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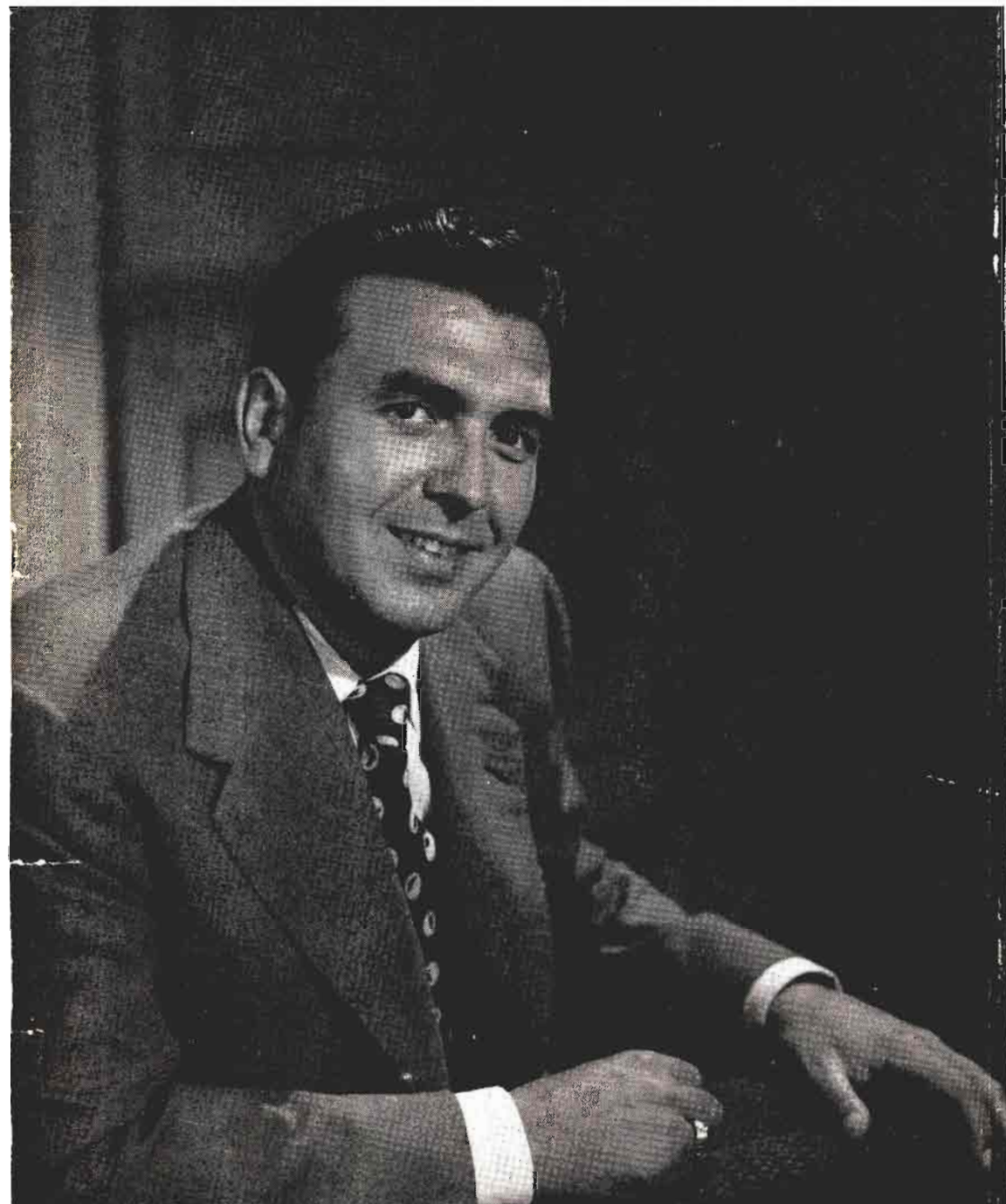
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1954 RADIO ANNUAL

SEVENTEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

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*Nothing unusual, things are always poppin' at **NBC SPOT SALES!***

Foreword

THIS year's edition of Radio Annual is a progress report on radio broadcasting. Page after page tells the moving story of radio's continued gains despite the growth of television. The wealth of information about networks, stations, programming agencies and allied services is proof positive that radio as a commercial communications service is vital and continues to prosper.

THE enthusiastic support received from the radio broadcasting industry in compiling this seventeenth annual edition bespeaks their sustained interest in the volume and their confidence in the future of radio. It is documentation of the untiring creative efforts of all who have contributed so much to the success of this indispensable medium.

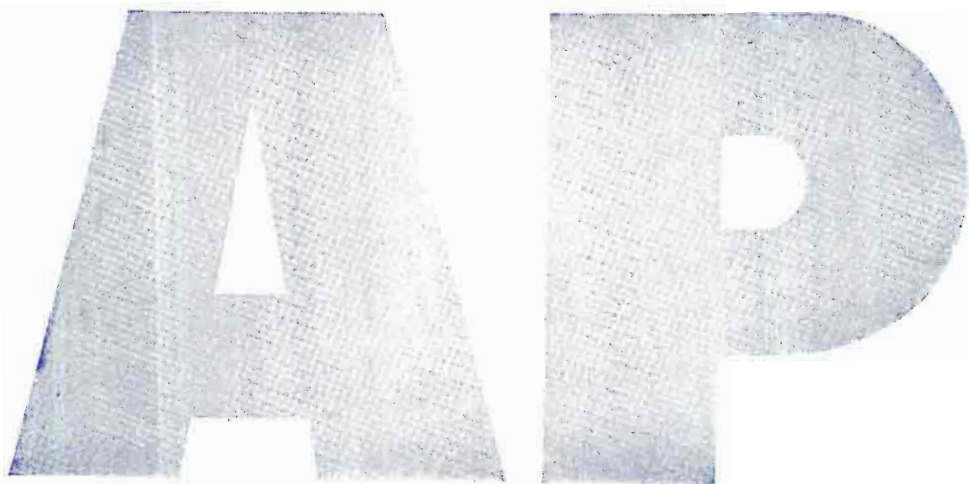
AGAIN we are grateful to all who have contributed to the success of this volume. Without their contributions the dramatic story of a growing service could never have been so completely told.

JACK ALICOATE
Editor-in-Chief

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FOR:

AM-FM-TELEVISION

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

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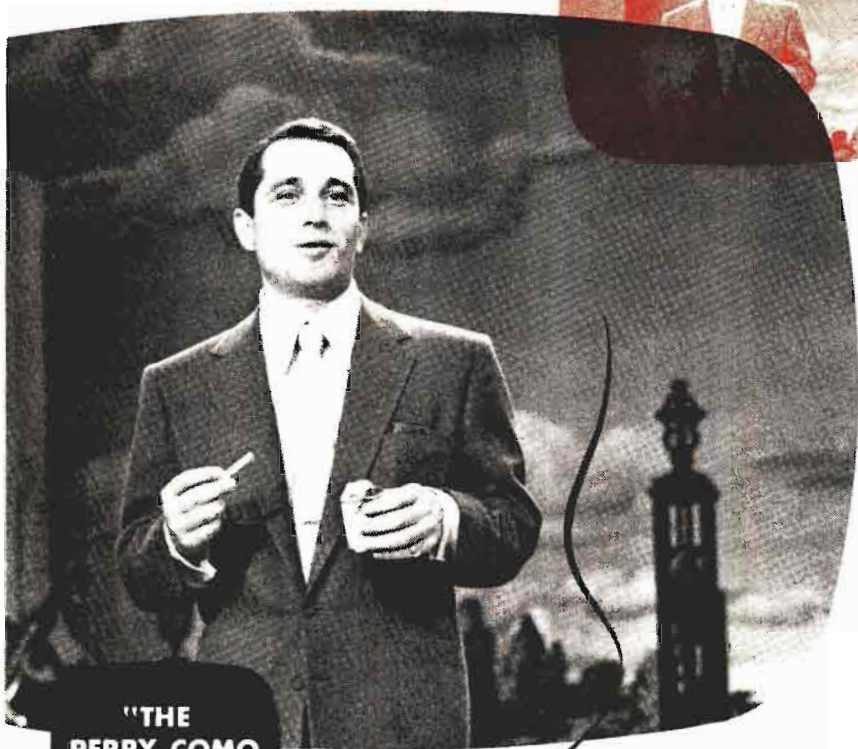
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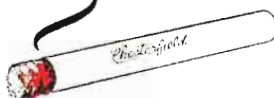
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**"THE
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HARRY WISMER

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	The World in a Nutshell	1	Weekdays, 7 times; Sun., 6 times
	Speaking of Sports	5	Monday through Saturday
SPORTS	The Sports Lineup	5	Every Day
	The Sports Roundup	5	Twice Daily
	Great Moments in Sports	5	Monday through Saturday
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FOR WOMEN	In the Woman's World	5	Monday through Friday
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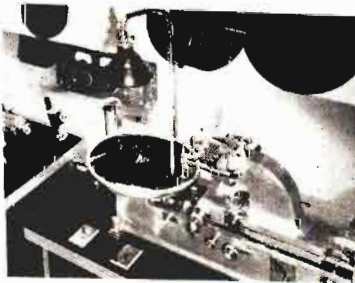


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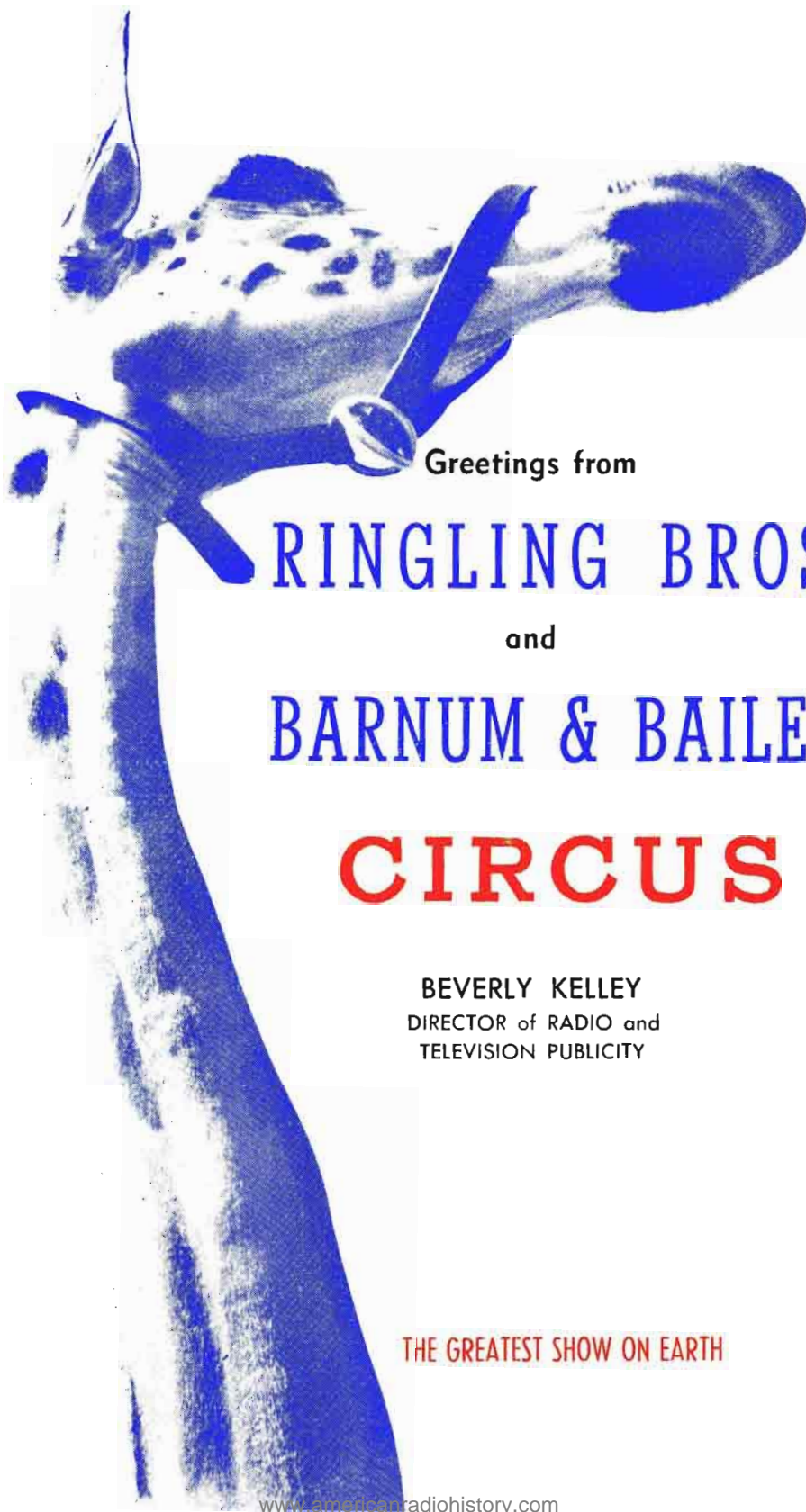
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Rosel H. Hyde
Chairman

Expansion of Communications Highlights FCC Annual Report



For Fiscal Year Ended June 30, 1953

HISTORICALLY, the fiscal year 1953 marked the 25th anniversary of early television experiments, pioneer trans-ocean radiophoto transmission, inauguration of the first police municipal radio system, and the initial functioning of the Federal Radio Commission which preceded the Federal Communications Commission.

Currently, the 19th year of the Federal Communications Commission closed with nearly 1,100,000 radio authorizations on its books. Over 235,000 of these were for safety and communication purposes on land, sea, and air, almost 5,500 others were broadcast, and the remainder consisted of various types of radio operator authorizations. The radio station authorizations cover the use of about 600,000 transmitters, of which number more than 430,000 are mobile.



Television—In the first 12 months of processing applications for new TV stations following the lifting of the freeze, 398 new TV stations were authorized and about 600 applications (mostly competitive) were pending. Eighty-nine of the new grantees received authority to go on the air with interim equipment, to augment the 108 pre-freeze operating stations. Of the post-freeze TV grants, 256 were for operation in the new UHF (Ultra High Frequency) bands, and 142 were for VHF (Very High Frequency) operation.

Seventeen grants were made to non-commercial educational TV stations, one of which started operating. Municipalities in which channels have been reserved for noncommercial educational use were increased to 245.



TV stations have been authorized in all states except Vermont (where the only two applicants were in competition), and grants have been made in Hawaii and Puerto Rico. TV authorizations at the year end totaled 500.

In mid-1953 the Commission received various petitions to adopt the National Television System Committee (NTSC) "compatible" color TV specifications to replace the present "noncompatible" standards.

AM.—The older commercial AM (amplitude modulation) broadcast service continued to expand. The 2,584 authorized stations at the close of the year was an increase of 164 over 1952. Most of the newcomers were low-power daytime stations.



FM.—The number of authorized and operating FM (frequency modulation) stations continued to decrease — to 601 and 551 respectively — which was a loss of 47 construction permits and 31 licenses during the year. However, noncommercial educational FM gained 12 stations.

Miscellaneous. — In addition to the broadcast services mentioned previously, there were 259 auxiliary TV stations (an increase of 38); 1,305 remote pickup stations (a gain of 130); 47 studio-transmitter links, 1 developmental station, and a fluctuating number of international broadcast stations.



Safety of life and property at sea, in the air and on the land is aided by many of these services. There are nearly 40,400 stations in the marine services, more than 39,000 in the aeronautical services, and over 13,600 land public safety stations such as police, fire, forestry-conservation, highway maintenance and special emergency. The marine services use nearly 39,000 transmitters; the aeronautical services, over 44,000, and the public safety services, nearly 142,000. Of the latter number, more than 97,000 are employed for police communication.

The land transportation services embrace nearly 10,000 stations and 116,000 transmitters. They are utilized by railroads, city transit systems, intercity buses, taxicabs, highway trucks, and automobile emergency services.



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Broadcasting Industry Nears Billion Dollar Mark

By FRANK BURKE
Editor
Radio-Television Daily

WHEN Hal Fellows, President of NARTB, recently made the prediction that the broadcasting industry would have its first billion dollar year in 1954 he was not amiss, for indications are that both radio and television will enjoy their greatest year of revenue in the months ahead.

The NARTB president thinks that television will gross over \$500 million during the 1954 business year and that radio will come close to matching that figure. This forecast holds prospect of coming true and leaders of both the radio and television industry share his enthusiasm.

With about 2½ radios for every American home and upwards of 2,500 radio stations now on the air the coverage and commercial impact of radio has reached an all-time high. Over 13,000,000 radio sets were manufactured in 1953.

The television story is even more impressive. Upwards of 27,000,000 receivers are now in American homes and the prospects are that the total will be well past the 30,000,000 mark before year's end. During the past year approximately 7,250,000 TV sets were produced by RETMA manufacturers and production for this year should be comparable, if not higher than in 1953.

Match the production and distribution of TV receivers with the rapid expansion of TV stations in key center cities and secondary areas of the United States and you obtain a greater appreciation of phenomenal growth of the sight and sound medium. On January 1st there were 343 VHF and UHF stations in operation and about 25 others testing to go on the air. By next January the total number of TV stations in operation should come close to reaching the 500 mark with virtually all the nation's population within range of a TV transmitter.

Television's expansion was given added impetus last December when the Federal Communications Commission approved National Television System Committee's

standards for compatible, electronic color television and allowed the commercial networks to proceed with color programming. The subsequent developments have been significant. NBC and CBS have begun experimental commercial colorcasting and major manufacturers have been tooling up for production of color receivers using the new tri-color tube. Already some sets have been produced and before year's end about 100,000 color receivers are expected to be on the market.

The outlook for color expansion is not the only aspect of the progress of television. Recently RCA at their Princeton Laboratories gave a dramatic demonstration of use of tape recording both in color and black and white and stressed the economic savings that would follow when the system is released for commercial use. On the west coast Bing Crosby Enterprises have also perfected a system of tape recording which they forecast will be ready for commercial use this year.

While television has pretty much held the spotlight during the past year Broadcast Advertising Bureau has been hard at work driving home the potency of commercial radio. Their campaigns have been productive of good and many new clients have been attracted to radio especially on the level of local stations. NARTB, like BAB, criticized by some of its membership for having devoted too much time to television at the expense of radio, took steps at the recent board meeting to establish an office of vice-president in charge of radio to further the industry organization's crusading for the medium.

The year 1953 was a good year for the broadcasting industry and the year 1954 promises to be better. This outlook, without question, dispels some of the pessimistic prophecies that we are in for a business recession.

JACK BENNY

Chronology of Color Development from 1941 to 1953

1941: FCC allocates spectrum space for black and white television.

1945: FCC expands frequency bands for black and white television; reserves ultra high frequency bands for future expansion of black and white and color TV.

1946-47: CBS petitions for commercialization of color TV. After lengthy hearing, FCC denies request.

Sept. 26, 1949: First phase of TV hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by commission.

Feb. 23, 1950: Comparative color demonstrations held by FCC; systems shown by CBS, RCA and Color Television Inc.

July 11, 1950: FCC begins deliberations on color TV. Participants submit final summations July 10.

Sept. 1, 1950: FCC issues its "First Report" on color TV favoring CBS system but advancing plan for manufacture of TV receivers with "bracket standards" as means of delaying final decision to permit further studies.

Oct. 11, 1950: FCC issues "Second Report" on color, adopting CBS standards effective Nov. 20, 1950.

Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against FCC on color decision in U. S. District Court in Chicago.

Nov. 16, 1950: Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order.

Nov. 20, 1950: National Television System Committee, all-industry group of engineers and technicians, appoints committee to study the possibility of developing color TV standards.

Dec. 22, 1950: Chicago District Court, in a 2-1 decision, upholds FCC's approval of CBS color system, but prohibits start of commercial operations pending a ruling by the Supreme Court.

Jan. 26, 1951: RCA initiates appeal to U. S. Supreme Court for itself and two subsidiaries.

March 26-27, 1951: Supreme Court hears oral argument on color TV case.

May 28, 1951: Supreme Court, by 8-0 vote, affirms lower court ruling in favor of CBS color.

June 25, 1951: First commercial color telecast by CBS.

Oct. 19, 1951: At request of Defense Mobilizer Wilson, manufacturers agree to cease color equipment production for duration of Korean War.

March 6, 1953: Sen. Edwin C. Johnson (D-Colo.) charges "powerful interests" are seeking to delay introduction of color TV.

March 13, 1953: Rep. Charles A. Wolverton (R-N.J.), chairman of House Interstate and Foreign Commerce Committee, announces color TV inquiry.

March 24-27, 1953: House Commerce Committee holds inquiry into status of color TV.

March 26, 1953: National Production Authority revokes ban on manufacture of color TV equipment.

April 14-15, 1953: House Commerce Committee views compatible color TV in Princeton, N. J., and New York City, demonstrated by RCA, CBS and Chromatic Television Labs Inc.

June 25, 1953: Petition to authorize NTSC compatible color TV standards filed with FCC by RCA and NBC.

July 21, 1953: NTSC approves final specifications for compatible color TV signal.

July 22, 1953: NTSC files petition with FCC asking authorization of its compatible color TV signal specifications.

Aug. 7, 1953: FCC issues notice of proposed rule-making relative to authorizing NTSC specifications for color TV.

Sept. 8, 1953: Comments on FCC's proposal filed by NTSC, Westinghouse Radio Stations Inc., Admiral, Hazeltine, CBS, American Television Inc., Paramount Television Productions, Chromatic Television Labs., and two radio engineers, Soghoian and Cooke, of Richmond, Va.

Oct. 15, 1953: Comparative color TV demonstration held in New York for FCC by NTSC and industry members.

Dec. 17, 1953: FCC approves NTSC compatible color TV signal specifications, effective 30 days after publication in the *Federal Register*.

R e d S k e l t o n

GROWTH OF BROADCASTING REVEALED IN FCC TABLES

Editor's note: At the close of each fiscal year the Federal Communications Commission issues a comprehensive report on the year's activity in the field of broadcasting. Statistical information, presented on this page, is taken from the 19th Annual FCC Report for the fiscal year ended June 30, 1953.

The number of authorized and licensed commercial AM, FM, and TV broadcast stations at the close of each fiscal year for the past 11 years is shown in the following table:

	AM		FM		TV		Total	
	Author- ized	Licensed	Author- ized	Licensed	Author- ized	Licensed	Author- ized	Licensed
1943	912	911	48	37	6	6	966	954
1944	924	912	52	45	9	6	985	963
1945	955	931	53	46	25	6	1,033	983
1946	1,215	961	156	48	30	6	1,701	1,015
1947	1,795	1,298	918	18	66	6	2,779	1,352
1948	2,031	1,693	1,020	112	109	7	3,163	1,812
1949	2,179	1,963	865	377	117	13	3,161	2,353
1950	2,303	2,118	732	193	109	47	3,144	2,658
1951	2,385	2,218	659	531	109	81	3,153	2,863
1952	2,120	2,333	618	582	108	96	3,176	3,011
1953	2,581	2,139	601	551	183	101	3,668	3,091

Broadcast Authorization Deletions

Commercial broadcast station deletions in fiscal 1953 numbered 108 as compared with 72 in 1952 and 161 in 1951. FM deletions rose from 36 in 1952 to 79 in 1953. The 23 AM deletions in 1953 were 2 less than the year previous. There were 6 TV deletions in the past year; 1 in 1952. Monthly figures for 1953 were:

Month	AM	FM	TV	Monthly total
1952				
July	1	1	0	5
August	1	5	0	6
September	1	4	0	5
October	1	5	0	9
November	3	3	0	6
December	2	12	0	14
1953				
January	2	5	0	7
February	0	1	0	1
March	3	5	0	8
April	2	12	1	15
May	2	11	1	14
June	2	12	4	18
Year's total	23	79	6	108



RED BUTTONS



Impact of Compatible Color Will Highlight New Year

By BRIG. GENERAL DAVID SARNOFF

*Chairman of the Board
Radio Corporation of America*

THE date December 17, 1953, on which the Federal Communications Commission approved standards for the commercial broadcasting of compatible color television, will be remembered in the annals of communications along with the historic date of April 30, 1939, when RCA-NBC introduced all-electronic black-and-white television as a new broadcast service to the public at the opening of the World's Fair in New York.

RCA is proud of the leadership its scientists and engineers achieved in developing the all-electronic compatible color television system and the RCA tri-color tube.

Fortunately, the color television system developed by RCA is compatible. This means that existing television sets can receive color programs in black-and-white without any changes or additional devices. For this principle and feature of compatibility in television, RCA fought hard and long, not only to achieve it scientifically, but to advance such a system as the only logical and practical service in the interest of the public and the television industry.

Because of compatibility, no one need hesitate to buy a black-and-white television set. It will not be obsolete because of color, and it will perform many years of service. Color television sets at the outset will cost from \$800 to \$1,000, and production will be in relatively small quantities until the industry is geared for mass production.

The National Broadcasting Company has completed program plans for color television's introductory year that call for each of NBC's regular productions to be broadcast in color at least once during the year—at the average rate of two programs a week.

Intensive color production activities are under way at NBC's Colonial Theatre, world's first fully equipped studio for compatible color. At the Colonial, NBC's color corps has pioneered in techniques of lighting, staging and make-up. NBC also has in operation another color

studio in Radio City, and plans have been laid for conversion to color of studio facilities in Brooklyn and in Burbank, California.

Television stations throughout the country are alert to the tremendous possibilities of color television and by slight modifications in their transmitting equipment they are enabled to pick up from the network and broadcast color shows. Five NBC-owned stations and 65 NBC affiliated stations have announced their intentions of doing so and more will follow in 1954.

Orders have been accepted by RCA Victor from one or more stations in 57 cities for color broadcast equipment. Throughout December, color equipment was air expressed as rapidly as completed and tested while crews of the RCA Service Company rushed the installations. As a result, 30 stations were equipped for colorcasts by December 31.

Color television presents a myriad of opportunities for broadening the services of electronic communications. Color adds a new dimension to the entertainment arts. It gives a new power to advertising and greatly increases merchandising opportunities through the use of television. A new realism is added to journalism. Television as a social and educational force is greatly intensified by color, thereby opening the way for significant advances in broadcasting.

During the past year television service was expanded and improved. Today, there are more than 27,000,000 receiving sets, or almost 60 per cent of American homes are television equipped.

Progress continues in television programming, as both the art and science of this great new medium advance hand in hand.

Progress in the use of UHF (ultra high frequencies) in television broadcasting during 1953 is convincing evidence that expansion of television in this direction will continue during 1954. Already

(Continued on Page 97)

SONG HITS OF 1953

January 1, 1953 to January 1, 1954

The 35 song hits with the largest radio and television audiences listed below in order of the total ACI points received in the ACI surveys during 1953. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI surveys during the fall of 1952 are noted by the 1952 date.)

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS ON ACI SURVEY
I Believe (Cromwell).....	34,339	36
Song From Moulin Rouge (Broadcast).....	33,272	37
April in Portugal (1952) (Chappell).....	29,310	43
*No Other Love (Williamson).....	29,007	31
Side By Side (Shapiro-Bernstein).....	28,983	38
Don't Let the Stars Get in Your Eyes (Four-Star).....	25,769	24
Till I Waltz Again With You (Village).....	25,271	26
Pretend (Brandon)	24,458	31
*Vaya Con Dios (Ardmore).....	24,121	28
Your Cheatin' Heart (Acuff-Rose).....	21,870	31
*You You You (Mellin).....	21,138	27
*Ebb Tide (Robbins).....	20,754	22
Ruby (Miller)	19,013	27
I'm Walking Behind You (Leeds).....	18,651	29
*Oh (Feist)	17,731	24
Doggie in the Window (Santly-Joy).....	17,392	26
Keep It a Secret (1952) (Shapiro-Bernstein).....	17,059	17
Why Don't You Believe Me (1952) (Brandon).....	16,868	18
*Many Times (Broadcast).....	15,084	17
How Do You Speak to An Angel (Chappell).....	14,447	20
*I Love Paris (Chappell).....	13,024	21
I'm Sittin' on Top of the World (Feist).....	12,683	20
Because You're Mine (1952) (Feist).....	12,091	12
*Ricochet (Sheldon)	12,029	17
*Rags to Riches (Saunders).....	11,764	17
Just Another Polka (Frank).....	11,493	21
P. S. I Love You (La Salle).....	11,422	20
Wild Horses (Simon).....	11,391	20
Lady of Spain (1952) (Sam Fox).....	10,611	25
*Stranger in Paradise (Frank).....	10,163	9
Nearness of You (Famous).....	9,920	25
Hush-A-Bye (Remick).....	9,442	19
Crying in the Chapel (Valley).....	9,231	17
*That's Amore (Paramount).....	9,215	13
*Granada (Peer)	9,039	27

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JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK

Best Wishes



DEAN & JERRY



CARTB Enters New Year With Strong Membership

by T. J. ALLARD
General Manager

Canadian Association of Radio and Television Broadcasters

THE Canadian Association of Radio and Television Broadcasters starts 1954 with its membership at the highest level in its history—120 member stations out of a potential of the 140 non-government stations located in Canada.

Formerly known as the Canadian Association of Broadcasters, a change in name was effected during 1953 because of the Association's activities bearing fruit in one most important direction. There are now four television stations operating in Canada, apart from government TV stations, due to the CARTB's attempts to secure non-government TV licensing. Hence application was made to the proper authorities to have the name officially changed to "The Canadian Association of Radio and Television Broadcasters."

Although government policy now permits licensing of non-government TV stations in some areas, the CBC still maintains its own television monopoly in the six major cities of Canada. During 1954, a large part of CARTB's efforts will be designed to rectify this unfortunate situation.

Another forward step marked the past year in the semi-political field. Following the customary CARTB presentation to the now annual Parliamentary Radio Committee, that body recommended that the CARTB's case for a "separate regulatory body" merited further study. Previous pleas of CARTB for such a non-competitive regulating body have been dismissed. There now seems hope that the government of Canada is studying with greater care and sympathy the CARTB's often reiterated request for a "separate regulatory body," similar to the FCC, which would hold regulatory authority of proper degree and extent over both CBC and the non-government stations, in place of the present situation wherein CBC holds the regulatory authority, a monopoly on all networks and network arrangements, and competes

with the non-government stations at the same time for both audience and business.

While not agreeing with the CARTB case concerning a separate regulatory authority, the CBC itself seems to be showing signs of desiring greater cooperation with the non-government stations on operating problems and policies. The new CBC regulations are an improvement on the old, and an even greater improvement upon the new proposals originally published.

In the year just past, the CARTB undertook an extensive and ambitious job-analysis and cost accounting survey of broadcasting stations in Canada. The survey set up job specifications, gave average ranges, and undertook detailed analysis, by types of business, of station sales, costs and like statistical material.

The Sales office of the Association widened its presentations to agencies and advertisers outlining the benefits of broadcast advertising. An accurate listing was prepared which gives, for the first time in Canada, a detailed accounting of what accounts and types of accounts do and do not purchase broadcast advertising, and the extent to which all accounts invest in any type of advertising.

Arising from action taken at an Annual Meeting of CARTB, plans are being explored in Canada to set up an impartial research directorate to outline standards for program popularity polls, to validate this and other types of research, to set up a sort of "good housekeeping" seal of approval for research companies which meet these standards, and to provide information to agencies and advertisers on the use of researchers figures. This research directorate, it is planned, will function under the general direction of the Bureau of Broadcast Measurement, jointly supported and financed by broadcasters, agencies, and advertisers.



Regards from Robert Q. Lewis

Exclusive Representative:
TED ASHLEY ASSOCIATES

Press Relations:
SOLTERS-O'ROURKE ASSOCIATES



Sales Outlook Good in Radio-TV Industry

By FRANK M. FOLSOM

*President
Radio Corporation of America*

THE growing importance of the radio-television industry in the progress of America was demonstrated convincingly in 1953. New dimensions of television and sound, in particular, and the continuing electronic requirements of government and military services, provided major areas of development and production. The industry reached an annual going rate estimated at nearly \$8 billion.

It proved an excellent year for the Radio Corporation of America, with sales of products and services attaining an all-time high volume, well over the \$800 million mark.

RCA's dollar backlog of government orders at year-end was the largest in the company's history, exceeding by a considerable margin that of the World War II period.

Abundant sales opportunities are ahead in such fields as black-and-white television, compatible color television, industrial TV, transistors, high fidelity phonograph instruments and records, office and home communication systems, radio sets, and electronic equipment for industry and military uses, as well as the older lines of communication apparatus.

RCA recognizes that American merchandising reached a significant turning point in 1953, presenting new challenges and opportunities for the coming year—a year that can be good for business.

The new trend in merchandising represents a closer approach to normal business operations. The 14-year old sellers' market is gone. Many industries are now adjusting their operations to meet the demands of a buyers' market. Careful planning and hard work are needed to maintain the sales volume developed during the years that business enjoyed a sellers' market.

The changed market condition requires evaluation by business leaders, not only along economic lines, but in overall strategy of operations.

RCA is charting a positive course of action to maintain relatively high vol-

umes in production and sales during 1954. Among major steps being taken to achieve this aim are:

1. Reshaping of productive capacity to meeting changed merchandising trends and to increase efficiency so that values of products may be enhanced for the consumer.
2. Streamlining of operations and selling organizations.
3. Establishment of closer teamwork between retailers, wholesalers and manufacturers.
4. Strengthening of distribution system so that consumer demands in certain areas can be more readily met by wholesale outlets nearer to dealers.
5. More assistance to dealers.

Television continued to expand and improve its service to the American public during 1953, with more than 27 million black-and-white receivers in use by year-end. This represented an increase of approximately six million over the previous year.

Two significant trends were reflected in consumer television buying patterns—one was the increasing popularity of larger screen sets, such as the 21-inch RCA Victor models, and the other was the impact of UHF (ultra high frequency) television stations as added programming outlets. Many of the sets sold were equipped to receive both VHF (very high frequency) and UHF transmissions.

RCA expects sales of black-and-white television sets to continue in the millions, during the orderly introduction of compatible color television in 1954, and plans to accelerate promotional activities to achieve this. The importance to the public of compatibility in television cannot be over-emphasized. It means that color programs can be received in black-and-white on all existing sets, at no additional cost to set owners, and without added devices. Color sets can also receive black-and-white programs in black-and-white.

(Continued on Page 121)

Kate Smith

1953 NETWORK NEWS SELECTIONS

The network's evaluation of the top ten news stories follows:

— ABC RADIO —

- 1—The signing of the Korean truce.
- 2—The death of Premier Stalin.
- 3—Execution of the Rosenbergs.
- 4—The Harry Dexter White case.
- 5—Russia's hydrogen bomb.
- 6—The Greenlease kidnap-murder.
- 7—Inauguration of Eisenhower.
- 8—Coronation of Queen Elizabeth.
- 9—Death of Senator Taft.
- 10—Yankees win fifth Series.

— ABC-TV —

- 1—Korean Truce.
- 2—Eisenhower takes over.
- 3—Stalin's death and Red unrest.
- 4—McCarthy vs. Eisenhower.
- 5—Taxes.
- 6—Atomic crisis.
- 7—White case.
- 8—Rosenbergs' execution.
- 9—Queen's coronation.
- 10—Taft dies.

— CBS RADIO —

- 1—Inauguration of Eisenhower.
- 2—Death of Stalin and rise of Malenkov.
- 3—Armistice and Prisoner Exchange in Korea.
- 4—Coronation of Queen Elizabeth.
- 5—The Rosenberg Case.
- 6—Death of Senator Taft.
- 7—Harry Dexter White Case.
- 8—Big Three Conference.
- 9—Eisenhower world atomic stockpile plan.
- 10—Battle for European Defense Community.

— CBS-TV —

- 1—Power shift in Russia—death of Stalin, Malenkov's accession, ouster of Beria.
- 2—Signing of Korean Armistice, and subsequent negotiations, prisoner return, prisoner explanations.
- 3—Eisenhower speech to UN on atomic controls.
- 4—Berlin riots.
- 5—Coronation of Queen Elizabeth.
- 6—Harry Dexter White case.
- 7—Inauguration of Eisenhower.
- 8—Execution of the Rosenbergs.

- 9—Death of Senator Taft.
- 10—Greenlease kidnapping.

— DU MONT-TV —

- 1—Korean Truce.
- 2—Death of Stalin.
- 3—Soviet Hydrogen Bomb.
- 4—Eisenhower Address to U.N.
- 5—Inauguration of Eisenhower.
- 6—Greenlease Case.
- 7—Rosenbergs' Execution.
- 8—Dutch Floods.
- 9—Death of Senator Taft.
- 10—Coronation.

— MUTUAL-RADIO —

- 1—Armistice ends fighting in Korea.
- 2—The death of Stalin.
- 3—Coronation of Queen Elizabeth.
- 4—The Harry Dexter White case.
- 5—East German Riots.
- 6—Execution of the Rosenbergs.
- 7—The death of Sen. Taft.
- 8—The Greenlease kidnapping.
- 9—The Eisenhower Atomic Plan.
- 10—Changes in the United States Supreme Court.

— NBC RADIO —

- 1—The Inauguration.
- 2—The Coronation.
- 3—The Berlin riots.
- 4—The Greenlease kidnapping.
- 5—The McCarthy-Dulles Conflict.
- 6—Korean coverage: atrocities, POW's: Mrs. Howe and her son; reluctant GI's, and the POW exchange.
- 7—Death of Stalin.
- 8—Brownell-Truman.
- 9—Death of Senator Taft.
- 10—Farmers' fight on Benson.

— NBC-TV —

- 1—Inauguration of Eisenhower.
- 2—Coronation of Queen Elizabeth.
- 3—The Greenlease kidnapping.
- 4—Death of Stalin.
- 5—Berlin riots.
- 6—Korean truce and POW exchange.
- 7—The Harry Dexter White case.
- 8—The tornadoes.
- 9—The Trieste problem.
- 10—The McManus case.



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FARFEL



Surveys Uphold Constancy of Television Audiences

By JAMES W. SEILER

Director

American Research Bureau

WITH the television industry well out of its swaddling clothes and now passing into a rapidly achieved adult state, the myriad questions which could not be answered during the youngster's uncertain infancy are receiving increased attention.

American Research Bureau, Inc., in the course of its individual market and nation-wide audience surveys for the last four and a half years, has been coming up with many of the answers.

Certainly one of the long-standing \$64 questions has involved the constancy of television audiences. Would they love the medium in December as they did in May?

In the late 1940's, it took something less than a gross of slide rules or a mechanical brain to determine that the family's first television set was likely to be in almost constant use. Practically all program fare was received enthusiastically. Dire predictions that prolonged small-screen viewing could lead to myopia or spots (20-second) before the eyes, failed to curb an audience prepared to take all that the tube could bear.

Such immediate response, however, could not quiet an ever-present fear in the industry that the first flush of enthusiasm would subside. The peak of viewing time among owners of new sets, many felt, would inevitably be followed by a substantial drop to a much lower plateau of hours spent watching TV once the novelty had worn off.

ARB studies now indicate these fears were unfounded.

Since 1949, ARB has been conducting diary surveys of television viewing and publishing reports which have gained acceptance among those who must have reliable and statistically accurate figures. During these sampling operations, respondents have been asked to supply the purchase date of their sets. By now, ARB has on file thousands of week-long viewing records of families of all categories in terms of length of set ownership.

ARB reports from a group of representative markets where television pro-

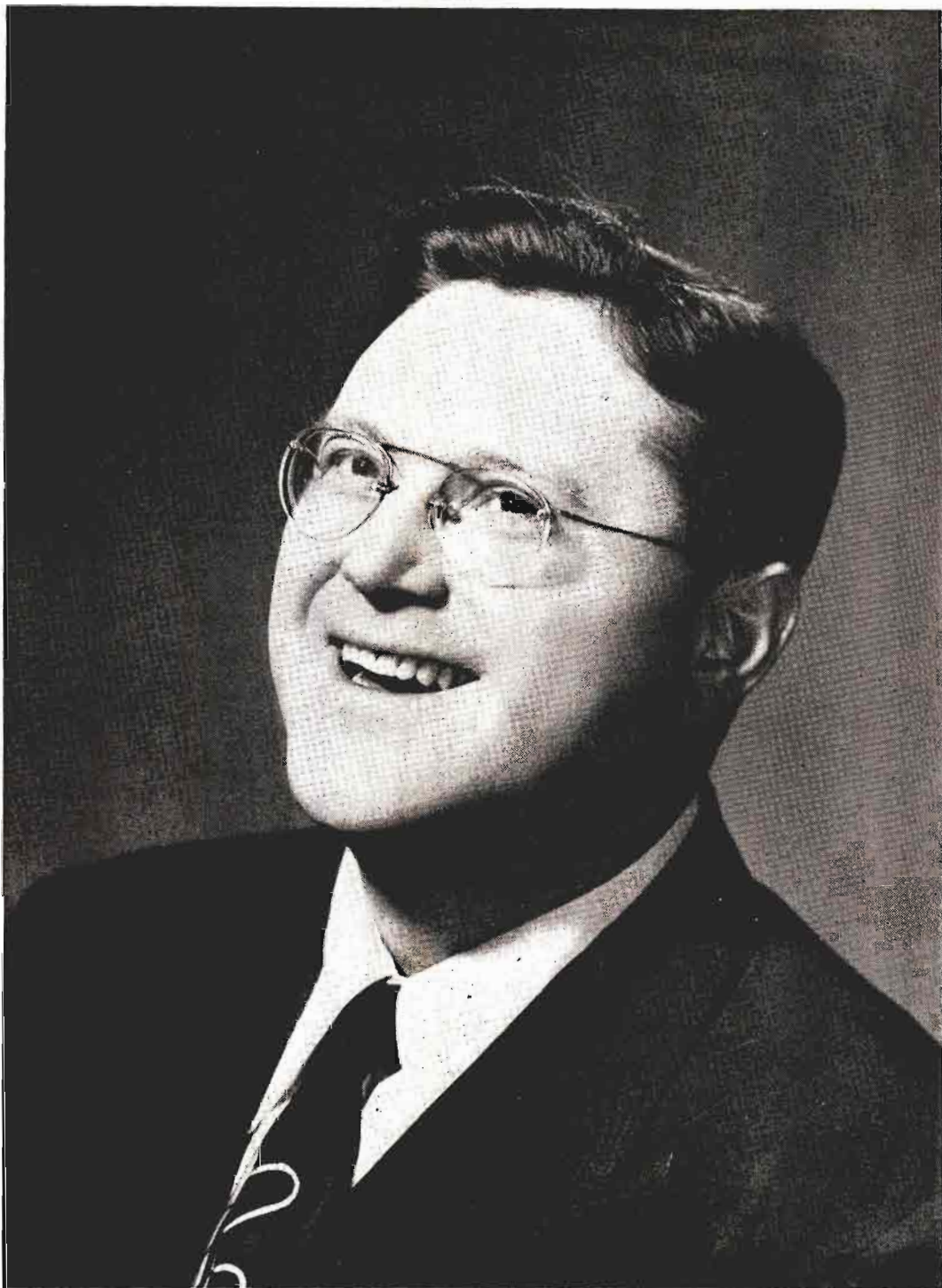
gramming has been in effect for a few years quickly lay to rest the fear that enthusiasm for the medium is short-lived. The accompanying chart shows today's average viewing hours per family in these areas, broken down by date of set purchase, both for the Monday through Friday daytime hours and for the evening hours of the entire week.

FAMILY VIEWING HABITS DAYTIME	
Set purchased	hrs. M-F
1949 or earlier.....	8.2
1950	7.8
1951	7.8
1952	8.1
1953	9.7
EVENING	
Set purchased	hrs. per wk.
1949 or earlier.....	21.7
1950	20.0
1951	18.9
1952	19.0
1953	21.0

These figures amply demonstrate that there is not too wide a variance in time devoted to viewing among families who bought their sets in recent years. True, the weekday viewing in homes where the set was purchased in 1953 exceeds that of the family who acquired a set in 1950 by over 20 per cent. It is to be expected, however, that the impetus of new set ownership must reveal itself to some extent. Yet the same comparison with 1949 purchasers of sets shows only 18 per cent more viewing during the daytime period by those who became set owners in 1953. And the 1949 purchasers are now watching television 0.7 more hours per week during the evening than the johnny-come-latelies whose purchase of a set was made last year.

The figures put the viewing picture into focus.

The complete picture is a cheerful one for the industry, cancelling out the stereotype of the jaded set owner increasingly turning away from television once the first rapture of enthusiasm has passed.



SAM LEVENSON

"THIS IS SHOW BUSINESS"

"TOAST OF THE TOWN"

CBS-TV



New Production Records Set by Manufacturers

By JAMES D. SECREST

Executive Vice President

Radio-Electronics-Television Manufacturers Association

THE radio-TV and electronics industry broke all production records in 1953 by turning out sets, electronic equipment, transmitters, and tubes and parts with a combined factory value of more than \$5 billion. This was \$1 billion more than the industry's output in 1952.

About one million more television receivers and above two million more radios were manufactured in 1953 than during the preceding year. While neither production was an all-time high, their combined value was exceeded only by that of 1950 when the outbreak of the Korean War started a buyers' panic due to fear of wartime shortages.

Preliminary tabulations show that about 7,250,000 television receivers and 13,500,000 radios, including auto sets, were produced in 1953. Their total factory sales value was more than \$1.5 billion.

The broadcast equipment segment of the industry experienced a boom as the Federal Communications Commission surprised everyone by the rapidity with which it issued TV construction permits.

Sales of replacement parts through jobbers and service shops continued to rise as TV set ownership throughout the United States passed 27 million.

An upsurge in public demand for good music in the home brought high fidelity equipment from the custom shops to the mass ready-made market. Even the radio-less phonograph—with high fidelity accessories—returned to the high price shelf.

The most significant long-range development in 1953, however, was in the engineering research field. The National Television System Committee, which was formed by the Radio-Electronics-Television Manufacturers Association three years before, did what many thought impossible in 1950 and recommended to the FCC tested standards for transmission of a compatible color television signal. The Commission, which had previously approved non-compatible standards pro-

posed by the Columbia Broadcasting System promptly adopted the new specifications.

Indicative of the expanding character of the industry, the manufacturers' trade association added the word "electronics" to its title only three years after it incorporated "television." Thus the radio industry which existed before World War II and which did an annual business of \$250 million (factory sales) became the radio-electronics-television industry with a yearly output valued at more than \$5 billion.

The essentiality of electronic equipment in modern warfare and defense was responsible for the greatest part of the expansion of plants and facilities since 1950. Much of this type of manufacturing is expected to turn to new industrial and commercial electronic equipment once military procurement declines. However, there appears little prospect that this decline will occur in 1954 or for several years to come.

The outlook for 1954 TV set production is not as clear as heretofore due to the uncertainty of the effect of color television on black and white receiver sales.

Many manufacturers believe that the display of a few "sample" color sets at from \$700 to \$1,000 in 1954 actually will stimulate the buying of black and white sets. They believe the comparison of prices and values of black and white against color sets, together with the limited number of color programs, will win over many persons who have been waiting for color in the mistaken belief that it would be as cheap and have as large screens as black and white.

Set and parts manufacturers in an informal poll following a RETMA meeting estimated that about 5,000,000 black and white sets and under 200,000 color receivers will be manufactured in 1954.

Radio receiver production, which has maintained a remarkably high level in spite of television, is expected to continue at twice the rate of the TV set output.



MEL ALLEN



Progress On The Overseas Information Front

By THEODORE C. STREIBERT

Director

U. S. Information Service

ON August 1, last, the President formed the U. S. Information Agency to carry on the overseas information program of the United States. The new Agency has responsibility for programs formerly conducted by the Department of State and the Mutual Security Agency. The Director of the new Agency is responsible to the President through the National Security Council.

In a public announcement on October 22, the President gave the new Agency its mission. This was the first time in history that any government had ever announced to the people of the world what it was trying to accomplish through its overseas information program.

The President has given the new Agency the job of presenting factual evidence to the other peoples of the world that the U. S. shares with them the same aspirations they have for freedom, peace, and progress. Further, the Agency has the job of trying to persuade these people that they can best achieve their legitimate aspirations in cooperation with the U. S.

In doing its job, the U. S. information Agency is directed to concentrate on objective, factual news reporting and appropriate news commentaries.

Distortions or misrepresentations of fact are not permitted. Use of a strident, antagonistic tone must be avoided.

This does not mean that the U. S. information Agency is going to be "soft" about communism. Quite the contrary. The Agency will continue to hit hard at Soviet lies about the United States.

But by sticking to the facts, not haranguing, we should be able to do a better job. For if we are to succeed, our message must be credible if it is to be convincing. Facts and comments associated with facts are, of course, far more compelling than accusations or mere assertions.

Our radio broadcasts to Russia and the satellites provide a good example of the new policy in action. Important distinctions

are being made in the contents of our broadcasts to these areas.

In our broadcasts to Russia, the attempt will be made to gain a reputation for credibility and factual news reporting, instead of being only anti-Soviet.

In the satellite countries, the situation is somewhat different. Here there are captive peoples who have known a better system than communism. The U. S. Information Agency will give them straight news too. But it will also hit hard at Soviet imperialism and try to keep alive their hopes that someday they will again be free.

The radio operations are one example. Less reliance than before is being placed on long range, short-wave broadcasts from the U. S. Instead, more emphasis is being placed on relaying short wave broadcasts on the standard band from points closer to our listening audiences.

The broadcasting service of the U. S. Information Agency is also providing our overseas missions with prepared programs on tapes and recordings. These are being placed on local stations abroad.

In addition to these radio activities, the broadcasting service is also supplying TV material regularly to 15 countries.

The revised program of the new U. S. Information Agency also gives much greater emphasis to the importance of the cooperation of business and civic groups. To date, over 750 private organizations have participated in projects of value to our overseas information effort. Their cooperation has saved American tax-payers several million dollars. More important, they have accomplished things which the Government would not have done.

Active participation is needed by more civic groups and industrial organizations. Non-government resources must be utilized to a far greater extent to help in the big job there is to do.

The U. S. Information Agency is striving in every way possible to stimulate and assist this private participation.

**DON McNEILL'S
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Now on
ABC Television
and ABC Radio**



*From the
Terrace Casino
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8 to 9 a.m.*



Neither Boom Nor Gloom in Broadcasting's Destiny

By HAROLD E. FELLOWS

President
NARTB

TO me, the current hue and cry concerning this nation's economic outlook is reminiscent of the period six scant years ago when prophets of doom were chanting that radio was a "dead duck."

Perhaps this is an inevitable result of long-standing American custom of her heralding in each new year with backward analyses and forward prophecies. So-called experts are called upon to bespeak themselves with authority and all at once 'til they have to shout over the crowd to gain audience.

"Downward curve," "levelling-off," "recession" whatever the pessimistic definition, may, as I have indicated, be likened to the year of 1948 when television suddenly swept into popular acceptance and radio was labeled a "dead duck." History has since written that radio was not destined to be so labeled—any more than newspapers were destined to lock their doors when radio appeared.

Such shouting from the roof-tops about recession is a clarion call to arms—it heralds clashes, controversies, sometimes temporary bitterness, but the final, end product is readjustment—then the renewed march forward.

Personally, I am not convinced by the gayer economists that business will soar to new heights in 1954, nor am I persuaded by the sadder among this gentry that we shall descend into the slough of depression. But some place between those two extremes, it would appear, lies our destiny in the field of business activity for 1954.

In too many of our approaches to the daily problem of living, we are frenetically trying to run forward while looking backward. Forward lies the challenge—forward where one can see even more prosperous living for all of our people; expanding markets; new developments in transportation, in housing, in communications. Forward lies the challenge to men who are so dissatisfied with this day that they would make tomorrow better.

And therein lies the forward challenge of media—all media, newspapers, magazines, outdoor, direct mail, radio and television. Perhaps media muscles got a little flabby during the immediate post war years when we were in a sellers' market. Now in 1954, the pendulum has swung to a buyers' market and it is up to media to move the goods.

Indisputably, this nation has the finest advertising talent in the world. Moreover, this nation is blessed with the kind of leadership in its industries which does not falter in the face of adversity.

The goal before all media is consumption. Since people are the ultimate consumers, it bodes well that the field of research has at long last come into its own. It is through research that we can study the consumer and his motives for buying.

The markets of America will be served even more widely by the great communications media of radio and television in 1954. As this is written, FCC statistics show that at the conclusion of 1952 there were on the air 2399 AM stations, 672 FM stations and 137 TV stations. At the end of 1953, the FCC reported on the air 2521 AM stations (an increase of 122); 560 FM stations (a decrease of 52); 356 TV stations (an increase of 219).

As for the NARTB, we're 1116 strong in AM against 1024 at the end of 1952. In FM, we've dropped from 365 to 340—nearly holding our own despite the fact that many FM stations went off the air. In TV, we've gone up from 102 to 229.

The figures will be even greater next year this time. The broadcasting industry has never stood still. It never will. We're moving ahead. There will be color tubes and vest-pocket radios, new horizons in broadcast education and service to the public. There will also be new and continuing problems. If we stick together and work together as an industry, we'll handle them all. That's a challenge and a promise.

YOUR
SHOW
OF
SHOWS



**YOUR SHOW
OF SHOWS**



HAL JANIS

YOUR SHOW OF SHOWS

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SID CAESAR

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IMOGENE COCA

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JACK RUSSELL

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CARL REINER



**BILLY
WILLIAMS
QUARTETTE**

**YOUR SHOW
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HOWARD MORRIS



JOAN WALKER



MELL TOLKIN — LUCILLE KALLEN — MEL BROOKS
TONY WEBSTER — JOE STEIN — DANNY AND DOC SIMON

WRITERS

OF

"YOUR SHOW OF SHOWS"

**YOUR SHOW
OF SHOWS**



CHARLES SANFORD

MUSICAL DIRECTOR

OF

MAX LIEBMAN'S "YOUR SHOW OF SHOWS"

NBC-TV

**YOUR SHOW
OF SHOWS**



Max Liebman

Producer-Director

"Your Show Of Shows" — WNBT



The Radio Revolution; Analysis of Programming

By FREDERIC W. ZIV

*President
Frederic W. Ziv Company*

THE revolution in radio has been taking place for several years now. It is a peaceful revolution, although a far reaching one. And it has been going on long enough now so that certain patterns have emerged and taken shape.

It is increasingly evident to all, even the most pessimistic, that the radio industry will not only survive the television revolution, but that it will emerge as an infinitely more stable and perhaps, even stronger entertainment and advertising medium.

It is at the local and regional level that radio is vitally alive. It is here that radio is setting new records and giving ample promise of new goals yet to be reached. And we of the Ziv Company are keenly aware that it is our function to supply, at the local and regional levels, the new, modern programming techniques that radio demands.

Our "Hour Of Stars" series is an outstanding example of the success which awaits those who program in the new way for today's radio. At this moment the "Hour Of Stars," is being broadcast by 527 radio stations in the United States. But more important, never before in our history, have we received so many glowing and enthusiastic reports from the stations, telling us of their success in securing local, regional and national spot advertisers. The decision to program an hour long segment of time, every weekday — to program it imaginatively and with showmanship, has certainly paid off for our stations. It was our belief that a show with four of America's greatest stars — Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee — presenting the kind of entertainment America loves best, just couldn't fail. It didn't.

Encouraged by the success of the "Hour Of Stars," we determined to take an even bigger step. What we wanted was one of the top three radio stars of all time. We wanted in short, a comedian who had sky-rocketed to success in radio. We were convinced that one of

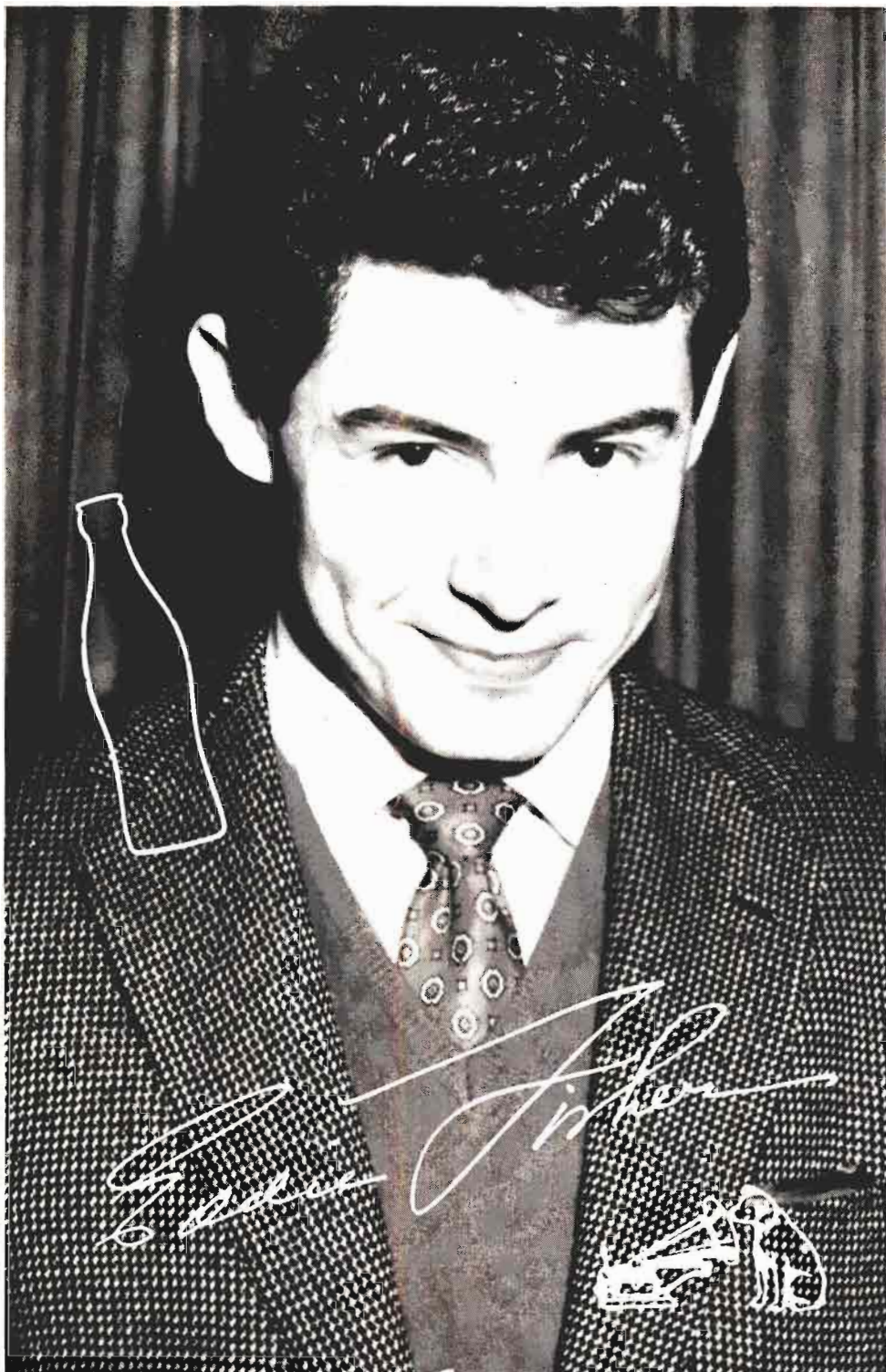
radio's top comedians, a man who had always been able to command a tremendous listening audience, could, if programmed in the new and modern technique, rise to even greater heights.

We have been fortunate to secure the services of Red Skelton. Red is indeed, one of the three all time comedy greats of radio. And we have been able to make Red Skelton available in a half-hour show to stations, agencies and sponsors on a five time a week basis. I think you will agree that the impact of the "Red Skelton Show," programmed five times a week across the board, is exciting to contemplate. And because of the vitality and growth of local and regional radio, we can look forward to extending this program into more markets than we have ever reached before and thereby offer it to each station or sponsor at prices that are among the lowest in our history.

As this piece is written, we have been offering the "Red Skelton Show" for just two weeks. It has been the biggest two weeks that our company has ever enjoyed from a sales standpoint.

This is the new radio. This is radio's dynamic answer to the demand of its audiences and advertisers for a new approach — a top comedy star in five half-hour programs every week — a form of programming not contemplated in the 1940s, never before available to the stations and sponsors on a local and regional basis. The immediate, enthusiastic response to this new plan for radio programming and selling today is a real tribute to the growing vitality of this medium.

These successes are not *ours*. They are industry successes. They stand, I believe, as testimony to the strength and power of radio, to its ever increasing appeal as an advertising medium. They stand too, as evidence that radio still offers a challenge to the showman and to the salesman. And further, that new successes and new achievements await those who successfully meet the challenge.





Merchandising Methods As Practiced by Network

By FRED N. DODGE
NBC Merchandising Director

FIRST, let us remember always, that advertising is bought, whether it is in a newspaper, magazine, billboard, radio or television, for just one reason; that is to help an advertiser sell his services or product. For years advertising media of all kinds have created and presented glowing presentations of the selling effectiveness of their medium. However, in most cases when the order was booked they considered their responsibility discharged and when any advertiser asked for help in merchandising his advertising at the point of sale and moving his product, the howls were long and loud. This was particularly true in radio and television. However, during the past two and one half years the picture in this field has changed.

When NBC launched its Merchandising Department on January 1, 1952 no other network offered a complete merchandising service and few stations had embraced merchandising, despite the pioneering of the granddaddy of them all, WLW in Cincinnati, for over 17 years. Being a subject that was new to most broadcasters, merchandising erupted in the industry during the past two years in many and sundry forms and concepts. Unfortunately, in many cases, much of this so-called merchandising is designed to impress the advertiser, with nothing concrete being done about the real target, SALES. Further, in many cases, these merchandising plans have constituted a form of rate cutting. However, gradually the sounder merchandising techniques are prevailing and merchandising, a subject to which scant heed had been paid in the past, is becoming firmly established.

Although we are concerned with network merchandising, emphasis here is being placed on the growth of merchandising among stations because a network's affiliated stations make a most important contribution to network merchandising. This is for the simple reason

that all merchandising is local and no advertising medium could afford to foot the bills accruing to the establishment of local merchandising operations in all of the key markets. However, a network, and only a network, can present a well rounded and sound media merchandising service to national advertisers because it is represented in these markets by its affiliated stations. When a sound cooperative program between a network and its affiliates is established in the interests of network sponsors then, and only then, is true network merchandising effectiveness achieved.

Obviously, an understanding of the advertiser's problems, his sales goals and his methods of distribution are essential to the cutting of a merchandising pattern suitable to his individual needs. This requires experience and the "know-how" of professional merchandising men. Accordingly, the NBC merchandising field force is made up of men who average better than twenty years of advertising, sales, marketing and merchandising experience and are fully qualified as sales and merchandising consultants. Further, any merchandising plan in which the promise is not performed is bound to lead to distrust and, to say the least, loss of interest on the part of sponsors. Therefore, one of the most important functions of the NBC Merchandising District Supervisors is the policing of the cooperative agreements with retail factors which they have obtained in the interest of our advertisers.

The importance of merchandising is fast being recognized by both advertisers and agencies and the demand upon media growing. Daily the case histories are piling up as indisputable evidence of sound merchandising's value and place in today's sales battle. In brief, the day has passed when advertising media can consider their obligation to the advertiser fulfilled when they have made the sale of time or space.

DANNY THOMAS

"MAKE ROOM FOR DADDY"

ABC-TV

for

LUCKY STRIKE CIGARETTES

and

DODGE-PLYMOUTH DEALERS



IAAB Activities Expand In Latin America

By EMILIO AZCARRAGA

President

International Association of Broadcasters

ON October 4th of this year, the Inter-american Association of Broadcasters was eight years old. This date has been christened in this Hemisphere as "Broadcasting Day" and it marks, shall we say, the reaching of age of this wonderful medium of diffusion.

In fact, the great progress and maturity reached by radio in the different countries of America had not had, prior to that time, an organized entity for the purpose of determining and summarizing the duties of the broadcasters toward the people whom they serve and to point out the moral responsibilities inherent in the privilege of addressing them and to accept as one of those duties, undoubtedly the most sacred one, the defense of the ideals of liberty, democracy and respect of human dignity, as the most secure path to permanent peace and tranquility.

The IAAB also promoted liberty of expression and made a reality of it through practice, which in its double aspect of free communication of ideas and the rights of the people to free access to all events and opinions, without obstacle or deviation, should be considered as the most efficient guaranty and safeguard of the rest of the essential rights of man.

The IAAB proclaims that there are no theoretical liberties. Each individual is entitled to practice and enjoy all of them and it is liberty of expression which in great measure contributes to strengthen in men the consciousness of their rights, enable them to repudiate lies and deceit and save them from becoming new victims of ideologies that poison the spirit and spread destruction.

Notwithstanding all the formulae of protocol which, it is assumed, are international obligations, the IAAB, as well as its twin sister, the Interamerican Press Association, has a very difficult task to perform, because day by day liberty of expression is a victim of violations and abuses in one place or another,

and has become in some countries a permanent victim of a dictatorial will built upon a sole and supreme law.

In all its activities the IAAB propounds and supports the principles of living together, solidarity and cooperation, which serve as a basis for the United Nations Organization and the Organization of American States. In summation, all of its work is but the application and defense of the purposes and goals of such organizations. Thus the IAAB has been recognized and has been given the category of a non-governmental cooperative medium, by virtue of which it maintains a permanent contact with them.

During the coming year of 1954, intensive work awaits all Directors of the IAAB. Furthermore, we are creating special commissions with representatives of all regions of the Continent who, together with the Committees of the Interamerican Press Association, will keep vigil over liberty of expression and the application of the "Panama Doctrine." These Committees will be permanent and it is expected that their performance will contribute, in a very effective way, to the aims of the Press Association and our Association.

We also have before us the task of persuading the Organization of American States to call a conference to unify, in broadcasting matters, the legislation of the countries of this Hemisphere, not in its technical aspects which have been the subject of several world, continental and regional treaties now in existence, but as to the contents of the transmissions themselves, in order that the domestic legislation of each country confirm and guarantee the liberty of expression.

The IAAB is filled with great faith and an indefatigable persistence. It places both at the service of liberty, within the formulae which the people of our countries have chosen as the best to reach their fulfillment.

Best Wishes



Martha

80



NTSC and Color Television

A Review of Developments

By DR. W. R. G. BAKER

*General Electric Vice President and Chairman
National Television System Committee*

COLOR television, long-awaited and much discussed, today is a living, growing monument to more than 200 top electronics scientists and engineers from several score television and broadcast companies and laboratories.

In what must be an unparalleled example of industry cooperation, more than one million man-hours and an estimated \$10,000,000 was expended in the development and the testing of the technical signal specifications for color television proposed by the National Television System Committee. No one company, nor any single individual can claim the credit for the development of the FCC approved color television standards. It must be shared by all.

Certainly Chairman Charles A. Wollerton of the House Committee on Interstate and Foreign Commerce expressed it well when he said that the words of former Chairman Fly of the FCC concerning the work of the first NTSC on monochrome television "are as appropriate today as they were when he uttered them." Chairman Fly said, "This is another example of the best that is in our democratic system, with the best in the industry turning to on a long and difficult job in an effort to help the government bodies in the discharge of their functions so that a result may be achieved for the common good of all."

The National Television System Committee concerned itself solely with a significant and highly challenging technical problem; how best to achieve the optimum in terms of a color television system. Those persons on the Committee and associated with its work were scientists and engineers of special technical qualifications, or others with a deep interest in the progress of color television. The Committee did not concern itself with any phase of production equipment, nor with considerations involving the proprietary interests of members or companies in the industry.

Taking two fixed points; (1) the 6-megacycle band width established by the FCC for this service, and (2) the physiological and psychological characteristics of the human eye—the NTSC attempted to evolve the finest conceivable system, one not only practical for the immediate public interests to be served, but one which also contains the necessary growth potential for the long-range public interests.

In the development of the standards for a compatible color system, the NTSC had the full and complete cooperation of the companies comprising the industry. The source of an idea was disregarded completely. The only questions were: Is this the best idea? Is this the best way to do the job? During its two and a half years of active work the NTSC produced a number of significant contributions, not only on a system basis, but also in details. The standards evolved by the NTSC provide first, the transmission of excellent pictures in full color to color receivers. The detail is practically equal to that of monochrome telecasts. In chromatic quality—that is, fidelity of color reproduction—the color television images match or excel color movies.

Secondly, the NTSC system fulfills the compatibility requirements. It produces the program on monochrome receivers, producing images in black and white which are better than those provided by standard monochrome broadcasts. The investment of the public in 25 million monochrome receivers is fully protected. No modification of these receivers is required, in fact, no adjustments whatever are needed except the normal operation of the front panel controls used in monochrome reception.

This is the successful result of the work of the NTSC and of the engineers and the scientists of the television industry.

ROBERT MONTGOMERY

Presents

YOUR LUCKY STRIKE THEATRE

and

THE JOHNSON'S WAX PROGRAM

NBC - TELEVISION

MONDAYS 9:30 - 10:30 PM EST



Future of Tape Recording in Television

By BASIL F. GRILLO
*Executive Vice President
Bing Crosby Enterprises, Inc.*

THIS year — 1954 — looks like the year for introduction of television recording on tape. And we mean not just another “demonstration” of technique but a practical, commercial device such as our VTR (Video Tape Recorder), that will accomplish the promises we made and revealed physically more than a year ago.

In July of this year, we illustrated near perfection of our black and white picture. It was a picture that any technician working in this newest field of electronics would be proud to achieve in such a comparatively short period of experimentation as we have experienced.

Readers of the Yearbook may ask: “What’s this fellow talking about black and white tape recording when everybody else is working on color?”

The best answer to that is, “First things first.” Let it hastily be added that we are taking second place to none in the development of color TV tape recording.

The most important thing about the perfection of black and white tape recorders is the extent to which they will advance color television programming. We believe that our VTR will so revolutionize the TV industry and its present system of black and white broadcasting, that by virtue alone of the tremendous savings it will enjoy through simplification of techniques, resources now employed in present methods may be put to use in developing color programs.

The ability of the television industry to achieve a great transformation from black and white to color TV has been questioned, in view of the motion picture industry’s inability to accomplish a general switch to color after more than 20 years of trying. We feel the impracticability of such a transformation is just as real to TV as long as expensive color film must be employed. But, with the introduction of color tape and its comparative minor cost, this change may be expected with little effort.

What are Bing Crosby Enterprises doing about color tape?

It might better be asked: What are manufacturers doing about color receivers?

For, until suitable receivers are obtained for color broadcasts at costs that are within reach of a majority of viewers, color tape is virtually a surplus commodity.

That doesn’t mean that we are sitting idly by waiting the day of general color TV broadcasting nor until everybody in America has a color receiver. Our engineers have virtually perfected tape recording of black and white television signals. To include color is a matter of a few refinements that already are known and being perfected. It is a matter of present minor concern because we know we have answered this need and will supply it when the industry is ready to adopt it.

One other new factor worth consideration in the rapidly changing picture of TV broadcasting is the possible general advent of subscription type receiving, now undergoing trial in various communities of the nation. Unquestionably, the American public is usually a discriminating audience on most occasions. It has not proven particularly so with respect to television, perhaps because it still is quite a novelty in many areas. TV on tape may prove extremely helpful in the promotion of subscription viewing however, and the profitable conduct of this type of operation.

Tape recording will also eliminate expensive filming processes and provide numerous and timely duplicate pictures for many widespread areas.

After all, viewers can look at only one show at a time. So what happens when two or more first rate productions are in direct competition. Some advertiser must be a loser. But, if he can salvage his production on tape, he can salvage audiences by showing it again at another time or another place, and, with tape he achieves the highest quality duplicate at extremely low cost. That’s the real beauty of this coming process—tape recorded TV.

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THIS IS YOUR LIFE

for

Hazel Bishop — NBC TV

TRUTH OR CONSEQUENCES

for

Pet Milk — NBC Radio

TARGET PRODUCTIONS

GEMINI PRODUCTIONS



Casting for Television As Viewed by Expert

By MILO O. FRANK, Jr.
CBS-TV Talent and Casting Director

CASTING for Television involves public relations on an international scale. Let us start out by saying that the Casting Director is generally not the most popular man in the world. It is true that at certain times with certain people he is very popular, but this is liable to change as quickly as one is able to say "no." No matter what nationality the actor may be, "no," seems to be understood in any language. Unfortunately, part of a Casting Director's job is to say, no. The above is on the negative side and actually there are many wonderful and exciting things in casting for television.

Obviously we deal in actors; however, many strange and varied performers come our way. Among these, one of the most notable was a horse which waited patiently outside the building. We do not have many horse parts, so there was not much we could do.

Seriously though, the actual method of casting is to the best of our ability a fast and accurate process. A script is broken down, a budget is applied to the breakdown, a casting meeting is held with the producer and the director of the show, the choices of actors are made, the availabilities ascertained, the offer made to the agent, the deal is set, the contracts are drawn, and we are ready for the next show. Probably one of the most interesting phases of casting is the ever increasing search for new talent. In my opinion, Mr. Hubbell Robinson deserves a great deal of credit for his planned thinking in this respect. Being Vice-President in charge of the CBS-TV Program Department, he is a pretty busy gentleman, but nevertheless he always finds time to discuss and think about new talent. CBS approaches this problem in three ways:

1. Auditions
2. Artist's Representatives
3. Field trips

We hold auditions twice a week; on Tuesday—Variety auditions, and on Thursday—Dramatic auditions. These are open to any and all artists who wish to

appear on CBS Television. The appointments are secured by interview, letter, or phone. Appointments are given for specific times and we generally are booked some time in advance. For the dramatic audition an individual must furnish his own material. This is necessary because we want the performer to do whatever he likes and feels he is best in. It would be impossible for us to have on hand sufficient material to cover this wide range. We are always glad to suggest material if a performer is doubtful about what to do. The actor prepares his own scene, memorizing the lines, and presents it at the appointed time. The audition board consists of two or more Casting Directors who are qualified to determine the value of a performer. A written report is made and the actor is notified whether or not he has passed the audition.

The Variety audition is run in a similar manner, with the one exception that we furnish a piano and accompanist if the artist desires.

All of the members of the Casting Department attend as many of the forms of entertainment as frequently as they can. Field trips are made and every possible avenue of new talent is looked into. These field trips are not limited to the state of New York, but extend as far as necessary.

It is interesting to note that the CBS Casting Department goes beyond the call of duty in that we suggest performers for night clubs, legitimate stage, and other allied media. For this the network gets no monetary gain; however, we gain in another direction. We have the good will of the actor and we enable the actor to gain more experience and become more proficient in his chosen field.

Contrary to many opinions, Casting Departments are anxious and ready to help actors. They do not wish to cut an actor's salary, nor do they wish to cut his billing. They only wish to get the best possible show on the air within the limitations imposed upon them by the nature and budget of the show.



SAMMY KAYE

RADIO: Cameo Serenade Room — ABC
Sunday Serenade — MBS

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

MANAGEMENT: David Krengel

607 Fifth Avenue

New York City

PLaza 3-2636



RTNDA Gains Stature As Radio-TV Organization

By JAMES A. BYRON

President

Radio-Television News Directors Association

IT no longer is news to the broadcasting industry that news has become firmly established as a primary rather than supplementary factor in station programming. Polls of the past year have rather clearly indicated that radio stations with good news programming were the first to emerge from those television-inspired doldrums that settled over some areas. And television stations are beginning to learn that there is no more readily marketable commodity than intelligently presented news programs handled by competent newsmen.

The Radio-Television News Directors Association is not inclined to take undue credit for this most satisfactory turn of events. Its officers and members know full well that there still remains room for considerable improvement. But RTNDA does feel its aims now have become the industry's goal to a remarkable degree, and that the association's opportunity for service both to news departments and station management never was greater.

During 1953 RTNDA sponsored jointly with the Medill School of Journalism, Northwestern University, Evanston, Illinois, a television news seminar whose praises still are being sung by those who attended. Faculty members were drawn from the top bracket of television newsmen who provided a wealth of visual and oral material on "how to do it." A great part of the seminar's value lay in the fact that the problems of the "beginners" were placed foremost, and that the entire program was arranged in full awareness of the fact that there are more small- and medium-size stations than large ones.

The jointly-sponsored seminars are to be continued annually under the direction of Prof. Baskett Mosse of Medill.

Other services to newsmen and management in the broadcasting field are being expanded as RTNDA itself expands. Five regional vice-presidents provide "field" representation for the organization and they, together with RTNDA's

other officers and board members, frequently are called on for talks to journalism students, regional and state radio and television news organizations and civic bodies.

The continuing work of RTNDA's Freedom of Information Committee has received recognition not only within the industry itself but within similar committees set up by other news media as well. The right of the radio and television newsmen to carry the tools of his trade into many places is still being resisted by some. But the determination of the organization to see to it that radio and television news people receive equal access to the news now has been fully established and more bans are lifted every year. These benefits accrue to all radio and television newsmen and women whether members of RTNDA or not.

Membership in RTNDA provides radio and television news directors with correspondents and reporters all over the country. The association has stressed since its beginning the value of inter-station cooperation in news.

The 1954 convention of the association will be held at Chicago in line with RTNDA's ever-present desire to meet in the city most readily accessible to most members. Under a recommendation adopted by the 1953 convention the association's annual meetings henceforth will be held at Chicago in alternate years.

Since its organization in October of 1946, RTNDA has had as its first objective the establishing of all possible methods of help to its members and their stations in presenting radio and television news accurately, fully and interestingly. This and other objectives of the association have the endorsement and full support of many of the leading managers and owners of radio and television stations, and of other organizations which concern themselves with the progress and general well-being of the broadcasting industry as a whole.

AWARDS ???

I LOVE LUCY

MAKE ROOM FOR DADDY

EVE ARDEN

VIVIAN VANCE

(Academy of Television Arts & Sciences — 1953)

The same superior quality and excellence of production that helped to earn these awards are now available for the filming of commercial subjects.

Desilu Productions, Inc.

846 No. Cahuenga Blvd.

Hollywood 38, California



U.N. Radio Does World-Wide Job of Serving Listeners

By DOROTHY LEWIS

Coordinator

U. S. Relations, United Nations Radio

PERHAPS the most important factor in diplomacy is that mass public opinion is a living force in international affairs. News reaches us from all corners of the globe almost as quickly as if we had been eye-witnesses. We are parties to an action practically at the very moment it is undertaken. It is the expression of a democratic mass civilization that is still in its infancy, giving to the man in the street and to group reactions a new significance in foreign policy."

These comments made by United Nations' new Secretary General, Mr. Dag Hammarskjöld, during his address before the Foreign Policy Association on October 21, 1953, indicate his awareness of media's role and particularly that of radio and television as instantaneous means of intelligence transmission. This new factor of public opinion and government action inspires increasing responsibility on the international staff of the United Nations. Moreover, each year that horizons of the United Nations and its specialized agencies are extended, thus requiring greater skills in accurate interpretation. The year 1953 saw the cessation of hostilities in Korea. United Nations Radio watched and reported on this day-to-day drama with circuits from Korea, from Paris and many U. N. Information Centers around the world. These furnished the daily recorded news interviews and proceedings for inclusion in all daily U. N. Radio broadcasts in 25 languages, to member states.

Of special note were two documentary programs aired over ABC entitled "The Korea Story." Narrated by Dick Powell and Helen Hayes, these broadcasts gave the political history, as well as an account of Korean Reconstruction. During the summer, U. N. Radio produced another series of six documentaries called "We Saw Tomorrow," aired over NBC, based on recordings made in eight Latin American countries on a 25,000 mile tour by a U. N. information team.

In cooperation with NARTB and the

U. S. Committee, U. N. Day, October 24, was celebrated with special radio and television programs. Of particular note was a transcribed documentary "The Grand Alliance," narrated by Joseph Cotten, which was released to 2,800 U. S. stations, and a spectacular television tour of United Nations Headquarters entitled "U. N. Open House," produced by CBS jointly with the U. N. Department of Public Information, carried coast to coast, giving to millions a glimpse of the setting for the sixty government operation.

Human Rights Day, December 10, was highlighted by a documentary program entitled "Letter from Father," narrated by Sir Laurence Olivier, produced by U. N. Radio and UNESCO in cooperation with the American Broadcasting Company and heard during the week over 600 independent stations.

A survey of 2,300 U. S. stations yielded a 29 per cent return from 48 states and Alaska and Hawaii. An average of 1,000 U. S. stations carried the regular prize-winning network programs: MBS—"U. N. Today"; CBS—"U. N. On The Record" and transcribed series "U. N. Story." As a result of the survey, 100 more subscribing stations were added. In addition, 330 more stations requested the "Weekly News Summary" for their news directors and 283 women broadcasters' names were added to the 3,500 subscribers for the monthly "U. N. News for Women Broadcasters." U. N. Radio will add another service in 1954 in the form of regular news releases to radio editors of local newspapers coast to coast.

U. N. television coverage reached an all time high during the special session of the Seventh General Assembly. CBS carried a daily half hour coverage of the entire Eighth General Assembly sessions. Climaxing this operation was the full TV and AM network coverage of President Eisenhower's address on December 8, kines and circuits of which were sent around the world.



ROBERT ALDA
STARRING
IN
"SECRET FILE U.S.A."
FOR TV



Local Radio Reported "Healthier Than Ever"

By PIERRE WEIS
General Manager

World Broadcasting System, Inc.

MORE than 1,000 Radio Stations now subscribe to World." This announcement was made by the World Broadcasting System at the end of 1953. Radio's health and radio's success are reflected in this new record, as well as in a tremendous increase in local sales reported by World affiliate stations during the past year.

In spite of the competition of television, radio has continued to grow and it is estimated that the total radio revenue for 1953 will have reached a new high and be in the neighborhood of 490 million dollars. When analyzing these figures, it is most interesting to note that the greatest increase was made by the local radio stations in their billings to local and regional advertisers. Ingenuity in programming and aggressive sales efforts at the local level not only offset the reduction in so-called national business but also enabled the stations to show a substantial increase in their billings, in scores of cases to new record highs.

Gone are the days, however, when radio station salesmen were merely selling time. To be successful today, a salesman must be equipped with ideas, have the proper tools to enable him to attract a local sponsor; he must have a definite plan which has been tested and at the same time be able to back the on-the-air campaign with the proper merchandising and promotion which will insure its success. With this in mind, in 1953 World furnished its affiliate stations with a great number of diversified new features, and station managers continuously report that with the help of our sales features their business is steadily increasing and they have been able to secure a host of new sponsors who, up to this time, had not been using radio.

The function of a transcription service has completely changed in the past few years. No longer does it supply only new music accompanied by script shows. A successful transcription service today must be a constant well of new ideas de-

signed to help the sales department as well as the program department—to open up wide new areas of business from new advertisers and expanded schedules from veteran radio users.

A typical example — World's new telephone quiz show, "YOU WIN!" was released in mid-year, and by the end of the summer over 3 million dollars in local business was reported by World affiliate stations selling this show. Stations reported selling the program to individual sponsors, but in many instances they expanded the earnings potential by offering it on a participating basis either 30 minutes or one hour a day on a 52 week schedule. "YOU WIN!" brought as many as 30 participating advertisers to many World stations, which reported a waiting list of dozens more anxious to get on this show's return through sales to spot advertisers at premium rates ranging upwards of 25 per cent above the station's one-time spot announcement rate, and the net figures reported ranged from \$3,000 to more than \$10,000 in a 52-week period.

The need for aggressive selling on the part of radio stations in 1954 will be greater than ever. World affiliates will be ready to meet this challenge. We have allocated the largest budget in the history of our Company for the release of new features of unusual appeal and entertainment and selling value designed to produce sales returns far surpassing anything that has ever been attempted before.

The business is there — it is up to us to build sales tools to help the local radio station get it.

World's next premiere feature, soon to be announced, will be another step forward and will top by far anything that has ever been done in the transcription field. The magnitude of this new project is definite proof of the confidence that this Company has in the future of local radio.

Yes! Local Radio Is Healthier Than Ever.



RALPH PAUL

"STRIKE IT RICH"

CBS-TV

"SOUND STAGE"

NBC-TV



Canadian Broadcasting Corp.

Activities in 1953

By DAVIDSON DUNTON
Chairman, Board of Governors
Canadian Broadcasting Corporation

THE tempo of the past year's broadcasting activities has produced considerable advances in both Canadian sound broadcasting and the development of television. Naturally, the greater impetus was evident in the latter field, but this did not detract from improvements in Canadian radio. During 1953 several new repeater stations were added to CBC radio networks in the continuing effort to complete radio coverage in all remote parts of Canada. These repeater stations now number thirty-five. More independent private stations joined CBC networks during the year as well, bringing to 94 the total of private stations now receiving CBC network program service.

CBC radio schedules in 1953 continued to offer the same quantity and variety of program fare as in the past. Among the special program highlights was CBC participation in radio coverage of the Coronation in June. The interest of sponsors in Canadian radio programs saw very little change, despite the advent of TV.

In the International Service, the CBC's shortwave service, expansion continued with the addition of two more language transmissions—Ukrainian and Polish—bringing to 16 the number of different languages in which I. S. presently transmits. The International Service is now reaching 30 countries around the globe.

While Canada's domestic and shortwave facilities continued to grow steadily throughout the past year, the most dramatic expansion was recognized in Canadian television. By January, 1953, four months after the CBC's first Canadian television stations opened in Toronto and Montreal, the program schedule had grown from 18 to 30 hours a week. In January also live shows from American networks joined the Canadian schedule for the first time with the completion of the microwave relay link between Buffalo and Toronto. By the end of May the microwave facilities between Toronto, Ottawa and Montreal were ready for service and in June the first

Canadian TV network connecting these points became a reality. This brought a new CBC station, CBOT in Ottawa, into operation on Coronation Day. Thus, in less than a year, Canadians had built three television stations (two of them major production centres) to carry Canadian TV to one-third of Canada's population.

This year has also seen the commencement of work on CBC stations in Vancouver, Winnipeg and Halifax, and a second transmitter (for telecasts in English) in Montreal. The Vancouver station, CBUT, is expected on the air by the middle of December. Fourteen privately-owned stations have also been authorized in the past twelve months, in Sydney, N. S., St. John, N. B., Rimouski and Quebec City, P. Q., Kingston, Hamilton, London, Kitchener, Windsor and Sudbury in Ontario, Regina and Saskatoon, Sask., and Calgary and Edmonton in Alberta. Two of these, CKSO-TV, Sudbury and CFPL-TV, London have commenced operations within the past two months.

The seven CBC and fourteen privately-owned television stations now authorized will, upon completion of construction, bring Canadian television within range of 75 per cent of Canada's population within the next two years. Until the microwave relay reaches from coast to coast in Canada—it is expected to reach Windsor, Ontario on the west and Quebec City on the east sometime in 1956—all Canadian television stations beyond the present network will receive about 10½ hours of kinescoped CBC programs each week. All Canadian TV stations are required to serve as outlets of the national television service in addition to producing their own programs.

It is reasonably safe to assume that the pace established in television in the past year will continue to be more than matched by public interest in the medium in the year ahead. In fact, we look to a decided increase in the tempo of CBC sound and television activities for some time to come.



HELEN (*Barbara Welles*) HALL

Impact of Compatible Color

By BRIG. GENERAL DAVID SARNOFF

(Continued from Page 47)

there are 120 UHF stations in operation, included in the total of more than 350 TV stations now on the air.

Radio broadcasting in 1954 moves into its 34th year and during that period has become intimately integrated with American life. Naturally, over such a long period, any service undergoes fundamental changes to keep pace with the times, and in the case of radio it has confronted television as a new competitive service.

Nevertheless, radio has continuing economic opportunities for it performs where television and other media of communication and information do not reach. Today there are more than 45 million radio families in the United States. There are 26 million automobile radios, and many millions of portable sets. In 1953 alone, 13 million radio sets, including nearly 5 million auto radios, were produced.

Since the end of World War II, great advances have been made in the military application of communications, radar, missile control, airborne television and many other phases of electronics which fit into the modern ramparts of our Nation's security. Our objective is not only to produce electronic weapons and instruments, but through research and engineering to keep the United States at the forefront of science in its relationship to military electronics.

A new era of "Electronic Photography" was ushered in during 1953 when on December 1, RCA demonstrated magnetic tape recordings of both black-and-white and color television. This is a development of great significance to the motion picture world as well as television.

Eventually magnetic tape recording of video signals should make it possible for television set owners to make their own recordings of television pictures in the home. Then they can be "performed" over and over through the television receiver just as a phonograph record is played at will. Many more new uses will undoubtedly be developed as means are found for the packaging of magnetic tape in low cost cartridges.

Transistors, introduced only 5 years ago, already have proved their worth in many varied applications. Because of their small size and low current demands

they will make possible smaller electronic computers as well as more compact radio and television receivers. The transistor is finding increased use in equipment for the Armed Forces especially where size, weight and battery consumption are vital factors.

Electronics, the advent of which began with discovery of the electron in 1897, has progressively expanded into four great fields—(1) Communications; (2) Radio Broadcasting; (3) Radar and other military applications; (4) Television. Each of these has signified new and expanded services for some segment of our national life, and from each have stemmed discoveries and inventions which have motivated each succeeding era.

The year 1953 brought into focus the electronic developments which augur expansion into a new or fifth great area—electronization of industry. Electronics, by performing tasks that relieve human drudgery and make the most efficient use of man's productive efforts, promises to make manufacturing plants far more automatic than ever before.

Major developments such as rapid freezing have provided food of improved quality at lower year-round cost. Now the technique of sterilization of these foods with high-voltage electrons offers the possibility of increasing benefits such as reduction of waste through spoilage and less expensive packaging. Tests reveal that this influence of electronic sterilization may first be felt in the preservation of grain. Annually throughout the world a substantial percentage of the grain harvested is lost through the ravages of insects, bacteria and other organisms. Electronic sterilization, therefore, is expected to reduce such infestation.

RCA now enters its 35th year dedicated, as in the beginning, to pioneering and steadfast in purpose to give America preeminence in communications. Pioneering, vision and scientific research are vital factors in long-range planning. The opportunities ahead for business and industry, for employment, for new and useful services to the public are truly great. We will continue our efforts to do our part to advance and to merit the faith and confidence the American people have in "RCA" as an emblem of quality, dependability and progress.



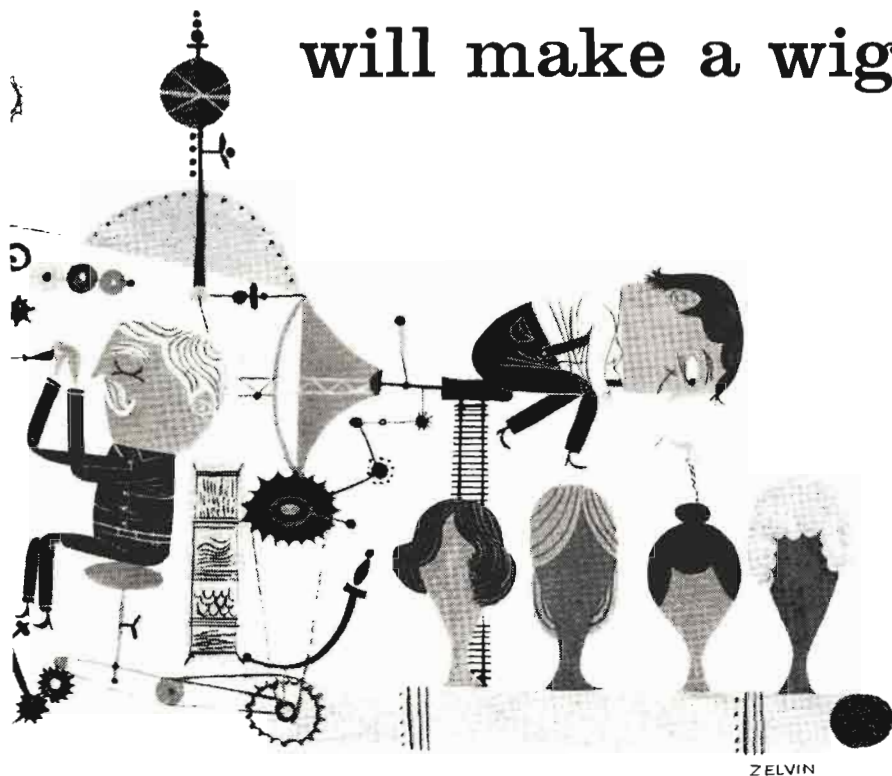
Frankly, we don't know, but it takes a great many. And a great many of anything – whether they be hairs or homes – are valuable. That is why an advertising franchise on ABC Radio is growing increasingly valuable. Today, ABC's morning schedule delivers more homes than a year ago... more than two years ago... and no other network can make that statement. *(Nielsen)*

Not only are more homes listening to ABC's morning programs,

Barber, barber, shave a pig

how many hairs

will make a wig?



ZELVIN

but they are *better* homes. Better for the advertiser because there is a larger proportion of young-housewife homes, and of large-family homes in the ABC audience than that of any other network. (*Nielsen*) These homes use bigger market baskets.

If you want to fill *your* basket with audience bacon...if you want to shave costs-per-thousand instead of pigs...ABC Radio is *your* advertising razor.*

ABC Radio Network

*and you can invest the savings (if you wish) in the prettiest peruke this side of Pocatello.

www.americanradiohistory.com

Radio and Television

TELEPHONE NUMBERS

in NEW YORK

AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	CLircle	6-3900
WINS	BRyant	9-6000
WKBS	OYster Bay	6-2500
WLIB	ORegion	9-2720
WMCA	CLircle	6-2200
WMGM	MURray Hill	8-1000
WNBC	CLircle	7-8300
WNEW	PLaza	3-3300
WNYC	WHitchall	3-3600
WOR	LONGacre	4-8000
WOV	CLircle	5-7979
WQXR	LAKawanna	4-1100
WWRL	NEWton	9-3300

FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WGHF	LEXington	2-4927
WGNR	NEw Rochelle	6-1460
WHLI-FM	OLympia	8-1100
WMGM-FM	MURray Hill	8-1000
WNBC-FM	CLircle	7-8300
WNYC-FM	WHitchall	3-3600
WOR-FM	LONGacre	4-8000
WQXR-FM	LACKawanna	4-1100

TV Stations

WABC-TV	SUSquehanna	7-5000
WARD	MURray Hill	8-2600
WATV	BARclay	7-3260
WCBS-TV	PLaza	1-2345
WNBT	CLircle	7-8300
WOR-TV	LONGacre	4-8000
WPIX	MURray Hill	2-6500

National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	CLircle	7-8300

Station Representatives

ABC Spot Sales	SUSquehanna	7-5000
Avery-Knodel, Inc.	JUDson	6-5536
Hil F. Best	LEXington	2-3783
John Blair & Co.	MURray Hill	2-6900
Blair-TV, Inc.	MURray Hill	2-5644
Guy Bolam	MURray Hill	2-0810
The Bolling Co., Inc.	PLaza	6-8150
The Branham Co.	MURray Hill	4-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	5-2000

CBS TV Spot Sales	PLaza	5-2000
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	MURray Hill	3-4266
Clark-Wandless-Munn, Inc.	MURray Hill	4-1910
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Devney & Co.	MURray Hill	7-5365
Everett-McKinney, Inc.	PLaza	9-3747
Farjoe & Co., Inc.	PLaza	5-8501
Free & Peters, Inc.	PLaza	1-2700
Melchor Guzman Co., Inc.	CLircle	7-0624
H-R Representatives, Inc.	MURray Hill	9-2606
Headley-Reed Co.	MURray Hill	5-8701
George P. Hollingbery Co.	BRyant	9-3960
The Katz Agency, Inc.	PLaza	9-4460
Joseph Hershey McGilvra, Inc.	MURray Hill	2-8755
Robert Mecker Associates, Inc.	MURray Hill	2-2170
National Bestg. Co. (Spot-Local Sales)	CLircle	7-8300
Pan American Bestg. Co.	MURray Hill	2-0810
John E. Pearson Co.	PLaza	1-3366
John H. Perry Associates	ELdorado	5-3197
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio Representatives	MURray Hill	8-4340
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
The O. L. Taylor Co.	MURray Hill	8-1088
The Walker Representation Co., Inc.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	CLircle	6-0200
Badger & Browning & Hersey, Inc.	CLircle	7-3719
Ted Bates & Co.	JUDson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
The Biow Co., Inc.	PLaza	9-1717
Franklin Bruck Advertising Corp.	CLircle	7-7660
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	MURray Hill	8-1234
Compton Advertising, Inc.	CLircle	6-2800
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	ORegion	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford & Shentfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WORTH	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	CLircle	6-1400
Erwin, Wasey & Co., Inc.	LEXington	2-8700
William Esty & Co.	OXford	7-1600
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	MURray Hill	8-5000
Albert Frank-Guenther Law	CORTlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grey Adv. Agency, Inc.	OXford	5-2000
Hirshon-Garfinkel, Inc.	MURray Hill	8-8900
Charles W. Hoyt Co., Inc.	MURray Hill	2-2000
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	8-1223
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700
Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	VANDerbilt	6-4340
Lennen & Newell, Inc.	MURray Hill	2-5400
Marfree Adv. Corp.	LONGacre	4-7190