

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**



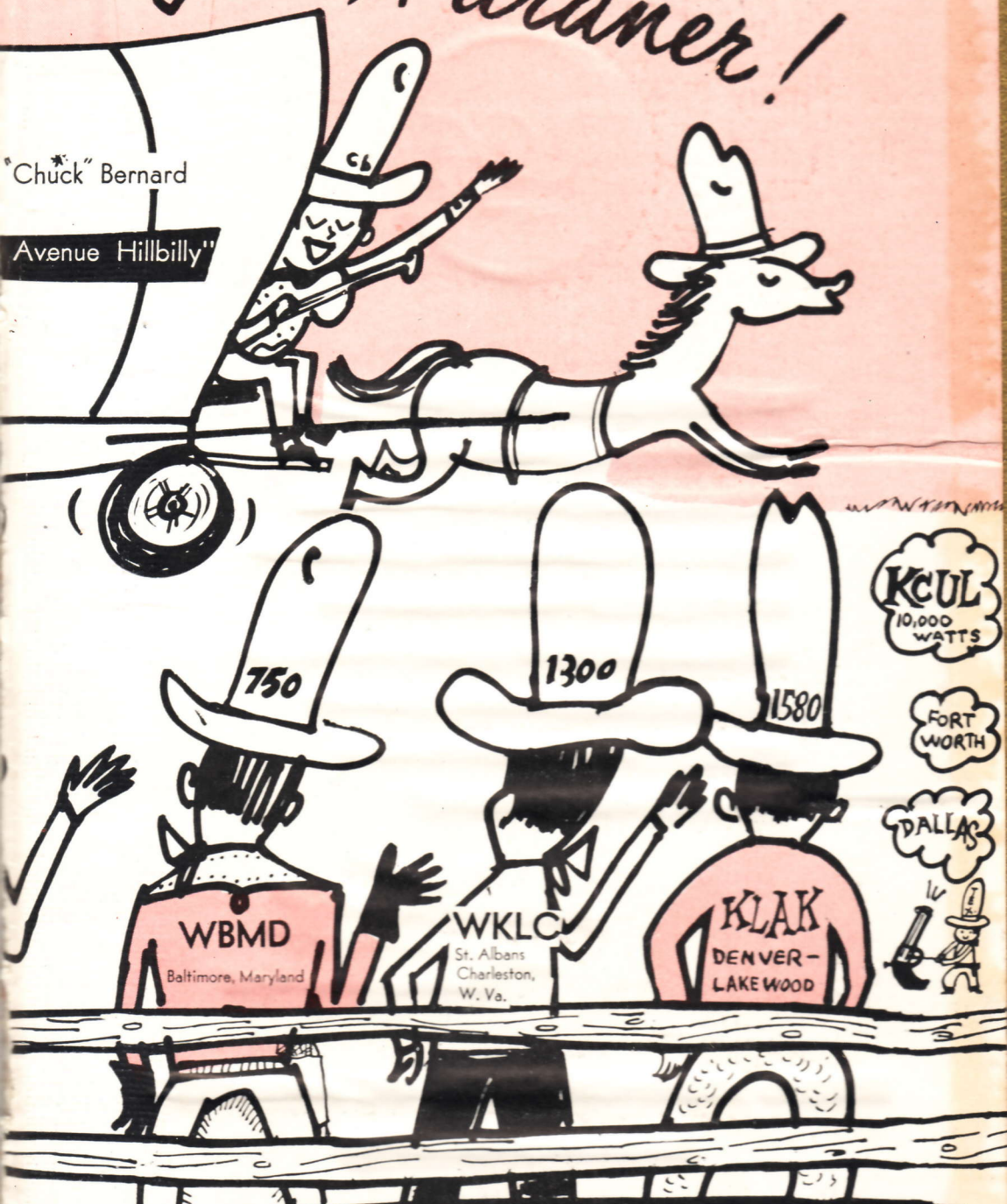
NATIONALLY

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

Wagon, Pardner!

"Chuck" Bernard

Avenue Hillbilly"



CHARLES BERNARD & COMPANY

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

OAST



"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."

Chairman of the Board

RADIO CORPORATION OF AMERICA

Electronics for Living