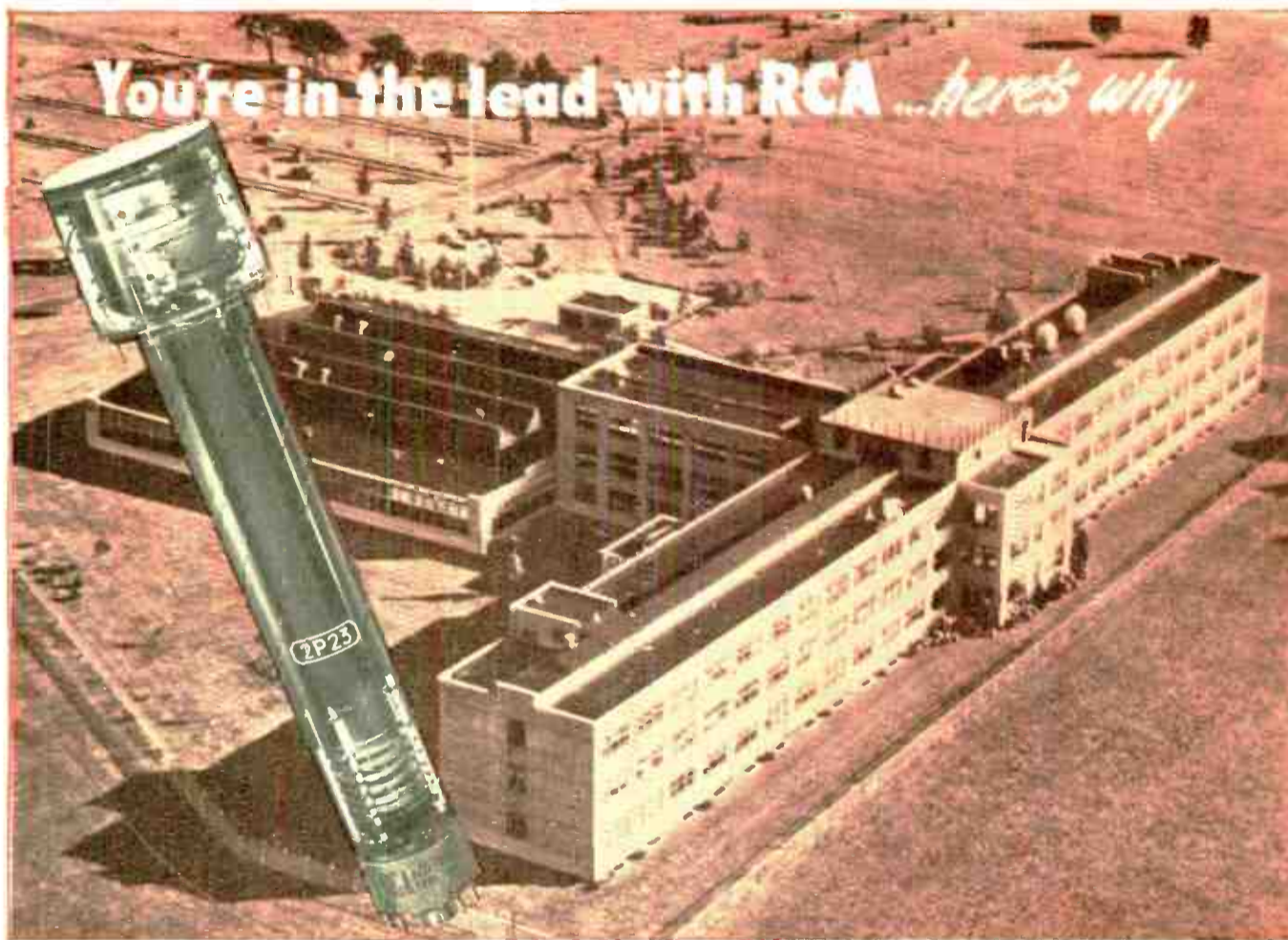


RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, MARCH 19, 1947



You're in the lead with RCA... here's why

RCA Laboratories, Princeton, N. J., where televising of outdoor scenes has been greatly advanced through the development of the ultra-sensitive Image Orthicon camera tube.

Engineering...

**the fountainhead of modern
tube development is RCA**

Through the years, RCA has maintained engineering leadership in tube research and design. And as a result of this pioneering, many of the far-reaching advancements in radio, television and electronics can be attributed to the development of new and revolutionary types of tubes by RCA scientists and engineers.

These RCA tubes are the nucleus of your present and future business. They make possible new and improved products for you to sell, and open up ever-widening markets for you to reach. Thus it is that your business can expand as the vast engineering resources of RCA widen the horizons of radio and electronic applications through the development of new electron tubes.

Engineering Leadership is another reason why *you're in the lead with RCA*. So, push RCA tubes and watch your business grow!



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

GE

**"WAKE-UP-TO-MUSIC"
CLOCK-RADIO**

Famous G-E "Wake-up-to-music" Clock-Radios. Dainty plastic cabinets (9 $\frac{3}{4}$ " wide, 5 $\frac{7}{8}$ " high) in four different colors. Clear tone radio and accurate G-E Electric Clock. It also turns on favorite programs—automatically. Model 50B (ebony black) shown in large illustration.

"Demand breaks all records"

Waking-up-to-music caught the public fancy in 1946 like nothing the industry had seen in years. Demand for the G-E "Wake-up-to-music" Clock-Radio broke all records in our history. For 1947, production is being stepped up tremendously. Now four models are available — ebony black, cream white, white trimmed with red, and rosewood brown plastic.

The record breaking sales of this G-E "Clock-Radio that remembers" is your assurance of quick profits . . . and the utmost in goodwill. For full details about the outstanding novelty set of the year, get in touch with your G-E Radio Distributor, or write today to General Electric Company, Electronics Department, Bridgeport, Connecticut.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

Mac Gregor Joins Zenith Radio Firm As Vice President

EX-WEBSTER-CHICAGO MAN

Active in the Radio Manufacturing Industry Since 1920 — Will Head Production for Zenith — Has Had Varied Experience.

CHICAGO, ILL., Friday—Directors of Zenith Radio Corp., this city, have elected Donald MacGregor, formerly executive vice president of the Webster-Chicago Corp., as vice president in charge of production, it was announced today by Commander E. F. McDonald, Jr., president.

"Mr. MacGregor has been actively and successfully engaged in one phase or another of radio manufacturing since the very early days of broadcasting," said Commander McDonald.

He began his business career with the Belden Manufacturing Co. in 1920, where as assistant manager of the cable department he was soon supplying transmission cables to broadcasting stations. From 1924 to 1930 he was vice president and general manager of the old All-American Mohawk Corp., producer of radio components and complete sets. After two years as vice president and general manager of the Rauland Corp. he was employed in 1933 by creditors of the Thordarson Electrical Manufacturing Co. as general manager of the company. In three years time he rebuilt Thordarson.

Later, he served as president of the Watsonville Cabinet Co., and since 1938 he has been executive vice president and general manager of Webster-Chicago. Mr. MacGregor was a founder and for several years a director of the Radio Manufacturers Association.

Advertising Group To Pass on Details Of Radio Promotion

The Radio Manufacturers Association Advertising Committee will meet next Tuesday, March 25 at the Roosevelt Hotel, New York, to pass on a detailed sales promotion program to be presented by the Fred Eldean Organization, public relations concern recently employed to carry on the RMA \$50,000 "Radio-in-Every-Room" campaign.

Further plans also will be made to prepare for the observance of National Radio Week beginning October 27, in cooperation with the National Association of Broadcasters.

John S. Garceau, of Farnsworth Television & Radio Corp., is chairman of the RMA Advertising Committee, and E. R. Taylor, of Zenith Radio Corp., heads the sub-committee in charge of the "Radio-in-Every-Room" drive.

RADIO INDUSTRY COMPILING FM OUTPUT INFORMATION

Appliance Production Nears Demand, Dealers Are Told

LOWER MARGINS AND LARGER VOLUME PROGRAM URGED

Executive of Consolidated Edison Addresses New York Retailers and Distributors — Says Prices Are Too High and Public Resistance Has Begun in Earnest — Over 900 Merchants Attend Meeting.

The electrical appliance industry expects supply to catch up with demand by mid-Summer, Brig. Gen. E. F. Jeffe, vice president in charge of sales of the Consolidated Edison Co., Inc., New York, told 800 of the company's co-operating dealers and 100 distributors and manufacturers representatives at a meeting last Thursday night at the Consolidated Edison headquarters. Gen. Jeffe also declared that "electrical appliances will be back on a competitive pricing basis soon."

He urged dealers to effect price reductions by operating on lower profit percentages and pointed out that greater net dollar return will be realized on the increased volume.

"Retailers, I am certain, are willing to take a squeeze on their profit margins to move merchandise in the large unit quantities needed for a healthy economy," he said. "It has been proven in many instances that lower percentage mark-ups produce larger net dollar profits. Our cooperative programs in the past have so proven."

Gen. Jeffe warned that consumer resistance to overpriced appliances has begun in earnest and added that manufacturers are carefully observing it. The speaker emphasized that no project resembling a buyers' strike is in the offing but there is a definite movement to defer purchases of all but absolute necessities.

"Recently, groups started a campaign against buying by sending letters to other groups and service organizations in various cities requesting them to make a concerted effort for buyer's resistance," he explained. "These groups did not propose a buyer's strike but they did propose concerted effort by all consumers to resist buying items they did not absolutely need in order to help

(Continued on Page 26)

Increase in Profits For Emerson Radio

The Emerson Radio & Phonograph Corp. and subsidiaries, New York, reported for the thirteen weeks ended February 1 a net profit after \$557,476 taxes, of \$642,394. This is equal to \$1.60 a share, compared with \$141,893, or 35 cents a share for thirteen weeks to February 2, 1946, when \$95,667 was provided for taxes.

Philco Activities At All-Time High, Says Ballantyne

BIG COMBINATION OUTPUT

Company Now Providing 50% of Lumber Used in Wood Cabinets in Own Plants. Report Reveals.

PHILADELPHIA, PA., Thursday—The production and sale of Philco Corp. products are now running at the highest levels in the company's history, John Ballantyne, president, informed stockholders yesterday in a letter accompanying the March 12 dividend checks.

"Stockholders may be interested to know that Philco not only maintained its record as the largest producer of radio sets again last year, but also manufactured and sold a far larger number of console radio receivers and radio-phonographs than any other company," Mr. Ballantyne declared. "The financial results for the year as a whole were substantially benefitted by this concentration on larger, finer receivers," he added.

To assure itself of adequate supplies of hardwood for radio and radio-phonograph cabinets, Philco went into the lumber business last year by purchasing about 100,000,000 feet of standing timber in North and South Carolina and installing a modern band sawmill and the latest-type logging equipment, Mr. Ballantyne, informed stockholders.

Philco produced more than 6,250,000 board feet of cabinet woods during the last eight months of 1946 and provided 50 per cent of the lumber used in all its wood cabinets during the year, Mr. Ballantyne stated.

"The shortage of cabinet woods is still acute," according to Mr. Ballantyne, "so the ownership of these timber resources and processing facilities should contribute in substantial measure to the output of Philco console radios and radio-phonographs in 1947."

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

Set Producers To Submit Data

COMMITTEE WILL MEET

Report Will Be Prepared by Manufacturers' Group During New York Session on March 28 — Request Facts.

WASHINGTON, D. C., Monday — With the objective of presenting a true picture of FM production and prospects for the benefit of dealers, broadcasters and consumers, the Radio Manufacturers Association has sent out questionnaires to RMA set manufacturers asking for detailed information on actual and planned production of FM-AM receivers in 1947.

This information is being obtained for the use of a special liaison committee of the Radio Manufacturers Association and FM Association which was appointed recently by R. C. Cosgrove, president of RMA and vice president and general manager of the Crosley Corp., in response to a request from the FM Association's president, Roy Hofheinz that a committee be established to encourage FM production, particularly low-cost table models.

The RMA committee, of which Larry F. Hardy, vice president in charge of the Philco Corp. Home Set Division, is

(Continued on Page 26)

DICKEY TO DIRECT ALL FEDERAL SALES

CLIFTON, N. J., Friday—The appointment of Clyde E. Dickey as general sales director of Federal Telephone and Radio Corp., Clifton, manufacturing associate of International Telephone and Telegraph Corp., has been announced by Edward Wendell, vice president in charge of FTR.

Mr. Dickey, who has been associated with I.T.&T. for more than nineteen years, will be in direct charge of the following Federal sales activities: commercial radio, rectifiers, Megatherm, wire transmission, rectifier stacks, wire and cable, tubes, transformers, crystals and air lines. Telephone sales will report to him functionally.

Among Mr. Dickey's assignments with I.T.&T. have been director general

(Continued on Page 30)

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 SIDNEY E. DAVIS Manager

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Better Programs

The announcement last week that the radio broadcasting industry will appoint a virtual "czar" to administer improved standards in programming and advertising on the air is welcome news to dealers, distributors and manufacturers engaged in the sale and production of radio receivers and components.

Although this action may appear remote from a dealers' standpoint or from the standpoint of a set manufacturer, a careful analysis of the situation will prove that this move is vital to the industry as a whole—from the man who makes the transmitter right down to the serviceman whose job it is to keep receivers in order. All depend upon programs on the air, and good programs are conducive to increased sales of radio sets.

There has been rising criticism of late against certain types of commercials on the air and against some obnoxious programs. The Federal Communications Commission took cognizance of this situation and a year ago issued its controversial "Blue Book" report, condemning excessive commercialism on the air and urging the broadcasting industry itself to achieve better balance in programming. The formation of a Broadcasters' Advisory Council to cope with what was described formally as "the crisis" confronting radio is the industry's answer to this criticism. The council is expected to be patterned after the Motion Picture Producers' Association of America, formerly known as "the Hays office."

It has been no secret that interest in listening has declined of late. This can only be attributed to the fact that programs are not as interesting or entertaining as they might be. If the newly created council can improve

the standards of programs and at the same time eliminate some of the "ugly plug" commercials, a greater listening audience would be a natural aftermath.

The public buys radio sets in order to listen to programs. If the programs are good, there is more listening and a greater need for receivers. Conversely, if the programs do not create interest, listening falls off and set sales and maintenance decline.

Three specific objectives have been outlined for the new Broadcasters' Advisory Council as follows:

(1) An information activity designed, on the one hand, to inform broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.

(2) The development and recommendation of standards of practice for commercial broadcasting.

(3) A program of continuing research into public acceptance of broadcasting.

Our branch of the industry has a vital stake in the maintenance and improvement of radio standards, lest the value of broadcasting as an advertising medium be impaired. And, as one spokesman for the council pointed out, "if the goose that laid the golden egg has the pip, it's sensible to see what's the matter."

This latest move to improve radio should have the wholehearted support of every dealer, distributor and manufacturer engaged in the sale or production of radio and allied equipment.

Earnings

A summary of manufacturing earnings in 1945 and 1946, just compiled by the National City Bank of New York, reveals some startling figures as far as the radio and electrical equipment industry is concerned.

Despite the fact that manufacturers as a whole increased their net income, after taxes, more than 37 per cent, last year, compared with the previous twelve months, profits by radio and electrical equipment producers registered a 41 per cent decline in this period. Out of a total of twenty-three different industrial groups, only three (including radio) reported a drop in net income after taxes.

Another fact revealed by the survey was a sharp decline in the percentage of return by radio and electrical manufacturers. During 1945, this group reported an average rate of return of 10.8 per cent, whereas last year this rate dropped to 6 per cent—the lowest of all industrial groups. Furthermore, this sharp decline was recorded in the face of a general increase of from 9 to 11.9 per cent from 1945 to 1946 by all types of manufacturers.

The radio and electrical industry passed through a year of critical adjustment during the twelve months ended last January 1 and it is apparent from the record that manufacturers in this field did not fare as well as producers in other types of business. Manufacturers of radio and electrical equipment

were handicapped on several fronts — shortages of component parts and materials, labor difficulties and inadequate ceiling prices during the tenure of the OPA. All combined to retard production and profits.

Most of the production difficulties have been overcome, although there still exists somewhat of a threat as regards strikes. Supplies of parts and materials are becoming more plentiful, but there still remain some bottlenecks.

Prices have been revised following the elimination of controls by OPA and some readjustments have been effected. Others are in process.

A mass production industry requires a large buying public. In order to reach the mass market, buyer resistance must be eliminated. This means that prices must be right to attract the millions of consumers on the market for new radios, combinations and appliance products. Recent price drops on deluxe models of electric refrigerators and requests from certain merchandising sources for a downward revision of prices on table combinations in the \$120 to \$125 class indicate that the trend is for a sounder policy all the way around. This should certainly help all branches of the industry — dealers, distributors and manufacturers alike.

Watch Credits

For the past few months the credit departments of many business concerns have done nothing more than mark time, in view of the fact that business was transacted more or less on a cash basis. People, as well as concerns, were "well heeled," so to speak, and there wasn't much fear that obligations would not be met. However, this situation has now taken on a new aspect and credit managers are sharpening their pencils in order to more diligently watch outstanding accounts.

A note of warning is now being sounded here on the importance of watching credits. The keen business man has been alerted to the fact that things are switching to a buyer's market. Consequently, it is not only necessary to see that merchandise is being disposed of, but it is still more necessary to watch that credits do not get out of hand at this period of adjustment.

In its recent report, the National Association of Credit Men declared that while production is still in the rush stage, stocks in most lines will probably be well replenished by mid-year. Real post-war competition will consequently begin during the latter half of 1947, it is predicted.

This should be the trend in radio, although major appliance supplies will continue short for the balance of this year. Real competition will be the order of the day in radio merchandising by next Fall and those firms fortified with sound merchandising programs will be in the best position to meet the challenge.

E. D. EADES NAMED RCA REGIONAL HEAD FOR SOUTHERN AREA

CAMDEN, N. J., Friday—Appointment of Elmer D. Eades as regional manager of the Southern regional office of the RCA Victor Division, Radio Corp. of America has been announced by Walter M. Norton, director of distribution for the Division. Mr. Eades succeeds W. L. Rothenberger, who has been named renewal sales manager of the RCA Tube Department at Harrison, N. J.

Acting regional manager of the Southern regional office from 1944 to 1946, and now completing fifteen years with RCA, Mr. Eades will be in complete charge of RCA Victor Division activities in the Southern region. Headquarters of the Southern regional office are in the Citizens and Southern Bank Building, Atlanta, Ga.

Mr. Eades joined RCA in 1932 as a record specialist, Mr. Eades became a package goods salesman in 1937, covering the Atlanta region. In 1942, he transferred to RCA's Camden plant as an expeditor in war contract service, returning to Atlanta in 1943 as a record field representative, and taking over as acting regional manager in the following year.

VIDEO IN CABARETS FACES TAX OF 20%

NEWARK, N. J., Thursday—The Internal Revenue Department has instructed John E. Manning, collector for New Jersey that "as a general rule" entertainment provided by a television set in a cabaret makes the establishment liable to the 20 per cent entertainment tax.

Exceptions will be allowed under certain conditions, Mr. Manning said yesterday, depending on whether the screen is visible to most of the patrons.

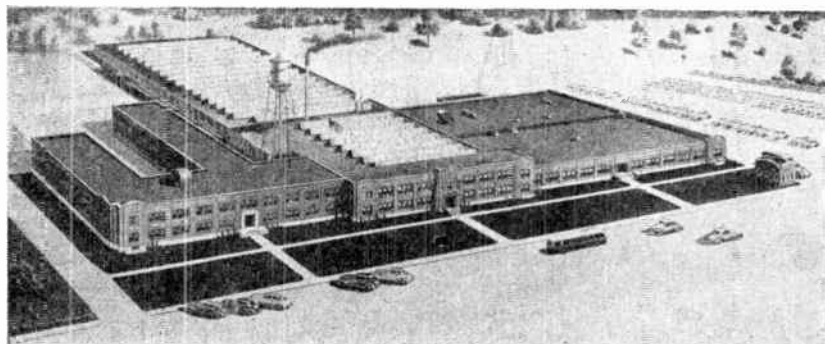
The question was raised because of the increasing number of taverns that are featuring television entertainment. Mr. Manning referred the issue to the Commissioner's office in Washington. That office ruled that such entertainment constitutes a public performance for profit, within the meaning of Section 1700-E of the amended revenue code.

It will be required for establishments which feel they have a special appeal against the tax to send detailed information to Mr. Manning's office. Data will be needed on the program schedule and a diagram of the room, Mr. Manning said.

STOCKHOLDERS OF RCA TO CONVENE ON MAY 7

The annual meeting of stockholders of the Radio Corp. of America will be held in the RCA Building, 30 Rockefeller plaza, New York, at 11 A.M. on Tuesday, May 6, it was announced this week.

Farnsworth Television & Radio Corp. Expands Production, Research Facilities



Fort Wayne Plant of Farnsworth Concern.

FORT WAYNE, IND., Monday—Expansion of research engineering, manufacturing and administrative facilities at the Fort Wayne headquarters plant of the Farnsworth Television & Radio Corp. was announced today by E. A. Nicholas, president.

A new two-story addition has now been occupied, which permits Farnsworth's entire research and engineering departments to be located at the Fort Wayne plant.

The expansion program has doubled the space available here for manufacturing operations, enabling the setting up of additional assembly lines for the manufacture of the company's new line of home television receivers and mobile communications equipment, it was revealed.

World Radio Put Out by Sunspots . . .

Sunspots and magnetic disturbances garbled and all but blacked out world-wide communications Saturday, representatives of broadcasting stations complained.

Radiotelephone service to Europe was out of order while reception from South America and the Pacific ranged from poor to good. National Broadcasting Co. picked up only one of six remote-control news broadcasts. This one was from London.

There was no word from Berlin or Jerusalem, Paris was scratchy, a Buenos Aires offering faded, and Moscow could not be tuned in.

"Cliff" Landis Appointed By Solar Capacitor Sales

Appointment of B. C. (Cliff) Landis as industrial distributor representative for the Solar Capacitor Sales Corp. in metropolitan New York and northern New Jersey, has just been announced by W. C. Harter, vice president of Solar.

He has been well known in the radio parts industry for the past twenty years. For eighteen years he was connected with Burgess Battery Co., the last seven as eastern division manager. His office will be at 1472 Broadway, New York, N. Y.

Television studio and transmitting equipment, industrial telemetering equipment, automatic record changers, special tubes and other electronic apparatus also are manufactured at the Farnsworth plant here.

The company's radios, phonograph-radios and other products are manufactured at plants in Marion, Huntington and Bluffton, Ind.

All administrative departments, including the Capehart Sales Division which formerly occupied downtown offices, are now consolidated in the enlarged headquarters building, Mr. Nicholas said.

In addition to its commercial operations, Farnsworth is continuing special research work for the United States Navy.

ADM. HALSEY ELECTED TO BOARD OF I. T. & T.

The election of Fleet Admiral William F. Halsey, Jr., as a member of the board of directors of the International Telephone and Telegraph Corp. was announced last week by Col. Sosthenes Behn, president. As Fleet Admiral during the latter stages of the war against Japan, Admiral Halsey, commander of the Third Fleet aboard the U. S. S. Missouri, entered Tokyo Bay on August 29, 1945. It was aboard the Missouri that the Japanese Imperial Government surrendered to General Douglas MacArthur and Admiral Chester Nimitz. Admiral Halsey, who recently completed an outstanding naval career, was the recipient of many military honors including the Navy Cross, the Distinguished Service Medal with Three Gold Stars, the Army Distinguished Service Medal and the Presidential Unit Citation Ribbon.

A native of Elizabeth, N. J., Admiral Halsey was appointed to the United States Naval Academy in 1900 and was graduated with the class of 1904. He was commissioned as Rear Admiral on March 1, 1938, and on December 11, 1945 took the oath as Fleet Admiral.

TRADE ITEM

Electronic Creations Co., Inc., 512 Rosedale avenue, Bronx, has been incorporated with 100 no par value shares.

GENERAL ELECTRIC CO. TO START AD CAMPAIGN ON TELEVISION SETS

TO COMMENCE THIS MONTH

Institutional Copy Will Feature
Contributions Made by G-E
Toward Advancement of Tele-
vision Science.

BRIDGEPORT, CONN., Friday—Designed to tell the important role the General Electric Co. has played in the development of television, an advertising campaign will be introduced this month in leading magazines, according to Fred A. Parnell, advertising and sales promotion manager of the Receiver Division, Electronics Department.

Mr. Parnell emphasized that this new campaign will be entirely separate from the current comprehensive campaigns being devoted to General Electric standard line radios and Musaphonic radio-phonograph combinations.

The full-page black and white advertisements will be similar in layout to those used for the full-color standard line receiver advertisements in that stars of the entertainment world will be featured. However, in the television campaign, stars selected will be those of the type who may be expected to appear on television programs.

Copy will be almost entirely institutional, pointing up the contributions made by the General Electric Co. toward the advancement of the television science.

First insertions will show the Model 801 television receiver which is now in production in the plant at Bridgeport. This is a direct view model using a 10-inch tube. In addition to television, this receiver also includes AM radio. Subsequent advertisements will describe the Model 802, a direct view set with a 10-inch tube, AM, and high-band FM radio and an automatic record player, and the Model 901 which is a deluxe, all-purpose instrument, featuring large-screen projection television, AM, high and low band FM and short-wave radio and an automatic record player. All of these models are to be included in the 1947 General Electric television line.

The campaign is based on a study prepared by Maxon, Inc., advertising agency, which handles the Electronics Department account. The survey dealt with consumer attitudes toward television in several television and non-television cities.

Zack Radio Acquires Parts Jobber's Stock

SAN FRANCISCO, CALIF., Friday—V. N. Zacharia, president of the Zack Radio Supply Co., 1426 Market street, this city, announces that he has recently purchased the entire stock and fixtures of the San Jose Radio Supply Co., parts jobbing firm of San Jose, Calif. All material will be moved to Zack's in this city and the San Jose firm will be discontinued.

McDonald Urges Government Halt Foreign Programs

FOR ECONOMY, EFFICIENCY

Advocates Change in Letter to All Members of Congress, to President Truman and to Secretary of State Marshall.

CHICAGO, ILL., Thursday — Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., declared this week that the State Department should be compelled to cease its present international broadcasting activities both for



Cmdr. E. F. McDonald, Jr.

the sake of economy and the propagation of a true understanding of America in foreign countries.

Comdr. McDonald made his recommendation in a letter sent to every member of Congress with copies to President Truman and Secretary of State Marshall. The job, he declared, could be done more effectively by the American broadcasting industry using commercial programs.

Declaring that some members of the State Department want "to put the United States government into the broadcasting business" by establishing an international broadcasting foundation, Commander McDonald continued: "There is no more reason for the government to own and operate broadcasting stations than there is for it to publish newspapers and magazines. Nor is there any reason for the government, which has neither experience nor skill in radio production, to spend millions of dollars developing radio programs."

Comdr. McDonald contended that the American broadcasting industry should receive an opportunity to expand in the field of commercial international broadcasting. "If we wish to do a really effective job of international broadcasting, the way to do it is forget all about bureaucratic foundations."

NEW PROJECTION TELEVISION DEVELOPMENTS DESCRIBED BEFORE I. R. E. BY PHILIPS OFFICIAL

UTILIZE A 2.5 INCH CATHODE RAY TUBE WITH MIRRORS

Project an Image to a 12 by 16 Inch Screen — H. Rinia, Co-Director of the Philips Laboratories of Holland, Reveals Details of Latest Developments in the Field of Video Broadcasting.

Two papers on projection television developments in Holland were presented at the recent Institute of Radio Engineers convention at the Hotel Commodore, New York, by H. Rinia, co-director of the Philips Laboratories at Eindhoven, Holland. The papers were prepared by Mr. Rinia in collaboration with other Philips engineers.

Mr. Rinia described new television developments by Philips which utilize a 2.5 inch cathode ray tube in combination with a mirror system to project an image on to a 12 by 16 inch screen. Improvements over previous arrangements of this type have been accomplished by increasing mirror and tube-screen efficiencies, it was pointed out.

The speaker was introduced to the I.R.E. membership by E. W. Engstrom, vice president in charge of research of the Radio Corp. of America.

The paper on the cathode ray tube and optical system as described by Mr. Rinia employs a cathode ray tube 10 inches long and with a 2.5 inch diameter face. The face plate is accurately ground to satisfy the requirements of the optical system and the phosphor is metal-backed to increase the light output, contrast and useful life.

The small spot size required for the resolution of a standard 525-line television picture is achieved by using a high accelerating potential (approximately 25 kilovolts) in conjunction with unusually precise construction of the electron gun assembly and the tube neck. Efficient magnetic focusing and deflection are achieved by the use of a small neck diameter (13/16 inch).

The dimensions of the projected picture are 12x16 inches. A modified Schmidt optical system is employed. The insertion of a plane mirror between the spherical mirror and the correction plate increases the efficiency of the system and results in a very compact structure. This also permits the use of a simple method for the alignment of the correction plate. The diameter of the spherical mirror is 6.7 inches, and the linear magnification is 8.5. The correction plate consists of a gelatin layer molded to a flat glass disc by a simple process which does not require exceptionally close tolerances in the mold.

"High Voltage Unit and Deflection Circuits" was the subject of the second paper presented at the convention by the Philips scientist.

A voltage tripling interruption type high-voltage unit is used. Newly developed magnetic ferrite material increases the circuit efficiency and permits a substantial size reduction in the transformer. All high-voltage components, including the special rectifier tubes, are sealed in an insulating medium. A two-tube drive utilizes feedback to stabilize the high voltage output, giving a drop of approximately 1.5 kilovolts from no load to the peak current of 150 micro-

amperes, the paper further explained.

Highly efficient circuits for magnetic deflection have been developed. The output stage for the horizontal deflection comprises a power output pentode and an efficiency diode. The latter is used in such a way that the power economy is very effectively increased, spurious oscillations are suppressed and the sweep linearity is improved. In the output transformer the use of the new magnetic material mentioned above adds to the power economy of the deflection circuit and results in a compact design.

The vertical output stage is coupled to the deflection coils by means of a transformer which for reasons of plate power economy is allowed to introduce some distortion of the sawtooth current. However, this is compensated by a phase correcting network in the grid circuit of the output tube.

To obtain perfect interlacing, the first reversed pulse occurring in the vertical synchronization signal is used for synchronizing the vertical sawtooth wave.

EMERSON VIDEO SETS DUE IN GOTHAM SOON

Emerson Radio & Phonograph Corp. announced over the week end that its television receivers will be delivered to metropolitan New York dealers "in a couple of weeks."

The first Emerson television set on the market will be a Consolette with a 10-inch cathode ray tube and offering both AM and FM radio reception. It will list for about \$350. The second set will be a table model, also with a 10-inch viewing tube, to retail for \$250. The company is setting up a servicing organization to handle installations.

GAROD RADIO NAMES 2 NEW DISTRIBUTORS

Lou Silver, sales manager of Garod Electronics Corp., Brooklyn, N. Y., has announced the appointment of a new distributor in the New England and the Southwest territories.

Gill-Brand Products Corp., of 195 Middle street, Portland, Me., has taken over the distribution of Garod radio and television products in the states of Maine and New Hampshire. Tanner Radio & Electronic Supply, Inc., 109-11 West Ninth street, Little Rock, Ark., will act as exclusive Garod distributor covering almost the entire state of Arkansas.

Murray Gruhn, president of Colen-Gruhn Co., New York distributing organization, is spending a well earned vacation in Hollywood, Florida.

WANAMAKER IS NAMED ADVERTISING MANAGER OF ASSOCIATED STORES

TAMPA, FLA., Friday—H. A. Brennan, vice president and general manager of Associated Stores, Inc., of this city, has announced the appointment of Duane Wanamaker as advertising director for this well known group of retail establishments, effective at once. Mr. Wanamaker is a prominent figure



Duane Wanamaker

in the radio and appliance field, having directed numerous advertising and publicity campaigns which have attracted nationwide attention.

Going with the Grigsby-Grunow Co. of Chicago when it was a small struggling concern, Mr. Wanamaker set in motion an advertising program for the company which soon made Majestic radio famous as the "Mighty Monarch of the Air" throughout every country in the world. At the height of these operations he was spending as much as four and a half million dollars a year on Majestic publicity, and the company was doing over a hundred million dollars worth of business annually.

In commenting on this appointment, Welburn Guernsey, president of Associated Stores, stated, "I have been striving for the past two years to surround myself with an organization of 'top-flight' executives, many of whom have become affiliated with our company during this time. Mr. Wanamaker is a welcome addition to our executive staff because of his wide and diversified activities in the field of radios, appliances and musical instruments."

SEEK CLARIFICATION OF TELEVISION TAX

WASHINGTON, D. C., Tuesday — Representatives of the television industry were in Washington today to seek a clarification of the ruling announced last week which stated that the 20 per cent amusement tax must be added to checks in bars and restaurants which feature television entertainment. Industry officials said the law, if put into general practice, would be difficult to enforce. (Earlier story on Page 5).

INDUSTRY MOVES TO ELIMINATE TAX

The Excise Tax Committee of the Radio Manufacturers Association is seeking the cooperation of all RMA members as well as all broadcasters—AM and FM—in its campaign for removal of the present 10 per cent Federal excise tax on radios and phonographs.

"Unless the radio industry as a whole actively works towards removing this tax, every segment of the industry will be harmed by this deterrent on sales and handicap to production," Joseph Gerl, president of the Sonora Radio & Television Corp., Chicago, and chairman of the special RMA Excise Tax Committee, declared in a communication sent to all broadcasters and RMA members. It is the feeling of the committee that the interests of the broadcasters and manufacturers are identical in this matter. The assistance of Congressmen and Senators is urged as a means of obtaining relief from this tax.

As Mr. Gerl pointed out, the radio set manufacturers feel that they can sell more radios if prices were lowered by removal of the excise tax than at present. Larger sales mean greater production and employment, and should benefit everyone.

W. C. Miles Is New Sales Head of McCormack & Co.

SAN FRANCISCO, CALIF., Thursday—William C. Miles, a former sales promotion manager for Westinghouse Electric Supply Co. of North California, and who recently resigned an executive post with Stromberg-Carlson, has been made sales manager of the record and radio division of McCormack & Co., wholesale distributor of radios, records and home appliances in northern California and Nevada, it has been announced by D. F. McCormack, president.

Aeropoint Boosters..



A UNIQUE EXHIBIT was staged by the Aero Needle Co., Chicago, at the recent Coin Machine Show held at the Hotel Sherman in that city. Burton Browne, president of Aero, is shown helping Miss Pat Harmony prepare for her role as Aeropoint's "Miss Red Devil" during the show.

Jobbers Inspect Sylvania Equipment . . .



NEW TEST EQUIPMENT manufactured by Sylvania Electric Products, Inc., received considerable attention from dealers and distributors at the recent I.R.E. show at the Grand Central Palace, New York. Pointing a finger at the Sylvania tube tester here is Joseph DeMambro, president of the DeMambro Radio Supply Co., Boston. Others are, left to right: William Dean, manager of the DeMambro amateur department; Henry C. L. Johnson, advertising manager of Sylvania, and Anthony DeMambro, manager of the Providence branch of the distributing firm.

THE TRAVELER

Milton Benjamin, eastern sales manager of the Sonora Radio & Television Corp., Chicago, is making a tour of the trade in several southern states including Tennessee and Oklahoma, making the trip by plane.

Don Phelps, vice president in charge of sales of General Instrument Corp., Elizabeth, N. J., manufacturer of radio parts, is at present on the West Coast in the course of a business trip.

George C. Daleo, president of Majestic Arts, Inc., New York, maker of radio cabinets, is back at his desk following a ten-day absence due to a throat infection.

Paul M. Davidson, president of Hedco Distributors, Inc., of Chicago, accompanied by Norman Siskin, spent several days in New York last week. While here they conferred with officials of Air King Radio, which Hedco distributes in a wide western territory.

Stan Mermel has become associated with the S. A. Shaw organization, manufacturers sales representatives located at 1123 Broadway, New York, local reps for Illinois Condenser Co., Carbonneau Co. and other firms.

Loyd Dopkins, recently appointed radio sales manager of Majestic Radio & Television Corp., Elgin, Ill., was a visitor last week in New York.

Paul R. Krich, executive vice president of Krich-Radisico, Inc., Newark, N. J., distributor of RCA Victor, Bendix appliances and Norge products, is back at his desk following a month's vacation on the Pacific Coast.

Regional Meeting Of FM Association Set For April 14

MANY MATTERS ON AGENDA

Prof. Armstrong and H. C. Bonfig Among Speakers — Expect 300 to Attend Session at Ten Eyck Hotel, Albany, N. Y.

WASHINGTON, D. C., Friday—The first FM Association regional meeting has been arranged for April 14 at the Ten Eyck Hotel, Albany, N. Y. Leonard L. Asch of WBCA, Schenectady, temporary chairman of FMA Region No. 1, announced in Washington today.

Comprising New York, New Jersey, Pennsylvania and the New England States, Region No. 1 is the first to be organized by the FM Association. Other regions will be formulated in the near future, according to Roy Hofheinz, president.

Tentatively scheduled on the agenda for the Albany meeting are the following features:

Panel discussion on the technical aspects of FM, led by Professor E. H. Armstrong, FM inventor.

Panel discussion on FM broadcast advertising, to be conducted by executives of leading advertising agencies.

Address: "The FM Set Outlook" by H. C. Bonfig, vice president in charge of household radio sales, Zenith Radio Corp., Chicago.

Demonstrations of FM and television at the General Electric Laboratories.

Early inquiries indicate that some 300 FM enthusiasts will attend, according to Mr. Asch.

DISC MANUFACTURERS EXPECT '47 SALES TO REACH 400 MILLION

WASHINGTON, D. C., Friday—Phonograph record manufacturers should sell about 400,000,000 discs this year, compared with 275,000,000 during 1946, according to an article entitled "Record Market Opens Door to Higher Production," which appears in the current issue of "Domestic Commerce," published by the United States Department of Commerce.

Popular records account for 70 per cent of current production, and children's discs accounted for 10 per cent of the 1946 output, the article states. Plans have been formulated for the production of more foreign language discs this year, and demand for educational records is expected to increase.

According to trade estimates, four record companies account for about 90 per cent of the industry's total output.

Increased production of radio-phonograph combinations and phonographs together with higher incomes will account for the gains this year, the report states.

ADMIRAL PROFITS UP; SALES AT \$36,169,851

CHICAGO, ILL., Friday—For the year ended December 31, the Admiral Corp. and subsidiaries, this city, reported a net profit of \$2.10 a share, compared with 79 cents for 1945. Sales last year totaled \$36,169,851 against \$30,533,756 in the preceding year.

The Admiral balance sheet as of December 31 shows total assets of \$12,818,987, compared with \$10,657,824 on December 31, 1945.

RADIO TUBE OUTPUT DROPS IN JANUARY

WASHINGTON, D. C., Monday—Production of radio receiving tubes dropped slightly in January from the level of the previous three months, according to a tabulation of reports by members of the Radio Manufacturers Association. January output was 20,203,509 as against 24,473,535 in December.

Of the January production of receiving tubes, 13,243,655 were packed for new sets, 5,497,084 were for replacement, 1,416,151 were for export, and 46,619 were sold to government agencies.

Cabinet Corrections On Symphonic Models

CAMBRIDGE, MASS., Friday—In the Symphonic Radio & Electronic Corp. advertisement which appeared in the March 5 issue of this publication the cabinet of the Fraternity model was incorrectly described. This model is housed in a deluxe, portable case in two-tone leatherette. Model YCA 3 cabinet is a solid mahogany hand-rubbed cabinet.

DIRECT FACTORY 'REP' IS APPOINTED BY JFD; WILL COVER ILLINOIS

Julius Finkel, president of the JFD Manufacturing Co., 4117 Ft. Hamilton parkway, Brooklyn, N. Y., has just announced the appointment of the first



E. E. Wineblatt

direct factory representative to handle the JFD line of radio parts exclusively.

The new representative is Edward F. Wineblatt, who has been factory trained at the various JFD plants in Brooklyn. As a result of this training, Mr. Wineblatt has a thorough knowledge of the JFD precision construction that goes into all JFD products—radio dial belts and cables, battery plus, ballast tubes, step-down ballasts and line cords, and other JFD items.

Mr. Wineblatt will cover the state of Illinois and will have his headquarters at the Hotel Monterey, 808 Junior terrace, Chicago, Ill.

BENDIX INCREASES OUTPUT OF FM SETS

BALTIMORE, MD., Friday—Major markets are welcoming their first shipments of the new Bendix AM-FM radio-phonograph, according to J. T. Dalton, general sales manager for radio and television of the Bendix Aviation Corp. Secondary trading areas will follow as production is stepped up, he said.

Claiming increased sensitivity for the Bendix improved ratio-detector system of FM, Mr. Dalton pointed out that the initial Bendix FM program was delayed to add performance values to the line.

First off the lines, Model 847-B provides 88-108 mc FM, standard broadcast and automatic phonograph. It features a contemporary modern cabinet in genuine walnut veneers with a moderate price of \$269.95. In addition to familiar Bendix radio features, it has a built-in folded dipole antenna.

Director of Home Service

Miss Dorothy Clure, Iowa State College graduate, has been named home service director of Electromaster, Inc., Mount Clemens, Mich., manufacturer of electric ranges and water heaters, it has been announced by Gerald Hulett, vice president.

Chicago Trade Members See Radio Selling Soon Returning To More Normal Methods

SAY ADJUSTMENT IS BOUND TO COME IN NEAR FUTURE

Most Deserving Manufacturers Will Get Bulk of Business, Is Consensus — Goldstein Associates to Handle Trav-ler — Harold KaDell Home From New York — Emerson 540 Model Being Promoted.

CHICAGO, ILL., Monday—Talks with various figures in the radio manufacturing industry here reveal an undertone of wariness as to future business conditions. The consensus seems to be that the industry is not justified in doing any special worrying at this time, but must realize that sooner or later there has to come an inevitable adjustment from the unnatural period immediately following the end of the war.

"That kind of business couldn't last forever," one of the speakers phrased it. "There had to be a shakedown sooner or later. No matter how big a pent-up demand may be, it takes only so long, at a high rate of production such as the radio industry has seen in the last several months, to take a lot of steam out of the buying public."

He continued: "From here on it's going to be a case of the most deserving manufacturers getting the bulk of the business. By that I don't necessarily mean only those who are well-established old-timers, either. There never has been a time that newcomers with something on the ball couldn't make good, and these times are no exception. On the other hand, there are some of the long-established makers who would do well to look to the quality of some of their products—they just didn't measure up to what the public expects, and knows it can get in certain other makes."

The Trav-ler Radio Corp. today announced appointment of Alvin M. Goldstein & Associates, 1524 Market street, St. Louis, as its distributor for Trav-ler receiving sets in Missouri and the southern Illinois territory.

Mr. Goldstein, long and favorably known in the radio industry, formerly represented Trav-ler in this same territory. He now becomes a distributor in his own right, and will confine the efforts of himself and his associates to pushing the Trav-ler in the area named.

Following attendance at the I. R. E. meeting in New York, Harold KaDell, in charge of the Chicago office of Federal Telephone & Radio Corp., has returned to this city full of enthusiasm over the fine new Federal factory now in process of occupancy at Clifton, N. J. While in the East he visited the factory, taking with him Bill Cairnes and Gus Wallin, from the Galvin factory here, and Carl Hassell, from the Zenith plant.

"Federal is doing great things at the new factory," Mr. KaDell said, "and is going to do more. The new plant, which represents consolidation of many smaller buildings in that and nearby vicinities, now contains more than a million square feet of floor space. Some of the manufacturing operations of the company have already been transferred to the new structure, but it may possibly

be a year before everything is moved and in smooth running order."

Rube R. Schoenberg, general manager of the S. E. Schulman Co., Emerson distributor here, announced that the opening gun in the big promotion for Emerson's little Model 540 will be fired in this section April 6. This set is the "palm-of-the-hand" receiver, expected to receive hearty public reception.

"The RMA has the right idea in its drive for 'a radio in every room,'" declared Mr. Schoenberg. "We are convinced that the Emerson Model 540 is going to do much toward making that drive come true, for it is a set that is not only priced right but also offers an awful lot of radio in a small package. If there isn't a radio in every room in our territory once our drive gets going, it won't be the fault of the Schulman company and its dealers."

Mr. Schoenberg and family have gone to Miami Beach for a brief vacation. He will be back at his desk on April 1.

—WALLACE MORRIS.

M. A. TRAINER NAMED EQUIPMENT SALES HEAD RCA VIDEO PRODUCTS

CAMDEN, N. J., Friday—Appointment of Merrill A. Trainer, pioneer in television research and development, as manager of RCA television equipment sales has been announced by T. A. Smith, general sales manager of the RCA Engineering Products Department. Mr. Trainer will supervise the sale of television transmitters, studio equipment, antennas, television microwave relay equipment, and other components used by television broadcast stations. Prior to his appointment, he was in charge of the company's television terminal equipment development.

Mr. Trainer entered the television field in 1927 and during the next three years was associated with Dr. E. F. W. Alexanderson in television research at the General Electric Co. Since 1930 he has been a member of the RCA television engineering staff and has been intimately associated with most of the major RCA television developments.

Charles Murphy Joins Tele-tone N. Y. Corp.

Charles E. Murphy has been appointed by Tele-tone New York Corp. to the position of sales representative in the Long Island territory.

Mr. Murphy started in the radio business in 1921 and left only once for duty with the OPA during the war years. He was with the Royal Eastern Electric Supply Co. until 1940.

E. N. WENDELL ELECTED TO I. R. E. FELLOWSHIP; FEDERAL TEL. OFFICIAL

E. N. Wendell, vice president in charge of the Federal Telephone & Radio Corp., manufacturing associate of



E. N. Wendell

the International Telephone & Telegraph Corp., was elected a Fellow of the Institute of Radio Engineers at the recent I.R.E. convention in New York.

Mr. Wendell's honor was bestowed for his "contribution to the development and production of radio systems for navigating and landing airplanes."

Television Receiver Firm Organized in Nutley, N. J.

NUTLEY, N. J., Monday—Industrial Television, Inc. has been organized here with a plant at 36 Franklin avenue, this city.

Officers are Horace Atwood, Jr., president and chief engineer; Charles M. Puckette, Jr., chief production engineer; Louis Rehak, factory manager, and Robert L. Ringer, Jr., secretary-treasurer. All were formerly with the Allen B. DuMont Laboratories, Inc. in Passaic.

The company's product features two-unit construction which allows the viewing screen to be displayed apart from the control receiver and several screens installed throughout a building to be operated by the one control unit.

Stromberg-Carlson Co. To Hold Service Clinics

ROCHESTER, N. Y., Monday—Ten key cities have been selected by the Stromberg-Carlson Co. for the holding of radio service clinics for the company's nationwide distributor and direct dealer setups. The first clinic was held in Boston recently by Leo Granger, service department manager, who heads a group of radio and record changer experts, including Charles W. Finnigan, chief television engineer, and Otis Pearson.

Cities selected for service schools include, Philadelphia, Atlanta, Dallas, Los Angeles, Seattle, Chicago and Detroit.

BUYERS' MARKET AND HEAVY RESISTANCE TO HIGHER PRICES ON WAY

BUSINESS GIVEN WARNING

Numerous Prospective Customers Have Postponed Purchases Because of Price Boosts of Past Year, Conference Told.

CHICAGO, ILL., Tuesday—Both retailers and manufacturers warned of a return of a buyers' market and heavy public resistance to further price increases, at the national marketing conference of the Chamber of Commerce of the United States, at the Stevens Hotel here, yesterday.

That the return of competition for the consumers' dollar will put a heavy strain on rusty distribution and selling systems, was voiced by spokesmen for Ford Motor Co., Marshall Field & Co., and Sears, Roebuck & Co. Many prospective buyers have postponed purchases because of price boosts of the past year, they said.

Lawrence B. Sizer, divisional vice president and sales promotion director of Marshall Field, said: "We shall never do the job of distribution necessary in this country unless we do it on the basis of low prices. We are prone to put the blame for high prices on others, but we can't escape our own responsibility. Prices are too high and we are as much to blame as anybody."

He said distributors must plan an orderly, controlled method of price reduction, or face a price cutting scramble similar to that of the early Thirties.

Charles H. Kellstadt, retail merchandise manager, Sears, Roebuck & Co., said: "The present selective market will continue to be diluted with the increase in supplies, and sometime in the late Spring or early Summer, the change will be to an old-fashioned buyers' market."

He added that rents may rise, but that prices of other basic commodities should remain level or decline.

Albert J. Browning, vice president and director of purchasing for Ford Motor Co., said: "It requires no more than common sense to recognize that the principal key to mass marketing is value. Goods move, not in response to desire alone, but in response coupled with ability to pay. Value to the consumer is a balance for quality and price—the quality of merchandise at the price he is willing and able to pay for it."

He warned industrialists to attack the problem of rising costs and prices now before they are forced into it by shrinking demand and lowered production. He added that lower costs and lower prices alone would make it possible to sell products.

Benjamin H. Namm, of Brooklyn, chairman of the executive committee of the National Retail Dry Goods Association and chairman of Namm's, Inc., said: "We must face the fact that the traditional confidence of the American people in the free enterprise system has been shaken, and the minds of a large segment of the public have been poisoned against private business by dis-

tortions, lies and phony economies. Repairing this damage will be a difficult, long-range task."

He added that the trend toward a controlled economy can be reversed in the United States only if business assumes responsibility for explaining clearly to the public the workings and benefits of private enterprise. If business fails, the country will fall prey to the collectivistic doctrine which has spread through Europe and into England, he warned.

E. M. Webster Nominated For Membership on FCC

WASHINGTON, D. C., Friday — Commodore Edward M. Webster has been nominated by President Truman to fill the vacancy on the Federal Communications Commission. He has been associated with the field of communications for many years and was at one time assistant chief engineer of the FCC.

Quaker Products Agent For Markstone Fixtures

PHILADELPHIA, PA., Saturday — Quaker Products Co., 146 North Tenth street, distributor, sales engineer and mill agent, now is handling the Markstone line of fluorescent fixtures out of Chicago. The Quaker company states the Markstone line is priced and styled right, and has the "Good Housekeeping" seal of approval.

The AUTOGRAPH, Model 1135 PL — This magnificent radio-phonograph in its classic 18th Century cabinet is available in either mahogany or walnut veneers, carefully matched and rubbed to emphasize the natural beauty of the rare woods. Reception is deep, brilliant and true with the famous exclusive "Acoustical Labyrinth" and matchless Carpinchoe Speaker. Automatic range switch gives push-button control of both AM or FM programs. Record changer plays 10 and 12 inch records intermixed. Feather-light crystal pick-up provides extreme fidelity of reproduction. "No-lift" drawer-type changer leaves cabinet top clear for decoration. Engineered for wire recording.



It's the biggest radio news in years.

Yes, the two famous models of the Stromberg-Carlson 1135 series... "The Georgian" and "The Autograph" ... are here!

The most brilliantly conceived Stromberg-Carlsons ever!

More than any other radio-phonographs, these two give you an opportunity for prestige... for profit. They're your most brilliant sales performers.

For the main radio in your home...

THERE IS NOTHING FINER THAN A STROMBERG-CARLSON

ROCHESTER 3, N. Y.

Radios, Radio-Phonographs, Television, Sound Equipment, and Industrial Systems, Telephones, Switchboards, and Intercommunication Systems.

The Finest Stromberg-Carlson in History

The GEORGIAN, Model 1135 PF — Impressive in every detail, a distinctive addition to any home. Without doubt, the finest automatic radio-phonograph console Stromberg-Carlson has ever made. It combines every advance in electronic engineering in an exquisitely rich cabinet of matched African swirl mahogany veneers. Utmost fidelity in all tonal ranges, at any volume level, with the patented "Acoustical Labyrinth" and exclusive Carpinchoe Speaker. Automatic range switch gives push-button control of both AM and FM programs. Record changer plays 10 and 12 inch records intermixed. Feather-light crystal pick-up provides extreme fidelity of reproduction and long record life. Engineered for wire recording.



PHILADELPHIA APPLIANCE DEALERS' ASSOCIATION WILL HEAR RCA OFFICIAL AT MEETING IN APRIL

DAVID CATHCART WILL ADDRESS QUAKER CITY INDUSTRY

Chas. Boice Is Named Sales Manager of Philadelphia Electronics — Entire Sales Staff of RCA Victor Record Department of Raymond Rosen Co. Attends Meeting in New York — Record Sales Heavy.

PHILADELPHIA, PA., Monday — David Cathcart, home instruments advertising manager for the RCA Mfg. Co., will be the principal speaker at the next monthly meeting of the Philadelphia Appliance Dealers Association to be held at the Bellevue Stratford Hotel on April 1.

Charles Boice has been appointed sales manager of Philadelphia Electronics, Inc., it was announced by Gordon M. Biehl, company president. Mr. Boice has covered the local territory for more than fifteen years. He served as a salesman for Philco during the past seven years.

The entire sales staff of the RCA Victor record department of Raymond Rosen & Co. attended the distributors' meeting held by the factory at the Park Central Hotel, New York City, last Monday. During the full day meeting, the new advertising and sales program for 1947 was outlined. This included a number of highly interesting and amusing films which will be shown to local dealers by the Raymond Rosen promotional staff next month.

Among those from the local organization who attended the meeting were: Thomas F. Joyce, general manager; Harry Bortnick, advertising and sales promotion manager; Larry Urban, record department manager; Paul Knowles, record warehouse manager; Lou Schall, record buying agent, and the entire record department sales staff which included: Edward Pinsky, Edward Hughes, Armond Di Stephano, Judson Small and Morton Locker.

Introduction of the M-G-M record album, "Till the Clouds Roll By" continues very satisfactorily. Despite the fact the film itself has left the center city sector, sales everywhere continue quite good.

Large public attention was given to the Bendix automatic home laundry as the result of the first full-page advertisement run in this area in more than five years. The advertisement featured the standard and deluxe Bendix washers. Prominently featured was the fact that the Bendix was "as much as \$70 lower in price than some automatic washers." Ninety-four dealers from all

parts of the city sponsored the local Bendix advertisement.

The Motor Parts Co. is making special promotional plans for tying in with the first showing of the foreign film, "The Great Mr. Handel" at the new Pix Theatre. A special promotional program will be organized to advertise the newly released Columbia album, Handel's "Messiah," which is prominently featured in the film.

It has nineteen 12-inch records and sells at \$22.50, and is expected to receive heavy dealer support in window displays and newspaper advertising.

—SOL SHERMAN.

DISTRIBUTOR NAMED BY STEWART-WARNER FOR DALLAS SECTOR

CHICAGO, ILL., Friday — Appointment of the Beckham-Jackson Distributing Co., Dallas, Texas, as exclusive distributor of Stewart-Warner radios in northeast Texas was announced here today by Floyd D. Masters, sales manager of the Radio Division of Stewart-Warner Corp.

Organized last January, the Beckham Distributing Co. has its office and warehouse at 209 North Hawkins street, Dallas. Partners in the new firm are M. O. Beckham, Jr. and Earl N. Jackson. The former is the son of M. O. Beckham, who for many years has been Southwest regional sales manager for Stewart-Warner.

Mr. Jackson served during the war with the Ninth Army Air Force in Europe, receiving the DFC, Air Medal in four Oak Leaf Clusters and Distinguished Unit Citation. Both men are graduates of Highland Park High School and former students at Texas A&M College. Mr. Jackson is a native of Dallas, and Mr. Beckham, born in Memphis, has lived in Dallas since childhood. Both men are well known among radio and appliance dealers in northeast Texas and other sections of the Southwest.

Regal Electronics Corp. Markets \$19.95 Model

Walter Spiegel, president of Regal Electronics Corp., 603 W. 130th street, New York, last week announced the marketing of a new Regal plastic table model set to list at \$19.95 tax paid. The model covers the broadcast band from 550 to 1650 k.c. and operates on AC and DC and contains a built-in Regaloop. It is ten inches long and seven inches deep and high.

The Regal company has stepped up its production schedule, according to Mr. Spiegel, who believes that sales volume will mount in view of the exceptional value which has been incorporated in the receiver.

**NOW YOU CAN ACTUALLY
SIT ON A RECORD!**

The PEERLESS HASSO-RAK

**THE INGENUOUS
HOME SPACE SAVER**

Designed for beauty and utility, the Peerless Hasso-Rack combination is today's complete answer to the record storage problem. The Hasso-Rak is a sturdily constructed hassock with rounded sides and a 3" padded seat. It is completely covered with a durable simulated leather in many attractive colors. Combined with it is the Peerless Junior Rack, capable of holding fifty 10" and 12" records. The rack gently slides forward when the drop-front door is opened, making the records easily accessible without the necessity of rising from the seat. An easily read index is provided for quick identification.

List Price, \$22.95, Slightly Higher West of the Rockies
NOW IN PRODUCTION—CONTACT YOUR
DISTRIBUTOR FOR PROMPT DELIVERY

The PEERLESS ALBUM COMPANY
352 Fourth Avenue, New York 10, N. Y.

GENERAL ELECTRIC CO. NET INCOME FOR 1946 TOTALLED \$43,039,589

SALES REACHED \$679,078,216

Company Suffered as a Result of Government Controls and Prolonged Strike of Workers, C. E. Wilson Reveals.

SCHENECTADY, N. Y., Friday — General Electric's net income available for dividends to stockholders for 1946 was \$43,039,589, a 24 per cent decrease from the previous year, Charles E. Wilson, president, announced today.

This is equivalent to \$1.49 a share of common stock compared with \$56,540.-555 or \$1.96 a share for 1945, the G-E president said, adding:

"As the company sustained a loss of \$534,224 from its 1946 sales, the entire amount of net income resulted from a claim for refund of prior year's federal taxes, from non-operating sources and from the restoration to income of an amount previously set aside in a reserve for post-war adjustments and contingencies."

In 1946, Mr. Wilson said, net sales billed to customers amounted to \$679,078,216, a total 48 per cent less than in 1945, but more than double the average annual volume during the five years ended with 1940.

Mr. Wilson stated that price relief granted by the OPA was "inadequate and was delayed until long after its need became apparent. Further, after decontrol, the company made only such increases in prices as were essential to provide reasonable margins, but these changes had no significant effect on sales volume or income until the final quarter of the year. On the other hand, the direct and indirect effects of wage and salary increases were felt throughout the year."

"This unbalance as of timing of cost and price increases, the first quarter operating loss of nearly \$28,000,000 due to the strike called by the electrical workers' union, and an uneven flow of production resulting from shortages of materials and delayed deliveries of incoming parts—due primarily to strikes in other industries—accounted principally for the \$543,224 loss from sales in 1946," the G-E president declared.

Statistics on income or the loss from sales, before taking account of the non-operating income, were cited by Mr. Wilson to indicate the effect of strikes, of governmental controls and the necessity for the price increases effected by the company during 1946.

Advertising Award Given To Dr. Allen B. DuMont

Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., Passaic, N. J. and New York, was presented a medal on Friday night for his "contributions to advancement of television as a new service to the public and as a new medium of advertising." The presentation was made at the dinner of Annual Advertising Awards, here.

Frigidaire Dealers Hold Meet in Memphis, Tenn.

MEMPHIS, TENN., Monday — The annual meeting of Frigidaire dealers from Tennessee, Arkansas, Mississippi and Kentucky was held recently at the Peabody Hotel, here. About 650 people attended. John M. McGregor, president of McGregor's, Inc., distributor in this area presided.

Speakers included F. M. Davidson,

southeastern regional manager, Atlanta; B. J. Alvey, of Range Sales Division, Dayton, Ohio; R. L. Hatfield, appliance sales manager, southeastern region, Atlanta, and John M. McGregor, Memphis.

Television Station WABD Back on Air in New York

Television Station WABD, the DuMont outlet in New York has returned

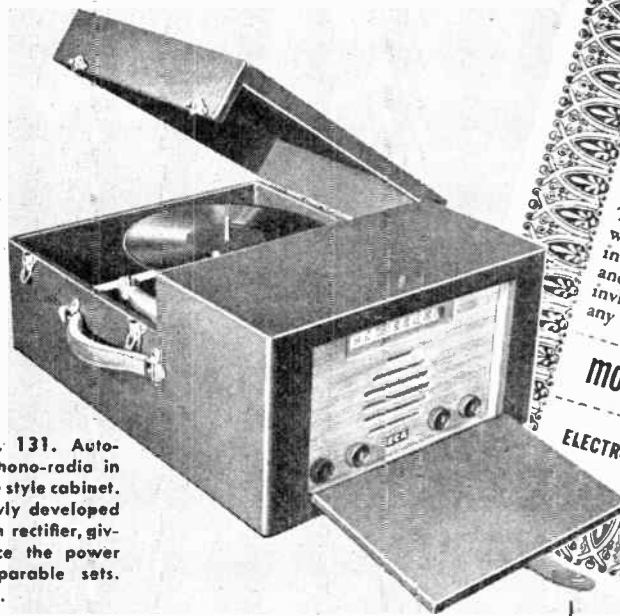
to the air with regular programs.

Operating on Channel No. 5, WABD will broadcast film and remote shows Monday, Tuesday, Wednesday and Friday nights. Both boxing and wrestling matches from Jamaica Arena will be renewed on Monday, Wednesday and Friday.

WABD went off the air about four weeks ago to complete the installation of a new antenna and the addition of a final stage to its transmitter at 515 Madison avenue, New York City.

Opinions on radios may differ-

but facts* *Never!*



MODEL 131. Automatic phono-radio in portable style cabinet. Has newly developed Selenium rectifier, giving twice the power of comparable sets. AC only.



model no. ELECTRONIC CORP. OF AMERICA



MODEL 132. AC-DC. Amazing console quality tone, power, performance; 7 tubes (incl. rectifiers); 3 watts undistorted output. Greatest value in table radios.



MODEL 201. With new war-developed miniature tubes... greater power, sensitivity, selectivity. Ideal "extra" radio. AC-DC.

* ECA Radio Warranty Tag gives the facts... builds customer confidence . . . clinches sales!

Precision engineering, magnificent tonal quality, superb cabinetry, outstanding dollar-for-dollar value . . . all these are yours with ECA Radios. But added to these, is an exclusive sales *plus*—the ECA Radio Warranty Tag—the first "informative label" on radios . . . hailed—and used—by dealers as a powerful sales-making feature.

- ECA RADIO DIRECT-TO-DEALER SALES POLICY—Means greater value for your customer.
- DEALERS ARE SELECTED—AND LIMITED. That means protected territories and higher sales potential for your store.
- RETAIL PRICES MAINTAINED: Freedom from price-cutting competition, and protected profits for you.
- NATIONAL ADVERTISING—Reaching millions of prospects and pre-selling them for you.
- COOPERATIVE NEWSPAPER ADVERTISING—To help you bring 'em into your store.

The ECA Radio Dealer Franchise offers an outstanding money-making opportunity. Your territory may still be open... write for information, TODAY!



ELECTRONIC CORP. OF AMERICA

170 53rd STREET, BROOKLYN 32, N. Y.

RADIOS • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS

ELECTRONIC CORP. OF AMERICA
170 53rd St., Brooklyn 32, N. Y. W-3

I am interested in the ECA Radio Dealer Franchise. Please send details.

Name Please Print

Store Name

Address

City Zone State

Attach to your letterhead

MILO *Your "Q" for Quality*

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

**NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT**

MILO Radio and Electronics Corp. 200 GREENWICH STREET, NEW YORK 7, N. Y., BEekman 3-2980

Los Angeles Public Throngs Stores As "T" Day on West Coast Is Ushered In

RETAILERS REPORT MANY SALES MADE OF VIDEO SETS
Many Establishments Put on Demonstrations for Visiting Crowds —
Sale of Table Models Predominates — Trade in Southern California
Enthusiased Over Prospects for Heavy Business in Near Future.

LOS ANGELES, CALIF., Saturday —The great day, T-Day went over with a bang in Los Angeles. Every newspaper carried numerous advertisements on RCA Television, inviting the public to see demonstrations at the co-operating stores.

As to results, Bob Coblentz, of Barker Bros., reports that about 7,000 people attended the showing at his store. His comment on the day was "just colossal, that's all." These 7,000 people swarmed through the department to view the sets, see the special shows put on (including a baseball game) and to buy. Mr. Coblentz said he could have used fifty salespeople to take the or-

ders that came pouring in and that his staff was badly overtaxed.

Barker Bros. sold not only its entire allotment of television sets, but did a history-making volume in records and both AM and FM radio receivers. More radios and records were sold that day than had been sold there in the past month.

On display, mainly, were the General Electric 601 console combination radio and television set and the RCA table models, Nos. 621-TX and 630-TS.

The ratio of console sets to table models sold was about one console to every two table models. The most popular-sized picture appears to be that given by the 10 inch tube.

At the show-rooms of Earl C. Anthony, about 500 people were seen watching the show that was being run there.

The supply of television sets is still very limited.

The General Electric Supply Co. expects to have delivered about one hundred sets this month and to have for delivery about fifty sets each month from now until the end of the year.

RCA Victor expects to have about 2,500 sets available within the next month. This, of course, is a considerable addition to the estimated 1,000 sets which have hitherto comprised the total viewing apparatus in the southern California area.

F. Lowell Garrison, General Electric representative visiting here for the occasion from San Francisco, reports that the reception accorded the G.E. televi-

sion sets was far beyond his expectation. These are being distributed throughout the southern California territory through twenty-three key accounts, including all of the downtown department stores.

Ben Platt of the May Co.'s radio concession, states that television, in his opinion, has definitely taken its place in the sun. He believes, with other dealers, that it is the recognition accorded to television by top-flight, heavily-financed manufacturers, that has won the confidence of the buying public. He is ready to back his opinion by buying more or less freely of sets with recognized names, in the medium price range.

Another event of the week was the meeting of the Electrical Club, headed by Walter Stickel, of the Leo J. Meyberg Co. At Mr. Stickel's instigation, Mayor Fletcher H. Bowron made an official proclamation opening T-Day.

More than 1,000 dealers and others interested in promoting television attended a luncheon meeting at the Ambassador Hotel, coming from all over the southern California area. At this meeting, the head of one of the leading downtown stores (Mr. Shapiro of LeRoy's Jewelers) reported to Charles E. Germain, of the Leo J. Meyberg Co., that by 11 a.m. he had sold out his entire allotment of television sets and had orders—cash on the line—for sixty-five more receivers. —S. M. BOOKEE.

Harry A. Shooer Leaves Belle Electronics Corp.

Harry A. Shooer has resigned his position as sales manager of Belle Electronics Corp., Brooklyn, N. Y., to establish his own sales company. Mr. Shooer was formerly associated with the Bendix Corp., of South Bend, Ind., as division manager. During the war he served the Government as regional price specialist of electronics and major appliances with the Office of Price Administration.

TO COMPILE ELECTRON TUBE SALES RECORDS

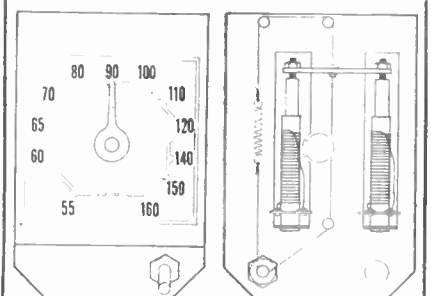
In a joint announcement, the Radio Manufacturers' Association and the National Electrical Manufacturers' Association, report a new statistical service, providing for the first time a complete record of sales of electron tubes, which has been termed a matter of major importance to virtually every member of the electronic industry.

The NEMA will carry out the joint activity, which will cover the sales of manufacturers of all tubes except receiving, X-ray and battery-charging types. The industry-wide data will be compiled on a quarterly basis beginning with January 1, 1947. An all-over report also will be prepared for 1946.

The new service will embrace these classifications: High vacuum tubes, including pool tubes; phototubes; cathode ray and camera pick-up tubes; velocity modulated tubes, magnetrons, gaps and TR boxes; miscellaneous tubes, including voltage regulator, ballast, vacuum capacitors, vacuum switches and vacuum gauge tubes.

PERMEABILITY TUNERS

SUPERHETERODYNE TUNERS



- 535 to 1660 KC Complete
- 3 Color Dial and Drive
- All units Pre-Tracked at Factory

AERMOTIVE EQUIPMENT CORP.

1632 Central St. Kansas City, Mo.
New York Office

H. BRAVERMAN
161 Washington St., New York 6, N.Y.



Jackson PORTABLE Electric Phonographs

When you say "Jackson" you pronounce the ultimate in perfection of tonal quality and workmanship.

WE ALSO MAKE
Record Carriers
Speaker Baffles
Phonograph Cases
Replacement Cabinets
Send for Catalogs

JACKSON INDUSTRIES

1708 S. State Street
Chicago 16, Illinois



SCREW MACHINE PRODUCTS

Specializing in
Pulleys
Drive Shaft Assemblies
Bushings and Solderless
Phone Tips
for the
RADIO TRADE



SERVWEL PRODUCTS COMPANY

270 LAFAYETTE STREET

NEW YORK 12, N. Y.

NEW WIRE RECORDER, MARKETED BY POWELL, GOES IN PRODUCTION

FIRST MODEL IS NOW READY

Ralph C. Powell Lauds Performance of Instrument — Recording Is Accomplished by Magnetizing the Wire.

The transition of wire recorder production from model shop to precision mass production has been announced by Ralph C. Powell, president of R. C. Powell & Co., Inc., 57 William street, New York, sales representative for the Wirecorder Corp., Detroit, Mich.

The Wirecording unit is the result of four years research conducted jointly by the Wirecorder Corp. and the Armour Research Foundation. The high quality of voice and instrumental reproduction is equal to that of good radio reception or phonograph recording, Mr. Powell said. Pitch is identical with that of the instrument itself. Performance is not affected by mechanical vibration, making it ideal for use in airplanes or vehicles in motion, it is claimed.

First of five models employing the Wirecorder unit which will go into production will be the Model B recorder. This recorder is designed for general commercial use by recording studios, radio stations, schools, theatres, industrial plants, and other companies operating public address and recording systems.

The Model B sound-on-wire recorder is interchangeable with most sound-on-disc and sound-on-film recording equipment. It can be used with any suitable amplifying system already in operation, and does not duplicate any of the parts of such a system. It is said to make available to an established sound system the advantages of high quality, low cost wire recording, by the simple interchange of the recording unit. Installation is easily made with cable with which the recorder is equipped, and operation requires no technical knowledge.

The recorder utilizes a fine, stainless steel wire. A mile and a half of this wire winds on a spool 2½ inches in diameter and ¾ inch thick, and will record continuously for one hour. Recording is accomplished by magnetizing the wire. The sound is then reproduced by simply running the magnetized wire through the machine again.

Wire recordings are permanent. A spool may be played hundreds of times, or stored indefinitely. However, if one wishes to use the wire again, as for office dictation, the recording on the wire is automatically erased as the wire passes through the machine.

New Motorola Heater For New York Market

Nat Cooper, president of Motorola-New York, Inc., New York, distributor of Motorola products made by the Galvin Mfg. Corp., of Chicago, expects to introduce the new Motorola automobile heater to dealers in the New York area within the next week or ten days.

LONDON GRAMOPHONE WILL DISTRIBUTE NEW ACOUSTIC PORTABLE

D. H. Toller-Bond, director of the London Gramophone Corp., New York City, revealed here yesterday that his firm is now distributing a new spring-wind acoustic portable phonograph. This instrument is being manufactured

in England for this New York City firm.

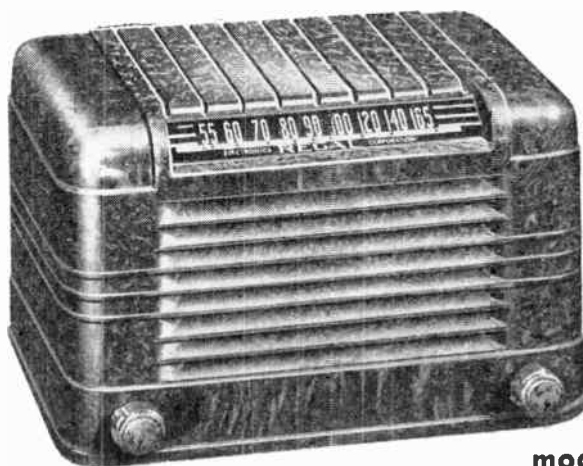
Features of these portables are the Garrard spring-wind motor; leatherette covered plywood cabinet; and an automatic stop.

According to James H. O'Brien, sales manager of the London firm, there is a substantial summer, vacation and beach resort market for this instrument. Distribution of this phonograph is now underway.

Capitol Firm to Expand; Sandor A. Porges Named

Expansion into international recording and record distribution fields has been announced by Capitol Records, Inc. Sandor A. Porges, manager of the foreign department of Columbia Recording Corp. for twenty-eight years, has been appointed manager of Capitol's international division.

REGAL leads off with
a real "leader" for 1947-48



model 205

List Price

\$19⁹⁵

Tax Paid

lower prices!

finer workmanship!

greater dealer profits!

better quality!

"it's what's on the inside that counts"


- ★ Illuminated Slide Rule Dial
- ★ 4 times the power of pre-war sets
- ★ 5" Alnico Wonder Speaker
- ★ Automatic Volume Control
- ★ Super Sensitive Iron Core Transformers
- ★ Licensed by R. C. A. & Hazeltine
- ★ Broadcast Band 550 to 1650 K.C.
- ★ AC-DC operation
- ★ Built in Regaloop

Full size table model — twice
as much for less than ever!

Overall dimensions:
10" long — 7" deep — 7" high

Regal Electronics Corporation 603 West 130th St., New York 27, N. Y.

"when better radios are built, REGAL will build them"




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ARVIN-SALMANSON CO. of New York, Inc.
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 Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



DICK TRACY WRIST-SET ON MARKET APRIL 15TH

The Dick Tracy Wrist-Radio will make its initial appearance on the market about April 15, it was announced by Da-Myco Products Co., Inc., 74 Cortlandt street, this city. The Dick Tracy Wrist-Radio is Da-Myco's latest innovation in the field of educational and electronic toys. All you have to do is to strap it on as you would your wrist-watch, hook onto an aerial, and you can tune in your favorite broadcast, says the company.

Chester Gould, creator of the Dick Tracy comic strip, who has made the use of a wrist-radio familiar to many thousands of people by picturing Dick Tracy using one, out-witted Dick Tracy fans when Myron H. Bickart, founder

of Da-Myco and designer of the Easy Built Radio Construction Kit, set about to produce an actual radio—compact enough to be strapped onto the wrist like a watch, and succeeded.

Sam M. Morgenstern, in charge of production, emphasized that all efforts would be made to have the Dick Tracy wrist-radio on the market by April 15. He said that it was more than a toy, and at a recent preview at the company's showroom, leading department and chain store buyers gave orders for more than 100,000 of them.

The firm also announced that it had received many thousands of letters of commendation from parents, children, schools, teachers, hospitals and rehabilitation executives praising the Easy Built Radio Kits and the Easy Built Radio Junior Engineers' Club, a group organized by the Da-Myco company to help foster the knowledge of radio and

electronics in youth. The membership now is spreading throughout the world, the company says.

Sy Kaplan, Da-Myco's new advertising manager, said that displays and demonstrations will be in the offices of Henry Katz in the 200 Fifth Avenue Building. The wrist-radio will be priced at \$3.98, he added.

NATIONAL UNION RADIO HAS NEW PORTABLE SET

NEWARK, N. J., Friday—The National Union Radio Corp., of this city, recently introduced under the company's exclusive radio merchandising plan for service engineers a "Commuter" model three-way radio.



Model G-613, as it is known, is a portable instrument which can be played on AC or DC current or by batteries, and features a superhet circuit, two-gang tuning condensers, built-in high-gain plug-in loop antenna, automatic volume control, five-inch plug-in PM speaker, clear vision slide rule dial scale, unbreakable dial window and recessed controls. Five tubes and a rectifier are employed.

RCA International Adds Boonton Electronic Line

The complete line of special electronic measuring instruments manufactured by the Boonton Radio Corp., of Boonton, N. J., will be distributed outside of the United States by the RCA International Division, it was announced last week by Meade Brunet, vice president of RCA and managing director of the RCA International Division.

"We regard the distribution of Boonton products as an additional service to our distributors and clients overseas," Mr. Brunet said. "They are companion products for the RCA test and measuring equipment lines."

The Boonton Radio Corp. designs and manufactures the Q-Meter, QX-Checker, signal generators, and other direct reading instruments for the radio industry, laboratories and engineers.

Graybar Electric Shifts Two Credit Managers

A. H. Nicoll, president of Graybar Electric Co., has named J. H. Wendt as Central Pacific District credit manager and T. F. O'Malley as Southeastern District credit manager. Mr. Wendt, who joined the company in 1926, studied at New York University, is a past president of the Richmond, Va., Association of Credit Men, and has been active in YMCA work. He will be stationed in San Francisco.

Mr. O'Malley, who has worked in the company's Philadelphia office since 1941, will replace Mr. Wendt at Richmond, Va. His prior experience includes credit work with Electrical Research Products, Inc., and the B. F. Goodrich Silvertown stores.

Hard to Get RADIO PARTS

HUNDREDS OF ITEMS IN STOCK
Write for New 1947 Spring Bulletin

- Phono. Amp. Kits
- Phono. Osc. Kits
- Wire and Cable
- Cord Sets
- Pick-Ups
- Pick-up Cartridges
- Transformers
- Chokes
- Resistors
- Power Controls
- Condensers — Variable, Tubular, Mica, Oil Filled
- Coils

- Speakers
- Sockets
- Knobs
- Switches
- Auto Radio Parts
- Vibrators
- Spaghetti
- Telegraph Keys
- Test Leads
- Permeability Tuners
- Noise Filters
- Punched Chassis
- Dial Pointers
- Dial Drives

Exclusive National Suppliers of Seaboard Products
Supplying Jobbers Exclusively



Seaboard Ronley Corp.
684 SIXTH AVE. (Near 22nd ST.), New York 10, N. Y. • GRamercy 5-6399



MODEL 608

1947 AVIOLA DELUXE AUTOMATIC PHONO-COMBINATIONS ARE HERE!

Aviola's Deluxe Combination, precision-quality built throughout, will find ready acceptance among your most discriminating customers!

Model 608: Aviola die cast record changer; plays ten 10-inch or 12-inch records; six tubes with rectifier; six inch Alnico speaker; cabinet finishes of Mahogany, Walnut or Desert Blonde.

AVIOLA RADIO CORPORATION
SKY HARBOR • PHOENIX, ARIZONA
COUNT ON AVIOLA FOR QUALITY

Aviola

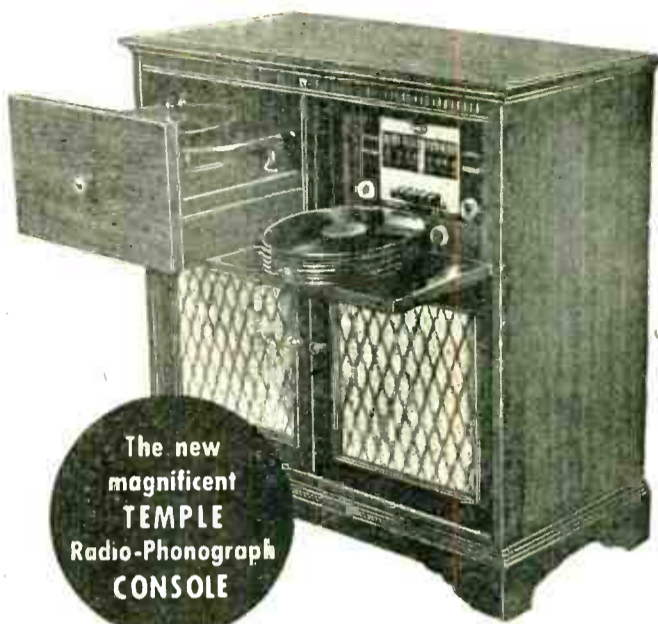
TWO TEMPLE "FIRSTS"

for brisk, *RIGHT NOW* selling

Here they are! Two big Temple answers to today's big public demand—a Temple quality-built radio-phonograph console, teeming with eye value—a Temple quality-built table model at a sensational rock-bottom price. Just the merchandise you want for quick-action selling. Contact your Temple Distributor today!



"Where **FM** also means **inest** **ade**"



The new magnificent **TEMPLE** Radio-Phonograph **CONSOLE**

TEMPLE MODEL G-722—Radio-phonograph in a magnificent console of rare woods with mahogany veneers. Ample storage space for albums. Pull-out phonograph drawer. Latest type fool-proof, self-controlled Automatic record changer (plays any assortment of either 10" or 12" records in any desired sequence). Two bands—complete broadcast and shortwave. 10-inch speaker. All-directional built-in aerial. AC operation—powerful push-pull output. Cabinet size—34"x34"x17".

TODAY'S BIGGEST MONEY'S WORTH



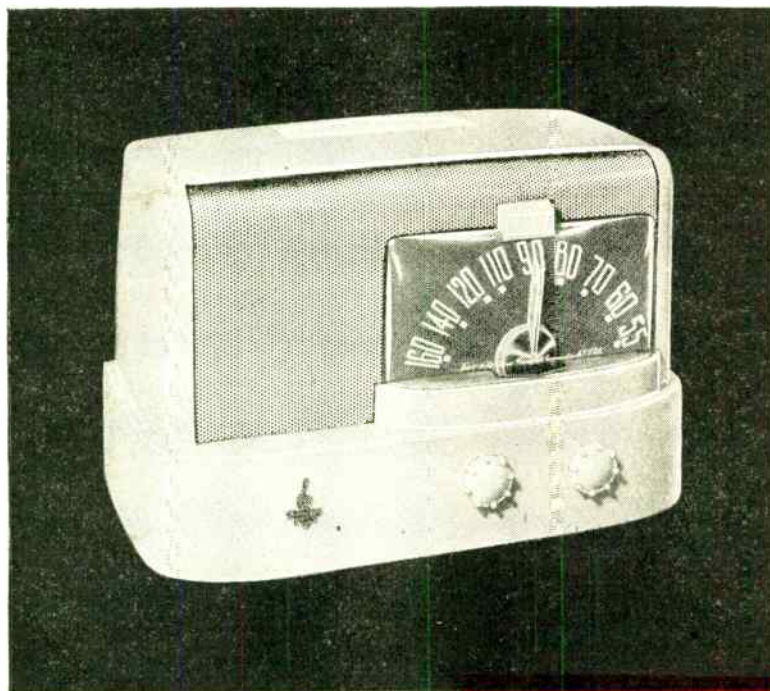
The Amazing **TEMPLE** "CHALLENGER"

TEMPLE MODEL G-513—Modern plastic cabinet in handsome walnut finish. Illuminated three-dimensional slide rule dial. Automatic volume control. Alnico V permanent magnet speaker. AC-DC. Cabinet size—12 1/8"x7 5/8"x5 5/8". **\$19.95**
Also available in ivory for \$22.95.

Not a midget—a FULL-SIZE Radio

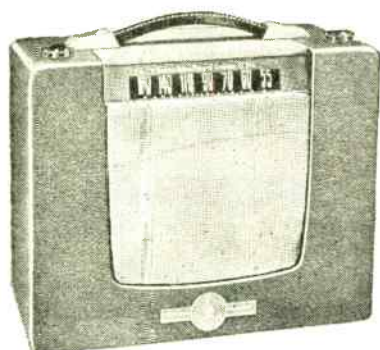
TEMPLE TONE RADIO MFG. CORP.

NEW LONDON, CONN.
Executive Offices—220 E. 42nd St., New York, N.Y.

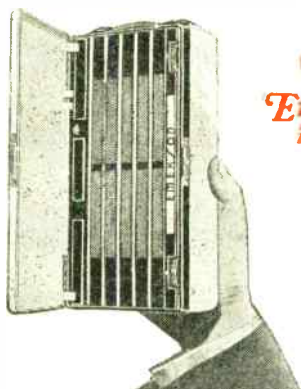


*IN THE
Moderne
Manner*

Emerson Radio Model 511. In ivory and gold (also Model 517 in ebony and maroon) AC-DC superheterodyne. Modern design which creates a sensation wherever shown. Feature it as a style and reception LEADER \$29.95



Emerson Radio 3-Way Portable Model 536. Most highly powered set. Handsome cabinet, sturdily constructed. All advance features. Less batteries. \$39.95



Emerson Radio Model 508. Tremendous selling pocket receiver in unbreakable tenite case. Unbelievable power and tone. Complete \$37.50



*Lead with the
Leader
in '47*

Radio's Greatest Promotion Campaign

Backing greatly increased production and dealer shipments of new 1947 Emerson Radio models in all territories—

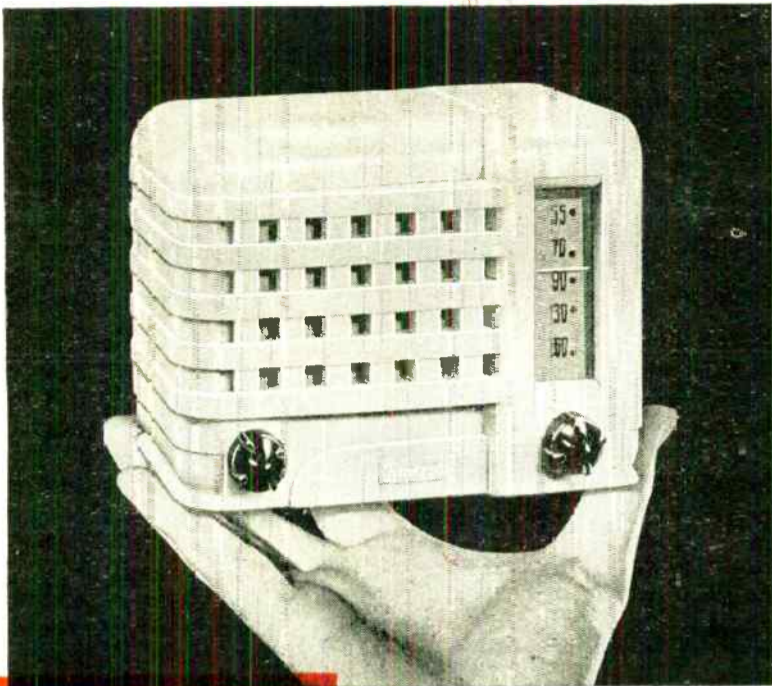
A new series of BIG Factory-Distributor ads in more than 300 cities . . .

Local tie-up ads by hundreds of Franchised Emerson Radio Dealers . . . Participating dealer ads in more than 1,000 towns.

Big space — continuously — by major outlets. Dramatic point-of-sale promotion.

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.

World's
Smallest
AC-DC
SUPERHETERODYNE



Emerson Radio Model 540. A handful of SUPER POWER and TONE. All new quality set features. Tubes: 1 type 12BE6, 1 type 12BA6, 1 type 12AT6, 1 type 50B5, 1 rectifier 35W4. In colors—Walnut Finish, Ivory, Green, Red.

(in Walnut Finish) **\$1995**

THE NEW 1947
**Emerson
Radio**

In Behalf of ALL Dealers
Alike

Emerson Radio headquarters and all Emerson Radio distributors are united in this promotion for ALL DEALERS ALIKE.

All advertising in this campaign carries the urge to "SEE YOUR EMERSON RADIO DEALER."

In addition to the overall promotion, all dealers are given opportunity to tie in with their own newspaper copy. Newspapers everywhere are cooperating in this joint effort.

This is the COMPLETE promotion service which enables YOU to "Lead with the Leader in '47!"

Call Your Emerson Radio Distributor



Emerson Phonoradio Model 525. Completely automatic. It has "everything" in advanced features and outstanding performance. Walnut cabinet. **\$9995**



Emerson Electric Record Player Model 542. Plays 10-inch and 12-inch records. Easy portability. Full, rich tone. Beautiful, sturdy, cabinet **\$3995**

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.

If you want
**SOMETHING
BETTER**
Demand

DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921



Dewald A-504 "Excel",
A handsome, powerful two-band receiver that features both American and Foreign reception.

Dewald Radio Manufacturing Corp.
35-17 37th Avenue, Long Island City 1, N. Y.
Chicago Office: 624 So. Michigan Avenue

A Quarter-Century of Proven Quality

GREATLY EXPANDED USE FOR RADAR IS SEEN BY BIRMINGHAM SPEAKER

ENGINEERS GIVEN ADDRESS

Official of A. T. & T. Co. Visualizes Nation-Wide Network of Transmitters and Receivers.

BIRMINGHAM, ALA., Monday—An address on electronics, attended by about 700 persons and sponsored by the Alabama Section, American Institute of Electrical Engineers, was made here last week by Dr. J. O. Perrine, assistant vice president of the American Telephone and Telegraph Co. and internationally-known authority on electronics. Dr. Perrine predicted a nationwide network of transmitters and receivers operating on the electronic principle of radar designed to allow voice and music transmissions of high fidelity and greatly improved television.

Formal presentation of the new Alfred Newman Majestic records was made to a number of Birmingham dealers at a luncheon meeting at the Thomas Jefferson Hotel, February 27, sponsored by the Birmingham Electric Battery Co., Majestic distributor. Shelby York, factory representative, told the story of Alfred Newman and his Hollywood Symphony Orchestra. Mr. Newman, who had never done any previous recording, is under exclusive contract with Majestic.

Bill Kennedy, manager of the record department, Birmingham Electric Battery Co., reports having received four Newman albums which have met with enthusiastic reception.

Other lines handled by the firm include Majestic radios, Norge refrigerators, Bendix washers and Wilcox-Gay recorders.

Maytag Sales and Service, located at 1726 First Avenue North, is in process of being remodeled and redecorated. In addition to Maytag, G-E appliances also are carried. F. G. Vinyard, proprietor, reports a nice sale on Maytag washers. Associated in business with Mr. Vinyard are his two sons—Paul Vinyard who returned from service in the Air Corps about a year ago, and A. N. Vinyard, who served in the Infantry.

R. C. Harless is the new manager of the radio and record department at

General Electric Names Gable Division Assistant

SCHENECTADY, N. Y., Tuesday—Albert C. Gable has been appointed assistant engineer of the Tube Division, General Electric Company's Electronics Department. O. W. Pike, engineer, has announced.

Formerly administrative assistant of the division's engineers, Mr. Gable's headquarters will continue at Schenectady.

A native of Macon, Ga., and a graduate of Georgia Tech with a B.S. degree in electrical engineering, Mr. Gable was employed by General Electric in 1929 in the Test Department. In 1930 he was transferred to the Vacuum Tube Engineering Department. Responsibility for ignition and thyatron tube engineering was added to his duties shortly thereafter. He is a senior member of the Institute of Radio Engineers.

Hytron Radio Puts New Type Tubes on Market

SALEM, MASS., Tuesday—The Hytron Radio & Electronics Corp. has announced its new type 5516 instant heating V.H.F. beam pentode, and the Hytron improved type 2E30 instant heating beam pentode available for mobile and aircraft use. The 5516 is a compact, 18-watt V.H.F. beam pentode with useful power output at 165 mc. and requiring no neutralizing in properly designed circuits.

New Telecoin to Be Put On Market About Apr. 1

The Telecoin Corp., distributor of coin-operated Bendix automatic home laundries, has announced a new Telecoin system coin radio for hotels, motor courts and hospitals. Distribution will begin about April 1. The set has been constructed to resist abuse, a major problem in pre-war and early post-war coin radio enterprises.

The new Telecoin permits thirty-minute, one-hour or two-hour use.

Sears, Roebuck & Co. However, this is not a new job for Mr. Harless as he was manager of the department for six years previous to 1942.

—S. A. MAXWELL.

JOHN N. LEEDOM MADE ASSISTANT SALES HEAD OF SPRAGUE PRODUCTS

NORTH ADAMS, MASS., Friday—Harry Kalker, sales manager of Sprague Products Co., this city has announced the appointment of John N. Leedom as assistant sales manager.

Already well known to many Sprague distributors as a result of six months "indoctrination" as assistant to Mr. Kalker at the factory, Mr. Leedom will now spend a large part of his time on the road. His objective will be to cooperate regularly with Sprague distributors, not only in the handling of

normal sales problems, but also in holding dealer meetings and traveling with jobbers' salesmen in calling on their trade.

Now visiting distributors in many of the Southern states, he is announcing details of a vastly expanded Sprague sales program directed to servicemen, amateurs, and experimenters.

Mr. Leedom is a native Texan and a graduate of the Rice Institute at Houston. During the war he was connected with the Naval Research Laboratory as a radio engineer working on the development of radar equipment. Later he was commissioned an ensign in the Naval Reserve, continuing with the same research for the Government until the end of the war.





NOTICE
This Cartridge Equipped with Replaceable Needle

QUIET...

Because of its extra clear, clean, "quiet talk" reproduction, Astatic's new "QT" Phonograph Cartridge is highly praised by many leading phonograph manufacturers, parts jobbers and users.

REPLACEABLE NEEDLE

The "QT" Cartridge employs a new type replaceable needle available with either precious metal or jewel tip. This needle is so designed as to allow appreciably more vertical compliance, vastly reduce surface noise and needle talk, and materially improve the overall quality of reproduction. Ideal for new installations and modern replacements. Descriptive literature is available.

Precious Metal Tip



Jewel Tip





THE Astatic CORPORATION
ASTATIC CORP. CONNEAUT, OHIO
INCANADA CANADIAN ASTATIC LTD. TORONTO, ONTARIO
Astatic Crystal Devices Manufactured under Brush Development Co. patents.

SPRING ACTIVITY OFF TO AUSPICIOUS START IN KANSAS CITY AREA

MANY TO HOLD OPEN HOUSE

**New Robert Keith Store Opening
Draws a Large Crowd — New
Dealers Are Named for Chrysler
Products.**

KANSAS CITY, MO., Tuesday—Open house events of new business and announcements of additions to existing organizations, herald the beginning of Spring activities in this area.

Opening week at the new Robert Keith store on Country Club plaza, began with an afternoon preview for newspaper and magazine writers and members of the Plaza Merchants' Association, March 7, and continued from March 10 through March 15 from 10 a.m. to 8:30 p.m.

This store, designed by Antonin Raymond of New York, and Mrs. Edward Keith, of Kansas City, presents an amazingly colorful interior, where thirty-two different shades and tones of color were used to dramatize displays. Each department is an individual shop with its own decorative scheme and furnishings which have been selected to appear as a part of the entire layout.

Two new dealerships for Chrysler air-temper products have been announced for this area. Dan Truog and Clyde Nichols, Inc., Kansas City residential engineering firm, held open house at a new storeroom, March 10. This firm will handle all types of Chrysler air-conditioning, heating and refrigeration items for Kansas City and four Missouri counties. The Chrysler dealership for Kansas has been announced by Temperature Products, Inc., Kansas City, Kans., which had opening day, March 8.

A district sales office serving Colorado, Wyoming, Kansas, Nebraska, Missouri and a part of Illinois, has been added to the field staff of the RCA engineering division in this city.

The new division will sell broadcasting equipment, including FM and television supplies, according to David Bain, district manager, who has been transferred to the management of the Kansas City office from the Chicago branch, where he was a sales engineer.

Mr. Bain said that it will be a part of his job to sell the idea of television in the area covered by his office. He stated that RCA equipment for FM broadcasting will be used by the four large stations here—WDAF, WHB, KMBC and KCMO.

Mace-Jones, operator of three other neighborhood stores in the two Kansas cities, opened an additional radio and appliance shop, March 8, in Mission, Kans., residential area a few minutes drive from Kansas City.

The Maytag Co. has announced plans for a new office and warehouse building to be erected at a cost of approximately \$100,000. The new plant will be located at 1223 Burlington avenue, in North Kansas City, Mo.

Robert Keith's furniture store on the Country Club Plaza here will open a new appliance department on March 10.

During the opening week, the store will remain open at night to welcome new customers. L. F. Collins, who had managed a Jones Store appliance division in Kansas City, Kans., the past year, will head the new department. Terry

Anderson is the manager of the store. Work on the building, to be one story in height and 114 by 140 feet, is scheduled to begin within about sixty days. CPA approval of the project has been secured. —ELSIE WRIGHT.

TRADE ITEM
The Tappan Stove Co. for 1946 had a net income of \$1,148,934, or \$7.28 a share, compared with \$261,758, or \$1.66 a share for 1945, according to a company announcement.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS! LEONARD ASHBACH COMPANY CONTINUES THEIR GREATEST RADIO TUBE SALE!

Here We Offer Nearly One Million Nationally Famous Radio Tubes In Hundreds of Types. You Will Note That Many are the Hard to Get Criticals. Our Tremendous Buying Power Brings You This Gigantic Event and Priced in Three Categories. Some at Dist. Cost—Below Dist. Cost and None Higher Than OPA Last Bracket.

PHONE—WIRE—WRITE

ORDERS WILL BE FILLED IN
ROTATION RECEIVED

**These Tubes Are Guaranteed Nationally Known Brands—Not
Private Brands or Rejects—Check Before You Buy Anywhere**

CHECK THESE SENSATIONAL PRICES !!!

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
3000	1A7GT	.65	4000	6H6GT	.44	2000	7C5	.65	5000	35Z5	.48
2000	1N5GT	.58	1900	6C5	.55	5000	7B7	.65	10000	35L6	.55
2000	1H5GT	.55	20000	6J6	.45	5800	7B6	.65	3000	50L6	.55
1200	1L4	.40	5000	6SA7GT	.58	6200	7Q7	.65	1700	50A5	.65
500	1LD5	.90	6000	6SQ7GT	.48	8000	7N7	.60	1400	35Y4	.60
5000	1LN5	.90	800	6SD7	.45	3000	7E5	.55	3000	14Q7	.60
1100	1LH4	.90	12000	6SH7	.45	2000	7Y4	.65	3300	14A7	.65
7000	1R5	.50	2300	6SL7	.70	3000	7F7	.75	2900	14B6	.60
4000	1T4	.45	2000	6V6GT	.58	1800	12SR7	.55	2500	80	.39
400	3Q5	.75	2800	6SN7	.55	5000	12SQ7GT	.48	900	45	.48
1600	3A4	.40	2000	6J5GT	.48	8000	12SK7GT	.48	8000	9003	.35
4100	5R4G7	.50	2000	6K6GT	.51	4000	12SA7GT	.55	350	955	.55
2900	5U4G	.50	4000	6SK7	.51	12000	12SN7	.45	7000	SP30	.45
8000	5Y3GT	.38	500	6AK5	.60	3000	12C8	.48	6000	SP45	.45
2000	5Z4	.65	4000	6J5GT	.46	8000	12A6	.62	5000	OY4	.48
2635	6AC7	.60	2000	6D6	.49	6000	12BE6	.45	1000	77	.45
4100	6AG5	.55	1900	6J7	.65	6000	12AT6	.45	2000	27	.40
4100	6AG7	.60	4000	6SJ7	.55	6000	12BA6	.45			
3000	6AL5	.40	8000	7A7	.65	5000	35W4	.38			
2800	6C4	.40	4000	7B4	.65	5000	50B5	.55			

And Hundreds of Other Types. Send us Your Requirements

3 TRANSMITTING TUBE VALUES — IMMEDIATE DELIVERY!

5 0 0	6 5 0	3 4 5 0
Type 813 \$4.95	Type 829 \$1.45	Type 872A \$1.45

**SPEAKERS PHONO-MOTORS CONDENSERS
PICK-UP ARMS AUTOMATIC CHANGERS LINE CORDS**

And Hundreds of Other Critical Parts

OUR GREATEST SPEAKER SALE!

3500 FMs 4" Alnico 5 \$1.05 1.67 Magnet Lots of 100	2600 PMs 5" Alnico 5 \$1.25 1 oz. Magnet Lots of 100	2000 PMs 5" Alnico 5 \$1.33 1.47 Magnet Lots of 100	3300 PMs 6" Alnico 5 \$1.50 1.47 Magnet Lots of 100
2000 Dynamic 5" 450 Ohm \$1.55 Lots of 100	2300 6" Alnico 5 \$1.60 2 oz. Magnet Lots of 100	Fresh Stock Filter Condensers 50-30-150 \$.25 Lots of 100	ARROW RECORD CHANGERS \$20.00 Value \$12.50 Lots of 12

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS



DECCA SALES DOUBLED, ANNUAL REPORT SHOWS; '47 PRODUCTION SOARS

Net sales and profit of Decca Records, Inc., in 1946 rose to the highest levels in the company's history, it is reported in the annual report released to the stockholders last Thursday. Net sales for 1946 totaled \$30,675,381 compared with \$15,570,930 for 1945. Net profit for the year, after all charges, was \$1,944,538, equivalent to \$2.50 per share on the 76,650 shares outstanding at the close of 1946. This compares with net profit of \$839,692 for 1945, equal to \$2.16 per share on the 388,325 shares outstanding at the end of that year.

In reporting record sales and earnings, Jack Kapp, president, pointed out that, although the company is continuing to produce records in unprecedent-

ed quantities, "we are unable to satisfy the demand, and production continues to be the main problem of the company. We are hopeful that as conditions adjust themselves generally, we will be able to utilize our existing facilities to increase our production by at least 30 per cent over the present level."

Sales for January and February of 1947 were greater than in the entire first quarter of 1946.

In commenting on foreign business, Mr. Kapp said: "Our new agreement with The Decca Record Co., Ltd., gives us an opportunity for greater foreign exploitation of our products, and has made available for distribution here British Decca's famous FRRR recordings."

Spend your advertising dollar in a trade journal that has reader interest. RADIO and Television WEEKLY delivers the goods in these fields.

DAVIDSON MFG. NAMES SEVEN DISTRIBUTORS

EATONTON, GA., Saturday — Seven new distributors have been appointed for two brands of Davidson record players manufactured by the Davidson Mfg. Co., this city, it was announced this week.

The new distributors for Davidson "Brock" record players are: The Yancey Co., Atlanta, Ga.; Watts Newsome Co., of Birmingham, Ala.; McGregor's, Inc., of Memphis, Tenn.; Benjamin T. Crump Co., Richmond, Va., and C. M. McClung & Co., Inc., Knoxville, Tenn.

"Granola" record player wholesalers just named by Davidson are: Norman Brown, Inc., of Memphis, Tenn., and Bondurant Bros. Co., Knoxville, Tenn.

March Recordings Listed By Rainbow Disc Concern

Rainbow Records, a recently formed New York City disc concern, has announced four single records and one album which will be available to the trade this week.

The tunes and artists are: "Don't Cry, Little Girl, Don't Cry" and "It's a Sin to Tell a Lie" by Jack Lawrence and his quartet; "My Darling Clementine" and "I Wonder Who's Kissing Her Now"; "Star Dust" and "Moon-glow" by Marshall Young, and "Eddie's Steel Guitar Boogie" and "Wabash Cannonball" by Eddie McMullen's Sleepy Valley Five. The Rainbow album released is titled "Dipsy Doodle Dance Contest" by Larry Clinton.

Entry Into Disc Field Announced by Advance

LOS ANGELES, CALIF., Monday—Advance Records, headed by Jack Goldman, has made its entry into the record field, it was announced here this week.

Butch Stone, Les Brown vocalist, is featured on the first Advance releases. Butch Stone has recorded "How Big Can You Get," "Don't Get Salty Sugar," "Harry With the Head on Top" and "My Convertible Cadillac" for this California firm.

Assisting Mr. Goldman are Buck Ram, as musical advisor, and Stanton Kramer, as promotion-publicity chief.

Graybar Distributor for M-G-M Records in Atlanta

ATLANTA, GA., Saturday—According to announcement by H. E. Giles, district merchandising manager, the Graybar Electric Co., Atlanta, has been appointed distributor for the new M-G-M phonograph records.

Dan Hornsby, well known in the radio and record field, is manager for record sales and will serve Georgia, Alabama, East Tennessee and a portion of Florida, through Graybar branch houses in Birmingham, Chattanooga and Knoxville, Mr. Giles stated. —BRAY.

CHILDREN'S PHONO IN PRODUCTION AT MERSEY RADIO FIRM

Formation of Mersey Radio Laboratories at 208-12 Northern boulevard, in Bayside, L. I., was announced here last week by Robert Mersey, firm president.

Currently, the Mersey firm is in production on a children's phonograph, the Pied Piper, and a teen-agers' model.

Among the features of the Pied Piper are its custom-made cabinet with an attractive yellow lacquer finish, a three-tube amplifier, a five-inch speaker and a completely isolated line voltage for children's protection. The teen-agers' model has the same features as the Pied Piper except that it is housed in a cabinet with a walnut finish.

Mr. Mersey, prior to forming this firm, was a well-known arranger at NBC, where he worked in the recording division. He revealed that while in that division he decided upon the need of a quality children's phonograph to play the many fine children's records now on the market.

Franklin Greene will serve as engineering and production manager.

Lee Pearl, general manager of Coronet Records, Inc., New York City, today announced that Tommy Dix, had been signed to a long term recording contract.

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

TEMPO

Record Company of America

SALUTES ITS DISTRIBUTORS!

2. RADIO TELEVISION & APPLIANCE INC.

510 WESTLAKE AVE. NO., • SEATTLE, WASH.

Exclusive Distributors for Philco Radios and Philco Appliances — and Exclusive TEMPO Record Distributors in: Washington • Idaho • Alaska

LATEST TEMPO RELEASES

- 12 New HAMMOND-NOVACHORD Records featuring Herb Kern and Lloyd Sloop
- 12 New Piano Records featuring Ben Light

OVER 1000 TEMPO TUNES RECORDED



RECORDED BY DIRECT ELECTRONIC PROCESS

TEMPO Record Co. of America • 8534 Sunset Blvd. • Hollywood 46, Calif
 TEMPO ATLANTIC INC. TEMPO SOUTHERN

76 West Chelton Avenue Philadelphia 44, Pa.

11 Avondale Road Avondale Estates, Georgia

DEALERS

There's A World of Profit In Handling Talk-A-Phone

The World's Most Complete Line Of Inter-Communication

Are your "palms itching" for bigger profits, easier sales, faster turnovers? Then look into what Talk-A-Phone has to offer.

Talk-A-Phone is tops in value. Tops in the very latest inter-communication advancements. "HAS EVERYTHING." Backed by National advertising. Out in front in demand.

Ask Your Jobber

Cut yourself in on a world of profit by handling the world's most complete line of inter-communication. Catalog listing a unit for every requirement upon request. Address Dept. S.M.

Talk-A-Phone Co.
 1512 S. Pulaski Road Chicago 23, Ill.



ULTRATONE
PHONOGRAPHS

DISTRIBUTED IN
Northern New Jersey
Area

BY
E. B. LATHAM & CO.
1010 Broad Street
Newark, New Jersey

MANUFACTURED BY
Audio INDUSTRIES
MICHIGAN CITY, INDIANA

**Mike Ross Leaves Espey;
Joins Decca Records, Inc.**

Michael H. Ross has resigned his post as sales head of the Espey Manufacturing Co., New York, and has joined Decca Records, Inc., it was revealed this week. He had been associated with Espey for the past two years. Before that, he was radio buyer at the L. Bamberger & Co., department store in Newark, N. J., an affiliate of Macy's in New York.

**CONCORD RADIO OPENS
NEW STORE IN CHICAGO**

CHICAGO, ILL., Friday — A gala preview of the new Concord Buying Center at 229 West Madison street, in the heart of Chicago's Loop, today introduced to the local civic and business leaders and stars of radio, stage and screen, Concord Radio Corp.'s modern outlet for everything in radio, electronics, sound, photography and home movies.

The store, especially designed to feature several revolutionary new merchandising ideas, will be opened formally to the public next week with a \$250,000 stock of both radio and photographic equipment. Features include a number of sound-proof demonstration salons to enable customers to sound-test and inspect radios, phono-radios, amplifiers, microphones, sound equipment and movie equipment. These special "living room" demonstration salons, attractively furnished, permit the prospective purchaser to inspect merchandise at his leisure under perfect acoustical conditions. The wide center aisles, soft leather divans, hidden and diffused lighting in display rooms and counters are especially designed to simplify shopping.

Opening of Concord's second store supplements the headquarters store at 901 W. Jackson boulevard, and followed purchase of the four-story National Porges Building at 227-229 W. Madison and the adjoining two-story structure.

Nationally-advertised sets, parts, electronic, sound and photographic equipment are on display. The new outlet has a 45 ft. glass "daylight" front, facing one of Chicago's busiest thoroughfares.

"The new Concord Buying Center is dedicated to experimenters, servicemen, dealers, hams as well as industrial companies and purchasing agents," Robert Berk said. "We have spared no expense to make this the most complete and most convenient shopping center possible," he added.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

KEN-RAD
RADIO TUBES

Better than ever

Write for Booklet
ETR-15, "Essential
Characteristics," the
most complete digest
of tube information
available.

KEN-RAD
DIVISION OF GENERAL ELECTRIC COMPANY
SCHENECTADY, NEW YORK

178-FLA-8860

**Miss Daniels, of Duotone,
Heard on Radio Program**

Miss Virginia Daniels, general manager of the Duotone Co., Inc., New York, producer of a full line of phonograph needles, was interviewed on "a woman's place in record industry" over radio station WAAT, Newark, N. J. last Thursday from 9 to 9:30 A.M.

Miss Daniels told of the expansion of the company during the six years of its existence and pointed out that women can play an important part in the

management, manufacture and packaging of record accessories.

**New Amateur Receiver
Introduced by National**

MALDEN, MASS., Friday — A new post-war communications receiver for amateur use, the NC-173, with an up-to-the-minute set of electrical circuits and several new construction features, has just been announced by the National Co., this city, manufacturer of radio communications equipment.

for a **STEADY** resource
stick to **STEELMAN**

The STEELMAN POLICY insures the profitable development of your record player department, because:

1. Steelman started as makers of record players...
2. Steelman is still making record players...
3. Steelman will continue making record players!

Made by America's oldest manufacturer—devoted exclusively to the creation of electric phonographs.

USE
this coupon
TODAY!

STEELMAN RADIO CORPORATION
742 East Tremont Ave., Bronx 57, N. Y.

I am interested in the complete Steelman line, please send me descriptive literature.

Name _____
Store _____ (please print)
Address _____
City _____ Zone _____ State _____

My regular jobber is _____



Acoustic-angled lid directs sound waves from speaker to listener.



Compact, lightweight, attractive duotone overnight luggage type case. 5" Alnico V heavy slug speaker. 2 Watt output... AND! improved tone quality attained through reflection of sound by lid placed at an acoustically designed angle (see sketch).




A phonograph with that PLUS value! 3 tube amplifier with POWER TRANSFORMER! 5" Alnico V heavy slug speaker and continuously variable tone control. 5 Watt output with wide, undistorted frequency response. Compact — yet plays 12" record with lid closed! Cased in beautiful duo-tone leatherette.

MINERVA

**NOW! WITH ALL THE IMPROVEMENTS
YOU'VE BEEN WAITING FOR IN FINER,
MORE BRILLIANT RADIOS!**

Corporation of America • 238 William Street • New York 7, N. Y.

*A few territories now open for live-wire distributors.
Write today for details.*



JOBBER OF SEATTLE INITIATE PROGRAM TO HELP SMALL DEALERS

EXTEND AID TO VETERANS

Many Stores Have Gone Out of Business During Past Year, It Is Shown by Survey.

SEATTLE, WASH., Friday — Ralph Snider, who was recently appointed credit manager of the Herb E. Zobrist Co., says that he is keeping his eye on the post-war veteran-operated appliance stores. "Some of the boys just don't know the rudiments of business and they need help in conducting their operations. In the last year, we have been told that over 700 new veteran-established firms in this section of our State have folded. A good guess is that about two per cent of our dealers in that classification have hit the rocks, but if were not for consolidations and sell-outs the figure would be about ten times

that amount or nearly 20 per cent," he said.

Mr. Snider is working very closely with Ted Hoyt, the sales manager for the Zobrist firm, which distributes Gillfillan radios along with a long list of other appliances in addition to industrial electronic supplies and records. The Snider-Hoyt combination works like a team. Mr. Hoyt has five salesmen in the Washington, northern Idaho and western Montana territory. These men are charged with keeping close check on the smaller stores. "We find that the big stores know merchandising. They are amply financed and have the 'know how'. It is the smaller operators that need help in displaying merchandise, in arranging credits, in the handling of their advertising and in some instances in making a sale," Mr. Hoyt says.

"Our salesmen are constantly preaching the story to our dealers, and there are over 800 of them in our organization, that in view of present labor and material costs, merchandise is worth the price asked. But we point out that a break in price with the manufacturer

will mean a change in retail prices. We know customers buy on rising markets and stop buying on a declining market. And we know that many of our dealers and customers don't know it. So we keep preaching. It is our opinion that from here on out we're going to have to sell and use every selling device available."

Mr. Hoyt is supplying all dealers with weekly information detailing special items in the parts department that are available; new records received; receipt of factory allotments and general comment on business conditions. In the printed weekly report, there are also included sales suggestions and dealers are urged to use newspaper and radio advertising besides direct mail.

Both Mr. Hoyt and Mr. Snider are of the opinion that the demand for small radio sets in this market has "leveled" off. Portable sets are still more than popular with buyers. But, they report, lack of an available supply of suitable wood for cabinet making has prevented the dealers from obtaining console models in ample numbers to satisfy the demand.

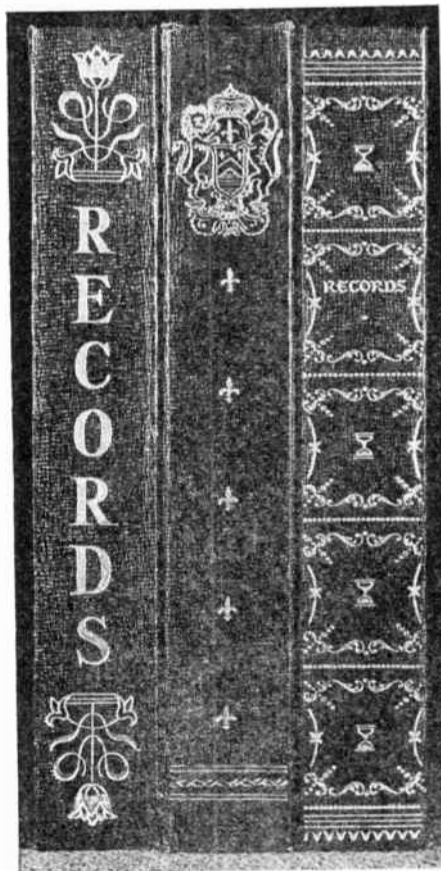
According to Mr. Hoyt, "Quality is an increasing factor in the market. Buyers want good radio sets and they want those normally considered in high-price field of \$200 or more. The low-price field is already engaged in a scramble locally."

The industrial department of the Zobrist store is holding its own, says Mr. Hoyt. The Thermadore Co. has started shipments to the Pacific Northwest in a quantity to nearly sample all dealers, while the record department is reported fluctuating. —DUD BROWN.

Dividends Declared by Solar Manufacturing

Directors of Solar Manufacturing Corp., New York, have declared the regular quarterly dividend of 15 cents a share on the common stock, payable March 15 to stockholders of record March 7 and the regular quarterly dividend of 13 3/4 cents per share on the \$5 par convertible preferred stock, payable May 15 to stockholders of record on May 1.

Your Profits Will Rise . . .



With
Matthews' Albums

Immediate Delivery

FEATURES

- Simulated Leather Cover
- Attractively Designed
- Gold Ornamentation on Spine
- Available in Navy Blue and Maroon
- Study Construction
- 12 Pockets
- Indexed

(packed 24 to the carton)

(Also manufacturing for the major record firms)

Distributor Franchises Open
In Many Choice Areas

Export franchises also available

For Further Information Write

HOWARD MATTHEWS, INC.

22 West 26th Street

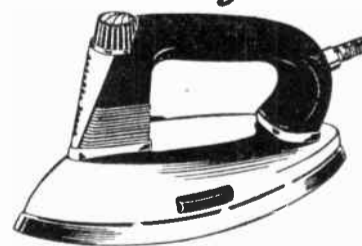
New York, N. Y.



It's here!

Betty Crocker
of General Mills says:

"Here's the iron for faster, easier ironing!"



**THE NEW
General Mills
'Tru-Heat' Iron**

The new General Mills Tru-Heat iron, the first post-war appliance sensation! Jam full of new, sales-appealing improvements. . . Super accurate Tru-Heat control . . . Extra large ironing surface . . . Safety side rest. . . Important features to boost your sales for a quick, easy turnover.

Distributed by

EASTERN

Electrical

SUPPLY CO.

287 Halsey Street Newark, N. J. 348 Washington Street

CLEVELAND JOBBERS SEE NEW G-E LINES AT SALES MEETINGS

MAJOR APPLIANCES SHOWN Sessions for Dealers Will Be Held in April — Women's Electric League Sees "New Aids."

CLEVELAND, OHIO, Monday—General Electric Co.'s appliance and merchandise division wound up a series of six eastern showings of new major appliances with a two-day session for distributors in the Cleveland area, at Hotel Carter recently.

In addition to the personnel of the General Electric Supply Co. in Cleveland and all its branches offices, G.E. distributors were here from Cincinnati, Pittsburgh, Detroit, Buffalo and Louisville.

The complete line of new models in ranges, refrigerators, water heaters, cleaners, automatic washers, ironers and clothes dryers, electric sink and electric blankets were shown and demonstrated by representatives of the Bridgeport office including A. M. Sweeney, Lou Miller, Jack Poteat, C. K. Rieger, A. L. Atkinson and Earl Norling.

Distributors were promised deliveries on these new models in the near future, and the production outlook for the last three quarters of 1947 was pronounced very good.

R. A. Buescher, Cleveland district manager of the appliance and merchandise division, presided at the meetings and introduced the out-of-town speakers. As a follow-up of this distributor preview, the local General Electric Supply Corp. expects to put on a preview showing for its dealers, early in April.

An interesting program marked the March meeting of the Women's Division of the Electrical League of Cleveland in the League auditorium.

Miss Margaret Byrne, member of the faculty of Western Reserve University, and fashion advisor of G.E.'s television station in Schenectady, talked on "Fashions for '47." Miss Helene Gram, League homemaking advisor, told of "New Aids to Living Enjoyment," a discussion of small electrical appliances.

Halle Bros. Co., one of the largest downtown department stores, is opening its new electrical appliance department on March 14, in new and larger floor space on the sixth floor of the Huron-Prospect Building, according to Walter Myers, who heads the appliance and radio departments for the company.

The new appliance department will feature three operating electric kitchens, Westinghouse, Frigidaire and General Electric, set up for demonstrating.

At the same time, Halle Bros. is opening a new appliance and radio department in its Canton, Ohio, branch store, which will take up half of the entire first floor. This will also have three operating kitchens.

The record department will have eight hearing booths with new fixtures and equipment. James Moran is in charge of the Akron appliance and radio department, under Mr. Myers.

The initial sample of Musaphonic was received recently by John Middlebrook, factory representative. Enough sets to sample dealers in this territory are expected within a few weeks.

—EVELYN BAILING.

Spend your advertising dollar in a trade journal that has reader interest. RADIO and Television WEEKLY delivers the goods in these fields.

Edgar Morris Is Named To U. S. Chamber Board

WASHINGTON, D. C., Monday—Edgar Morris, president of the Edgar Morris Sales Co., distributor for Westinghouse appliances, Zenith radios, Pittsburgh gas water heaters and other gas and electric appliances, has been nominated for director of the United States Chamber of Commerce to represent this

district. The 2500 national councillors of the Chamber will elect directors by mail within a few weeks.

Mr. Morris, while one of Washington's successful business men, has given freely of his time to solving local civic and business problems. He has held virtually every office in the Washington Board of Trade, having been president in 1936, since which time he has been national councillor to the United States Chamber.

171 miles of
OXFORD SPEAKERS

OXFORD Speakers: 171 miles

V-2 Rocket: 102 miles

Metecr: 90 miles

Maximum Weather Balloon: 18 miles

National Geographic Balloon: 14 miles

Airplane: 9 miles

Mt. Everest: 5 miles

IF all the OXFORD SPEAKERS sold to radio firms for their 1946-1947 sets to date were laid end to end, they would extend beyond the meteors—over 171 miles into space! and by the year's end, 515 miles!

THE OXFORD SPEAKER has been marketed for over 14 years, and is justifiably famous for its performance and stamina. When the war was over, the worn-out tools and dies were scrapped and replaced with an entirely new set embodying the very latest engineering innovations. The better Jobber who stocks the OXFORD SPEAKERS is therefore sure that he is selling a superlative product and needs no special speaker to meet unusual specifications. He knows that OXFORD SPEAKERS afford the "Maximum Customer Coverage" with only the average Jobber stockpile. This means increased profits because of rapid turnover. That is why he endorses the statement that OXFORD SPEAKERS are the ALL JOBBERS' CHOICE!

* OXFORD SPEAKERS / ALL JOBBERS' CHOICE

OS/AJC*



OXFORD ELECTRIC CORPORATION

3911 SOUTH MICHIGAN AVE., CHICAGO

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Hallicrafters new Model SX-42 covers from 540 kc. to 110 Mc., AM, FM, CW

hallicrafters

The Radio Man's Radio

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO, U. S. A.

A new kind of radio laboratory. Hallicrafters high frequency headquarters—the new Chicago plant . . .



NEW OPENINGS MARK WEEK'S ACTIVITY IN PITTSBURGH SECTION

MANY PLACES RENOVATING Expectation of Much Business in Coming Months Seen in Various Expansion Moves.

PITTSBURGH, PA., Monday—J. A. Williams Co. held a grand opening of its special MGM record salesroom recently. Done in modernistic fashion, this department is expected to reach volume proportions in a minimum time. Stuart Magowan, formerly with ARA is manager of the new department. He is assisted by Bill Abbott, who was associated with Victor for the past twelve years. The MGM record plant is located at Bloomfield, New Jersey.

March 7 was the opening sale to the public, and from all indications, acceptance by the trade and public was extraordinary. Among the recordings offered were included famous MGM artists Judy Garland, June Allyson, Katherine Grayson, Lena Horne, Tony Martin, Virginia O'Brien, Calib Peterson, Kate Smith, Blue Bourne, Jimmy Dorsey, Dave Rose, Allan Roth, Raymond Scott, Lauritz Melchior, Hal McIntyre and others.

Portable Products Co. is now producing table radios in volume for buyers of private brands. Production has reached between 200 and 300 small plastic case models daily. The firm has also produced an electric iron for the volume market. Both of these items and others to come will be produced and advertised under the firm's own trade mark in the near future. Portable Products origi-

nally manufactured miners' lamps. After selling all patents and rights to these lamps, the firm, during the war, produced radio and radar equipment for the Government. This is the first mass radio production undertaken in the Pittsburgh district.

Superior Distributing Co. held a formal opening in its 5124 Liberty avenue showroom last week. This is one of the most beautiful showrooms in the district and will be a great asset in the distribution of major and traffic appliances. B. R. Bloom and Max Bloom are managing this subsidiary of Superior Auto Accessories Co. and are assisted by Murray Harr and Ed Cohen. Fred Gusky and Joe Hirsch, manufacturers' representatives, assisted in opening ceremonies.

The showroom of 8500 sq. feet has ample warehouse and shipping facilities and a "Drive In" basement for trucks. Among the firms whose products were on display were the following: Emerson radios and record players; Kent coffee makers; Samson, Dominion, Sun Chief, Everhot and Casco heating devices; Rittenhouse chimes; Flex Seal pressure cookers; Eveready batteries and flashlights; Sessions and Master Craft clocks; Arctic trunk freezers; Dormeyer mixers; Fresh N Aire fans; Schick and Remington-Rand Razors, etc. The firm is exclusive distributor of the Merry-Go-Sound child's phonograph.

L. H. Smith, Inc., distributor of Sonora radios and records, is moving its Pittsburgh warehouse to Canonsburg, Pa., and will shortly announce a new showroom in Pittsburgh, as it sold the building on 8th street where the firm was located for many years.

The Pittsburgh Wholesale Merchants Association will hold its 12th Merchandise Mart on two floors of the William Penn Hotel, July 21, 22 and 23. and the Pittsburgh Housewares Club will hold a dinner party at the Hotel Roosevelt April 22. Ladies will be invited to attend.

—E. M. MARKS.

Dearstyne Again Heads Albany Hardware & Iron

ALBANY, N. Y., Monday—William C. Dearstyne was re-elected president of the Albany Hardware & Iron Co. at the annual stockholders' meeting just held.

Other officers re-elected are: Harold L. Warner, treasurer; Dudley H. Robinson, secretary; Raymond E. Foskett, Henry J. Funk, Arthur E. Stephens, vice presidents, and William Dyer Dearstyne, assistant to president and manager.

The Board of Directors consists of William C. Dearstyne, William Dyer Dearstyne, Edwin L. Fowler, Mr. Warner and Mr. Robinson, all re-elected.

MACHLETT PRODUCES CHANGES IN COLOR OF GEM STONES BY X-RAY

Among the outstanding demonstrations conducted last week during the convention and show in New York of the Institute of Radio Engineers were those staged by Machlett Laboratories, Inc., Springdale, Conn., showing color changes in gem stones and other minerals when exposed to X-rays. The demonstrations were held at the Grand Central Palace.

Under the direction of T. H. Rogers, chief engineer of Machlett, and Dr. F. H. Pough, curator of the American Museum of Natural History in New York City, the demonstrations showed significant effects in the change of white or pale yellow sapphires, of low value, to a deep golden color, which, if permanent, would enhance their value by some fifty times. It is important to gem stone dealers to know that such changes are not completely permanent, being subject to fading when the stones are subjected to intense sunlight. A simple and effective test for such coloring

is to expose the suspected stone to a sun lamp for a half-hour, Mr. Rogers pointed out.

One of the most spectacular changes demonstrated was in the rather rare, light lilac gem known as kunzite. This stone became a brilliant blue-green.

Machlett officials pointed out that this demonstration is one form of radiation produced by a new type of X-ray tube. It was also revealed that in some cases the color transformation is relatively permanent, whereas in others, it is not so permanent.

In addition to yellow sapphires, precious topaz are stones that can be changed in color by radiation and thereby deceive jewelers. Machlett recently staged a special demonstration for jewelers.

L. C. Braun, S. Davis Form Universal Mart Associates

Universal Mart Associates Corp., 15 Moore street, this city, representatives in foreign markets, has been formed by Lawrence C. Braun, formerly vice president of the Electronic Corp. of America and ECA International Corp., and Samuel Davis, formerly assistant purchasing agent of the same corporations.

Peter Jackson Company

5040 Ravenswood Avenue

Chicago 40, Ill.

Telephone: Longbeach 4431

For our 25th Anniversary Sale We Offer Hard to Get

RADIO TUBES

For Immediate Shipment — Below Distributors Cost

R. M. A. GUARANTEED—INDIVIDUALLY BOXED

Rated Accounts 2% 10 Days

All Others 2% C.O.D.

Type	Price	Type	Price	Type	Price
1A7GT	\$.65	6SA7GT	\$.45	25Z6GT	\$.60
1H5GT	.65	6SG7GT	.50	25Z5	.60
1L4	.30	6SK7	.45	26	.35
1N5GT	.65	6SN7GT	.50	27	.35
1Q5GT	.75	6SQ7GT	.45	32L7GT	.85
1R5	.40	6V6	.55	35L6GT	.60
1T4	.30	7A4	.50	35W4	.40
1U5	.40	7AF7	.50	35Z5GT	.45
1V	.55	7B6	.50	39/44	.45
OY4	.45	7C6	.50	41	.50
3A4	.40	7Q7	.50	42	.45
3Q5GT	.60	7Y4	.40	47	.60
3S4	.40	12A8GT	.55	50B5	.60
5U4G	.50	12AT6	.45	50L6GT	.60
5Y3GT	.35	12BA6	.45	70L7GT	.85
6A7	.52	12BE6	.45	75	.45
6A8	.65	12Q7	.45	76	.45
6C6	.50	12Q7GT	.50	77	.40
6F6	.40	12SA7GT	.50	80	.40
6F5GT	.50	12SK7GT	.50	81	.85
6F6GT	.45	12SQ7GT	.50	117L7GT	1.00
6J7G	.45	12R7	.50	117Z3	.85
6K6	.50	25L6GT	.60		

Each Tube carries the Standard R.M.A. Guarantee. Defective tubes returned during the guarantee period will be replaced.

Emerson

RADIO

Headquarters for Northern Illinois

•

For Details of the Emerson Dealer Franchise Consult

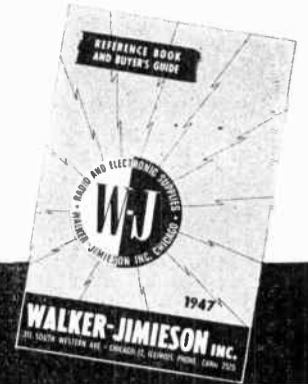
S. E. SCHULMAN CO.
801 South Wabash Avenue
Chicago, Illinois



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

DISTRIBUTION of the new W-J Reference Book & Buyer's Guide has begun! Thousands of copies have been mailed. If you haven't seen one, or if you haven't previously asked for it, better phone or write us for a copy, today. Here, in easy-to-read form, you'll find thous-

ands of items of Radio and Electronic Supplies... many of which you may never have seen listed before. You'll profit by keeping this valuable book handy, always. Refer to it, and call or write W-J whenever you want information or if you need Radio or Electronic Supplies and Equipment.



WALKER-JIMIESON, INC.

311 SOUTH WESTERN AVENUE, CHICAGO 12, ILLINOIS • CANAL 2525

DISTRIBUTOR MEETINGS ORDER OF THE DAY IN SAN FRANCISCO AREA

NEW PRODUCTS ARE SHOWN

General Electric Entertains Dealers From Wide Territory at an Early Spring West Coast Meet.

SAN FRANCISCO, CALIF., Monday—General Electric Co. held a distributor meeting here at the Fairmont Hotel recently, showing a new line of major appliances. Several eastern executives arrived for the meeting. Chairman of the occasion was B. M. Tassie, Pacific district manager of appliance sales, Appliance Merchandise Department.

Stuart D. Paine recently joined Thompson & Homes, Ltd. (franchised distributor of Philco and Universal products) in the capacity of vice president. Mr. Paine is a Yale graduate, and

has had several years of experience in advertising, merchandising and promotional work. Later, he served in the Navy for five years. Upon his return to civilian life, Mr. Paine became associated with RCA International Division, New York, and from there he came to San Francisco to assume his post with Thompson & Holmes, Ltd.

By a coincidence, the same day that Mr. Paine entered the firm, Robert E. Crane, secretary and advertising manager, rejoined Thompson & Holmes, after a protracted leave of absence. Mr. Crane is well liked and members of the firm as well as customers were glad to welcome him back.

According to Mr. Crane, Philco products are being received right along and accelerated deliveries are expected this year. At the Thompson & Holmes showroom at the Western Merchandise Mart, 1335 Market street, there is a fine display of Philco radios, refrigerators and freezing cabinets; also Universal electric ranges, laundry equipment, vacuum cleaners, both the stick and tank type, and numerous table appliances.

Retailers are in agreement that business is very good, would be even better if they had more merchandise, and that the public is becoming more and more selective.

Meissner radio sets are an exclusive with the City of Paris, and the first shipment has been received. It is a twenty-nine tube instrument, AM-FM and short-wave reception, with coaxial speaker. The chassis is enclosed in an Eighteenth Century art cabinet. Spencer W. Clarke, manager, said that it is creating "tremendous interest."

The appliance department is being enlarged and upon completion a model kitchen and laundry will be installed.

Sloan's well-appointed radio, record and appliance department, occupying the entire second floor, is doing exceedingly well under the capable management of Hubert E. Kautz. In keeping with the Sloan tradition, only quality products are handled. Scott radios, available only at Sloan's, are much in demand. Magnavox, General Electric Musophonic, Zenith, RCA Victor, Westinghouse and the Remler Scottie comprise the lines to be found at Sloan's. Appliances are being received in large

er quantity, and the record department is located at an extremely busy spot.

Sloan's has a radio program Sunday mornings, "This Is Your Home," with Bud Heide in charge. With each purchase of a radio-phonograph combination, a complimentary recording is presented to the customer.

Ed Haas, owner of Standard Radio Co., has recently moved to a strategic location at 956 Market street. His store cuts clear through from Market to Turk and Mason, and has three large show-windows. Ed Haas has been in the radio business here for twenty-four years and is highly esteemed by industry members and public alike. Standard Radio Co. handles twenty-two lines of radios and conducts a large, efficient service department.

—GISELA NEY.

Jacobs Takes Loss of \$44,779 in Six Months

DETROIT, MICH., Monday—The F. L. Jacobs Co. and subsidiaries, radio-appliance manufacturer, in a report for the six months to January 31 1947, reports a net loss of \$44,779 after \$229,800 estimated tax recovery, compared with \$380,638 loss for a similar period of the previous year.

The net profit for the quarter to January 31 1947, was \$13,336, as compared with net loss of \$239,713 for a year ago.

Joins Harrison Radio

William E. Harrison, president of the Harrison Radio Corp., 12 West Broadway, New York, has announced the appointment of L. C. Sanford as manager of the firm's industrial sales department. He was formerly service engineer and sales manager of Isolante, Inc.

G-E Paid Its Employees \$114,100 for Suggestions

SCHENECTADY, N. Y., Saturday—The General Electric Co. last year paid \$114,100 in cash awards to employees whose ideas for improved plant and office operation were adopted. Suggestions adopted totaled 8,782.

Richard E. Conley, war veteran at the GE river works, Lynn, Mass., received the highest award ever presented, \$1,000.

TO GATHER THE NEWS FOR YOU—

RADIO and Television WEEKLY maintains the largest staff of reporters and news correspondents of any radio trade publication.

Bull's-Eye Displays!



'Point of Sale' Dealer's Helps

to aid you in putting over your sales of Fada Radios.

- Neon Clocks
- Neon Signs
- Colored Decals
- Streamers
- 4 Set Display Stands

for

"the Radio of Tomorrow—TODAY!"

FADA OF NEW YORK
928 BROADWAY NEW YORK 10, N. Y.

full line from portables to consoles—the finest quality in each price range!

farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Panamuse.



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

AMCON ELECTROLYTIC AND PAPER CAPACITORS, INCORPORATING NEW PLASTIC DESIGNS, COVER ALL STANDARD CAPACITANCE VALUES AND WORKING VOLTAGES.



P I L O T R A D I O

YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS

Appliance Output To Meet Demand Soon, Trade Told

(Continued from Page 3)

bring under control what they termed the 'inflation trend.'

Gen. Jeffee pointed out that one large manufacturer recently reported that, despite all limitations in supply of materials, more appliances were produced in 1946 than in 1941 and that last year's output was highest in the concern's fifty-four year history. He gave an overall account of the supply picture as follows: home freezers in oversupply for immediate needs; washing machines still scarce but with one month delivery schedules; waiting lists for refrigera-

ters shrinking in many places; irons plentiful except for a few brands. He added that "every appliance production report indicates the attainment of another miracle of production like that which overwhelmed the Axis."

"With this high production, will we price ourselves out of the market," he demanded, and added: "will we drive the consumer's dollar to the automobiles, the fur coats and the thousand and one items which are competing for the consumer's dollar, or will we continue on a sound and steady course with the principle of fair and reasonable prices for high quality merchandise?"

Intimating that dealers can cooperate with lower profit margins, he stated that average retail unit prices of electrical appliances in 1946, compared with 1941, show that many items have more than doubled.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

INDUSTRY COMPILING FM PRODUCTION DATA

(Continued from Page 3)

chairman, will meet in New York on March 28 to study the data requested and to prepare a report. Later the RMA representatives will confer with the FMA committee, probably early in April.

Estimates of radio industry leaders as to 1947 production of FM-AM receivers has varied widely from 2,000,000 to 5,000,000. Current production by RMA member-companies is running between 10,000 and 15,000 a week. January's output of FM-AM sets by RMA manufacturers was 51,318.

The RMA survey for the first time is expected to produce the first definite forecasts of future FM set production and accurate estimates of the number of FM transmitters that will be available this year.

The RMA committee, in addition to Mr. Hardy, is composed of the following industry leaders: Ben Abrams, president of the Emerson Radio & Phonograph Corp.; H. C. Bonfig, vice president of the Zenith Radio Corp.; E. A. Nicholas, president of the Farnsworth Television & Radio Corp.; and S. P. Taylor, of New York, chairman of the RMA Transmitter Division and an executive of Western Electric Co. RMA President Cosgrove is an ex officio of the committee.

Davega Stores Present Bonds to "Old Timers"

Each of the 156 members of the "Old Timers" of Davega Stores, consisting of employees in every branch of the business who have served the company from fifteen to twenty years, have received a United States Government Savings Bond.

Magnavox Ad Manager

FORT WAYNE, IND., Monday—P. F. Marshall has been appointed advertising manager of the Magnavox Co., this city, it was announced today. He was formerly with McCormick & Co., Inc., Baltimore and before that with the Borden Co.

Selling Agents for Manufacturers

PENNSYLVANIA (Eastern)
NEW JERSEY (Southern)
DELAWARE
MARYLAND
WASHINGTON, D. C.



Permanent Showrooms
In Philadelphia

QUAKER PRODUCTS CO.
146 N. TENTH STREET
PHILADELPHIA, PA.
"Sales Engineers"

Miss Betty Miller, office manager of Motorola - New York, Inc., New York distributor of Motorola radio products, is vacationing in Florida.

EXPORT Opportunity

For Manufacturers of

- Radios
- Record Players
- Refrigerators
- Electrical Appliances

We are in a position to offer manufacturers complete merchandising service in all parts of the World.

Let us Send You Details
of our Unique Service.


HEDCO Distributors, Inc.

Ravenswood 6100
4564 Broadway Chicago 40, Ill.

ARE YOU THIS MAN?

This ten year old concern offers a once-in-a-lifetime opportunity to the sales executive with a background of radio or electrical appliance experience. He must be skilled in sales organization and planning; have a better than ordinary knowledge of market analysis and merchandising methods. An established domestic and export market can be this man's springboard to whatever heights he desires to reach. If you qualify, provide us with enough information by mail to justify a personal interview.


Address replies to Box No. 829
RADIO and Television WEEKLY
99 HUDSON STREET NEW YORK 13, N. Y.



New Enlarged Line of AC-DC RESISTANCE LINE CORDS

JFD UNIVERSAL AC-DC RESISTANCE LINE CORD

Originally created by JFD, this is still one of the most popular replacement line cords with radio servicemen! Replaces AC-DC cords from 220 ohms to 300 ohms. Can be used for either standard 3-terminal or tapped cord. Cat. No. 2175.



JFD Standard 3-Terminal AC-DC RESISTANCE LINE CORDS

Flexible, sturdy cords, 3-terminal type, with color-coded, tinned leads.

★ 2180—135 Ohms	2185—250 Ohms
★ 2181—160 Ohms	2186—290 Ohms
★ 2182—180 Ohms	2187—300 Ohms
★ 2183—200 Ohms	2188—330 Ohms
★ 2184—220 Ohms	2189—350 Ohms

2190—390 Ohms


* Note: 135, 160, 180, and 200 ohm cords can also be used for single light 20 and 15 watt fluorescent fixtures.

Tapped 4-Terminal AC-DC RESISTANCE LINE CORDS

Pilot Light resistor shunt built into cord. Used on Emerson, Zenith, Sparton, RCA, General Electric, Wells-Gardner, Sears Roebuck, Fada, Admiral, Air King, Detrola, Crosley, Garod, and others.

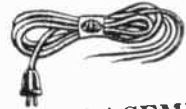
No. 2176—160 ohms tapped at 24 ohms	2197—For 3-way portable radios. AC-DC battery. New high resistance type cord, has 560 ohms resistance. Individually packaged.
No. 2195—165 ohms tapped at 30 ohms	2157—For AC-DC Sets. This cord has 960 ohms resistance, and is used wherever 45Z3 rectifier tube is employed. (For pocket type radios, such as: Admiral, Fada, Sentinel, Sonora, Motorola, Detrola, Farnsworth, etc.) Individually packaged.
No. 2177—180 ohms tapped at 25 ohms	
No. 2178—200 ohms tapped at 25 ohms	
No. 2179—200 ohms tapped at 40 ohms	
No. 2174—280 ohms tapped at 40 ohms	
No. 2164—360 ohms tapped at 80 ohms	
No. 2166—430 ohms tapped at 80 ohms	
No. 2156—510 ohms tapped at 80 ohms	
No. 2196—560 ohms tapped at 80 ohms	
No. 2158—960 ohms tapped at 80 ohms	
No. 2165—1950 ohms tapped at 360 ohms	

JFD COMBINATION ANTENNA WIRE AND STRAIGHT AC CORD



2168—3 wire cord with special female socket to fit sets which have three prong male plug, used in Sentinel, Admiral, Belmont, Sonora, etc. Individually packaged.

JFD REPLACEMENT LINE CORD FOR MOTOROLA SETS



2198—8 ft. cord containing 2 resistance elements—1100 and 280 ohms. Has 4 terminals. Essential replacement for all Motorola portables. Nos. 41D, 51D, 52D, 41H.

WRITE FOR LITERATURE.

J.F.D. MANUFACTURING CO.
4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.

"SCARCE" APPLIANCES NOW BEING DISPLAYED IN STORES OF BOSTON

FOR FIRST TIME IN YEARS

Dealers Declare Some Customers
Have Ordered Same Merchandise
From Several Firms.

BOSTON, MASS., Monday—Quite a few Philco radio and refrigerator dealers are now displaying the new Philco refrigerators—and—with a sign saying "Immediate Delivery." Other electrical appliance dealers are displaying well known makes of washers, ironers, dishwashers, and refrigerators, and it now appears that dealers are selling such appliances as fast as they arrive, and in many cases even the floor samples. They feel that some customers have left orders in several stores, and the first to deliver represents the actual sale, whereas they may find that prospects at "the end of the list" have already bought another make elsewhere.

In many other lines, dealers, and distributors too, have observed that as soon as a commodity appears plentiful the buying ardor cools off. Hence everyone strives outwardly to give the impression that a moderate scarcity exists and will continue for many months.

The key to really volume delivery of major appliances is the availability of electric motors. Motor makers such as General Electric and Westinghouse still name the first of 1948 as the date when

motors will be sold separately. Until then, factories will be working to fill contracts placed some time ago.

Once scarce automatic electric toasters such as the Toastmaster and General Electric are now arriving in good enough volume to permit dealers to make good inroads on deposit-orders, although there are still not enough to make spot sales to all window shoppers.

Radio parts stores catering to servicemen seem to be doing a much better and cleaner business than traditional "ham" radio stores as many of the latter, who are heavily stocked with War Surplus equipment selling at very low prices and a narrow profit must get huge volume sales to make the venture worthwhile. It's generally conceded that the post-war "ham" lacks the urge to do individual designing and subsequent construction of specialized "ham" radio gear.

Most of the veteran radio parts stores have highly capable electronic technicians. Some of these have worked out novel and useful electronic circuits based on surplus parts in good supply, and prepare pamphlets that are mimeographed and mailed to customers of record. This plan has been helpful. It's also thought that experimental radio magazines could do better than up to now on similar constructional articles.

One parts man said it would be a good idea to make a census of surplus radio parts through NEDA, from which members could get copies. With such a basis, a series of constructional articles using "surplus" wherever possible, and printed in the various radio experimental magazines, would clear the way for heavier sales of new parts of standard makes.

For example, International Resistor Corp. has a new one-watt resistor which is smaller than many half-watt sizes of ordinary design. While they are very popular with manufacturers, radio parts stores would like to move present huge stocks before displaying new types.

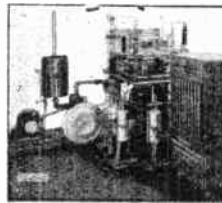
Technicraft Supply Co. on Commonwealth avenue is distributing a bakelite cabinet such as used on the Simpson No. 260 volt-ohmmeter. These are used to house custom-made test units built around "surplus" electronic indicating meters, and in kits, further the sale of resistors, switches and radio hardware.

The Eastern Co.'s RCA Victor record department is currently featuring a "Shamrock Melodies" album (P-153) by Dennis Day which is most timely, and, of course, going over big.

The Koussevitzky broadcasts on the ABC network with the Boston Symphony Orchestra are said to put heavy impetus on the sale of Victor records of Boston Symphony "masterpieces."

Mack Weinberg Is Father Of a 7-Pound Daughter

Mack Weinberg, of the R. E. Breuer Co., New York representative of the Quam-Nichols Co., Chicago speaker manufacturer, became the father of a daughter born last Thursday in Lying-In Hospital, New York. This is the first addition to the Weinberg household. The new arrival, who weighed in at 7 lbs. and 3 oz., has been named Stephanie Davida.



RADIO & ELECTRONIC TUBE MFG. EQUIPMENT

Machines for Bulb Blowing, Wire Cutting, Filament Coil Winding, Stem Making, Bench Spot Welding, Sealing & Exhausting, and Basing & Soldering. Also

TRANSFORMERS

All Types For All Purposes—Sizes ¼ to 250 KVA
Vacuum Pump Units—Bombardiers—Electric Ovens
Chas. Eisler EISLER ENGINEERING CO., Inc.
773 South 13th St. (Near Avon Ave.) Newark 3, N. J.



MANY DETROIT STORES SEEK FRANCHISES FOR THE SALE OF RECORDS

DETROIT, MICH., Monday — Notwithstanding the dearth of business in and around Detroit, applications for new stores and departments are still being received by distributors in large quantities. Ed Russell, manager of the local Decca branch, reported that he had several hundred applications on file for people who wanted to open record stores or departments. Mr. Russell stated that it would be impossible to franchise that many dealers in a city the size of Detroit, and admitted that he was carefully scrutinizing all applications.

The story was practically the same at Allied Music Sales Corp., whose spokesman, Aaron Lipin, treasurer of the corporation, stated that applications were coming in at the rate of two and three per day. Allied Music distributes Mercury records as the main line, and lately almost all new releases have been in the big seller class.

A welcome visitor to Detroit, at Allied Music Sales, was Arch Brewer, field representative of Sentinel Radio Co. Mr. Brewer is touring the country, visiting all distributors in his territory, and laying the groundwork for a Spring sales campaign on the new Sentinel models. These consist of a new compact

AC-DC battery set which will come in several color combinations, a new low priced table combination with semi-automatic features, two AM-FM table models retailing in the lower price field and a small console combination also priced very competitively.

Sample shipments of these new models are expected at Allied this month, and shipments in quantity are expected to arrive around April.

—LOU ALLISON.

Broadcasters' FM Group Will Convene Next Week

The recently appointed FM executive committee of the National Association of Broadcasters will hold its initial meeting in New York City on Thursday, March 27.



It's a Pleasure

It's a pleasure to listen to good music when played with the Jensen Concert Phonograph Needle. This popular needle is tipped with the Jensen Alloy—a precious metal that assures true tonal fidelity up to 5,000 plays. Costs only \$1.



\$1

DEALER NAME
STREET ADDRESS
CITY AND STATE

The above is Jensen Ad Mat No. 9 prepared for dealers to use in local publications. Available on request.

Jensen Industries, Inc.
329 So. Wood St. Chicago 12, Ill.

DEALERS!!

An exciting new children's
phonograph with unusual
tone quality.



THE PIED PIPER

QUALITY FEATURES

- 3-Tube Amplifier
- 5-Inch Speaker
- Sturdy Custom Made Cabinet
- Special Jewel Light On-Off Indicator
- Completely Isolated Line Voltage for Children's Protection.

DEALERS' PRICE \$18.00

Choice Territories Available to Distributors
Write now for Immediate Delivery on these
fast-selling Children's Phonographs

MERSEY RADIO LABORATORIES

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Bayside, Long Island
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RESISTORS

CARBON INSULATED
AND WIRE WOUND

A Complete Range
In 1/2, 1 and 2 Watt

5%, 10% and 20%

In Stock at all Times

ASK FOR OUR
NEW PRICE LIST

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SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

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- GRAND Ranges
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- APEX Products
- SPERTI Sun Lamps

• DOYLE Cyclo Mowers

APOLLO DISTRIBUTING CO.

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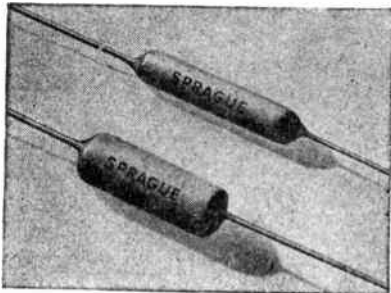
*Finest Name
in
Radio
Phonographs*

Brunswick **RADIO PANATROPE**
IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

Manufactured by **RADIO AND TELEVISION INC. • 244 Madison Avenue, New York 16, N. Y.**

MINIATURE CAPACITOR FOR ELECTRONIC UNITS DEVELOPED BY SPRAGUE

NORTH ADAMS, MASS., Friday—As a result of its wartime research in the development of miniature capaci-



Sprague Miniature

tors for the VT fuse, the Sprague Electric Co., this city, has just announced a new line of miniature capacitors incorporating fundamentally new engineering design that is said to assure outstanding performance under adverse humidity conditions.

Sprague officials pointed out that in the past, size reductions in capacitors to make them fit hearing aids and other small electronic devices have been accompanied by a considerable sacrifice in their performance at high humidity.

The new Sprague units maintain high insulation resistance that assures a satisfactory safety margin in this essential respect where capacitors and

other components are assembled in close proximity in miniature equipment, it was said. The new capacitors are known as Sprague miniature capacitors 63P and 64P and are manufactured in both round and flat types. Standard units immediately available include capacities ranging from .00025 to 1.0 mfd. A typical capacitor rated .005 mfd. at 150 volts is 3/4" long x 3/16" diameter.

ROTHMAN WILL OPEN NEW ST. LOUIS STORE

ST. LOUIS, MO., Thursday—Rothman Radio & Appliance Co., local chain, will open a downtown store here, probably within a month, according to Isadore Rothman, partner with Joe Rothman. The company, which was incorporated two months ago with \$100,000 capital, already has three stores in St. Louis.

The proposed store, situated at 711 Olive street, will have 1,080 square feet at street level, plus 360 square feet in a balcony. The store is being remodeled and fixtures will be supplied by Star Fixture Co., here.

The company carries Philco, RCA, Zenith and Stromberg-Carlson radio and radio-phonograph lines. All major brands will be represented and the new store will carry small appliances, Mr. Rothman said.

The unit at 3415 Washington avenue is expected to open in a new location, just across the street, in April.

SUCCESSFUL COMMUNITY-WIDE PROMOTION OF RADIOS AND APPLIANCES HELD IN BETHLEHEM

BETHLEHEM, PA., Monday—The "Swing Into Spring" parade here has shown that merchants are style and value conscious, and that the first big 1947 community-wide promotion event was a success. Large crowds turned out to see window displays of businessmen on Thursday night. First prize for music stores was awarded to William Mease, who decorated Rosser Huff's window; honorable mention was given Robert Kempfer Bros. music store. These prize winners featured late-model console radios and electrical appliances.

General business in this area gained 5 per cent from December to January, according to the monthly survey of Pennsylvania State College. Retail sales gained 22 per cent over last year, for a new high. Despite frequent forecasts that the cost of living has reached its peak, it was noted that wholesale prices, reflected in retail prices, continue to rise.

The staff of WGPA was given a "vote of appreciation" by the Co-operative Club at a recent meeting, for excellent services rendered in broadcasting news and bulletins during the blizzard two weeks ago.

Station WGPA, it's been revealed, has one of the best transcription libraries of any 250-watt station on the air. According to A. C. McCracken, manager, its library contains 2,088 selections.

Although local appliance sales seem to be leveling off, according to some of the dealers, Leonard Lipson, manager

of Manson's new store at Third and Taylor streets, is optimistic about 1947. "The electrical appliance business," declares Mr. Lipson, "will be better than ever before during this year." Manson has increased its display of RCA Victor, Amplitone, Philco and Zenith sets.

Radio dealers were among retailers quizzed by the "Globe-Times" on the proposed state sales tax now being debated in the Legislature. One of them, Samuel Fink, said: "I'm not in favor of it because I think there are too many taxes now. Also, I think the proposed tax will do most businesses a lot of harm." Mr. Fink manages an appliance outlet at Third and Taylor streets.

Joseph Kempfer, who with his brother, Robert, conducts a music and radio business at 506 Main street, said: "I am definitely not in favor of any proposed sales tax because I think that revenue should be obtained some other way. I also think that it is about time that the consumer didn't have to pay for everything." The Kempfer brothers have been pushing record sales by tying up with visiting musicians who are also recording artists, such as Eugene List and Leonard Bernstein.

—GEORGE STATLER.

Westinghouse Names Neal

Westinghouse Electric Corp. has named Robert A. Neal, vice president, as general manager of West Coast operations, with headquarters in San Francisco.

IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

- MAJESTIC Radio and Records
- GIBSON Refrigerators, Electric Ranges, Home Freezers
- DUO THERM Space Heaters and Water Heaters
- IRONRITE Ironers
- DUCHESS Washers
- FLUID HEAT Oil Burners
- BEE VAC Vacuum Cleaners

BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y.

Distributor of

- PHILCO Radios - Refrigerators - Freezers
- SPEED QUEEN Washers - Ironers
- CLARK Electric Water Heaters
- GRAND Gas Ranges
- BENDIX Washers - Ironers - Driers
- AMERICAN CENTRAL Kitchens
- EUREKA Vacuum Cleaners - Cordless Irons
- SETH THOMAS Clocks
- PROCTOR Small Appliances

- ZENITH Radios—Hearing Aids
- DEEPFREEZE The Original Home Freezer
- GAROD Lower Connecticut Only

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Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

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"TODAY'S TOP FRANCHISE"

- THOR Home Laundry Equipment
- GIBSON Refrigerators—Ranges
- UNIVERSAL Vacuum Cleaners & Appliances Sole State Service Distributors

AEROPPOINT *UHF** **Emerald**

PERMANENT JEWEL TIP PHONOGRAPH NEEDLE TRANSCRIPTON.
QUALITY REPRODUCTION FOR HOME PHONOGRAPHS .. \$10

AERO NEEDLE COMPANY • 619 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

* Ultra High Frequency

Price-Cutting of Radio Sets Is Urgent Problem Faced by San Francisco Dealers

CLAIM MANY GIVING EXCESSIVE TRADE-IN ALLOWANCES

Trade Deplores Advertising of FM at Present When Large Stocks of Sets Are on Hand Without FM Bands — Western Summer Market Week Arranged for Aug. 4-9 — Dalco Appliance Takes on W-G.

SAN FRANCISCO, CALIF., Monday —Currently, members of the industry are plagued by two problems, and a meeting was held to discuss them. Participating were representatives of all branches of the radio business.

The No. 1 headache is the resumption of unfair competition such as price-cutting in its various forms. Some of it has been going on sporadically, but when a substantial trade-in value is offered over the air, it becomes a matter for serious consideration. Trade-ins were a sore spot prior to the war, and now, confronted with the prospect of having the accumulation of five years of defective or entirely useless radios thrust upon them, everyone is justifiably worried. Profits sliding down to the vanishing point in the retail trade will become injurious to the entire industry. It is earnestly hoped that some solution will be found, but none has crystallized so far.

And, as if that would not be enough to deal with at one time, the San Francisco "Chronicle" plans to start an extensive advertising campaign in behalf of FM in conjunction with starting its broadcasting station, something to the effect of buying home-receiving sets equipped with FM band. This would be wonderful in about six months, but at present there are a lot of radios on hand without the FM band. How will it be possible to dispose of them if the general public is suddenly made FM-conscious, dealers wonder.

Much interest is now being created in trade circles about Dalco Appliance Co., Seventh and Townsend, becoming franchised distributor for products of Wilcox-Gay Corp. The line had been handled for years by another firm and the change-over is one of the major surprises of the day. The deal was consummated last week (though pending for some time) when G. E. Murphy, director of sales of Wilcox-Gay Corp., arrived here for a three-day stay, accompanied by two new Wilcox-Gay factory representatives, B. H. "Buck" Buchanan, factory representative for California and Nevada, and Robert Ladd, who is in charge of the Northwest territory.

John B. Gregory, general manager of Dalco Appliance Co., stated: "We are very happy about obtaining the Wilcox-Gay franchise. It is an important line and we are already receiving many inquiries from dealers about franchises."

We further heard from Mr. Gregory that a distributors' meeting is scheduled to take place in June, to be followed by a dealers' meeting.

Dalco Appliance Co. is a franchised distributor for Lear radios, which are being received in good volume, even in the console combination sets, for which the demand is still excessive. In the major appliance field, Dalco is distributor for Dalco refrigerators and Arctic Trunk home freezers.

State Electric Supply Co., with headquarters at 241 Tenth street, Oakland,

has opened a showroom at the Western Merchandise Mart, 1335 Market street, San Francisco. State Electric Supply is owned by Harry Pearl and W. T. Ahnstrom. Ray Bartlett is in charge of the showroom in the Mart, and of the San Francisco area. State Electric Supply is franchised distributor for Arvin radios in northwestern California. According to Ray Bartlett, State Electric Supply does a very large volume of business in electrical equipment with electric contractors.

Displayed in the showroom is an Arvin console radio-phonograph combination, of which a limited shipment had been received recently and is proving very popular with dealers and the purchasing public. Arvin table combination and a straight table set are also meeting with splendid consumer acceptance; however, the top favorite is the "tiniest" Arvin.

State Electric Supply also is distributor for a new type of step-down transformer which changes electrical current from 220 to 110, and is much in demand in conjunction with electrical appliances manufactured in this country but to be used overseas. This transformer is very simple to operate, can be plugged into any outlet and it is equipped with a handle so it can be carried around. It is available in four sizes.

Mart President Frank K. Runyan has announced that Western Summer Market Week will be held August 4 through August 9, 1947.

—GISELA NEY.

TRADE ITEM

Net profit of the Formica Insulation Co. for 1946 was \$457,530, compared with \$209,452 in 1945. Sales in 1946 were \$9,009,575 as against \$11,570,850 in 1945.

NORTHEASTERN DISTRIBUTORS

INCORPORATED

TODAY

—as in the past—one may be judged by the company one keeps.

Particularly is this true with business associates and their distributing representatives.

You are in mighty good company when associated with such "leaders in their line" as

**ZENITH
THOR
GIBSON
GRAND
ELGIN
QUAKER**

and other nationally famous trade-mark names for which NORTHEASTERN DISTRIBUTORS, Inc., are the exclusive sources of supply for Independent Dealers throughout Eastern Massachusetts and Southern New Hampshire territory.

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Write for
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IMMEDIATE SHIPMENT

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HENRY O. BERMAN CO., Inc.
Electronic Distributors
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QUAM *Adjust-a-Cone* **SPEAKERS**



Look for the
'U'-SHAPED COIL POT
Mark of Quam Quality

QUAM-NICHOLS COMPANY
Builders of Quality Speakers since 1923
33rd PLACE AT COTTAGE GROVE • CHICAGO 16, ILLINOIS



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Radio in all its phases
TUBES • CONDENSERS • RESISTORS • PUBLIC ADDRESS
SYSTEMS AND PARTS • MICROPHONES • CHANGERS
• PICKUPS • PHONO MOTORS • LINE CORDS, ETC.

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

MANAGER — for service department large radio organization. Must be executive type, experienced handling public. Splendid opportunity. Give all details first letter. Box 835, RADIO and Television WEEKLY.

ELECTRIC WIRE cut and stripped to any specifications. Spot-Lite, Gramercy 5-8451.

IMMEDIATE DELIVERY

NEW LOW PRICES!
AC LINE CORDS FROM \$96
PER 1000 UP.
AC UNDERWRITERS APPROVED
LINE CORDS TINNED AND
HANKED WITH PLASTIC
OR RUBBER CAPS.
INQUIRE FOR PRICES.
BRUCE ELECTRONICS CO.
1478 CONEY ISLAND AVE.,
BROOKLYN, N. Y.
NAVARRE 8-7378.

PARTS MANUFACTURERS

Opportunity available for services of manufacturers' representative having room for one more active account for the metropolitan New York area. Box No. 804, RADIO and Television WEEKLY.

WIRELESS PHONO OSCILLATORS

— Require 12SA7 and 35Z5 tubes. Lots of 50, \$2.50; each, \$2.65, less tubes.

PHONO AMPLIFIERS — Neatly wired, with volume and tone controls. Require 50L6, 12SQ7, 35Z5 tubes. Lots of 50, \$2.50; each, \$2.70. 25% deposit with C. O. D. orders. RADIONIC DESIGN, 709 East 5th St., New York. AL 4-9183.

TUBES: Available at 40c each—4,000 12A6, Jan. inspected, standard brand, regular factory packed, 100 to a carton. Write Box No. 802, RADIO and Television WEEKLY.

SALES MANAGER — Experienced phonograph record sales manager to sales manage nationally-known line of phonograph needles. Write complete qualifications and salary expected in confidence. Our employees know of this ad. Box No. 828, RADIO and Television WEEKLY.

IMMEDIATE DELIVERY: All units on heavy gauge steel chassis 4½x6½x1½, finished in black crackle. White permanent stamp on chassis for easy tube replacement. Filter condenser vertically mounted on chassis. 1", 2" or 3" long control shafts per your order; all new materials; vinolyte wiring; shielded input lead. Each unit inspected, tested and individually packed. Send your sample order.

PHONO AMPLIFIERS: Uses 35W4, and 12AT6 and 50B5 modern miniatures. Full tone control; 2-2.5 watts output. Model WRP-2—3-tube phono. amp., less tubes, \$3.65 net; Model WRP-2A — Same, but with output transformer, \$4.10 net; Model WRP-2T — Same, with tubes; no output transf., \$4.55 net; Model WRP-2TA — Same, complete with tubes and output transformer, \$5.00 net.

WIRELESS PHONO OSCILLATOR: Uses 35W4 and 50B5. Strong, stable output; no harmonic interference. Full adjustment over entire BC range. Model WRP-6 — Phono Oscillator, less tubes, \$3.50 net; Model WRP-6T — Same, complete with tubes, \$4.25 net.

WARREN RADIO PRODUCTS

Pequannock, N. J.

RADIO and APPLIANCE SERVICE-
MEN available for immediate employment, any location. Well qualified. Recently completed eight (8) months' intensive training. Address E. E. Hinkel, CENTRAL RADIO AND TELEVISION SCHOOLS, INC., 1644 Wyandotte St., Kansas City 8, Mo.

SALESMAN, radio and appliances, 20 years' experience in selling, merchandising and purchasing. Metropolitan New York area. Box No. 831, RADIO and Television WEEKLY.

BEST CASH OFFER BUYS

2000 six inch PM speakers Alnico three oz. magnet with 50L6 output. Address Box No. 830, RADIO and Television WEEKLY.

MAGUIRE 2 Post Automatic Record Changers with automatic stop. \$10.95 F.O.B. New York. Greater City Radio Corp., 351 Fourth Ave., New York.

REPRESENTATIVES WANTED

Sole Manufacturer of complete line of 50 cycle Phonograph Conversion Bushings is looking for live wire representatives, who have such 50 cycle areas in their territory. We can make immediate delivery and the line offers a nice steady income for the right man. Interested parties please send all necessary information to Box 833, RADIO and Television WEEKLY

5" PM Permoflux 1 oz. magnet \$1.08. IF sets (Input and Output) Stanwyck \$.70 a pair. Volume controls ¼ meg with switch Centralab shaft over 1 in. long \$.37. All items sold in lots of 100 or more, subject to prior sale. Radio Wholesale Supply, 120 Liberty St., N. Y., Cortlandt 7-8323.

IMMEDIATE DELIVERY — NEW LOW PRICES (With Underwriters' Approved Labelled Wire and Rubber Caps): AC Line Cords, from \$116 per M; Heater Cord Leads, from \$163.50 per M; Complete Iron or Toaster Cord Sets, from \$258.50 per M; 3-Way Extension Cord Sets, from \$217 per M; S. J. Wire Leads, from \$230 per M; S. V. Wire Leads, from \$215 per M; Also all types of Cord Sets made to specifications. Write or phone for quotations. Beckley Electric Co., Inc., 19 East 125th St., New York City. Lehigh 4-8887.

ARE YOU QUALIFIED to be a radio, appliance and parts jobber? Very attractive proposition and exclusive territories now open for those who can qualify and will call on the trade regularly. Contact immediately P. L. Rudden, manufacturers' representative. Western Merchandise Mart, San Francisco, Calif.

MEN WANTED to handle Wireless Automatic Record Changer, direct factory. Strictly quality item. Immediate deliveries. All territories open, except New York City. Box No. 822, RADIO and Television WEEKLY.

TWO TONE BIRCH BASES for Detrola Record Changers, \$2.00; Walnut Wood Veneer Cabinets with lid for Radio and Detrola Changer, \$10. Carnegie Radio Co., 3133 Carnegie Ave., Cleveland 15, Ohio.

FOR SATISFACTION — Buy guaranteed LE-HI RADIO TUBES. Le-Hi Electrical Co., 660 Broadway, Newark 4, N. J. Dept. R-W. Edward A. McGrath, Pres. Phones: Humboldt 5-3530, 3531.

RADIO SALESMEN

Prominent Radio Manufacturer has opening for two experienced salesmen to contact dealers and distributors. Considerable traveling. Salary and expenses. Box 816, RADIO and Television WEEKLY 99 Hudson St., New York 13, N. Y.

RADIO ENGINEER, familiar with all phases of radio manufacture and design, immediately available for position in New York area. Box No. 832, RADIO and Television WEEKLY.

SALESMEN for Manhattan, Bronx and Brooklyn territories with distributor of nationally known radio and electrical appliance line. State experience and qualifications. Box 834, RADIO & Television WEEKLY.

FOR SALE — 3-tube Phono-Amplifier, Volume and Tone Controls, uses 50L6, 12SQ7 and 35Z5, less tubes, ea. \$2.70, quantity of 50, ea. \$2.50; 2-tube Phono-Amplifier Standard Brand Materials Super Wack, less tubes, ea. \$2.35, quantity of 50, ea. \$2.15. 25% with order—Bal. C. O. D. HARVEY APPLIANCE CO., 25-02 Steinway St., Astoria, L. I., N. Y.

DICKEY TO DIRECT ALL FEDERAL SALES

(Continued from Page 3)

of the Spanish Telephone Co. and vice president and general manager of the Cuban Telephone Co. He recently returned from a one year special assignment in Italy.

While with the Spanish Telephone Company prior to its sale to the Spanish Government, Mr. Dickey was loaned to the Foreign Economic Administration for the U. S. Army Subsistence Procurement in Spain and Portugal. He was awarded the Certificate of Merit for negotiating the purchase and shipments of approximately \$5,000,000 worth of goods to U. S. military forces in the European Theatre of Operation.

A member of Phi Beta Kappa, Mr. Dickey was graduated from Yale University in 1927. While an undergraduate, he was one of six American students selected for study abroad in any country of his choosing. He selected Spain and remained there six months before returning to Yale for his degree.

in New Jersey it's —

ALL-STATE DISTRIBUTORS INC.

45 CLINTON STREET, NEWARK, N. J.

Market 3-5313

Wholesale Distributors of: **RADIOS • PHONOGRAPHS • ELECTRICAL APPLIANCES • RECORDS • ACCESSORIES**

Exclusive in Northern N. J.

**HOWARD RADIO
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"America's oldest Radio Manufacturer"

WHERE TO BUY . . . WHERE TO SELL

The Concerns Listed Below May Well Be Described as a Blue Book of the Radio and Electronics Industries

Where the Magnitude
Of Selling Power
Is Reflected

RADIO AND TELEVISION WEEKLY

ESTABLISHED 1916

A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.
Air King Radio Brooklyn, N. Y.
Ansley Radio Corp. Trenton, N. J.
Apex Radio Corp. New York, N. Y.
Automatic Radio Mfg. Co. Boston, Mass.
Aviola Radio Corp. Phoenix, Ariz.
Belmont Radio Corp. Chicago, Ill.
Bendix Radio Division Baltimore, Md.
Brunswick Radio & Television Division of
Radio & Television, Inc. New York, N. Y.
Crosley Corp., The Cincinnati, Ohio
Dearborn Industries Chicago, Ill.
DeWaid Radio Mfg. Corp. Long Island City, N. Y.
Deleo Radio Div. of G. M. Kokomo, Ind.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electromatic Mfg. Corp. New York, N. Y.
Electronic Corp. of America Brooklyn, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Emerson Radio & Phono. Corp. New York, N. Y.
Espey Manufacturing Co. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Freed Radio Corp. New York, N. Y.
Galvin Mfg. Corp. Chicago, Ill.
Garod Radio Corp. Brooklyn, N. Y.
General Electric Co. Bridgeport, Conn.
Hallcrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
Industrial Electronic Corp. Brooklyn, N. Y.
International Detrola Corp. Detroit, Mich.
Lear, Inc. Grand Rapids, Mich.
Majestic Radio & Telev. Corp. St. Charles, Ill.
Meck Industries, John Plymouth, Ind.
Minerva Corp. of America New York, N. Y.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Olympic Radio & Television Long Island City, N. Y.
Phileo Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Sentinel Radio Corp. Evanston, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sparks-Wilmington Co. Jackson, Mich.
Stewart-Warner Corp. Chicago, Ill.
Stromberg-Carlson Co. Rochester, N. Y.
Symphonic Radio & Elec. Corp. Cambridge, Mass.
Tele-Tone Radio Co. New York, N. Y.
Telex, Inc. Mt. Vernon, N. Y.
Telicon Corp. New York, N. Y.
Templetone Radio Mfg. Corp. New London, Conn.
Trav-Ler Radio Corp. Chicago, Ill.
U. S. Television Mfg. Corp. New York, N. Y.
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.
Warwick Mfg. Corp. Chicago, Ill.
Westinghouse Electric Corp. Sunbury, Pa.
Wilcox-Gay Corp. Charlotte, Mich.
Zenith Radio Corp. Chicago, Ill.

Appliance Manufacturers

Admiral Corp. Chicago, Ill.
Crosley Corp., The Cincinnati, Ohio
Gibson Refrigerator Co. Greenville, Mich.
General Die & Stamping Co. New York, N. Y.
Jacobs Co., F. L. Detroit, Mich.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Phileo Corp. Philadelphia, Pa.
Trilmont Products Co. Philadelphia 3, Pa.
Wittie Mfg. & Sales Co. Chicago, Ill.

Electronic Tube Supplies

Eisler Engineering Co. Newark, N. J.
Engineering Co., The Newark, N. J.
Goat Metal Stampings, Inc. Brooklyn, N. Y.
North American Philips Co. New York
RCA Tube Division Harrison, N. J.
Sylvania Elec. Products, Inc. Emporium, Pa.

Electronics Manufacturers

Bendix Radio Division Baltimore, Md.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electronic Corp. of America Brooklyn, N. Y.
Emerson Radio & Phono. Corp. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
Garod Electronics Corp. Brooklyn, N. Y.
General Electric Co. Schenectady, N. Y.
Phileo Corp. Philadelphia, Pa.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Sound Products Co. White Plains, N. Y.
Stromberg-Carlson Co. Rochester, N. Y.

Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.
Alliance Mfg. Co. Alliance, Ohio
Apex Radio & Television Corp. New York, N. Y.
Audio Industries Michigan City, Ind.
Capitol Records, Inc. Hollywood, Calif.
Columbia Recording Corp. Bridgeport, Conn.
Continental Electronics Brooklyn 22, N. Y.
Daval Co. 19 W. 44th St., New York, N. Y.
Decca Records, Inc. New York, N. Y.
Disc Co. of America New York, N. Y.
Duosonic-New York Bronx 55, N. Y.
Ductone Co. New York, N. Y.
Dynavox Corp. Long Island City, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Garrara Sales Corp. New York, N. Y.
General Industries Co. Elyria, Ohio
Edgar J. Horn New York, N. Y.
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Lincoln Electronics Corp. New York, N. Y.
Majestic Records, Inc. New York, N. Y.
Micro-Sonic Corp. New York, N. Y.
Monarch Records, Inc. Brooklyn, N. Y.
Muscraft Records New York, N. Y.
Musicron Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Perno, Inc. Chicago, Ill.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordize Corp. New York, N. Y.
Recoton Corp. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
Tempo Record Co. of America Hollywood, Calif.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Universal Microphone Co. Inglewood, Calif.
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

Emerson Radio & Phono. Corp. New York, N. Y.
DuMont Labs., Inc., Allen B. Passaic, N. J.
General Electric Co. Schenectady, N. Y.
Hytron Radio & Electronics Corp. Salem, Mass.
Ken-Rad Tubes Owensboro, Ky.
Machlett Labs., Inc. Springdale, Conn.
National Union Radio Corp. Newark, N. J.
North American Philips Co. New York, N. Y.
Phileo Corp. Philadelphia, Pa.
RCA Tube Division Harrison, N. J.
Raytheon Manufacturing Co. Newton, Mass.
Standard Arcturus Corp. Newark, N. J.
Sylvania Elec. Products, Inc. Emporium, Pa.
Tung-Sel Lamp Works, Inc. Newark, N. J.

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aeronics, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
Coronet Electric Co. Chicago, Ill.
Dumort Electric Co. New York, N. Y.
DX Radio Products Co. Chicago, Ill.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
Electronic Laboratories, Inc. Indianapolis, Ind.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Illinois Condenser Co. Chicago 22, Ill.
Insuline Corp. of America, Long Island City, N. Y.
International Resistance Co. Philadelphia, Pa.
JFD Manufacturing Co. Brooklyn, N. Y.
Jensen Manufacturing Co. Chicago, Ill.
Legri S. Company New York, N. Y.
Lloyd Plastic Products New York, N. Y.
Merit Coil & Transformer Corp. Chicago, Ill.
Oxford Electric Corp. Chicago, Ill.
Phileo Corp. Philadelphia, Pa.
Precise Electronics Co. New York, N. Y.
Pyramid Electric Co. Jersey City, N. J.
Quam-Nichols Co. Chicago, Ill.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Servwel Products Co. New York, N. Y.
Snyder Mfg. Co. Philadelphia, Pa.
Solar Mfg. Corp. New York, N. Y.
Sound Products Co. White Plains, N. Y.
Spring Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
Wm. T. Wallace Mfg. Co. Peru, Ind.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

All State Distributors, Inc. Newark, N. J.
Apollo Distributing Co. Newark, N. J.
Appliance Distributors, Inc. New Rochelle, N. Y.
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.
Arvin-Salmanson Co. of New England, Boston, Mass.
Arvin-Salmanson Co., Inc. Baltimore, Md.
Ashbach Co., Leonard 152 W. Huron St., Chicago
Beaucaire, Inc. 114 Monroe Ave., Rochester, N. Y.
Berman Co., Inc., Henry O. Baltimore, Md.
Brooks Radio Dist. Corp. New York, N. Y.
Central Queens Elec. Sup. Corp. Brooklyn, N. Y.
E. L. Dalis, Inc. New York
Eastern Electrical Supply Co. Newark, N. J.
Emerson-New Jersey, Inc. Newark, N. J.
Emerson-New York, Inc. New York, N. Y.
Emerson Radio of Pennsylvania Philadelphia, Pa.
Emerson Radio of Washington Washington, D. C.
Everybody's Supply Co. Philadelphia, Pa.
Faybill Dist. Co. 81 Leonard St., New York, N. Y.
Fada of New York, 928 Broadway, New York, N. Y.
Gross Distributors, Inc. New York, N. Y.
Grossman Radio & Elec. Co. New York 6, N. Y.
Hedco Distributors, Inc. Chicago 40, Ill.
Igoe Brothers, Inc. Newark, N. J.
Krich-Radisco, Inc. Newark, N. J.
Lake Shore Electronics Chicago, Ill.
Legri S. Company New York 25, N. Y.
Milo Radio & Electronics Corp. New York, N. Y.
Northeastern Distributors, Inc. Boston, Mass.
Olson Radio Warehouse Akron, Ohio
Peerless Radio Distributors Jamaica, N. Y.
Risco Sales Co., 414 Second Ave., New York, N. Y.
Robbins Co., Chas. W. 853 Broadway, New York
Sanford Electronics Corp. New York, N. Y.
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.
Seaboard-Ronley Corp. New York, N. Y.
Stern & Co. Hartford, Conn.
Sterling Radio Products Co. Houston, Texas
Wakem & Whipple, Inc. Chicago, Ill.
Walker-Jimieson, Inc. Chicago, Ill.
Wolfe Radio Distributing Co. 34 W. 17th St., New York
Wolfe Radio Co., Ben 14 W. 17th St., New York

FM

... a challenge to the radio industry

Frequency Modulation radio is out of the theory and experimental stage. FM is now a commercial reality, ready to provide the public with radio communication far superior to anything known in the past. *In fact, FM has obsoleted old-fashioned AM radio.*

This simple fact presents the radio industry—including the manufacturers, the dealers and the broadcasters—with the biggest single challenge in radio history—and with the biggest single opportunity.

The opportunity lies in the greater service made possible by FM's superior quality of radio transmission, and its vastly improved coverage through greater numbers of non-interfering stations. The opportunity is equally apparent in the enormous new markets which such advance opens for the radio industry.

The challenge lies in the manner in which these opportunities are acted upon. They can be developed to the great and mutual advantage of the public and the radio industry. Or they can be exploited for the short run gain of a few and permanent harm for the many.

The opportunity will best be realized and the challenge squarely met:

—If manufacturers see to it that the true advantages and quality of genuine Frequency Modulation are built into every piece of FM broadcasting and receiving equipment.

—If dealers are careful to demonstrate the true performance and educate the public on the selection, use and enjoyment of bonafide FM receivers.

—If broadcasters are quick to bring new FM stations to high power levels of efficient signal transmission and coverage.

—In short, if all the components of the radio industry will work together to give the public the full advantage of Frequency Modulation *from the outset.*

FM has been pioneered, proven and is now in mass production. We have entered a new era of radio. The public is entitled to the best from FM from the beginning.

Edwin H. Armstrong