

RADIO AND TELEVISION

ELECTRONIC  NEWS

WEEKLY


NEW YORK, WEDNESDAY, MARCH 26, 1947



● RMR-219... Beautifully styled cabinet of finest selected and matched ribbon-striped mahogany. Gives "Clear As A Bell" reception for complete shortwave and standard band broadcasting. Variable tone control gives every possible tonal variation with a simple twist of the wrist. Fast action record changer plays twelve 10" or ten 12" records.

Leaders in beauty—champions of tone... the new SONORA radio phonograph combinations have a buy-compelling eye appeal topped only by the famous "Clear As A Bell" Tone that has made SONORA a leader in perfect tone reproduction for over 30 years. Watch for the dramatic national ads in eleven of America's major magazines that tell your customers of the tone brilliance of new SONORA models. And watch the increased consumer preference for SONORA in '47.



The choice
in '47 is
Sonora 
Clear as a Bell
with
"Clear as a Bell"
Tone

● RKR-215... Table model phono-radio with automatic Record Changer. Plays ten 12" or twelve 10" records. New low-pressure crystal pickup and long-life needle. Big dynamic speaker—no aerial or ground required. Cabinet of choicest walnut veneer, glamorously styled with handsome curved lid that adds a note of distinction.

Sonora 
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

SONORA RADIO & TELEVISION CORP
525 North Hoyne Avenue • Chicago 12, Illinois

RADIOS • FM COMBINATIONS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

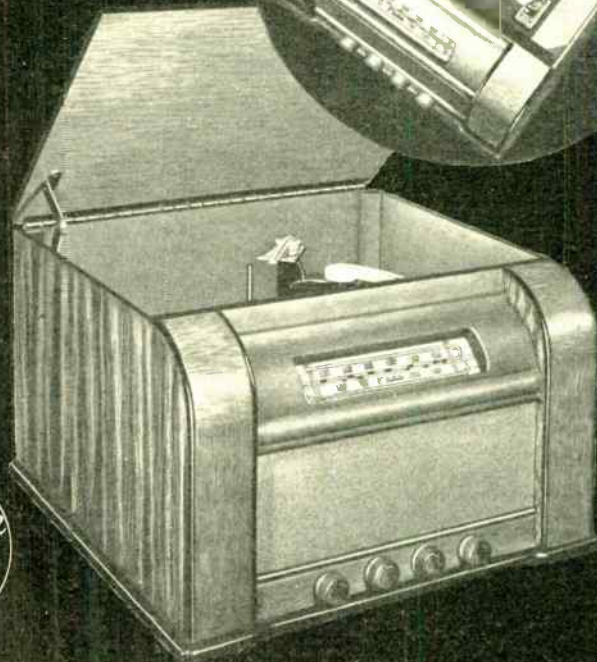
The Time Is Always Right for **FADA** Sales



MODEL 602
New Superheterodyne AC Table Model Radio Phonograph Combination with Automatic Record Changer in a Cabinet of Beautiful Mahogany Veneers.



MODEL 1000
AC-DC Superheterodyne in beautiful gem-like "Fada-lucent" cabinets. Five Tubes plus Rectifier Tube.



FADA 5-tubes — plus-rectifier-tube models are equipped with the new FADA "Sensitive-Tone" ... assuring greater sensitivity and clearer reception.



MODEL P82

Tri-power portable Superheterodyne with Hi-Gain tuned RF stage in rich two-tone simulated leather covered wood cabinet. 5 tubes plus rectifier tube.

YOU CAN ALWAYS DEPEND ON

FADA

Radio

Famous Since Broadcasting Began!

FADA RADIO AND ELECTRIC COMPANY, INC., LONG ISLAND CITY, N. Y.

COLOR TELEVISION REJECTED

Industry Leaders Study FM Figures

MEET FRIDAY IN NEW YORK

To Compile Data on Year's Proposed Production of Frequency Modulation Radio Receivers.

Radio manufacturing executives on the recently formed RMA committee studying production of FM receivers in conjunction with representatives of the FM Association will meet in New York on Friday. This group, headed by Larry F. Hardy, vice president in charge of the Home Set Division of the Philco Corp., will study production data submitted by RMA member companies in line with the information being compiled by the industry.

This survey is expected to produce the first definite forecasts of FM set production for this year, as well as estimates of the number of FM transmitters that will be available this year.

Other members of the FM committee are: H. C. Bonfig, of Zenith; Ben Abrams, Emerson; E. A. Nicholas, Farnsworth; S. P. Taylor, Western Electric, and R. C. Cosgrove, of Crosley, president of RMA, ex-officio member.

FM-AM TABLE MODEL AMONG 3 NEW RADIOS ADDED BY EMERSON

Emerson Radio & Phonograph Corp. officials last week announced the release of three new radio models to the trade. The company is marketing its first post war FM-AM model. Covering both the FM and the standard broadcast bands, the set is an AC superheterodyne model encased in a walnut veneer cabinet which contains automatic volume control and a special inverse feed-back circuit. This set will retail for \$99.95.

The second of the two new models is a phonoradio AC superheterodyne table radio and phonograph combination with all new Emerson features including an automatic changer for 10" and 12" records. This set will retail for \$99.95.

The third set is table model 550, an AC-DC superheterodyne with new 1947 circuit and advanced developments which retails for \$36.95.

Int'l Detrola Earnings

DETROIT, MICH., Friday—The International Detrola Corp. and subsidiaries report a four months profit for the period ended February 28 of \$986,216. This is equal to 82 cents each on 1,200,010 common shares.

CONSOLE COMBINATION OUTPUT UP; FM RADIO PRODUCTION ALSO GAINS

REPORT REFLECTS IMPROVEMENT OF CABINET SITUATION

However, Total Number of Radio Sets Manufactured During February Dropped, Largely Due to Short Work Month — Gains Were Also Recorded in Television Output — Total of 1,379,966 Radios Made.

WASHINGTON, D. C., Saturday—Production of radio-phonograph combination console sets continued to climb in February, although the total output of radio receivers dropped, largely due to a short work month, the Radio Manufacturers Association reported today.

Output of both FM-AM radio receivers and television sets also showed slight gains over January, despite the lower total. FM-AM receivers made by RMA member manufacturers during February totaled 53,594, compared with 51,318 in January, while television sets rose to 6,243—almost as many as were produced in the whole year of 1945. Video set output in January totaled 5,437.

Total radio production reported by RMA members for February was 1,379,966, as compared with 1,564,171 in Jan-

uary. The February output included 153,007 consoles and 843,616 table models. The consoles included 140,200 radio-phonograph combinations.

Included in the FM-AM set output were 7,968 table models of which 768 were table model radio-phonograph sets, and 45,262 consoles.

Television receivers included 5,362 table models and 881 consoles. Auto radios numbered 183,940.

The increase in console production reflects an easing of the console cabinet supply situation. This has been one of the major bottlenecks of the industry ever since the resumption of civilian set production after VJ-Day. Despite heavy production during the past six months of table model radios, console combinations have continued in short supply.

Coogan Speaks At Export Club

W. A. Coogan, foreign sales manager of Sylvania Electric Products, Inc., was one of the principal speakers at the thirtieth anniversary meeting of the Export Managers' Club of New York, Inc., at the Hotel Pennsylvania, New York, last week.

The speakers warned that American business and future international trade depend on sound foreign loans that will permit other nations to rebuild their domestic economies.

U. S. Rescinds Tax On Video in Bars...

WASHINGTON, D. C., Monday—The U. S. Bureau of Internal Revenue decided today that television isn't "live" entertainment.

Consequently, restaurants, bars and similar establishments which provide television entertainment for their customers will not be subject to the 20 per cent cabaret tax. Today's ruling constituted an about-face for the bureau.

Two weeks ago, the bureau ruled that television entertainment made bars subject to the 20 per cent entertainment tax. The Television Broadcasters Association, RMA and tavern groups vigorously protested the tax.

Shaffer Is Named Parts Supervisor By RCA Tube Dept.

HARRISON, N. J., Friday—Kenneth B. Shaffer, formerly renewal sales field representative for the RCA Tube Department in Cincinnati, has been transferred to the Harrison headquarters where he will supervise the sale of parts to tube and parts distributors. He will report to the renewal sales manager of the RCA Tube Department, W. L. Rothenberger.

Parts and accessories currently merchandised by the Tube Department's renewal sales group include a standard line of radio speakers, crystal cartridges, television parts, antennas, and accessories, as well as replacement parts for all types of RCA equipment. Further additions to the parts line will be announced soon.

Mr. Shaffer became associated with radio in 1926 when he joined the old E. T. Cunningham tube company. He transferred to RCA when the two companies were consolidated. In 1940, he was assigned to the Kansas City district as sales representative for tubes and instruments. A year later he was transferred to Chicago to develop service and repair facilities for dealers. Mr. Shaffer returned to the Tube Department four years later to handle sales of tubes, parts and test equipment in the Cleveland District.

FCC Advocates Further Tests

3-YEAR STRUGGLE ENDS

Decision Expected to Spur Production of Black-And-White Sets — Gives "Green Light" to Present System.

WASHINGTON, D. C., Monday — The Federal Communications Commission's denial of the application of Columbia Broadcasting System for approval of standards for commercial color television has ended a three-year struggle by CBS in behalf of television in color.

At the same time, the industry interpreted the FCC ruling as giving a green light to black and white television. Many members of the trade predicted greatly expanded production of black and white television receivers, and a material increase during the next few months in the number of applications for commercial black and white television stations.

The FCC decision climaxed a highly technical fight that has been waged in the industry since 1944 over whether color television should be introduced as a public service in its present stage of development in place of or together with the black and white system now in use. The ruling was seen by black and white advocates as both preventing the early outdating of existing black and white video sets and spurring the production of more such receivers.

"The Commission cannot escape the conclusion," the FCC said in a fourteen-page decision, "that many of the fundamentals of a color television system have not been adequately field tested, and that need exists for further experimentation."

The decision came after lengthy hearings and demonstrations held in New York City, Westchester County, Princeton, N. J. and Washington. The Commission emphasized that the only color television system for which approval was requested in this proceeding was that proposed by CBS. It noted that during the hearing, the Radio Corp. of America demonstrated another system, but did not advance it as one which should be approved at this time.

"The question may be asked," the Commission said, "as to why, if Columbia has a system of color television which it believes is ready, and frequencies are available, it cannot offer its system to the public and let its competitors do the same. The public would then decide which system, if any, it

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Let's Go, Television!

The last remaining obstacle in the path of the development of a nation-wide television service was eliminated last week when the Federal Communications Commission denied the petition of the Columbia Broadcasting System for approval of its standards of color television for commercial operation. The FCC action ended a three-year struggle by CBS for adoption of color video standards.

It is no secret that a decision adopting the CBS color system as standard for the industry would have resulted in a serious curtailment of television. Production of receivers would have been slowed to a walk and cancellations of applications for video stations would have followed in the wake of a ruling in favor of the CBS petition. Fear of obsolescence of black and white television would have been universal throughout the industry.

This latest decision affecting the future of television ends another in a long series of controversies with which this stripling industry has been faced in the past eight or nine years. These included a bitter struggle on standards for black and white television, and an equally intensive intra-industry fight for band allocations for this new form of communication. Prolonged FCC hearings and demonstrations were part of the earlier television controversies, just as they were in the color issue.

Tens of millions of dollars have been spent to develop television to its present state, and nobody has been able to offer evidence which would prove that present black and white pictures are not satisfactory for home entertainment. The picture is clear and compares

favorably with home movies. This should satisfy even the severest critics of video entertainment.

Color television will come at some future date. CBS has constantly contended that its system of sequential television (part electronic and part mechanical) is ready for the public in its present state of development. However, the weight of the evidence aligned against CBS, including representatives of RCA, Philco, General Electric, DuMont, and a special RMA engineering committee, was of a different opinion. The FCC suggested that more experimentation is essential before color television standards can be adopted for the industry. RCA, which has developed a system of simultaneous color television (all-electronic), contends that perhaps five more years of testing and research are necessary before color television will be ready for the public.

Television stations are now in operation in New York, Chicago, Philadelphia, Los Angeles, Schenectady, St. Louis, Detroit, Washington, D. C., and others are scheduled to go on the air within the next few months. Video receivers for the home are now being produced and marketed by five manufacturers, and at least a dozen more firms are expected to launch their initial television sets within the next couple of months. As a matter of fact, several nationally-known manufacturers will hit the market next week with their first post-war receivers.

Also, it is no secret that a number of other manufacturers who have been reluctant to enter the television field because of the black and white vs. color controversy, are expected to speed up their television plans now that the FCC decision has been reached. Furthermore, most of the plants already in production have lost no time in stepping up output schedules on the strength of the FCC ruling.

Because of the uncertainties involved, many consumers have likewise withheld their television receiver purchases during the past few months. They sought the assurance that their sets would not become obsolete within a brief period. The FCC ruling provides that assurance.

Television will be a big business before the end of this year. In fact, some enthusiasts have indicated that video set sales by dealers in the television business will exceed in dollar volume sales of radio receivers. Perhaps this goal may not be reached this year, but there is no reason to believe that within eighteen months to two years, video sales in areas served by television transmitters will outstrip the sales of sound broadcast instruments.

Television may be faced—and is currently being faced—with other problems, such as the apartment house antenna headache and the 20 per cent cabaret tax in taverns featuring television entertainment. But these are merely pinpricks to a major industry and are problems that face any major industry during the formative period.

West Coast Prices

West Coast jobbers handling electronic lines manufactured in the East are currently faced with a perplexing problem which must be solved to the satisfaction of everyone if the best interests of the trade are to be maintained. Higher freight charges incurred by the West Coast distributors have created this situation.

This is the opinion expressed by James J. Backer, of Seattle, Wash., veteran manufacturers' representative covering the Pacific Northwest, who has sent a communication to all of his manufacturers in an attempt to seek a solution.

Considerable progress was made before the war towards solving the West Coast list price problem.

"Now that competition is back with us, all the jobbers are analyzing lines, discounts, profit margins, etc.," he adds. "In addition, recently announced increased freight rates of approximately 17 per cent makes this a much more serious problem.

"West Coast jobbers have always followed factory dealer resale schedules. They have been unable to raise the list price on most of the lines. Therefore, as their cost of doing business is approximately 5 to 10 per cent greater than Eastern jobbers due to the high freight costs to the coast, this has become a very important problem."

Mr. Backer points to two possible solutions, as follows:

(1) Manufacturers must establish definite West Coast lists approximately 5 to 10 per cent higher and print separate catalog sheets and literature accordingly, or at least imprint the catalogs with a statement "Prices 5 to 10 per cent higher West of the Rockies," as the case may be.

(2) Manufacturers must establish a definite national policy maintaining the same list prices all over the country and pre-paying freight shipments or giving jobbers freight allowances based on dollar purchases or weight of shipment.

All manufacturers are urged to give this matter some thought, since it has become a subject of general industry consideration in the Far West. As Mr. Backer intimated, "Pacific Coast jobbers will naturally push the lines of the factories that give them the best 'break' in gross profit (all other things being equal). Jobbers' costs of doing business have gone up, and this additional 5 per cent is the difference between profit and loss."

Mr. Backer adds that he realizes that this is a national problem and not an individual one. "We realize that your competitors must also raise prices or we will be 'behind the eight ball,' but good business practice demands that we keep our jobbers healthy financially," Mr. Backer concludes.

Nobody can discount the fact that distributors must be kept in a healthy financial status. This is Mr. Backer's argument in their behalf. If there are others, this publication will welcome them.

GENERAL ELECTRIC CO. INTRODUCES ITS FIRST TELEVISION RECEIVER

TO CONNECTICUT DEALERS

Methods of Distribution, Installation Are Outlined by Officials of Company — First Shipments Already Completed.

BRIDGEPORT, CONN., Thursday—The first showing of the new General Electric Co. television receiver and the dealer appointment program were presented in the Barnum Hotel, here, on Monday by David H. Fisher, radio sales manager, General Electric Supply Corp. of Connecticut.

Purpose of the meeting was to introduce the Model 801 television receiver, the first post-war General Electric direct view instrument, and to acquaint Connecticut dealers with the method of distribution.

The theme of the meeting stressed the necessity for dealers to have adequate service facilities in order to assure complete customer satisfaction. This was described as more important than the dealers' ability to sell a quantity of television receivers.

There will be two types of dealerships, Mr. Fisher explained:

"First, the servicing dealer, the type of retail organization which has complete shop facilities as approved by General Electric television engineers, and, most important, which is staffed by technical service personnel, adjudged proficient to handle completely the installation and service of General Electric television receivers in the field.

"Second, the non-service dealer will be that type of retail outlet which does not at the moment qualify as above, but will act solely in the capacity of a sales agency. In this case, however,

(Continued on Page 25)

Construction Permits For New FM Stations

WASHINGTON, D. C., Friday—The FCC has granted construction permits for new FM stations to be erected by the following five firms: Monterey Peninsula Broadcasting Co., at Monterey, Calif.; The Unity Broadcasting Corp. of Calif., Los Angeles; P. C. Wilson, Canton, Ohio; KRBC-FM, the Reporter Broadcasting Co., Abilene, Tex., and WLSL-FM, the Roanoke Broadcasting Corp., Roanoke, Va.

Eleven FM conditional grants were also announced by the Commission.

Aerovox Corp. Earned 88c Per Share in 1946

NEW BEDFORD, MASS., Monday—Aerovox Corp., maker of condensers, had a consolidated net income for 1946 of 273,805, or 88 cents each on 312,700 common shares, against \$271,137 earned in 1945.

Federal Exhibit at I. R. E. Show



A WIDE VARIETY OF EQUIPMENT was exhibited by the Federal Telephone & Radio Corp. in its booth at the recent Institute of Radio Engineers' Show at the Grand Central Palace, New York. On display were Federal selenium rectifiers, mobile radio equipment, wire and cable products, transmitter, rectifier and industrial tubes and a diorama demonstration of FTR pulse time modulation multiplex radio telephony. Thousands of engineers visited the Federal booth.

RCA VICTOR EXPERTS DEMONSTRATE LATEST IN TELEVISION SETS

CHICAGO, ILL., Monday—At a recent meeting of the Chicago branch of the Institute of Radio Engineers, at the Little Theater of the Civic Opera building, the speakers were Anthony Wright, manager of the television receiver engineering department, RCA Victor, and Edwin L. Clark, senior engineer of the same department. They discussed the latest developments in television receiver design.

Mr. Wright discussed the new technical developments incorporated in RCA Victor's direct-view television sets, while Mr. Clark presented features of projection models. Both types were demonstrated.

Mr. Wright's paper discusses the new picture stabilizing techniques, which he developed for postwar RCA Victor television sets, incorporating a stable oscillator circuit known as the "Eye Witness Picture Synchronizer," which "locks" the receiver in tune with the transmitting station. During the war, Mr. Wright was responsible for the production design of his company's airborne "block" television equipment for the Armed Forces.

Mr. Clark is describing techniques developed for use in projecting a picture from the face of a small, intensely brilliant picture tube onto a bowl-shaped mirror, and in correcting the picture aberration created by the spherical mirror by use of an aspherical plastic correcting lens placed between the mirror and the picture screen.

A similar meeting and demonstration was staged in St. Louis the previous week at a meeting of the St. Louis branch of the Institute of Radio Engineers. Mr. Wright and Mr. Clark were the speakers.

EDWARD MAGUIRE DEAD; A RADIO TRADE VETERAN

WASHINGTON, D. C., Thursday—Edward Maguire, veteran radio tradesman, died here last Friday following a two-month illness. He was sixty-four years old. His death was attributed to heart disease. He was associated with the Signal Corps of the War Department in Washington.

Mr. Maguire was associated with the old Grigsby-Grunow Co., in Chicago, when that firm manufactured Majestic radios and refrigerators in the early 1930's. He was also connected with other firms in Chicago.

Mr. Maguire performed valuable services for the Signal Corps during the war as an expeditor of electronic equipment.

Stromberg-Carlson Holds Sales Clinic in Rochester

ROCHESTER, N. Y., Monday—Northeastern United States Stromberg-Carlson sound distributors carried away first-hand information this week on the latest developments in standardized sound and intercommunicating systems, following an intensive, three-day, regional sales clinic at which the new Stromberg-Carlson 1947 line was displayed to distributors for the first time.

Effective methods of selling sound equipment were outlined by Al R. Royle, sound division sales manager; Anthony G. Schifino, manager of the sound division, conducted technical discussions; Richard H. Kingston, sound engineer, discussed new school sound system, and Oliver Angevine explained features of the new line of loudspeakers and reproducer housings.

The Rochester meeting was the first of a series of regional meetings which Royle is conducting for his distributors throughout the country.

PREDICTS 10 MILLION TELEVISION RECEIVERS IN USE IN FIVE YEARS

PLAN 360,000 SETS FOR 1947

A. B. Rodner, Jr., of Television Advertising Productions, Reduces to Dollars the Vast New Business Dealers Will Obtain.

CHICAGO ILL., Tuesday—Within five years there will be an estimated 150 television stations in operation and more than 10,000,000 receivers tuning in on programs.

That prediction was made by Arden B. Rodner, Jr., president of Television Advertising Productions, Inc., at a television demonstration by Commonwealth Edison Co. before the Chicago Association of Commerce and Industry, recently.

Mr. Rodner, who spoke on "What Television Means to Chicago Commerce," said latest information indicates manufacturers of television receivers expect to produce about 360,000 sets this year.

"Manufacturers," he said, "have agreed to allocate 20 per cent of their total production to Chicago. That means about 72,000 sets at an average price of 500. It means \$36,000,000 in new business for Chicago merchants.

"Television is all extra business and will not detract from any other industry. Thinking of \$36,000,000 as just the beginning for just one community, gives you some idea of what television is going to mean."

A feature of the demonstration was introduction of the newly-announced Stewart-Warner "Videorama" television receiver.

TIMES APPLIANCE CO. ADDS TO PERSONNEL

The Times Appliance Co., Inc., 353 Fourth avenue, Westinghouse distributor for metropolitan New York, has announced three appointments.

Peter J. McCabe, who has been with the company since 1927, has been made assistant to Col. Arthur F. Callahan, vice president and general sales manager of the company. He is a veteran of twenty-seven years in the electrical appliance field.

Milton E. Haas, former manager of the surplus property division of the May Department Stores Co., has been named manager of refrigeration sales.

Bert J. Hardesty, until recently with Frederick Loeser & Co., Brooklyn, has been given the position of manager of housewares and traffic appliance sales. He was with the Loeser company for eleven years.

TRADE ITEM

The Barlow & Seelig Manufacturing Co., maker of washers, earned a net profit of \$371,176, or \$2.19 a common share, compared with \$194,777, or 72 cents a share, for 1945, the recent report stated.

PARTS DISTRIBUTORS DISCUSS RADIO PROBLEMS AT MEETINGS IN NEW ORLEANS, SAN ANTONIO

L. B. CALAMARAS, NEDA EXECUTIVE, ATTENDS SESSIONS

Jobbers Consider Important Industry Matters at Well-Attended Sessions — Study Subjects of Both National and Local Importance — San Antonio Gathering Lasts Eight Hours.

CHICAGO, ILL., Friday—L. B. Calamaras, executive secretary of the National Electronic Distributors Association, Inc., has just returned to his headquarters here after a tour of the South Central and South West states. Two large NEDA chapter meetings were staged in New Orleans, La. by the Mississippi Chapter and in San Antonio, Tex. by the South Texas Chapter.

Problems effecting distributors in these respective sections were discussed at the gatherings. The session held in New Orleans was the largest gathering of its kind ever staged in the South Central area and was conducted at the internationally famous Arnaud's Restaurant, in the French quarter of New Orleans. Matters of both national and local scope concerning jobbers of electronic equipment were discussed.

Present at the New Orleans meeting were:

Lealis Hale, Hale & McNeil, Monroe, La.; W. O. Smith, Raco Co., Jackson, Miss.; G. O. Jesse, Harris Supply, Mobile, Ala.; P. Baucman and E. E. Nelson, Nelson Radio Supply, Mobile, Ala.; C. Scale, Wather Bros., New Orleans; O. V. Wise, Cahill Elec., Co. Jackson, Miss.; W. Kerlin, Ole Miss Supply, New Orleans;

R. K. Andrews, Central Radio Supply, Alexandria, La.; M. Matherne, J. G. Matherne, and A. Schadler of Southern Radio Supply, New Orleans; C. E. Davidson, and C. L. Bicksler, Columbia Radio Supply, New Orleans; J. L. Bell, Bell Radio Supply, New Orleans; W.

H. Harris, J. P. Stallings, W. Perrone, and W. Shuler, of Shuler Supply Co., New Orleans; M. E. Thompson, Raco Supply, Jackson; F. H. Schneider, F. H. Schneider & Sons, Lake Providence, La.

The South Texas Chapter session, held at the Plaza Hotel, San Antonio, was an eight-hour affair, starting at 9:30 A.M. and continuing without interruption until 5:30 P.M.

Those attending this meeting were:

E. R. Durham, Radio, Inc., Tulsa, Okla.; J. A. Still, Straus Frank Co., Houston, Tex.; Walter Retzloff, Modern Radio Supply, San Antonio, Texas; Henry M. Spolane, Sterling Radio Products, Houston; Joe W. Dwyer, Moore Brothers, Houston; Marion Athans, The Sheld Co., Fort Worth, Tex.; R. C. Hewett, R & R Supply Co., Lubbock, Tex.; J. H. Klein, All-State Distributing Co., Dallas, Tex.; T. L. Carleton, Fort Worth Radio Supply, Fort Worth; Ralph A. Grogan, The Electronic Equipment Co., Fort Worth.

R. B. Bryan and Hoyt C. Crabtree, Crabtree's Wholesale Radio, Dallas; Hank Fischman, Mission Radio, Inc., San Antonio; Joe E. Barnett, Radio Supply, Inc., Oklahoma City, Okla.; Frank L. Kutzenberger, The Hargis Co., Inc., Waco, Tex.; Mrs. Paul Hargis, The Hargis Co., Houston; R. C. Hall, R. C. & L. F. Hall Co., Houston; A. R. Beyer, A. R. Beyer & Co., Houston; Joe J. Marsh, Automatic Distributing Corp., Houston, and Elliott Wilkinson and Jack Wilkinson, Wilkinson Brothers, Dallas, Tex.

SYLVANIA ANNOUNCES NEW TUBE DATA BOOK

EMPORIUM, PA., Friday — A new comprehensive technical manual which contains basic application data for 545 types of radio receiving tubes used by circuit designers, radio set repairmen and industrial electronic engineers has been announced by the Radio Tube Di-



Tube Data Book

vision of Sylvania Electric Products, Inc., this city.

Data supplied includes characteristic curves for types in common use; resistance coupled amplifier data; interchangeable tube charts; connections for standard RMA internal and external shields; typical receiver and amplifier circuits; dictionary of tube, circuit and FM terms; and instruction on the use of characteristic curves.

Individual tube characteristics are arranged according to types. The 378 page manual is attractively bound with ring type plastic spine so that it will lay flat when open for convenient reference.

ADVERTISING LEADERS STUDY SET PROMOTION

The Advertising Committee of the Radio Manufacturers Association convened at the Roosevelt Hotel, New York yesterday (Tuesday) and discussed final plans in connection with its program in behalf of a "Radio-in-Every-Room."

John S. Garceau, of Farnsworth Television & Radio Corp., is committee chairman, and E. R. Taylor, of Zenith Radio Corp., heads the sub-committee on the "Radio-In-Every-Room" promotion.

GERALD LIGHT NAMED TO NEW EMERSON POST

The appointment of Gerald Light as assistant director of sales and advertising of the Emerson Radio and Phonograph Corp., New York, was announced on Monday by P. G. Gillig, vice president in charge of sales and advertising.

Mr. Light served as head of technical publications and as service manager of Emerson Radio, and, previously was with the advertising department of General Electric Co., Schenectady, N. Y.

THREE-WAY DRIVE TO BACK OLYMPIC RADIO PROMOTION CAMPAIGN

The largest and most extensive advertising and promotion campaign ever put behind the sale of Olympic radios was announced on Monday by Jack F. Crossin, vice president and director of sales of the Olympic Radio and Television Corp. The three-way drive includes national magazines, cooperative newspaper advertising and point-of-sale promotions.

The largest portion of the Olympic appropriation goes for a national magazine campaign. Theme of the campaign will use testimonial advertising with wives and families of big name radio stars being used instead of the stars themselves. Included in the campaign will be Mrs. Edgar Bergen, Mrs. Kay Kyser, Mary Livingstone Benny, Fibber McGee and Molly's children and other well known names in the entertainment world.

The second prong of the three-way drive will have Olympic, the firm's distributors and dealers joining in the biggest cooperative newspaper campaign ever undertaken by the company.

Final phase of the Spring sales effort will be an enlarged and more emphatic dealer display campaign. Two- and three-color window bills, counter cards and floor displays will be supplied dealers, as well as pocket folders and other descriptive literature. Major item in the point-of-sales campaign, however, will be electric edge-lighted, lucite signs which will soon be made available to key Olympic dealers.

"Sales during January and February have been far ahead of our expectations," Mr. Crossin said in releasing details of the Spring advertising campaign, "and our plan now is to put back of the Olympic name an intensive and aggressive advertising to make this name one of the most famous in the industry."

JESS KAUFMAN NAMED AIR KING COMPTROLLER

David H. Cogan, president of the Air King Products Co., Inc. — Division of Hytron Radio and Electronics Corp., manufacturer of Air King radios, has announced the appointment of Jess Kaufman as comptroller and assistant secretary. Mr. Kaufman was formally chief accountant, the position he has held since joining the company last September.

During the war, Mr. Kaufman served as accountant on the staff of the late Admiral H. L. Brinser of the Third Naval District. He also served as Disbursing Officer for the U.S.S. South Dakota. Prior to his service in the Navy, he was on the staff of George A. Saxton, Wall Street broker.

Mr. Kaufman attended the University of Pennsylvania and New York University and is a member of the National Association of Cost Accountants.

THE TRAVELER

Ben Joseph, New York manufacturers' representative, has returned from a trip through the New England territory, during which he called on a number of jobbers.

Ed Cotsen, eastern division manager of the Tung-Sol Lamp Works, Inc., has returned to his office in the Empire State Building, New York City, following an out-of-town trip.

H. L. Hoffman, president of the Hoffman Radio Corp., Los Angeles, Calif., is a visitor in New York City.

Ernest H. Vogel, vice president in charge of sales of the Farnsworth Television & Radio Corp., Ft. Wayne, Ind., was a visitor in the New York market the latter part of last week.

Miss Constance Hope, director of Red Seal artists relations for RCA Victor records, was the principal speaker at the meeting of the Eighteenth Annual

Survey of Advertising conducted by the Advertising Women of New York at the Hotel Astor on Monday.

W. Keene Jackson, general sales manager of the Aviola Radio Corp., Phoenix, Arizona, contacted the trade in Detroit and several other key marketing areas during the past week in behalf of the new Aviola models.

Garod Distributor Holds Three-Day Presentation

HARRISBURG, PA., Friday — The Capital Bedding Co., of this city, has completed a three-day showing of the new Garod radio line to dealers in the local territory. The presentation was held at the Hotel Americus in Allentown and was staged by Harry Freedenberg, sales manager of the Capital firm, which is the Garod distributor in this area.

The Capital Bedding Co. maintains sales offices and showrooms at Fourteenth and Howard streets, in Harrisburg, and sales manager Freedenberg predicts substantial Garod sales, based on the turnout and acceptance given the line.

W. C. RODGERS NAMED BOWERS SALES HEAD; WILL PRODUCE RADIOS

READING, PA., Friday—W. C. Rodgers has been appointed general sales manager of the Bowers Battery & Sparkplug Co., this city, radio manufacturing firm, it was announced this week. At the same time, it was revealed that the firm will shortly market a complete line of radio sets as well as home television receivers.

Production is now under way on radio and television sets and the first video instruments are expected to hit the market in another month. Direct view and projection-type television sets will be made. Sales will be through distributors on a nationwide basis.

Before joining the Bowers concern, Mr. Rodgers was sales manager of the Goldner Distributing Co., Philadelphia, Pa., wholesaler of Motorola radio products and other lines. Prior to that, he was with the General Electric Co. and the General Electric Supply Corp. for many years.

SIR HARRY GREER DIES; LEADER IN TELEVISION

LONDON, Monday—Sir Harry Greer, seventy-one, is dead. He is the man who made television history in 1934, when as chairman of Baird Television, Ltd., he was televised while speaking to his stockholders at their annual meeting from a distance of seven miles. He was both seen and heard.

The demonstration illustrated the substantial progress in broadcast television in the previous year, largely due to the adoption of ultra-short wave lengths for transmission and the use of the cathode ray oscillograph at the receiving station. Up to then the cathode ray was considered most suitable for the transmission of film subjects, but the new experiment, in which living figures were televised, showed there was no need for restriction to film material.

Sir Harry, a former conservative member of parliament, was at one time chairman of Lord Roberts Memorial Workshops for disabled veterans of the first World War.

George F. Sayles Now With Philadelphia Distributors

PHILADELPHIA, PA., Monday — George F. Sayles has joined the sales staff of Philadelphia Distributors, 232 North Eleventh street, this city, wholesalers of Stewart-Warner radios and various major appliance lines, it was announced today by A. E. Hughes, executive of the firm. He will cover the South Jersey territory, formerly handled by Bill Brand, who has resigned.

Mr. Sayles comes to Philadelphia Distributors with an extensive background in appliance and furniture selling. Until recently, he was associated with one of Philadelphia's leading appliance and furniture stores.

Regina Hassock Booster . . .

Marie Carroll, popular girl singer who was chosen "Miss Regina Hassock of 1947," is so enthusiastic about the Regina Hassock record holders that she made a special trip recently to the Dynamic Electronics store at 65th and Broadway, New York, to see the display there. While there, the photographer snapped her and Jack Winer, president of Dynamic. According to Al Landes, head of the Daval Co., 19 West Forty-fourth street, exclusive representative for Hassock record holders, Dynamic stores are leading the country in sales of this decorative utility piece. Mr. Winer, who is smiling at Miss Carroll, said recent Dynamic sales are in the thousands.



BACE TELEVISION CORP. MAKING TAVERN SETS

SOUTH HACKENSACK, N. J., Friday—The Bace Television Corp., Green and Leuning streets, this city, has just announced new tavern and club model television receivers. The line consists of a standard unit, a master unit and remote units for multiple installations, and all models are adaptable to either a 147 sq. in. or 236 sq. in. direct view picture.

All thirteen channels are tuned by means of bandswitching. A number of other features have been incorporated.

IRA ARKIN'S DAD DIES; FUNERAL TO BE TODAY

(Special to The WEEKLY)

CHICAGO, ILL., Monday — Joseph Arkin, father of Ira L. Arkin, of this city, died this morning in Mt. Sinai Hospital. Ira Arkin heads the manufacturers sales organization bearing his name at 43 East Ohio street, here.

Funeral services will be held on Wednesday, March 25, from the chapel of Juffe and Albert, 5145 North Broadway, Chicago. The deceased is survived by his wife, a daughter and two sons.

C. W. Robbins No Longer Handling Viewtone Line

Charles W. Robbins, whose New York sales organization has handled national sales of Viewtone television receivers and radio sets during the past eighteen months, is no longer associated with the Viewtone Television & Radio Corp., Brooklyn, New York, it was announced last week. Before joining Viewtone, Mr. Robbins was for many years vice president in charge of sales of the Emerson Radio & Phonograph Corp., New York.

DISC MANUFACTURER ADOPTS NAME CHANGE TO COLUMBIA RECORDS

Columbia Recording Corporation has changed its name to Columbia Records, Inc., it was announced last week by Edward Wallerstein, president. The change was authorized at the last meeting of the board of directors, and the corporate charter is now being amended to accommodate the new name.

The present Columbia company, whose predecessors date back to 1889, was purchased in 1938 by the Columbia Broadcasting System from Consolidated Film Industries. The deal included the American Record Corp., the Columbia Phonograph Co., the Brunswick Record Corp., the American Record Corp. of California and Master Records, Inc. The new group was organized as Columbia Recording Corp. and began in early 1939.

The company now produces a quarter million records a day from its plants in Bridgeport, Conn., King's Mills, Ohio, and Hollywood.

This month ground was broken for an ultra-modern million dollar plant in Beverley Hills, Calif., which will eventually produce 30,000,000 records a year, and construction was begun on a 75,000 square foot addition to the company's present Bridgeport plant. A fifth production unit is already under construction in Mexico City.

Dannenberg's at Macon Appoints Claude Lewis

MACON, GA., Saturday—Claude M. Lewis, Jr., has been appointed manager of the recently opened electrical and radio department at Dannenberg's. Named as his assistant is James H. Harn, a veteran of World War II.

DISTRIBUTORS FORM GROUP IN ST. LOUIS; GATHER CREDIT DATA

COMPRISES PARTS JOBBERS

Formed to Supply Mutual Interchange of Credit Information — Also Discuss Merchandising Problems and Prices.

ST. LOUIS, MO., Friday — Leading radio parts distributors in St. Louis have formed a new organization called the Electronic Distributors Association, a non-profit corporation incorporated under the laws of Missouri.

Primary function of the organization will be in supplying credit information on dealers in the St. Louis trading territory, it was explained. Due to today's increased credit problems, the group has found the mutual interchange of credit information and mutual listing of delinquent accounts to be of the greatest benefit, and each member has already expressed himself as to the value of the association at the present time, Edward O. Roehr, treasurer of the group and executive of the Roehr Distributing Co., announced.

Members also discuss the current problems of merchandising, current pricing and other matters confronting business men of today. Meetings are held the first Thursday of each month at the Victorian Club. The association is sending invitations to other leading distributors to join the group.

Officers are: Tom Brown, of the Tom Brown Radio Co., president; O. Griffith, Van Sickle Radio Co., first vice president; Sam Machtinger, Radionics Co., second vice president; Edward O. Roehr, Roehr Distributing Co., treasurer and T. Forgey, Jr., of Forgey & Sindel, attorneys, secretary. All meetings held thus far have been attended by 100 per cent of the membership.

300 DEALERS, WIVES ON 10-DAY D. W. MAY CRUISE

Three hundred appliance dealers and their wives left Sunday for a ten-day vacation cruise to Miami Beach as the guests of the D. W. May Corp., major appliance distributors in Metropolitan New York, Northern New Jersey and Fairfield County, Conn. The group left on the Silver Meteor, and will make the Floridian Hotel, Miami Beach, their headquarters.

The entertainment program will consist of banquets and dinners, sight-seeing tours, fishing trips, golf, cocktail parties, and visits to horse and dog race tracks.

The D. W. May Corp. is the exclusive distributor for: Farnsworth radio and television receivers, Coolerator refrigerators, Filter Queen vacuum cleaners Electromaster ranges, Speed Queen washers, Wilcox-Gay Recordios, Coleman heaters, Capitol kitchen cabinets, Ken-Rad radio tubes, Tanlux Health Lamps, Rumsey Trueline seeder, and Rumsey Electric power mower.

Signing Air King Franchise . . . '47 OFFICERS ELECTED BY NAT'L ELECTRONICS



DISTRIBUTION RIGHTS for the complete line of Air King radios, combinations and television equipment in a wide territory were acquired by officials of Hedco Distributors, Inc., of Chicago at the Air King offices in Brooklyn recently. Snapped in the act of signing the wholesale franchise is Norman E. Siskin, sales executive of the company. Watching the final consummation of the deal in the photo above are Gene Lucas, sales manager of Air King, and Paul M. Davidson, president of Hedco, and at the right, David H. Cogan, president of Air King Radio.

STORE DISPLAY PLANS GIVEN IN RCA BOOKLET

CAMDEN, N. J., Tuesday—Nine separate plans for the arrangement of television dealers' demonstration rooms to meet varying requirements are presented in a new booklet prepared by the RCA Victor Home Instrument Department for franchised television retailers. The booklet uses line drawings to describe various demonstration room arrangements to fit available space.

In conjunction with the room layouts, the booklet describes RCA Victor promotional material available, including a television display easel, a 24"x32" wall chart on television receivers, a wall chart on the RCA Victor television owners' service policy, signs promoting the Eye Witness Picture Synchronizer, etc.

FCC GRANTS PERMIT FOR VIDEO STATION

WASHINGTON, D. C., Friday—The Southern Radio & Television Equipment Co., Miami, Fla., has been granted a construction permit by the FCC for a television station, it was announced last week.

Dumont Electric Reports Net Earnings of \$227,675

Dumont Electric Co., manufacturer of condensers, reports for 1946 a net profit for the company's operations in eleven months and ten days ended with December 31 last, amounting to \$227,675 after providing \$142,000 for taxes. Working capital at the year-end was \$274,760, compared with \$168,011 on January 21, 1946.

West Coast FM Station Performance Is Praised

SAN FRANCISCO, CALIF., Friday—Operators of Station KJBS-FM, San Francisco Bay Area's first commercial FM station, which has been on the air daily from 3 to 10 P. M. since December 19, 1946, are satisfied with its performance. The station is located in the highest structure in San Francisco, the Clay-Jones apartment house, atop Nob Hill. Temporarily operating with 4500 watts ERP, the station plans to go to 35,000 ERP, in a few months. The station got on the air within fourteen days after delivery of its transmitter from Graybar Electric Co., of San Francisco.

Edwin P. Franklin, general manager, and licensees of the station are pleased with reception reports. The station is operated by an all-veteran cast, including William Nielsen, chief engineer; his assistant, Wayne Berthold, and Lloyd Sutherland, ex-Army men, and Don Rayment and C. M. Ashman from the Merchant Marine.

Electronic Distributing Opens Florida Campaign For Trav-ler Co. Radios

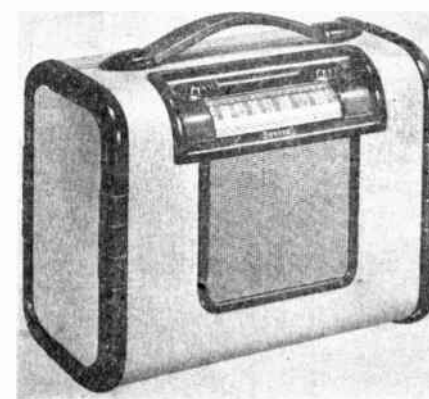
MIAMI, FLA., Monday—Sam Auerbach, of Electronic Distributing Co., wholesale distributor of radios and appliances, has announced the opening of new offices and warehouse at 186 N. W. Twenty-fifth street, here. The company is exclusive distributor in Florida for the Trav-ler line of radios and phonographs.

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

THREE-WAY PORTABLE MARKETED BY SONORA

CHICAGO, ILL., Saturday—A new three-way portable radio has just been introduced by the Sonora Radio & Television Corp., this city.

Known as Model WDU-233, the "all-



Sonora's New Portable

rounder" works on AC, DC and from self-contained batteries. Tuning range is from 535 to 1620 kc. Features include a built-in loop antenna, large dynamic speaker, and automatic volume control.

The cabinet is forest green, with a gold and white slide rule dial and a red pointer. The buff-colored luggage-type case with blending metal grill has a contrasting chocolate-brown plastic trim. Another feature is a sturdy plastic carrying case.

The tube complement consists of four tubes plus a selenium rectifier. This newest addition to the Sonora line lists at \$48.85.

Warns of Dangers Facing Popularity of Television

ALBANY, N. Y., Friday—Television will reach nation-wide commercial reality within a year and will revolutionize home entertainment within a period of five years, was the prediction made here by Joseph Gerl, president of Sonora Radio & Television Corp.

He said, however, that growth and popularity will depend on whether television follows in the commercial ruts of radio, or breaks a new path in the direction of enlightened home entertainment.

He warned that television "may degenerate into a series of animated radio commercials" for two reasons—personnel, as most of the personnel directing commercial television development are people who have come from radio, and because of greater commercial possibilities.

Piedmont Distributors To Handle Aviola Radios

CHARLOTTE, N. C., Monday—Piedmont Distributors of the Carolinas, Inc., 1401 South Mint street, here, has been named wholesale distributor in the states of North Carolina and South Carolina for radio and radio-phonograph combinations manufactured by Aviola Radio Corp. of Phoenix, Arizona, it has been announced by J. T. Reid, vice president of Piedmont Distributors.

G-E REPRESENTATIVES BRIEFED ON TELEVISION AT SYRACUSE MEETING

SYRACUSE, N. Y., Thursday—Nine General Electric district representatives from metropolitan centers throughout the United States and two International General Electric representatives met here recently for a series of television conferences with commercial and engineering personnel engaged in this development at the Thompson Road Plant.

The meetings, under the direction of Philip G. Caldwell, sales manager of television equipment for the Electronics Department, consisted of morning sessions devoted to sales, marketing, and other commercial matters, and afternoon tours of the plant where television studio and transmitting equipment is being manufactured.

Here for the meeting, designed to bring the GE field men up-to-date on the latest developments in the television and broadcasting field, were C. G. Pierce, Los Angeles; F. P. Barnes, San Francisco; F. R. Walker, Cleveland; W. C. Jaeger, Boston; S. W. Pozgay, Chicago; G. P. Foster, Kansas City; James Douglas, Dallas; H. L. Perdue, New York City; C. Larabee and Frank Speir, International General Electric, Schenectady; and M. F. Chapin, Minneapolis.

TELEVISION IS CENTER OF PUBLIC'S INTEREST AT MILWAUKEE EXHIBIT

HEAVY SELLING PREDICTED

Throngs View Models — Kelvinator Distributors Hold Session — Engineers Hold Meet.

MILWAUKEE, WIS., Tuesday—All visitors attending the twenty-third annual Home Show, held at the Auditorium here March 15-22, displayed considerable interest in television demonstrations put on by the Journal Co. Leaflets passed out to interested persons gave information about the future of television in Milwaukee.

All of the many exhibitors' booths at the show were given much attention by the crowds attending the show, which is sponsored by the Milwaukee Board of Realtors.

Kelvinator distributors and field representatives here recently heard H. C. Patterson, commercial sales manager of the Kelvinator division of Nash-Kelvinator Corp., assert that while the concern's appliance production is steadily approaching 1941 levels, shortages of materials will hold the output below capacity this year.

"There is a steady improvement in production in respect to production of electric refrigerators, ranges and home freezers, but materials such as steel and copper are still unavailable in sufficient quantity to permit a capacity output," Mr. Patterson said.

Other speakers at the conference, held in the Plankinton Hotel, included H. L. Travis, western regional sales manager, and H. J. Voit, of Morley-Murphy Co.

Speakers at the annual meeting of the Wisconsin Association of Refrigeration Service Engineers, at the Pfister Hotel here, March 15-16, included: Dr. W. O. Walker, Ansul Co., Marinette; C. Ward Stoner, Ben Hur Manufacturing Co.; Clarence Kuhn, Cutler-Hammer, Inc.; D. C. Albright, Automatic Products Co., and Paul B. Reed, Perfex Corp., all of Milwaukee.

The Electrical Maintenance Engineers' Society recently heard a talk by Paul Heffelfinger, of the Chase-Shawmut Co., on the history and development of fuses.

The Broadway House of Music, 727 North Broadway, reports a nice sales volume on Columbia's recording of Handel's "Messiah."

The Shadbolt & Boyd Co., 413 North Second street, distributor of Admiral refrigerators, reports gratifying dealer interest in this box.

A bill introduced in the State Legislature by Assemblyman Earl Mullen, of Madison, would provide for the state licensing of electricians and the inspection of electrical installations.

A \$10 license fee would be set for master electricians and a \$2 fee for journeymen, with a permit required for every installation, together with inspection by the State Industrial Commission. The measure would not apply where city, town or county licensing and inspection codes prevail, except to

require the local codes to comply with the state code.

The annual convention of the Wisconsin Electric Co-operative will be held in Madison, March 26-27. U. S. Senator Morse, of Oregon, is scheduled to be the main speaker.

Badger Paint & Hardware Stores, Inc., is conducting its annual Winter series of sales training schools for dealers and sales personnel.

—BERT REICHERT.

Monitor Names Overseas Firm to Handle Exports

Monitor Equipment Corp. has just announced the appointment of the Monitor Overseas Corp. as its overseas export distributor. The Monitor Overseas Corp. is being formed by the Barnhardt Bros. Corp. of Charlotte, N. C.

The Barnhardt corporation, exporter of fabrics and yarns, has forty foreign

offices and through W. M. Field, vice president of the corporation and Barnhardt International Corp. has developed extensive business abroad.

The Monitor Overseas Corp. will devote itself exclusively to appointment and servicing of distributors for the complete line of Monitor household appliances.

All export inquiries will be handled by Monitor Overseas Corp., 603 Commercial Bank Building, Charlotte, N. C.

HURRY! HURRY!

For Big Spring Profits

ORDER DIRECT TODAY

AVIOLA'S LATEST AND GREATEST PHONO-COMBINATION

The New **Aviola** MODEL 608

FOR IMMEDIATE DELIVERY

Aviola Deluxe Combination: Smart, modern, design cabinet with aluminum grille bars; all controls completely enclosed; six tube with rectifier, two gang condenser, Franklin Precision air-loop for maximum sensitivity, six inch Alnico speaker, Aviola die-cast automatic record changer, plays ten 10-inch or 12-inch records, crystal pickup. U/L underwriters approved. Choice of Mahogany natural finish or Walnut finish cabinets.

LIST ONLY \$99.95

BLEACHED MAHOGANY CABINET \$105.50

STANDARD DEALER DISCOUNTS
Order direct or through nearest Aviola Jobber.



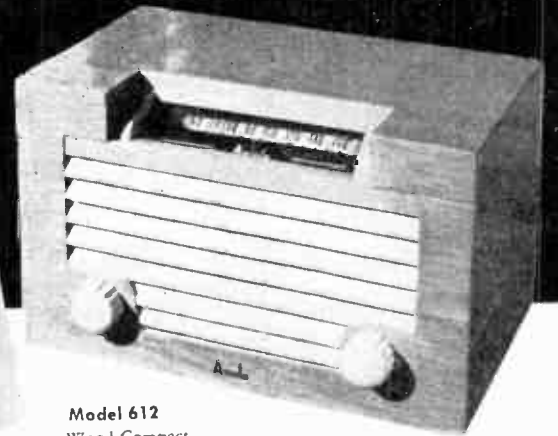
NEW POWERFUL 6 TUBES Table Model Compacts

Six tubes with rectifier; Franklin patented airloop; Litz wire I. F. transformers; 100 mfd of electrolytic condenser; two gang condenser, 3 inch Alnico speakers, slide rule 45" dials, RCA preferred Tubes.

Model 601 Plastic Walnut \$29.50 Ivory \$31.50



Model 612 Wood Compact choice of American walnut or mahogany, \$39.50. Bleached mahogany or oak desert blonde. \$41.50.



COUNT ON

Aviola

FOR QUALITY

AVIOLA RADIO CORPORATION • SKY HARBOR AIRPORT • PHOENIX, ARIZONA

CONSOLIDATED EDISON ALTERS ITS APPLIANCE PLAN OF DISTRIBUTION

WITH 896 DEALERS IN N. Y.

All Orders Will Be Routed Directly to Retailer Located Nearest Residence of Purchaser.

The Consolidated Edison Co. of New York, Inc. has recently completely revamped its system of distribution of appliance orders taken by company representatives as agents for manufacturers, distributors and 896 cooperating dealers in the New York City area, Brig. Gen. E. F. Jeffe, vice president in charge of sales, revealed last week. From now on, Gen. Jeffe said, all orders will be routed directly to the dealer located nearest the residence of the purchaser.

He acknowledged that many dealers had complained that under the former method of assignment of orders whereby they were forwarded to producers and wholesalers, diversion to favored outlets and other "unfair practices" were prevalent.

"We have surveyed this situation and find that in some instances, however unintentional, dealers have been unfairly dealt with in the assignment of orders by manufacturers and distributors."

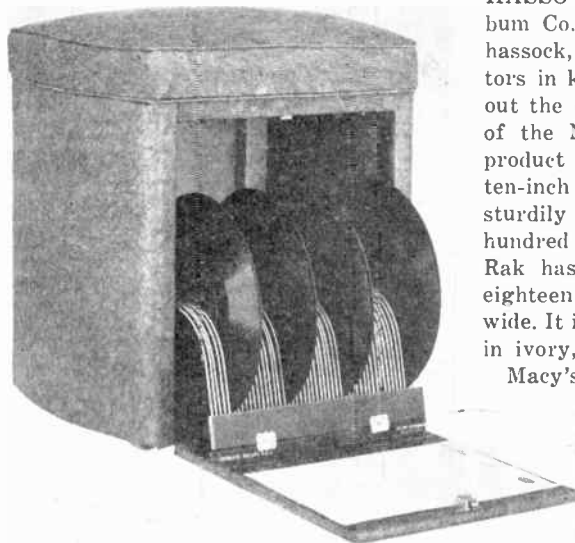
The new method, which becomes effective April 1, was adopted after submission to all dealers, Gen. Jeffe said. Of 581 reporting 524 registered approval of the new plan.

Reporting on market conditions among Consolidated Edison, he said that of 533 responding to questionnaires on the subject, 423 said that appliance sales for the first two months of 1947 have increased over the comparable period last year. Of the 130 negative replies, almost all laid stress on the box car shortage which prevented the results of increased output of manufacturers from being reflected in the New York market.

Despite this condition, unit sales were up during the first two months, according to the dealer group as a unit, 414 reporting that this was the case and 153 recorded unit sales declines.

Dealers have overwhelmingly ex-

National Distribution for Hasso-Rak



Peerless Hasso-Rak

HASSO-RAK, the new Peerless Album Co.'s record rack that is also a hassock, has been placed with distributors in key marketing areas throughout the country, according to officials of the New York concern. The new product has storage space for fifty ten-inch or twelve-inch records and is sturdily constructed to seat a two-hundred pound person. The Hasso-Rak has been built to chair height, eighteen inches, and is sixteen inches wide. It is covered in simulated leather in ivory, maroon or blue.

Macy's in New York featured the product in a newspaper ad last week showing the new model with the index and the results were said to be very gratifying. An article in February Esquire produced forty-four inquiries, an official stated.

pressed approval of return of the pre-war "bargain packages" for which Consolidated Edison's appliance division was noted before the war and Gen. Jeffe said that they will be revived "at the earliest possible moment after appliances are definitely in easy supply."

Griffith Distributing Appoints Adv. Agency

CINCINNATI, OHIO, Friday — C. W. Hyde, president of the Griffith Distributing Corp., this city and Indianapolis, has announced appointment of Dinerman & Co., Inc., Cincinnati advertising agency, to handle the company's advertising in both the Cincinnati and Indianapolis divisions.

W. S. Reinhart, general sales manager of the Cincinnati division, will be in direct charge of the advertising program in that city, and Charles Rimp, general manager of the Indianapolis division, will be in direct charge of the advertising program there.

The products to be advertised include Zenith and Admiral radios, Bendix washing machines, Duotherm heaters, Youngstown kitchens, American Central kitchens, New Home sewing machines, Stiglitz warm air heaters, Quillen home freezers and others.

Servwel in Production On Rivets for Makers Of Electronic Products

Servwel Products Co., 270 Lafayette street, New York, has just gone into production on a line of rivets for the radio and electronic industry, Max G. Goldberg, head of the firm, announced last week.

The Servwel firm, which has been serving the radio trade for many years on various types of components, also manufactures pulleys, drive shaft assemblies, bushings, solderless phone tips and screw machine products, as well as other types of components.

T. F. Harrison Promoted By Stromberg-Carlson

ROCHESTER, N. Y., Monday — Charles W. Pritchard, Stromberg-Carlson general credit manager, announced that Thomas F. Harrison has been promoted to credit manager, Rochester division. He came to Stromberg-Carlson 23 years ago. Mr. Pritchard also said that Arthur J. Fink, Stromberg-Carlson special credit representative, had taken over the supervision of accounts receivable and bookkeeping in addition to his present responsibilities. Fink is a graduate of Aquinas Institute and the University of Rochester.

Announce Development Of \$90,000 Video Station

Development of a new low-cost television station which, it is expected, will be sold for less than \$90,000, was announced last week by the Allen B. DuMont Laboratories, Inc. The saving in costs, it was said, is achieved by a "unique application" of image orthicon cameras and special methods of televising film.

DuMont officials pointed out that under present systems, moderately equipped stations cost about \$180,000 and the more elaborate set-ups more than \$250,000.

LESCARBOURA IS GIVEN NEW FRENCH CITATION

WASHINGTON, D. C., Monday—The French Embassy has notified Austin C. Lescarboura, journalist and industrial advertising consultant of Croton-on-Hudson, N. Y., that he has been awarded the order of "Officier de l'Instruction Publique." The citation is in recognition of technical services rendered.

The order of "Officier d'Academie" and the decoration of "Academic Palms", was awarded Mr. Lescarboura for services to France and the Allies in World War I.

Mr. Lescarboura is a contributor to American and French industrial and technical publications, and a correspondent for the University of Lyons. He is aiding the French Mission for Industrial Production in the rehabilitation of French industry.

A native-born New Yorker, Mr. Lescarboura is former editor of Popular Science Monthly and Scientific American. He has headed his own industrial advertising agency for twenty-one years.

Joins Merit Coil

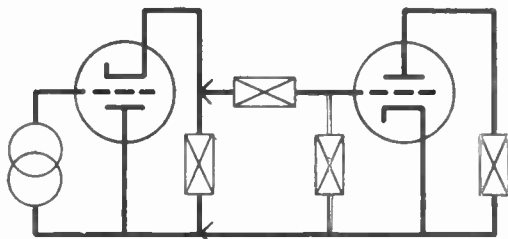
CHICAGO, ILL., Friday—Merit Coil & Transformer Corp., this city, has announced the appointment of A. "Bud" Fields as assistant sales manager. He was formerly with the Thordarson Electric Mfg. Co.

CATHODE FOLLOWER

BASIC PATENTS

NOTICE TO MANUFACTURERS

Licenses are now available for the use of Cathode Follower Circuits in all types of Electronic and Communication Apparatus.



• Inquiries Invited •

REMCO ELECTRONICS INC.

Formerly Revelation
Patents Holding Co.

33 West 60th St., New York 23, N. Y.

IT'S NOT A
MIRAGE!



ALL
TYPES OF TUBES
CAN BE HAD NOW

You can supply your trade with a diversified line of tubes from the stocks of Standard Arcturus and its W.A.A. surplus.

It will pay you now and in the future to align yourself with the oldest name in radio tubes.

Mail Coupon Now!

Standard Arcturus Corp.

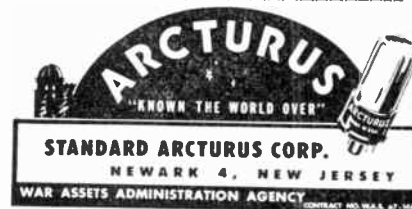
99 Sussex Avenue, Newark 4, N. J.

Send me a list of available tubes.

Name

Company

Address



UNITED STATES TELEVISION — 1 FULL YEAR AHEAD — ANNOUNCES IMMEDIATE DELIVERY BIGGEST TELEVISION PICTURE

And Just 105 Sets Yearly Earn \$100,000 Profit!!!

**PICTURE SIZE 340 SQUARE INCHES
ALMOST 2 FEET x 1 1/2 FEET**

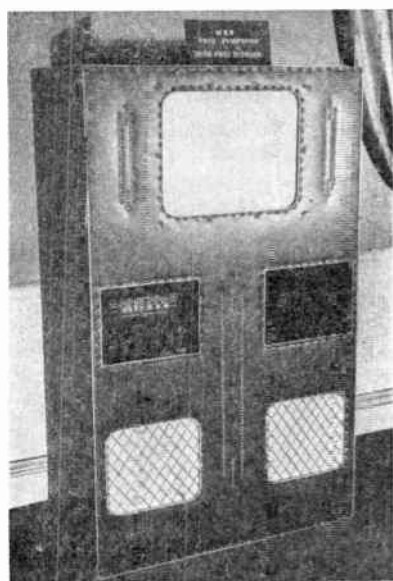
NOW you can beat your competitor by several months to a year when you offer the UST "big-picture" Television-Radio-Phonograph TELE-SYMPHONIC console. No other Television company is delivering big picture home sets in quantity. The huge 21 1/4"x16" projection picture is over six times the size of ordinary sets. This truly magnificent and dependable large-image receiver is the one your customers have been waiting for. Delivery not in a year or six months—but *immediately*, for the incredibly beautiful TELE-SYMPHONIC shown here. Combines the finest in television with the ultimate quality in FM and AM radio (two shortwave bands), plus automatic phonograph. Special Bausch & Lomb lens for sharp focus gives pictures so brilliantly clear and steady you can see them with all lights on. Gets all channels in all cities. Advanced refractive optical projection for safe, service-free operation. Foldaway screen.

BIG ADVERTISING CAMPAIGN. Constant support for you in leading newspapers coast-to-coast, trade papers and magazines.

LEADING DEALERS. UST T-507 stocked by Aeolian, Bambergers, Macy's, Bloomingdale's, Gimbel's, Wanamaker's, in New York; Barker Brothers, The Broadway and Crawford's, in Los Angeles; Strawbridge & Clothier, Gimbel's, Stern's and Wanamaker's, in Philadelphia.



UST TELE-SYMPHONIC T-507. \$2475.00. Superb mahogany console combination. Has FM-AM Radio, automatic phonograph without peer at any price.



UST Tavern TELE-SYMPHONIC T-508-L (in leather). \$2450.00

UST
**Window to
the World**

**Dealer Earns \$20,000 in 60 Days
On 33 T-508 Tavern Sets**

You can earn similar profits with UST. You make \$612.50 on every T-508L you sell. Bars and grills are easy sales for this model because it pays for itself in extra profits. Gives as many as 1000 customers front row seats at big sporting events and other entertainment. Dependable, rugged service. Testimonials prove it may boost bar business 500%. One retail dealer in New Jersey sold 33 sets within 2 months, mostly in January 1947 WHEN RADIO BUSINESS WAS "DEAD."

UST, pre-war pioneer in television, is the **FIRST and ONLY** company to offer **BIG-PICTURE** projection Television.

**UNITED STATES TELEVISION
Mfg. Corp.**

3 W. 61st St. Circle 6-4255 New York 23, N. Y.

TESTIMONIALS

- "My bar is their meeting place for a complete evening."
- "Extra bartenders needed."
- "Paid for itself in two weeks business."
- "Business increased 500%."
- "Pleased with brightness and size."
- "Customers order more drinks during televised sports."

(Other testimonials available upon request)

**Cities Having or Soon To Have
Telecasting Stations**

Have	Will Have
Chicago	Pittsburgh—May 1
New York	San Francisco—July 1
Philadelphia	Boston—Summer
Washington	Kansas City—Summer
Los Angeles	Baltimore—Fall
Detroit	Seattle—Fall
Schenectady	
St. Louis	

ADVERTISING DRIVE BOOSTING SALES IN CHICAGO TERRITORY

OF RADIO AND APPLIANCES

Farnsworth Stresses the Chair- side Model — Arvin to Co-oper- ate With Windy City Retailers.

CHICAGO, ILL., Monday—Tying in with extensive national advertising, the first major merchandising effort here for the Farnsworth chairside model EK-264, was an ad in the Sunday papers here on March 16, which listed all Farnsworth dealers in this territory. The response, as gauged by dealers' statements to Joe Hendrickson, in charge of Farnsworth's Chicago office, was, to quote Mr. Hendrickson, "terrific."

As an illustration, he stated that within two days after the ad had appeared, one suburban dealer received thirteen personal and phone calls by prospective purchasers, and sold three of that number with a minimum of effort. Mr. Hendrickson said that he has had similar enthusiastic and voluntary reports from many other leading dealers, including Loop department stores.

Mr. Hendrickson announced that his office is now sampling dealers with the new de luxe GK-141 in a Heppelwhite period mahogany cabinet. This is the

fourteen-tube set with AM, FM and shortwave, listing at \$3.75. Several dealers who have received sets have given it their unqualified approval, and are anxiously awaiting further shipments in order to satisfying anxious customers.

Mr. and Mrs. James P. Quam, of the Quam-Nichols Co. returned last week from a trip into Georgia and Florida, where they sized up the exploratory market for the firm's "Kwicky Juicer," and found that handy household device moving well in the many stores that have stocked it. They paid visits to Atlanta, Jacksonville, Tampa, St. Petersburg, Sarasota, Miami, Palm Beach, Orlando and Daytona.

Although their trip was not primarily for business reasons, they called on jobbers handling the Quam-Nichols line of speakers, as well as other jobbers stocking the juicer. The one regret of the trip, according to Mrs. Quam, was that she spent three weeks in Florida and caught no fish nor got any tan.

Lynn Stewart, president of the Lynn Stewart Co., distributor here for the Arvin line of radios and electric appliances, is well pleased with institutional advertising that appeared here. It listed the Arvin electric cookers, waffle iron and griddle, three Arvin radios, and automatic iron, and was sponsored by the Wieboldt chain of department stores, dealers here for Arvin product.

Ernest Alschuler, president of Sentinel Radio Co., left March 22 for a trip that will take him into Texas, San

Francisco and Los Angeles. He will return to Chicago on April 19, going east a few days later to attend a meeting of the board of directors of the R.M.A. at Absecon, N. J., April 24 and 25.

Preparations are being made by Radio Craftsmen, Inc., 1341 South Michigan avenue, to show the firm's products at the parts show at the Stevens Hotel here in May. The Radio Craftsmen booth will be No. 25, and will exhibit eleven different types of speakers, five coil kits and five models of receiver kits. John C. Cashman, president and sales manager of the firm, and Byron L. Friend, vice president and general manager, will be in attendance at the display to welcome their old friends and to make new ones.

—W. D. MORRIS.

NEW RADIO STATIONS OPEN IN SOUTHWEST

OKLAHOMA CITY, OKLA., Saturday—New radio stations are in the news this week. A new station at Hobart, Oklahoma owned by T. J. Shriner, will open on May 1. The commercial manager will be Pide Adams. Station KOB at Albuquerque, N. M., has a new manager in the person of Roger Baker, former major league baseball announcer and Cincinnati radio executive. He will replace Frank Quinn who resigned some time ago.

King H. Robinson has been appointed general manager of the new radio station KATL. It is owned and operated by the Texas Broadcasters. The new station will be a 1000-watt, regional, twenty-four hours broadcasting outlet.

Mrs. Maxine Bowman has resigned as general manager of radio station KGFF. Rey J. Bowman, who has been assistant manager has been named head of the station.

Gus B. Moore, Jr. has purchased the S-O-S Radio Service Co. in Dallas.

The sale of radios and refrigerators has risen in this area. According to C. S. Aukerman, radios and refrigerators are two of the most popular consumer items.

—WM. A. FAIR.

You won't miss a single important news item if you read RADIO and Television WEEKLY.

JFD AWARDED PLAQUE FOR FACTORY SAFETY

The State Insurance Fund of New York has announced that JFD Manufacturing Co., of Brooklyn, N. Y., was awarded first place in the 1946 acci-



Julius Finkel Inspects Plaque

dent reduction campaign in the light metal products group.

More than 2300 companies competed in this group. The fact that JFD was placed on top of the list is eloquent proof that the safety measures instituted by Julius Finkel, president of the JFD company, are moves that should be copied by other firms in this group, a spokesman for the fund declared.

JFD was awarded a bronze plaque by the State Insurance Fund in recognition of its achievement. In accepting this honor, Mr. Finkel said: "Accidents in our four plants today are practically impossible. We shall not feel satisfied until accidents are absolutely impossible."

Will Place New Andrea Radio on Market Shortly

The Andrea Sales Corp., Long Island City, will put its new two-band radio receiver, the CO-U15, on the market in the near future, it has been announced by Frank V. Goodman, general sales manager. All parts of the model CO-U15 are protected against extreme temperatures and humidity by the Andrea "climate sealed" treatment.

For our 25th Anniversary Sale We Offer
HARD TO GET

RADIO TUBES

If you don't see what you want, ask for it!

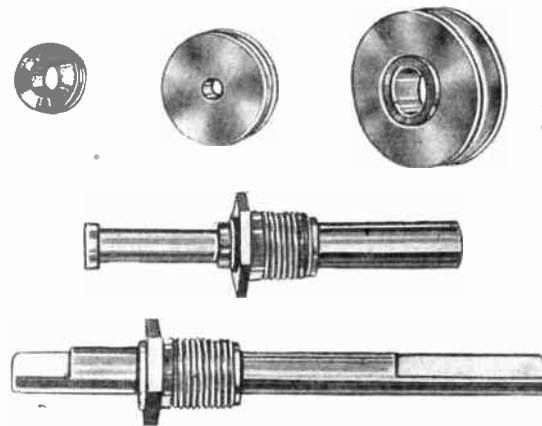
For Immediate Shipment — Below Distributors Cost
R. M. A. GUARANTEED — INDIVIDUALLY BOXED

Rated Accounts 2% 10 Days		All Others 2% C.O.D.	
Type	Price	Type	Price
1A7GT	\$.65	6SA7GT	\$.45
1H5GT	.65	6SG7GT	.50
1L4	.30	6SK7	.45
1N5GT	.65	6SN7GT	.50
1Q5GT	.75	6SQ7GT	.45
1R5	.40	6V6	.55
1T4	.30	7A4	.50
1U5	.40	7AF7	.50
1V	.55	7B6	.50
0Y4	.45	7Q7	.50
3A4	.40	7Y4	.40
3Q5GT	.60	12A8GT	.55
3S4	.40	12AT6	.45
5U4G	.50	12BA6	.45
5Y3GT	.35	12BE6	.45
6A7	.52	12Q7	.45
6A8	.65	12Q7GT	.50
6C6	.50	12SA7GT	.50
6F6	.40	12SK7GT	.50
6F5GT	.50	12SQ7GT	.50
6F6GT	.45	12R7	.50
6J7G	.45	25L6GT	.60
6K6	.50		
		25Z6GT	\$.60
		25Z5	.60
		26	.35
		27	.35
		32L7GT	.85
		35L6GT	.60
		35W4	.40
		35Z5GT	.45
		39/44	.45
		41	.50
		42	.45
		47	.60
		50B5	.60
		50L6GT	.60
		70L7GT	.85
		75	.45
		76	.45
		77	.40
		80	.40
		81	.85
		83	.72
		117L7GT	1.00
		117Z3	.85

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

PETER JACKSON COMPANY

5040 Ravenswood Ave. • LONGbeach 4431 • Chicago 40, Ill.



RIVETS

Pulleys— $\frac{3}{8}$ " to $1\frac{1}{2}$ " O.D.

Drive Shaft Assemblies

Bushings, Solderless

Phone Tips and

Screw Machine Products

for the

RADIO TRADE

SERVWEL PRODUCTS COMPANY

270 LAFAYETTE STREET

NEW YORK 12, N. Y.

DETROIT TRADESMEN EXPECT UPSWING IN SALES THIS SPRING

AFTER SLOW SALES PERIOD

Table Models Take Preference in
Many Stores — Discodiser Co.
Launches New Service.

DETROIT, MICH., Monday — Radio business in Detroit continues slow, and dealers are at a loss to account for the indifference of consumers to the available radios in stores. Sales and cut prices of "off brand" radios apparently do not interest them and all stores in the city seem to be affected. In an interview with several of the leading dealers, the consensus seemed to be that the buying public was waiting for either lower prices or better merchandise.

Wm. Finske, head of radios and appliances for Federal Department Stores, stated that although radio business still lagged, he felt confident that with employment figures up, and bank deposits greater than ever before, it would not be long before buying of radios began again. L. J. Leason, Crowley Milners radio department head, seemed to think that radio buyers were awaiting better values in consoles and that a flood of table radios, delivered by all manufacturers, was responsible for the lag in buying, as most consumers were now stopping at leisure.

At Kerns, the buyer of radios and appliances, Dave Reddaway, agreed to this. A tremendous display of table models covers one entire wall at Kerns, comprising all makes. The profusion of sets seems to act as a deterrent for most people, and they seem to be in no hurry to buy.

Notwithstanding all the pessimism shown by dealers, reports would seem to indicate that business is due for an upswing. Reports are that many dealers in the outlying districts and the neighborhoods had a big day last Saturday and if these reports are confirmed, it may well be the beginning of the long awaited upsurge in buying.

Discodiser Co., manufacturer of the new Discodiser service for record dealers, has completed arrangements to have its product distributed nationally by RCA-Victor Distributors. The device is designed to aid record dealers by listing all artists in the major and some of the independent record lines, in alphabetical order with titles and numbers of the records following.

Housed in a case, designed to either fit on the wall or counter, the Discodiser lists hundreds of records which are actually on the dealers shelves and in so doing, relieves the salesman of the task of checking stock for every number the customer may request. Strips of plywood have the titles printed on them and the artist strips carry the name on a differently colored strip to separate properly each artist. Dealers can remove or replace titles at will as their stock fluctuates and at no time are records listed which are not in stock.

Jerry Kelly of Kelly's Music, is the co-inventor along with Stanley C.

Hayes and reports that the Discodiser has been favorably received in every state in the union. A classical Discodiser will soon be introduced to supplement the one used now for popular records. —LON ALLISON.

Paul E. Southard, vice president in charge of sales of Columbia Records, Inc., left last week for Honolulu where he will appoint an Hawaiian distributor for this record firm.

J. J. Perlmuth Announces Change in Firm's Name

LOS ANGELES, CALIF., Monday—J. J. Perlmuth and Associates, Pacific Coast agents, has changed its name to Perlmuth-Colman and Associates, the concern announces. The business dates back to 1923, when Jack J. Perlmuth began successfully serving a selected group of eastern manufacturers with distribution of their products. In 1946,

Edward J. Colman, formerly vice president and general sales manager of the Insuline Corp. of America, joined the organization as an associate and co-owner. He brought with him twenty-two years of experience in sales, merchandising and advertising.

Others associated with the firm are Paul Wiley, Al Biegel, William (Bill) Neal, Ed A. Hornsteen and Samuel Stroum. Offices are maintained at 942 Maple avenue, and there is a branch office in Seattle, Wash.



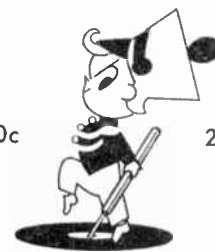
• These are Violins—
• **THEY MAY
LOOK ALIKE**
but one's a Stradivarius!

And the same goes for phonograph needles. Some may *look alike*, but MERITONE—the original Swiss precision-turned needle is the Stradivarius of needles of its type, with a heritage no less time-honored, no less lustrous. Produced by the world's oldest manufacturers of precision screw machine products, MERITONE needles are made of fine Swedish steel, highly polished, with perfectly rounded, uniform points that reproduce sound with maximum fidelity. Each plays 12 or more records with minimum surface noise and record wear-and-tear. Which explains their overwhelming popularity throughout the world. In fine phonograph needlecraft, no other needles challenge MERITONE'S unquestioned leadership!

MERITONE IS THE MOST EXTENSIVELY NATIONALLY
ADVERTISED OF ALL PHONOGRAPH NEEDLES!

10 for 10c

25 for 25c




Meritone
World's Greatest Phonograph Needle Value

SOLD THROUGH DISTRIBUTORS



INTERNATIONAL MERIT PRODUCTS CORP., 254 West 54th St., New York 19, N. Y.




Distributed Exclusively by

ARVIN-SALMANSON CO. of New York, Inc.
 1107 BROADWAY WAtkins 9-7640 NEW YORK 10, N. Y.
Metropolitan New York and Northern New Jersey Territory. Service Dept.: 292 9th Ave., New York 1, N. Y.

ARVIN-SALMANSON CO. of New England, Inc.
 700 BEACON STREET KENmore 5178 BOSTON 15, MASS.
Entire New England Territory

ARVIN-SALMANSON CO., INC.
 2126-30 EDMONDSON AVE., BALTIMORE 23, MD. WASHINGTON, D. C.
 GILmore 7552 Phone REpublic 4696
Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



RADIOS

RADIANT and FAN-FORCED HEATERS

AUTOMATIC ELECTRIC IRONS

"LECTRIC COOK" COMBINATION GRILL and WAFFLE BAKER

INTENSIVE ADVERTISING BOOSTS ARVIN'S SALES IN PACIFIC NORTHWEST

SEATTLE, WASH., Friday—Arvin Radio has long been a volume factor in the Pacific Northwest market. Principal reason has been the merchandising ability of Marshall-Wells Co., big Duluth, Minn., distributing organization for hardware, housewares, furniture and furnishings.

And back of the distributing concern itself is a list of stores that not only carry the Marshall-Wells name, but countless independent establishments, located in metropolitan cities and cross-road communities. In the Pacific Northwest alone the list of merchandise outlets for the Seattle warehouse numbers

more than 900 retail stores. J. Feir is vice president and West Coast manager in charge of operations in this section of the country. His office is located in Portland, Ore., and there he is assisted by Otto Lamb, sales manager, and Dale Beemer, manager of a division devoting its efforts exclusively to radio. The Seattle warehouse acts as a distributing facility and although headquarters are in the Oregon metropolis, over fifteen salesmen work out of the local office.

According to Edward T. Maher, department manager located in the Seattle warehouse, most of the merchandising success of the organization can be attributed to an aggressive and consistent advertising campaign that has long been aggressively conducted by the company.

Advertising includes monthly broadsides that are distributed to the rural

box holders, door to door in small communities and to mailing lists in larger cities. In addition there is a consistent series of advertisements appearing in farm and community papers. A catalogue is also part of the merchandising service that supplement farm magazines, and newspaper advertisements that are backed by radio announcements in many communities, not to mention billboard advertising along the principal western highways and various other media.

Mr. Maher reports that advertising has been a big factor in the success of the Marshall-Wells stores. "Of course good merchandise has always been our chief concern and Arvin radios, we feel, are good receivers," he said, "In some small communities, we rank first in sales, because we are the best advertised. Like most distributors of radios, we have not always had everything the trade has wanted, but we see an improvement." —DUD BROWN.

Radio Expert With Byrd Tells of Antarctic Work

CHICAGO, ILL., Monday—Paul Saylor, USNR, chief electronics technician mate with the Admiral Byrd expedition in the Antarctic, has written a letter to Victor Irvine, advertising and sales promotion manager of Motorola, telling of his experiences. Chief Saylor is a former Motorola employe, and while he was connected with Galvin Mfg. Corp. was in the FM research division.

"We have several SCR-610 Motorola vehicular sets and SCR-536 Motorola 'Handie Talkie' sets along," he wrote. "My job is to go into the sea of ice and set up a radio communication control point on the ice. Who knows but what Galvin equipment may put the first signal on the air to the outside world from the ice barrier."

The letter to Mr. Irvine was dated December 17.

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

WARD

WORLD'S FINEST AND FASTEST SELLING

Aerials

Here's Your Newest Profit Builder! A striking, three-dimensional display which catches the eye of every customer. It's completely assembled, ready to place on your counter and bring in easy, extra sales. You pay only for the four fast moving models mounted. The display itself is FREE!


PROFIT BUILDER
LIST \$22.00

Each of these models is engineered and equipped to fit every car!

WARD

Aerials

THE WARD PRODUCTS CORPORATION • 1523 E. 45th STREET, CLEVELAND 3, OHIO
 EXPORT DEPARTMENT: C. O. BRANDES, MGR., 4900 EUCLID AVENUE, CLEVELAND 3, OHIO
 IN CANADA: ATLAS RADIO CORP., 560 KING STREET, WEST, TORONTO, ONTARIO, CANADA



Look to WARD the leader

Every Ward model has been tested and approved by car and radio set manufacturers — your proof of quality inside and out.

MAKERS SEE ENTIRE APPLIANCE AND RADIO OUTPUT SOLD IN '47

OFF-BRANDS TO BOG DOWN

Dealers Last Month Found Steadily Rising Resistance to Little-Known Items — Some Reported to Have Withheld Goods to Make Other Sales.

Retailers in the last month met a steadily rising resistance on sales of off-brand radios, heaters and irons, it is reported. Some dealers did not show branded goods in an effort to dispose of off-brand items.

Manufacturers of branded radios feel, however, that the situation will correct itself before the market for nationally advertised goods is undermined by the flood of off-brand merchandise.

While there are signs that manufacturers of electrical appliances are catching up with the demand, makers of standard items feel certain they will be able to sell all that they can turn out this year.

Price cuts on branded goods are not needed at the present time, as inventories of these still are low and there is no problem of disposing of them, it is pointed out.

Sale of branded appliances at present levels, without recession, will be made possible by several factors, manufacturers predict. Included are the following:

"More attention will have to be paid to intensive selling programs, especially at retail level; retailers will have to carry a more adequate inventory of standard appliances to assure peak sales efforts; manufacturers will continue to sell most branded appliances on an allocations basis as materials shortages still restrict output; backlogs of orders held by retailers steadily are being reduced, but this is not taken as a sign that recession is close at hand."

Dr. Courtney Pitt, economist for the Philco Corp., said that barring unforeseen international or national catastrophes, the demand for major appliances should remain strong throughout the year.

He predicted that Philco's sales for 1947 would total \$125,000,000, including radios, refrigerators, freezers, air conditioners and other appliances. This would represent an increase of some \$5,000,000 over 1946 sales, he said.

"We still cannot give free reign to our sales and distribution groups and tell them to 'go to town,'" Dr. Pitt said. "Costs and prices continue to edge up. We do not like to see that, but try as hard as I can, it is difficult to get very pessimistic as regards the foreseeable future."

"Well-established companies in the radio business, with widely-known trade marks and public acceptance for their products, will continue to find a public market."

He predicted that Philco would sell a larger dollar volume this year than last year, and that at least 15,000,000 radio sets would be made and sold, with about one-third of the total, or 5,000,-

000, being radio phonographs. He added if the above is true, then business will be considerably more than the whole pre-war radio volume. Total dollar volume at the factory level could run to \$525,000,000 as against \$375,000,000 in 1946 and \$230,000,000 in 1939, he concluded.

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

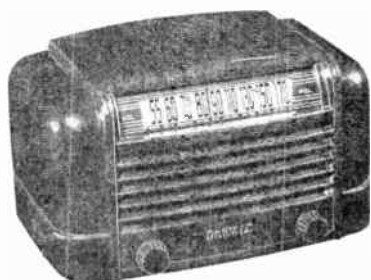
Jessup Joins Cornish

W. F. Jessup has joined the Cornish Wire Co., 15 Park Row, New York, as sales manager of that company's cord division. Until recently he was chief of the wire mill branch, copper division, of the Civilian Production Administration. Mr. Jessup is familiar to the industry as a key man in allocation of copper to the wire and cable industries.

Tax on Television Sets In N. Y. Bars Removed

A \$2 monthly motion picture entertainment fee on New York bars and restaurants with television instruments has been cancelled by Patrick J. Meehan, deputy commissioner of licenses. Asked why the fee was cancelled, he said: "I don't think television is a motion picture."

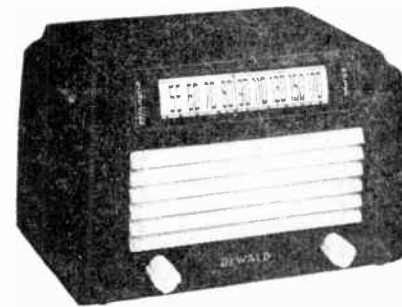
A Quarter-Century of Proven Quality



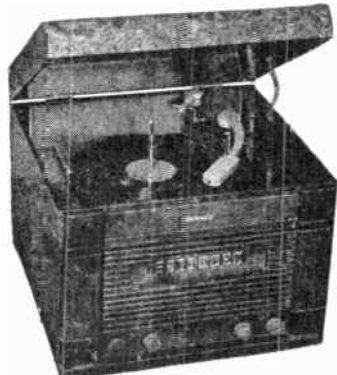
DeWald A-500 "Leader"



DeWald A-501 "Lyre"



DeWald A-502 "Jewel"



DeWald A-605 "Connoisseur"



DeWald A-505 "Excel"

Crowning the achievements of more than a quarter century DeWald presents this new line—a "Hit Parade" of Star Values.

Here are cabinets of distinction—engineering that is a triumph of electronic progress—values that are outstanding.

Here is a line that carries on the high standards that so many thousands have come to expect from DeWald.



For complete information write to:

DEWALD RADIO MFG. CO.
35-17 37th Avenue, Long Island City 1, N. Y.

Chicago Office: BERNAT SALES CO.
624 So. Michigan Avenue, Chicago, Ill.

DEWALD

A FAMOUS NAME IN
RADIO
SINCE 1921

FM and Television Holding Interest Of Toledo Public

SALES GREATLY INCREASED

Video Broadcasting Promised in
Six Months for Northwest Ohio
— Supplies Are Adequate.

TOLEDO, OHIO, Monday — The Spring drive for new business has been started by appliance merchants throughout the Tri-State area. Reports of increases in sales running as high as 500 per cent are not uncommon here.

However, everyone wants FM and many are interested in television. Toledo's station WSPD is promising television in about six months. Retailers look for good business in 1947.

The Toledo Appliance Dealers Association, according to President Frank Moran, at its recent meeting in the Georgiana Room of the Hotel Willard, held a forum in which Louis Norton, head of the Norton Hardware Co., and former association secretary, discussed "What we have accomplished in 1946" and Frank Rogers of the Rogers Appliance Co., Maumee, Ohio, discussed "What we expect to accomplish in 1947." The meeting was a dinner meeting and was well attended.

W. Tucker, Paul Miller, Bert Harris, Don Pahlman and J. Davis were appointed as a grievance committee with the idea in mind of strengthening the association and eliminating all friction. The group in all of its activities is forward looking—matters of importance to the membership such as service, merchandising and ethics are discussed.

Wesley P. Ries, head of the radio and appliance department of the Lasalle & Koch Co., stated Easter records are selling well and Irish numbers for St. Patrick's day were much in demand.

The large store has its appliances and radios located in the center on the seventh floor in a most attractive setting. Here, RCA Victor, Zenith, Stromberg-Carlson, Crosley, Bendix, Freed-Eisman and Arton radios as well as Westinghouse, Kelvinator, Hot Point, Gibson and Crosley refrigerators and Deep Freeze and Ben Hur and Kelvinator home freezers are merchandised.

Among the things which Mr. Ries pointed out as of importance today, are the careful packing of goods in order that no chipping damage will result and of course inspection and handling of merchandise, which were passed over in the past won't be in the future for buyers are extra choosy now.

Milton Tarloff, manager of the Home Show, sponsored by the Toledo Home Planners Institute and held last week at the Civic Auditorium, stated the attendance set several records during its run of ten days.

The appliance exhibits were numerous and attractive and resulted in a nice list of prospects for the exhibitors. Those taking part in the show included, Haupt Appliance Co., Tucker & Tucker, Toledo Edison Co., Hi Speed Co., Arnold Inc., Ace Furniture Co., Walker Furniture Co., Instant Radio Co., and the Lasalle & Koch Co.

Stanford Goldman, executive of the Commercial Electric Co., stated that the 1947 line of household appliances of the General Electric Co., were on display at the Commodore Perry Hotel throughout Friday. There, more than 300 dealers and their salesmen from Ohio, Indiana and Michigan, attended an all day meeting. Robert Buescher and his staff of seven from the Cleveland headquarters of G.E. conducted the sessions.

Earlier dealer meetings and service

sessions were held in Findlay, Lima and Fort Wayne and other central territory locations. Appliance sales are very brisk here and Spring business has opened with a bang.

George R. Filson, of Detroit, has been named appliance manager of the Toledo Branch of the Westinghouse Electric Supply Co., it was announced. Mr. Filson is a graduate of the University of Detroit and has been with Westinghouse since 1945.

Nate C. Goldman, president of the Commercial Electric Co., is expected home from a five-month sojourn in Arizona.

At Lamson's, department store the large street level appliance section is corraling a fine Spring sales volume. Here such widely known names as RCA, Motorola, Crosley, Olympic, Farnsworth and Emerson radios hold forth. Also, Monitor and Crosley refrigerators and American kitchen sinks.

EVERY SECOND COUNTS -
FOR RADIO SERVICE DEALERS . . .

**FAMOUS-MAKE CLOCK
IDENTIFIES QUALITY STORES
SELLING
SYLVANIA RADIO TUBES**

Once you place this big, colorful Telechron electric clock—with its "Radio Service" face—in your store, you'll have an attractive sales aid that identifies your business . . . through every second of the day . . . as carrying the finest line of radio tubes made.

Through far-reaching advertising campaigns, your customers are being advised of the advantages of placing Sylvania "quality-controlled" radio tubes in their equipment. By displaying this on-the-spot sales help you're telling them that you sell these highest quality tubes. Get this wonderful sales aid now!

ORDER FROM YOUR SYLVANIA DISTRIBUTOR or write SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

SYLVANIA

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES;

The Thor washers of which R. C. Rossom, is local distributor, are attracting marked attention on account of the improved features. Arthur Beard is buyer for the department.

FM is a must for all sets today. Here business is several hundred per cent ahead of last year and is continuing to climb. No let down is anticipated in the demand for modern appliances, while people are so well employed, Mr. Schaffer said.

M. J. Zapalio, sales manager of the Buckeye Appliance Co., distributor of Bendix radio, freezer units and small appliances, stated lately Bendix consoles have been arriving in increasing numbers. Glen Pippert, district sales manager for Bendix and Boyd Pond, district sales manager for the Southwest, were recent Toledo callers.

The Elgin Appliance Co. has leased the store at 432 Superior street.

Harry Wasserman, president of the

United Music Store, boasts 30,000 satisfied customers.

—JACK SCHLACHTER.

Ben Joseph Appointed

Ben Joseph, New York manufacturers' representative, has been appointed eastern representative of the Coastwise Electronics Co., Inc., of Los Angeles, Calif., maker of test equipment.

TRAINING PROGRAM FOR DEALERS PLANNED FOR BENDIX RADIO DIVISION

WILL EMPLOY SLIDE FILMS

Designed to Inject More Efficiency and Profit Into Retail Sales Effort, J. T. Dalton, General Sales Manager, Declares.

BALTIMORE, MD., Thursday — A sales training program designed to inject more efficiency and profit into the retail sales effort will soon be launched by Bendix Radio distributors, J. T. Dalton, general sales manager for radio and television, announced this week.

The program hinges upon sound slide films covering specific points in selling radios and radio-phonographs relative to the quality and style features notable in the Bendix Radio line, Mr. Dalton said.

"No matter how outstanding a line may be—either in its styling or demonstrable features—success must lay with the dealers and the retail salesmen," said Mr. Dalton. "Our program is intended to help the dealer to reduce more quickly this handicap of inexperienced personnel with the demonstration of good radio sales techniques.

"A good dealer is an asset to his community. It is our belief that dealers who co-operate with the Bendix Radio distributors in this sales training program will erase more quickly the abuses of the seller's market and will do a service not only to themselves but to the industry and the community as well," he continued.

Mr. Dalton stated that the Bendix Radio Division of the Bendix Aviation Corp. had developed a comprehensive sales training program which it was ready to inaugurate months ago. The market and production at that time, however, were passing through a series of rapid changes, and it was decided to withhold the effort until there was evidence of leveling off.

"We feel that the acceptance already shown Bendix radios by both the dealers and the public at large will be further strengthened by the sound merchandising approach we have undertaken in this training program," concluded Mr. Dalton.

Marvin Hirsch Returns To Radio With "Hedco"

CHICAGO, ILL., Friday — Members of the local trade are welcoming Marvin L. Hirsch back into the radio business. Mr. Hirsch has become a member of Hedco Distributors, Inc., local wholesaler for Air King radio and other lines. He originally was with Vim Radio in Chicago and until recently lived in Los Angeles.

Officials of Hedco Distributors are Messrs. Hirsch, Dave Edelstein and Paul Davidson.

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

... WITH SYLVANIA'S COLORFUL NEW CLOCK TO HELP SELL YOUR SERVICE!

- Fifteen-inch diameter!
- Bright white face ... black numerals!
- Minute and hour hands in black...unique second hand in attractive red!
- The words "RADIO SERVICE" in green and black. The word "SYLVANIA" in identifying green!
- Radio tube in silver and black...design of carton in familiar green and black.
- Telechron movement, sealed in oil; case in brown crinkle finish with silver-colored rim around face! Nominally priced at only \$7.50!

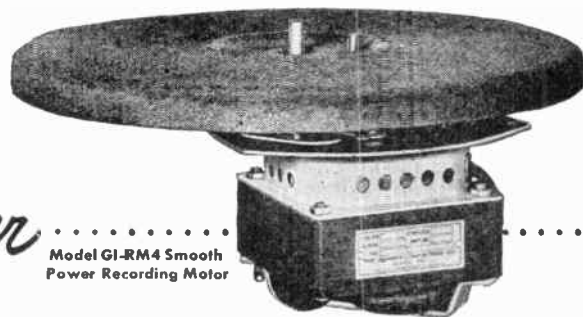
ELECTRIC

FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS



PICK-UP

...AS QUICK AS A WINK... WITH...
..... Smooth Power



Model GI-RM4 Smooth Power Recording Motor

Not a word or a note need be missed when your record players, record-changers or recorders are equipped with Smooth Power motors. That's because these units are built for split-second pick-up to full constant speed.

Their quietness and freedom from vibration give smooth performance that will delight your customers. From our complete line of Smooth Power phonomotors, recorders and combination record-changer recorders, you can select exactly the right units to match your own fine products.



DEPT. MW • ELYRIA • OHIO

NEW ORLEANS REPORTS 40 PER CENT INCREASE IN APPLIANCE STORES

TOTAL NUMBER NOW IS 329

Only 203 Counted in 1941 — Most War Gains Retained, Survey Shows — City May Have Another Appliance Show Shortly.

NEW ORLEANS, LA., Monday—The number of radio and appliance dealers in New Orleans increased by more than 40 per cent between 1941 and 1946. There were 329 dealers at the end of last year as compared with 203 at the end of 1941, according to Edward N. Avegno, manager of the dealer division of New Orleans Public Service, Inc.

No figures were available on the change in the dollar volume of business in the period, but Mr. Avegno said the number of sales has declined due to shortage of merchandise, while the dollar volume has been less affected because prices are higher.

There were a considerable number of new appliance stores built in the city,

and many stores started selling radios and appliances for the first time because the field was considered so profitable, Mr. Avagno said in accounting for the gain in the number of dealers.

He pointed out that washers and refrigerators are still the shortest items in the appliance field.

More figures relative to radio and appliance dealers were released by the Association of Commerce here. Electrical consumption in the city increased 70 per cent from 1939 when the total consumption was 423,058,000 kilowatt hours to 720,249,000 kilowatt hours in 1946.

Most war gains made by the city were retained, resulting in a new high standard of living here, according to the report. The impact of this on radio and appliances dealers could be tremendous, since the South has not been as appliance-conscious as the North and per capita appliance and radio ownership has been less.

New Orleans has heard some talk of another appliance show, but nothing definite has yet materialized.

Several hundred Frigidaire dealers in Louisiana, Mississippi, Alabama and west Florida were shown a preview of 1947 models at the Jung hotel recently. Among those active at the meeting were F. B. Hartney, district manager for Frigidaire; R. L. Hatfield, regional appliance sales manager; H. L. Youngs, district representative; E. T. Brooks, commercial salesman manager; J. O. Wessel, service manager and H. H. Flournoy, district representative.

—R. W. HARTSHORN.

January Appliance Sales Show Gain Over Year Ago

WASHINGTON, D. C., Tuesday—The monthly retail trade report of the Department of Commerce, Bureau of the Census, for January shows that retail sales in independent stores dealing in household appliances were up 71 per cent, as compared with January 1946, but were down 24 per cent as compared with December 1946.

In the radio and musical instrument stores the sales in January, 1947, were up 74 per cent over January, 1946, but were down 34 per cent, compared with December 1946.

Jobbers, Representatives Hold Los Angeles Party

LOS ANGELES, CALIF., Monday—In the interest of better industry relations, members of the Los Angeles Chapter of Representatives and of the National Electronic Distributors Association, joined together recently at the Rodger Young Auditorium here for a cocktail party and dinner. A talk by Richard Adams of the F.B.I. and several vaudeville acts concluded the evening.

Among those present were Francis Hall, president of the Southern California Chapter NEDA, David N. Mar-

Broadcasting Permit for Spartanburg, S. C., Group

SPARTANBURG, S. C., Tuesday—The Spartan Radiocasting Co., capitalized at \$100,000, has been granted a charter to engage in broadcasting, including television and facsimile. Walter J. Brown, vice president and general manager of Station WSPA here, is president.

—B.

shank, president of the Los Angeles Chapter of Representatives, Tom Lynch, Radio Products Sales Co., who acted as toastmaster and about ninety other members of the two groups.

TRAVEL WITH TRAV-LER

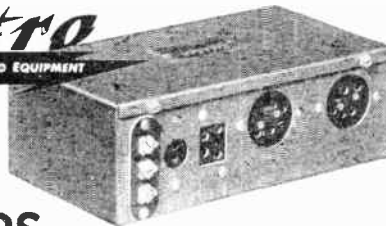
RADIO

Headquarters for FLORIDA

For Details of the TRAV-LER LINE CONSULT

ELECTRONIC DISTRIBUTING CO. 186 N.W. 25th STREET MIAMI, FLORIDA

ELECTRO ELECTRICAL AND RADIO EQUIPMENT



BATTERY ELIMINATORS

Sell Them Now for Winter Use With Portable Radios

A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation. Completely filtered—hum free—silent and efficient. Sturdily constructed—no liquids or moving parts—operate in any position.

MODEL "Q"—Operates an 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (0.5 Amp. filament max.)

MODEL "P"—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

MODEL "F"—Operates any 2 volt, 4, 5, 6, or 7 tube radio from 110 volt 60 cy. source. (0.5 Amp. filament max.)

Canadian representative, Atlas Radio Corp., Toronto, Canada.

ELECTRO PRODUCTS LABORATORIES

— Pioneer Manufacturers of Battery Eliminators — 549 WEST RANDOLPH ST. CHICAGO 6, ILLINOIS

INTEREST OF PUBLIC IN TELEVISION GROWS IN QUAKER CITY AREA

AFTER FEDERAL DECISION

Decision to Defer Commercial
Broadcasts in Color Raises the
Hope of Earlier Programs.

PHILADELPHIA, PA., Monday — Tremendous interest has been evidenced in the decision of the Federal Communications Commission to delay commercial broadcasting of color television. The great publicity given this decision has resulted in directing further public attention to the television models now on the market.

A special commercial announcement covering the black-and-white television situation was made by Alex Wilf, executive of Wilf Bros., during the "Town Hall of the Air" radio program, which is locally sponsored by this store.

A new model of the electron microscope has been presented to the Franklin Institute by the RCA-Victor Co. of Camden, where the research instrument was developed.

Dr. Henry B. Allen, executive vice president and secretary of the Franklin Institute, said it would be installed for public demonstration, the first such showing in this section of the country. Following a public exhibition of the electron microscope, it will be used for scientific studies. This instrument is the 210th such product to be manufactured.

M-G-M records are now beginning to move into dealers' stores at a steady rate, reported Leonard Smith, sales manager of Trilling & Montague.

The Sportsman and Boat Show to be held at Convention Hall next week will have a special display of Arvin appliances and radios, exhibited in the booth of the Stoddard Co., 128 North 8th street. This exhibit will be supervised by Harry Fryman, company proprietor.

A number of out-of-town dealers are now running large copy on the Arvin products, reported Samuel Fingrudt, executive of Everybody's, Inc. Among the organizations promoting this merchandise are Pomeroy's of Reading, and the Garvin organization of Lancaster, Pa.

The Graybar Electric Co., 910 Cherry street, had a big dealer party on Monday through Friday, March 10 to 14, at which time it presented to the entire dealer organization a number of new products and new models of the lines handled.

Introduced at the showing were the 1947 Model Universal ranges and the Reynolds Eskimo freezer, which is a new product for this company. Among the models shown was a six-cubic-foot freezer.

This organization also exhibited the Olympic radio, for which it was recently appointed local distributor. In addition, it handles the Automatic washer, manufactured by the Automatic Washer Co., Newton, Iowa, as well as many other items.

The Post War Graybar organization includes a separate appliance and sales organization with experienced merchan-

dise counselors. The local area salesmen are managed by Walter Soder.

Raymond Rosen, head of the distributing organization bearing his name, and Felix Gross, small appliances divi-

sion manager for the organization, returned this week from a visit to the Wichita, Kan., headquarters of the Grand Range Co.

—SOL SHERMAN.

WESTERN MARKET

The Summer market of the Western Merchandise Mart will be held in San Francisco, Calif., August 4 through 9, it was announced last week.

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	6SE7	.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	700	46	.48
4100	5R4G7	.50	2000	6K6GT	.51	4000	12SA7GT	.55	8000	9003	.35
2900	5U4G	.50	4000	6SK7	.51	12000	12SN7	.45	350	955	.65
8000	5Y3GT	.38	500	6AK5	.60	3000	12C8	.48	7000	SP30	.45
2000	5Z4	.65	4000	6J5GT	.46	8000	12A6	.62	6000	SP45	.45
2635	6AC7	.60	2000	6D6	.49	6000	12BE6	.45	5000	OY4	.48
4100	6AG5	.55	1900	6J7	.65	6000	12AT6	.45	1000	77	.45
4100	6AG7	.60	4000	6SJ7	.55	6000	12BA6	.45	2000	27	.40
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!

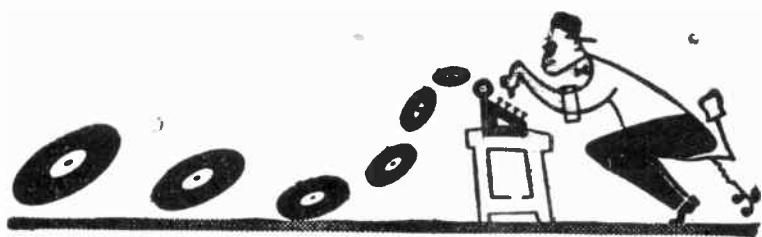
3500 PMs 4" Alnico 5 \$1.05 .67 Magnet Lots of 100	2600 PMs 5" Alnico 5 \$1.25 1 oz. Magnet Lots of 100	2000 PMs 5" Alnico 5 \$1.33 1.47 Magnet Lots of 100	3300 PMs 6" Alnico 5 \$1.50 1.47 Magnet Lots of 100
2000 Dynamic 5" 450 Ohm \$1.55 Lots of 100	2300 6" Alnico 5 \$1.60 2 oz. Magnet Lots of 100	Fresh 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



RECORD NOTES

NEW TUNE HITS ARE MARKETED BY TEMPO

HOLLYWOOD, CALIF., Thursday—Tempo Record Co. of America has just announced the release of "Bells, Bells, Bells," a tune hit which company executives say is giving the "raves" to everyone hearing it. It is known as Tempo Record No. 1010, on the opposite side of which is the parody "The Trolley Song." It was written by Richard Weil, writer-producer, and Herb Kern, arranger and a master of the Hammond organ.

In April, Tempo will feature "Frere Jacques" and "Beautiful Ohio," Record No. 1014, and "Georgia Camp Meeting"

Price Rise Announced By Columbia Recording

BRIDGEPORT, CONN., Thursday—Distributors of the Columbia Recording Corp. were informed last week of price increases on ten-inch and twelve-inch Columbia records, it was revealed by the record firm.

Rising labor and production costs were cited by the Columbia concern as the factors behind the price rises. Ten-inch single records were increased in price from 50 to 60 cents plus tax; the twelve-inch discs were increased from 75 to 85 cents plus tax.

and "Love Is a Random Thing," Record No. 1016.

TOP CLASSICAL DISCS OF 1946 HONORED AT NEW YORK GATHERING

Presentation of prizes for the best classical records produced in 1946 was made at New York City's Hotel Plaza recently at the inaugural dinner of the Annual Recorded Music Awards.

The award giving was sponsored by Frederick A. Kugel, publisher and 200 record dealers throughout the country.

There were twelve classifications of single records and albums in which prizes were awarded. The classifications included concerto, symphony, orchestral, program music, opera, instrumental, vocal, chamber music, most enterprising repertory and foreign records.

The award winning firms and selections were as follows R.C.A. Victor; Symphony No. 98 by Haydn, Weber's "Die Freischutz" Overture, Aaron Copeland's "Appalachian Spring," Dite Alle Giovine, Bach's Goldberg Variations; Columbia: Symphony No. 4 by Mahler, Brahms's Violin Concerto, Mozart Operatic Arias, "Die Schone Mullerin"; Mozart's Quintet in C; Disc: Prokofiev's Overture on a Hebrew Theme; Decca: Stravinsky's Petrouchka Suite; and the Concert Hall Society's "most enterprising repertory."

JOHN HAMMOND HEADS KEYNOTE RECORD FIRM

In a move aimed at the expansion of its recording, distributing and merchandising activities, John Hammond has been elected president of Keynote Recordings, Inc., New York City.

Mr. Hammond, well-known in the record field due to his association with the Columbia Recording Corp. and Majestic Records, has assumed the reins of this firm. Eric Nernay, former president, will serve on the board of directors. Robert McKinney, formerly executive vice president of Allegheny Corp., has been named secretary-treasurer.

Future plans call for a recording repertoire that will include classical, children's and jazz discs. All Keynote records will be pressed in vinylite, it was revealed.



Dynavox

The Finest Name in Electric Phonographs
Presents the Best in Style—Tone—Quality—
Performance—Value for 1947



The SWINGMASTER

A Phono Achievement

Compact—2 Tubes—High Fidelity Pick-up—5" Alnico V Speaker with the Quality and Tone of a Console that will amaze you. Handsomely designed in a 2-tone solid wood cabinet.

SOLD THROUGH AUTHORIZED DISTRIBUTORS

A few territories still available—Write for particulars



MODEL No. AP-514—3 Tubes—With the new fool-proof Milwaukee Record Changer—De-Luxe Solid Wood Chase with DuPont Fabricoid Covering.

Sonora Announces Discs Now Available to Trade

The record division of Sonora Radio & Television Corp., New York City, today announced a list of new recordings that are available to the trade now.

Discs available are "Im Henpecked" and "My Little Dog Got Kittens" by Clyde Bernhardt; "I Got Ya Covered, Mister" and "Buzzard" by the Jim Jam Trio; "The Old Rugged Cross" and "Jesus Hold My Hand" by Alice Corneet; "Downright Lonely, Downright Blue" and "I Can't Tell That Lie to My Heart," "Little Boy Blue" and "Boogie Woogie Farmer" by Fred Kirby; and "Accordion Polka" and "Beggar's Polka" by Stanislaw Mroczek.

R. Keenley Passes Away; Lyon & Healy Executive

CHICAGO, ILL., Thursday—Richard J. Keenley, forty-five, manager of the record and band instrument divisions and head of the branch stores of the Lyon & Healy concern, died Monday, March 17, in Omaha while on business.

ULTRATONE PHONOGRAPHS

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Area

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353 Fourth Avenue
New York, New York

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Audio INDUSTRIES
MICHIGAN CITY, INDIANA

DYNAVOX CORPORATION Long Island City 1, N. Y.

Exclusive Wholesale Distributor
of **DYNAVOX**
for the Metropolitan New York Area

including the counties of New York, Bronx, Kings, Queens, Richmond and Nassau and Suffolk counties in Long Island.

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NEW YORK 6, N. Y.



GENERAL ELECTRIC

176-F1A-8850

Electronic

RADIO TUBES

Precision-made for the finer tone performance that means profitable sales volume!

Write for G.E.'s Tube Characteristics Booklet ETR-15, a handy fact-filled guide for tube dealers and service men. Electronics Department, General Electric Company, Schenectady 5, N. Y.



RECAPITALIZATION PLAN FOR MUSICRAFT RECEIVES APPROVAL

Approval of the plan for the recapitalization and financing of the Musicraft Recording Corp., which includes the consolidation of the corporation with its principal subsidiary, Musicraft Records, Inc., was announced here today.

Under the plan, new common stock will be issued to stockholders in exchange for present holdings of all classes of preferred and common stock. Approximately one-half million dollars of secured and unsecured indebtedness will also be exchanged for common stock under the plan, and a substantial amount of trade accounts and notes payable will be deferred for two years.

As part of the financing, it is contemplated that 120,000 shares of new common stock will be sold privately for investment at \$2.50 a share and that a term loan of approximately \$250,000 is to be arranged.

The outstanding capital of the corporation, giving effect to the plan, is to consist solely of 355,259 shares of common stock.

With completion of the merger, Musicraft Records, Inc. will become the parent as well as operating company, retaining intact the two modern phonograph record plants at Ossining, N. Y., and Los Angeles as well as retaining the company's diversified talent roster and catalog.

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

GERMAINE SABLON ON CONTINENTAL RECORDS

Donald H. Gabor, president of the Continental Record Co., of New York City, last week announced the signing of the internationally famous French violinist, Germaine Sablon, a sister of the popular Jean Sablon.

Germaine Sablon's first Continental recordings are due shortly, it was announced.

Other current Continental discs that are available to the trade are "Veshomru" and "Kidish" by Cantor Maurice Ganchoff; "In the Fun House" and "Times Square" by the Polish Bell Orchestra; "Pita'le Me Djevojce" and "Radikalka" by Tamborice Zbor Yavor; "Last Night on the Back Porch" and "All By Myself" by Buddy Marvin; "Senza Rose" and "Serenate E' Notte" by Conte; "Cherry Polka" and "Golden Stars Polka" by Frank Yankovic; and a Polka album by Frank Yankovic.

LATEST M-G-M DISC RELEASES ANNOUNCED

The New York City office of M-G-M Records today announced the latest disc releases of that newly-formed firm.

Tunes and artists featured are "Misirlou" and "California Melodies" by David Rose; "The Egg and I" and "Who Cares What People Say" by Helen Forrest; "Quien Sabe" and "Time After Time" by Jimmy Dorsey; "Mam' selle" and "Sleepy Time Gal" by Art Lund; and "Predictions for a Hundred Years From Now" and "Ain't No Name Half as Purty as Arkansas" by Carson Robinson.

E. J. CONLON NAMED PROMOTION CHIEF BY AERO NEEDLE FIRM

CHICAGO, ILL., Monday—E. J. Conlon has been named director of advertising and sales promotion for Aero Needle Company, Chicago, manufacturer of Acropoint phonograph needles, it was announced last week.

The company recently closed a highly successful merchandising campaign and went immediately into a new and even more extensive program directed to dealers and distributors, a firm spokesman revealed.

APOLLO WILL NAME ADDITIONAL CENTERS

Plans for the opening of seven new branch offices in sections formerly covered by its present distributing centers have been revealed by Apollo Records, Inc., New York City.

The seven proposed Apollo branches are being added in order to reduce operator's costs and to increase speed in shipping and handling. In the sparsely populated districts, this firm intends to appoint independent distributing firms which handle labels other than Apollo.

The Philadelphia branch, managed by Manny Jaspan, already is in operation. This branch will distribute Apollo records in Pennsylvania, Delaware and South Jersey.

The Apollo firm has acquired its own matrix plant and pressing facilities. A firm spokesman stated that the company had tripled disc production during the past three months.

DIAMOND TO RELEASE NEW JAN AUGUST SET

The Diamond Record Corp., of New York City, yesterday announced a single and a four disc album that would be available to the trade April 1.

The single is "Malaguena" and "Ay, Ay, Ay" by Jan August. The album is a collection of Jan August's most popular recordings and includes "Misirlou"; "Babalu"; "Besame Mucho"; "Dark Eyes"; "My Shawl"; "Without You"; "Malaguena" and "Ay, Ay, Ay."

TELEVISION CONTRACT

The Milwaukee Journal has completed arrangements with the RCA Engineering Products Department for the delivery of complete RCA television studio and broadcasting equipment for Station WTMJ in Milwaukee.

3 STEPS TO EASIER SELLING

Bitter

SELF-SERVICE ALBUM RACK #120

Displays over 39 albums on slanting face. Storage space below has unusually large capacity. 60" wide and 55" tall (new low height for better visibility). Attractively finished hardwood facings. The ideal unit for wall or center aisle.



Bitter

RECORD ALBUM RACK #100*

Attractive, Compact, Roomy! Holds about 500 10" — 500 12" records plus 75 albums. 2'10 1/2" long — 7'2" high — 15" deep. Ideal for use individually or as a unit of department. Facings are Walnut finished birch with recessed ebonized maple base.

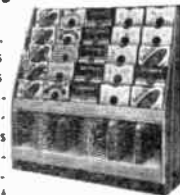


*Also available as album Rack No. 110

Bitter

SELF-SERVICE RECORD RACK #115

The mate to No. 120. Same specifications but slanting face has 25 pockets and displays about 300 records. Many dealers use this "championship-team" back-to-back—the ideal unit for every record department.



Send for Literature

A. BITTER CONSTRUCTION CO.

721 E. 133 St., New York 54, N.Y.

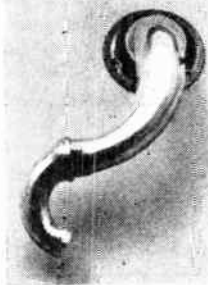
Attention—Portable Phonograph Manufacturers!



Tone-Arms Reproducers

Manufactured by

E. TOMAN & COMPANY



2623 W. 21st Place
Chicago 8, Illinois

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.*



BETTER SUPPLIES AND INCREASED SALES ARE SEEN IN LOS ANGELES

**THOUGH SOME ITEMS SHORT
General Electric Appliances Will
Move to New Building — Cali-
fornia Distributors Adds to Its
Force — Television Active.**

LOS ANGELES, CALIF., Saturday —Recently organized General Electric Appliances Incorp., of this city, will move April 1, from its temporary headquarters at 655 South Labrea avenue to a new home at 150 West Jefferson boulevard. This firm is making rapid strides in its job of distributing all major household appliances.

In its new quarters the complete management and warehouse facilities will be centralized in a two-story building. On the first floor there will be

sales, display, service and accounting departments, while the second floor will be the warehouse. Included in the display will be a completely equipped service kitchen under the supervision of a kitchen planning expert.

In order to facilitate deliveries, the building has four landing platforms for trucks and a railroad spur track running from the Pacific Electric Co.'s main line to the delivery entrance.

The staff of sixty persons will be under the management of S. B. Mahr; George A. Lloyd is sales manager; Howard A. Johnson is operating manager, in charge of the accounting, service and billing departments, while Fred G. Schreiber, is in charge of advertising and sales promotion.

General Electric Appliances covers the southern California territory from Santa Barbara to the Mexican border and east to the Arizona border. Sub-branch is maintained in San Diego under the direction of W. A. Marsden.

The company is endeavoring to lay the foundations for a sound relationship with its dealers. Although extremely inadequate—or, as Mr. Schreiber puts it—"un-normal"—supplies have made it impossible to come anywhere near satisfying the needs of dealers, General Electric Appliances feels that because of the large variety of items handled, dealers have received a satisfactory amount of saleable merchandise in dollar value. In other words, although individual items may have been delivered in small quantities, the company's policy of allocation has given each dealer a fair share of money-making merchandise.

In order more thoroughly to promote the Fada line, C. E. Swingley, sales manager of California Distributors Inc., 1890 West Washington boulevard, has been engaged for the past sixty days in adding new members to his sales force.

While awaiting the underwriter's permits, which are required in order to sell in Los Angeles proper, this line has been enjoying a nice volume in the rest of the southern California territory. Shipments thus far have consisted of table models in straight radios, automatic changers, combinations and portables. Consoles are expected in the Spring.

Joseph Savenick, owner of California Distributors, and Mr. Swingley are also looking forward to receiving Fada's television sets when production gets under way at the plant.

All Westinghouse radios are still being distributed on an "allocation" basis, says Thomas J. Kalbfus, district sales promotion manager of Westinghouse Electric Supply Corp., 905 East Second street. The firm has been receiving a fair amount of deliveries with

a few console combinations. This still inadequate volume the firm has been trying to distribute as evenly as possible among franchised dealers in the territory.

Mr. Kalbfus says he can't get nearly enough of the "Little Jewel". On the whole, though, deliveries are gradually improving, with a few portables. (No. 148) available, it is stated.

Very few Westinghouse automatic washers have come in, however, and distribution is still limited to only a few dealers. In the meantime, Mr. Kalbfus believes that the Laundromats or "Half-hour Laundries" are an asset. Besides familiarizing the public with the performance of the machine, they do a good job of "keeping sales on ice" until deliveries in sufficient quantities can be made to supply the waiting consumers.

Shipments of refrigerators, though still inadequate, have thus far been better than last year. This is also true of traffic appliances. Ranges have been in poor supply.

On the whole, the monthly volume of

Westinghouse appliances received this year has about equalled that of the final three months of 1946.

The consensus among distributors and leading dealers seems to be that the manufacturers who will take their place in the long pull in the television picture are those who are strongly financed.

S. M. BOOKEE

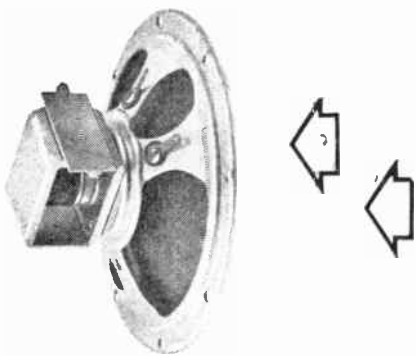
Radios and Appliances Will Be on Display at Indianapolis Exhibit

INDIANAPOLIS, IND., Friday — Radio and appliance products will be exhibited at the twenty-second annual Indianapolis Home Show, to be staged April 18 to 27 at the Manufacturers' Building, State Fair grounds. The Electric League of Indianapolis is one of the sponsoring organizations.

J. F. Cantwell is managing director of the show.

Dependability

Performance



Craftsmanship gained through long experience and the skilled application of war-time technical advances insure superior and long-sustained performance by every UNITED SPEAKER.



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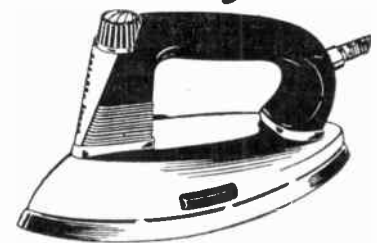
Betty Crocker

of General Mills says:

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



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.



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

Distributed by

EASTERN Electrical SUPPLY CO.
287 Holsey Street Newark, N. J. 348 Washington Street

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Your "Q" for Quality

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Selling to:
INDUSTRIAL FIRMS
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**NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT**

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

"TOP BRAND" RADIOS, APPLIANCES BECOMING PLENTIFUL IN BOSTON CONSOLES ON SHORT SIDE

Some Dealers Declare High Down Payments Are Keeping Sales of Better Appliances to Minimum.

BOSTON, MASS., Monday—It looks as if the "pipe-lines of commerce" are reaching into the stores of the smallest retailers with top-brands of goods in fair variety. In radios, there are plenty of table models but still a shortage of auto-radios, portables, console radio phonographs, FM band radios, and home recorders. Dealers are now in a position to refuse to buy over-priced units. In traffic appliances (electric) the top-grades are coming through in fair supply with dealers cutting prices on early makeshifts if any are left.

Major appliance such as refrigerators, washers, ironers are numerous on dealers' floors but no one will admit that deliveries have been made to any more than a small fraction of prospects on the waiting lists.

About the only widespread and legitimate "gripe" heard from retailers now is the high-cost-of-living. Customers have scraped the bottom of their wartime savings, and current wages for most people leave at most but a few dollars for weekly payments for installment buying. High down payments required are becoming a formidable sales obstacle. So far, there has been very little "trading in" of prewar radios or

appliances, but there has been some swapping of lower priced 1946 units for better quality 1947 radios and appliances.

Department store trade is booming, but volume sales appear to be in the really unusual bargains that these big outfits have secured through syndicate connections.

Some radio distributors are now asking their dealers to make sixty-day forward commitments on specific models, and appear to have abandoned the plan of distributing merchandise as it arrives from the factory on an allotment basis. On the other hand, there are many distributors who must continue to parcel out incoming shipments on a "fair share" basis. Some distributors are offering after-inventory clearance prices on over-stocked or discontinued items that are really bargains.

The Eastern Co. of Cambridge announces that its radio-parts, appliance-parts, and RCA Victor Record departments will be closed March 28 through Monday, March 31 for taking inventory. This applies also to the Worcester and Providence branches.

Westinghouse's Laundromat Automatic Home Laundry is now on demonstration in dealers' stores, and is said to draw considerable consumer interest, particularly when displayed in the window.

Some weeks ago we mentioned that Hub Cycle & Radio Co.'s Emerson Radio Division would be operated as a separate entity. The Emerson Radio of New England is now completely set up to do big volume business in spacious and modern quarters at 590 Commonwealth avenue.

The Crystal Research Laboratories, Inc. at 29 Allyn street, Hartford, Conn., maker of the "Metronoma" electronic metronome, have just announced the "Amplimuse," a featherweight portable sound amplifier, AP-50. It weighs less than ten lbs., works on AC or DC 110 volts, with push-pull audio and eight-inch speaker in a single compact case. It's intended to amplify electrified stringed instruments, automatic record changers, and microphones, and has a dual input. The price is quite moderate.

—FRANK PRAY.

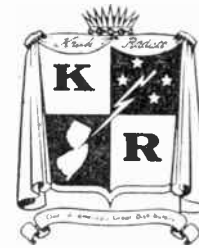
Henry Servais Heads Apollo Record Sales

Apollo Records, Inc., New York, has announced the appointment of Henry J. Servais as general sales manager. Mr. Servais has been for many years associated with the aviation and rubber industries in an executive capacity.

Mr. Servais was formerly for four years radar and radio parts assistant sales manager for the Sperry Gyroscope Co. and before that he was district sales representative for both the Goodyear Tire & Rubber Co. and Firestone. Plans

of the new manager will be directed policy which will give Apollo complete towards establishing a general sales nationwide distribution.

"ONE OF AMERICA'S GREAT DISTRIBUTORS"



Serving New Jersey Dealers for 40 Years

RCA VICTOR	Radios - Television Radio Phonographs - Records Tubes - Radio Parts - Batteries Electronic Parts Sound Equipment - Test Equipment
BENDIX	Automatic Home Laundry Automatic Home Ironer Automatic Home Dryer
NORGE	Rollator Refrigerators Refrigerator Washers Home Freezers - Form Freezers Gas Ranges - Electric Ranges Bottle Gas Ranges Home Heaters - Water Heaters Air Conditioners Commercial Refrigeration Water Coolers
EUREKA	Complete Home Cleaning System Upright Vacuum Cleaners Tank-Type Vacuum Cleaners Electric Cordless Iron Electric Waste Food Disposers
AMERICAN	All-Steel Kitchens - All-Steel Sinks Automatic Dish Washers Garbage Disposers Home Freezers
NEW HOME	Sewing Machines
KNAPP-MONARCH	Table Appliances
VORNADO FAN	Air Circulator
SETH THOMAS	Electric Clocks
WESTCLOX	Electric Clocks
COMFORTAIR	Portable Weather Unit
WESTINGHOUSE	Lamps

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422-432 ELIZABETH AVENUE

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- 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.

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Ravenswood 6100

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

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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 . . .



FRIGIDAIRE DEALER MEETING IN BIRMINGHAM STRESSES "TIME TO START SELLING" THEME

MORE THAN 200 FROM DEEP SOUTH ATTEND GATHERING

Officials of Company Address Sessions — Tommy Thompson Is Now With Columbia — Lanier Co. Takes on New Line — Pizitz Makes Drive on Bendix Washers — Television in Birmingham Imminent.

BIRMINGHAM, ALA., Monday — More than 200 dealers and salesmen from Alabama and Georgia attended the all-day Frigidaire meeting held March 13 at the Thomas Jefferson Hotel. L. W. Curl, district manager, presided and keyed the meeting with the theme "Time to Start Selling." The buyers' market is imminent, it was said, whether thirty, sixty or ninety days hence is anybody's guess. Also visitors at the meeting were Phil M. Bratton, general sales manager, Dayton, Ohio; Fred M. Davison, regional manager, and Roy L. Hatfield, appliance sales manager.

A surprise announcement which was the cause of much gratification among dealers here was that a sales and service branch with parts readily available, will be established in Birmingham April 1.

Until steel is more readily procurable, the present policy is to center production on refrigerators, ranges and electric water heaters, it was stated. Slide films were shown of the water heaters and ranges. The water heater, manufactured in seventeen models, is the most completely automatic Frigidaire appliance and shows the greatest improvement over prewar models. Included among its features are the three-point base, the convenience of no flue and the radiantube heating unit.

This is the tenth anniversary of the manufacture of the Frigidaire range and is marked by five new 1947 models. As the range was designed with the cooperation of housewives intent on labor-saving, a highlighted feature is the flowing top with no cracks and crevices and self-cleaning bowls to catch spill-overs under the cooking units.

Emphasis was put on replacement sales, as it was stated that by 1950, 80 per cent of all sales would be of a replacement nature. Also accented were the importance of demonstration, call-backs, selling terms rather than prices, and training of personnel. Top-flight representatives in the service department were declared essential as they often make first contacts with many potential customers. Vital too is cultivation of the rural market, speakers said.

Tommy Thompson, whose previous experience was with Columbia Recording Co. in Atlanta, is the new manager of the record department of R. P. McDavid Co., Inc. Mr. Thompson succeeds Roy Bledsoc, who is now located in Texas.

R. P. McDavid, Tommy Thompson and two record salesmen attended the RCA Victor Record convention held during the week of March 10, at the Hotel Ansley, Atlanta.

The Lanier Co., which for fifteen years has operated as the Ediphone Co. in many southern cities, has announced its resignation as distributor of the Ediphone, to serve southern business as distributors of the new Audograph Electronic Soundwriter. Audograph, manufactured by Gray Manufacturing Co., Birmingham offices of the Lanier Co. are located at 507 Exchange Building.

The Melody Shop opened March 15, at 1815-8 Third avenue, Bessemer, in a location formerly occupied by the Western Union Office. RCA-Victor, Columbia, Decca and Capitol records are carried. S. P. Keith is owner of the Melody Shop.

Bendix washers are being demonstrated three times daily at the Pizitz department store. The washers are selling nicely and deliveries are good, states E. A. Speer, department manager. Also he says there is much interest and many inquiries regarding FM radios.

Sonora radios have been introduced recently at Williams Music House, this being the only brand handled. The

proprietor, M. E. Williams. Williams Music House, which deals in musical merchandise, sheet music and records, is a pioneer Birmingham concern, having been established by Mr. Williams' father in 1890.

At the Deep South Supply Co., R. P. McDavid declares the new Sonora console model has made quite a hit. He is expecting FM radios in April.

From Birmingham those attending the Southern Regional meeting of the Deepfreeze Division, Motor Products Corp. held in Atlanta, March 24, include Chick McDavid, R. P. McDavid III and three salesmen from the Deep South Supply Co. and Miss Lillian Brandon, home economist, of the Alabama Power Co.

Much interest has been shown here in a recent statement made by R. E. Simmons, district manager of the Southern Bell Telephone Co., indicating that television programs into Birmingham are in the not-too-far-distant future. Mr. Simmons stated that a fifty-mile stretch of coaxial telephone cable between Birmingham, Atlanta and Dallas, Texas, has been opened for commercial use and that when the necessary associated equipment has been added, the cable will be able to transmit television programs.

—S. A. MAXWELL.

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

Where Do Little Battery Plugs Come From?

IMMEDIATE DELIVERY

J.F.D. is today one of the foremost manufacturers of popular battery plugs in America. Huge production facilities enable us to make IMMEDIATE DELIVERIES on all of the popular type replacement and general purpose battery plugs now in use, in quantities LARGE or SMALL! Our engineers are glad to help with special plug problems.

WRITE FOR DESCRIPTIVE LITERATURE

Jobbers' Assortment

MODEL BP-2000

Contains 2000 battery plugs. All types, properly assorted according to demand. Housed in 2-drawer all-metal cabinet. All technical data, battery plug schematic diagrams, and "Locator Chart" included. Room for 3000 plugs in this cabinet!

Model BP-2000 List Price Value \$235.85

Famous Servicemen's Kit

MODEL PB-100-MC

J.F.D.'s most popular kit with radio servicemen and dealers. Contains an assortment of 100 battery plugs, for practically every plug-in battery, including plugs with Fahnestock-type clips. Useful technical bulletin and plug schematic diagrams included. Housed in attractive metal box with hinged top. Can hold up to 300 plugs!

Model BP-100-MC List Price Value \$12.22

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

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RADIO
Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

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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 thousands of items of Radio and Electronic Supplies

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WALKER-JIMIESON, INC.
311 SOUTH WESTERN AVENUE, CHICAGO 12, ILLINOIS • CANAL 2525

GENERAL ELECTRIC CO. INTRODUCES ITS FIRST TELEVISION RECEIVER

TO CONNECTICUT DEALERS

Methods of Distribution, Installation Are Outlined by Officials of Company — First Shipments Already Completed.

(Continued from Page 5)

a factory-approved servicing agency will be provided to handle the installation and service in conformity with the consumer service contract."

At the meeting, Mr. Fisher announced that the first dealerships in Connecticut would be in the servicing-dealer category and, because of the limited supply of merchandise at the present time, one dealer will be appointed for each of the Greenwich,

Stamford, South Norwalk and Danbury areas and two for Bridgeport.

This set-up will be augmented by the appointment of additional dealers just as fast as more merchandise becomes available. All television dealer appointments, he said, will be made from the roster of the present standard line of General Electric radio dealers.

Paul L. Chamberlain, manager of sales for the receiver division, stated that moderate production is coming off the factory line and that this production would increase gradually to its scheduled rate and would later be augmented by at least two other television models.

The delivery of demonstration models and a few sets for immediate sale were made yesterday.

Among those attending the meeting were L. G. Moore, Jr., national radio sales manager, General Electric Supply Corp.; R. L. Lewis, appliance sales manager, GESCO, of Hartford; Roger Sherman, operating division service manager, GESCO, Hartford; Howard Griswald, technical service manager, GESCO, Hartford; Ray L. Hanks, New England district manager for the Electronics Department; William Parkinson, manager of the technical service department, Receiver Division; C. H. Bell, district representative of the Receiver Division, and John Catterall and Eugene Athony, technical service field engineers.

NORGE AND ADMIRAL HOLD MEETINGS FOR COLORADO DEALERS

DENVER, COLO., Monday — E. L. Huff, sales manager of the Auto Equipment Co., Norge distributor, presided at the first post-war service clinic of Colorado Norge dealers in Denver on March 11 and at a meeting in Pueblo on March 14. Some 120 dealers were present at the two meetings.

The meetings were conducted by Mr. Huff; Frank Toler, Norge Division district representative; C. R. Anderson, Norge service representative, and Russell Wood, service manager of the Auto Equipment Co.

In view of the coming competitive market, the Auto Equipment Co. is taking necessary steps to see that Norge dealers have the necessary knowledge in order to maintain efficient service.

C. M. Pearson, merchandise manager of the Graybar Electric Co., Inc., reports that the company held an Admiral Dual Temp meeting at the Cosmopolitan Hotel in Denver recently. All of the company's dealers were in attendance, numbering 147.

Miss Willie Mae Rogers, director of

home economics for the Admiral Corp., gave the principal talk, comparing the advantages of the Admiral Dual Temp refrigerator with others.

Present at the meeting were W. C. Johnson, general sales manager for the Admiral Corp.; Pat J. Deluhery and Lon Willis, Admiral regional managers; George Bryant, major appliance sales manager, Graybar Electric Co., New York, and L. C. Bray, district merchandising manager, Graybar Electric Co., Kansas City.

—FRANCES CONREY.

Berne Fischer Gives Talk On "Wire Tape Recording"

NEWARK, N. J., Friday — Berne Fischer, chief engineer of General Instrument Corp., addressed a recent meeting of the Keymen's Club of General Instrument Corp., on "Wire Tape Recording" with demonstrations, at Essex House.

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.

Hotpoint Will Show Line To Trade in Nine Cities

CHICAGO, ILL., Monday — Hotpoint, Inc. will hold a series of distributors' meetings beginning in Portland, Ore., today, to acquaint the trade with its new line of automatic electric ranges, a newly designed water heater and an automatic electric dishwasher, according to Gregory I. Rees, range and water heater sales division manager.

Following the Portland meeting, the distributors' meetings will be held at Los Angeles, April 1 and 2; Denver, April 8 and 9; Buffalo, April 14; Boston, April 17; Philadelphia, April 21; Chicago, April 22 and 23; New York, April 24, and Dallas, May 14.

outstanding

- CABINETS
- RECORD-CHANGERS
- FM
- STANDARD BROADCAST

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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

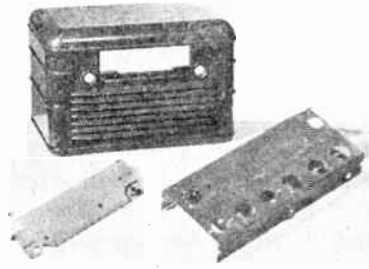
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AMCON ELECTROLYTIC AND PAPER CAPACITORS, INCORPORATING NEW PLASTIC DESIGNS, COVER A-I STANDARD CAPACITANCE VALUES AND WORKING VOLTAGES.



TO MANUFACTURERS . . .
Starting in Business? . . . Want a New Model?
SAVE \$5,000 on Dies!

Cabinet: 6 7/8" x 6 3/8" x 10 1/2"
 Chassis: 4 1/2" x 1 3/4" x 10" Dial Plate: 2 1/2" x 6 1/2"



This Money-Saving Kit
\$1.75
 (1,000 Lots F. O. B. L. A.)
 Send Your Check for Sample
 Refund on Return

TELEMATIC CORPORATION (Formerly Radio Process Co.) 7460 MELROSE AVENUE, LOS ANGELES 46, CAL.

COLOR TELEVISION IS REJECTED

(Continued from Page 3)

prefers. The answer lies in the nature of television and the fact that there are not enough frequencies available in the 480 to 920 megacycle band for more than one color television system."

The Commission held that "before permitting a new television system service to become established on a regular basis, a decision must first be made on fundamental standards. Otherwise, manufacturers of receivers could not start to build them, or the public to buy them with confidence that they would be satisfactory for all transmitters. Before approving such standards, the Commission must be satisfied not only that the proposed system will work, but that it is as good as can be expected within any reasonable time in the foreseeable future, and in addition is capable of permitting incorporation of better performance characteristics without requiring a change in fundamental standards.

"Otherwise, the danger exists that the standards will be set before fundamental developments have been made," the Commission said, "with the result that the public would be saddled with an inferior service if the new changes were not adopted, or, if they were adopted, receivers already in the hands of the public would be rendered useless."

The opinion continued:

"Judged by the foregoing test, the Commission is of the view that the standards for color television proposed by CBS should not be adopted. In the Commission's opinion the evidence does

not show that they represent the optimum performance which may be expected of a color television system within a reasonable time.

"In the first place, the Commission believes that there has not been adequate field testing of the system for the Commission to be able to proceed with confidence that the system will work adequately in practice. Secondly, the Commission is of the opinion that there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored."

Two specific problems, the Commission, said, should be examined carefully. One is further experimentation toward development of a low-cost television receiver to be sold "at a price which the average family can afford to pay." Second, is further experimentation along the line of finding methods of transmitting color television over narrower channels to provide more television channels for a truly nationwide competitive television system.

SYRACUSE, N. Y., Thursday—The FCC decision to deny the petition of Columbia Broadcasting System for operation of commercial color television stations at this time does not affect General Electric's production plans for transmitters and receivers, it was announced here today.

Although GE built a few experimental shop-model color television receivers for CBS, the company's production plans have centered on black-and-white, it was pointed out. GE is in production on this basis on television receivers.

Model 801, a console set with a direct-view picture, and also including the standard broadcast band, is now available for sale in areas where television stations are on the air. This and other black-and-white television receivers to follow this year are being made at the GE receiver division at Bridgeport, Conn.

The FCC decision will clear up the indecision on the part of some broadcasters who have been awaiting the outcome before making definite commitments in the industry, according to GE sources here.

Vacuum Cleaner Sales Set All-Time Records

CLEVELAND, OHIO, Saturday — All-time records of the household vacuum cleaner industry went into the discard in February, with factory sales of standard-size cleaners totaling 272,927 compared to 265,364 in the next highest months, December, 1946, and 258,892 in January, 1947.

February sales were 126 per cent greater than in February, 1946, when the industry sold 121,000 cleaners, according to figures announced here today by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association.

"The rate at which vacuum cleaners are going into American homes is all the more remarkable when it is realized that the industry achieved this latest high in the shortest month of the year," Mr. Frantz pointed out.

Joseph E. Lipman Joins S. H. Cohn, Los Angeles

LOS ANGELES, CALIF., Friday—Joseph E. Lipman has joined the staff of the S. H. Cohn Sales Co., 282 West Santa Barbara, this city, and has been assigned to cover jobbers and manufacturers, it was announced this week by Sigmund H. Cohn. The firm is a manufacturers representative.

Thorium-Coated Anodes Increase Tube Efficiency, U. S. Government Reveals

WASHINGTON, D. C., Monday — Thorium-coated anodes increased the efficiency of German radio tubes by helping to produce and maintain high vacuums according to a report on special radio tube materials now on sale by the Office of Technical Services, Department of Commerce.

The report, prepared by E. R. Owen for the British Intelligence Objectives Subcommittee, describes German methods of applying thorium, zirconium, and aluminum alloy plating on electrodes and other radio tube parts. The methods were developed by the Berlin plant of the Telefunken Wireless Telegraphy Co.

Thorium coatings were particularly suitable for anodes made of iron, nickel, molybdenum, and carbon, the report states. The coating readily absorbed traces of gas remaining after a radio tube was evacuated. The resultant higher vacuum improved the performance characteristics of the tube and raised its sensitivity.

The report states that the plated iron anodes cost much less than carbonized nickel and indicates that American and British manufacturers of radio tubes—large users of carbonized nickel—might find plated iron a profitable substitute. The report also contains a description of the processes Telefunken used to convert thorium powder into sheets, rods and wire.

New Kentucky Retailer

HARLAN, KY., Tuesday—The Radio Shop, Inc., of this city, has filed articles of incorporation with the Secretary of State, listing authorized capitalization at \$3,000.

The incorporators are M. V. and B. G. Purcell and John Lackey.

—B.

METAL STAMPINGS

DKE

...for dimensional accuracy!

DKE stamped metal parts can now be supplied in any quantity on short notice. 20 years experience in producing all types of cups, sleeves, flanged shapes, and fabrications to specification. Tools, jigs, fixtures produced on premises for precision and economy.

THE ENGINEERING CO.
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 27 WRIGHT ST., NEWARK, N. J.

INQUIRIES INVITED

DISTRIBUTORS IN CHICAGO

WILCOX-GAY RECORDIO GRAND GAS RANGES FREEZ-ALL FOOD FREEZERS INTERNATIONAL OIL HEATERS ARMSTRONG IRONERS MIRACLE APPLIANCES EVEREADY BATTERIES	CLARION RADIOS ROYAL VACUUM CLEANERS HANDY HOT APPLIANCES CORY COFFEE BREWERS VACULATOR COFFEE BREWERS MAGIC FLO PERCOLATORS MELL-O-CHIMES
--	--

WAKEM & WHIPPLE INC.
 66 W. Ohio St. WHOLESALE DISTRIBUTORS Chicago 10, Ill.

Jensen MANUFACTURING COMPANY
 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS
 IN CANADA — COPPER WIRE PRODUCTS, LTD., 71 King Street, West, Toronto
Specialists in Design and Manufacture of Fine Acoustic Equipment

BAUER JOINS SHAPP; TO CONTACT JOBBERS

PHILADELPHIA, PA., Monday — Bill Bauer, well known in radio circles here, has joined M. J. Shapp & Co., radio manufacturers' representative, and will cover the jobber trade in eastern Pennsylvania, Delaware and southern New Jersey.

For fourteen of the last seventeen years, Mr. Bauer has been actively engaged in merchandising radio parts and equipment for jobbers in Philadelphia. The three missing years were during the war, when he was with the Brewster Aircraft Co. as flight and radio inspector.

M. J. Shapp & Co. represents Brown-ing Laboratories, Bud Radio, Inc., Condenser Products Co., Racon Electric Co., Radio City Products Co., Workshop Associates, Inc., and the Kwiheet Division of Sound Equipment Corp. of California.

Television Advertised by Using Time on Television

LOS ANGELES, CALIF., Monday — Using television to advertise television and radio sets, as well as household appliances, is a reality here.

Kenny Brothers, southern California distributor of Stewart-Warner television and radios, has a contract with Station KTLA, of Television Products, Inc., a service of Paramount Pictures, Inc., for both afternoon and evening spot announcements five days a week, during which time current Stewart-Warner television sets are presented via television.

Bowling Team Backed By Radio Dealers Wins

PORTLAND, ORE., Friday — A bowling team sponsored jointly by the Hoffman Radio Corp., Los Angeles radio set makers, and the Stubbs Electric Co., of this city, Oregon distributors, won the Oregon state championship.

Mickey Lee, team member took top honors in the Portland all-events championship and the Oregonian state tournament. Bill McCulloch ran off with top honors in the State all-events championship, while, McCulloch and Hugh Hanna received second place in doubles in the state tournament.

The team will play in the American Bowling Congress, Los Angeles, starting May 8.

—POWER.

Papers for Electronics Conference Are Invited

CHICAGO, ILL., Monday — National Electronics Conference, Inc., is inviting papers to be submitted for possible presentation at the 1947 National Electronics Conference, to be held at the Edgewater Beach Hotel, Chicago, on November 3, 4, and 5. A wide range of subjects covering research, development, and application in the field of electronics and closely allied fields, and a limited number of survey papers, giving a general over-all picture of highly specialized fields, will be included.

Those interested should send a 100 to 200-word abstract to Dr. G. H. Fett, University of Illinois, Urbana, Illinois, before June 1.

SURVEY IN TWIN CITIES AREA SHOWS LARGE PERCENTAGE OF FAMILIES HAVE TWO RADIOS

ST. PAUL, MINN., Monday — A survey of radio stores in St. Paul disclosed that from 50 to 60 per cent of the homes in the city have two radios or more.

This sudden growth in distribution has come in recent months, radio managers reported. Up until then the ratio was one family in ten with more than one radio in the home.

Reason for the upsurge in distribution of sets is that members of the family have wanted utility sets to enable reception of different programs at the same time.

The survey showed that a large volume of portable units has been sold in recent months, although almost every family has a console model for living room use.

The managers reported their present radio stocks were at pre-war levels, with inventories built up considerably since January 1. On the other hand, radio sales have taken a downward trend in recent months due to the off-brand product influx of the period immediately following the war. So much difficulty was reported with these models that buyers have become very wary in making purchases, the managers report.

H. H. Cory, manager of the Thirteenth Annual Builders Show, Home Beautiful Exposition and Flower show, March 22-31 in Minneapolis Auditorium reports a record of 349 exhibitors who have taken display space. Leading the field, he said were firms dealing in household appliances such as radios, refrigeration and other electrical merchandise.

North Side Appliance also is putting the finishing touches to a special electronics sound room for the display of appliances and records in North Minneapolis.

A course in electronics will be offered for the first time by St. Thomas College in St. Paul starting with the next semester. The college has acquired \$10,000 worth of electronics equipment donated by the Army Air Forces for student use.

Harry Lerner and Jerry Schoenberger, operators of North Side Appliance Center, 1819 Plymouth avenue,

have installed a complete washing machine repair department and engaged Bud Feuer to run the division. This is the latest move by Lerner and Schoenberger in the expansion of its outlet which is fast becoming one of the outstanding retail stores for radio, refrigeration, washers, electrical home ap-demonstration of electronic sound equipment. Another innovation is that the firm, situated in a thickly-populated Jewish section in Minneapolis, has taken on a complete line of Jewish recordings and has the most extensive inventory of this type of merchandise in the Twin Cities.

Reinhard Bros. Co. is reporting excellent acceptance in its trade territory of the new M-G-M recordings which the firm now distributes. The new record department at Reinhard's has fast become one of the most popular divisions at the concern.

F. C. Hayer Co., RCA-Victor distributor in this area, has received a shipment of the new non-breakable Red Seal recordings. Initial receipt was snapped up quickly by dealers who report consumer interest in the product is very high.

Hayer reports that record sales in general continue extremely well and that the company is having trouble keeping up with its orders which keep pouring in heavily.

—JACK WEINBERG.

Lance Ballou Appointed U. S. T. Promotion Head

Lance C. Ballou, Jr., has been appointed promotion manager of the United States Television Mfg. Corp., New York. Hamilton Hoge, president, announced last week.

Mr. Ballou, who served as a lieutenant in the Navy on destroyers in the Pacific and Mediterranean during the recent war, is a Dartmouth graduate and studied at the Pasadena Playhouse. He is an active member of the American Television Society and completed a survey tour recently of television cities from coast to coast.



Geiger-Counter X-ray SPECTROMETER

The Norelco Geiger-Counter X-ray Spectrometer makes possible investigations of the basic atomic structure of matter, offering powerful aid in material analysis, product development, control and research. Ask for complete data.



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

DEMONSTRATION OF FM BROADCASTING GIVEN GROUP OF TRADE MEMBERS IN KANSAS CITY

OVER 200 DEALERS ATTEND MEETING OF JENKINS FIRM
New Stromberg-Carlson Models Presented — Station KOZY Expanding Facilities — White & Co. to Manufacture Record Filing Cases — Market Week Draws Big Crowd From Several Western States.

KANSAS CITY, MO., Tuesday—At a meeting held in the auditorium of the Jenkins Music Co., recently, the Jenkins wholesale division presented the new line of Stromberg-Carlson FM radios and radio-phonograph combination instruments to 200 dealers from western Missouri and eastern Kansas.

K. G. Gillespie, general manager of the wholesale division, demonstrated the Stromberg-Carlson labyrinth speaker. Presentation of the line by models was conducted by R. E. Matthews, district manager for Stromberg-Carlson. Jack Robertson, sales manager of Jenkins, discussed the manufacturers' national advertising program, newspaper co-operative programs, and sales promotion plans for the remainder of the year.

A feature of the meeting was a broadcast especially prepared for the conference by KMBC-FM of Kansas City, and designed to demonstrate the reproduction qualities of FM transmission and reception and to emphasize the elimination of electrical interference in FM broadcasting in contrast to AM.

Charles Eatough, sales manager of

KMBC, discussed his organization's FM station and the programs to be carried. KMBC is now operating a 12,000-watt FM transmitter from 2 P. M. to 9 P. M. daily.

O. R. Wright, promotion manager of KOZY, pioneer FM station here, says that inquiries received at his office indicated that interest in the commercial sponsorship of FM broadcasts is at a peak in Kansas City. KOZY is at present carrying four commercial programs and will add four others soon.

To provide room for its increased activities, this station is expanding its quarters in the Porter Building to secure 50 per cent more office space. Station KOZY has begun the publication of a monthly program schedule.

Harry Butler, of the Butler Funeral Home in Kansas City, Kans., has announced the completion of plans for an FM station which is expected to be in operation about September 1. Application has been made with the Federal Communications Commission for approval of a change in engineering details. A General Electric transmitter will be used.

A number of applications for new AM stations in other Kansas towns have been filed with the FCC.

H. J. Griffith, of the Griffith Broadcasting Co., has applied for a permit for a station in Parsons, Kans., and Tom Potter, of the Potter Broadcasting Co., Parsons, has asked for approval of stations in Parsons and Concordia, Kans. Alf. M. Landon has applications pending for stations in Leavenworth and Liberal. Station KGGF at Coffeyville, Kans., has asked permission to increase its power from two to five kilowatts.

White & Co., the first manufacturing plant to locate in Excelsior Springs, Mo., a health resort town thirty miles east of Kansas City, has begun assembly-line production of record filing cabinets and combination radio and record player tables.

The firm is owned and operated by Hadley White and Forest Wood, a veteran who designed the cabinets during a convalescent period in a Navy hospital.

At the present time the company has ten employes and a monthly output of 300 finished items. Plans call for doubling the number of workers and increasing production to 1000 pieces a month.

Approximately 200 midwestern dealers attended the opening day of the Furniture and Allied Lines Market Week, held at the Merchandise Mart in this city, March 16-22. Manufacturers' representatives report that sales of household items were brisk, but dealers were concerned with the shortage of gas and electric ranges.

—ELSIE WRIGHT.

U. S. TELEVISION MFG. SHIPMENTS INCREASE

The United States Television Manufacturing Corp., New York, reports the shipment of television sets during the month of February totaling \$167,080, compared with \$153,905 in shipments in January and \$64,304 in December. Profits have also substantially increased, the company revealed.

U.S.T. is at present producing and delivering large screen, projection type receivers that are being sold principally to taverns, restaurants, clubs and other such public places. The company revealed that one small dealer in New Jersey earned \$20,000 in gross profits in sixty days by selling U.S.T. television sets to bars and taverns.

The New York firm is also in production at present on the projection type home television sets and is also delivering Model T-502, a direct-view console type receiver with a 10-inch cathode ray tube and which includes AM, FM, short wave and automatic phonograph. It is priced at \$895. Popular priced television sets will be produced at a later date.

C. S. Welch Is Promoted By Westinghouse Supply

C. Stephen Welch, assistant auditor, Westinghouse Electric Supply Co., has been named assistant to David M. Salisbury, executive vice president of the company. W. H. Black will succeed Mr. Welch.

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
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Washers
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Oil Burners
- BEE VAC
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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**
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Lower Connecticut Only

STERN & COMPANY of HARTFORD, Conn.

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"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

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Home Laundry Equipment
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Refrigerators—Ranges
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AEROPPOINT UHF* **Emerald**
 PERMANENT JEWEL TIP PHONOGRAPH NEEDLE TRANSCRIPTION-
 QUALITY REPRODUCTION FOR HOME PHONOGRAPHS... \$10
 AERO NEEDLE COMPANY • 619 N. MICHIGAN AVENUE • CHICAGO 17, ILLINOIS
*Ultra High Frequency

**GROSLEY'S NEW LINES
 SHOWN AT MEETING OF
 SAN FRANCISCO TRADE**

**BY OFFICIALS OF COMPANY
 Much Interest Is Manifest by Retailers — Unusual Notice Being Taken of Sonora — Discs Boom.**

SAN FRANCISCO, CALIF., Monday —An interesting luncheon-business meeting was held recently at the Cliff Hotel. The host was N. B. Dinkel, western regional manager, Crosley Corp., and the guests were members of California Electric Supply Co., Crosley distributor.

Present were: N. B. Dinkel; Lloyd B. McDonnell, president, California Electric Supply Co.; Edwin L. McDonnell, secretary-treasurer; Edward J. Rising, manager Radio and Appliance Division; John E. Amberg, advertising and sales promotion manager; Mace O. Feudner, Jack C. Hightower, J. Coggins, L. Wolf, J. Valenson, B. Smith, L. Lorenzetti, C. Bailey.

The meeting was called to order at 10:15 A.M. when Mr. Dinkel proceeded to discuss the development of the Crosley Corp. since its inception in 1921, the changes in policy brought about when Ray Cosgrove joined the firm in 1940, and now the long-range program for the future.

The first big subject on the agenda was radios. According to Mr. Dinkel, Crosley has tremendous capacity for accelerated production. He called special attention to the new "tear-drop" design of table model 56 TD, and the portable set 56 PA or PB. His listeners were interested to hear that the cabinet of the portable is made of the same

type of plastic as used in gunslits, and is seven times more durable than the ordinary variety.

The next topic was Crosley Shelvador refrigerators, and the additional features planned for the line.

At this point, in order to give Mr. Dinkel some respite, John E. Amberg took charge, and gave a resume of the Shelvador features, mentioning such as: trigger action door latch, 1 PC. white plastic breaker strip, oversized evaporator, two glass-covered sliding crispers, acid resisting porcelain at refrigerator bottom, ten position temperature control, storage bin and FM type condenser.

Later, Crosley ranges were discussed, and the Crosley "Sale Promotion Institute." N. B. Dinkel enumerating reasons why it is advantageous for Crosley dealers to avail themselves of this service.

Robt. D. Schwalb, of Schwalb-Lapkin Co., 1190 Bryant, distributor of Sonora radios, said that Sonora's national advertising campaign is creating "tremendous interest among dealers and public alike. Several good shipments of Model RMR 219, radio-phonograph console sets had been received, and are proving increasingly popular. There were limited deliveries of Bee-Vac vacuum cleaners, and larger ones are expected to arrive. Bee-Vac washing machines should put in an appearance soon, he said. Schwalb-Lapkin Co., has taken on a new line, the Whippet electric mixer which is to retail at \$10.95.

Lloyd Sutton, manager of Frank Edwards Co.'s radio and appliance division has announced that Ben G. Sanderson, recently appointed western division manager for Deepfreeze, will make his headquarters at Frank Edwards Co.'s showroom at the Western Merchandise Mart.

The boom in records continues, and the demand for them seems unlimited.

R. M. Bird, manager of Leo J. Meyberg Co.'s record division, states that all dealers report substantial gains over the corresponding 1946 three months. Mr. Bird has increased his staff by two. He appointed Phil Wickers sales promotion and advertising manager for the record division, and named Bert Carlsson as field supervisor.

Leo J. Meyberg Co., 70 Tenth street, is distributor in California for RCA-Victor products, Norge, Bendix home appliances, etc. Mr. Bird says that there will be an RCA-Victor record distributors meeting held here at the Sir Francis Drake Hotel, April 7 and 8. RCA-Victor executives, who are coming West to conduct the meetings, are: J. W. Murray, vice president, in charge of record division; Herb Allen, record field sales manager; Jack Hallstrom, general merchandising manager, record division, and Jack Williams, record advertising manager.

The meetings will be attended by R. M. Bird, Meyberg's Los Angeles record department manager, and distributors from Salt Lake City, Portland and Seattle. —GISELA NEY.

**Lack of Materials to Cut
 Kelvinator Production**

Continued shortages of materials will hold output of the Kelvinator Corp., substantially below plant capacity this year, despite the fact that appliance production is approaching record 1941 levels, D. A. Packard, household sales manager, Kelvinator division, Nash-Kelvinator Corp., said at a zone business conference at Essex House, New York City, recently.

He said steel and copper are still unavailable in sufficient quantity to permit capacity output of refrigerators, ranges and home freezers.

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

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

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 Builders of Quality Speakers since 1923
 3314 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 —

CLASSIFIED RATES

CASH RATES: CONSECUTIVE ISSUES
Count Five Average Words to the Line

LINES	1 Time	3 Times	6 Times
3	1.20	3.12	5.76
4	1.60	4.16	7.68
5	2.00	5.20	9.60
6	2.40	6.24	11.52
7	2.80	7.28	13.44
8	3.20	8.32	15.36
9	3.60	9.36	17.28
10	4.00	10.40	19.20

DISPLAY: Sixty Cents Per Line

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.

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.

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 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.

ARE YOU QUALIFIED to be a radio, appliance and parts jobber? Very attractive proposition and exclusive territories now open in the West, except California, 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.

IMMEDIATE DELIVERY — 50,000 paper tubular condensers, 600 volts MFD .01, .02, .03, .05 and .1. Leading brand. **METROPOLITAN EXPORT COMPANY**, 55 W. 42nd St., New York 18. LO 3-6514.

**FOR SALE
SURPLUS RADIO
TRANSMITTER PARTS
AND HARDWARE
WRITE FOR LIST
WILCOX-GAY CORPORATION
CHARLOTTE, MICHIGAN**

WANTED — Salesmen now calling on Radio, Music and Automobile Supply stores to sell nationally-known line of portable and home radios. Call Worth 2-3645.

RADIO SALESMAN — A New Table, for all makes of Table Model Television Sets, is now being marketed very successfully. Can be handled with another line. Give full details in first letter to Ellis Mfg. Co., 130 West Third St., New York.

THREADED BRASS ROD—2 ft., 3 ft. or 6 ft. lengths. Sizes 4-40, 5-40, 6-40 —8c per ft. Sizes 6-32, 8-32—7c per ft. F. O. B. New York, N. Y. Immediate delivery — any quantity. Also headless slotted screws cut to length. **MAGNA-METAL PRODUCTS CO.**, 70 E. 45th St., New York, N. Y.

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 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.

**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.

PHONOGRAPH CASES—We furnish and cover portable cabinets. Also bind and sew through wood. Phonograph and radio cabinets our specialty. L & L Leather Products Co., 24 Bank St., Philadelphia 6, Pa.

WANTED—Salesmen for radio parts distributor, Bronx and Westchester counties. Men with dealer following preferred. Write, stating qualifications and experience. Box No. 836, RADIO and Television WEEKLY.

New 1947 Callmaster Is Featured by Lyman Corp.

SPRINGFIELD, MASS., Monday — Lyman Electronic Corp., here, is featuring its new 1947 Callmaster electronic intercommunicator, which comes in an attractive new high lustre mahogany plastic cabinet, with improved sensitivity and power output. Model CM-10 is a "master and sub" combination and fills a need for economical, dependable and instantaneous means of two people, remotely located, talking back and forth, the corporation says.

John R. Lyman, sales manager, said the Callmaster is sold as a "packaged unit" and is easily installed by the user. He announced that a new six-station model, CM-20, will be placed on the market shortly.

You won't miss a single important news item if you read RADIO and Television WEEKLY.

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.

Hubbell Quits Crosley; Forms Consultant Firm

CINCINNATI, O., Monday—Richard W. Hubbell has announced his resignation from the executive staff of Crosley Broadcasting to operate Richard W. Hubbell and Associates, television, radio and motion picture consultants. The new firm is retained by the Crosley Broadcasting, with whom Mr. Hubbell has been associated since 1944 as production manager of WLW and television consultants. The firm also has been retained by Robert Jerome Smith, public relations counsel, Washington, D. C.

Crosley Broadcasting, Aviation Corp. subsidiary, and operator of WLW, Cincinnati, WINS, New York, and five international shortwave stations, is now construction television stations in Cincinnati and Columbus, Ohio.

Hubbell and Associates, which will maintain an office here, now has temporary headquarters at 140 West Ninth street, and will establish headquarters in April at 2101 International Building, 630 Fifth avenue, New York. Offices also have been established in Washington, D. C., and Hollywood, with a fifth one planned for Chicago.

Solar Mfg. Net \$141,721 On Sales of \$8,024,243

Net income of Solar Manufacturing Corp., New York, for 1946 amounted to \$141,721 on net sales of \$8,024,243, contrasted with \$298,920 on an \$11,928,287 volume in 1945, Paul Hetenyi, president, announced yesterday. Results for 1946 were equal, after preferred dividends, to 41 cents a share on 319,576 common shares outstanding at the year-end and compared with 93 cents a share on 276,773 common shares in the public's hands at the close of 1945.

TUBES FOR SALE

2500 25L6 R.C.A. .69
2500 25Z6 R.C.A. .59

And many others at cut prices

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4425 Drexel Boulevard
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in New Jersey it's —

ALL-STATE DISTRIBUTORS INC.

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MARKet 3-5313

Exclusive in Northern N. J.

HOWARD RADIO
MADE BY

"America's oldest Radio Manufacturer"

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

SNYDER

Antenn-engineers

PRESENT

The Antenna for Every Car!

THE NEW
TOP-COWL
MODEL TC3



\$4⁵⁰
LIST

- 3 section top-cowl
- single hole mount
- 54 inches extended
- newly developed locking feature
- patented rattle-proof construction
- quick easy 1 man installation
- fits all top-cowl contours

EXPORT DIVISION
ROBURN AGENCIES
NEW YORK 7, N. Y.

PRICE INCLUDES V H F POLYETHYLENE LEAD-IN CABLE
SNYDER PRODUCTS ARE SOLD ONLY THRU BONAFIDE JOBBERS

SNYDER MFG. CO.
PHILADELPHIA 40, U. S. A.
MANUFACTURERS START TO FINISH



COURAGE TO BREAK WITH THE PAST



Before undertaking his famous conquest of Mexico, Cortez gave orders that all the ships which had carried his expedition to the New World, be *destroyed by fire*.

Thus, by this act of unflinching courage, Cortez severed the last tie with homeland and a mode of living which he considered imperfect.

Such courage to break with the past quite often today finds expression in truly new designs, radical improvements in production and improved methods of merchandising.

As an outstanding example in radio, a great many of America's leading merchants point to the Detrola Radio organization. It is now a matter of record that innovations introduced in the manufacture and sale of Detrola-made products have helped Detrola customers establish new standards of value in home radio receivers, automatic record changers and electronic equipment.

DETROLA RADIC
 DIVISION OF INTERNATIONAL DETROLA CORPORATION
 DETROIT 9, MICHIGAN

