





Say kids, What time is it?

### **Bagdad on the Airwaves**

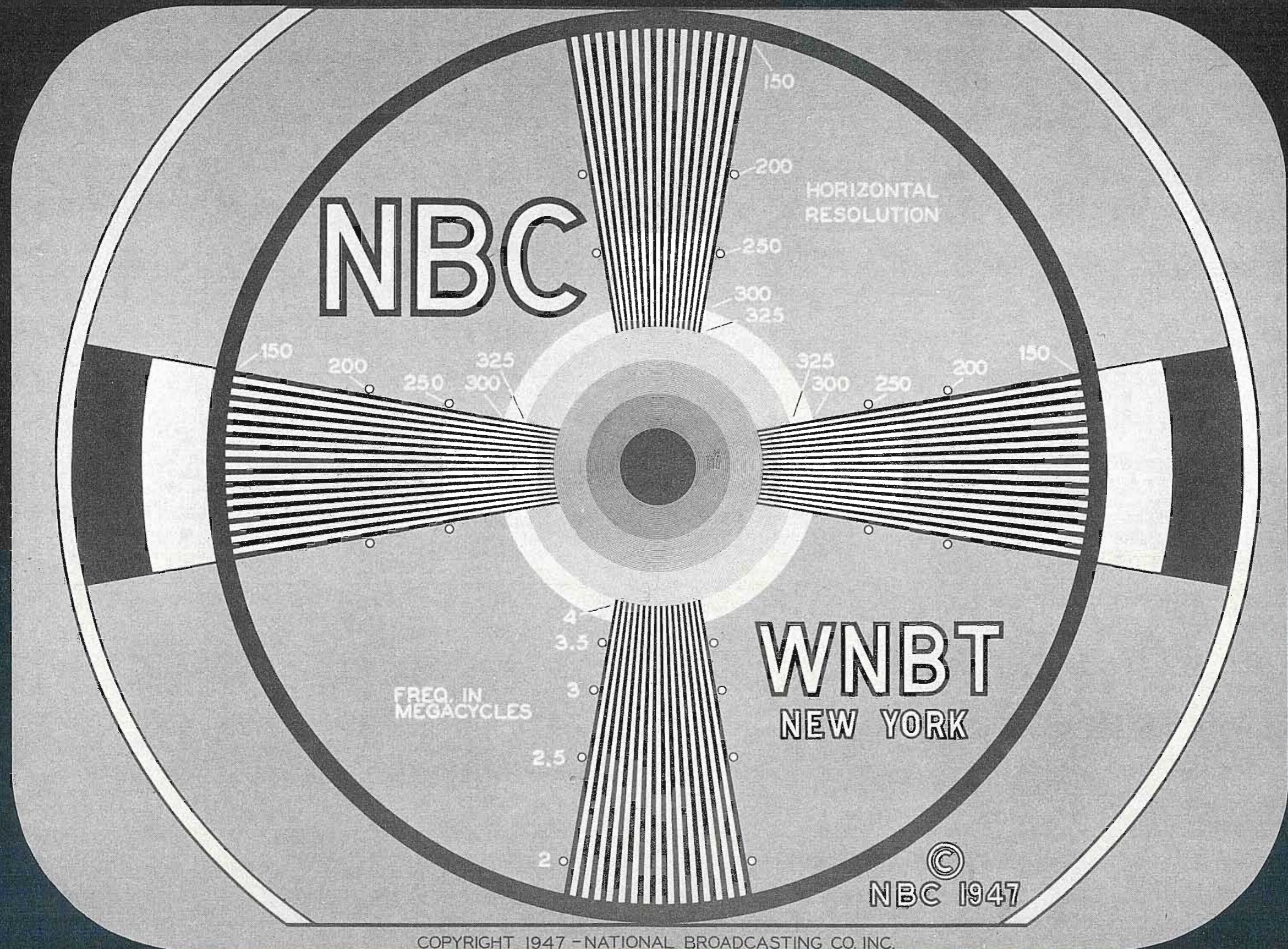
For the past 25 years, television has been a kind of crossroad that has served as an oasis and bazaar. In the "global village" of the electronic age, it has given us the latest word on what's happening, sold us everything from tea to trucks, exposed us to the world's great artists and acted as the one baby sitter you don't have to tip.

The television set has also inspired a host of rites and rituals in our civilization—Howdy Doody Time, Tuesdays at eight for Uncle Miltie, Sundays at eight for the Great Stone Face. . . . "Remember, Don't sit too close to the tube", "Where's the TV Guide?" "We'll talk about it during the commercial!", "My, isn't Loretta's gown beautiful".

Over the years, television has become our country's cultural common denominator. It has enabled millions of us to share the same moment—be it a World Series Game, a Senate Hearing, a Moon Flight, or a song by Kukla, Fran and Ollie. Because of its tremendous impact on us, Television's Twenty Fifth Anniversary is also our anniversary as well.

*Happy Anniversary to us all!*

1947

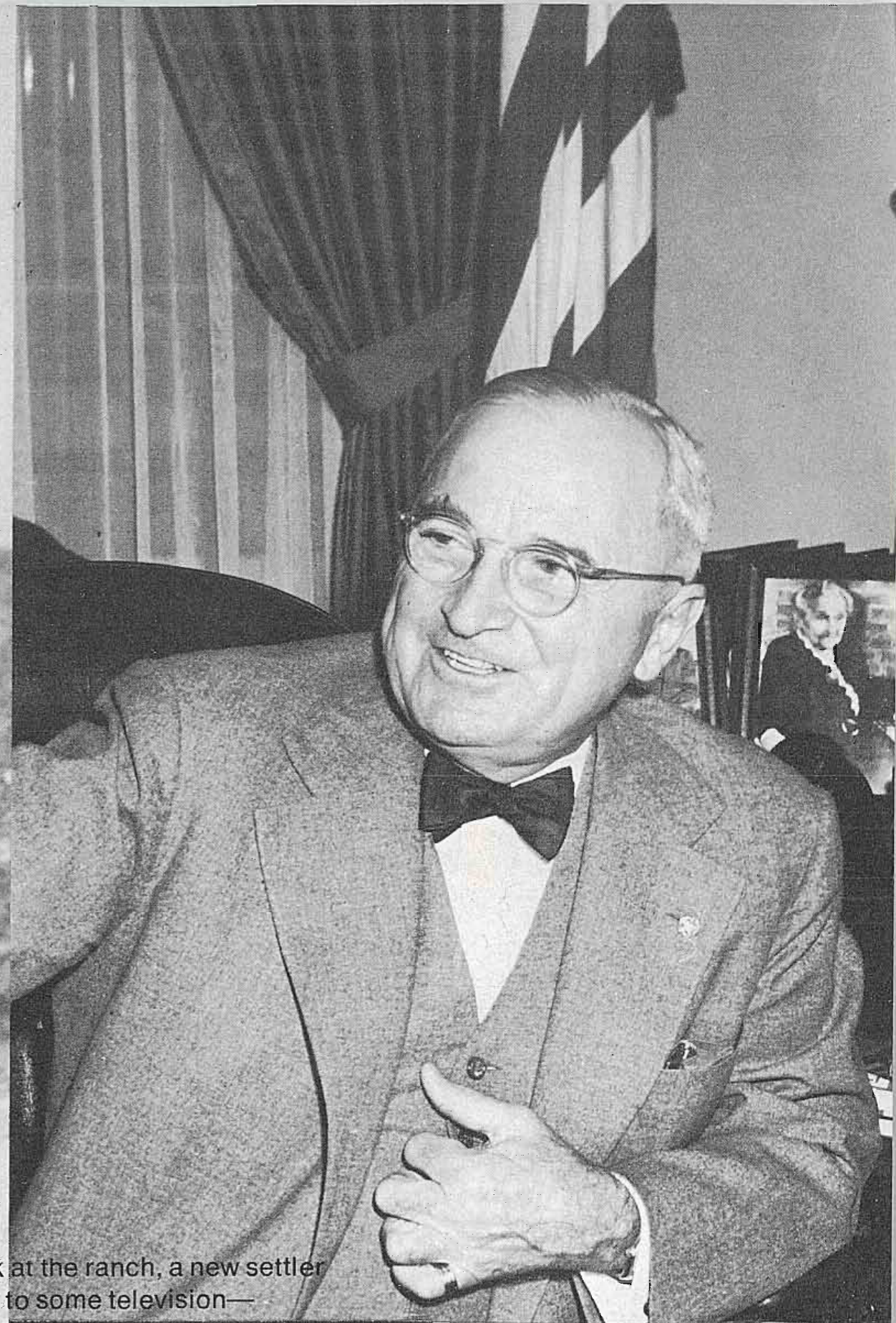
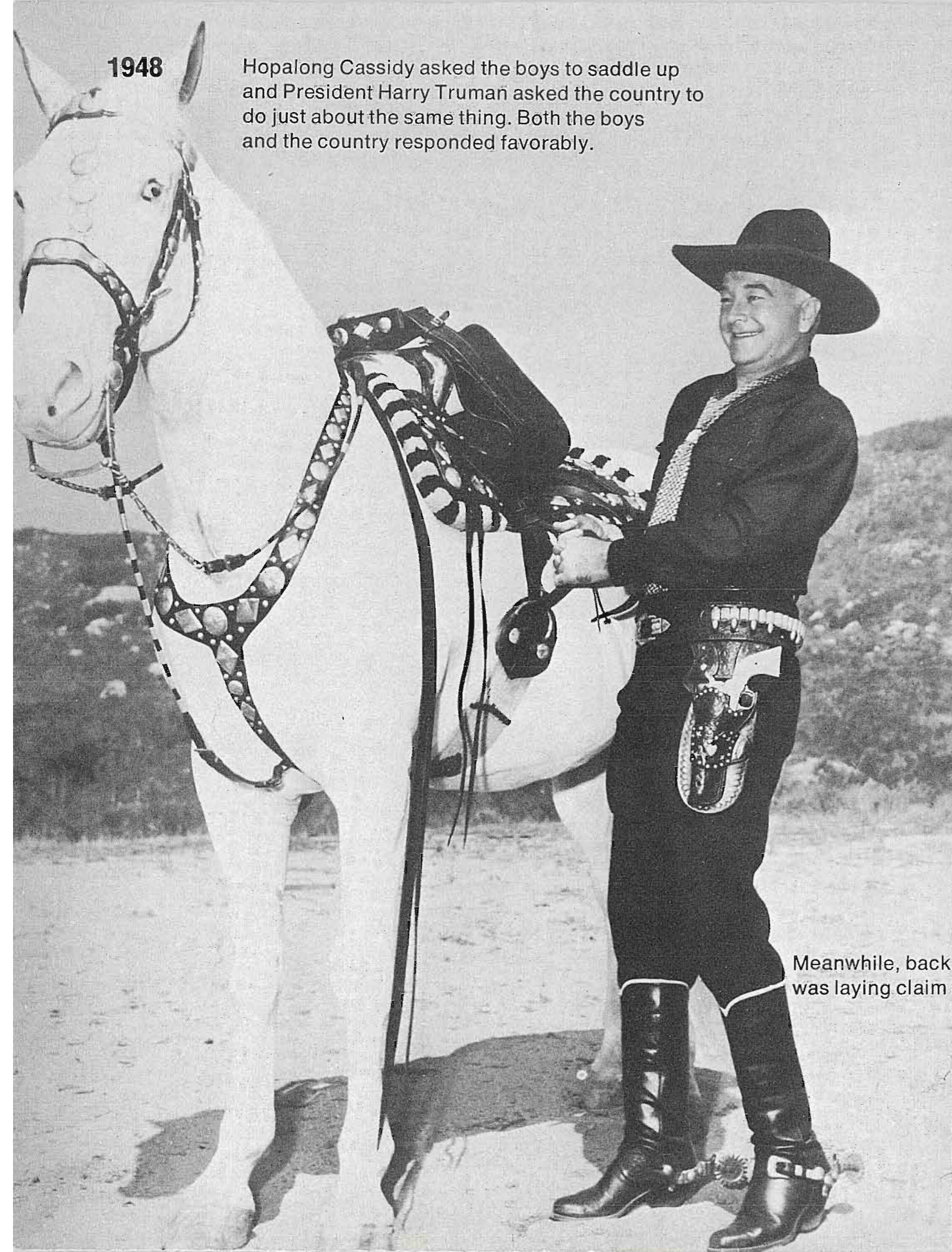


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Picture size from a 10" tube was 8½" x 6⅜".

1948

Hopalong Cassidy asked the boys to saddle up and President Harry Truman asked the country to do just about the same thing. Both the boys and the country responded favorably.



Meanwhile, back at the ranch, a new settler was laying claim to some television—



Sunday evenings from eight to nine.

His name: Ed Sullivan.

Milton Berle defended his title as "Mr. Television" every Tuesday while Clarabell proved to be a boon to the seltzer horn and stripe industries.

1949

Two communities popped up on the tube. One was populated by Arthur Godfrey and his friends—Marion Marlowe, Frank Parker, Julius LaRosa, Jeannette Davis, Haliloke, the Maquire Sisters, The Chordettes, The Mariners and Tony Marvin. The other was populated by the Kuklapolitans—Kukla, Fran, Ollie, Beulah Witch, Madame Ooglepuss, Fletcher Rabbit and Colonel Crackie.

*The Kuklapolitans lasted longer.*

1950

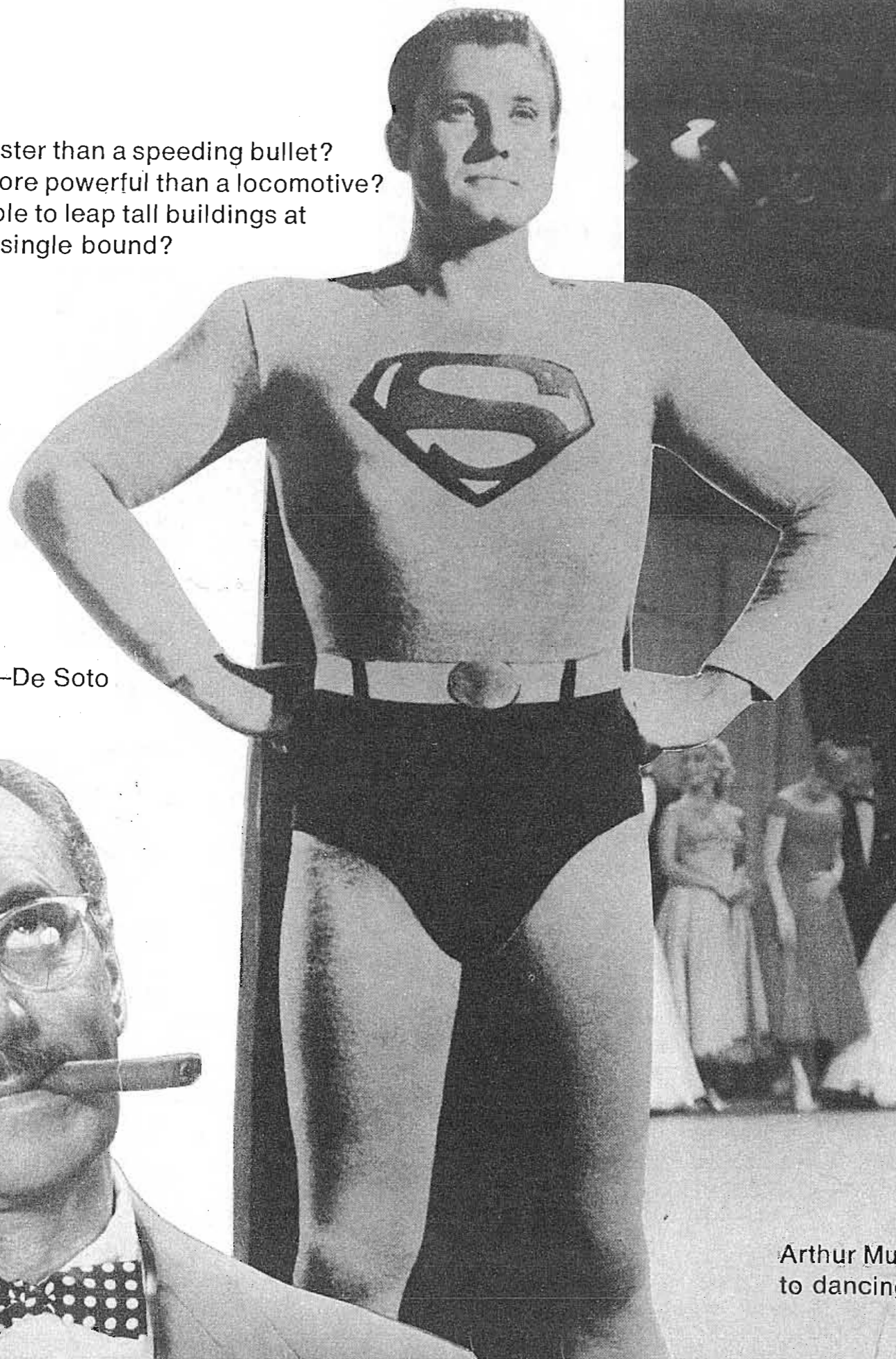
Trivia Quiz

Question: What was

1. faster than a speeding bullet?
2. more powerful than a locomotive?
3. able to leap tall buildings at a single bound?

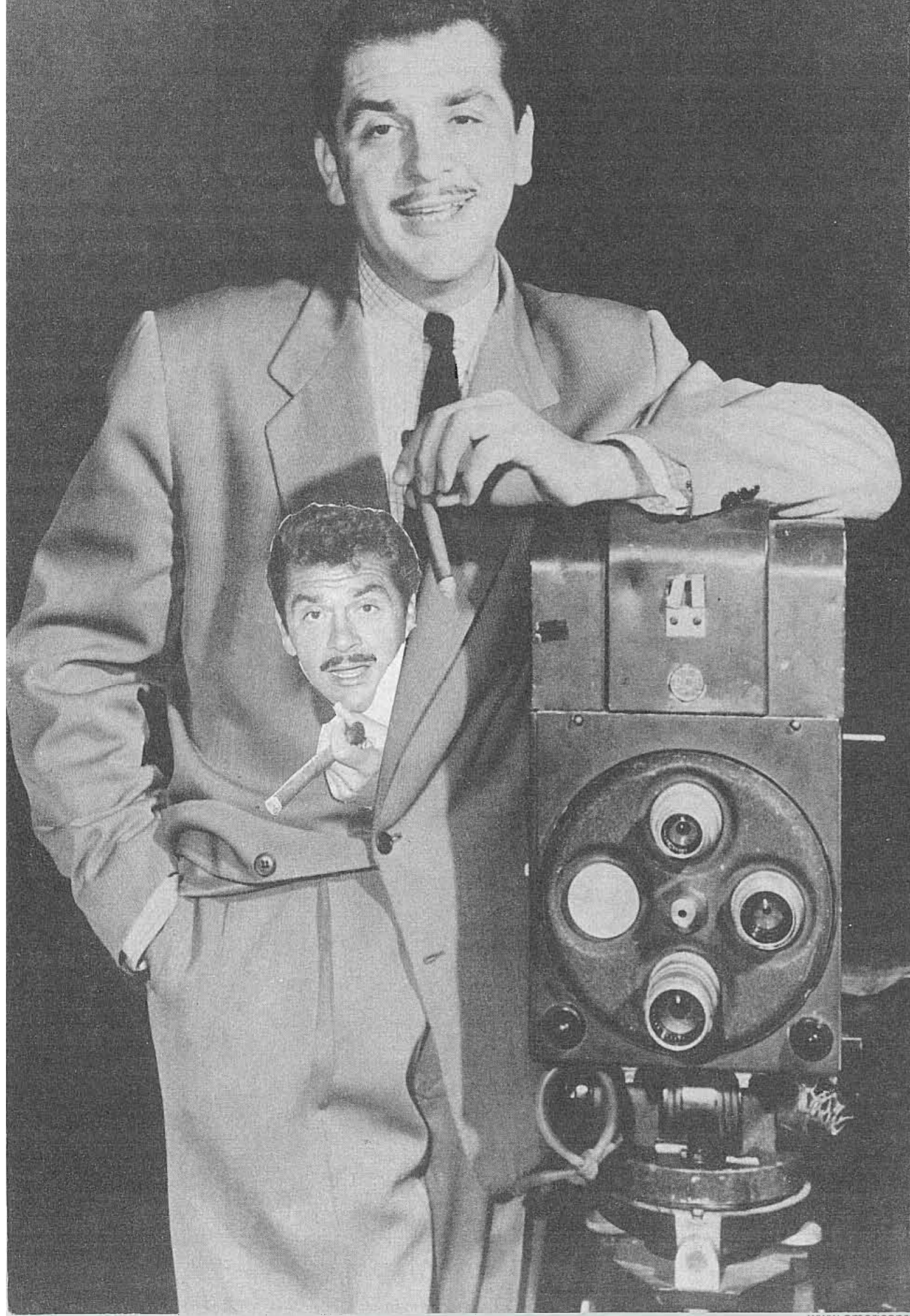
Answer:

1. Groucho's wit
2. Groucho's sponsor—De Soto
3. Groucho's duck



Arthur Murray was to dancing as Pinky Lee was to dancing.

**1951** Ernie Kovacs brought us Percy Dovetonsils, Matzoh Hepplewhite and the Nairobi Trio.



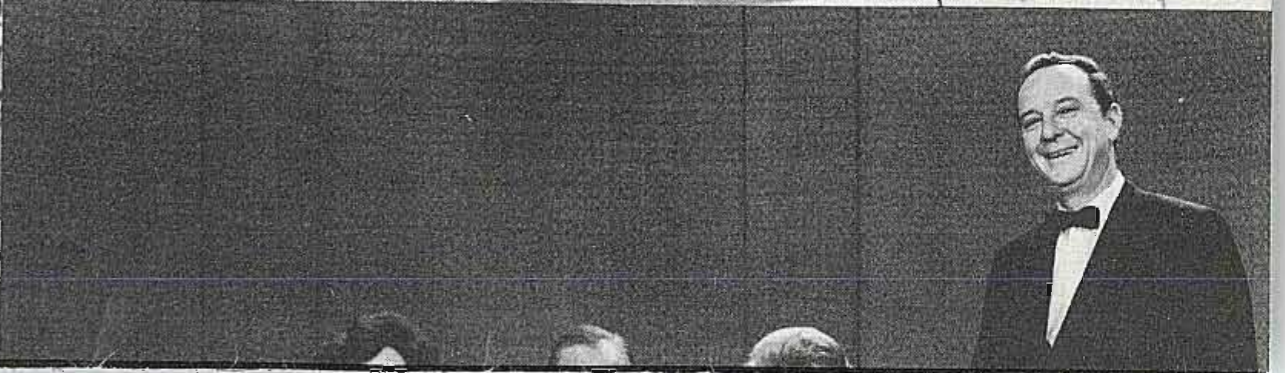
*Amahl and the Night Visitors* became night visitors in our homes every Christmas.



Allister Cooke was the resident intellectual on Sunday afternoons. Mr. Peeper (Wally Cox) took over on Sunday evenings.



Lucy brought us Lucy.



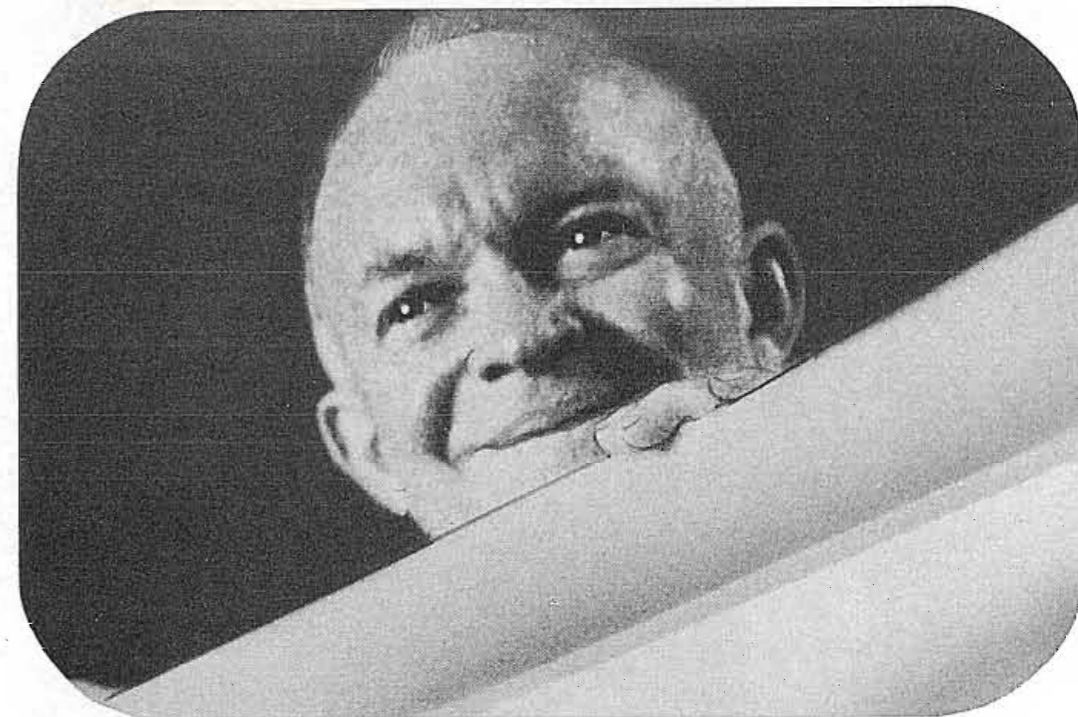
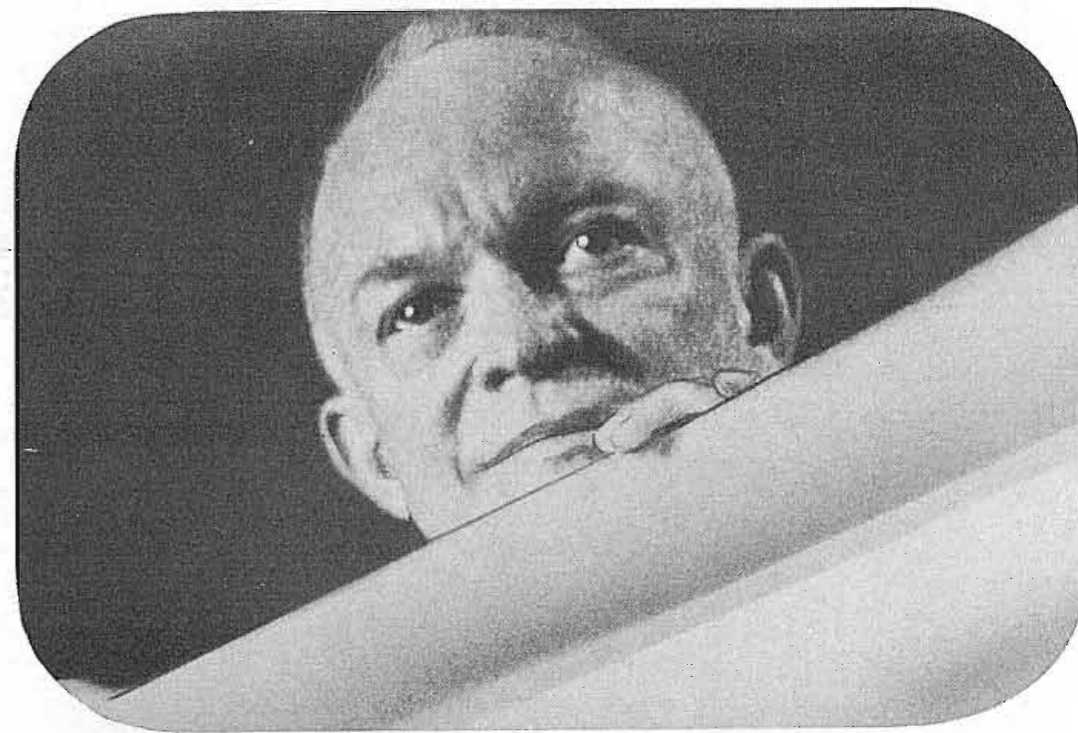
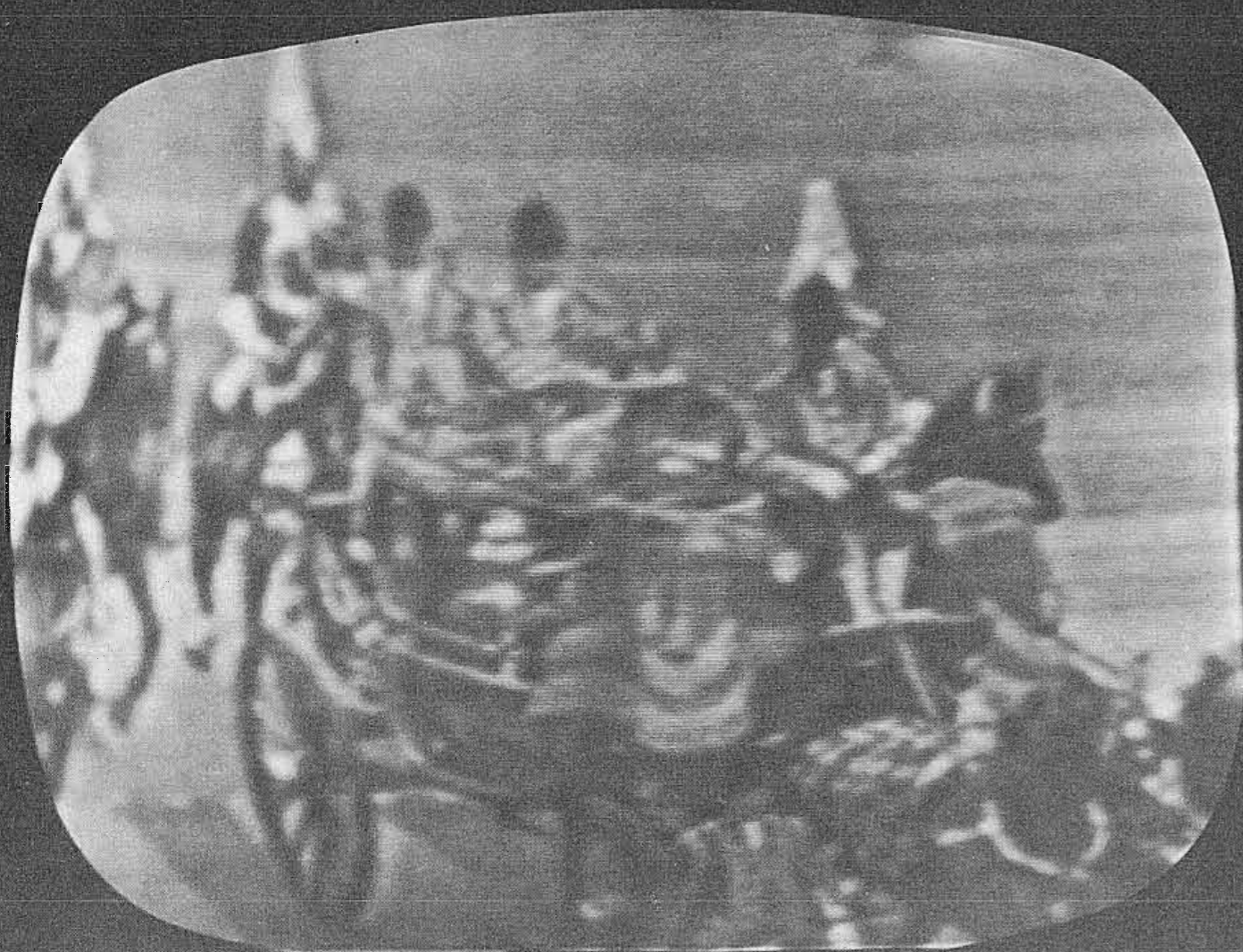
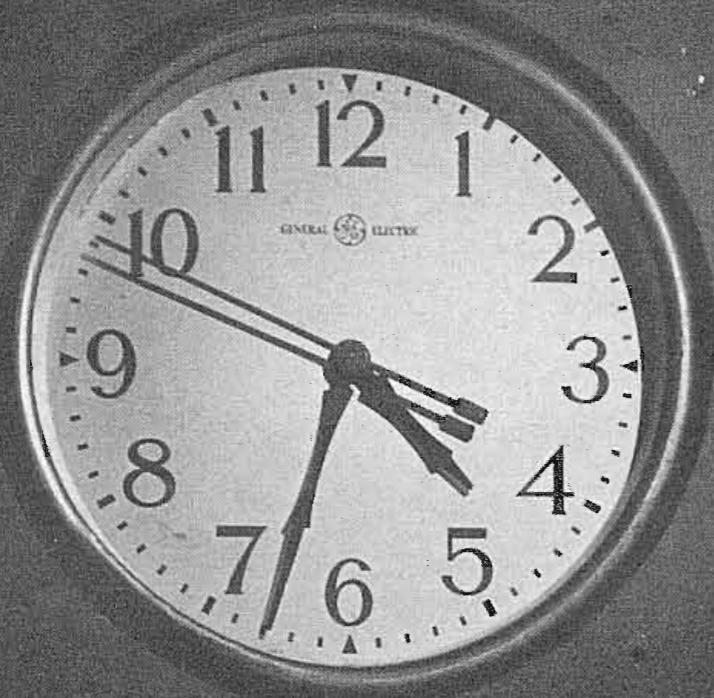


1952

Howdy Doody for President  
Jack Webb for Police Commissioner  
Ozzie and Harriet for Unemployment Insurance  
Mr. Peepers for Hall Monitor  
Our Miss Brooks for Mr. Boynton's Monitor  
Omnibus for Sunday Afternoons



What's My Line — Miss Arlene, as John Charles called her, often wondered if it was "bigger than a breadbox".



1952

Two heads of state were sworn in before the world—  
Queen Elizabeth II and President Eisenhower.

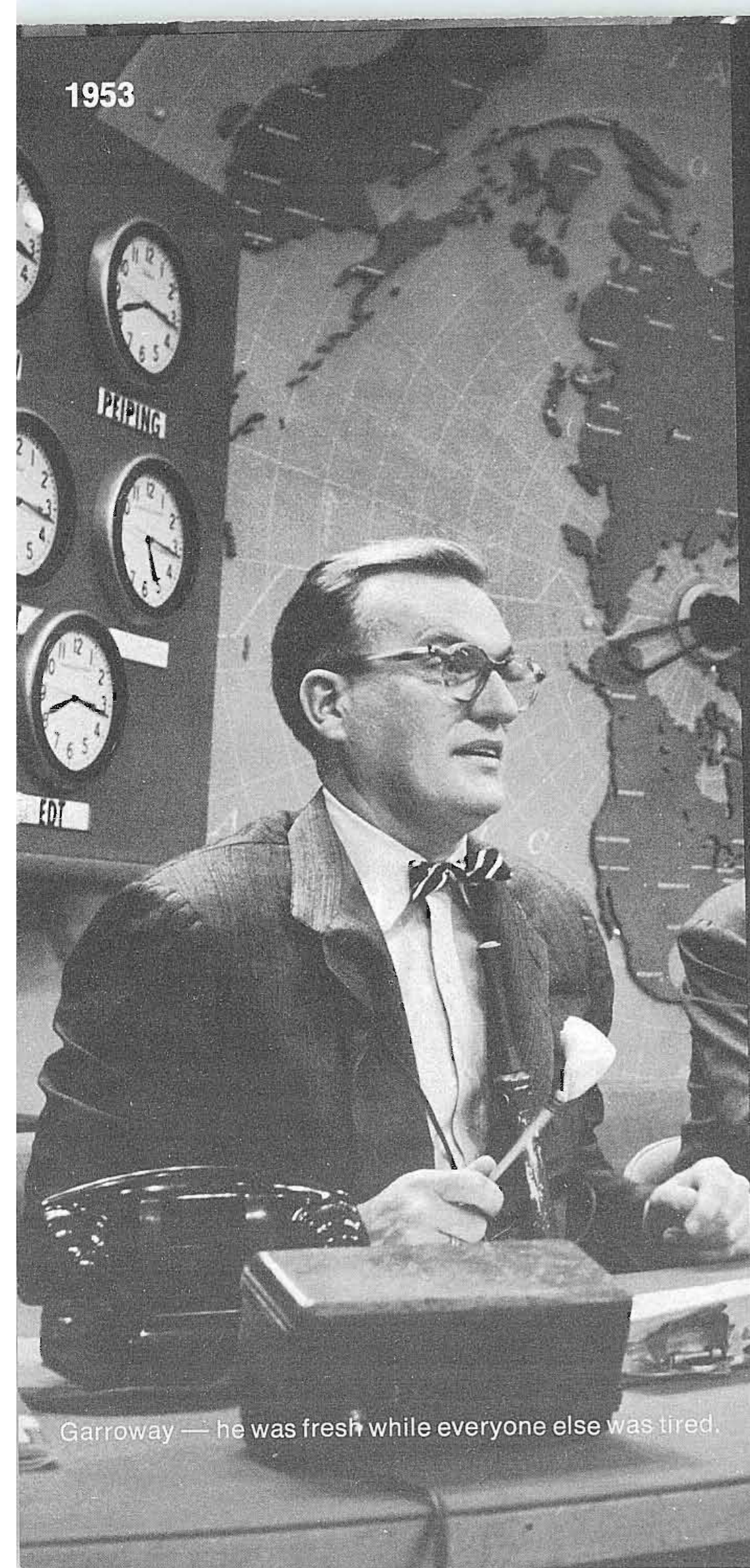




**1952**

Your Show of Shows was just that—Your Show of Shows.

1953



Garroway — he was fresh while everyone else was tired.



Edward R. Murrow was your commentator of commentators. He was the first television newsman to fight against the suffocation of McCarthyism.

1955

NBC

CONVENTION  
CENTRAL

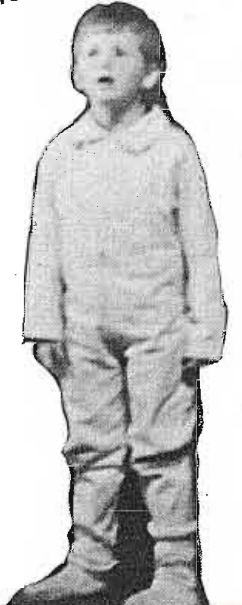
Goodnight, Chet.

Goodnight, David.

I can fly, I can fly, I can fly  
1956



Gorsh, Marshall Dillon...  
1958



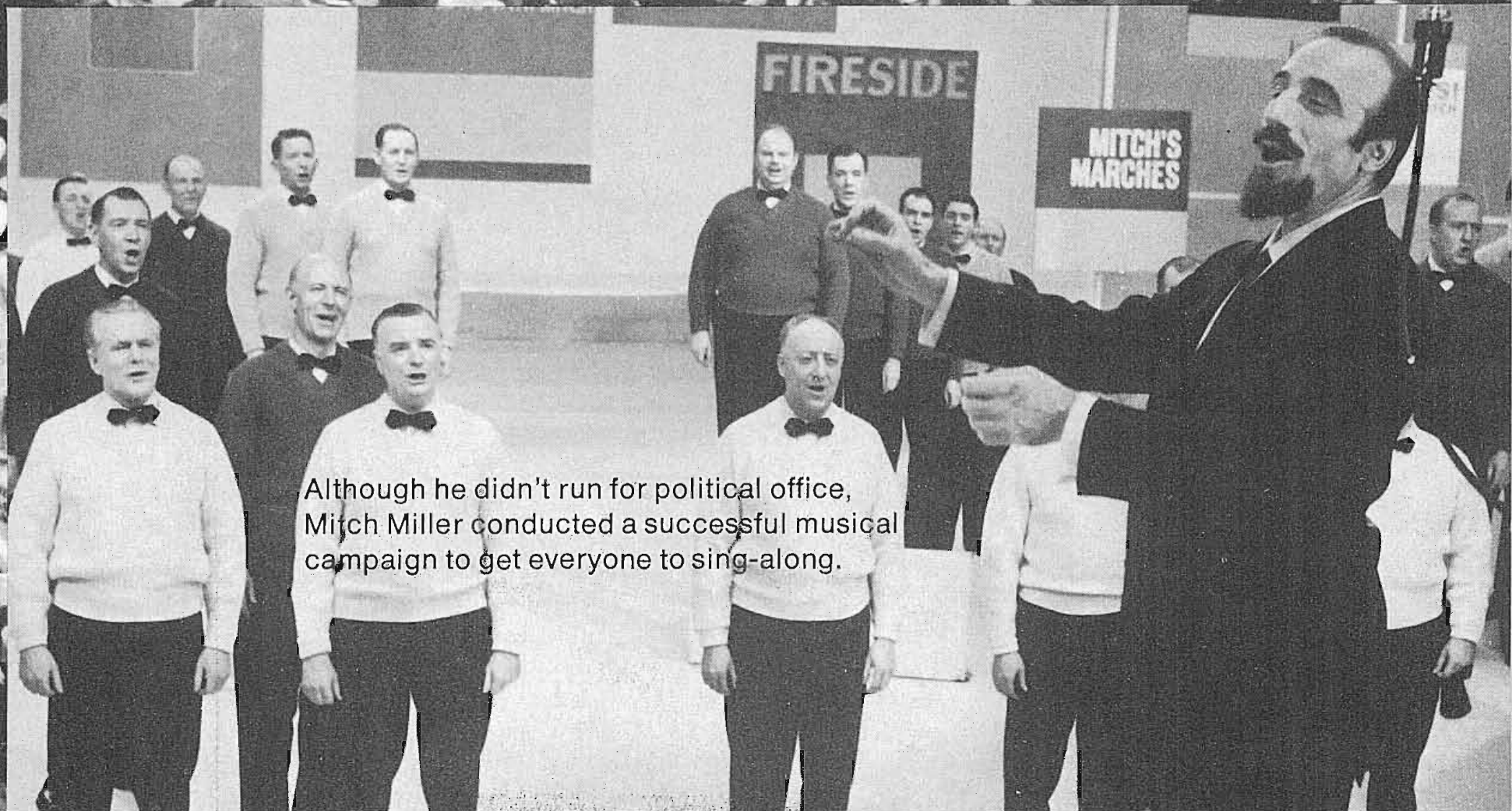
1959

Good ev-en-ing  
la-dies and gen-tle-men.

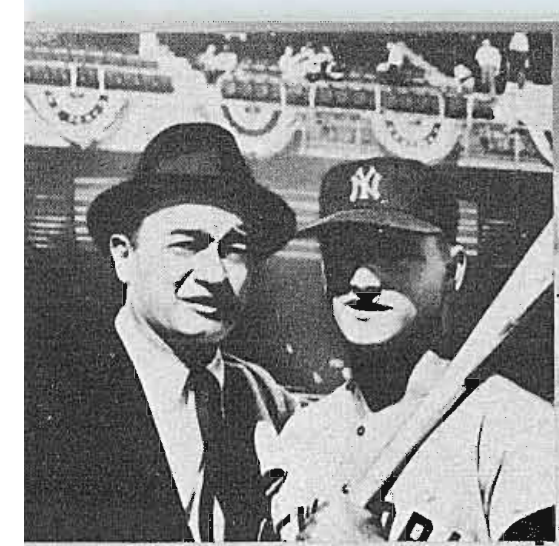
Would you like to be Queen for a day?







Although he didn't run for political office, Mitch Miller conducted a successful musical campaign to get everyone to sing-along.



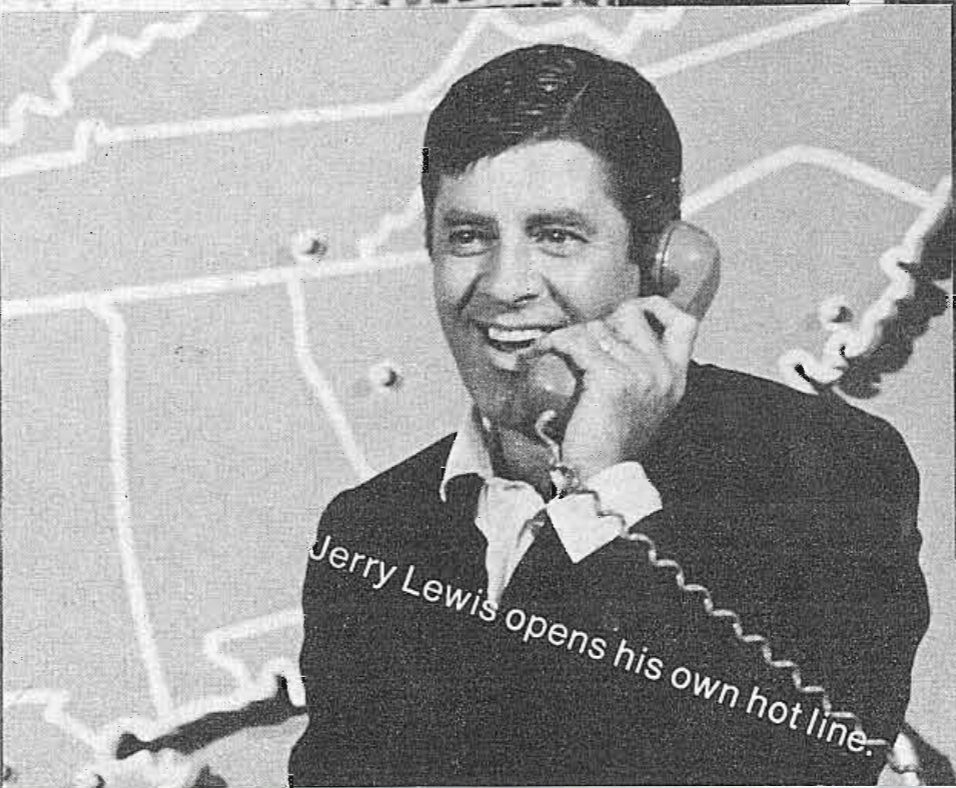
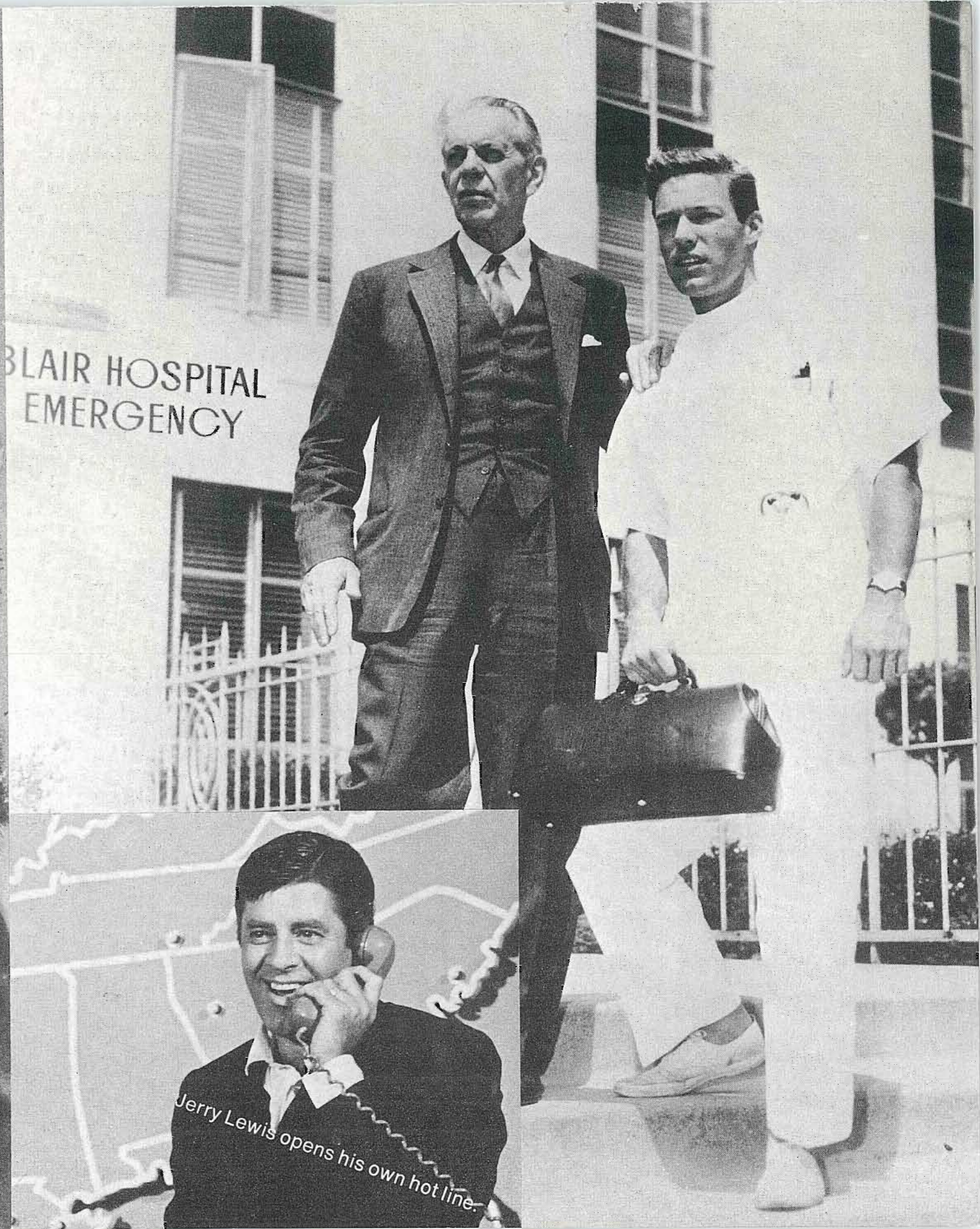
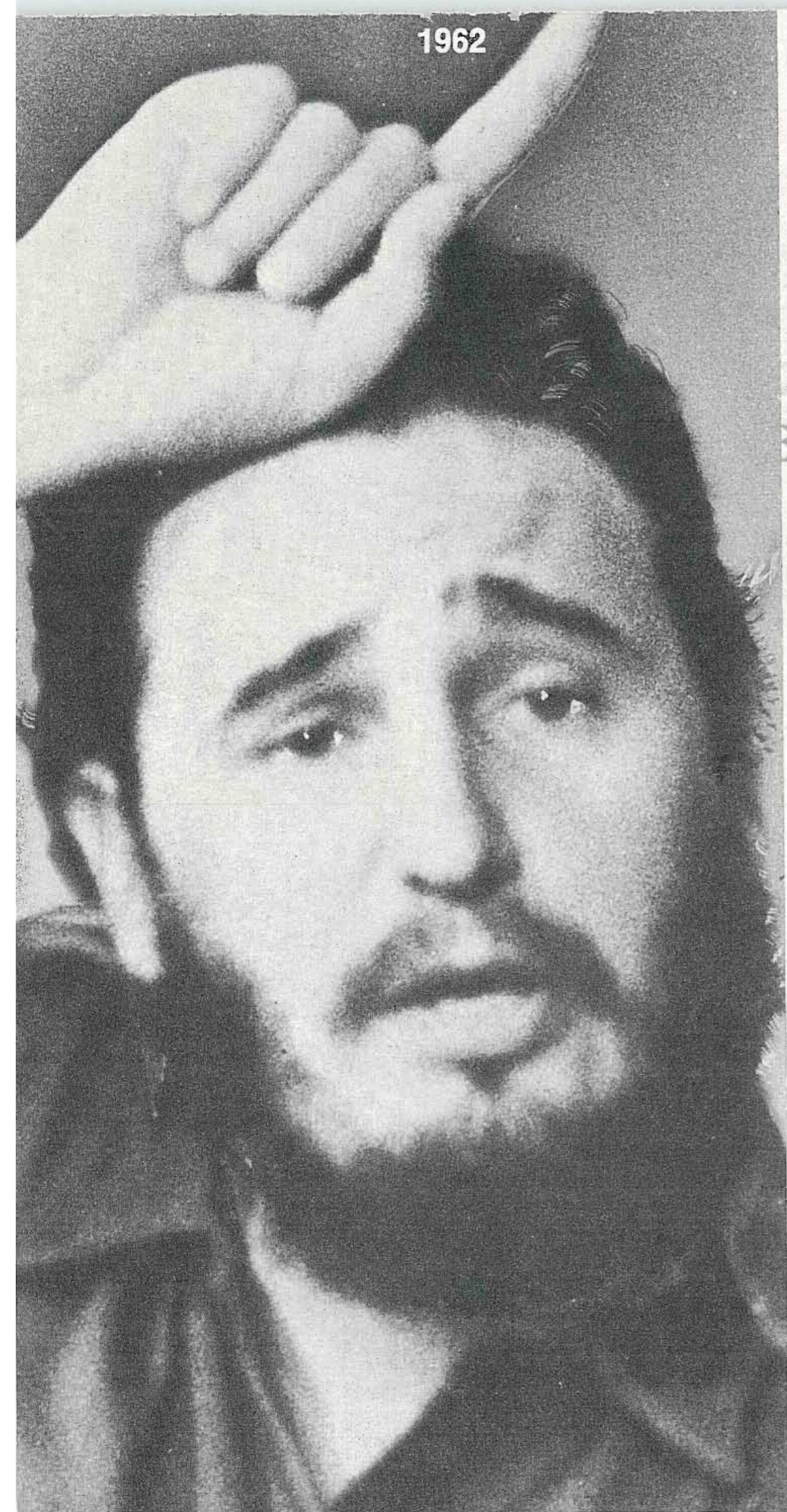
**1961** Roger Maris led the league in home runs—61.

Ward Bond led his people through the wilderness on Wagon Train.



While Fidel Castro posed problems, President Kennedy found hard to handle, Dr. Kildare was solving problems at the rate of one per week—regularly.

1962



Jerry Lewis opens his own hot line.



Tragedy in Texas—hail to the chief.

1963



Television makes eye-witnesses of us all.

**1964**

Bonanza + Color — Color television was finally for real. In the mid-sixties it became a staple of television broadcasting.

**1965**

**1966**



1967

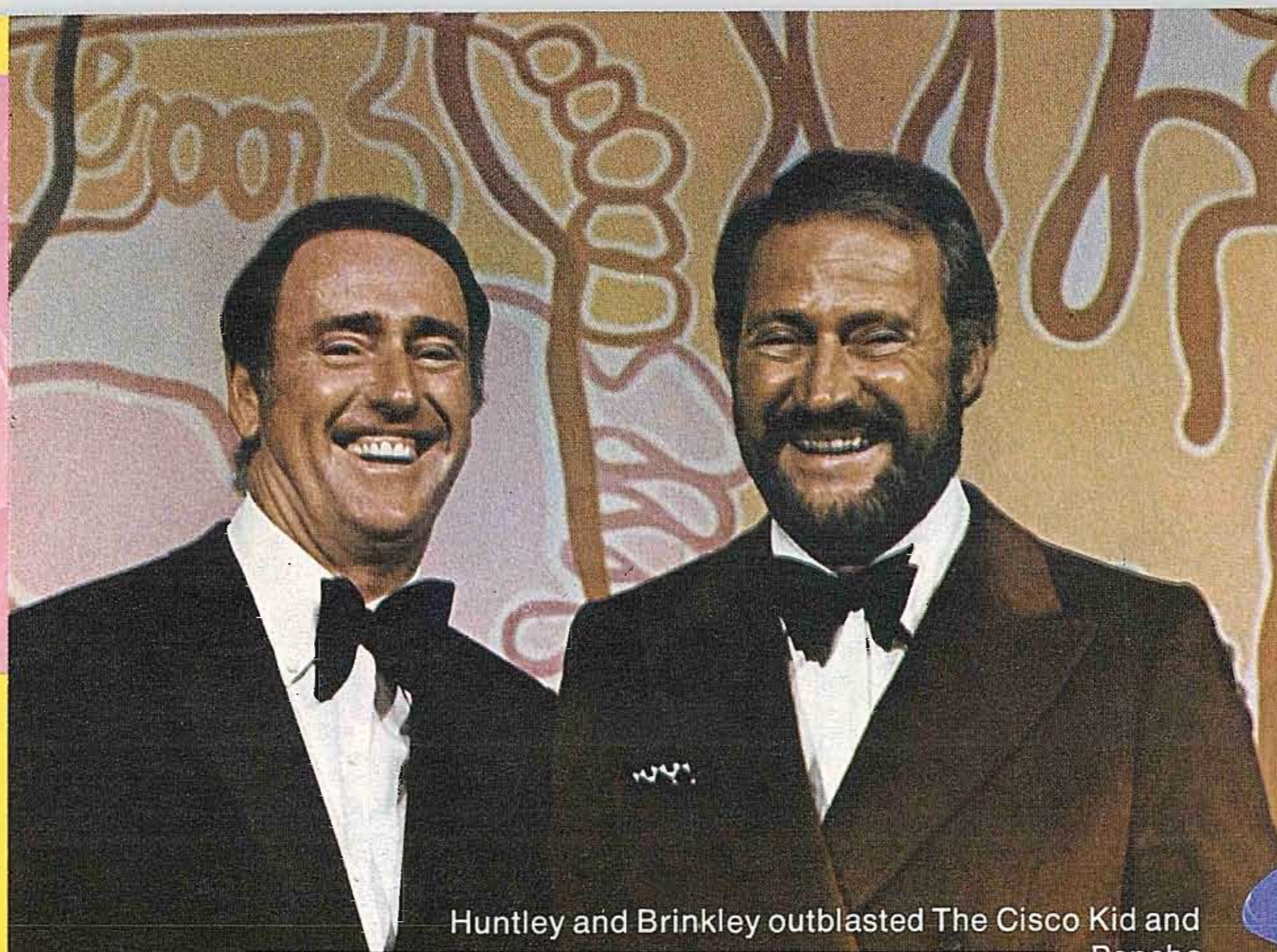
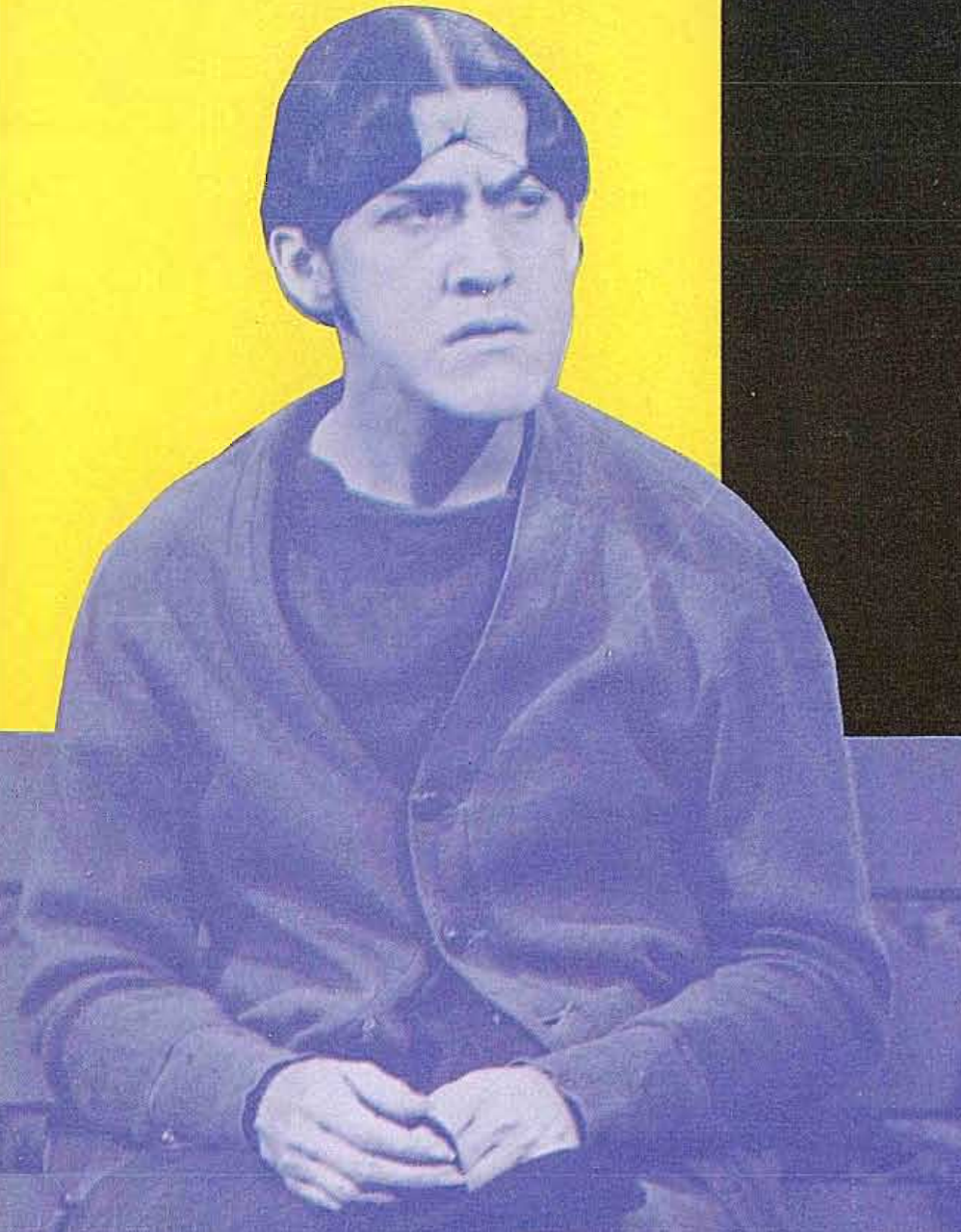
While the Cartwrights were rounding up rustlers, the Beatles were rounding up hit records. Their appearance on the Ed Sullivan Show marked the official beginning of the second British Invasion.



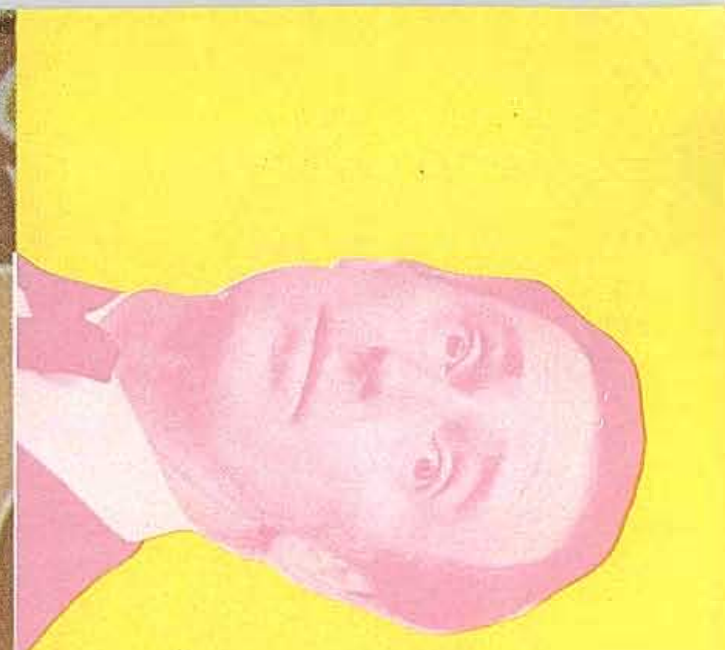
Hey, hey, they're the Monkees

1968

The sock-it-to-me era begins.

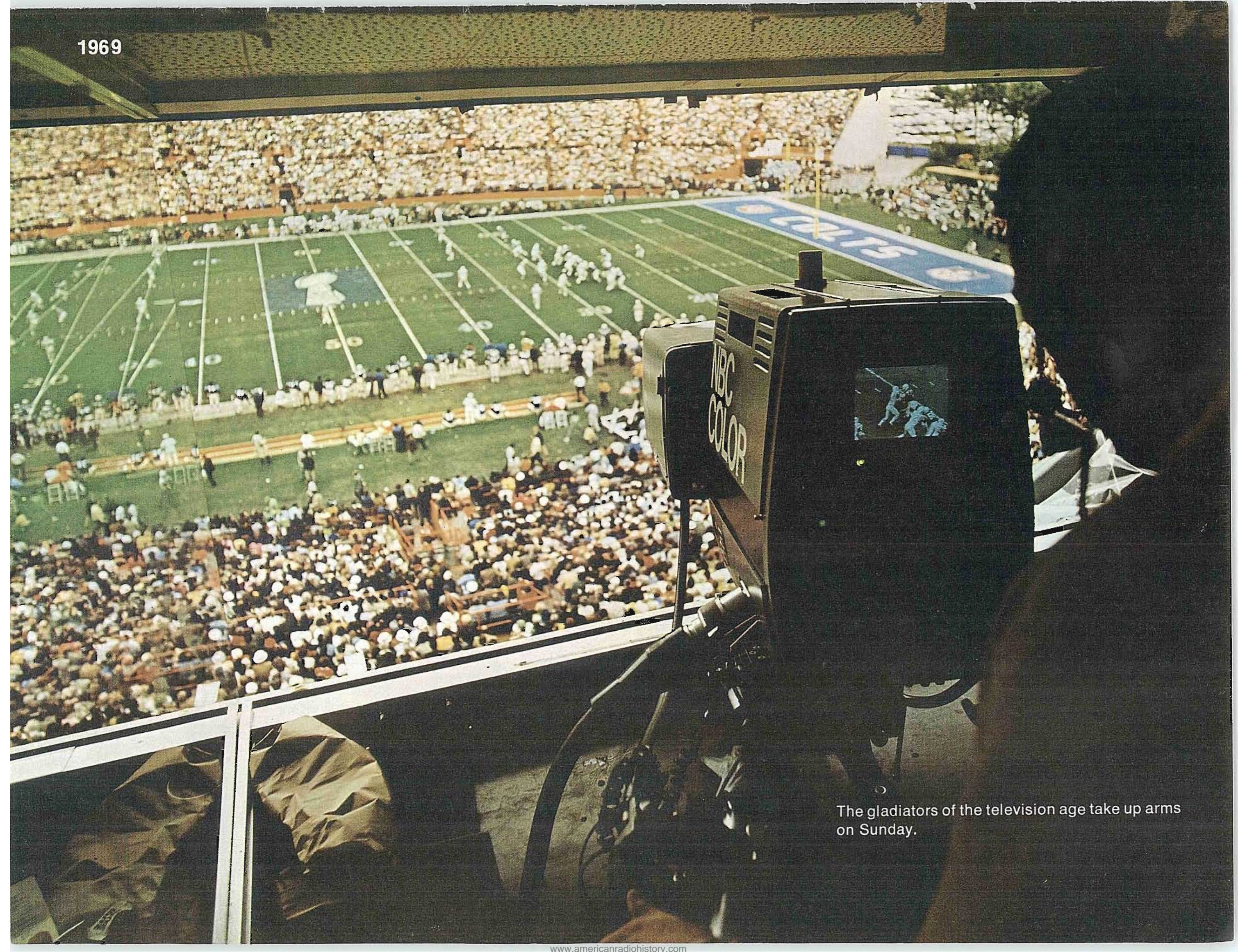


Huntley and Brinkley outblasted The Cisco Kid and Pancho.





1969



The gladiators of the television age take up arms on Sunday.

1970

Flip Wilson—the first black star to make it big on his own variety show.



1971 They don't make films like "Charlie Chan in Rio" anymore.



**ROBERT REDFORD STARS  
IN "TELL THEM  
WILLIE BOY IS HERE"**

Time Magazine called it "one  
of the finest films of the year!"

NBC SATURDAY NIGHT AT THE MOVIES

**9PM TONIGHT COLOR NBC 4**



**ELVIS PRESLEY STARS  
IN "SPEEDWAY"**

A tuneful romance set against  
the thrills and spills  
of stock-car races!

NBC MONDAY NIGHT AT THE MOVIES

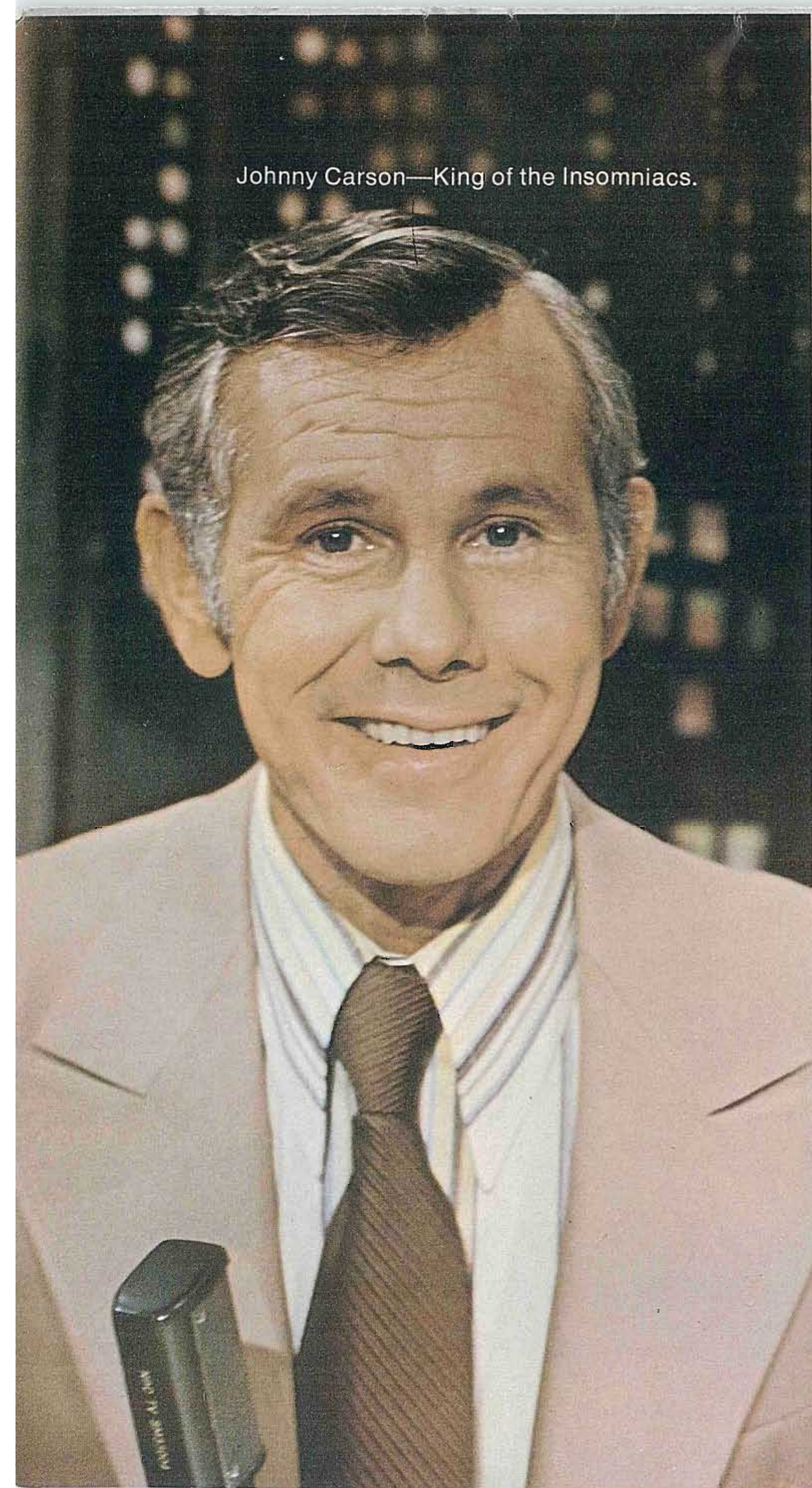
**9PM TONIGHT COLOR NBC 4**

1971

Archie Bunker—the first white bigot to make it big on his own show.



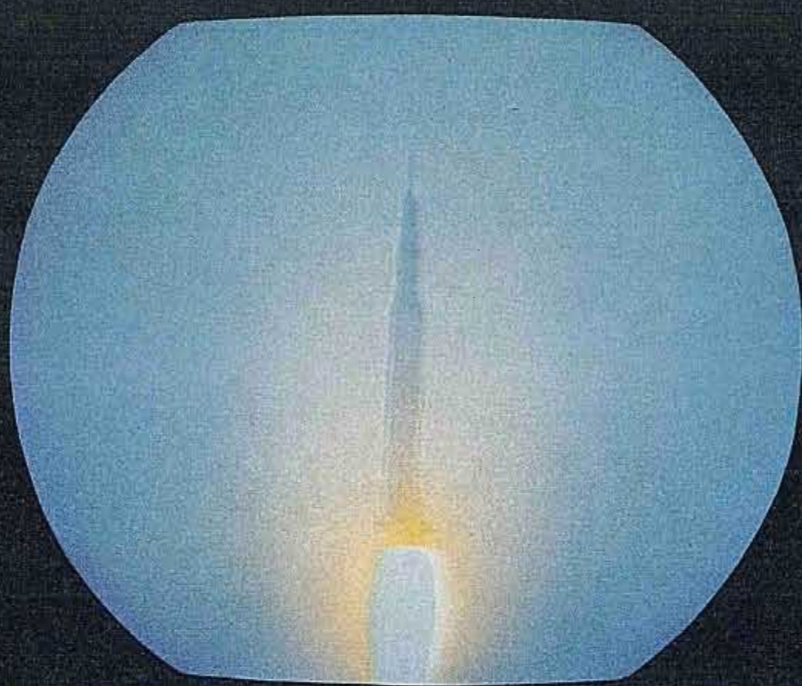
Johnny Carson—King of the Insomniacs.



Bob Hope brought laughs to the war weary every Christmas, and a tear to the audiences at home.



1971



Here we are—today. Here's a familiar station  
break—fast.



### **The Medium With A Mission**

Television, perhaps more than any other medium, has had a mission. Its objectives have been to educate, observe and, most importantly, make us aware.

As an educator, television has offered a curriculum that has been rich and varied. It has offered the public courses ranging from Ding Dong School and Sesame Street to Sunrise Semester. And its faculty has included such notables as Alistair Cooke, Dr. Frank Baxter and Professor Kenneth Clark.

As an observer, it has been far more than a passive reporter. Television has helped shape the very events that it has covered. The ramifications of the McCarthy Hearings in the early fifties and the Democratic Convention of 1968 would have been far less significant were it not for television. By giving all its viewers the opportunity to become "insiders", it has been instrumental in defining the political sensibilities of the nation.

But it has been as a medium that has nagged at our consciences that television has seen its finest hour. By focusing on poverty and social injustice—as in Edward R. Murrow's "Hamlet of Shame" to take one example, television has made it hard for the society to feel complacent and self-satisfied. By making us feel uncomfortable in the face of injustice, television has served and hopefully will continue to do and serve, as a spur to action.

