



RADIO ANNUAL
TELEVISION
YEAR BOOK



1958



DENNIS JAMES

Representatives:

WM. MORRIS AGENCY

RADIO

RADIO DAILY
TELEVISION DAILY

presents the

1958

TWENTY-FIRST ANNUAL EDITION

**RADIO ANNUAL and
TELEVISION YEAR BOOK**

ANNUAL

CHAS. A. ALICOATE

Editor-in-Chief

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1501 Broadway, N. Y. 36, N. Y.

NO-CAL IS SOLD ON SPOT.



ADVERTISER: How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.

No-Cal Board Chairman Hyman Kirsch says, "Spot TV . . . because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot's selectivity allows us to concentrate on our prime sales target — the figure-conscious housewife."

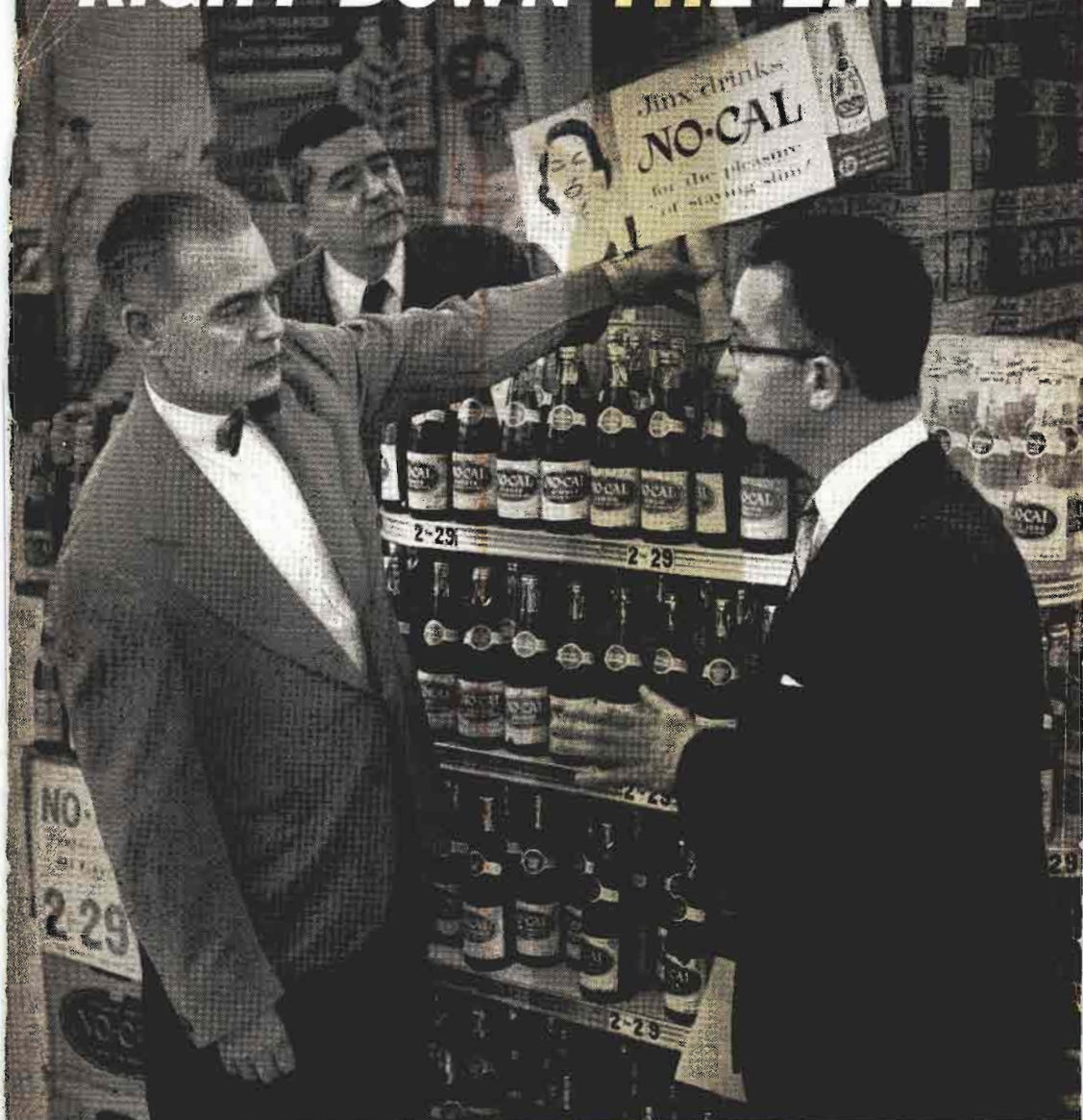
"WRCA-TV," continues Mr. Kirsch, ". . . first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities. And finally, because the station backs our 30-spots-per-week, around the clock campaign with a complete mer-

chandising and promotion program — the headline-making *Miss No-Cal Contest*."

Does Spot Television on WRCA-TV deliver? "Actual sales figures are confidential," says Mr. Kirsch, "but No-Cal is devoting a larger share of a larger advertising budget to Spot TV. Not only have we signed for an increased Spot schedule on WRCA-TV, and renewed our sponsorship of the *Miss No-Cal Contest* for 1958, but we've also expanded our Spot TV campaign into the Philadelphia market."

Seated, left to right: No-Cal Corporation officials: Lee Kirsch, Treasurer; Hyman Kirsch, Chairman of the Board; Morris Kirsch, President. Standing, left to right: Donald C. Porteous, TV-Radio Director, Paris & Peart; Max Buck, Director of Sales, WRCA-TV; Ed Kenefick, TV Spot Sales Representative, NBC Spot Sales.

RIGHT DOWN THE LINE!



PHOTOS BY MORRIS H. JAFFE

RETAILER: *Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."*

Retailers and advertisers alike are convinced that No-Cal's use of Spot Television pays off *right down the line*. They know first-hand what adjacencies to the great NBC entertainment lineup and the top local programs can do for advertisers who buy schedules on the television stations represented by NBC Spot Sales.

Left to right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.



REPRESENTING TELEVISION STATIONS:

- | | |
|------------------------------|------------------------|
| HARTFORD-NEW BRITAIN—WNBC | LOUISVILLE—WAVE-TV |
| NEW YORK—WRCA-TV | CHICAGO—WNBQ |
| SCHENECTADY-ALBANY-TROY—WRCB | ST. LOUIS—KSD-TV |
| PHILADELPHIA—WRCV-TV | DENVER—KOA-TV |
| WASHINGTON—WRC-TV | SEATTLE-TACOMA—KOMO-TV |
| MIAMI—WCKT | LOS ANGELES—KRCA |
| BUFFALO—WBUF | HONOLULU—KONA-TV |

**TO
BROADCASTERS**

AAP

MEANS

ADDED **P**ROFITS

ADDED **P**RESTIGE

THE ASSOCIATED PRESS

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

Foreword



RADIO-TELEVISION DAILY, the daily newspaper of the radio and television industry, once again presents to the world of broadcasting its RADIO ANNUAL and TELEVISION YEAR BOOK. This volume is the twenty-first edition of broadcasting's encyclopedia and is consistently recognized throughout the world as the standard

book of reference for the industry.



THE enthusiastic support received from the broadcasting industry in compiling this twenty-first annual edition bespeaks its sustained interest in the volume and its confidence in the future of broadcasting. Here will be found 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 this dramatic story of a growing service could never have been so completely told.

Chas. A. Alivanti.

Editor and Publisher

THE

PERRY

COMO

SHOW



NBC-TV

Network – Saturdays 8:00 to 9:00 P.M. EST



Direction
GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



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1958

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(Pontiac)

Sports Time
(Bethlehem Steel Co.)

HARRY WISMER
Broadcasting and Telecasting
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*"The Symbol of
Quality Musical Commercials"*



**GOLDSWAN
PRODUCTIONS, INC.**

Always on the **SPOT**

730 5th Avenue
New York 19, N. Y.

Circle 7-3380



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*Television
Films
from Britain*

NOW IN PRODUCTION:

**A WEEKLY PACKAGE OF 13
FOURTEEN-MINUTE PROGRAMS
FOR SEPTEMBER 1958 RELEASE**

WRITE NOW FOR 1958 CATALOG

**BRITISH INFORMATION SERVICES
RADIO AND TELEVISION DIVISION**

45 Rockefeller Plaza
New York 20, N. Y.



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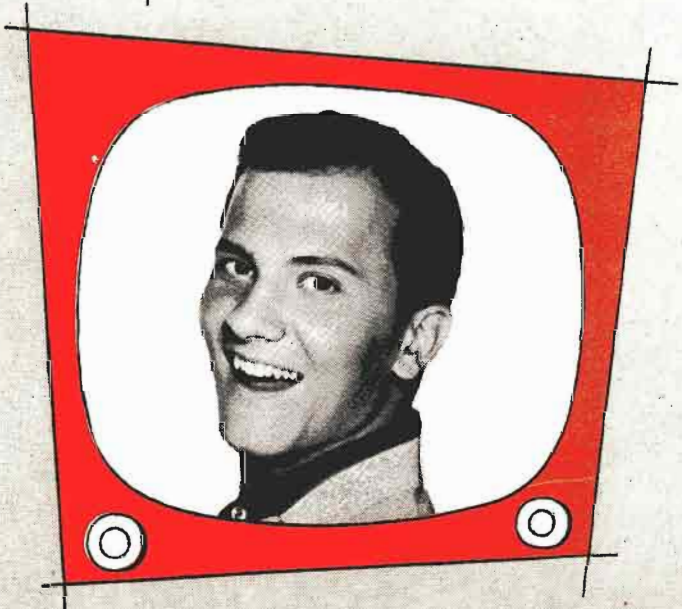
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ABC TV NETWORK
Thursday
9:00 to 9:30 PM
e.s.t.

THE
PAT BOONE
CHEVY
SHOWROOM



Personal Management RANDY WOOD—JACK SPINA

6 West 57th Street, New York 19, N. Y.



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ALL FOUR ARTISTS

“GOLD RECORD”

PRODUCERS IN 1957



JIMMY BOWEN — Roulette
and the Rhythm Orchids



SONNY JAMES — Capitol
and His Southern Gentlemen



BUDDY KNOX — Roulette
and the Rhythm Orchids



GENE VINCENT — Capitol
and the Blue Caps

UNDER PERSONAL MANAGEMENT

ED. E. McLEMORE

SPORTATORIUM

CADIZ & INDUSTRIAL, in DALLAS RIverside 8-3261

KAKE-TV	KDLO-TV	KGGM-TV	KLEW-TV	KOLD-TV	KRIS-TV	KTTS-TV	WALA-TV
KALB-TV	KDUB-TV	KGLO-TV	KLFY-TV	KOLN-TV	KRLD-TV	KTVH	WALB-TV
KARD-TV	KEDY-TV	KGMB-TV	KLIX-TV	KOLO-TV	KRNT-TV	KTVT	WANE
KARK-TV	KELO-TV	KGNC-TV	KLTV	KOMO-TV	KROD-TV	KVAR	WATE-TV
KBAK-TV	KENS-TV	KGUL-TV	KLZ-TV	KOMU-TV	KRON-TV	KVOA-TV	WAVE-TV
KBAS-TV	KEPR-TV	KHAS-TV	KMAU-TV	KOOK-TV	KSBW-TV	KVTY	WBAL-TV
KBES-TV	KERO-TV	KHBC-TV	KMID-TV	KOOL-TV	KSBY-TV	KWK-TV	WBAY-TV
KBET-TV	KFBB-TV	KHOL-TV	KMJ-TV	KOSA-TV	KSD-TV	KWTV	WBBM-TV
KBMB-TV	KFDA-TV	KHPL-TV	KMSO-TV	KOTA-TV	KSIX-TV	KWTX-TV	WBEN-TV
KBOI-TV	KFDM-TV	KHQ-TV	KMTV	KOTV	KSLA-TV	KWWL-TV	WBIR-TV
KCBD-TV	KFDX-TV	KHQA-TV	KNAC-TV	KPAR-TV	KSL-TV	KXJB-TV	WBNS-TV
KCJB-TV	KFEQ-TV	KHSL-TV	KNOE-TV	KPIX	KSTP-TV	KXLF-TV	WBRC-TV
KCMC-TV	KFMB-TV	KID-TV	KNOX-TV	KPLC-TV	KSWS-TV	KXLY-TV	WBRE-TV
KCMO-TV	KFSA-TV	KIDO-TV	KNXT	KPLO-TV	KSYP-TV	KYTV	WBRZ
KCRA-TV	KFSD-TV	KIMA-TV	KOA-TV	KPRC-TV	KTBC-TV	KYW-TV	WBTW
KCSJ-TV	KFVS-TV	KIRO-TV	KOAM-TV	KPTV	KTBS-TV	WABI-TV	WBTW
KCTV	KGBT	KIVA	KOB-TV	KRBC-TV	KTIV	WABT	WBUF
KDAL-TV	KGEO-TV	KKTV	KODE-TV	KRCA	KTRE-TV	WAFB-TV	WBZ-TV
KDKA-TV			KOIN-TV	KRGV-TV	KTSM-TV	WAGA-TV	WCAU-TV

BULOVA

salutes the stations*

contributing to

its success!

**On our list as of February 1958*

WCAX-TV	WEAR-TV	WHEC-TV	WJTV	WMBR-TV	WOW-TV	WSB-TV	WTOK-TV
WCBS-TV	WEAU-TV	WHEN-TV	WJW-TV	WMBV-TV	WPRO-TV	WSBT-TV	WTOP-TV
WCCO-TV	WEEK-TV	WHIS-TV	WKBN-TV	WMCT	WPSD-TV	WSEE-TV	WTRF-TV
WCHS-TV	WEEQ-TV	WHO-TV	WKBT	WMFD-TV	WRAL-TV	WSFA-TV	WTVD
WCIA	WEHT	WHTN-TV	WKJG-TV	WMSL-TV	WRBL-TV	WSJS-TV	WTVJ
WCKT	WESH-TV	WHYN-TV	WKNX-TV	WMT-TV	WRC-TV	WSLS-TV	WTVM
WCOV-TV	WFBC-TV	WIBW-TV	WKOW-TV	WMUR-TV	WRCA-TV	WSM-TV	WTVO
WCSC-TV	WFBG-TV	WICS-TV	WKRC-TV	WNAC-TV	WRCV-TV	WSPA-TV	WTVR
WCSS-TV	WFBM-TV	WICU-TV	WKRQ-TV	WNAO-TV	WRDW-TV	WSPD-TV	WTVT
WCTV	WFGA-TV	WIIC-TV	WKTV	WNBC	WREC-TV	WSTV-TV	WTVY
WCYB-TV	WFIE-TV	WIMA-TV	WKY-TV	WNBK-TV	WREX-TV	WSVA-TV	W-TWO
WDAF-TV	WFLA-TV	WIS-TV	WKZO-TV	WNBQ	WRGB	WSYE-TV	WUSN-TV
WDAU-TV	WFMJ-TV	WISC-TV	WLAC-TV	WNCT	WRGP-TV	WSYR-TV	WVEC-TV
WDAY-TV	WFMY-TV	WISH-TV	WLBT	WNDU-TV	WRLP	WTAP	WVET-TV
WDBJ-TV	WGAL-TV	WJAC-TV	WLW-C	WNEM-TV	WROC-TV	WTAR-TV	WWJ-TV
WDBO-TV	WGAN-TV	WJBF	WLW-D	WNHC-TV	WRVA-TV	W-TEN	WWL-TV
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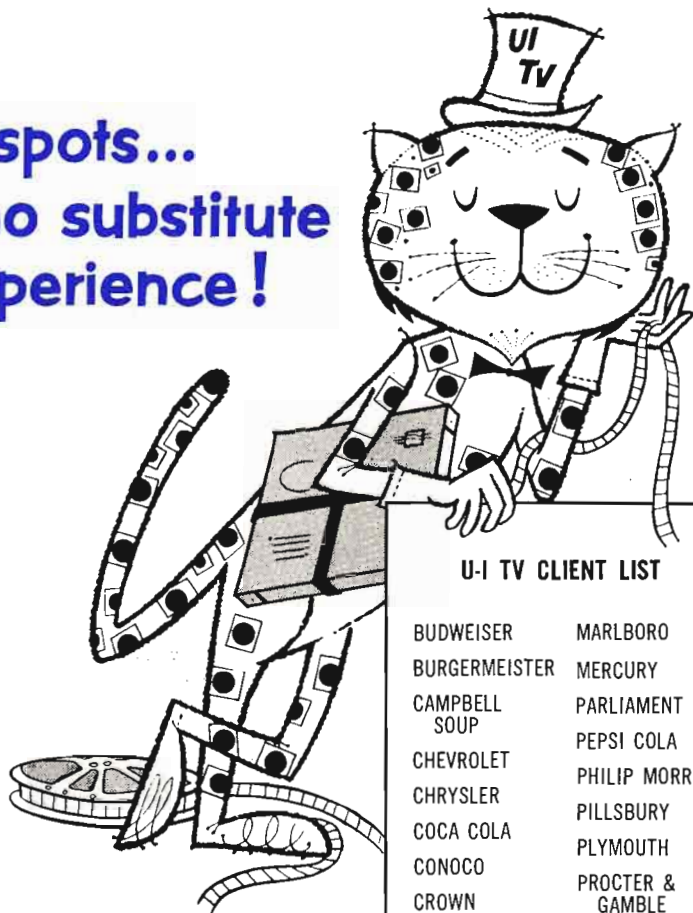


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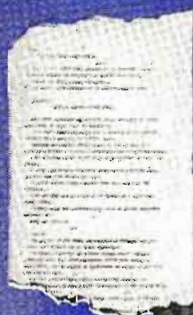
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GENERAL STATISTICS RADIO AND TELEVISION



▶ Total Radio-TV broadcast income (before tax) for 1956.....	\$238.8 million
▶ Number of commercial AM stations licensed and operating December 1, 1957..	3180
▶ Number of commercial FM stations licensed and operating December 1, 1957..	537
▶ Number of commercial TV stations licensed and operating December 1, 1957..	539
▶ Total radio sets produced in 1957.....	15,611,043
▶ Total TV sets produced in 1957.....	7,179,145
▶ Total network TV gross time charges for 1957.....	\$516,201,566
▶ Total national spot radio time sales for 1957.....	\$183,987,000
▶ Total 1956 FM broadcast loss (before tax) for stations operated by non-AM licensees	\$400,000
▶ Total gross spot TV time sales, 1957.....	\$448,734,000
▶ Total spent by 1957's top spot TV advertiser (Procter & Gamble).....	\$25,916,840
▶ Number of homes delivered by the average week day daytime network TV program in January 1958.....	4,463,000
▶ In 1957 national and regional spot TV advertisers spent 32.3 per cent of budget on daytime programs, 57.8 per cent nighttime, and 9.9 per cent late night.	
▶ Average number of U.S. advertising agencies, excluding branches.....	2700
▶ Number of advertising agency failures in 1957.....	55
▶ Total liabilities	\$2,081,000
▶ Total radio broadcast income (before tax) for 1956.....	\$49.2 million
▶ Total TV broadcast income (before tax) for 1956.....	\$189.6 million
▶ Total automobile radio set sales for 1957.....	5,495,774
▶ Total employee income for broadcast industry in 1956.....	\$518 million
▶ Average employee income for broadcast industry in 1956.....	\$6,584
▶ Number of full-time employees of broadcast industry in 1956.....	77,000
▶ National expenditures in 1956 for radio-TV set repairs.....	\$756 million
▶ Percentage of U.S. families owning TV sets, January 1957.....	79%
▶ Number of U.S. TV sets in use in 1957.....	44.5 million

(Continued on page 35)

Best Wishes
From



Guy Lombardo
and his
Royal Canadians

Currently at Hotel Roosevelt Grill, New York

Current Capitol Album, "The Lively Guy"

Current Decca Album, "Waltzland"

PUBLICITY: DAVID O. ALBER ASSOC., Inc.; Gene Shefrin



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*fletcher's
castoria
carl s. brown*



*distinctive merit award
a.d. club of n.y.c.
timken spot 1*



*fritos
tracy-locke*



*manhattan
shirts
peck adv.*



*merit award
a.d. club of n.y.c.
timken spot 2*



*nabisco
fig newtons
pic cann erickson*



*mentholatum
colban
j. w. thompson*



*merit award
a.d. club of n.y.c.
union carbide*



*holsum
bread
w. e. long*



*wise
potato chips
lynn organ.*



*merit award
a.d. club of chicago
kool shake*



*created
by
the
big*

academy pictures, inc

ACADEMY PICTURES, INC.

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1958

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RADIO-TV GENERAL STATISTICS



▶ Stations on the air June 30, 1957: Commercial AM	3,079
Commercial FM	530
Educational FM	135
Commercial TV	519
TV Translator	41
Educational TV	26
▶ Number of radio stations in Canada.....	187
▶ Number of radio stations in Mexico.....	367
▶ Number of member stations, Radio Cadena Nacional, S.A.....	61
▶ Number of radio stations in Cuba	113
▶ Number of radio stations in Haiti	2
▶ Number of radio stations in Dominican Republic	18
▶ Number of radio stations in the Bahamas	1
▶ Number of radio stations in Jamaica	4
▶ Number of radio stations in Alaska	13
▶ Number of radio stations on Guam	1
▶ Number of radio stations in Hawaii	15
▶ Number of radio stations in Puerto Rico	23
▶ Number of radio stations in the Virgin Islands	2
▶ Number of international radio stations in U.S.	35
▶ Number of international radio stations in Canada	18
▶ Number of TV stations in Alaska	5
▶ Number of TV stations in Hawaii, including satellites.....	7
▶ Number of TV stations in Puerto Rico.....	5
▶ Number of TV stations on Guam	1
▶ Number of TV stations in Canada, excluding satellites.....	45
▶ Number of radio receiver sets in the world, exclusive of the U.S., its territories, and Canada	143,330,500
▶ Number of wired speakers in the world, exclusive of the U.S., its territories, and Canada	28,918,800
▶ Worldwide total of TV stations, exclusive of the U.S., its territories, Canada, and overseas Armed Forces stations	447

(Continued on page 37)







RADIO-TV GENERAL STATISTICS



- ▶ Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces 16,390,100
- ▶ Number of network color-equipped stations in the U.S..... 293
- ▶ Number of community TV antenna systems in the U.S.....over 500
- ▶ Number of network affiliates and O & O stations:

Network	Number of Affiliates		Number of O & O Stations		
	Radio	TV	AM	FM	TV
ABC	301	195	5	4	5
CBS	201	225	6	5	6
MBS	450	—	—	—	—
NBC	190	195	7	5	7
KBS	1031	—	—	—	—
NTA	—	134	—	—	1

ABC also owns a 50 per cent interest in WLS, Chicago.

Sale of WCAU-AM-FM-TV Philadelphia, to CBS was pending at press time.

Sale of WATV, WAAT, Newark, N. J., to NTA was pending at press time.

- ▶ Number of NAEB member stations..... 157
- ▶ Number of voting members, Broadcasters' Promotion Association..... 130
- ▶ On June 30, 1957, of 475 commercial TV stations in operation, 389 were VHF and 86 were UHF; 24 educational stations (19 VHF, 5 UHF) and 41 UHF translator stations were on the air.
- ▶ On June 30, 1957, 302 communities had one or more commercial TV stations in operation; of these 80 had two, 27 had three, and 11 had four or more.
- ▶ Over 90 per cent of the U.S. population is estimated to be within range of at least one TV station; over 75 per cent within range of two or more.
- ▶ On June 30, 1957, about 160,000 color receivers were in use; this number is expected to reach 300,000 by 1958.
- ▶ Highest price paid for an AM station was sale in 1957 of WNEW, New York for \$5,160,800.
- ▶ Highest price paid for a TV station was sale in 1955 of WDTV, Pittsburgh, for \$9,750,000.
- ▶ In 1957 the tallest TV tower in use was 1,610 feet above ground (KSWs-TV, Roswell, N. M.), said to be the world's highest man-made structure.
- ▶ In 1957 colorcasting was available to over 96 per cent of TV homes in the U.S.

HOPE



Financial Data Covering 1955-56 Broadcasting Industry Operations

A continued increase in total revenue for the radio-television industry in 1956 is indicated by financial figures released by the Federal Communications Commission. Combined radio and television income before tax shows an increase of 21.7 per cent over the figures for 1955 (in 1955 this increase was 48.4 per cent over the preceding year). While the four nationwide radio networks and their owned and operated stations show a revenue decrease of 11.7 per cent in 1956, three regional networks and their stations are reported to have a revenue increase of 14.7 per cent. The revenue increase for all other stations is 9.4 per cent.

All Networks and Stations, 1955-56

<i>Item</i>	1955 <i>(Millions)</i>	1956 <i>(Millions)</i>	<i>Per Cent Increase in 1956</i>
<i>Broadcast Revenues</i>			
Radio ¹	\$ 453.4	\$ 480.6	6.0
Television	744.7	896.9	20.4
Total	\$1,198.1	\$1,377.5	15.0
<i>Broadcast Expenses</i>			
Radio ¹	\$ 407.4	\$ 431.4	5.9
Television	594.5	707.3	19.0
Total	\$1,001.9	\$1,138.7	13.7
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio ¹	\$ 46.0	\$ 49.2	7.0
Television	150.2	189.6	26.2
Total	\$ 196.2	\$ 238.8	21.7

¹Radio includes AM and FM broadcasting.

Note. 1956 radio data cover the operations of four nationwide networks and three regional networks, 2,916 AM and AM-FM and 53 independent FM stations. Excluded are 55 stations whose reports were filed too late for tabulation. 1955 data are for the same networks and 2,704 AM and AM-FM and 38 independent FM stations. Excluded are 90 stations whose reports were filed too late for tabulation. 1956 TV data cover the operations of three networks and 474 stations. 1955 TV data cover the operations of four networks (three networks after September 15, 1955, when DuMont ceased network operations) and 437 stations.

Source: FCC.

BEST WISHES



MILTON BERLE

Nationwide Network Financial Figures for 1955-1956

Nationwide Networks Only, 1955-56 (Including Owned and Operated Stations)

<i>Item</i>	1955 (Millions)	1956 (Millions)	<i>Per Cent Increase or (Decrease) in 1956</i>
<i>Broadcast Revenues</i>			
Radio	\$ 74.5	\$ 65.8	(11.7)
Television	374.0	442.3	18.3
	-----	-----	
Total	\$448.5	\$508.1	13.3
<i>Broadcast Expenses</i>			
Radio	\$ 69.4	\$ 66.2	(4.6)
Television	306.0	356.9	16.6
	-----	-----	
Total	\$375.4	\$423.1	12.7
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio	\$ 5.1	\$(0.4)	...
Television	68.0	85.4	25.6
	-----	-----	
Total	\$ 73.1	\$ 85.0	16.3

Note. Radio data include the operations of 15 network-owned AM stations in 1955 and 1956. Television data include the operations of 16 network-owned stations in 1955 and 15 in 1956.

Source: FCC.



R. R. Isom

Radio Industry Financial Data For the Period 1955-1956

AM Radio¹ Broadcast Revenues, Expenses and Income, 1955-56

<i>Item</i>	<i>1955 (Thousands)</i>	<i>1956 (Thousands)</i>	<i>Per Cent Increase or (Decrease) in 1956</i>
<i>Broadcast Revenues</i>			
4 nationwide networks and their stations ²	\$ 74,511	\$ 65,804	(11.7)
3 regional networks and their stations ²	3,814	4,373	14.7
All other stations ³	374,013	408,984	9.4
Total	\$452,338	\$479,161	5.9
<i>Broadcast Expenses</i>			
4 nationwide networks and their stations ²	\$ 69,449	\$ 66,233	(4.6)
3 regional networks and their stations ²	2,968	3,579	20.6
All other stations ³	333,565	359,794	7.9
Total	\$405,982	\$429,606	5.8
<i>Broadcast Income (before Federal Income Tax)</i>			
4 nationwide networks and their stations ²	\$ 5,062	\$ (429)	...
3 regional networks and their stations ²	846	794	(6.1)
All other stations ³	40,448	49,190	21.6
Total	\$ 46,356	\$ 49,555	6.9

¹Excludes independently operated FM stations, 38 in 1955 and 53 in 1956. Also excludes 90 AM stations reporting too late to tabulate in 1955 and 55 in 1956.

²Includes the operations of 18 network-owned stations in 1955 and 19 network-owned stations in 1956.

³Includes 2,685 stations in 1955 and 2,897 stations in 1956.

Source: FCC.



TV Industry Financial Data For the Period 1955-1956

TV Broadcast Revenues, Expenses and Income, 1956

<i>Item</i>	<i>3 Networks and Their 15 Owned and Operated TV Stations (Millions)</i>	<i>459 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 474 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$269.1	\$ 98.6	\$367.7
Non-network time sales to:			
National and regional advertisers....	\$ 55.7	\$225.5	\$281.2
Local advertisers	22.9	151.3	174.2
Total non-network time sales.....	\$ 78.6	\$376.8	\$455.4
Total times sales	\$347.7	\$475.4	\$823.1
Deduct—Commissions to agencies, representatives, etc.			
70.9 ¹	63.1	134.0	
Net time sales.....	\$276.8	\$412.3	\$689.1
Revenues from incidental broadcast activities:			
Talent	\$135.1	\$ 11.3	\$146.4
Sundry broadcast revenues.....	30.4	31.0	61.4
Total incidental broadcast activities	\$165.5	\$ 42.3	\$207.8
Total broadcast revenues.....	\$442.3	\$454.6	\$896.9
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations	\$356.9	\$350.4	\$707.3
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax	\$ 85.4	\$104.2	\$189.6

¹Of this amount \$55.7 million is applicable to the total sale of network time.
Source: FCC.



JIMMY DURANTE

MANAGEMENT:
WILLIAM MORRIS AGENCY
NEW YORK — CHICAGO — HOLLYWOOD

FM Industry Financial Data For the Period 1955-1956

FM Broadcast Revenues, Expenses and Income, 1955-56

<i>Item</i>	<i>1956</i>		<i>1955</i>	
	<i>Number of Stations</i>	<i>Amount (Millions)</i>	<i>Number of Stations</i>	<i>Amount (Millions)</i>
<i>FM Broadcast Revenues</i>				
FM Stations Operated by:				
AM Licensees:				
Reporting no FM revenues.....	302	..	332	..
Reporting FM revenues.....	119	\$1.0	123	\$0.9
Non-AM Licensees	51	1.4	38	1.0
Total FM Stations.....	472	\$2.4	493	\$1.9

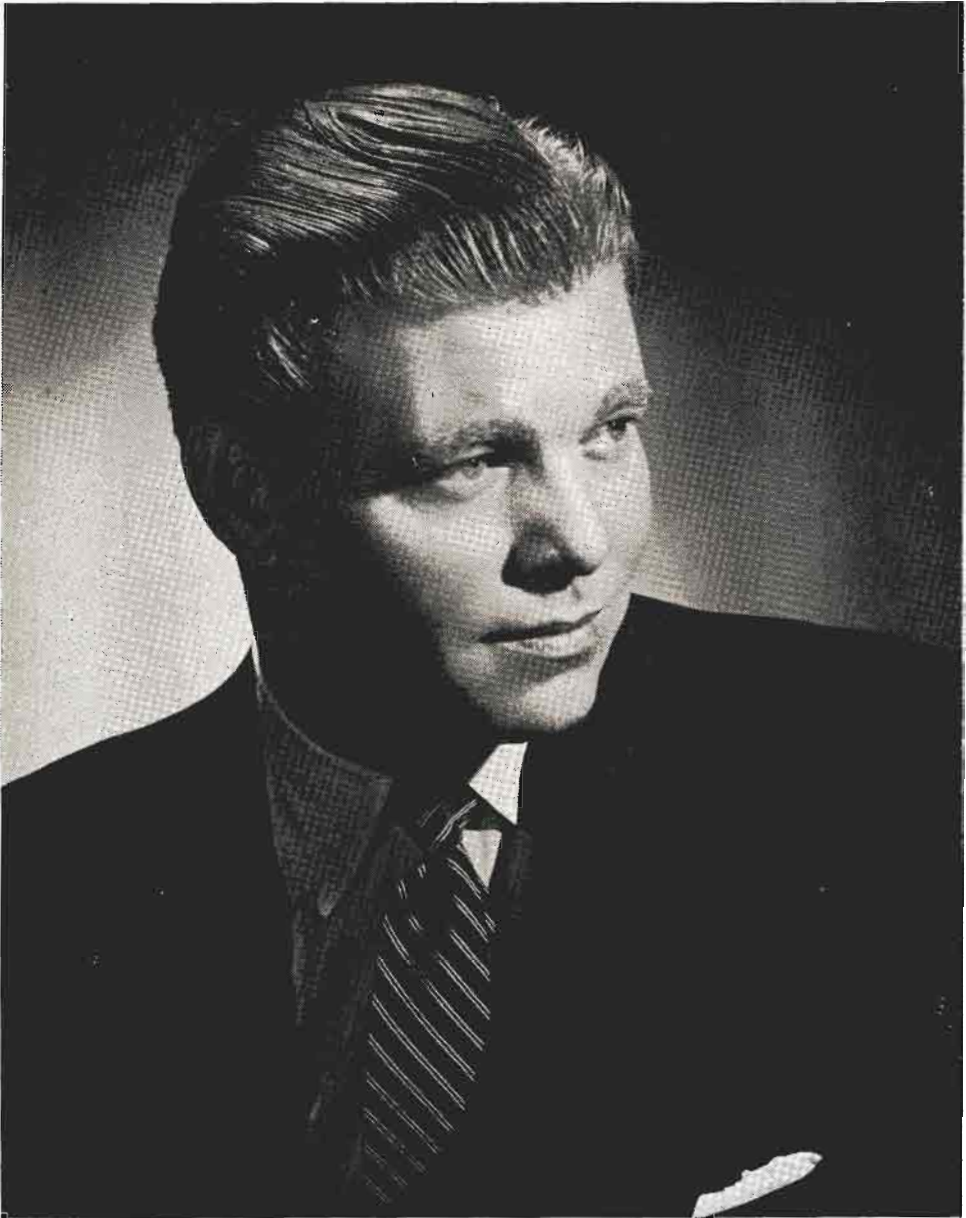
<i>FM Broadcast Expenses</i>				
FM Stations Operated by:				
Non-AM Licensees	51	\$1.8	38	\$1.4
Industry Total	(1)	..	(1)

<i>FM Broadcast Income (before Federal Income Tax)</i>				
FM Stations Operated by:				
Non-AM Licensees	51	(0.4)	38	(0.4)
Industry Total	(1)	..	(1)

() Denotes loss.

(1) In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

Source: FCC.



JACK LESCOULIE

EIA Figures on Radio and Television Set Factory Production — 1957

	<i>AM-FM Radio</i>	<i>Table Models, Over \$15 AM-FM, FM</i>	<i>TV, UHF Tuner</i>	<i>Other TV</i>
January	1,085,529	15,136	67,079	450,190
February	1,264,765	15,185	68,219	464,697
March	1,609,073	16,783	62,815	559,842
April	1,115,813	9,755	42,374	361,246
May	1,023,771	9,749	41,596	342,386
June	1,088,343	7,408	72,766	543,778
July	612,588	6,853	55,401	360,660
August	965,724	10,744	88,615	673,734
September	1,610,748	15,072	87,040	832,631
October	1,569,180	17,588	83,372	661,994
November	1,688,868	24,470	55,035	574,646
December	1,793,336	34,562	55,488	573,541
Total	15,427,738	183,305	779,800	6,399,345



Broadcast Industry Wages: 1952-1956

	Number Full-time Employees	Average Employee Income	Total Employee Income	National Expenditures Radio-TV Set Repairs
1952	61,000	\$5,559	\$355,000,000	\$476,000,000
1953	65,000	5,889	379,000,000	533,000,000
1954	72,000	6,029	430,000,000	600,000,000
1955	74,000	6,333	465,000,000	664,000,000
1956	77,000	6,584	518,000,000	756,000,000

Source: Department of Commerce.

Sales of Automobile Radio Sets — 1957

January	521,624	July	256,279
February	522,859	August	301,971
March	597,532	September	446,419
April	380,452	October	522,746
May	396,151	November	563,066
June	416,058	December	570,617
Total		5,495,774	

Source: EIA.



TED STEELE

Radio and TV Stations in Operation in U. S.

AM Stations

1957	Licensed & Operating	CP's	Total Authoriza- tions
January 1	3008	117	3125
February 1	3014	123	3137
March 1	3031	133	3164
April 1	3040	145	3185
May 1	3049	154	3203
June 1	3060	167	3227
July 1	3079	159	3238
August 1	3095	155	3250
September 1	3113	148	3261
October 1	3133	142	3275
November 1	3157	122	3279
December 1	3180	109	3289

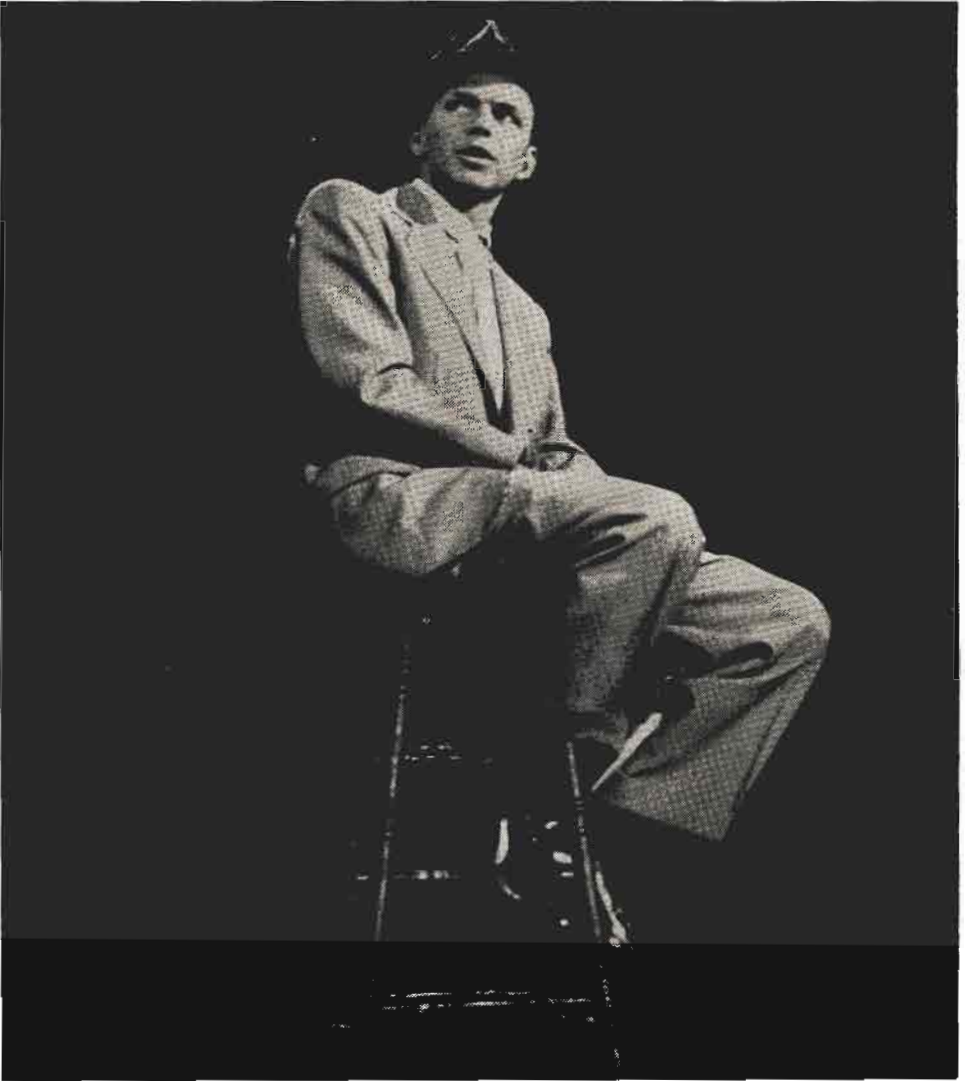
FM Stations (Commercial)

January 1	530	24	554
February 1	527	24	551
March 1	529	23	552
April 1	526	23	549
May 1	529	22	551
June 1	532	27	559
July 1	530	31	561
August 1	531	31	562
September 1	532	30	562
October 1	532	36	568
November 1	533	47	580
December 1	537	51	588

TV Stations (Commercial)

January 1	511	120	631
February 1	513	120	633
March 1	515	123	638
April 1	515	126	641
May 1	515	126	641
June 1	519	126	645
July 1	519	132	651
August 1	522	132	654
September 1	528	133	661
October 1	531	126	657
November 1	536	119	655
December 1	539	117	656

Source: FCC



THE FRANK SINATRA SHOW

ABC-TV

Hobart Productions

WILLIAM SELF



Producer

JACK DONOHUE



Director

NELSON RIDDLE



Musical Director



MEL ALLEN

OWNERSHIP OF TV SETS

A Percentage Study of U. S. Family Television Ownership—by Location and Family Types

• A continued increase in the number of U. S. families owning television sets (five per cent more in January, 1957 than in January, 1956) is indicated by the latest figures made available by the Market Research Corporation of America. This organization, feeling that television ownership has reached a saturation point of about 80 per cent, has ceased to compile current figures.

	PER CENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS			
	Apr. '56 Per Cent	July '56 Per Cent	Oct. '56 Per Cent	Jan. '57 Per Cent
UNITED STATES TOTAL.....	75	76	78	79
REGIONS:				
Northeast	88	88	88	90
South	63	64	68	68
North Central	77	79	80	81
Mountain and Southwest.....	60	62	65	68
Pacific	74	76	77	77
CITY SIZE:				
Farm	53	54	57	61
Under 2,500	64	67	69	69
2,500 to 50,000.....	62	65	66	68
50,000 to 500,000.....	80	82	83	84
500,000 and Over.....	89	89	90	90
TOTAL FAMILY INCOME:				
Upper Fourth	86	87	89	90
Next Fourth	82	85	86	87
Next Fourth	75	76	77	78
Lowest Fourth	56	58	59	61
EDUCATION OF FAMILY HEAD:				
Grade School	68	70	71	73
High School	82	83	85	86
College	79	79	81	82
SIZE OF FAMILIES:				
1 and 2 Members.....	67	69	70	71
3 Members	78	81	83	83
4 & 5 Members.....	84	85	86	87
6 Members or more.....	74	74	74	76
AGE OF HOUSEWIFE:				
Under 35	81	82	84	85
35 Thru 44 Years.....	79	82	84	85
45 Years and Over.....	68	70	71	72
PRESENCE OF CHILDREN:				
5 Years and Under.....	80	81	84	85
6-12 Years	82	83	84	85
13-20 Years	76	78	80	81
No Children	68	70	71	72

Source: Market Research Corporation of America.



Robert Q. Lewis

ADVERTISING AGENCY FAILURES

1934-1957

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1934	52	\$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,265,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000

Comparative Failure Trends

	<i>Percentage Change</i> 1956-57		<i>Avg. Liability</i> <i>Per Failure</i> <i>in 1957</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines.....	+ 8	+ 9	\$44,784
Total Commercial Services.....	+ 7	+ 9	39,703
Advertising Agencies	+72	+37	37,836

Source: Dun & Bradstreet, Inc.

N.B. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.



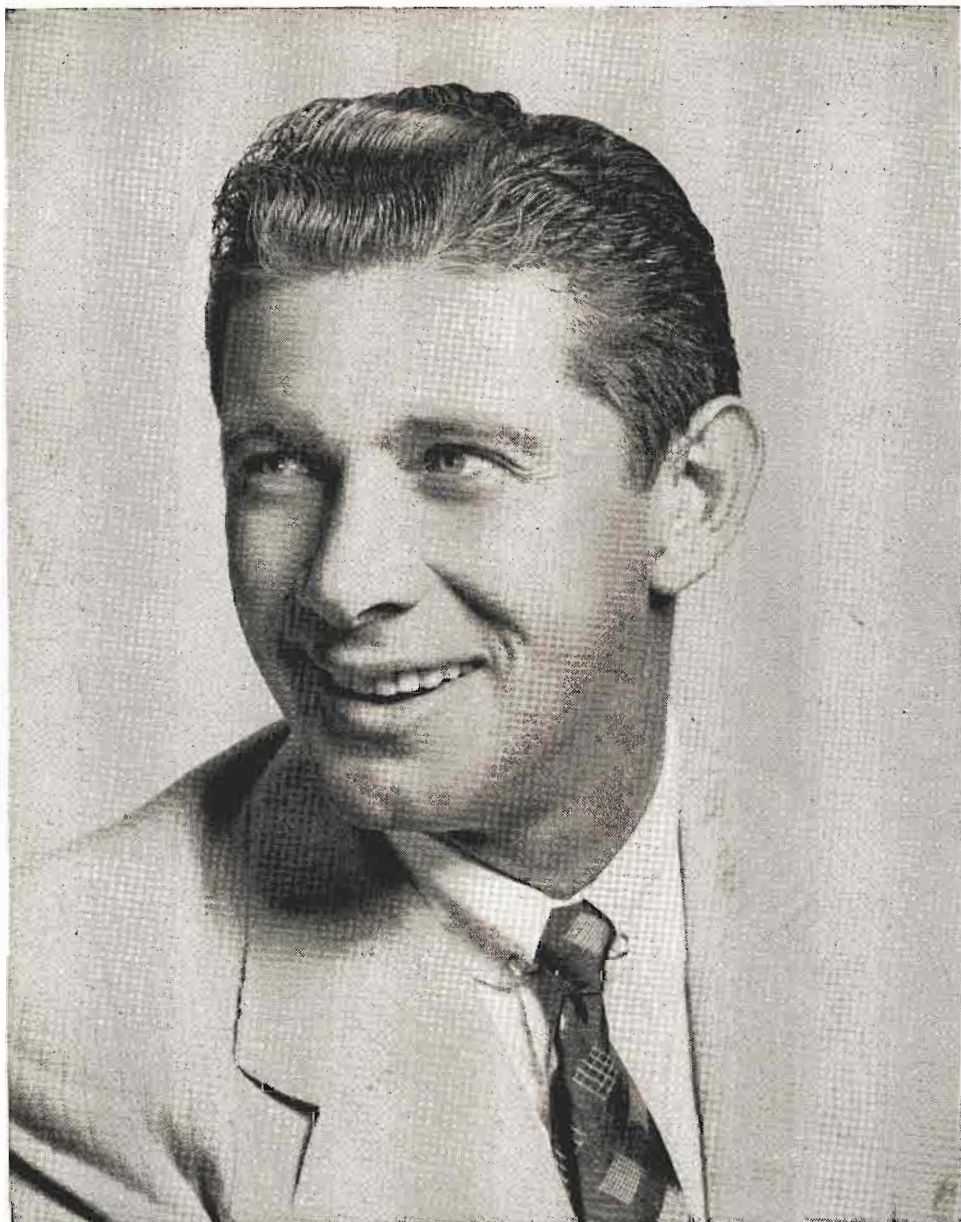
SID CAESAR

FCC Report — Station Expansion



Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
COMMERCIAL FM								
1949	57	212	65	377	350	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	531	115	649	10	659
1952	24	35	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	25	21	519	11	530	31	561
EDUCATIONAL FM								
1949	18	7	9	31	3	31	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	101	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	209	104	298	402	171	573
1955	67	58	127	137	321	458	121	582
1956	60	25	128	186	319	496	113	609
1957	55	13	129	314	175	519	132	651
TV TRANSLATOR								
1957	74	0	48	17	24	41	33	74
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.



JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST

Every Tuesday — 7:30 to 8:00 P.M. EST

Management:

WILLIAM MORRIS AGENCY

GROSS TIME CHARGES NETWORK TELEVISION

Network Television

	<i>Dec. 1957</i>	<i>Dec. 1956</i>	<i>% Change</i>	<i>Jan.-Dec. 1957</i>	<i>Jan.-Dec. 1956</i>	<i>% Change</i>
American	\$ 8,614,646	\$ 6,699,450	+28.6	\$ 83,071,284	\$ 76,726,129	+8.3
Columbia	21,938,264	20,395,400	+ 7.6	239,284,899	223,520,382	+7.1
National	19,146,483	17,666,721	+ 8.4	193,845,383	187,921,123	+3.2
Total	\$49,699,393	\$44,761,571	+11.0	\$516,201,566	\$488,167,634	+5.7

1957 Network Television Totals

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January	\$ 6,715,581	\$ 20,231,474	\$ 16,554,941	\$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
August	6,134,380	18,240,823	14,473,677	38,848,880
September	5,704,888	19,935,115	15,286,270	40,926,273
October	8,093,724	22,421,673	18,752,891	49,268,288
November	8,079,932	21,449,468	18,511,686	48,041,086
December	8,614,646	21,938,264	19,146,483	49,699,393
Total	\$83,071,284	\$239,284,899	\$193,845,383	\$516,201,566
Share of total, 1957	16.1%	46.3%	37.6%	
Share of total, 1956	15.7%	45.8%	38.5%	

Source: Publishers Information Bureau, Inc.



ARLENE FRANCIS

Exclusive Rep.: Martin Goodman, 36 Central Park So., PLaza 1-3555

Homes Delivered by Average Week Day Daytime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1956</i>	<i>1957</i>	<i>1958</i>
January	3,780	4,004	4,463
February	3,180	3,553	
March	2,899	3,318	
April	2,662	3,211	
May	2,292	2,557	
June	1,998	2,361	
July	2,222	2,628	
August	2,415	2,568	
September	2,223	2,474	
October	2,915	3,055	
November	3,231	3,373	
December	3,074	3,756	
Annual Average	2,743	3,060	

Source: TvB

Homes Delivered by Average Nighttime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1956</i>	<i>1957</i>	<i>1958</i>
January	7,467	9,195	9,832
February	7,779	9,098	
March	7,536	9,052	
April	7,350	9,025	
May	6,855	7,817	
June	6,115	7,053	
July	5,426	6,244	
August	5,383	6,751	
September	6,436	7,942	
October	7,400	8,890	
November	8,077	9,387	
December	8,378	9,222	
Annual Average	7,073	8,364	

Source: TvB

"The Lux Show"



Starring

ROSEMARY CLOONEY

NBC-TV

Co-produced by Joe Shribman and Dik Darley

A Maysville Corporation Production

“The Lux Show”

Directed By



DIK DARLEY

*Head Writer and
Guest Sequence
Director*

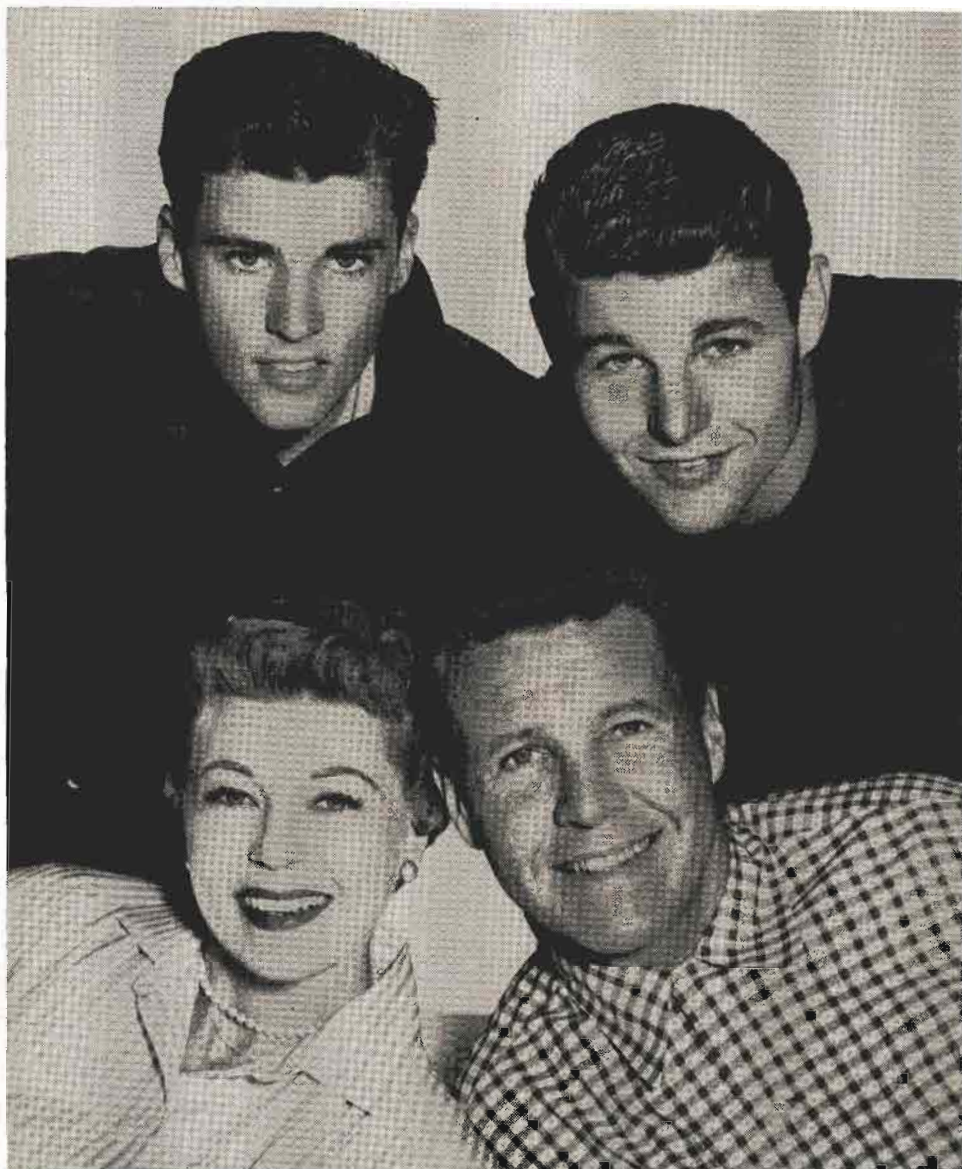


DANNY ARNOLD

*Musical Director
and
Arranger*



FRANK DEVOL



THE ADVENTURES OF OZZIE AND HARRIET
TELEVISED EVERY WEEK OVER THE ABC-TV NETWORK

Radio Receivers — World-Wide Distribution

At the end of 1957, the number of radio receivers and wired speakers in the world, exclusive of the United States, its territories, and Canada, had expanded by 10 per cent and 16 per cent respectively, as compared with February, 1957. Of the approximate increase of 12,800,000 radio receivers (exclusive of wired speakers), the greatest expansion both in absolute numbers and proportionately, took place in the Communist Bloc countries of Eastern Europe (4,500,000—27 per cent), followed by Western European countries (4,000,000—six per cent), the Far East (2,700,000—14 per cent), the Near East, South Asia, and Africa (1,000,000—13 per cent), and Latin America (600,000—three per cent). The more than 4,000,000 increase in the number of wired speakers took place almost exclusively in Communist Bloc countries. The following tabulation of radio receivers and wired speakers by areas and by countries of the world is as of December 31, 1957.

Accuracy of the material varies with the reliability of the statistics utilized by the sources. In some instances official statistics based upon licensed sets and supplemented by estimates as to the number of unlicensed sets were relied upon. Other sources, in countries where there are no licensing systems, have had to make informed guesses or estimates from import and production statistics. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.

Country	Receivers	Wired Speakers (Additional)
WESTERN EUROPE		
Andorra	1,800
Austria	1,819,200
Belgium	2,256,400	132,900
Denmark	1,821,700
Finland	1,300,000
France	10,532,000
W. Germany (Incl. W. Berlin)	14,879,000
Gibraltar	4,900
Iceland	61,000
Ireland	461,200
Italy	7,400,000
Liechtenstein	3,000
Luxembourg	85,700
Malta	13,000	43,000
Monaco	4,000
Netherlands	2,430,000	531,000
Norway	1,429,000
Portugal	1,200,000
Saar	236,200
San Marino	1,700
Spain	3,500,000
Sweden	2,565,000	160,000
Switzerland	994,000	304,700
United Kingdom	15,754,000*	1,041,900
Total	68,752,800	2,213,500
EASTERN EUROPE		
Albania	23,000	8,000
Bulgaria	457,000	380,000
Czechoslovakia	2,963,000	143,000
East Germany	5,200,000
Hungary	1,396,000	250,000
Poland	2,359,000	1,526,000
Rumania	688,000	632,000
U.S.S.R.	8,000,000	23,000,000
Yugoslavia	711,000
Total	21,797,000	25,939,000

* Includes 7,900,000 combined sound and television licenses. (Continued on page 71)

**MICKEY
ROONEY**

**Personal
Management:
RED DOFF**

Radio Receivers — World-Wide Distribution

<i>Country</i>	<i>Receivers</i>	<i>Wired Speakers (Additional)</i>
NEAR EAST, SOUTH ASIA AND AFRICA		
<i>Arabic Countries</i>		
Aden	6,000
Algeria	364,000
Egypt	771,300
Iraq	300,000
Jordan	39,700
Lebanon	180,000
Libya	46,800
Morocco	430,500
Saudi Arabia	15,000
Sudan	6,000
Syria	300,000
Tunisia	150,000
Total	2,609,300
<i>Non-Arabic Asia</i>		
Afghanistan	20,000
Ceylon	145,600	18,400
Cyprus	92,000
Greece	528,300
India	1,187,600
Iran	610,000
Israel	355,000
Nepal	10,000
Pakistan	335,000
Portuguese India	1,200
Turkey	1,198,400
Total	4,483,100	18,400
<i>Non-Arabic Africa</i>		
Angola	26,000
Belgian Congo	27,000
Central African Fed.	142,000
Ethiopia	58,000
French Equatorial Africa	10,000
French West Africa	50,000
Ghana	17,100	30,000
Kenya	70,000
Liberia	4,000
Madagascar	60,000
Mauritius	20,000
Mozambique	12,500
Nigeria (Including Cameroons)	154,000*	57,500
Tanganyika	7,500
Union of South Africa	854,400	14,200
Total	1,512,500	101,700

* This figure is based on import statistics. Only a few thousand sets are licensed.

(Continued on page 73)



"ED"



"VIC"

The
AMES
BROTHERS

Exclusively RCA VICTOR RECORDS

Personal Management
BILL FICKS



"GENE"



"JOE"

Radio Receivers — World-Wide Distribution

<i>Country</i>	<i>Receivers</i>	<i>Wired Speakers (Additional)</i>
FAR EAST		
Australia	2,107,600
Burma	45,000
Cambodia	6,000
China (Communist)	2,000,000	500,000
Hong Kong (Including 15,000 in Macau)	98,000	61,000
Indonesia	700,000
Japan	14,322,700
North Korea	100,000
South Korea	279,000
Laos	5,000
Malaya and Singapore	226,600	60,000
New Zealand	525,000
Philippines	450,000
Taiwan	191,400
Thailand	493,500	25,200
North Vietnam	300,000
South Vietnam	300,000
Total	22,149,800	646,200
LATIN AMERICA		
Argentina	5,500,000
Bolivia	150,000
Brazil	6,000,000
Chile	700,000
Colombia	1,800,000
Costa Rica	50,000
Cuba	1,300,000
Dominican Republic	52,000
Ecuador	250,000
El Salvador	108,000
Guatemala	150,000
Haiti	50,000
Honduras	125,000
Mexico	3,400,000
Nicaragua	70,000
Panama	136,000
Paraguay	150,000
Peru	750,000
Uruguay	385,000
Venezuela	900,000
Total	22,026,000
World total, excluding the U. S., its territories, and Canada	143,330,500	28,918,800

Source: U. S. Information Agency.



Richard Boone

1957 Spot Television Expenditures Of National and Regional Advertisers

— BY TIME OF DAY AND TYPE OF SPOT —

<i>Time of Day</i>	<i>Expenditure</i>	<i>Per Cent</i>
Day	\$145,038,000	32.3
Night	259,320,000	57.8
Late Night	44,376,000	9.9
	\$448,734,000	100.0

<i>Type of Spot</i>	<i>Expenditure</i>	<i>Per Cent</i>
Announcements	\$199,879,000	44.5
ID's	48,856,000	10.9
Participations	112,549,000	25.1
Programs	87,450,000	19.5
	\$448,734,000	100.0

Source: TvB

The Top 10 Spot Television Advertisers: A Comparison Between 1957 and 1956

	<i>Rank</i>	<i>1957</i>	<i>Rank</i>	<i>1956</i>
Procter & Gamble.....	1	\$25,916,800	1	\$17,522,500
Brown & Williamson Tobacco Corp.....	2	12,988,900	2	11,288,600
Continental Baking Co., Inc.....	3	10,190,100	8	5,732,500
Sterling Drug, Inc.....	4	8,635,890	4	8,823,300
General Food Corp.....	5	8,447,900	3	9,415,900
Colgate-Palmolive Co.	6	7,739,100	6	7,314,700
Lever Brothers Co.....	7	7,643,000	—	—
Carter Products, Inc.....	8	6,995,300	—	—
Miles Laboratories, Inc.....	9	6,392,600	10	5,354,700
National Biscuit Co.....	10	5,822,300	9	5,536,500
Warner-Lambert Co.	—	—	5	7,369,400
Philip Morris Co.....	—	—	7	5,820,400

Source: TvB-N. C. Rorabaugh

Complete facilities for:

television

theatrical

commercial

industrial

FILMS

Desilu

DESI ARNAZ, *President*

Desilu-Gower

Desilu-Culver City

Motion Picture Center

HOLLYWOOD, CALIFORNIA

RADIO-TELEVISION DAILY ALL-AMERICAN FAVORITES OF 1957

TELEVISION

MAN OF THE YEAR
 JACK PAAR
WOMAN OF THE YEAR
 DINAH SHORE
DRAMATIC SHOW OF THE YEAR
 GREEN PASTURES
COMEDY SHOW OF THE YEAR
 TONIGHT
MUSICAL SHOW OF THE YEAR
 ANNIE GET YOUR GUN
COMMENTATOR OF THE YEAR
 EDWARD R. MURROW
DOCUMENTARY OF THE YEAR
 PROJECT 20 —
 ("The Innocent Years";
 "The Jazz Age")
QUIZ SHOW OF THE YEAR
 TWENTY-ONE
SPORTSCASTER OF THE YEAR
 MEL ALLEN
BEST NEW PROGRAM IDEA
 SEVEN LIVELY ARTS
COLOR PROGRAM OF THE YEAR
 ANNIE GET YOUR GUN

BEST FILMED SERIES
 DISNEYLAND
CHILDREN'S SHOW OF THE YEAR
 PINOCCHIO
WESTERN SHOW OF THE YEAR
 WAGON TRAIN
 GUNSMOKE (Tie)
BEST PUBLIC SERVICE PROGRAMMING
 FACE THE NATION —
 KHRUSHCHEV
PRODUCER OF THE YEAR
 MARTIN MANULIS
DIRECTOR OF THE YEAR
 GEORGE SCHAEFER
VARIETY SHOW OF THE YEAR
 STEVE ALLEN
VOCALIST OF THE YEAR
 MALE—PERRY COMO
 FEMALE—DINAH SHORE
SONG HIT OF THE YEAR
 AROUND THE WORLD IN 80 DAYS
MOST PROMISING NEW TALENT
 MALE—JAMES GARNER
 FEMALE—POLLY BERGEN

RADIO

MAN OF THE YEAR
 EDWARD R. MURROW
WOMAN OF THE YEAR
 ROSEMARY CLOONEY
DRAMATIC SHOW OF THE YEAR
 GUNSMOKE
COMEDY SHOW OF THE YEAR
 JACK BENNY
MUSICAL SHOW OF THE YEAR
 WOOLWORTH HOUR
COMMENTATOR OF THE YEAR
 EDWARD R. MURROW
DOCUMENTARY OF THE YEAR
 BIOGRAPHIES IN SOUND
QUIZ SHOW OF THE YEAR
 SEZ WHO?
SPORTSCASTER OF THE YEAR
 BILL STERN
BEST NEW PROGRAM IDEA
 NIGHTLINE

BEST TRANSCRIBED SERIES
 JACK BENNY
BEST PUBLIC SERVICE PROGRAMMING
 YEAR-LONG COVERAGE OF CONGRESSIONAL
 HEARINGS AND PROBES
PRODUCER OF THE YEAR
 JERRY BRESSLER-LYN DUDDY
DIRECTOR OF THE YEAR
 HI BROWN
VARIETY SHOW OF THE YEAR
 NBC BANDSTAND
VOCALIST OF THE YEAR
 MALE—EODIE FISHER
 FEMALE—ROSEMARY CLOONEY
SONG HIT OF THE YEAR
 MELODIE D'AMOUR
MOST PROMISING NEW TALENT
 MALE—STAN FREBERG
 FEMALE—DOROTHY OLSON



RALPH EDWARDS'

"THIS IS YOUR LIFE"

With Ralph Edwards
NBC-TV Wednesday

"TRUTH OR CONSEQUENCES"

With Steve Dunne
NBC-TV Friday

"TRUTH OR CONSEQUENCES"

With Bob Barker
NBC-TV Monday Through Friday

"IT COULD BE YOU"

With Bill Leyden
NBC-TV Monday Through Friday
(UNDER MANAGEMENT MCA)

*AVAILABLE
IMMEDIATELY*

"END OF THE RAINBOW"

"HUMAN THING TO DO"



FOR INFORMATION CONTACT

BILL BURCH

RALPH EDWARDS' PRODUCTIONS

1655 NORTH CHEROKEE
HOLLYWOOD 28, CALIFORNIA

RADIO-TV TOP TEN NEWS EVENTS OF 1957

RADIO-TELEVISION DAILY's *selection of the top 10 news events of 1957, covered by radio and TV, follows:*

- 1—Sputniks and the missile race.
- 2—Little Rock integration crisis.
- 3—President Eisenhower's illness.
- 4—Rise of Khrushchev and downgrading of Zhukov.
- 5—Senate Rackets investigation.
- 6—Middle-East turmoil.
- 7—Rescue of Benny Hooper.
- 8—NATO summit meeting.
- 9—Queen Elizabeth II's visit.
- 10—Cameron, La. hurricane.

•

Outstanding Broadcasts

- ABN—"Disaster" (Red Cross series).
- ABC-TV—Interviews with Gov. Orval Faubus.
- CBS RADIO—"Radio Beat" series.
- CBS-TV—Interview with Khrushchev.
- NBC RADIO—"Nightline" report on Hungary.
- NBC-TV—"The Life of Samuel Johnson."
- MBS—Live account of Vanguard failure.



ALAN DALE

Personal Management: JOE FONTANA, 1697 BROADWAY

TOP NEWS SELECTIONS OF MAJOR NETWORKS

The networks' evaluations of the top 10 news stories of 1957, not necessarily in order of importance, are as follows:

— ABN AND ABC-TV —

- 1—Sputnik and missile race.
- 2—School segregation crisis.
- 3—Labor-management disclosures.
- 4—Russian shakeup.
- 5—Eisenhower's illness.
- 6—Russia's infiltration into Syria.
- 7—Business recession in U. S.
- 8—Problems of Western Alliance.
- 9—Queen Elizabeth's visit to U. S.
- 10—Cameron, La. hurricane.

— CBS RADIO —

- 1—Launching of Sputnik and the missile race.
- 2—Integration.
- 3—President Eisenhower's illnesses.
- 4—Congress' probe in the labor-management field.
- 5—Changes in Kremlin leadership.
- 6—The changing economic story.
- 7—Queen Elizabeth II's visit to the U. S. and Canada.
- 8—The rescue of Benny Hooper from the well.
- 9—The NATO Conference in Paris.
- 10—The Syrian-Turkish controversy.

— CBS-TV —

- 1—Russia's Sputniks and the threshold of space.
- 2—Little Rock story.
- 3—President Eisenhower's year—his illness—Nixon's increasing significance.
- 4—Power politics in the Kremlin.
- 5—The saga of Benny Hooper.

- 6—Senate rackets probe.
- 7—Queen Elizabeth's visit.
- 8—Administration's foreign policy in 1957.
- 9—Crisis around the world—Cuban revolt, Algerian war, Turkey-Syria dispute.
- 10—Cameron, La. hurricane.

— MBS —

- 1—Little Rock.
- 2—Vanguard failure and Sputnik launchings.
- 3—Teamster scandals.
- 4—Visit of Queen Elizabeth to the U. S.
- 5—Eisenhower's illnesses.
- 6—Sen. McClellan's probes.
- 7—Hurricane Audrey.
- 8—Milwaukee's World Series victory.
- 9—Sen. McCarthy's sudden death.
- 10—Benny Hooper's travail.

— NBC RADIO AND TV —

- 1—The race for space supremacy—starting with the Soviet launching of its Sputnik and all the ramifications.
- 2—President Eisenhower's illnesses.
- 3—The President's second inauguration.
- 4—The royal visit of Queen Elizabeth and Prince Philip.
- 5—The labor rackets investigations.
- 6—Marshal Zhukov's dismissal.
- 7—Little Rock and the integration crisis.
- 8—Middle East turmoil, including the Syrian and North African crises.
- 9—Anthony Eden's resignation.
- 10—The NATO summit meeting in Paris (Dec. 16-18).

Jerry Lewis

Broadcasting Expansion During 1957 Increased Heavy Burdens On The FCC



JOHN C. DOERFER
Chairman
Federal
Communications
Commission

THE close of 1957 finds the Commission with about 1,900,000 radio authorizations on its books. This is the largest number in its 23 years of existence.

It is significant that for every broadcast facility there are nearly 50 radio stations of other kinds which serve the public, commerce and individuals. Altogether, about one and a quarter million fixed and mobile transmitters are in use.

Broadcast authorizations collectively now approximate 8,500.

They include:

About 3,300 AM stations.

More than 800 TV stations. Of these, over 650 are commercial, over 100 are translators, and over 50 are educational.

More than 700 FM stations. Nearly 600 of these are commercial and over 150 are educational.

Two stations which send programs overseas.

Auxiliary, remote pickup, studio-transmitter links and other adjuncts account for the remaining 3,600 broadcast authorizations.

The Commission has recommended to Congress that the law be changed to permit licensing broadcast stations for 5 instead of 3 years.

The Commission is studying a special staff report on TV network operations.

"Satellite" and "translator" stations are bringing TV service to smaller communities. In addition, the Commission is proposing "booster" and "repeater" stations to extend TV service to even more isolated places.

Channels reserved for educational TV use now number 256. This is 14 more than allocated originally.

A special industry group known as the Television Allocations Study Organization is completing an engineering review of present and potential UHF and VHF television service.

Commercial FM stations show their first numerical increase in 9 years.

Resolution of the "clear channel" and "daytime skywave" problems affecting AM operations is receiving priority consideration at special meetings of the Commission.

The United States and Mexico have agreed on AM and UHF-TV channel use along the border. The Senate has pending the 1950 North American Regional Broad-

casting Agreement on AM operation.

The Commission is re-examining its frequency allocations to radio services throughout most of the radio spectrum in the light of present and future needs and technical developments.

It is dealing with new spectrum-saving techniques such as "offset carrier," "single sideband" and "split channel" transmission, also tropospheric and ionospheric "scatter" techniques, and expanding "microwave" operation.

The growing height of antenna towers requires joint consideration by Federal agencies concerned with hazards to air navigation—especially since the advent of the jet plane. The Commission proposes that towers over 500 feet high be grouped on "antenna farms" away from the air lanes. It also seeks legislation to require the painting and lighting of abandoned towers. About 90 TV towers exceeding 1,000 feet in height are operating authorized or applied for.

The FCC monitoring network helped obtain positioning data on the two Russian earth satellites. This was in addition to its normal around-the-clock patrol of the ether highways, including furnishing bearings on ships and planes in distress, detecting spectrum traffic violators, and determining areas of interference.

Competition and interference considerations now require one-third of all applications for new TV or AM stations to go to hearing. Hard-fought cases take at least a year to go through the prescribed application and hearing procedure, not considering further delays due to crowded dockets and extra time needed to handle the flood of associated pleadings. Many of these filings are repetitious and still further delay final determination.

To sum it up, the Commission is trying to handle an administrative load which has more than doubled in volume and complexities since World War II with little change in amount of appropriations or personnel.



**MAX LIEBMAN
PRODUCTIONS INC.**

A Growing Industry Meets A Year That Is Filled With New Challenges



By **HAROLD E. FELLOWS**
President and
Chairman of the Board
National Association
of Broadcasters

THE responsibilities which have been placed on the radio and television industry in its service to the American people have increased with the years. The great source of satisfaction which I have derived from a lifetime in broadcasting has been the way in which the industry has met those responsibilities. And I can recall no year to compare with the one that has just passed in which the demands made upon broadcasters have been greater or have been met with more imagination and with a deeper awareness of the vital function which broadcasting serves. I should like to review briefly some of the developments in television and radio during 1957 and to mention some of the contributions made by the National Association of Broadcasters.

Just 10 years ago there were 102,000 television sets in the nation, most of them in New York. Today there are 47 million sets in use in nearly 42 million American homes.

Ten years is a very short time for an infant industry to grow to a major one. Television has become a way of life for Americans. It has brought into being new ideas, new ways of acting and thinking, and it is proving to be the most effective means ever devised by which values can be communicated to a mass audience. That television can and does transmit ideas to tens of millions of homes in one instant is perhaps not so significant as that as a medium of instant communication it also *creates* new ideas.

The proof, if indeed any is needed, of the impact which television may have upon ideas and world developments was given in dramatic terms during 1957.

Public service programming was in fact for many of us the most exciting aspect of television during the past year, remarkable for the high level of responsibility it reached and for the wide scope of its concern.

With all three national TV networks offering memorable programming, the 1957-58 season was the most competitive in television's history.

While television continued its amazing growth, radio dramatically captured attention by demonstrating again that it could

sell, inform and entertain in a way no other medium can. Financially 1956 was the best year in radio's history. Estimates indicate that 1957 will be even better. Today radio has the largest potential audience of any mass means of communication, reaching over 98 per cent of American homes and, on a typical day, approximately 70 million people.

With these developments in radio and television broadcasting, the National Association of Broadcasters has been intimately concerned. In 1957 NAB membership reached an all-time high with 2,187 members. This gratifying support has increased along with the activities in which NAB has been involved.

A major development within NAB was the expansion of its Public Relations Service, which has as the underlying theme of its expanded efforts "Broadcasting Serves America." Weekly and monthly publications, television and radio kits, speech materials, brochures and booklets designed for various broadcast purposes, and on-the-air material have been designed to aid the broadcaster and to show the service of broadcasting in its responsible programming, its ability to inform directly and accurately, and its effectiveness as an economic stimulus for selling goods and expanding markets.

Certainly the greatest challenge during the year with which broadcasters, and consequently NAB, was faced was the FCC decision to consider applications for pay-TV on broadcast channels. From its early days the NAB has opposed subscription broadcasting as against the public interest, and at a time when a free and continuous flow of information and ideas is needed as never before it remains in firm opposition.

These and many other vital problems were reviewed at eight NAB regional conferences held in the fall. The results of these meetings were gratifying. The promise for 1958 is great, and I have no doubt that we shall realize it to the fullest.



Stan Burns

Electronics Industry Continues Its Growth; 10% Increase Is Forecast

THE radio-TV-electronics industry continued its spectacular growth in 1957 and achieved a new dollar volume record at the factory level of \$7.6 billion. This trend will probably continue in 1958 with a rise of eight to 10 per cent.

Factory sales of all types of electronic products rose more than 30 per cent above the 1956 level of \$5.9 billion. Military electronics alone increased from \$2.7 billion to about \$3.9 billion during the past year and this rate of spending is sure to rise further in 1958.

About half of the industry's production revenue now comes from its sales to the Armed Services. Consumer goods, including radio-TV sets and phonographs, which once dominated the industry's output now account for only about 20 per cent.



The television business was the only industry segment which declined in 1957, but balanced inventories made it more stable than in other years when production and sales were higher. Only one manufacturer withdrew from the competition compared with a score in 1956.

While TV set production dropped 12 per cent, compared with 1956, retail sales of about 6.6 million were only three per cent below the previous year. Manufacturers believe television receiver sales and production will bounce back in 1958 close to the seven million mark.

Multiple TV set homes increased to an estimated five million by the end of the year, while total television receivers in use amounted to 46 million.



Radio, which has made a remarkable resurgence during the past few years, continued its advance in 1957. Production of all types of radios rose nine per cent to 15.4 million. One-third of these were auto sets and two-thirds were home and portable receivers.

The trend toward substitution of transistors for tubes turned sharply upward. The production of transistorized auto sets jumped more than 300 per cent, while portables with transistors almost doubled.

By
JAMES D. SECREST
Executive
Vice President
Electronic Industries
Association



National interest was focused during the year on two experiments which may greatly broaden the use of television. The most significant of these was the application of closed circuit TV to the classroom as an aid to teaching. An industry-sponsored program at Hagerstown, Md., now in its second year, drew educators from all parts of the United States.

While subscription TV was still awaiting its chance to test public interest, wired television for the home was inaugurated during the year in Bartlesville, Oklahoma. Whether this form of TV transmission will spread was conjectural at the end of 1957, but several West Coast cities were investigating its potentials and practicality.



While Uncle Sam was the biggest single customer of the electronics industry in 1957, industrial and commercial uses of electronics increased. Sales rose from \$950 million to \$1.3 billion and ran close to the \$1.5 billion return from consumer products.

The manufacture of smaller and less expensive computers opened the market for many new commercial organizations. Further expansions are expected in 1958.

Although still in an experimental stage, electronic controls for traffic and the family car appear just around the corner. Such representative organizations as the American Automobile Association urged that these applications be expedited in the interest of highway safety. Electronic garage door openers already are on the market.



The importance of electronics to our national defense and to space explorations became more obvious as military expenditures on missiles skyrocketed. Electronics will be equally vital to the satellite program. About 23 per cent of defense procurement funds now go to electronic manufacturers.



POLLY BERGEN

This Year National Advertisers Will Take A New Look At Syndication



By
**GEORGE T.
SHUPERT**
President
ABC Film Syndication

SOMETIMES familiarity breeds respect, at least it looks that way insofar as the television film industry goes. We have sufficient evidence to predict that this year will be known as the year that national advertisers took a new look at syndication—and liked what they saw.

Until recently national advertisers bought very few syndicated film programs and when they did it was in only a limited number of markets. In January, 1956, ABC Film Syndication's client list included only 10 national advertisers. Two years later the list included thirty-two national sponsors, an increase of 220 per cent. Of equal significance is the fact that these national sponsors contracted for a firm 52 weeks of programming whereas in the past the average contract with a national sponsor was seldom for more than 26 weeks. We are convinced that national advertisers are becoming more and more sold on the values of spot film programming and that their ranks will increase.

Naturally, the paramount question is "What has brought about this change?"



First, let's examine the economic situation. All media costs are high and getting higher and in order to get the maximum mileage from every advertising dollar, advertisers are becoming more critical of their expenditures. Astute TV advertisers recognize that the use of syndicated film to boost sales in weaker areas is more efficient than blanketing the entire country regardless of particular market needs.

National advertisers are able to target their TV with spot film programs and further are able to select the program *they* want.

Another factor which has arisen to make national advertisers more favorably disposed toward syndication is the response to syndicated film from the field. Many local advertisers (car dealers, electric appliance retailers, etc.) who get co-op money from their national suppliers have used this money successfully by sponsoring syndicated films. Their success stories have been relayed to the national suppliers with increasing frequency. No one can argue with the fact that syndicated film is the only medium

which offers high quality production for local use.

Another source of information for national advertisers is the success enjoyed by their regional competitors who are heavy buyers of syndicated film. A regional brewery such as Rheingold in New York and a regional dairy such as H. P. Hood & Sons in New England provide very stiff competition for their national counterparts.

Another important factor which has contributed to the "new look" is in the area of time availabilities. Until recently national advertisers thought that they couldn't get prime time for spot programming. They were reluctant to buy the fringe time in the early or late evenings because they thought that these times couldn't deliver sufficient audience. Both theories are all wrong and national advertisers are beginning to realize this.



Local station support is another important factor which should not be overlooked by the national advertiser in his consideration of TV programming. The amount of promotion and merchandising support which a station will make available to a syndicated film sponsor is greater than that available to a network sponsor. Promotion helps to build audiences, build ratings and increase the sponsor's opportunities to make sales.

Of course, there are many more factors which have helped to raise the stature of syndicated film with national advertisers other than those already mentioned—high standards of production, great variety of programming types, big star names. I would, however, like to close with this prediction:

In the 1958-1959 season, I am confident that 15 to 20 more national advertisers who hitherto have been network users only will turn to syndication as the only answer to their specific sales needs. National advertisers who have "sampled" syndication will be back for bigger portions.



**THE
JEANNIE CARSON SHOW**

TV Film Looks Bright, But Salesmen Hold Key To Its Future Performance



By
JOHN F. HOWELL
Gen. Sales Manager
CBS Television
Film Sales, Inc.

IN any discussion regarding salesmen it would be unrealistic for me to look at the sales personnel situation without first sending off a salvo in tribute to those "pros" who are currently selling film at a rate far beyond early industry predictions. I have worked with, and against, the best equipped men to be found in any business. They are smart, personable, forceful, and their knowledge of the broadcasting business is far-ranging.

I have a great admiration for my colleagues and our competition and, at the same time, an intense curiosity about who will replace them when they move into administrative work or retirement. Most of the people I know come either from broadcasting or motion pictures. They were the first in a young industry and since everyone was starting at the same time there was tolerance for mistakes and early misconceptions about the selling of television film programs.



Then was then, however, and today there is a great sophistication to be found in the business of selling films for television. The men who are selling know their profession; they know their product so thoroughly they can offer it in a wide variety of appealing manners.

Because the selling of film programs has become so highly developed, it is time for us to let the present take care of itself and expend some thought on the future. And in a business where there is such intense competition for the advertising dollar, the difference between success and failure will rest in the sales department. For that reason, CBS Television Film Sales has embarked on a Sales Training Program.

When we look for a man to go into film sales today, we look for a man who has a proven record of success in this field. If we can't find him, rather than convert someone who has been trained to sell another product, we prefer to take a young man and train him our way. It has been CBS' notion for some time that the best executives are those who have started at an early age and have grown up with our company.

Consequently, in the past few months, when we have increased our sales force 27

per cent, half of the personnel hired have had no previous television experience. They were brought to New York for an intensive training course in the home office and then assigned to their particular offices. They are going to have a rough time of it for awhile. They will be competing in the field with salesmen who have been highly effective for many years. But if they stick with it—and I'm convinced they will—they will be among the key men in CBS Television Film Sales in the years to come.



We have several goals in our training program. First, we teach the man to know his company. He meets the key executives, converses with department heads, spends time in each area of our operation. If he is transferred 3,000 miles away, and a problem arises, he knows whom to call. This is basic, but it serves two important functions. It gives the new account executive a realization of the service staff behind his line operation. Secondly, his indoctrination gives him the feeling that he is a company man, and I mean that in its finest sense. We want the new account executive to realize that he is CBS, and not simply a toiler in a remote outpost of some big New York company. Beyond that we try to instill three cardinal strengths in our account executives: 1) Know your product, 2) Know your client's problems, and 3) Solve your client's problems with our product.



We at CBS Television Film Sales are bullish about the future of television film, at the national, regional, and local levels. In just a few years we have seen it grow from a business where we were offering two obscure musicals to a point where we are now offering one hour originals and the best product ever turned out in Hollywood. The growth in dollars and in the quality of our product has been fantastic.



Independent Operation Puts Mark Upon The Present And Future Of Radio

THE shape of the present and immediate future of radio is independent. Our own experience is that since we elected to program our radio stations locally a little over a year ago, these stations have known their greatest year. Ratings are up, sales have increased, and studies show us that the Westinghouse stations, as independents, more closely conform to the audience's conception of the ideal station.

Now, some will counter that all radio is up. True, but independents have shown the most dramatic rate of climb.

Adam Young's recent Pulse examination of the top 25 markets confirms our own findings. This analysis was based upon the ratings from 6:00 a.m. to 6:00 p.m., Monday through Friday. In November of 1952, the number one station in each of these markets was affiliated with a network. Four years later, in 1956, a local independent station was tied or in first place in 13 of these markets and, in the latter part of 1957, the independents occupied first place in 21 of the 25 markets.



However, independent radio takes many different forms. What outline will the long-range successful ones assume?

Music and news are the two key components of independent radio operation. Since they possess these elements in common it might be concluded that all independents would sound alike. We deny that this is an inescapable conclusion. We believe that with the addition of a strong service element and through the use of creative and aggressive methods you can end up having as many differences in quality and acceptance between radio stations in a market as you can among newspapers in the same city, all of whom present the same community news; all use modern printing presses, have access to the same wire services, employ similar distribution services, and make broad use of feature, editorial and supplement services.

We think of the programming of our radio stations as a major effort. Each program is individually produced. Records are carefully selected. We include the top hits

**By DONALD H.
McGANNON**
President
Westinghouse
Broadcasting Co.



of the day, but never exclusively. With them are included many standards, up-and-coming tunes, regional favorites, and others. Extremely important is that difficult-to-define quality we call pacing, that subtle selection that provides a pleasing progression of numbers. Add to all this the effective use of personalities with deep sensitivity for the local touch and you achieve something that is different from the mechanical methods you hear so much about. Programming by rote overlooks the vital factor of local human interest.



Independent radio has a flexibility that lends itself to the immediacy that effective news presentation requires. You can go on the air at once, there is no waiting for the presses to roll with the next edition, nor, in the case of week-ends, any holdover until the Monday morning editions. WBC uses every source of news supply at our command, but mainly we rely upon strong local reportorial staffs. Our Washington Bureau supplies stations with a steady stream of local interpretations of national news, an ingredient that no other news service can supply.

It isn't enough just to entertain. You must enlighten and inform as well. The successful station must be public spirited and this is manifested by an interest in and concern for the community. This creates a chain reaction. The concern is communicated to the community and the station becomes more than a pleasant companion, it grows into a trusted friend as well.



It's the extra something that makes the difference. That's why we say, "Broadcasting is most effective on stations that have won the respect and confidence of the communities they serve."

SPLENDEX ENTERPRISES

ANNOUNCES
IN PREPARATION*

THE FRANCES LANGFORD SHOW

A Half Hour Series Filmed In Color

produced by
CHARLES WICK

* **Two episodes completed with the following guests**

Bob Hope

Hugh "Wyatt Earp" O'Brian

Jerry Colonna

Tony Romano

Murray McEachern

Julie London

George Sanders

Edgar Bergen

Charlie McCarthy

Effie Klinker

Bobby Troup

The Four Freshmen

David Rose and his Orchestra

High Quality Is Essential Basis Seen Sparking Future TV Film Production

THE future of television film, from the point of view of film buyers as well as film makers, hinges largely on one question, "How high a level of quality can we achieve?" The effectiveness of film programming has proved itself over and over again; the ranks of its users are constantly growing. The years of "struggle for survival" are long since past. The focus for the future is now concentration on making each series we produce the finest, strongest, most exciting program possible.

Since 1956, Ziv Television Programs, Inc. has increased its budget for development and production from \$8,000,000 to \$16,000,000. That we have doubled our programming outlay has a significance far greater than that of indicating the growth of our own company. It is the surest sign that the television film industry is now fully geared to provide advertisers and broadcasters with programs that meet the highest standards.

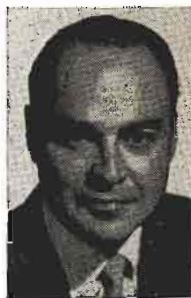
We have seen the costs of creating quality programs mount steadily over the years. We know that the spiral cannot continue upwards to infinity. We must recognize the realistic limits on advertiser appropriations and be prepared to deliver outstanding programs within those limits.

To do this requires great resources on the part of the producer—resources of talent, experience and creativity as much as those of physical facilities and financial solidity.

Now, with such new series as "Target" and "Bat Masterson" before the cameras, and with others in various pre-production stages, we will have an even greater flow of quality product coming from the Ziv studios and from our location sites around the world.

This flow concept, I believe, is vital to our solution of the quality price dilemma. One of the great problems that has perplexed the industry has been the seasonal

By JOHN L. SINN
President
Ziv Television
Programs, Inc.



nature of buying and selling. With a peak of production and selling activity in the summer and spring months, there have been many instances of properties being rushed into the air before they were ready.

The concept that has guided our production and sales planning in the past few years has been to put creative work on a year-round basis. Time is a crucial ingredient in producing outstanding programs. There must be adequate time for the development of the program idea, for testing and experimentation. The search for the right stars, stories, directors; the adequate research and planning that are needed to make a program authentic and exciting; the careful dovetailing of all the many details of creating a series; these vital aspects of production cannot be hurried.

We have now achieved our goal of twelve-months-a-year creative work and have instituted a program of year-round sales efforts.

I can report that these policies have been tremendously successful. Advertisers and agencies have proved to be eager to seriously consider and commit for outstanding new programs, no matter what the month of the year.

I think we can accept this response from advertisers as a sure sign that the seasonal nature of programming needs has been exaggerated. Produce a series whose production values and conception have exceptional audience appeal and advertisers will be interested in any season.

The balancing of production and sales activity throughout the year is, I feel, one of the most important developments in the television film industry's march to maturity.

COMMUNITY CLUB AWARDS

CAL PERLEY
San Francisco

BOYD LAWLOR
Chicago

JOE MATTHEWS
BILL CARPENTER
P. O. Box 11296
Norfolk, Va.

JOHN GILMORE
527 Madison Ave.
New York City

OUTSTANDING INDUSTRY EVENTS DURING 1957



CBS-TV aired a filmed interview with Russia's Nikita Khrushchev, an electronic break-through of the Iron Curtain. Queries were posed by (r. to l.) Daniel Schorr, B. J. Cutler, Stuart Novins. The show was aired on June 2, 1957.



MBS was sold on July 25, 1957. Signing deal are (l. to r.) Thomas F. O'Neil, president of RKO Teleradio, seller, and Paul Roberts, heading buying group. Roberts served as MBS president, left web in February, 1958.

NBC Radio's new SALESVERTISING plan solves an important problem for national advertisers with moderate budgets. That is, how to activate *all* units of the distribution pipe-line in a marketing program.

SALESVERTISING magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers—to the point of stimulating *local dealer tie-ins at local dealer expense!*

PROOF *For Waverly Fabric's first campaign, 2,376 stores bought 13,000 spots on NBC Radio affiliates. Waverly had never used network radio before...now slates 80% of its budget to NBC Radio.*

PROOF *5,000 local tie-in spots were placed by Evinrude dealers on NBC Radio's affiliated stations. "This year's NBC Radio schedule will be 40% higher," says Evinrude.*

PROOF *Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's SALESVERTISING, 81% of NAVL's key agents now tie-in locally.*

Retail tie-ins are just *one* phase of the activation generated by SALESVERTISING. Everyone—right down the line—shares the excitement of a close-knit SELLING campaign planned to achieve benefits for all.

SALESVERTISING

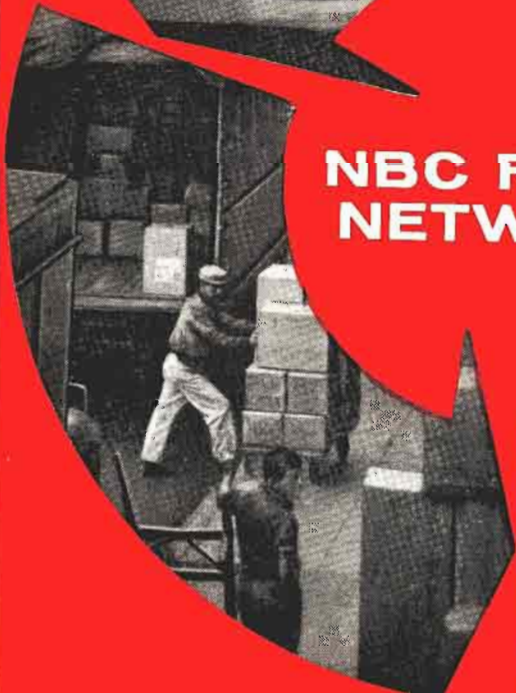
SETS MARKETING IN MOTION FOR YOU!

SALESVERTISING plans are *custom-designed* for each advertiser. Your inquiry is invited for details and success stories in other industries.

SALESVERTISING is an innovation in efficient marketing, developed by the NBC RADIO NETWORK.



**NBC RADIO
NETWORK**



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	FReepport	9-1400
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	JUdson	2-7000
WKBS	PLioneer	6-6700
WLIB	MOnument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WRCA	Circle	7-8300
WNEW	YUkon	6-7000
WNRC	New Rachelle	6-0800
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WOY	Circle	5-7979
WPOW	YUkon	4-4600
WQXR	LAKawanna	4-1100
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WBAI-FM	TEmpleton	8-3355
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WBFM	LExington	2-4927
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAKawanna	4-1100

Television Stations

WABC-TV	SUSquehanna	7-5000
WABD	LEhigh	5-1000
WATV	BARclay	3-3260
WCBS-TV	PLaza	1-2345
WRCA-TV	Circle	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	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	Circle	7-8300

Station Representatives

Avery-Knodel, Inc.	JUdson	6-5536
Charles Bernard	Circle	6-7242
Hil F. Best	LExington	2-3783
John Blair & Co.	PL	3-4250
Blair-TV, Inc.	TE	8-5800
Guy Bolam	MURray Hill	5-1300
The Bolling Co., Inc.	PLaza	9-8150
The Branham Co.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co. Inc.	PLaza	5-0376
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Devney & Co.	MURray Hill	7-5365
Everett-McKinney, Inc.	PLaza	3-9332
Forjoe & Co., Inc.	JUdson	6-3100
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headly-Read Co.	MURray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	PLaza	9-4460
Robt. S. Keller, Inc.	WA	4-6599
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170

NBC Spot Sales	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Rambeau, Vance, Hoppie, Inc.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
Vengard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-5830
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PL	1-4848

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Bryan Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9480
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Aleshire	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	YUkon	6-6500
Donahue & Coe, Inc.	COLumbus	5-2772
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	MURray Hill	8-5000
Albert Frank-Guenther Law	COrrlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Humphrey, Alley & Richards	LExington	2-3020
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700
Ketchum, McLeod & Grove	MU	7-5640
Abbott Kimball Co., Inc.	YU	6-7800
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-3221
Marschalk & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
Emil Mogul Co., Inc.	TE	8-7100
Morey, Humm & Warwick, Inc.	LOngacre	4-2240
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900
Peck Adv. Agency, Inc.	PLaza	3-0900
Product Services	MURray Hill	7-0204
Fletcher D. Richards, Inc.	JUdson	6-5400
St. George & Keyes	YU	6-7575
Sullivan, Stauffer, Colwell & Bayles	MURray Hill	8-1600
Tatham-Laird	PLaza	1-4680
J. Walter Thompson Co.	MURray Hill	6-7000
Geoffrey Wade	OXford	7-9261
Warwick & Legler, Inc.	MURray Hill	4-5800
Weiss & Geller, Inc.	PLaza	3-4070
Young & Rubicam, Inc.	MURray Hill	9-5000

Publications

Advertising Age	PLaza	5-0404
Advertising Agency	LOngacre	5-3320
Billboard, The	PLaza	7-2800
Broadcasting	PLaza	5-8355
Editor & Publisher	BRyant	9-3052
File Daily	BRyant	9-7117
Printers' Ink	MURray Hill	3-6500