

RADIO

ANNUAL

TELEVISION

YEAR BOOK

1957

LOOK! ZIV

NO. 1 NO. 2 NO. 3 NA

IN TWO CONSECUTIVE

"HIGHWAY PATROL"

Starring **BRODERICK CRAWFORD**



NATIONALLY

NO. 1 SYNDICATED PROGRAM
Pulse Multi-Market Survey Covering 10 or More Markets

"The Man Called X"

Starring **BARRY SULLIVAN**



NATIONALLY

NO. 2 SYNDICATED PROGRAM
Pulse Multi-Market Survey Covering 10 or More Markets

"I LED 3 LIVES"

Starring **RICHARD CARLSON**



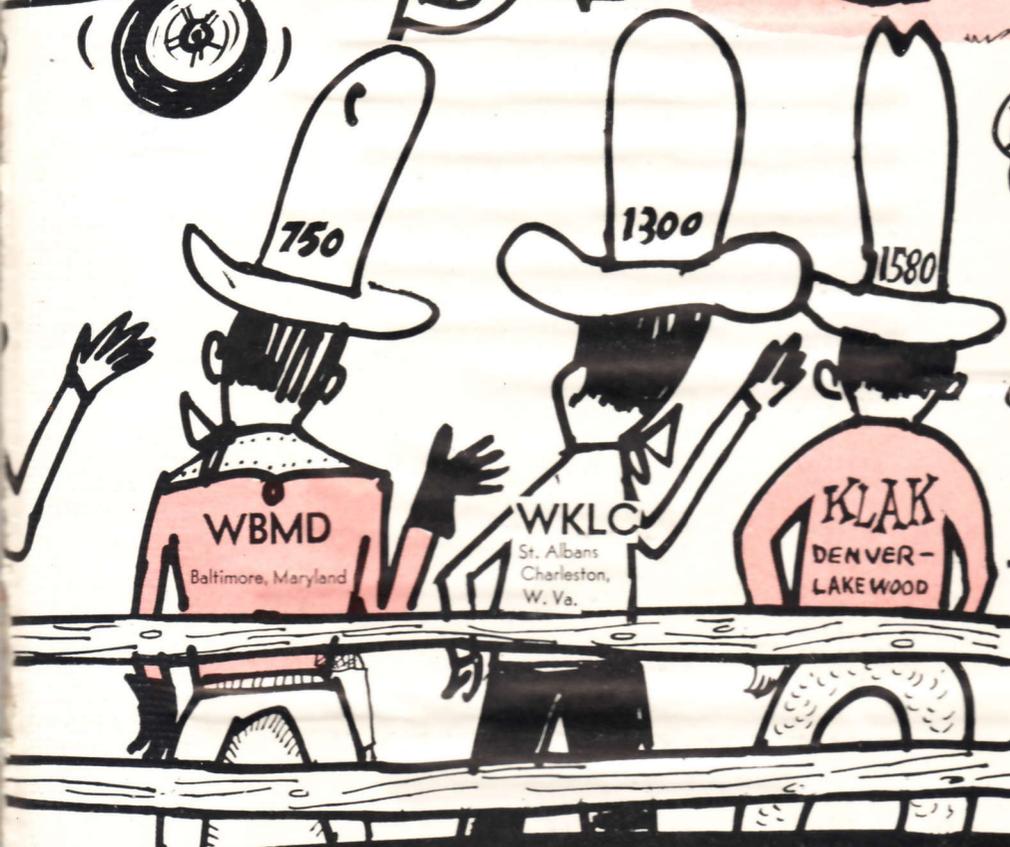
NATIONALLY

NO. 3 SYNDICATED PROGRAM
Pulse Multi-Market Survey Covering 10 or More Markets

Wagon, Pardner!

"Chuck" Bernard

Avenue Hillbilly"



WBMD
Baltimore, Maryland

WKLC
St. Albans
Charleston,
W. Va.

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LAKEWOOD

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CHARLES BERNARD & COMPANY
3 WEST 56th STREET - NEW YORK 19, N. Y. - Circle 6-7242



"A historian has said that '... in today already walks tomorrow.' Never before was this insight truer or more meaningful than it is today. Our tomorrows will be crowded with great challenge and great opportunity. Let us meet them with confidence and with imagination."

A handwritten signature in dark ink, reading "David L. Tarnoff".

Chairman of the Board

RADIO CORPORATION OF AMERICA

Electronics for Living