

RADIO

ANNUAL

—

TELEVISION

YEAR BOOK



*"The challenge of Tomorrow
fascinates me
much more than the
achievement of Yesterday"*

David Sarnoff

Chairman of the Board
Radio Corporation of America

RADIO CORPORATION OF AMERICA
World Leader in Radio—First in Television

Half-hour  Documentary

"I WAS A COMMUNIST FOR THE F. B. I."

starring
DANA ANDREWS

A thrill-packed look into Communist activities. Based on the actual experiences of MATT CVETIC. A public service opportunity offering sponsors sales—plus prestige!

Half-hour  Comedy-Adventure

IRENE DUNNE - FRED MacMURRAY

co-starring in
"BRIGHT STAR"

A boss-hating reporter and a reporter-hating lady editor brighten your profit story with a riot of feudin', fuss'n and fun—week after week!

Half-hour  Adventure

HUMPHREY BOGART LAUREN BACALL

co-starring in
"BOLD VENTURE"

Radio drama at its exciting best. Action—mystery—intrigue in the South Seas. A terrific series, cleverly planned to make sales zoom!

Quarter-hour  Topical

"MEET THE MENJOUS"

co-starring
**ADOLPH MENJOU
VEREE TEASDALE**

Radio's most entertaining 5-a-week show . . . at a surprisingly low price. Scintillating husband and wife discussions that have sewed up top audiences everywhere!

Half-hour  Detective

"BOSTON BLACKIE"

Enemy to those who make him enemy.
Friend to those who have no friend.

Radio's number one Adventure-Detective show. Consistently tops all shows in the "top-audience" mystery field. Filmdom's most lovable sleuth pulls in volume sales regularly!

Quarter-hour  Music

"THE BARRY WOOD SHOW"

with
MARGARET WHITING

Top singing stars accompanied by talented Henry Sylvern and his orchestra. Smooth — popular and commercial. Consistently high ratings. Boosts sales in a hurry!

Quarter-hour  Serial

"DEAREST MOTHER" A Thrilling Day-to-Day Drama

Heart-stirring romance . . . pulse-quickening action. A top-drawer daytime serial that consistently proves itself to be the most effective way to sell the housewife.

Quarter-hour  Comedy

"EASY ACES" America's Funniest Husband and Wife

Friendly — warm and sensationally popular. The rare type of domestic comedy that has universal appeal. Assures tremendous audiences for all types of products.

WINNING MOVES
FOR AGENCIES, STATIONS and SPONSORS

ZIV

Shows deliver
**LOWER COST PER LISTENER...
STEADY RENEWALS... EASIER SALES!**

**It's YOUR MOVE! Send for "Z
Selling Aids... Audition Discs... Local**

Top Variety for **TV** film programs



Special!

"THE INTERNATIONAL GROUP" 13 GREAT PICTURES—GREAT STARS —GREAT CASTS

MY BROTHER'S KEEPER
MAGIC BOW
MR. EMMANUEL
AGAINST THE WIND
THE BROTHERS
THE GUY'NOR
CORRIDOR OF MIRRORS

MR. PERRIN AND
MR. TRAIL
THE IRON DUKE
EAST MEETS WEST
SONG FOR TOMORROW
END OF THE RIVER
DEAR MURDERER

featuring such noted players as
Suzanne Goddard, Yehudi Menuhin, Eric Portman,
Sally, Maurice Goddard, Patricia Bar, Will Fyfe,
Richard Young, George Arliss and Others.

ARCHE MAYERS
President

"BOB" WORMHOUDT
Sales Manager

"CONNIE" LAZAR
Program Director

SID WEINER
TV Booker