



NBC Television brings you
**A BRIGHTER
 HORIZON...**

all that the world holds--its best thoughts, its greatest music, its most hopeful discoveries, its complex history--is spread before you in your own home, through the miracle of television. It is a miracle to think of, at Christmas time.

Despite groping and uncertainty, the human race moves forward through the centuries. And each age makes its net contribution of enlightenment.

It is a responsibility of television--one of the good things of our age--to help people illuminate the shadowed corners of the world. NBC Television feels this responsibility profoundly. NBC Television is dedicated to showing the millions of people who turn to it every day... a brighter horizon.

Throughout the year, NBC Television brings you and your family:

Drama. Weekly programs, and the 90-minute one-month *Producers' Showcase*, offering new work, and plays that have already made their mark.

Opera. It was the *NBC Opera Theatre*, for instance, that commissioned Menotti's "Amahl and the Night Visitors"--the moving, gentle story of a Christmas miracle, already a beloved Christmas tradition in millions of American homes, to be seen on Sunday, December 19.

Variety and Comedy. Weekly programs, and two 90-minute *Max Baucus Presents* "spectaculars" every month -- to bring the boon of lightness and gaiety to America.

Forum and commentary programs, to help clarify great public issues.

Documentary dramas. *Medic*, for instance, has increased public understanding of the medical profession.

Children's programs. *Boo-Dee-Do School*, a notable contribution to child education.

Special events. The pageantry of the living world, brought to you while it is happening.

Home service. The weekday *Home* show, with Arlene Francis, brings the American woman a new understanding of everything that matters to her.

NBC was first to embark on the new world of color television, with the RCA-compatible color system. Then it was first with year-long color programming.

Only NBC has done so much. And NBC will continue to provide the most, and the best, programs of cultural distinction, of stirring immediacy, of information and education.

This is NBC Television's wish to you and your family... a Christmas of serene beauty, and for the New Year--a brighter horizon.



ABOVE--"AMAHLEND AND THE NIGHT VISITORS" was seen in more than 5,000,000 homes at each of its last two performances.

LEFT TO RIGHT:

1) Noel Coward's "TONIGHT AT 8:30" first brought lively Ginger Rogers and her wit to television.

2) "NORM," featuring Arlene Francis in the first "electronic magazine" for women, incorporates color sequences often.

3) THE TOURNAMENT OF ROSES, New Year's day, 1954 was the first weekend to feature color transmission, and the first new event telecast in color.

4) "LADY IN THE DARK" was viewed by 31,000,000 people, according to national audience measurements.



September, 1954

Courtesy of Wayne Bretl