



# RCA MAKES BILLIONTH RECORD



Frank M. Folsom, Vice President RCA Victor receives the Billionth Record from J. W. Murray, Vice President in Charge of RCA Victor Record Activities at the RCA Victor Camden, N. J. factory. NBC broadcast the presentation of the famous disc.

## Milestone Reached In Company-Record History; Record's Original Sound Made On An Audiodisc

A few weeks ago in Camden, N. J., where forty-eight years before the Victor Talking Machine Company was founded, the one billionth RCA Victor record was manufactured . . . thus marking a milestone in the history of the company as well as the record industry itself.

The original sound of the billionth record—a performance of two John Philip Sousa marches by the Boston Symphony Orchestra under the direction of Serge Koussevitzky—was cut on a standard Red Label Audiodisc.

The historic disc, after being gold-plated, was given to Major General A. H. Turnage, Assistant Commandant of the United States Marine Corps, who accepted it in the name of the Corps, for inclusion in the Marine Corps archives. The choice of the Marine Corps as the recipient of the billionth record has a historical significance which is directly related to the two compositions performed by the Boston Symphony—"Semper Fidelis" and "Stars and Stripes Forever."

(Continued on Page 2)

### Come West, Young Men ..... at our expense

In promoting a recent fashion show in Hollywood. Foote, Cone & Belding, on behalf of their client Cole of California, nationally known fashion designers, sent recorded invitations (8" discs) to leading fashion experts and dealers throughout the country.

The novel invitations, when received by the prospective guests, were believed to be a gag, but after rushing off to the nearest play-back machine and hearing the voice of Fred Cole inviting them to a special showing of his latest creations (at his expense), the lucky designers dropped their scissors and hustled out their suitcases for a few peaceful days in sunny California.

## Importance of Recordings To Norwegians During the Dark Days of War Told . .

American Radio Urged to Remember "Ordinary People" of Other Lands

By Gladys Petch, Radio Consultant  
NORWEGIAN INFORMATION CENTER  
New York City

It's somewhat out of date nowadays to talk about an enterprise born during the war, and yet if this article is to be written, one must start in 1941, for it was then that the Royal Norwegian Information Service, an agency of the Royal Norwegian Government, started recording the programs "The Spirit of the Vikings" and "Norway Fights On." Since 1929 the writer had been in the habit of broadcasting from leading radio stations from coast to coast, about "Norway," its culture, its music, its people, and its beauty. Then came the war, and travelling having become almost an impossibility for civilians, the idea of recording these programs was conceived.

Starting with one station in the middle west, gradually the number of stations was increased until in 1942 three hundred and fifty stations throughout the U. S. and Canada were carrying the Norwegian programs weekly. Records were also sent to Australia, New Zealand, and Alaska. And so the story of Norway's gallant fight against the German invaders was told around the globe.

The programs were always quite simple, Norwegian airmen, sailors from the Norwegian Merchant Marine, and members of the Norwegian underground told thrilling stories of their actual experiences, told the facts as they had lived through them, without any embellishments, and it seems that these plain facts, reached right into the hearts of listeners.

Many of these brave men have since made the supreme sacrifice, for the ideals for which they fought, but thanks to the art of recording, their voices and stories will live on, testimonies to the brave men who gave their all.

Through our recorded programs it was possible during the long war years to

(Continued on Page 3)

## RCA Produces Billionth Disc (Continued from Page 1)

From 1880 to 1892 John Philip Sousa was leader of the Marine Corps band. In 1888 he composed "Semper Fidelis," which is the motto of the Corps. In February, 1902, several years after he had resigned from the Corps to form his own band, he recorded the stirring march tune for the Victor Talking Machine Company, which was then in its infancy as a manufacturer of records and phonographs. "Semper Fidelis" was so successful that it was recorded again and again by Sousa and his band, as well as other bands that made records for the Victor Company.

In the spring of 1946, when it became apparent that the RCA Victor Record Dept. was certain to manufacture its billionth record before the end of the year, the Boston Symphony Orchestra—which was the first full-sized symphony orchestra to record for Victor—was asked to record some single records. Dr. Serge Koussevitzky chose the two marches by John Philip Sousa as among the compositions he would like to record. Some months later it was agreed that to this particular recording would go the honor of becoming the company's billionth disc. Because "Semper Fidelis" is so closely identified with the Marine Corps it was quickly decided that the most logical recipient of the milestone record would be the Corps.

Aside from the historical aspects of the record itself, the manufacture of the billionth disc in 1946 is of particular significance as a symbol of the revival of an industry which several times in its history had seemed to be giving way to  
(Continued on Page 4)



Pictured above with announcer William Cullen (at left) are three featured players in the new ABA recorded series now being offered to banks throughout the country for local broadcast use. Left to Right—Abby Lewis, Scott Tennyson and Walter Vaughn.

## American Bankers Ass'n. Offers New ETs To Banks

### Recorded Dramatizations To Be Used As "Core" of 15 Minute Program

As part of a new radio service for banks, the American Bankers Association recently announced a new series of recorded dramatizations for local broadcast use. These recordings, all on bank loan services, are about 4½ minutes in length. They are intended for use as the "core" of 15 minute programs, the balance of each show being supplied by the local station from its musical library. According to John Mack, Deputy Manager of the A. B. A. in charge of its advertising department: "This is the first step in a new radio service. If these programs are well received, we will prepare plenty more. As a second step, we hope to progress to complete 15-minute programs. Another angle we will pursue is the gathering and disseminating of radio data to banks to help them use radio more effectively."

There are 30 programs in the new series. Each presents a modern day loan problem, such as a small business financing situation, or a veteran home-purchase transaction, and works out a sensible solution, usually with the help of credit. Thus the series is largely educational and has little if any commercial flavor. Local tie-in is obtained by the bank's own announcement, spoken by the local announcer at beginning and end of each show.

The transcriptions were written by Frank Kane, supervised by the A. B. A. and recorded by the National Broadcasting Company in New York.

Announcements have been mailed to all banks and free sample recordings have either been supplied or offered to every radio station in the United States accepting commercial programs. Banks have been urged to contact their local radio stations and arrange auditions.



By Ernest W. Franck, Research Engineer

## Magnetic Tape Recording

In recent years there has been considerable activity in recording on magnetic wires or thin metallic tapes. The recording process, which is merely passing a wire almost as fine as a hair through a varying magnetic field, is not disturbed by vibration or movement and, therefore, found extensive military application during the war, such as recording in a moving tank. Furthermore, the wire can be wiped off and a new recording made at will.



Ernest W. Franck

During the war the Germans used a form of magnetic recording wherein metallic wire was replaced by a plastic tape with a very thin coating of magnetic iron oxide. This was used extensively in portable field models of the "Tonschreiber". Considerable development was also done of a high quality "Magnetophone" for radio broadcasting use, generally referred to as the studio model. Army and Signal Corps men coming back from Europe were loud in praise of the studio model and their reports of its performance placed it above any magnetic recording available here and actually in a class with lacquer discs.

It was only recently that a studio model "Magnetophone" was brought into this country and, through the efforts of Mr. E. Y. Webb, Department of Commerce, Communications Division (see page 3), a public demonstration was made.

The performance is nothing short of startling. The volume range is great and under ideal conditions may reach 60 db. The frequency response is flat to 10,000 cycles when equalized. The motion is perfectly steady with piano music, comparing favorably with a high quality 35 mm. sound on motion picture film.

Without question, this machine, which is the first of its kind to approach lacquer discs in performance, will find many applications, but it must first get over many hurdles. The drive mechanism must continue to give steady motion after long daily use, as in broadcast work. Some means must be found to keep playing time constant in spite of changes in length due to tape stretching and slipping. The tape may be too thin for sprocket holes, but many electronic means have been suggested, and one may be feasible.

Besides a good machine, a good tape is needed and American manufacturers must develop the equipment and technique of coating magnetic recording tape. This activity would quite naturally devolve upon people already in the field of making a sound recording medium by a coating process, such for example as Audio Devices. Actually this work was undertaken in this company some time ago in anticipation of probable developments in this field.



THE THREE SUNS AND A STARLET, one of NBC's newest recorded musical programs, features Artie Dunn at the Hammond, Al Nevins' electric guitar and Morty Nevins' accordion. Added to this are the song stylings of Nan Wynn, Irene Daye and Dorothy Claire (pictured above during program rehearsal), three top vocalists of the day making this show a real musical treat. A 15-minute program, it's packed full of rhythm-bright melodies with completely different improvisations by THE THREE SUNS. An NBC Syndicated show of network caliber, THREE SUNS AND A STARLET is sold to stations throughout the United States and Canada.

## OTS Making Available To American Industry Many Wartime Secrets

Edwin Webb Gives Demonstration of Magnetophone Before IRE Gathering

One of the Government activities which is most interesting to American business firms, engineers, educational and research institutions, is the Office of Technical Services, Department of Commerce. The OTS, Mr. John C. Green, Director, has assumed the functions performed by the Office of the Publication Board. It also includes the Technical Industrial Intelligence Branch, the National Inventors Council and the Production and Development Division.



Edwin Y. Webb, Chief, Communications Unit, OTS

The OTS gathers on-the-spot technical information in enemy countries and prepares reports based on comprehensive studies of enemy industries. It solicits and evaluates ideas and inventions of value to industry, provides informed advice on patents and inventions and serves as a general information bureau on technical data in the possession of the Government.

The OTS also sponsors industrial research projects and negotiates and supervises the execution of contracts with private non-profit research laboratories for the development of such projects. It acquires, abstracts and indexes scientific and technical documents, both American and foreign, and publishes the Bibliography of Scientific and Industrial Reports.

Readers of Audio Record will be particularly interested in the Communications Unit of the OTS under the direction of Mr. Edwin Y. Webb. This Unit has investigated and prepared reports on hundreds of machines, equipments, components and materials connected with the communications industry. It has also arranged showings of these products both in Washington and throughout the country. Earlier in the year models of the "Tonschreiber", the German field model machine for recording sound on tape, were received and shown to thousands of interested engineers. More recently the studio model "Magnetophone" was received and a demonstration given on November 5th at the Department of Commerce Building, Washington, D. C., before the local chapter of the Institute of Radio Engineers. This meeting was also attended by Mr. William C. Speed, President of Audio Devices, and Mr. E. W. Franck, Research Engineer. (Note page 2 for Mr. Franck's comments.)



Author Bob Hope meets the critics on WQXR—New York's "Author Meets the Critics" program when Hope's "So This Is Peace" came up for discussion. Shown above left to right are Russell Maloney, contributor to The New Yorker; Bennett Cerf, author and editor; Hope, and John K. M. McCaffery, moderator of the program.

## Whether Presented Live or Recorded.. WQXR's "Author Meets the Critics" . . Good Listening

Some of the liveliest wit and most informative debate to be offered the soap opera ridden radio public today is heard on "The Author Meets the Critics" literary free-for-all, broadcast twice weekly (once live; repeat broadcast recorded) by WQXR, The New York Times radio station, and once a week by the Mutual Broadcasting System.

This half-hour program puts showmanship into book reviewing by pitting the author of a currently popular book against two well-known critics in a free-swinging discussion appealing not only to book lovers and to those who relish argument over current problems but also to the non-literary who enjoy seeing intellectual celebrities humanized by sharp-witted remarks by their peers.

During the first fifteen minutes of the program, which is broadcast from the Barbizon Plaza Radio Theater from 9:30 to 10 P. M. on Thursdays (live) and rebroadcast (via transcription) on Sundays at 2:30 P. M., the two critics attack or praise the book of the day, with few holds barred. The second fifteen minutes are devoted to the author's frequently indignant or irate response. A moderator, John K. M. McCaffery, associate editor of American Magazine, often mentioned by radio reviewers as a likely candidate for the diplomatic service, urges the three to "disharmony" and at the same time strives to keep them to the point and to prevent the strong-minded, violently opinionated celebrities from mayhem. The reaction of those

(Continued on Page 4)

### Importance of Discs Told

(Continued from Page 1)

bring home to American listeners, in fact to listeners in the whole free English-speaking world, the story of Norway's fight against Nazi oppression at home and the story of Norway's war efforts. The story of a small country which refused to give up her democratic way of life no matter the cost.

There were other ways in which these recorded programs were of value too. There are approximately 2-3 million Americans of Norwegian descent in the U. S. A.; people with loved ones in Norway, people who had no means of communication with their mother country for five long years. To these, these programs were probably a vital source of information—in fact we have many letters in our files confirming this. Here for example is a quotation from one such letter. This woman writes: "Your recorded programs are the strongest link we have with Norway in these dreadful days. Keep up the good work and thank you."

Another interesting point was that Norwegian communities were discovered in states which are not usually associated with Norwegian-Americans, as for example Arizona. From stations in Arizona

(Continued on Page 4)

## Recorded Talks of Noted Relief Administrator Now Available To Radio Stas.

**A Child's Life In Northern Europe Today Explained in Transcriptions**

"Children of Northern Europe," an authentic, interest-catching recorded series, recently released by SAVE THE CHILDREN FEDERATION, New York City tells of the dramatic struggle of these nations back to peace-time living . . . and the effect of that struggle on Scandinavian boys and girls.



Dr. Kershner

Four transcribed 15-minute programs, on two double-faced 16-inch discs, carry eye-witness reports of Dr. Howard E. Kershner, noted relief administrator, during his current tour of Europe. Dr. Kershner's colorful talks were recorded while scenes were vivid in his mind, in modern radio studios in Helsinki, Finland; Stockholm, Sweden, and Oslo, Norway. Clear and sharp, free of usual trans-Atlantic static and fading, the talks were air-expressed to New York where they were re-recorded with music and explanatory announcements.

The four transcriptions (the first three of which must be carried as a series; the fourth is optional) titled "The Struggle in Finland," "Child Refugees in Sweden," "Norway Recovers" and "Meeting Child Needs in Northern Europe (a round-table discussion in New York City by outstanding relief administrators) are being forwarded to radio stations throughout the country for sustaining broadcast use. There is no rental charge for the recordings. Stations may order the series for auditioning purposes by addressing a post-card to SAVE THE CHILDREN FEDERATION, 1 Madison Avenue, New York City.

SAVE THE CHILDREN FEDERATION is the U. S. member of the International Save The Children Union, which has headquarters in Geneva, Switzerland, and member organizations in 34 countries.

## RCA Produces Billionth Disc

*(Continued from Page 2)*

other forms of musical entertainment. Today, record manufacturers estimate in excess of 300,000,000 discs will be manufactured this year, the largest production ever attained and from three to four times the prewar output.

## Importance of Discs Told

*(Continued from Page 3)*

many interesting letters from Norwegian Americans were received. Norway deserves much credit for developing this work, and there are 100 stations in the U. S. and Canada who still regularly carry Norwegian programs. Other countries have now followed Norway's lead, and in closing this brief article, the writer, a broadcaster of many years experience in Europe and the U. S. A., would like to make a suggestion. Now when the United Nations needs the support of every citizen of every nationality, could not every radio station of the United States devote a certain length of time to recorded programs of other countries with whom we must get along if we are to exist at all!

Not only should there be broadcasts of the proceedings of the U. N. Council which are of course of vital interest, but there should also be broadcasts about the things ordinary men and women of the world want to know about each other, their problems, their home life, their customs and opinions, for fundamentally human beings are the same the world over, with the same fears, hopes and ambitions.

What a chance American radio has to correct this, and at no loss to themselves, for the voice of America would become the voice of the ordinary people of the world whose earnest desire is to be understood, and to "keep the peace."

## New York State Radio Bureau Plans Extensive Use of ET's

In furthering their effort toward stamping out juvenile delinquency in the state of New York, the N. Y. State Radio Bureau has prepared for the Dept. of Correction and the Commission Against Discrimination a series of recorded dramatizations and panel discussions for broadcast use by the commercial stations throughout the state.

The recorded dramatizations are cut in the WOR—New York Recording Studios; the discussion series in Albany, the state capital.

According to Miles Heberer, Director of the N. Y. State Radio Bureau, present plans call for the use of transcriptions throughout the winter. Many of these programs are now underway and others will be developed in a few weeks.

## Author Meets The Critics

*(Continued from Page 3)*

authors who dare submit to this ordeal is as varied as the subject-matter covered in a program of this scope.

Martin Stone, owner and producer of "The Author Meets the Critics," and an Albany, N. Y. newspaperman, Richard Lewis, conceived the idea for the program in 1940. It was originally produced at Union College, Schenectady, N. Y. and was broadcast locally in Schenectady and Albany until it moved to New York during the war.



TED HUSING RETURNS TO ALMA MATER

"Ted Husing's Bandstand," featuring the dean of the nation's sportscasters in a new role as a disc jockey, is currently being heard Monday through Saturday from 10:00 A. M. to 12:00 noon and from 5:00 P. M. to 6:30 P. M. over WHN—New York. (It was at WHN that Husing first entered the "big time" as a sports announcer some 20 years ago.) Ted's individuality and fluency at the microphone blends the "Bandstand" show into something out of the ordinary. The man who has consistently picked the top sports figures through the years keeps right on picking winners in the field of popular music.