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December 10, 1947

"HOT-SHOT" TELEVISION PROMOTION SCORED BY CROSLEY HEAD

"Hot-shot" promotion of television by "low-flying stunt operators" was scored by James D. Shouse, President of The Crosley Broadcasting Corporation, in answer to a query by a reader of a Cincinnati newspaper.

The reader asked, "Why aren't we getting more television service faster in Cincinnati?" He added: "After all, there is a television station here, isn't there? Who's holding back, and why?"

In answer to this question, Mr. Shouse pointed to the danger of "premature presentation of television to the public as an accomplished art."

WLW is moving slowly, he said, "because we feel there is grave danger, bearing in mind the tremendous investments involved, in overpromotion of television as a novelty."

Crosley's investment in Cincinnati television to date is \$700,000, plus operating costs averaging between \$7,000 and \$8,000 monthly.

Despite dealer anxiety for immediate extensive programming, Mr. Shouse continued, "We have consistently discouraged the tendency to overpromote television in Cincinnati. We want to sell a lot of sets to a lot of people for a long time, and not a few sets to a few people for a short time."

Mr. Shouse criticized the "splurge" technique being used in some sections of the country in promoting television, "before there's anything really to promote. Shooting a few scenes at a sports event once in a while, or shooting pictures of men on the street, does not constitute television."

Mr. Shouse continued that if television is to take its rightful place, it will have to be promoted with the greatest care and on the soundest possible basis. Otherwise, he warned, "we may be faced with a disastrously critical and disappointed attitude on the part of the public that could well delay the development of television for several years."

Speaking of WLW, the Crosley AM station, Mr. Shouse said, "WLW has had perhaps the best promotion, over a period of years, of any station in the country. However, we are not going to apply the same technique to television because of the dangers I mention."

In reference to W8XCT, Crosley's experimental transmitter unit in Cincinnati, Mr. Shouse declared that the outlet will continue on a test basis for several months, "until our men learn every available technique requisite to intelligent commercial operation."

"Instead of importing high-salaried cameramen and engineers from New York, we chose to pick a team from the cream of our own men to learn the technique and, in turn, teach others". He added, "We felt that our engineers deserved an opportunity to learn this new medium from the ground up."

Mr. Shouse concluded, "Not until we can deliver a picture the equal or superior of any other in the country, on a power at least equal to any other in the world will we deliver television as an accomplished art to our audience."

WSXCT, according to present plan, will become commercial station WLWT in February, 1948. Though the WLWT transmitter is a standard 5,000-watt unit, it will be used in conjunction with a special antenna built for Crosley by RCA. This extra high-gain antenna, plus its high elevation (the tower and antenna total 571 feet in height) above average terrain, will give the outlet an equivalent of 49,000 watts.

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RADIO FIRM CHARGED WITH MISREPRESENTING PRICES, TUBES

The Federal Trade Commission issued a complaint charging Allied Radio Corp., 833 West Jackson Boulevard, Chicago, Illinois, with misrepresenting the prices and the tube capacity of radio receiving sets.

According to the complaint, the respondent and its dealers have advertised that the radio sets they sell contain five or six or some other designated number of active, fully functioning tubes. These advertisements are alleged to be false and misleading because the number of tubes referred to includes one or more rectifier tubes or ballast, non-functioning or tuning beacon tubes. Such devices do not perform any recognized and customary function of radio tubes in the detection, amplification and reception of radio signals, the complaint avers.

Another charge is that the respondent's so-called "net prices" are "fictitious" and that the lower prices quoted for "lots of three" are not "special or reduced" prices, as represented, but are the prices at which the radios are sold in the usual and regular course of business.

Charging violation of the Federal Trade Commission Act, the complaint grants the respondent 20 days in which to file answer.

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RADIO DIRECTORS GUILD TO STRIKE AGAINST NETWORKS

The Radio Directors Guild, an AFL affiliate, announced Tuesday, December 9, that its Executive Council had been authorized to call a strike against NBC, CBS, ABC and Mutual's New York outlet, WOR. The guild's contract with the chains expires on January 1st.

The action authorizing the strike was taken by the Guild's members on Monday night and follows the breakdown in negotiations on November 12th. The Guild seeks a weekly minimum of \$240 for network staff directors, who for the most part direct the sustaining programs heard on the chains.

The Guild, of which William Sweets, Director of "Gangbusters", is President, charged that the "present salary conditions" for its members working on the networks are "ridiculously low" and that their average income is the lowest of "all the creative personnel".

At the membership meeting, the Guild members voted to contribute one-seventh of their weekly earnings to finance the cost of the walkout, should it materialize.

Spokesmen for the networks had no immediate comment.

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SAMUEL E. DARBY, JR., NOTED RADIO PATENT LAWYER, DIES

Samuel E. Darby, Jr., nationally known radio patent lawyer, and a Democrat, recently elected Mayor of the usually Republican village of Scarsdale, N. Y., by a sweeping majority, died there last Saturday night of a heart ailment. His age was 56. He was senior partner in the firm of Darby & Darby, patent attorneys with offices at 405 Lexington Avenue, New York.

In 1935 Mr. Darby was appointed an assistant to the United States Attorney General and thereafter served as a special prosecutor in several important anti-trust cases for the claims and anti-trust division of the Attorney General's office. During the recent war he was a United States Conciliation Commissioner for four years in Westchester County.

Along with former Senator Wheeler (D), of Montana, Mr. Darby was counsel for E. F. McDonald, Jr., in the litigation over patent rights now pending between the Zenith Radio Corporation and the Radio Corporation of America.

Born in Washington, D. C., Mr. Darby obtained an electrical engineering degree in 1913 from Syracuse University, where he was a varsity football player and a member of Phi Delta Theta fraternity. He received a law degree three years later from the former New York Law School, and then formed a law partnership with his brother, Walter A. Darby of Manhasset, Long Island. Besides his brother, he leaves a widow and three daughters.

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PHILCO PREDICTS \$5 BILLION TELEVISION OUTLAY

Five billion dollars will go into television in the next few years for building and equipping television broadcasting stations into networks, and for the purchase of television receivers, it was predicted last week by Larry E. Gubb, Chairman of the Board of Directors of Philco Corporation, in an address before the Rotary Club in Buffalo.

"About 175,000 television receivers will be made and sold during 1947", Mr. Gubb said. "Last January, only 5,437 television sets were manufactured in this country. By October, production had increased 336% to a total of 23,693 units, and the public probably paid more than \$12 million during that one month for television receivers.

"The best estimate for 1948 is that there will be about three times as many television sets sold as in 1947", Mr. Gubb indicated, "and these receivers will have a retail value of at least \$200,000,000."

Discussing television prices, Mr. Gubb pointed out that television receivers cannot be considered in the same price class as radio sets because of their far higher engineering content, the exacting manufacturing requirements necessary to obtain high-quality performance, and the great number of components used in a television set. The cathode ray picture tube alone, even when manufactured in quantity now costs more than the total cost of the majority of radio sets, he said.

"We feel that the real advance in television will come in projection receivers, where it is possible to use a smaller cathode ray tube and by means of an optical projection system to get an enlarged picture", Mr. Gubb stated. "In the Philco projection set, we use a small 4-inch tube and by projecting the picture through a rather complicated optical system, we get a picture 300 square inches in viewing area, nearly six times as large as that on the direct-view sets with 10-inch tubes."

Listing the 18 television stations in 12 cities now on the air, Mr. Gubb said that approximately 25% of the population of the United States is now within reach of television broadcasting. He pointed out that about 100 additional applications for television stations are either approved by the Federal Communications Commission or in process, and that new television applications are being received at the rate of three a week. This assures a vast extension of television service at the end of 1948.

Discussing television networks, Mr. Gubb compared coaxial cable with the high frequency radio relays now in operation between Philadelphia, New York, Schenectady and Boston. He stated that both the erection and operating cost of high frequency relays appear to be much lower than comparable costs of coaxial cable.

"All over the country, surveys are being made for television relay links", he declared, "and we do not think it will be long before we have television networks connecting most of the principal cities. When these tele-communication systems are established, it will open a tremendous field for new developments. For instance, you may soon be able to write a letter or telegram, drop it in a slot and have it reproduced instantly thousands of miles away - by television, with the speed of light - and for less than it now costs to send an airmail letter."

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CHI. TRIB. USES "TALKING LAMP" TO SEND STORY

For the first time in history, a news story was transmitted by a reporter to his city editor in Chicago last week by means of an invisible searchlight beam.

Larry Wolters, Radio Editor of the Chicago Tribune, flashed his story announcing the results of a National 4-H Club contest from the Civic Opera Building to the Tribune Tower three-fourths of a mile away using a "talking lamp" first developed during the war by lamp engineers of the Westinghouse Electric Corp.

The "talking lamp", which emits invisible infrared radiations, was developed for the Navy to enable secret two-way conversation between ships or from ship to shore - even during periods of radio silence.

Spoken into a microphone, Mr. Wolters' words caused a special caesium-vapor lamp to alternately dim and brighten thousands of times a second in accordance with the varying tonal qualities of his voice.

With the aid of a reflector, the invisible rays were beamed toward a sensitive receiver at Tribune Tower. There a photo-electric cell picked up the rays and the amplification reproduced them into spoken words.

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RCA DEVELOPS NEW TEST INSTRUMENT FOR FM SERVICING

A new portable servicing instrument, which provides all the signals necessary to align FM radio receivers, is now in production and will be available shortly, the RCA Engineering Products Department has announced.

The new radio repairman's tool, known as a sweep generator, (RCA Type WR-53A), is designed exclusively for servicing FM equipment, and is the first unit of this type. It generates test signals which can be tuned over the entire FM band (88 to 110 megacycles). It can also be employed with a microphone or phonograph recordings to demonstrate frequency modulation operation. The tool weighs 15 pounds and measures 13½" wide, 9-¾" high, and 7½" deep.

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FM BROADCASTERS SEEK NATIONAL NETWORK

Network transmission facilities will be sought to carry FM broadcasts across the Nation, the FM Association announced last week. A resolution authorizing Leonard H. Marks, the Association's General Counsel, to seek procurement of common carrier network facilities for FM was adopted at a meeting of the Association's Executive Committee.

The Committee declared that, "As yet there are no line facilities available on a large scale to FM networks. Despite that drawback, however, at least eight regional networks, linked mostly by radio relays and the rebroadcast method, have come into existence", and that more are under way.

Transmission facilities to be sought will be telephone lines or other circuits capable of handling frequencies up to 15,000 cycles, to connect regional networks into Nation-wide chains.

At present there are more than 340 FM stations on the air and within a year there will be more than 1,000, the Association said.

"FM stations", it was pointed out, "are denied the popular ordinary network programs containing music. The FM Association does not feel, however, that duplication of established programs on AM and FM stations is the solution to the public need. FM offers an opportunity to fill that need with new types and better programs."

Broadcasting of FM is "beginning to show a profit", the Association said, while "scores of FM stations" are breaking even financially, with the industry's growth "far beyond the most optimistic predictions of those who pioneered it."

Gross revenue from manufacturing FM sets should reach 400 million dollars within a year, with investment in FM broadcasting facilities reaching 100 million dollars, said the Association. "By early 1948 reasonably-priced FM sets in large quantities will be rolling off production lines."

The Association as an organization will not offer Congress recommendations for labor legislation but will cooperate with the Legislative Department of the National Association of Broadcasters, Everett L. Dillard, FMA President, announced last week in Washington.

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Rader Winget has been appointed Associated Press television news editor in Washington, D. C., directing operations of the AP television unit in the Capital. Winget has been desk supervisor of the AP world service in New York City.

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"TV CAN SHOW PUBLIC WHAT NAVY GIVES FOR MONEY" - EIGES

"Television, properly utilized, can become the United States Navy's most effective public relations tool", Sydney H. Eiges, Vice-President in Charge of Press for the National Broadcasting Company, last week told a group of fifty high ranking naval officers enrolled in a public relations indoctrination course.

"By television, and only by television, the Navy can literally sail its fleets into the American home and give the American taxpayer an intimate closeup look at what his tax money is buying", Mr. Eiges said. "By television, the Navy can take the American family into the depths of a battleship or submarine or into the crew quarters of a warplane and display the intricacies of their operation at first hand. By television, the Navy can transport millions of Americans, within the space of minutes, on a far-flung journey to Navy bases, docks, shipyards, hospitals, and its other installations. In short, by television, the Navy can show the American taxpayer and his legislative representatives what the Navy is, does and needs in a manner more vivid and graphic, more intimate and effective, than that afforded by any other means of communication."

The Navy's own development of sea and air-borne television, which equips roving ships and planes with sensitive electronic eyes, will not only give it a major tactical advantage in future wars, but will enable it to observe and report back to its own personnel and possibly civilians, if security permits, the progress of future battles with the speed of ether waves, Eiges pointed out. Similarly, the use of this type of television will play a great role in the perfection of robot missiles and other weapons.

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DUNLAP SEES BIG FUTURE FOR TELEVISION

A new billion-dollar industry will be with us by 1960, according to Orrin E. Dunlap, Jr., in the preface to his revised edition of "The Future of Television" (Harper, \$3), the United Press reports.

But before television can reach its majority, new techniques must be developed that will enchant the American eye as radio has captivated the ear, he believes.

Pointing out that television is essentially show business, Dunlap believes the standard radio programs will not do at all. For instance, speechmakers will have to cut their talks to 10 or 15 minutes or run the risk of boring the "televviewer", whose patience is reputedly shorter than that of the radio listener. He wrote:

"Until television can offer headline events in all classes of entertainment. . . it cannot hope to compete with the radio set, the electric stove and refrigerator as a utility in the home."

Mr. Dunlap's book considers the technical aspects of television as well as forthcoming visual feasts in news, sports events, cartoons and movies.

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HOGAN, WQXR, WINS ARMSTRONG FM MEDAL

John V. L. Hogan, President of Radio Station WQXR, New York, received the Armstrong Medal of the Radio Club of America last Saturday night as inventor of the heterodyne receiver and for other pioneering radio work.

At the annual dinner of the Radio Club, at the Advertising Club, a similar medal was given posthumously to Charles S. Ballantine, for his development of the radio direction finder and for other achievements.

Mr. Hogan was one of the founders of the Institute of Radio Engineers and once served as its President. He established the first high fidelity radio station in 1934 as W2XR, which later became WQXR, and was purchased by The New York Times.

For over ten years he has been developing a technique for facsimile reproduction of newspapers by radio. Alan Hazeltine, first recipient of the medal and president of the club, presided Sat. night. The award bears the name of Edwin H. Armstrong, a radio pioneer.

John S. Hayes has resigned as Station Manager of WQXR to accept a similar post with WINX in Washington, owned by The Washington Post. The post of Station Manager at WQXR is to be abolished, with Elliott M. Sanger, Executive Vice-President, expected to announce the appointment of an assistant at a later date.

In another executive change at WQXR, Norman S. McGee has been appointed Vice President in charge of Sales. He succeeds Hugh K. Boice, who remains as a Vice President with general executive duties. Mr. McGee has been Director of Sales.

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CAR TAKES WIRES BY FACSIMILE, DELIVERS THEM

After several months of experimental operation in Baltimore, Western Union announced last week, according to an Associated Press report, the perfection of a "telegraph station on wheels", which picks up messages transmitted from a downtown central office by radio-facsimile and delivers them in the residential area it is cruising.

The "telecar" was developed by Western Union engineers in Baltimore and went on public display for the first time last Monday at Baltimore's 150th Anniversary Exposition. Another exhibit there commemorates Samuel F. B. Morse's first telegram sent from Baltimore to Washington May 24, 1844.

"Telecar" messages are received on a facsimile recorder installed under the instrument board of an ordinary sedan while it is cruising and the messenger then drives to the address to deliver the wire. Replies may be transmitted back to the main office.

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"MAYFLOWER" HEARING POSTPONED TO MARCH 1

The Federal Communications Commission last week postponed the "Mayflower rule" hearing to March 1, 1948, on its own motion. Notice of the postponement was given in an order of last Tuesday (2) which also re-set the deadline date for the filing notices of appearances for December 31st.

The Commission in the previous week had already deferred the deadline for the filing of notices, at the request of Don Petty, General Counsel of the National Association of Broadcasters, moving the date from December 1 to December 15. Letters had also gone from the FCC to a list of organizations and individuals, expressing the hope that they would appear at the hearing and express opinions on the "question of editorializing by broadcast licensees over the stations which they are licensed to operate."

The new FCC order of last week pointed out that the notice of appearance should set forth the name of the person or persons to testify; the organization represented, if any; the subjects on which the witness will testify, and the approximate length of time required for the presentation. The notice may be in the form of a letter to the Commission.

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ZENITH SHOWS \$1,221,017 6-MONTHS' PROFIT

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first six months ended October 31, 1947 of its current fiscal year amounting to \$1,221,017, after Federal income tax provisions of \$745,071, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended October 31, 1947 amounted to \$844,273, after Federal income tax provisions of \$515,332, depreciation, excise taxes and reserves for contingencies. Shipments for this period were the highest in the company's peacetime history.

Zenith President E. F. McDonald states:

"Zenith's engineers are making rapid progress in perfecting the company's television development known as 'Phone Vision', first announced in July of this year. 'Phone Vision' will permit owners of television receivers equipped with this development, for a small fee collected by the Telephone Company, to receive the latest run movies and newsreels via the telephone lines as well as the regular, free, over-the-air television programs. 'Phone Vision' offers the solution to the economic problem of television which has for so many years delayed television in becoming a great industry. Zenith is broadcasting 'Phone Vision' on the air and over the telephone lines every day in Chicago. These private showings are being witnessed by a constant stream of competitive radio manufacturers,

telephone engineers, and by moving picture and broadcast interests. Receivers for the public incorporating this 'Phone Vision' feature are in the advanced stage of development."

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FCC REDISTRIBUTES RADIO TELEGRAPH OVERSEAS PERMITS

The Federal Communications Commission last week issued its final report and order in the matter of radiotelegraph circuits between the United States and British Commonwealth points and in the related applications of Mackay Radio & Telegraph Co., Inc.; RCA Communications, Inc.; Tropical Radio & Telegraph Co.; United States-Liberia Radio Corp., and Press Wireless, Inc.

The order, effective January 10, 1948, provided handling of services as follows:

RCA Communications, Inc. - Between the United States and Australia, New Zealand, Greece and the Union of South Africa.

Mackay Radio and Telegraph Company, Inc. - Between the United States and India, Palestine and Saudi Arabia.

Tropical Radio and Telegraph Company - Between this country and Jamaica.

The action involved denial of RCA's application for the India, Palestine, Saudi Arabia and Jamaica service, and Mackay's application for the Australia, New Zealand, Jamaica, Greece and Union of South Africa facilities.

The Commission said it was withdrawing Mackay's present authority for direct communications with Australia and New Zealand, and RCA's existing permit for direct communications with India.

The Commission dismissed "without prejudice" to a renewal, the applications of RCA and Mackay for direct service to Ceylon, Hongkong and the Malay States (Singapore), and the application of Press Wireless, Inc. for a link with Australia.

The service changes resulted from the Bermuda Tele-Communications Agreement of 1945, entered into by the United States and the British Commonwealth.

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RMA PROTESTS SWISS REGISTRY OF "ELECTRONIC" TRADE-MARK

The Radio Manufacturers' Association has formally protested the reported Swiss registration of the generic term "electronic" as a trade-mark by a Swiss manufacturer of measuring instruments, amplifiers, and microphones. Bond Geddes, Executive Vice-President of the Association, made the protest to the Office of International Trade, U. S. Department of Commerce, and asked that the protest be conveyed to the Swiss Government through diplomatic channels.

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WHIO OF COX OWNERSHIP ALSO APPLIES FOR TELEVISION

At the time television applications were formally filed last Friday by the James M. Cox radio stations in Atlanta and Miami, an application was also requested for Station WHIO, Dayton; also television equipment contracted for with RCA. The television equipment contract calls for the latest type studio and remote cameras and complete equipment for operation from a television truck. Equipment and installation costs are expected to exceed a million dollars.

Channel 13 is requested in Dayton with a 5 kilowatt television transmitter. A 500 foot tower will be erected on a plot of ground southeast of Dayton. Robert Moody will be in charge of the WHIO television station with Ernest L. Adams, Chief Engineer.

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TELEVISION ASSN. MEETS IN NEW YORK

The Television Broadcasters' Association is holding its annual meeting in New York today (Wednesday) and a record turnout of 300 members was expected to participate in the all-day discussion of various phases of the art. Highlighting the day's activities will be the luncheon at which the annual TBA Awards for accomplishments in television will be announced. Awards will be given in three categories: to an individual for technical improvement, development or invention relating directly to television programming; to an individual for outstanding program contributions to commercial television, and to an individual for general contribution to television, not necessarily of a technical or program nature.

The guest speakers at the luncheon will be Paul M. Hahn, Executive Vice President of the American Tobacco Company, and Ben R. Donaldson, Director of passenger car advertising for the Ford Motor Company. The election of three Directors will precede the opening of the video clinic at 11 A.M.

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OCTOBER TUBE SALES RISE 3.9 MILLION OVER SEPTEMBER

Sales of radio receiving tubes in October totalled 20,343,796, an increase of 3,958,249 over September sales, the Radio Manufacturers' Association reported last Saturday. October sales by RMA member-companies brought to 165,884,528 the total number of tubes sold in ten months of 1947.

Of the October total 14,064,113 tubes were sold for new set equipment; 4,305,796 for replacements; 1,890,291 for export, and 83,596 tubes were sold to government agencies. A breakdown of the ten-months' figures shows 108,061,223 tubes sold by RMA member-companies for new sets; 37,040,684 for replacements; 20,102,417 for export, and 680,204 to government agencies.

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PETRILLO MEETS WITH NETWORKS AGAIN: PLATE PEOPLE HOPE TO BEAT HIM

The pattern of radio and television broadcasts in 1948 may be profoundly affected by developments in the remaining days of this month; James C. Petrillo figures largely in those developments.

Mr. Petrillo and other officials of the American Federation of Musicians met again in Chicago Monday with representatives of the major radio networks to resume talks on a contract to replace the agreement that expires January 31st. The current contract applies only to appearances of union musicians on network programs. However, other topics might come up for discussion, such as:

The AFM president's edict that no further recordings or transcriptions will be made after the present contract with recording companies expires December 31st.

Mr. Petrillo's ban on performances by union members on television programs, in effect since February, 1945.

His ruling against the simultaneous broadcast of music programs over both standard or AM stations and frequency modulation stations. That ruling has been in effect since October 1945.

Negotiations on a new network contract were opened last month in New York in an atmosphere that both sides described as amicable. Unlike previous sessions, at which the AFM usually started out by presenting its demands, Mr. Petrillo this time asked the networks to offer their proposals first. He said he would make his proposals at the session last Monday night. It has not been disclosed what the networks offered or what Mr. Petrillo demanded.

Enough new music to satisfy America for two years is promised by the phonograph recording people by New Year's Eve. High-powered recording executives figure if worst comes to worst, they'll hire non-union musicians.

Rumor in Tin Pan Alley, according to the Associated Press, hints there will be "bootleg" records. In addition to the four major companies - RCA Victor, Columbia, Decca and Capitol - there are 20 secondary outfits and about 150 wildcat operations. Petrillo never has been able to police the latter. Wise heads in the industry say Petrillo is not out to get the recording companies; his targets are the small, independent radio stations, who live on records but balk at paying for stand-by musicians.

Should there be no agreement at the Chicago conference or subsequent conferences, the picture for 1948 would be something like this: Only recorded music by network programs - and old recordings at that; About the same situation on FM with only recorded music except where an individual station hired a band; A continuation of recorded music only on television.

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Wrist Radios Predicted Soon
 (Washington Post")

A wrist radio, using the printed radio circuit developed for the armed forces during the war by the Bureau of Standards, is just around the corner, Bureau scientists predict.

Already the Bureau has made up samples of a transmitter similar in size to a cigaret pack and a receiving set about the size of a lipstick holder. Recently the Bureau used the transmitter in sending messages from within an automobile to the Bureau laboratory.

Experts are now working on a combination of the transmitter and receiver for two-way conversations.

Even smaller sizes are being hinted at - putting the transmitter into a package the size of a match box.

According to Air Force Brig. Gen. F. L. Ankenbrandt, who is cooperating with bureau scientists, this work is being speeded up to provide complete but small radio equipment for jet-propelled planes, where the air intakes take up the room formerly used for the larger radio equipment.

One project using the small printed circuit is already on the market. This is a hearing aid, developed at Peabody, Mass., by the Allen-Howe Electronics Corp.

The Bureau's transmitter and receiving set, and the new hearing aid, in which all parts are contained in a pocket-sized case, were demonstrated last week to scientists at the Interior Department.

Government scientists were amazed that the first device for peacetime use of the printed circuit should be a hearing aid, Dr. Cleo Brunetti of the Bureau stated. A hearing aid requires many refinements not needed for other purposes.

At present a small-sized radio is under development at several manufacturing plants. One, at Lakeland, Fla., expects to have its radio on the market within the next few weeks.

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How The Radio Top Coin Looked Before The Fight
 ("Variety")

A probable \$230,000 sellout at his 24th title fight with Jersey Joe Walcott at New York's Madison Square Garden (last) Friday (5) will give Joe Louis something close to \$100,000 including his cut of the radio and television money. His pct. is 45, Walcott 15. Louis is in line for a slice of the pix at the same figure, these to be taken by Pathe and distributed by RKO. If he loses, his end will be tremendously more than if he wins. Of all his fights, only the first Max Schmeling match, in which Louis was flattened, was highly profitable. Der Mox bought the European rights for a song before the match and collected \$250,000.

Radio coverage will be the usual Don Dunphy-Bill Corum airing over ABC, plus NBC television, both under the Gillette deal which gives the Garden and 20th Century Sporting Club \$310,000 annually, with \$40,000 extra each time Louis puts his title on the line.

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T. Tong Corners Frisco Chinatown Radio (And Part of China)
("Sylvania News")

Thomas Tong, Golden Star Radio, San Francisco, Calif., is another proud Sylvania dealer. Radio serviceman, radio dealer and exporter to China where he has his own distributorship, are only a few of Mr. Tong's activities. In addition to his retail radio business, Tommy Tong operates radio station KSAN and publishes the local Chinese newspaper in San Francisco's Chinatown.

Over broadcast station KSAN, Mrs. Tong, Tommy's wife, broadcasts news and other information nightly in seven different Chinese dialects. During the United Nations Conference in San Francisco in 1945, Station KSAN figured prominently in the broadcasts to the Chinese people by prominent members of the Chinese Delegation.

Golden Star Radio has handled Sylvania Tubes for ten years. During the war years, Tommy Tong utilized Sylvania Tubes on his sound truck from which he broadcast Chinese war news in the streets of San Francisco's Chinatown.

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Anyway Plenty Of TV Fans Bought Drinks
("Washington Post")

Joe Louis wasn't the only surprised person last night. Washington cafe owners who supplied television broadcasts of the title fight had visualized their capacity crowds quickly evaporating after the expected early ending.

Instead, they were gratified to find the people - at first apathetic - staying on to cheer Jersey Joe Walcott's dramatic 15-round battle. And the reaction of the television audience to the decision was as violent as that of the Madison Square Garden gathering.

Undoubtedly the furor was great because of the large number who actually saw the fight. More television sets were available for last night's bout than for any previous heavyweight championship.

And many Washingtonians took advantage of the chance to witness it. At the Touchdown Club, which had two sets, you couldn't move around.

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As Many As That?
("Quiz 'Em" from "This Week")

"How many commercials were broadcast on our radios last year?"

More than 26,000,000.

- Mrs. W.E.Z.,
Minneapolis, Minn.

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::::: TRADE NOTES :::::
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David Sarnoff, President and Chairman of the Board of Directors of the Radio Corporation of America, announced that the following dividends had been declared:

On the outstanding shares of Common Stock, 30 cents per share, payable in cash on January 27, 1948, to holders of record of such stock at the close of business December 19, 1947. The previous dividend on the Common Stock has been 20 cents per share.

On the outstanding shares of First Preferred Stock, 87½ cents per share, for the period from October 1, 1947, to December 31, 1947, payable in cash on January 2, 1948, to holders of record of such stock at the close of business December 15, 1947.

Some 2000 seagoing radio operators would transfer from the American Communications Association under terms of an agreement announced last Friday. Both are CIO unions, which have had committees working on the proposal. The agreement now is to be submitted to the international executive board of the ACA and later to the membership of the ACA's marine department by referendum.

Julian Colquitt, formerly of WBCC, Bethesda Chevy Chase, Maryland, has joined the WOL production staff. Mr. Colquitt served as announcer - music director while at the Bethesda station.

The Canadian Broadcasting Corporation opened its widely heralded special Wednesday night radio service last week and the initial presentation plus the programs announced to come indicate that the corporation meant every word when it said Wednesday would be devoted "to programs that are stimulating, substantial, different and at times more demanding on attention of the listener".

The 1947-48 edition of the RMA Trade Director and Membership List has been published and has been distributed to all interested government agencies, the trade press and allied trade groups here and abroad. It lists the products of all member-companies, their brand names, recommended warranties, as well as RMA officials, directors, and committees.

A souvenir program of the first in a Television Series of famous Guild plays, "John Ferguson" has been distributed by the National Broadcasting Company's Television Division.

Dolores Gillen, radio actress, who specialized in impersonations of children and infants, died Monday at New York Hospital where she had undergone an operation. She was the wife of Vincent de Paul Downey, lawyer and president of G. Ricordi & Co., music publishers. Miss Gillen started her professional career in radio in 1932, played ingenue and child parts in many programs of the National Broadcasting Co., first in Chicago, later in New York.

Four radio network officials have received citations from the Navy for their support of the civilian reserve recruiting program in 1947. Assistant Secretary of the Navy for Air John H. Brown presented the citations in a ceremony at the Navy Department last Wednesday.

Those cited were Charter Heslep, Washington, Mutual Broadcasting System; Sidney Eiges, Forest Hills, N. Y., Vice-President, National Broadcasting Co.; Earl H. Gammons, Alexandria, Va., Vice-President, Columbia Broadcasting System, Washington, and Robert H. Hickley, of New York and Washington, Vice President, American Broadcasting Company.

Zenith Radio Corporation last week announced the addition to its line of a table radio-phonograph combination containing the company's famous Cobra Tone Arm. This will be the first time that the company's sensational new way to play records has been available in any unit other than costly console and chairside models.

In the new unit, the Cobra, tested to increase record life 1000%, comes in attractive maroon plastic, with matching dial knobs, push buttons, and record changer trim.

Centered in the front of "The Century" is a new Zenith development, the "Dial Speaker", which permits the use of a full speaker and large, easily read dial by combining the two into a single space saving unit. Still another "first" in this table combination is its "Glide-Away" cabinet top permitting free access for ease in loading and unloading the automatic record changer.

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MRS. GEDDES DIES; WIDOW OF NAM OFFICIAL

Mrs. Grace Carr Geddes, 34, died at Emergency Hospital last Thursday after an illness of several months. She had made her home with her mother, Mrs. Arthur Carr, at 5053 Massachusetts Avenue, N.W., since the death of her husband, Gail Gray Geddes, in an automobile accident near Doylestown, Pa., last June. Mr. Geddes was an executive of the National Association of Manufacturers. His parents, Mr. and Mrs. Bond P. Geddes, reside in Washington.

Mrs. Geddes attended the Cathedral School for Girls and Meredith College, Raleigh, N. C., graduating from the latter institution in 1934. She lived in Washington until her marriage in 1940, when she moved to West Orange, N. J.

In addition to her mother, Mrs. Geddes is survived by two daughters, Carol Carr Geddes, 5, and Olivia Gray Geddes, 4, and two brothers, Oliver T. Carr and Robert R. Carr, both of Washington.

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