

Broadcasting 1970 Yearbook

Quick guide to sections

Information in this YEARBOOK is divided into homogeneous sections as described in the boxes at right. Here's how to locate a section rapidly:

Hold the YEARBOOK in your left hand. With your right hand bend the book back so that the black markings on the right edges of the pages appear. If you wish to find a page in the A section, for example, place your right thumb over the black bar to the right of the letter A at upper right on this page and riffle through all pages containing a similar black bar in the same position: at the end of that sequence of marking will appear the first page of the A section. The same procedure can be used to find the beginning of any other section, starting with your thumb on the black bar on this page to the right of the letter of the section you wish to locate.

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La Rue Media Brokers Inc.

RADIO TV CATV

NEGOTIATIONS FINALIZED

Radio: Honolulu AM	\$800,000
Radio: California AM	\$400,000
Radio AM-FM: Philadelphia, Pa.	\$1,500,000
Radio FM: Houston, Tex.	\$300,000
"U" TV: Detroit, Mich.	\$925,000
Radio: Honolulu, Hawaii	\$200,000
Radio: Huntington, W. Va.	\$900,000
TV: Portland, Maine	\$4,800,000
Radio: Tulsa, Oklahoma	\$500,000
CATV: Salamanca, New York	\$300,000
Radio: Palm Beach, Florida	\$400,000
Radio: Minneapolis-St. Paul	\$1,000,000
Radio: California	\$220,000
CATV: Pennsylvania	\$850,000
Radio/TV: El Paso, Texas	\$2,300,000
TV: Honolulu	\$2,800,000
CATV: Sebring, Florida	\$600,000
Radio: Cumberland, Maryland	\$250,000
Radio: Springfield, Mass.	\$260,000
TV: Honolulu	\$600,000
Radio: Richmond, Virginia	\$210,000
Radio: Manchester, N.H.	\$315,000
Radio: St. Louis, Missouri	\$3,500,000
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CATV: Carlsbad/Artesia, N.M.	\$1,000,000
Radio: Minneapolis FM	\$750,000
Radio: New Orleans AM-FM	\$820,000

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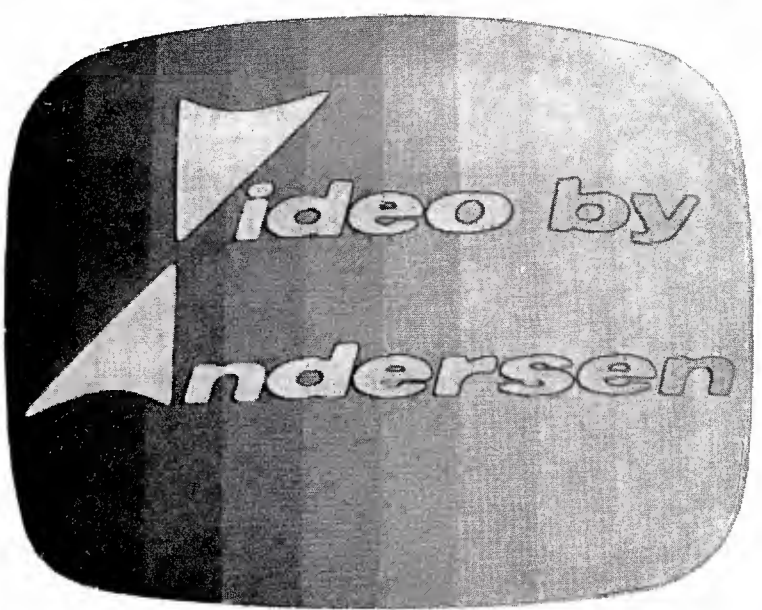
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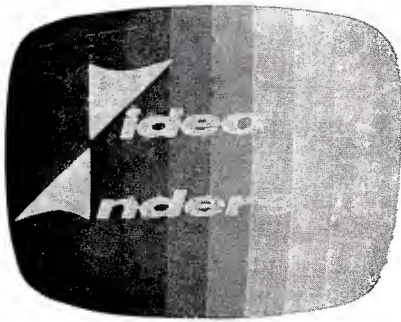
aaa
representatives

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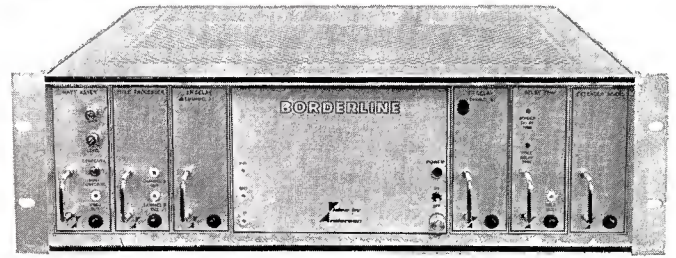
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BORDERLINE



Puts a border around your keyed in lettering or any artwork to make them stand out against the lightest background. Just compare the top screen with the one below it. The increase in readability heightens viewer enjoyment and dramatizes. Sports · News · Commercials can become more interesting. Get them read!



Andersen Products Put More Pro in Your Programming



VIDEO DELAY LINES
Wide band fixed delay lines replace bulky cables and passive equalizers. Any increment of delay from a few to hundred of feet is available. Continuously variable delay lines allow you to easily handle problem areas of changing source delay. A single unit replaces cable, equalizer and amplifier—up to 275 feet of cable delay.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Executive and publication headquarters
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932. Broadcast Reporter* in 1933. Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.

*Reg. U.S. Patent Office.

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MEDIA BROKERS • CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

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U. S. Radio Set Sales—1922-1968

	Total Radio Sets Manufactured		Automobile Sets Manufactured		Auto Sets in use
	Number	Retail Value	Number	Retail Value	Number
1922	100,000	\$ 5,000,000			
1923	550,000	30,000,000			
1924	1,500,000	100,000,000			
1925	2,000,000	165,000,000			
1926	1,750,000	200,000,000			
1927	1,350,000	168,000,000			
1928	3,281,000	400,000,000			
1929	4,428,000	600,000,000			
1930	3,827,000	300,000,000	34,000	\$ 3,000,000	
1931	3,420,000	225,000,000	108,000	5,940,000	100,000
1932	3,000,000	140,000,000	143,000	7,150,000	250,000
1933	3,806,000	180,500,000	724,000	28,598,000	500,000
1934	4,084,000	214,500,000	780,000	28,000,000	1,250,000
1935	6,026,800	330,192,480	1,125,000	54,562,500	2,000,000
1936	8,248,000	450,000,000	1,412,000	69,188,000	3,500,000
1937	8,664,780	450,000,000	1,750,000	87,500,000	5,000,000
1938	6,000,000	210,000,000	800,000	32,000,000	6,000,000
1939	10,500,000	354,000,000	1,200,000	48,000,000	6,500,000
1940	11,800,000	450,000,000	1,700,000	60,000,000	7,500,000
1941	13,000,000	460,000,000	2,000,000	70,000,000	8,750,000
1942	4,400,000	154,000,000	350,000	12,250,000	9,000,000
1943					8,000,000
1944					7,000,000
1945	500,000	20,000,000			6,000,000
1946	14,000,000	700,000,000	1,200,000	72,000,000	7,000,000
1947	17,000,000	800,000,000	3,200,000	194,000,000	9,000,000
1948	14,000,000	600,000,000	4,100,000	293,000,000	11,000,000
1949	10,000,000	500,000,000	3,500,000	240,000,000	14,000,000
1950	14,600,000	721,000,000	4,760,000	248,000,000	17,000,000
1951	13,000,000	605,000,000	4,800,000	255,000,000	20,000,000
1952	10,000,000	500,000,000	2,750,000	148,000,000	25,000,000
1953	13,400,000	536,000,000	4,800,000	250,000,000	29,000,000
1954	10,000,000	400,000,000	4,300,000	220,000,000	32,000,000
1955	14,400,000	559,000,000	6,900,000	346,000,000	35,700,000
1956	14,000,000	553,000,000	5,000,000	258,000,000	37,500,000
1957	15,500,000	603,000,000	5,500,000	303,000,000	39,600,000
1958	12,550,000	468,000,000	3,570,000	193,000,000	41,900,000
1959	15,300,000	548,000,000	5,620,000	304,000,000	43,900,000
1960	16,920,000	606,000,000	6,480,000	350,000,000	46,000,000
1961	16,000,000	574,000,000	5,000,000	270,000,000	49,000,000
1962	19,000,000	735,000,000	7,250,000	558,900,000	53,500,000
1963	18,650,000	724,000,000	8,120,000	502,000,000	52,500,000
1964	19,180,000	728,840,000	8,320,000	592,400,000	55,700,000
1965	24,000,000	845,000,000	10,000,000	716,000,000	57,700,000
1966	23,600,000	805,000,000	9,400,000	700,000,000	60,000,000
1967	21,698,000	451,000,000	8,905,000	250,000,000	73,000,000
1968	22,356,000	491,000,000	10,696,000	300,000,000	74,000,000
*1969	15,591,000	354,887,000	7,635,000	229,050,000	77,000,000

* Estimated for first nine months of year.

Figures from 1922 through 1966 compiled by Marketing World Ltd., New York. Figures for 1967-68 compiled by Electronics Industries Association.

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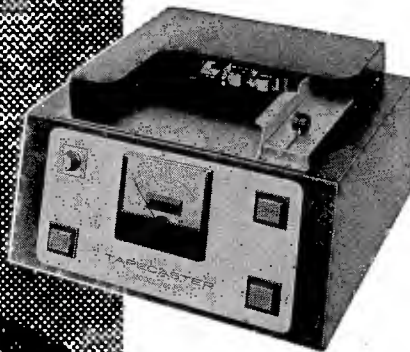
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wanted it that way . . .

We think the inventor of the radio would have liked the TAPECASTER cartridge machine. We were a little too late to get Marconi's opinion, but what really matters is what our customers think of it and they like it.



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