



REPORT ON 1948

American Broadcasting Company

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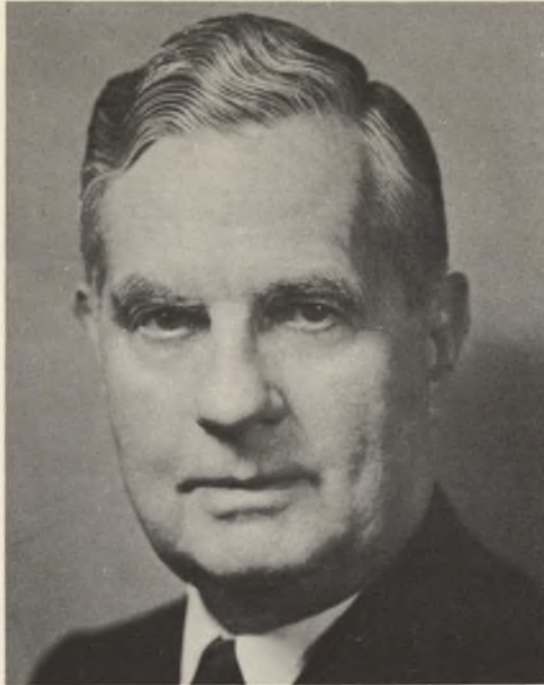
AMERICAN BROADCASTING COMPANY, INC.

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**STATEMENT OF EDWARD J. NOBLE,
CHAIRMAN OF THE BOARD OF DIRECTORS**

Time puts a period to another year — a year of high hopes, deep disappointment — a year of anxiety and achievement.

In this puzzled post-war world, the chief hope of all of us as we entered upon 1948 was for peace throughout the world and sanity between nation and nation. We have achieved an uneasy peace, a tremulous balance. We have not established the comity of nations, the fellowship of men that we envisaged.

But as we turn to the new year we may look with satisfaction on some of our country's accomplishments. Our leaders have inaugurated and are pushing vigorously a policy of aid and rehabilitation to the war-shattered nations; they have pronounced in no uncertain terms, faith in our

national ideals and have taken steps to implement that pronouncement. Our whole citizenship has demonstrated to the world a deep-seated belief in the American way through national elections.

We in the radio industry have had special privilege and obligation in manifesting to the world the position and the thinking of the United States during the past year. And I am proud to say that I think we have earned a "Well done" for the manner in which we have carried out that obligation.

Through our system of free broadcasting, we have held up to our own and to other nations a sounding-board of news, commentary, opinion and analysis unparalleled throughout the globe. We have done this without distortion, with no view to special interest, at no behest other than the public good.

The American Broadcasting Company has been particularly vigorous in the development of our medium toward its fullest potential. It has expanded its coverage of the listening field, increased its circulation, and taken important strides forward in the field of television. As of this writing, the American Broadcasting Company holds a commanding position in the television field with three of its own stations on the air; two more about to go on the air; and with regular program service being carried to an Eastern and a Midwestern television network.

The name American, designating our company, gained added significance during the year, for the American people now have a substantial interest in its ownership. Through public subscription to a block of shares some months ago, there are now more than three thousand stockholders in this typically American enterprise.

To all those who have played a part in the progress of our network — employees, artists, sponsors, our affiliated stations and the listening public — we extend our appreciation. And to them we extend a pledge that the effort that has been expended in bringing the American Broadcasting Company to its present high position will continue unremitting and untiring, to the end that we shall have even broader scope for greater service to the public.



STATEMENT OF MARK WOODS, PRESIDENT

To a large extent, the year 1948 for the American Broadcasting Company may be encompassed by the ever more familiar symbol, TV.

For within six months during the past year our network began regular television service over three owned and operated stations in New York, Chicago and Detroit; completed plans to launch two more owned and operated stations in Los Angeles and San Francisco; began regular program service to an Eastern and a Middle Western television network; acquired exceptional sites in New York and Hollywood for television headquarters; set up, within the framework of our AM operations a complete, integrated television personnel; and set new program standards in the medium by the coverage of the national elections and the first telecast of the Metropolitan Opera.

Youngest of the radio networks, the American Broadcasting Company has already assumed a commanding position in the newest communica-

tions medium and the pace we have set thus far we are determined to maintain.

Proud as we are of the strides that we have taken in television, we are equally proud that they have been taken with no lessening of our steady advances in the field of AM broadcasting.

In 1948 we extended and amplified our theory of "planned programming" — the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences—thus giving the advertiser the benefit of a cumulative audience interest and response.

Prime examples of this type of program planning are our schedules on Sunday, Tuesday and Wednesday nights. The first represents a well-balanced variety of news, music and serious drama; the second, an outstanding array of public service programs; while the third is a "must" listening night for comedy and variety.

We have strengthened substantially our Monday and Thursday evening programs while in the daytime we have augmented our already outstanding schedule by such programs as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and the Kay Kyser program.

During the year ABC achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 272, carefully selected to give the advertiser the greatest listener coverage. Our owned and operated stations, as well as many of our affiliates, also made their debut into the FM field during the year with a strong program structure based on our AM broadcast schedules.

The year saw a substantial number of new advertisers utilizing ABC facilities, including General Motors, the Association of American Railroads, P. Lorillard Co., Sealtest, Pillsbury Mills, Kelvinator and the Chesebrough Manufacturing Co.

I feel confident that the progress we have achieved in 1948 will be continued in the coming year and that in both the television and the AM broadcast fields ABC will continue to be a pace-setter.

This is ABC

The American Broadcasting Company

Americans in 1948 opened their eyes to watch a modern miracle—Television—striding toward maturity.

Through this scientific triumph they watched the swift current of the day's events. And through ABC Television they saw the full sweep of the hand of time as it passed over their world—over the comedy and tragedy of human progress.

The American Broadcasting Company is proud to be a major contributor to the development of this new miracle of science by the establishment, during 1948, of three new television stations, in addition to the development of an Eastern and a Midwestern television network; by the development of Video Recording—the simultaneous recording of sight and sound on 16 mm. film directly from the television tube; and by the production of the year's most ambitious programs—the national political conventions and the national elections of 1948. The network's crowning achievement in the television field came on November 29, 1948, with the first telecast of a full length opera—Verdi's *OTELLO*—from the stage of the Metropolitan Opera House.

Millions of persons along the Atlantic seaboard as well as in the Midwestern states find in the American Broadcasting Company's television programs an exciting form of entertainment and information which supplements their radios and their publications.

These viewers are articulate about the new medium and they take pains to tell us just what they think about ABC Television. They say they like it.

Young as it is, television—and particularly ABC Television—has made the country's great entertainers and the nation's leading advertisers aware of its tremendous prospects.

Such familiar ABC Radio names as WALTER WINCHELL, DREW PEARSON, ELMER DAVIS and PAUL WHITEMAN together with noted performers such as BEATRICE LILLIE, JAMES BARTON, RAY BOLGER, JERRY COLONNA, PAUL and GRACE HARTMAN have been seen on ABC Television this year.

Some of America's biggest industries — motors, petroleum, food, radio, tobacco, jewelry and drugs—now send their messages to the public by way of ABC Television. Many of the same advertisers and talent have long been household names to ABC's 87,000,000 radio listeners.

Last year, ABC's gross billings from the sale of radio time were at an all-time high, amounting to approximately \$44,300,000 as compared with \$43,548,057 for 1947, the previous peak year.

The direct relationship to ABC's growth as an advertising medium, which is reflected by the estimated 78.1% increase in gross radio time sales over the past five years, is the 56% gain in the network's average evening Hooperating since



ABC dramatizes Chicago television debut, Sept. 17, 1948.



Elmer Davis analyzes 1948 election returns.

ABC covers year's biggest story—U.S. elections—on radio and television.



Hollywood Screen Test discovers new cinema, television talent.



1944, using the first eleven months of each year as a base. (Hooperatings for all of 1948 were not available when this Report went to the printer.)

Supporting ABC's strides in television has been the wide popularity of its outstanding radio personalities such as BING CROSBY, GROUCHO MARX, DON MCNEILL, THE LONE RANGER and ABBOTT AND COSTELLO. The year saw a steady growth in the continued appeal of other noted ABC programs including THE THEATRE GUILD ON THE AIR, THE GREATEST STORY EVER TOLD and THIS IS YOUR F.B.I.

Wherever people gathered in 1948 they talked about ABC's exciting STOP THE MUSIC which swept across the country on a wave of popularity that soon made it the nation's favorite radio game. In buses, subways and street cars, in their homes and clubs American men and women discussed the "mystery melody," keystone of the program's structure. In a few short weeks its title—STOP THE MUSIC—became a familiar catch phrase, a part of the American language. Almost from the beginning, the program's outstanding popularity has rewarded its four sponsors with top ratings.

To join the long established ABC radio favorites came many other talented performers in 1948: MILTON BERLE, KAY KYSER, JO STAFFORD and MEREDITH WILLSON, together with such prize shows as THE RAILROAD HOUR and THEATRE U.S.A., each featuring outstanding stars of radio, stage and screen in their most popular roles.

The ranks of leading national advertisers using ABC facilities were swelled in 1948 by the addition of such distinguished names in American industry as the American Oil Company, the Association of American Railroads, Eversharp, Inc., Fruehauf Trailer Company, General Foods Corporation, General Motors Corporation, the Kelvinator Division of Nash-Kelvinator Corporation, P. Lorillard Company, Pillsbury Mills, Inc., Revere Camera Company, Smith Brothers, Speidel Company and Swerl Products.

Meantime, as 1948 drew to a close additional leading advertisers were planning programs on ABC in the year ahead. Among them are two five times weekly programs: General Electric Company's HOUSE PARTY and a new National Dairy Products Company program featuring DOROTHY DIX. In addition, Pepsi-Cola Company sponsored COUNTER-SPY and Chesebrough Manufacturing Company's LITTLE HERMAN became a regular ABC feature in January. And with the start of the new year, Kaiser-Frazer Sales Corporation began sponsoring the Sunday evening commentaries of ABC's WALTER WINCHELL.

Report to Americans

To the standard radio formulas, ABC added a series of penetrating documentary programs to X-ray three of America's gravest issues: COMMUNISM — U. S. BRAND; V. D. — A CONSPIRACY OF SILENCE; and, early in 1949, THE BERLIN STORY.

At year's end the network also had the first original television documentary in preparation. Scheduled for release on ABC Television early in the new year it will be an elaborate report in pictures and words of the Marshall Plan in action.

Nearly 500 ABC newsmen, cameramen, reporters and technicians kept an all-night vigil to report over both radio and television on the year's biggest story — the national elections in the United States. No less complete and thorough was the network's coverage of the events leading up to the elections, including the national political conventions of the four parties and the speeches of leading candidates.

Highlights of ABC's coverage of the world of sports during the past year include the Olympic Games in London and the return match between Joe Louis and Joe Walcott for the world's heavyweight boxing crown. An estimated 56,000,000 listeners heard ABC broadcast this fight in June, 1948, giving the network a 59.3 Hooper and a 92.4 share of audience. Well-rounded coverage of gridiron activities was climaxed by the ABC broadcast of the Sugar Bowl game at New Orleans and from the links the network brought listeners such top golf events as the Masters, the PGA and the Tam O'Shanter tournaments.

In 1948 ABC placed its television cameras alongside its microphones at important Congressional hearings. Thus, the principals at such hearings as those held by the House Committee on Un-American Activities to inquire into Communist spy activity in America were both seen and heard.

Property Additions in 1948

Growth of another kind was accomplished during the year as ABC added to its coast-to-coast property holdings.

To its immense studio and transmitter facilities in New York, Chicago, Detroit, San Francisco and Los Angeles, which serve as program origination centers for its national radio network, ABC in quick succession during 1948, acquired extensive properties to house modern new television centers on both the East and West Coasts.

ABC located its Eastern Television Center in New York in the buildings at 7 West 66th Street, which are already in use as a video program origination point. They will house America's largest television studio, measuring 100 by 200 feet with a 45-foot ceiling. Meanwhile, from the heart of New York City, the antenna of WJZ-TV stretches skyward from the roof of the Hotel Pierre, overlooking Central Park.

To supplement its studio space in New York's vast Radio City, ABC added a third theatre on Manhattan's West 48th Street. The newly-leased studio-theatre, the 850-seat PLAYHOUSE, is close to ABC's VANDERBILT and RITZ theatres which between them seat an additional 1,300 persons.

Purchase by ABC of the 20-acre Vitagraph property in Hollywood from Warner Bros., included two giant sound stages which after remodelling will be the

most modern on the West Coast, as well as administration buildings, ample working quarters for technicians and other television personnel, and extensive film vault space. This is now being remodelled to serve as ABC's West Coast Television Center.

Meantime, in San Francisco the giant antenna and modern new transmitter for KGO-TV are rapidly nearing completion. KGO-TV's 600-foot antenna tower will soar to an overall height of 1,362 feet above sea level. This giant structure will be located at the famed Sutro Mansion on top of the ridge between Mt. Sutro and Twin Peaks.

KECA-TV will transmit an effective power of nearly 30,000 watts from its site on top of Mt. Wilson, overlooking the Los Angeles metropolitan district and the numerous surrounding communities. KECA-TV's antenna tip is nearly 6,000 feet above sea level.

The pattern of ABC's facilities growth in Chicago and Detroit is much the same.

One of the year's highlights in Chicago, where WENR-TV made its debut on September 17, 1948, was the transfer of ABC's Central Division from the Merchandise Mart to more extensive quarters in the Civic Opera Building, where the new Civic Studio has a seating capacity of 850. The highest structure in the Windy City, WENR-TV's antenna stands nearly 1,300 feet above sea level, transmitting an effective power of nearly 30,000 watts—the highest authorized in this city—to blanket the business district and surrounding residential areas.

From Detroit's towering Maccabees' Building, the 287-foot antenna of WXYZ-TV has become a familiar landmark of the Motor City since the station went into operation on October 9, 1948. Using the highest authorized power in Detroit, over 25,000 watts, WXYZ-TV transmits an unexcelled television service to the city's main business district as well as to communities surrounding Detroit.

Financing

These major developments require huge capital sums. New money has been raised by ABC through an insurance company loan and the sale of 500,000 shares of stock. This was solely for company account as Edward J. Noble retains all of his shares. The company's 1,689,017 shares of stock now are listed on the New York Stock Exchange.

A Pattern of Progress

The American Broadcasting Company greets 1949 with a network of 272 radio stations, 20 television stations, 109 advertisers, and some 1,500 employees from coast to coast. The 13,000-odd hours of programming it provides annually over its television and radio networks mirror the talent of the biggest stars in the entertainment world. Eighty-seven million people hear these programs.



Walter Winchell, America's favorite "newsboy".



Edwin C. Hill gives the human side of the news.

Anna Roosevelt offers incisive feminine comment on affairs, with . . .



Her famous mother, Eleanor Roosevelt.



A short five years ago, the infant Blue Network had only 168 affiliated stations, no television affiliates, a handful of advertisers, 560 employees and an appreciably smaller listening audience.

That was the status of the then Blue Network in October, 1943, when the present management, with Edward J. Noble as Chairman of the Board, assumed control of the network.

To achieve the position it holds today in both radio and television, ABC has concentrated on the country's major population areas.

It located stations in the nation's leading market areas and made a vigorous drive to improve these facilities. At the same time, ABC began to build programs with dynamic listener appeal.

ABC also initiated a number of major trends in radio as well as some of the new television developments. In radio ABC was the first to transcribe big name programs over its full network. It blazed the trail in recording all its programs on special tape so that they could be broadcast at their accustomed hours in all time zones during Daylight Saving Time. It leads the field in making top caliber program features available to its local stations for cooperative sponsorship.

In television, ABC pioneered the expansion of Midwestern television with the establishment of regular network service. It was the first to make use of infrared, the so-called "black light," on a telecast of major proportions; it developed its Video Recording system; and it pioneered in the development of an inexpensive system for presenting television commercials through use of the Dunning Animatic projector. Similar to slide film projectors, this device achieves animation in films by pulling each picture down in 1/200th of a second and provides a low cost method of producing 16 mm. television film and video commercials.

Striking out on the twin fronts of improved facilities and better programs ABC has made rapid progress in the past five years.

Major stars of the entertainment world and the country's leading advertisers have joined together on ABC. Gross radio time sales are 78.1% greater than five years ago and there is a 62% increase in the number of ABC radio affiliates. Its average evening Hooperating has increased steadily and consistently and the decisive improvement registered in this category is graphically illustrated in the accompanying chart.

Television Grows Its First Beard

"This will go down in history as the night television grew a beard."

This tribute, by an ABC commentator, referred to November 2-3, Election Day-1948 when, side-by-side, ABC television and radio maintained their exciting

vigil of 14 consecutive hours as the election returns flashed in from all corners of the United States. (ABC radio coverage of the most famous U. S. election in modern history spanned a total of 17 hours.)

While the national elections in this country constituted the big news of 1948, ABC microphones and television cameras (when relay facilities were available) were on hand to cover other top news stories of the year both at home and abroad.

ABC capped its first five months of regular television operation with a notable Page One event: the televising of the season's opening of the Metropolitan Opera under the sponsorship of the Texas Company, on November 29, 1948.

Hailed as "superb" by the NEW YORK SUN, and termed "***an exciting and rewarding achievement***" by the NEW YORK TIMES, no phase in the colorful ceremonies was left uncovered by ABC in this telecast of Verdi's *OTELLO* as the Metropolitan Opera opened its 1948-49 season.

All along the Eastern seaboard eyes turned to ABC that night to watch the success of the specially adapted infra-red lighting used by the network. This much discussed "black" light is completely invisible to the audience attending the Opera itself, and is singularly effective in televising events in a darkened area.

White Tie, Black Light

The telecast was a demonstration of modern inventiveness. This began with the use, for the first time in a telecast of such proportions, of infra-red lighting. This so-called "black" light was used to bring the normally darkened scenes of *OTELLO* to the television audience without interfering in any way with the enjoyment of the opera by the audience at the 'Met' itself.

To assure complete quiet in the operation of the television cameras during the performance all air blowers were removed. Ordinarily, this would have constituted a hazard to the camera mechanism, but to compensate for the regular cooling system, dry ice was supplied to each cameraman, to be inserted when the individual thermometers indicated that the delicate video equipment was in danger of overheating.

Another move made by ABC to preserve the quiet in the opera house auditorium was the suspension of conventional two-way communication systems between the men at the cameras and master control. During the telecast cameramen could receive orders but could not communicate their queries to the men at the controls. Despite this handicap no cues were missed, nor were there any instances of faulty timing.

Looking back on the many technical hurdles they cleared that night, ABC engineers, cameramen, technicians and directors hardly seemed to remember that they also were setting the industry's fashion note of the year: all wore formal dress.

A page from the ABC Television script of the telecast of the opening performance of the Metropolitan Opera's 1948-49 season, Verdi's *OTELLO*, from the stage of the Metropolitan Opera House in New York City on November 29, 1948.

Cues and camera directions are on the left. The script itself is on the right. Milton Cross, for fifteen years the famed announcer of the Metropolitan Opera's Saturday matinee broadcasts, also presented by the Texas Company, delivered the program annotations.

CAMERA 1 - 4" LENS
CLOSE UP OF CROSS.

SWITCH TO AUDITORIUM
ON CAMERA 4 - 2" LENS.

SWITCH BACK TO
CAMERA 1 - 2" LENS.
WIDE SHOT OF CROSS
READING FROM OPERA
SCOREBOOK.

CAMERA 7 - 4" LENS.
SWITCH PICTURE ONLY
BACKSTAGE. CROSS
CONTINUES TO AD LIB
AND IDENTIFY PEOPLE
BACKSTAGE.

ON DIRECT CUE FROM
CONTROL ROOM PICTURE
SWITCHES BACK TO
CROSS WHO CONTINUES
(CLOSEUP - CAMERA 1
4" LENS OF CROSS.)

CROSS: (cont.)

Desdemona has come out from the castle, following Othello and when the crowd disperses, they are left alone and the act closes with a tender love scene between Othello and Desdemona, a scene which contains the beautiful duet "Gia nelle notte," (The night is dark.)

The customs and traditions of the Met have become famous over the years. And one of the foremost of these is that Edward Johnson, famed General Manager of the Metropolitan Opera Association, stands backstage in the wings as the curtain rises on every performance of the opera. This is a scene never before disclosed to the public. Now we take you backstage to witness this scene, as the artists take their places for the first act of Othello.

The Living Image of America

Five great cities adjusted their silhouettes to include the ABC television antennas which rose over New York, Chicago, Detroit, Los Angeles and San Francisco to bring *the living image of America* to the home over Channel Seven.

This was the 1948 schedule of premieres: WJZ-TV in New York on August 10, 1948, the first of the network's five owned and operated television stations; WENR-TV in Chicago on September 17, 1948; WXYZ-TV, Detroit, on October 9, 1948.

WJZ-TV dollied its cameras over to New York's famed Palace Theatre for four and half hours of a wonderful show. There were BEATRICE LILLIE, RAY BOLGER, JAMES BARTON, ELLA LOGAN, PAT ROONEY, SR., PAUL WHITEMAN and many other favorites. The opening night audience of WENR-TV was five times greater than that of all Chicago television stations combined, according to a special telephone survey. WXYZ-TV, on the night of its premiere, enjoyed four times as



America's Town Meeting makes its television debut.



Detroit gathers to enjoy WXYZ-TV's great inaugural program.

WENR-TV attracts full house audiences in Chicago.



Carnegie Hall draws music lovers by the thousand to its weekly programs.



many viewers as all other Detroit telecasts and that debut was completely sponsored commercially.

Even before opening its first station, WJZ-TV, the ABC television staff was on the scenes of the 1948 national political conventions and in Congressional hearing rooms to carry leading events to a television network.

Television will gain tremendous impetus early in 1949 when cable relay facilities will link the East with the Midwest. From that time on, programs will be interchanged between ABC's two video networks.

The television programming of the network in 1948 came to its climax with the festive two-hour Thanksgiving Day program sponsored on both ABC networks by Elgin-American, the opening of the "Met," and elaborate Christmas and New Year's Day schedules which set the pace for 1949.

The first major event of the year to be telecast will be Presidential Inauguration in Washington, on January 20.

Early in 1949, two more ABC owned and operated television stations—KECA-TV in Los Angeles and KGO-TV in San Francisco—will go on the air.

Staff and equipment are being assembled. Studio buildings are being streamlined. Program planning is well advanced.

ABC has met with considerable programming success both in adapting established network features to the new medium and in developing new video attractions.

Among ABC's top TV programs are ACTORS' STUDIO and GAY NINETIES REVUE, in the East and WHAT DO YOU THINK? and STAND BY FOR CRIME, a mystery quiz, over Midwestern stations. Such established radio favorites as BREAK THE BANK and AMERICA'S TOWN MEETING, the latter a cooperative radio and video program, are two commercial ABC radio network programs now aired over WJZ-TV and the Eastern ABC television network. In both cases their respective sponsors, Bristol-Myers and the Modern Industrial Bank, are presenting the programs over WJZ-TV in New York. The adaptation to television of QUIZDOM CLASS, sponsored by Alexander's Department Store over WJZ-TV is a successful example of the dual values of certain basically entertaining ideas.

An experiment in religion on television, ABC's STAINED GLASS WINDOWS, also is drawing considerable acclaim.

Spectator Sports

ABC had a ringside seat on the sports world, in both radio and television, in 1948. The field of fistiana was presided over by Bill Corum and Don Dunphy, top experts in that field who climaxed their regular broadcast series with a colorful blow-by-blow description of the Louis-Walcott world's heavyweight title clash. On the gridiron, ABC featured "The Game of the Week," topped off by the broadcast of the Sugar Bowl game at New Orleans on New Year's Day by Harry Wismer,

ABC Sports Director, who also broadcast some of the other top grid clashes of the year. Turf fans heard expert running descriptions of the leading track features; golf addicts such outstanding events as the Masters, the PGA and the Tam O'Shanter tourneys; and ABC listeners were in on such top-flight events as the IC4A track meet.

To the television screens of an ever-expanding audience, ABC brought the professional football games of the New York Giants; the home games of the "Fighting Irish" of Notre Dame; the home games of the New York Knickerbockers; boxing from MacArthur Stadium and wrestling from Washington, D. C., and the championship polo matches from Meadowbrook and Bostwick fields.

The Political Scene

A world waited for the votes of Americans. Never in history were all nations so cognizant of an internal referendum. As part of ABC's wide-angle coverage of the political arena, the network first broke the news—at 11:12 p.m., EST, on July 14, 1948, that President Truman would call the Congress into a special session, a development which was confirmed by the President several hours later in an official announcement.

For the year's outstanding news event, the election itself, the network mustered its entire corps of commentators which, together with writers and editors, comprised a staff of some 500 persons across the country.

The dynamic WALTER WINCHELL made his television debut over ABC on Election Night with his staccato delivery of news bulletins, accompanied by the dry humor and sagacious comments of ELMER DAVIS. Elsewhere in ABC's huge Radio City newsroom the television cameras picked out DREW PEARSON and ERWIN D. CANHAM, editor of the CHRISTIAN SCIENCE MONITOR, as they analyzed and reported on the 32 gubernatorial contests. ABC newsmen from Washington, MARTIN AGRONSKY and JOHN EDWARDS came to New York to report respectively on the 32 Senatorial contests and the 432 House of Representatives races. GEORGE SOKOLSKY gave colorful anecdotes while PAULINE FREDERICK and JULIAN ANTHONY provided sidelights and features. WALTER KIERNAN concentrated mostly on television with his own unusual brand of humor. BAUKHAGE, EARL GODWIN and HARRISON WOOD were featured regularly over ABC's Midwestern television network.

For the first time in history, radio and television coverage of the national and local elections was sponsored. Kaiser-Frazer Corporation sponsored ABC's coverage over the complete coast-to-coast radio network as well as on both the Eastern and Midwestern television networks.

One of the more important news events already scheduled by ABC for radio and television audiences in 1949 is the inauguration on January 20 of President Harry S. Truman, from Washington, D.C.

ABC intends to continue to bring, direct from Congressional hearing rooms, the television picture of the sessions of the 81st Congress. This field, explored during 1948 by the network, proved that television could do a superior job here.

While television undoubtedly grew a beard in 1948, the year ahead will determine its national character.

Stars Shine Bright

ABC provides an ever-widening lineup of top calibre programs since its emergence as a major entertainment and advertising medium.

To such already famous ABC programs as Philco Corporation's BING CROSBY, United States Steel Corporation's outstanding Sunday evening dramatic series, THEATRE GUILD ON THE AIR, and the Saturday matinee performances of the METROPOLITAN OPERA presented by the Texas Company, were added many of the most popular programs of the new radio season.

Among the stellar attractions which joined ABC this year are the MILTON BERLE SHOW, also presented by the Texas Company; General Foods Corporation's sprightly MEREDITH WILLSON program, American Oil Company's distinguished CARNEGIE HALL series, and the smooth rhythm of the JO STAFFORD SHOW presented by Revere Camera Company.

THE RAILROAD HOUR, the Association of American Railroads' trainload of top ranking talent which arrives on schedule at ABC stations across the country every Monday night, and the distinguished THEATRE U.S.A. presentations by leading artists of their outstanding radio, stage and screen successes for the U. S. Army-Air Force Recruiting Service in cooperation with the American National Theatre Academy are two noted new dramatic program offerings of the year.

STOP THE MUSIC, the most irresistible radio program of the year with its haunting "mystery melody" carrying rich rewards for the person who, when called at home by master of ceremonies BERT PARKS, can correctly identify the tantalizing refrain, has made radio history.

Telephone lines in all 48 states are cleared for a full hour every Sunday night when STOP THE MUSIC goes on the air.

STOP THE MUSIC is presented in quarter-hour segments by Smith Bros., Ever-sharp, Inc.; Speidel Company and P. Lorillard Company; and consistently brings its four sponsors top ratings and its devoted audience luxurious rewards.

The nation's most talented amateur performers are in the limelight of ABC's star studded Wednesday night when they appear on P. Lorillard Company's ORIGINAL AMATEUR HOUR. To give qualified amateur talent a boost up the ladder of success, the ORIGINAL AMATEUR HOUR searches the country's highways and byways to bring the ABC audience a program of unparalleled versatility.



U.S. Steel chairman, Irving S. Olds, accepts Peabody Award.



Tom Moore, of *Ladies Be Seated*, holds a birthday celebration.

Lyford Moore interviews Gen. Lucius D. Clay for *The Berlin Story*.



Counter-Spy is given a Navy award, among many others.



News

Reporting the complex news is still the top job in radio and television as it is in the nation's press. A free and unfettered radio and press are part of the American heritage and ABC is proud to present through its distinguished lineup of commentators, correspondents and analysts, a wide variety of opinion and comment on national and world news developments.

Coincident with the start of 1949, WALTER WINCHELL will mark his 16th year on ABC. A regular member of radio's top-rated programs, WINCHELL in 1949 will be presented over ABC by the Kaiser-Frazer Corporation which sponsored ABC's combined radio and television coverage of the 1948 election returns. In the past, his Sunday night program has been sponsored by the Andrew Jergens Company.

News of the stage and screen from Hollywood and New York is provided by such famed columnists as LOUELLA PARSONS, under the sponsorship of Jergens; JIMMIE FIDLER, for Carter Products; and DOROTHY KILGALLEN, for Drackett.

The human interest stories of Westinghouse's TED MALONE, Kelvinator's EDWIN C. HILL, and the editor of THE ATLANTIC MONTHLY, EDWARD WEEKS, are as much an integral part of ABC's news coverage as the humorous comments on daily events by WALTER KIERNAN, the straight news reporting of DON GARDINER for Seeman Brothers, and such New York news gatherers as GEORGE HICKS, GORDON FRASER and PAULINE FREDERICK.

Further diversifying ABC's presentation of the news are the weekly commentaries by DOROTHY FULDHEIM, HARRISON WOOD, and ARTHUR GAETH. In order, their programs are presented by the Brotherhood of Railroad Trainmen; the Fruehauf Trailer Company; and the United Electrical, Radio and Machine Workers of America. The latter two are new advertisers on ABC during the past year.

In November of 1948 ABC launched the distinguished series in which MRS. ELEANOR ROOSEVELT and her daughter, ANNA, discuss national and world events with special emphasis on the woman's viewpoint. Titled ELEANOR AND ANNA ROOSEVELT, this Monday, Wednesday and Friday morning feature airs the informed comments of Mrs. Roosevelt from wherever her travels carry her, together with that of her daughter, who generally speaks from the Pacific Coast.

Another outstanding addition to the ABC commentator roster is HENRY J. TAYLOR, whose interpretative analyses of the news returned to this network in December, sponsored by General Motors Corporation.

There is also HEADLINE EDITION, which brings the people in the news directly to the ABC microphones for brief, factual interviews five nights a week; and the NEWS OF TOMORROW broadcasts later in the evening offer a complete roundup of the day's top developments from national as well as international centers through reports from ABC's reporters and commentators around the globe.

Freedom of Speech

The American Broadcasting Company during 1948 continued its long-standing policy of giving its listeners the opportunity to hear many shades of opinion on controversial issues. This was true not only during the campaigns for major national, state and local offices but also during debates on other leading affairs.

An outstanding example of ABC's implementation of this policy is the regular weekly half-hour donated by the network to Management and Labor in equal segments. The quarter-hour allotted to Management each week by ABC is programmed by the U.S. Chamber of Commerce and the National Association of Manufacturers in alternate halves of the year. Both the American Federation of Labor and the Congress of Industrial Organizations present their views in a similar arrangement throughout the year during the 15-minute period set aside for Labor each week.

Thus, commentators of varying viewpoints were supplemented by persons directly involved in major issues, providing ABC listeners with an informed and well-balanced approach to a wide range of important topics.

The Days of Our Year

From dawn to dusk ABC's daytime programming lightens the day of many a home listener.

Straight from the morning table, toastmaster DON MCNEILL and ABC's BREAKFAST CLUB troupe spread good humor and warmth of feeling under the sponsorship of General Mills, Inc., Philco Corporation and Swift & Company, which last February began its eighth year on this program.

Absorbing daily drama is featured by Libby, McNeill & Libby Inc.'s MY TRUE STORY. General Mills' BETTY CROCKER is on hand to supply recipes, household hints and advice for housewives. CLUB TIME, presented by Club Aluminum Products, provides mid-morning's most relaxing music.

The two most talked about new features of ABC's daytime schedule are the provocative comments of ELEANOR AND ANNA ROOSEVELT, every Monday, Wednesday and Friday morning; and an entirely different kind of listening, the new KAY KYSER'S COLLEGE OF FUN AND KNOWLEDGE, for which the network has taken one of radio's biggest stars and scheduled his program to a daytime audience. Pillsbury Mills, Inc., which also sponsors the philosophic commentary of GALEN DRAKE, is presenting one-quarter hour a day of the Kyser five-time weekly funfest.

All radio was saddened early last year by the sudden death of Tom Breneman, beloved host of BREAKFAST IN HOLLYWOOD. A radio institution, Breneman had gained a reputation as a premier showman and it is in the same tradition of show business that his program continues on the ABC network as a cooperative feature with JACK MCELROY at the helm.

TED MALONE, whose human interest stories from the day's news are presented by Westinghouse, endeared himself to the nation's under-privileged youngsters with his "Christmas Tree Caravan." Operated in cooperation with the Salvation Army and the National Retail Dry Goods Association, the "Christmas Tree Caravan" enlisted the aid of department and specialty stores, which installed special Christmas trees under which customers were invited to place gifts for needy children in their community.

Gaiety is the keynote on ABC in the afternoon, which begins with WELCOME TRAVELERS (Procter & Gamble) and BREAKFAST IN HOLLYWOOD. There is no slackening of pace as the program schedule moves on to the warm human interest of BRIDE AND GROOM (Sterling Drug) and the mirth and laughter of LADIES BE SEATED (Quaker Oats), Art Linkletter's HOUSE PARTY (General Electric) and KAY KYSER'S COLLEGE OF FUN AND KNOWLEDGE (Pillsbury Mills). SECOND HONEYMOON and the problems of "young marrieds" explored on ETHEL AND ALBERT, a cooperative program feature, round out the afternoon.

Unparalleled daytime radio listening is offered in season by ABC with the METROPOLITAN OPERA (Texas Company) and the METROPOLITAN OPERA AUDITIONS (Farnsworth Television and Radio Corporation). The football GAME OF THE WEEK (U.S. Army-Air Force Recruiting Service) has added seasoning to the Saturday afternoon schedule.

Top Sunday afternoon radio attractions offered by ABC include MR. PRESIDENT, featuring Edward Arnold in a "guess who" based on dramatizations of the lives of the nation's chief executives, and a new radio drama, QUIET PLEASE.

Children's Time

Promptly at five o'clock every weekday ABC calls the youngsters in from play with a series of fast-paced action stories such as JACK ARMSTRONG (General Mills), CHALLENGE OF THE YUKON (Quaker Oats), THE GREEN HORNET and SKY KING (Derby Foods).

On Saturday, the uproarious antics of the irrepressible comics, ABBOTT AND COSTELLO offer added delight to the younger set as well as a valuable award for good citizenship in the name of the Lou Costello Junior Youth Foundation.

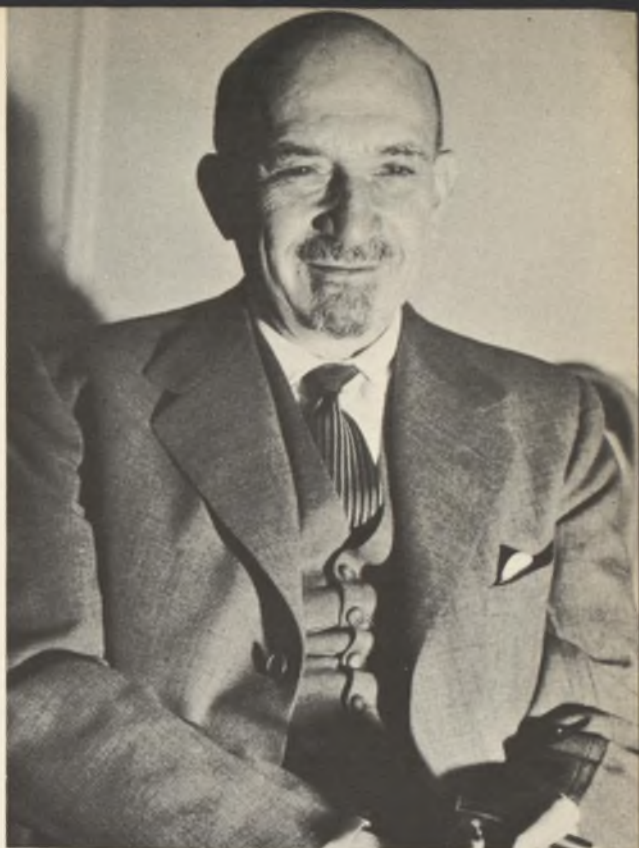
The Stars After Dark

Nighttime is star time on ABC.

Sundays, ABC has presented the strongest talent and program lineup of its history during the past year, starting with the news and predictions by DREW PEARSON (Lee Hats) followed by Don Gardiner's MONDAY MORNING HEADLINES (Seeman Brothers).



Jessica Tandy stars on first *Actor's Studio* telecast.



Chaim Weizmann, first president of Israel, who spoke to ABC audience.

Gordon MacRae sings and presides over *The Railroad Hour*.



Camera trained on the Television tube itself catches Paul Whiteman at WJZ-TV premiere.



The Sabbath mood is effectively reflected by the stirring Biblical dramatizations, **THE GREATEST STORY EVER TOLD**, which continue to bring nation-wide acclaim to the sponsor, Goodyear Tire & Rubber Company.

Later in the evening **CARNEGIE HALL** (American Oil Company) brings masterpieces of music to the ABC audience. Then the family and friends gather to play **STOP THE MUSIC** (Smith Brothers, Eversharp, Inc., P. Lorillard Company and Speidel Company).

The news of all the world is brought to Mr. and Mrs. America by their favorite newsboy, **WALTER WINCHELL**, (Jergens, and starting in 1949 the Kaiser-Frazer Corp.) For special news of Hollywood and the stage ABC broadcasts **LOUELLA PARSONS** (Jergens) and **JIMMIE FIDLER** (Carter Products).

Celebrated plays and players are provided by **THE THEATRE GUILD ON THE AIR** (United States Steel Corporation), radio's leading full hour program on Sunday nights, which presents the most distinguished theatrical productions in radio.

On Monday night, **THE RAILROAD HOUR** (Association of American Railroads) comes to ABC to unload a cargo of light music and stage presentations by noted stars. The stirring **LONE RANGER** (General Mills) broadcasts appeal to youngsters and oldsters alike every Monday, Wednesday and Friday evening.

Patterned Programming

Tuesday is the night for alert listening on ABC, when the schedule includes adventure, debate, symphony music, discussion and comment.

Important government leaders answer the questions of the youth of America concerning problems and possibilities of career posts on **YOUTH ASKS THE GOVERNMENT**.

Stirring adventure and a strong patriotic motif characterize the broadcasts of **COUNTER-SPY** (Pepsi-Cola Company) on this and on Thursday nights. **AMERICA'S TOWN MEETING** becomes the nation's town hall, with "pro" and "con" speakers considering topics selected by moderator George V. Denny, Jr. This program has recently become a striking ABC television feature.

Contributing to the informed commentary carried to the ABC audience is the quarter-hour program of **ERWIN D. CANHAM**, editor of the "Christian Science Monitor." His thoughtful, analytical news programs provide an excellent basis for the evaluation of the series presented by Labor and Management over ABC facilities, these broadcasts being arranged, as previously mentioned, by the two major labor organizations and the U. S. Chamber of Commerce and the National Association of Manufacturers.

In keeping with the evening's mood are the periods of symphonic music offered by the **DETROIT SYMPHONY ORCHESTRA**.

Wednesday for Variety

Wednesday night on ABC puts show business on parade.

The welcome return to the airwaves of the ORIGINAL AMATEUR HOUR (P. Lorillard Company) brings to the ABC microphones the greatest variety of amateur talent in the country. This opens an evening during which the network carries listeners to the peak of entertainment.

In rapid succession come MILTON BERLE (Texas Company) the man with the card index memory of jokes and, again this year, the GROUCHO MARX SHOW (Elgin-American) with studio contestants providing a whetstone for the razor-sharp wit of one of America's favorite comedians.

America's perennial favorite, BING CROSBY (Philco Corporation) follows, with John Scott Trotter and his orchestra and as guests of Bing the great ones of radio, screen and stage who are apt to be called on to do anything from cooperating in a skit with Bing to joining him in song and patter.

The laughter-filled evening is not complete until MEREDITH WILLSON (General Foods Corporation) comes to the microphone for a tuneful, humorous serenade.

Thursday

The greatest roster of name stars in broadcasting history is the feature of THEATRE U. S. A. (U. S. Army-Air Force Recruiting Service in cooperation with American National Theatre Academy) with many of the luminaries of current Broadway stage attractions hurrying over from their dressing rooms to take part in this Thursday evening program.

JO STAFFORD (Revere Camera Company) lends her dulcet voice to the attractions of this night on ABC and, for contrast, there is the exciting COUNTERSPY (Pepsi Cola) and the zany ABBOTT AND COSTELLO.

In This Corner

Friday night might be expected to attract only the men, yet fast-paced mysteries, audience participation shows, dramatizations of actual cases from the files of the FBI, together with colorful descriptions of the top boxing bout of the week provide an attractive card for many a distaff listener.

THE FAT MAN (Norwich Pharmacal), ace radio sleuth, tests his listeners' powers of deduction. He is backed up by THIS IS YOUR FBI, officially sanctioned by the Federal Bureau of Investigation and sponsored by the Equitable Life Assurance Society of the United States. As a convincing deterrent to crime and for its consistent public service, THIS IS YOUR FBI has rewarded both its sponsor and its listeners alike with many plaudits. All broadcasts of THIS IS YOUR FBI are based upon actual case histories from the files of the Federal Bureau of Investigation.

BREAK THE BANK (Bristol-Myers), a top audience participation feature which is now also seen over ABC Television under the same sponsorship, is followed on the ABC radio network by **THE SHERIFF** (Pacific Coast Borax), a mystery series in a Western setting.

Every Friday night over ABC the Gillette Safety Razor Company presents the top boxing bout of the week. As part of the **GILLETTE CAVALCADE OF SPORTS**, which also includes leading golf tournaments along with other outstanding sports events, ABC aired the return match in June, 1948, between Joe Louis and Joe Walcott for the heavyweight boxing championship of the world.

Saturday Date

Following the familiar and beloved **METROPOLITAN OPERA** broadcasts (Texas Company), or the thrilling football **GAME OF THE WEEK** (U.S. Army-Air Force Recruiting), depending on the season, ABC is developing a Saturday night framework of programs around **FAMOUS JURY TRIALS** and **THE AMAZING MR. MALONE**, two highly successful dramatic productions. One of the highlights of this evening series will be **LITTLE HERMAN** (Chesebrough) which will bow in at the start of the new year.

V.D., Communism, Crisis in Germany

All of these commanded a large share of the nation's attention in 1948.

In the public interest, ABC presented two more full-hour documentaries on both V.D.-- **A CONSPIRACY OF SILENCE** (the spread of social diseases) and **COMMUNISM--U.S. BRAND**. Both were widely hailed by the press and the public and drew appreciative comment from leaders in government, education and public affairs.

The end of the year found extensive writing and research going forward on the sixth and seventh ABC documentaries, one of which will be television's first original effort in this field-- a word and picture record of the Marshall Plan in action. It is scheduled for release on ABC Television early in 1949.

THE BERLIN STORY, under way as time put a period to 1948, is an extensive radio study of the situation in Germany today. This was scheduled for Jan. 10, 1949.

Thus, ABC which in 1947 had been hailed by educators, statesmen and radio critics for its straightforward, factual approach to such national topics as **SLUMS**; America's economy in 1960 (1960? **JIMINY CRICKET!**); and **SCHOOL TEACHER--1947**, which inquired into the problems of public education, continues to follow the road of public enlightenment.

V.D.-- A CONSPIRACY OF SILENCE: In a challenging hour-long program on April 29, ABC became the first network to devote a full documentary broadcast to the subject of venereal diseases. Produced in cooperation with the United States



Bing Crosby and Gary Cooper collaborate on *Philco Radio Time*.



The Lone Ranger looks lonesome without Silver.

Gagster Milton Berle is the *star* of the new Wednesday Night *Star Theatre*.



Abbott and Costello make with a vocal, to a guest's obvious amusement.



Public Health Service and the School of Public Health at Columbia University, the broadcast dramatized the various phases of the spread of venereal diseases and the methods of controlling them. Following this full length network broadcast, many ABC stations including WJZ, New York key station of the network, inaugurated special local series on the subject.

Communism — U. S. Brand

Was the network's fifth full-hour documentary. Broadcast on August 2, following a full year of research, the program provided a dramatic study of Communism in America. In response to widespread public demand which came from universities, labor unions, industrial firms, and radio stations as well as radio listeners, the network rebroadcast this program on August 8.

COMMUNISM--U.S. BRAND, too, was followed on many of the network's affiliated stations with local broadcasts treating the same subject. Notable among such efforts was COMMUNISM--GEORGIA BRAND, heard over WCON, Atlanta, Ga. Research for this local program was provided by Ralph McGill, editor of the Atlanta "Constitution."

The Berlin Story

Will examine and report on the situation in Germany today, including the effect of the Allied air-lift on German economy and morale, as well as the problems of reestablishing the country's economy under the Four Power (U.S., Britain, France, and Russia) military government. First-hand research for the broadcast included a European fact-finding trip by two ABC executives. Leaders of the Allied military government as well as those of the German people themselves were interviewed.

Early in 1949, the ABC Public Affairs Department will present television's first original documentary—a report on the Marshall Plan. To dramatize U. S. aid to war-torn Europe, special films are being made in European countries receiving aid under the plan. These, together with actual televised interviews with officials of the Economic Cooperation Administration and specially prepared animation, will tell the story of the Marshall Plan.

Week in, week out ABC offers a wide variety of programs in the public interest. Among these are AMERICA'S TOWN MEETING, which marked its 14th year on the air on June 1, 1948; CHILD'S WORLD, the candid X-ray of the juvenile mind provided by the youngsters themselves in revealing discussions on a host of subjects which provide problems for children as well as grown-ups; and WE CARE, a new series presented in cooperation with CARE (Cooperative for American Remittances to Europe, Inc.) to dramatize what happens when American food packages arrive at their destination.

This year, both AMERICA'S TOWN MEETING and CHILD'S WORLD are weekly video features on ABC's Eastern television network. There is still a third ABC radio public interest program which, twelve months after its radio debut, recently made its bow as a network television attraction. ON TRIAL, using a moot court procedure to examine basic issues facing America, had its highly successful video premiere on November 22. It is presented with the distinguished assistance of the Association of the Bar of the City of New York.

In truly distinctive type of public service, the U.S. Department of Agriculture works closely with ABC to supply the facts and figures for the broadcasts of the AMERICAN FARMER, a program which ranges far and wide to report on the latest agricultural processes and developments.

Non-affiliated stations in areas where no station of the network gives coverage now may broadcast ABC's public interest programs. This new policy was initiated by ABC in mid-1948 as a further service to the public.

AWARDS — 1948

The following is a partial list of awards received by ABC, its program personalities, and advertisers during 1948:

AMERICAN BROADCASTING COMPANY

Top Radio Unity Award from the Inter-racial Film and Radio Guild with particular mention to:
Slums I and Slums II
School Teacher — 1947

American Legion Commendation for "its patriotic activity in presenting such programs" as:
Communism — U.S. Brand
Jack Beall

AMERICAN BROADCASTING COMPANY AFFILIATED STATION

The 1947 Alfred I. DuPont Award to station WFIL, Philadelphia, for public service in broadcasting.

THEATRE GUILD ON THE AIR

1947 *George Foster Peabody Award* "for outstanding entertainment in drama."

Cleveland Plain Dealer Citation in its "All America" category.

Annual Advertising Award for 1947 presented by Advertising and Selling Magazine to United States Steel Corporation and Batten, Barton, Durstine & Osborn, Inc., sponsor and agency, respectively, for "outstanding skill in commercial program production."

National Council of Teachers of English Award for "its high consistency of selection and production and for its functional value to the teachers and students of English."

Radio-Life's Fifth Annual Distinguished Achievement Award for the performance of "Lady in the Dark" as best single broadcast.

Magazine Digest "Good Radio" Award for maintaining and improving top-quality entertainment for four years.

Motion Picture Daily's 1948 Radio Poll for Fame Magazine lists Theatre Guild in its "Best Dramatic Program" classification.

BING CROSBY

1st Place in Cleveland Plain Dealer Radio Popularity Poll conducted by Robert S. Stephan, radio Editor.



Kay Kyser evidently enjoys explaining why Pillsbury's best.



Just for once, Tommy Bartlett, emcee of *Welcome Travelers*, gets a present instead of giving one.

Genial Don McNeill presides over *The Breakfast Club*.



Theatre Guild on the Air draws stars like Julie Haydon and Bob Montgomery.



Radio-Life's Fifth Annual Distinguished Achievement Award
for:
Bill Morrow, script-writing
Bea Lillie's appearance as outstanding
guest performance.

1st Place in Messenger of the Sacred Heart Reader Poll

Motion Picture Daily's 1948 Radio Poll for Fame Magazine
awards as the: Film Personality Most Ef-
fective in Radio
Best Male Vocalist (popular)
Best Master of Ceremonies
Third place in Champion of Champions
classification

WALTER WINCHELL

Silver-Mike Award from Radio and Television Best Magazine
for "his outstanding services on behalf
of public enlightenment."

Motion Picture Daily's 1948 Radio Poll for Fame Magazine
awarded Winchell second place in "Best
News Commentator or Analyst" classifi-
cation.

DREW PEARSON

Royal Medal of St. Olaf awarded by King Haakon of Norway
"for his efforts to help struggling democ-
racies of Europe live."

STOP THE MUSIC

Motion Picture Daily's 1948 Radio Poll for Fame Magazine
lists this program in its "Best Audience
Participation Program" classification.

GREATEST STORY EVER TOLD

*City College of New York Fourth Annual Radio and Business
Conference Award* as the "outstanding
radio program created and broadcast for
the first time in 1947."

Cleveland Plain Dealer Citation in its "All America" category.

National Conference of Christians and Jews Citation for the
"good effect the program has in creating
a better brotherhood among various
creeds."

National Council of Teachers of English Citation in its "ideals
of good speech" category.

Magazine Digest "Good Radio" Award for remaining "unexcelled in the field of religious programs."

Nation Family Week Citation from the Intercouncil Committee on Christian Family Life for the second consecutive year.

National Association of Public Relations Council, Inc. Award for "greatest contribution, through public relations to national welfare."

THIS IS YOUR FBI

Citation from the New Jersey Education Association for excellence of program content and production.

AMERICA'S TOWN MEETING OF THE AIR

Cleveland Plain Dealer Citation for being included in its "All America" category of top educational programs.

National Council of Teachers of English Citation for being "outstanding in its 'ideals of good speech' category."

Adult Student Council of the Adult Education Section of the New York City Board of Education 1948 Medallion for "outstanding service in the field of adult education in the United States."

Silver-Mike Award from Radio and Television Best Magazine.

Motion Picture Daily's 1948 Radio Poll for Fame Magazine award as the "Best Educational Program" on the air.

ELMER DAVIS

1947 *George Foster Peabody Award* "for outstanding reporting — interpretation of the news."

METROPOLITAN OPERA

Musical America Citation as first choice in its outstanding musical development poll.

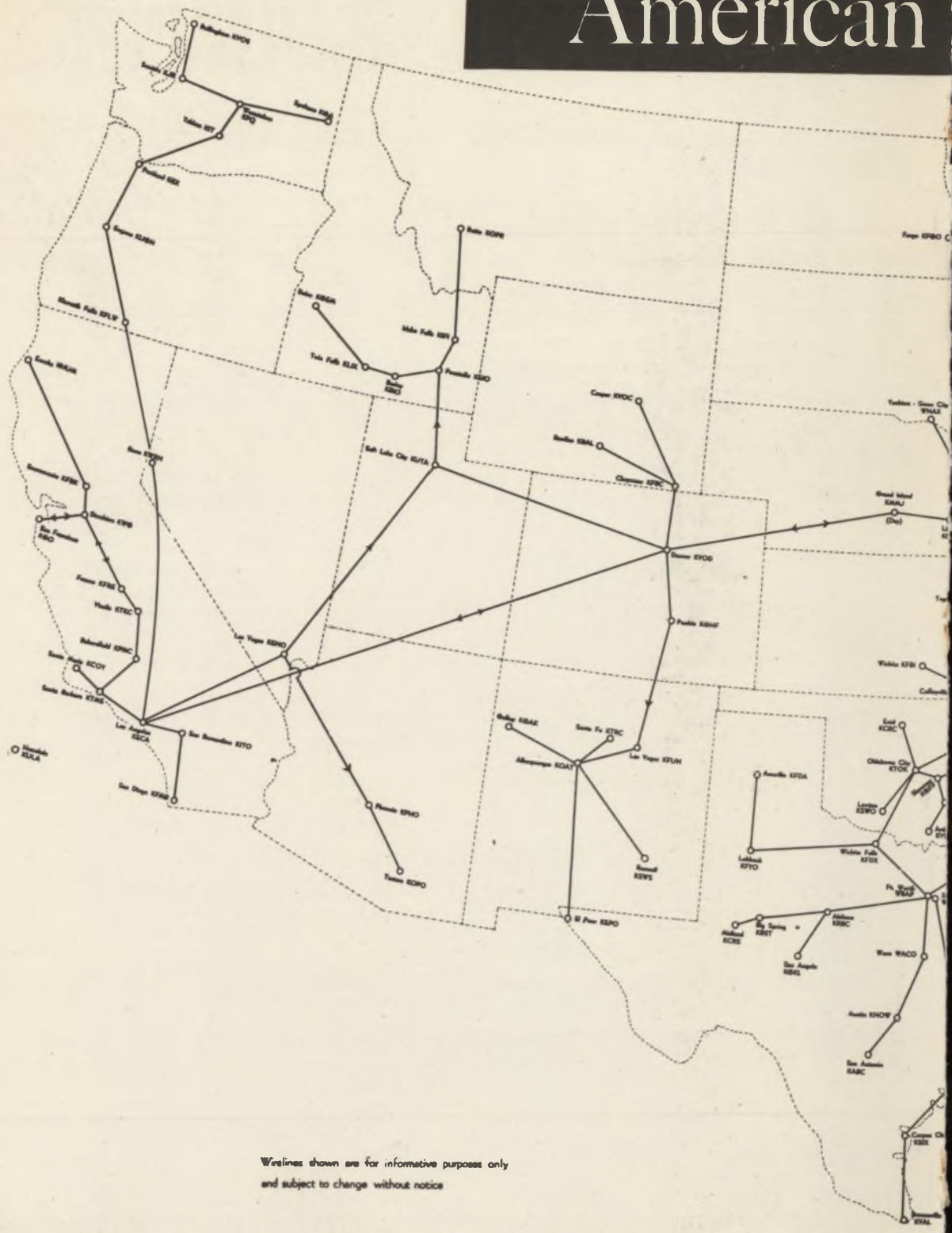
METROPOLITAN OPERA AUDITIONS OF THE AIR

National Music League Award for having "done most for the young American artists during the season."

ORIGINAL AMATEUR HOUR

Silver-Mike Award from Radio and Television Best Magazine for distinguished programming of the "amateur" variety.

American



Wirelines shown are for informative purposes only
and subject to change without notice

MR. PRESIDENT

Radio Life's Fifth Annual Distinguished Achievements Citation as one of the "most interesting new contributions" in radio.

HARRY WISMER

Washington Touchdown Club Award as nation's outstanding sports announcer for third consecutive year.

Sporting News "Quarterback" Award as number one sports commentator for the fifth consecutive year.

Atlanta Touchdown Club Award as sportscaster who has done the most for Southern Athletics.

DAVID HARDING COUNTERSPY

American Schools and Colleges Association Citation for "presenting the best mystery program on the air in respect to public service."

National Conference of Christians and Jews Citation "for contributions to understanding and respect among the American people."

GANGBUSTERS

War Trophies Safety Committee Citation for public service "in dramatizing the dangers of explosive war trophies which many veterans brought home with them from overseas."

CANDID MICROPHONE

Radio Life's Fifth Annual Distinguished Achievements Citation as one of the "most interesting new contributions" in radio.

BOSTON SYMPHONY

1947 *George Foster Peabody Award* for "outstanding entertainment in music."

National Music League Award to Serge Koussevitsky, conductor, for "having done most for young American artists during the season."

QUIZDOM CLASS

National Retail Dry Goods Association Award for receiving first place in a contest among teen-age radio programs.

<i>Station</i>	<i>City and State</i>	<i>Mkt. Rank</i>	<i>Under Construction</i>	<i>Probable Date</i>
WEEU	Reading, Pa.	77	1,000 w (D) to 1,000 w (U)	7-1-49
KGEM	Boise, Idaho	169	250 w to 10,000 w	8-1-49
WJIM	Lansing, Mich.	89	250 w to 1,000 w	8-1-49

ABC Station Additions

Since Jan. 1, 1948

<i>Station</i>	<i>City and State</i>	<i>Mkt. Rank</i>	<i>Power</i>	<i>Frequency</i>	<i>Date</i>
KEPO	El Paso, Tex.	108	5,000w	690kc	1-1-48
WKLA	Ludington, Mich.	250w	1450kc	1-2-48
WTHI	Terre Haute, Ind.	129	1,000w	1480kc	1-12-48
WIRL	Peoria, Ill.	70	5,000w	1290kc	2-18-48
KFGO	Fargo, N. D.	165	5,000w	790kc	3-14-48
WNLC	New London, Conn.	205	250w	1490kc	3-15-48
WNAG	Raleigh, N. C.	142	5,000w	850kc	3-21-48
KCRS	Midland, Tex.	5,000w (D) 1,000w (N)	550kc	4-1-48
WLAN	Lancaster, Pa.	86	1,000w	1390kc	5-21-48
KOPR	Butte, Mont.	174	1,000w	550kc	6-8-48
WISC	Madison, Wisc.	88	1,000w	1480kc	9-1-48
WGEM	Quincy, Ill.	209	1,000w	1440kc	10-1-48
WJPS	Evansville, Ind.	87	5,000w (D) 1,000w (N)	1330kc	10-30-48
KLER	Rochester, Minn.	229	500w (D) 1,000w (N)	970kc	11-22-48
KSWS	Roswell, N. Mex.	250w	1230kc	12-1-48
WAEB	Allentown, Pa.	48	500w (D) 1,000w (N)	790kc	1-1-49
WMIQ	Iron Mountain, Mich.	250w	1450kc	12-20-48

ABC Station Replacements

Since Jan. 1, 1948

<i>Station</i>	<i>City and State</i>	<i>Mkt. Rank</i>	<i>Power</i>	<i>Frequency</i>	<i>Date</i>
WCOG	Greensboro, N. C.	96	1,000w	1320kc	5-22-48
WRUN	Utica, N. Y.	82	5,000w (D) 1,000w (N)	1150kc	7-30-48
WXKW	Albany, N. Y.	37	10,000w	850kc	8-9-48
WMAW	Milwaukee, Wisc.	14	5,000w	1250kc	8-16-48
WIKK	Erie, Pa.	100	5,000w	1330kc	8-25-48

Symbols: w—watts (D)—daytime (N)—nighttime (U)—unlimited

ABC Improvements

Since Jan. 1, 1948

<i>Station</i>	<i>City and State</i>	<i>Mkt. Rank</i>	<i>Improvement</i>	<i>Date</i>
WFIL	Philadelphia, Pa.	5	1,000 w to 5,000 w	2-13-48
KFMB	San Diego, Cal.	29	250 w to 1,000 w	2-15-48
KEX	Portland, Ore.	19	5,000 w to 50,000 w	4-8-48
CFCF	Montreal, Canada	500 w to 5,000 w	4-12-48
KGA	Spokane, Wash.	66	10,000 w to 50,000 w	4-26-48
WREN	Topeka, Kans.	107	5,000 w (D) 1,000 w (N) to 5,000 w (U)	4-27-48
WDUK	Durham, N. C.	135	1,000 w (D) to 1,000 w (D) 500 w (N)	5-14-48
WKBZ	Muskegon, Mich.	145	250 w to 1,000 w	5-21-48
KFDA	Amarillo, Tex.	143	250 w to 5,000 w (D) 1,000 w (N)	8-13-48
CJBC	Toronto, Canada	5,000 w to 50,000 w	9-1-48
WLSL	Roanoke, Va.	104	250 w to 1,000 w	9-4-48
KITO	San Bernardino, Cal.	125	1,000 w to 5,000 w	11-2-48
KFBK	Sacramento, Cal.	52	10,000 w to 50,000 w	12-1-48
KTMS	Santa Barbara, Cal.	162	1,000 w to 5,000 w (D) 1,000 w (N)	12-1-48
KEIO	Pocatello, Idaho	269	250 w to 1,000 w	12-1-48
WEAV	Plattsburg, N. Y.	250 w to 1,000 w	12-1-48
WLVA	Lynchburg, Va.	178	250 w to 1,000 w	12-9-48
WMFD	Wilmington, N. C.	206	250 w to 1,000 w	12-15-48
WGH	Norfolk, Va.	41	250 w to 5,000 w	1-1-49
KTOK	Oklahoma City, Okla.	53	250 w to 5,000 w (D) 1,000 w (N)	1-1-49
KOME	Tulsa, Okla.	72	250 w to 5,000 w (D) 1,000 w (N)	1-1-49
KGHF	Pueblo, Colo.	153	1,000 w (D) to 5,000 w (D) 500 w (N) to 1,000 w (N)	
<i>Station</i>	<i>City and State</i>	<i>Mkt. Rank</i>	<i>Under Construction</i>	<i>Probable Date</i>
KFDM	Beaumont, Tex.	92	1,000 w to 5,000 w	2-1-49
WFMJ	Youngstown, O.	40	250 w to 5,000 w	2-15-49
KRBC	Abilene, Tex.	249	250 w to 5,000 w (D) 1,000 w (N)	3-1-49
WMRC	Greenville, S. C.	141	250 w to 5,000 w	4-1-49
WAGE	Syracuse, N. Y.	62	1,000 w to 5,000 w (D) 1,000 w (N)	7-1-49

PHIL ALAMPI'S FARM NEWS PROGRAM

New Jersey State Fair Committee Blue Ribbon Award for "best farm program on the air" for the second consecutive year.

YOU BET YOUR LIFE

Motion Picture Daily's 1948 Radio Poll for Fame Magazine lists this quiz show with Groucho Marx as the "Best Quiz Show" on the air.

WELCOME TRAVELERS

Motion Picture Daily's 1948 Radio Poll for Fame Magazine listed in its "Best Daytime Program" category.

The Voices of ABC

are stronger this year than ever before.

The widespread improvement in ABC station facilities which took place in 1948 has brought about virtual fulfillment of the network's plan for covering the top 200 retail sales markets in the country. *ABC now covers more of these top U.S. sales centers from within than any other network.*

The pattern of progress continues. ABC, with its 272 stations now provides complete coverage of 198 of the first 200 cities. In 1948 it added 17 new markets to the network, 10 of them in the first 200 retail centers.

A power increase of 247,750 watts was gained by the network through major facilities improvements by 30 of ABC's affiliated stations.

Four ABC stations increased their power to 50,000 watts. They are KEX, Portland, Ore.; KGA, Spokane, Wash.; KFBK, Sacramento, Cal.; and CJBC in Toronto, Canada. Thus, ABC now has 11 stations operating with 50,000 watts during the daytime and nine nighttime stations using this power. Five years ago, there were only four such 50,000-watt ABC stations. At night, ABC programs now go out to 85 per cent of all U.S. radio families.

FM: 109 ABC stations now operate FM transmitters and virtually all are duplicating the complete ABC program schedule. An additional 49 affiliates have FM stations under construction.

The following tabulation gives an idea of the ABC station improvements of 1948 together with those now under construction and scheduled for 1949.



Jim Hawthorne's zany comedy is strictly boffo (courtesy *Variety*).



John Nelson has the enviable task of emceeing *Bride and Groom*.

Bert Parks is as excited as any listener when he calls *Stop The Music!*



Groucho Marx contemplates the mike and mulls a swift show-stopper.





John Reed King tells listeners how to *Go For The House*.



Drew Pearson gives the news and predicts the things to come.

Henry J. Taylor offers incisive and analytical newscasts.



Just in case you don't believe J. Scott Smart is really *The Fat Man*.



New York's First Station . . . WJZ

1948 was one of the most productive years in the history of WJZ, highlighted on August 10 by the opening of its television station, WJZ-TV.

More programs were sold on WJZ in 1948 than in any other year in the history of the station, and the dollar volume figure in program sales exceeds that of 1947 by more than 25%.

In the five months that WJZ-TV has been on the air, its growth has been phenomenal. Channel Seven, on which WJZ-TV is seen, has become a popular screen for the audience in the New York metropolitan area as well as New Jersey and Connecticut. Quick to appreciate this fact, advertisers have committed themselves for time purchases on an expanding level totally unanticipated. For example, business already booked for January, 1949 will be more than 15 times greater than business originally booked for the starting month of August, 1948.

In addition to the ever-increasing level of business activity on WJZ and WJZ-TV, both stations through their sustaining features have gained ever-widening acceptance. Testifying to WJZ's aggressive and continued promotion of worthy enterprises, both local and national, is the fact that the station has received citations and commendations from more organizations than ever before in its history.

WXYZ . . . Detroit

On all counts 1948 eclipsed 1947 as the banner year for ABC in the Motor City.

The October 9th inauguration of WXYZ-TV set the pace for the television industry when all available time periods were sponsored. Since then, the station's regular programming has continued to hold and attract the attention of viewers and advertisers alike.

A spurt in sales activity in 1948 brought WXYZ 68 new advertisers who never before had used the station's facilities. As a result, 16 new programs, representing seven-and-three-quarter hours a week were purchased. ROSS MULHOLLAND, spectacular disc jockey, and LADY OF CHARM, both participating programs, have been solidly sold most of the year. In addition, WXYZ now originates nine half-hour ABC network programs a week.

New laurels came to the station from two of its long-standing public interest features. QUIZDOWN, presented in cooperation with the Detroit public and parochial schools, ended its fourth year and SCHOOL MUSIC HOUR, Detroit's first school program completed its 11th year with high acclaim from local educators and civic officials.

In March the station inaugurated an outstanding off-the-air program. WXYZ's BANDSTAND CARAVAN visited various Detroit community centers to combat juvenile delinquency through its presentation of dances and variety shows for teenagers, in cooperation with the Detroit FREE PRESS and the Department of Parks and Recreation.

WENR . . . Windy City

Like New York and Detroit, the high point of the year for ABC—Chicago was the dedication of the local ABC television station, WENR-TV on September 17, and just three days later—on September 20—the inauguration of ABC's Mid-western television network service.

Aside from television, 1948 had other outstanding memories for ABC staffers in the country's second city.

On two special occasions during the year, BREAKFAST CLUB, perennial morning radio favorite, received tremendous publicity. The first event was the celebration of the program's 15th anniversary. The second, a huge ABC promotion event, the McNEILL FOR PRESIDENT campaign which reached its climax on August 13, 1948, with the withdrawal of the "candidate"—Don McNeill, toastmaster of the BREAKFAST CLUB.

ABC's Central Division had an outstanding sales year. New network advertisers signed through this division during the year include such ranking names from American industry as Consolidated Royal Chemical Company, General Mills, Inc.; Mantle Lamp Company of America, Pillsbury Mills, Inc.; Tucker Corporation and the U.S. Army-Air Force Recruiting Service.

Here, too, local sales activity spurred ahead. National and local revenue contributed by ABC's Spot Sales Department in the Windy City shows a 40% gain over the 1947 level.

Meantime, WENR programs continued to attract more people. About 350,000 persons visited ABC radio programs in Chicago this year and another 20,000 will have been part of the network's audience in its television studios before the last curtain call of 1948 is made.

KECA . . . Los Angeles

Firing the zeal of the network's Western Division in the year ahead will be the significant gains in sponsor acceptance made in 1948 and the increasing number of network program originations from this point.

A new high in sponsor recognition took place during the year with the transfer of two of the West Coast's favorite radio programs to ABC's Pacific Coast network. RICHFIELD REPORTER sponsored by the Richfield Oil Corporation for 17 years over other stations and Pacific Greyhound Lines' ROMANCE OF THE HIGHWAYS, which had been on another network for 14 years, both moved to ABC's Western network this year.

Hollywood network program originations this year show a 25% increase over any other year in ABC history and more and more of the nation's top entertainers became ABC features.

In the public interest field, Hollywood originated for the ABC network audience such outstanding programs as the Easter Sunrise Services from Hollywood Bowl, for the second successive year; the famous Atwater Kent Auditions, for the third year; and the full two-hour broadcast of the motion picture Academy Awards Presen-

tations of "Oscars" to filmdom's stars, directors and pictures. This program which ABC broadcast for the fourth successive year, also was shortwaved around the world.

As in other network divisions, sales showed sharp gains this year as commercial activity of ABC's Western Division gained impetus. In September this division broadcast three times as many commercial quarter-hours as in March.

An average of 300 monthly public interest announcements supporting worthy campaigns were given on KECA, as well as a highly effective seasonal highway safety campaign during the months of heavy travel. Meantime, national spot sales on the station increased to the point where they accounted for 32% of KECA's total spot business as compared with 26% a year ago.

Three of KECA's local public interest programs — THIS CENTENNIAL YEAR, SHORE PARTY and CHEMISTS IN ACTION — have wide appeal which has brought the station high praise.

THIS CENTENNIAL YEAR a half-hour program heard Sundays in connection with California's three-year centennial observance, narrates the story of the state's Gold Rush days as well as the growth of its industry in modern times.

KGO . . . San Francisco

A fitting celebration to KGO's quarter-century of operation is the addition of millions of new listeners through its powerful 50,000-watt transmitter. Night-time coverage of the station was extended from Alaska to the Mexican border. KGO's dominant daytime signal strength increased three-fold, giving the station unequal signal intensity in the San Francisco-Oakland Bay market area.

The development of late evening programs was a feature of KGO's commercial programming activity in 1948. As a result, five of such late evening programs have sponsors.

GREEN CROSS SEARCHLIGHT, conducted by KGO in cooperation with San Francisco and Oakland chapters of the National Safety Council, helped drive home the need for greater safety on streets and highways as well as providing a showcase for local amateur talent.

The addition of 19 new local sponsors climaxed a highly successful year by the KGO sales department.

Preparing for the advent of KGO-TV, natives of Nob Hill and its environs were introduced to television through two demonstrations by the station. One, in July, was held in conjunction with the first Bay area industrial exposition, and the other, in mid-October as a special event of television-in-action-week at Jackson's Furniture Store in Oakland.

More than 150,000 persons attended these two demonstrations, indicating a warm and friendly interest in KGO-TV's forthcoming debut early in 1949.



ABC reporters cover the globe; its tragedy, as well as its drama.



Joe Louis and Joe Walcott bring ABC the biggest audience of 1948.

WJZ-TV premiere brings back the most famous lights of old Broadway.



Top gridiron attractions are regular features of ABC sports coverage.



Cooperative Program Gains

Hard on the heels of its spectacular success in 1947, ABC's Cooperative Program Department attained new peaks in 1948. One or more of the 16 ABC cooperative programs now are sponsored on 216 of the 272 network affiliates. Currently, 852 advertisers, an all-time high, are using ABC co-op programs.

Compared with 1947's cooperative billing activity by the network's stations, estimated at more than \$1,000,000, is the current 1948 total placed at close to \$3,000,000.

With the advent of ABC Television in three cities last year and the development by ABC of both an Eastern and a Midwestern video network, the cooperative program department expanded its activity to include the new art. Currently it is offering two programs to the Eastern ABC video network, AMERICA'S TOWN MEETING and JOE HASEL'S SPORTS PROGRAM. Four such programs are available to ABC's Midwestern television network.

The highly successful Sales Awards Plan instituted by ABC in 1947 brought new productivity last year when 601 salesmen associated with 218 affiliated stations enrolled in the sales incentive program.

Straws in The Wind

These, too, are analyzed by the ABC Research Department, which has at the tip of its slide rule all manner of statistical data helpful to ABC in all its departments as well as to its advertisers and agencies.

The ABC Research Department, analyzing the Hooper reports for the past four years on a night-by-night basis, notes that ABC's average Sunday rating has gained 24%, Wednesday 82%, Friday 92%, and Saturday 150%. (The four-year period has been used because the full Hooper for all of 1948 is not yet available.)

One interesting piece of research done in 1948 was in connection with ABC's Sunday night program, STOP THE MUSIC. Behind the program's fabulous success was the comprehensive researching by ABC.

Prior to the program's premiere as a regular ABC Sunday night feature, a special broadcast was fed by the network to Syracuse, where a panel of 1,700 listeners heard the show and reported their reactions to ABC researchers on the spot.

This special test provided not only audience reactions, but also elicited numerous suggestions for improving the production of STOP THE MUSIC. The listeners' questionnaires were supplemented with personal interviews and, on the basis of these, ABC was convinced, even before the program was aired nationally, that it had all the qualities to attract audiences in large numbers.

This it has done. STOP THE MUSIC several times has held a leading position among the top Hooperated programs for its four sponsors, each of whom has a 15-minute portion of the program.

The "running man" chart on pages 34-35 is prepared by ABC Research.

New Methods

Back in 1946, ABC made radio history and started an industry trend with the announcement that it planned to record many of its programs during the 22 weeks of Daylight Saving Time. Recording the programs permitted them to be heard at their accustomed hour in all time zones. The success of this plan led ABC to expand it the following year to its entire summer program schedule.

Last summer the network moved ahead another step when it improved the tonal quality of such broadcasts by using high speed electrical tape recorders manufactured to the specifications of ABC engineers by the Ampex Corporation. (This is the same procedure used on Bing Crosby's Wednesday night ABC broadcasts for Philco Corporation.) This marked the first time that an entire network program schedule had been rebroadcast from tape.

Noting the improvements offered by this method (tonal fidelity, better editing, lower operating costs) ABC engineers pondered a similar plan for television film recording.

On November 10, 1948 ABC demonstrated its single system "Video Recording" method to a press conference, and promptly scheduled it for use two weeks later on a special Thanksgiving Day telecast over both its Eastern and Midwestern networks. Thereafter these "Video Recordings" became available on a regular basis to ABC television affiliates throughout the country.

ABC's new method, which has been in the development stage for a year, employs the single system (simultaneous recording of both picture and sound on 16 mm. film directly from the tube of a television receiver) instead of recording the sound and picture separately.

The advantages of "Video Recording" are those afforded by the radio network's tape-recorded system.

We Practice What We Preach . . . Advertising

In 1948, as in the past three years, ABC alone among the networks used national mass media to advertise its programs. The year saw the continued and consistent placement of full-page advertisements in the SATURDAY EVENING POST and LIFE magazines, this national advertising campaign furnishing an over-all tent for local ABC station promotion.

During the year, more than two hundred promotion campaigns were released by the network to station affiliates. The stations, in turn, stepped up their local promotion of the network's programs by 15%.

One of the biggest promotion jobs of the year was done by ABC for the second Louis-Walcott heavyweight championship fight. The resulting 59.3 rating received by this broadcast is, in part, attributable to the network's heavy promotion of the event.

In addition to the special promotion of specific major programs, ABC in 1948 continued its practice of planned, block promotions of its daily program schedule. Sales promotion copy was run consistently in advertising and radio trade papers

during the year. There were two separate campaigns, one designed to sell ABC network programs; the other to sell time on the stations which the network owns and operates.

The coming of ABC Television in 1948 was heralded with special promotion kits to the network's television affiliates and its advertisers, as well as a once-a-month campaign in *TIME* magazine. Many new ideas were incorporated in these TV promotion kits, including specially prepared slides for visual announcements.

Executives

As the stature of the network and the scope of its operations increased during the year, so did the duties and the responsibilities of its executive staff. The expansion of ABC activities necessitated several changes in its executive organization.

Eight new Vice Presidents of the network were elected. They are: Murray B. Grabhorn (Owned and Operated ABC Stations); Ivor Kenway (Advertising, Promotion and Research); Frank Marx (Engineering); Robert Saudek (Public Affairs); Thomas Velotta (News and Special Events); Paul Whiteman (Music); J. Donald Wilson (Programs); Ernest Lee Jahncke, Jr., (Stations).

In July, Owen D. Young, one of the pioneers of radio, joined ABC's board of directors, bringing the membership of the board to eight. Young, an educator, internationally known lawyer and corporate official has been a member of many Presidential and United States government commissions and has been honored with degrees from the leading universities of the country. He brings to the network the wealth of an unparalleled background in the field of radio communications.

And In 1949

Reviewing its accomplishments in radio and television during 1948, ABC looks to the year ahead with confidence that the progress made during the past year will be augmented in 1949.

Additional radio and television facilities scheduled to be available to the network during the new year, coupled with an expanding program lineup spotlighting many of the most talented figures in the entertainment field, mean that ABC will be more favorably received in the living rooms of the nation than ever before.

The network, in both radio and television, will continue to present complete, accurate coverage of domestic and world news, together with documentary programs which will explore issues before the nation.

The pages that follow list the advertisers who used ABC's radio facilities during the past year and the stations comprising ABC's radio and television networks.



Dorothy Kilgallen covers Broadway, cafe society, the social whirl.



Erwin Canham's authoritative newscasts have become "must" listening.

Jack McElroy presides over the hilarious *Breakfast In Hollywood*.



Louella Parsons has all the Hollywood news at her fingertips.



We Point With Pride To

ABC ADVERTISERS IN 1948

(PC indicates Pacific Coast)

American Express Company
American Oil Company
America's Future, Incorporated
Arabian-American Oil Company
Association of American Railroads
Beich, Paul F. & Company
Bosco Company
Bristol-Myers Company
Brotherhood of Railroad Trainmen
Butler Packing Company (PC)
California Medical Association (PC)
Carter Products, Incorporated
Champion Spark Plug Company
Christian Science Publishing Society
Clary Multiplier Corporation (PC)
Clear Weave Stores
Club Aluminum Products Company
Consolidated Royal Chemical Company (PC)
Curtis Circulation Company
Derby Foods, Incorporated

Drackett Company
Elgin-American Division of the Illinois Watch Case Company
Equitable Life Assurance Society of United States
Eversharp, Incorporated
Farnsworth Television and Radio Corporation
First National Stores, Incorporated
Fisher Flouring Mills (PC)
Fisher Body Division of General Motors
Forty-Two Products Limited (PC)
Fruehauf Trailer Company
General Electric Company
General Foods Corporation
General Mills, Incorporated
General Motors Corporation
Gillette Safety Razor Company
Goodyear Tire and Rubber Company
Hancock, John Mutual Life Insurance
International Brotherhood of Boilmakers, Iron Ship Builders,
and Helpers of America
Jergens, Andrew Company
Kaiser-Frazer Sales Corporation
Kellogg Company
Kelvinator Division of Nash-Kelvinator Corporation
Lee, The Frank H. Company
Libby, McNeill and Libby
Lorillard, P. and Company
Mantle Lamp Company of America
McKesson and Robbins (PC)
Mode O'Day Corporation (PC)
Moore, Benjamin and Company
Morrell, John & Company
National Biscuit Company
Nestle's Company
Norwich Pharmacal Company
Noxzema Chemical Company

Pacific Coast Borax Company
Pacific Greyhound Lines (PC)
Philco Corporation
Pillsbury Mills, Incorporated
Procter and Gamble Company
Quaker Oats Company
Reichhold Chemicals, Incorporated
Revere Camera Company
Reynolds, R. J. Tobacco
Richfield Oil Corporation (PC)
Schutter Candy Company
(Division of Universal Match Corporation)
Seeman Brothers, Incorporated
Shontex Company (PC)
Smith Brothers
Spiedel Company
Standard Laboratories, Incorporated
Stanley Home Products
Sterling Drug, Incorporated
Swerl Products Division Allied Chemical & Dye Corporation
Swift and Company
Texas Company
Toni Incorporated
Tucker Corporation
United Electrical, Radio and Machine Workers
United States Army-Air Force Recruiting Service
United States Sixth Army Command (PC)
United States Steel Corporation
United Steel Workers of America
Waterman, L. E. and Company
Wesson Oil and Snowdrift Company
Westinghouse Electric Corporation
Whitehall Pharmacal Company (PC)
Wine Growers Guild
Wise, William H. and Company



ABC reports fully the world's most awaited marriage.



Jerry Devine is the producer responsible for the authentic *This Is Your FBI*.

The Berlin Story also told of the "air lift" in Germany.



As with the election, ABC gave full radio-video convention coverage.



POLITICALS

Amalgamated Political Action Fund
of the Amalgamated Clothing Workers Union
California Labor League for Political Education (PC)
Democratic State Central Committee (PC)
Democratic National Committee
Dewey - Warren Clubs
Jeffersonian Democrats of the Western States (PC)
League for Political Education
for the American Federation of Labor
Michigan Republican State Committee
National Council of the Arts, Sciences and Professions
New York State Republican Committee
New York State Democratic Committee
Northern California
Dewey-Warren Campaign Headquarters (PC)
Political Action Committee of the CIO
and the League for Political Education of the A F of L
Political Committee of the
International Ladies Garment Workers Union
Progressive Party
Republican National Committee
Republican National Committee (PC)
Socialist Labor Party
Southern California Democratic State Central Committee
States Rights Democrats
United Automobile Workers Campaign Committee

ADVERTISING AGENCIES

- Adler, William Hart, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Beaumont & Hohman, Inc.
Benton & Bowles, Inc.
Biow Co., Inc. (The)
Brisacher Van Nordan & Staff, Inc.
Buchanan & Co., Inc.
Burnett, Leo Co., Inc.
Cecil & Presbrey, Inc.
Compton Advertising, Inc.
Dancer-Fitzgerald-Sample, Inc.
Doherty, Clifford & Shenfield, Inc.
Dowd, John C., Inc.
Durstine, Roy S., Inc.
Esty, William & Co., Inc.
Foote, Cone & Belding
Frank, Albert-Guenther Law, Inc.
Fritz-Carlson-Cash, Inc.
Gahagan, Andrew Associates, Inc.
Gardner Advertising Co.
Geyer, Newell & Ganger, Inc.
Glasser-Gailey, Inc.
Gumbinner, Lawrence C.
Adv. Agency, Inc.
Henri, Hurst & McDonald, Inc.
Hixon-O'Donnell Adv., Inc.
Hoge, Huber & Sons
Honig-Cooper Co.
Humphrey, H. B. Co.
Hutchins Adv. Co., Inc.
Kaplan & Bruck
Katz & Co., Joseph (The)
Kenyon & Eckhardt, Inc.
Kudner, Agency, Inc.
La Roche, C. J. & Co., Inc.
Lennen & Mitchell, Inc.
Lockwood-Shackelford Adv. Agency
MacManus, John & Adams, Inc.
Mathes, J. M., Inc.
Maxon, Inc.
McCann-Erickson, Inc.
Meyerhoff, Arthur & Co.
Needham, Louis & Brorby, Inc.
Olian Advertising Agency
Orr, Robert W. & Associates, Inc.
Pacific National Adv. Agency
Radio Consultants, Inc.
Reach, Charles Dallas Co., Inc.
Reeves, Knox, Advertising, Inc.
Roche, Williams & Cleary, Inc.
Russell, Harris & Wood
St. Georges & Keyes, Inc.
Schwimmer & Scott, Inc.
Sherman & Marquette
Sullivan, Stauffer,
Colwell & Bayles, Inc.
Swaney, Drake & Bement, Inc.
Tarcher, J. D. & Co., Inc.
Tatham-Laird, Inc.
Thompson, J. Walter Co.
Von Zehle, William & Co., Inc.
Warwick & Legler, Inc.
Weinstein & Co.
Weintraub, William H. & Co., Inc.
Weiss & Geller, Inc.
Wiltman & Callahan
Young & Rubicam, Inc.
Zimmer-Keller, Inc.

The ABC Radio Network

WACO	Waco, Texas
WAEB	Allentown, Pa.
WAGE	Syracuse, N. Y.
WAIR	Winston Salem, N. C.
WAKR	Akron, Ohio
WAPX	Montgomery, Ala.
WARC	Rochester, N. Y.
WARK	Hagerstown, Maryland
WARM	Scranton, Pa.
WATR	Waterbury, Conn.
WAYS	Charlotte, N. C.
WBAP	Fort Worth, Texas
WBCM	Bay City, Mich.
WBEC	Pittsfield, Mass.
WBIR	Knoxville, Tenn.
WBML	Macon, Georgia
WBSR	Pensacola, Fla.
WBTM	Danville, Va.
WCAE	Pittsburgh, Pa.
WCHV	Charlottesville, Va.
WCOG	Greensboro, N. C.
WCOL	Columbus, Ohio
WCOM	Parkersburg, West Va.
WCON	Atlanta, Ga.
WCOP	Boston, Mass.
WCOS	Columbia, S. C.
WCRO	Johnstown, Pa.
WCVS	Springfield, Ill.
WDAK	Columbus, Ga.
WDAR	Savannah, Ga.
WDEF	Chattanooga, Tenn.
WDIG	Dothan, Ala.
WDSM	Superior, Wisc.
WDSU	New Orleans, La.
WDUK	Durham, N. C.
WDUZ	Green Bay, Wisc.
WEAV	Plattsburgh, N. Y.
WEED	Rocky Mount, N. C.
WEEU	Reading, Pa.



Ted Malone brings warm, human and humorous news to his ABC mike.



Harry Wismer, ace ABC sports announcer, covers the top sports events.

Elmer Davis, distinguished commentator, is a favorite of ABC listeners.



Jimmie Fidler rings the bell when it comes to movie coverage.



WELI	New Haven, Conn.
WELL	Battle Creek, Mich.
WELM	Elmira, N. Y.
WENE	Endicott, N. Y.
WENR	Chicago, Ill.
WFAA	Dallas, Texas
WFBR	Baltimore, Md.
WFCI	Pawtucket, R. I.
WFDF	Flint, Mich.
WFIL	Philadelphia, Pa.
WFMJ	Youngstown, Ohio
WFPG	Atlantic City, N. J.
WFTC	Kinston, N. C.
WFVA	Fredericksburg, Va.
WGAA	Cedartown, Ga.
WGAC	Augusta, Ga.
WGCM	Gulfport, Miss.
WGFG	Kalamazoo, Mich.
WGEM	Quincy, Ill.
WGH	Norfolk, Va.
WGLN	Glens Falls, N. Y.
WGNC	Gastonia, N. C.
WGNH	Gadsden, Ala.
WGUY	Bangor, Maine
WHAN	Charleston, S. C.
WHBC	Canton, Ohio
WHBF	Rock Island, Ill.
WHBL	Sheboygan, Wisc.
WHBS	Huntsville, Ala.
WHBU	Anderson, Ind.
WHDL	Olean, N. Y.
WHGB	Harrisburg, Pa.
WHKY	Hickory, N. C.
WHMA	Anniston, Ala.
WHOO	Orlando, Florida
WHOT	South Bend, Ind.
WHRV	Ann Arbor, Mich.
WIBM	Jackson, Mich.
WIKK	Erie, Pa.
WILK	Wilkes Barre, Pa.
WILM	Wilmington, Del.

WINC	Winchester, Va.
WING	Dayton, Ohio
WINN	Louisville, Ky.
WIRL	Peoria, Ill.
WISC	Madison, Wisc.
WISH	Indianapolis, Ind.
WIZE	Springfield, Ohio
WJBC	Bloomington, Ill.
WJHL	Johnson City, Tenn.
WJIM	Lansing, Mich.
WJOI	Florence, Alabama
WJOY	Burlington, Vt.
WJPS	Evansville, Ind.
WJTN	Jamestown, N. Y.
WJW	Cleveland, Ohio
WJZ	New York, N. Y.
WKBB	Dubuque, Iowa
WKBW	Buffalo, N. Y.
WKBZ	Muskegon, Mich.
WKEY	Covington, Va.
WKIP	Poughkeepsie, N. Y.
WKLA	Ludington, Mich.
WKNA	Charleston, W. Va.
WKWK	Wheeling, W. Va.
WLAM	Lewiston, Maine
WLAN	Lancaster, Pa.
WLAP	Lexington, Ky.
WLAV	Grand Rapids, Mich.
WLAW	Lawrence, Mass.
WLCS	Baton Rouge, La.
WLCX	La Crosse, Wisc.
WLPM	Suffolk, Va.
WLS	Chicago, Ill.
WLVA	Lynchburg, Va.
WMAL	Washington, D. C.
WMAN	Mansfield, Ohio
WMAW	Milwaukee, Wisc.
WMFD	Wilmington, N. C.
WMFJ	Daytona Beach, Fla.
WMFR	High Point, N. C.
WMIQ	Iron Mountain, Mich

3 4 5 6 7

1945



1946



1947



1948



HOOPER: Jan.-Oct. averages, 6-11 P.M.

according

8

9

10

11

12

8.9



NETWORK Y

8.8



10.7



8.5 ?



10.7



7.7



10.2



11.9



NETWORK Z

to Hooper

AVERAGE NETWORK COMMERCIAL RATING NIGHTTIME

according to Nielsen



NIELSEN: Jan.-Oct. averages, 6-11 P.M.

WMOB	Mobile, Ala.
WMPS	Memphis, Tenn.
WMRC	Greenville, S. C.
WMRN	Marion, Ohio
WMSA	Massena, N. Y.
WMUR	Manchester, N. H.
WNAB	Bridgeport, Conn.
WNAO	Raleigh, N. C.
WNAX	Yankton, S. D.
WNBH	New Bedford, Mass.
WNBZ	Saranac Lake, N. Y.
WNCA	Asheville, N. C.
WNLC	New London, Conn.
WOCB	West Yarmouth, Mass.
WOLS	Florence, S. C.
WORC	Worcester, Mass.
WORD	Spartanburg, S. C.
WOSH	Oshkosh, Wisc.
WOWO	Fort Wayne, Ind.
WPDQ	Jacksonville, Fla.
WPOR	Portland, Maine
WQAM	Miami, Fla.
WREN	Topeka, Kansas
WRHB	Tallahassee, Fla.
WRJN	Racine, Wisc.
WRLD	West Point, Ga.
WRNL	Richmond, Va.
WROK	Rockford, Ill.
WRRF	Washington, N. C.
WRRZ	Clinton, N. C.
WRTA	Altoona, Pa.
WRUN	Utica, N. Y.
WSAI	Cincinnati, Ohio
WSAZ	Huntington, W. Va.
WSBA	York, Pa.
WSGN	Birmingham, Ala.
WSIX	Nashville, Tenn.
WSLI	Jackson, Miss.
WSLS	Roanoke, Va.
WSOO	Sault Ste Marie, Mich.
WSPR	Springfield, Mass.

WSTC	Stamford, Conn.
WSUN	St. Petersburg, Fla.
WTAW	College Station, Tex.
WTCN	Minneapolis, Minn.
WTHI	Terre Haute, Ind.
WTHT	Hartford, Conn.
WTJS	Jackson, Tenn.
WTOK	Meridian, Miss.
WTOL	Toledo, Ohio
WTON	Staunton, Va.
WTVL	Waterville, Maine
WWPG	Palm Beach, Fla.
WXKW	Albany, N. Y.
WXYZ	Detroit, Mich.
KABC	San Antonio, Texas
KADA	Ada, Okla.
KALB	Alexandria, La.
KATE	Albert Lea, Minn.
KBIO	Burley, Idaho
KBIX	Muskogee, Okla.
KBST	Big Spring, Texas
KBUR	Burlington, Iowa
KCMC	Texarkana, Texas
KCMO	Kansas City, Mo.
KCOY	Santa Maria, Calif.
KCRC	Enid, Okla.
KCRS	Midland, Texas
KECA	Hollywood, Calif.
KEIO	Pocatello, Idaho
KELD	El Dorado, Ark.
KENO	Las Vegas, Nev.
KEPO	El Paso, Texas
KEX	Portland, Ore.
KFBC	Cheyenne, Wyo.
KFBI	Wichita, Kansas
KFBK	Sacramento, Calif.
KFDA	Amarillo, Tex.
KFDM	Beaumont, Texas
KFGO	Fargo, N. D.
KFLW	Klamath Falls, Ore.
KFMB	San Diego, Calif.

KFOR	Lincoln, Neb.
KFRE	Fresno, Calif.
KFRO	Longview, Texas
KFRU	Columbia, Mo.
KFSA	Fort Smith, Ark.
KFUN	Las Vegas, New Mex.
KFYO	Lubbock, Texas
KGA	Spokane, Wash.
KGAK	Gallup, New Mex.
KGEM	Boise, Idaho
KGFF	Shawnee, Okla.
KGGF	Coffeyville, Kansas
KGHF	Pueblo, Colo.
KGHI	Little Rock, Ark.
KGKL	San Angelo, Texas
KGO	San Francisco, Calif.
KHUM	Eureka, Calif.
KIFI	Idaho Falls, Idaho
KIT	Yakima, Wash.
KITO	San Bernardino, Calif.
KJR	Seattle, Wash.
KLER	Rochester, Minn.
KLIX	Twin Falls, Idaho
KMA	Shenandoah, Iowa
KMLB	Monroe, La.
KMMJ	Grand Island, Neb.
KNOW	Austin, Texas
KOAT	Albuquerque, N. Mex.
KOIL	Omaha, Neb.
KOME	Tulsa, Okla.
KOPO	Tuscon, Ariz.
KOPR	Butte, Mont.
KPHO	Phoenix, Ariz.
KPLT	Paris, Tex.
KPMC	Bakersfield, Calif.
KPQ	Wenatchee, Wash.
KRAL	Rawlings, Wyo.
KRBC	Abilene, Texas
KRMD	Shreveport, La.
KRNT	Des Moines, Iowa
KSIX	Corpus Christi, Texas

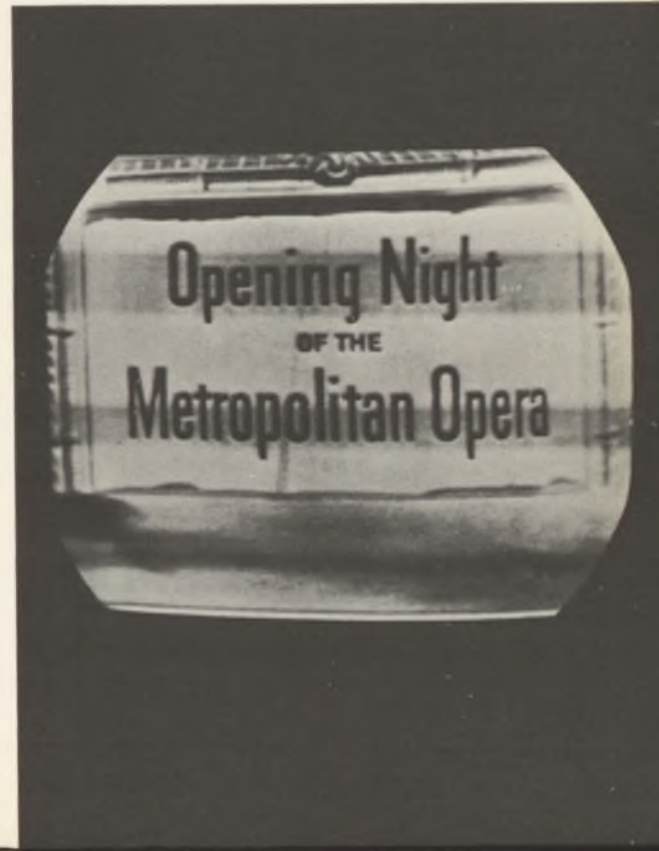


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KSWO	Lawton, Okla.
KSWs	Roswell, New Mex.
KTHS	Hot Springs, Ark.
KTKC	Visalia, Calif .
KTMC	McAlester, Okla.
KTMS	Santa Barbara, Calif.
KTOK	Oklahoma City, Okla.
KTRC	Santa Fe, New Mex.
KUGN	Eugene, Ore.
KULA	Honolulu, T. H.
KUTA	Salt Lake City, Utah
KVAL	Brownsville, Texas
KVOC	Casper, Wyo.
KVOD	Denver, Colo.
KVCS	Bellingham, Wash.
KVSO	Ardmore, Okla.
KWG	Stockton, Calif.
KWLM	Willmar, Minn.
KWNO	Winona, Minn.
KWRN	Reno, Nevada
KWTO	Springfield, Mo.
KXEL	Waterloo, Iowa
KXOK	St. Louis, Mo.
KXYZ	Houston, Texas
CFCF	Montreal, Quebec, Canada
CJBC-CBC	Toronto, Ontario, Canada
ZBM	Pembroke, Bermuda
TEXAS STATE NETWORK, INC., Fort Worth, Texas	

The ABC Television Stations

WAAM	Baltimore, Md.
WAVE-TV	Louisville, Ky.
WBAP-TV	Fort Worth, Texas
WBEN-TV	Buffalo, N. Y.
WDSU-TV	New Orleans, La.
WENR-TV	Chicago, Ill.
WEWS	Cleveland, O.
WFIL-TV	Philadelphia, Pa.
WJZ-TV	New York, N. Y.
WMAL-TV	Washington, D. C.
WNAC-TV	Boston, Mass.
WSB-TV	Atlanta, Ga.
WSEE	St. Petersburg, Fla.
WSPD-TV	Toledo, O.
WTCN-TV	Minneapolis, Minn.
WTMJ-TV	Milwaukee, Wisc.
WXYZ-TV	Detroit, Mich.
KECA-TV	Los Angeles, Cal.
KFMB-TV	San Diego, Cal.
KGO-TV	San Francisco, Cal.

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