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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

Robert D. Heinel, *Editor*

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No. 1876

May 25, 1949

A FAST ONE THE COMPOSERS PUT OVER ON THE BROADCASTERS

The appearance at the National Press Club in Washington Tuesday (May 24) of Fred E. Ahlert, President of the American Society of Composers, and Rodgers and Hammerstein, composer and author of the season's Broadway smash hit "South Pacific", "Oklahoma" and others, recalls one of the most outstanding pieces of political strategy in the history of radio. It was more than thirty years ago and is especially timely now because then the Composers had made their first demands for compensation for the use of their music by the Broadcasters just as ASCAP is today having its first clash with the National Association of Broadcasters over music in television.

The story dates back to about 1916 when Gene Buck was President of ASCAP. A bill was up in Congress to revise the Copyright Act to include payment of royalty to composers by broadcasters. The coup d'etat came the night before the hearings on the bill. Without any advance publicity, the Composers gave a dinner at the National Press Club in Washington to which everybody on Capitol Hill who had anything to do with the Copyright Bill was invited. This included not only the members of the Senate and House Committees but the newspaper men who were to cover the hearing.

And the dinner was only the beginning. Following it was one of the most memorable entertainments ever put on in the Press Club. Practically every famous songwriter of that day took part in the program.

Heading the all-star cast was Gene Buck making what was probably his first appearance in Washington, who acted as master of ceremonies. Among those Gene introduced, who played or sang their latest hits, were such celebrities as George Gershwin, of famed "Rhapsody in Blue", and subsequently "Porgy and Bess"; Irving Berlin, already well up in his meteoric career; Jerome Kern, composer of "Show Boat"; Rudolf Friml, "Rose Marie"; Charles K. Harris "After The Ball"; Raymond Hubbell, "Poor Butterfly"; Harry von Tilzer, "In The Shade Of The Old Apple Tree", and Gus Edwards, "School Days", who later was to sing for the first time George M. Cohan's "Over There". This was at the beginning of World War I at Fort Myer.

At the Press Club ASCAP night a song writer playing his own accompaniment seemed to this writer to have had too many drinks. Nevertheless, his singing of "On The Road To Mandalay" was the most thrilling event of the entire evening. At one time swaying back and forth, it seemed as if he would fall off the piano stool. Friends reached up to catch him if he did. What a superb performance it was those in the audience realized at the dramatic conclusion, when amid a storm of applause, the singer arose and bowed - sober as a judge. He hadn't had a drink. The man who had so completely thrown himself into the character in the song was none other than Oley Speaks, who had written the music to Kipling's unforgettable "On The Road To Mandalay."

An amusing incident was recalled by Franklin L. Fisher, now Chief of the Illustrations Division of the National Geographic Magazine, who was Chairman of the Press Club Entertainment Committee that night. It was the habit Silvio Hein, Secretary of the Composers, had of putting his lighted cigarette behind his ear when playing an accompaniment for some singer, as he frequently did.

A funny thing happened as the Composers entered the Club and the U. S. Marine Band orchestra struck up a popular tune of the day.

Victor Herbert apparently heard it first and exclaimed to John Philip Sousa:

"John, are they trying to insult us?"

What had happened was that the Marine Band, unintentionally of course, played "Three O'Clock In The Morning", the writer of which was about the only composer who claimed radio had been helpful to him, in fact, had lined up with the opposition by maintaining that broadcasting had made his song a hit almost overnight.

Where the Composers showed themselves to be so politically astute was that not one word was said during the entire evening about why they had come to Washington or about the proposed copyright bill.

After such a night of entertainment we'll leave it to the reader's imagination what happened at the Congressional Hearing the next morning. It was said to have been one of the best jobs of lobbying Washington has ever seen before or since, causing someone to remark, insofar as the broadcasters were concerned, "Gene Buck and the Composers surely ante-dated Petrillo that night."

R.D.H.

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RADIO, NEWSMEN, SEN. PEPPER'S BRO., ON FLORIDA PAYROLLS

A radio station manager and two free lance radio news commentators are on the Florida State payroll and two newspaper columnists recently have drawn State money for special services, James A. Clendinen, State news editor of the Tampa Morning Tribune, said Capitol records showed.

Clendinen wrote "There may be others in radio or newspaper work also collecting State pay checks." He said records show the following on State payrolls:

Frank Pepper, General Manager of radio station WRHP in Tallahassee, \$150 a month plus traveling expenses. He is a brother of United States Senator Claude Pepper.

Carl R. Gray, Mayor of Panama City and former State Senator, Florida radio hookup, \$250 a month. Kenneth Ballinger, Tallahassee attorney and President of the Tallahassee Chamber of Commerce, commentator on radio station WRHP, \$250 a month. And others were mentioned.

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TRUMAN HAILS RMA "SILVER JUBILEE"; COSGROVE NEW RMA HEAD

President Truman extended greetings to the Radio Manufacturers' Association on its "Silver Anniversary" at the All-Industry Banquet in Chicago last week, in a letter addressed to President Max F. Balcom. The text of his letter follows:

"My dear Mr. Balcom:

Please extend my congratulations and good wishes to the officers and directors of the Radio Manufacturers' Association on the occasion of the all-industry banquet in observance of the silver anniversary of the association.

The radio manufacturing industry during the past quarter of a century has become one of our foremost industries both in war and peace.

Its contribution toward the winning of World War II, through the production of \$10.7 billion worth of electronic and communications equipment, was outstanding.

Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance.

The radio and television industry is a potent force also in our free enterprise economy, providing employment to thousands of technicians, both in factories and in the service trades, and to many more thousands in the retail and wholesale trades.

With my best wishes to you all, I am,

Very sincerely yours,

Harry S. Truman"

Raymond C. Cosgrove, Executive Vice President of the Avco Manufacturing Corp., of Cincinnati, who served RMA as president for three consecutive years, 1944 to 1947, will again direct the activities of the Association as it begins its 26th year. He was recalled to industry service by the RMA Board of Directors for a fourth term on the final day of the "Silver Anniversary" convention last week.

President Cosgrove, who headed RMA during wartime and the postwar reconversion period, succeeds Mr. Balcom, Vice President of Sylvania Electric Products, Inc., Emporium, Pa., who declined to be a candidate for re-election following two years as RMA president.

The All-Industry Banquet, attended by more than 1,225 radio manufacturers, jobbers on hand for the Radio Parts Trade Show, and guests, climaxed RMA's "Silver Anniversary" convention Thursday evening, May 19, following a Membership Luncheon which was addressed by retiring President Balcom and Senator Homer E. Capehart (R), of Indiana.

Five new RMA Directors were elected by their respective divisions at membership meetings on Thursday of last week, and Mr. Cosgrove was returned to the Board, succeeding John W. Craig, Vice-President and General Manager of the Crosley Division, Avco Manufacturing Corp. Nine other Directors were re-elected.

The newly-elected Directors are: J. B. Elliott, Vice President of the RCA Victor Division, Camden, N. J.; W. J. Halligan, President of the Hallicrafters Co., Chicago; and Richard A. O'Connor, President of the Magnavox Co., Fort Wayne, Ind., all representing the Set Division; R. L. Triplett, President of the Triplett Electrical Instrument Co., Bluffton, Ohio, representing the Parts Division; and A. Liberman, President of Talk-A-Phone Co., Chicago, representing the Amplifier & Sound Equipment Division.

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CBS AD BRIBERY CHARGE AROUSES CALIFORNIA PUBLISHERS

An investigation into circumstances which have resulted in widely-circulated reports that an advertising campaign influenced California newspapers in their position on socialized medicine was under way this week.

The staff of the California Newspaper Publishers' Association received full approval of the association officers to ask for a Department of Justice inquiry which would provide a complete airing of the facts.

"When they say they can bribe the newspapers of California, I accept the challenge to battle", declared John B. Long, General Manager of CNPA.

Lowell Jessen, publisher of the Turlock (Calif.) Journal and CNPA president, told Editor & Publisher "The Association aim is to get after the facts behind the charges. No newspaper has been bought for any 100 inches of advertising."

He alluded to the accusation which has gained widespread repetition in recent months, especially following comment by Don Hollenbeck on his "CBS Views the Press" program in New York.

The March 28 issue of PR News, a letter published by Glen Griswold in New York City, gave nationwide circulation to this excerpt from Mr. Hollenbeck's broadcast several weeks earlier:

"A California delegate at a meeting of secretaries and editors of state medical associations contended that medicine never got a break from newspapers in the State because the doctors did not advertise.

"He related that the State association took space in 700 newspapers in California to promote the fight against socialized medicine. He did more than imply that those billings had influenced editorial attitudes. He said: 'We found that the response from editors in publicity has been far beyond anything we expected when we started the campaign.' That was his tribute to California editors and to editorial integrity."

PR News used the quotation to point up the damage done to the cause of public relations by "the recent AMA press experience." The editor commented: "Every little while, someone advertises his poor public relations judgment by open boasts of how he obtained free publicity in lieu of paid space, or influenced editorial attitudes by buying space."

Neither PR News nor Mr. Hollenbeck gave the source of the quotation and a preliminary checkup by CNPA executives and the AMA's PR firm, Whitaker & Baxter, failed to reveal it.

Clem Whitaker told E & P's Pacific Coast editor that he had demanded the source from Columbia Broadcasting System and had obtained no reply. He added that he had cancelled all radio time contracted with CBS and told the broadcasting officials no further time would be sought by any Whitaker & Baxter accounts until Mr. Hollenbeck's statement had been retracted.

In New York, Mr. Hollenbeck made available to Editor & Publisher his complete notes on the broadcast and the full quotation which was the basis for it.

According to Edward Scott, Mr. Hollenbeck's assistant who shaped the script, a doctor had called their attention to the transcript of discussion at the annual conference of Secretaries and Editors of Constituent State Medical Associations in the March 1, 1947 issue of the American Medical Journal, official AMA publication.

John Hunton of California was quoted as saying at the Conference:

"The question of newspaper advertising has been met in California. At present the California Medical Association is expending about \$100,000 a year in newspaper advertising. It is being done on an organization basis, and it is being done in a series of community pre-payment plans in the State.

"We have found that when we run a piece of copy 20 inches by 4-columns we can generally count on about twice that much copy being run by local merchants who pick the copy up later, put it over their own signature and compliment the California Committee for Voluntary Health Insurance on putting on a drive in that county.

"The most popular source of support in that has been from the druggists. The druggists of one community after another have followed up that advertising, some times taking our own mats, cutting out our name, and putting in their own. . .

"We have 700 newspapers, a great many of them small weeklies. Never before have we been able to get real support from the newspapers because the answer constantly comesback 'Why should we give the doctors any support when they don't advertise and chiropractors do?'

"We now have an answer to that. When we started our campaign we went to the California Newspaper Publishers' Association and said: 'Gentlemen, we are going to spend a lot of money with the newspapers. We are going to advertise in every one of the 700 newspapers in California.'

"Each of the 700 papers in the State is receiving a minimum of 100 column inches of advertising in a period of 12 months. We have found the response from editors, in publicity, has been far beyond anything that we expected when we started the campaign."

COAXIAL CABLE SOON TO RUN 12,000 MILES FOR PHONE, TELEVISION

Twenty years ago, two Bell Telephone Laboratories researchers - then deep in the problem of trying to find how to make the wires strung on poles about the country carry more phone conversations without putting up more wires - filed a patent for a strange new device that might do the trick.

For want of a more descriptive name, it was called a "coaxial cable".

Today, the modern version of the coaxial cable represents a \$100,000,000 project of the Bell System. Twelve thousand miles of it will be in use from coast to coast by the end of 1950, according to Bell spokesmen not only for the expanding needs of cross-country telephoning, but also to provide the means for more transcontinental television networks.

Lloyd Espenschied and Herman A. Affel, co-inventors of the coaxial cable and veterans of the Bell Laboratories staff, yesterday told of the growing importance of this new instrument.

Exhibiting a section of the original cable, a heavy brass pipe three inches in diameter, they told how it had been refined in the last twenty years until the present pipe is no larger than a lead pencil, quite flexible, and a better carrier than its original version.

They said the cable had not yet reached its full technical development, but in time might be twice to three times as capable of carrying wide bands of frequencies as the current one.

Coaxial pipes now are capable of carrying three television programs each way between New York and Chicago, and an additional 600 simultaneous telephone calls. But if used for phone calls alone, the pipes can carry 1,800 conversations.

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DR. HANSEN DEAD; PIONEER IN RADAR

Dr. William Webster Hansen, a pioneer in the development of radar and planner of a billion-volt linear accelerator, or atom smasher, which now is under construction on the campus of Leland Stanford University, died Monday in his home after a long illness (Palo Alto, Calif.). He would have been 40 years old on Friday.

Dr. Hansen in 1937 began work on a device to prevent airplanes from flying mountains. The problem was posed by pilots who had to fly over the Andes. From this research came the klystron, one of the most important elements of radar. Dr. Hansen and his co-workers afterward developed other pieces of radar equipment, including the rhumbatron, which also is used in atom-smashers.

Dr. Hansen in 1944 won the nation's top prize in radio engineering, the Morris Liebman Memorial Award of the American Institute of Radio Engineers. The honor went to him for microwave research.

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JOHN J. KAROL, CBS, NEW PRESIDENT RADIO EXECUTIVES CLUB

A tribute to his personal popularity as well as general efficiency, John J. Karol, Sales Manager of the Columbia Broadcasting System, has been elected President of the Radio Executives Club for the 1949-50 term, succeeding Carl Haverlin, President of Broadcast Music, Inc.

Mr. Karol was officially installed as President of the REC at the final luncheon-meeting of the 1948-49 season at the Hotel Roosevelt in New York City last Thursday. The club will resume its meetings in early Fall.

Mr. Karol joined CBS in 1930 as Director of Research, after having served with Crossley, Inc., research firm, as Manager and Research Director. He became Market Research Counsel for CBS in 1939, and in 1943 was named Assistant Sales Manager. He has been CBS Sales Manager since December, 1944.

He is a graduate of Harvard University (1927) and of the University of California, where he received a Carnegie Research Fellowship, in 1928. Mr. Karol is married, has a son and daughter, and lives in Chappaqua, New York.

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GRIDIRON CLUB TAKES NOTICE OF JACK BENNY CBS SWITCH

The Columbia Broadcasting System came in for a bit of kidding at the Gridiron Dinner to President Truman in Washington last Saturday night. Richard L. Wilson, chief of the Washington news bureaus of the Cowles Publications and broadcasting stations, incoming president of the club, in the "Speech in the Dark" which opens all Gridiron Dinners, said:

"We gather on a very happy occasion. President Truman this year reached his 65th birthday. Next year the Gridiron Club will be the same age, and we both will be eligible for Social Security. Speaking for the Gridiron Club alone, we will forego for a while the old-age retirement provisions.

"The Gridiron Club welcomes you in the spirit of this joyous springtime. It is truly a wonderful age - the age of the welfare state. Everybody gets a little something. CBS gets Benny and Crosby, Aly Khan gets Rita Hayworth and President Truman gets the Byrd. Even Governor Dewey gets a trip to Europe - but at his own expense.

"The only question remaining is whether this is the welfare stare or the state of farewell.

"A dollar today goes farther than ever before. It was a great feat when Washington threw one across the Potomac. Now we pitch them across the Atlantic."

Among those present having to do with the broadcasting industry in one way or another were:

Capt. Taylor Branson, U.S.M.C., retired, former leader of the U. S. Marine Band, one of the first musical organizations to be heard over the air; Eugene E. Buck, New York City; Gardner Cowles, Look Magazine; John Cowles, Minneapolis Star and Tribune; Elmer Davis, President, Radio Correspondents' Association; Earl H. Gammons, CBS; Earl Godwin, radio commentator; Philip L. Graham, Washington Post; Richard L. Harkness, radio commentator; Luther Hill, Des Moines Register and Tribune; H. V. Kaltenborn, radio commentator, New York City; Horace L. Lohnes, Washington; D. Harold McGrath, Superintendent Senate Radio Gallery; Maj. William Santelmann, leader, United States Marine Corps Band; David Sarnoff, RCA, New York City; A. A. Schechter, New York City; Niles Trammell, President, NBC, New York City; Albert L. Warner, radio commentator, Washington, D. C.

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DR. WOLFF, RCA LAB. RECEIVES NAVY DISTINGUISHED SERVICE AWARD

Dr. Irving Wolff, Director of the Radio Tube Research Laboratory of RCA Laboratories, yesterday (May 24) received the "Distinguished Public Service Award" of the Navy Department, in recognition of his achievements in electronics and radar.

Such recognition is given only to individual citizens, not in Navy employ, who "have contributed measurably in scientific or manufacturing fields to the success of the Navy's policies and programs", the Secretary's office stated. In addition, the recipient must have rendered outstanding service over and above that normally expected of him and not required by his job or the terms of his contract.

"Dr. Wolff contributed immeasurably to the effectiveness of the operation of the Navy during the late War, and the interim period since then", Rear Admiral C. D. Wheelock, U.S.N., Deputy Chief of the Bureau of Ships declared in making the award. "His achievements and accomplishments covered the field of electronics in general, but more particularly that of radar."

"In 1932, while in the employ of the Radio Corporation of America, he conducted research in micro-wave transmission and reception. Using equipment developed as a result of this research, he demonstrated the ability to detect radar signals reflected from gas tanks and small ships about a half-mile distant. Shortly thereafter, he developed a means of timing these signals, whereby distance to the reflecting object could be measured. This was one of the fundamental contributions to modern day radar."

Later Dr. Wolff and his associates developed airborne radar equipment to prevent collisions and high-altitude precision radar for altitude determination, it was pointed out. The radio altimeters used by the United States and her Allies were developed by Dr. Wolff's group.

Dr. Wolff joined RCA in 1924 as a member of the Technical and Test Department and from 1930 to 1941 was with the Research Division of the RCA Manufacturing Co., Camden, N. J. In the latter year, he joined the staff of RCA Laboratories. He has specialized in problems in microwaves; sonar, radar and aviation.

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PEARSON SUES PEGLER; DEMANDS \$250,000 IN FORRESTAL LIBEL

Drew Pearson, radio commentator and radio columnist, said Tuesday night, his attorneys have filed a \$250,000 libel suit against Westbrook Pegler, columnist.

Mr. Pearson said the New York law firm of Greenbaum, Wolf & Ernst filed the suit in the New York Supreme Court Tuesday, naming Pegler and his syndicate, King Features.

Mr. Pearson told a reporter that two of Pegler's columns, released this week, and dealing with some of Pearson's comments on the late James Forrestal, were the oasis of the suit.

There was also criticism of radio and press commentators in general and Mr. Pearson and Walter Winchell in particular in other quarters.

Representative Rankin (D), of Mississippi, asserted he had voiced his opinion "of the unworthy and unjust attacks" made on Forrestal while he was yet alive. Several weeks ago, Rankin, in a House speech, attacked Drew Pearson for a column Pearson had written about Forrestal.

Representative J. Caleb Boggs, Democrat, of Louisiana, declared that "Mr. Forrestal was subjected to a campaign of abuse and vilification the like of which I have never heard. This should give pause - real pause - to the irresponsible elements of the press and radio."

"Drew Pearson and Walter Winchell and some others maligned Mr. Forrestal in various commentaries not very different from similar outrageous attacks made on others for which the radio and the press must bear the burden of shame", Hanson W. Baldwin wrote in the New York Times.

Westbrook Pegler, in a King Features Service article in the Washington Times-Herald, one of the articles mentioned in Pearson's suit wrote, in part:

"James V. Forrestal, a loyal, brave and self-sacrificing servant of this republic, certainly was, as President Truman said on hearing of his sudden death, a casualty of the second World War. He was also a victim of the wanton black-guardism and mendacity of the radio, which has been a professional specialty of Drew Pearson.

"Pearson has become a man of great power and special privilege because other decent men like Forrestal go in fear of fantastic lies to be spread over the nation by radio, all to stimulate the sale of a brand of hats or laxative.* * * *

"In the case of Forrestal, Pearson made a false charge of disgraceful cowardice. Forrestal, in the role of Undersecretary of the Navy, a civilian job, made four landings with the Marines, behind the assault waves, on Pacific islands held by the Japanese.

"Franklin D. Roosevelt held a similar position during the first World War. It is no disparagement of him to point out that Roosevelt's only experience anywhere near the front in France con-

sisted of tours of inspection amid considerable panoply and privilege, not personal intimacy with danger.

"The contrast does favor Forrestal nevertheless.

"On Jan. 16, 1949, over station WJZ of the American Broadcasting Company's network, Pearson purported to read a dispatch direct from the White House vilifying Forrestal.

"At least his voice said, 'The White House: Well, President Truman was about to accept the resignation of Secretary Forrestal when, last Sunday he heard Walter Winchell's broadcast about Forrestal's income tax finagling in the 1930s.'

"In newspaper and press association language, that term 'the White House' at the start of an item is called the date line.

"The date line is the source or the ostensible source of the facts or falsehoods which then ensue and, in this case, clearly implied to the public that he was reading a dispatch direct from the White House. As to whether this was a truthful representation, the individual citizen may draw his own conclusions.

"'Whereupon', Pearson continued, 'Truman sent for a transcript of the Winchell broadcast and literally hit the ceiling. "I'm not going to let that little so and so", he stormed, "tell me who I'm going to keep in my Cabinet." And a day later, he told Forrestal he could stay on, at least for the time being.'

"There ensued a paragraph of artful smear concerning Forrestal's income tax based on Pearson's own independent charge which for its credibility relies on Pearson's own record of erroneous, not to say false, statements.

"Then Pearson said: 'For my part, I personally think Mr. Forrestal is a very nice and charming gentleman. But I agree with Walter Winchell that a man who avoids taxes by concealing his money in a foreign country cannot command the respect of boys who are drafted into the Army.'

"You are invited here to note that Pearson does not charge that Forrestal was guilty of any wrong but does a job of log-rolling for another equally mendacious, ulterior and malicious radio terrorist whose high, moralistical posture is fantastic.

"No facts ever were presented to prove that Forrestal had been guilty of any act which was not accepted practice in complicated international tax matters. And the fact is glaringly apparent that Winchell, the source of this smear, was a professional idolator of F. D. Roosevelt, who overlooked no chance to refer to himself as 'Commander in Chief' of the boys who are drafted into the Army.'

"It will be remembered that Roosevelt was guilty of a flagrant swindle in beguiling John Hartford to surrender \$200,000 of his son, Elliott's notes and \$200,000 worth of stock to him, President Roosevelt, on the deliberately false representation that the stock was practically worthless. This was felonious fraud without question so the sanctimonious subterfuge about the 'respect of the boys who are drafted into the Army' was merely a sly approach to an oblique insinuation against Forrestal's moral character."

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MOVIES HIT BACK AT RADIO-VIDEO GIVEAWAY SHOWS

A \$1,000,000 giveaway show designed to make radio's jackpots look like two-bit carnival raffle prizes is going to sweep across the country about July 1, Anheuser-Busch heiress, Bonnie Busch, said, according to the United Press last Sunday.

Miss Busch, a past master at dreaming up quiz shows, has planned this program as the movies' answer to what television and radio are doing to box office receipts. Her plan is to put quiz programs into the theaters and lure people back again in numbers equal to those of the good old "free dish" and "banknight" days.

The heiress and her husband, Ray Jackson, see a big jackpot for themselves, too, in selling their packages of quiz movies, answers and donated prizes to movie house managers, many of whom are paying the rent these days with the proceeds from candy and cigarette machines.

They are piling up enough prizes to fill a warehouse - but they also are making their questions harder than the run-of-the mill radio queries.

"The Jacksons are calling their program the 'Santa Claus Quiz Show'. Weekly 10-minute movies, each consisting of 10 scenes which are to be identified on quiz cards by name, date and place, will be shown from July 1 until Christmas, when Santa Claus will present the biggest quiz bonanza in history to the lucky national winner."

The wise guy who gets the highest score in his local theater for scribbling answers in the dark will get a few little things like a washing machine and a refrigerator - but no radio or TV set - with a total value of \$1,000. When he wins the State movie contest, he'll get another \$5,000 in the usual quiz show loot. And then, when he wins the national contest, he'll get \$100,000 in prizes to take home with him, including a house, a car, and just about everything else you can think of that doesn't need an aerial.

Jackson ran off a sample "Santa Claus quiz show film" at a sneak preview, and if he'd been awarding any prizes he could have taken them home with him, for not a soul knew the answers.

Some of the questions acted out by mobs, pearl divers and sundry other folk in costume and out apparently asked: Where is the Mardi Gras held, who created it, when and where; who rode the last horsecar and when did it lead the first electric streetcar ever made; and who saved his brother's life when captured by giant shellfish, and where.

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FIRST RMA PRESIDENT RECALLS EARLY FORECASTS OF RADIO'S DOOM

Speaking at the All-Industry Banquet at the conclusion of the "Silver Anniversary" convention of the Radio Manufacturers' Association in Chicago last week, H. H. Frost, first President of RMA, countered forecasts that television would soon put an end to radio broadcasting with some early predictions of a like character as to the effects of radio.

"Looking forward", he said, "I see television as an additional means for the dissemination of education, entertainment, information and public service.

"According to predictions I have read and heard, some people think television is going to put radio into the museum", he continued.

"Well - looking back, I find some interesting predictions, opinions and conclusions made in the early years of radio. Here are a few:

"1 - Radio broadcasting will never be profitable to the broadcaster and manufacturers of radio sets and parts will have to contribute to a broadcasting fund in proportion to their sales volume.

"Next - Stage and motion picture theatre attendance will be reduced more than fifty percent unless the actors are prohibited by contract from broadcasting.

"Next - The phonograph and phonograph record business cannot survive. The market for records will be reduced to export sales of foreign language records and the sale of folk song records to foreign language groups in the United States, such as the Polish population in Buffalo.

"Next - Radio will not be used successfully in police work; the criminal element will have the same type radio set and be warned in time to escape.

"Next - If radio sets are used in automobiles the accident rate resulting will triple the rate for all other causes of automobile accidents.

"Next - Federal control of broadcasting will become a tool in the hands of the politicians in Washington; every man must have the right to build or operate a broadcasting station and there must be no interference from government as to location or operation.

"Next - Self expression in music is doomed. Music schools and music teachers will have but few pupils once the air is filled with popular or classical music.

"Next - Broadcasting of baseball, prize fights and other sports events will reduce the attendance below the average needed to remain solvent.

"Next - News broadcasts will reduce paid circulation and advertising revenue.

"Next - Broadcasting live stock and produce markets will increase the cost of living; the city dweller is dependent upon the farmer for food; if the farmer is informed of prices there will no longer be a free market of supply and demand, but a market controlled by the farmer.

(Continued at bottom of page 16)

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 ::: SCISSORS AND PASTE :::
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Warns Radio Sponsors To Watch Their Commercials
 (Larry Wolters in "Chicago Tribune")

Horace Schwerin, director of a broadcasting research organization, told the Chicago Radio Management Club that television is the best thing that has happened to radio in 25 years. He added that radio is not dead or dying but is just getting its wind for a more lucrative race.

The arrival of television will "Speed up the elimination of waste in radio", said Schwerin. Sound broadcasting, he continued, can easily become 500 per cent more efficient. His predictions followed an explanation of findings on more than 1,800 tests of radio commercials by his organization.

Schwerin's optimism over the future of radio, he said, was inspired from a combination of recently released figures that predict only 44 per cent of the nation's population will own television sets by 1954 and his own research conclusions that ". . . more than 90 per cent of radio commercials and 50 per cent of radio programming are waste."

Schwerin said that misuse of principles necessary for programming success had "literally forced commercials in one ear and out of the other." He said that his researches show that people only remember commercials they like or dislike intensely and that 90 per cent of sponsors' plugs fall into the "indifference" range.

While Schwerin expressed his hopes for a bright future for radio, he did not explain how these better days are to be reached. He did call on sponsors to spend more time and money on their commercials and ended on a note of warning:

"Our vast radio industry is like an inverted pyramid, resting shakily on one foundation stone, the advertiser's commercial message. If that stone crumbles - and I think psychological deafness is crumbling it - the whole structure collapses."

(Editor's Note: Mr. Schwerin is head of the Schwerin Research Corporation, 2 West 46th Street, New York City.)

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Presidents Come High
 ("Variety")

Network presidents don't come cheap these days. The era of web prexies operating on 13-week options are apparently gone forever. Today they not only command unprecedented top coin, but longterm contracts as well.

Situation was highlighted anew last week with the revelation of Frank Stanton's 10-year pact as CBS Board Chairman, William S. Paley's No. 1 operator. Last of the four network prexies to grab himself a longterm contract, Stanton actually nailed the meatiest deal of them all.

Apparently this was the kind of deal Stanton was gunning for when, a few months back, he admitted, that, lacking the security of a longrange contract, he was seriously considering the possibility

of moving out of radio altogether. The new contract seems to have resolved the "security" situation. Stanton is currently on a two-month vacation in Europe.

He's down for an annual guarantee of \$100,000 a year, plus whatever additional compensation the Board of Directors chooses to award him. The annual guarantee actually amounts of \$30,000 more than his basic '48 pay.

Upon termination of the 10-year contract, Stanton is to be retained as part-time consultant until Dec. 31, 1968, at \$25,000 a year. Should Stanton and Paley decide to call it quits between 1953 and 1958, the web will be compelled to fork over a flat 100G.

NBC prexy Niles Trammell is also operating under a \$100,000 plus bonus contract which he negotiated last year with RCA Board Chairman David Sarnoff, but it's only of five-year duration. ABC prez Mark Woods also has a five-year contract with Board Chairman Ed Noble at \$85,000 a year (including bonus) and a few weeks back Frank White moved in as prexy of Mutual at \$85,000 a year for a three-year, non-cancellable term.

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WTOP Man Tells How FDR Song Story Started
(Harman W. Nichols, "Washington Post")

The late FDR went through the last years of his life with his hands cupped over his ears - listening to a tune he didn't particularly like, "Home on the Range".

I got the story from Johnny Salb, organist for Station WTOP. Johnny knew Mr. Roosevelt well and spent many hours entertaining him.

"The first time I went to see him", Johnny said, "I was with Eddie Peabody, the famous banjo player and a great friend of the late Chief. We sat down and started to whack out a few licks of 'Home on the Range'."

FDR yelled, "Stop it", and told the music-makers how the legend sprouted and grew.

At a press conference once, somebody asked the President if he didn't think the tune was a pretty fancy one. He admitted that it was. The next day somebody wrote a column in the papers saying it was his favorite. He was stuck with it.

"Actually," said Johnny, "FDR's favorite - the one he asked me to play most often - was 'Yellow Rose of Texas.' Eddie and I played it that first day. After Eddie left, the President asked me if I would stick around for a few minutes.

"He said: 'You fellows did a good job on that; only you had the right words but the wrong tune.' The President hummed it for me and I wrote it down on the back of an envelope. I had it transcribed onto a piece of music paper and gave it to FDR as a present. He asked me to autograph it for him."

Johnny, by the way, doubtless has entertained more Presidents than any man alive. He started with Woodrow Wilson, who could be lulled to sleep as the muted organ gave out the classics.

Warren G. Harding was more of a sport than a music lover; Johnny said, and often asked the musician to cool his heels in the lobby while he tried to draw to an inside straight with some of his cronies upstairs.

Calvin Coolidge liked his music on the quiet side, "almost to the point of complete quiet, although Mrs. Coolidge seemed to enjoy it."

(Continued on page 16)

TRADE NOTES

The General Electric Company at Electronics Park at Syracuse, N. Y., has announced the sale of complete television station equipment to be used by Station WKTU, Utica, which expects to go on the air in September.

Hallicrafter Company - Eight months to April 30: Net profit, \$479,972 on sales of \$11,922,965, an increase of 66 and 59 per cent, respectively, over profits of \$289,807 and sales of \$7,488,917, for similar period of previous year, William J. Halligan, president, reports, attributing improvement largely to expanding television program.

Opening of direct radiotelegraph service between San Francisco and Taipei, Formosa, was announced Tuesday by Harry C. Ingles, President of RCA Communications, Inc., New York City. The new circuit supplements existing RCA facilities to Formosa via Manila.

Leslie J. Woods has been appointed Vice President and Director of Research and Engineering of the Philco Corporation. Mr. Woods, who joined the company in 1925, will be assisted by David B. Smith, Vice President of Research and Engineering.

Sylvester L. (Pat) Weaver, Vice-President and Director of Radio-Television, Young and Rubicam, Inc., has joined the list of leading radio industry executives who will speak at the first national Program Directors Clinic to be held in Chicago on June 27, 28 and 29, at the downtown campus of Northwestern University.

Magnavox Company and Subsidiaries - Year to Feb. 28: Net profit, \$1,323,598, equal to \$2.01 a share against \$2,016,976 or \$3.36 a share for preceding fiscal year; net sales, \$24,402,206 against \$27,434,019. Current assets on Feb. 28 last, were \$11,105,088 including cash of \$364,587 and inventories of \$8,133,801, while current liabilities were \$7,614,718. Current assets on Feb. 28, 1948, were \$8,994,104 with cash of \$856,652 and inventories of \$5,272,127; current liabilities were \$5,313,632.

WOR's frequency modulation station, WOR-FM, has discontinued broadcasting for three weeks to allow for the moving of its transmitter to North Bergen, N.J., site of WOR's new 760 foot television antenna tower.

WOR-FM closed down at 9 P.M., Thursday, May 19th, and will resume broadcasting from North Bergen on June 10th.

The National Broadcasting Company has signed an exclusive three-year contract with the Cotton Bowl Association to broadcast and televise the New Year's Day Cotton Bowl football classic.

A 6% increase in gross sales is reported by the American Broadcasting Company, Inc., and subsidiaries, for the first quarter of 1949 when volume amounted to \$10,218,410, compared with gross sales of \$9,631,348 for the first three months of 1948.

The estimated loss for the quarter ended March 31, 1949, is \$65,000, compared with estimated net income (after Federal Income Taxes) of \$503,000 for the same period of the previous year.

The decrease in net earnings, it was said, is attributable to the rapid expansion in television broadcasting.

Arthur H. Ross, 36 years old, a scenic designer, was found hanging last Monday from a pipe in a Rockefeller Center sub-basement in New York City. The police said he apparently had committed suicide. Mr. Ross, who shared an apartment at 1100 Park Avenue with two other men, was employed as a set designer by the Television Section of the National Broadcasting Company.

Mildred E. "Axis Sally" Gillars is being "spat on" and "generally mistreated" by her fellow prisoners in District Jail in Washington, D. C., the convicted traitor's sister charged last Monday. The sister, Mrs. Edna Herrick, said the jail superintendent, Col. Curtis Reid, had "promised an investigation."

Col. Reid could not be reached for comment, but other jail officials said Axis Sally, who was sentenced to serve from 10 to 30 years in jail for treason, was being treated "no different from other prisoners" and that prison rules forbade spitting.

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WTOP Man Tells How FDR Song Story Started (Continued from Page 14)

If Herbert Hoover liked music he kept quiet about it, according to the organist, "because I was never invited to the White House to play for him."

WTOP on Friday began a series of transcriptions called "Dear Mr. President", with Johnny sounding off an organ obbligato in the background.

I heard the first one. Part of the record records the actual sounds of a White House falling down. The engineers at the station borrowed a gadget from the Navy which magnifies sound 1000 times. They tacked the instrument onto one of the walls of the old mansion and tuned it up. The first sound I heard sounded like a boulder falling on a kettle drum. I was told one of the workmen dropped a match. People walking around - magnified 1000 times, sounded like a pack of dinosaurs pulling their hind legs out of a couple of acres of mud.

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FIRST RMA PRESIDENT RECALLS EARLY FORECASTS OF RADIO'S DOOM (continued from Page 12)

"Next - the State Superintendent of Education in one of our States said radio has no place in the field of education.

"Next - State legislation was proposed in several states to require the services of a licensed electrician to install radio sets using tubes and a storage battery; in addition there must be a quarterly inspection, paid for by the owner - the fire hazard must be reduced to the minimum in the interest of public safety.

"Next - A national committee member advised the presidential candidate of his party against using radio in his campaign for President of the United States - the people will resent having any candidate make them feel they are not worthy of a visit to their community."

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