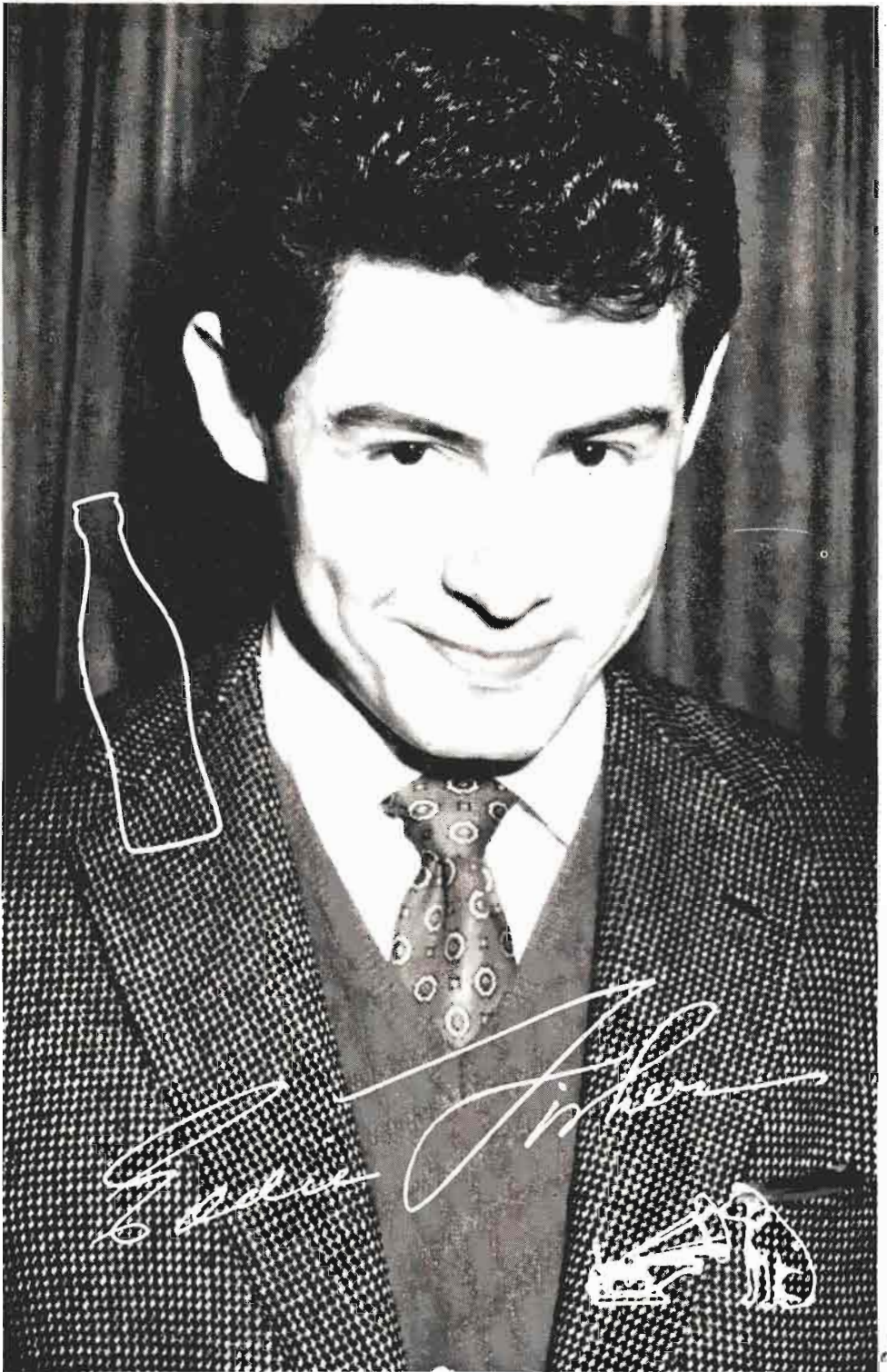


*A television and judicial precedent was set in December of last year when District Court Judge D. W. Bartlett permitted the cameras of KWTX-TV to telecast an actual murder trial while in session, with the camera deftly placed in a little-used balcony. (Shown left.)*

## O'NEIL BUYS RKO



*In what is believed to be the largest single financial transaction in the motion picture industry and one of the largest cash transactions in American financial history, Thomas F. O'Neil, president of General Tele-radio, is shown presenting a \$25 million dollar check to Thomas A. Slack, attorney and representative for Howard Hughes, from whom GT purchased RKO Radio Pictures, Inc.*



# **All-American Favorites of 1955**

## **RADIO**

## **TELEVISION**

### **— MAN OF THE YEAR —**

**SYLVESTER L. WEAVER—NBC**

**PHIL SILVERS—CBS-TV**

### **— WOMAN OF THE YEAR —**

**MARGARET TRUMAN—NBC**

**NANETTE FABRAY—NBC-TV**

### **— DRAMATIC SHOW OF THE YEAR —**

**NBC RADIO THEATRE**

**CLIMAX!—CBS-TV**

### **— COMEDY SHOW OF THE YEAR —**

**AMOS 'N ANDY MUSIC HALL  
CBS**

**GEORGE GOBEL SHOW  
NBC-TV**

### **— MUSICAL SHOW OF THE YEAR —**

**TELEPHONE HOUR—NBC**

**LAWRENCE WELK SHOW—ABC-TV**

### **— COMMENTATOR OF YEAR —**

**EDWARD R. MURROW—CBS**

**EDWARD R. MURROW—CBS-TV**

### **— DOCUMENTARY OF YEAR —**

**BIOGRAPHIES IN SOUND—NBC**

**SEE IT NOW—CBS-TV**

### **— QUIZ SHOW OF YEAR —**

**YOU BET YOUR LIFE—NBC**

**\$64,000 QUESTION—CBS-TV**

### **— SPORTSCASTER OF YEAR —**

**MEL ALLEN**

**MEL ALLEN**

### **— BEST NEW PROGRAM IDEA —**

**MONITOR—NBC**

### **— COLOR PROGRAM OF YEAR —**

**PETER PAN—NBC-TV**

### **— BEST TRANSCRIBED SERIES —**

**BIOGRAPHIES IN SOUND—NBC**

### **— BEST FILMED SERIES —**

**I LOVE LUCY—CBS-TV**

### **— CHILDREN'S SHOW OF YEAR —**

**NO SCHOOL TODAY—ABC**

**DISNEYLAND—ABC-TV**

### **— VOCALIST OF THE YEAR —**

**MALE—EDDIE FISHER  
FEMALE—DINAH SHORE**

**MALE—PERRY COMO  
FEMALE—DINAH SHORE**

### **— SONG HIT OF YEAR —**

**SIXTEEN TONS  
BMI**

**LOVE IS A MANY SPLENDORED  
THING—ASCAP**



R. R. Bonhé



# TV OWNERSHIP REVEALED BY U. S. CENSUS



- The first Bureau of the Census survey of TV set ownership since the 1950 census, conducted in June at the expense of the Advertising Research Foundation, revealed that 67% of America's 48,000,000 homes contain TV sets, an increase of 26,000,000 in five years.
- The survey showed that the number of sets increased in proportion to the density of population. Eighty percent of the homes in cities of 1,000,000 or more contained sets, as compared to 55% in cities of less than a million, and 45% in rural areas. Households of five persons contained more sets than smaller homes.
- The Northeast and North Central areas led with 75% ownership, followed by 67% in the West, and a little better than half in the South. Significant details from the survey are shown below.

Table 1.

HOUSEHOLDS WITH TV, U.S., INSIDE AND OUTSIDE STANDARD METROPOLITAN AREAS: JUNE 1955

(% Distribution)

Area	Number of Sets		
	None	1 or More	2 or More
U. S. ....	32.8	64.9	2.3
Inside standard metropolitan areas ...	21.7	74.9	3.4
Outside standard metropolitan areas			
Urban places .....	44.1	55.1	0.8
Rural territory ...	54.1	45.3	0.6

Table 2.

HOUSEHOLDS WITH TV SETS BY RESIDENCE AND SIZE OF PLACE, U.S.: JUNE 1955

(% Distribution)

Residence and Size of Place	Number of Sets in Household	
	None	1 or More
Urban .....	26.5	73.5
In urbanized areas..	21.0	79.0
Areas of 3,000,000 or more .....	19.5	80.5
Areas of 1,000,000 to 2,999,999 .....	18.0	82.0
Areas of 250,000 to 999,999 .....	21.5	78.5
Areas under 250,000	25.6	74.4
Not in urbanized areas	44.3	55.7
Places of 10,000 or more .....	37.6	62.4
Places under 10,000.	48.0	52.0
Rural non-farm .....	38.7	61.3
Rural farm .....	57.7	42.3

Table 3.

HOUSEHOLDS WITH TV SETS, U.S. BY REGIONS, INSIDE AND OUTSIDE STANDARD METROPOLITAN AREAS: JUNE 1955

(% Distribution)

Area	Number of Sets in Household	
	None	1 or More
U. S. ....	32.8	67.2
Inside standard metropolitan areas ..	21.7	78.3
Outside standard metropolitan areas ...	50.3	49.7
Northeast .....	20.3	79.7
Inside standard metropolitan areas ...	17.8	82.2
Outside standard metropolitan areas ...	30.9	69.1
North Central .....	28.2	71.8
Inside standard metropolitan areas ...	19.1	80.9
Outside standard metropolitan areas ...	41.4	58.6
South .....	46.8	53.2
Inside standard metropolitan areas ..	29.1	70.9
Outside standard metropolitan areas ..	60.3	39.7
West .....	37.9	62.1
Inside standard metropolitan areas ..	26.0	74.0
Outside standard metropolitan areas ..	59.5	40.5

Table 4.

HOUSEHOLDS WITH SETS BY SIZE OF HOUSEHOLD, JUNE 1955

(% Distribution)

Size of Household	Number of Sets in Household		
	None	1 or More	2 or More
1 Person .....	64.4	35.6	0.1
2 Persons .....	36.1	63.9	1.0
3 Persons .....	26.6	73.4	2.7
4 Persons .....	20.9	79.1	3.4
5 Persons .....	22.2	77.8	4.4
6 Persons or more	33.7	66.3	4.0



**PICTURES — TELEVISION — RADIO — RECORDS**

**AND**

**JIMMY DURANTE MUSIC PUBLISHING CO., INC.**

**MANAGEMENT:**

**WILLIAM MORRIS AGENCY**

**NEW YORK — CHICAGO — HOLLYWOOD**

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# TEN TOP RADIO-TV NEWS EVENTS OF 1955

RADIO-TELEVISION DAILY'S selections of the top ten news events of 1955, covered by Radio and Television follow:

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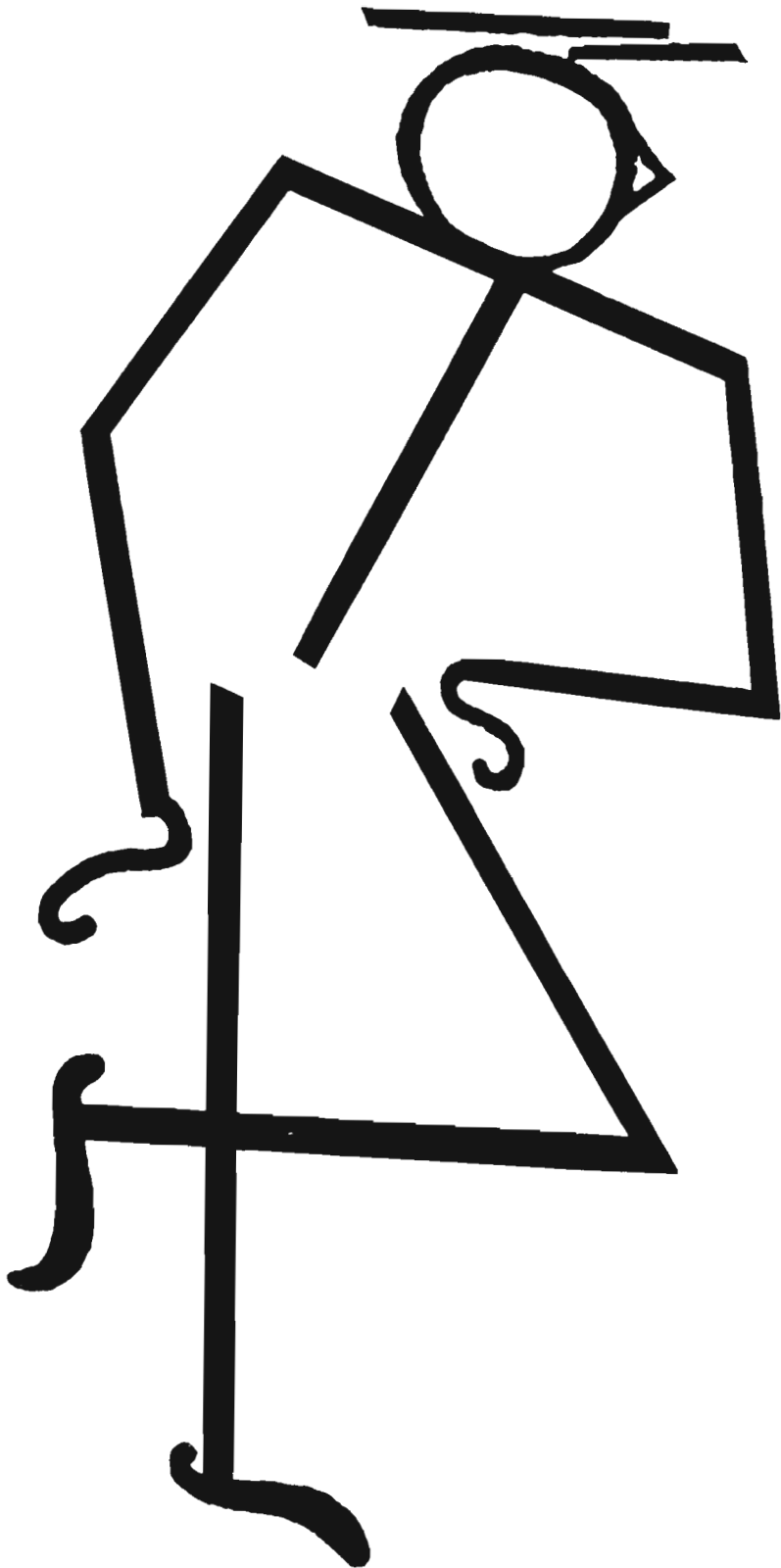


RADIO-TELEVISION DAILY'S *selections of the top 10 news events of 1955, covered by radio and television follow:*

- 1—President Eisenhower's heart attack.
- 2—The Salk polio vaccine announcement.
- 3—Hurricanes and floods in the northeast.
- 4—Meeting at the Summit.
- 5—The fall of Argentine dictator Juan Perón.
- 6—Supreme Court order ending segregation in schools.
- 7—The Princess Margaret-Peter Townsend story.
- 8—Earth satellite launching plans.
- 9—The AFL-CIO merger.
- 10—The Woodward tragedy.

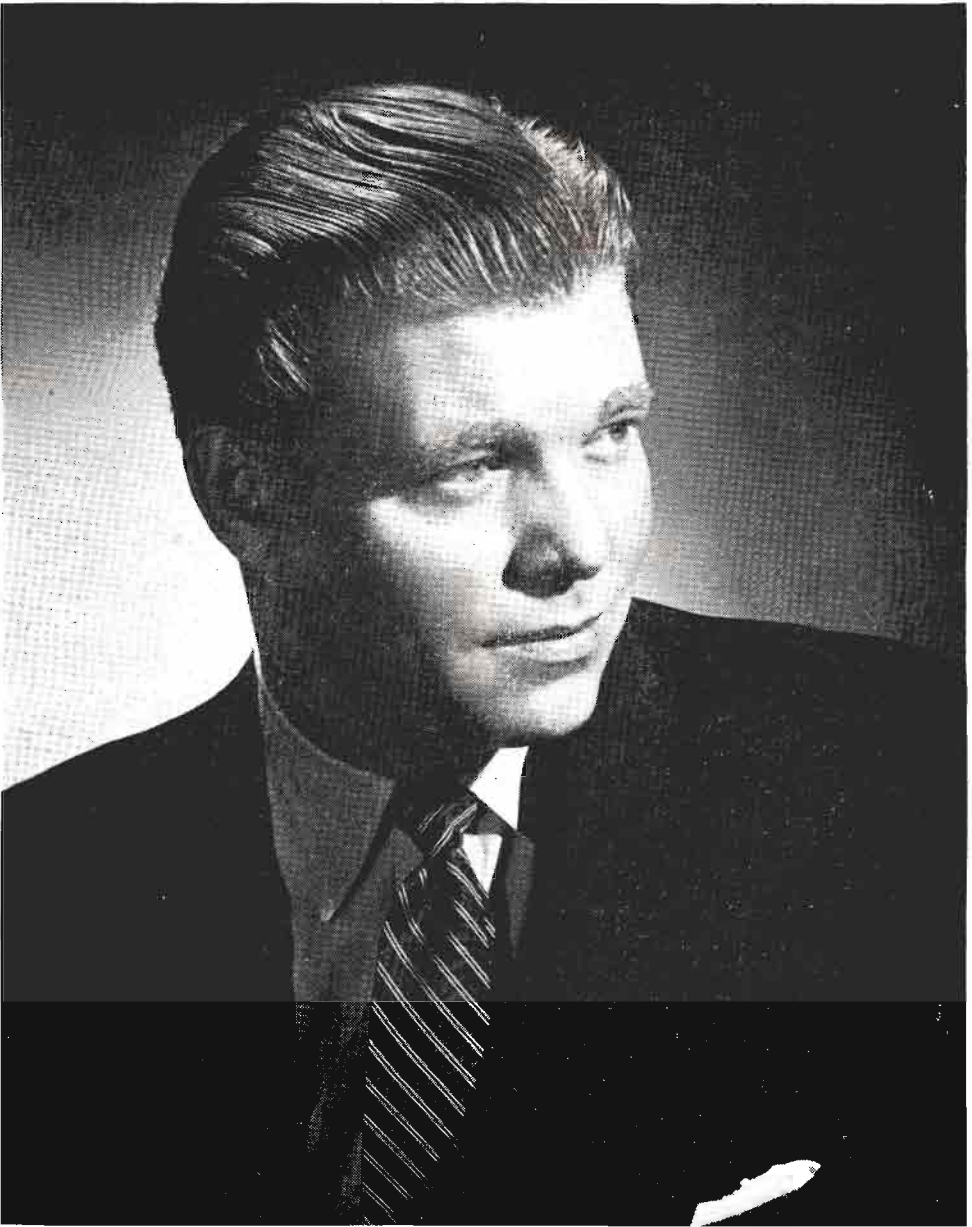
## **Outstanding Broadcasts**

- ABC Radio—"New Sounds for You" premiere.
- ABC TV—"Dateline Disneyland."
- CBS RADIO—"Age of the Atom."
- CBS TV—"The Vice Presidency" documentary on "See It Now."
- MBS—World Series coverage.
- NBC Radio—"Monitor" coverage of hurricanes.
- NBC TV—"Peter Pan."
-



**JACKIE GLEASON ENTERPRISES**

[www.americanradiohistory.com](http://www.americanradiohistory.com)



**JACK LESCOULIE**

announcer for

JACKIE GLEASON

DAVE GARROWAY

BUICK



TELEVISION

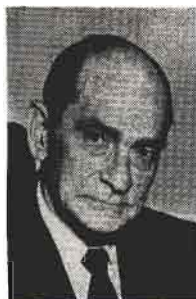
**"DO YOU TRUST YOUR WIFE?"**

CBS — Tuesday Nights — Frigidaire

RADIO

CBS — Sunday Nights

# Total Broadcast Authorizations Pass 6,000



McCONAUGHEY

FOR FISCAL  
YEAR ENDED  
JUNE 30, 1955

**H**IGHLIGHTING the 21st annual year of the Federal Communications Commission is the realization that for the first time, broadcast authorizations have passed the 6,000 mark. Of these, more than 4,000 were for program outlets and the remainder comprised pickups and other adjuncts. Outstanding also was the fact that of the 582 authorized commercial TV stations, 458 were on the air. This means that over 90 per cent of the people of the country were within service range of at least one television station, and about 75 per cent were served by 2 or more stations.



The Commission is taking various steps to assist UHF stations to operate on a comparable basis with VHF stations and to help TV in general. These include authorization of "satellite" stations, low power operation, liberalization of the multiple ownership rules to permit joint operation of seven TV stations by the same interest if at least two of the stations are UHF, and amending its chain broadcasting rules to remove a restraint on station competition for the same TV network programs; also, proposals to authorize UHF "booster" operation to fill holes in service areas, to permit an increase in maximum power of UHF stations from 1 to 5 megawatts, to allow broadcasters to establish their own intercity relay systems, and to require transmitters to be located within 5 miles of the station's "home" city. It is not considering petitions for local deintermixture of UHF and VHF channels pending a general rule-making proceeding to consider possible solutions, on a nationwide basis, to the difficulties now hindering expansion of TV service.



Since the lifting of the "freeze" on construction of new television stations on April 11, 1952, the number of TV stations in operation has jumped from 108 to 458. In 1952, 63 markets had 1 or more local stations -- in most cases 1; today there are over 4 times as many communities with their own video

facilities. Two hundred and fifty-two communities have at least 1 TV outlet, and 100 communities have 2 or more.

The number of TV receivers in use has grown from 20 to 35 million, and it is estimated that the public has already invested over 10 billion dollars in TV receiving equipment, and the annual volume of TV advertising, set sales, servicing and operating combined runs close to four billion dollars a year.

At the year's close there were 582 commercial TV station authorizations, which was 9 more than in 1954. The net gain in operating stations was 46. The number of authorized AM stations continued to increase, showing a net gain of 143 for the year, which brought their number to 2,840. Those on the air totaled 2,732, which was 149 more than the previous year.



On June 22, 1955, the Commission amended its chain broadcasting rules to remove a restriction which operated to preclude TV stations from contracting with the networks for particular programs when a station with overlapping coverage in another community had contracted for "first call" on the same network programs. Since, at this stage in TV development, network programming is essential to the profitable operation of most stations, and in many cases, to their very survival, it was desirable to remove this restraint on competition among stations for TV network programming.



The Commission had long recommended to Congress that it be given funds to conduct an overall study of the broadcast industry -- including a review of the chain broadcasting rules -- to develop factual information necessary to determine the effectiveness of its present rules and the need for any revision. The Independent Offices Appropriation Act, 1956, earmarked \$80,000 to be used by the Commission to begin a study of radio and television network broadcasting. In July, 1955, the Commission designated myself and Commissioners Rosel H. Hyde, Robert T. Bartley and John C. Doerler as a committee to conduct this study.

Broadcast applications totaled nearly 7,700 in fiscal 1955, which was some 300 less than in 1954. Applications for new TV stations decreased from 106 in 1954 to 58 in 1955. Applications for new AM stations increased from 227 to 330, and applications for new FM stations rose from 33 to 37. Of all AM applications, 114 had to be designated for hearing in 1955 as compared with 84 in 1954, while TV applications designated for hearing decreased from 255 to 26.



**MEL ALLEN**



# RADIO AND TELEVISION ADVERTISING EXPENDITURES 1949-1955



	RADIO*	TELEVISION*
1949.....	\$571,400,000	\$57,800,000
1950.....	\$605,400,000	\$170,800,000
1951.....	\$606,300,000	\$332,300,000
1952.....	\$624,100,000	\$453,900,000
1953.....	\$611,200,000	\$606,200,000
1954.....	\$564,900,000	\$809,100,000
1955.....	(not estimated)	\$1,091,000,000 (estimated)

\* McCann-Erickson  
\*\* TvB

## 1955 AUTOMOTIVE ADVERTISING



This is an August estimate by BBD & O's Detroit vice president, Robert E. Anderson, on factory-controlled advertising expenditures for new passenger cars in 1955. Because of the terrific spot radio, and TV activities by all automotive manufacturers during November the entire estimate for the year could be projected even further.

Media	Dollar Amount	Percentage
Newspapers	\$97,000,000	38.2
Network TV	67,000,000	26.4
Magazines	34,000,000	13.4
Outdoor	17,000,000	6.7
Direct Mail	15,000,000	5.9
Network Radio	8,000,000	3.1
Spot Radio	7,000,000	2.8
Car Cards	3,000,000	1.2
Theaters	2,000,000	0.8
Other	4,000,000	1.6
<b>TOTAL</b>	<b>\$254,000,000</b>	

\* Spot Television is not included.



## Regards from Robert Q. Lewis

*Exclusive Representative:*  
TED ASHLEY ASSOCIATES

*Press Relations:*  
SOLTERS-O'ROURKE ASSOCIATES

# Color TV Continues To Gain In Momentum



By  
**DAVID SARNOFF**

Chairman of the Board  
Radio Corporation of  
America

THE year 1955 saw color television get "off the ground" as a new service and become commercially established. The initial steps are behind us. With more and more color TV receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people to acquire color sets. To meet the demand, RCA has introduced a complete line of color receivers, including a table model, consolette and three consoles, each with 250 square inches of viewable picture.



Color TV will continue to gain in momentum and influence on the American home and the nation's economy. Color programming is being substantially increased by the National Broadcasting Company and we hope by others in the broadcasting industry. This will accelerate the transition from black-and-white to color.

Television sells through both eye and ear, greatly multiplying sales appeal. While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars.

Color is a powerful sales stimulant. It presents things as they are—reveals distinctive characteristics of everything from packages to fashions and foods, from colorful kitchens to cereals and soaps, all of which are made more attractive when identified by their colors.



Today color is quickening the pace of the broadcasting art and industry on all fronts. Its challenge extends in various directions. Scientists seek new inventions because they are well aware that color presents boundless opportunities for development of new ideas and industrial expansion. Showmen are challenged

to produce programs of greater beauty and interest. Manufacturers are challenged to "get into color" and develop and design receiving sets at prices which will put color TV in many millions of homes. I firmly believe that the sale of color sets will eventually exceed the sale of black-and-white sets.

The National Broadcasting Company is now entering its thirtieth year and 1955 was the greatest year in its history.



Television for the home, however, is but one significant phase of electronics. Industrial uses of TV and electronic controls hold promise of great expansion.

Marked progress is being achieved in RCA's development of an electronic light amplifier; a magnetic tape recorder for television; a high-speed electronic printing process (Electrofax); an electronic air conditioner; and microwave two-way radio communication for virtually all types of mobile vehicles.

Change is a characteristic of electronics as a science and industry; it is synonymous with progress. Electronics is a vast and fertile field for research, discovery, invention and development. The new knowledge acquired through scientific exploration makes it possible to provide the public with improved or new products and services.

Progress is born of change as illustrated by the fact that during 1955, **eighty per cent of RCA's total sales were in products and services which did not exist, or were not commercially developed, only ten years ago.** The majority of these new products and services were created through pioneering efforts that involved substantial expenditures for research, development and engineering.



Total sales of products and services by the Radio Corporation of America, in 1955, exceeded one billion dollars. This is a record for the RCA. **It is equivalent to more than four million dollars' business for each working day of the year.** At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of one million dollars a year.

From a million to a billion in thirty-five years is a record that gives all of us in the RCA Family a sense of pride in the past and confidence for the future. RCA is now among the top twenty-five industrial companies in the United States.

Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing progress.



**JIMMY NELSON**

**DANNY O'DAY**

and

**HUMPHREY HIGSBYE**

*PERSONAL MANAGEMENT*

**LOUIS W. COHAN**

1776 BROADWAY

203 N. WABASH AVE.

NEW YORK, N. Y.

CHICAGO, ILL.



**FARFEL**

# Radio's Might Is Gradually Reawakening



By  
**HAROLD E.  
FELLOWS**

President and Chairman  
of the Board  
National Association of  
Radio and Television  
Broadcasters

**M**OST of the enlightened economists of the nation variously have predicted a continuation of the prosperity which attended 1955. This can only be good news to broadcasters—who, as businessmen, are the legates of prosperity as well as contributing authors.

I don't suppose that anyone can measure accurately the total contribution of television advertising, for example, to the movement of goods and services during the last few years. Surely it can be assumed, however, that this dramatic medium of demonstration in combination with radio and published media has moved a phenomenal amount of goods from our factories and warehouses to the consuming public.



Some within the industry believe that 1956 will be the year in which color television comes into its own, a factor which will influence markedly the distribution of advertising dollars, particularly at the national level.

I look for continued prosperity, too, in radio—the "every-place-all-the-time" medium. Radio's gifted ability to deliver buyers at the lowest cost-per-thousand accounts for the stability it has demonstrated, particularly at the local level. As one looks back over the past five-year period, he senses the evolution through which radio has progressed: the changes in program policies, the proper emphasis on community interest, and the gradual reawakening to the need of aggressive selling and sales promotion.



The National Association of Radio and Television Broadcasters has benefited as a result of the increasing stature and effectiveness of both electronic media. The Association has grown, until today, measured in both income and membership, it is larger than ever before

in history. The encouraging aspect of this to those of us who devote our full time to Association activities is not alone the revenue increase (which does enable us to do a better job for the members), but rather the evidence of industry solidarity implicit in such continuing growth.

The need for "strength through unity" is so obvious as to hardly require delineation. We need such cooperation and understanding at all levels of broadcast experience, particularly in the fields of legislation, economics, and public relations. The increase in the number of State Associations also has been encouraging to the Board and management of NARTB. The stronger we become at all levels of Association activity, the more efficiently we shall be able to operate. We shall have more freedom to initiate good broadcasting policies, which will enhance the industry's economic security. More important than this, however, is the benefit that accrues to the public through cooperative action. By being together, we have been able to evolve sound programming and advertising standards.



In the areas of regulation and legislation, 1956 is going to be a busy year for the NARTB. The management and staff of the Association like to think of their function in these vital fields as that of an organized voice which can bring enlightenment to all branches of the government through speaking with a common purpose. However, it remains true—such is the nature of government—that defense of our rights sometimes must be maintained militantly and without qualification. Here, especially, is where strength through numbers is so important.

The annual NARTB Convention, held in Chicago in April, probably was the biggest yet -- for each year recently we have been breaking records in both attendance and size of exhibit. Some broadcasters may not realize the tremendous amounts of money and the exhaustive effort which go into these annual expositions—all of it paid for by our Associate Members. Even now, early in the year, plans have been nearly completed by most of them for the 1956 show . . . and the Convention Committee is well advanced with its planning for the entire meeting.



From here, and at this time, 1956 looks good. But such is the growth potential of this dynamic industry that a year from now, no doubt, we shall be expecting 1957 to introduce even brighter horizons.

# DICK STARK...



... introducing his son, Morgan,  
to TV and the sponsor's product

# TV Set, Auto Radio Sales Set Record



By  
**JAMES D.  
SECRET**  
Executive  
Vice President  
Radio-Electronics-  
Television  
Manufacturers  
Association

**T**HE radio-television-electronics business boomed in 1955 despite increasing competition, and several production and sales records were established. All indications at the beginning of 1956 were that it would be another highly successful year with the greatest growth expected to occur in color television and industrial electronics.

Television receiver and auto radio sales in 1955 were the highest of any year to date, while color TV set sales, though relatively small, were high enough to encourage the industry to make plans for a more substantial output in 1956.



The greatest industry expansion in 1955 was in industrial electronics. The trends toward automation and product diversification among large manufacturers resulted in an intensified interest and numerous investments in electronic facilities. Thus the industry's boundaries were expanded.

Preliminary compilations by the RETMA Statistical Department show that the following records were achieved in 1955:

- About 7,770,000 black and white TV sets were manufactured. This was 400,000 more than were made in 1954 and 300,000 above the previous peak year of 1950.
- Consumers bought close to 7,400,000 black and white television receivers—about 75,000 more than in 1954, the highest previous year. An additional 100,000 were exported.
- Auto radio sales skyrocketed to a new peak of 7,260,000. This was over 3,000,000 more than were sold in 1954 and 2,000,000 above the previous record of 1953.



While the output of home radios, including clock and portable sets, did not keep pace with the rise in auto receivers or equal the postwar 1947-48 records, 7,686,000 units were manufactured in 1955 as compared with 6,276,000 in 1954. Retail sales of home sets

were approximately 7,000,000. The year also was marked by the entry of a variety of transistor type radios into the consumer market.

With 459 TV stations on the air, there were an estimated 37,100,000 television receivers in use throughout the United States by the end of 1955. An increasing share of new TV set sales were replacements or second sets, and this trend is expected to rise. Industry estimates were that more than 125,000,000 radios were in use with a large percentage of multiple set homes.



Total sales of all electronic products in 1955 at the factory level rose to a new peak of about \$5.5 billion. This was 10 per cent above the 1954 figure. During 1956 further expansions in industrial, military, and parts replacement sales should bring the industry's total to \$5.8 billion or higher.

When radio-TV servicing, broadcasting, and distributor-dealer sales are added to the manufacturers' factory sales, the industry's total volume was about \$9.7 billion in 1955. By the end of 1956 this over-all total should reach \$10.8 billion on an annual basis.

Deliveries of military electronic equipment and components last year increased by about \$100 million over 1954 to reach \$2.4 billion. However, the rise in radio-TV and electronic sales for civilian and commercial uses for the first time since the outbreak of the Korean War exceeded military electronic procurement. Many electronic developments moved out of research laboratories into production facilities.



The outlook of the radio-TV-electronics industry in 1956 is very promising. Sales of black and white TV sets are expected to exceed 7,000,000. Color receiver sales will depend to a large degree on the quantity and quality of color telecasts and the availability of color TV tubes. However, present indications are that about 250,000 or more color receivers will be manufactured and sold, bringing total TV receiver sales close to the 1955 record with probably a higher dollar value.

Electronics production of non-entertainment equipment will continue to increase in 1956. Military procurement may rise. Commercial and industrial uses of electronic equipment certainly will grow and require greater production. The growing use of transistors and other semiconductor devices will bring about expansion of plant facilities to supply requirements. Further mergers and acquisitions in the electronics industry are likely with increasing competition in the radio-TV field.



**SID CAESAR**



**CARL REINER**



**HOWARD MORRIS**

**ROBERT MONTGOMERY**

Presents

**THE JOHNSON'S WAX PROGRAM**

and

**THE SCHICK TELEVISION THEATRE**

**NBC — TELEVISION**

**MONDAYS — 9:30-10:30 PM EST**

# View TV 4 Hours And 57 Minutes Each Day



By **OLIVER TREYZ**

President  
Television Bureau  
of Advertising, Inc.

**T**HIS marks the second year that TvB has been invited by the editors of Radio-Television Daily to contribute to its Annual.

This also marks the beginning of TvB's second year.

Perhaps some future historian, goggled-eyed at TvB's meteoric rise in the 20th century mid-fifties, may note—while perusing the yellowed pages of Radio-Television Daily Annuals—that TvB arrived on the television advertising scene in 1955.

If this historian goes through the daily issues with a fine tooth comb, he will find a chronicle of TvB's development.



We believe annuals serve a useful function . . . the compressing of days and weeks into a yearly review of what's happened, and a look ahead.

In television, to look back is to look down. For the path of television has been constantly up.

The television industry has put TvB in business to help accelerate its rate of climb.

To play our role, we've been constantly at work selling advertisers the productive use of television.

Our initial activities have concentrated on building a focal point or points where television and advertising meet.



We've been uncovering basic facts about the relationship between television and specific markets.

For example, early in the year Nielsen supplied TvB with the highly intriguing "Quintile" report. This was the splitting of some 35 million homes into fifths, of 7 million each.

The **average** home, according to Nielsen, views television 4 hours and 57 minutes per day.

But the Nielsen report showed that the lightest viewing 20% watched 1 hour and 22 minutes daily, 6% of the total viewing. The next fifth watches 3 hours and 28 minutes; the third fifth, 4 hours and 44 minutes. Curiously, the 60%, accounting for the relatively lightest viewing homes, represents 39% of the viewing. In delineating these findings to more than 200 advertisers, TvB has unflinchingly emphasized that the **lightest** viewers of television, give to it an amount of time which would qualify them as the **heaviest** readers of magazines and newspapers. But the heaviest viewers of television, the 20% that view 6 hours and 11 minutes per day, and the **top** 20% which view 8 hours and 59 minutes per day, proved, in special TvB research, to be the "cream" customers of the American market.



The 14 million homes which keep their sets lit up from 6 to 9 hours a day are, basically, the **post-war** families, products of the post-war marriages, the new and larger families whose emergence and growth are putting the real vigor into the fastest expanding, most productive economy in world history.

These are the families with more and hungrier mouths to feed . . . more teeth to brush . . . more hair to shampoo . . . more lunch boxes to fill . . . more bodies to clothe.

And these are the families which have paced the universal, all-embracing national swing to television, the only advertising medium which can distribute not only advertisements but sales calls, the only advertising medium which can supply the friendliness, the warmth and personal persuasiveness of face to face communication. The only medium which can "teleport" a salesman, who can describe, demonstrate and **sell**, in the prospect's **home**, with the force and power of an in-person visit.



The cumulative, repetitive documentation of these inherent advantages of television, will represent a good part of TvB's activities in 1956.

If our continuing efforts to forge a mightier link between television and advertising merit reporting, we know they will be chronicled in the 1956 pages of Radio-Television Daily.



# The Future of Television Film Programming



By  
**MARTIN V.  
ZUZULO**  
Associate Editor  
Radio Annual.  
Television Yearbook.

**T**HE two great rivers of mass entertainment—Hollywood, and television, are beginning to flow into one gigantic ocean of compatibility and quality for the viewing public. Ironically, the amalgamation does not lessen the one and strengthen the other, but rather like a communion of two great minds, or a blissful marital tie, the relationship has begun to show signs of enhancement for both mediums.



Shaking at first from the swift and biting currents of television when it swept onto the scene in 1949, Hollywood, of necessity, was cautious enough only to get its feet wet, and wait patiently for the rampaging economic waters to subside. Deftly moving their costly film vaults high and dry, Hollywood, rivalling a Swiss diplomat's acumen, decided to let the main body of television go by and experiment niggardly instead with some of television's tributaries, until a more realistic and opportune time.



From all indications, the year 1955 seemed to be, for Hollywood, that more realistic and opportune time. Huge holes have appeared in the once seemingly invincible dikes that had been built by film people to protect its precious libraries from the onslaught of television. These ripping holes, such as one of filmdom's greatest financial transactions, the RKO-O'Neil 740 film package, and others, were not gorged out by television, but much to the amazement of many, by Hollywood, removing its own thumb from its own film library dike. There's no doubt that this will bring about a flood of entertainment for the public and a flood of income for both mediums.

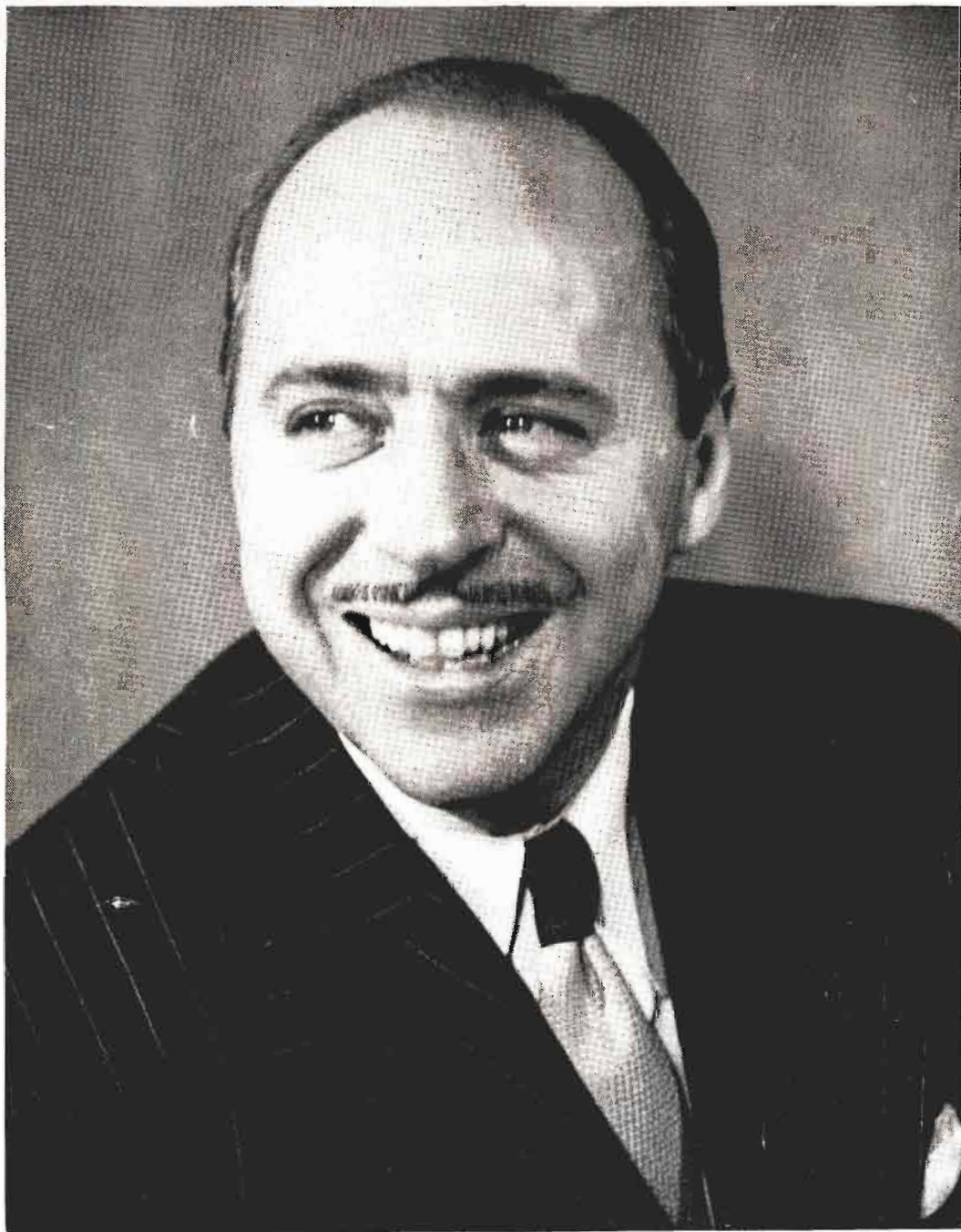
Hollywood and television are beginning to know and enjoy each other. They know now they can live with one another. There can be a "prosperous co-existence." In 1940, the movie theaters of the land took in \$735,000,000; last year the take was \$1,275,000,000. In 1945 Hollywood spent \$401,577,800 in production; in 1955, the sum was a little more than \$240,000,000. Moreover Hollywood is now enjoying a boom inspired by television. With approximately 75% or more of all television fare now being beamed on celluloid, Hollywood technicians and craftsmen seem likely to monopolize this field. And rightly so, for Hollywood long before the roar of television had always been known as the "film capital of the world." The city's technological craftsmen, ideal weather conditions, and bulk of acting talent, had only to swerve toward the television field in order to captivate it.



Yet in swerving or re-channeling its own talent and production to meet the surging economical waves of television, Hollywood by its own movement has enhanced itself. It's a truth that movies in the year 1955 have never been better. But it's also a truth that television can take some of the credit. Not for contributing the live teleplay, "Marty," which at this writing could very easily be chosen as the Academy Award winner as the best movie in 1955, or even for another original teleplay "Patterns." But only for the fact that television has presented competition, and in competition only, there is greatness, and quality.



In the past year it has become apparent to Hollywood that the command of the mass audience of television is greater than any single night of the largest all-time audience of any single picture. That there is only one thing Americans let consume more of their time than television and that's sleep. That this single medium sold more lipstick on just one-half hour program than a sponsor could make. That these at-one-time ominous charging waters of television will not waste themselves and trickle away into nothing. That this great river of entertainment when joined by Hollywood's great river of entertainment will form one of the greatest moving forces that has ever been known to man.



**WILLIAM KEENE**

Su. 7-5400

# Radio Will Pave The Trend Of Business



By  
**DONALD H.  
McGANNON**

President  
Westinghouse  
Broadcasting Co.

**T**HIS year is going to be another big one for our industry. I look for a 10% increase in sales. Television will move forward. One needs no crystal ball to see that. But the dramatic swing toward good times these days is happening in radio, simply because radio is no longer taking the drubbing it took during those first years of television.

I like the prospects for our industry particularly this year because of radio's prospects. It means that we are at last gaining strength on both fronts—in both television and radio.



Why am I bullish? After 1955, which was the biggest year in our industry's history, how do I justify such optimism for 1956? Should we be content with a sunny plateau, hoping that the future will be just as rewarding as the immediate past? I think not, for we are wiser than we were a year ago. Therefore, we should be better—and that much more successful.

Take television. Television is no longer "in its infancy," a favorite expression of many industry "observers" not so long ago. Today, television is approaching full growth. Of course, it will continue to grow. But, just as important, television is now beginning to mature. It has reached voting age. It is taking on adult responsibilities.



For example, during 1956, I look for exciting television programming on the part of local television stations. We saw this happening in a few areas during the past year. We saw stations in certain communities begin to develop local programs that challenged some of the big network productions.

I predict that television in many cities will be strengthened during 1956 because local programming will become a stronger supplement to the network shows.

Very often, local programmers show themselves as courageous journalists. Their subjects are sometimes controversial, because their objective is to make the communities

which they serve better places in which to live. When you point a camera at a community trouble-spot, you tread on dangerous ground. But you also gain audience respect for your effort. This is the kind of programming which will strengthen the industry, by adding strength to the stations which make up the industry.

In radio, we have a chance of a lifetime. Along with it, we have a responsibility of a lifetime.



Some broadcasters were willing to let radio die just a few years ago. The industry was the victim of jokes about youngsters finding strange objects in attics, and not knowing what on earth they were. Rodies, of course. And we deserved just about every bad joke that was ever written about radio's obsolescence, because we were not really trying in those days. We were willing to recoup our losses with television.

Today, we are beginning to get smart. It is finally dawning on us that radio has a place, for—and a big place. Many radio stations did well last year, for the first time since television came along. Many more will do well in 1956.

It would be unfair for me to imply that everyone in radio showed weakness when television flexed muscles. Not so.

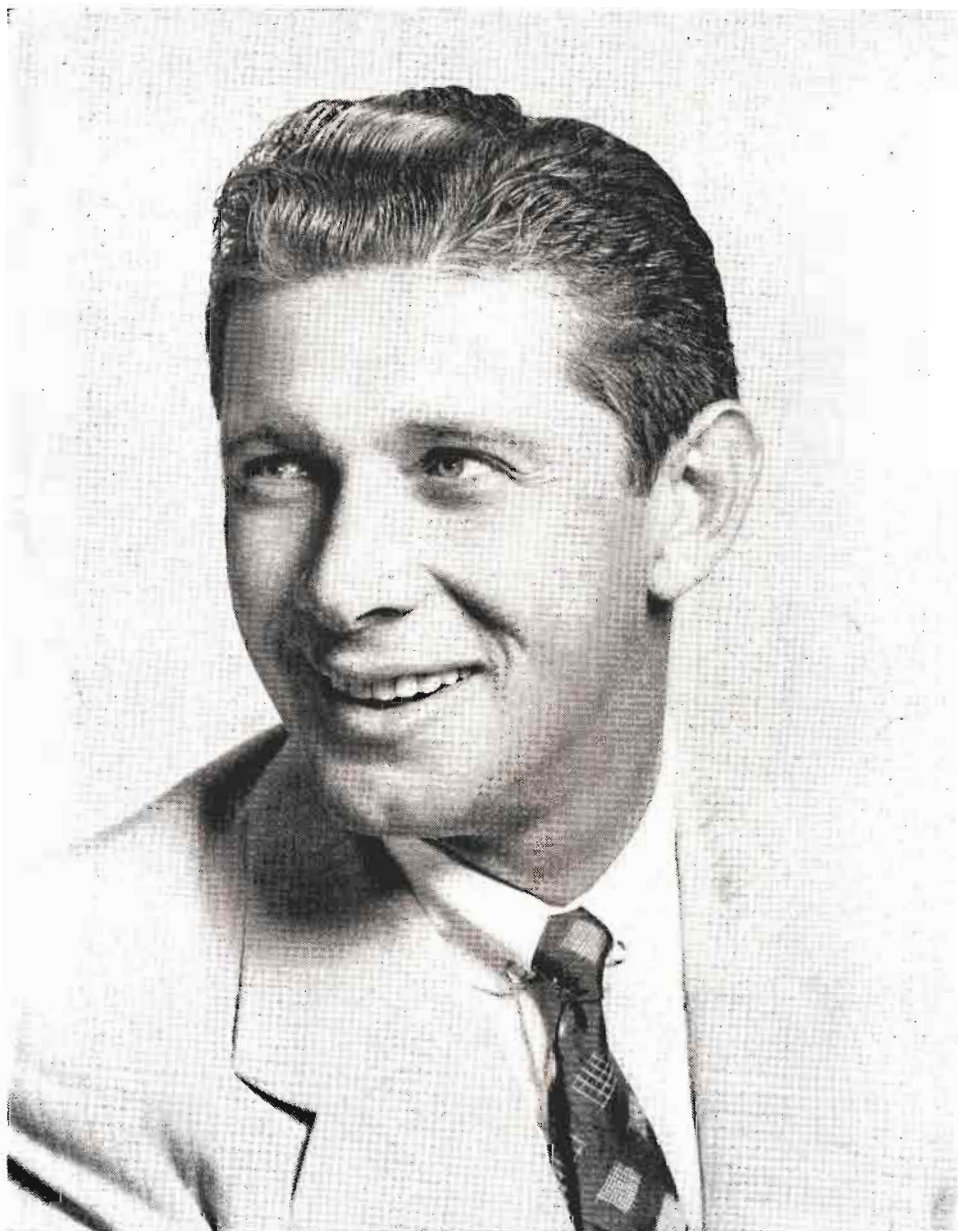
Certain operators knew the score. They proved that radio would always have a place. They did it by making money while most of the industry shed tears at radio's demise.



This year, radio gets its big change—its second big chance. It can succeed if it is willing to work; if it is willing to develop new talent—local talent; if it is willing to make itself a community member, and not just an outlet for network shows. I believe that radio must become primarily a local, intimate thing in the future, if it is to succeed.

The major networks, in my opinion, deserve credit for their efforts on radio's behalf during the past year, although I cannot honestly agree with the approach which they have taken, for I believe that the days of big, network radio shows are over, at least for the predictable future. I believe that today's radio audience wants to hear music—good music of all types; it wants frequent news coverage—with a strong play to local goings-on.

Of course, radio's obligation does not stop there. As a public servant, radio must do more. This year, I believe radio will assume a greater responsibility in the areas of education and human understanding, with programs of quality and of intellectual import.



# JAN MURRAY

"DOLLAR A SECOND" — ABC-TV 9 P.M., E.S.T.

*Management:*  
WILLIAM MORRIS AGENCY



# Never Such A Choice Of Programming



By  
**FREDERIC W. ZIV**  
Chairman of the Board  
Ziv Television Programs

**T**HE booming growth of the syndicated film industry has meant one thing to television: Never have so many different sizes and classes of sponsors had so wide a choice of film programming.

Our client roster shows names like Carter Products, Phillips Petroleum, Emerson Drug, P. J. Ballantine, Ohio Oil and others who are sponsoring first-run half-hour shows on line-ups that approach network coverage. Lists of 20, or 30, or 40 and more markets carrying the same Ziv TV show for the same national spot advertiser are not uncommon.



At the same time, our list of over 2,270 Ziv telefilm clients include many local merchants, retailers, auto dealers, bakeries, dairies, banks, breweries, supermarkets and jewelers, whose television campaigns are confined to just one market.

We do not differentiate; no intelligent producer-distributor would. All are important, since they all make up that huge category known as "spot television advertisers." All are seeking the same thing—a top-notch show that will attract a large audience at a reasonable cost-per-1,000 figure to the advertiser's commercials.



This places a large responsibility in our hands. With more and more advertisers moving into television, we must create more and more telefilm properties of all types for them to sponsor. In one sense, it is a fascinating challenge to our creative ingenuity. In another, it is like having a tiger by tail—while you are reaching out to grab another.

Television filming is getting more expensive all the time. Star talent commands big budgets. The materials of production cost more. Labor costs more. Everything costs more.

We feel we owe it to our advertisers to continue to produce those syndicated shows which have proved themselves over several seasons for Ziv advertisers, and not to turn

out a series of "one-season wonders," with no continuing production. This enables our clients to concentrate on getting the finest time availabilities and in preparing the most effective commercials. They can relax (or come as close to relaxing as you can in the fast-paced business of television!), knowing that if a show is in demand, we have the financial stability, the studios, and the manpower to continue to produce the series.

Take the case of Interstate Bakeries, for instance. Interstate has built a major advertising campaign around our "Cisco Kid" for more than five seasons, starting with a modest list of a dozen or so markets and building the list steadily until it stands at more than 60 cities.



This growth has been possible primarily because we have delivered to Interstate, and other "Cisco" sponsors, a fresh cycle of telefilms each season since 1950. I might add that time clearances for Interstate, and other year-in, year-out Ziv advertisers, have steadily improved over the years. Time buyers are free to scout for the choicest availabilities, knowing the program will continue to be supplied to the advertiser.

One of our largest clients, for example, who has been with us for several seasons, now has 92% of his Ziv-produced programs aired in choice evening time slots on leading stations between the hours of 7:00 p.m. and 11:00 p.m., with more than half of them falling into the peak hours of television viewing!



We believe we owe other things to our clients as well. For example, we will spend a large portion of our 1956 promotion budget, currently set at \$800,000, in promotion campaigns and publicity designed to increase the audience for Ziv shows now on the air.

We furnish promotion-publicity kits to be used by our advertisers in everything from tune-in ads and local publicity to store displays and merchandising campaigns. We also furnish complete plans for a program designed to boost employee recognition of client advertising, since genuine enthusiasm for a television program has to start within a client's own employee family. In addition, we create and merchandise various public service drives, television contests and other promotions in connection with Ziv Television Programs productions.

Finally, we are working ahead of most people in providing a long-range program of color filming at our Hollywood studios. Last year, we shot more than 3,000,000 feet of telefilm footage there—and over 70% was on color film.

*Complete facilities for:*

television

theatrical

commercial

industrial

*films*

motion picture center

846 north cahuenga boulevard

hollywood 38, california

*Desilu*

Desi Arnaz, *president*

# Looking Into Syndicated Television



By  
**WYNN NATHAN**  
Vice President  
in Charge of Sales,  
MCA

**I**N THE aura of claims from other sources that the syndicated television show business is slipping, I think it is good for us to look back on the past twelve months and see if these claims have any foundation.

Of course, I am most familiar with the exceptional progress of MCA-TV Ltd., Film Syndication Division, during 1955, but I am sure that most of the larger distributors have experienced the same trends that we have.



During 1955, our company added six new series to the 26 properties we already distributed. These additions included 123 Gene Autry and Roy Rogers Western films, never before seen on television; 39 of the new "Doctor Hudson's Secret Journal" program, adapted from the famous Lloyd C. Douglas novel; 104 "The Adventures of Kit Carson," which were sponsored on the network for four years by the Coca Cola Bottling Company and first run in over 200 markets; 39 "Headline" shows, starring Mark Stevens, which played on the network as "Big Town" and 76 of the very successful network series, "The Ray Milland Show."

With these additions, the list of stars appearing regularly in syndicated MCA-TV programs has greatly increased. The talent role now reads like a "who's who" in show business, including Gene Autry, Ralph Bellamy, Charles Bickford, Rod Cameron, Preston Foster, Alan Hale, Jr., Paul Hartman, Louis Hayward, John Howard, Guy Lombardo, Thomas Mitchell, Ray Milland, Roy Rogers, Mark Stevens and Bill Williams.



Sales wise, 1955 was the biggest year ever experienced by our company. To name a few of the success stories that were to be found in the past twelve months, we sold "Soldiers of Fortune" to the 7-Up Bottling Company for 150 cities; 26 more shows were added to "Waterfront" making a total of 78, and they were placed in over 200 cities. "Doctor Hudson's Secret Journal," in its first

six months on the market, was bought in more than 140 cities; sales of the Roy Rogers and Gene Autry Western films passed the three million dollar sales mark in less than 2 months; and so on down the line. Each and every show we handle did well in 1955, and the sales were getting stronger as the year drew to a close.

Rating wise, syndicated teleshows proved time and time again that they can compete favorably with any locally produced or network show. Such ratings as: 40.9, Videodex, Pittsburgh for "Guy Lombardo"; 39.0, Pulse, New Orleans for "City Detective"; 44.2, ARB, Norfolk for "Pride of the Family"; 45.8, Pulse, New Orleans for "Famous Playhouse"; 37.6, Videodex, Grand Rapids for "Man Behind The Badge"; 40.5, Pulse, Charlotte for "Waterfront"; 34.4, ARB, Pittsburgh for "Doctor Hudson's Secret Journal" and 40.1, Videodex, Toledo for the "Ray Milland Show" substantiate this claim.

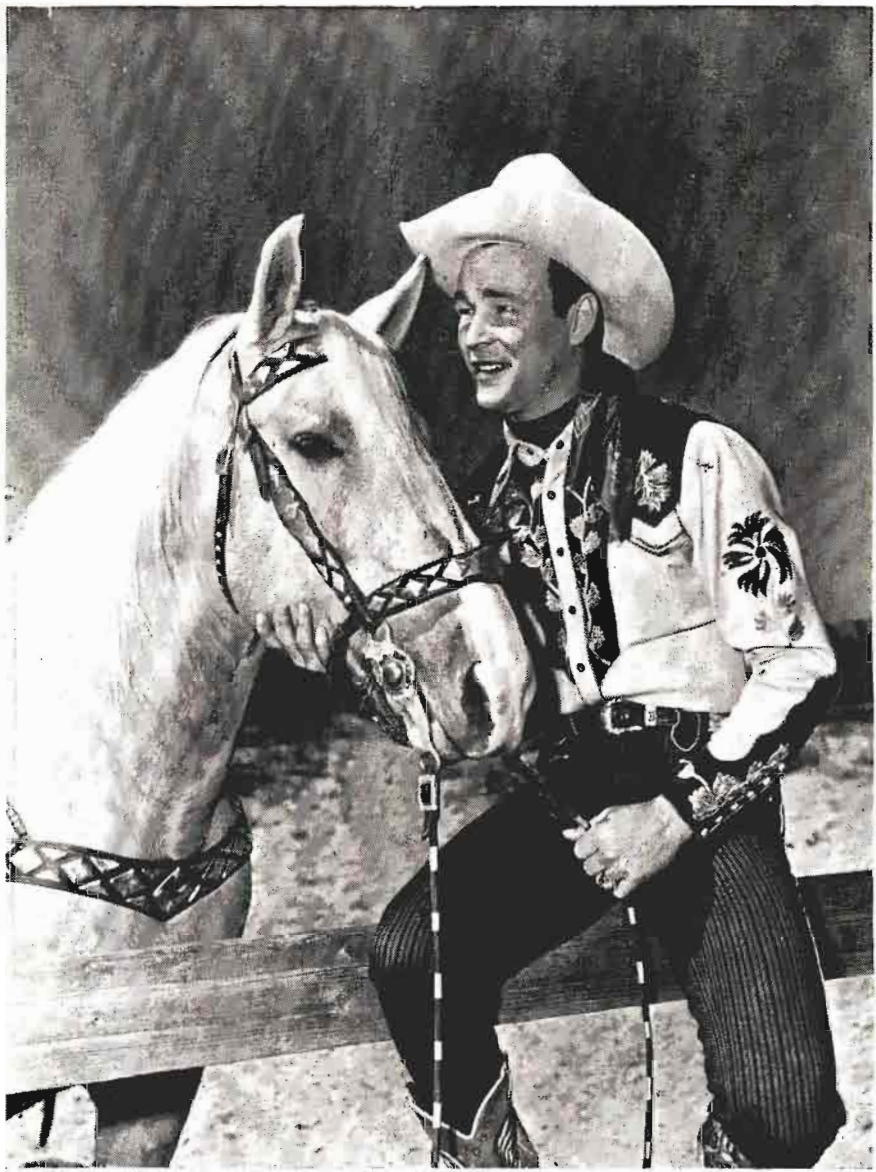


Also during 1955, Revue Productions added 78 more anthology films to their large catalog of half hour dramas. With this added product, any station in the country can bolster its line-up of programs to meet the most rigid demands.

1955 was also a year for expansion in our company itself. New offices were opened in Tampa, Fla. and Indianapolis, Ind., and two new regional offices were opened, Dallas and Cleveland, and were staffed by one of our V.P.'s. A publicity department was added in New York and California better to service our clients with after-sales promotion. The prospect of enlarging our foreign markets was examined, and an International Sales Manager named. Plans were formulated for more complete representation in Mexico City, Rome, and the Orient. With well staffed offices already established in Canada, England and France, MCA-TV will continue to be able to give complete coverage to the entire world.



Other advancements of our sales plans, executive responsibilities, after-sales services, merchandising division, and all phases of our operation, were many and varied. To name them all would take much more space than I have been allotted or you would care to read. However, I think it is sufficient just to say that 1955 was very good to us, and 1956 looks even better. I don't think syndicated television is slipping one iota; in fact it is stronger now than it has ever been, and it is our hope that our 70 salesmen and 30 offices at MCA-TV have had a part in bringing about this situation. We promise you we will do everything in our power to continue this advancement in the coming year.



**ROY ROGERS**  
**“King of the Cowboys”**  
**AND TRIGGER**

Television—NBC Coast-to-Coast

Sponsored by Post Cereals

A Division of General Foods

Recordings—Bell Label and Little Golden Records

*Exclusive Management*  
ART RUSH, INC.

*Public Relations*  
A. L. RACKIN

*Commercial Tie-Ups*  
ROY ROGERS ENTERPRISES

357 No. Canon Drive — Beverly Hills, California

# Canadian Auto Set Sales Up 75%



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By  
**J. M. DAVIDSON**  
Past President,  
C.A.R.T.B.

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**T**HE past year has been one of intense activity in the sale of new broadcast receivers with reported Canadian sales around the one million mark. This was divided almost equally between radio and TV receivers. The increased sale of television receivers was anticipated as new stations came on the air. But few broadcasters or set manufacturers expected such a dramatic increase in sales of radio receivers, especially portables and automobile sets. Sales of radio receivers showed an increase of some 20% over the preceding year. But the purchase of portables and car sets went up an amazing 75%.



The broadcasting industry is confidently looking forward to 1956 being much the largest volume year in Canadian history. Accurate figures are difficult to obtain but the 20% increase in radio revenues last year is expected to continue, and television revenues are increasing at the rate of about 50% each year. Available information would indicate that gross revenue for the broadcasting industry in Canada would reach some \$45 million this year.



The Canadian Association of Radio & Television Broadcasters shares the industry's expansion with a membership at the beginning of 1956 of 136 radio and 25 television members. The appointment of a Royal Commission to view the broadcasting industry assures a

busy year for C.A.R.T.B. The Illsley Commission on Copyright may produce its report this year. As in 1955 there may be appearances before various commissions and boards.

One certain activity this year will be the Association's continued emphasis on providing member stations with information on new program techniques. Few Canadian homes lack radio receivers in kitchens, bedrooms and playrooms. There has been a vast increase in the number of portables and automobile sets. These new radio listeners are welcoming the interesting new programs provided by Canadian stations. The fixed national formula is giving way to the popularity of specially produced programs featuring local talent, local personalities and subjects of special community interest.



The Broadcast Advertising Bureau established towards the end of last year by C.A.R.T.B. has a carefully planned program for 1956. The Radio broadcasting division of the Bureau will continue its presentations to Advertisers and planning boards of Advertising Agencies. The television sales story was dramatically told to some 500 executives in a special TV seminar held in Toronto in January. This was arranged by the Television Representatives Association in conjunction with C.A.R.T.B.



Community television stations are serving most areas of Canada excepting the six largest cities which in 1956 are still served only by the government owned CBC. The 25 TV members of C.A.R.T.B. are rapidly expanding their operations, the number of homes served and providing an opportunity for local talent to participate in this expansion.

The broadcasting industry will continue in 1956 to improve and expand its services to the 6 million radio and 2 million television receivers tuned to Canadian stations.

Ralph Edwards



**This Is Your Life**

Wednesday  
10 P.M. EST

**TWO RALPH EDWARDS' HITS ON NBC**

**Truth  
Or  
Consequences**

Friday  
8 P.M. EST



Jack Bailey

# 5 1/4 Million Rural Homes Own TV Sets



By  
**JOHN McDONALD**

**President, National  
Association of  
Television & Radio  
Farm Directors**

**T**HE history of farm broadcasting is as old as radio itself. KDKA, Pittsburgh, the first station to go on the air in 1922, employed Frank Mullen as a part-time farm broadcaster. Mullen later became Executive Vice-President of the National Broadcasting Company. Over the next twenty years the growth of farm broadcasting was slow. On May 5 of 1944, some thirty-five radio Farm Service Directors and other persons interested in agricultural broadcasting met in Columbus, Ohio, and formed the National Association of Radio Farm Directors. It was the opinion of that thirty-five then and of the more than 400 members today that scattered listeners on farms and in small rural towns deserve better and more specialized services than the average city listener. The main objectives of the organization have always been to effect programming of farm broadcasts with the emphasis on service. Realizing that farm people depend on radio for essential business information, weather and market reports, the Federal Communications Commission Hearings in 1946 accented the importance of farm service through radio. Since that time both the organization and the services have grown. Accepting the new media of television as an opportunity for more service, the organization became the National Association of Television and Radio Farm Directors both in name and fact in 1953.



We feel that the Association, under the able leadership of Frank Atwood, WTIC, Hartford, Connecticut, had its best year in 1955. It now has an active voting membership of more than 400 and an associate membership of more than 200. These associate members represent station management, station sales, agencies, representatives, clients and other friends of the Association and of farm people--the folks we talk to daily.



The radio and television industry has become aware of the farm service type program gaining and holding audiences. This was

evidenced by the invitation of eight Farm Directors to speak at regional meetings of the National Association of Radio and Television Broadcasters in 1955. This was our first attempt to present farm radio to management on a national scale. Judging from the comments, letters, and number of inquiries received, NATRFD gained a lot of prestige. Harold Fellows, President of NARTB, said, "I definitely think getting eight of your men into the field to talk to management at the regional meetings was most constructive and more than justified our thinking as to what it would accomplish."



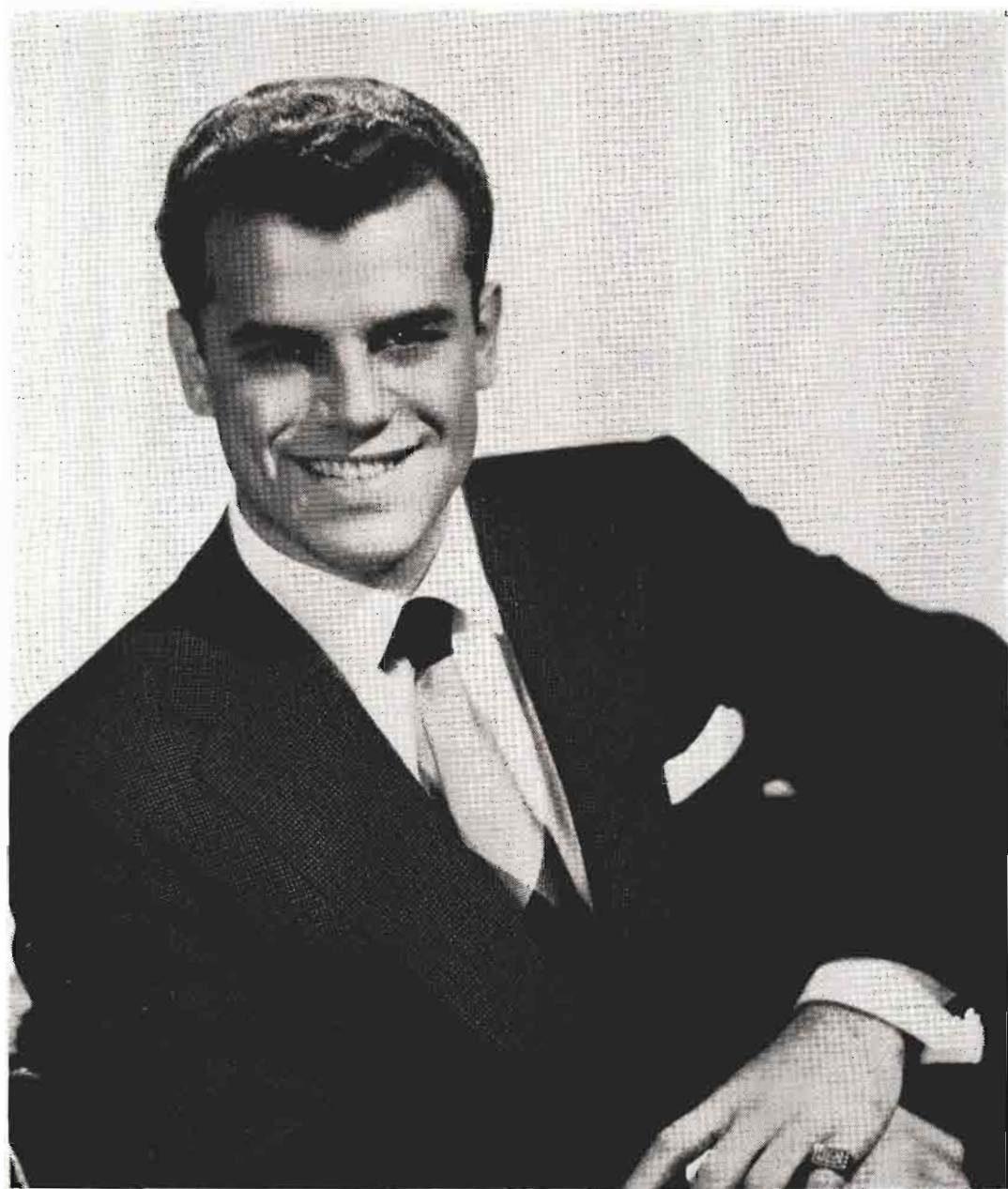
NATRFD was glad to tell management that we are a professional group and intend to remain as such. With few exceptions, RFDs are men who have farm backgrounds, agricultural college degrees, and prior to their radio work had jobs as Extension Agents, Vocational Agriculture Teachers or some other related work which kept them close to agriculture and farm people. A lot of effort was put into professional improvement during the year. We cooperated with the National Project in Agricultural Communications in holding a TV Workshop in Columbia, Missouri, and also held a meeting with NPAC on market reporting in Kansas City. We have had representation at practically every meeting throughout the nation that had as its purpose the betterment of farm news reporting or farm life itself.



In speaking to our group last June on the lawn of the White House, President Eisenhower said, "The farmer is not just a farmer. He is a citizen of the United States, first and always. And so I think that if we're truly going to interpret the farm problem and farm programs to the farmer, we have got to raise our sights a long ways and interpret . . . and I am told by the Secretary of Agriculture that this group has done a yeoman's job in this regard. For it I hope you will accept my thanks, my gratitude, and more than that my utter conviction that you're doing a truly great service to farmers and to the United States of America."

The last farm census showed that there are 17 million rural homes with radio sets (more than 99%) and more than 5 and one quarter million rural homes with television sets.

Newly elected officers for this year other than myself are: Jack Timmons, Vice-President, KWKH, Shreveport, Louisiana; Dix Harper, Secretary-Treasurer, WLS, Chicago; Herb Plambeck, Historian, WHO, Des Moines, Iowa and Wes Seyler, Editor of "Chats", WIBW, Topeka, Kansas.



**Julius La Rosa**



# Resurgence of Radio In Latin America

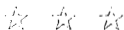


By  
**A. M. MARTÍNEZ**

Exec. Vice-President,  
**Caribbean Networks,  
Inc.**

Treas., International  
**Advertising  
Association, Inc.**

**A**S we begin 1956 and we look at the past twelve months, two important factors seem to stand out in Latin America. The first is the rapid rate of growth of commercial television in such markets as Brazil, Cuba, El Salvador, Guatemala, Mexico, Puerto Rico and Venezuela. It is not so much the number of additional stations, which were very few, but mainly the improvements made to the existing ones, both in programming and equipment, in service to the sponsors and longer hours of operation for the viewers, and, of course, the rapidity with which these factors are creating new TV homes by the tens of thousands. Yet, one must realize sets are imported and their retail prices are loaded with such necessary expenses as transportation, marine insurance and high import duties, therefore, a great deal more expensive than at home. However, Puerto Rico and Cuba, for example, each bought more TV sets than twenty U.S. states during 1955.



The second factor is the effect television competition has had on radio broadcasters. Radio found out, sooner than its counterpart in the United States, that it would have to be on its toes not only to keep and increase its audience but also to keep and increase its revenue instead of remaining stationary or decline. Hence, painstaking plans were made and put in operation by the most important and progressive radio broadcasters during last year to improve the programming with new ideas, acquire better and more up to date equipment and put its own house in order.



So far these two factors have brought important economic results to the radio and

television industry in Latin America. In addition, advertising budgets were increased to cover both radio and television with the natural chain reaction of increased sales of goods and services for the advertisers.

In general, the outlook for 1956 is good, perhaps even better than it has been for a long time. Here is additional background. It is a well known fact that most Latin American cities have far too many radio stations. Now, in this movement of radio stations to keep and increase revenue and audience, many of the smaller operations, poorly managed and badly equipped cannot stand the pressure. Some already have suspended broadcasting and others soon will be off the air. This is a hard blow but under increased competition, how can a city of the size of San Francisco, as a comparative example, but without its trading area, support thirty-four radio and 5 television stations! It stands to reason some stations must fall by the wayside as there is no other way to stop them, because now it is too late to invest additional capital.



The management of the radio and television stations represented by Caribbean Networks has had the foresight to look at the future and act by installing better antennas, more powerful radio and TV transmitters, rebuild studios, form radio networks with powerful FM links and television networks with their own microwave relay units, operate longer hours with better programs, etc. One network will transmit 400 sport events by remote control, another network will broadcast over 35 "Soap Operas" daily and still another station will transmit "live," direct from a baseball park, two games a week plus the entire schedule of the top teams of the winter league; I am sure many of you have heard how CMQ broadcast "live" the world series on radio and television with an airplane acting as a "link" and how it led NBC "live" portions for "WIDE, WIDE WORLD." These are but a few of the many accomplishments necessary to keep pace with competition and progress.



1956 will see a richer and more abundant year for advertisers, advertising agencies, radio and television stations in the international field.

*Mark Jensen*

TV COMPANY  
PRODUCTIONS INC.

TV COMPANY

**"BIG TOWN"**

for Lever Bros. Company  
and  
General Motors,  
A.C. Spark Plug Division

PRODUCTIONS INC.

**"TIMETABLE"**

*United Artists Release*

# Analysis Compulsory For Newscasters



By  
**JOHN MacVANE**

President  
Association of Radio  
News Analysts

**T**HE Association of Radio News Analysts this year has begun an inquiry into the charge by radio-television critics that the American public is being lulled into a "deceptive sense of security through the failure of television to present news analysis on a regular frequent basis."

In an article last November, Jack Gould, columnist of the New York Times, asserted that the public has suffered from a "coast to coast vacuum in the realm of mature analysis of the contemporary scene." Gould charged that Television, fearful of controversy, has calculatedly avoided the type of program which would require the set owner to think the most and has provided instead a "protective cloak of continuous escapist entertainment," isolating viewers from "adequate awareness of the realities of day to day life." He maintained the public needs news analysts as "watch-dogs" to remind listeners and viewers that the world never stands still and to stimulate them to independent thought.



I have noted Mr. Gould's article because he outlined what other respected critics in the field, notably John Crosby of the New York Herald Tribune, have been saying recently. Many have been emphasizing that as of today Television prefers the "videogenic announcer" who can read a news bulletin - to the men who, themselves, have something to say. I think most professionals in our field would agree that the public is being deprived even of the right to disagree with comment on TV, comment which may be sharp, or controversial, but which is thought provoking. Alas! Not much thought is provoked by the bland baby-quet of newsreel news now fed the public.



One of ARNA's major purpose, from its founding fifteen years ago, has been the protecting of "the best interests of the public and the industry," as well as maintaining the "independence and prestige of the profession" and "improving the standards of analytical broadcasting."

ARNA has fought successfully to protect the reputations of its own members as experienced reliable commentators. ARNA did not and does not consider that the public interest would be served by commentators, whose opinion and advice on the state of the world reached so many of their fellow-countrymen, voicing commercials. ARNA fought this battle in the public interest and won it. The stand is now accepted by the networks, although, at a recent private meeting with network officials, it is noted that sponsors still would like to have commentators put their prestige into commercials for the sponsors' products. (One result of this has been that sponsors have applied on occasion the all-inclusive term "commentator" to their newscasters who are naturally not averse to reading a minute of news about the Middle East crisis, followed by a minute of advice to smoke El Ropo cigarettes.) I mention this because the ARNA effort to keep news analysis free was done in the public interest and not seldom at a loss of income for ARNA members.



Now, since there seems to be a definite feeling among the serious Radio-TV critics that the "best interests of the public" are being affected by the failure of the industry to stimulate thought and discussion through news commentary, ARNA has devoted several of its recent meetings to a discussion of this topic. These are being continued and form a field of activity separated from the usual private meetings of ARNA with distinguished American and foreign statesmen, contacts which, of course, have been taking place as usual.

It is too early to reach any conclusions on the extent of the problem, before an adequate number of network officials and other authorities in the field are consulted.

It has seemed to ARNA, however, that the analysis and interpretation of news should find a regular place on the daily schedule if the broadcasters are to fulfill the demands of the charter under which they operate to serve public interest, convenience and necessity.



ARNA is well aware of the challenge of the new means of communication. How to marry the expert knowledge of the news analyst to the ability of the visual technician must be a subject of experiment, and it may be that at times, the analyst will be behind the scenes working on the preparation of TV news in depth, at others in front of the camera. But the claim of the critics that the public is being subjected to a stupefying mesmerizing wheel of escapist entertainment seems to emphasize that news analysis must find a place, if Television's duty to the public is to be anything more than -- just words.



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ABC-TV COAST-TO-COAST

\* RADIO-TV DAILY'S  
ANNUAL POLL OF  
AMERICA'S RADIO-TV  
NEWSPAPER EDITORS

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# AWRT Maintains 11 Chapters In America



By  
**BETTE  
DOOLITTLE**

**AWRT Eastern Area  
Vice-President**

**I**T WAS a year full of progress for American Women in Radio and Television, Inc. A year in which membership grew to an all-time high of 1,325. President Jane Dalton of WSPA, Spartanburg, S. C. and all of AWRT are to be congratulated on the growth of the organization, its increased activity and the valuable service to its members in the bringing together of women with something in common—employment in the broadcasting industry.



**The exchange of ideas and information** when it is undertaken by women is always of great and far-reaching importance and has been demonstrated in AWRT. We have seen small local chapters form with no more than the seven required minimum of members, women who got together to exchange ideas and information, and within a few months that membership has doubled and even tripled with a program of activity underway which reached all the women in the area in the broadcasting field, cooperating in community and industry projects and furthering their own value and stature by **helping one another.**

AWRT's 1,325 members come from every state, Alaska, Hawaii, Puerto Rico and Canada. There are 26 chapters, with eleven of them chartered in 1955. The majority of members are employed by radio and television stations and networks in widely diversified jobs: broadcasters, disc jockeys, administrators, program directors, continuity directors, lawyers, owners, librarians, and women in traffic, writing, publicity and promotion, education, film, sales and music.



Another important segment comes from advertising agencies, package agencies and public relations firms. These women are account executives, administrators, writers, actresses, publicists and in agency production. Companies that want to reach Mrs. Consumer have home economists and consumer service women in membership, too. Government agencies and public service organizations also

are represented. There are also many freelance writers and performers, casting directors, researchers, industry consultants, and women writing for the important broadcasting trade press.

AWRT has demonstrated that it has something of value for every woman who is employed in broadcasting, either part or full time, wherever she might be.

**News and Views**, the AWRT monthly newsletter continues to carry news to every member. All chapter activities are reported, outstanding success stories of members and reports from its board and national committees.

Eleven national committees function in AWRT: Eligibility, Constitution and By-Laws, Membership, Projects, Public Relations, Scholarship, Publicity, Information Services, Convention, Industry and Information and Chapter Services. The latter two are new committees, having been created in 1955.



The AWRT 1955 Convention held in Chicago in May, was the largest in its history, with a registration of 529. The first AWRT Scholarship was awarded to Heather Woodard, 21-year old student at the University of Miami. Panels, speeches and business meetings gave to every delegate useful information, and more significantly, **inspiration** to improve her own work and contribute her share to the progress of the industry. The McCall Award again was a highlight, with seven women in radio and television receiving gold mikes as symbols of their achievements and service to the listening and viewing public.



The AWRT Scholarship deserves special mention here, since it is the pioneer effort by women in broadcasting to encourage college women to enter the field. The \$500 cash award is given to a woman in her junior year in college, who is majoring in radio and/or television, and with the scholarship goes the guidance and counsel that the winner may draw upon from the membership of AWRT. The Scholarship can be best described as the faith and enthusiasm radio and television women have in their own work and in the future of the industry.

AWRT has great plans for the future. The national convention will be held in Boston in April of 1956, with Heloise Parker Broeg of WEEI as Convention Chairman. In 1957 the convention will be in St. Louis, and in 1958 the West Coast.

AWRT has come a long way since its organizing convention in New York City, in April, 1951 when it had a total of 358 members. But we consider our work only begun and will continue our efforts to build the organization.



## DONALD WOODS

YOUR HOST ON

THE DAMON RUNYON THEATRE  
CBS-TV

THE WOOLWORTH HOUR  
CBS-RADIO

*Exclusive Representative*  
MARTIN GOODMAN

JUDson 6-1180

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# Public Acceptance Is Sales Barometer



By  
**DR. W. R. G.  
BAKER**

Vice-President of the  
**General Electric  
Company**

**W**E can expect significant developments in electronics in 1956, perhaps even greater than the progress achieved in 1955.

During the year just ended, General Electric Company introduced lightweight portable television sets, convertible clock radios and transistorized portable radios which were considered as outstanding innovations in the consumer goods market. The heavy public acceptance of these items was a reliable barometer indicating that the developing trend toward compactness and portability will be with us for some time. This trend will make itself felt not only in consumer goods lines, but in other products as well.



The trend to miniaturization which we can expect in 1956 goes hand in hand with that of compactness and portability. The year 1955 saw advancements in printed wiring, micro-miniature ceramic and metal tubes, and micro-power transistors. Next year, we can expect a furthering of developments along this line

only one of which will be a tiny resistor-capacitor network assembly now undergoing refinement within our General Electric Electronics Division.



In the field of broadcast equipment, we pioneered in 1955 in equipment which moved television broadcasting to the highest transmitting powers allowed by FCC, thus insuring better reception in fringe areas. And, to meet the demand for industrial television, an area which will see heavy commercialization in 1956, General Electric made available new

high-quality camera equipment, with improved camera tubes. Similar progress was made in cathode-ray tubes during the year.

Our mobile communications equipment line also saw substantial improvement during 1955, and we paid considerable attention to microwave relay systems. A new laboratory of the G-E Electronics Division was established during the year at Palo Alto, Calif., for this latter purpose.

For defense, we are continuing our development of more powerful and more efficient radar equipment, and are placing more emphasis on electronic defense systems. To accomplish this, our Electronics Division was reorganized just before the turn of the year, to bring about a closer coordination of our Company's military electronic businesses.



This organizational realignment, however, was not concerned with military electronics alone. It also was designed to help us keep pace with the great steps forward which are anticipated in the next five years in industrial electronics including such areas as semiconductors, computers, and automation.

The electronic industry heard the last-mentioned word—automation—with abundant repetition in 1955. Undoubtedly, we will hear more of it in 1956 and the years beyond. It is a catch-all word which is meant to sum up everything the industry in general has been doing to manufacture equipment in the most efficient manner possible.



Whether we think of automation in its true sense—that is, the programming of machines by electronic control—or in the sense of achieving increased mechanization with more intricate systems of conveying goods—the ultimate desire is still the same. We have as our goal the primary objective of improving processing and assembly operations so that the consumer, in the long run, will get a better product at the most economical price possible.

As we see it, the technology of automation is only part of the program for progress which will lead us to new horizons in 1956 and the years ahead.



The Adventures of Ozzie and Harriet televised every Friday night over the ABC-TV network.



# Public Interest Campaigns Get Results



By  
**GORDON C.  
KINNEY**

**Radio & Television  
Director The  
Advertising Council**

IT IS nice to be able to report, in this Annual, that the past year has seen a sizeable increase in the time, talent and circulation contributed by broadcasters and advertisers to public service information campaigns. More television and radio circulation was given to more campaigns of government agencies and private organizations last year than in any previous year. And the outlook for even broader broadcasting support of public interest projects in 1956 is very bright.



The number of network television programs and advertisers that cooperate with The Advertising Council in supporting its campaigns continues to grow. More and more filmed TV shows are finding it possible to insert public service appeals. The many multi-sponsored TV shows are now devoting time to these vital projects. Even the most expensive spectaculars and special shows are sharing time with campaigns in the public interest. The drive of the Council to enlist the help of television's biggest programs in the best time periods -- and thereby assure public interest campaigns, the largest audiences and best that TV has to offer -- is succeeding.



It is the Council's goal to have the cooperation of every network television program in Class A Time in support of important public service campaigns. This goal was nearly reached in 1955. We are confident that the few remaining programs and advertisers who have not yet joined in this important phase of broadcasting will participate in 1956. Also, as television stations increase throughout America, they bring these vital messages to new audiences, new markets -- broadening further the generous support, expanding further the role of the broadcaster in the public service.

But rather than detail for you here the continuing growth of public service broadcasting and advertising, it might be best to

answer the questions, "Do these broad public service campaigns, which America's broadcasters support so generously, achieve any results? Are they effective?"

Here briefly, are reports on a few of the Council's Major campaigns:

## **Better Schools**

- Four years ago, there were some 17 local citizens committees working to improve public schools. Today, the total exceeds 10,000. In 1955, there were 34 state citizen committees -- an increase of 10 over 1954. In 1947 membership in Parent-Teacher Associations totaled 4½ million. Present membership is over 10 million.

## **CARE**

- In 1955 more CARE packages were shipped overseas than in any previous year. Over one million of the so-called "Dollar Packages" were shipped during the calendar year.

## **Engineers Wanted**

- While overall college enrollments rose 8% as of September, 1955, enrollments in engineering colleges rose 9%. Freshmen enrolled in engineering colleges were 10.4% of the overall college freshmen enrollments. This compares with a 7% figure in 1952, the year the Council originated its campaign.

## **Fire Prevention**

- Statistics for fire losses during 1955 showed a leveling off after four years of steady increase.

## **Religion In American Life**

- In communities mobilized around the RIAL program increases in attendance at religious services have taken place running from 10% to as high as 50%. Experience indicates that these results generally continue long after the conclusion of the program.

## **Stop Accidents**

- In 1954 the national death rate was reduced from 11.3 per 100 million passenger miles to 6.5. While the actual number of deaths for 1955 probably will show an increase over those of 1954, it is indicated that the death rate may not be affected adversely.

## **U. S. Savings Bonds**

- Sales of E and H Savings Bonds in 1955 were the highest in peacetime history. Cash sales totaled about \$5½ billion compared to \$4,900,000 in 1954.



Broadcasters and advertisers can be proud of their part in helping to produce results like these. If we all work to expand even further the support and effectiveness of television in these areas, we can achieve even more remarkable results in solving America's problems the voluntary way.



## **SAMMY KAYE**

RADIO: Sunday Serenade — ABC

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

*Management:* DAVID KRENGEL

607 Fifth Avenue

New York City

Plaza 3-2636

*Direction —* MCA

*Public Relations:* DAVID O. ALBER ASSOCIATES

# Color TV Transition Must Be Smooth



By  
**JOHN SINN**  
President  
Ziv Television Programs

**I**N THE past few months, it has become very clear to the television film industry that a plentiful basic supply of film programs is not enough, in itself, to attract either audiences or advertisers—particularly advertisers.

The top advertisers using syndicated films today are paying careful attention to star names, production values, script quality, and promotional opportunities. They are taking a close look before they bet their advertising chips for a whole season.

But, we've learned, when they find a show that measures up, they don't skimp on their program budgets. Quality, more and more advertising executives fully realize, has to be purchased—*not bargained for.*



We are very proud of the fact that we have a very low turnover in our clients, year after year, and a very high renewal rate on shows continuing in production. In fact, more than 75% of the clients with which we started out some six seasons ago are still on the roster of Ziv Tv sponsors.

The continuing quality of the film series we have delivered to our clients has built their confidence in us. And, the confidence of our advertisers has enabled us to map out a production goal for 1956 that is expected to be 38% over the level of 1955—a year in which we produced more than 3.2 million feet of program film footage and 428,976 feet of special custom commercials at our Hollywood studios.



As you might imagine, the number of man hours and the amount of talent that must be poured into such an ambitious schedule is enormous.

Take actors, for example. We have been able to attract top marquee names—like Barry Sullivan, Richard Carlson, Broderick Crawford, David Brian—and others to star in our telefilm series by paying top prices, and by proving that they will get nationwide

exposure on television that rivals any other medium in existence.

But telefilms can't be made with stars alone. You need supporting players, character actors, extras. They, too, must be of a high calibre to maintain your overall quality.

At our Hollywood studios recently, we inaugurated what is probably the biggest schedule of talent auditions ever seen in the film industry. We will screen groups of actors and actresses of all types twice a month, and hope to find as many as 250 "new" faces for our \$12 million 1956 production schedule.



Why are we forced to hunt for "new" faces in Hollywood, the talent center of the worldwide film industry? It's true there's no particular shortage of acting talent. But television, and television filming, has grown so extensive that we must enlarge this talent pool, since we and others are constantly using it. Fresh faces help us to maintain freshness in our productions—particularly those of a semi-documentary nature, such as "Man Called X," "Highway Patrol," and "I Led Three Lives" and dramatic anthologies like "Science Fiction Theatre." And, it ultimately helps to build large program audiences for the advertiser's commercials.

This is only one facet of the problems that face us as a leading telefilm producer. We constantly search for top-notch writers, and have employed such well-known TV dramatists and screenwriters as Jerome Lawrence and Robert E. Lee, authors of "Inherit The Wind"; Robert L. Smith, who scripted "Sudden Fear," Jo Pagano, Gene Levitt, John Larkin and many others. We have sought out the top directors, producers, cameramen, technicians, lighting experts. Everything, from the raw film stock you use right through to your distribution organization, must be top calibre. Otherwise, a weak link in your chain will lower your over-all quality.



It all adds up to one thing. As film producers, we feel that our primary responsibility is to deliver a quality product to our customers. At the same time, we also feel a responsibility toward the millions of viewers who watch Ziv-produced telefilm shows in over 280 cities in the United States.

The viewer of today is getting more and more selective in his choice of viewing fare. But we at Ziv Television Programs feel confident that we will prove equal to this challenge, and that we will continue to play a major role in an industry which will forge beyond the conventional lines as they are drawn today.



**IGOR CASSINI**

“MILLION DOLLAR SHOWCASE”

# New Television Broadcast Techniques



By  
**DAVID T.  
SCHULTZ**

President  
**Allen B. Du Mont  
Laboratories, Inc.**

**P**ROBABLY the most significant occurrence during 1955 at Du Mont from a television broadcast industry standpoint was our decision to discontinue television network broadcasting, to spin-off our broadcasting properties as a separate corporation, The Du Mont Broadcasting Corporation, and to concentrate upon furnishing technical equipment to the industry.

Du Mont had participated in television network broadcasting since 1946, and in the succeeding years we made many contributions to the development and growth of nation-wide television as we know it today. With the type F.C.C. allocation plan under which the industry is now operating, there is no likelihood in the near future that there can be enough strong television outlets in major markets to support four network operations.



With the spin-off of our broadcasting properties divorced itself from broadcasting. Our direct interest in television broadcasting is now to provide service, transmitting equipment, and new technical advances at the transmitter, studio and film making levels to broadcasters and film producers.

An example of the technical advances and service which Du Mont is equipped to provide is the Electronicam TV-Film System. In this completely new concept for the making of motion picture films, all of the electronic advantages of live television broadcasting are combined with motion picture techniques so that highest quality film can be made in a fraction of the time required by conventional methods.



The camera units of the "Electronicam" combine an image orthicon view finder with a specially-adapted 16mm or 35mm motion picture camera, using a single common lens

system. As a result, film directors, producers and all members of the creative team see the action that is being filmed on television monitors exactly as the motion picture camera sees it. There is no need to wait to see results of a day's shooting. It is seen instantaneously on the monitors by all persons concerned.

The "Electronicam" is a complete system which includes monitors, television switching control units, and matting amplifiers. An editing master film is made electronically while the high definition film is being shot, and this editing master is recorded complete with wipes, fades, laps, super-impositions and other special effects.

In the broadcast equipment field Du Mont pioneered again with a completely new method for live color television pick-up. Called "Vitascan", this new system enables a television station or closed-circuit broadcaster to present live color television without the need for expensive tri-color cameras and their problems of registration, long warm-up time and numerous highly-trained technicians.



This is accomplished by scanning a scene with a beam of light and using photoelectric cells to pick up the reflected light and convert it to electrical energy. In the "Vitascan" system, the scanning is done by a cathode-ray tube and the reflected light is picked up by multiplier phototubes which not only convert the light to electrical energy but multiply it many times. Correct signals for color transmission are achieved through the use of color filters placed in front of the phototubes.

"Vitascan" is actually the reverse of usual television techniques. In "Vitascan", what appears to be the camera is actually the light source or scanner. Above the studio, where floodlights would ordinarily be, are the multiplier phototubes.



Because "Vitascan" works on the principle of a reflected beam of light, the action must take place in a light-tight studio. So that actors can see in the studio, stroboscopic lights flash on 60 times a second during the blanking interval when the cathode-ray beam is shut off.

The "Electronicam" and Vitascan" are two of our most recent developments to serve the television broadcast industry. Du Mont continues its basic research in transmitter circuitry, studio equipment, optics, film production and color television transmission to give broadcasters the best technical products and service.



## LEE GRAHAM

Mutual Broadcasting System-Radio — WABD-Dumont Television

# Cuban Annual Ad Investment \$7 Million



By **GOAR MESTRE**  
President, Circuito  
CMQ, S.A.

CUBA'S first TV license was granted to CMQ early in 1950 and our Channel 6 transmitter went on the air in mid-December of that year, before our television building, adjoining our radio installations in Radiocentro, had been completed. A 5 kw transmitter, with a 3-bay superturnstile antenna on a 200 ft. hurricane proof tower atop the television building, was inaugurated together with two iconoscope film chains and four projectors and two studios, with two cameras each, plus a mobile unit equipped with microwave and cameras.



A small 16 mm film processing laboratory was installed in order to provide adequate facilities for the production of TV commercials, and the usual provisions for a reasonable amount of scenery and props were also included.

On March 12, 1951, the official inauguration of CMQ-TV took place with the attendance of the highest Cuban authorities, including the President of the Republic and a group of U. S. advertising agency representatives, newspapermen and editors of trade magazines, who came to Cuba as guests, to join their Cuban colleagues on the eventful occasion.

From the very beginning of television in Cuba, it became evident that response to the new medium, on the part of the advertisers and the general public, was surely to exceed our fondest expectations. By the end of 1951, CMQ-TV was in the black, the number of live programs was far greater than could be adequately handled with the existing facilities and there were more than 25,000 TV-homes in Greater Havana.



In November, 1951, CMQ inaugurated in the city of Camaguey, the first of four TV stations in the Interior of the island which were to make up its national network, for which both advertisers and the general public

had been clamoring since the inception of television in Havana, less than a year before. In March and April of 1952, additional transmitters went operative in the cities of Matanzas, Santa Clara and Santiago de Cuba, and our Video Recording Department was ready to handle over 20,000 feet of 16 mm film daily, containing all of CMQ's 6 hours of daily program fare. By May 1st, 1952, our national TV network was a reality and TV had come within the reach of nearly 70% of all Cuban homes.

While this expansion in our transmitting facilities was taking place, additional studios and cameras were being added in Radiocentro and by mid 1952, the number of studios had increased to five, the mobile units to two and sixteen cameras were in daily use.



While there are no official figures available, we estimate that total advertising investment in the television medium in Cuba is currently approaching a figure equivalent to seven million dollars a year, a substantial share of which is being invested in the CMQ-TV network. This is due to CMQ's superior programming, which commands at all times an audience in excess of 50% of all sets tuned in at any one time.

Program ratings in Cuba are undergoing the same process which has been observed in the United States and while three years ago it was not uncommon for a top program to hit a rating of over 60, today there is only one program on Cuban television that exceeds 50, and those that exceed 40 can also be counted with the fingers of both hands. At CMQ, however, when a program does not obtain a rating of more than 25, we seriously begin to consider throwing it out the window.



Summing up, boldness in programming, boldness in creative selling, and a tremendous expansion in technical facilities, have made CMQ-TV grow spectacularly during the past five years. What the future holds for Cuban television, greatly depends on the general over-all economical situation of the country which, in turn, hinges to a greater extent than most people realize, on what happens to U. S. purchases of Cuban sugar.

This little island in the Caribbean, everyone knows, is among the world's best and largest consumer of U. S. manufactured and agricultural products, having one of the world's highest per capita rates of consumption of such products. The extent to which television will participate in the overall advertising picture greatly depends on the demand for such imported or locally manufactured goods.



JEAN MARTIN

ABC-TV



# Syndication Now Permanent In TV Field



By  
**DAVID V.  
SUTTON**

Vice President  
in Charge of  
MCA-TV Ltd.

**D**ESPIE some comments to the contrary, I think 1955 saw syndicated television reach a mature stage. I think further that syndication has become one of the basic mainstays of the medium, and 1956 will see it established even more firmly.



Many previously notable trends became more in evidence in 1955 and will play an important part in shaping the future of syndication in the year to come. In 1955, these four factors underlay the development of most national trends: the emergence of top-quality productions filmed expressly for syndication; the rating success achieved by syndicated shows even when paired against well-known network fare; the choice time periods obtained by syndicated properties, notwithstanding the general "tightness" of prime time experienced by the industry as a whole; and finally, the entering en masse of the medium by a big number of national advertisers.



With the emergence of the dramatic spectaculars during 1955 by the networks, tv film distributors met the challenge with quality products. In line with the trend of handling only top-quality shows, MCA-TV, for example, in June, 1955, released a work of Lloyd C. Douglas for presentation on television for the first time. "Dr. Hudson's Secret Journal," based on the novel by the eminent author, has presented the film buyer with the opportunity of sponsoring a show of quality with originality and the opportunity of associating his station or product with the works of one of the most distinguished writers in the literary world. This is the trend which became so evident during 1955 and will be of primary importance if syndication is to present the type of product that can pull high ratings against a national show.

Given a good time period, a high-quality show made for syndication can match the rating of a network show. Carrying this one step further, there is little doubt that a good syndicated show, given broad coverage, can offer fierce competition to a network presentation. Using MCA-TV's own highly successful "Waterfront" series as an example, we found that in 34 ARB metropolitan market reports listed as carrying the series, an approximate 4,200,000 homes watched the program out of a potential of 15,900,000 unduplicated homes. This is a highly respectable audience level for any show, syndication or net.



As a result of proving they can attain high ratings, syndicated shows are now able to obtain prime telecast time. For example, "Waterfront" was able to obtain prime evening time in such major markets as: 8:00-8:30, Wednesday, Houston; 8:30-9:03, Friday, in San Francisco; and 8:30-9:00, Thursday, in Portland, Oregon. These are time slots once considered the exclusive domain of the networks. It is interesting to note that even in markets where "Waterfront" did not get prime time, like Philadelphia, where it is telecast Sundays 6:30, the high quality of the show earns a 35.6 rating which ranked eighth in the market among all shows, network or local origination.



There is still another vital factor to be taken into consideration when attempting to define the scope of film syndication. There is the sponsor's angle. Many of the nation's biggest and most astute advertisers have realized the value of syndication, as evidenced by their entering the medium en masse. The list of major advertisers now using syndication reads like the blue book of advertising. Such important sponsors as Procter and Gamble, Standard Oil Company, Ford Dealers, Coca-Cola Dealers, Liebman Breweries and Heinz Company have entered syndicated television in the past. Major advertisers found they could purchase syndicated fare and get prime time rather than go into fringe network time. This allowed the advertisers to slant their campaign toward the consumer situation in the market and maintain one theme through their advertising campaign.

Today in any evaluation of television, syndicated TV must be considered a major factor in the broadcasting industry. We are headed toward a stabilized business year. It is apparent that syndication is moving ahead into a permanent and prominent position in the nation's most dynamic advertising medium.



**FRED ASTAIRE — CHARLES L. CASANAVE**

**FRED ASTAIRE DANCE STUDIOS**

487 PARK AVENUE • NEW YORK 22. N. Y.

PLAZA 9-5800

# 65 TV Stations Across Canada By 1958



By  
**JULES  
LaROCHELLE**  
Canadian  
Correspondent  
Radio Television Daily

**T**HE Canadian radio and television industry in all its phases recorded further short-growth in 1955 and outlook for 1956 is declared highly favorable by all those connected with the industry—either in the broadcasting, advertising and manufacturing ends.

Numerous other outlets were initiated during the year, both for television and radio broadcasting and it is now estimated that television coverage spreads to reach over 10,000,000 Canadians, while radio coverage, of course, is pretty near the 100 per cent mark.



Canadian manufacturers of television and radio sets report higher production and sales for the year 1955. It is estimated that already Canadians have spent more than \$500,000,000 for television sets and other related appliances thus far. There are at present some 1,600,000 black and white TV receivers in homes across the country. For this year, official associations report that when final figures become available it will be shown that 1955 tv set sales amounted well over 750,000 units. (Latest official figures indicated that in the first eleven months of 1955 there were 690,071 TV sets sold, compared with 530,350 in the corresponding period of previous year. Value of television sets sold in the eleven month period of 1955 was \$209,169,249). There was a decline in average value of sets in that period from \$348 year before to \$303 in latest period.



As for the sales outlook of tv sets, makers feel that growth will not be as pronounced in 1956 but the market just the same is not expected to ever become saturated. They point out to the experience of the radio receiver market where despite the fact that television has given stiff competition to the older system, sales have continued at high level right along.

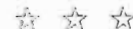
As far as the broadcasting end of the radio and television industry, conditions remained

favorable. Advertising revenues were good, especially for television operations. Also, radio broadcasters managed favorably despite the fact that they had to considerably rearrange program schedules.

An important development in the year and one that will have an all-important bearing on the future of the whole television broadcasting business was the progress reported in the cross-country 3,800-mile coast-to-coast microwave system. Using 135 relay points to make simultaneous transmission of nationwide TV programs, the system is expected to be completed on schedule by 1958.



Contract for the giant network was awarded to the Bell Telephone Company of Canada, acting for the Trans-Canada Telephone System, an association formed of Maritime Telephone & Telegraph Co., New Brunswick Telephone Co., Bell Telephone Co. of Canada, Manitoba Telephone System, Saskatchewan Government Telephones, Alberta Government Telephones and the British Columbia Telephone Co. The seven members are responsible for construction in areas they serve. Also to extend the French-language television network in Eastern Canada, the Canadian National Railways and Canadian Pacific Railway Company have opened micro-wave networks from Montreal to Quebec City—which is now used by the CBS—and further contract has been awarded to push the service from Montreal to Sherbrooke, Que., as far east as Rimouski, Quebec. The railways have also developed a network between Toronto, Hamilton, Kitchener, Wingham, London and Windsor, in Ontario.



Latest compilation available showed that the following Canadian cities were serviced by private television stations: St. John's, Nfld., Sydney, N. S., Charlottetown, P. E. I., Saint John, N. B., Moncton, N. B., Jonquiere, Que., Rimouski, Que., Quebec City; Sherbrooke, Que.; Hamilton, London, Windsor, Wingham, Barrie, North Bay, Timmins, Sudbury, all in Ontario; Brandon, Man., Saskatoon, Sask., Regina, Sask., Lethbridge, Edmonton and Calgary, Alberta, Peterborough, Kingston, Sault Ste. Marie and Port Arthur, Ont. The CBS operated TV stations at Halifax, N. S., Montreal, Ottawa, Toronto, Winnipeg and Vancouver. Of the immediate future as far as television stations additions is concerned, private interests maintain that they could have up to 65 stations operating across Canada by 1958—if more than one outlet is permitted in all centers.

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Seen Coast to Coast  
Monday Through Friday  
7:00 P.M. EST., ABC-TV



*Burr Tillstrom's*  
**KUKLA, FRAN**  
**and OLLIE**



**with Fran**  
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SPONSORED by the GORDON BAKING COMPANY  
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Produced by BEULAH ZACHARY

Directed by LEWIS GOMAVITZ

Assistant to BURR TILLSTROM — JOSEPH LOCKWOOD

Music by CAROLYN GILBERT

We Are an ABC-TV Co-op Program

# Radio-TV Members Boost Press Corps Total



By  
**LOUIS P.  
LOCHNER**  
President  
Overseas Press Club

**T**HE Overseas Press Club of America was organized in 1939 under the leadership of Wythe Williams, veteran New York Times foreign correspondent, as an association of journalists who have served or are serving American newspapers, news associations, magazines, radio and TV abroad as foreign correspondents or photographers.

Beginning with 40 charter members, the Club now numbers 1500 and includes virtually every foreign correspondent whose name has become familiar through radio and television appearances, or by his or her byline in newspapers and other periodicals.



In December of 1954, the Club dedicated the Memorial Press Center, a beautiful brown stone club house at 35 East 39th Street, New York, to the memory of over eighty American correspondents on overseas duty who gave their lives during and after World War II so that a free press might continue in a free world.

The furtherance of freedom of speech, press, and assembly is one main aim of the Club. During 1955 it has supported efforts to liberate American journalists in several Latin American countries who were arrested by dictatorial regimes. It has insisted upon a fair inquiry into the murder of Gene Symonds in Singapore, and has championed Dr. Alberto Gainza Paz's right to regain ownership of La Prensa of Buenos Aires, wrenched from him by Juan Peron.



In October, 1955, the Club joined the Americas Foundation in sponsoring a two-day Assembly on News, Knowledge and Freedom in the Americas, held in the Memorial Press Center. Problems of inter-American interest were discussed with intimate frankness by a gratifying array of publicists and savants from both continents, among them Dr. Gainza Paz, and general chairman of the Assembly:

former President Eduardo Santos of Colombia, publisher of El Tiempo of Bogota; A. A. Berle, associate professor of law, Columbia University; former President Galo Plaza of Ecuador, and Spruille Braden, president of the Pan-American Society.

The Club maintains cooperative relations with the International Press Institute at Zurich, Switzerland. It helps combat the growing tendency in government to render access to information to which the public is entitled, increasingly difficult.

The Annual Awards Dinner, held at the Waldorf-Astoria in April, 1955, was the high-point of the year. An inspiring address by U.S. Senator Margaret Chase Smith preceded the presentation of a series of awards to foreign correspondents for exceptional journalistic and photographic work.



At the Club's Tuesday afternoon "at homes" members returning from overseas assignments have reported intimately and authoritatively on the political, social, and economic situation abroad, often speaking off the record.

The Club appeared on the air repeatedly during 1955. Principal event in this category was the NBC Producer's Showcase in November. This TV show was produced for and with the Overseas Press Club. Club members also participated in an NBC panel discussion on Disarmament, with Harold Stassen as guest. Others contributed a WNYC program on Freedom of the Press. The CBS Overseas Round-up by this network's foreign correspondents has become an annual luncheon feature of the Overseas Press Club's Christmas season. The CBS colleagues are plied with searching questions.

One of the most popular features of 1955 Club life was a series of regional dinners, or "national nights," which acquainted the members with the history, customs, arts, and cuisines of France, Israel, Greece, Hawaii, India, Austria, Mexico, and Norway.



"Book evenings" centering about works of Club members proved impressively stimulating.

One of the Club's many services is that of a Placement Committee, which finds jobs for many members; another is a Group Insurance Plan which furnishes members inexpensive protection of life and health.

The Club publishes a weekly BULLETIN which keeps the membership informed both of the Club's doings and the whereabouts, nature of work, and personal data of the 1500 members. A Who's Who of the membership is in process of publication.



# NOW ON ABC!



# NETWORK RADIO FOR SMALL-SPACE ADVERTISERS!

Sometimes network radio is labeled "Big Advertisers Only." But ABC Radio offers smaller budgets network radio in "bite size." Programs or segments . . . there is a plan tailored to fit every need . . . completely flexible, surprisingly economical. Get all the facts today from your ABC radio representative. This is *your* opportunity to sponsor network radio . . . still the biggest medium for broadest coverage and greatest circulation at lowest cost.



. . . the new sound  
of ABC Radio

7 West 66th St., New York 23, N. Y., *SUSquehanna* 7-5000  
20 North Wacker Drive, Chicago, Illinois, *ANdover* 3-0800  
277 Golden Gate, San Francisco, Cal., *UNderhill* 3-0077  
1539 N. Vine St., Hollywood 28, Cal., *HOLlywood* 2-3141

## Radio and Television

# TELEPHONE NUMBERS

in New York



### AM Radio Stations

WABC	Susquehanna	7-5000
WBNX	Melrose	5-0333
WCBS	Plaza	1-2345
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGGB	FReeport	9-1400
WHLI	Olympia	8-1100
WHQM	Circle	6-3900
WINS	Bryant	9-6000
WKBS	Pioneer	6-6700
WLIB	Monument	6-1800
WMCA	Circle	6-2200
WMGM	Murray Hill	8-1000
WRCA	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	Whitehall	3-3600
WOR	Longacre	4-8000
WOY	Circle	5-7979
WQXR	Lakawanna	4-1100
WWRL	Defender	5-1600

### FM Radio Stations

WABC-FM	Susquehanna	7-5000
WCBS-FM	Plaza	1-2345
WFAS-FM	White Plains	9-6400
WGHF-FM	Lexington	2-4927
WNRC	New Rochelle	6-0800
WHLI-FM	Ivanhoe	1-8000
WMGM-FM	Murray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	Whitehall	3-3600
WOR-FM	Longacre	4-8000
WQXR-FM	Lackawanna	4-1100

### TV Stations

WABC-TV	Susquehanna	7-5000
WABD	LEhigh	5-1000
WATV	BARclay	7-3260
WCBS-TV	Plaza	1-2345
WRCA-TV	Circle	7-8300
WOR-TV	Longacre	4-8000
WPIX	Murray Hill	2-6500

### National Networks

American Broadcasting Co.	Susquehanna	7-5000
Columbia Broadcasting System	Plaza	1-2345
DuMont Television Network	LEhigh	5-1000
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	Longacre	4-8000
National Broadcasting Co.	Circle	7-8300

### Station Representatives

ABC Spot Sales	Susquehanna	7-5000
Avery-Knodel, Inc.	Judson	6-5536
Hil F. Best	LExington	2-3783
John Blair & Co.	Murray Hill	2-6900
Blair-TV, Inc.	Murray Hill	2-5644
Guy Bolam	Murray Hill	5-1300
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	Murray Hill	2-4606
Burn-Smith Co., Inc.	Murray Hill	2-3124

CBS Radio Spot Sales	Plaza	1-2345
CBS TV Spot Sales	Plaza	1-2345
Henry I. Christal	Murray Hill	8-4414
Thomas F. Clark Co. Inc.	Plaza	5-0376
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	Murray Hill	2-7270
Devney & Co.	Murray Hill	7-5365
Everett-McKinney, Inc.	Plaza	9-3747
Forjoe & Co., Inc.	Judson	6-3100
Free & Peters, Inc.	Plaza	1-2700
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	Murray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	Plaza	9-4460
Joseph Hershey McGillvra, Inc.	Murray Hill	2-8755
Robert Meeker Associates, Inc.	Murray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bestig. Co.	Murray Hill	5-1300
John E. Pearson Co.	Plaza	1-3366
John H. Perry Associates	Murray Hill	7-5047
Edward Petry & Co., Inc.	Murray Hill	8-0200
Radio-TV Representatives	Murray Hill	8-4340
William G. Rambeau Co.	Murray Hill	6-5940
Paul H. Raymer Co., Inc.	Plaza	9-5570
Venard, Rintoul & McConnell	Murray Hill	8-1088
The Walker Representation Co., Inc.	Murray Hill	3-5830
Weed & Co.	Plaza	9-4700
Adam J. Young, Jr., Inc.	Plaza	9-1810

### Advertising Agencies

Anderson & Cairns, Inc.	Murray Hill	8-5800
N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey, Inc.	Circle	7-3719
Ted Bates & Co.	Judson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	Murray Hill	8-1100
Biow Company	Plaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
Bryon Houston	Plaza	7-6400
Leo Burnett	Murray Hill	8-9480
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	Murray Hill	8-3400
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	OXford	7-2400
Cunningham & Walsh, Inc.	Murray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRYant	9-0445
Donahue & Coe, Inc.	COLumbus	5-2772
Doremus & Co.	WORth	4-0700
Dowd, Redfield & Johnstone	Murray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	Murray Hill	8-5000
Albert Frank-Guenther Law	COrlandt	7-5060
Fuller & Smith & Ross, Inc.	Murray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer Advertising, Inc.	Plaza	1-3300
Grant Advertising	TEmpleton	8-9393
Grey Adv. Agency, Inc.	Plaza	1-3500
Charles W. Hoyt Co., Inc.	Murray Hill	2-2000
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	Plaza	1-1400
The Joseph Katz Co.	Murray Hill	7-0250
Kenyon & Eckhardt, Inc.	Murray Hill	8-5700