

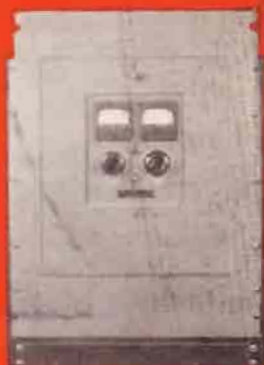
Your **FORMULA** for '42



FM EQUIPMENT *and*



General Electric offers transmitters from 500 to 20,000 watts, frequency stability, low noise level, wide fidelity, complete accessibility without disassembly—all conducive to long dependable operation at low cost.



This rack-mounted receiver (Type LRA-152) uses a double conversion superheterodyne circuit specially designed for S-T reception. It's the companion to our 25-watt FM relay transmitter shown below.



For dial-like ear monitoring of your FM programs use the General Electric JCP-10 monitoring speaker.

FM station monitoring is made easy with this multi-purpose unit. It provides direct reading of center-frequency deviation (with or without modulation), direct reading of modulation percentage, test calibration against a precision crystal standard, adjustable modulation-limit factor, high fidelity output for audio monitor.



General Electric's 25-watt FM transmitter for S-T service in the 330-344 mc band (Type GF-8-A)—the best known method of transmitting your programs from studio to main transmitter without the loss of their original brilliancy. Frequency swing = 15 kc for 100% modulation, meets F.C.C. requirements.

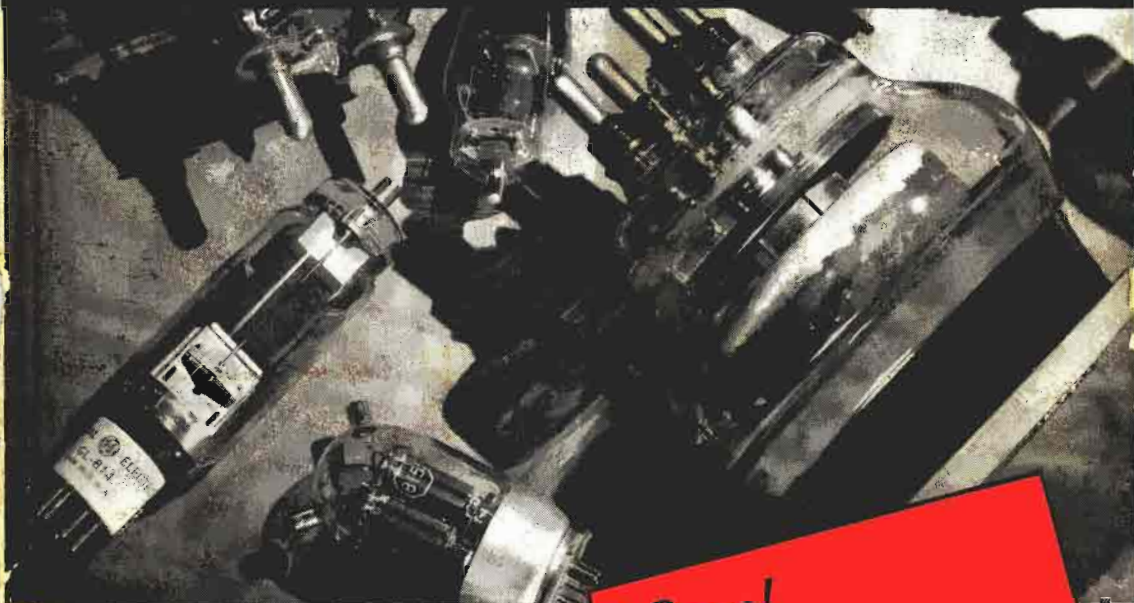


New multi-bay antennas, specially designed for FM broadcasting are being developed by General Electric. Let us discuss your individual requirements for either broadcast or S-T service.

PROVED AT OUR STATION FOR USE AT YOURS



TRANSMITTING TUBES



YOUR broadcasting needs for '42 have been anticipated by General Electric.

You'll find that our recent contributions to FM's progress have removed many of the hurdles from your path to FM. There is no finer, nor more complete, line of FM equipment available today. Our complete service extends from equipping your station to helping you build an FM audience.

From our complete line of transmitting tubes—pace-setters for more than 29 years—you'll find the right tubes to meet your requirements in standard broadcasting, international service, frequency-modulation, or television.

Free!

How to Plan an FM Station
Hints on Operating FM Transmitters
How to Make Measurements in FM Transmitters
50,000 Watts of FM
How W47A Did It (An FM Success Story)
Five valuable guides to help you in the FM field. Get them from your G-E representative, or write General Electric, Section 160-19, Schenectady, N. Y.

When you sign your next tube order specify General Electric tubes—proved in the laboratory, checked at our own broadcast stations, and verified by a long list of satisfied users throughout the radio industry. Ask our nearby representative for your copy of Bulletin GEA-3315C.

Only G.E. Builds the Complete FM System
—Station Equipment and Home Receivers

GENERAL ELECTRIC



TOMMY RIGGS

AND

"BETTY LOU"



EXCLUSIVE MANAGEMENT

ROY WILSON

444 MADISON AVENUE

NEW YORK CITY



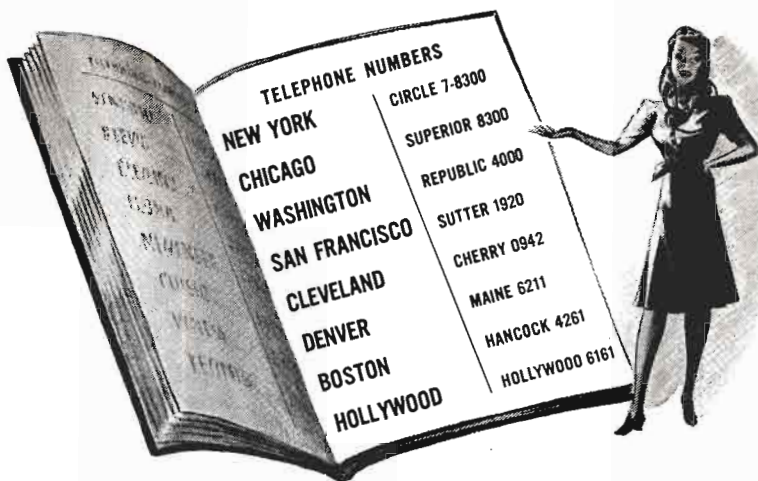
P R E S E N T S

THE 1942
RADIO
ANNUAL



Edited by
JACK ALICOATE

Copyright, 1942, by The Radio Daily
1501 Broadway, N. Y. C. Wfsconsin 7-6336



One of these is your **LUCKY NUMBER!**

Your nearest NBC spot sales office is your key to 11 "Golden Zones"!

IN THE TEN SECONDS it takes you to dial a phone number, you can be taking a really *big* step towards increasing your radio-advertising results!

For your nearest NBC Spot Sales Office can quickly show you how to reach the "Golden Zones" of America more effectively, more economically . . . through NBC Key Stations in 11 vital markets: stations that *dominate* those markets. Stations that have proved for many years their ability to deliver sales-messages into homes where sales-potentials are highest and sales-resistances lowest. For they offer you hand-picked audiences—NBC audiences—audiences with money to spend and the willingness to spend it!

Don't wait another minute . . . reach for that telephone *now!* We'll be glad to *prove* our claims!

NBC Key Stations in 11 Vital Markets

Tops for Spot and Local Radio Advertisers

| | |
|--------------------------|------------------------|
| WEAF . . . NEW YORK | Westinghouse Stations |
| WMAQ . . . CHICAGO | WBZ . . . BOSTON |
| KFO . . . SAN FRANCISCO | WBZA . . . SPRINGFIELD |
| WRC . . . WASHINGTON | KYW . . . PHILADELPHIA |
| KOA . . . DENVER | KDKA . . . PITTSBURGH |
| WTAM . . . CLEVELAND | WOWO . . . FT. WAYNE |
| General Electric Station | WGL . . . FT. WAYNE |
| WGY . . . SCHENECTADY | |

Represented by
NBC SPOT & LOCAL SALES
 New York - Chicago - San Francisco - Boston
 Washington - Cleveland - Denver - Hollywood
 NATIONAL BROADCASTING COMPANY
 A RADIO CORPORATION OF AMERICA SERVICE



This, The Fifth Edition of
Radio Annual Is Dedicated To

RADIO IN THE DRIVE TO VICTORY

—let us be thankful that this great,
dynamic, compelling and far reach-
ing force for understanding, protec-
tion and morale is in the hands of the
most experienced, competent and
resourceful radio executives, tech-
nicians and workers in the world.

Jack Alicante.
PUBLISHER

EDITORIAL

1942

INDEX

1942



A

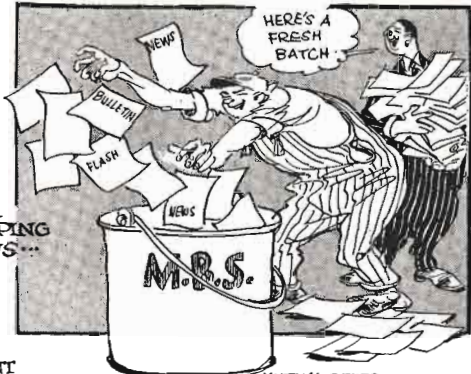
- Acoustical Society of America..... 945
Actors and Their Work in 1941..... 737
Actors' Equity Association, Officers, etc... 945
Adair, George P., Article "Technical Progress in 1941"..... 188
Administrative Procedure of FCC..... 190
- ADVERTISING:**
Advertising Federation of America.... 945
Advertising Research Foundation..... 945
Agencies, Addresses, Personnel, etc... 147
Agency Expenditures by Network..... 99
American Association of Advertising Agencies, Officers, etc.....146 & 946
Billings, Network 97
Expenditures, Network..... 99-101
Policy of FTC in Radio Advertising, Article by P. B. Morehouse..... 181
Representatives, Personnel, Stations, etc. 113
Team-Work in Radio Selling, Article by Frank E. Pellegrin..... 102
Agents and Managers, Talent..... 712-715
Agricultural Marketing Service — Radio Section, Personnel, etc..... 946
Agriculture and the Radio, Article by Wallace Kaddery 75
- ALABAMA:**
 Census Data 212
 Chief Engineers of Station..... 981
 Home Economic Directors of Stations.. 621
 Musical Directors of Stations..... 615
 Newspaper Affiliated Stations..... 604
 Radio Editors and Writers..... 848
 Stations, Facilities and Personnel..... 346
- ALASKA:**
 Chief Engineers of Stations..... 987
 Home Economic Directors of Stations.. 625
 Musical Directors of Stations..... 619
 Newspaper Affiliated Stations..... 613
 Radio Editors and Writers..... 856
 Stations, Facilities and Personnel.... 601
- ALBERTA:**
 Chief Engineers of Stations..... 987
 Home Economic Directors of Stations.. 625
 Musical Directors of Stations..... 619
 Radio Editors and Writers..... 857
 Stations, Facilities and Personnel.... 645
- Alicoate, Jack, Introduction by..... 3
American Association of Advertising Agencies, Officers, etc.....146 & 946
American Bar Association (Standing Committee on Communications), Officers, etc. 946
American Communications Association.. 943
American Council on Education..... 946
American Federation on Musicians..... 946
American Federation of Radio Artists... 943
American Guild of Musical Artists, Inc... 947
American Marketing Association..... 947
The American Network, Inc., Officers, etc. 313
American Newspaper Publishers Assn... 947
The American Radio Relay League, Inc. 947
American Society of Composers, Authors and Publishers (ASCAP):
 Officers, Personnel, etc..... 947
 Publisher Members717-719
 Statement by E. C. Mills 716
American Television Society, Officers, etc. 948
Announcers and Their Work During 1941 797
Application (Broadcast) Procedure, Article 195
Applications, FCC Regulations..... 196
Argentine, Stations of.....1009
- ARIZONA:**
 Census Data 213
 Chief Engineers of Station..... 981
 Home Economic Directors of Stations.. 621
 Musical Directors of Stations..... 615
 Newspaper Affiliated Stations..... 604
 Radio Editors and Writers..... 848
 Stations, Facilities and Personnel..... 351
Arizona Broadcasting Co., Personnel, etc. 313
The Arizona Network, Personnel, etc.... 313
- ARKANSAS:**
 Census Data 213
 Chief Engineers of Station..... 981
 Home Economic Directors of Stations.. 621
 Musical Directors of Stations..... 615
 Newspaper-Affiliated Stations 604
 Radio Editors and Writers..... 848
 Stations, Facilities and Personnel..... 353
Artists and Their Work During 1941... 737
Associated Actors and Artistes of America 948
Associated Broadcast Technicians (TBEW) 949
Association for Education by Radio.... 949
Association of Canadian Advertisers, Inc. 949
Association of National Advertisers, Inc. 949
Association of Radio Transcription Producers of Hollywood, Inc., Officers, etc. 949
Associations..... 945
Authors' Guild, Officers, etc..... 949
Authors' League, Officers, etc..... 950

HOW TO GLUE A LISTENER TO A RADIO



M.B.S. DELIVERS THE MOST HIGH RATED SPORTS PROGRAMS MONTH IN AND MONTH OUT...

① TAKE A GOOD HELPING OF NEWS...



MUTUAL OFFERS MORE REGULAR NEWS AND COMMENT EVERY DAY AND NIGHT THAN ANY OTHER NETWORK

② ... ADD GENEROUS AND FREQUENT NUGGETS OF SPORTS...

③ ...BREAK AND STIR IN PLENTY OF BARS OF GOOD FRESH MUSIC...



MUTUAL'S DAILY DANCE PARADE NEVER GOES TO BED

④ ...SPREAD EVENLY... AND TURN ON THE RADIO...



RESULT...



MILLIONS OF LISTENERS GLUED TO MUTUAL STATIONS... LISTENING TO THE KIND OF PROGRAMS CLOSEST TO EVERYONE'S HEART... LISTENING TODAY... BUYING TOMORROW!!

**MUTUAL
BROADCASTING
SYSTEM...
FIRST IN THE
FIRST 3**

**NEWS-SPORTS-AND
POPULAR MUSIC**

EDITORIAL INDEX

B

| | |
|--|---------|
| Back Stage With Radio-Television-FM.... | 65 |
| Band Leaders and Their Work During 1941 | 775 |
| Bahamas, Stations of..... | 1024 |
| Behind the Mike (Artists and Their Work) | 735 |
| Billings: | |
| Agency Gross by Network..... | 99 |
| Network for 1941-40-39-38..... | 97 |
| Sponsor | 101 |
| BLUE NETWORK CO.: | |
| Affiliates, Alphabetically Listed by City | 339 |
| Commercial Programs in 1941..... | 866 |
| Network Map | 292-293 |
| Personnel | 294 |
| Stations, Owned, Managed, etc..... | 294 |
| Woods, Mark, Article by..... | 291 |
| Blue Ridge Network, Officers, etc..... | 313 |
| BMI Canada, Ltd., Officers, etc..... | 950 |
| Bolivia, Stations of..... | 1010 |
| Boutwell, W. D., Article on Educational Radio and National Defense..... | 968 |
| Brazil, Stations of | 1011 |
| BRITISH COLUMBIA: | |
| Chief Engineers of Station..... | 987 |
| Home Economic Directors of Stations.. | 625 |
| Musical Directors of Stations..... | 619 |
| Radio Editors and Writers..... | 857 |
| Stations, Facilities and Personnel..... | 647 |
| British Guinea, Stations of..... | 1013 |
| British Honduras, Stations of..... | 1022 |
| Broadcast Application Procedure, Article | 195 |
| Broadcast Music, Inc. (BMI): | |
| Officers and Personnel..... | 950 |
| Station Subscribers | 720-725 |
| Statement by Merritt E. Tompkins..... | 720 |
| Business Side of Radio: | |
| Advertising Agencies | 147 |
| Agency and Sponsor Expenditures... 99- | 101 |
| American Assn. of Advertising Agencies | 146 |
| Census Data | 209 |
| Federal Communications Commission.. | 183 |
| Federal Trade Commission..... | 181 |
| Network Billings | 97 |
| News Services | 111 |
| Publications | 129 |
| Representatives | 113 |
| Research Firms | 178 |
| Swalm, Tod, Article..... | 95 |
| Pellegrin, Frank E., Article..... | 102 |
| Check List for Spot Buying and Selling.. | 104 |
| Business Side of Radio, by Tod Swalm... | 95 |

C

| | |
|---|-----|
| Cadena Radio Inter-Americana (CRIA).. | 860 |
| Calendar of Holidays and Leading Events | 864 |
| CALIFORNIA: | |
| Census Data | 215 |
| Chief Engineers of Station..... | 981 |
| Home Economic Directors of Stations.. | 621 |
| Musical Directors of Stations..... | 615 |

| | |
|---|---------|
| Newspaper Affiliated Stations..... | 604 |
| Radio Editors and Writers..... | 848 |
| Stations, Facilities and Personnel..... | 355 |
| California Radio System, Officers, etc.... | 313 |
| Callahan, Vincent F., Article, Radio Sells Defense Bonds | 59 |
| CANADA: | |
| Canadian Broadcasting Corp..... | 642 |
| Chief Engineers of Station..... | 987 |
| Home Economic Directors of Stations... 625 | |
| Musical Directors of Stations..... | 619 |
| Networks | 642 |
| Newspaper-Owned Stations | 666 |
| Organizations of | 667 |
| Radio Editors and Writers..... | 857 |
| Stations by Province With Detailed In- formation | 645 |
| Canadian Association of Broadcasters.... | 950 |
| Canadian Performing Right Society, Ltd.. | 950 |
| Catholic Actors Guild of America, Inc.... | 950 |
| Catholic Writers Guild of America, Inc.. | 950 |
| Censorship: | |
| Radio Censorship "Code," Article by J. H. Ryan | 67 |
| Code | 67 |
| CENSUS: | |
| Census Data by States and Counties.. | 209 |
| Metropolitan Districts | 276 |
| Radio Markets of the Nation, Article by Robert A. Litzberg | 210 |
| Ross Federal Defense Market Study.... | 273 |
| Central American, Stations of..... | 1022 |
| Central States Broadcasting System..... | 313 |
| Check List for Spot Buying and Selling, Article by N. Charles Rorabaugh..... | 104 |
| Chief Engineers of Stations..... | 981 |
| Chile, Stations of..... | 1013 |
| Clear Channel Broadcasting Service.... | 951 |
| Codes: | |
| Censorship | 67 |
| NAB | 939 |
| Colombia, Stations of..... | 1015 |
| Colonial Network, Officers, etc..... | 315 |
| COLORADO: | |
| Census Data | 216 |
| Chief Engineers of Stations..... | 981 |
| Home Economic Directors of Stations.. | 621 |
| Musical Directors of Stations..... | 615 |
| Newspaper Affiliated Stations..... | 605 |
| Radio Editors and Writers..... | 849 |
| Stations, Facilities and Personnel..... | 371 |
| COLUMBIA BROADCASTING SYSTEM: | |
| Affiliates, Alphabetically Listed by City | 339 |
| Commercial Programs in 1941..... | 886 |
| Gross Billings by Agencies for 1941.. | 99 |
| Network Billings for 1941-40-39-38.... | 97 |
| Network Map | 296-297 |
| Paley, William S., Article by..... | 295 |
| Pan American Network..... | 858 |
| Personnel | 298-300 |
| Sponsor Expenditures in 1941..... | 101 |



Kate Smith

Presented by

GENERAL FOODS CORP.

"The Kate Smith Hour"

for Grape-Nuts and Grape-Nuts Flakes

CBS • FRIDAY • 8 to 8:55 P.M., E.W.T.

WEST COAST: 12 MIDNIGHT TO 12:55 A. M., E.W.T.

"Kate Smith Speaks"

For Swans-Down, Calumet, and Diamond Crystal Shaker Salt

12 Noon to 12:15 P. M., E.W.T. Monday thru Friday

TED COLLINS

PRODUCER-DIRECTOR

"Thanks for Listenin'"

EDITORIAL INDEX

| | |
|--|------|
| Stations, Owned, Operated or Leased by 300 | |
| Commentators: | |
| News, and Their Work in 1941..... | 785 |
| Sports, and Their Work in 1941..... | 827 |
| Commercial Programs of Networks in 1941 | 866 |
| Committee on Consumer Relations..... | 951 |
| Comparative Major Network Billings.... | 97 |
| CONNECTICUT: | |
| Census Data | 217 |
| Chief Engineers of Station..... | 981 |
| Home Economic Directors of Stations... | 621 |
| Musical Directors of Stations..... | 615 |
| Newspaper Affiliated Stations..... | 605 |
| Radio Editors and Writers..... | 849 |
| Stations, Facilities and Personnel..... | 375 |
| Continuity Writers | 835 |
| Corn Belt Wireless Rebroadcasting Service | 316 |
| Costa Rica, Stations of..... | 1022 |
| The Cowles Group, Officers, etc..... | 315 |
| Crosley Corp., Pan-American Network of | 860 |
| Cuba, Stations of..... | 1002 |
| Curacao, Stations of..... | 1024 |

D

| | |
|---|-----------|
| Defense Communications Board: | |
| Article by E. K. Jett..... | 43 |
| Members, Coordinating Committee 45 & | 951 |
| Committees | 961 & 951 |
| Defense Savings Radio Section, Treasury | |
| Department, Personnel, etc..... | 951 |
| DELAWARE: | |
| Census Data | 217 |
| Newspaper Affiliated Stations..... | 605 |
| Stations, Facilities and Personnel..... | 379 |
| Developmental Broadcast Stations (U. S.) | 923 |
| DISTRICT OF COLUMBIA: | |
| Census Data | 218 |
| Chief Engineers of Station..... | 981 |
| Home Economic Directors of Stations... | 621 |
| Musical Directors of Stations..... | 615 |
| Newspaper Affiliated Stations..... | 605 |
| Radio Editor sand Writers..... | 849 |
| Stations, Facilities and Personnel..... | 380 |
| Dominican Republic, Stations of..... | 1024 |
| Don Lee Broadcasting System, Officers, etc. | 315 |
| Dorrance, Dick, Article, FM Making Rapid | |
| Progress | 913 |
| Dramatic Artists and Their Work, 1941.. | 737 |
| The Dramatists' Guild, Officers, etc.... | 951 |

E

| | |
|--|-----------|
| Ecuador, Stations of..... | 1017 |
| Editors and Writers, Radio..... | 848 |
| EDUCATION: | |
| Educational Radio Plays Its Part in Na- | |
| tional Defense, by W. D. Boutwell... 968 | |
| National Association of Educational | |
| Broadcasters | 954 & 967 |
| FCC Regulations for Non-Commercial | |
| Educational Broadcast Stations..... | 970 |

| | |
|---|-----|
| Non-Commercial Educational Stations.. | 970 |
| Ellsworth, T. B. and E. M. Jones, Ross Fed- | |
| eral Population Study | 273 |
| Engineering Developments, Article by | |
| Lynne Smeby | 973 |
| Equipment Firms, Officers, Addresses, etc. | 990 |
| Expeditures: | |
| Advertising Agency, on Networks.... | 99 |
| Network, by Sponsors..... | 101 |

F

| | |
|--|-----------|
| Facsimile: | |
| Regulations | 911 |
| Stations | 912 |
| Fan (Radio) Publications..... | 129 |
| Federal Communications Bar Associations, | |
| Officers, Members..... | 203 & 951 |

FEDERAL COMMUNICATIONS COMMISSION:

| | |
|---|---------|
| Application Regulations | 196 |
| Application Procedure Article..... | 195 |
| Administrative Procedure Article..... | 190 |
| Chain Broadcasting Regulations..... | 201 |
| Defense Communications Board, Article | |
| by E. K. Jett | 43 |
| Developmental Station, Regulations. 923-925 | |
| Facsimile Stations and Regulations 911-912 | |
| High Frequency (FM) Stations and Regu- | |
| lations | 914-922 |
| History of Radio Regulation..... | 627 |
| International Stations, Regulations. 998 & 1000 | |
| National Defense Regulations..... | 202 |
| Newspaper Owned or Affiliated Stations | 604 |
| Non-Commercial Stations, Regulations. 970 | |
| Personnel | 184 |
| Production (Operation) Regulations..... | 888 |
| Radio in Defense, Statement by James | |
| Lawrence Fly | 35 |
| ST Stations and Regulations..... | 925-926 |
| Stations Listing (see Stations)..... | 321 |
| Technical Progress in 1941, Article by | |
| George P. Adair | 188 |
| Television Stations and Regulations 899-911 | |
| Federal Radio Education Committee..... | 952 |
| Federal Trade Commission..... | 952 |
| Financial Advertisers Association..... | 952 |
| First Advertising Agency Group..... | 952 |

FLORIDA:

| | |
|--|-----|
| Census Data | 218 |
| Chief Engineers of Station..... | 981 |
| Home Economic Directors of Stations... | 621 |
| Musical Directors of Stations..... | 615 |
| Newspaper-Affiliated Stations | 605 |
| Radio Editors and Writers..... | 849 |
| Stations, Facilities and Personnel..... | 383 |
| Fly, James Lawrence, on Radio in Defense | 35 |
| F M Broadcasters, Inc. (FMBI)..... | 952 |
| Foothills Group, Officers, etc..... | 316 |

FOREIGN:

| | |
|--|----|
| For a United Hemisphere, Article by Syl- | |
| vester L. Weaver, Jr..... | 77 |

"The MAKE BELIEVE BALLROOM"—7th YEAR



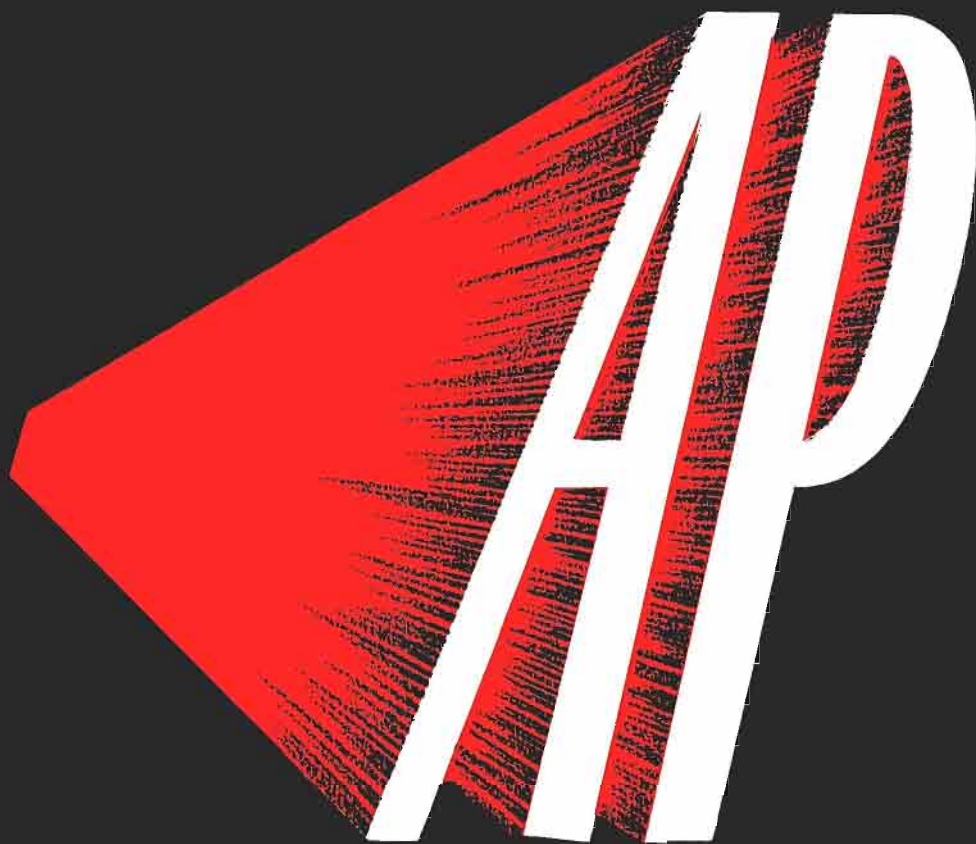
MARTIN BLOCK

ON THE AIR THREE AND
ONE-HALF HOURS DAILY
SELLING FOR 21
SATISFIED SPONSORS...
THANKS TO YOU, YOU,
AND ESPECIALLY YOU!

7th YEAR—"The MAKE BELIEVE BALLROOM"

EDITORIAL INDEX

| | | | |
|--|-----|---|-----------|
| Language Programs, Censorship Code | 73 | Newspaper Affiliated Stations | 606 |
| Latin American Networks, The, Article | 999 | Radio Editors and Writers | 850 |
| Networks | 858 | Stations, Facilities and Personnel | 401 |
| Stations | 997 | Independent Radio Network Affiliates, Inc., Article | 943 |
| FREQUENCY MODULATION: | | Officers, Directors, etc. | 943 & 952 |
| American Network, Inc., Officers, etc. | 313 | INDIANA: | |
| Backstage With Radio-Television-FM | 65 | Census Data | 225 |
| FM Broadcasters, Inc., Officers, etc. | 952 | Chief Engineers of Stations | 982 |
| FM Progress, Article by Dick Dorrance | 913 | Home Economic Directors of Stations | 622 |
| Regulations Regarding High Frequency (FM) Stations | 917 | Musical Directors of Stations | 616 |
| Stations | 914 | Newspaper Affiliated Stations | 636 |
| Geddes, Bond, RMA War Program | 977 | Radio Editors and Writers | 350 |
| | | Stations, Facilities and Personnel | 412 |
| | | Institute of Radio Engineers, Officers, etc. | 953 |
| | | Inter-City Broadcasting System | 316 |
| | | Intercollegiate Broadcasting System, Inc. | 953 |
| | | Interdepartment Radio Advisory Comm. | 953 |
| | | Intermountain Network, Officers, etc. | 316 |
| | | International Broadcast Station Rules | 1000 |
| | | International Broadcast Stations, U. S. | 998 |
| | | International News Service, Officers, etc. | 111 |
| | | International Section | 997 |
| | | International Short Wave Club | 953 |
| | | Introduction by Jack Allicoate | 3 |
| | | IOWA: | |
| | | Census Data | 226 |
| | | Chief Engineers of Stations | 982 |
| | | Home Economic Directors of Stations | 622 |
| | | Musical Directors of Stations | 616 |
| | | Newspaper Affiliated Stations | 606 |
| | | Radio Editors and Writers | 850 |
| | | Stations, Facilities and Personnel | 417 |
| | | J | |
| | | Jett, E. K., Article on Defense Communications Board | 43 |
| | | Jones, E. M. and T. B. Ellsworth, Ross Federal Population Study | 273 |
| | | K | |
| | | Kadderly, Wallace, Article on Agriculture | 75 |
| | | KANSAS: | |
| | | Census Data | 228 |
| | | Chief Engineers of Stations | 982 |
| | | Home Economic Directors of Stations | 822 |
| | | Musical Directors of Stations | 616 |
| | | Newspaper Affiliated Stations | 606 |
| | | Radio Editors and Writers | 850 |
| | | Stations, Facilities and Personnel | 422 |
| | | Kansas State Network, Officers, etc. | 316 |
| | | Kersta, Noran E., Article, Television Aids Defense | 897 |
| | | KENTUCKY: | |
| | | Census Data | 230 |
| | | Chief Engineers of Stations | 982 |
| | | Home Economic Directors of Stations | 622 |
| | | Musical Directors of Stations | 616 |
| | | Newspaper Affiliated Stations | 607 |
| | | Radio Editors and Writers | 850 |
| | | G | |
| | | GEORGIA: | |
| | | Census Data | 219 |
| | | Chief Engineers of Station | 982 |
| | | Home Economic Directors of Stations | 621 |
| | | Musical Directors of Stations | 615 |
| | | Newspaper Affiliated Stations | 605 |
| | | Radio Editors and Writers | 849 |
| | | Stations, Facilities and Personnel | 391 |
| | | Georgia Association of Broadcasters | 952 |
| | | Georgia Broadcasting System | 316 |
| | | Georgia Major Market Trio, Officers, etc. | 316 |
| | | Grombach, Major Jean V., Article, Radio Is Building Morale | 109 |
| | | Guatemala, Stations of | 1022 |
| | | Guilds | 945 |
| | | H | |
| | | Hartley, J. Harrison, Article on Air Waves and the U. S. Navy | 53 |
| | | HAWAII: | |
| | | Chief Engineers of Stations | 987 |
| | | Newspaper Affiliated Stations | 613 |
| | | Radio Editors and Writers | 857 |
| | | Stations, Facilities and Personnel | 602 |
| | | Headlines, Television, from RADIO DAILY | 894 |
| | | Heinecke, Paul, Statement on SESAC | 726 |
| | | History of Radio Regulation, Compiled by Mary O'Leson | 627 |
| | | Home Economic Directors of Stations | 621 |
| | | Honduras, Stations of | 1023 |
| | | House Organs, Radio | 143 |
| | | I | |
| | | IDAHO: | |
| | | Census Data | 222 |
| | | Chief Engineers of Station | 982 |
| | | Home Economic Directors of Stations | 622 |
| | | Musical Directors of Stations | 616 |
| | | Radio Editors and Writers | 850 |
| | | Stations, Facilities and Personnel | 398 |
| | | ILLINOIS: | |
| | | Census Data | 223 |
| | | Chief Engineers of Stations | 982 |
| | | Home Economic Directors of Stations | 622 |
| | | Musical Directors of Stations | 616 |



AP NEWS FOR RADIO IS AVAILABLE EXCLUSIVELY THROUGH

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA, NEW YORK, N. Y.

EDITORIAL INDEX

| | |
|--|-------------|
| Stations, Facilities and Personnel..... | 426 |
| Keystone Broadcasting System: | |
| Network Map..... | 320 b-c |
| Personnel..... | 320-D & 705 |
| Sillerman, Michael M., Article by..... | 320-a |
| Kirby, Edward M., Article, Radio Great Aid to Many Activities of War Dept.... | 47 |

L

| | |
|---|-----|
| The Lambs, Officers, etc..... | 953 |
| Lake Superior Network, Officers, etc..... | 317 |
| Latin-American Networks, Article..... | 999 |
| Libraries, Script and Transcription..... | 707 |
| Litzberg, Robert A., Article, Radio Mar- kets of the Nation..... | 210 |
| The Lone Star Chain, Officers, etc..... | 317 |

LOUISIANA:

| | |
|---|-----|
| Census Data..... | 232 |
| Chief Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 622 |
| Musical Directors of Stations..... | 616 |
| Newspaper Affiliated Stations..... | 607 |
| Radio Editors and Writers..... | 851 |
| Stations, Facilities and Personnel..... | 428 |

M

| | |
|-----------------------|-----|
| Magazines, Radio..... | 129 |
|-----------------------|-----|

MAINE:

| | |
|---|-----|
| Census Data..... | 234 |
| Chief Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 622 |
| Musical Directors of Stations..... | 616 |
| Newspaper Affiliated Stations..... | 607 |
| Radio Editors and Writers..... | 851 |
| Stations, Facilities and Personnel..... | 432 |

| | |
|----------------------------------|---------|
| Managers and Agents, Talent..... | 712-715 |
|----------------------------------|---------|

MANITOBA:

| | |
|---|-----|
| Chief Engineers of Stations..... | 987 |
| Home Economic Directors of Stations.... | 625 |
| Musical Directors of Stations..... | 619 |
| Radio Editors and Writers..... | 857 |
| Stations, Facilities and Personnel..... | 650 |

| | |
|--|-----|
| Market Research Council, Officers, etc.... | 953 |
|--|-----|

Market Statistics, U. S. Census:

| | |
|--|---------|
| By States and Counties..... | 212-272 |
| By Metropolitan Districts..... | 276-287 |
| Radio Markets of the Nation, Article by Robert A. Litzberg..... | 210 |

MARYLAND:

| | |
|---|-----|
| Census Data..... | 234 |
| Chief Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 622 |
| Musical Directors of Stations..... | 616 |
| Newspaper Affiliated Stations..... | 607 |
| Radio Editors and Writers..... | 851 |
| Stations, Facilities and Personnel..... | 435 |

| | |
|--|-----|
| Mason-Dixon Radio Group, Officers, etc.... | 317 |
|--|-----|

MASSACHUSETTS:

| | |
|----------------------------------|-----|
| Census Data..... | 235 |
| Chief Engineers of Stations..... | 983 |

| | |
|---|------|
| Home Economic Directors of Stations.... | 622 |
| Musical Directors of Stations..... | 616 |
| Newspaper Affiliated Stations..... | 607 |
| Radio Editors and Writers..... | 851 |
| Stations, Facilities and Personnel..... | 439 |
| McCosker, Alfred J., Article on MBS.... | 301 |
| Metropolitan Districts, U. S. Census..... | 276 |
| Mexico, Stations of..... | 1005 |

MICHIGAN:

| | |
|---|-----|
| Census Data..... | 235 |
| Chief Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 622 |
| Musical Directors of Stations..... | 616 |
| Newspaper Affiliated Stations..... | 607 |
| Radio Editors and Writers..... | 851 |
| Stations, Facilities and Personnel..... | 446 |
| Michigan Radio Network, Officers, etc.... | 317 |
| Miller, Joseph L., Article on Labor Rela- tions in 1941..... | 937 |

Miller, Neville:

| | |
|--|-----|
| Broadcasting and the War, Article by.. | 933 |
| Statement by..... | 37 |
| Mills, E. C., Statement on ASCAP..... | 715 |

MINNESOTA:

| | |
|---|-----|
| Census Data..... | 237 |
| Chief of Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 622 |
| Musical Directors of Stations..... | 616 |
| Newspaper Affiliated Stations..... | 607 |
| Radio Editors and Writers..... | 851 |
| Stations, Facilities and Personnel..... | 452 |

MISSISSIPPI:

| | |
|---|-----|
| Census Data..... | 238 |
| Chief Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 622 |
| Musical Directors of Stations..... | 617 |
| Newspaper Affiliated Stations..... | 608 |
| Radio Editors and Writers..... | 852 |
| Stations, Facilities and Personnel..... | 457 |

MISSOURI:

| | |
|---|-----|
| Census Data..... | 240 |
| Chief Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 623 |
| Musical Directors of Stations..... | 617 |
| Newspaper Affiliated Stations..... | 608 |
| Radio Editors and Writers..... | 852 |
| Stations, Facilities and Personnel..... | 459 |

MONTANA:

| | |
|---|-----|
| Census Data..... | 242 |
| Chief Engineers of Stations..... | 983 |
| Home Economic Directors of Stations.... | 623 |
| Musical Directors of Stations..... | 617 |
| Newspaper Affiliated Stations..... | 608 |
| Radio Editors and Writers..... | 852 |
| Stations, Facilities and Personnel..... | 465 |

| | |
|--|-----|
| Morehouse, P. B., Article "Policy of FTC in Radio Advertising"..... | 181 |
|--|-----|

| | |
|---|-----|
| Mountain & Plain Network, Officers, etc.... | 317 |
|---|-----|

| | |
|----------------------------------|---------|
| Music Publishers, A Listing..... | 729-733 |
|----------------------------------|---------|

| | |
|--|-----|
| Music Publishers' Protective Association.. | 954 |
|--|-----|

| | |
|---------------------------------------|-----|
| Musical Conductors and Their Work.... | 775 |
|---------------------------------------|-----|

| | |
|------------------------------------|-----|
| Musical Directors of Stations..... | 615 |
|------------------------------------|-----|

SESAC IS ON TOP

because -

SESAC GIVES Over 830 licensed radio stations -

Diversified American Music for every type of program every hour of the day - 200 different types of music - 128 publishers.

SESAC GIVES Advertising Agencies -

Freedom from "clearance" headaches. (Practically all stations and networks are licensed to use SESAC music on live talent - recorded - and transcribed shows.)

(Your client will also like the 2¢ recording fee)

SESAC GIVES Transcription Companies -

An unlimited storehouse of music - complete cooperation and the 2¢ recording fee on commercial and library transcriptions.

SESAC GIVES The Broadcasting Industry -

A firm pledge to continue - its 10 year policy of close cooperation with broadcasters - to maintain and insure an unlimited supply of good music - reasonable rates - effective competition - the only station relations staff in the field with actual broadcasting experience,

CLAUDE C. J. CULMER

GUS HAGENAH

EMILE J. GOUGH

BURT SQUIRE

Use Your
Copy of the
SESAC
MUSIC
GUIDE

SESAC

THE BEST MUSIC IN AMERICA

113 West 42nd Street

New York

EDITORIAL INDEX

MUTUAL BROADCASTING SYSTEM:

| | |
|---|---------|
| Affiliates, Alphabetically Listed by City | 339 |
| Commercial Programs of 1941 | 866 |
| Gross Billings by Agencies for 1941 | 99 |
| McCosker, Alfred J., Article by | 301 |
| Networks Billings for 1941-40-39-38 | 97 |
| Network Map | 302-303 |
| Personnel | 304 |
| Sponsor Expenditures, 1941 | 101 |

N

| | |
|---|-----|
| National Advisory Council on Radio in Education, Officers, etc. | 954 |
| National Assn. of Broadcast Engineers | 954 |

NATIONAL ASSOCIATION OF BROADCASTERS:

| | |
|---|-----------|
| Broadcast Music, Inc. | 950 & 720 |
| Broadcasting and the War, Article by Neville Miller | 933 |
| Code | 939 |
| Engineering Developments, Article by Lynn Smeby | 973 |
| Labor Relations in 1941, Article by Joseph L. Miller | 937 |
| Legal-Legislative Activities, Article by Russell P. Place | 935 |
| Personnel, Directors, Committees | 928 & 954 |
| Public Relations, Article | 938 |
| Research Activities, Article by Paul F. Peter | 934 |
| Statement by Neville Miller | 37 |
| Team Work in Radio Selling, Article by Frank E. Pellegrin | 102 |
| War-Defense Activities, Article by Arthur Stringer | 936 |
| National Association of Educational Broadcasters: | |
| Officers, etc. | 954 |
| Station Members | 967 |
| National Assn. of Performing Artists | 954 |
| National Better Business Bureau, Inc. | 954 |

NATIONAL BROADCASTING CO.:

| | |
|--|-----------|
| Affiliates, Alphabetically Listed by City | 339 |
| Commercial Program of 1941 | 866 |
| Network Billings for 1941-40-39-38 | 97 |
| Network Map | 306-307 |
| Pan American Network | 861 |
| Personnel | 309-311 |
| Stations Owned, Managed or Programmed by | 311 |
| Trammell, Niles, Article by | 305 |
| National Committee of Education by Radio | 955 |
| National Independent Broadcasters, Inc. Article | 942 |
| Officers, Directors, etc. | 942 & 955 |
| National Industrial Advertisers Assn. | 955 |
| National Television Systems Committee, Personnel, etc. | 980 & 955 |
| National Variety Artists, Inc. | 956 |

| | |
|---|-----|
| National Youth Administration Radio Workshop, Personnel, etc. | 956 |
| Navy Department, Article, Air Waves and the U. S. Navy | 53 |

NEBRASKA:

| | |
|-------------------------------------|-----------|
| Census Data | 243 |
| Chief Engineers of Stations | 983 |
| Home Economic Directors of Stations | 623 |
| Musical Directors of Stations | 617 |
| Newspaper Affiliated Stations | 608 |
| Radio Editors and Writers | 852 |
| Stations, Facilities and Personnel | 467 |
| Nebraska Broadcasters Association | 956 |
| Network Affiliates, Inc. Article | 944 |
| Officers, Directors, etc. | 944 & 956 |

NETWORKS:

| | |
|--|---------|
| Advertising Agency Gross Billings | 91-101 |
| Affiliates, Alphabetically Listed by City | 339 |
| Billings for 1941-40-39-38 | 97 |
| Blue Network Co. | 291-294 |
| Canadian Broadcasting Corp. | 642 |
| Columbia Broadcasting System | 295-300 |
| Expenditures by Agencies & Sponsors | 99-101 |
| Keystone Broadcasting System, 320a-d & 705 | |
| Mutual Broadcasting System | 301-304 |
| National | 289 |
| National Broadcasting Co. | 305-311 |
| Pan American | 858-863 |
| Programs, Commercial, of | 866 |
| Regional | 313 |
| Regulations of FCC | 201 |

NEVADA:

| | |
|-------------------------------------|-----|
| Census Data | 245 |
| Chief Engineers of Stations | 984 |
| Home Economic Directors of Stations | 623 |
| Musical Directors of Stations | 617 |
| Newspaper Affiliated Stations | 608 |
| Radio Editors and Writers | 852 |
| Stations, Facilities and Personnel | 471 |

NEW BRUNSWICK:

| | |
|-------------------------------------|-----|
| Chief Engineers of Stations | 987 |
| Home Economic Directors of Stations | 625 |
| Musical Directors of Stations | 619 |
| Radio Editors and Writers | 857 |
| Stations, Facilities and Personnel | 651 |

NEW HAMPSHIRE:

| | |
|-------------------------------------|-----|
| Census Data | 245 |
| Chief Engineers of Stations | 984 |
| Home Economic Directors of Stations | 623 |
| Musical Directors of Stations | 617 |
| Newspaper Affiliated Stations | 608 |
| Radio Editors and Writers | 852 |
| Stations, Facilities and Personnel | 473 |

NEW JERSEY:

| | |
|-------------------------------------|-----|
| Census Data | 246 |
| Chief Engineers of Stations | 984 |
| Home Economic Directors of Stations | 623 |
| Musical Directors of Stations | 617 |
| Newspaper Affiliated Stations | 609 |
| Radio Editors and Writers | 852 |
| Stations, Facilities and Personnel | 475 |

MAKE YOUR TESTS

in



Key station of Michigan Radio Network

WXYZ

DETROIT

Blue Network

5000 WATTS DAY TIME **5000 WATTS NIGHT TIME**

National Sales Representative: PAUL H. RAYMER CO.

www.americanradiohistory.com

Michigan

OVER THE

MICHIGAN RADIO NETWORK . . .

OPERATED LIKE A COAST-TO-COAST NETWORK . . .

IMPROVED SERVICE . . .

BIG TIME OPERATIONS

AVAILABLE FOR BLUE NETWORK COMMERCIALS AS AN UNIT. . .

IDEAL TEST CONDITIONS





My Sincerest Appreciation To

BATHASWEET

BEECHNUT GUM

CANADA DRY

DUNHILL CIGARETTES

GENERAL MOTORS

MOLLE

MOUNDS CANDY

PROCTER & GAMBLE

RCA VICTOR

STERLING SALT

VICKS CHEMICAL

WESTERN ELECTRIC

AND THE NATIONAL BROADCASTING COMPANY

Sincerely,

George F. Putnam

NBC, NEW YORK

PARAMOUNT
NEWSREEL

Luncheon

| | | | | | |
|--|-------|----|-------|-------|------|
| Deviled crabs, Baltimore style, cole slaw | | 60 | Saute | | 80 |
| Fried filet of sole, tartar sauce, combination salad | | | | | 70 |
| Fried scallops and bacon, tartar sauce | | | | | 75 |
| Fresh shrimps and scallops a la M | | | | | 85 |
| Whole broiled | | | | | 1.25 |

Is Your News Diet Balanced?

IN THIS MOST CRUCIAL of all years, you can't escape the public demand for news . . . *more* news . . . and *fresher* news.

But what a programming problem it is! What a job to keep most of your news periods from sounding repetitious, stale, deadly dull . . . the same dish merely "warmed over."

In each 24 hours, there's only so much news—but many news periods. Successful programming therefore demands a supply of ready-prepared copy that has variety, spontaneity, sparkle!

That's next to impossible when all the copy comes from a *single source* . . . when the *same* writers rehash it all day long for both you and your competitor.

Just as leading newspapers rely on more than one news service to get better balance, variety and readability, so are many leading stations with heavy news schedules supplementing their present wire service with Transradio.

There's no re-processing to take the "vitamins" out of Transradio copy. Alone among the wire services Transradio prepares its copy *directly* for the mike . . . concentrates on material that has *listenability* rather than mere readability.

For a better-balanced news diet on your station, ask about Transradio's *new rates* today.

TRANSRADIO PRESS SERVICE INC.

521 FIFTH AVENUE, NEW YORK, N. Y.

| | | | |
|--------------------------|----|-----------------------|----|
| with apple sauce | 60 | French fried potatoes | 60 |
| | | French pancakes | 55 |
| | | | 60 |
| | | RAREBITS | |
| Welsh Rarebit | 55 | Long Island Rarebit | 60 |
| Yorkshire or Golden Buck | 60 | Scotch Woodcock | 50 |

Eager!—and *ABLE!*—
to serve you well
in Kansas City*



Don Davis, President



John Schilling, General Manager

WHB

— and throughout
the rich KANSAS
STATE NETWORK
TERRITORY

KEY STATION *of the* KANSAS STATE NETWORK



EDITORIAL INDEX

S

| | |
|---|---------|
| Sarnoff, David, Article, War Found Radio Prepared | 55 |
| SASKATCHEWAN: | |
| Chief Engineers of Stations | 987 |
| Home Economic Directors of Stations | 625 |
| Musical Directors of Stations | 619 |
| Radio Editors and Writers | 857 |
| Stations, Facilities and Personnel | 664 |
| Script Libraries | 707 |
| Script Writers | 835 |
| SESAC, Inc.: | |
| Officers, Address, etc. | 959 |
| Publisher Affiliates | 727-728 |
| Statement by Paul Heinecke | 726 |
| Shapiro, M. H., Article on Radio Round-Up and the War | 39 |
| Showmen's Calendar for 1942 | 384 |
| Singers and Their Work in 1941 | 763 |
| Smeby, Lynne, Article on Engineering Developments | 973 |
| Society of Jewish Composers, Publishers and Song Writers | 959 |
| Society of Motion Picture Engineers | 959 |
| Song Writers' Protective Association (SPA) | 959 |
| South American Networks | 858-863 |
| South American Stations | 1009 |
| SOUTH CAROLINA: | |
| Census Data | 257 |
| Chief Engineers of Stations | 985 |
| Home Economic Directors of Stations | 624 |
| Musical Directors of Stations | 618 |
| Newspaper Affiliated Stations | 611 |
| Radio Editors and Writers | 855 |
| Stations, Facilities and Personnel | 554 |
| Southcentral Quality Network | 319 |
| SOUTH DAKOTA: | |
| Census Data | 258 |
| Chief Engineers of Stations | 985 |
| Home Economic Directors of Stations | 624 |
| Musical Directors of Stations | 658 |
| Newspaper Affiliated Stations | 611 |
| Radio Editors and Writers | 855 |
| Stations, Facilities and Personnel | 557 |
| Southern California Broadcasters' Assn. | 960 |
| Southern Network, Officers, etc. | 319 |
| Sports Broadcasters Association (New York Chapter), Personnel, etc. | 960 |
| Sports Commentators and Their Work | 827 |
| Spot Broadcasting, Checking List for Buying & Selling, by N. C. Rorabaugh | 104 |
| STATIONS: | |
| Alphabetically, (U. S.) by Call Letter with Index to Detailed Information | 323 |
| Alphabetically (U. S.) by City with Major Network Affiliations | 339 |
| Application (Broadcast) Procedure | 195 |
| Application, FCC Regulations | 196 |
| Blue Network Co., Owned, Managed or Programmed by | 294 |
| Broadcast Music, Inc. | 723 |

Canada:

| | | |
|--|---------|-------|
| Alphabetically by Call Letter with Index to Detailed Information | 643 | |
| Geographically, with Detailed Information Listed by Province | 645 | |
| Newspaper Affiliated Stations | 666 | |
| CBS Owned, Operated or Leased by | 300 | |
| Censorship Code | 67 | |
| Central American (also see individual countries) | 1022 | |
| Cuban | 1002 | |
| FCC Lists: | | |
| Alphabetically by Call Letter | 323 | |
| Developmental | 923 | |
| Facsimile | 912 | |
| High Frequency (FM) | 914 | |
| International | 998 | |
| Non-Commercial Educational | 970 | |
| ST | 925 | |
| Television | 889-902 | |
| Growth of Radio Stations, 1939-41, Chart | 207 | |
| History of Radio Regulations, Article | 627 | |
| Home Economic Directors of | 621 | |
| Mexican | 1005 | |
| Musical Directors of | 615 | |
| National Assn. of Educational Broadcasters | 967 | |
| NBC, Owned, Managed or Programmed by | 311 | |
| Newspaper-Owned or Affiliated: | | |
| Canada | 666 | |
| United States | 604 | |
| Production Rules and Regulations, FCC | 888 | |
| Representatives | 113 | |
| Standard Broadcast, Detailed Information Listed by States | 323 | |
| South American (also see individual countries) | 1009 | |
| Stringer, Arthur, Article on NAB War-Defense Activities | 936 | |
| Supreme War Effort by RCA, Article | 988 | |
| Survey Organizations | 178 | |
| Swalm, Tod, Article on Business Side | 95 | |
| <hr/> T <hr/> | | |
| Team-Work in Radio Selling, Article by Frank E. Pellegrin | | 102 |
| Technical Progress in 1941, Article by George P. Adair | | 188 |
| Technical (Radio) Publications | | 129 |
| Technical Section | | 971 |
| Telephone Numbers, Important Radio | | 89-91 |
| Television: | | |
| American Television Society | 948 | |
| Back Stage With Radio-Television-FM | 65 | |
| Stations, Commercial, Experimental | 899-905 | |
| Facilities and Personnel of Commercial Stations | 902 | |
| FCC Regulations | 906 | |
| Headlines of 1941 from RADIO DAILY | 894 | |
| National Television Systems Committee | 98 | |

FOR YOUR CONVENIENCE



ASCAP maintains direct branch offices, with permanent skilled personnel, ready at all times to service our clients, in the following cities:—

| <u>STATE</u> | <u>CITY</u> | <u>REPRESENTATIVE</u> |
|------------------------|---------------|-----------------------|
| Alabama | Atlanta | I. T. Cohen |
| Arizona | Hollywood | R. J. Powers |
| Arkansas | Dallas | P. O. Alexander |
| California (Northern) | San Francisco | H. A. Levinson |
| California (Southern) | Hollywood | R. J. Powers |
| Colorado | Denver | H. O. Bergkamp |
| Connecticut | New York City | F. C. Erdman |
| Delaware | Philadelphia | H. A. Brown |
| Dist. of Columbia | Baltimore | A. L. Rothkranz |
| Georgia | Atlanta | I. T. Cohen |
| Idaho | Portland | H. Kenin |
| Illinois (Northern) | Chicago | R. W. Rome |
| Illinois (Southern) | St. Louis | F. H. Hemby |
| Indiana (Northern) | Chicago | R. W. Rome |
| Indiana (Southern) | Cincinnati | S. Feldman |
| Iowa | Des Moines | J. C. Wooden |
| Kansas | Chicago | R. W. Rome |
| Kentucky | Chicago | R. W. Rome |
| Louisiana | New Orleans | S. Shepard |
| Maine | Boston | S. Berkett |
| Maryland | Baltimore | A. L. Rothkranz |
| Massachusetts | Boston | S. Berkett |
| Michigan | Detroit | Grosner & Burak |
| Minnesota | Minneapolis | D. M. Ewing |
| Mississippi | New Orleans | S. Shepard |
| Missouri | St. Louis | F. H. Hemby |
| Montana | Portland | H. Kenin |
| Nevada | San Francisco | H. A. Levinson |
| New Hampshire | Boston | S. Berkett |
| New Jersey (Northern) | Newark | A. Kane |
| New Jersey (Southern) | Philadelphia | H. A. Brown |
| New Mexico | Denver | H. O. Bergkamp |
| New York | New York City | ASCAP |
| New York | Rochester | L. B. Schlums |
| North Carolina | Atlanta | I. T. Cohen |
| North Dakota | Minneapolis | D. M. Ewing |
| Ohio (Northern) | Cleveland | E. A. Sherwood |
| Ohio (Southern) | Cincinnati | S. Feldman |
| Oklahoma | Dallas | P. O. Alexander |
| Oregon | Portland | H. Kenin |
| Pennsylvania (Eastern) | Philadelphia | H. A. Brown |
| Pennsylvania (Western) | Pittsburgh | W. J. O'Brien |
| Rhode Island | Boston | S. Berkett |
| South Carolina | Atlanta | I. T. Cohen |
| South Dakota | Minneapolis | D. M. Ewing |
| Tennessee | Atlanta | I. T. Cohen |
| Texas | Dallas | P. O. Alexander |
| Utah | Denver | H. O. Bergkamp |
| Vermont | Boston | S. Berkett |
| Virginia | Atlanta | I. T. Cohen |
| Washington | Portland | H. Kenin |
| West Virginia | Atlanta | I. T. Cohen |
| Wisconsin | Chicago | R. W. Rome |
| Wyoming | Denver | H. O. Bergkamp |

ASCAP clients will be promptly and cheerfully serviced by mail, telegraph or telephone, at any time, and on any matter relating to use of the largest repertoire of copyrighted music in this country, by the above offices, or by our General Office in New York City.

*American Society of Composers,
Authors and Publishers.*

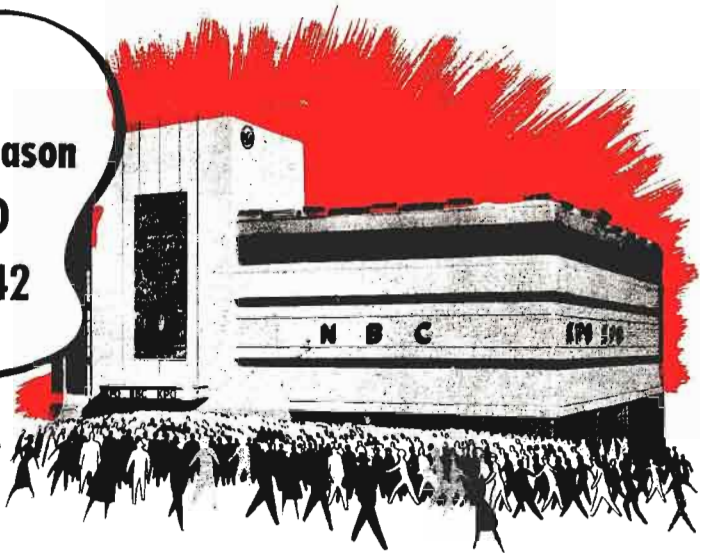
Phone
CO:umbus 5-7464

30 Rockefeller Plaza, New York City

EDITORIAL INDEX

| | | | |
|---|------|---|------|
| Television Aids Defense, Article by Noran E. Kersta | 897 | Musical Directors of Stations | 619 |
| TENNESSEE: | | Newspaper Affiliated Stations | 612 |
| Census Data | 259 | Radio Editors and Writers | 856 |
| Chief Engineers of Station | 985 | Stations, Facilities and Personnel | 580 |
| Home Economic Directors of Stations .. | 624 | Vocalists and Their Work in 1941 | 763 |
| Musical Directors of Stations | 618 | | |
| Newspaper Affiliated Stations | 611 | <hr/> W <hr/> | |
| Radio Editors and Writers | 855 | War Department, Article, Radio Great Aid to Many Activities | 47 |
| Stations, Facilities and Personnel | 559 | WASHINGTON: | |
| TEXAS: | | Census Data | 269 |
| Census Data | 261 | Chief Engineers of Stations | 986 |
| Chief Engineers of Station | 986 | Home Economic Directors of Stations .. | 625 |
| Home Economic Directors of Station | 624 | Musical Directors of Stations | 619 |
| Musical Directors of Stations | 618 | Newspaper Affiliated Stations | 613 |
| Newspaper Affiliated Stations | 611 | Radio Editors and Writers | 856 |
| Radio Editors and Writers | 855 | Stations, Facilities and Personnel | 584 |
| Stations, Facilities and Personnel | 564 | Washington State Assn. of Broadcasters .. | 960 |
| Texas Quality Network, Officers, etc. | 319 | Weaver, Sylvester L., Jr., Article "For A United Hemisphere" | 77 |
| Texas State Network, Officers, etc. | 320 | West Indies, Stations in | 1024 |
| Tompkins, Merritt E., Statement on BMI .. | 720 | WEST VIRGINIA: | |
| Trade Publications, Radio | 129 | Census Data | 269 |
| Trammell, Niles, Article on NBC | 305 | Chief Engineers of Stations | 986 |
| Transcription Companies | 695 | Home Economic Directors of Stations .. | 625 |
| Transcription Libraries | 707 | Musical Directors of Stations | 619 |
| Transcription Network | 705 | Newspaper Affiliated Stations | 613 |
| Transradio Press Service, Inc., Officers, etc. | 111 | Radio Editors and Writers | 856 |
| Treasury Department, Article, Radio Sel's Defense Bonds, by Vincent F. Callahan .. | 59 | Stations, Facilities and Personnel | 590 |
| Tri-City Stations of Virginia, Officers, etc. | 320 | West Virginia Network, Officers, etc. | 320 |
| | | Western Association of Broadcasters | 960 |
| | | Western Electric in All Out War Effort .. | 976 |
| | | WISCONSIN: | |
| <hr/> U <hr/> | | Census Data | 271 |
| Unions | 945 | Chief Engineers of Stations | 986 |
| United Press Associations, Officers, etc. | 111 | Home Economic Directors of Stations .. | 625 |
| United States Department of Interior— Radio Section, Personnel, etc. | 960 | Musical Directors of Stations | 619 |
| Uruguay, Stations of | 1018 | Newspaper Affiliated Stations | 613 |
| UTAH: | | Radio Editors and Writers | 856 |
| Census Data | 265 | Stations, Facilities and Personnel | 593 |
| Chief Engineers of Station | 986 | Wisconsin League of Radio Stations | 960 |
| Home Economic Directors of Stations .. | 624 | Wisconsin Network, Inc., Officers, etc. | 320 |
| Musical Directors of Stations | 618 | Woman's National Radio Committee | 960 |
| Newspaper Affiliated Stations | 612 | Woods, Mark, Article on Blue Network .. | 291 |
| Radio Editors and Writers | 855 | Writers, Radio | 835 |
| Stations, Facilities and Personnel | 577 | Writers and Radio Editors | 848 |
| | | WYOMING: | |
| <hr/> V <hr/> | | Census Data | 272 |
| Variety Artists and Their Work in 1941 .. | 737 | Chief Engineers of Stations | 987 |
| Venezuela, Stations of | 1020 | Home Economic Directors of Stations .. | 625 |
| VERMONT: | | Musical Directors of Stations | 619 |
| Census Data | 266 | Newspaper Affiliated Stations | 613 |
| Chief Engineers of Station | 986 | Radio Editors and Writers | 856 |
| Home Economic Directors of Stations .. | 624 | Stations, Facilities and Personnel | 600 |
| Musical Directors of Stations | 618 | | |
| Newspaper Affiliated Stations | 612 | <hr/> Y <hr/> | |
| Radio Editors and Writers | 856 | Yankee Network, Officers, etc. | 320 |
| Stations, Facilities and Personnel | 579 | | |
| VIRGINIA: | | <hr/> Z <hr/> | |
| Census Data | 266 | Z-Bar Net, Officers, Stations, etc. | 320 |
| Chief Engineers of Station | 986 | | |
| Home Economic Directors of Stations .. | 624 | | |

Here's a
 "million dollar" reason
 for using KPO
 throughout 1942



And the "million dollar reason" is KPO's new million dollar home. Hundreds of advertisers—both local and national—are going to profit more than ever because of the INCREASED SELLING POWER KPO will deliver in 1942, and years to come. For KPO's new home is much more than a new building to house new studios and technical facilities . . . it will be the center of San Francisco's ever-increasing interest and responsiveness to the type of "big-time" radio which NBC brings the public regularly.



1. Thousands toured the unfinished building. Hundreds of thousands more have listened to and watched "building broadcasts" . . . seen building pictures in newsreels, magazines, and newspapers. Smart advertisers are getting on KPO now . . . to "ride in" on this great barrage of publicity . . . to become a part of the great show which will open the new building in March.



3. NBC leads in the development of San Francisco radio talent. Weekly auditions are held. Promising new talent is put on the air to develop seasoned, salable personalities, and salable shows. Local advertisers are aware of the sales pulling-power of this local talent. Nineteen local advertisers are currently using live talent shows on KPO.



2. The best evidence of a station's popularity, and its sales-producing power is the manifested interest of local business firms in broadcast advertising. Without question, KPO is most highly regarded, its personnel best known to San Francisco business and civic leaders. AND . . . NBC's local sales in San Francisco are currently 80% ahead of last year.



4. Dollar-for-dollar, KPO offers you the best advertising buy in San Francisco for 1942 . . . as well as in the years to come. Every day KPO is making firmer its already established lead in listener-popularity. Greater popularity means greater audiences. Greater audiences mean greater sales. And that, after all, is the proof of the pudding!

KPO 50,000 WATTS
 SAN FRANCISCO
 680 KILOCYCLES

Represented Nationally by
 NBC SPOT Sales Offices

NEW YORK
 CHICAGO
 SAN FRANCISCO
 BOSTON
 CLEVELAND
 DENVER
 WASHINGTON
 HOLLYWOOD

ADVERTISING

1942

INDEX

1942

A

| | |
|---|-----|
| Abbott, Bud | 66 |
| Adams & Adams | 734 |
| Advertiser, The | 144 |
| Advertising Age | 134 |
| Advertising Agency Radio Script Library | 706 |
| Advertising & Selling | 136 |
| Air Features, Inc. | 682 |
| Alber, David O. | 760 |
| Alexander, Ben | 802 |
| All-Canada Radio Facilities, Ltd. | 645 |
| Allen, Fred | 44 |
| Allen, Mel | 830 |
| American Radio Syndicate | 706 |
| American Society of Composers, Authors and Publishers | 24 |
| Anders, Jerry | 783 |
| Andrews Sisters | 765 |
| ASCAP | 24 |

B

| | |
|-----------------------|-----|
| Barbinel, Ann | 692 |
| Barron, Blue | 777 |
| Beasley, Irene | 762 |
| Beck, Jackson | 750 |
| Benny, Jack | 40 |
| Bergen, Edgar | 50 |
| Berle, Milton | 46 |
| Billboard, The | 142 |
| Bixby, Carl | 838 |
| Black, Ivan | 761 |
| Blaine, Joan | 745 |
| Bloch, Ray | 781 |
| Block, Martin | 10 |
| BMI | 28 |
| Boles, Jim | 757 |
| Boswell, Connee | 64 |
| Britt, Elton | 772 |
| Broadcast Music, Inc. | 28 |
| Bryan, George | 804 |
| Burns, Bob | 738 |
| Butterfield, Erskine | 759 |
| Butterworth, Wally | 740 |
| Byron, Ed | 840 |

C

| | |
|--------------------------------|--------------------|
| CFRB | 658 |
| CKCL | 659 |
| CKLW | 447 & 659 |
| Cafe Society Uptown & Downtown | 761 |
| Canadian Broadcasting Corp. | 640 |
| Cantor, Eddie | 42 |
| Carlson, Harry | 796 |
| Cherniavsky, Josef | 781 |
| Chimes, Michael | 759 |
| Collins, Ted | 8 |
| Columbia Broadcasting System | 105, 106, 107, 108 |
| Columbia Recording Corp. | 694 |
| Combs, George Hamilton, Jr. | 792 |
| Compton, Walter | 750 |
| Costello, Lou | 66 |
| Courtney, Alan | 757 |
| Cravens, Kathryn | 790 |
| Crosby, Bob | 776 |
| Crosby, Everett N., Ltd. | 746 |
| Curbelo, Fausto | 80 |

D

| | |
|-----------------------------|-----|
| Dane, Marshall | 796 |
| Davies, Gwen | 770 |
| De Angelo, Carlo | 840 |
| Decca Records, Inc. | 696 |
| Dennis, Clark | 766 |
| Dolan, Ken & Co. | 688 |
| Don Lee Broadcasting System | 314 |
| Douglas, Don | 810 |
| Downey, Wallace, Inc. | 80 |
| Dunne, Frank | 796 |
| Dutton, Laura Deane | 80 |

E

| | |
|--------------------|-----|
| East, Ed and Polly | 752 |
| Eastern Wine Corp. | 128 |
| Easy Aces | 748 |

| | |
|----------------|-----|
| Edwards, Joan | 771 |
| Edwards, Ralph | 56 |
| Eliot, Bruce | 796 |
| Elliott, Larry | 804 |
| Emery, Bob | 754 |

F

| | |
|-----------------------------|-----|
| Felix, Edgar | 103 |
| Fitzgerald, Edward & Pegeen | 744 |
| Fitzmaurice, Michael | 756 |
| Fleming, James | 800 |
| Forjoe and Company | 114 |
| Forrest, Frank | 734 |
| Funt, Alan A. | 692 |

G

| | |
|-------------------------|-----|
| Gallop, Frank | 800 |
| Garde, Betty | 736 |
| Garred, Bob | 806 |
| General Amusement Corp. | 94 |
| General Electric | |
| Inside Front Covers | |
| Germann, William | 52 |
| Godfrey, Arthur | 58 |
| Goodman, Al | 70 |
| Goodman, Benny | 72 |
| Grant, Lee | 779 |
| Grauer, Ben | 798 |
| Green, Art | 808 |
| Grombach, Jean V., Inc. | 670 |
| Gross, Walter | 780 |

H

| | |
|------------------|-----|
| Hadley, 'Hap' | 626 |
| Harris, Bob | 812 |
| Havrilla, Alois | 734 |
| Hawk, Bob | 751 |
| Haynes, Don W. | 68 |
| Heatter, Gabriel | 790 |
| Helfer, Lt. Al | 826 |
| Herman, Woody | 775 |
| Hersholt, Jean | 76 |



BMI

ENDURING PROOF OF
THE POWER AND THE
DETERMINATION OF
AN AMERICAN INDUSTRY
TO CREATE AND MAINTAIN
THE RIGHT OF FREE TRADE
IN A COMPETITIVE MARKET

ADVERTISING INDEX

| | |
|----------------------|-----|
| Hill, Edwin C..... | 788 |
| Hodges, Joy | 80 |
| Hogan, George | 796 |
| Hope, Bob | 48 |
| Hopper, Hedda | 38 |
| Howard, Eunice | 753 |

J

| | |
|---------------------------|-----|
| Johnson, Bess | 748 |
| Johnson, Parks | 740 |
| Jordan, Marion and Jim .. | 62 |
| Jostyn, Jay | 747 |
| Juarez, Juanita | 80 |

K

| | |
|---------------------------------|-----|
| KCMO | 460 |
| KDYL | 578 |
| KFAB | 468 |
| KFBI | 425 |
| KFEL | 372 |
| KFI | 359 |
| KFJZ | 568 |
| KFWB | 360 |
| KGIR | 466 |
| KGKO | 570 |
| KIDO | 398 |
| KMBC | 290 |
| KMPC | 356 |
| KOIL | 468 |
| KOMA | 528 |
| KOY | 406 |
| KPFA | 466 |
| KPO | 26 |
| KPRO | 365 |
| KRBM | 466 |
| KROW | 363 |
| KSD | 462 |
| KSTP | 454 |
| KTUL | 528 |
| KYA | 368 |
| Kaufman, Irving | 749 |
| Kennedy, John B. | 792 |
| Kent-Johnson, Inc. | 688 |
| Kermit-Raymond Corp. ... | 82 |
| Keystone Broadcasting System | |
| 320A-320B-320C-320D | |
| Knight, Frank | 796 |
| Korn Kobblers | 96 |
| Kyser, Kay | 60 |

L

| | |
|-------------------|-----|
| Ladd, Hank | 98 |
| Latimer, Ed | 755 |
| Laval, Paul | 780 |
| Lee, Bert | 828 |

| | |
|---------------------------|-----|
| Levine, 'Dr.' Henry | 780 |
| Levitsky, Mitchell | 760 |
| Lombardo, Guy | 36 |
| Long, Johnny | 778 |
| Lovejoy, Frank | 753 |
| Lunceford, Jimmie | 783 |
| Lyons, A. & S., Inc. | 92 |

M

| | |
|--|--------|
| Mack, Gilbert | 743 |
| Makelim, Hal R. Produc- tions | 872 |
| Manners, Lucille | 768 |
| Manners, Zeke | 758 |
| Manning, Knox | 802 |
| Manson, Charlotte | 750 |
| Marks, Garnett | 100 |
| Martin, Charles | 836 |
| Mason Dixon Radio Group | 539 |
| McBride Mary Margaret .. | 742 |
| McCarthy, Charles | 50 |
| McCullough, Dan | 796 |
| McDonnell, Craig | 752 |
| McGee, Fibber and Molly | 62 |
| McGill, Jerry | 837 |
| McIntyre, Hal | 68 |
| Merry Macs, The | 98 |
| Metronome | 140 |
| Michigan Radio Net- work | 16, 17 |
| Miller, Glenn | 68 |
| Monroe, Lucy | 767 |
| Morris, William, Agency, Inc. | 34 |
| Morse, Carleton | 838 |
| Moseley, Sydney | 784 |
| Murray, Mildred | 755 |
| Mutual Broadcasting Sys- tem | 6 |

N

| | |
|---|-----|
| National Concert and Artists Corp. | 90 |
| National Radio Checking Service, Inc. | 179 |
| NBC (Radio - Recording Division) | 674 |
| NBC (Red Network) | 308 |
| NBC (Spot and Local Sales) | 2 |
| NBC (Thesaurus) | 708 |
| Negrete, Jorge | 80 |
| Nolan, Bob | 744 |

O

| | |
|---------------------------|-----|
| Oboler, Arch | 836 |
| O'Neill, Francis P. (Tip) | 78 |

P

| | |
|---|------|
| Palmer, Maria | 749 |
| Pearce, Al | 740 |
| Pennell, Bill | 810 |
| Perry, Bill | 772 |
| Pictorial Photo Engraving Co., Inc. | 614 |
| Pitt, Merle | 782 |
| Popular Concert Guild, Inc. | 74 |
| Postal Telegraph Facing Page | 1024 |
| Powers, Jimmy | 830 |
| Press Association, Inc. ... | 12 |
| Putnam, George A. | 808 |
| Putnam, George F. | 18 |

Q

| | |
|-----------------------|----|
| Quiz, Professor | 52 |
|-----------------------|----|

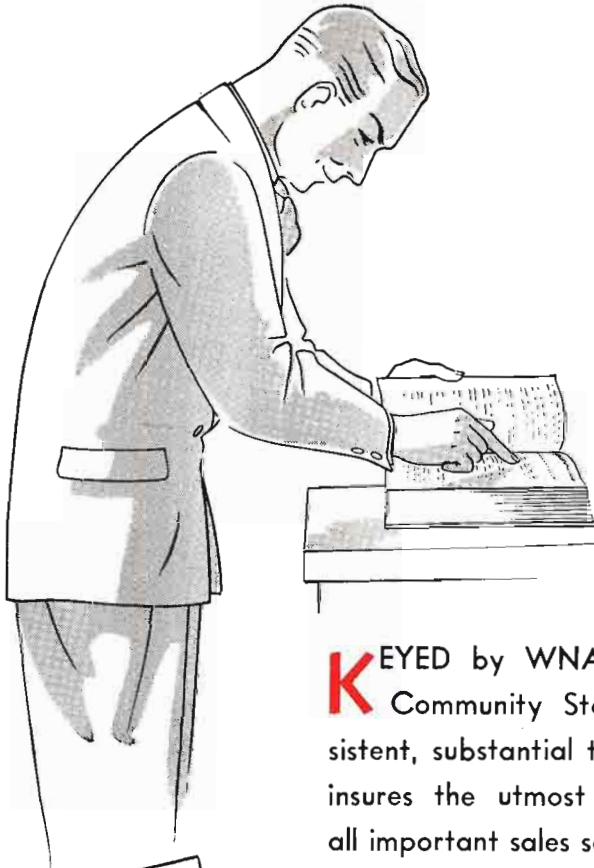
R

| | |
|--|------------|
| Radio Advertising Rates & Data | 130 |
| Radio Corporation of America | Back Cover |
| Radio Coverage Reports | 103 |
| Radio Events, Inc. | 706 |
| Radioteca | 706 |
| Radio-Tele. Journal | 138 |
| Ralston, Esther | 110 |
| Rambeau, William G. Company | 114 |
| Rapp, Phil | 835 |
| Reid, Lewis | 690 |
| Riggs, Tommy. Facing Page | 1 |
| Ringling Bros. and Bar- num & Bailey Com- bined Shows | 32 |
| Ripley, Joe | 796 |
| Ross, Charles, Inc. | 972 |
| Ross Federal Market Re- porting Service Facing Inside Back Cover | |
| Ross Federal Research Corp .. Inside Back Cover | |
| Ross, Lanny | 769 |

S

| | |
|---------------------------|-----|
| Sales Management | 132 |
| Salter, Harry | 774 |
| Sanders, Richard | 752 |
| Script Library, The | 706 |
| SESAC | 14 |
| Shepard, Bob | 796 |

ACCEPTANCE INDEX of New England



It's Right
Here on
Page 30
of the
1942
Radio
Annual

The number
of radios in
New England
is 91.4% of
the number
of families.

KEYED by WNAC, The Yankee Network's Community Stations have built the consistent, substantial type of listener loyalty that insures the utmost in friendly acceptance in all important sales sectors. This is the most valuable asset any radio network can offer sponsors.

The warmth of welcome accorded The Yankee Network's "good neighbor" stations assures effectiveness and economy in capturing your share of the high purchasing power audience represented by New England's 2,010,280 radios.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE

BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

ADVERTISING INDEX

| | |
|-------------------------------------|-----|
| Shore, Dinah..... | 764 |
| Smith, Kate..... | 8 |
| Sims, Jay..... | 786 |
| "Sons of the Pioneers, The"..... | 744 |
| Souvaine, Henry, Inc.... | 676 |
| Spiwak, Charlie..... | 68 |
| Sportsmen, The..... | 771 |
| Spot Sales, Incorporated. | 112 |
| Stang, Arnold..... | 752 |
| Steel, Johannes..... | 789 |
| Sterling, Len..... | 796 |
| Stone, Extra..... | 748 |
| Strouse, Irving..... | 690 |
| Swing, Raymond Gram.. | 788 |

T

| | |
|--|-----|
| Teagarden, Jack..... | 782 |
| Telecast Productions, Inc. | 898 |
| Telephone Exchange, Inc. | 746 |
| Thomas, Ann..... | 751 |
| Thornhill, Claude..... | 68 |
| Transamerican Broadcast- ing and Television Corp. | 4 |
| Transradio Press Service. Inc. | 20 |
| Tuttle, Lurene..... | 738 |
| TYRO Productions..... | 686 |

U

| | |
|--------------------------------------|-----|
| Unger, Stella..... | 750 |
| United Press..... | 34 |
| United States Treasury Dept. | 387 |

V

| | |
|--------------------------|-----|
| Vail, Myrtle..... | 747 |
| Vallee, Rudy..... | 736 |
| Vinton, Arthur..... | 745 |
| Viola, J. Franklyn & Co. | 116 |
| Von Zell, Harry..... | 798 |
| Voorhees, Don..... | 780 |
| Vox Pop..... | 740 |

W

| | |
|-----------|-----|
| WAAT..... | 476 |
| WABY..... | 480 |
| WAGA..... | 516 |
| WARM..... | 550 |
| WASH..... | 16 |
| WATL..... | 390 |
| WATN..... | 505 |
| WAZL..... | 539 |

| | |
|-----------|--------------|
| WBAL..... | 434 |
| WBAP..... | 570 |
| WBBM..... | 402 |
| WBCM..... | 16 |
| WBEN..... | 484 |
| WBIG..... | 509 |
| WBNX..... | 488 |
| WBNY..... | 485 |
| WBYN..... | 482 |
| WCAU..... | 538 |
| WCBM..... | 435 |
| WCOP..... | 438 |
| WCOU..... | 432 |
| WDAS..... | 545 |
| WDEL..... | 379 & 539 |
| WDRC..... | 376 |
| WELI..... | 378 |
| WELL..... | 16 |
| WEMP..... | 597 |
| WERC..... | 540 |
| WEST..... | 539 |
| WEVD..... | 489 |
| WFAA..... | 570 |
| WFAS..... | 506 |
| WFBL..... | 502 |
| WFCI..... | 552 |
| WFDL..... | 16 |
| WFIL..... | 544 |
| WFMJ..... | 526 |
| WFTC..... | 511 |
| WGAL..... | 539 |
| WGBG..... | 510 |
| WGN..... | 404 |
| WGPC..... | 390 |
| WHAM..... | 500 |
| WHB..... | 22 |
| WHEB..... | 474 |
| WHIO..... | 523 |
| WHIZ..... | 516 |
| WHLS..... | 16 |
| WHN..... | 490 |
| WHOM..... | 477 |
| WIBM..... | 16 |
| WIBW..... | 424 |
| WILM..... | 539 |
| WIND..... | 407 |
| WINS..... | 492 |
| WIOD..... | 385 |
| WIP..... | 546 |
| WIRE..... | 414 |
| WISN..... | 596 |
| WJAX..... | 384 |
| WJIM..... | 16 |
| WJJD..... | 407 |
| WJLD..... | 350 |
| WJNO..... | 389 |
| WJRD..... | 350 |
| WJTN..... | 487 |
| WKAT..... | 382 |
| WKBO..... | 539 |
| WLAW..... | 443 |
| WLIB..... | 483 |
| WLOK..... | 516 |

| | |
|--|-------------|
| WLS..... | 406 |
| WLW..... | 312 |
| WMAQ..... | 400 |
| WMCA..... | 494 |
| WMFR..... | 511 |
| WMMN..... | 516 |
| WMUR..... | 472 |
| WNBH..... | 444 |
| WNEW..... | 496 |
| WOKO..... | 480 |
| WOL..... | 381 |
| WOOD..... | 16 |
| WOR..... | 208 |
| WORK..... | 539 |
| WORLD..... | 440 |
| WOV..... | 498 |
| WPEN..... | 548 |
| WPTF..... | 512 |
| WRBL..... | 390 |
| WRNL..... | 583 |
| WROK..... | 410 |
| WRR..... | 568 |
| WSAI..... | 520 |
| WSB..... | 392 |
| WSGN..... | 346 |
| WSM..... | 562 |
| WSPD..... | 516 |
| WTBO..... | 437 |
| WTIC..... | 374 |
| WTOL..... | 525 |
| WWL..... | 430 |
| WWRL..... | 506 |
| WWVA..... | 516 |
| WXYZ..... | 16 |
| Wain, Bea..... | 769 |
| Walton, Sid..... | 806 |
| Waring, Fred..... | 54 |
| Wayburn, Ned..... | 639 |
| Wayne, Jerry..... | 770 |
| Weist, Dwight..... | 754 |
| Welch, Ed..... | 812 |
| West, Jane..... | 837 |
| Westinghouse..... | 288 |
| Wheeler, Bert..... | 98 & 758 |
| Wilbur, Crane..... | 684 |
| Willard, Dick..... | 796 |
| Willson, Meredith..... | 776 |
| Wilson, Powell & Hay- ward, Inc. | 678 |
| Wolf Associates, Inc.... | 680 |
| Wood, Barry..... | 768 |
| Wragge, Betty..... | 748 |

Y

| | |
|---------------------|----|
| Yankee Network..... | 30 |
|---------------------|----|

Z

| | |
|---------------------------|-----|
| Zerbe, Lawson..... | 756 |
| Ziv, Frederic W., Inc.... | 668 |
| Zucker, Stanford, Agency. | 96 |

THE GREATEST SHOW

ON EARTH



Sends

Greetings

to its

Friends

in

Radio



RINGLING BROS. and BARNUM & BAILEY COMBINED SHOWS

★ ★ ★ ★

[A Happy Note In A Troubled World Symphony]

CIRCUS RADIO DEPARTMENT. BEV. KELLEY FRANK MORRISSEY



THIS IS THE FIFTH
EDITION OF

R A D I O
A N N U A L

1942



Dedicated to "Radio in the Drive to Victory" and edited and published to cover radio completely and comprehensively. Radio Annual is sent complimentary to Radio Daily subscribers as part of the service offered by Radio Daily.

"THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS"

-----UNITED PRESS





RADIO IN DEFENSE

By

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

THE year 1941 will go down in the history of radio broadcasting as the year in which the industry faced the challenge of our national defense program and, with few if any exceptions, met that challenge.

Broadcasters have cooperated with the Army, Navy, and civilian defense agencies to a marked degree. They have also served by providing the listening public with well-rounded discussions of many public issues. In return, broadcasters have already been amply rewarded, for they have won for themselves an unparalleled hold on the public's interest and attention.

The year 1942 will be chiefly featured by a continuing necessity to gear broadcasting into defense needs; but, as 1941 has amply illustrated, emergency requirements are wholly compatible with the normal aims and processes of broadcasting.

In addition to defense, the broadcast year has been marked by the coming-of-age of frequency modulation (FM) in broadcasting. At least 150,000 FM receivers should have been in operation at the close of 1941, and there are prospects for continued growth during 1942.

During 1941 the Commission completed its three year investigation of network broadcasting and issued regulations based thereon; instituted an inquiry into the effects of joint ownership of newspapers and broadcasting stations, with special reference to FM; and heard arguments on a proposed rule to eliminate joint control of two or more standard broadcast stations in a single service area.

Television growth has been impeded by the defense demands for strategic materials and skilled labor. But the Commission is fully aware of the importance of keeping television in readiness during the emergency period, so that when the end of the war effort comes, television can be expanded immediately to take up any slack of unemployment and productive capacity which may follow demobilization. I see no reason why, with proper planning at this time, we cannot look forward to a 50,000,000-set television industry mirroring the present 50,000,000-set broadcast industry, within a comparatively few years after the emergency is at an end.

For Complete FCC Section Please Turn to Page 183



Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To our sponsor—Colgate-Palm-
olive-Peet Co.

To the Roosevelt Hotel.

And to our exclusive agents
and friends, MCA.

Guy Lombardo



Copyright Harris & Ewing



RADIO AND THE WAR

By

NEVILLE MILLER

President National Association of Broadcasters

AS the nation's most important single means of mass communication, unique in its ability to secure and hold the attention of a vast majority of the people of the nation simultaneously, radio will undoubtedly play a major role in the prosecution of the war. Probably the most favorable development thus far affecting broadcasting is the evidence that our government has decided not to take over and operate radio, but to leave it in the hands of experienced private operators who, through the years, have demonstrated an appreciation of their responsibilities to serve the national interest. With the advent of radio, Congress wisely determined that in America this medium of mass communication should remain free of government operation and control. As a consequence the American System of broadcasting has developed along lines that have made of it a most effective instrument for the preservation of liberty and freedom of thought and expression.

For Complete NAB Section Please Turn to Page 928



"Hedda Hopper's Hollywood"

On The Air — In Print — On The Screen



Covers The Nation

Monday, Wednesday, Friday

6:15 N.Y.T.

C.B.S.

THIRD YEAR

for

S U N K I S T

Oranges and Lemons

California's Sunshine Sponsor

RADIO ROUND-UP AND THE WAR

By M. H. Shapiro, Editor, Radio Daily

RADIO'S TREMENDOUS WAR EFFORT, is obviously the highlight of its current existence. Due in no small measure to the fact that the industry during 1941 and even before, had already been well prepared through many months of aiding the cause of National Defense, the staggering load placed upon its shoulders now, is being carried off magnificently.

Any attempt to enumerate, evaluate or even show the extent of one particular item of 100 per cent cooperation with the U. S. government and its myriad agencies, is well nigh futile. Scope of the job the broadcaster has done, is now doing, or may be called upon to do is something that could only be accomplished through the American System of broadcasting. Suffice it to say that radio's part in the successful prosecution of the war, is as vital a role as any branch of the machinery of war. From the status of morale alone, all critics of the industry are silenced.

This is one assignment that is being carried out without regard to convenience or cost. For the average newspaper to make way for governmental aid is easy in comparison. The newspaper can shift news or advertising, can add extra pages if necessary; the broadcaster cannot add hours. Time is his basic element and commercial programs cannot be put on unless this is taken into account.

Thus the broadcaster carries on his wholehearted support of the entire governmental program ungrudgingly and at a sacrifice he is glad to make. In every instance he has accepted self-censorship and later sought to anticipate any further move or suggestion of defense agencies by promulgating his own code on handling news so that there would be no aid or comfort to the enemy. All this was accomplished in the Democratic way—receiving from and giving full cooperation to U. S. bureaus and officials.

And yet, the past year has not exactly been a sinecure insofar as commercial

radio is concerned. To choose an adjective that would adequately describe the general situation as it applied to 1941 would be rather difficult. Perhaps to approximate the trend of events the word "turbulent" might do. The average listener complacently going about the business of "being the best informed man in the world," hardly knows of such things as the FCC Monopoly Report; the subsequent splitting of the Red and Blue networks; Order No. 79 which is still in the throes of probing newspaper ownership of stations; the suits filed by CBS and NBC backed by some independently owned affiliates to stave off the Monopoly Order; the counter actions filed by the U. S. against these two networks, and so on.

Perhaps one bright light in the course of events during the past year was the question of music performing rights being adjusted. The industry's own reservoir of music hastily set up managed to fill the breach and what's more was found practicable. Ascap, poorly advised apparently, stands to collect from radio \$36,000,000 less over a period of 18 years, than it would, had not the showdown been strongly defended by the industry. This must be construed as radio's gain.

There never having been a year during which radio did not progress, the past year was no exception. Whether television, FM, international activity, program facilities or public service, improvement has been notable. Restrictions placed upon the industry via priorities have been accepted in stride yet the coming year will see further progress to the best of radio's ability. What the war may hold for the industry few can foresee, but come what may, it will always be the American System of broadcasting—first. The broadcasting industry's great contribution to Victory is an enviable monument in the making.



•

Jack Benny

JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

DENNIS DAY

“ROCHESTER”

My Authors:

BILL MORROW

ED BELOIN

TEN OUTSTANDING RADIO NEWS EVENTS OF 1941

Radio industry offers full facilities to all branches of the Government as war is declared against the Axis.

FCC held monopoly and newspaper ownership of radio station hearings, the former resulting in litigation against new rules and regulations issued by the Commission.

Network gross billing climbs, with NBC, CBS and MBS cumulative total hitting \$110,000,000, a new all-time high.

Industry war against Ascap raged through the first 10 months of the year, ending when the networks signed with the society. Industry votes to maintain BMI.

Broadcasters, augmented by the entire advertising field, successfully defeated radio-billboard tax proposals.

FM started commercial operations January 1, followed by the commercialization of television six months later, July 1.

AFM called several short-lived strikes against NBC, CBS and affiliates on sustaining and remote programs; AFRA called its first strike and issued an ultimatum against MBS, the case finally being settled by mediation.

NBC and CBS both established Pan American networks which will begin functioning actively early in 1942.

Establishment of the Defense Communications Board; Bureau of Censorship, and Department of Information in connection with the war was completed in Washington.

Divorce of the Red and Blue networks speeded as NBC and CBS completed sale of respective Artist Bureaus.

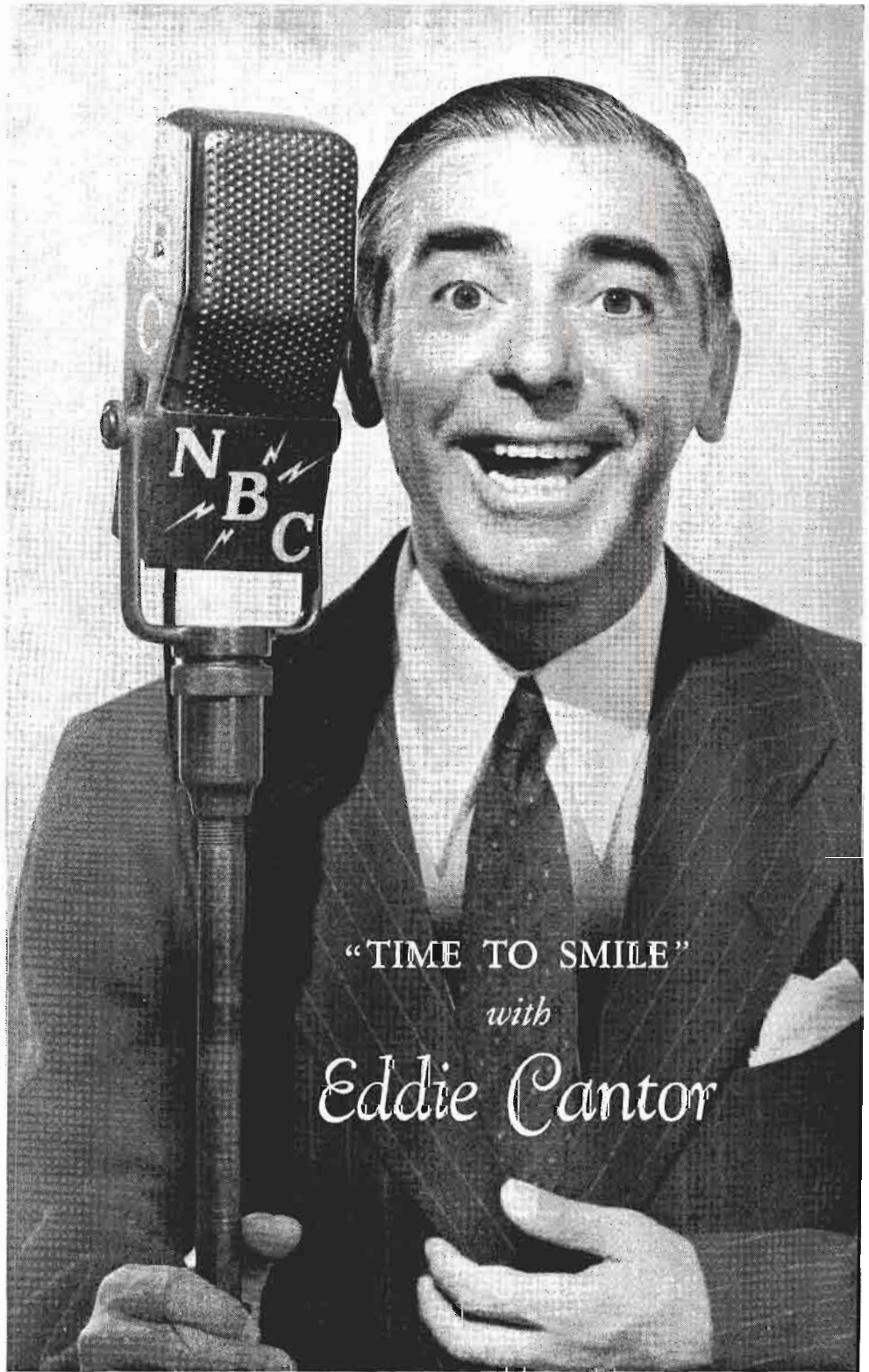
Outstanding New Program

Eversharp's "Take It Or Leave It."

Most Important Broadcast

President Roosevelt's message to Congress asking for a declaration of war.

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



"TIME TO SMILE"

with

Eddie Cantor

DEFENSE COMMUNICATIONS BOARD

By E. K. Jett, Chairman, Coordinating Committee

THE DEFENSE COMMUNICATIONS BOARD was created by Executive Order of the President on September 24, 1940. The Order provides that:

"The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire and cable communication facilities of all kinds.

b. The allocation of such portions of governmental and non-governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

c. The measure of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements."

DCB, A Planning Agency

The Board is basically a planning agency and receives valuable assistance from seventeen committees embracing all the fields of communications including amateur, aviation, cable, domestic and international broadcasting, wire, telephone and telegraph, radio point-to-point and maritime services, and Federal, State, and Municipal communications. Included in the setup are liaison committees for civilian defense and priorities for materials and equipment. The Coordinating Committee which has liaison with the Law Committee, Labor Advisory Committee and Industry Advisory Committee reviews the reports of the numbered committees representing the various branches of communications and

prepares the material for final action by the Board. Reports of the Board pertaining to the findings and recommendations are submitted to the President through the Office for Emergency Management.

Throughout 1941, the Board and its various committees have been active in planning for the national defense. Meetings of the Board have been held at least one day each week to consider the large volume of material which has been prepared and assembled by the various committees. Press releases were issued during the year giving some of the accomplishments of the Board. These included statements of policy with respect to the uses to be made of broadcast and other classes of stations during wartime. Also announced were plans designed to insure continuous operation of stations under emergency conditions. The Chairman emphasized that broadcasting would remain in private hands and that all utilization of broadcast facilities would be on a cooperative basis except for possible areas of actual combat.

Wartime Communications

The Board has been fully informed with respect to the operation of the broadcasting stations in England under wartime conditions. A survey is now being made of the facilities of all broadcast stations in the United States to insure full use of all main equipment and auxiliary apparatus.

Since the outbreak of hostilities the Board has been given additional powers to prescribe regulations governing the use, control, and closing of radio stations and the preference or priority of communications. In his press release of December 10, 1941, Chairman Fly stated that the delegation of authority to the DCB by the President does not mean governmental operation of private radio, that the Board will act for the President in facilitating the use of radio by the Army and Navy where necessary and that the DCB is not undertaking censorship of broadcasting.

☆☆☆ *Radio In Defense* ☆☆☆

FRED ALLEN



TEXACO

STAR THEATRE



CBS . . . Sundays . . . 9-10 P.M., EWT.

WALTER BATCHELOR, Manager

DEFENSE COMMUNICATIONS BOARD

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.

MEMBERS

Chairman
JAMES LAWRENCE FLY
Chairman of the Federal Communications Commission
MAJOR GENERAL DAWSON OLMSTEAD
Chief Signal Officer of the Army
REAR ADMIRAL LEIGH NOYES
Director of Naval Communications
BRECKINRIDGE LONG
Assistant Secretary of State in Charge of the
Division of International Communications
Secretary
HERBERT F. GASTON
Assistant Secretary of the Treasury in Charge
of Treasury Enforcement Activities
Assistant Secretary
COMMANDER R. J. MAUERMAN
U. S. Coast Guard

ALTERNATES

E. K. JETT
Chief Engineer of the Federal Communications Commission
COLONEL OTIS K. SADTLER
Chief of the Operations Branch of the Signal Corps
CAPTAIN JOSEPH R. REDMAN
Assistant Director of Naval Communications
FRANCIS C. DE WOLF
Principal Divisional Assistant of the
Division of International Communications
COMMANDER J. F. FARLEY
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 | MAJOR WESLEY T. GUEST |
| E. K. JETT | War Department |
| Chief Engineer, Federal Communications Commission | LT. COM. FRANZ O. WILLENBUCHER |
| FRANCIS C. DE WOLF | Navy Department |
| Division of International Communications, State Department | COMMANDER J. F. FARLEY |
| | Chief of Communications, U. S. Coast Guard |

For Complete Committee Listings Please Turn to Page 961





MILTON BERLE

**20th
CENTURY-FOX**

**NBC's Ballentine
"THREE RING TIME"**

Representative:
WILLIAM MORRIS AGENCY

RADIO GREAT AID TO MANY ACTIVITIES OF WAR DEPARTMENT

By Edward M. Kirby,

*Civilian Advisor on Radio to Secretary of War, Radio Branch of the
Bureau of Public Relations of the War Department*

AT this moment of writing (early January, 1942) history plays the role of a runaway horse whose mad pace will not be checked until the combination of American blood and toil reaches its greatest strength. On Sunday, December 7th, a pagan race chose to commit the crime that "will live long in infamy." But in the few terrible hours at Pearl Harbor, they also created the force which will destroy them. American Unity, the force feared, too, by the desperate man of Berchtesgaden and his boastful puppet in Rome. No person in radio will forget the closing weeks of 1941, not merely because they marked the beginning of what inevitably must be the last stage in a colossal struggle between freedom and aggression, but because American Radio gave full, clear promise of rendering a service of which every person in the industry can be justly proud, and for which every citizen can be justly grateful.

On that dark Sunday, Radio, too, was surprised and stunned, but its recoil to an "alert" state took scarcely longer than a station break. Already, Radio is rapidly gearing to the greatest task it has faced in its young history, a task which is also a grave responsibility: (1) To inform our millions simultaneously, to inform them accurately and honestly; (2) To interpret major events calmly and wisely to the end that the Nation will maintain a mental unity, a high degree

of common understanding of and reaction to these events; (3) To exert all its ingenuity and devote all its resources to keeping American inspiration and spirit at a high pitch "for the duration."

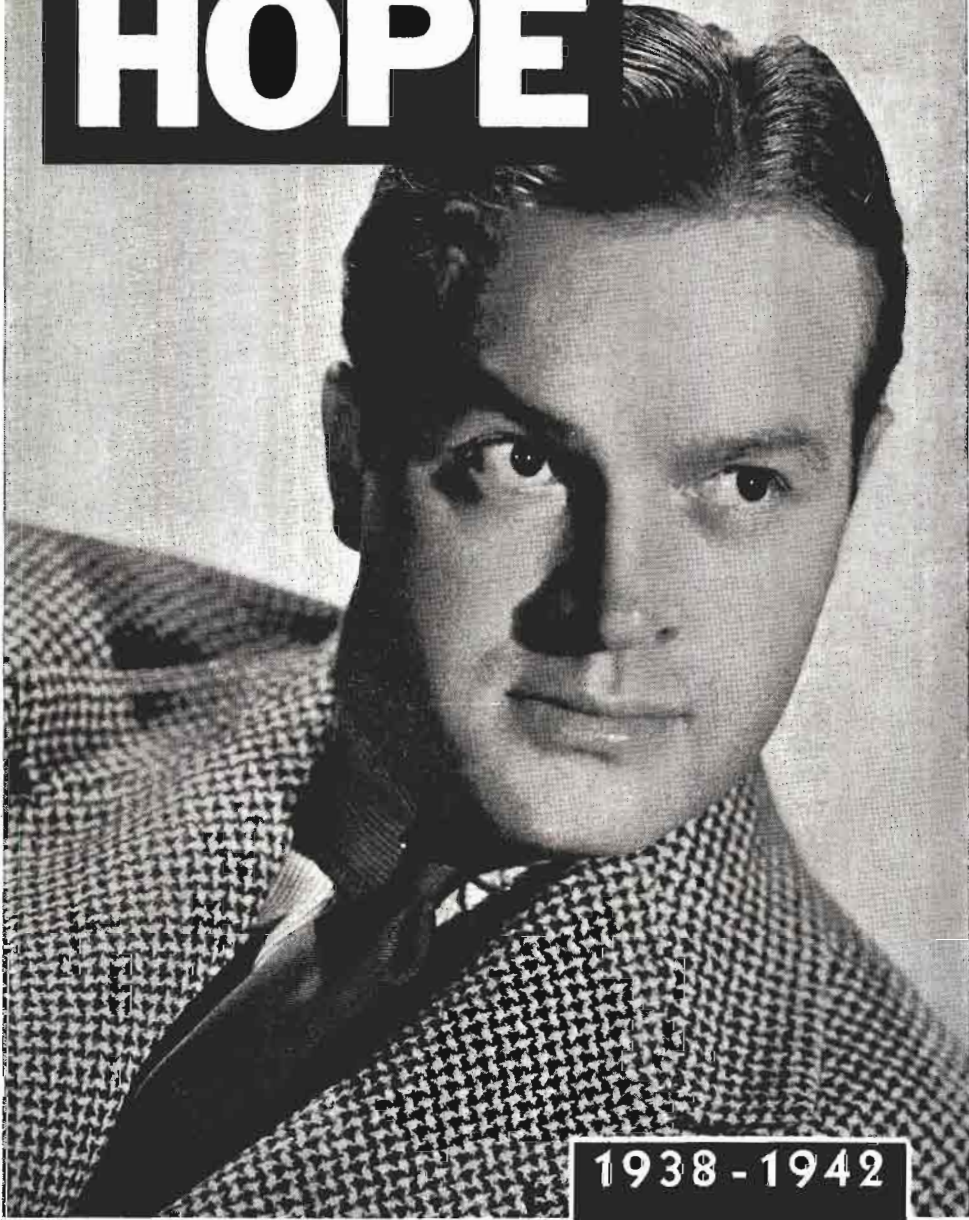
Radio Branch

In the Radio Branch, Bureau of Public Relations, War Department, the foregoing principles have been treated with a great deal of respect since January, 1941. We date this report as of January simply because that month marks the birth of the Radio Branch. The birth was unceremonious. It was not broadcast. The War Department asked the National Association of Broadcasters for the services of the writer, at the usual rate of one dollar per year. The NAB board of directors promptly agreed and the writer promptly and gladly reported to a desk in one room, aided and abetted for a time by a telephone and secretary. Today, the Radio Branch occupies six rooms, operates straight around the clock—straight across the board. The day may shortly be reduced to a mere 18 hours!

Operations are departmentalized under section heads, all of whom have been brought to the War Department from the ranks of radio itself. Robert Coleson, assistant chief and administrative executive, directed radio at the Texas Centennial, San Diego Exposition and San Francisco's '39 and '40 World Fairs, is the principal liaison between the Radio Branch and the many units of the War

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

HOPE



1938 - 1942

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

Department structure. Jack Harris, director of news and special events, held a similar title at WSM, Nashville; Bill Bailey, former news editor of WLW, Cincinnati, serves us in similar capacity and Brooks Watson of WMBD, Peoria, has rejoined the staff as associate director of news and special events. Captain Ed Curtin, formerly of NBC and BBD&O and Lieutenant Rankin Roberts, formerly with the Texas State Network, rounds out this division of news and special events. Major Harold W. Kent, director for educational stations and broadcasts, is also director of the Radio Council for the Chicago Board of Education. Jack E. Joy, program director, formerly held like positions with the Don Lee network and the two San Francisco expositions. Serving in a duo-writing-production capacity is Glenn Wheaton from the public relations firm of Lee & Losh, San Francisco. Joseph E. Brechner, chief of script section, did freelance radio writing in the East, came in from the radio section of the Army recruiting department. With Brechner are William Coleman, Sol Panitz, Carl Mann and Stanley Field. Brought in for agency liaison are John Cullon and Lou Cowan, the latter in consultative capacity as he continues as major-domo with his show "The Quiz Kids."

Prior to the Selective Service law the War Department's Bureau of Public Relations itself was small, geared to the public relations problems of a relatively small Army—only a few hundred thousand soldiers. When public opinion and Selective Service gave the Nation its first great peace-time Army of some 1,500,000 men (and now moving toward 2,000,000) the need of explaining and interpreting this Army to the people quickly became an all-important need.

Broadcasting's Job

The War Department recognized, first, Radio's unique ability to tell the Army's story, yes—to sell this new Army to the people for whom it exists; second, that the pre-National Emergency Army did not have sufficient men equipped to do this radio job quickly and effectively as was now the demand. The Radio Branch thus grew like a school boy on summer vacation, out of one room into six, and set about to tell the biggest story of peace-time 1941, a story with thousands of chapters interpreting all phases of this new citizens' Army both to itself

and to its great Nation. When the telling of this story shifted into high gear, an average week saw from 150 to 200 radio programs emanating from Army camps and posts, covering Army life, linking it to the life of citizens everywhere and to the National Defense industrial and economic effort.

Through cooperation with the Morale Branch, the volume of this interpretative work was further swelled by supplying each Corps Area Headquarters and each Division Headquarters with transcription and playback equipment, thus permitting the production and release of shows which, under certain local or temporary conditions, might otherwise have been difficult to accomplish. That this story was told with such coverage and variety is a tribute to the Radio Industry and evidence of the logic of the War Department's decision to maintain a liaison between Army and Radio and thus with the public.

In the liaison capacity the Radio Branch has maintained a clearance policy with respect to all network shows emanating from Army posts and camps. All commercial broadcasts originating in camps are cleared first with the Branch. It may be noted that up to the spring of 1941, the Army did not permit commercial programs to originate from military establishments. The Radio Branch was able to sell the advantages of relaxing this policy, with the result that top-flight radio shows have not only helped further to strengthen the common bond between the Army and the Public, but have furnished a major source of entertainment for the men in the Service.

Experienced Personnel

In addition to building our own staff within the Radio Branch to serve the Radio Industry in its job of interpreting the people's Army, we combed the camps for men with radio experience, professional and technical. As a result, many of these men were transferred to public relations departments in the camps and became foundations upon which radio production units have been built, many of sufficient caliber that they are frequently entrusted with entire program details by the stations carrying this non-commercial type of show.

And in the capable hands of recently inducted radio men, together with an



increasing number of reserve officers drawn from radio ranks, these radio productions from the Army camps have been highly popular program material. For in the American Army today are not only good-fighting-men-in-the-making, but at the same time highly talented men, who despite the seriousness of the times retain their high spirits, their talents and their senses of humor. One of the most reassuring phases of the present is the realization through camp radio programs that the American fighting man does have that high morale which enables him to wisecrack in the face of danger.

Perhaps the best-timed activity of the Radio Branch was its meetings with radio news and program directors at the NAB district meetings. Jack Harris, Bill Bailey and I met in informal discussions with these radio representatives and touched on many—in fact, most—of the problems of news and defense handling brought on by the war. These meetings were held in October, November and December, there being only two missed when the war called all hands to the home base in Washington. But largely on the basis of these discussions with news and program people throughout the nation, we were able to get out with the NAB a war-guide for news rooms and program desks when the war was less than one week old.

Consistently, the Radio Branch has tried to facilitate the efforts of stations and networks in telling the story of one of the great battle-fronts—production. While part of this story quite naturally has been handled by the Office of Emergency Management, still much had to be done at those plants with Army contracts where an Army office was in charge of what could and could not be said and done. Until the outbreak of the war, there were numerous programs each week relating the important story of production. Immediately with the war's beginning, such plants were closed to broadcasters and newsmen and practically all such data became secret. Even now, the restrictions are being lifted somewhat and we anticipate a further relaxation to permit the maximum telling of the production story within limits that will not give information to the enemy which need be withheld. But in respect to the production story, radio took Americans right into the factories, enabling millions to comprehend the change taking place in the national economy and the tempo of the national defense effort.

Coverage of Maneuvers

One of the notable jobs in radio in 1941 was its coverage of the maneuvers. The networks and individual stations developed a technique of coverage which gave the listeners a real break and gave the radio operatives and the army valuable lessons in radio problems and potentialities on an actual war-front. These maneuvers, unlike any others in previous American military history, were uncontrolled, meaning nothing could be staged for radio broadcasts. The radio correspondents went right into the field and out of their microphones came one of the significant stories of the year—the progress of the American armed forces in their stiffest test. The individual stations used mobile recording units to go right into the thick of battle. The networks used correspondents roaming the front lines and returning to broadcast points. Each type broadcast was magnificently handled, largely because of extensive advance preparations on the part of special events people in our own branch and the radio networks and radio stations. The Secretary of War complimented radio coverage.

This is modern American Radio's first experience with war. It is meeting the experience like a veteran. The confusion which was a natural result of the fantastic hours immediately following Pearl Harbor, quickly gave way to the Industry's self-made set of standards governing wartime news operations. By these standards, broadcasters pledged themselves to avoid sensationalism; to be accurate and factual; to shun rumors and to qualify the source of their news. Radio is meeting the crisis in stride, proving that today it has a guiding principle overshadowing all others—do nothing that would harm the national interest and to do everything to protect the national interest.

These are not times which permit prophecies, but one forecast can be made: Radio, in winning its chevrons but a few hours after America plunged into this war, will be equal to its tremendous responsibilities; will remain active and potent on the front line "for the duration," and when the peace-conference begins to build a better world, it will be the microphone of free radio under our treasured American System of Broadcasting which will tell that inspiring story of a better day.



PROFESSOR QUIZ



•
WILLIAM GERBANT

521 Fifth Avenue
New York

AIR WAVES AND THE U. S. NAVY

By J. Harrison Hartley, Chief of Radio Section, U. S. Navy Department

IN OCTOBER of 1938 in a salute to Navy Day, the United States Navy participated in a broadcast which many in the service and the radio industry said was the greatest radio demonstration of our sea power ever presented in the short but colorful history of broadcasting.

As war overtook the old world and this nation came closer and closer to involvement, the activities which the Navy could make available to the broadcasters were limited more and more to insure our National safety and security. In 1939, America's sons were drafted and almost every American immediately had a personal interest in the Army.

As our National Defense effort grew, radio looked to the Navy for its usual cooperation. Times had changed. Programs from ships at sea were impossible, and activities at shore establishments worthy of radio coverage became very limited, and difficult to clear, with officers who rightly put security before all media of publicity. It is to the credit of networks and stations that they were not only understanding, but with all the restrictions, were able to present many interesting and entertaining Navy programs.

Navy Radio Section

In May of 1941, the Honorable Frank Knox established the Office of Public Relations in the Office of the Secretary of the Navy. Rear Admiral A. J. Hepburn, USN, former Commander-in-Chief, United States Fleet, was ordered to Washington as Director. Prior to this, Public Relations in its many categories was the responsibility of a few officers in the Office of Naval Intelligence. One of the first duties performed by Admiral Hepburn was the establishment of sections within the Office of Public Relations to service the many forms of publicity media calling on the Navy Department for cooperation. This included a Press Section, Photographic Section, Motion Picture Section, Script Section, Special Events Section to handle Naval participation in civilian activities, and a Radio Section.

The Radio Section is administered by men formerly connected with broadcast-

ing, Lieut. (j.) John P. Moore and Lieut. (jg) D. H. Saunders, both Naval Reservists, have had many years of experience in radio as employees of the Columbia Broadcasting System. The writer joined the National Broadcasting Co. in 1929 and is at present on leave of absence. In each Naval District, at least one man with radio experience is on the staff of the Public Relations Officer. The Radio Section in Washington works principally with national networks and cooperates with the Public Relations Officers of the Naval Districts in their efforts to service regional network and local station requirements.

It is the job of the Navy's Radio Section to clear program ideas, and to substitute ideas when any program or part of a program is unacceptable for military reasons. It is a further duty to clear with cognizant bureaus all scripts of factual and dramatic content in Navy participation programs, which are submitted for official review.

Industry Cooperation

The United States had hardly been attacked when the Navy Department received many offers of the facilities of broadcasting stations and sponsors. The Navy appreciates the national spirit of patriotism shown by the great American system of broadcasting.

Those officers charged with the defense of our country have in the past and will in the future, lean over backwards to cooperate with radio insofar as the cooperation does not endanger life and property. The Radio Section, Office of Public Relations, Navy Department, and those men in the District Public Relations Offices assigned to radio, will continue their efforts with renewed vigor to unearth for networks and stations alike, material about the Navy which lends itself to interesting and informative programming.

Most ideas for Navy participation are going to come from the broadcasting industry. Don't just decide without checking that something is impossible, for it might be one of the easiest ideas to clear.

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



FRED WARING

and his

PENNSYLVANIANS



Chesterfield Pleasure Time



Management, John O'Connor
1697 Broadway
New York City

WAR FOUND RADIO PREPARED

By David Sarnoff, President, Radio Corporation of America

RADIO entered 1942 with but one aim—"to win the war and to win the peace that follows." National defense was radio's No. 1 program in 1941. Spurred by a determination for victory, the science of radio and electronics is driving ahead across new frontiers, as well as over battlefronts. Workers in every service of American radio are operating with redoubled energy to equip the United States on land, sea and in the air with the most efficient radio communications system in the world. War found radio At the Ready!

Indicative of the trend at the year-end in the RCA Manufacturing Company's plants, the volume of unfilled orders was 80 per cent for defense; 20 per cent commercial. Production for defense was rapidly increasing. Deliveries were being rushed. Employment in RCA at the opening of 1942 was at a new peak of more than 30,000 employees.

Any report on radio's 1941 activities, whether research, manufacturing, broadcasting or communications, must, of a necessity born of the times, be described in more general terms than in the past. The specific achievements of this period of national emergency will come to light in later years in much the same way that the wartime developments of the radio-*phone*, short waves and the vacuum tube were revealed after the Armistice in 1918.

Developments

Each year reveals—and 1941 is no exception—that research and engineering are constantly strengthening the foundation of the radio industry in the United States. Fully aware of the vital significance of scientific research as the primary guarantee of progress and the

creation of new resources, services and products, the Radio Corporation of America in November, 1941, laid the cornerstone of the new RCA Laboratories in New Jersey. These Laboratories, designed as the foremost center of radio and electronic research in the world, will open in 1942.

Spurred by necessity, chemists and physicists associated with radio have developed alternates to release materials for the urgent requirements of defense. New accomplishments in the utilization of metals and plastics are the result.

Modern radio, allied with the science of electronics, finds itself spreading into new fields. Outstanding in this category of development is the RCA electron microscope, which extended its service during 1941 and revealed tremendous possibilities in science and industry.

Morale

Radio manufacturing has geared every production machine with one goal in mind—Victory. Thousands of workers in the RCA Manufacturing Company's plants have pledged themselves to "Beat the Promise," with such eagerness and intensity of purpose that their efforts are acclaimed as one of the outstanding industrial movements of national defense as well as offense.

In RCA Institutes, the oldest radio training school in the United States, more than 1,200 students are enrolled in New York and Chicago classrooms for training in all branches of radio, including ship operators, service men, broadcast engineers, television operators and aviation-radio technicians.

The facility and speed with which radio has rallied the nation from "an unlimited emergency" to a wartime basis,

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

TOWN HALL
Saturday Evening
JANUARY 3RD

AT 8:30

Premier American Recital

YIFNUFF

Concert Violinist

Admission by Ticket

Inquire at Box Office



FOR you folks who wanted to see YIFNUFF, concert violinist... here she is! Actually a New Jersey housewife and a complete stranger to a violin, her penalty on **TRUTH OR CONSEQUENCES** was to play before a thousand unsuspecting music lovers at **TOWN HALL**. America's number one practical joke of the year and just one of 671 consequences that keeps 'em laughing every Saturday night. Coast-to-Coast on the NBC-Red.

Ralph Edwards
Creator-Conductor



Truth or Consequences

www.americanradiohistory.com

emphasizes the value of network broadcasting as conducted in the United States. Interrupted by news bulletins, radio continues its musical programs, comedy and drama, for these are recognized as revitalizing tonics, needed more than ever in the busy days and nights of war.

Coverage

Radio's instantaneous reports from the Pacific and the eye-witness coverage of the war in Europe and Asia as the NBC-RCA circuits switched from continent to continent, from island to island, revealed as never before the flexibility with which broadcasting performs its service to the people.

The National Broadcasting Company, celebrating 15 years of network broadcasting, also intensified its short-wave activities and made the fan-shaped beams far more effective in reaching across the hemispheres to knit the Americas in a common cause.

The NBC Stations Planning and Advisory Committees on National Defense have been organized to meet the requirements of war as well as peace. Greater integrated broadcasting service, allied with the growing demands of the nation's defense, is the immediate aim.

All-out Effort

Enlisted in the all-out effort, key broadcasting stations are operating on a 24-hour basis. They are participating on an unprecedented scale in the Defense Bond and Stamp campaign. The "Treasury Hour" has become a headline program from coast to coast. Ears of listeners everywhere are hearing the messages of the Red Cross, the USO, Civilian Defense, and of numerous other organizations. Soldiers and sailors in training camps get the same entertainment as the folks at home; they also get the news.

Internationally, the United States holds supremacy in radio communications. When the United States Army went into Dutch Guiana, it found an RCA radio circuit linking Paramaribo with the U. S. A. Since 1928, without interrup-

tion, RCA has operated that direct circuit. Radio was more than usually important in this case since no cables reach Dutch Guiana.

To keep pace with the changing map, American radio has hurled new circuits across the seas. One of the triumphs of radio in 1941 was the flashing of radio-photos out of Moscow across 4,615 miles to the United States. Pictures of the war on the Russian front were received by RCA in New York, in 13 minutes.

Marine radio is one of the services protecting American life and property at sea. It is the voice of the eagle-eyed seaplane, just as it long has been the voice of ships. Along the American coasts powerful land stations watch over the oceans, while radio beacon stations flash like invisible lighthouses. No ship today need be out of communication with land because it is out of sight. The Radiomarine Corporation of America, which has equipped more than 1,500 American vessels with radio installations, now is engaged in the all-out wartime program.

1941-1942

Preliminary estimates for 1941 indicate that the American radio industry as a whole produced 13,000,000 receiving sets, and more than 100,000,000 radio tubes. Phonograph record output reached an all-time high, estimated at 110,000,000 disks revealing how radio in combination with the phonograph has lifted the popularity of recorded music to new heights. This figure is far ahead of the record-breaking year of 1921, before broadcasting began to compete with the phonograph.

Television in 1941 advanced in RCA Laboratories and in the field. It will continue to do so in 1942. As a post-war industry, television holds great promise of becoming a new radio service to the public. Television today is testing its wings over the New York area through NBC's pioneer television station WNBT. Its immediate assignment like that of all radio—research, manufacturing, communications and broadcasting—is National Defense.





ARTHUR GODFREY

"The Unpredictable Red-Head"

- 13 years of one-man mike performance without interruption.
- Fourth consecutive year coast-to-coast for Irradiated Carnation Milk.
- Columbia Records

Daily Except Sunday
6:30 to 7:45 A.M. WABC, New York
(see WABC Sales for participation)

Daily Except Sunday
7:00 to 9:15 A.M. WJSV, Washington
(see Radio Sales (CBS) for participation)

Exclusive Management
Arthur M. Godfrey Productions
808 Earle Bldg. Washington, D. C.
Margaret Richardson, Secy.

RADIO SELLS DEFENSE BONDS

By Vincent F. Callahan

*Chief of the Press and Radio Sections of the
Defense Savings Staff, Treasury Department*

IN the Spring of 1941, the Treasury Department in Washington was faced with the task of promoting the sale of new Federal Securities—United States Defense Bonds and Stamps. Realizing that radio was one of the most forceful mediums of public influence, Secretary Morgenthau established a radio section in the newly formed Defense Savings Staff to supervise the radio end of the campaign. Since the bonds and stamps went on sale May 1, 1941, every radio network, every radio station, every network sponsor and their advertising agencies have cooperated wholeheartedly in making the campaign a success. The Treasury Department is deeply gratified by their tremendous assistance.

The plan of promotion embodied five different phases of radio: one-minute announcements on all stations directed to various groups—general, women, foreign language, and farmers; commercially sponsored network programs; special event broadcasts; special transcribed programs for all stations; and network programs sponsored by or for the Treasury Department. In order that we might do a thorough and professional job, we called upon experts in the radio industry to assist us in our various problems.

Agency Co-op

Since May 1st, the Treasury Department has released five one-minute announcements a day to all radio stations in the United States—either live or transcribed. In preparing this tremendous amount of copy, Harry Marschalk, president of Marschalk and Pratt, Inc., offered us the services of his staff. W. G.

Freeman has written all of our announcements, which according to hundreds of letters from radio stations is the most expertly written copy they receive from any Government Agency. Curt Peterson, head of radio production for Marschalk and Pratt, has supervised and directed the transcribed one-minute announcements which the Treasury released in the months of June, July, September and October.

In addition to the general radio announcements, copy especially prepared from the woman's angle has been released to some 500 women's program directors throughout the country. Anne Hummert has been responsible for writing this specialized copy. In preparing and translating special announcements for foreign language stations, we have had the help of Joseph Lang, General Manager of WHOM, Jersey City. For copy directed to the vast farm audiences, we turned to Jud Woods, authority on farm matters, and manager of KFAB, Lincoln, Nebraska.

Sponsor Tie-ups

Our second important means of selling Defense Bonds and Stamps by radio has been through the wholehearted cooperation of the major sponsors of network programs—cooperation which has trebled since the United States entered the war. Sponsors have worked with the Radio Section wholeheartedly, many of them taking the initiative in devising the most effective possible means of getting our material to their audiences. For instance, representatives of the five leading daytime radio advertisers—Colgate-Palmolive-Peet, General Foods, Gen-

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



Thinking of you

KAY KYSER

Exclusive Management
MUSIC CORPORATION of AMERICA

eral Mills, Lever Brothers, and Procter and Gamble—met voluntarily in Washington during October to devise a plan through which they might most effectively cooperate with the Treasury Department. This meeting has resulted in a coordinated schedule of announcements on every daytime program on the three major networks, beginning at 9:45 a.m. and running through 5:45 p.m. each day of the week. In each case copy is specially prepared by the advertiser or his agency involving various approaches. Some programs are turned over in their entirety to the Treasury Department, others include special dramatized appeals to the listeners, others include Defense Bond and Stamp copy in the dialogue of the script, while still others have a dramatic appeal delivered at the beginning or end of the broadcast by the leading character of the script.

The same fine spirit of cooperation has existed in the case of all major sponsors of night-time programs. Since the beginning of our campaign, an average of three programs each night have assisted in the promotion of Defense Bonds and Stamps. The cooperation by all sponsors has been increased five-fold in the interests of raising money through Defense Bond and Stamp investments. Leading companies of our country have given their entire programs over to our cause—Defense Bond and Stamp copy has been incorporated into programs in every possible way to aid our sales. We are grateful for this opportunity to thank the executives of sponsoring companies, who with their agencies are working so closely with us.

Network Activities

In addition to the individual stations and radio advertisers, the networks have been most generous in their giving of time for special event broadcasts. On the first day of our campaign, NBC, CBS, and MBS contributed 8 hours to the opening of the Bond and Stamp sale. Since then more than sixty special event programs have been broadcast on coast to coast networks. These broadcasts have included half-hour roundtable discussions, special speeches on all networks by Secretary Morgenthau, and other Treasury Department officials, and speeches by prominent persons.

Shortly after our campaign got under way last May, the Treasury Department was approached by the Texas Company with an offer to contribute to the Defense Savings Program one full hour each week for thirteen weeks on the Columbia

Broadcasting System. From this offer was born still another phase of our promotion—the Treasury Department's own radio programs.

Treasury Hour

With acceptance of the Texas Company's generous contribution, Secretary Morgenthau appointed a committee of radio experts, headed by Howard Deitz of MGM, with William Murray of the William Morris Office, and Paul Munroe of Buchanan & Company, to guide the destinies of The Treasury Hour. During the first thirteen weeks, when the Treasury Hour was sponsored for the Treasury Department on CBS by the Texas Company, over 85 of the leading stars of stage, screen and radio contributed their services to make the programs the leading variety show on the air during the summer months. In August, the Hooper Survey placed the Treasury Hour in first place of all programs on the air in popularity.

At the conclusion of the first thirteen weeks, the Treasury Hour was moved to the Blue Network, sponsored by another leading American industry—the Bendix Aviation Corporation. Under the sponsorship in behalf of the Treasury, an equal number of stars and artists contributed their services to the broadcasts during a second 13-week period.

Those who deserve special mention for the success of the Treasury Hours include Tom Buchanan, whose agency has worked so closely with us in putting the broadcasts on the air, Earle McGill of CBS who directed the first 13 programs and Lester O'Keefe who acted in a similar capacity on the NBC Treasury Hour series, and the artists who gave so generously of their time and talent.

MBS Series

Shortly after the initial broadcast of The Treasury Hour in July, another complete program was donated to the Treasury Department—this time by a network. The Mutual Broadcasting System arranged for a half-hour program each week to be given over to the promotion of Defense Bonds and Stamps, with time and production charges contributed by the network. Here again, noted artists gave their services. Under the title of "America Preferred," the program has been on the air weekly, and features each week the music of Alfred Wallenstein's orchestra, with Deems Taylor as narrator, and a guest artist. Designed to appeal particularly to those of foreign birth in the United States, the guest artists have been se-

MARION AND JIM JORDAN

as

"FIBBER McGEE AND MOLLY"

DON QUINN

WRITER

BILL THOMPSON

"OLD TIMER"

"NICK DEPOPOLOUS"

"HORATIO K. BOOMER"

"WALLACE WIMPLE"

ISABEL RANDOLPH

"MRS. UPPINGTON"

GALE GORDON

"MAYOR LATRIVIA"

HARLOW WILCOX

ANNOUNCER

"THE KING'S MEN"

BILLY MILLS

AND HIS ORCHESTRA

SEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

lected from among the great musicians who have come to our country from other lands.

NBC Series

On July 22, "For America We Sing," a third network program in behalf of the Treasury Department made its debut on the Blue Network. Conceived by Niles Trammell, president of the National Broadcasting Company, Frank Hummert and Dr. Frank Black, "For America We Sing" is designed to present to American radio audiences the music everyone loves—music of north, south, east and west. Frank Hummert has contributed his services in producing the programs, while the National Broadcasting Company has contributed the time for the programs and a forty-eight piece NBC orchestra under the direction of Dr. Frank Black. Each week two guest soloists have appeared without compensation.

To all of the artists and radio executives who have contributed to the success of "America Preferred" and "For America We Sing" the Treasury Department is sincerely grateful. These generous contributions have been of the utmost importance in the success and continuance of our campaign.

Still another contribution by the National Broadcasting Company in our behalf deserves special mention. On December 6th and 13th, Arturo Toscanini conducted the NBC Symphony on two special one hour Treasury Department Concerts. This represented the first time the NBC Symphony had ever been broadcast in the interests of any enterprise.

Special Music

It is virtually impossible to mention everyone who has helped us so splendidly in our job. However, I do want to take this opportunity to say a special word of thanks to Irving Berlin for his great song, "Any Bonds Today?", which has become the theme song of our work. Also, we are greatly indebted to Jack Lear of the Music Corporation of America for his generous help in promoting the Irving Berlin song throughout the country. Thanks, too, to Earle Ferris of Radio Feature Service Incorporated for publicizing our Treasury Department radio programs so successfully, to David Green of David Green Associates, and to Elaine Stern Carrington, who has given freely of her time and talent in supervising

the writing of a series of five-minute dramatizations, and to the noted radio writers who worked with her. During 1942 there will be many more names which should appear here, I know, so to everyone involved in the success of this great Treasury Department Defense Savings Program, my deepest and sincerest appreciation.

Radio Staff

Since the outbreak of war, my desk has been flooded with telegrams and letters with offers to help and suggestions for making our campaign more successful. Those who work directly with me in the Radio Section have been largely responsible for the fine coordination of our undertaking—Charles J. Gilchrest, my assistant, Emerson Waldman, in charge of Foreign Language and Farm Programs, Marjorie L. Spriggs, Chief of Women's and Children's Programs, Frank L. King, E. Frederica Millet and William Rainey, in charge of our New York radio office.

We are at work on many new plans, some of which may already be in operation when you read this. We are arranging the organization of Radio Minute Men on a nationwide basis, who will make one-minute talks in our behalf on Treasury Department programs, on commercially sponsored network programs, and on local radio stations. We are also releasing two series of specially prepared transcriptions for use on all radio stations. The first series is entitled "Any Bonds Today?" and stars such as Henry Fonda, Walter Pidgeon, Fanny Brice, Hanley Stafford, Fay Wray, John Beale, and Dr. Frank Black's NBC Orchestra.

The second series of transcriptions will be a group of five-minute dramatizations featuring noted actors of stage and screen. These have been written by the best known radio script writers in America.

At this time it is impossible to know what turns our campaign may take. One thing is certain however, we must have money to finance this war—and the sale of Defense Bonds and Stamps is all-important in raising this money. None of us now what the future may be. But we all know this—we are in a war to the death. We've got to fight it and finance it. The radio industry has been a vital factor in this campaign—I know it will continue to be as long as our country needs it!





CONNIE BOSWELL

DECCA RECORDS



Harry Leedy
Personal Manager

— BACK STAGE WITH — RADIO-TELEVISION-FM

CONTINUING the steady march that has seen the broadcast industry advance to the fore as a major advertising and entertainment medium in less than a decade, radio in '41 was called upon to perform the most important task in its history—keeping a nation informed of defense activities in a national emergency, climaxed by coverage of actual warfare as of December 7 last. Despite the vast volume of broadcast hours devoted to the government agencies involved in the war and defense activities, the four major networks chalked up cumulative billings totaling \$107,000,000 in the 12-month period, an 18 per cent increase over the all-time record established in 1940. Indications for the current year were highly optimistic as first-quarter billings continued that advance, despite priorities which so seriously affected other industries.

Television

Laurels for the outstanding development in the industry in 1941 went to television, established as a commercial medium on July 1, and advanced to a point where the new audio-visual art was hailed as the coming industry—the new art that would absorb the vast manpower that would be available at the conclusion of the world-wide strife. NBC, operating on a commercial license, had an even dozen accounts as the year waned, while plans for competitive outlets were completed in New York with the start of the New Year.

FM, getting off to a fast start, proved worthy of its advance notices, and also operating on a commercial basis, spread from coast to coast with unprecedented speed. There were new stations and sponsors flocking to the staticless stations steadily, and in every major city in the country the populace became acquainted with this flawless type of transmission.

International

As solidarity of the Americas became one of the foremost projects of the

United States Government, radio's activities in that field increased by leaps and bounds. Both NBC and CBS completed plans for the establishment of Pan American links, with all the major outlets in more than 20 South American republics now linked to one of the two networks. Commercial accounts servicing the ever-increasing audiences in Latin America found results highly satisfactory, and billings were vastly increased as the year progressed.

Programs

With national defense as its keynote, radio programming in the hectic 1941 revealed few new trends in commercial or sustaining presentations. Variety shows, especially those presented in behalf of national defense institutions, came into their own after several years of inertia, while comedy, as a result of war, was also highlighted on both network and local program schedules. Quiz programs showed the strain of overproduction, while news broadcasts were responsible for steadily increasing Crossley's. The "March of Time" returned to the air as a result of the demand for news programs, while special events broadcasts were headed by President Roosevelt's declaration of war early in December.

Conclusion

Radio entered 1942 fully matured, and prepared to handle the national defense and war assignment. Coordination of government activities under William Lewis vastly aided the assignment, which included campaigns in behalf of the Treasury Department, the WPB, the Office of Facts and Figures, etc.

That censorship would continue on its abbreviated scale was seen as no serious handicap to the broadcasters, whose plans for the duration were unified—to fight this war as the government and the peoples wanted it fought, with all-out honesty and unabridged presentation of its news as well as its entertainment.

For Complete Production Section Please Turn to Page 669

For Complete Television Section Please Turn to Page 893

For Complete FM Section Please Turn to Page 913

☆ ☆ ☆ **Radio In Defense** ☆ ☆ ☆

Bud Lou
ABBOTT and COSTELLO



On The Air
Sundays — NBC
CHASE and SANBORN Program



On The Screen

Current Release:
"RIDE 'EM COWBOY"
Universal Pictures

Completed:
"RIO RITA"
M-G-M

In Production:
"PARDON MY SARONG"
Universal Pictures

Exclusive Management
EDWARD SHERMAN

New York

Philadelphia

Hollywood

RADIO CENSORSHIP "CODE"

By J. H. Ryan, Assistant Director of Censorship (Radio Division)

PERHAPS the most significant statement in the Code of Wartime Practices for American Broadcasters, issued in January of 1942 by the Office of Censorship is found in the second paragraph:

"... and the following (Code) is intended to be helpful in systematizing cooperation on a voluntary basis during the period of emergency."

In this sentence lies the whole concept of censorship as set forth by Mr. Byron Price, Director. Broadcasters must act as their own censors, merely guided by the broad policies established in the Code. The Office of Censorship, as the war effort progresses, must gradually become an advisory division, as distinguished from the purely creative function which first faced it when a set of general rules for the guidance of broadcasters had to be drawn up.

In this advisory capacity, the Office will be at the service of all broadcasters and all those whose businesses are related to broadcasting. Specific problems of programming, where a given production's content might be questionable during time of war, will be reviewed by the Office of Censorship when so requested by the broadcaster. Instantaneous interpretations on the handling of specific news stories will be offered by the Office when requested.

The Office shall merely act as a correlating branch of the broadcasters in the industry-wide effort to keep information of value to the enemy out of his hands.

Of course, the success of censorship in radio during the war must be measured by the broadcasters' willingness and

ability to learn by experience. No precedent has been established for the censorship of free radio, as we know it in America. The broadcasting stations of Germany and Italy are but tools of the government. In England, the British Broadcasting Corporation is controlled by the government. Even in Canada, which comes nearest to paralleling our own method, the government owns several of the eighty-odd stations on the air.

But here, in the United States, all stations (with the exception of a few municipal and university outlets) are privately owned and operated, according to democratic rules of free enterprise. In developing a set of concepts which could be codified and employed by broadcasters as a guide, the Office of Censorship had to bear this in mind—that it was suggested certain restrictions in freedom of speech in order to prosecute a war which was being fought to protect the kind of government which guarantees freedom of speech. The very anomaly here demanded that the actual working of censorship must be voluntary, a problem for each broadcaster to solve for himself. If free speech—call it free radio, if you will—was important enough to fight and die for, then more than likely it was important enough to warrant the exercise of certain controls.

We have no fear that censorship, as we intend to practice it in the radio industry, will do anything but teach Americans again that the best kind of radio is free radio. Each broadcaster is on his honor and on his mettle to keep his listeners honestly informed, but to tell his enemies nothing. He will find a way to do it. No one will ever be able to censor his ingenuity.

The Code—Effective Jan. 16, 1942

HEREWITH is the text of a war-time code of practice for radio broadcasters, as issued January 16, 1942, by the Office of Censorship, Byron Price, Director. Statement embodied with the code, is included:

In wartime it is the responsibility of every citizen to help prevent the enemy, insofar as possible, from obtaining war, navy, air or economic intelligence which might be of value to him and inimical to our national effort.

The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a voluntary basis during the period of the emergency.



HAL McINTYRE
and his ORCHESTRA
"America's Newest and Grandest Band"
VICTOR RECORDS

CLAUDE THORNHILL
and his ORCHESTRA
"The Band That is Thrilling America"
COLUMBIA RECORDS

Personal Management DON W. HAYNES, 1270 Sixth Ave., New York City

CHARLIE SPIVAK
and his ORCHESTRA
"The Man Who Plays The Sweetest Trumpet in the World"
OKEH RECORDS

GLENN MILLER
and his ORCHESTRA
Chesterfield Program, Tuesday, Wednesday and Thursday,
10 P. M. Eastern War Time, Columbia Network
U.S.O. "Sunset Serenade" 5-6 P. M. Eastern War Time
BLUEBIRD RECORDS



Two possibilities exist:

(1) Enemy exploitation of stations heard only within our borders, to expedite the work of saboteurs, and

(2) Enemy exploitation of stations heard internationally (both short and long wave) to transmit vital information.

All American stations desire to prevent such exploitation. The statement herewith set forth is presented under three headings:

(1) News Programs.

(2) Ad lib programs.

(3) Foreign language programs.

Radio management can do much in other ways to win the war. It can act, in the light of experience, as its own censor above and beyond the suggestions contained in this statement of conduct.

News Program

It must be remembered that all newspapers, magazines and periodicals are censored at our national borders. No such post-publication censorship is possible in radio. Scores of stations operating on all classifications of frequencies are heard clearly in areas outside the United States. These stations especially should exercise skill and caution in preparing news broadcasts.

Ninety-nine per cent of the commercial stations operating in the United States are serviced by one or more news agencies. News teletyped to stations and networks by these agencies will be edited at the source, with a view to observing certain requests set down by the press section of the Office of Censorship. These precautions notwithstanding, the Office of Censorship stresses the need for radio to process all news in the light of its own specialized knowledge. Broadcasters should ask themselves the question, "Would this material be of value to me if I were the enemy". Certain material which may appear on the news service wires as approved for newspapers may not be appropriate for radio.

It is requested that news falling into any of the following classifications be kept off the air, except in cases when the release has been authorized by appropriate authority.

Weather Reports

(1) Weather reports. This category includes temperature readings, barometric pressures, wind directions, forecasts and all other data relating to weather conditions. Frequently weather reports for use on radio will be authorized by the United States Weather Bureau. This material is permissible. Confirmation should be obtained that the report actually came from the Weather Bureau. Special care should be taken against inadvertent references to weather conditions during sports broadcasts, special events and similar projects.

Information concerning road conditions, where such information is essential to safeguarding human life, may be broadcast when requested by a Federal, State or municipal source.

(2) Troop movements. The general character and movements of units of the United States Army, Navy and Marine Corps, or their personnel, within or without the continental limits of the United States; their location, identity or exact composition, equipment or strength; their destination, routes and schedules; their assembly for embarkation or actual embarkation. Any such information regarding the troops of friendly nations on American soil. (The request as regards location and general character does not apply to training camps in the United States, nor to units assigned to domestic police duty.)

(3) Ships. The location, movements and identity of naval and merchant vessels of the United States and of other nations opposing the Axis powers and of personnel of such craft; the port and time of arrival of any such vessels; the assembly, departure or arrival of transports or convoys, the existence of mine fields or other harbor defenses; secret orders or other secret instructions regarding lights, buoys and other guides to navigators; the number, size, character and location of ships in construction, or advance information as to the date of launchings or commissionings; the physical setup of existing shipyards, and information regarding construction of new ones.

(4) Planes. The disposition, movements and strength of army and navy units. The time and location of corps graduations or the equipment strength of any training school.

New Inventions

(5) Experiments. Any experiments with war equipment or materials, particularly those relating to new inventions. Any news of the whereabouts of camouflaged objects.

(6) Fortifications. Any information regarding existing or projected fortifications of this country, any information regarding coastal defense emplacements or bomb shelters; location, nature or numbers of anti-aircraft guns.

(7) Production. Specific information about war contracts, such as the exact type of production, production schedules, dates of delivery, or progress of production; estimated supplies of strategic and critical materials available; or nationwide "round-ups" of locally-published procurement data except when such composite information is officially approved for publication.

Specific information about the location of, or other information about, sites and



AL GOODMAN
AND HIS ORCHESTRA

Now A CBS SUNDAY DOUBLE FEATURE

on

"The Family Hour"

5:00-5:45 P.M., E.W.T.

Sponsored by Prudential Life Insurance Co.

and

"Texaco Star Theater"

with

FRED ALLEN

9:00-10:00 P.M., E.W.T.

Sponsored by Texaco Co.

factories already in existence, which would aid saboteurs in gaining access to them; information other than that readily gained through observation by the general public, disclosing the location of sites and factories yet to be established, or the nature of their production. Any information about new or secret military designs, or new factory designs for war production.

(8) Casualty lists. Total or round figures issued by the Government may be handled. If there is special newsworthiness in the use of an individual name, such as that attending the release concerning Capt. Colin Kelly, it is permissible material. Stations should use own judgment in using names of important personages from their own areas killed in action. The Government notifies nearest kin BEFORE casualty's name is released to the press.

(9) Release of figures on selective service enrollments.

Unconfirmed Reports

(10) Unconfirmed reports. Reports based on information from unidentified sources as to ship sinkings or land troops reverses or successes should not be used. In the event enemy claims have been neither confirmed nor denied by established authority, the story ordinarily should be handled without inclusion of specific information; there should be no mention of ship's name—only its classification; there should be no mention of army unit designation—just its general description (tank, artillery, infantry, etc.). Commentators, through sensible analyses of reports from enemy origins, stressing the obvious fallacies, can do much to correct any false impressions which might be created.

(11) Communications. Information concerning the establishment of new international points of communication should be withheld until officially released by appropriate federal authority.

(12) General. Information disclosing the new location of national archives, art treasures, and so on, which have been moved for safekeeping; damage to military and naval objectives, including docks, railroads, or commercial airports, resulting from enemy action; transportation of munitions or other war materials, including oil tank cars and trains; movements of the President of the United States, or of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, or destination, within or without the continental limits of the United States; movements of ranking army or naval officers and staffs on official business; movements of other individuals or units under special orders of the army, navy or State Department.

Summation: It should be emphasized that there is no objection to any of these topics *if officially released*. These restraints are suggested:

(1) Full and prompt obedience to all lawful requests emanating from constituted authorities. If a broadcaster questions the wisdom of any request, he should take it up with the Office of Censorship.

(2) Exercise of common sense in editing news, meeting new problems with sensible solutions. Stations should feel free at all times to call on the Office of Censorship for clarification of individual problems.

II

Ad Lib Programs

Certain program structures do not permit the exercise of complete discretion in pre-determining the form they will take on the air. These are the ad lib or informal types of programs. Generally they fall into four classifications:

- (a) Request programs.
- (b) Quiz programs (*effective Feb. 1*).
- (c) Forums and interviews (*ad lib*).
- (d) Commentaries and descriptions (*ad lib*).

As experience dictates the need of changes, they will be made, and all stations notified. Stations should make certain that their program departments are fully acquainted with these provisions.

(a) Request programs. Certain safeguards should be adopted by the broadcaster in planning request programs. It is requested that no telephoned or telegraphed requests for musical selections be accepted for the duration of the emergency. It is also requested that all mail bearing requests be held for an unspecified length of time before it is honored on the air. It is suggested that the broadcaster stagger replies to requests. Care should be exercised in guarding against honoring a given request at a specified time.

Special note is made here of "lost and found" announcements and broadcast material of a similar nature. Broadcasters are asked to refuse acceptance of such material when it is submitted via telephone or telegraph by a private individual. If the case involves a lost person, lost dog, lost property or similar matter, the broadcaster is advised to demand written notice. It is suggested that care be used by station continuity departments in re-writing all such personal advertising. On the other hand, emergency announcements asked by police or other authorized sources may be accepted. Announcements bearing official authorization seeking blood donors, lost persons, stolen cars, and similar material may be accepted by telephone, but confirmation of the source is suggested.

B E N N Y



G O O D M A N

OKEH Records

★

Exclusive Management
MUSIC CORPORATION OF AMERICA

★

Personal Management: WILL ROWLAND, 1619 Broadway, N. Y. C.

It is requested that announcements of mass meetings not be honored unless they come from an authorized representative of an accredited Governmental or civilian agency. Such requests should be accepted only when submitted in writing.

(b) Quiz program. It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short-wave, be discontinued, except as qualified hereinafter.

Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups where participants are selected from a theatre audience for example, the danger is not so great.

Care in Small Crowds

Generally speaking, any quiz program originating remotely, wherein the group is small, and wherein no arrangement exists for investigating the background of participants, should be discontinued. Included in this classification are all such productions as man-on-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be **GUARANTEED PARTICIPATION**.

(c) Forums and interviews. This refers specifically to forums in which the general public is permitted extemporaneous comment; to panel discussions in which more than two persons participate; and to interviews conducted by authorized employees of the broadcasting company. Although the likelihood of exploitation here is slight, there are certain forums during which comments are sought "from the floor," or audience, that demand cautious production.

(d) Commentaries and descriptions. (Ad lib). Special events reporters are advised to avoid specific reference to locations and structures in on-the-spot broadcasts following air raids or other enemy offensive action. Both such reporters and commentators should beware of using any descriptive material which might be employed by the enemy in plotting an area for attack.

THE BROADCASTER IN SUMMARY, IS ASKED TO REMEMBER THAT THERE IS NEED FOR EXTRAORDINARY CARE ESPECIALLY. IN CASES WHERE HE OR HIS AUTHORIZED REPRESENTATIVE IS NOT IN FULL CONTROL OF THE PROGRAM.

III

Foreign Language Programs

It is requested that full transcripts, either written or recorded, be kept of all foreign language programs; it is suggested that broadcasters take all necessary precautions to prevent deviation from script by foreign language announcers and performers.

Miscellaneous

From time to time, the Office of Censorship may find it necessary to issue further communications, which will either interpret certain existing requests, amend or delete them, establish new ones or cover special emergency conditions.

These communications will be addressed to managers of radio stations and networks. They should have preferential handling and it is therefore advisable that certain alternate executives be appointed to execute them in the absence of the regularly constituted authority. All such communications will be coded in numerical order, i.e.: R-1; R-2; R-3; etc. Stations are advised to keep them in careful filing order.

The American broadcasting industry's greatest contribution to victory will be the use of good common sense. Too frequently radio in general instead of the individual offender is blamed for even the most minor dereliction. If material is doubtful, it should not be used; submit it to the Office of Censorship for review. Free speech will not suffer during this emergency period beyond the absolute precautions which are necessary to the protection of a culture which makes our radio the freest in the world.

Broadcasters are asked merely to exercise restraint in the handling of news that might be damaging, for the Army behind the Army represents a great force in the war effort. Radio is advised to steer clear of dramatic programs which attempt to portray the horrors of combat; to avoid sound effects which might be mistaken for air raid alarms. Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly. In short, radio is endowed with a rich opportunity to keep America entertained and interested, and that opportunity should be pursued with vigor.



NBC presents these famous Radio Stars



JOAN BROOKS



HI LO JACK AND THE DAME



JEAN CAVALL



BOB DOUGLAS



DEEP RIVER BOYS



THE VICTORY TWINS



THE ETON BOYS

PATTI PICKENS AND BOB SIMMONS



THE POLKA DOTS



WHISPERING JACK SMITH



THE 4 BELLES



GENE AUSTIN

POPULAR CONCERT GUILD, INC.
RCA BLDG. - RADIO CITY - NEW YORK

AGRICULTURE AND THE RADIO

By Wallace Kaddery,

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

THE part that agriculture is taking in the war has been recognized in a vast production program, "Food For Freedom," under the leadership of President Roosevelt and Secretary of Agriculture Wickard. Agricultural radio, as an important cog in this campaign, stems out from the Department of Agriculture's radio division, which is acting as a focal point from which this work originates. In peace-time the farmer has learned the value of the farm radio, which in these times of emergency has become immeasurable. The character, quality and amount of farm service rendered by radio in the past—when the aim was simply to promote individual gain and national progress—bodes well for the service this year and in the future—while our existence as a free nation is at stake.

Farm Radio Service

Throughout the nation, more than 600 of the some 900 stations present regularly scheduled agricultural information in cooperation with the U. S. Department of Agriculture and the cooperating Federal-State Agricultural Extension Services. Extent of Farm Radio is indicated by the following air activity during 1941-1942:

90 to 100 stations—National Farm and Home Hour, Blue Network. Fifteen minutes of farm and home information presented Monday through Friday by Department of Agriculture.

11 to 13 stations—Western Agriculture, western regional leg of The Blue Network. Fifteen minutes of information presented Monday through Friday by Department of Agriculture and the Land Grant Colleges in the Far Western States.

50 to 60 stations—agricultural broadcasts directed by station's own full-time farm program directors, using manuscript information, transcriptions, and live talent programs prepared by Department of Agriculture and Extension Services.

433 stations — farm market reports

supplied by Department's Agricultural Marketing Service.

420 stations — Farm Flashes, syndicated manuscript service of agricultural information prepared by the Department; released to stations in 42 States through State Extension Services (many of which add material of their own) and in 6 States direct to stations.

242 stations—Homemakers' Chats, five-days-a-week, syndicated manuscript service containing information on foods, nutrition, and home management, prepared by the Department, released in 14 States through State Extension Services and in 34 States direct to stations.

12 stations — 15-minute daily except Sunday programs by the New England Radio News Service, which is sponsored by Department agencies, State Departments of Agriculture, and certain Extension Services in New England.

19 stations—daily except Sunday 15 minute script program by the New England Radio News Service.

CBS Country Journal, presented nationally, provides time frequently for Department speakers and uses considerable information supplied by Department agencies.

Conclusion

This is not a complete list of station and network cooperation. State and county representatives of the Department agencies, and the Federal-State Agricultural Extension Services, prepare and present programs on many individual stations and on some regional and State networks. For example, 256 stations provide time for programs by county extension agents. And in 33 States the State extension services are presenting programs regularly over a station or network covering all or a major part of the State.

The Department welcomes the opportunity to cooperate with any station that desires to provide its listeners with farm and home information.

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



JEAN HERSHOLT

Fifth Year

as

"DR. CHRISTIAN"

CBS FOR VASELINE PRODUCTS

FOR A UNITED HEMISPHERE

By Sylvester L. Weaver, Jr.,

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

OUR national defense and the successful prosecution of the war requires a united people in our own land, but without a united hemisphere, we still stand imperiled. The southern republics of the western world have been under a propaganda barrage from the Axis for almost ten years. The insidious Nazi line has been blasted from radio speakers in every country, and until recently, we have made no attempt to combat it. Today, the vitality of radio is being added to the general effort to show the southern democracies that their cause and ours are inseparable, that our destinies are interlocked. The success of the "Good Neighbor" policy has already been felt in the swing of the southern republics to our side in the war. Today, over a hundred stations in Latin America carry impartial AP and UP news daily, replacing the admittedly biased Trans-Ocean news delivered free from Berlin. American advertisers sponsor these broadcasts.

U. S. International Networks

Today, three international radio chains are operating in Latin America, and in their development lies the possibility of a revolution in broadcasting in the southern republics such as followed the creation of chain broadcasting in this country. For the first time, the people of the other Americas will hear regularly international events, great attractions, world famous personalities. Network radio should be the beginning of real internationalism in this hemisphere.

Our operations in the Radio Section of the Office of the Coordinator of Inter-American Affairs, are two-fold. We must increase the flow of pro-American shows to reach more and more people over more and more stations in Latin America; and we must use radio in this country to gain an aroused and enthusiastic public opinion for the Good Neighbor policy. Our job in the U. S. is mainly one of coordination, stimulation and service.

OCIA Activities

Bulletins of information, special event scripts, some transcriptions, are sent to the local stations weekly. We work with networks in the production of features with a Latin American direction, and with agencies, advertisers, and artists for the use of topical material about our southern neighbors. All operations in the U. S. are based on a realistic approach. The material we send out must be timely, must be good radio. Material for artists must be exclusive. Since radio reflects the American scene, and since today the American scene reflects a real interest in the southern republics, then we must supply the material that radio wants and needs.

In the southern republics, our problems are more difficult. Betting on every horse in the race, we are placing shows point-to-point over commercial facilities, sending transcriptions to local stations, urging program service companies to expand their efforts, getting advertisers to use larger appropriations in Latin America, working to improve short wave program output and station facilities, cooperating with the U. S. networks in Latin America for better shows, offering script service to local stations.

The U. S. campaign is under way, still far short of our objectives. Most readers will have felt our presence by now, and can expect more from us in the future. We want more and better shows about Latin America over U. S. facilities, want more interesting and arresting material delivered by more artists. Only thus can we get more information about, more understanding of, more respect for the people of the other Americas. Radio can play a major part in creating a hemispheric understanding and a linking of the destinies of the Americas, no matter what the obstacles may be.

For Complete Inter-American Section Please Turn to Page 997

★ ★ ★ *Radio In Defense* ★ ★ ★

**AMERICA'S ACE RADIO
POLICE NEWS COMMENTATOR**

FRANCIS P. (TIP) O'NEILL
of BOSTON, MASSACHUSETTS

26 YEARS
A
NEWSPAPERMAN

•
10 YEARS
AMERICA'S TOP
POLICE NEWS
BROADCASTER



"TIP" O'NEILL

EDITOR
AND
PUBLISHER

"TIP" O'NEILL'S
POLICE NEWS
OF
BOSTON, MASS.

SPONSORS and ADVERTISERS:—

Why Not Sign Up This Dynamic Radio Police News Commentator for Your Program Now?

CURRENT RADIO TALK TITLED:—

"Police, Gangsters, Rackets, and Racketeers."

ADDRESS ALL COMMUNICATIONS TO:—

Francis P. (Tip) O'Neill at 581 Boylston Street, Boston, Massachusetts.

RADIO DAILY

Fifth Annual Poll of the Radio Editors and Critics for 1941-1942

(Released December 23, 1941)

Programs

| | |
|--------------------------------|-----|
| JELL-O | 552 |
| Bob Hope Program | 486 |
| Fibber McGee & Molly | 358 |
| Chase & Sanborn | 316 |
| Fred Allen Hour | 310 |
| Information Please | 296 |
| Kraft Music Hall | 260 |
| Ford Sunday Evening Hour | 232 |
| Lux Radio Theater | 196 |
| Take It Or Leave It | 174 |

Entertainers

| | |
|----------------------------|-----|
| BOB HOPE | 596 |
| Jack Benny | 522 |
| Fred Allen | 462 |
| Fibber McGee & Molly | 370 |
| Bing Crosby | 348 |
| Edgar Bergen | 324 |
| Kay Kyser | 150 |
| Eddie Cantor | 132 |
| Kate Smith | 128 |
| Red Skelton | 116 |

Dramatic Shows

| | |
|------------------------------------|-----|
| LUX RADIO THEATER | 716 |
| Helen Hayes | 252 |
| Orson Welles | 196 |
| Silver Theater | 192 |
| Sherlock Holmes | 158 |
| First Nighter | 150 |
| Cavalcade | 142 |
| Norman Corwin (CBS Workshop) | 136 |
| Screen Guild | 120 |
| Aldrich Family | 118 |

Educational Series

| | |
|--|-----|
| CHICAGO "U" ROUND TABLE | 316 |
| CBS School of the Air | 300 |
| American Town Hall of the Air | 274 |
| Damrosch Music Appreciation Hour | 158 |
| Information Please | 136 |
| American Forum of the Air | 116 |
| The World Is Yours | 60 |
| Invitation to Learning | 52 |
| National Farm and Home Hour | 48 |
| March of Time | 40 |

"RADIO ARTISTS *of the* AMERICAS"



JOY HODGES

•
LAURA DEANE DUTTON

•
JUANITA JUAREZ

•
JORGE NEGRETE

•
FAUSTO CURBELO

and his ORCHESTRA

•
Radio Direction: Cy Mann



WALLACE DOWNEY, INC.

artists' management

1629 BROADWAY

NEW YORK, N. Y.

CIRCLE 6-4684

RESULTS OF RADIO DAILY 1941 CRITICS POLL

Dance Bands (Sweet)

| | |
|------------------------|-----|
| GUY LOMBARDO | 544 |
| Wayne King | 466 |
| Fred Waring | 282 |
| Sammy Kaye | 194 |
| Kay Kyser | 190 |
| Glenn Miller | 184 |
| Ray Noble | 96 |
| Freddie Martin | 94 |
| Eddie Duchin | 94 |
| Claude Thornhill | 90 |

Comedians

| | |
|----------------------------|-----|
| BOB HOPE | 670 |
| Jack Benny | 654 |
| Fred Allen | 536 |
| Fibber McGee & Molly | 440 |
| Edgar Bergen | 268 |
| Eddie Cantor | 174 |
| Abbott & Costello | 150 |
| Red Skelton | 126 |
| John Barrymore | 88 |
| Rochester | 74 |

News Commentators

| | |
|--------------------------|-----|
| H. V. KALTENBORN | 486 |
| Raymond Gram Swing | 370 |
| Elmer Davis | 354 |
| Lowell Thomas | 278 |
| William Shæfer | 160 |
| Gabriel Heatter | 156 |
| Fulton Lewis, Jr. | 140 |
| Walter Winchell | 124 |
| Boake Carter | 98 |
| H. R. Baukhage | 76 |

Dramatic Serials

| | |
|-----------------------------|-----|
| ALDRICH FAMILY | 336 |
| One Man's Family | 262 |
| Vic and Sade | 120 |
| I Love a Mystery | 116 |
| The Goldbergs | 76 |
| Big Town | 68 |
| Second Husband | 50 |
| Blondie | 48 |
| Portia Faces Life | 44 |
| Ma Perkins | 44 |
| Life Can Be Beautiful | 42 |

Dance Bands (Swing)

| | |
|---------------------|-----|
| GLENN MILLER | 490 |
| Benny Goodman | 400 |
| Tommy Dorsey | 280 |
| Artie Shaw | 216 |
| Jimmy Dorsey | 128 |
| Kay Kyser | 120 |
| Sammy Kaye | 106 |
| Les Brown | 102 |
| Harry James | 90 |
| Gene Krupa | 86 |

Quiz Shows

| | |
|-----------------------------|-----|
| INFORMATION PLEASE | 748 |
| Take It Or Leave It | 666 |
| Quiz Kids | 286 |
| Dr. I. Q. | 248 |
| Truth or Consequences | 186 |
| Kay Kyser's Kollege | 140 |
| Double or Nothing | 120 |
| Battle of the Sexes | 98 |
| Prof. Quiz | 64 |
| Vox-Pop | 64 |

Sports Commentators

| | |
|----------------------|-----|
| BILL STERN | 746 |
| Ted Husing | 698 |
| Red Barber | 362 |
| Bob Elson | 104 |
| Don Dunphy | 74 |
| Clem McCarthy | 60 |
| Graham McNamee | 48 |
| Fort Pearson | 46 |
| Sam Balter | 44 |
| Tom Slater | 42 |

Children's Shows

| | |
|-------------------------------|-----|
| LONE RANGER | 266 |
| Let's Pretend | 260 |
| Quiz Kids | 160 |
| Irene Wicker | 152 |
| Coast to Coast on a Bus | 124 |
| Music Appreciation Hour | 116 |
| The Bartons | 108 |
| Jack Armstrong | 104 |
| CBS School of the Air | 86 |
| Little Orphan Annie | 72 |

CONTINUED ON FOLLOWING PAGE

Kermit-Raymond

C O R P O R A T I O N

P R E S E N T S

The Nation's Outstanding Transcribed Shows

★ "THE MEAL OF YOUR LIFE"

A half-hour transcribed (by World Broadcasting) show featuring such outstanding name personalities as ELSA MAXWELL, GERTRUDE LAWRENCE, ILKA CHASE, BURGESS MEREDITH, GEORGE JESSEL, PAUL LUKAS, BORIS KARLOFF, and many others. A different famous guest star appears on every show, supported by an outstanding cast of Broadway and Hollywood talent. A merchandising deal goes with the show that costs the sponsor **ABSOLUTELY NOTHING** . . . in fact, the merchandise give-away is, itself, included **at no cost**.

★ "RADIO THEATRE OF FAMOUS CLASSICS"

A half-hour transcribed (by World Broadcasting) dramatization of the world's greatest classics. De Maupassant, Stevenson, Zola, Ibsen, and Wilde: these are your writers. Each show is complete in itself, brilliantly produced and directed with an outstanding cast, and adapted for radio by today's foremost radio writers. The merchandising campaign included in the cost of this show consists of a give-away of a 500-page cloth-bound book of the collected works of each author. The campaign and books are **GRATIS TO THE SPONSOR**.

★ "CURTAINS UP FOR VICTORY"

presented by

THE AMERICAN THEATRE WING WAR SERVICE

(Radio Division)

A half-hour transcribed (by World Broadcasting) show which, without question, is the dream of every radio sponsor. The biggest names of stage, screen, and radio are starred in these half-hour productions which will be radio adaptations of famous American plays, written by the most outstanding playwrights in the country, and directed by radio's most competent directors. The net proceeds of the sale of this program are to be turned over to The American Theatre Wing War Service, Radio Division, for their allied war charities.

★ "FAMOUS FATHERS"

A fifteen-minute transcribed (by World Broadcasting) show that has been tested and proven on more than one hundred stations throughout the country. This program features Howard Lindsay (as master of ceremonies), the star and co-author of "Life With Father." Each week Howard Lindsay has as his guest a famous American father who tells of some of the outstanding events in his life, and there is a dramatization of these events with the guest star playing his own role. The guests are stars of stage, screen, radio, and many other fields. Success stories on this program are available upon request.

Audition transcriptions are available on all these shows. (A \$5.00 deposit is requested on all auditions; this amount is refundable upon return of the transcription). Brochures and sample copies of merchandising items are also available upon request. **WRITE . . . WIRE . . . TELEPHONE . . .**

KERMIT-RAYMOND CORPORATION

745 FIFTH AVENUE, NEW YORK CITY

ELdorado 5-5511

Raymond Green, General Manager

Symphony Conductor

| | |
|--------------------------|-----|
| ARTURO TOSCANINI | 494 |
| Leopold Stokowski | 386 |
| Dr. Frank Black | 272 |
| Eugene Ormandy | 236 |
| Andre Kostelanetz | 234 |
| Alfred Wallenstein | 184 |
| John Barbarolli | 130 |
| Walter Damrosch | 98 |
| Sir Thomas Beecham | 94 |
| Arthur Rodzinski | 88 |

Male Vocalists (Classical)

| | |
|---------------------------|-----|
| RICHARD CROOKS | 496 |
| James Melton | 328 |
| Lawrence Tibbett | 328 |
| Jan Peerce | 250 |
| John Charles Thomas | 238 |
| Nelson Eddy | 236 |
| Nino Martini | 114 |
| Frank Munn | 114 |
| Paul Robeson | 114 |
| Lauritz Melchior | 82 |

Male Vocalists (Popular)

| | |
|---------------------|-----|
| BING CROSBY | 750 |
| Kenny Baker | 366 |
| Dennis Day | 244 |
| Lanny Ross | 236 |
| Barry Wood | 204 |
| Ray Eberle | 154 |
| Frank Parker | 118 |
| Harry Babbitt | 100 |
| Tony Martin | 96 |
| Frank Munn | 78 |

Symphony Programs

| | |
|-------------------------------|-----|
| N. Y. PHILHARMONIC | 626 |
| Ford Symphony | 552 |
| NBC Symphony | 542 |
| Philadelphia Symphony | 220 |
| Coca-Cola (Kostelanetz) | 178 |
| The Voice of Firestone | 142 |
| Metropolitan Opera | 120 |
| Frank Black Orchestra | 114 |
| Cleveland Symphony | 82 |
| Radio City Symphony | 66 |

Female Vocalists (Classical)

| | |
|---------------------------|-----|
| LILY PONS | 492 |
| Gladys Swarthout | 354 |
| Jessica Dragonette | 226 |
| Lucille Manners | 200 |
| Vivian della Chiesa | 194 |
| Rise Stevens | 184 |
| Margaret Speaks | 176 |
| Francis White | 164 |
| Jean Dickenson | 130 |
| Marian Anderson | 106 |

Female Vocalists (Popular)

| | |
|------------------------|-----|
| KATE SMITH | 510 |
| Dinah Shore | 490 |
| Connie Boswell | 478 |
| Ginny Simms | 340 |
| Frances Langford | 168 |
| Martha Tilton | 116 |
| Mary Martin | 106 |
| Bonnie Baker | 92 |
| Bea Wain | 90 |
| Helen O'Connell | 60 |

RADIO editors, writers and critics on newspapers and periodicals throughout the United States, its possessions and in Canada took part in the fifth annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 points for each first choice, 9 points for each second choice and proportionately down the line. All figures represent points out of a possible 1,000.

Original signed questionnaires as returned by the radio editors and the worksheets used in the tabulation of the votes are carefully preserved by RADIO DAILY. It is regarded as the one authoritative pool of its kind conducted by a radio industry business paper and is presented as a service to the trade, which finds it helpful to have a true cross-section of opinion from the nation's radio editors.

CONTINUED ON FOLLOWING PAGE

HEY RUBE!

ESTABLISHED 1898



WILLIAM MORRIS AGENCY, INC.
NEW YORK • CLEVELAND • CHICAGO
HOLLYWOOD • LONDON

DATA ON PROGRAM WINNERS IN RADIO DAILY'S FIFTH ANNUAL POLL of RADIO CRITICS

Jell-O

Sponsored by General Foods Corp., for Jell-O; Sundays, 7-7:30 p.m. on the NBC Red network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Rochester, Dennis Day, Don Wilson. *Orchestra:* Phil Harris.



Bob Hope Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m. on the NBC Red network. *Agency:* Lord & Thomas, Inc. *Cast:* Bob Hope, Jerry Colonna, Frances Langford, Betty Hutton and guest stars. *Orchestra:* Skinny Ennis.



Fibber McGee & Molly

Sponsored by S. C. Johnson & Son, Inc., for floor wax and polish; Tuesdays, 9:30-10 p.m. on NBC Red network. *Agency:* Needham, Louis & Brorby, Inc. *Cast:* Marion and Jim Jordan. *Orchestra:* Billy Mills.



Chase & Sanborn

Sponsored by Standard Brands, Inc., for Chase & Sanborn coffee; Sundays, 8-8:30 p.m. on the NBC Red network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen and Charlie McCarthy, Abbott & Costello, with guest stars. *Orchestra:* Ray Noble.



Fred Allen Show

Sponsored by the Texas Co.; Wednesdays, 9-10 p.m. on the CBS network. *Agency:* Buchanan Co. *Cast:* Fred Allen, Portland Hoffa, Kenny Baker and guest stars. *Orchestra:* Al Goodman.



Information Please

Sponsored by American Tobacco Co., for Lucky Strike cigarettes; Fridays, 8:30-9 p.m. on NBC Red network. *Agency:* Lord & Thomas, Inc. *Cast:* Clifton Fadiman, Franklin P. Adams, John Kieran, Oscar Levant, Milton Cross and guest.



Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-10 p.m. on NBC Red network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, Connie Boswell, Jerry Lester and guest stars. *Orchestra:* John Scott Trotter.



Ford Sunday Evening Hour

Sponsored by Ford Motor Co.; Sundays, 9-10 p.m. on the CBS network. *Agency:* McCann-Erickson. *Cast:* Ford Symphony Orchestra and Chorus, guest soloists, instrumentalists and conductors.



Lux Radio Theater

Sponsored by Lever Bros. for Lux toilet soap; Mondays, 9-10 p.m. on the CBS network. *Agency:* J. Walter Thompson Co. *Cast:* Cecil B. DeMille, producer, and guest stars. *Orchestra:* Louis Silvers.



Take It Or Leave It

Sponsored by Eversharp, Inc.; Sundays, 10-10:30 p.m. on the CBS network. *Agency:* Biow Co. *Cast:* Bob Hawk, emcee, and contestants from the studio audience.
(*Program times indicated are in the Eastern Time Zone.*)

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

| | | |
|---------------------|--------------|--------|
| WAAT (N. Y. Office) | Circle | 5-5780 |
| WABC | Wickersham | 2-2000 |
| WBBR | MAIN | 4-9735 |
| WBNX | MELrose | 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 | 7-8300 |
| WLIB | INgersol | 2-1300 |
| WMCA | Circle | 6-2200 |
| WNEF (N. Y. Office) | MURray Hill | 2-5767 |
| WNEW | Plaza | 3-3300 |
| WNYC | WOrth | 2-5600 |
| WCR | PEnnsylvania | 6-8600 |
| WOV | Circle | 5-7979 |
| WPAT (N. Y. Office) | LONGacre | 5-2811 |
| WQXR | Circle | 5-5566 |
| WVFW | TRiangle | 5-0313 |

National Networks

| | | |
|------------------------------|--------------|--------|
| Columbia Broadcasting System | Wickersham | 2-2000 |
| Mutual Broadcasting System | PEnnsylvania | 6-9600 |
| National Broadcasting Co. | Circle | 7-8300 |
| Blue Network, Inc. | Circle | 7-8300 |

Station Representatives

| | | |
|-----------------------------|-------------|--------|
| Adams & Adams | MURray Hill | 2-6148 |
| American Network, Inc. | MURray Hill | 2-2737 |
| John Blair & Co. | MURray Hill | 9-6084 |
| The Branham Co. | MURray Hill | 6-1860 |
| British Broadcasting Corp. | Circle | 7-0656 |
| Burn-Smith Co. | MURray Hill | 4-6947 |
| 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 |
| Arthur H. Hagg & Associates | MURray Hill | 2-8865 |
| Headley-Reed Co. | MURray Hill | 3-5470 |
| George P. Hollingberry Co. | MURray Hill | 3-9447 |
| The Katz Agency | LONGacre | 5-4595 |
| 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 | 4-1642 |
| Edward Petry & Co. | MURray Hill | 2-4401 |
| Radio Advertising Corp. | MURray Hill | 3-7865 |
| Radio Sales | Wickersham | 2-2000 |
| William G. Rambeau Co. | CAledonia | 5-4940 |
| Paul H. Raymer Co. | MURray Hill | 2-8690 |
| Reynolds-Fitzgerald, Inc. | ELdorado | 5-7020 |
| Sears & Ayer | ASHland | 4-1647 |
| Spot Sales, Inc. | ELdorado | 5-5040 |
| Weed & Co. | VANDerbilt | 6-4542 |
| The Walker Co. | MURray Hill | 6-9151 |
| 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 |
| Birmingham, 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. | MURray Hill | 6-6500 |
| 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. | LACKawanna | 4-3570 |
| 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 |
| J. Stirling Getchell, Inc. | MURray Hill | 6-4800 |
| Geyer, Cornell & Newell, Inc. | Wickersham | 2-5400 |
| Grant Advertising, Inc. | Circle | 5-4485 |
| M. H. Hackett, Inc. | Circle | 6-1940 |
| Charles W. Hoyt Co., Inc. | MURray Hill | 2-0850 |
| Ivey & Ellington, Inc. | MURray Hill | 2-5248 |
| 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 & Peart | 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-Coble Advertising Co. | PLaza | 3-7444 |
| Street & Finney | BRyant | 9-2400 |
| J. Walter Thompson Co. | MOhawk | 4-7700 |
| Tracy-Locke-Tawson | ASHland | 4-1690 |
| Warwick & Legler | MURray Hill | 6-8585 |
| Ward Wheelock Co. | PLaza | 3-7120 |
| Young & Rubicam, Inc. | ASHland | 4-8400 |
| 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 | ASHland | 4-6500 |
| 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 Weekly | WAlker | 5-2576 |
| Sales Management | MOhawk | 4-1760 |
| Standard Advertising Register | MEdallion | 3-5850 |
| Tide | ASHland | 4-3390 |
| 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 | 2-4341 |
| Transradio Press Service, Inc. | Murray Hill | 2-4054 |
| United Press | Murray Hill | 2-0400 |

Talent Agencies

| | | |
|--|------------|--------|
| James Appell | Laza | 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 |
| Ken Dolan & Co. | Columbus | 5-1538 |
| 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 |
| Stella Karn | Vanderbilt | 6-3860 |
| Bob Kerr | Columbus | 5-8051 |
| Ben B. Lipsel, 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 |
| James Peppe | PLaza | 3-2636 |
| Myron Selznick Co. of N. Y. | Circle | 7-6201 |
| Wolf Wilson (Wilson, Powell & Hayward) | PLaza | 5-5480 |
| Ed Roy & 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 | Whitehall | 4-7303 |
| Arthur H. Ashley | Columbus | 5-1348 |
| 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 | 7-7301 |
| Decca Records, Inc. | Columbus | 5-5662 |
| Federal Transcribed Programs, Inc. | CAledonia | 5-7530 |
| Ailen A. Funt Radio Productions | Murray Hill | 4-6148 |
| General Sound Corp. | PLaza | 3-3015 |
| H. S. Goodman | Wickersham | 2-3338 |
| Intercontinental Audio Video Corp. | CHelsea | 3-3455 |
| International Radio Productions | PLaza | 8-2600 |
| 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 |
| Musicaft Records, Inc. | Circle | 7-0676 |
| Muzak Transcriptions, Inc. | BRyant | 9-1247 |
| NBC Radio-Recording Division | Circle | 7-8300 |
| Nevill & Ross | LACKawanna | 4-2067 |
| Lilian Okun, Inc. | Columbus | 5-0600 |

| | | |
|---|-------------|--------|
| Radio Events Syndicate | Murray Hill | 6-348 |
| Radio-Field | Vanderbilt | 6-2372 |
| RCA Manufacturing Co. | ASHland | 4-7605 |
| Lewis Reid | BRyant | 9-6121 |
| Rockhill Radio Productions | PLaza | 3-8453 |
| Bernard L. Schubert, Inc. | PLaza | 8-0771 |
| Henry Souvaine, Inc. | Circle | 7-5666 |
| Shafter-Waible Radio Productions | BRyant | 9-2682 |
| Standard Radio | BRyant | 9-4324 |
| Star Radio Programs | PLaza | 3-4991 |
| Edwin Strong, Inc. | BRyant | 9-5758 |
| 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 | Circle | 7-4943 |
| Roy Wilson | PLaza | 5-5480 |
| 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 |
| 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 |
| ASCAP | Columbus | 5-7464 |
| American Television Society | CAledonia | 5-7430 |
| Associated Actors & Artists of America | BRyant | 9-3550 |
| Association of National Advertisers | BRyant | 9-6330 |
| Broadcast Music, Inc. | PENnsylvania | 6-5466 |
| Coordinator of Inter-American Affairs (Rockefeller Committee) | Murray Hill | 3-6805 |
| FM Broadcasters, Inc. | Murray Hill | 4-7201 |
| 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 | 5-7979 |
| National Labor Relations Board | HANover | 2-4174 |
| Professional Music Men, Inc. | Circle | 7-6075 |
| Radio Club of America | LONGacre | 5-6622 |
| SESAC | BRyant | 9-3223 |
| Society of Jewish Composers, Publishers and Song Writers | LONGacre | 5-9124 |
| Songwriters' Protective Association | Columbus | 5-3758 |
| Women's National Radio Committee | Circle | 7-4110 |

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 | FIltzroy | 1231 |
| KFI | FAirfax | 2121 |
| KFOX | MUtal | 2510 |
| KFVD | DRexel | 2391 |
| KFWB | HEmpstead | 5151 |
| KGER | MAdison | 2551 |
| KGfJ | PRospect | 2434 |
| KHJ | HOLlywood | 8111 |
| KIEV | CHapman 5- | 2388 |
| KMFC | BRadshaw 2- | 4411 |
| KMTR | HILLside | 1161 |
| KNX | HOLlywood | 1212 |
| KRKD | TUcker | 7111 |
| XELO (L. A. Office) | MAdison | 6272 |
| XEMO-XERB (L. A. Office) | PRospect | 9136 |

Networks

| | | |
|-------------------------------|-----------|------|
| Columbia Broadcasting System | HOLlywood | 1212 |
| Between 10 P.M. and 8:30 A.M. | HOLlywood | 7052 |
| Don Lee Broadcasting System | HOLlywood | 8111 |
| Mutual Broadcasting System | HOLlywood | 8111 |
| National Broadcasting Co. | HOLlywood | 6161 |
| Blue Network, Inc. | HOLlywood | 6161 |

Station Representatives

| | | |
|---------------------------|-----------|------|
| Walter Biddick Co. | RIchmond | 6184 |
| R. J. Bidwell Co. | PRospect | 3746 |
| 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 |
| 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. | TUcker | 2474 |
| The Walker Co. | GRanite | 1726 |
| Howard H. Wilson Co. | GRanite | 1726 |

Advertising Agencies

| | | |
|-----------------------------------|-----------|------|
| Aiber 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. | MIchigan | 2156 |
| Campbell-Ewald Company | PRospect | 1275 |
| The Caples Co. | MUtal | 4143 |

| | | |
|---------------------------------------|-----------|------|
| Erwin, Wasey & Company | PRospect | 5317 |
| Hillman-Shane Advertising Agency Inc. | VANdyke | 5111 |
| Hixson-O'Donnell Advertising | MUtal | 8331 |
| Lennen & Mitchell | GRanite | 7181 |
| Lord & Thomas | MIchigan | 7651 |
| McCann-Erickson Inc. | MIchigan | 4049 |
| McKee & Albright, Inc. | HOLlywood | 8363 |
| Miner, Dan B. | RIchmond | 3101 |
| Morgan, Raymond R. Co. | HEmpstead | 4194 |
| Needham, Louis & Brorby | GRanite | 7186 |
| Ruthrauff & Ryan Inc. | HILLside | 7593 |
| Scholts Advertising Service | MIchigan | 2396 |
| Russel M. Seeds Co. | HILLside | 7250 |
| Barton A. Stebbins Advertising Agency | TRinity | 8821 |
| Thompson, J. Walter Co. | HILLside | 7241 |
| Ward Wheelock Co. | HILLside | 0191 |
| Weinberg, Milton, Advertising Co. | TUcker | 4111 |
| Young & Rubicam Inc. | HOLlywood | 2734 |

Program Producers and Transcription and Recording Companies

| | | |
|-------------------------------------|--------------|------|
| Associated Releases | HOLlywood | 2686 |
| Bennett Downie Associates | GRanite | 5722 |
| Walter Biddick Co. | RIchmond | 6184 |
| G. C. Bird & Associates | HOLlywood | 3981 |
| Columbia Recording Corp. | GRanite | 4134 |
| Paul Cruger | HOLlywood | 9352 |
| Patrick Michael Cuning | HILLside | 5915 |
| Davis & Schwegler | HOLlywood | 7800 |
| Decca Recording Division | HOLlywood | 5191 |
| Earnshaw Radio Productions | GLadstone | 2555 |
| Eccles Disc Recordings | HILLside | 8351 |
| Electro-Vox Recording Studios | GLadstone | 2189 |
| Fidelity Recordings | HILLside | 7333 |
| Irving Fogel & Associates | WANut | 6485 |
| Tag Garnett Radio Productions | HOLlywood 2- | 2254 |
| Hollywood Recording Co. | GLadstone | 2191 |
| C. P. MacGregor | FIltzroy | 4191 |
| Fred C. Mertens & Associates | Federal | 0119 |
| Miller Radiofilm Corp. | HILLside | 9106 |
| Raymond R. Morgan Co. | HEmpstead | 4194 |
| Music Corporation of America | BRadshaw 2- | 3211 |
| NBC Radio-Recording Division | HOLlywood | 6161 |
| George Logan Price, Inc. | EXposition | 1960 |
| Radio Producers of Hollywood | HOLlywood | 6288 |
| Radio Recorders, Inc. | HOLlywood | 3917 |
| Radio Transcriptions Co. of America | HOLlywood | 3545 |
| RCA Manufacturing Co. | HILLside | 5171 |
| Rec-Art Studios | PRospect | 9232 |
| Edward Sloman Productions | CRestview 1- | 2242 |
| Speed-Q Sound Effects | PRospect | 2035 |
| Standard Radio, Inc. | HILLside | 0188 |
| Wolf Associates, Inc. | GLadstone | 6676 |
| World Broadcasting System | HOLlywood | 6321 |

Radio Artists Agencies

| | | |
|-------------------------------|-----------|--------|
| Columbia Management of Calif. | HOLLYWOOD | 6365 |
| Consolidated Radio Artists | CRestview | 1-1171 |
| Everett N. Crosby, Ltd. | CRestview | 1-1171 |
| Ken Dolan & Co. | CRestview | 1-9185 |
| Fanchon & Marco | VA Dyke | 2041 |
| General Amusement Corp. | BRadshaw | 2-4259 |
| Irwin, Lou. | CRestview | 1-7131 |
| Lyons, A. & S. | BRadshaw | 2-2893 |
| Morris Agency, William | CRestview | 1-6161 |
| Morrison, Leo | CRestview | 1-9191 |
| Music Corporation of America | CRestview | 6-2001 |
| NBC Artists Service | HOLLYWOOD | 6161 |
| James L. Saphier | Hillside | 9226 |
| Selznick, Myron | CRestview | 1-9171 |
| Louis Shurr | CRestview | 1-1116 |
| Swanson, H. N. | CRestview | 1-5115 |
| Wolf Associates, Inc. | GLadstone | 6676 |

Publications

| | | |
|--------------------------|-----------|--------|
| Broadcasting & Broadcast | | |
| Advertising | GLadstone | 7353 |
| Printer's Ink | MUtual | 1809 |
| RADIO DAILY | GRanito | 6607 |
| Radio Guide | CRestview | 6-2061 |
| Variety | HOLLYWOOD | 1141 |
| Western Advertising | MADisen | 1313 |

Air Lines

| | | |
|-------------------------------|----------|--------|
| American Airlines | STanly | 7-1511 |
| Grand Central Air Terminal | CHapman | 5-1222 |
| Los Angeles Municipal Airport | ORegon | 8-1151 |
| Pan American Airways | Mlchigan | 2121 |
| TWA | Mlchigan | 8881 |
| Union Air Terminal | STanly | 7-2161 |
| United Air Lines | MADisen | 1212 |

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 |
| Biltmore Hotel | Mlchigan | 1011 |
| Christie Hotel | HOLLYWOOD | 2241 |
| Clark Hotel | Mlchigan | 4121 |
| Del Monte Hotel (L. A. Offices) | EXposition | 9767 |
| Garden of Allah Hotel | HOLLYWOOD | 3581 |
| Hollywood Hotel | HEmpstead | 4181 |
| Hollywood Knickerbocker | GLadstone | 3171 |
| Hollywood Plaza Hotel | GLadstone | 1131 |
| 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 | NAational | 1414 |
| State Department | REpublic | 5600 |
| Treasury Department | NAational | 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 | NAational | 8206 |
| FEDERAL COMMUNICATIONS COMMISSION | EXecutive | 3620 |

| | | |
|--|-----------|------|
| Securities & Exchange Commission | DIstrict | 3633 |
| National Labor Relations Board | NAational | 9716 |
| Wage & Hour Administration | EXecutive | 2420 |
| Social Security oBard | REpublic | 6530 |
| Supreme Court of the U.S. | EXecutive | 1640 |
| D. C. Court of Appeals | REpublic | 3811 |
| U. S. District Court (for D. C.) | DIstrict | 2854 |
| Capitol (Senate and House) | NAational | 3120 |
| Defense Savings Staff | NAational | 6400 |
| Radio Script & Transcription Exchange | | |
| Extension 2225 | REpublic | 1820 |
| Bureau of Census | DIstrict | 2200 |
| Office of Emergency Management | REpublic | 5050 |
| Office of Civilian Defense | REpublic | 5050 |
| Division of Information | REpublic | 5050 |
| Office of Price Administration | REpublic | 5050 |
| Office of Production Management | REpublic | 7500 |
| Supply, Priorities & Allocations Board | REpublic | 7500 |

Non-Governmental

| | | |
|--------------------------------------|-----------|------|
| Clear Channel Group | REpublic | 3306 |
| National Association of Broadcasters | NAational | 2080 |
| National Independent Broadcasters | REpublic | 3607 |
| National Press Club | REpublic | 2500 |
| Radio Correspondents' Galleries | NAational | 3120 |

| | | |
|----------------------------------|-----------|------|
| RADIO DAILY | REpublic | 2595 |
| Radio Manufacturers' Association | NAational | 4901 |

Radio Stations

| | | |
|----------|--------------|------|
| WINX | REpublic | 8000 |
| WJSV | MEtropolitan | 3200 |
| WMAL-WRC | REpublic | 4000 |
| WOL | MEtropolitan | 0010 |
| WWDC | NAational | 7203 |

Hotels

| | | |
|--------------------|--------------|------|
| Carleton Hotel | MEtropolitan | 2626 |
| Mayflower Hotel | DIstrict | 3000 |
| Raleigh Hotel | NAational | 3810 |
| Shoreham Hotel | ADams | 0700 |
| Wardman Park Hotel | COLumbia | 2000 |
| Willard Hotel | NAational | 4420 |

News Services

| | | |
|----------------------------|-----------|------|
| Associated Press | DIstrict | 1500 |
| International News Service | NAational | 1733 |
| Transradio Press | NAational | 1178 |
| United Press | NAational | 9052 |

Railway Terminals

| | | |
|------------------------|-----------|------|
| Baltimore & Ohio R. R. | DIstrict | 3300 |
| Pennsylvania R. R. | DIstrict | 1424 |
| Union Station | NAational | 2760 |

Streamlined for **VICTORY!**



With the whistles, the wheels and the hammers of America's mightiest industries forging the greatest armament the world has ever known . . . it becomes increasingly important to maintain morale at the highest possible level to defeat our enemies on land, on sea and in the air.

. . . —V

With the purchase of NBC's talent and artists business by NCAC on January 1, 1942, NCAC was streamlined for Victory!

. . . —V

Booking over 500 major attractions from coast to coast, including top-flight artists and instrumentalists of Concert, Radio, Motion Picture, Theatre, Lecture, Ballet and all other forms of entertainment, the officers and personnel of NCAC have pledged an all-out effort to provide the best possible music and entertainment available in the United States today.

. . . —V

NATIONAL CONCERT *and* ARTISTS CORPORATION

711 FIFTH AVE. • NEW YORK, N. Y.

ALFRED H. MORTON, PRESIDENT D. S. TUTHILL, DIRECTOR OF POPULAR DIVISION

Chicago • Hollywood • San Francisco • Los Angeles • Boston

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

| | | |
|-----------------------|------------|------|
| WAAF | RANdolph | 1932 |
| WBBM | WHIttehall | 6000 |
| WCBD | SEELy | 8066 |
| WCFL | SUPerior | 5300 |
| WCRW | LINcoln | 2188 |
| WEDC | CRAWford | 4100 |
| WENR | SUPerior | 8300 |
| WGES | SEELy | 8066 |
| WGN | SUPerior | 0100 |
| WHFC | LAWndale | 8228 |
| WHIP | WEBster | 3234 |
| WHN (Chicago office) | RANdolph | 5254 |
| WIND (Chicago office) | STATE | 4176 |
| WJDD | STATE | 5466 |
| WLS | MONROE | 9700 |
| WLW (Chicago office) | STATE | 0366 |
| WMAQ | SUPerior | 8300 |
| WMBI | MICHigan | 1570 |
| WOR (Chicago office) | SUPerior | 5110 |
| WSBC | SEELy | 8066 |

National Networks

| | | |
|------------------------------|------------|------|
| Columbia Broadcasting System | WHIttehall | 6000 |
| Mutual Broadcasting System | SUPerior | 0100 |
| National Broadcasting Co. | SUPerior | 8300 |
| Blue Network, Inc. | 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. | ANDover | 1685 |
| Free & Peters | FRANklin | 6373 |
| Arthur Hagg & Associates | CENtral | 7553 |
| Headley-Reed Co. | FRANklin | 4687 |
| George P. Hollingbery | STATE | 2898 |
| International Radio Sales | CENtral | 4547 |
| The Katz Agency | CENtral | 4238 |
| Joseph Hershey McGillyvra | SUPerior | 3444 |
| J. R. McKinney & Son | SUPerior | 9866 |
| National Broadcasting Co. | SUPerior | 8300 |
| John E. Pearson | FRANklin | 2359 |
| John H. Perry Associates | HARRison | 8085 |
| Edward Petry & Co. | DELaware | 8600 |
| Radio Sales | WHIttehall | 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 |
| 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 |
| Doramus & Co. | CENtral | 9135 |
| Sherman K. Ellis & Co. | HARRison | 8612 |
| Erwin, Wasey & Co., Ltd. | RANdolph | 4952 |
| Albert Frank-Guenther Law, Inc. | DEARBorn | 8910 |
| J. Stirling Getchell | HARRison | 2606 |
| 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. | RANdolph | 4606 |
| Lord & Thomas | SUPerior | 4800 |
| Maxon, Inc. | DELaware | 3536 |
| MacFarland, Aveyard & Co. | RANdolph | 9360 |
| 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 & Cunyngham | HARRison | 8490 |
| Ruthrauff & Ryan, Inc. | RANdolph | 2625 |
| Russell M. Seeds Co. | DELaware | 1045 |
| Schwimmer & Scott | DEARBorn | 1815 |
| Sherman & Marquette, Inc. | DELaware | 8000 |
| Stack-Goble Advertising Agency | RANdolph | 0160 |
| J. Walter Thompson Co. | SUPerior | 0303 |
| Wade Advertising Agency | STATE | 7369 |
| Weston-Barnett | WHIttehall | 7725 |
| Young & Rubicam, Inc. | CENtral | 9389 |

Program Producers and Transcription and Recording Companies

| | | |
|---------------------------------|------------|------|
| Chicago Recording Co. | CENtral | 5275 |
| Columbia Recording Corp. | WHIttehall | 6000 |
| Decca Records, Inc. | DELaware | 8800 |
| Estelle Lutz Artists Bureau | HARRison | 3435 |
| International Radio Productions | CENtral | 4547 |
| Hal R. Makelim Productions | STATE | 3472 |
| Music Corporation of America | DELaware | 1100 |
| NBC Radio Recording Division | SUPerior | 8300 |
| James Parks Co. | CENtral | 7980 |
| RCA Manufacturing Co. | DELaware | 4774 |
| 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 | STATE | 7596 |
| 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 | RANdolph | 1805 |
| Association For Education By Radio | DEARBorn | 7801 |
| National Association of Broadcast Engineers & Technicians | RANdolph | 8884 |
| Radio Council | DEARBorn | 7801 |

A. & S. LYONS INC.

Managers
of
Distinguished
Artists

RADIO • STAGE • SCREEN • TELEVISION

NEW YORK
515 Madison Ave.

CALIFORNIA
356 North Camden Drive
Beverly Hills



THE BUSINESS SIDE *of* RADIO



- Major Network Billings*
-
- Agency and Sponsor Network Expenditures*
-
- News Services*
-
- Station Representatives*
-
- Radio Publications*
-
- American Association of Advertising Agencies*
-
- Advertising Agencies*
-
- Research Firms*
-
- Federal Communications Commission*
-
- U. S. Census Data*
-
- Federal Trade Commission*

GENERAL AMUSEMENT CORPORATION



THOMAS G. ROCKWELL, *President*

*Producers, Creators and Managers
of
Outstanding Radio Ideas, Talent and
Orchestras For Over Eleven Years*

NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD

THE BUSINESS SIDE OF RADIO

By Tod Swalm, Radio Daily Staff

FOR the radio industry, the coming of war brought both a challenge and an opportunity. A challenge to fulfill in the broadest manner that principle to which the industry is dedicated, "the public interest, convenience and necessity"; and an opportunity to serve in greater measure the cause of humanity throughout the world in transmitting to all peoples that "truth which will set men free." Only an informed people, in possession of all the facts, can govern intelligently and direct their own destiny along the paths of peace and democracy. And to American radio—the only free system of broadcasting in the world—fell the task on Dec. 7 of helping to meet the obligations of a nation at war.

Problems

The coming of war brought new and disturbing problems to the industry, chief of which was the threat to revenue through possible curtailment of advertising plans by industries converted to full war production or hindered in the manufacture of consumer goods through unavailability of vital supplies pre-empted for war needs. Offsetting this, however, was the promise of continued advertising to maintain brand names, the expected entry into the national field of new products and stepped up advertising efforts for products unaffected by priorities both seeking to obtain greater shares of the expanding purchasing power of the nation resulting from the stimulus of full scale war production.

A further threat was the restriction placed on erection of new physical equipment, but it was indicated by the Government that replacement goods would continue to be made available. In this respect, the industry was placed by the Government in the first line of civilian defense, both from the instructive and morale viewpoints and its continued if static existence was guaranteed. Early in January, 1942, certain restrictions on programming were laid down by the Office of Censorship as war time precautions, but these for the most part were taken in their stride by the broadcasters.

The year 1941 was a record year in

many respects. Network billings advanced approximately 10 per cent over 1940 reaching a total of roughly \$107,000,000. National spot showed even greater gains, advancing some 29 per cent over the preceding year for an estimated total of \$67,000,000. The total of both categories, \$174,000,000, represented a 17 per cent gain over the 1940 combined total of \$148,656,000. Radio advertising of a purely local nature made equally consistent gains during 1941.

New Developments

New developments were many and varied. Two new facets of the industry, Frequency Modulation and television, entered the competition for the advertising dollar on a full commercial scale, but due to defense requirements and the natural limitations of a new industry made little appreciable inroad on the other media. However, both, and particularly television, were viewed as key industries for after-the-war development to aid in taking up the slack of unemployment resulting from abrupt return to peace time operations.

A third development was the formation of Latin American networks by NBC, CBS and WLWO. These were set up on a large scale with commercial operation getting under way early in 1942. With furthering of cultural relations among the American nations a primary objective of the defense effort, this phase of broadcasting was expected to make rapid gains during the year.

The Job Ahead

Summing up, 1941 was a banner year for the industry, but with the entry of the country into war past achievements and post mortems became purely academic as the industry joined with the nation and our allies in the bitter struggle to preserve and extend freedom. For U. S. radio there could be no compromise in the fight for at stake was the very existence of the American System of Broadcasting.





THIS IS A LAUGHING MATTER!

A million laughs for your Radio Audience by

"America's Most Non-sensical Dance Band"

KORN KOBBLERS

BEST SELLERS ON "OKEH" RECORDS



COAST-TO-COAST BROADCASTS ON ALL MAJOR NETWORKS



CURRENTLY ON TRANSCRIPTIONS, PLAYING MORE THAN
120 RADIO STATIONS



A RECORD-BREAKING CAFE AND THEATRE ATTRACTION!

Management

STANFORD ZUCKER AGENCY

New York — Cleveland — Chicago

Comparative Major Network Billings For 1941-1940-1939-1938

Columbia Broadcasting System

| | 1941* | 1940 | 1939 | 1938 |
|--------------|---------------------|---------------------|---------------------|---------------------|
| January | | \$3,575,946 | \$2,674,057 | \$2,879,945 |
| February | | 3,330,627 | 2,541,542 | 2,680,335 |
| March | | 3,513,170 | 2,925,684 | 3,034,317 |
| April | | 3,322,689 | 2,854,026 | 2,424,180 |
| May | | 3,570,727 | 3,097,484 | 2,442,283 |
| June | | 3,144,213 | 2,860,180 | 2,121,495 |
| July | | 3,071,398 | 2,311,953 | 1,367,357 |
| August | | 2,875,657 | 2,341,636 | 1,423,865 |
| September | | 3,109,863 | 2,563,132 | 1,601,755 |
| October | | 4,001,492 | 3,366,654 | 2,387,395 |
| November | | 3,689,778 | 3,474,163 | 2,453,410 |
| December | | 3,819,989 | 3,529,154 | 2,529,060 |
| Total | \$44,584,378 | \$41,025,549 | \$34,539,665 | \$27,345,397 |

* In accordance with network policies, monthly CBS billing figures were not available.

Mutual Broadcasting System

| | 1941 | 1940 | 1939 | 1938 |
|--------------|--------------------|--------------------|--------------------|--------------------|
| January | \$ 505,231 | \$ 317,729 | \$ 315,078 | \$ 269,894 |
| February | 442,157 | 337,649 | 276,605 | 253,250 |
| March | 513,774 | 390,813 | 306,976 | 232,877 |
| April | 480,284 | 363,468 | 262,626 | 189,545 |
| May | 503,922 | 322,186 | 234,764 | 194,201 |
| June | 534,513 | 299,478 | 228,186 | 202,412 |
| July | 512,743 | 235,182 | 216,583 | 167,108 |
| August | 532,056 | 227,865 | 205,410 | 164,626 |
| September | 529,013 | 283,463 | 210,589 | 200,342 |
| October | 839,829 | 784,676 | 428,221 | 347,771 |
| November | 958,935 | 627,562 | 327,045 | 360,929 |
| December | 948,498 | 576,983 | 317,699 | 337,369 |
| Total | \$7,300,955 | \$4,767,054 | \$3,329,782 | \$2,920,324 |

National Broadcasting Company

(Combined Blue and Red Networks)

| | 1941* | 1940 | 1939 | 1938 |
|--------------|-------|---------------------|---------------------|---------------------|
| January | | \$4,405,208 | \$4,033,900 | \$3,793,516 |
| February | | 4,132,084 | 3,748,695 | 3,498,053 |
| March | | 4,304,344 | 4,170,852 | 3,806,831 |
| April | | 4,041,518 | 3,560,984 | 3,310,505 |
| May | | 4,034,622 | 3,702,102 | 3,414,200 |
| June | | 3,642,100 | 3,382,404 | 3,200,569 |
| July | | 3,830,438 | 3,283,555 | 2,958,710 |
| August | | 3,738,262 | 3,312,570 | 2,941,099 |
| September | | 3,879,779 | 3,315,307 | 2,979,241 |
| October | | 5,045,694 | 4,219,253 | 3,773,964 |
| November | | 4,699,078 | 4,234,984 | 3,898,919 |
| December | | 4,909,873 | 4,279,748 | 3,887,072 |
| Total | | \$50,663,000 | \$45,244,354 | \$41,462,679 |

* In accordance with policies, figures for 1941 not officially available.



Personal Management
HARRY NORWOOD
6425 HOLLYWOOD BLVD.

The
MERRY MACS

SINGING STARS
UNIVERSAL PICTURES
RADIO

Exclusive Decca Recording



HERBERT MARSHALL

Emcee



BEN ALEXANDER

Announcer



**BERT
WHEELER**

and



**HANK
LADD**

THE OLD GOLD PROGRAM

The Blue Network

AGENCY—SPONSOR NETWORK EXPENDITURES

Columbia Broadcasting System 1941 Agency Gross Billings

| | |
|---|---------------------|
| Ruthrauff & Ryan, Inc. | \$5,040,316 |
| Young & Rubicam, Inc. | 4,534,054 |
| Ward Wheelock Co. | 4,303,400 |
| Benton & Bowles, Inc. | 2,554,656 |
| Blackett-Sample-Hummert, Inc. | 2,507,326 |
| Lord & Thomas | 2,181,357 |
| William Esty & Co., Inc. | 1,947,404 |
| Ted Bates, Inc. | 1,701,359 |
| The Blow Co., Inc. | 1,688,785 |
| Newell-Emmett Co., Inc. | 1,657,108 |
| McCann-Erickson, Inc. | 1,633,821 |
| Compton Advertising, Inc. | 1,492,362 |
| Sherman & Marquette, Inc. | 1,491,056 |
| J. Walter Thompson Co. | 1,325,700 |
| Buchanan & Co., Inc. | 1,120,705 |
| Arthur Meyerhoff & Co. | 1,110,684 |
| Pedlar & Ryan, Inc. | 964,459 |
| Gardner Advertising Co. | 759,916 |
| Batten, Barton, Durstine & Osborn, Inc. | 729,840 |
| Arthur Kudner, Inc. | 718,804 |
| Geyer, Cornell & Newell, Inc. | 658,362 |
| D'Arcy Advertising Co., Inc. | 587,056 |
| Knox Reeves Advertising, Inc. | 500,306 |
| The Joseph Katz Co. | 483,263 |
| Aubrey, Moore & Wallace, Inc. | 377,288 |
| H. W. Kastor & Sons Advertising Co. | 287,793 |
| J. M. Mathes, Inc. | 270,635 |
| O'Dea, Sheldon & Canady, Inc. | 268,676 |
| H. M. Kiesewetter Advertising Agency | 217,581 |
| Raymond R. Morgan Co. | 191,161 |
| Sorenson & Co. | 185,410 |
| Maxon, Inc. | 172,804 |
| C. L. Miller Co. | 136,872 |
| Walsh Advertising Co. | 88,285 |
| Lee Anderson Advertising Agy. | 83,131 |
| Morse International, Inc. | 75,214 |
| Erwin, Wasey & Co. | 68,630 |
| Badger, Browning & Hersey, Inc. | 56,056 |
| Fuller & Smith & Ross, Inc. | 55,970 |
| Smith & Drum, Inc. | 47,956 |
| Lemmen & Mitchell, Inc. | 44,144 |
| U. S. Advertising Co. | 40,610 |
| Brisacher, Davis & Staff | 31,650 |
| Cecil & Presbrey, Inc. | 25,974 |
| J. D. Tarcher Co. | 21,643 |
| Hillman-Shane Adv. Agency, Inc. | 20,217 |
| Kenyon & Eckhardt, Inc. | 19,602 |
| Lockwood-Shaekelford Adv. Agy. | 16,690 |
| Glasser-Galley & Co. | 16,054 |
| The McCarty Co. | 15,701 |
| N. W. Ayer & Son, Inc. | 11,265 |
| Anderson, Davis & Platte, Inc. | 10,569 |
| Gillham Advertising Agency | 8,820 |
| Brooks Advertising Agency | 7,881 |
| Leon Livingston Agency | 5,597 |
| Long Advertising Service | 4,413 |
| General Adv. Agency, Inc. | 2,384 |
| Vickers & Benson, Ltd. | 2,070 |
| Logan & Arnold | 521 |
| TOTAL | \$44,584,378 |

Mutual Broadcasting System 1941 Agency Gross Billings

| | |
|--|-----------------------|
| Blackett-Sample-Hummert, Inc. | \$1,143,442.81 |
| Ivey & Ellington, Inc. | 854,410.95 |
| R. H. Alber Co. | 656,223.70 |
| Erwin, Wasey & Co., Inc. | 497,088.24 |
| J. Walter Thompson & Co. | 484,150.02 |
| Federal Advertising Agency, Inc. | 407,576.25 |
| William Esty & Co., Inc. | 353,568.62 |
| D'Arcy Advertising Co., Inc. | 301,857.28 |
| Maxon, Inc. | 281,620.25 |
| Hixon-O'Donnell, Inc. | 203,497.54 |
| Knox, Reeves Advertising, Inc. | 158,671.92 |
| Kelly, Zahradt, Kelly, Inc. | 157,390.39 |
| Young & Rubicam, Inc. | 127,808.32 |
| Critchfield & Co. | 127,138.90 |
| Ruthrauff & Ryan, Inc. | 78,564.00 |
| Sherman K. Ellis & Co., Inc. | 73,998.41 |
| Redfield-Johnstone, Inc. | 68,685.00 |
| MacFarland, Aveyard & Co. | 64,953.20 |
| Weiss & Geller, Inc. | 56,095.16 |
| McCann-Erickson, Inc. | 48,095.28 |
| Bayless-Kerr Co. | 35,513.00 |
| Aircasters, Inc. | 33,181.18 |
| Birmingham, Castleman & Pierce | 32,795.00 |
| Roche, Williams & Cunningham, Inc. | 32,795.00 |
| Arthur Meyerhoff & Co. | 31,900.00 |
| Leo Burnett & Co., Inc. | 29,550.00 |
| N. W. Ayer & Son, Inc. | 29,109.23 |
| Campbell-Mithun, Inc. | 28,739.72 |
| Lee Anderson Adv. Co. | 21,832.00 |
| Commercial Radio Service Adv. | 21,365.16 |
| Platt-Forbes, Inc. | 22,375.00 |
| Weston-Barnett, Inc. | 17,909.50 |
| B. B. D. & O. | 11,786.00 |
| Kenyon & Eckhardt, Inc. | 11,939.57 |
| Buchanan & Co., Inc. | 7,069.50 |
| Cesana & Associates | 5,864.40 |
| Lord & Thomas | 4,842.29 |
| Van Sant, Dugdale & Co., Inc. | 4,716.40 |
| Tom Westwood Adv. Agency | 4,548.50 |
| Shrine East-West Football Game Committee | 3,592.00 |
| H. W. Kastor & Sons Adv. Co. | 3,217.00 |
| National Fellowship for Prayer & Evangelism | 2,066.00 |
| Donahue & Co., Inc. | 1,557.88 |
| Edward J. Long Adv. Agency | 935.00 |
| Mithoff & White Adv. | 850.75 |
| | \$6,854,985.38 |
| Locally sponsored (Co-Op. Clients) | 445,970.64 |
| TOTAL | \$7,300,956.02 |

National Broadcasting Co. 1941 Agency Gross Billings Not Available

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR



ANNOUNCING AT WKRC, CINCINNATI, OHIO