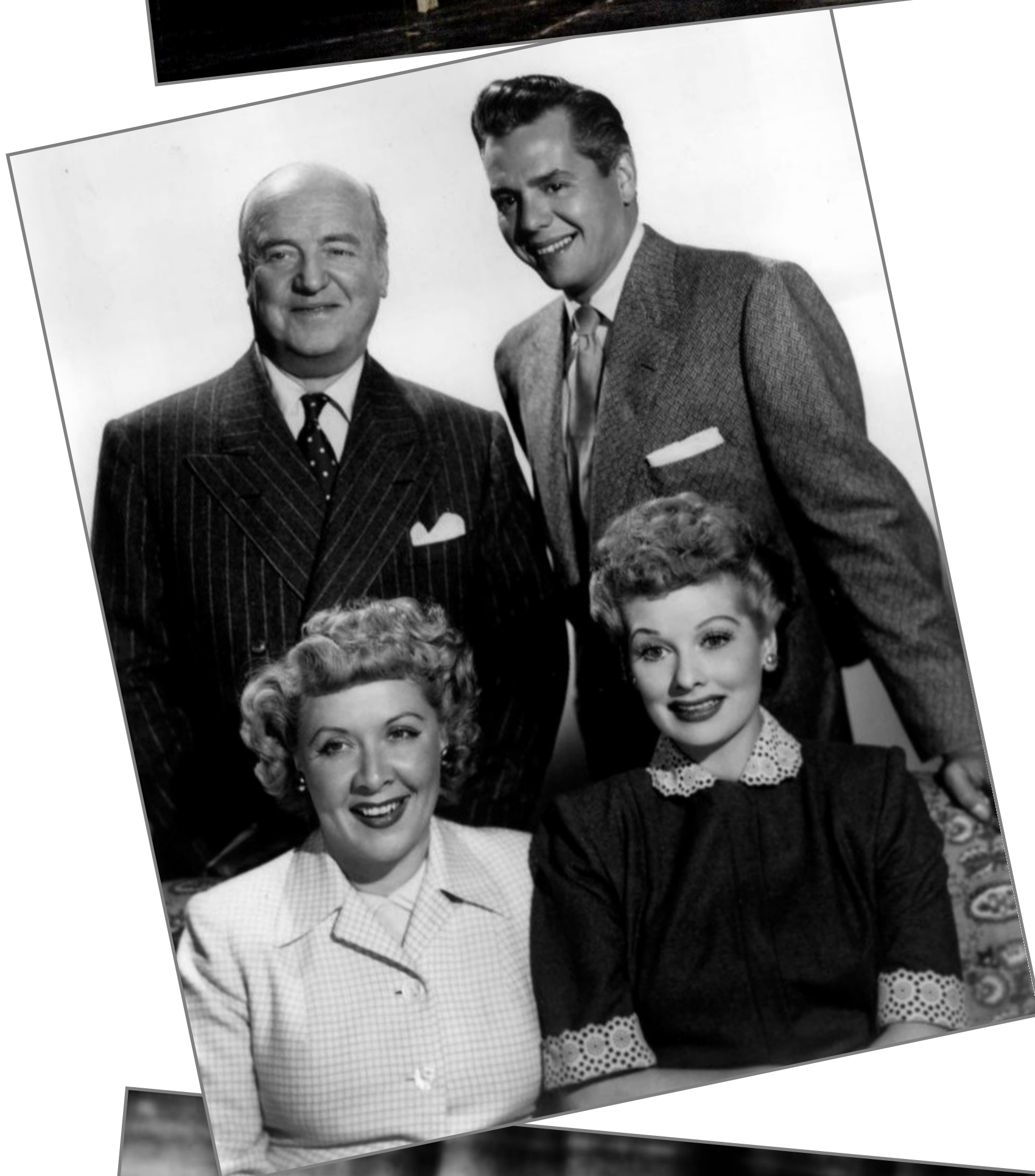
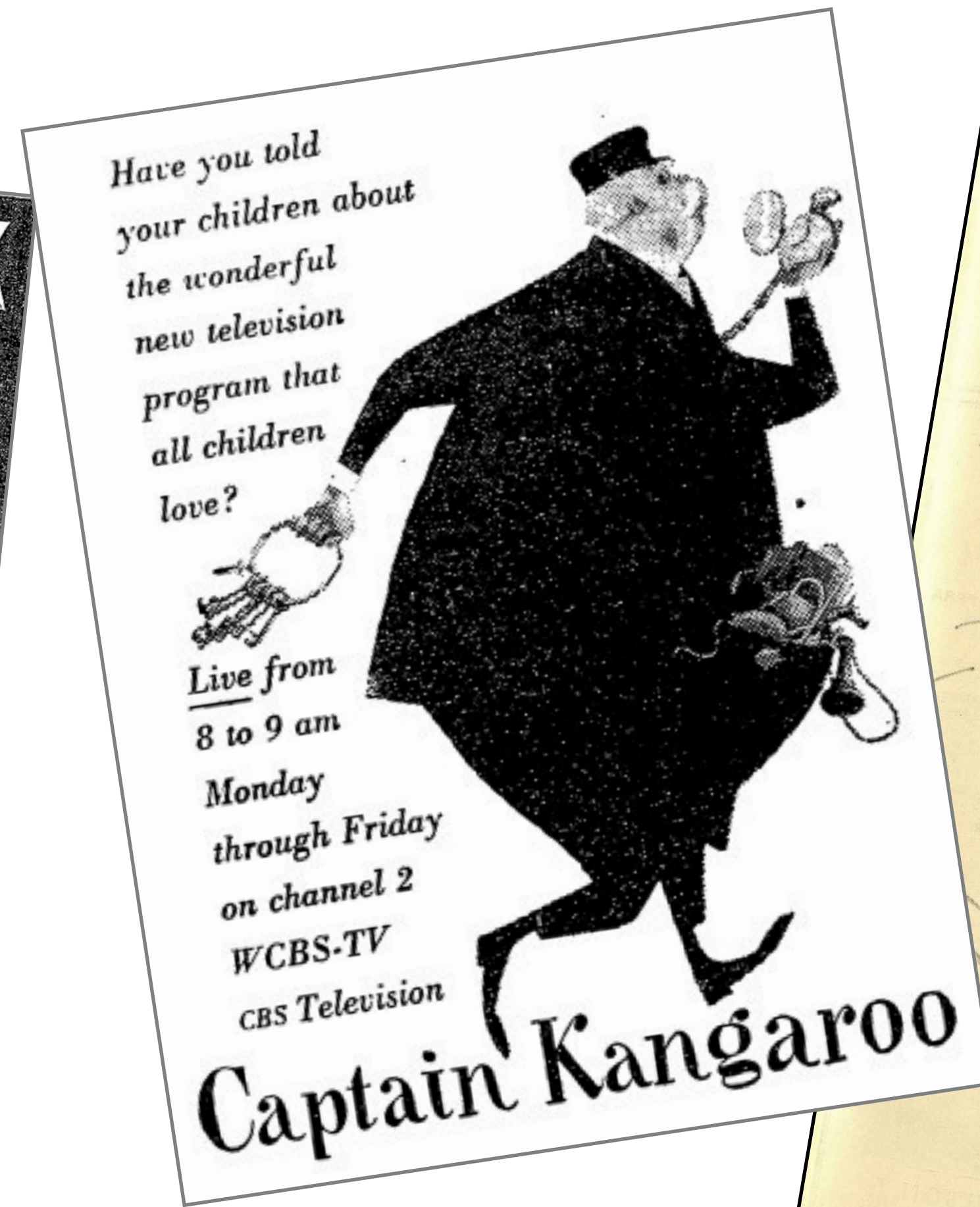
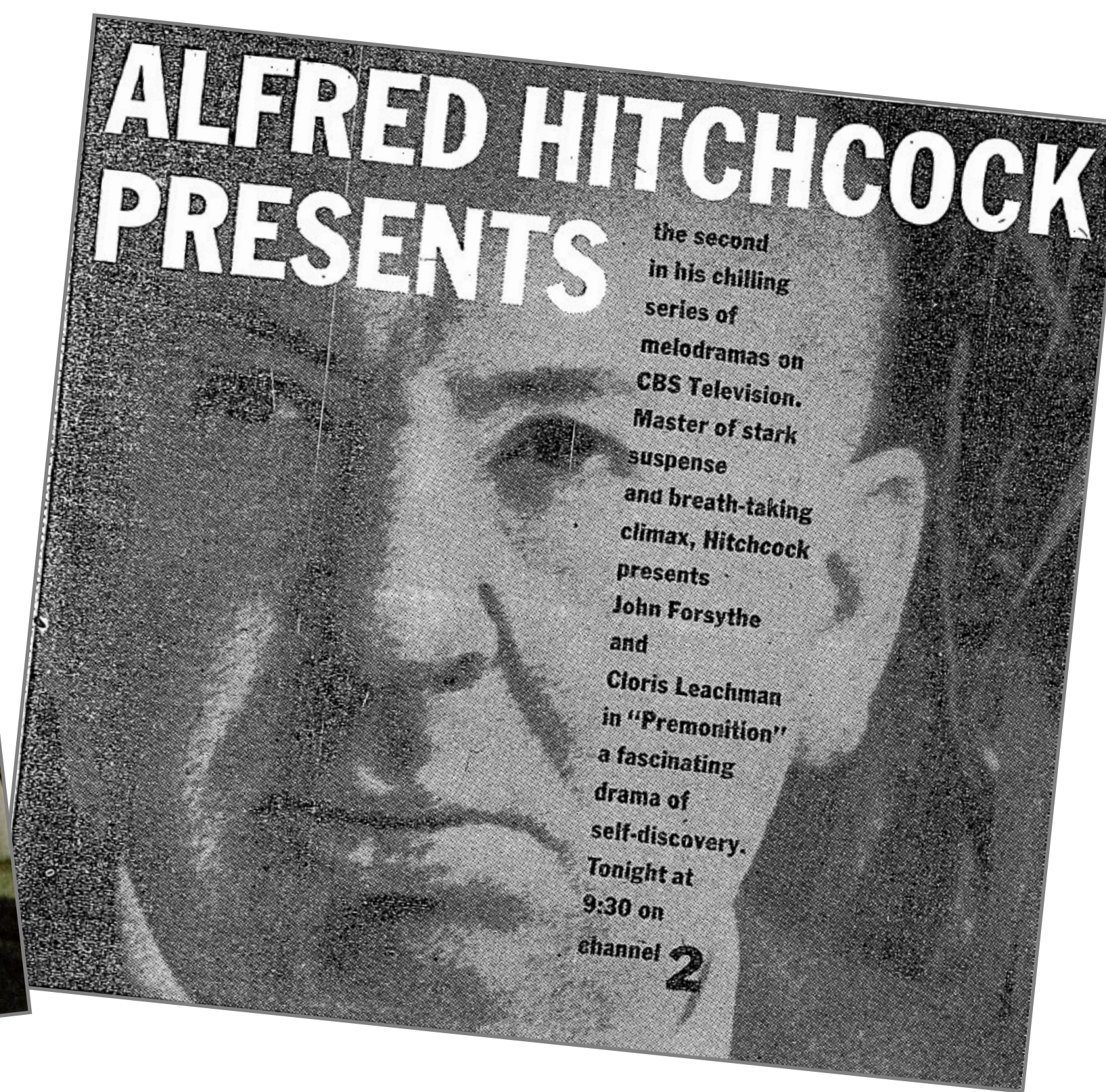
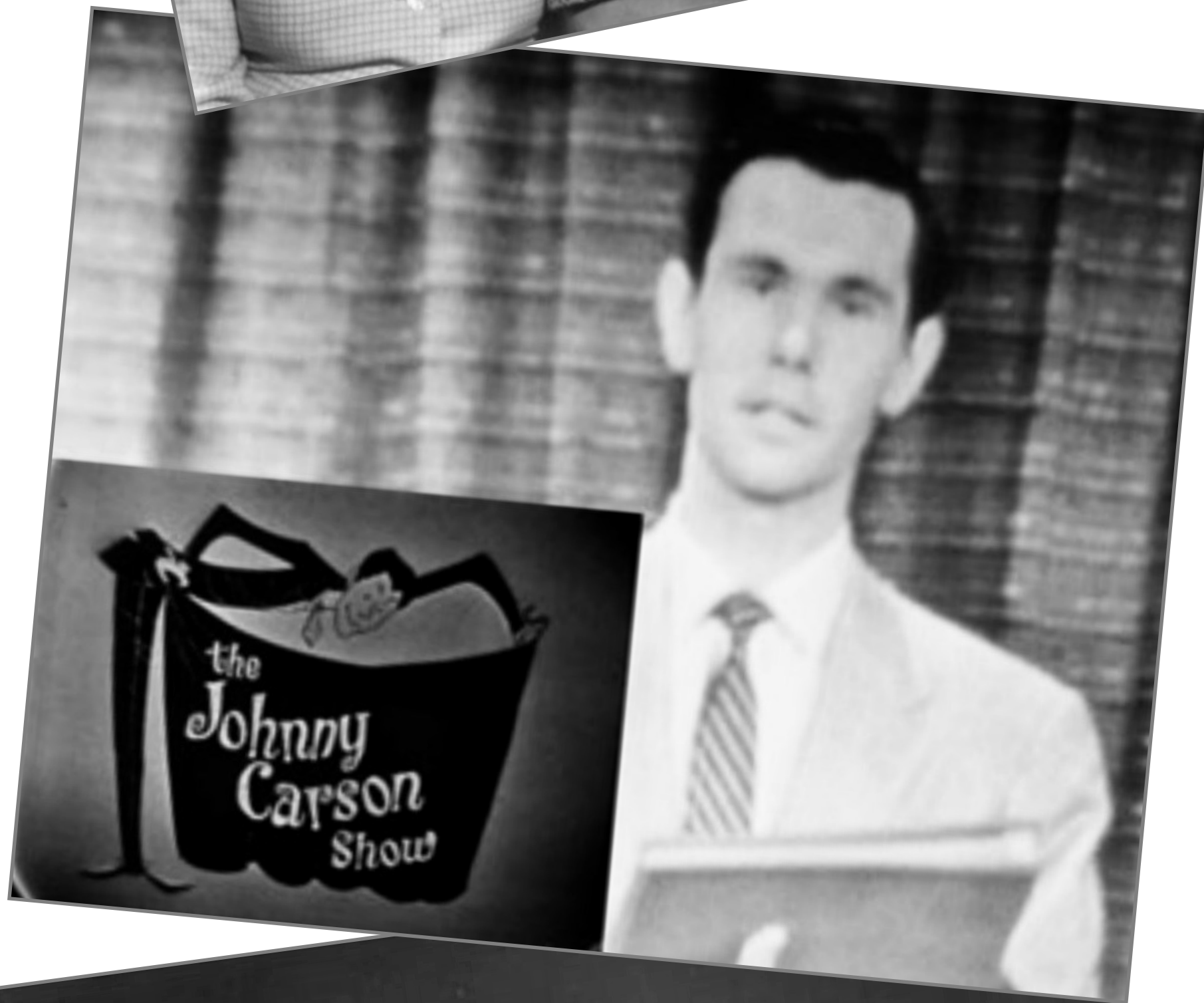


TELEVISION

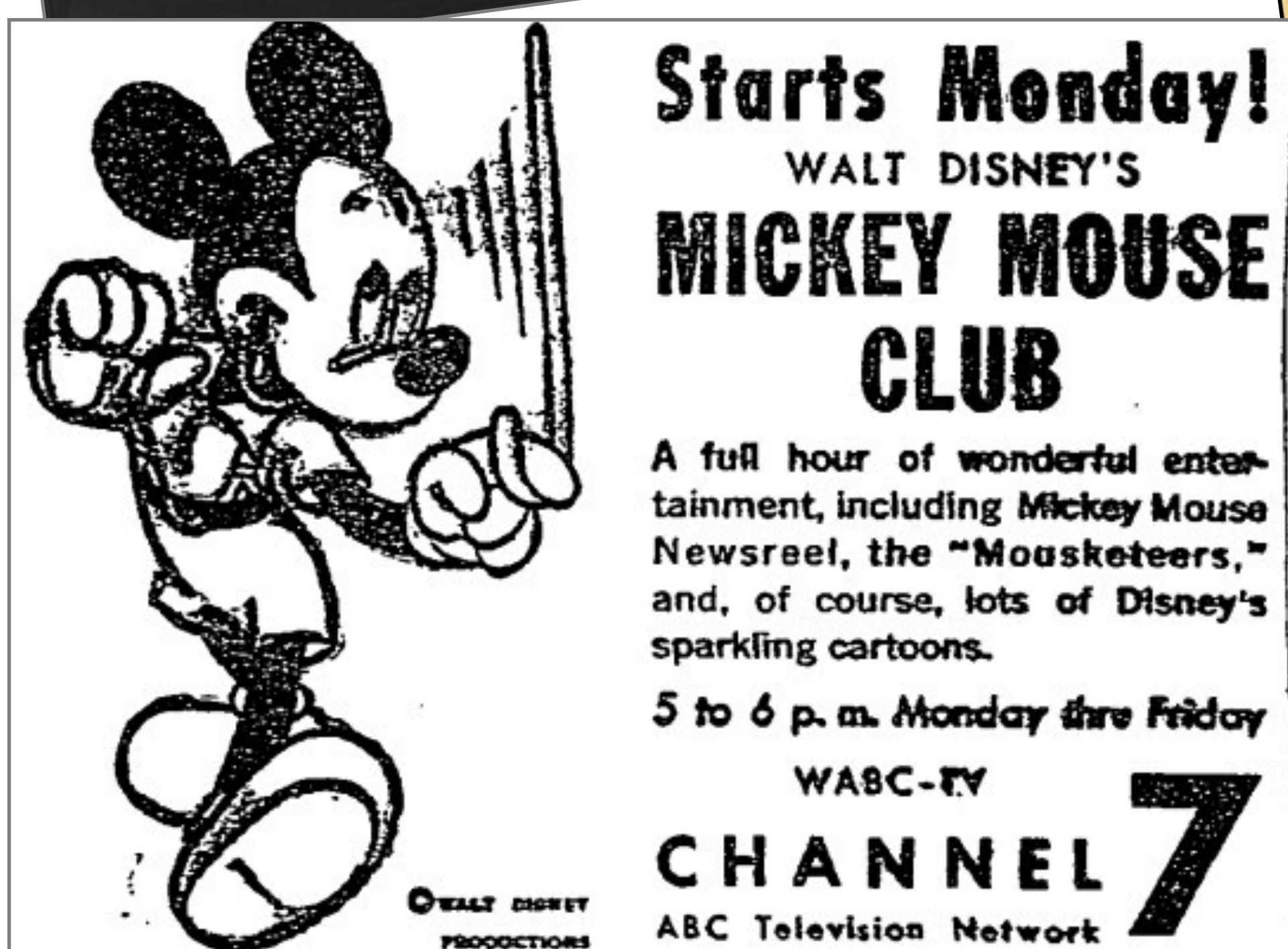
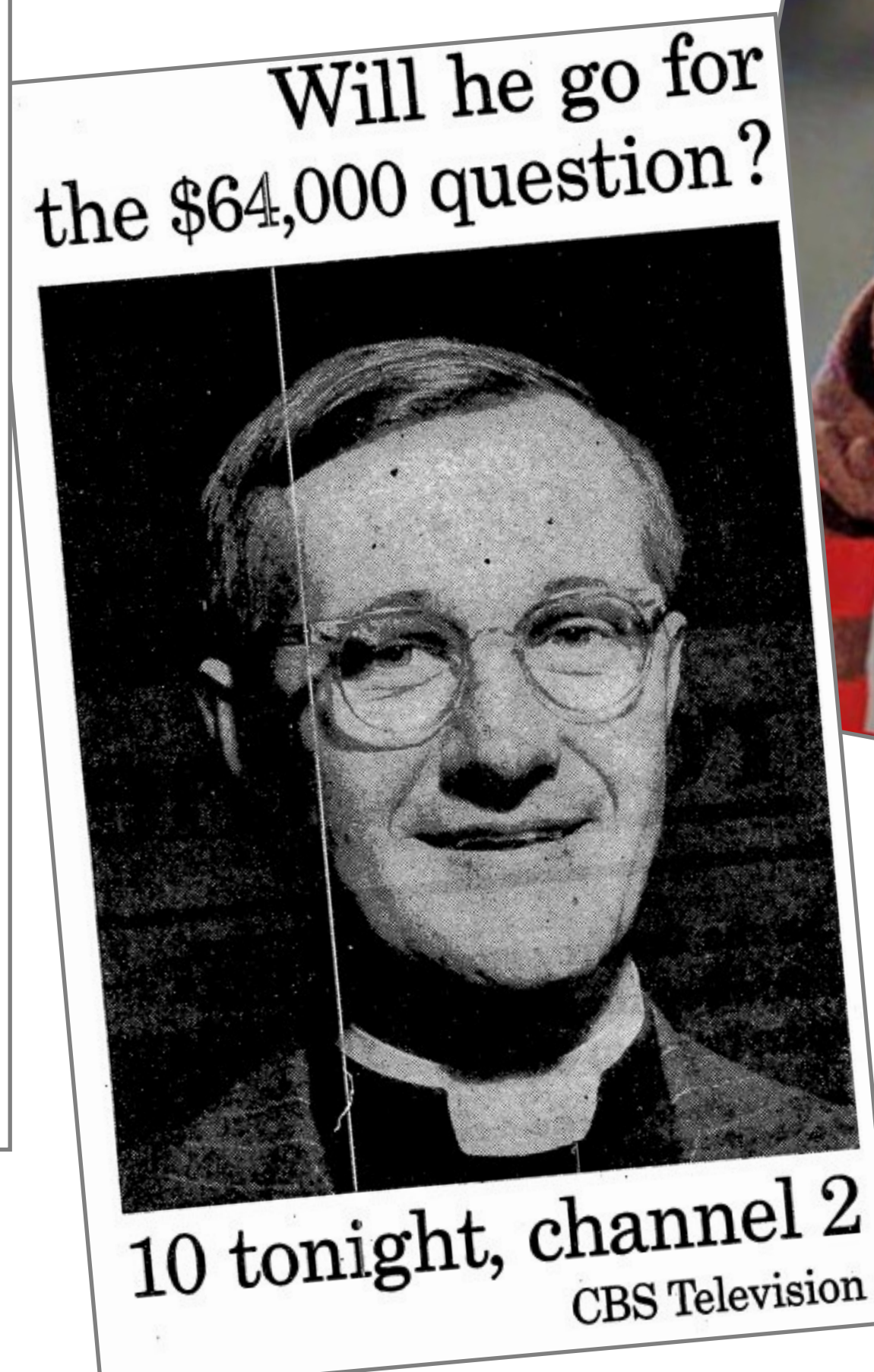
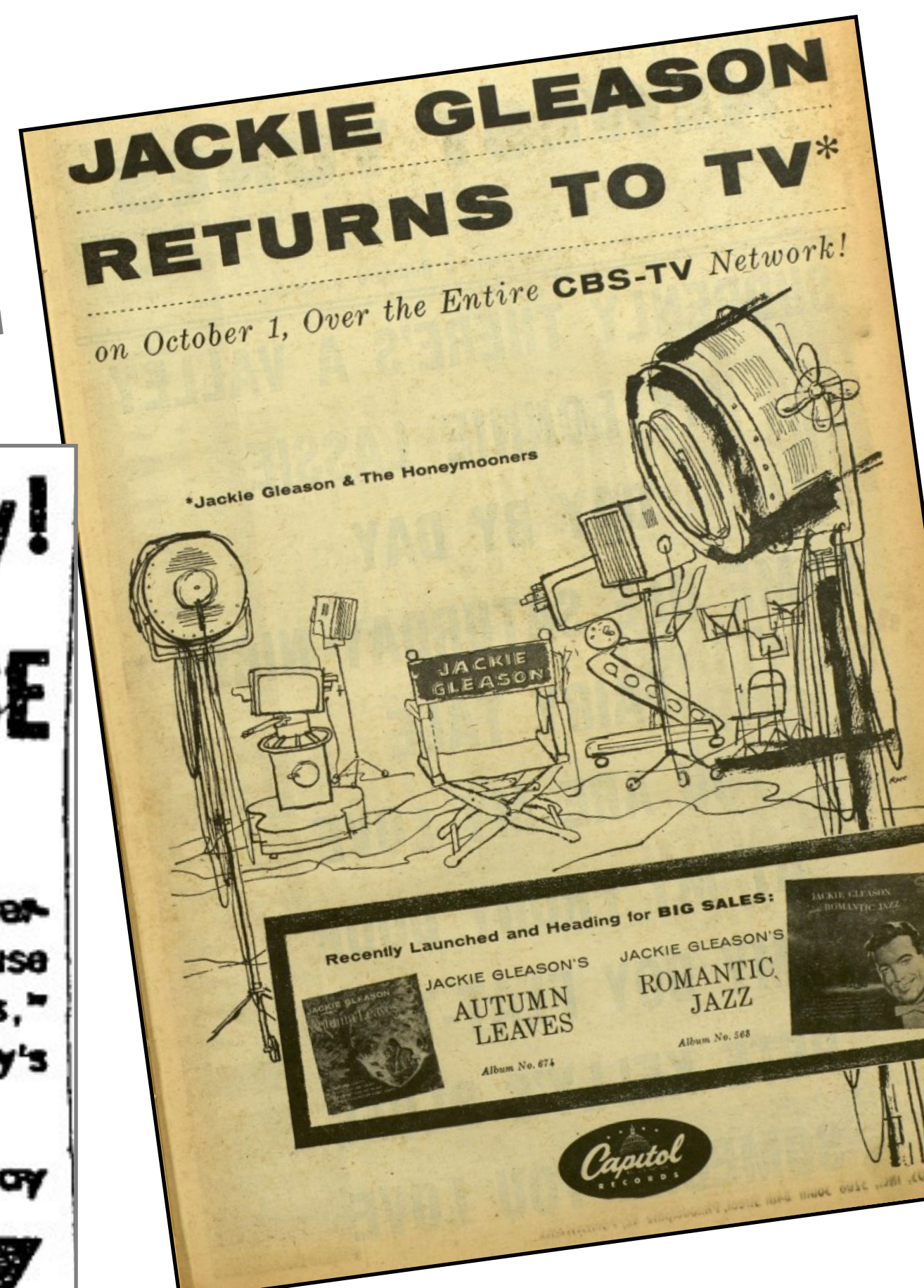


"The longer they have tv, the more they watch it."

The American Research Bureau reached that conclusion after analyzing audience data for March 1955. The data revealed that audiences spent the most time watching television (14.15 hours) from 7 to 10 p.m., Sunday through Saturday. The CBS quiz show *\$64,000 Question* debuted on CBS and quickly became the most popular show in the country with more than 80% of the total viewing audience tuning in some nights for this 10 p.m. show. Revlon, the show's sponsor, became the nation's most popular cosmetics company with sales up 66% over 1954. Soon Americans were not only purchasing products they saw in commercials, but also buying items their favorite actors used and wore on screen.



Comedians hosted top-rated shows - sitcoms featuring talents like Lucille Ball (*I Love Lucy*) and Jackie Gleason (*The Honeymooners*); variety shows including *The Ed Sullivan Show* and the *Johnny Carson Show*, where the hosts were as popular as their guests. Viewers tuned in for westerns including *Gunsmoke* (CBS) and *Cheyenne* (ABC), both debuting in fall 1955. Stations aired more family friendly programming including Jim Henson's first Muppet series *Sam and Friends* where Kermit makes his debut, *Captain Kangaroo* (CBS), and the *Mickey Mouse Club* (ABC). NBC's live television adaption of the Broadway show *Peter Pan* was a huge hit with 65 million viewers tuning in to see Peter Pan fly in one of NBC's first color broadcasts, but sadly few Americans had color TVs at the time. Many of the popular TV programs from 1955 can be seen today on YouTube, another medium that "the longer they have it, the more they watch it."



To learn more about TV in the fifties see the exhibit library guide.

