

ANNUAL REPORT

of

COLUMBIA BROADCASTING SYSTEM, *Inc.*

FOR THE FISCAL YEAR ENDED JANUARY 2, 1943

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Issued March 20, 1943

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COLUMBIA BROADCASTING SYSTEM BUILDING, 485 MADISON AVENUE, NEW YORK

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NEW YORK TRUST COMPANY

REGISTRAR

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PUBLIC AUDITORS

LYBRAND, ROSS BROS. & MONTGOMERY

TO THE STOCKHOLDERS:

Through twelve months of total war in 1942, American broadcasting has demonstrated, in a wholly new light, its service to the nation as a unique partnership of science, art and industry.

Through the years of peace-time broadcasting, Columbia had assembled a vast listening audience—an army of friends who had come to regard CBS and CBS programs as a source of accurate and instantaneous news, worthwhile and inspiring discussion, and outstanding entertainment.

As America fused all its strengths to wage and win the war, Columbia's own creative talents, experience and broadcasting facilities were merged with the skilled radio showmanship of CBS clients, and the whole transformed into an instrument of service to the nation in wartime.

Everyone who has helped in this coordination of broadcasting has played a praiseworthy and essential role. The popular radio artist whose devoted CBS audience is numbered in the millions and whose entertainment now includes messages of vital wartime importance; the radio writer

who phrases a stirring script; the producer who brings it to inspired life before the microphone; the engineer who keeps the physical machinery of radio working smoothly and efficiently during an important international broadcast; the CBS news correspondent who moves up to the front lines of battle in Africa, China, or the South Seas to get the stark reality of news as it is made; all of these, with many others whose roles were less conspicuous, are today in the service of their country.

While the limitations of this report do not permit even a brief cataloging of the many wartime services which Columbia performs both as a network and through its individual stations, a few random examples will serve to illustrate their breadth and scope.

During the year four of Columbia's eight owned and operated stations went on a full 24-hour schedule daily, serving as "key" monitor stations for the Army Fighter Command as part of an elaborate air raid defense system. An interesting by-product of this essential service is that many defense workers, for whom night has become day for the duration, enjoy entertainment which would not otherwise be available to them during the early morning hours.

From December 7, 1941, to December 7, 1942, the CBS Network operated a total of 6,280 hours. During this period the network carried 6,471 war broadcasts. In addition, Columbia broadcast 3,723 war announcements—separate and self-contained statements, as distinguished from war themes woven into or forming the whole content of programs.

These broadcasts covered the whole field of the war effort: assistance to the military establishments and civilian defense agencies; cooperation with the Government in promoting conservation of the nation's resources;

public information with respect to price control and rationing; the promotion of wartime welfare and health; cooperation with the Treasury in financing the war; and the stimulation of public participation in relief projects for our Allies—to mention only a few of the tangible and practical objectives which such broadcasts reached. No less tangible, although on a different plane, were several series of CBS programs designed to arouse and inspire zeal and leadership on the American home front, to foster and develop the best attitudes of American courage and fortitude in rising to the challenge of sacrifice and bearing the impact of shock. On this plane, notable success was achieved both through programs which “talked tough” to the tough fibre of American listeners and programs of quiet and unashamed inspiration. Such programs gave millions of our listeners a better understanding of the deeper issues of the war.

In addition to all of these “War Programs”, the Columbia Network presented during the year a total of 4,158 broadcasts of war news and news analysis. These are reviewed briefly below.

Although our time and facilities have been devoted in so many ways to the war, we have been able also to broaden the scope and enrich the content of our program output in many other fields. Listener surveys indicate new high records of audience appeal, among both commercial and sustaining programs.

War News Coverage

Columbia’s correspondents, stationed in important news centers all over the globe, brought to our audience during the year, as speedily and

completely as necessary military censorship would permit, a well-rounded picture of news developments as they took place. Often sharing the dangers and hardships of the fighting men of the United Nations, Columbia's staff of news men were on hand to report the momentous events of history on many of our battle-fronts. Cecil Brown, who went down with the British battleship *Repulse* in the South China Sea, bobbed up again in Batavia and Australia before returning home to do his nightly five-minute reviews of the day's news. Edward R. Murrow and Bob Trout, in England, took their microphones to bomb shelters, airfields, pubs, factories, gunpits and homes. Winston Burdett and Chester Morrison gave us colorful accounts of the fighting in Libya, describing first the early defeat and later the glorious victory of the British Eighth Army. Charles Collingwood scored with a spectacular series of news reports from North Africa. Webley Edwards, in Honolulu, sent us his thrilling interviews with heroes of the Pacific fighting. Larry Lesueur, broadcasting from Moscow, came in with vivid stories of success on the Russian front. William J. Dunn, escaping from Batavia on the last boat from a little seaport, reached Australia and later broadcast eye-witness descriptions of the fighting in New Guinea.

On the home front, reporting and analyzing the news, were such CBS veterans as William L. Shirer, Elmer Davis (who now heads the U.S. Office of War Information), Quincy Howe, Eric Sevareid, Leigh White, John Daly and Major George Fielding Eliot.

Chronicles of the adventures of Columbia's correspondents continue to reach the "best seller" shelves—witness Cecil Brown's "Suez to Singapore", Howard K. Smith's "Last Train from Berlin", and Harry Flannery's "Assignment to Berlin".

In order that all CBS news programs shall be so presented that their usefulness is not impaired in any way and that they shall continue their outstanding public service, CBS evolved during the year new standards for the handling of sponsored news programs. The principal effects of these new wartime standards are to reduce by 20 per cent for news broadcasts the limits on the amount of time which Columbia permits for the advertiser's message in other types of sponsored programs, to bar lengthy opening commercials, to make sure that commercial messages are clearly distinguished from the news content of the program, and to surround the entire news broadcast with appropriate decorum. The willing co-operation of all of our clients who sponsor such news broadcasts has helped us to maintain the highest standards in this respect.

Not the least important element of Columbia's news gathering facilities is our CBS short wave listening post. During 1942, more than 30,000 broadcasts, from forty different points of the globe, were recorded, transcribed and translated by this department of CBS. A specially trained staff of lingual experts studies the torrent of words picked up by the listening post, much of it from Axis sources, to detect the "propaganda lines" being developed by enemy nations. By thus analyzing a series of broadcasts, such propaganda can often be discovered in its formative stages, and Columbia's short wave listening post hoists a danger signal in the translations and analyses sent to editors of newspapers, news magazines and telegraphic news services.

As a part of its public information service, CBS augments its Network news broadcasting by a teletype system with 22 outlets in the New York headquarters of press associations, newspapers and other news gath-

ering media. This service frequently enables them to receive information earlier than they would get it from their own correspondents, and in addition provides them with listening-post reports.

Thus, through the teamwork of a free press and a free radio, the American people continue to be "the best informed people in the world."

Special War Programs

As in former years, CBS continued to provide during 1942 one of the country's great forums for discussion of national and international affairs. As the nation gradually became completely converted to a wartime basis, our Government officials made frequent use of Columbia's facilities to convey to the people the significance of the issues involved and an explanation of the various steps taken to meet them. Among the subjects discussed during the year were price control and rationing, mobilization of manpower, and the problems of labor, transportation, conservation and civilian defense. The heads of our military departments, industrial and labor leaders, administrators of relief measures, and distinguished representatives of other nations were among the speakers presented on a broadcast schedule which included 320 programs representing 85 ½ hours of broadcast time.

Columbia's own feature broadcasts continued to bring to the people timely descriptions of all phases of the country's tremendous war program. Many aspects of the world conflict and America's part in it were probed in the informal dinner-table discussions presented through the medium of THE PEOPLE'S PLATFORM under the chairmanship of Lyman Bryson,

Columbia's Director of Education. Towards the year's end this unrehearsed and spontaneous forum, presenting different spokesmen each week, directed its discussions to post-war planning and examined such problems as establishing the framework for an orderly and secure world after the war has been won.

Among the Network's accomplishments in the field of special war programs during 1942, the following deserve particular mention:

REPORT TO THE NATION brought listeners each week a picture of the people and their Government in the war on fronts at home and abroad.

THEY LIVE FOREVER, a new feature presentation, offered a series of factual dramatizations in tribute to men in the armed services who gave their lives in the fight for freedom.

THE MAN BEHIND THE GUN presented dramatic accounts of the tasks being carried out by the nation's fighting forces and their experiences in fulfilling them.

THE SPIRIT OF '43, a series which began two years ago as "The Spirit of '41", continued to bring vivid, on-the-scene descriptions of all phases of the war program.

HELLO FROM HAWAII gave America's fighting men in the Pacific an opportunity to greet the folks at home directly from the Islands.

WOMANPOWER took note of women's increased wartime activity—on the assembly line, in nursing, in various other types of volunteer work and in the Army, Navy and Marine Corps.

OUR SECRET WEAPON trained its guns on the lies in Axis propaganda.

COMMANDOS offered a series of dramatic episodes, highlighting the adventures of young Americans participating in the spectacular new type of military tactics for which the program is named.

Our sister nations to the south were saluted in two weekly series—*CALLING PAN AMERICA* and Orson Welles' *HELLO AMERICANS*.

Visiting England during the year, Norman Corwin observed the valor of the British people under fire and wrote an exciting series entitled *AN AMERICAN IN ENGLAND*. Aimed to provide a better understanding between the two countries, most of the broadcasts were transmitted by short wave from England to the CBS Network in America and these became the forerunner of an exchange series with the British Broadcasting Corporation entitled "TRANSATLANTIC CALL."

THE TWENTY-SECOND LETTER documented the resistance of liberty-loving people in countries which have been overrun by the Axis, and related the stories of how the underground movements, the guerilla fighters, the refugee armies and the governments-in-exile are carrying on the fight against tyranny.

In further response to our Government's call for "voluntary mobilization of the brains, the heart, courage and experience of the radio industry toward winning the war" Columbia presented *THE VICTORY THEATRE* during the summer. This series, offering the best-known programs in the field of commercial radio entertainment, was made possible by the joint efforts of Columbia, its advertisers and the leading talent of the industry, with the air time ordinarily used for commercial announcements being devoted entirely to war themes of vital importance. During the fall, we

set aside a 15-minute morning period five times a week for THE VICTORY FRONT, offering a similar cooperative series dramatizing war issues.

The assistance given by CBS and its advertising clients to Government activities and national causes during the year included aid to the Treasury, to the OWI, the OPA and to other divisions of the war administration for discussion of problems relating to war financing, price control, rationing, conservation and the like. The American Red Cross, the United Service Organizations, and other health, recreational and public welfare groups and organizations were accorded the use of Columbia facilities to carry their messages to the people of the country.

The one-day, 20-hour War Bond Drive conducted personally by Kate Smith in New York City is an excellent example of the effectiveness of radio broadcasting as an instrument of public service. It typifies too the public-spiritedness of the great body of radio artists who are ever ready to lend their efforts without stint wherever the public welfare is concerned.

Starting at 6:00 A.M. on October 6th, Kate began her appeals over WABC, New York. Six hours later, with no pause, she did her regular fifteen-minute broadcasts for General Foods Corporation from coast to coast, devoting most of that period to her War Bond appeal. She continued at the microphone over WABC until 2:00 A.M. the following morning. When she signed off, after twenty hours of continuous broadcasting and telephone answering, the famous Smith voice was still clear and musical—and its persuasiveness had brought in a total of \$572,000 in War Bonds. Cooperating New York banks swelled the total to \$2,013,000.

After this astounding success in New York City, Kate did a “repeat” performance in Washington where, through Columbia’s station WJSV

and the cooperation of local banks, she achieved a sale of \$1,016,750 in Uncle Sam's victory merchandise. Total for the two days — more than \$3,000,000! — another dramatic tribute to radio's ability to move men's minds and hearts in the war effort.

Education

Columbia's educational activities during the past year were largely keyed to themes allied with the war. The School of the Air was selected by the U. S. Government to serve, for the duration of the emergency, as an official channel through which CBS, in cooperation with the Office of War Information, conveys news, information and instruction to the children, teachers, and parents of America. This 5-day weekly CBS feature, known as the "largest classroom in the world," with an "enrollment" of millions in the Western Hemisphere, reported a 30 per cent increase in the demand for its Teachers' Manual. Changes in program content served to place special emphasis on developments in the war and world reconstruction as they affect American youth.

Nila Mack's LET'S PRETEND, dramatizing children's best-loved tales, continued to hold its fascination for the juvenile audience.

In the field of adult education our schedule included ADVENTURES IN SCIENCE, now celebrating its eleventh anniversary; Columbia's COUNTRY JOURNAL, geared in 1942 to assist in solving wartime agriculture problems, HIGHWAYS TO HEALTH, with emphasis on wartime fitness and morale and THE GARDEN GATE which conducted a vigorous radio program to promote 5,000,000 Victory Gardens. OF MEN AND BOOKS continued

as an enticing discussion of the best current novels, drama and poetry. INVITATION TO LEARNING, now well established as a critics' forum on the classics, gave listeners new and inspiring contact with the great ideas of the past.

Four First Awards and one Honorable Mention, all conferred by the Institute for Education by Radio of Ohio State University, gave evidence of continued public appreciation of Columbia's service in the educational field.

Entertainment

The need for programs of outright entertainment is a war need too, and CBS introduced a number of such features. Lou Holtz, Mischa Auer and young Fred Brady brought laughter into serious days, and a new variety show, ONLY YESTERDAY, with Benny Rubin as its host, gave listeners the songs and the stars remembered happily from the nineteen-twenties.

Two comedy dramas contributed to a balanced program schedule—the CORLISS ARCHER stories of a young girl and her family, and TILLIE THE TOILER, based on the famous cartoons. Lovers of good detective fiction were rewarded with SUSPENSE, which has a large and growing audience of listeners who find diversion in exciting melodrama.

New types of programs were added to our daytime schedule. THE RADIO READER brought good books to listeners through the voices of such performers as Madeleine Carroll and Margaret Webster. Five times a week the old heart songs and the familiar hymns were offered by MOTHER AND DAD. The stories of a small American community, GREEN VALLEY, U.S.A., became a popular serial program. Many of the best loved daily serials

found an evening audience in the DAYTIME SHOWCASE broadcasts.

Music

Columbia continued during 1942 to bring to its audience a substantial fare of both serious and light music. Four of the country's leading symphony orchestras—The New York Philharmonic Symphony, The Cleveland Orchestra, The Indianapolis Symphony and the Columbia Broadcasting Symphony—were heard on regular series. With other outstanding musical groups they filled more than 530 hours of broadcasting time.

The New York Philharmonic Symphony celebrated its centennial season by presenting an imposing array of distinguished conductors, including Barbirolli, Barlow, Beecham, Koussevitzky, Mitropoulos, Rodzinski, Stokowski, and Walter.

Marking its twenty-fifth season, The Cleveland Orchestra offered an extensive series of Saturday afternoon programs and two Sunday concerts.

For lovers of chamber music, Columbia presented a 13-week series of one-hour concerts on Sunday mornings by the Budapest String Quartet followed by a 6-week engagement by the Coolidge Quartet. We also carried, as in previous years, the popular Young People's Concerts on Saturday mornings. During the summer, we presented a series of Lewisohn Stadium Concerts, as well as the annual cycle of CBS Symphony broadcasts on Sunday afternoons.

Religion

The CHURCH OF THE AIR continued in its twelfth year to present two broadcasts each Sunday, with time allotted equitably among the prin-

cipal faiths. The Salt Lake Tabernacle maintained its perennial schedule of Sunday morning concerts of sacred music; other special choir and organ programs were presented on various occasions. An interesting new addition to Columbia's religious program schedule was a series of talks by Chaplains of the U.S. Navy, entitled "The Naval Chaplain in Wartime." WINGS OVER JORDAN, a company of negro singers, remained as a regular Sunday feature throughout the year.

International Short Wave Broadcasting

The vital role of international short wave broadcasting in wartime was thrown into focus by the developments of America's first year at war. The previous year had witnessed a many-fold expansion in Columbia's short wave activities; the crisis provoked by Pearl Harbor immediately placed this department of our activities on a full war basis. The total regular staff numbered 29 in 1941; by the end of 1942 it had grown to 125. In addition to this regular staff, CBS employed scores of actors, musicians, directors and news analysts on the special programs which were rebroadcast via long wave throughout Latin America over the member stations of Columbia's Latin American Network.

At the request of the Government, on November 1, 1942 Columbia, together with other short wave licensees, leased all of its short wave broadcast time to the U.S. Office of War Information and the Coordinator of Inter-American Affairs. Separate program contracts were also signed with both of these Government agencies under which Columbia made available to them the full services of its short wave department. Under this plan the

Government now provides the basic strategy for our country's psychological warfare by international short wave broadcast, while the actual execution of a large part of the program is performed by CBS.

All of these contracts between CBS and the Government are on a cost basis without profit to Columbia. In addition CBS contributes without charge the full time services of our principal short wave executives, the supervision of senior CBS executives, and our franchises with the member stations of our Latin American Network.

CBS continued during the year its bi-monthly exchange programs with the Department of Information and Press of Brazil, the weekly "CALLING PAN AMERICA" programs originating in Latin American cities and rebroadcast over the CBS North American Network, and the special programs commemorating the national holidays of each Latin American Republic, all of which were rebroadcast in the honored countries.

Television

During the first five months of 1942 the program activities of CBS Television were expanded. Notable improvements were made in both the style and technique of productions.

On June 1, 1942, because of the heavy burden on depleted personnel and non-replaceable equipment imposed by a fifteen-hour schedule, CBS Television reduced its weekly broadcast schedule to four hours, with the approval of the Federal Communications Commission. Experimental development in the program department did not cease, but was of necessity limited in scope.

Meanwhile, the engineering staff of CBS Television dedicated itself

almost exclusively to special projects in war research. In April, the staff of our television laboratories began active participation in the development of equipment for certain phases of radio warfare for the Office of Scientific Research and Development. This project was initiated through the Radio Research Laboratories at Harvard University. To cope with the increasing amount of work required for the armed forces, the staff, space and equipment of the laboratories are being expanded.

The experiences, skills and techniques developed in this field by the electronic engineers who are adapting them to the critical new problems of modern warfare are certain to play an important role in planning the post-war development of television.

Physical Facilities

During the year fifteen Columbia affiliates were able to complete important improvements of their physical facilities, authorized by the FCC before new construction was frozen by wartime priorities. The broadening and intensification of CBS coverage in the fifteen areas served by these stations marks a further forward step in our continued efforts to provide the best broadcasting service to the greatest number of people. Outstanding among these physical improvements were the increases of WLAC, Nashville and KTRH, Houston to 50,000 watts, the maximum power permitted for regular broadcasting by the Federal Communications Commission.

One of the outstanding construction projects of the year was the relocation of the transmitter of Columbia's Chicago station, WBBM. This was necessitated by the Navy's enlarging the Curtiss Airport. The new

property required was obtained on February 12th and a complete 50 kilowatt transmitter plant erected and put into full operation by 7:00 A.M. on May 10th—something of an industry record.

The advent of war brought a new problem to CBS in the necessity for special protection of our physical premises. In order to exclude strangers from vital operating points of our transmission facilities, a complete identification system was set up for all CBS employees. While these precautions were being taken, the number of visitors attending our studio and theater broadcasts continued to increase, reaching a total of 1,640,000 during the year. The broadcast ticket division has worked closely, during the year, with the various recreational branches of the services in order that members of the Armed Forces might have preference in securing tickets to attend CBS broadcasts.

To meet the scarcity of vacuum tubes for transmitters, due to a phenomenal increase in the military and lend-lease demand, we have adopted methods which will conserve the life of our present tubes and have extended financial and engineering aid to an independent company engaged exclusively in repairing and rebuilding worn-out transmitter tubes. As a result, this company has been able to expand its facilities by 800 per cent—a distinct benefit to the whole broadcasting industry as well as to Columbia.

The urgent need for technically trained radio personnel in the various branches of the military services and in Government supervised research laboratories, has also resulted in the loss of many of our engineering specialists to active duty. Notwithstanding this loss and many increases in our broadcasting schedules, we are gratified to report that we have been able to maintain Columbia's high standards of engineering.

The Full Network Plan

During the past year, Columbia took a pioneering step which has already had far-reaching consequences. This step, briefly, is a revision of our contract terms with advertisers under which we have extended to all clients an additional discount on billings for time when all available stations on the full CBS Network are used.

We had two basic objectives in adopting this plan—first, to provide a strong, economic incentive to advertisers to use the maximum nationwide system; and second, to enable all of our network affiliates to render a greater public service to their own communities. In the past, a number of the smaller stations among our affiliates did not get many of the top-ranking programs of the network. At the same time, listeners in their areas, attracted by such programs, were either unable to hear them or were forced to rely upon distant stations and, therefore, upon weaker reception. The advertiser consequently secured only a fraction of the full potential audience in the local station's area. Our new full network plan was formed to solve these problems. More than that, other advantages are implicit in this plan—advantages important to American industry as a whole and to network broadcasting as its voice. Under this plan, the quality of program service to millions of listeners has already been vastly increased. The smaller radio station has been provided with additional resources enabling it to render greatly improved public service.

More important still, we believe, the consistent use of complete networks by a growing list of national advertisers is demonstrating, as nothing else could, the far-reaching added power of network radio as a national

advertising medium when it is employed on a truly national basis.

The soundness of this plan was clearly indicated in the results achieved between June (when it was adopted) and December, 1942. During this period, 27 sponsored CBS programs took advantage of it. As a result 26 CBS affiliates doubled or tripled their network commercial hours; 34 stations added to their network commercial time by one-half or more; 40 stations added a third or more network commercial time.

Personnel

Many changes in Columbia's personnel have resulted from the war. By the end of the year, our Service Flag displayed 457 stars—one of them a Gold star—342 members of the organization having entered the armed services during the single year. A vice president is serving as Naval Aide to General Eisenhower in North Africa. A former CBS paymaster is with the Marines of Guadalcanal. A mail clerk is in Hawaii. An air-conditioning worker is in Africa; a playhouse usher, in India; an auditing clerk, in the Panama Canal Zone; hundreds of others are scattered over the map.

The need for technicians and engineers has drawn heavily upon Columbia's ranks. Since Pearl Harbor, the Engineering Department alone has given 81 men to war work.

To provide a link with its fighting men, Columbia has inaugurated publication of a round-robin letter called "The Mail Bag." Letters written home by CBS men in the service are edited and issued in one intimate compendium, which is mailed to each of them so that every CBS man in the service "hears from" his fellow workers.

Pension Plan

Effective December 26, 1942, Columbia adopted a pension plan designed primarily to provide an income to employees upon their retirement at approximately the age of sixty years. This plan has already been fully set forth in the proxy statement accompanying the notice of the special meeting of stockholders held on December 16th last, at which meeting the plan was authorized. Every regular employee of Columbia, over the age of 35 and younger than 60, who is earning more than \$3,000 a year and who has been continuously in Columbia's employ for 30 months (except performing talent and stage employees engaged in connection with radio programs) is eligible to participate. We believe this plan will promote the continued efficient management of Columbia's affairs and act as an incentive to all those eligible to share in its benefits.

FCC Rules

My last Annual Report described the nature of the rules promulgated by the Federal Communications Commission in May, 1941, and what effects they would have on broadcasting and the public interest, if they were finally instituted. We have continued to take all legal steps open to us to enjoin the Federal Communications Commission from putting into effect these new regulations.

Following the decision of the Federal Court in New York which disclaimed jurisdiction in February, 1942, we appealed this decision to the Supreme Court of the United States. In June the Supreme Court reversed the lower court's decision. The case was again argued in October before the

lower court which, in a decision rendered in November, held that the Commission was within its authority in promulgating the rules. We have appealed this decision to the Supreme Court of the United States, which heard the argument on the issues involved on February 10 and 11, 1943, and we await a decision from that Court as this report goes to press.

Columbia Recording Corporation

Despite wartime difficulties, Columbia Recording Corporation has been able to maintain a very good record of sales and has further strengthened its competitive position. On April 14th, the War Production Board limited the use of shellac by record manufacturers to 30 per cent of the amount used in the preceding year. In December, the supply of shellac for record manufacture was completely cut off, but has since been restored to some degree. New substitutes for shellac, together with materials salvaged from old records, promise to help us substantially in meeting this situation. Although new musical recordings ceased on August 1, because of the musicians "strike", production of records from previous recordings has continued at a high rate.

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In conclusion, I should like to emphasize a point which I touched on at the outset of this report:

The American people owe a great and real debt to the hundreds of advertisers who, by their investment in broadcasting time, make possible a free American radio—and who, without exception during 1942, re-pointed

their own programs toward the manifold, urgent projects of war. During the year there were 66 such advertisers on the Columbia Network, and the number who swiftly and skillfully put their CBS radio programs to work for the war-effort was precisely 66. Some of them produced special programs wholly concentrated on war topics; some of them wove war themes into the "plots" of their regular programs; many of them sponsored news broadcasts which were the very essence of war information; all of them served from time to time as the vehicles for official appeals and announcements inspired by the Government. These advertisers and their agencies, in collaboration with the Office of Facts and Figures (later the Office of War Information) launched and have continued an ingenious and orderly "Network Allocation Plan" whereby each of the major projects of the war is broadcast, at the season of its greatest urgency, in a planned sequence to the mass of the people.

Thus American broadcasting has ably demonstrated during 1942 how its usefulness to our social and economic life in peace can become invaluable in war.

WILLIAM S. PALEY,
President

March 20, 1943

THE STATIONS OF THE COLUMBIA BROADCASTING SYSTEM, INC.

(as of January 2, 1943)

Basic Network

AKRON, OHIO.....WADC	HARTFORD, CONN.....WDRG
ALBANY, N. Y.....WOKO	INDIANAPOLIS, IND.....WFBM
BALTIMORE, MD.....WCAO	KANSAS CITY, MO.....KMBC
BOSTON, MASS.....WEEI	LINCOLN, NEB.....KFAB
BUFFALO, N. Y.....WKBW	LOUISVILLE, KY.....WHAS
CEDAR RAPIDS, IOWA.....WMT	NEW YORK, N. Y.....WABC
CHICAGO, ILL.....WBBM	OMAHA, NEB.....KOIL
CINCINNATI, OHIO.....WCKY	PHILADELPHIA, PA.....WCAU
CLEVELAND, OHIO.....WGAR	PITTSBURGH, PA.....WJAS
COLUMBUS, OHIO.....WBNS	PROVIDENCE, R. I.....WPRO
DAYTON, OHIO.....WHIO	ROCHESTER, N. Y.....WHEC
DES MOINES, IOWA.....KRNT	ST. LOUIS, MO.....KMOX
DETROIT, MICH.....WJR	SYRACUSE, N. Y.....WFBL
HARRISBURG, PA.....WHP	WASHINGTON, D. C.....WJSV
WORCESTER, MASS.....WORC	

Supplementary Group

ALBANY, GA.....WGPC	DALLAS, TEX.....KRLD
ALBUQUERQUE, N. M.....KGGM	DENVER, COLO.....KLZ
ANDERSON, S. C.....WAIM	DULUTH, MINN.....KDAL
ASHEVILLE, N. C.....WWNC	DURHAM, N. C.....WDNC
ATLANTA, GA.....WGST	EL PASO, TEX.....KROD
ATLANTIC CITY, N. J.....WBAB	ERIE, PA.....WERC
AUGUSTA, GA.....WRDW	EVANSVILLE, IND.....WEOA
BANGOR, ME.....WABI	FAIRMONT, W. VA.....WMMN
BINGHAMTON, N. Y.....WBNF	GREAT FALLS, MONT.....KFBB
BIRMINGHAM, ALA.....WAPI	GREEN BAY, WISC.....WTAQ
BURLINGTON, VT.....WCAX	GREENSBORO, N. C.....WBIG
CHARLESTON, S. C.....WCSC	HOUSTON, TEX.....KTRH
CHARLESTON, W. VA.....WCHS	ITHACA, N. Y.....WHCU
CHARLOTTE, N. C.....WBT	JACKSONVILLE, FLA.....WMBR
CHATTANOOGA, TENN.....WDOD	KALAMAZOO, MICH.....WKZO
COLORADO SPRINGS, COLO.....KVOR	KEENE, N. H.....WKNE
COLUMBUS, GA.....WRBL	KNOXVILLE, TENN.....WNOX

LAWRENCE, MASS.	WLAW	ST. AUGUSTINE, FLA.	WFOY
LITTLE ROCK, ARK.	KLRA	SALT LAKE CITY, UTAH.	KSL
MACON, GA.	WMAZ	SAN ANTONIO, TEX.	KTSA
MASON CITY, IOWA.	KGLO	SANTA FE, N. M.	KVSF
MEMPHIS, TENN.	WREC	SAVANNAH, GA.	WTOC
MERIDIAN, MISS.	WCOC	SCRANTON, PA.	WGBI
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MINNEAPOLIS, MINN.	WCCO	SPARTANBURG, S. C.	WSPA
MISSOULA, MONT.	KGVO	SPRINGFIELD, MASS.	WMAS
MONTGOMERY, ALA.	WCOV	TAMPA, FLA.	WDAE
NASHVILLE, TENN.	WLAC	TOPEKA, KAN.	WIBW
NEW ORLEANS, LA.	WWL	TUCSON, ARIZ.	KTUC
OKLAHOMA CITY, OKLA.	KOMA	TULSA, OKLA.	KTUL
ORLANDO, FLA.	WDBO	UNIONTOWN, PA.	WMB5
PARKERSBURG, W. VA.	WPAR	UTICA, N. Y.	WIBX
PEORIA, ILL.	WMBD	WATERBURY, CONN.	WBRY
PHOENIX, ARIZ.	KOY	WEST PALM BEACH, FLA.	WJNO
PORTLAND, ME.	WGAN	WHEELING, W. VA.	WKWK
QUINCY, ILL.	WTAD	WICHITA, KAN.	KFH
RICHMOND, VA.	WRVA	WICHITA FALLS, TEX.	KWFT
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YOUNGSTOWN, OHIO.	WKBN		

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PORTLAND, ORE.	KOIN	SPOKANE, WASH.	KFPY
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Canadian Group

MONTREAL, QUEBEC.	CKAC	TORONTO, ONTARIO.	CFRB
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Hawaiian Group

HILO.	KHBC	HONOLULU.	KGMB
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Porto Rico

SAN JUAN.	WKAQ
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