

RADIO

ANNUAL

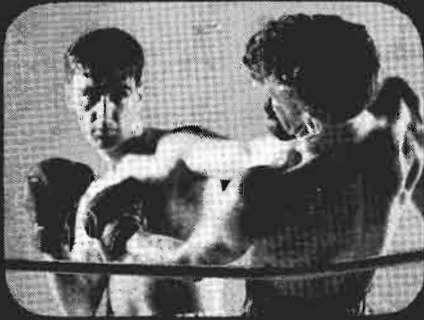
1943



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General Electric is operating today on a largely live-talent program basis one of the world's most complete television stations, WRGB, at Schenectady. There, within the limitations of full scale war production, G. E. is gaining practical knowledge on which to build a new industry.

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To help you plan for television, visit General Electric's proving-ground station WRGB, shown above

theater, concert hall, school, and radio cannot offer? Will the television screen make a good teaching platform? Will it further the fine arts, science, industry? What can it offer uniquely to the church?

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P R E S E N T S

THE 1943
RADIO
ANNUAL



Edited by
JACK ALICOATE

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KYW Philadelphia
WRC Washington

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WOWO Forty Wayne

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KPO San Francisco



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**Creators and Producers
Of Radio Programs**

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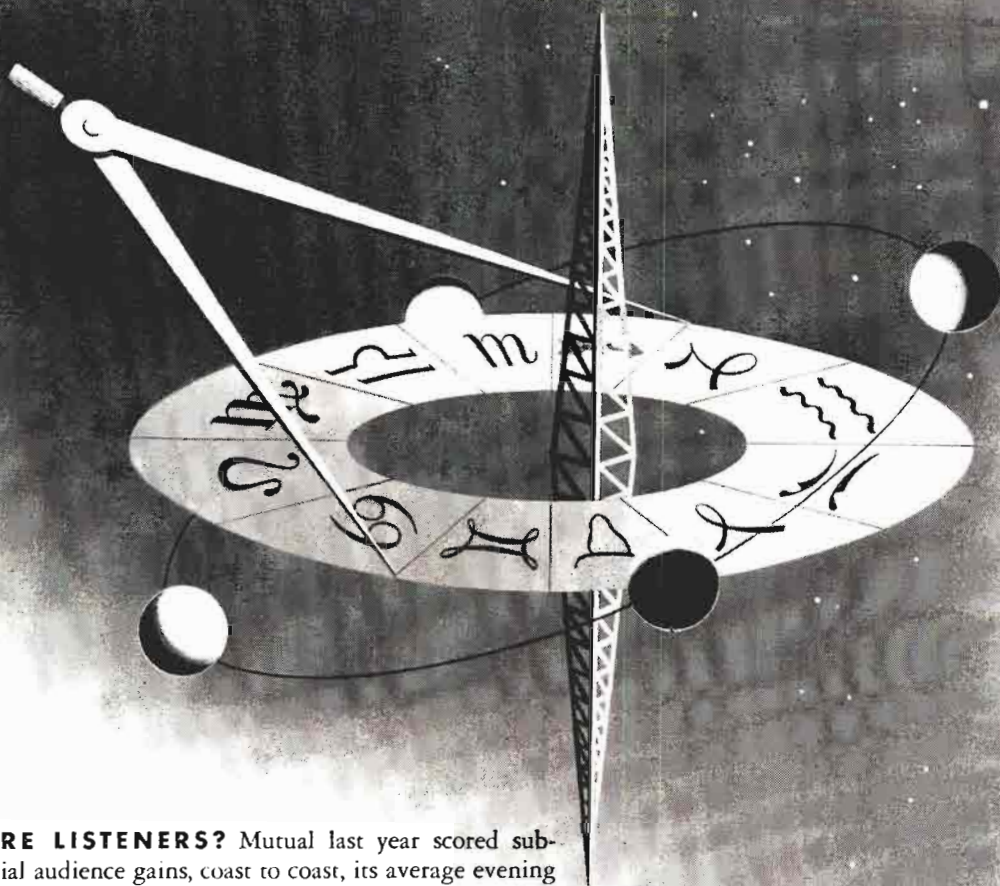
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MORE LISTENERS? Mutual last year scored substantial audience gains, coast to coast, its average evening program rating for December up 20% over December, 1941, while the all-network average rose only 9%.

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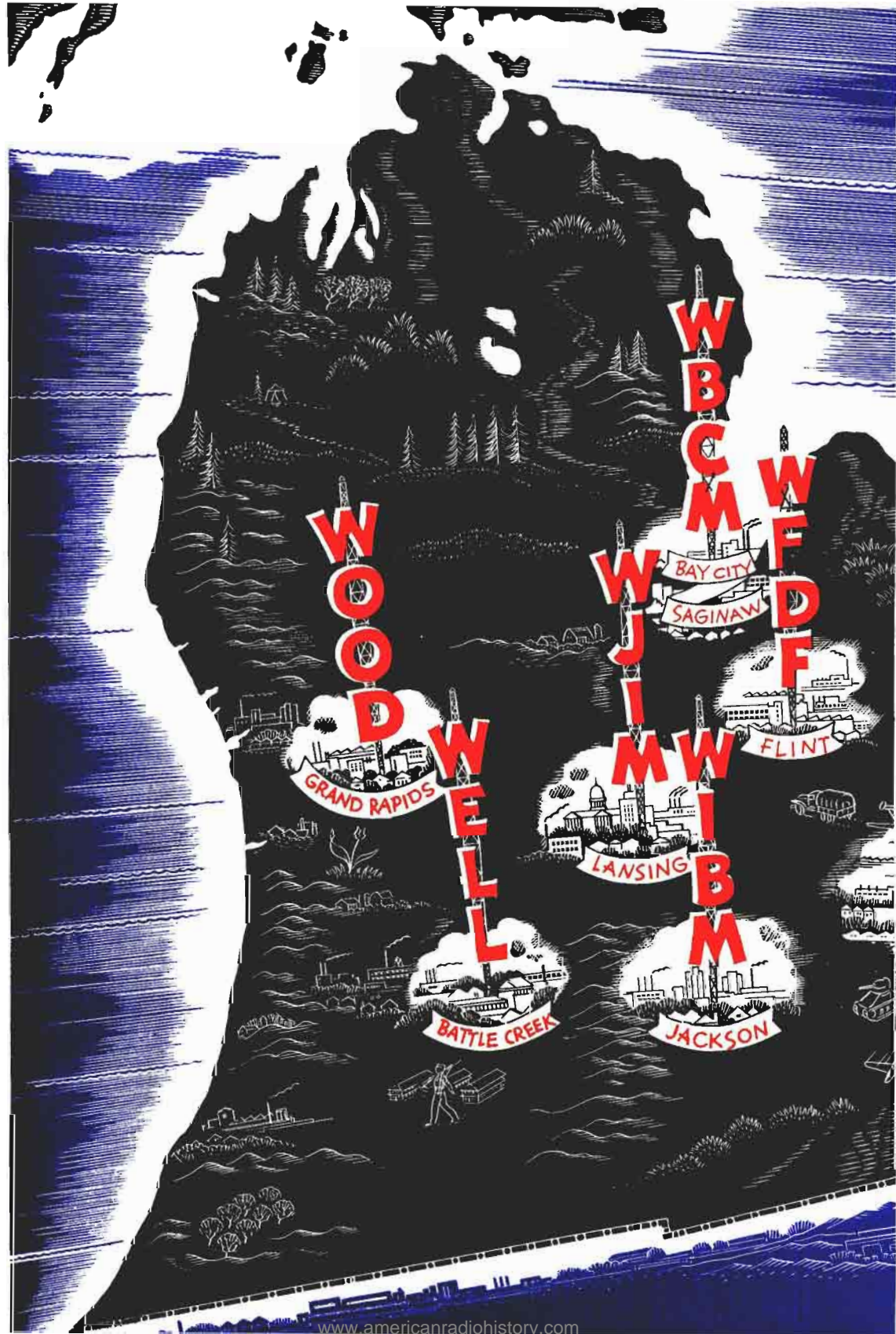
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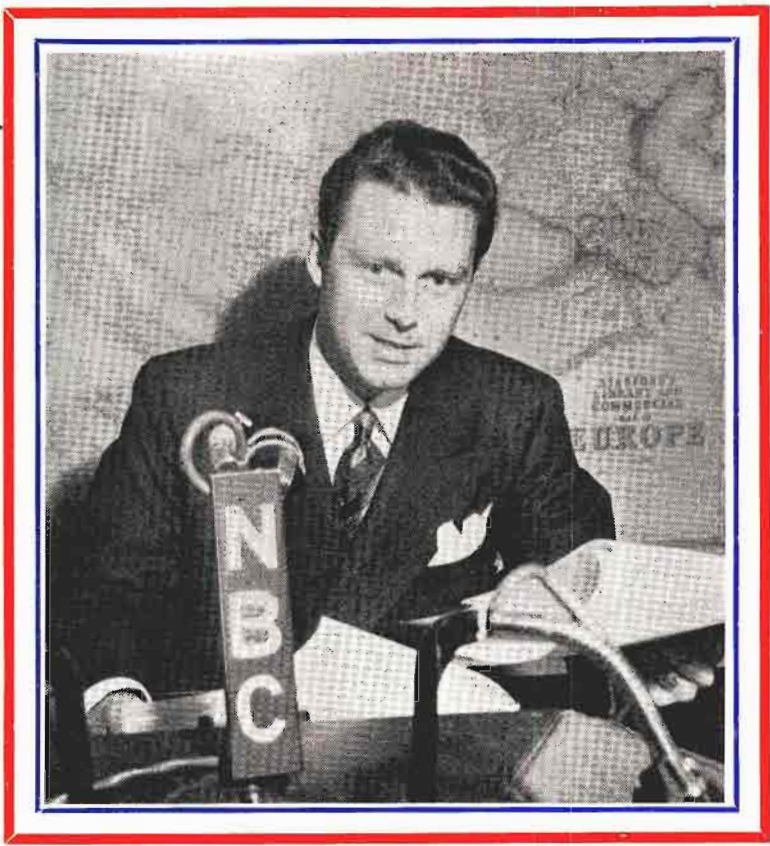
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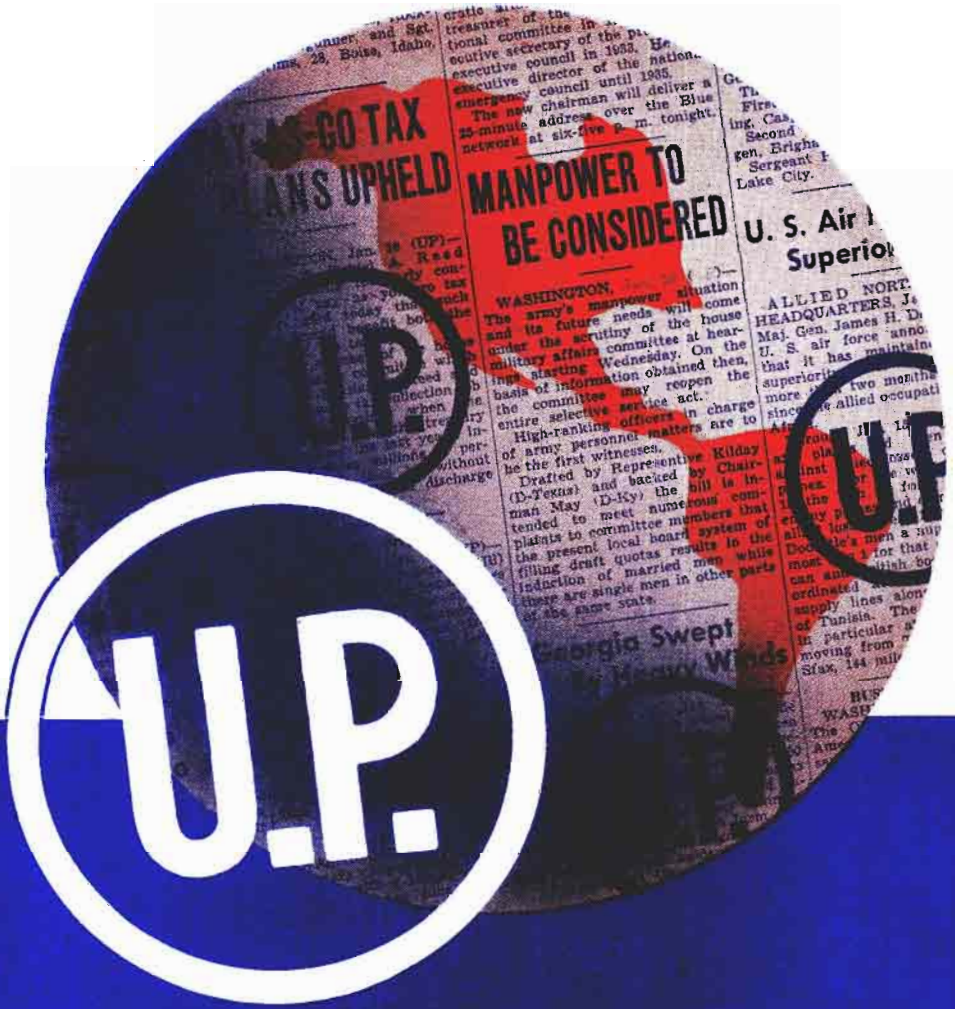
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to serve you well
in Kansas City*



Don Davis, President



John Schilling, General Manager

WHB

KEY STATION *of the* KANSAS STATE NETWORK

*—and throughout
the rich KANSAS
STATE NETWORK
TERRITORY



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THE WORLD IS UPSIDE DOWN



*But the **Red** Wagons Are Still Rolling and the Banner of A Great American Tradition Still Flies Proudly. Greetings to Our Radio Friends—Those Who Serve in the Armed Forces and Those Who Shoulder Increasingly Heavy Burdens On the Home Front.*

RINGLING BROS. and BARNUM & BAILEY

Radio Department.....Bev. Kelley.....Frank Morrissey



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EDITION OF

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A N N U A L

1 9 4 3

The one thousand twenty-four pages that follow are enthusiastically dedicated to the dynamic part that radio is playing in the great victory effort. Radio Annual is designed to cover the radio industry completely and comprehensively and is sent complimentary to all subscribers as part of Radio Daily service.



NEWS IS THE SEARCHLIGHT OF FREEDOM

In 1943, I N S will continue to render vital war service to its radio clients by unexcelled spot news coverage and special features, delivered accurately and speedily.

INTERNATIONAL NEWS SERVICE

235 East 45th Street

New York, N. Y.



RADIO TO-DAY AND TOMORROW

By

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

RADIOBROADCASTING during 1942 has served the nation well in the dissemination of war news and information. It stands pre-eminent today as our most valued means of mass communication. Of great significance in time of peace, a thorough going system of broadcasting is essential

in time of war. Moreover, it is doubtful whether our special wartime drives would have got on without radio. There is the sale of War Savings Bonds, the calls to war work, the collection of scrap, and countless other programs for civilian cooperation. All-out cooperation in the war effort has been wholly voluntary. Most of the broadcast station operations have been profitable to date. But care must be taken not to jeopardize their security and continuity. The plight of the smaller stations in outlying districts is becoming more serious, and a solution must be found.

The past year has marked a continuing difficulty for the radio industry to obtain critical materials and trained personnel. The Federal Communications Commission has assisted to make those difficulties as light as conditions will permit. Rules of the FCC have been relaxed to permit persons less skilled to take over some broadcast functions, while other actions of the Commission have permitted operating economies, particularly in broadcast hours and the conservation of equipment in use.

Wartime operation has its encouraging aspects, however. New program techniques and listener appeals have been developed by the greater emphasis upon social and home front problems. An increased neighborly interest in community affairs has come through cooperation in local civilian defense measures. There has been an increase of program exchanges between the nations of our allied cause. Some of our radio writers, producers and executives have obtained a broader experience and background by being able to observe at first hand the programming methods of the British and other United Nations. The newer radiobroadcasting fields, especially the visual, will undoubtedly benefit from the advancements and discoveries under the stimulus of military necessity. Without in any way distorting the truth, we can say that some permanent benefit has resulted, and that both broadcasters and listeners are the gainers.

By past experience we can be confident that the year 1943 will mark progress in radiobroadcasting. We can be equally sure that its opportunities and responsibilities for public service will correspondingly increase. Exacting as are the requirements upon broadcasting during wartime, from here on out, they will be no less in time of peace. While fighting the war wholeheartedly we must keep alert to the broadening role of radio in the peaceful world of tomorrow.

For Complete FCC Section Please Turn to Page 193



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- 1.** reception or transmission of international programs,
- 2.** frequency measurements,
- 3.** engineering counsel and research.

Twenty years in radio communications.

100,000,000 words, 10,000 radiophotographs, and
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RADIO

VITAL MEDIUM IN WAR EFFORT

By

NEVILLE MILLER

President National Association of Broadcasters

WAR and all its various aspects has dominated broadcasting during the past year, and will undoubtedly dominate it for several years to come. The year of 1942 was a year of changing conditions when policies were being formulated and adjustments being made. It offered to radio many opportunities that it part accepted the responsibility and can

look back upon a job well done.

The changing times have demanded ingenuity and those in radio have shown that they possess this quality in ample degree. Most encouraging has been the spirit with which problems have been met. There has been enthusiasm and a determination to see the job done, and no wishful wishing for the good old days. Not only do we all realize that times are different, but that technical changes are going to produce an entirely different radio after the war and now is the time to start planning for the post-war period.

During the year, much experience has been gained and the policies for the future have been charted. One of the most significant developments has been the establishment of the government policy for the operation of radio during wartime, which policy is based on the premise that stations operated by experienced broadcasters have and will do a much better job for the war program than if operated in any other way. The government has realized that it needs the ability and experience of the broadcaster as well as his microphone. The voluntary aspect of the new OWI plan and the voluntary Code of Censorship are two examples of this wise governmental policy.

On the business side, radio ended the year 1942 in healthy condition and present indications point to continued volume of business in 1943. Migratory labor naturally turns to radio for news and relaxation. Dim-out regulations and rationing of various kinds all tend to increase listening. Restrictions on manufacturing, transportation and materials affect radio less than the average business, and comparatively speaking, radio has weathered the present affects of the war better than competing media. Consumers are finding it more and more difficult to supply their needs and radio offers the ideal medium under present conditions.

For the duration, broadcasters will recognize that helping the government win this war has precedence over everything else. They are determined to maintain in the best possible physical condition this vast means of mass communication which is such a great national asset. They are sure that they have the experience and ingenuity to solve the problems as they arise. They recognize the opportunity for service and are conscious of the obligations which they assume and they believe that in this changing world it is radio's role to play an ever increasingly important part.

Undoubtedly, 1943 will bring many problems, but we in broadcasting look forward to it with confidence and enthusiasm, and are sure that it will add another chapter of which we may all be justly proud.

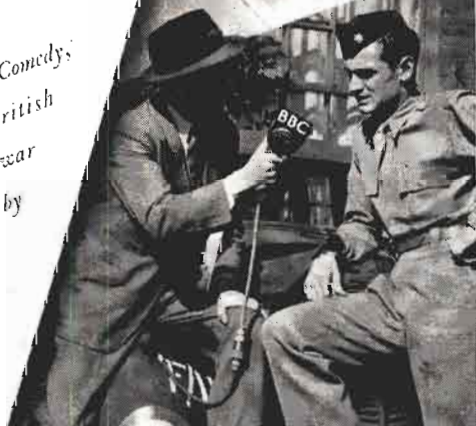
For Complete NAB Section Please Turn to Page 898



DAILY FROM BOMB-PROOF STUDIOS

It's London Calling

WITH OUTSTANDING WAR SERVICE PROGRAMS FOR AMERICAN BROADCASTERS



NEWS—Five programs daily, supplemented with daily and weekly reports direct from BBC correspondents on the fighting fronts

SPECIAL EVENTS—Dramatic, on-the-spot programs, timed, cued, to your local specifications

FEATURE PROGRAMS—Comedy; Drama, Music—the best in British entertainment, including visits to war factories and U. S. Service camps by celebrated entertainers

BRITISH BROADCASTING CORPORATION

630 FIFTH AVE., NEW YORK

To STATION MANAGERS
of Regional Networks
Network Affiliates
Independent Stations

Write now



RADIO ROUND-UP AND THE WAR

By M. H. Shapiro, Editor, Radio Daily

PRE-WAR FEARS of drastic governmental control having proved unfounded, the broadcasting industry finds itself a well stabilized concern during its second year of war, with all of the "drastic" applications coming from within rather than without. Rigid self-regulation as to operation and voluntary cooperation with all government agencies in effort to aid the successful prosecution of the war, finds no precedent in American business—to match the prodigious accomplishment of radio.

Adjustments were made as problems developed such as manpower, equipment, commercial-program casualties which had to be replaced and many basic items true of all industry. Primarily now, radio is engaged in working hand in hand with many government agencies; bringing the news of all fronts, home and abroad, and maintaining the morale of vast millions, not only here, but men and women in the armed forces all over the world.

So that there will be no interruption in this service, it is necessary that the American System of broadcasting also be not interrupted; time must be sold so that the cost of this tremendous undertaking can be borne by private enterprise and not the taxpayer, as it would be the case under government ownership.

One exception in the control of radio by the government is the leasing of all international stations. This was more or less welcomed by the licensees and once and for all placed the responsibility of direction squarely upon Uncle Sam. However, the same licensees and staff continue to operate the outlets and programs as per needs of the Army, Navy and federal agencies.

Both the matter of equipment and manpower are serious problems yet they are being met in orderly fashion. A few stations have gone out of business, but out of a total of some 900 outlets, the percentage is obviously negligible. Fortunately radio's cross coverage of the country leaves few if any communities without its programs.

Pooling of extra equipment has proved fairly successful and those who have are willing to aid those of less abund-

ance. Systems of allocations and priorities have been worked out satisfactorily. To conserve materials television has been cut down to virtually nothing but Civilian Defense films. FM however, is quite active and like television expects definite post-war prosperity.

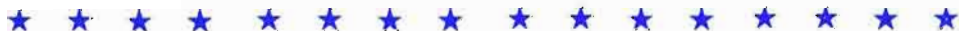
During the past year, two particular events held the limelight, neither of them settled at this writing. The American Federation of Musicians placed a ban upon all recordings excepting war work. As of August 1, 1942, recording of phonograph records and transcriptions came to a halt in the studios, exceptions being ETs that required no music. This placed a burden upon many stations and threatened the life of the recording industry.

First suit vs. the AFM by the Justice Department's anti-trust division failed to be upheld in the U. S. Supreme Court and another was instituted. A Senate probe remains unfinished and currently negotiations are under way at the behest of the AFM which proposes a system of added fees on phonograph recordings.

In the fight for economic existence, CBS and NBC at this time await the decision of the Supreme Court in an action to enjoin the FCC from enforcing its newly promulgated rules and regulations governing chain broadcasting. If the FCC is upheld, then it is believed that network broadcasting as we know it will gradually begin to disintegrate.

On the whole business for the rank and file of small and average sized stations was not hit as badly as expected. Network gross billings were higher for 1942, but added taxation ate into the net profit. Spot business also showed a gain, but some anxiety is expressed for the small station generally.

Radio, never resting on its laurels, faces the future with a clear conscience. No other industry in the nation has given of itself so unselfishly—refusing to count the cost where contribution to the war-effort is in any way concerned. It will continue along these same lines until Victory is achieved.



Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To the Roosevelt Hotel.

And to our exclusive agents
and friends, MCA.

Guy Lombardo

TEN OUTSTANDING RADIO NEWS EVENTS OF 1942

Radio industry cooperates in the Victory Drive under an Allocation Plan wherein every commercial and sustaining show, on network or independent outlet gave time to government messages from plugging War Bonds down to scrap campaigns. Many thousands of spot announcements included, daily.

•
Entire industry goes under voluntary censorship.

•
Shortwave stations started world-wide coverage of both commercial and special government programs, bringing news and entertainment to U. S. troops manning the battle fronts.

•
U. S. Bureau of the Census released data based on the 1940 Census and for the first time gave figures on radio homes, revealing high percentages throughout the nation.

•
Full-Network Discount Plans become industry policy.

•
American international stations emerge as the recognized voice of truth in a skeptical world, as the U. S. government leases the outlets for the duration.

•
Ban on recordings by the AFM stirs network and independent outlet alike.

•
Powerful network key stations and lesser watters go on 24-hour basis to provide entertainment and news for war-workers.

•
Equipment pool formed in order to keep as many stations as possible on the air.

•
U. S. Supreme Court agrees to hear the FCC-network controversy resulting from proposed new regulations.

•
Outstanding Broadcasts

Assassination of Admiral Darlan, flash by CBS.

Allied invasion of North Africa.

Capt. Rickenbacker plane crash, rescue and his story.

Joint meeting of the British Parliament.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

THE
GRAPE NUTS
FLAKES
PROGRAM

starring

Jack Benny

with

MARY
LIVINGSTONE
DENNIS DAY
ROCHESTER

and

*yours
truly*

DON WILSON

Written By

BILL MORROW and ED. BELOIN

(EVERY SUNDAY — SAME TIME — SAME STATIONS)

BOARD OF WAR COMMUNICATIONS

By E. K. Jett

*Chairman of the Coordinating Committee of the Board of War Communications
and Chief Engineer, Federal Communications Commission*

THE activities of the Board of War Communications (previously called the Defense Communications Board) have been greatly intensified in all fields of communication since the outbreak of hostilities between this country and the Axis powers. During 1942, the Board and its Committee IV—Domestic Broadcasting—have given consideration to a number of special studies in the interest of broadcasting. Perhaps the most important of these have been plans looking toward the conservation of critical materials. These are listed for the record, as follows:

(1) Adoption of a policy which would deny future authorizations involving the use of any materials to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high frequency broadcast station. This policy was incorporated in a Memorandum Opinion of the FCC dated April 27 and was the result of recommendations made by the Board on April 16. On September 22, upon its own motion, the Commission slightly relaxed its interpretation of this Memorandum Opinion to permit the granting of applications involving shifts in frequency in which no materials would be utilized other than quartz crystals, provided such applications involved no inconsistencies with Order No. M-146 of the War Production Board; involved no engineering conflict with any other application pending since February 22; involved no inconsistencies with the Commission's Rules and Regulations; tended toward a fair, efficient and equitable distribution of radio service; and was otherwise in the public interest.

(2) Adoption of Order 107 which effects a reduction of one decibel in the output power of all standard broadcast stations.

(3) Adoption of Order 94-A which suspended Section 3.71 of the Commission's Rules and Regulations with respect to minimum operating schedules for standard broadcast stations and established in lieu thereof a minimum operating schedule of one-third the total hours a station is authorized to operate between 6 a.m. and midnight local time.

(4) The requirement incorporated in Serial No. 58, "Notice to All Licensees of Standard Broadcast Stations," dated November 6, that each station in the standard broadcast service follow the principles set forth in the "Manual on the Adjustment of Standard Broadcast Transmitters" dated November 5, 1942.

(5) The preparation and carrying into force by the FCC of a plan to collect and disseminate to all standard broadcast station licensees information regarding surplus material available within the industry.

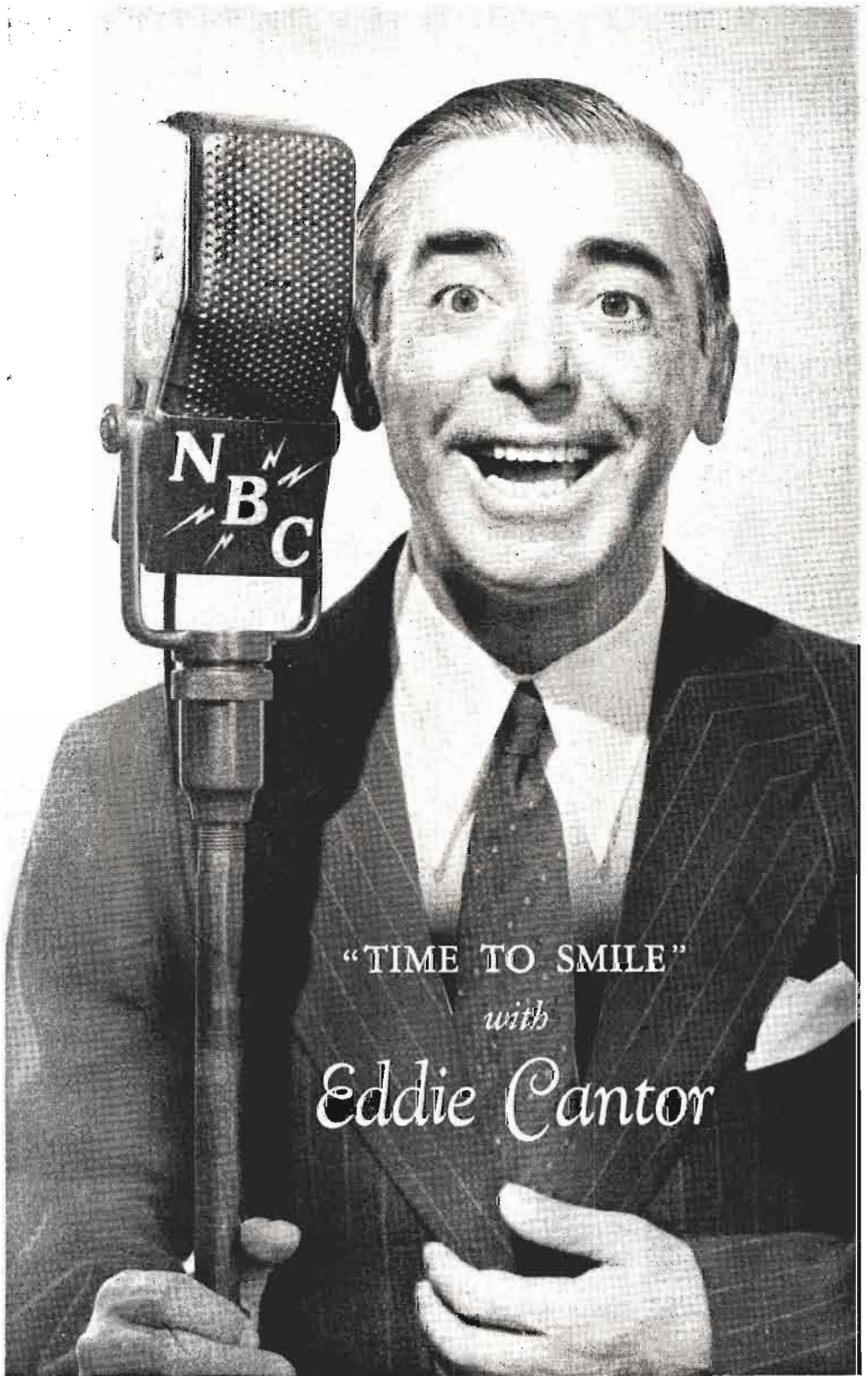
The War Production Board co-operated with the BWC and the FCC during the preparation of these conservation measures. During the early course of the studies, a vacuum tube questionnaire was circulated to all broadcast stations and the summary of responses was considered in an effort to determine the needs of stations for the ensuing year.

Manpower Problem

In an effort to relieve difficulties that a number of broadcast stations have experienced in obtaining adequately trained technical operating personnel, the Board recommended to the FCC that existing operator rules be relaxed for the duration of the war. This recommendation was adopted by the Commission and issued as Order 91. As an additional measure to assist standard broadcast licensees in their effort to solve their manpower problems, the Board through its committees prepared and forwarded to Selective Service and the War Manpower Commission lists of essential occupations within the industry.

To assist broadcast stations in the solution of technical problems created by wartime conditions, the Board prepared and distributed a manual entitled "Protection and Operation of Domestic Broadcasting Stations in Wartime."

One of the Board's continuing studies has related to the possibility of developing a system of safe broadcast operation to prevent homing by enemy aircraft. In this connection, a number of experiments have been conducted by special committees of the Board in collaboration with the Army Air Forces, and plans are now ready for use when needed by the Fighter Commands.



"TIME TO SMILE"

with

Eddie Cantor

BOARD OF WAR COMMUNICATIONS

Washington, D. C.

The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

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Chairman of the Federal Communications Commission

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FRANCIS C. DE WOLF

Principal Divisional Assistant of the
Division of International Communications

CAPTAIN E. M. WEBSTER

Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.

Chairman

E. K. JETT

Chief Engineer, Federal Communications
Commission

FRANCIS C. DE WOLF

Division of International Communica-
tions, State Department

COL. WESLEY T. GUEST

War Department

COMDR. FRANZ O. WILLENBUCHER

Navy Department

CAPT. E. M. WEBSTER

Chief of Communications,
U. S. Coast Guard

For Further Committee Listings Please Turn to Page 93



FRED ALLEN



TEXACO

STAR THEATRE



CBS . . . Sundays . . . 9:30 P.M., EWT.

WALTER BATCHELOR, Manager

RADIO HELPS ARMY EFFICIENCY

By Lt. Colonel E. M. Kirby

Chief, Radio Branch, Bureau of Public Relations, War Department

AFTER a full year of wartime operation, the Radio Branch, Bureau of Public Relations, War Department, is performing the mission for which it was organized in 1941: "To aid radio broadcast agencies and the military establishment in the more efficient and widespread use of radio broadcasts and radio facilities to inform the public of Army activities." This basic policy has not changed during a year of war. In itself, this is a credit to democracy. The only limitations affecting it have been those requirements of national security that arise in time of war. Thus, all actual material is reviewed by the Army, the Office of Censorship, or by radio broadcasters themselves—co-operating in a voluntary censorship to prevent any leakage of valuable information which would offer aid and comfort to the enemy.

An operation such as that of the Radio Branch could happen nowhere else in the world. Certainly a good share of the credit for the success of the co-operative efforts of the United States Army and the American broadcasting industry must go to the broadcasters themselves. This country's broadcasters, and the American System of broadcasting, are living up to their high station in the nation's war effort.

Objectives

The Radio Branch exists to serve the Army, the War Department, public relations officers, networks and individual stations. It provides an orderly clearance point for Army broadcasts, and coordinates these efforts with the over-all public relations policy of the War Department. Its major objectives may be listed concisely: To show the public how the soldier lives; to show the logistics of global war; to show the American soldier has worthy allies; to promote understanding between the men in the fighting fronts and the soldiers of production; to maintain morale in the face of growing casualty lists. These are general objectives. But they are concrete. And they enter into every decision and recommendation the Radio Branch makes.

However, the primary test in all matters treated by the Radio Branch boils down to a single consideration: "Will it help win the war?" Looking toward efficient analysis of this consideration, the Radio Branch, as presently constituted, includes three sections: Planning, Broadcast Service, and Placement.

Planning Section

The Planning Section studies all available intelligence and analysis reports of the armed forces, and then develops the Army's public relations objectives via radio. In doing this it carries on both research and liaison functions. It furnishes the Radio Branch with suggestions on Army needs, objectives, and criticisms for the planning of radio campaigns. It maintains liaison with other branches of the Army's Bureau of Public Relations, the Office of War Information, the Coordinator of Inter-American Affairs, Navy, Marine Corps, and other Federal agencies, for Army representation in over-all Government radio campaigns. It prepares recommendations on radio problems where policy is not defined, and processes suggestions for the Broadcast Service and Placement Sections. It coordinates the radio work of the hundreds of Army public relations officers at camps and posts throughout the country by furnishing a weekly radio theme to give concerted purpose to hundreds of locally produced Army camp programs.

Broadcast Service Section

The Broadcast Service Section prepares Army material for radio presentation. Thus it performs many of the Radio Branch's script and research functions, for local, network or shortwave broadcasts. In coordination with the Planning Section, it prepares background material and fact sheets for Army campaigns. Upon solicitation, this section also offers constructive suggestions on programs presented locally from Army posts—although policy does not require clearance of this type of program through the Radio Branch. The Service Section

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆



MILTON BERLE

20th CENTURY-FOX

"ZIEGFELD FOLLIES"

On CBS for CAMPBELL SOUP

Rep.: WILLIAM MORRIS AGENCY

also maintains a Radio Script Exchange Library for the use of local PROs. Still another function of the section is a review of network programs involving Army participation, preparing reports on the manner in which Army interests are advanced and making recommendations for improvements. Finally, this section handles Radio Branch requirements in regard to musicians, recordings, actors and related production problems.

Placement Section

The Placement Section provides the effective distribution of Army radio materials. It therefore maintains liaison with the program, news and special events departments of the various networks, and with local stations, arranging broadcasts by high officials of the War Department and other military personnel. The Placement Section also handles all station relations in conjunction with "The Army Hour," the official program of the War Department, heard every Sunday for the duration, on NBC. In coordination with recommendations of the Planning Section, it furnishes undated factual material to some 700 local radio stations.

1942 Developments

Two developments of the last year deserve particular attention. "The Army Hour," the Army's official radio military mission, was inaugurated April 5, 1942. This program, which already has been cited in several listeners' polls as the best of the Government's war programs, is written and produced by Radio Branch personnel, with the active co-operation of NBC. It is radio fare of truly global character, telling a comprehensive story of the development of the Army of the United States into the greatest fighting force the world has seen.

Designed for an entirely different purpose, entertainment of American troops and personnel abroad, "Command Performance" now is rounding out its first year. Pure entertainment, thirty minutes every week, broadcast and rebroadcast by shortwave dozens of times each week to points all over the world, "Command Performance" is regarded as the greatest radio entertainment of all time. The program also is rebroadcast locally by transcriptions flown to countries around the globe where U. S. troops are stationed. It is broadcast over the home network of BBC and ABC in Australia; it is heard over local stations in Chungking, Cairo, Brazzaville, New Delhi, etc. It thus enjoys the greatest world-wide audience of any radio shortwave series.

Far and away it is the favorite radio program of the fighting men abroad. It is their own program—they determine, by their thousands of letters, which of the nation's top-flight stars of radio, stage and screen will do their turns week by week. "Command Performance" also is serving as an excellent good-will emissary to the soldiers and civilians in the countries of our Allies.

America's domestic radio audience has had only one opportunity to hear this program. On Christmas Eve, 1942, in co-operation with the Office of War Information, the War Department presented a special hour-long "Command Performance" over all four networks. The production of "Command Performance" originated and regularly produced by the Radio Branch during most of this year, in December was turned over to the Special Service Division, which primarily is concerned with troop morale.

Army Programs

In addition to far-reaching co-operation in servicing Army-angle programs for all sorts of broadcasts, from local stations to national networks, the Radio Branch has had an active and continuing interest in several specific network programs. These include "Chaplain Jim" on the Blue Network; "Pass in Review," on MBS; "Cheers from the Camps," on CBS; "The Hour of the Victory Corps," a co-operative Government program directed at high school students who will be playing their part in the war effort, on the Blue.

The Radio Branch also has maintained its practice of servicing a multitude of women's interest programs with factual material and production assistance, as well as regularly making available undated feature material.

New Problems

The year 1942, has given rise to many great new problems, from the point of view of Army radio. Too, the first year of war has yielded outstanding success in the Army's radio efforts. There can be no doubt that this success was achieved only through the unstinting co-operation of the broadcasting industry as a whole, through its penetrating perception of the many problems involved. But the greatest days lie still ahead. The Army and its Radio Branch pledge unceasing effort to achieve and maintain their objectives. We give grateful thanks to American broadcasters and look forward to the continuing co-operation that will contribute to victory.



HOPE



1938 - 1943

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

RADIO GREAT AID TO THE NAVY

By J. Harrison Hartley

Chief, Radio Section Office of Public Relations, Navy Department

ON behalf of the Honorable Frank Knox, Secretary of the Navy, and Captain Leland P. Lovette, Director of Public Relations, it is a pleasure to pay a well-earned tribute to the thousands of victory-minded Americans from the ranks of radio who, throughout the past year, have never missed an opportunity to enhance the Navy's effectiveness, or to assist its aims and objectives.

Immediate Cooperation

On Dec. 7, 1941, within an hour of the attack on Pearl Harbor, a prominent radio executive telephoned the Radio Section of Navy Public Relations. It was one of the largest long-distance calls ever to be connected with Extension 5155 at the Navy Department. "Now that it's here," said the caller, "you fellows can be sure we are ready to do everything to be of service. Good-bye."

On Dec. 8, 1941, Admiral Chester W. Nimitz, then Chief of the Bureau of Navigation, was charged with recruiting men for the biggest Navy in our history, and of getting it into the fight in a hurry. The authorized strength of the Marine Corps was proportionately increased, as was that of the Coast Guard.

At that time the Navy, Marine Corps, and Coast Guard did not share in Selective Service, but depended entirely on volunteers. The public had to be educated. Whereas most people knew that the Army was made up of the Infantry, the Artillery, the Signal Corps, etc., comparatively few realized that 49 classes of specialized jobs existed in the Navy for men between 17 and 50.

The broadcasting industry—networks, stations, advertising agencies and talent—was asked to give tangible evidence of its voluntary offers to cooperate. Radio was asked to help fully to inform prospective recruits, as well as their mothers, wives, sweethearts, family and friends, of what the Navy had to offer in jobs, pay, allowances for dependents, health and insurance benefits, and training for a trade. Radio responded with a will, in every phase of its program content.

Just recently, Secretary Knox announced that the entire Naval Service now numbers more than one million three hundred thousand officers and men. It is entirely proper to say that the American broadcasting system is due an enthusiastic "Well done" for voluntarily

contributing more than its share in recruiting these men.

Early in the Spring of 1942, the demand for binoculars for our ever-growing fleet was greater than the supply. The Navy decided to ask the public for their binoculars, as a loan for the duration. Once again, radio was asked to make known the Navy's needs to the public. The broadcasters called all listeners to battle stations; within a month a steady supply of binoculars was reaching the Naval Observatory.

On May 28, 1942, the Navy initiated a special drive for recruits to sign up as "Avengers of Pearl Harbor." This was almost entirely a radio effort, and the response was tremendous. It was decided that a mass swearing-in ceremony should take place on Sunday, June 7, at exactly 2:25 p.m., Eastern War Time, six months to the minute after the Japanese attack on our Pacific stronghold. At the prescribed time, Vice-Admiral Russell R. Waesche, Commandant, United States Coast Guard; Rear Admiral Randall Jacobs, USN, Chief of Naval Personnel, and Brigadier General Robert L. Denig, United States Marine Corps, administered the oath to more than twelve thousand five hundred men—almost five times as many as had ever been admitted to the Naval Service on any previous one day.

Original Ideas

But, aside from these specific instances, radio's contributions have by no means been limited to specialized requests originating with the Navy Department. Rather the reverse has been true. The radio industry has constantly come forward with ideas designed to promote interest in the Naval Service—through dramatizations, special musical programs, regular and shortwave pickups of Naval personnel, and other special features. These programs have resulted in first-class entertainment which has in turn promoted morale among civilian listeners as well as within the Naval Service.

The year 1943 will see a continuing and growing need for radio to serve as a connecting link between the men of the Naval Service and their loved ones at home—a close bond between the fighting men at sea and the millions of Americans who are backing them up. No other medium can do this job so well as the broadcasting industry.



AL JOLSON



RADIO INTERPRETS THE WAR

*By William B. Lewis
Deputy Director, Office of War Information*

WHEN the history of radio's part in this war is written, one of the brightest chapters will record how wholehearted and intelligent has been the co-operation volunteered by all branches of the broadcasting industry. In the short space of a year, American radio has placed its powerful facilities behind the war with sweeping success, giving its listeners the important war information and direct messages that a well-informed public must have.

Speaking for the Office of War Information, I voice sincere appreciation not only of the efforts by the country's 930 broadcast stations and its networks, both national and regional, but also of the other important elements, the advertising agencies, sponsors, transcription companies, writers, producers and the wide range of radio's talent, all of which are contributing to the strength and greatness of the industry.

The job of disseminating war information is performed by the radio industry itself. The OWI Domestic Radio Bureau, except in a few special instances, has never attempted to do that and doesn't intend to try—for the plain reason that we could never do it so well as the men and women in the broadcasting business are doing it now. Our work confines itself to guidance and co-ordination, to supplying the basic information that radio disseminates. And, with intelligent co-operation of the high type we've received during 1942, it seems inevitable that our work will be of continuing success.

OWI Functions

The Domestic Radio Bureau has two main functions. The first is to co-ordinate wartime radio activity. All programs prepared by other Government agencies are channeled through the OWI, thereby assuring accuracy of information and elimination of much listener confusion such as existed before this mechanism of radio co-ordination was set up. Our second and equally important function is to provide the industry with factual material on war issues and war needs which may be integrated into both network and local station shows; to give advice on the relative importance of various war messages; and to recommend that the industry undertake cer-

tain types of programming which our surveys indicate are needed by the public for a fuller understanding of the war.

From this, you may see that we maintain a flexible working arrangement with the industry, the success of which depends upon the initiative and conscientious assistance of all radio people. The OWI has not asked nor wanted to ask, for funds to put on—as Government projects—any large number of programs dealing with war information. There are two important reasons for the policy. First, we have felt it best to make use of the multiplicity of talent and types of programs which today enjoy such vast audiences. Also, the creation of a vast number of sustaining programs could not conceivably reach so great an audience as that enjoyed by top-ranking commercial and sustaining shows which have already placed themselves at our disposal.

War Interpretation

Therefore, after the Domestic Radio Bureau has interpreted war information needs to the industry—often with suggestions and recommendations reached in collaboration with veteran broadcasters who serve on our several advisory committees—it is then up to the networks, the advertising agencies, and the individual stations to carry the ball.

The networks, of course, enable us to reach the most listeners at one time. Since last April we have been allocating definite messages to various high-ranking shows on all four national chains, thereby reaching enormous audiences. We are now inaugurating a special assignment plan whereby we may work in direct conjunction with high-rating shows, using them to clarify many aspects of the war, and supplying for them material specially tailored to their individual formats.

Agencies and sponsors who handle all types of commercial programs, from daytime serials to elaborate night-time productions, have been equally co-operative, placing at our disposal much of their purchased air time whose dollar value runs into millions, whose actual value to the war cannot be over-estimated. They have provided us with the nation's best talent to carry our war messages, written by the nation's best

Please Turn to Page 59



"Fibber McGee and Molly"

EIGHTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

RADIO ALL OUT FOR VICTORY

By *David Sarnoff*

President, Radio Corporation of America

W-A-R is the three-letter call under which all radio, from research to manufacturing, from domestic broadcasting to world-wide communication, operated in 1942. Because of war, no other year in radio history has been so packed with activity in communication and scientific research.

Consolidated in the war effort for Victory tomorrow are all the wonders and skills of yesterday and today. We must not slacken in the all-out effort in 1943. Over-confidence must be guarded against until the war is won and peace is made secure; for, though the war situation is far brighter than a year ago, there is a hard road ahead.

Important New Inventions

To meet the demands of war, important developments and new inventions have been rushed to completion. Normally, many of these accomplishments might require years to reach practical service. Radio's scientific achievements in 1942 are guarded by military secrecy.

The Army, Navy and Air Corps have been equipped with radio apparatus unsurpassed in efficiency. Americans will be proud of the research workers and engineers, and of the production men and women when, after the war, the service radio has performed for the fighting arms of this country is made known. Dramatic and historic reports will come from the communication men on their part in the war. And, when Peace opens the microphone for wartime revelations, radio broadcasting, too, will have interesting facts to tell.

In every branch of its activity, the art is far surpassing its historic achievements in World War I. In modern warfare the tide of battle flows to the side on which science, engineering and production are most strongly allied. Radio in 1942 played an important part in turning the tide of victory to the United Nations.

Radio In War Machines

The press has published photographs of great ships being launched, massive

tanks rolling down the production lines, fighter and bomber planes roaring aloft to combat, destroyers and submarines protecting great convoys and Commandos attacking an enemy-entrenched beach. These pictures reveal that the warring monsters manoeuvre with remarkable precision. But the pictures give little or no clue that radio is an important segment in the brain of these engines of war. An antenna is usually the only evidence that radio is aboard. Yet, it is radio which gives these armored monsters their ears and eyes, and even their sense of direction. The equipment they contain, and how it is used, remains a war secret within their iron hulks and hulls.

Communications—The Life Line

Ashore, the infantry operates radio as a lifeline of communications. Even the advance units supplement their portable radio stations with self-contained pack stations popularly called "walkie-talkies." The achievements of the AEF North African invasion demonstrated the efficiency of the U. S. Signal Corps and Navy Communications—both operating in perfect harmony were described as "immensely vital to such fast moving and spectacular offensive." Naval communications won high commendation for the efficiency and dispatch with which it handled American vessels in the armada of 850 warships and transports that reached the African shores.

Radio coordinates and speeds modern military action; it is the one factor which has made blitz possible in warfare, and then made possible an effective defense against that blitz. Radio in itself is speed. It travels at the speed of light. Its wavelengths cannot be cut, bombed or blasted. A "walkie-talkie" can project a message into the air from underbrush, from a forest, or a hill top. No power on earth can stop its winged flight.

Radio's Role Vital

These are only a few of the parts played by radio in this war, but they indicate the vital role of this great new art. With-

★ ★ ★ *Radio On To Victory* ★ ★ ★



out it global warfare would have many a "lost battalion," "lost fleet," and "lost battlefield." Radio coordinates the combined effort and brings the long and scattered battlefronts into focus. Admiral Halsey, in the southwest Pacific, is no further away in communication, from headquarters in Washington, than General Eisenhower, in Africa. Admiral Nimitz and General Emmons, at Hawaii are in the same quick contact with Washington as the Army men in the Aleutians, Iceland, or Panama. Radio puts them all on a direct and practically instantaneous line. War correspondents have reported how the American army erected a powerful radio transmitter during the landing operations in Africa, first to calm the local population and enlist the aid of the natives.

These illustrations of radio activity in the war may convey some idea of the scope of the work that has been in progress in the manufacturing plants and on the wavelengths during the past year. To equip every bomber, ship, motorized unit and field base with radio has been a herculean task. The American radio industry, which in peacetime produced millions of radio sets and hundreds of millions of radio tubes, has met the challenge superbly, as evidenced by the Army-Navy "E" flags flying over many radio factories.

On All Fighting Fronts

Radio has been put on the many fighting fronts by the production workers. Throughout the year they have toiled day and night to equip the United Nations with the finest radio apparatus in the world. Radio manpower, working hours, production methods and communication were geared every day of 1942 to the winning of the war. Production of civilian radios ended in the Spring of '42. As early as 1939, following outbreak of the war in Europe, the RCA Manufacturing Company had begun conversion from a commercial basis to war production.

The use of radio in the war and of radio-electronic devices in the war-effort of industry, to speed production and increase efficiency, has brought new recognition to the word electronics, which was born of radio.

For years, the radio industry has manufactured more than 100,000,000 electronic tubes annually. Radio tubes which produce electrons, control them and harness them to service in communication and industry, have become the heart of electronics. These tubes have paved the way for major advance in the radio art for the past two decades, including

broadcasting, short-waves and television. It has opened the micro-wave spectrum which borders on the frontier of light. In the electron microscope, it has even passed beyond this frontier, to utilize the electrons as "light beams" infinitely smaller than the rays of light themselves.

Role of Television

Television, operated by NBC in New York, has played an important role in air raid instructions and civilian defense. Its laboratory status is a war secret, but those confident of the success that marks wartime developments, expect television to emerge from this war in such form as to make possible a great post-war industry.

Television, however, is not radio's only post-war promise. The useful services of radio will be broadened far beyond the communication field, into such realms as the RCA Electron Microscope, radio frequency heating, supersonics and no end of applications made possible by the development of new radio tubes, especially those designed to send and receive micro-waves—tiny waves measured in centimeters.

Versatile Radio Waves

The application of radio frequency heating to speed industrial processes and at the same time increase their efficiency, is rapidly coming to the fore. Radio waves may now be used to heat, dry, glue, stitch, anneal, weld, rivet and even to deactivate enzymes. This new field is known as thermal radio, or radiothermics. It can laminate an airplane propeller in minutes compared to hours required by ordinary heat and pressure methods. Radio high frequency "furnaces" are a post-war prospect. In them railroad ties will be seasoned quickly and "cakes" of textiles dried uniformly. Even rubber may be "radio-cemented" to wood or plastic; cloth stitched and seamed by radio heat; metals hardened; plywood glued and fresh vegetables deactivated without loss of flavor or color. The possibilities in this new thermic realm of radio are unlimited as indicated by remarkable advances in RCA Laboratories during the year.

Everybody Informed

Radio broadcasting in 1942 distinguished itself in many fields of useful service. From hour to hour it carried to every listener, the running story of the war. It has kept America informed.

The long distance voices in London or Cairo, Moscow or Melbourne, Algiers or Calcutta, have been as clear as if uttered in Radio City, New York. Radio report-

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ing is one of the outstanding contributions of science in keeping the American people in contact with their allies overseas.

At home, broadcasting in 1942 vastly increased its program services. Thousands of announcements were broadcast urging war bond purchases or telling the public about the special needs of the Army, Navy, Marines, Air Corps, Red Cross, USO, the WPB, OPA and similar agencies. In addition, hundreds of entertainment and news programs have been directed to the service men, while many other shows have originated in training camps.

Shortwave Activity

Supplementing nation-wide broadcasting on an international scale, America has continued to develop short-wave stations which have proved their great worth during the past year. Through these stations news and information have been broadcast. Short waves have linked the United Nations; they have actually "poured" news into invaded countries. An outstanding example of the usefulness of short waves is found in President Roosevelt's broadcast in French to the French people, on November 7, when he assured France in connection with the AEF invasion of French Africa, that the United States aimed to free it from the Nazi yoke.

Radiophotos are on the wing from more points on the map than were possible a year ago. RCA, New York, now receives and sends pictures from London, Stockholm, Cairo, Moscow and Buenos Aires, while the terminal at San Francisco plucks pictures from space from Melbourne and Honolulu.

U. S. System Second To None

Only the end of the war can reveal the great part the communications men have played, and how fortunate America is in having a world-wide radio system second to none in coverage and efficiency. It is a thrill to see messages from across the seas roll out of the automatic tape recorder at many times the rate before the war. In World War I, reception at 30 words a minute on an overseas circuit was considered fast.

The bulwark of all this achievement in radio communications is scientific research. An all-important center of this research is the new RCA Laboratories opened in 1942—dedicated to help win the war by giving America's fighting men the greatest resources of science, engineering and production. When peace returns, the same men of science will devote the results of their wartime research to develop new and useful products and services for the post-war era. Radio serves the nation in peace as well as in war.

RADIO INTERPRETS THE WAR -- CONTINUED -- *By William B. Lewis*

radio writers, to the nation's biggest radio audiences. Their patriotic eagerness has been characteristic of the attitude that pervades this entire industry . . . a willingness to do more than one's share if it will only bring peace that much nearer.

I have high praise, too, for the local stations, serving every corner of America. They take the fundamental material and suggestions issued by the OWI and harness them effectively into local programming. Those with network affiliations have heavily supplemented the war messages on network shows with their own local efforts. With the start of 1943, we have established a new plan by which every station in the country is sent a weekly package of spot announcements voicing the most timely war messages requested by Government agencies. In this way we expect to secure maximum results with a minimum amount of air time.

OWI 1943 Aims

Looking ahead into 1943, I think our

further activities are rather well defined. All of our plans are beginning to fit together into a logical pattern, aimed only at the best utilization of the facilities which the radio industry is so freely making available to us. We hope for a number of definite things: (1) that broadcasting continue its broad scope, maintaining the largest possible audiences so that they may be reached quickly and efficiently whenever the need arises; (2) that no serious changes be made in radio's entertainment functions which might cause a loss of audience; (3) that we reduce rather than increase the number of war messages now on the air, providing that those aired are better and more effective; (4) that all broadcasters exercise intelligent initiative when working war messages into their shows, with less brush-off treatment and more striking presentation; and (5) that more surveys and checks of audience reaction be undertaken to determine what methods of approach bring best results.



*After fourteen years on
the air, a guy owes so much to so
many!*

Thanks, m'friends.

Arthur Godfrey

RADIO HELPS FINANCE THE WAR

By Vincent F. Callahan

Director of Radio and Press, War Savings Staff, Treasury Department

SO many important things have happened in 1942 in connection with the promotion and sale of War Bonds and Stamps that it is almost impossible to sum them all up in any reasonable number of words. Especially is this true of the spontaneous co-operation of the radio industry with the War Savings Program.

The radio industry—networks, affiliate stations, local stations, sponsors, advertising agencies—more than any other medium of public information was responsible for the fact that the people of the United States had invested \$9,908,417,000 in War Bonds as of October 30, 1942. Even more astounding is the fact that the radio industry has hammered home the message of payroll savings so well that, as of November 15, 1942, approximately 25,000,000 working men and women were buying Bonds out of salary to the tune of about \$300,000,000 a month!

Name-Changing

Another fact that is so obvious that one almost overlooks it is the acceptance of the name "War Bonds" in place of "Defense Bonds." Within a few hours from the time that this change was decided upon—in May, 1942—the radio industry had achieved the miracle of changing the name of a major product. So subtly and so completely was this change effected that the American public overnight almost forgot that War Bonds ever had been called anything else.

And the radio industry must take another deep bow, for selling as well as promoting the sale of War Bonds and Stamps. From the time in July, 1942, when radio stations began acting as issuing agents for the sale of War Bonds, sales achieved through this medium have leaped so rapidly that any figures we might attempt to publish would be out of date by the time this article goes to press.

Promotion

As regards promotion, there are several phases in which the radio industry is co-operating. In every phase this co-operation not only is magnificent but wholehearted. For example: one minute announcements, directed to various groups—general, women, foreign language and farmers. As a result of personal contact, the telephone and the United States mails, the radio industry

told us that live announcements were swell for the farm audience, housewives and the foreign language audience. But, we were told, transcribed one-minute announcements would do a better job with the general listening audience. Details followed. The consensus of opinion among station managers was that most effective would be dramatized spots and recorded statements by average, patriotic Bond buyers.

War Savings Copy

Next step was a call for help to the men who write our War Savings copy—G. W. Freeman, Ed Clark and Harry Marschalk, of Marschalk & Pratt. "Easy," said they and dug up the research and prepared the copy. Next step was a call for help to another consultant on War Savings copy—E. J. 'Ev' Grady, Vice-President of Ruthrauff & Ryan. We got as far as saying "Ev, we need some help . . ." The next thing we knew, Ruthrauff & Ryan's Jim Tennyson and Tommy Victor were casting and producing the finished product.

As every other carefully conceived product of the minds of the radio industry, these one-minute transcribed War Bond plugs were an immediate success—so successful that the Office of War Information has adopted the idea of one-minute spots for all Government agencies! Of course, the one-minute spots are merely one small indication of the co-operation of the radio industry with the War Savings Program. We can add to the list of successes indefinitely: commercially sponsored network programs; special event broadcasts ("Bond Night on the Blue" clicked off sales of over eleven million dollars as the result of only 6¾ hours' broadcasting time); network programs sponsored by and for the Treasury Department; special transcribed programs for all stations.

"Treasury Star Parade"

Speaking of transcribed programs brings to mind, naturally, the "Treasury Star Parade." This series of transcribed programs is still another example of a "success" born of the suggestions, comments and criticism of all the component parts of the radio industry. From the "borning" of the "Treasury Star Parade" idea, Bill Murray, of the William Morris Agency, as director, and William A. Bacher, as producer, next took the ball.



Thinking of you

KAY KYSER

Exclusive Management
MUSIC CORPORATION of AMERICA

The final result is that 833 radio stations are broadcasting three of these 15-minute Star Parade programs weekly! But that's leaping over the facts—and co-operation—which have made the "Treasury Star Parade" the most popular transcribed series in the history of radio. More important, however, is the fact that the "Treasury Star Parade" is now a part of the living history of our United States.

Star-Studded Talent

With Bill Murray and Bill Bacher at the reins, the talents of the greatest writers in America were enlisted. Here are just a few names—Thomas Mann, Stephen Vincent Benet, Arch Oboler, Paul Gallico, Thomas Wolfe. The talents of the greatest actors and actresses in America were enlisted to give living fire to the burning words of those authors. Let me list, again, a few names: Bette Davis, Lionel Barrymore, Helen Hayes, Orson Welles, Elisabeth Bergner, Edward G. Robinson, Fredric March, Henry Hull, Tallulah Bankhead, Lynn Fontaine, Alfred Lunt, John Garfield, Judith Anderson.

Secretary Morgenthau has expressed the meaning of the "Treasury Star Parade" perhaps better than anyone else. In his foreword to the book of the "Treasury Star Parade"—the 27 most popular scripts—Secretary Morgenthau says:

"... we at the Treasury decided that we could succeed with our financing only if the people themselves were aroused to the realities of the war and to the deadliness of the peril in which they stood. Accordingly, we enlisted the giant resources of the radio... with the recorded 'Star Parade' programs in which sketches, and others like them, reached the ears of listening millions.

"We left it to the great writers, dramatists and artists to utter the undying truths of liberty and love of country, and in a way that would speak for free men of all ages, in all countries, at all times. We left it to the American people to respond with the purchase of War Bond, and we have not been disappointed.

"... this achievement grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens."

"The Song Parade"

"The Song Parade," produced by Everett G. Opie, of the War Savings Staff, is another example of a successful transcribed series which, in Secretary Morgenthau's words, "grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens."

Here, the artists are the most popular singers of the radio industry; and their voices, in song and with a message of War Bonds, regularly reach the listening audiences of 868 stations. Just listen to a few names of the "Song Parade": Barry Wood, Frank Parker, Bea Wain, Lanny Ross, Joan Edwards, Mildred Bailey, Morton Downey.

Other War Bond Shows

And still we have barely tapped the subject of the magnificent co-operation of the radio industry with the War Savings Program. There's the hour program, "Over Here," produced by Bill Murray and directed by Bill Bacher, and heard over the Blue Network, on Saturdays; there's the "Saturday Night Bond Wagon," produced and directed by Bill Rainey, and heard over the Mutual Broadcasting System; there are the Little Jack Little, Horace Heidt, Tommy Dorsey programs heard over the Blue Network; the Alvino Rey series of "Salute to States" programs heard over MBS. Also, during 1942, we had on the air "America Preferred," until May 3, and the American Opera Festival from May 7 to June 18, over MBS; and "For America We Sing," until April 27, over the Blue Network.

Who can forget the success achieved—due mainly to the radio industry—of such War Bond campaigns as Minute Men, Payroll Savings, Retailers for Defense, Band Leaders Enlistment, Pledge, Quota, Ten Per Cent, Schools at War, Women at War, and Top That Ten Per Cent by New Year's.

Tribute to Staff

And, while I'm handing out credit where credit is due, I'd like to pay tribute to the members of the Radio Section of the War Saving Staff. They have been largely responsible for the fine coordination with the radio industry of our undertaking. In a way, this tribute is a "good-bye"—for the duration—to four of the staff who now are with the armed forces: Charles Jewett Gilchrest, my assistant and Chief of the Radio Section, who now is Lieutenant Gilchrest, USNR; Gerald Patrick Flood, Chief of Station Relations, who also is a Lieutenant in the United States Navy; Lloyd Dunning, Chief Copy-Writer, an Ensign in the USNR; Frank King, who also enlisted in the Navy.

Still on hand and carrying the War Savings ball are: Marjorie L. Spriggs, who now is Chief of the Radio Section; Emerson Waldman, in charge of Foreign Language and Farm Programs; Morton A. Milman, Chief of Special Events; Jules Alberti, Chief of Station Relations; Everett Opie, Chief, Transcriptions; Ruth Girard, Estelle Broderick and William S. Rainey, in charge of our New York office.

Ginny Simms

Dear Uncle Sam:

Current Hooper Survey reports show, our Tuesday night series for Philip Morris *Number One* of all War-Effort programs, 80% ahead of the second ranking program.

This is to thank you, Uncle Sam, for air that will still belong to a free people long after the Nazis have forgotten what so proudly they heiled . . . and to express my gratitude to you for providing the servicemen guest stars who have made our program possible.

Gratefully,

"Ginny" Simms

P.S. May I add a special "thank you" to Lieutenant Colonel Ed. Kirby and staff of the Radio Branch of the War Department Bureau of Public Relations, and to Jack Hartley and staff of the United States Navy.

G. S.

RADIO CENSORSHIP IN WARTIME

By J. Harold Ryan

Assistant Director, Office of Censorship, Washington, D. C.

WHEN war came to this country on December 7, 1941, the broadcasting industry was faced with another of those situations in which it has found itself so often. This was to be the first time in the history of American broadcasting that it had to operate in a country at war. Every move to be taken was without precedent, but precedent was being created for the future.

When the Office of Censorship was established by executive order on December 19, 1941, a provision was made for placing broadcasting and the press under voluntary censorship. Under this plan, the manager of a broadcasting station and the editor of a newspaper was his own censor and responsible for the effect of anything broadcast or published by his medium.

Voluntary Censorship

The Office of Censorship brought out a Code of principles, first published on January 15, 1942. Based on experience, two revisions to the original Code have been issued: one on June 15, 1942 and the most recent on February 1, 1943. If the station manager, the voluntary censor, had any doubt about any material, he was asked to measure it against the principles of this Code and to decide whether it ran counter to any of the suggestions in the Code. If it did, it was not to be broadcast. The test of the availability of the material would be "Is this information that I would want to know if I were the enemy," and if the answer was "yes," then the broadcasting of such information was to be avoided.

This theory is a far cry from the actual methods observed by broadcasting in other parts of the world, where almost unanimously broadcasting is owned and controlled by the state. The plan adopted in this country serves only further to highlight the freedom of our institutions and to preserve, even in wartime, every possible freedom of speech and expression that can be saved without imperiling or threatening the Nation's war plans.

Broadcasting stations unanimously accepted the idea of this voluntary censorship and pitched in with a will to make it work. There were some early casualties that were real sacrifices on the part

of broadcasting stations in their efforts to serve and satisfy the public. The popular programs built around street interviews, disappeared from the air-planes. The mention of weather was so restricted by necessity, that it became practically non-existent on the air. Audience participation programs and the very popular request type of broadcasting were hedged about with restrictions. Yet, with all of these curbs, it was felt that the broadcasters are of a sufficiently ingenious character that they would make broadcasting work under any difficulties and they would so gauge their output as to continue to give the American public what it has always enjoyed—the very best radio entertainment in the world.

Unanimously, radio station managers were determined that broadcasting would not be guilty of releasing any information that would damage the war effort of the country. They were equally determined that the high entertainment content of radio programs should not suffer through war's restrictions, realizing that broadcasting could have a tremendously favorable influence on the morale of the people.

Industry Assistance

This office is very grateful for the assistance rendered it in the early, groping days of censorship by many of the leaders in the industry. Their valued advice and counsel was sought in shaping the original code and when this code was ready for publication, it was submitted to representatives of the various segments of the industry and their further opinions sought. These opinions were utilized to the fullest extent possible.

We believe that history will record that in the first year that the United States was engaged in World War Number Two, the American broadcasters did a superb job of self-censoring. Mistakes have been made. Who has ever tried out a new program without making some blunders? Most errors have not been intentional and their commission has been the signal to take steps that would prevent a recurrence. The ever-changing personnel at the stations, occasioned by the war's demands on man power, has furnished a problem that has been difficult to handle. During this first year, the United States has been engaged in the battle of the

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WJZ and the Blue Network

3 to 3:15 P.M.

Monday Through Friday

Sponsored by The Coca-Cola Co. and bottlers of Coca-Cola

Coral Sea; the battles of the Solomons; the invasion of North Africa. In these instances and countless others, broadcasters have refrained from giving any news of benefit to the enemy. The surprise of the Axis powers on the invasion of Africa was almost complete and this result could never have been achieved without the loyal support of broadcasters and newsmen to voluntary censorship.

We have established on the radio desk in the news department of the Office of Censorship a monitoring system whereby we can listen to the programs of the four major networks. We have a man on duty on this desk from the opening of the office at nine in the morning until one o'clock on the following morning. Incidentally, this office can always be reached by telephone, as our operators have instructions to ring members of the staff at their homes in the period between 1:00 and 9:00 A. M.

In the monitoring of network programs, particular attention has been paid to the commentators, to whom we listen at the rate of from sixty to seventy each week. In the main they have done a good job and have usually exercised care in omitting from their scripts items that would be dangerous to National security. However, they are news men, with a keen scent for anything that constitutes news, and on occasion it is necessary to remind them that war does not mean "business as usual" on the news desks of the country.

Foreign Language Broadcasts

There has been an understandable reluctance to make any great changes in the presentation of programs over the air in languages other than English. Our polyglot programs have continued under self-policing. A total of about 150 radio broadcasting stations are giving programs in twenty-six languages. To assist the stations in handling this difficult problem, this office has established a foreign language section. We have monitored many of the foreign language programs, have translated them, compared what is actually said on the air with the scripts, and have been able to offer to the stations what we hope is constructive advice in the handling of their problems. We have located some violations of the Code. The careful operation of this section for five months leaves us with the feeling that the foreign language programs are under much better control than they were a year ago.

Recently we have undertaken a spot check-up of individual station commentaries or analyses and individual station newscasts which may be re-written from the items carried on the standard news wires. This program has been undertaken solely with the desire to be of assistance to the censors in their voluntary task. The stations have cooperated most satisfactorily and efficiently.

Future Efforts

With increasing numbers of American troops stationed all over the globe, with lengthened supply lines to serve them, with the increasing tempo of production and military effort, 1943 requires of the broadcaster renewed effort, to assure the success of this unique voluntary system of censorship. Re-doubled care must be exercised to see that no damaging information of any character escapes from the antennae of the United States. Alertness must be exercised, to be constantly on guard against any infraction, however slight, of the Code of Wartime Practices for American Broadcasters. One hundred per cent perfection is what we must at all times aim for, because even a one per cent failure entails prospects too horrible to be contemplated. It must never be said of American broadcasters that they have in any way endangered the life of a single American soldier or sailor.

Any account of the activities of censorship during 1942 would be incomplete without a tribute to those staff members who have given loyally and without stint towards its operation. Stanley Richardson, who was the first assistant to be added to the office, back in January of 1942, is now the manager of the London office of the National Broadcasting Company. In addition, our staff has included: Robert K. Richards, who came to us from the production management of Station WSPD, Toledo, Ohio; Eugene Carr, loaned to the Office of Censorship from the position of assistant manager of WGAR, Cleveland, Ohio; Charter Hessler, on loan to us from the news office of the National Broadcasting Company in New York City; Edward Bronson, who came from WCOL, Columbus, Ohio, where he was program director and vice president; and Lester Halpin, who is on leave from KOIN, in Portland, Oregon, where he was news editor. To all of these men, as well as to more than 900 voluntary censors, the Office of Censorship makes grateful acknowledgment of its debt in a time of unparalleled National stress.





Truth or Consequences

HELLO THERE,

AND Thanks to all the NBC Stations on our Truth or Consequences Network for the help you fellows gave us in our million dollar war bond consequence. And our apologies for the switchboard headaches that resulted from the copper penny consequence.

Yours for Victory,

Ralph Edwards

P. S. Uncle Sam is very happy. So am I.

RADIO HELPING FOOD PROGRAM

By Wallace L. Kaddertly

Chief of Radio Service, U. S. Department of Agriculture

"THE Secretary of Agriculture . . . is authorized and directed to assume full responsibility for and control over the nation's food program. . . ." From the White House December 5th, 1942. came this Executive Order of the President. And with this order new responsibilities devolved upon not only the Secretary of Agriculture but also upon American broadcasters. For without the assistance of radio neither the Secretary of Agriculture nor anyone else can successfully administer the nation's program for food, one of the most potent weapons of the war. This is a plain and simple fact. It is not a plea for cooperation. Secretary of Agriculture Claude Raymond Wickard and the Department he heads are now and have been receiving marvelous cooperation.

Action

After Pearl Harbor, when Secretary Wickard boosted the already-record goals for production of specific farm commodities, many broadcasters said in words and action . . . and many others said as plainly by action alone: "Tell us what you want us to do. We've worked *with* you in the past. For the duration, we're working *for* you."

I believe we have thoroughly understood the meaning of these words and actions. American radio was not deeding its facilities or its freedom to an administration of Government or to a program or to anything else. It *was* re-dedicating its services to the free people of the United States—yes, and to the

people of the world . . . so that our nation and our freedom—including our precious freedom of expression—might survive. We appreciate and respect that concept.

Advertisers' Aid

In this war American radio is not and should not be a mere funnel through which the official statements of Government reach the people. We do not consider it so. Rather, radio is a force in itself, its people capable and willing to use their brains and skills to report what needs to be reported, to sell the ideas that must be sold, to get the action that must be taken by the people to WIN THE WAR. Every week since a very short time following Pearl Harbor, we have written to a long list of farm broadcasters, telling them the Department's current objectives, forecasting future moves whenever possible, enabling our radio war-partners to give their best individual efforts to our common cause with the necessary assurance that they are pulling *with* the war leaders. They, in turn, have given us many excellent ideas and suggestions. Among other things, they led us to our first significant liaison with the nation's advertisers—a liaison which does not affect our basic relationship with the licensees and networks but does enable advertisers to throw their weight behind the right wheel.

Radio's Cooperation

Cooperation between the radio industry

☆☆☆ Radio On To Victory ☆☆☆



FRED WARING

and his

PENNSYLVANIANS

•

4th YEAR

•

Chesterfield Pleasure Time

•

Management, John O'Connor
1697 Broadway
New York City

and the Department of Agriculture takes many other forms:

Hundreds of individual stations carry regularly scheduled broadcasts of USDA War Boards and of individual agency-members of the Boards (AAA, Farm Security, Soil Conservation Service, State and County Extension Services, Farm Credit agencies). Some of these programs are regional network offerings.

Hundreds of broadcasters regularly aid the Department-prepared scripts: "Homemakers' Chats" and "Farm Flashes" (in many States these scripts are localized and distributed by State Extension Services).

Many women's broadcasters receive and build programs with the help of "Radio Round-up on Food", a background service similar to our weekly memorandum to farm broadcasters.

Through OWI, probably every station has received and used specific messages and/or background material for adaptation, supporting the agricultural war job.

Stations from coast to coast carry the Blue Network's "National Farm and Home Hour" (daily) with information supplied by USDA; and Columbia's Country Journal (CBS weekly) to which the Department contributes information frequently.

Special network broadcasts by the Secretary and members of his staff . . . invariably there's a special reason for one of these special requests for time and invariably the radio industry makes its facilities available.

Occasionally, and for specific purposes, the Department issues electrical transcriptions. Usually, these are scheduled in lieu of other regular scheduled Department information.

The Farmer's War-Role

The man whose "food will win the war and write the peace" sounded reveille on the food front; he believes that in democracy, understanding by the people pro-

duces action by the people. His use of radio and his Department's use of radio is—in a completely literal sense—a big part of wartime administration. Farmers of the United States made 1942 their greatest year in their great history of production. In 1943 they have an even greater task to perform. We must keep them thoroughly informed as to the size of the job, the changes that are bound to develop, and the services available to them. That's basic in administration of the food program.

The Consumer's Role

With the new, unified command on the food front, another basic part of food program administration will be information dealing with food processing, distribution and consumption. Secretary Wickard, in his first radio-press conference after receiving his new powers in the food program, emphasized that radio and the press can do tremendous good by informing housewives of food supplies, allocations, and ways of using available food to best advantage.

Housewives can save food—thus lighten the load on farmers, processors, distributors, railroads.

A pound of food saved is a pound of food produced, processed, distributed. We've got to stop food waste.

But that's not all. Don't forget production. We must have great quantities of the right things. We must make the best possible use of land, labor, materials, processing services, transportation to produce the foods most needed; and it will be necessary to hold down on some products in order to get the needed quantities of the right things.

To win the battle of food, we must have a smooth flow of food from field to kitchen, from field to mess kit.

Radio's job begins with the planning of the farm work, continues through the whole production line to the table.

The battle of food is a challenge to the entire nation. It's a challenge to Radio.



3rd YEAR
FEENAMINT'S
"DOUBLE OR NOTHING"

Over the Largest Commercial Hook-up in Radio

SPONSOR: Pharmaco

AGENCY: Wm. Esty Co.

NETWORK: Mutual



Emcee

JOHN REED KING



Singing Star

FRANK FORREST

American Tenor



Announcer

ALOIS

HAVRILLA



Musical Director

NAT BRUSILOFF

PRODUCER
Harry Holcombe

PUBLICITY
Zac Freedman

RADIO'S TWENTY YEAR CLUB

By H. V. Kaltenborn

"WHAT are you going to do to celebrate your twentieth anniversary on the air?"

NBC's Press Department was looking for a story. The question found me trying to reconcile the latest Berlin communique with my war map. I tossed off the first answer that came into my head: "Organize a Twenty-Year Club." The Press Department told the world and I had to make good.

That, my radio brothers, is the true story of how the club was born. But, great discoveries and great institutions often result from accident.

As I began to seek eligible members I realized that here was the living history of radio broadcasting. The biographies of those who had been actively associated with radio broadcasting for at least a score of years told a fascinating story of growth and achievement.

These men and women have pioneered in the greatest mass communication medium humanity has known. Surely it was worthwhile to summarize the life stories of radio's pioneers in printed form. For here was the history of radio broadcasting by the men and women who made that history. Hence the Twenty Year Club Book which summarizes the story of their contribution to the origin and development of radio broadcasting.

It is a roster of 84 broadcasting executives, engineers, writers, and performers whose association with radio goes back to crystal set days and beyond. Some fourteen are already eligible for a Thirty Year Club.

Twenty-three members were wireless operators on shipboard in the first World War. Most of these had been youthful "ham" operators. Twelve began as writers, eleven as station executives, nine as performers and five as announcers.

Dean of them all is David Sarnoff who began his memorable radio career as a junior telegraph operator with the Marconi Wireless Telegraph Company in 1907.

Since the 1942 edition of the Twenty Year Club Book went to press more than thirty additional veterans have qualified for membership. Their radio biographies

will be included in the 1943 edition of the Club Book. Publication of this second edition is expected to coincide with the Club's first anniversary which occurs on April 4, 1943.

The Club was established at the dinner tendered to me by the National Broadcasting Company at the Harvard Club of New York City on April 4th, 1942, to celebrate the twentieth anniversary of my first broadcast. This was a discussion of the then current coal strike carried on a station operated by the Fort Wood Signal Corps of the Amateur Radio Reserve. It was the first editorial analysis of a news event to be heard on the air.

This is only one of innumerable "firsts" to be found in the radio histories of the Twenty Year Club's members. It is my hope that some radio historian will find in these biographies the incentive to present the first comprehensive story of the origin and early development of radio broadcasting in the United States.

The Club Book presents only brief chronological biographical summaries. But the letters from which these few cold facts were taken often contain the most thrilling and amusing stories of the adventures and misadventures which always befall the pioneers in any undertaking.

Several publishers have expressed their willingness to bring out such a book if I would act as supervising editor. But it needs a competent writer who will seek out these pioneers and secure from them the full story of how radio broadcasting began.

Perhaps, when the club meets in April to celebrate its first birthday, we will launch this book project. Most of us, whose privilege it has been to make some small contribution to radio history, and who are still active in broadcasting, are too absorbed with the problems of today and tomorrow to give much thought to the events of yesterday.

Ours is a medium that faces immeasurable possibilities. But someone must begin to look back so that the historic record of the triumphs and mistakes of yesterday may help us realize the greater triumphs of tomorrow.





JEAN HERSHOLT

as

“Dr. Christian”

SPONSORED BY CHESEBROUGH (Vaseline Products)

SIXTH CONSECUTIVE YEAR

— CBS —

RADIO'S NEWSMEN ABROAD

By *Lowell Thomas*
President, Overseas Press Club

NEWEST in the world of news is the microphone journalist who broadcasts to us from foreign countries—often from war zones nowadays. He does a highly specialized job, giving spot news that is flashed with the instantaneous transmission of wireless. He becomes increasingly important in the business of getting the news to the radio public. Some of the most notable of recent broadcasts have come from the radio foreign correspondents—like Cecil Brown's reports from battle zones in the war with Japan.

New personalities are emerging. The field is one in which voices and names appear and are established rapidly. Take the case of Larry LeSeuer. Several years ago Larry worked for the United Press, in charge of their radio department. Then suddenly he was in England and talking on the air. He got some good breaks, and now has returned as a well-known radio correspondent.

Overseas Press Club

I happen to be president of the Overseas Press Club, an association of journalists, both newspaper and radio, who have served abroad. This enables me to see a good deal of the radio foreign correspondent, and I find him a distinctly interesting personality. He has the qualities of a newspaper man, plus the practiced ability to speak, which even the best of newspapermen do not always have. The Overseas Press Club gives weekly luncheons at which outstanding figures appear, and relate points of inside information. When the radio correspondent gets up and talks is when you appreciate his practiced speech.

The prominence of broadcasting from foreign parts is an inevitable sequence to the development of the mechanical facilities of transmitting programs from overseas. When the engineers got their equipment to the point that broadcasts from foreign countries were something you could count on to be received satisfactorily, the newsman over there quite naturally stepped to the microphone as a regular thing.

Foreign news broadcasting has followed the same pattern as news broadcasting in general. As soon as the radio became a going mechanism, who should

go promptly on the air but our old friend the newspaper man. This I remember only too well—having been one of the early birds myself, when I succeeded Floyd Gibbons, who made the first spectacular success as a news broadcaster.

Early Uncertainty

We were not so sure then how long the news personality thing would last. I remember how, when I broke in on radio going on 13 years ago, I figured I might continue on the air for a couple of years—if lucky. I thought that after a time people would grow tired of hearing the same voice.

It happened, too, that I was an early bird in broadcasting from overseas. In 1937 I went to Europe to give a radio account of the Coronation of King George the Sixth. While over there I made several broadcasts to America—from England, from Paris, from Rome. One program was from the ship going over, and that one turned out badly. As a guest speaker on the broadcast I had Webb Miller, the famous London correspondent of the United Press. Webb was speaking his part—then suddenly stopped, turned to me and said, "I think we're off the air." And so we were. I found out later that the reception in New York was so bad that we were cut off. Some sort of magnetic storm was cutting up, and we could hardly be heard from mid-Atlantic.

That program went haywire, but the others from Europe were transmitted without a hitch. The reception was excellent—particularly in the case of the Coronation.

The way was open for the coming of the radio foreign correspondent, the regular performers like Shirer, the occasional speakers like Quentin Reynolds.

Further Development

The equipment for overseas radio programs continues to improve, and that means an increasing vogue of news talks from foreign countries. The man follows the machine in this mechanical era of ours. We can, I think, look forward to large new developments of such things as broadcasts from actual scenes of fighting, the flashing to us of war events as they happen. New news personalities are sure to emerge out of this.



JOAN BROOKS

"First Lady of the Blue"

BLUE network
New York

ED EAST and POLLY

"They really sell" New York

PATSY CAMPBELL

Ingenue and Comedienne

"Ethel" on CBS's Damon Runyon
"Joe and Ethel Turp" program
"Taffy Tucker" on the BLUE's
"Terry and the Pirates."
New York LEx. 2-1100

BURT BOYAR

Juvenile

"Dexter" (second lead) on the CBS
"Meet Corliss Archer" program
"More than 100 radio performances"
New York LEx. 2-1100

STUART (STEVE) BRODY

Older juvenile and straight leads
Singer

Three years of radio experience
(Honorable discharge from the
Army)

New York LEx. 2-1100

BEN PRATT

"Uncle Sam's Favorite Daughters"

**VI and VILMA
VERNOR**

"The Victory Twins"
NBC- New York

HOWARD PETRIE

Announcer

DAVIS MEMORIAL AWARD FOR
1942

"Everything Goes," "Mary Marlin,"
"Abie's Irish Rose," etc.
NBC New York

BOB SHAW

Writer

Radio- stage- screen

"Front Page Farrell" on NBC
PL. 3-1193

JEAN SINCERE

Ingenue and young lead

In "ARSENIC AND OLD LACE"
On accredited casting lists of net-
works and agencies.

New York
MU. 2-8060 CI. 6-3082

W H O

is

CORAL TEMPEST???????

New York CI. 6-3082

41 ROCKEFELLER PLAZA, NEW YORK CITY

PERSONAL PUBLICITY

ANGLO-AMERICAN INNOVATIONS

By *Lindsay Wellington*

North American Director of the British Broadcasting Corp.

THE complete realignment of the United States broadcasting industry to the needs of total war in 1942 had a great effect on the BBC's programs for United States listeners. The BBC has been on a war basis since September 3rd, 1939, and its programs to the Empire and the world have reflected that fact. But, in 1942, the increasing liaison between British and American radio, apparent in the ever-widening scope of the arrangements for rebroadcast of BBC programs, drew the BBC directly into this situation in the United States. The BBC was presented with an opportunity to serve the common interest which it warmly welcomed. Now, at the conclusion of an exciting and stimulating year as our New York office has ever known, in which we have formed close friendships with many officials in the American broadcasting industry, we feel more strongly than ever that this mutual cooperation will yield increasing returns as time goes on.

Technical Problems

Rebroadcasting from the BBC short-wave frequencies was comparatively new in 1942 and it presented numerous technical difficulties. It would be foolish to say that all of them have been solved. The question of timing for instance, arranged on occasion over 4,500 miles of land and water, held innumerable headaches for the unwary. It is a tribute to the skill and ingenuity of all concerned that commonly now, one hears the phrase "Come In, London" and the answering "This Is London Calling" as smoothly cued as though both broadcasters were in adjacent rooms.

Naturally enough, news was the item first carried widely in the United States but long before the first American troops landed in Northern Ireland, feature programs were attracting an audience through rebroadcasts. In fact, "The Weekly Visit to the American Eagle

Club," the first of the regular servicemen's programs from the British Isles, was placed with the Mutual Broadcasting System before American troops had settled in their new camps and could give their attention to telling the folks at home how they were making out in this new country through the program, "The Stars and Stripes in Britain." Rebroadcasts of "Answering You" on the Mutual Broadcasting System antedated both of these by almost a year.

All of these programs are produced by the BBC in its studios, and with the help of recording vans traveling throughout the British Isles, under handicaps severe enough to discourage all but the stoutest devotees of radio as a means of mass communication. The experience gained was invaluable as the demand from all sides increased for War Service programs which would help expand knowledge and understanding by means of the hard realities of fact and information. BBC participation in American program scheduling branched out and now includes independent radio stations as well as the major networks. During the past year, the Blue Network, the Mutual Broadcasting System and the National Broadcasting Company have all carried at least one series of feature programs conceived and created in the BBC studios. We confidently look forward during 1943 to increasing and welcome calls on our time and energy. As we write this, the Columbia Broadcasting System has arranged with the BBC for an exchange series of broadcasts to be heard in each country, produced alternately in New York and London. The series began in February.

Increase in Programming

In December, 1941, the BBC noted 143 standard wave-length stations in the United States as carrying one or more of its programs during the month, and

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B E N N Y



G O O D M A N

"The POWERS GIRL"

(United Artists)

Columbia Records

★

Exclusive Management

MUSIC CORPORATION OF AMERICA

★

Personal Management: Harry Weinstein, 1619 Broadway, N. Y. C.

the time given to these programs was 196 hours. In December, 1942, the number of stations carrying BBC programs regularly had grown to 214 and had reached out beyond the borders of the continental United States, to Hawaii and Puerto Rico. The total number of hours allocated to these programs during that month was 357; the equivalent of 14 days of continuous rebroadcasting. During 1942 the BBC originated more than 1,200 separate programs which were heard by citizens of the United States and its possessions, through the medium of short-wave, beam telephone and delayed rebroadcasts.

Certainly, one of the most important factors in this rapid and wholesome growth has been the imagination and daring of American broadcasters. They quickly saw the opportunity to dramatize the problems of the war to the citizen on the home front. One illustration of the many at hand will suffice to show how flexible and telling is such dramatization. Not long ago the BBC was requested by an imaginative broadcaster in an industrial Massachusetts town to aid it in stimulating a bond rally which was to be broadcast. The BBC arranged for a United States serviceman from that area, now stationed in Britain, to participate in the program and to key his remarks closely to the American portion of the broadcast. Interviewed by a BBC producer, his greetings to family and friends and description of the thoughts and feelings of himself and other servicemen from that area, also stationed in Britain, were exactly suited to the occasion. The success of the program was attested to by both the station manager and a local administrator of the Treasury Department War Savings Staff. To quote from the letter received by the BBC from the latter, "The pick-up from England was particularly good, both as to clarity and subject matter and it aroused a tremendous amount of interest here in town and has resulted in a real spurt of War Bond purchases throughout the plants. . . ." If we select this one from many expressions of ap-

preciation, it is because it tells in such short space the whole story of what we believe is our purpose.

Broadcasts to Britain

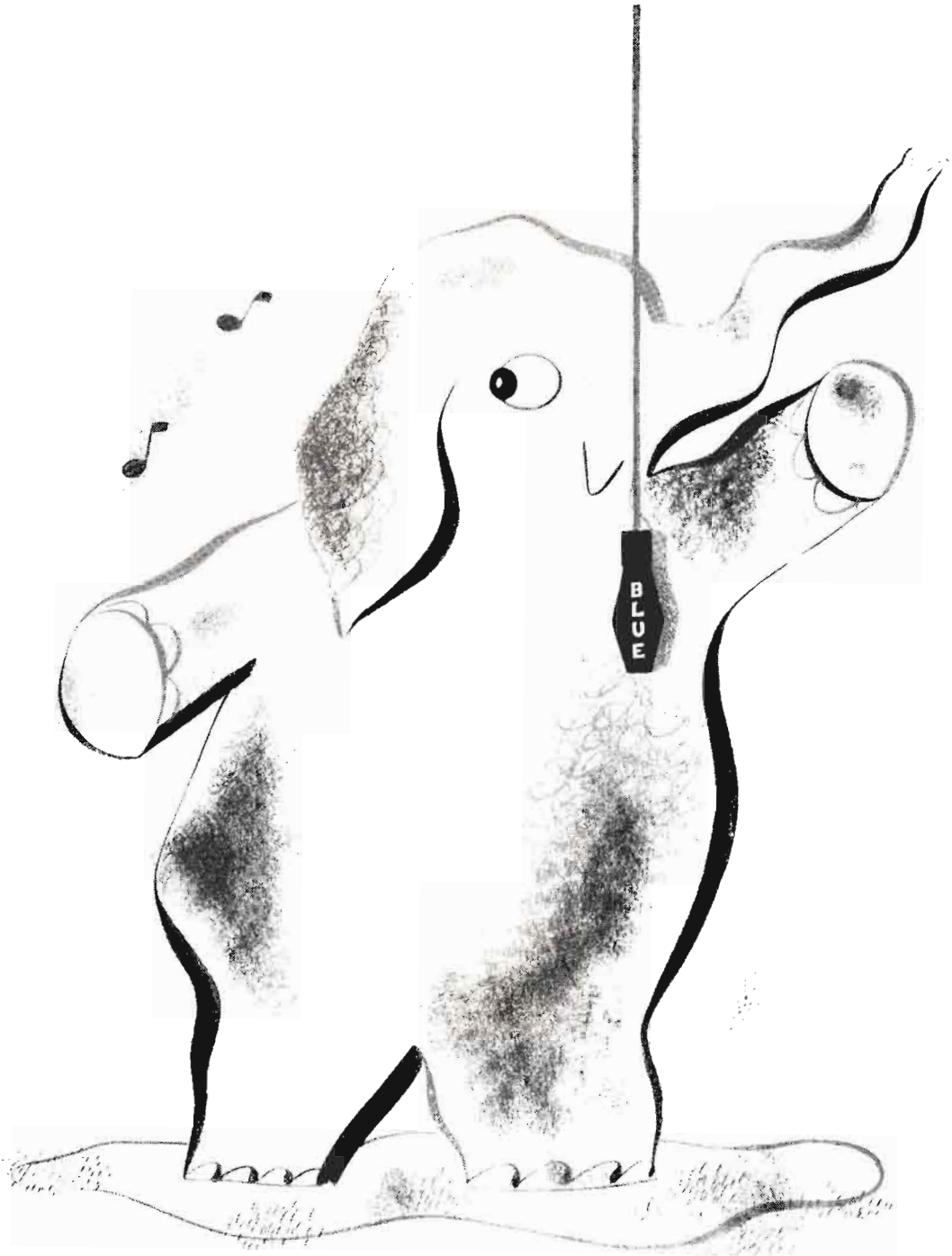
No tabulation of the past year's work would be complete without some mention of the BBC's clearance of programs for its own domestic network and its short-wave and medium wave transmitters to the European continent. The latter are cleared through the Office of War Information while the BBC arranges for clearance of the former. News reports, commentaries on important events in the United States, dramatic programs produced by the BBC staff in the United States as well as programs adapted from American domestic radio, are welcomed by the British listener and are regularly scheduled on the BBC's domestic wavelengths. Here again, a new and hitherto unconsidered technique of communication has come into being through hard work and imaginative reaction to the situation.

CBC Cooperation

An important factor in the development of the whole technique of rebroadcasting has been the cooperation of the Canadian Broadcasting Corporation. Many of the difficulties which confronted the BBC in this mode of operation were first explored and suggestions made, looking to their solution by the CBC in the period prior to 1940. In addition, the CBC made available some of its best radio producers and newsmen who were immensely helpful in the first months following the declaration of war. Some of them are still doing yeoman work in London.

As we look forward to the year 1943, the possibilities for further development appear excellent. None of the fields of mutual cooperation have been fully exploited and admittedly much remains to be done. But we can look to the future confident that the problems which will arise will be met as boldly and solved as ably as they have been in the year past. The BBC stands ready to do its part.





people are different from elephants!

Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue - that it *builds good will*.

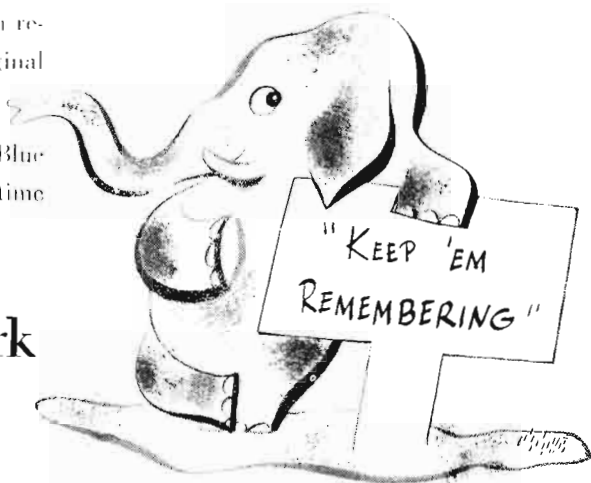
"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime

economy. The Blue gives you national coverage at the lowest price of any medium entering the home - costs, in fact, from 11¢ to 35¢ less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company
A Radio Corporation of America Service

the **blue** network





WHEN YOU NEED . . .

- ⊗ ACCEPTED COVERAGE BROCHURES
- ⊗ SINGLE SHEET MAPS
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- ⊗ SURVEYS
- ⊗ MARKET RESEARCH

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INTER-AMERICAN BROADCASTING

By Don Francisco

Director, Radio Division, Office of Coordinator of Inter-American Affairs

THE past year has recorded a number of interesting developments in Inter-American broadcasting especially insofar as the situation applies to the broadcasting activities from the United States to the other American republics.

Chief among these newer developments has been, of course, the coordination of shortwave broadcasting coincident with the government taking over supervision of all shortwave facilities in November of 1942. Under this arrangement the Office of War Information and the Office of Coordinator of Inter-American Affairs are apportioned the entire broadcasting time of U. S. shortwave stations for dissemination of radio material to foreign areas, with the Coordinator's Office supervising broadcasting to Latin America.

Spirited Network Co-Op

At this point it would be well to recognize fully the spirit of cooperation with which the U. S. Networks have entered into the Inter-American phase of broadcasting. They furnish their production and transmission facilities for a bulk of the broadcasting both going from this country to Latin America and from Latin America to the United States. In this connection also the U. S. shortwave station operators generally have demonstrated their patriotic cooperation in turning over to the government agencies operating control of their stations for the duration.

The first effect of the changeover as it applies to Latin American broadcasting has been the intensification of coverage through coordination of the country's available shortwave transmitters. At present an average of 32 hours daily of program material is broadcast over 11 transmitters broadcasting in Spanish, two in Portuguese, and two in English, all directed on Latin America.

Latin America Coverage

Under the system two pairs of trans-

mitters, one pair fed by programs originating at CBS and another by programs originating at NBC are beamed simultaneously on the eastern Spanish speaking countries of South America, broadcasting to Venezuela, Bolivia, Argentina, Paraguay and Uruguay. Two other pairs of transmitters, one fed from NBC and another from CBS are broadcasting to the Western Spanish speaking countries including Columbia, Ecuador, Peru and Chile. Two additional pairs of transmitters divided between NBC and CBS are beamed on Mexico and Central America and another single Spanish-programmed station is carrying programs originating at CBS to the Caribbean. The two California transmitters are programmed exclusively in English concentrating on Central America and the Caribbean area but serving generally all Latin America and another two stations broadcast simultaneously to Brazil in the Portuguese language.

Nine New Transmitters

Nine additional transmitters have been projected, some of them actually under construction now. As soon as they are completed they'll be brought into service to supplement the above-mentioned groupings, five to be added to the Spanish groups, two to the Portuguese group and two to the English group.

The past year has also brought, coincident with the integrated shortwave pattern, sharp changes in program material to Latin America, all of which material is under the supervisory control of the Coordinator's Office. This change is particularly emphasized in drama, news and news commentaries.

While the operating structure of the lessee shortwave stations has remained more or less intact, the Office of Inter-American Affairs has become increasingly active in actual program material production. At the present the Office writes, supervises and co-produces weekly, 11 half-hour and two quarter-hour

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**"THIS IS THE 'MUG' WHAT MAKES THE NOISE
THAT WILL SELL
YOUR PRODUCT**

**TO GIRLS AND BOYS
FROM 1 TO 101..."**



**3rd
YEAR ON
THE AIR!**

DICK GRANVILLE
"THE GALLOPING DARK HORSE"
OF THE **MUSICAL**
MERRY-GO-ROUND

"He chatters between platters about 'stuff' that matters — and gives both sponsor and listener an even break!"
—*RADIO DAILY.*

NOW SELLING FOR SPONSORS OVER

WMBR

The "CBS" station serving
JACKSONVILLE FLORIDA

dramatic programs, 12 quarter-hour news commentaries and two half-hour music programs.

40,000 Words Of News Daily

The Press Division of the Coordinator's Office is now preparing and teletyping to the various station alignments 40,000 words daily of news and news commentary in three languages. News broadcasts are prepared for Latin American broadcasts on the hour or half-hour beginning late in the afternoon and continuing past midnight. These are the hours during which the U. S. transmitters are beamed to the other American republics. The hours from early morning until late afternoon are utilized by the OWI for broadcasting to Europe, Africa and the Far East. The OWI and CIAA make full use of one another's news material.

Dramatic Programs

The dramatic programs, starting off with a single weekly show last January, have grown to network production proportions during the past 12 months. As indicated, the Radio Division is now writing, supervising and co-producing 11 half-hour and two quarter-hour dramatic programs weekly for shortwave. In addition the Radio Division is highly active in transcription transmission, sending down last year a large variety of transcribed series to Latin American stations for scheduled local broadcasting.

To insure full coverage for the short-wave feature programs a majority of them are picked up by Latin American stations and rebroadcast locally by long wave. Some of the programs are broadcast thus locally over networks ranging from 35 to 65 stations representing every American republic.

U. S. Radio Fieldmen

A little known gesture of U. S. radio's good will toward Latin American radio has been the corps of radio fieldmen sent down to cooperate with station operators of the other Americas in introducing modernized production methods. To date seven of these men have been stationed throughout the whole of Latin America and have received warm-hearted wel-

comes from station operators wherever they've visited. The men were chosen for their thorough radio background in writing, directing and producing as well as the necessary ability to write and converse in Spanish and/or Portuguese.

The past year in Inter-American radio has also brought increased attention to the accepted U. S. radio theory that international broadcasting isn't a one-way street. In the past year, for instance, more than 250 programs have been picked up from Latin American countries and broadcast in the United States, for the most part on a coast-to-coast basis. An impetus to this Latin America-to-U. S. broadcasting was given early in 1942 when all major U. S. networks sent representatives to the Rio Conference. Daily during the conference the network representatives broadcast programs to this country, not only outlining in detail the day's activities but usually presenting, in person, outstanding delegates and observers. As a matter of fact these programs, recorded, have added substantially to the permanent documentation of that historic parley.

Educational Features

The past year has, too, found U. S. radio particularly active in domestic broadcasts of programs explaining to North Americans the customs, traditions, culture, etc. of their Latin American neighbors. According to a recent compilation by the CJAA Radio Division, the Office arranged, last year, 117 programs for approximately 850 U. S. stations. In that period more than 1800 individual programs dealing with Latin America were produced over the four major networks. These figures represent an enormous increase over the previous 12-month period and indicate an increasing appetite on the part of U. S. radio listeners for Latin American information and for entertainment from the good neighbor republics.

That increased mutual interest of the peoples of all the Americas in one another's affairs and well being is, in our opinion, the most encouraging item in all Inter-American broadcasting in the past year.



IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	Circle	5-5780
WABC	Wickersham	2-2000
WBFR	MAIN	4-9735
WBNX	MEIrose	5-0333
WBYN	BRyant	9-3775
WCAU (N. Y. Office)	Wickersham	2-2000
WEAF	Circle	7-8300
WEVD	BRyant	9-2360
WGN (N. Y. Office)	MURray Hill	2-3033
WHN	BRyant	9-7841
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	PLaza	8-0066
WINS	BRyant	9-6000
WJZ	Circle	7-5700
WLIB	Ingersol	2-1300
WMCA	Circle	6-2200
WNBF (N. Y. Office)	MURray Hill	2-5767
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	PEnnsylvania	6-8600
WOV	Circle	5-7979
WPAT (N. Y. Office)	LOngacre	5-2811
WQXR	Circle	5-5566
WRUL (N. Y. Office)	Circle	7-3993
WWRL	NEwtown	9-3300

National Networks

Blue Network Co.	Circle	7-5700
Columbia Broadcasting System	Wickersham	2-2000
Keystone Broadcasting System	LOngacre	3-2221
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300

Station Representatives

John Blair & Co.	MURray Hill	9-6084
Blue Network Co.	Circle	7-5700
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Circle	7-0656
Burn-Smith Co.	MURray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3280
Cox & Tanz	MURray Hill	2-8284
The Foreman Co.	ELdorado	5-0174
Forjoe & Co.	VAnderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4131
Headley-Reed Co.	MURray Hill	3-5470
George P. Hollingberry Co.	MURray Hill	3-9447
The Katz Agency	Wisconsin	7-8620
Joseph Hershey McGillvra	MURray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co.	MURray Hill	2-4401
Radio Advertising Corp.	MURray Hill	2-2170
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	LEXington	2-1280
Paul H. Raymer Co.	MURray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	ASHland	4-6698
Spot Sales, Inc.	ELdorado	5-5040
Weed & Co.	VAnderbilt	6-4542
The Walker Co.	MURray Hill	2-0374
Howard A. Wilson Co.	MURray Hill	6-1230

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Bermingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300

Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	LEXington	2-0850
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	ELdorado	5-5435
Donahue & Coe, Inc.	COLUMbus	5-4252
Doremus & Co.	REctor	2-1600
Sherman & Ellis Co.	PLaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	CORTland	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	Circle	5-4485
M. H. Hackett, Inc.	Circle	6-1950
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Ivey & Ellington, Inc.	MURray Hill	3-5680
H. W. Kastor & Sons Advertising Co.	COLUMbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COLUMbus	5-3721
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VAnderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright	COLUMbus	5-2058
C. L. Miller Co.	MURray Hill	2-1010
Morse International, Inc.	LEXington	2-6727
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Pearl	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	PLaza	5-1500
Charles Dallas Reach Co.	VAnderbilt	6-5924
Redfield-Johnstone, Inc.	PLaza	3-6121
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Russel M. Seeds Co.	Circle	6-1382
Stack-Goble Advertising Co.	PLaza	3-7444
Street & Finney	BRyant	9-2400
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	ASHland	4-1690
Warwick & Legler	MURray Hill	6-8585
Ward Wheelock Co.	PLaza	3-7120
Young & Rubicam, Inc.	ASHland	4-8400

Publications

Advertising Age	BRyant	9-6432
Advertising & Selling	CAledonia	5-9770
The Billboard	MEdallion	3-1616
Broadcasting and Broadcasting Advertising	PLaza	5-8355
Metronome	Circle	7-4500
Printers' Ink	MURray Hill	3-6500
Radio Advertising (Rates and Data)	LEXington	2-6611
Radio Craft	REctor	2-9690

RADIO DAILY

Wisconsin 7-6336

Radio Guide	MURray Hill	2-4690
Radio Retailing	MEdallion	3-0700
Radio Retailing—Today	PLaza	3-1340
Radio & Television Weekly	WALKER	5-2576
Sales Management	MOhawk	4-1760

Standard Advertising Register	MEdallion	3-5850
Tide	AShland	4-3390
Tune-In	Circle	5-8425
Variety	BRyant	9-8153

News Agencies and Associations

Associated Press	Circle	6-4111
International News Service	MURray Hill	2-0131
Press Association, Inc.	Circle	7-1357
Radio News Association	MURray Hill	2-4053
Reuters	Circle	6-3960
Transradio Press Service, Inc.	MURray Hill	2-4185
United Press	MURray Hill	2-0400

Talent Agencies

James Appell	FLaza	3-7840
Batchelor Enterprises, Inc.	Circle	6-4224
Herman Bernie	COLUMbus	5-6647
Columbia Concerts Corp.	Circle	7-6900
Consolidated Radio Artists, Inc.	COLUMbus	5-3580
Wallace Downey, Inc.	Circle	6-4684
Evans & Salter	Circle	7-6900
Fanchon & Marco	Circle	7-5630
Moe Gale	LONGacre	3-6111
General Amusement Corp.	Circle	7-7550
William Gernannt	VANDerbilt	6-1750
Don Haynes	Circle	6-8520
Hesse & McCaffrey	ELdorado	5-1076
Estella Karn	VANDerbilt	6-3860
Bob Kerr	Circle	7-5857
Mark Leddy	BRyant	9-1631
Bon B. Lipset, Inc.	CHickering	4-2466
A. & S. Lyons, Inc.	PLaza	3-5181
Management Corp. of America	WICKersham	2-8900
A. T. Michaud	Circle	5-5480
Mills Artists, Inc.	Circle	6-1566
William Morris Agency, Inc.	Circle	7-2160
Leo Morrison, Inc.	Circle	7-6413
Music Corporation of America	WICKersham	2-8900
National Concerts & Artists Corp.	PLaza	3-0820
James Peppe	PLaza	3-2636
Myron Selznick Co. of N. Y.	Circle	7-6201
Roy Wilson (Wilson, Powell & Hayward)	PLaza	5-5480
Ed Wolf & Associates	Circle	7-4885

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.	BRyant	9-1176
Advertisers Recording Service	Circle	6-0141
Air Features, Inc.	WICKersham	2-0077
American Institute of Food Products	BOWling Green	9-9188
Arts Recording Studios & Recording Co.	PLaza	8-0407
Asch Recording Studios	BRyant	9-3137
Associated Music Publishers, Inc.	BRyant	9-0847
Audio-Scriptions, Inc.	Circle	7-7690
Basch Radio Productions	MURray Hill	2-8877
Broadcasting Program Service	BRyant	9-4324
Ted Collins	Circle	7-0094
Columbia Recording Corp.	Circle	5-7300
Decca Records, Inc.	COLUMbus	5-2300
Federal Transcribed Programs, Inc.	CAledonia	5-7530
Allen A. Funt Radio Productions	MURray Hill	4-6148
General Sound Corp.	PLaza	3-3015
H. S. Goodman	WICKersham	2-3338
Kent-Johnson, Inc.	PLaza	3-7246
Kermit-Raymond Corp.	ELdorado	5-5511
Langlois & Wentworth	ELdorado	5-1620
Phillips H. Lord, Inc.	WICKersham	2-2211
Charles Michelson	MURray Hill	2-3376
Management Corp. of America	WICKersham	2-8900
Miller Broadcasting System, Inc.	Circle	6-0141
C. D. Morris Associates	PLaza	3-4144
Muzak Transcriptions, Inc.	BRyant	9-1247
NBC Radio-Recording Division	Circle	7-5700
Lilian Okun, Inc.	COLUMbus	5-0600
Radio Events, Inc.	MURray Hill	6-3487
RCA Manufacturing Co.	ASHland	4-7605
Lewis Reid	BRyant	9-6121
Rockhill Radio Productions	ELdorado	5-1860
Bernard L. Schubert, Inc.	PLaza	8-0771
Henry Souvaine, Inc.	Circle	7-5666
Shafer-Waible Radio Productions	ELdorado	5-2372
Standard Radio	BRyant	9-4324

Star Radio Programs	PLaza	3-4991
Transamerican Broadcasting & Television Corp.	PLaza	5-9800
Transcribed Radio Shows, Inc.	LONGacre	5-3440
Tyro Productions	COLUMbus	5-3737
Victor Recording Laboratory	MURray Hill	4-6200
Roger White	MURray Hill	2-1010
Wolf Associates	Circle	7-4885
World Broadcasting System	WICKersham	2-2100
F. W. Ziv, Inc.	PLaza	3-4147

Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
Air Corps Public Relations	REctor	2-3400
American Association of Advertising Agencies	LEXington	2-7980
American Communications Association	BOWling Green	9-3006
American Federation of Musicians	PENnsylvania	6-2545
American Federation of Radio Artists	VANDerbilt	6-1810
American Newspaper Publishers Association	CAledonia	5-2000
Army U. S., Information Service	WORTH	2-1882
ASCAP	COLUMbus	5-7464
American Television Society	CAledonia	5-7430
Associated Actors & Artistes of America	BRyant	9-3550
Association of National Advertisers	BRyant	9-6330
Broadcast Music, Inc.	PENnsylvania	6-5466
Bureau of Public Inquiries (OEM)	VANDerbilt	6-4224
Coordinator of Inter-American Affairs (Rockefeller Committee)	MURray Hill	3-6805
Employment Service, U. S.	MURray Hill	2-1530
FM Broadcasters, Inc.	CHelsea	3-5657
Federal Communications Comm.	CANal	6-4000
Federal Trade Commission	WHitehall	3-8000
Institute of Radio Engineers	MEdallion	3-5661
Music Publishers' Protective Association	Circle	6-3084
National Association of Performing Artists	Circle	7-8194
National Independent Broadcasters	Circle	7-8300
National Labor Relations Board	HANover	2-4174
National War Labor Board	MURray Hill	3-6805
OWI Domestic Radio Bureau	MURray Hill	3-6805
Professional Music Men, Inc.	COLUMbus	5-7362
Radio Club of America	LONGacre	5-6622
Selective Service System	MURray Hill	2-6900
SESAC	BRyant	9-3223
Social Security Board	BRyant	9-0600
Society of Jewish Composers, Publishers and Song Writers	LONGacre	5-9124
Songwriters' Protective Association	COLUMbus	5-3758
U. S. Navy, Radio Section	BRyant	9-1710
War Manpower Comm.	MURray Hill	3-6805
War Production Board	MURray Hill	3-6805
War Savings Staff	Circle	6-3100
Women's National Radio Committee	Circle	7-4110
Writers' War Board	MURray Hill	3-6805

Hotels

Algonquin	MURray Hill	2-0101
Ambassador	WICKersham	2-1000
Astor	Circle	6-6000
Billmore	MURray Hill	9-7920
Commodore	MURray Hill	6-6000
Edison	Circle	6-5000
Lincoln	Circle	6-4500
Lombardy	PLaza	3-8600
New Yorker	MEdallion	3-1000
New Weston	PLaza	3-4800
Park Central	Circle	7-8000
Pennsylvania	PENnsylvania	6-5000
Plaza	PLaza	3-1740
Ritz Carlton	PLaza	3-4600
Ritz Tower	WICKersham	2-5000
Roosevelt	MURray Hill	6-9200
St. Moritz	WICKersham	2-5800
St. Regis	PLaza	3-4500
Savoy Plaza	VOLunteer	5-2600
Sherry Netherland	VOLunteer	5-2800
Vanderbilt	ASHland	4-4000
Waldorf-Astoria	ELdorado	5-3000
Warwick	Circle	7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	Flitzroy	1231
KFI	FAirfax	2121
KFOX	MUTual	2510
KFVD	DRexel	2391
KFWB	Hempstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLlywood	8111
KIEV	CHapman 5-	2388
KMPC	BRadshaw 2-	4411
KMTR	Hillside	1161
KNX	HOLlywood	1212
KPAS (Pasadena)	RYan 1-	6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan 1-	6744
XELO (L. A. Office)	MAdison	6272
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

Blue Network Co.	Hillside	8231
Columbia Broadcasting System	HOLlywood	1212
Between 10 P.M. and 8:30 A.M.	HOLlywood	7052
Don Lee Broadcasting System	HOLlywood	8111
Keystone Broadcasting System	Hempstead	0460
Mutual Broadcasting System	HOLlywood	8111
National Broadcasting Co.	HOLlywood	6161

Station Representatives

Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3584
The Branham Co.	Michigan	1269
Free & Peters, Inc.	GLadstone	3949
George P. Hollinbery Co.	VAN Dyke	7386
Joseph Hershey McGillvra	PRospect	5319
National Broadcasting Co.	HOLlywood	6161
Edward Petry & Co.	Michigan	8729
Ralph L. Power	MAdison	5617
Radio Advertising Corp.	VAN Dyke	1901
Radio Sales	HOLlywood	1212
William G. Rambeau Co.	GRanite	3636
Paul H. Raymer Co.	VAndike	1901
Reynolds-Fitzgerald, Inc.	VAN Dyke	7776
The Walker Co.	GRanite	1726
Howard H. Wilson Co.	GRanite	1726
Weed & Co.	GRanite	3658

Advertising Agencies

Alber R. H. Company	PRospect	3331
Batten, Barton, Durstine & Osborn	HOLlywood	7337
Benton & Bowles Inc.	Hillside	9151
Botsford, Constantine & Gardner	PRospect	0206
Brisacher, Davis & Staff	PRospect	9368
Buchanan & Company, Inc.	MUTual	6316
The Caples Co.	MUTual	4143
Erwin, Wasey & Company	PRospect	5317
Glasser-Gailey & Co.	Flitzroy	2141

Hillman-Shane-Breyer, Inc.	VAN Dyke	5111
Hixson-O'Donnell Advertising	MUTual	8331
Jaffe & Jaffe	Flitzroy	3104
W. C. Jeffries Co.	WALnut	8824
H. W. Kastor & Sons Adv. Co.	Michigan	6636
William L. Lawrence	Hempstead	9276
Lockwood-Shackelford Adv. Co.	TRinity	9801
Lord & Thomas	Michigan	7651
Lord & Thomas (Hollywood)	HOLlywood	6265
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	MUTual	2141
McKee & Albright, Inc.	HOLlywood	8363
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	Hempstead	4194
Needham, Louis & Brorby	GRanite	7186
Elwood J. Robinson Adv. Agcy.	MUTual	1142
Ruthrauff & Kyan Inc.	Hillside	7593
Schoits Advertising Service	Michigan	2396
Russel M. Seeds Co.	GRanite	4185
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	Hillside	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam Inc.	HOLlywood	2734

Program Producers and Transcription and Recording Companies

Allied Record Mfg. Co.	HOLlywood	5107
Walter Biddick Co.	Richmond	6184
Cherrier, Alexandre, Voice & Recording Studios	EXposition	7722
Columbia Recording Corp.	GRanite	4134
Cruger Radio Productions	Hempstead	8254
Patrick Michael Cuning	Hillside	5915
Decca Recording Division	HOLlywood	5191
Eccles Disc Recordings	Hillside	8351
Educational Recorders, Inc.	SYcamore 6-	1441
Electro-Vox Recording Studios	GLadstone	2189
Fidelity Recordings	Hillside	9718
Tay Garnett Enterprises	HOLlywood	2254
Grace Gibson	Hillside	2030
Hollywood Music Recording Studios	Hempstead	5407
Hollywood Radio Playhouse	Hillside	7296
International Artists, Inc.	HOLlywood	9718
International Recording Studio	HOLlywood	7391
Jewish-International Broadcasting Hour	WHITney	8702
Keystone Broadcasting System, Inc.	Hempstead	0460
C. P. MacGregor	Flitzroy	4191
Fred C. Mertens & Associates	DRexel	9031
Miller Radiofilm Corp.	BRadshaw 2-	1233
Raymond R. Morgan Co.	Hempstead	4194
Music City Glenn Wallichs	HOLlywood	8211
Music Corporation of America	BRadshaw 2-	3211
NBC Radio-Recording Division	HOLlywood	6161
George Logan Price, Inc.	Federal	7372
Radio Producers of Hollywood	HOLlywood	6506
Radio Recorders, Inc.	HOLlywood	3917
Radio Transcriptions Co. of America	HOLlywood	3545
RCA Manufacturing Co.	Hillside	5171
Rec-Art Studios	PRospect	9232
Record-O-Shers Recording Studios	GLadstone	0517
Edward Sloman Productions	CRestview 1-	2242
Standard Radio, Inc.	Hillside	0188
World Broadcasting System	HOLlywood	6321

Radio Artists Agencies

American Federation of Radio Artists	Hillsida	5121
Berg-Allenberg	CRestview	5-3131
Myrt Blum Associates	CRestview	6-7071
Consolidated Radio Service	Gladstone	1929
Everett N. Crosby, Ltd.	CRestview	1-1171
Ken Dolan & Co.	CRestview	1-9185
Margaret Ettinger	Hillsida	2141
Feldman-Blum	CRestview	1-5222
Tom Fizard, Inc.	HOLLYWOOD	7363
Earle Ferris Associates	HOLLYWOOD	7111
George Frank, Inc.	Hillsida	3188
Bruce Gear, Inc.	CRestview	6-6466
General Amusement Corp.	CRestview	1-8101
Morris Agency, William	CRestview	1-6161
Nat Goldstone	CRestview	6-1071
George Gruskin	CRestview	1-6161
Mitchell Hamilburg	Hillsida	6125
Hayward-Deverich, Inc.	CRestview	1-5151
M. C. Levee	Gladstone	3115
A. & S. Lyons, Inc.	CRestview	1-6131
MCA Artists, Ltd.	CRestview	6-2001
National Concert & Artists Corp.	CRestview	1-7121
Orsatti Agcy	CRestview	6-1008
Art Rush	CRestview	1-2165
Salkow Agcy	CRestview	1-9134
James Saphier	HOLLYWOOD	7211
Myron Selznick & Co., Inc.	CRestview	1-9171
Edward Sherman Agcy.	CRestview	5-0186

Publications

Broadcasting & Broadcast Advertising	Gladstone	7353
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RADIO DAILY	GRanite	6607
Radio Life	HEmpstead	2025
Variety	Hollywood	1141

Air Lines

American Airlines	TRinity	7251
Grand Central Air Terminal	CHapman	5-1222
Los Angeles Municipal Airport	ORchard	7-6171
Pan American Airways	Mlchigan	2121
TWA	Mlchigan	8881
Union Air Terminal	CHARleston	6-7421
United Air Lines	MADison	1212
Western Air Lines	TUcker	1551

Sport Arenas

American Legion (Stadium-Hollywood)	HOLLYWOOD	2951
Los Angeles Coliseum	Richmond	6391
Gilmore Stadium	WHitney	1163

Railway Terminals

Santa Fe	MUTual	0111
Southern Pacific	Mlchigan	6161
Union Pacific	TRinity	9211

Hotels

Ambassador Hotel	DRexel	7011
Beverly Hills Hotel	CRestview	1-8131
Beverly-Wilshire Hotel	CRestview	1-8131
Biltmore Hotel	Mlchigan	1011
Christie Hotel	HOLLYWOOD	2241
Del Monte (L. A. Offices)	TRinity	3671
Garden of Allah Hotel	HOLLYWOOD	3581
Hollywood Hotel	HEmpstead	4181
Hollywood Knickerbocker	Gladstone	3171
Hollywood Plaza Hotel	Gladstone	1131
Ravenswood Apt. Hotel	HOLLYWOOD	5391
Roosevelt Hotel	HOLLYWOOD	2442
The Town House	EXposition	1234

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN Washington, D. C.

Federal Departments and Agencies

White House	NAtional	1414
State Department	REpublic	5600
Treasury Department	NAtional	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	DIstrict	5360
Navy Department	REpublic	7400
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	DIstrict	2200
Labor Department	EXecutive	2420
Federal Trade Commission	NAtional	8206

FEDERAL COMMUNICATIONS

COMMISSION	EXecutive	3620
Selective Service Board	REpublic	5500
War Manpower Commission	EXecutive	4660
War Production Board	REpublic	7500
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	NAtional	6400
Board of Economic Warfare	DIstrict	2200
Securities & Exchange Commission	DIstrict	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	REpublic	6530
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
Coordinator of Inter-American Affairs	REpublic	7500
U. S. District Court (for D. C.)	DIstrict	2854
Capitol (Senate and House)	NAtional	3120

Radio Script & Transcription Exchange, Extension 2225	REpublic	1820
Bureau of Census	DIstrict	2200
Office of Censorship	EXecutive	3800
Office of Government Reports	EXecutive	3300
Office of Emergency Management	REpublic	7500
Office of Civilian Defense	REpublic	7500
Office of Price Administration	REpublic	7500

Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3306
National Association of Broadcasters	NAtional	2080
National Independent Broadcasters	REpublic	3607
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120

RADIO DAILY	DIstrict	1253
Radio Manufacturers' Association	NAtional	4901

Radio Stations

WINX	REpublic	8000
WJSV	MEtropolitan	3200
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WRC	REpublic	4000
WWDC	NAtional	7203

Hotels

Carleton Hotel	MEtropolitan	2626
Mayflower Hotel	DIstrict	3000
Raleigh Hotel	NAtional	3810
Shoreham Hotel	ADams	0700
Wardman Park Hotel	COlumbia	2000
Willard Hotel	NAtional	4420

News Services

Associated Press	DIstrict	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	3430

Railway Terminals

Baltimore & Ohio R. R.	EXecutive	0770
Pennsylvania R. R.	EXecutive	6600
Union Station	EXecutive	7900

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

N O W

LT. GARNETT MARKS

U. S. ARMY

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPERior	8659
WAAF	RANdolph	1932
WAIT	STAtE	3077
WBMM	WHItEhall	6000
WCAU (Chicago office)	SUPERior	5072
WCBD	SEELy	8066
WCFL	SUPERior	5300
WCRW	LINcoln	2188
WEDC	CRAWford	4100
WENR	DELaware	1900
WGES	SEELy	8066
WGN	SUPERior	0100
WHFC	LAWndale	8228
WHN (Chicago office)	RANdolph	5254
WIND (Chicago office)	STAtE	4176
WJJD	STAtE	5466
WJWC	DEARborn	8600
WLS	MONroe	9700
WLW (Chicago office)	STAtE	0366
WMAQ	SUPERior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPERior	5072
WOR (Chicago office)	SUPERior	5110
WORL (Chicago office)	CENtral	5035
WSBC (Chicago office)	SEELy	8066
W51C	STAtE	1357

National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHItEhall	6000
Keystone Broadcasting System	STAtE	4590
Mutual Broadcasting System	WHItEhall	5060
National Broadcasting Co.	SUPERior	8300

Station Representatives

John Blair & Co.	SUPERior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4290
Capper Publications	CENtral	5977
Cox & Tanz	FRANklin	2095
The Foreman Co.	DELaware	1869
Forjoe Co.	RANdolph	6225
Free & Peters	FRANklin	6373
Headley-Reed Co.	FRANklin	4687
George P. Hollingbery	STAtE	2898
Hal Holman Co.	RANdolph	6225
The Katz Agency	CENtral	4238
Joseph Hershey McGillvra	SUPERior	3444
J. R. McKinney & Son	SUPERior	9866
National Broadcasting Co.	SUPERior	8300
John E. Pearson Co.	FRANklin	2359
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHItEhall	6000
Radio Advertising Corp.	CENtral	1743
William C. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPERior	4473
Reynolds-Fitzgerald, Inc.	STAtE	4294
Sears & Ayer	SUPERior	8177
Spot Sales, Inc.	DOUGlas	2536
The Walker Co.	STAtE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPERior	9201
Blackett-Sample-Hummert, Inc.	DEARborn	0900

Buchanan & Co.	SUPERior	3047
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPERior	6016
Critchfield & Co.	SUPERior	3061
Doremus & Co.	CENtral	9135
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	8910
Goodkind, Joice & Morgan	SUPERior	6747
Grant Advertising, Inc.	SUPERior	9054
Henri, Hurst & McDonald, Inc.	SUPERior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdo:ph	4605
Lord & Thomas	SUPERior	4800
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAtE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STAtE	6610
Needham, Louis, & Borby, Inc.	STAtE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRANklin	8155
Roche, Williams & Cunningham	HARRison	8490
Ruthrauff & Ryan, Inc.	RANdolph	2625
Schwimmer & Scott	DEARborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPERior	0302
Wade Advertising Agency	STAtE	7369
Weston-Barnett	WHItEhall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co	CENtral	5275
Columbia Recording Corp.	WHItEhall	6000
Decca Records, Inc.	DELaware	8300
Estelle Lutz Artists Bureau	HARRison	3435
Hal R. Makelim Productions	STAtE	3472
William Morris Agency, Inc.	STAtE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPERior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHItEhall	4600
Radio Recording Studios	EDGEwater	6461
Standard Radio, Inc.	STAtE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPERior	9114

News Agencies and Associations

Associated Press	STAtE	7700
International News Service	ANDover	1234

RADIO DAILY

Press Association, Inc.	STAtE	4581
Transradio Press Service	STAtE	8091
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STAtE	0063
American Federation of Radio Artists	SUPERior	6517
Ascap	STAtE	8289
Association For Education By Radio	DEARborn	7801
Radio Council	DEARborn	7801

CRESTA BLANCA CARNIVAL

starring

MORTON GOULD



and his **50** piece orchestra

**and featuring, as
guest stars, America's
greatest entertainers**

*PRODUCED FOR
SCHENLEY'S CALIFORNIA
CRESTA BLANCA WINES
MUTUAL NETWORK...
EVERY WEEK*



Cresta Blanca Wine Co., Inc.
Livermore, Calif.



COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

CONTINUED FROM PAGE 45

LAW COMMITTEE

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees.

Chairman
CHARLES R. DENNY
 General Counsel, Federal
 Communications Commission
COL. CONRAD E. SNOW
 Chief, Legal Branch, Office of the Chief
 Signal Officer, War Department

JOHN E. SHEA
 Treasury Department
COMDR. FRANZ O. WILLENBUCHER
 Navy Department
RAYMOND T. YINGLING
 State Department

LABOR ADVISORY COMMITTEE

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee.

Chairman: Robert J. Watt Secretary: Paul E. Griffith

Organization	Representative	Alternate
American Federation of Labor Congress of Industrial Organizations	Robert J. Watt Joseph P. Selly	Lawson Wimberly, IBEW. Daniel Driesen, American Communica- tions Association
National Federation of Telephone Workers	Paul E. Griffith	Joseph A. Beirne

INDUSTRY ADVISORY COMMITTEE

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem.

Chairman: Walter S. Gifford Secretary: Dr. C. B. Jolliffe

PROFESSOR QUIZ



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WILLIAM GERNANT

521 Fifth Avenue
New York

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Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.	Jack Kaufman	Chester Pelmulder
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Postal Telegraph, Inc.	E. F. Chinlund	Ellery W. Stone
Press Wireless, Inc.	Joseph Pierson	
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	Wm. E. Beakes	R. V. Howley
	R. A. Phillips	
U. S. Independent Telephone Assn.	(Central Electric & Telephone Co.)	Louis Pitcher
Western Union Telegraph Co.	A. N. Williams	E. R. Shute

AVIATION COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: R. O. Smith

Organization	Representative	Alternate
Aeronautical Radio, Inc.	R. O. Smith	
American Association of Airport Executives	L. M. Rawlins, Jr.,	E. L. Stuhrman
American Export Airlines, Inc.		F. A. Cowan
American Telephone and Telegraph Company	R. L. Jones	Eugene Sibley
Department of Commerce (Civil Aeronautics Administration)		Seymour Krieger
Federal Communications Commission	George K. Rollins	
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Comdr. A. I. Price	
Pan American Airways System	H. C. Leuteritz	
Postal Telegraph, Inc.	A. F. Connery	
Private Fliers Association, Inc.	Roger Wolfe Kahn	John M. Wells,
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Comdr. E. K. Rhodes
War Department	Col. Wallace G. Smith	Lt. Col. E. L. White
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-

• • • **BOARD OF WAR COMMUNICATIONS** • • •

mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller Secretary: A. D. Ring

Organization	Representative	Alternate
American Federation of Labor	Lawson Wimberly	Maynard F. Marquardt
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Broadcasters Victory Council	John Shepard III	O. L. Taylor
Columbia Broadcasting System, Inc.	Earl H. Gammons	Mefford R. Runyon
Congress of Industrial Organizations	L. E. Littlejohn	Sidney Adler
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Lucien Hilmer
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Mutual Broadcasting System, Inc.	W. E. MacFarlane	Fred Weber
National Association of Broadcasters	Neville Miller	Howard S. Frazier
National Broadcasting Company	Frank M. Russell	O. B. Hanson
National Federation of Telephone Workers	John J. Moran	
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Com- mittee of the RMA Engineer- ing Department	W. R. G. Baker	V. M. Graham
Office of War Information	William B. Lewis	
Postal Telegraph-Cable Company	Ellery W. Stone	A. F. Connery
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department	Lt. Adrian M. Murphy Signal Corps	
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

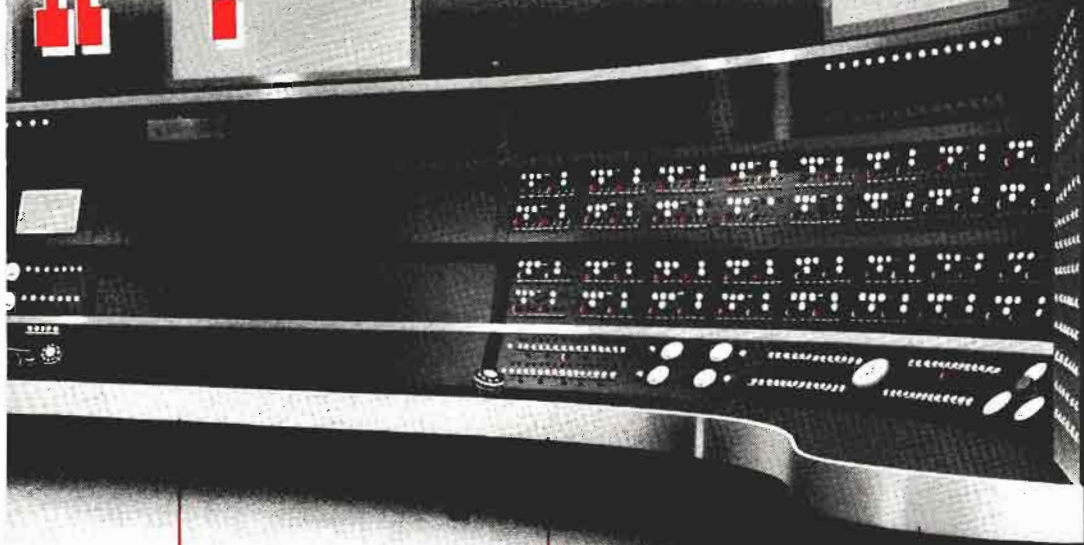
INTERDEPARTMENT RADIO ADVISORY COMMITTEE

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities.

Chairman: Dr. J. H. Dellinger Vice-Chairman: T. A. M. Craven
Secretary: P. F. Siling Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	A. G. Simpson
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	P. F. Siling
Department of Interior	Stephen L. Windes	
Department of Justice	T. D. Quinn	H. J. Walls
Department of Labor		
U. S. Maritime Commission	D. S. Brierley	J. T. Welsh
Navy Department	Lt. Comdr. G. L. Caswell	Lt. Paul D. Miles
Post Office Department	Roy M. Martin	Charles M. Knobler

R!



LEADING ADVERTISERS

For 16 years the country's leading radio advertisers have consistently used NBC. Two-thirds of the nation's advertisers investing yearly \$500,000 or more in network radio were NBC clients in 1942. Three-quarters of these clients have been on NBC from 5 to 15 years, *half of them for 10 years or more*—conclusive evidence that the "Network Most People Listen to Most" is also the network most leading advertisers use most.

OUTSTANDING WAR SERVICE

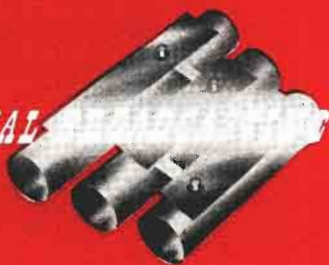
In 1942 NBC contributed hundreds of programs and tens-of-thousands of announcements to become a vital weapon of war. In a typical month, NBC averaged more than 5 hours of its own time daily to aid in the sale of War Bonds, to gear civilian life to a war economy, to provide entertainment and relaxation for fighting men and war workers, etc. Every minute of this time has been devoted to the cause of victory.

BETTER COVERAGE

11 new stations added—3 stations with increased daytime power—10 stations with increased night power (for a total network power increase of 8%). These are the coverage improvements that NBC delivered in 1942 to its advertisers and agencies. NBC's 1942 10% Full Network Discount Plan, which increased the average nighttime network to 94 stations, has proved the most effective audience-increaser in the history of radio.

"This is the NATIONAL BROADCASTING COMPANY..."

"This is the NATIONAL BROADCASTING COMPANY..."



THE NATIONAL BROADCASTING COMPANY

PLEDGES CONTINUING, UNREMITTING SERVICE

TO THE GOVERNMENT AND TO THE

PEOPLE OF AMERICA.

"This is the NATIONAL  COMPANY..."

SALES POWER



THROUGH this great Master Control Board of the National Broadcasting Company, America's finest, most popular programs are routed daily to tens-of-millions of American homes where they are welcomed as old, familiar friends.

It is this friendly response of these loyal NBC listeners that year after year brings to NBC clients increasing goodwill and pyramiding sales.

Once again in 1942 NBC carried even more of the nation's favorite programs, which together with the finest radio facilities in existence, combined to carry the National Broadcasting Company far beyond the achievements of any other network—and far beyond its own previous achievements as the "Network Most People Listen to Most."

MOST LISTENERS

Night and Day—a far greater percentage of radio families "Listen Most" to NBC than to any other network. Figures from NBC's 1942 Nationwide Survey of Radio Listening Habits show that throughout the country 51.8% of the radio families "Listen Most" to NBC Stations at night as compared to 24.5% for the Second Network. In the daytime, 35.5% of the radio families "Listen Most" to NBC against 23.1% for the Second Network.

HIGHEST RATINGS

During 1942 NBC developed the largest audience in radio history. For the first two months, CAB gave NBC an average of 7 out of 10 of the highest-rated shows, reaching an all-time high in November and December when NBC consistently won 9 out of 10. And for the entire year (based on network commercial quarter-hours) NBC topped its nearest competitor by 42% in aggregate evening ratings—and by 42% in average evening ratings.

ALL POPULARITY POLLS

Six years running (1937-1942) NBC has won more "Favorite Entertainers" and more "Favorite Programs" in the Radio Daily Poll than all the other networks combined... For the same six years NBC has won top place in the "Champion of Champions" group in the Fame-Motion Picture Poll. And again this year, in these two polls, and the Cleveland Plain Dealer Poll, NBC programs and stars won more first places than all other networks combined.

• • • **BOARD OF WAR COMMUNICATIONS** • • •

Organization	Representative	Alternate
State Department	Thomas Burke	F. C. deWolf
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
War Department	Col. Wesley T. Guest	Capt. Wm. E. Plummer

INTERNATIONAL BROADCASTING COMMITTEE

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Walter C. Evans Secretary: P. F. Siling

Organization	Representative	Alternate
American Federation of Labor	Louis Barnett	Lawson Wimberly
Associated Broadcasters, Inc.	Wesley I. Dumm	Royal V. Howard
Columbia Broadcasting System, Inc.	Earl H. Gammons	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce)	Howard E. Way	
Crosley Corporation (The)	James D. Shouse	R. J. Rockwell
Federal Communications Commission	P. F. Siling	Wayne Mason
General Electric Company	Robert S. Peare	
Mutual Broadcasting System, Inc.	Alfred J. McCosker	Fred Weber
National Association of Broadcasters	Neville Miller	Howard S. Frazier
National Broadcasting Company, Inc.	John F. Royal	Dr. Charles B. Jolliffe
Navy Department	Read Adm. S. C. Hooper	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs	Don Francisco	John W. G. Ogilvie
Office of War Information		Roy Corderman
State Department	Harvey Otterman	
War Department	Brig. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co.	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation	Walter S. Lemmon	

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster Secretary: F. M. Ryan

Organization	Representative	Alternate
American Federation of Labor	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	

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Organization	Representative	Alternate
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	
Congress of Industrial Organizations	Oliver M. Salisbury	
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	Paul M. Lion
Globe Wireless, Ltd.	Jaek Kaufman	Chester Pelmulder
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
National Federation of Telephone Workers	John J. Moran	
Navy Department	Comdr. R. E. Melling	Lt. Paul D. Miles
Press Wireless, Inc.	Joseph Pierson	
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan,
R.C.A. Communications, Inc.	Wm. A. Winterbottom	William H. Taylor
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Col. Wesley T. Guest	Capt. Wm. E. Plummer, Signal Corps

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense.

Chairman: William N. Krebs Secretary: Herbert A. Friede

Organization	Representative	Alternate
American Radio Relay League	George W. Bailey	
Federal Communications Commission	William N. Krebs	Allen W. Saylor
International Association of Chiefs of Police	Capt. Donald S. Leonard	
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede	
National Bureau of Standards	Alvin C. Hutton	
Office of War Information	William B. Lewis	
War Department	Major Charles F. Fell	Capt. M. V. Fredenhagen
Labor Advisory Committee, Defense Communications Board	Joseph P. Selly	
Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	

The Agency of Show Business

1898 — 1943



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