

# EASY GUIDE TO YEARBOOK

## Major business areas of broadcasting

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### U. S. TV SET PRODUCTION—1946-1962

	Total TV Sets Manufactured		Receiving Tubes Used in New TV Sets and for Replacements		Total-TV Picture Tubes Manufactured	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1946	10,000	\$ 5,000,000	350,000	\$ 588,000	20,000	\$ 1,000,000
1947	250,000	100,000,000	8,500,000	15,000,000	300,000	15,000,000
1948	1,000,000	350,000,000	32,200,000	53,000,000	1,500,000	75,000,000
1949	3,000,000	950,000,000	87,000,000	146,000,000	3,500,000	210,000,000
1950	7,500,000	2,700,000,000	225,000,000	378,000,000	8,000,000	400,000,000
1951	5,600,000	2,100,000,000	161,000,000	270,000,000	6,000,000	300,000,000
1952	6,300,000	2,360,000,000	168,000,000	380,000,000	6,500,000	260,000,000
1953	7,300,000	1,675,000,000	210,000,000	400,000,000	9,000,000	360,000,000
1954	7,300,000	1,278,000,000	215,200,000	409,000,000	10,300,000	360,500,000
1955	7,800,000	1,263,600,000	220,000,000	407,000,000	10,600,000	371,000,000
1956	7,500,000	1,237,500,000	200,000,000	400,000,000	11,000,000	318,000,000
1957	6,500,000	1,270,000,000	175,000,000	371,000,000	10,000,000	340,000,000
1958	5,300,000	912,000,000	128,000,000	270,000,000	8,200,000	332,000,000
1959	6,200,000	1,070,000,000	150,000,000	319,000,000	9,500,000	368,500,000
1960	5,900,000	1,020,000,000	159,000,000	399,000,000	8,500,000	329,000,000
1961	6,000,000	1,050,000,000	162,000,000	412,000,000	9,100,000	350,000,000
1962	3,295,500	635,000,000	66,000,000	165,000,000	4,556,143	186,000,000

\*Estimated for first six months.

### U. S. RADIO SET PRODUCTION—1922-1962

	Total Radio Sets Manufactured		Automobile Sets Manufactured		Auto sets in use Number
	Number	Retail Value	Number	Retail Value	
1922	100,000	\$ 5,000,000	—	—	—
1923	550,000	30,000,000	—	—	—
1924	1,500,000	100,000,000	—	—	—
1925	2,000,000	165,000,000	—	—	—
1926	1,750,000	200,000,000	—	—	—
1927	1,350,000	168,000,000	—	—	—
1928	3,281,000	400,000,000	—	—	—
1929	4,428,000	600,000,000	—	—	—
1930	3,827,000	300,000,000	34,000	\$ 3,000,000	—
1931	3,420,000	225,000,000	108,000	5,940,000	100,000
1932	3,000,000	140,000,000	143,000	7,150,000	250,000
1933	3,806,000	180,500,000	724,000	28,598,000	500,000
1934	4,084,000	214,500,000	780,000	28,000,000	1,250,000
1935	6,026,800	330,192,480	1,125,000	54,562,500	2,000,000
1936	8,248,000	450,000,000	1,412,000	69,188,000	3,500,000
1937	8,064,780	450,000,000	1,750,000	87,500,000	5,000,000
1938	6,000,000	210,000,000	800,000	32,000,000	6,000,000
1939	10,500,000	354,000,000	1,200,000	48,000,000	6,500,000
1940	11,800,000	450,000,000	1,700,000	60,000,000	7,500,000
1941	13,000,000	460,000,000	2,000,000	70,000,000	8,750,000
1942	4,400,000	154,000,000	350,000	12,250,000	9,000,000
1943	—	—	—	—	8,000,000
1944	—	—	—	—	7,000,000
1945	500,000	20,000,000	—	—	6,000,000
1946	14,000,000	700,000,000	1,200,000	72,000,000	7,000,000
1947	17,000,000	800,000,000	3,200,000	194,000,000	9,000,000
1948	14,000,000	600,000,000	4,100,000	293,000,000	11,000,000
1949	10,000,000	500,000,000	3,500,000	240,000,000	14,000,000
1950	14,600,000	721,000,000	4,760,000	248,000,000	17,000,000
1951	13,000,000	605,000,000	4,800,000	255,000,000	20,000,000
1952	10,000,000	500,000,000	2,750,000	148,000,000	25,000,000
1953	13,400,000	536,000,000	4,800,000	250,000,000	29,000,000
1954	10,000,000	400,000,000	4,300,000	220,000,000	32,000,000
1955	14,400,000	559,000,000	6,900,000	346,000,000	35,700,000
1956	14,000,000	553,000,000	5,000,000	258,000,000	37,500,000
1957	15,500,000	603,000,000	5,500,000	303,000,000	39,600,000
1958	12,550,000	468,000,000	3,570,000	193,000,000	41,900,000
1959	15,300,000	548,000,000	5,620,000	304,000,000	43,900,000
1960	16,920,000	606,000,000	6,480,000	350,000,000	46,000,000
1961	16,000,000	574,000,000	5,000,000	270,000,000	49,000,000
*1962	9,264,000	358,000,000	3,271,400	227,000,000	51,000,000

\*Estimated for first six months

Compiled for BROADCASTING YEARBOOK by B. F. Osbahr, editor "Electronic Industries."



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the air line with the **BIG JETS**

## Extent of Broadcast Editorializing On Radio and Tv Stations

About 4 out of 10 television and radio stations are now editorializing, at least occasionally, according to results of a nationwide survey for the **BROADCASTING YEARBOOK**.

The editorializing survey was obtained from the **YEARBOOK** questionnaire sent to all radio and television stations. Here are the results:

### Am Radio Stations

Stations reporting they editorialize...1,231  
Total am stations on the air .....3,780  
Percent of reporting stations editorializing .....32.6%  
Percent that editorialize daily .....7.1%  
Percent that editorialize weekly .....4.7%  
Percent that editorialize occasionally .....20.8%

### Television Stations

Stations reporting they editorialize... 212  
Total tv stations on the air .....567  
Percent of reporting stations editorializing .....37.4%  
Percent that editorialize daily .....6.7%  
Percent that editorialize weekly .....6.9%  
Percent that editorialize occasionally .....23.8%

### Fm Stations

(Note: Many fm stations duplicate the programming broadcast by companion am stations. These were not counted in the editorializing survey. A total of 1,057 fm stations are on the air. Questionnaires were received from 351 that are programmed independently.)

Stations reporting they editorialize ... 74  
Total fm stations independently programmed (not duplicating an am station's programming) that answered the **YEARBOOK** questionnaire...351  
Percent of reporting stations editorializing .....21.1%  
Percent that editorialize daily .....4.0%  
Percent that editorialize weekly .....5.4%  
Percent that editorialize occasionally .....11.7%

## Radio-Tv Station Employment

In this table, groupings of full-time staffs have been made and the percentage of total stations employing that number is shown. For example 1% of all television stations and 15% of all radio stations employ total full-time staffs of from one to five persons.

Number of Employees	Tv Stations	Radio Stations
1 to 5	1.0%	15.0%
6-10	5.5	45.8
11-15	5.7	20.4
16-20	7.1	8.3
21-25	6.3	3.5
26-30	5.8	2.3
31-35	5.8	1.2
36-40	5.3	0.8
41-45	4.0	0.5
46-50	4.0	0.4
51-60	10.6	0.6
61-70	10.1	0.3
71-80	7.0	0.3
81-90	4.5	0.2
91-100	3.9	0.1
100 plus	13.4	0.3

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WIBX, Utica	B-127
WIFI, Philadelphia	B-158
WILS, Lansing	B-95
WING, Dayton	B-141
WINX, Rockville	B-34
WIS AM-TV, Columbia	A-82, B-164
WITI-TV, Milwaukee	8-9
WJBF, Augusta	A-23
WIBK AM-TV, Detroit	8-9
WJDX, Jackson	B-103
WJHC-TV, Panama City	A-21
WJLK, Asbury Park	B-114
WJMJ, Philadelphia	B-158
WJMO, Cleveland	B-140
WJNO, West Palm Beach	B-45
WJTV, Jackson	A-50
WIW AM-TV, Cleveland	8-9
WKAI, Macomb	B-59
WKBI, St. Marys	B-160
WKBW-TV, Buffalo	A-61
WKMI, Kalamazoo	B-93, B-94
WKOK, Sunbury	B-160
WKTB, Greenville	B-131
WLAC-TV, Nashville	A-87
WLAM, Lewiston	B-82
WLDS, Jacksonville	B-58
WLUK-TV, Green Bay	A-102
WLW, Cincinnati	A-31, A-68, A-69, A-71
WLW-C, Columbus	A-31, A-68, A-69, A-71
WLW-D, Dayton	A-31, A-68, A-69, A-71
WLW-I, Indianapolis	A-31, A-68, A-69, A-71
WLW-T, Cincinnati	A-31, A-68, A-69, A-71
WMAL, Washington, D. C.	B-35
WMAR-TV, Baltimore	A-42
WMAY, Springfield	B-60
WMAZ AM-TV, Macon	A-24, B-50
WMBN, Petosky	A-48
WMCA, New York	B-123
WMCT, Memphis	A-86
WNBT, Wellsboro	B-161
WNEM-TV, Bay City	A-45
WNEP-TV, Scranton	Back Cover
WNJR, Newark	D-31
WOC AM-TV, Davenport	A-33, B-67
WOIC, Columbia	B-164
WOKE, Charleston	B-163
WOOK, AM-TV Washington, D. C.	A-15, B-36
WPAL, Charleston	B-164
WPBC, Minneapolis	B-99
WPBN-TV, WTCM, Traverse City	A-48
WPOW, New York	B-124
WQXR, New York	B-124
WRAD, Radford	B-192
WRC-TV, Washington, D. C.	A-16
WREX-TV, Rockford	A-29
WRFC, Athens	B-46
WROK, Rockford	B-60
WSB AM-TV, Atlanta	A-22, A-64, A-70
WSFA-TV, Montgomery	A-4/A-5, A-82
WSD, Baltimore	B-84
WSIX-TV, Nashville	A-87
WSJM, St. Joseph	B-96
WSLI, Jackson	B-102
WSM-TV, Nashville	A-87
WSOC AM-TV, Charlotte	A-22, A-64, A-70
WSOK, Savannah	B-164
WSPD AM-TV, Toledo	B-9
WSUN, St. Petersburg	B-43
WSVA, Harrisonburg	B-191
WTOM-TV, Cheboygan	A-48
WTON, Staunton	B-194
WTRF-TV, Wheeling	A-101
WTRN, Tyrone	B-161
WTTM, Trenton	B-115
WVOE, Chadbourne	B-129
WWJ AM-TV, Detroit	A-47
WWRL, New York	D-30
WWST, Wooster	B-144
WXVA, Charles Town	B-200
WYNN, Florence	B-164
WYZZ, Wilkes-Barre	B-161