

# REPORT

ON

# 1945

American Broadcasting Company

30 Rockefeller Plaza

New York, N. Y.

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January, 1946

**S**TATEMENT **by**  
**EDWARD J. NOBLE**

**CHAIRMAN OF THE BOARD • American Broadcasting Company**

**T**HE ERA of world wars ended, it is to be wished, in the year 1945. In this same year an age of world peace we pray was born. But like victory, a lasting peace must be earned not by wishing but through clear thinking and hard work.

To the broadcaster comes a special mandate to clarify the issues still standing in the way of real peace on earth. We shall produce during 1946 programs of entertainment, general information, culture and education. We shall improve our skills in Television, Frequency Modulation and Standard Broadcasting. But the underlying responsibility has to do with presenting leaders of thought and action whose ideas will most effectively show our citizens how to live tranquilly in the community of nations.

This means that the brains of the radio industry must meet the challenge. American inventiveness must extend beyond the field of matter, into the field of millions of minds at work.

Our job can be started in three ways:

First, we must tell stories which will fire the imaginations of 135 million Americans. How can they be told? By drama? By the testimony of expert witnesses? By simple parables understandable to our countrymen of every degree of education? By the guidance and inspiration of religious men? These are the questions which working broadcasters must face in 1946 as they come to grips with the future.

Second, we must—through well-grounded commentary and careful analysis—keep a watchful eye on those elements, both official and private, which seek to serve personal rather than national interest. Radio can contribute by practicing the vigilance which American freedom to criticize implies.

Third, in the doing, radio will have to keep its common touch with the people. The temptation to treat lofty ideals loftily is always with us; but the inherent nature of speaking to a vastly heterogenous nation is warning enough to any broadcaster that words are only useful when they are understood.

If we, as broadcasters, cannot someday look back with satisfaction on our work of these immediate post-war years when America had a chance to lead the world toward peace, then indeed may we feel shame. But if we try to blend the joyous celebration of the end of the war, with devotion to the ideas of peace and its propagation throughout the land, we may someday review this era with pride in the fact that radio helped give understanding when the nation needed enlightenment.

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**S**STATEMENT by  
**MARK WOODS**

**PRESIDENT · American Broadcasting Company**

**T**HE DEEPEST gratification which the American Broadcasting Company can feel from the year 1945 is our part in helping to bring the country through to the end of a great conflict: Directly, by utilizing our facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.

It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which — like so many developments in this age — is only as constructive or destructive as we decide to make it.

ABC devoted thousand of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

Our thanks goes from ABC to its 196 affiliated stations which carried the story to the people.

Part of the thanks must go to ABC's advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately \$40,000,000 of gross sales that they placed with the ABC network during 1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh, learn or find relief from care for at least a few hours each day.

Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows; the program, "Forever Tops!", starring Paul Whiteman; a comedy show starring Jimmy and Lucille Gleason, and "The American Farmer," a service to the agricultural regions.

Our service in news and public affairs will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

It is to be hoped that the country's economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year.

DURING 1945, the Blue Network changed its name to the American Broadcasting Company. "We chose the name," Mark Woods, president of the American Broadcasting Company, said, "because 'American' so completely typifies all that we hope, and believe, this Company will be and will represent to the people of the world." The passing of the phrase "Blue Network" has, of course, been accompanied by a certain nostalgia, but the phrase "this is ABC — the American Broadcasting Company" won significance during the past year, and we hope it is destined to become one of the most famed air slogans of the world during the coming few years.

**F**OR SIX THOUSAND and twenty-six hours during 1945, the American Broadcasting Company sent programs across the United States.

These six thousand hours are worth analyzing, both quantitatively and qualitatively, for they contained living history, great music, the intangible thing called comedy, some of the finest in contemporary drama, religion, sports — in fact — virtually all of the interests of all kinds of people.

It is interesting to study the composition of this schedule as the year closes. 37.7 percent of the time was sponsored. The rest — 62.3 percent — was sustaining. That means that advertisers purchased more than 2,200 hours.

Viewed from another angle, 35.8 percent of the year was devoted to Public Service; and 64.2 percent was made up of entertainment without direct regard for enlightenment. (This is a rather arbitrary assignment because many entertainment programs are, of course, intellectually stimulating as well.)

## 1. Music

It is not surprising that the greatest part of the schedule during 1945 was devoted to Music. Twenty-eight out of every 100 hours consisted of music — but the range of musical tastes was wide; “The Metropolitan Opera,” “The Boston Symphony Orchestra,” “The Ford Sunday Evening Hour,” and other leading symphonic programs, occasional “rural music” and a good sprinkling of the best in “swing,” brought the grand total of musical entertainment to 1,698 hours.

## 2. News

Second place in point of quantity went to News programs. This classification includes news reports, commentators, analysts, the broadcasts of ABC's correspondents from all parts of the world and the special events which marked affairs of both serious and topical interest to the nation.

The value of this segment of ABC's schedule is greater than its size would indicate, for 1945 was so full of world-shaking news events, including the first ominous messages on an atomic bomb delivered in the Pacific, the joyous celebrations which followed victory around the world, and the enormous problems of reconstruction and the pattern for peace.

The leadership of Franklin Delano Roosevelt was lost to the world, and its significance had to be reported to a shocked country by the radio. Another historic leader, Winston Churchill, laid down his official duties as prime minister. New faces and new voices were emerging as the year progressed — all of them meeting the citizens of the world through the medium of radio.

## 3. Variety

The third classification of ABC programs during 1945 fell to Variety, with such features as the “Philco Radio Hall of Fame,” “The Alan Young Show,” “Blind Date,” “Detect and Collect,” “The Breakfast Club,” “Breakfast in Hollywood,” “Glamour Manor” and “Ladies, Be Seated.” This type of programming constituted 933 hours in the year.

## 4. Drama

Dramatic programs — fourth in percentage — amounted to 818 hours. But in this classification were many of ABC's most distinguished features. The United States Steel Corporation's “Theatre Guild on the Air” made its bow on ABC in September and is an outstanding contribution to the field of radio drama, presenting such leading performers as Burgess Meredith, Wal-

ter Huston, Alfred Lunt and Lynn Fontanne, Burl Ives, Joan Fontaine, Fredric March and Florence Eldridge, and a galaxy of other stars of the theatre. Their performances have included a star-studded schedule ranging from "Elizabeth, The Queen" and "Ah, Wilderness" to "Sing Out, Sweet Land"; "Where the Cross is Made" and "Emperor Jones" by Eugene O'Neill; "Jacobowsky and the Colonel"; "The Guardsman"; "The Royal Family"; "Wings Over Europe" and many other stage successes.

Other dramatic programs broadcast during the course of the year included "Gang Busters," a documented reproduction of actual criminal cases, with former New York Police Commissioner Lewis J. Valentine acting as chief investigator-commentator on the series, sponsored by the Waterman Company; another "actual case-history" series entitled "This Is Your FBI," based on the files of the Federal Bureau of Investigation, sponsored by Equitable Life Assurance Company; "David Harding—Counterspy," the Phillips Lord espionage adventure series sponsored during the year by Pharma Craft Corporation, and given particular topical interest by unofficially paralleling the real life stories of the United States Secret Service.

"Famous Jury Trials," an authentic courtroom re-enactment utilizing the flash-back technique, and sponsored by the Williamson Candy Company, completed another year in its long ABC history.

"The Sheriff," sponsored by the Pacific Coast Borax Company, came back to ABC as part of the popular Friday evening sequence of radio plays during 1945.

## Many Kinds of Programs

The above classifications represent merely the four leading types of programs from the standpoint of number of hours devoted to each. But there were, in addition, many more areas in which ABC broadcast.

For the children, 378 hours were used with such popular characters as Jack Armstrong, Hop Harrigan, the Lone Ranger, Tennessee Jed and Dick Tracy. Nearly the same time was devoted to quiz programs. Public discussions and forums, including talks, amounted to 361 hours. In the field of religion, programs totaling 135 hours were broadcast. In sports, nearly 100 hours. And time was given, in addition, to the propagation of general culture, women's affairs, and the interests of American farmers.

So much for the quantitative analysis of ABC's program schedule. The qualitative analysis must prove illuminating.

## The Quality of Programs

ABC's record during 1945 is now a part of history. It will be reviewed shortly for the historical interest connected with the reporting of great events in the making. But the future holds the most exciting possibilities.

Planning ahead for the year 1946, the Program and News Departments of the American Broadcasting Company have already scheduled the ingredients for certain broad classifications of programs.

Elmer Davis, the distinguished news analyst, joined ABC as a staff commentator late in 1945 and will be featured during 1946.

F. H. LaGuardia joins the ABC staff of commentators in January 1946 upon his retirement from the office of Mayor of New York City.

Walter Winchell, Drew Pearson and Earl Godwin will continue in their present spots as forthright spokesmen on the news. So will John B. Kennedy, Raymond Swing, Martin Agronsky and Baukhage, all ABC correspondents of wide popularity and distinction.

The world scene will be described by ABC's list of veteran correspondents: Arthur Feldman in London; Jack Hooley in Paris; Fritz Opper in Chungking-Shanghai; Larry Tighe in Tokyo, and fifteen correspondents in other world centers who will report the news as it touches on their locales.

Another news feature on a regular daily basis is "Headline Edition," the evening quarter-hour devoted to reporting, dramatization and the actual voices of those who made the news during the preceding 24 hours. This production is unique in radio for the fact that each day it does a concise and complete round-up of the news viewed as drama and as human adventure.

## Monday Nights at ABC

From the standpoint of productions, 1946 will bring a series of new programs to Monday Night. The line-up of programs includes two mystery features—Dashiell Hammett's, "The Fat Man," and "The Ideal Crime," starring Bill Gargan, famous stage and screen actor who has scored as the fast-talking, hard-hitting detective.

A new comedy, "Jimmy Gleason's Diner," will star Jimmy and Lucille Gleason, the beloved husband and wife team who have been famous in show business for more than a decade. And beside that program in the Monday night schedule will appear another comedy vehicle starring Bill Thompson.

To top off the evening, ABC will schedule Paul Whiteman and his orchestra and chorus with Martha Tilton in a new program entitled "Forever Tops," featuring the greatest American popular songs since 1900, played in the Whiteman manner.

## In the Daytime

During 1945 ABC strengthened its position as "the most-listened to network during the morning hours—9 AM to 12:30 noon," with its popular schedule of programs including "The Breakfast Club," with Don McNeill; "My True Story," "Breakfast in Hollywood," starring Tom Breneman; Ted

Malone; "The Listening Post;" "Hymns of All Churches;" Gilbert Martyn's news program; and "Glamour Manor." Their sponsors include Swift and Company, Philco, Libby, McNeill and Libby, Procter and Gamble Company, The Kellogg Company, Westinghouse Electric, Curtis Publishing Company, and General Mills, Inc.

As 1945 drew to a close, ABC scheduled a brace of new afternoon programs including "Bride and Groom," a clever series produced in Hollywood and honoring newly-weds and those celebrating their Golden Wedding anniversaries. "Al Pearce and His Gang" comprise a new addition to the afternoon schedule, which brings another favorite entertainer back to the air waves.

ABC takes pride in its daytime progress. Gross daytime billing for the year 1945 reached a total of \$17,347,000, which was an increase of more than \$3,000,000 (20 percent) over the 1944 figure.

## Looking Backwards

In a sense, the most soul-stirring event reported by radio during 1945 was the death of the President, Franklin D. Roosevelt. It first was announced to the world by radio. As the flash reached the loud-speakers of the nation, millions of Americans caught their breath and could not believe what they had heard. The unexpected nature of the news overshadowed in immediate dramatic impact any other news of the year.

Every network and radio station in the country reviewed the events of those historic days faithfully and with a deep sense of sympathy for the country and the world. The American Broadcasting Company, as part of that procession, carried the serious music and the tribute of leaders for four April days. One of the most touching tributes broadcast was that of Baukhage describing the funeral of the President at Hyde Park, N. Y. Its eloquence rose above the high standard which this network and the industry had set for itself. A flood of requests to ABC moved the network to repeat Baukhage's description five times during that day and evening of April 15th.

## United Nations' Conference

### San Francisco

Here again all networks and other media of information devoted many hours to the broadcast of one of the most significant meetings in the history of mankind.

ABC launched its coverage of the San Francisco Conference with the program "Watch Tower for Tomorrow," an original radio drama written by Ben Hecht, and featuring Commander Harold Stassen as commentator, with Edward G. Robinson narrating the program. It was a presentation in dram-

atized form of the opinions of the rank and file of America's fighting men from all over the world, to reflect the GI's attitude toward the future peace of the world.

There followed a long chain of programs of many types over ABC during the Conference last Spring. The leading foreign ministers and the Secretary of State voiced their views on world security. Other American statesmen spoke on specialized aspects of the Conference. ABC correspondents and reporters were vigilant throughout each session of the Conference and reported to America their views of the proceedings. President Truman's opening and closing addresses were carried by ABC and all other major networks.

## Germany Surrenders

"Attention, Attention, Please! In fifteen seconds you will hear an historic announcement from Washington. We take you now to Washington, where President Harry Truman will speak to you." Thus, on May 8, 1945, the official invitation to America to hear the news that Germany was out of the war was flashed to the nation by ABC.

With that announcement, a long and elaborate series of broadcasts marking the end of the war in Europe was begun. There were official words from Washington, London and the other world capitals. There was the symbolic tolling of Big Ben from London. The Five-Star Generals and Admirals spoke from the battlefronts of the world. The King of England, Prime Minister Churchill and Commissar Molotov expressed their pleasure at the end of the conflict across the Atlantic.

But more significant than these official statements from the great men of the world were the programs which brought the humble voices of American GI's, British Tommies, French poilus, Russian foot soldiers and the wives and children of men still facing battle with the Jap.

## The "Five Stars" Come Home

On June 18th, General Eisenhower, wearing a new uniform of tropical worsteds, landed in Washington to the waiting plaudits of America's millions of hero worshipers.

ABC microphones accompanied General Eisenhower from the time of his arrival at 11:02 A.M. that day, through his address to the joint session of Congress, his triumphal parade through New York and through the festivities attendant upon his visit to Abilene, Kans., General Eisenhower's home town.

As each of the other Five-Star generals and admirals returned to the United States, ABC met them in turn with its microphones and followed them through their formal parade routes across the land so that all of America, even in the remotest hamlet, would know something of the feeling which heroes have as they return from victory.

## The Atom

A fortnight which has never been duplicated in history-making events began on August 6, 1945, when the news of the first atomic bomb, dropped on Hiroshima, was released. ABC carried this shocking news in a broadcast from Hollywood just before Easterners were sitting down to lunch. Throughout the day, news bulletins were broadcast as released by the War Department; and by evening a series of special programs devoted to the scientific and military aspects of the bomb was launched. H. W. Blakeslee, research editor of the Associated Press, appeared that evening in a program giving details of the research and preparation for the dropping of the atomic bomb.

Round tables of analysts in the field of news, science, armaments and international relations were presented in an effort to give the nation such knowledge of the bomb as could be released at that early hour. As the months pass we can appreciate how enormous the problem is, and how small our combined knowledge of the subject and its implications must be. Looking back upon those broadcasts, it is interesting to note that radio's attempts to inform the public were in keeping with the dignity of the subject and the knowledge which was then at hand.

Then, rolling up in a mighty crescendo of news, came word of Russia's declaration of war on Japan, and the subsequent announcement by Japan that she was ready to surrender unconditionally to the Allies.

## V-J

To cover the surrender of Japan, ABC devoted a total of 38 hours and 6 minutes.

The first bulletin was aired on Friday, August 10th, at 7:35:52 A.M., EWT. During the next four days, premature reports and half-truths of Japanese surrender followed and had to be reported as reports; but the air was filled with great expectancy.

On the 10th of August, ABC presented several round-table discussions featuring Walter Kiernan, George Hicks, Gordon Fraser and correspondents abroad, in which these news experts made their forecasts regarding the direction from which peace would come.

Editorial opinion of America's leading newspapers was broadcast. The listening audience was taken behind the microphone by Taylor Grant, who

described in detail exactly how the official news of Japanese surrender would be flashed and relayed to the public by ABC.

Finally, on Tuesday, the 14th of August, at 1:51:52 A.M., EWT, ABC's network was alerted from coast to coast for a flash that the Japs were broadcasting from the Domei Agency. In less than one minute, the Domei flash came through, stating that the Japs had accepted the Potsdam surrender terms. But another day of premature reports of the ending of the war ensued. By evening a bulletin from Washington brought the news. It was one minute and ten seconds past seven o'clock on August 14th that America learned definitely that war was ended.

Everyone in the land remembers how those hours felt. Radio, like the rest of the nation, was beside itself with exultation.

The American Broadcasting Company put on a special program that night at 9:30 entitled "Make Way for Tomorrow," with Paul Whiteman and his orchestra furnishing the musical portion, an imposing list of celebrities appeared to tell what they foresaw in the bright new world of tomorrow. There were Dr. George Gallup; R. B. Posey, Dean of Northwestern University; Justice Robert H. Jackson, speaking as Chief United States Prosecutor of the War Criminals; Henry J. Kaiser; Marlene Dietrich; General Lewis B. Hershey, Director of Selective Service; Charles E. Wilson, President of General Electric, and Governor Herbert Lehman, Chief of UNRRA.

By the end of September, the formalities of surrender were being heard by microphones placed aboard the USS Missouri and relayed to ABC listeners everywhere, followed by an eye-witness description by ABC correspondents Norman Paige aboard the battleship, and Larry Tighe in Tokyo, giving side-lights of the surrender proceedings.

## The Navy Comes Home

ABC helped America to celebrate Navy Day by broadcasting four major events on October 27th. From Brooklyn Navy Yard, George Hicks described the commissioning of the USS Franklin D. Roosevelt. Taylor Grant and Gordon Fraser broadcast descriptions of the arrival of President Truman at City Hall and his welcome by Mayor La Guardia. Later in the afternoon, the President's Foreign Policy speech was broadcast by ABC from Central Park, New York; and at 2:15 P.M. a program, "American Reviews the Fleet," featured pick-ups from the carrier Yorktown at San Francisco; the battleship Iowa at Seattle; a Navy blimp over Los Angeles; the aircraft carrier Langley in Philadelphia; a submarine in Boston; a Navy blimp over Norfolk, and a description of the fleet anchored in the North River, New York — a comprehensive picture of our Navy such as no individual could see with his own eyes anywhere in the world. That evening, Admiral Nimitz broadcast from Pearl Harbor his "Salute to the Fleet."

# Joy to the World

The Christmas season on ABC began early — December 17th — because Christmas this year meant more to the world than it had for six Winters, and deserved more celebrating.

On that evening, the World Christmas Festival, a New York organization devoted to uniting the children of the world in peace, presented its Christmas celebration. Lily Pons and Lawrence Tibbett sang. Mrs. Ruth Bryan Rohde, former Minister to Denmark, was mistress of ceremonies. Orson Welles read a Christmas story from the Bible and the music of an ABC concert orchestra brought the traditional songs of the season to the listeners. There followed a series of carol programs sung by college glee clubs throughout America and scheduled each afternoon during the week prior to Christmas.

The festive "International Childrens' Christmas Party" was broadcast by ABC from Washington, where the children of the diplomatic corps, representing many nations and many traditions, had their annual Christmas party.

Then there was the Hollywood Bowl Christmas Party, which featured a number of motion picture personalities, including Rochester, Roy Rogers and his horse, Trigger, Clarence Nash as Donald Duck, the Great Gildersleeve, and Lois Butler, an astonishing young vocalist.

President Truman's Christmas message to the nation was broadcast on Christmas Eve as the lights were switched on to the tree on the South Lawn of the White House in Washington.

Paul Whiteman held his own radio Christmas party on Christmas Eve, bringing some of his celebrated alumni to the microphone as guests; and from various churches historic programs of Christmas music and religious commemoration were broadcast as midnight approached and passed.

On Christmas Day, GIs still out of the country spoke with their families via ABC facilities in special two-way broadcasts between London, Paris and Pearl Harbor and the United States.

## Public Service

During the year 1945, the American Broadcasting Company devoted approximately 32 percent of its total broadcasting time to programs of an informative or general public service nature — news and commentary, public affairs, religion, war programs, programs for children, farm information, health programs, and programs dealing with problems of veterans. Many of the programs are listed under other headings, but aside from news, the American Broadcasting Company provided, on regular program series, approximately 475 separate broadcasts (136 hours) in the field of religion; 207 programs (64 hours) of familiar hymns, spirituals and religious music; 137 programs (168 hours) of opera and symphonic music; 396 programs (136

hours) dealing with public affairs; 200 programs (94 hours) relating to activities of our armed forces; 61 programs (26 hours) dealing with problems of veterans and post-war rehabilitation; 282 programs (141 hours) of information for the farmer and the homemaker; 103 programs (26 hours) of other informative service programs; 168 programs (84 hours) of programs for children, exclusive of the late afternoon children's adventure serials, and 49 programs (24 hours) in other fields. In all, exclusive of news and commentary, the network carried in regular series a total of 2,078 separate broadcasts in various public service fields, using more than 900 hours of network broadcasting time, of which 498 hours were carried on a sustaining basis.

In addition, the network arranged numerous special programs during the year. Unusually thorough coverage was given such important events as the capitulation of Germany, the death of President Roosevelt, the United Nations Conference at San Francisco, and the formal surrender of Japan (discussed elsewhere in this review). More than 135 hours of network broadcasting time were devoted to these four special events, causing cancellation of many hours of commercial time.

Throughout the year, the network brought its listeners important statements by public leaders—President Franklin D. Roosevelt, President Harry S. Truman, Secretary of State Edward R. Stettinius, Secretary of War Henry A. Stimson, Secretary of Commerce Henry A. Wallace, Secretary of Agriculture Clinton P. Anderson, Secretary of Interior Harold L. Ickes, Secretary of the Treasury Henry Morgenthau, Reconversion Director J. W. Snyder, Federal Loan Administrator Fred M. Vinson, Generals Dwight D. Eisenhower, George C. Marshall and Douglas A. MacArthur, Admiral Chester Nimitz, and many others. Individual programs or program series were presented in cooperation with the Treasury Department, the Department of Agriculture, the Office of Price Administration, the Office of War Information, and every branch of the armed services.

For 1946 a new program, "The American Farmer," will bring agriculture news to the farming areas of the country on a regional basis each Saturday; while a new women's feature will be heard on weekdays to replace the "Farm and Homemakers," in a move designed to meet the audience's tastes more exactly.

Still leading the forum field is "America's Town Meeting," one of the most useful vehicles for radio service to the nation.

"The Doctors Talk It Over," sponsored by Lederle Laboratories, makes a genuine contribution to professional medical knowledge by addressing the latest information in that field to the overworked physicians of the country.

The Metropolitan Opera broadcasts continue to hold a distinguished place in the ABC schedule of public service features, and are again sponsored by the Texas Company.

From Boston, Serge Koussevitzky and the Boston Symphony Orchestra continue into the 1945-1946 season its celebrated broadcasts, which this year included the premiere performance of Prokofieff's Fifth Symphony, an event

given wide acclaim in the music world. The Allis-Chalmers Company is again its radio sponsor.

In contemporary drama, 1945 brought to the ABC schedule the "Theatre Guild on the Air," whose full-hour programs each Sunday under the sponsorship of the United States Steel Corporation are a unique contribution to radio production. Plays and participants in the series are shown elsewhere in this review.

Another heart-warming event during 1945 was the return to the air of the familiar "Ford Sunday Evening Hour," with leading conductors and soloists appearing each week with the Ford Symphony. After an absence from radio during the war years, the Ford program came to ABC with no new pretensions, but only its expressed purpose of bringing fine, familiar music to American listeners. ABC is proud to have this new addition to its schedule on Sunday evenings.

Numerous special programs or program series were presented in cooperation with civilian organizations. Among the organizations with which ABC cooperated in the program field were the following:

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|-----------------------------------------------|---------------------------------------------|
| American Association of School Administrators | National Association of Manufacturers       |
| American Bible Society                        | National Conference of Christian and Jews   |
| American Cancer Society                       | National Council of Catholic Men            |
| American Council of Christian Churches        | National Education Association              |
| American Federation of Labor                  | National Farmers Union                      |
| American Jewish Committee                     | National Federation of Music Clubs          |
| American Legion                               | National Foundation for Infantile Paralysis |
| American Medical Association                  | National 4-H Clubs                          |
| American Palestine Committee                  | National Grange                             |
| American Red Cross                            | National Music Week Committee               |
| American Veterans Committee                   | National Urban League                       |
| Americans United                              | Pan American Union                          |
| Annual Negro Music Festival                   | People's Lobby                              |
| Bill of Rights Commemorative Society          | Presbyterian Church of the USA              |
| Bishops Relief Committee                      | Russian War Relief                          |
| Catholic War Veterans                         | Society for the Propagation of the Faith    |
| Commerce and Industry Association of New York | Southern Conference for Human Welfare       |
| Committee for Economic Development            | United Jewish Appeal                        |
| Congress of Industrial Organizations          | United Jewish Laymen's Committee            |
| Disabled American Veterans                    | United Nations Clothing Collection          |
| Farm Bureau Federation                        | United States Chamber of Commerce           |
| Federal Council of Churches of Christ         | Veterans of Foreign Wars                    |
| Foreign Policy Association                    |                                             |
| Free World Association                        |                                             |
| Kiwanis International                         |                                             |
| League for Free Palestine                     |                                             |
| League of Women Voters                        |                                             |
| Metropolitan Opera Guild                      |                                             |
| National Association of Evangelicals          |                                             |

During the year 1945, the network arranged for a series of five special two-day Institutes on Radio in cooperation with colleges and universities, which were attended by approximately 500 local and regional leaders of religious, civic, and educational organizations. In addition, ABC bulletins dealing with various aspects of radio have been prepared and made available to educators, Parent-Teacher Associations, women's clubs, religious leaders, public health officials, farm leaders, adult education directors, music supervisors, librarians and others interested in public service aspects of radio. Approximately 100,000 such bulletins were distributed by ABC on subjects including "Radio and Education," "Those Programs You Hear On the Radio," "Radio and the Local Organization," "Assigned Radio Listening," "Sound Effects" and "Programs of Interest Teachers."

## Sports

On January 1, 1945, ABC again presented the SUGAR BOWL GAME, sponsored by Gillette. The Sugar Bowl Game is now rated, if not equal to the Rose Bowl Game, certainly not far behind, and the Sugar Bowl officials give credit to radio for this fact. Last year's contestants were Duke and Alabama. ABC carried the Sugar Bowl game again on January 1, 1946 — between Oklahoma A & M, which has had an undefeated season, and St. Mary's of California. Harry Wismer, ABC's Director of Sports, again announced the classic.

On September 7th, the Friday night boxing bouts from Madison Square Garden, New York, started on ABC sponsored by Gillette. These fights will be carried every Friday night throughout the year. It can be expected that with the war over, top-notch fighters, such as Joe Louis, Billy Conn and champions of the lighter classes, will return, and these fights will be brought to ABC audiences.

ABC inaugurated its 1945 football season on September 15th, at which time Harry Wismer brought to sports fans the Great Lakes-University of Michigan game from Ann Arbor. Some of the outstanding football games carried through the season were the Notre Dame-Illinois; Army-Michigan; Notre Dame-Navy; Michigan-Navy. Four of the games were sponsored by the Army Recruiting Service. The Fall football season concluded for ABC November 24th.

In addition to the football game broadcasts, ABC's Sports Department presents a sports round-up program every Saturday night through the year at 6:15-6:30 P.M., EST.

Also included in ABC's sports coverage for the year 1945 were the collegiate track meets from Madison Square Garden, New York; the Massachusetts Handicap from Suffolk Downs, Boston; and the Esquire All-American Boys' Baseball game from the Polo Grounds, New York, in August. ABC also broadcast the professional football champion game from Cleveland in December, sponsored by the Wilson Sporting Goods Company.

Another sports feature is the "Fishing and Hunting Club of the Air," broadcast Wednesdays, 8:30-9:00 P.M., EST, sponsored by Mail Pouch Tobacco Company. This program is a discussion and question-answer bee dealing with every phase of leading outdoor hobbies by Dave Newell, editor of Field and Stream Magazine, and Jim Hurley, New York Daily Mirror outdoor sports expert, with occasional guests who are big names in the outdoor sports world.

As athletes find their way back from the armed forces to the playing fields, ABC will expand its sports coverage during 1946 in keeping with the increased tempo of the games.

## Stations

Widespread improvements were made during 1945 in ABC's network of stations. The total number of stations remained quite constant through the year, having gone from 194 to 196 stations. However, the quality of markets and their coverage have shown important gains.

Seven new markets were added: Harrisburg, Pa.; Lawrence, Mass.; Racine, Wisc.; Reading, Pa.; Bloomington, Ill.; Sheboygan, Wisc.; and Massena, N. Y.

New or better facilities joined ABC in Bakersfield, Cal. (KPMC); Yankton-Sioux City (WNAX); Des Moines (KRNT); Boston (WCOP); Miami (WGBS); Jacksonville (WPDQ); Pittsburgh (WCAE); Baltimore (WFBR); Omaha (KOIL); and Hartford (WTHT). Early in 1946, WPOR Portland, Maine, will join ABC.

Plans for 1946 include many further facilities improvements. We expect to have ten more 50,000 watt stations, and one in addition which will expand its 50,000 watt operation into evening time. Three more stations at 10,000 watts; twenty-five more 5,000 watt stations; and twenty planning to improve their frequencies.

These changes are contemplated in the light of relaxation of priorities and the freeze on transmitter construction. It is too early to predict with certainty the outcome of each case, but optimism prevails regarding the ability to meet deadlines and commence more efficient operations.

In line with a policy of expanding its permanent staff, ABC's Station Relations Department will open an office in Chicago to maintain closer contact with affiliates through the Central and Southern areas, just as the Pacific Coast regional office was established a year ago.

The ABC stations Advisory Committee, meeting quarterly, has discussed with network officials problems of common interest which resulted, during 1945, in the smoother functioning of stations with the network, for the benefit of listeners and advertisers.

# Audience Promotion

During 1945 the Audience Promotion activity of ABC was completely reorganized to serve with greater effect the needs of advertisers, stations and the network.

The organized plan was launched last January on a system of "promotion priorities" as follows: (1) Block or sequence promotions; (2) New program campaigns; (3) Moved-program promotions; (4) Changed-competition promotions; (5) Continuing campaigns of current commercial programs.

1945 brought four major "block promotion" campaigns: Sunday nights; weekday mornings; Thursday nights; Friday nights.

To accomplish these and the many other campaigns in the 5 categories 47 specially-designed brochures and an unending flow of supplementary material was mailed to ABC affiliates and used by these stations to promote network commercial programs.

The results have been a satisfying reward for ABC's efforts. Ratings of entire sequences respond to this unique promotion. Product sales rose with the ratings.

As a stimulus to the entire plan ABC renewed the contest among its affiliates for "Most Outstanding Audience Promotion" according to the population of affiliates' markets. Winners in each classification for 1945 are:

## GROUP I (Cities over 500,000)

KXOK St. Louis, Missouri  
WFIL Philadelphia, Pennsylvania  
WJW Cleveland, Ohio  
WTCN Minneapolis-St. Paul, Minnesota

## GROUP II (Cities of 100,000-500,000)

WOWO Ft. Wayne, Indiana  
WAGA Atlanta, Georgia  
KXYZ Houston, Texas

## GROUP III (Cities of 50,000-100,000)

WCBS Springfield, Illinois  
WROK Rockford, Illinois  
WJBO Baton Rouge, Louisiana

## GROUP IV (Cities under 50,000)

KADA Ada, Oklahoma  
WJTS Jackson, Tennessee  
KGFF Coffeyville, Kansas

To illustrate the comprehensive nature of ABC's Audience Promotion Plan, a presentation was prepared for the benefit of advertisers and their agencies. It has met with instant acceptance among advertising agencies which viewed the story during late 1945 as an innovation long needed in the field of program promotion.

## M and O Stations

The four stations owned by the American Broadcasting Company perform a dual function: First, they are the outlets in New York, Chicago, Los Angeles and San Francisco for ABC network programs; second, they are local stations in their own right, serving their respective communities with program-patterns which they themselves determine.

During 1945 the services performed by WJZ New York; WENR Chicago; KECA Los Angeles and KGO San Francisco showed gains over the previous year in several departments.

## WJZ

In New York, WJZ's local and spot sales piled up a 25 percent increase over 1944. Among WJZ's leading program activities were its special coverage of the "Hero Parades" for Five-Star officers; the New York Navy Day celebration; a gala dance and entertainment for the ship's company of the aircraft carrier, Enterprise; and a continuation of the personal appearances of the WJZ Victory Troupe.

It is significant to note the success of WJZ's own campaign to limit the sale of one-minute commercial announcements and chain-breaks. As of December 1945, less than 12 percent of the station's revenue is derived from station-breaks while 88 percent comes from programs, news and participation features.

WJZ has attracted four retail accounts as sponsors—two using their own programs, the other two buying participation programs.

Among the new voices on WJZ are Ray Knight in "Good Morning, It's Knight"; Don Hollenbeck and Gordon Fraser in morning news comments; Galen Drake; Joe Hasel in a sports review; the FitzGerald's; Henry Morgan in "Here's Morgan;" and other new attractions marking the expanded program activities of the station.

F. H. LaGuardia will be heard locally on WJZ on Sundays at noon starting January 6, 1946. The former New York Mayor's Sunday noon broadcast will be in addition to his new coast-to-coast series over the full ABC network each Sunday evening at 9:30 o'clock under the sponsorship of Liberty Magazine. LaGuardia's network series also begins on January 6.

## WENR

WENR introduced Chicago listeners to a new program, "Chicago—USA," which features wire-recorded news under the slogan, "Chicago, the Crossroads of the World." Local news events and interesting Chicagoans—ranging from a weaver who put the history of World War II into the warp and woof of a rug, to the gate-tender at a suburban railroad crossing, have appeared in the series which shows lights of the city which have never been revealed to most of its citizens.

For public service one unusual series, "Highways are Happy Ways," gives motoring news and hints about car-saving, safety, weather, roads, etc., broadcast in cooperation with the National Safety Council and the Chicago Motor Club.

In the news field, a recent addition to WENR's list of commentators, Paul Harvey, developed an audience which was third highest among all Chicago evening newscasters when last rated.

## KECA

Newest acquisition of ABC, KECA has made a remarkable record in its year-and-a-half as a network-owned station. Although commercial billings have increased 30 percent in 1945, the station has still found time to double its public service operations.

In ratings KECA holds second place in the morning, having come up from third place in a little over a year's time. The new network programs are expected to bring up afternoon and evening ratings during 1946.

Another development attributable to KECA's new ownership is in program quality. Virtually all of the 350 locally-produced features each month have complete production-staff attention. Formerly, almost none enjoyed the presence of a studio producer.

In Public Service, three 1945 programs deserve special mention: "One Way Street", presented with the Police Department's Juvenile Delinquency Division; "Design for Death", a traffic safety series; and "Jobs for GI's", in which KECA has supplied the desired job for 89 out of every 100 applicants.

During 1945 the average of public service programs on the station has risen from 3 to 9 per week, in addition to some 350 announcements per month in the cause of public service.

## KGO

KGO, San Francisco, has given special service to all ABC listeners by originating network news about the West and the Pacific. Busiest when the United Nations Conference hit town, it also handled originations of

"America's Town Meeting" and a number of special broadcasts for V-E and V-J Days.

To the Pacific Coast network of ABC, KGO produced and fed "Hawthorne House"; "One Out of Seven"; "Strolling with Clancy"; and "String Time".

But there were time and energy enough to add 85 new commercial accounts to the station's roster, including 9 sponsored programs built and sold by KGO.

The daytime audience picture in San Francisco-Oakland has been consistently more encouraging as the years go by. Now the station holds first place in the morning—and has been consistent leader throughout 1945. In the afternoon KGO ties for second place. The area for improvement lies in the evening, to which efforts are being devoted now.

## Television

Working towards the realization of Television programming which will attract listeners and still represent a practical and effective medium of advertising, ABC Television has conducted constant program research, and produced novel television features on a regular schedule since February, 1945, when ABC first took to the video field.

Highlights of the past year in television were the presentation of seven commercial features, including programs sponsored by Swift and Company, Esquire Magazine, and John David, Inc., telecasts of the Atlantic City Beauty Pageant, and video's most complete coverage of Navy Day activities in New York harbor. ABC Television "went commercial" on March 6, only eight days after it aired its first program on a sustaining basis. On that date it offered a television broadcast of the "Quiz Kids" program from WABD DuMont station in New York.

High in the list of 1945 achievements was the series of telecasts of "Ladies, Be Seated", sponsored by Chef Boy-Ar-Dee, from WRGB, General Electric outlet in Schenectady. The program won the highest rating of any video show ever to originate from WRGB. Another commercial success was the "Letter to Your Serviceman" series of eight broadcasts, sponsored by John David, Inc., over WABD. The single presentation which perhaps scored the greatest success of 1945 was the video version, last May 25, of the popular "Breakfast Club" show, sponsored by Swift and Company.

ABC's television policy, established for the first time when the network entered the video field in November 1944, has pivoted around its avowed aim to discover programs and types of programs now on radio which may be adapted to television. Far from diverging from these original aims, the network has experimented continuously with many types of successful radio formats, putting its stamp of approval upon those that fulfilled expectations, and discarding others which proved to be good ear entertainment but poor in eye-appeal.

The net result has been eminently satisfactory not only from an aesthetic but from a practical viewpoint, because shows that can be converted to television reward the audience, the network and the sponsor with familiar, profitable, economically produced attractions.

ABC plans for 1946 will further implement the network's aims with programs scheduled for Schenectady, New York and Philadelphia origination. In these plans are included video broadcasts of top-flight radio shows, sports and special events, and educational features of the calibre of "America's Town Meeting".

ABC has made application to the FCC for both television and FM licenses for its four managed and operated stations, WJZ New York, WENR Chicago, KECA Hollywood and KGO San Francisco.

Although ABC, as well as every other network will still be experimenting in 1946, we foresee a year of progress insured by the great knowledge we have gained through the adventurous but profitable year of 1945.

## FM

During 1945 the American Broadcasting Company defined its position with respect to Frequency Modulation, as follows:

ABC believes that, eventually, FM will be the principal medium of broadcasting, particularly in urban areas. But because of its skywave characteristics, AM will always be needed to provide rural service.

With few exceptions it may be said that every station operating on a regional or local channel can not only improve its service in the area which it now serves, but can extend its service area materially, especially at night.

Therefore, ABC holds to the belief that FM should eventually replace all local and regional stations in urban areas so that these local and regional channels can be available to provide rural service at higher power in order that these rural areas now having grossly inadequate service should eventually enjoy a wide selection of program service comparable to that which is now available in the cities.

Just how long it will take to establish FM on a commercial basis depends upon the pattern that will be laid down by the FCC. The development of that pattern is now a matter of study by the FCC. The forthcoming clear channel hearings are expected to be most helpful in aiding the FCC in the development of that pattern, because the clear channel problems and the FM problems are interrelated.

ABC has urged every local and regional affiliate to apply for FM and to become active in its development, because it is believed that only through the establishment of FM can there be a utilization of facilities between the networks, and provision for additional program services.

# Co-operative Program Sales

Simple arithmetic best shows the progress of the Co-operative Program Sales activity during 1945.

In 1944 ABC had a total of 8 such programs, with 460 advertisers.

In 1945, the total number of programs has reached an even dozen. Six hundred and twenty advertisers sponsor them.

Total advertising expenditures, for both time and talent, on these programs ran close to \$4,000,000 this past year.

The secret is in good programs (Raymond Swing, Baukhage, Ethel and Albert, Constance Bennett, etc.) plus good merchandising.

Cal Tinney joins the Co-op Parade in 1946, and others may follow, because the ABC Co-op plan seems to be one of those unusual phenomena which is popular with everybody: public, stations, advertisers, network and talent.

There is little to add to this kind of success.

## Awards

Raymond Swing, ABC commentator, received new honors during 1945. The coveted George Foster Peabody Memorial Award "for the outstanding news commentary of 1944" was made to Mr. Swing in April, 1945.

In a similar classification, Raymond Swing was cited for the Alfred I. duPont Award—the first time these two honors came to one man in the same year.

For his "contribution to Anglo-American understanding during the years 1935 through 1944," Mr. Swing was honored in March 1945 by the British Broadcasting Corporation.

H. R. Baukhage, for his memorable description of the burial ceremony of President Roosevelt, was given the National Headliners Club award of 1945 for the "Best Domestic News Broadcast."

The National Headliners Club also honored George Hicks, ABC war correspondent, for his historic description of D-Day in Normandy.

In the field of sports, both the Esquire Award and the Sporting News Award went to Harry Wismer, ABC's director of sports, the latter for the third successive year.

# Advertisers

We are proud that the following advertisers and their advertising agencies used the facilities of ABC during 1945:

Allis-Chalmers Manufacturing Company  
Aluminum Company of America  
American Cyanamid Company  
American Dairy Association  
American Iron & Steel Institute  
American Meat Institute  
Arma Corporation  
Armour & Company  
Batavia Metal Products  
Bekins Van & Storage  
The Borden Company  
Botany Worsted Mills  
John H. Breck, Inc.  
Bristol-Myers Company  
Bu-Tay Products, Ltd.  
Carter Products, Inc.  
Chatham Manufacturing Company  
Chef Boy-Ar-Dee Quality Foods, Inc.  
Chemicals, Inc.  
The Christian Science Publishing Society.  
The D. L. Clark Company  
Club Aluminum Products Company  
The Coca-Cola Company  
Corley Diet Food Company  
Congress of Industrial Organizations  
Continental Can Company, Inc.  
The Cummer Company  
Curtis Publishing Company  
Denalan Company, Inc.  
Eastman Kodak Company  
Elgin National Watch Company  
Equitable Life Assurance Society of the United States  
Esquire, Inc.  
Eversharp, Inc.  
Falstaff Brewing Corporation  
H. Fendrich, Inc.  
Fisher Flouring Mills Company

## Advertisers (*Continued*)

Food Machinery Corporation  
Ford Motor Company  
Foster-Milburn Company  
General Baking Company  
General Foods Corporation  
General Mills, Inc.  
Gillette Safety Razor Company  
The B. F. Goodrich Company  
Greyhound Lines  
The Grove Laboratories, Inc.  
Guittard Chocolate Company  
Gum Laboratories, Inc.  
Hall Brothers, Inc.  
Harvel Watch Company  
Hastings Manufacturing Company  
The Charles E. Hires Company  
Hunt Brothers Packing Company  
International Business Machines Corp.  
The Andrew Jergens Company  
Iodent Chemical Company  
Kellogg Company  
Larus & Brother Company, Inc.  
Lear Incorporated  
The Frank H. Lee Company  
Lehn & Fink Products Corporation  
Libby, McNeill & Libby  
Lockheed Aircraft Corporation  
The George W. Luft Company  
McKesson & Robbins, Inc.  
Mail Pouch Tobacco Company  
Manhattan Soap Company, Inc.  
Mars Incorporated  
The Mentholatum Company  
Miles Laboratories, Inc.  
S. A. Moffett Company  
Benjamin Moore Company  
Nash-Kelvinator Corporation  
The National Board of Fire Underwriters  
O-Cedar Corporation  
Owens-Illinois Glass Company

### Advertisers (*Continued*)

Pacific Coast Borax Company  
Dr. Pepper Company  
Peter Paul, Inc.  
The Pharma-Craft Corporation, Inc.  
Philco Corporation  
Pinaud Incorporated  
The Procter & Gamble Company  
The Prudential Insurance Company of America  
The Quaker Oats Company  
Rainier Brewing Company  
Raymond Laboratories, Inc.  
Raytheon Manufacturing Company  
The Readers Digest Association, Inc.  
Safeway Stores, Inc.  
Scripto Manufacturing Company  
Serutan Company  
The Sherwin-Williams Company  
Signal Oil Company  
Dr. Earl Sloan, Inc.  
Socony-Vacuum Oil Company, Inc.  
Standard Brands Incorporated  
Soil-Off Manufacturing Company  
Standard Oil Company of California  
The Sweets Company of America, Inc.  
Swift and Company  
The Texas Company  
Time, Inc.  
United States Army  
United States Steel Corporation  
The Wander Company  
Ward Baking Company  
Washington Co-operative Egg & Poultry  
Washington State Apple Commission  
L. E. Waterman Company  
The Welch Grape Juice Company  
Westinghouse Electric & Manufacturing Company  
Wildroot Company, Inc.  
Williamson Candy Company  
William H. Wise & Company, Inc.  
Wilson Sporting Goods Company  
Zukors, Inc.

# Agencies

Aubrey, Moore & Wallace, Inc.  
N. W. Ayer & Son, Inc.  
Barnes Advertising Agency, Inc.  
Batten, Barton, Durstine & Osborn, Inc.  
Beaumont & Hohmen, Inc.  
Benton & Bowles, Inc.  
The Biow Company  
Hill Blackett & Company  
Brisacher, Van Norden & Staff  
Brooks Advertising Agency  
Buchanan & Company, Inc.  
Leo Burnett Company, Inc.  
Burton Brown Advertising  
Campbell-Mithun, Inc.  
Cecil & Presbrey, Inc.  
The Clements Company, Inc.  
Compton Advertising, Inc.  
Dancer-Fitzgerald-Sample, Inc.  
D'Arcy Advertising Company, Inc.  
Doherty Clifford & Shenfield, Inc.  
Donahue & Coe, Inc.  
Dorland International-Pettingell & Fenton, Inc.  
Sherman K. Ellis & Company, Inc.  
Erwin, Wasey & Company, Inc.  
William Esty and Company, Inc.  
Evans Associates, Inc.  
Foote, Cone & Belding  
Fuller & Smith & Ross, Inc.  
Garfield & Guild, Advertising  
Geyer, Cornell & Newell, Inc.  
Glasser-Gailey & Company  
Grant Advertising, Inc.  
The M. H. Hackett Company  
Hazard Advertising Company  
Huber Hoge & Sons  
H. B. Humphrey Company  
Hutchins Advertising Company, Inc.  
Ivey & Ellington, Inc.  
Duane Jones Company

### Agencies (*Continued*)

H. W. Kaster & Sons Advertising Company, Inc.  
Keeling & Company, Inc.  
Kenyon & Eckhardt, Inc.  
Knox Reeves Advertising, Inc.  
Arthur Kudner, Inc.  
Lennen & Mitchell, Inc.  
A. W. Lewin Company  
MacFarland, Aveyard & Company  
Maxon, Incorporated  
The Mayers Company  
McCann-Erickson, Inc.  
McJunkin Advertising Company  
Pacific National Advertising Agency  
Charles Dallas Reach Company  
Rhoades & Davis  
Roche Williams & Cleary, Inc.  
Ruthrauff & Ryan, Inc.  
St. Georges & Keyes, Inc.  
Schwimmer & Scott Advertising Agency  
Charles Sheldon Advertising  
Sherman & Marquette, Inc.  
Alfred J. Silberstein-Bert Goldsmith, Inc.  
Small & Seiffer, Inc.  
Henry Souvaine, Inc.  
Raymond Spector Company, Inc.  
Barton A. Stebbins Advertising Agency  
Street & Finney, Inc.  
J. D. Tarcher & Company  
J. Walter Thompson Company  
Tracy-Locke Company, Inc.  
Trade Development Corporation  
United States Advertising Corporation  
Wade Advertising Agency  
Walker and Downing  
Warwick & Legler, Inc.  
Tucker Wayne & Company  
William H. Weintraub & Company, Inc.  
Wiltman & Pratt, Inc.  
Young & Rubicam, Inc.





