

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, MAY 14, 1947

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

RCA and only RCA, brings you a preferred line of related products for greater sales volume

TUBES—BACKED BY THE GREATEST NAME IN RADIO



RADIO ENGINEERED BATTERIES

COMPONENT PARTS



PRECISION TEST EQUIPMENT

PACKAGE SOUND LINE



See us at the
Chicago Parts Show

Stevens Hotel, May 13-16
Fifth floor, and Reception Suite



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.



Ready now!

TO BOOST SUMMER PROFITS

*Model 260 DeLuxe
self-charging
portable radio*



- Standard and 5 short-wave bands
- Plays on battery or a-c current
- Rechargeable battery
- Built-in charger
- Visible battery indicator
- Push-button controls
- 3 gang condenser tuning
- 6½" Dynapower speaker
- Sturdy die-cast aluminum case

IT'S the finest portable G. E. ever built, and ready right now in ample quantities at the very beginning of the portable season. You never saw a portable with so many selling features. It has standard broadcast and short-wave bands with push-button controls. And its power and tone compare favorably with big console models.

Lucky owners of G-E Model 260 can play this de luxe portable as freely as their radio at home because they can renew its battery power over and over again just by plugging the set into an a-c outlet. For full information, see your G-E Radio Distributor or write to Electronics Department, General Electric Company, Bridgeport, Conn.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

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

ALL RMA GROUPS CONVENE IN JUNE DURING ANNUAL MEETING

Gen. Sarnoff and FCC Chairman Denny Expected to Address the Twenty-third Annual Convention at Stevens Hotel, Chicago.

CHICAGO, ILL., Friday—The largest gathering of radio industry leaders since prewar days will be held June 10-12 at the Stevens Hotel, Chicago, when the Radio Manufacturers Association holds its twenty-third annual convention.

Meetings of the several divisions, comprising set, tube, parts, transmitter, and amplifier and sound equipment manufacturers, are scheduled to be held during the three-day industry conclave. Two meetings of the RMA board of directors, first the old board and afterward the new board, will be held.

Brig. Gen. David Sarnoff, president of the Radio Corp. of America, and Charles R. Denny, Jr., chairman of the Federal Communications Commission, are scheduled to address the industry leaders if prior engagements do not interfere. General Sarnoff will speak at the industry banquet on June 12 if he is not in Europe, while Mr. Denny will address the membership luncheon on the same day if developments at the International Radio Conference at Atlantic City do not prevent his attendance.

RMA Treasurer Leslie F. Muter, of the Muter Co., is chairman of the convention committee and is arranging an elaborate entertainment program for the industry banquet.

RMA President R. C. Cosgrove, of Crosley, will preside at the business session of RMA members and at the meetings of the RMA board of directors. Mr. Cosgrove is ending his third term as RMA president. New officers will be elected at the June 12 meeting of the directors.

Exhibitions of any radio equipment at the convention are prohibited, and attendance is restricted to RMA members and their guests.

Meetings are planned by the Sur-

(Continued on Page 30)

MOTOROLA, INC., NEW NAME OF GALVIN FIRM

CHICAGO, ILL., Thursday — At a stockholders meeting held at the Graemere Hotel, here yesterday, the corporate name of the Galvin Manufacturing Corp., maker of Motorola home and car radios and Motorola car heaters, was officially changed to Motorola Inc. to be effective May 15.

In announcing the change, Paul V. Galvin, president, said: "We feel that the word 'Motorola' has been so closely associated with us—our products and services—that there is great advantage from an advertising and merchandising angle in making Motorola Inc. our legal title."

INVENTORY IS SERIOUS SUBJECT AT CHICAGO RADIO PARTS SHOW

Ingraham Named NEWA President At Annual Meet

KINDLEY IS ALSO HONORED
Elected New Chairman of Wholesalers' Appliance Division — Thirty-eighth Convention Held at Atlantic City.

ATLANTIC CITY, N. J., Thursday—E. B. Ingraham, president of the Times Appliance Co., Inc., New York City, was elected president of the National Electrical Wholesalers Association during the thirty-eighth annual convention at the Hotel Traymore, here, this afternoon.

George F. Kindley, vice president of the Edgar Morris Sales Co., Washington, D. C., who succeeded Mr. Ingraham as chairman of the Appliance Division, was named a vice president.

Mr. Ingraham succeeds John L. Busey, president of the General Electric Supply Corp., Bridgeport, Conn., as head of the wholesalers' association.

Mr. Ingraham made the following statement:

The NEWA Apparatus and Supply Division re-elected D. M. Salsbury, executive vice president of the Westinghouse Electric Supply Co., New York, as chairman. He continues as vice president of the association. D. Lyle Fife, head of the Fife Electric Supply Co., Detroit, and George F. Hessler, of Graybar Electric Co., Inc., New York, were named to the board of governors to represent the Apparatus and Supply Division. The Appliance Division unanimously approved the following resolution proposed by the major appliance and small appliances committees:

"In the interest of increasing retail

(Continued on Page 10)

INT'L DETROLA CORP. SALES, PROFITS RISE

DETROIT, MICH., Tuesday—Consolidated net sales of International Detrola Corp., this city, for the five months ended March 31 were \$30,050,108, and net profit after tax provision was \$1,204,324, equal to 99 cents per share, President C. Russell Feldmann announced today.

The company, which has manufacturing divisions in the radio, refrigeration, steel, aircraft and machinery fields, in its entire fiscal year of 1946 had total sales of \$40,810,028 and a net of \$1,012,123 or 84 cents per share.

Sylvania Electric Advances Holden



ELECTION of Grenville R. Holden, formerly assistant to the president, as a vice president of Sylvania Electric Products, Inc., was announced last week. Mr. Holden has been associated with Sylvania for some years.

AARON LIPPMAN NEDA PRESIDENT

(Special to the "Weekly")

CHICAGO, ILL., Sunday — Aaron Lippman, head of Aaron Lippman & Co., Newark, N. J., was elected president of the National Electronic Distributors' Association at the association's annual meeting at the Stevens Hotel, here, today. He succeeds William Schoning, of the Lukko Sales Co., Chicago.

Other officers elected by NEDA are: Lou Hatry, of Hatry & Young, Hartford, Conn., first vice president; Guy Paine, of Portland Radio Supply, Portland, Ore., second vice president; Arthur Stallman, of Stallman of Utica, treasurer, and Lealis Hale, of Hale-McNeil Co., Monroe, La., secretary.

Louis B. Calamaras continues as executive secretary. Mr. Lippman has served as a NEDA vice president for several years.

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

Industry Voices Its Confidence

TO DEFEAT PROBLEM
Attendance of 8,500 Expected
By Close of Show Friday
Night — Full-Fledged Buyers' Market Here Now, Radio Men Agree.

(By Wire to the "Weekly")

CHICAGO, ILL., Tuesday — Members of the radio trade, assembled at the Stevens Hotel, in this city, for the tenth anniversary Radio Parts Show which got well under way on Monday, are convinced that they must exert salesmanship of a high order if they expect to weather the inventory storm which has beclouded this industry.

It hasn't taken the thousands of manufacturers, representatives and distributors here long to realize that the sellers' market is now definitely a thing of the past and that the cycle has been completed to a full-fledged buyers' market. They are agreed that a keen competitive selling era has set in, but they are not discouraged. On the contrary, the radio men from every section of the country are determined to lick the inventory problem with which they are all faced. Manufacturers and distributors have formulated plans which they expect will carry them safely through.

Advance registrations for the show totalled 3,600 and an over-all attendance of 8,500 is expected before the exhibits close down Friday night.

Addressing 1,500 members of the trade at the keynote dinner last night in the Grand ballroom of the Stevens Hotel, Professor B. Franklin Bills, of Northwestern University, declared that "It doesn't take a lot of brains or courage to sell merchandise at less than the inventory price."

Prof. Bills urged the men present to find new markets and to employ new types of selling techniques for the present emergency. "If you reduce your prices and increase your wages, as some economists suggest, you will build up still greater inventories and go broke faster" Prof. Bills declared. "Our problem is to get the worker to produce more efficiently." He added that statesmanship is now essential for management and labor.

The parts manufacturers appear to be standing up much better under the

(Continued on Page 23)

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SIDNEY E. DAVIS Manager

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FIELD REPRESENTATIVE

Beaver Dam, Wis.: Bert Reichert; Bethlehem, Pa.: George Statler; Birmingham, Ala.: S. A. Maxwell; Boston, Mass.: Frank Pray; Bristol, Okla.: Ernest W. Fair; Chicago, Ill.: W. D. Morris; Cleveland, Ohio: Evelyn Balling; Denver, Col.: Frances Conrey; Detroit, Mich.: Lon Allison; Hartford, Conn.: John A. Cox; Kansas City, Mo.: Elsie Wright; Los Angeles, Calif.: S. M. Bookee; Memphis, Tenn.: Clyde Grissam; Minneapolis, Minn.: Jacob L. Weinberg; New Orleans, La.: R. W. Hartshorn; New York, N. Y.: Richard Felix; Philadelphia, Pa.: Sol Sherman; Pittsburgh, Pa.: E. M. Marks; San Francisco, Calif.: Gisela Ney; Seattle, Wash.: Dud Brown; Spartanburg, S. C.: L. D. Bray; St. Petersburg, Fla.: Joseph Lawren; Toledo, Ohio: John M. Schlachter; Toronto, Ontario, Canada: William Freeman.

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Better Salesmen

The four-point program recently adopted by the National Electrical Wholesalers Association to sell 50 per cent more goods and services than in pre-war years was outlined last week during the thirty-eighth annual convention of the association held at Atlantic City., N. J.

This program calls for the recruiting of more sales personnel, the selection of better salesmen, more training for these workers, and the indoctrination of all employes to do a better job.

As Charles G. Pyle, managing director of NEWA, told the 1,500 distributors assembled in Atlantic City, "work is the only way we can create wealth, the only sure way to beat inflation, the only way to provide a better living for all of our people."

"The battle is for distribution," he declared. "We will sell and distribute and consume as we never have before—or else." Mr. Pyle declared that the nation's entire economy is facing the greatest challenge in its history, but believes that it finally will come through.

The development of more and better salesmen is of tremendous importance during a tough competitive period, and no one will doubt that the radio industry is now faced with just that. But an industry that can sell more than 12,000,000 radios in a single year won't dodge a good competitive fight. The radio industry is accustomed to competitive selling, although it has not been obliged to exert too much effort along these lines since the resumption of civilian production some twenty months ago.

To best meet the challenge, the radio and appliance industry must train more and better salesmen. The industry's productive ca-

capacity is far greater than it was before the war and dealers, distributors and manufacturers are geared to operate on a much larger scale than during the pre-war years. A dealer whose volume was \$50,000 a year in 1940 cannot possibly exist today at the same rate of operation. His sales must be much greater because his costs are up and his margin of profit is down. By the same token, a pre-war \$1,000,000-a-year distributor won't be able to operate under present conditions with the same volume of business. The same holds true for manufacturers.

This nation cannot return to a pre-war "normal" rate of business activity. The pre-war level of industry is definitely out under present standards. This country's national income in 1940 amounted to 77 billion dollars and in 1941 it had jumped up to 96 billion as a result of the stimulant provided by our pre-war activities—lend-lease, etc.

Compare these figures with our 1946 national income of 165 billion dollars and the present income, which is running at a rate of 177 billion for 1947.

More and better salesmen and expanded distribution can go a long way towards assuring national prosperity for this country in general and for the radio and appliance industry in particular. Better salesmanship and greater distribution will be necessary to sell the tremendous quantities of merchandise of all types now being turned out by this nation's factories.

The task is not an easy one, but it can be done—providing there is a will to see it through.

Sound Advice

An advertisement in last week's issue of this publication offers some sound advice to members of the industry during the present period of adjustment.

"Sound business practice says, 'keep liquid,'" the advertisement points out. "But don't overload," it continues. "Don't kill the goose that lays the golden eggs—don't put yourself in a spot where you have nothing to sell. You make no profit from bare shelves. Today, you need to hustle to make money . . . you have to live . . . expenses go on . . . you've got to do business."

"A good buy is — and always will be — a good investment."

There's a lot of truth in these words — common sense that is so badly needed amidst the present confusion in industry and government — in the radio business and in other fields.

Industry is confused; the government is confused, and the public is confused. There is much talk about reducing prices, but most manufacturers insist this cannot be accomplished in the face of rising wages and increased costs of raw materials and supplies. In our own industry, dealers have become ultra-cautious because of the excessive talk about price drops. Stocks are piling up in distributors' warehouses and many manufactur-

ers are feeling the pinch. As for consumers, they appear to be sitting back and waiting for prices to drop. And in the face of all this confusion and unrest, there continues to be talk of more price increases in some industries.

But, as the ad pointed out, "you make no profit from bare shelves." It takes a sound business man to figure things out under present economic conditions. Nobody knows all the answers today because of the changing trends, but good, common sense is still an asset to any business man, whether he be a dealer, distributor or manufacturer.

Indulgence Asked

RADIO and Television WEEKLY celebrated a rare event last week.

It was fifty years ago that Edward H. Davis, publisher of this paper and its companion business weeklies, "United States Tobacco Journal" and "Confectionery-Ice Cream World," joined this organization as an office boy. The occasion was marked by a gala party tendered by the publisher to members of his organization and their wives or husbands. The employes in turn presented Mr. Davis with a bronze plaque.

An event of this character is rare in the publishing field — or any business, for that matter, and the occasion called for pictures — lots of them. These are being run in this issue. We ask the indulgence of our readers for the usurpation of space.

LETTERS

DAVEGA STORES CORP.
76 Ninth Avenue
New York, N. Y.

May 2, 1947

Editor,
RADIO and Television WEEKLY
Dear Sir:

This will serve in answer to the letter in the April 30 issue of RADIO and Television WEEKLY from H. A. Brennan, of Tampa, Fla.

I know Mr. Brennan very well and, of course, I am aware that he is a dyed-in-the-wool Southerner. Many is the time I met him on Southern Boulevard. But what I don't understand is where "Cunell" Brennan, formerly of Tobacco Road, comes to stick in his two cents worth in a private feud between two Northerners. Perhaps he forgets that we licked the South once and we can do it again, if necessary.

Actually, I really don't mind his getting into this argument but I fail to see how he can have very much first hand knowledge of the situation because, while he claims to be in the radio business, he admits playing golf twelve months a year, probably dunking his manly carcass in the ocean every day and also spending the long summer afternoons on the Verandah of his Palatial Southern Manor drinking tall Mint Juleps, while his old family retainer (whom he has had from befo the wo) is feeding him thick slices of baked Virginia ham. Wow! I am drooling at the mouth myself.

In view of the above, would you, therefore, advise the "Cunell" to let us Northerners settle our arguments in our own way (preferably with \$9.95 midgets at 50 paces) and let him just keep on "plantin' his cotton" and "totin' that bale," about which he probably knows much more than what constitutes good mark-up on sets.

I regret that I cannot, myself, play golf every day, or go bathing, because I have a severe pain in my back, sciatica in one leg and rheumatism in the other. Hoping this finds him the same, I am

Very sincerely yours,
Jules M. Smith
Vice President

Jack Clune Named Merchandise Head Of Air King Radios

WAS WITH NATIONAL UNION

David H. Cogan, President of Set Manufacturing Concern, States More Aggressive Merchandising Must Be Employed.

David H. Cogan, president of Air King Products Co., Inc., Division of Hytron Radio & Electronics Corp., manufacturer of radio and electronic apparatus, has announced the appoint-



J. (Jack) Clune

ment of J. (Jack) Clune as merchandise manager of Air King radios.

Mr. Clune is well known in the radio industry, and was formerly associated with the National Union Radio Corp., Newark, N. J., for seventeen years in various capacities having directed the firm's sales during the past few years.

In commenting on this appointment, Mr. Cogan stated: "consumer surveys show that a market for millions of radios still exists, and this indicates that more aggressive merchandising must be employed to increase sales volume in radios today. This means a closer relationship must be established between manufacturer, distributor and dealer since we all have the same objective. Mr. Clune's excellent background and wide experience in the radio industry makes him eminently qualified to coordinate such a program of aggressive merchandising and close cooperation."

A native New Yorker, Mr. Clune was graduated from Fordham University.

Standards Formulated By Electron Tube Group

Four standards, formulated by the Joint Electron Tube Engineering Council, have been adopted and printed as joint RMA-NEMA standards.

These standards are entitled as follows: standards for electron tube bases, caps and terminals; standards for dimensional characteristics of gaskets for watercooled transmitting tubes; standards for dimensional characteristics of electron tubes; standards for gauges for electron tubes.

MAJESTIC JOBBERS PLACE RADIO ORDERS TOTALING \$5,612,843

NEW LINE IS INTRODUCED

Priced to Conform With Government's Call for Voluntary Lowering of Lists, Says Tracey.

CHICAGO, ILL., Thursday — At a two-day national convention held in Chicago, May 2-3, the distributor organization of Majestic Radio & Television Corp., Elgin, Ill., placed orders for the new 1948 Majestic radio and radio-phonograph line totaling \$5,612,843, it was announced today by E. A. Tracey, president of Majestic. This figure does not include orders for Majestic records, accessories or parts, Mr. Tracey pointed out.

"This enthusiastic response to the completely new Majestic line substantiated the wisdom of our plans, made many months ago, for sharp production increases beginning in early Spring," Mr. Tracey said. "Of the total amount involved, orders for July shipments will run to \$2,357,394, while June will account for shipments totalling more than 83 per cent of the July figure. During May, shipments will almost total 66 per cent of June deliveries."

"An important factor influencing the distributor reaction," he continued, "is that the new Majestic line is priced to conform with the government's call for the voluntary lowering of prices as a powerful weapon with which to fight inflation. The net result to the consumer is a price range at a sensible level, and these low prices, plus new exclusive features, make every model in the 1948 Majestic line an outstanding value. Recognizing this fact, Majestic distributors were quick to realize the vast market awaiting them, and their orders backed up their confidence in Majestic."

BENDIX RADIOS PUSHED BY ST. LOUIS CAMPAIGN

ST. LOUIS, MO., Thursday—The Crest Corp., distributors of Bendix Radios in this area, reports that dealers have responded enthusiastically to the \$20,000 dealer cooperative advertising campaign featuring the Bendix radios which the Crest company is sponsoring through April, May and June.

Full and three-quarter page adds have been running weekly in the major St. Louis papers and are tied in with separate adds inserted by dealers participating in the campaign.

Special Bendix radio display kits have been made available to all dealers. As part of the promotion, a contest is being held for the best window display. A new Bendix table model radio will be presented to the wife of the winning dealer with her name engraved on it.

There is also a retail salesman's contest in which salesmen will receive points for each Bendix radio that they sell during the campaign. The prizes include a Bendix "Consollette" floor model radio and electric blankets, irons and toasters.

Prima Facie Evidence . . .



—"My firm is conducting a survey—what paper do you read to keep posted regarding current trade events?"

DIVIDEND INCREASE FORECAST BY RCA

Brig. Gen. David Sarnoff, president of the Radio Corp. of America, indicated last week at the company's annual meeting of stockholders held in New York, that the annual RCA dividend of 20 cents a share on the common stock might be increased before long.

Of the \$60,000,000 paid as dividends during the last ten years, \$32,300,000 was disbursed to holders of the preferred stock and \$27,700,000 was paid on the common. During the decade, Gen. Sarnoff said net worth of the corporation increased \$39,000,000, the current figure exceeding \$100,000,000.

APPLIANCE JOBBERS REPORT SALES GAINS

WASHINGTON, D. C., Thursday—Appliance and specialties wholesalers reported March sales 70 per cent ahead of March, 1946, the Bureau of the Census announced today. March sales were 20 per cent ahead of sales in February.

For the first three months of this year, sales by these distributors were 116 per cent better than for the corresponding period of last year.

G. H. BEASLEY NAMED AVIOLA GENERAL MGR.

PHOENIX, ARIZ., Friday — The Aviola Radio Corp., this city, has announced the appointment of G. Hamilton Beasley, radio industry veteran, as general manager. Mr. Beasley was formerly chairman of the board of Utah Radio Products Co. and president of the Caswell-Runyan Co.

Upon assuming his new post, Mr. Beasley revealed that the Aviola firm has a backlog of orders sufficient to absorb its present output through July 15. "Our problem has been one of unbalanced inventory, and this is being corrected as rapidly as possible," he declared.

Fritzsche Enthusiastic Over Future of Plastics

CHICAGO, ILL., Friday—Plastic developments of tremendous proportions were indicated at the second national plastics exposition which concluded a five-day showing here today. Allen W. Fritzsche, president of the General Industries Co., Elyria, O., maker of phonograph parts, served as chairman of the exposition committee. Some 15,000 trade representatives attended.

FIFTY YEARS IN JOURNALISM



Edward H. Davis, publisher of RADIO and Television WEEKLY and affiliated business weekly publications, holding bronze plaque presented by members of his staff. On his left is Mrs. Davis and on his right is Edwin O. Farnum, oldest employe in point of service (thirty-two years).

Members of the staff of RADIO and Television WEEKLY and their wives or husbands were guests at a dinner party staged last week at Billy Rose's Diamond Horseshoe, in New York City, tendered by Edward H. Davis, publisher. Also present were employes of the "United States Tobacco Journal" and "Confectionery-Ice Cream World," companion business weeklies published by Mr. Davis.

The occasion was the fiftieth anniversary of Mr. Davis' association with

trade paper publishing organizations. The party got under way at 7:00 P. M. and continued until 12:30 in the morning. The host also celebrated his birthday at the same time.

Highlights included the presentation of a large bronze plaque by the employes to the publisher, who started with the United States Tobacco Journal as an office boy in 1897.

A huge birthday cake was also presented to Mr. Davis.

Sidney E. Davis, executive vice presi-

dent and general manager of RADIO and Television WEEKLY, spoke in behalf of the employes in the presentation of the plaque, and Edwin O. Farnum, composing room make-up man and oldest employe in point of service, made the actual presentation to Edward H. Davis.

Guests at the party were: Mrs. Edward H. Davis; Sidney E. Davis, executive vice president and general manager, and Mrs. Sidney E. Davis; Cy Kneller, second vice president and edi-

tor, and Mrs. Kneller; Mrs. Max L. Zimmerman, secretary, and Mr. Zimmerman; Alfred Hepper, Miss Emmy Rahm, Mr. and Mrs. Elias Moss, Mr. and Mrs. Morris Wolf, Mr. and Mrs. Irving Genatt, Mr. and Mrs. Hugh G. Lloyd, Mr. and Mrs. Seymour Resnick, Mr. and Mrs. William Reddan.

Also: Harry Davis, Mr. and Mrs. Ralph Brody, Mr. and Mrs. Edwin Farnum, Mr. and Mrs. Wm. Egen, Mr. and Mrs. Arthur Parente, Mr. and Mrs. Jefferson Smith, Richard Felix, Miss Mary Galligan, Edward H. Silk, Miss Harriet Cutler, Mr. and Mrs. Ben Feuerstein, the Misses Agnes Haviken, June Smith, Mary Bezak, Grace Gavigan, Mrs. Anne Smith, Mr. and Mrs. Isidore Goldberg, Mr. and Mrs. Louis Zamroff, James Morris, Werner Stern and Adolph Pfleger.

INDUSTRIALISTS URGE REDUCTION IN PRICES

WASHINGTON, D. C., Monday—A group of industrialists and business men, including Charles E. Wilson, president of the General Electric Co., called on industry today to show "economic statesmanship" in revising the price structure downward.

The group of twenty-one men, a cross-section of heavy industry, fabricators and retail merchandisers, declared that responsibility for leadership out of the price situation was "squarely up to business men."

In a statement issued through the National Planning Association, they warned against "altogether too many instances of dangerous pricing practices" and methods which "undercut" the economy.

Garod Names Distributor For Lines in Argentina

Garod International Corp. of Brooklyn, has announced the appointment of Astro S. R. L. as exclusive distributor of Garod products in Argentina.

Davis Employes Assembled During Diamond Horseshoe Dinner



Members of the Staffs of Edward H. Davis Publications and Their Ladies

HOST AND GUESTS AT HEAD TABLE OF DAVIS PARTY



Left to right: Alfred Hepper, auditor; Miss Emmy Rahm; Sidney E. Davis, executive vice president; Mrs. Sidney E. Davis; Edward H. Davis, president and publisher; Mrs. Edward H. Davis, first vice president; Cy Kneller, second vice president; Mrs. Cy Kneller; Mrs. Max L. Zimmerman, secretary, and Max L. Zimmerman.

R. M. Karet Resigns As Maguire Sales Manager

CHICAGO, ILL., Friday—R. M. Karet has resigned as sales manager of the Thordardson, Meissner and Radiart divisions of Maguire Industries, Inc., effective June 1, he announced today. He will enter the manufacturers representative field and will join with Ray R. Hutmacher under the firm name of Slaescrafters, Inc., with headquarters at 510 North Dearborn street, this city.

Mr. Karet was formerly sales manager of the wholesale and sound divisions of Utah Radio Products Co.

Oliver Greenway Elected Vice President of IRC

PHILADELPHIA, PA., Friday—The International Resistance Co., this city, has announced the appointment of Oliver J. Greenway to vice president. Mr. Greenway has been works manager of IRC since June 1944 and in his new capacity joins Harry A. Ehle and Jesse Marsten as vice presidents of the company.

Mr. Greenway has long experience in the radio and electrical industry having been associated with the East Springfield plant of Westinghouse Electric Corp. for over twenty-one years.

In New Crosley Post



RESPONSIBILITY for all field selling operations and the merchandising of Crosley products through domestic distribution has been placed in the hands of Lee Stratton, who was recently appointed domestic sales manager of the Crosley Division, Avco Mfg. Corp., Cincinnati, O. Mr. Stratton has been associated with Crosley since 1944 as sales manager of refrigeration, and was formerly with the Nash-Kelvinator Corp. (Story of appointment appeared in May 7 issue of RADIO WEEKLY.)

Burlingame Firm Handles Eastern Amplifier Sales

Appointment of Burlingame Associates, Ltd., 11 Park place, New York City, to represent the Eastern Amplifier Corp. also of this city, in the New England States, Metropolitan New York, New Jersey, Eastern Pennsylvania, Maryland, Delaware and the District of Columbia, was confirmed here this week by Walter E. MacDonald, Eastern Amplifier sales manager.

The jobber activities of the Burlingame concern will be handled by Jack Grand and Herb Fletcher, Mr. MacDonald stated.

RCA Victor to Introduce New Line of Table Sets

CAMDEN, N. J., Tuesday—A new line of RCA-Victor table model radios, designed to emphasize the decorative role of the instruments, is now being produced here. The receivers have a suggested retail price of \$69.

Int'l Detrola Dividend

DETROIT, MICH., Monday—The International Detrola Corp. of this city, has announced the declaration of a 25-cent dividend on the common stock, payable on May 31.



Merry-Makers Pictured During a Moment of Respite (Story on Page 6)

MACHLETT PROMOTION FOR HENRY HOFFMAN

SPRINGDALE, CONN., Thursday—Henry J. Hoffman, general sales manager of Machlett Laboratories, Inc., this city, manufacturer of electronic



Henry J. Hoffman

tubes, has been elected vice president of the concern, it was revealed this week.

Mr. Hoffman has been associated with Machlett Laboratories since January 1, 1944, and prior to that he was with the Westinghouse Electric Corp. for seventeen years. At the time he left Westinghouse, he was manager of the company's Special Products Division.

Mr. Hoffman served a number of terms as chairman of the NEMA Electronics Section and at the present time he is a member of the board of directors of the Radio Manufacturers Association.

WM. A. ROGERS NAMED COMPTROLLER FOR UST

The appointment of William A. Rogers as comptroller of the United States Television Manufacturing Corp., New York, was announced last week by Hamilton Hoge, president.

Mr. Rogers has had wide experience in both public and commercial accounting and came directly to this company from Lybrand Ross Bros. and Montgomery, nationally known firm of accountants and auditors. During the war years, he was associated with Heyden Chemical Corp. as confidential assistant to the comptroller and in charge of the internal auditing and systems.

New Telechron Post Awarded David Blair

ASHLAND, OHIO, Friday—David Blair, Jr., has been elected vice president in charge of marketing of Telechron, Inc., of this city, it was announced this week. Several months ago Mr. Blair was appointed general sales manager in charge of sales and advertising.

RCA'S FIRST POSTWAR VIDEO TRANSMITTER HAS BEEN DELIVERED

CAMDEN, N. J., Thursday—Delivery of RCA's first post-war television transmitter to Station WNBW in Washington, D. C., was announced by W. W. Watts, vice president in charge of the RCA Engineering Products Department here. The transmitter will operate on Channel Four and will use an RCA Super Turnstile antenna.

Television transmitters of this 5-Kilowatt type are now being produced in quantity, Mr. Watts revealed, and will be shipped at the rate of several a month.

The new transmitter is the first one to be produced that provides for satisfactory operation on all of the 12 television channels allocated to commercial metropolitan television by the Federal Communications Commission.

Combining all the necessary components for transmitting both television pictures and sound, the new transmitter was specially designed to operate with a radically new high frequency power tube. This tube was developed by RCA expressly for television broadcasting and provides high power output and stable, wideband operation.

Both picture and sound units of the transmitter are incorporated in one unit measuring 17 feet by 3 feet by 7 feet. Unit construction makes it possible to dismantle the transmitter into eight small units for easy transportation to high structures.

EMERSON OPENS BIG AD SALES CAMPAIGN

Emerson Radio & Phonograph Corp., of this city, announced yesterday that the most extensive advertising campaign in its history is scheduled to begin this month and will continue until the end of 1947.

Eighteen national magazines will carry advertisements covering some unique phase of the Emerson Radio business and featuring one or more Emerson Radio "Sets of the Month."

The ads will appear in the "Saturday Evening Post," "Life," "Collier's," "Look," "Time," "Newsweek," "This Week," "New Yorker," "The American Magazine," "American Weekly," "Liberty," "Ladies' Home Journal," "Woman's Home Companion," "House and Garden," "Fortune," "New York Times Magazine," "Cosmopolitan" and "Parade."

"Chuck" Weisser, sales manager of Emerson Radio, said that dealer tie-up with the advertising will be made through special window displays and supplementary promotion each month. The first display material sent to dealers will contain reproductions of several of the magazine ads, around which are to be exhibited the models singled out for the month.

Yes—anybody who is somebody reads RADIO and Television WEEKLY.

Noblitt-Sparks Industries Announces Changes in 3 Executive Sales Posts



Weldon Payne

Wm. E. Skinner

Raymond Spellman

COLUMBUS, IND., Friday — The appointment of Raymond Spellman to the position of assistant radio sales manager of Noblitt-Sparks Industries, Inc., this city, was announced by Gordon T. Ritter, Arvin sales director.

Mr. Spellman, formerly Chicago district manager for the concern, has already taken over the duties of assistant sales manager on radios, reporting directly to Mr. Ritter. Mr. Spellman is particularly well qualified to handle his new duties since he has had considerable experience in radio prior to the war, which together with his Chi-

cago district sales activities should enable him to be helpful to dealers and the entire sales staff, Mr. Ritter stated.

Moving into the Chicago district managership is Weldon Payne, an employe of thirteen years' sales background with Noblitt-Sparks Industries. Mr. Payne, formerly of the Dallas, Texas, territory, will now make his headquarters here at Columbus, and plans to move his family here soon. Replacing Mr. Payne is a newcomer, William E. Skinner, who formerly handled the Dallas territory for the Radio Corp. of America. Mr. Skinner will operate out of Dallas, where he is now residing.

Canadian-Admiral Corp. Acquires Factory For Production of Radios

LONG BRANCH, ONT., CANADA—Canadian-Admiral Corp., Ltd. announced today the leasing of space for the manufacture of Admiral radios in Canada. Approximately 200 workers will be employed for the manufacturing of both radios and record changers. The plant is located at Long Beach, Ont.

Admiral has set up complete distributorship throughout the entire dominion of Canada and has appointed distributors as well as dealers in every province.

First quarter sales amounted to \$425,686, with a net profit of \$25,795.

At the present time Admiral is running an extensive advertising campaign in newspapers, coast to coast and in Canada, as well as trade and farm journals. Plans are also under way to announce a new Admiral refrigerator which will be distributed by May 15.

Regional Group of FMA To Be Formed in "Cinci"

WASHINGTON, D. C., Thursday—J. N. Bailey, executive director of the FM Association, announced this week that a new region of the group will be formed at a one-day meeting of the FMA scheduled to be held at the Hotel Gibson, Cincinnati, Ohio, on May 28. The new region, to be called No. 2, will embrace Indiana, Kentucky and West Virginia.

New Line of Radio Sets Placed on Exhibition By Electronic Labs.

INDIANAPOLIS, IND., Wednesday—The new line of radios being manufactured here by Electronic Laboratories, Inc., were displayed at a formal showing Monday at the Indianapolis Athletic Club.

The line includes fourteen models of table and console radios, ranging in price from \$34.95 to \$325 retail, and is sold under the trade name of Ohthosonic.

The showing here Monday was for dealers in Indianapolis. The Vogue Distributing Co., of 1916 North Meridian street, of which Fred Ahrbecker is the president, has been appointed distributor for Indiana.

Electronic Laboratories at present has forty distributors for the radio line and plans to concentrate sales efforts in Indiana, New York, Boston, Los Angeles, Kansas City and Cleveland. Aided by increasing production of radios, the firm's billings for April reached \$1,400,000, the largest for any month since the war, Walter Peck, the concern's sales manager, said.

"We're aiming for the radio market between the highest-priced lines and the low-priced ones," Mr. Peck continued.

The concern now is employing 300 of its 1,000 Indianapolis factory force in manufacturing the radios and an additional 200 at its Harbor Springs (Mich.) cabinet factory, according to Mr. Peck.

More Listening Aim of Drive by Radio Industry

TO PROMOTE SALE OF SETS

Tentative Plans for "Radio in Every Room" Campaign Outlined at New York Meeting of Set Makers and Broadcasters.

The Radio Manufacturers Association and the National Association of Broadcasters last week joined hands to further increase listening through the "radio for every room" campaign, and are formulating plans for an intensive drive which will culminate in National Radio Week at the end of October.

"The increased number and variety of programs over more stations has created a demand for more receivers," A. D. Willard, Jr., general manager of the National Association of Broadcasters, declared at a joint meeting of that organization and the Radio Manufacturers Association.

Among the tentative plans is a letter which the National Association of Broadcasters will send out to its member stations outlining the Radio Manufacturers Association program to show how stations can tie-in their activities to increase their listening audiences.

"Those who confine themselves to one radio in the home are missing a great deal," Bond Geddes, executive vice president of the Radio Manufacturers Association declared. "They are depriving themselves and the members of their families of the great sources of entertainment and contact with the outside world," he continued.

"There is more and better programming going out over more and more stations. That the public realizes this is borne out by surveys. Two years ago, the average was one radio per family while recent surveys show that one out of every three homes owns two or more radios," he concluded.

The National Association of Broadcasters' Sales Managers' Sub-Committee has endorsed and approved this joint effort which is to be carried out under the direction of committees from both organizations through the Offices of the Institute For Better Living.

Stanley H. Manson, of the Stromberg-Carlson Co. is chairman of the Radio Manufacturers Association committee, and John M. Outler, Jr., is head of the National Association of Broadcasters committee conducting this campaign.

Appliance Firm Chartered

GREENSBORO, N. C., Tuesday—The Secretary of State has issued a charter to Greensboro Heating & Appliance Co., capitalized at \$100,000, to sell and install heating equipment. Incorporators: T. C. Hoyle, Jr., Lawrence Hoyle and L. B. Hauser, all of Greensboro.

—BRAY.

RADIO and Television WEEKLY is the only NEWSPAPER in these fields.

CBS Curtails Research On Television in Color

The Columbia Broadcasting System is drastically curtailing its research activities on color television, it was revealed last week by a CBS spokesman.

The company, whose recent petition for the establishment of color television standards was rejected by the Federal Communications Commission, will concentrate its efforts "for the time being

on actuality broadcasts, such as sports and special events."

Studio broadcasts will be eliminated and commercial programs including Bristol-Myers Co. "Party Line" and Gulf Oil Co. news, as well as several time breaks, will be cancelled. Affected by the curtailment are engineers as well as directors and other personnel. However, Dr. Peter C. Goldmark, director of engineering research and development will continue with the company, it was announced.

J. D. McLean Will Manage Philco Video Station WPTZ

PHILADELPHIA, PA., Saturday—Ernest B. Loveman, vice president of Philco Television Broadcasting Corp., announced today the appointment of James D. McLean as manager of the Philco television station WPTZ. Mr. McLean was formerly sales manager of the Transmitter Division of General Electric Co. in Syracuse, N. Y.

FOR EVERY ROOM

There is nothing finer than a Stromberg-Carlson

Most of your customers do their serious listening on the Stromberg-Carlson radio phonograph in the living room.

But how about the bedroom? The kitchen? Or little brother's room? They're good listening spots, too. And even though space is at a premium, big-radio performance is what's wanted.

And that means Stromberg-Carlson's bright new table models . . . with performance packed into every inch! So how about suggesting an extra Stromberg-Carlson—one that has *all* the extras—to your next customer?

The Stromberg-Carlson Co., Rochester 3, N. Y. makers of radios, radio-phonographs, television receivers, sound equipment and industrial systems, telephones, switchboards and intercommunication systems.

"Give me the best you've got"



THE GEORGIAN—Model 1135-PF—Automatic radio-phonograph. In matched African swirl mahogany. Push-buttons for twelve stations. Patented "Acoustical Labyrinth" and matchless Carpinchoe speaker. With complete FM and engineered for wire recording.

"Wake up smiling"



THE NEW WORLD—Model 1121-M2—Automatic radio-phonograph. In bleached mahogany or English brown mahogany. Push-buttons for eight stations. Plays twelve 10-inch records or ten 12-inch records in sequence.

"Let's have a party"



THE MODERNAIRE—Model 1101-HPW—Automatic radio-phonograph. In walnut. Standard broadcast. Alnico 5 permanent-magnet dynamic speaker. Plays twelve 10-inch records or ten 12-inch records in sequence.

"The kids will love this"



THE VAGABOND—Model 1105—A really light-weight portable. Operates on long-life battery or AC-DC house current. Standard broadcast. Built-in loop antenna. Alnico 5 permanent-magnet dynamic speaker.

"Something wonderful in the kitchen"



THE DYNATOMIC—Model 1101-HB (Brown) or 1101-I (Ivory). Streamlined ultra-modern plastic. Special hand hold in cabinet top. Alnico 5 permanent-magnet dynamic speaker.

there is nothing finer than a **STROMBERG-CARLSON**

ROCHESTER 3, N. Y.

RADIOS, RADIO-PHONOGRAPHS, TELEVISION-SOUND EQUIPMENT and INDUSTRIAL SYSTEMS • TELEPHONES, SWITCHBOARDS and INTERCOMMUNICATION SYSTEMS

CHICAGO JOBBERS BUILDING UP SALES FORCES TO TAKE CARE OF INCREASED FLOW OF GOODS

CHICAGO, ILL., Monday—Edgar N. Greenebaum, Jr., for nearly two years manager of the Chicago office of Emerson Radio and Phonograph Corp., has severed his connection with that firm, and is now vice president in charge of sales of Dry-Freeze Corporation of Chi-

cago, manufacturer of food processing equipment. During his time with Emerson Mr. Greenebaum became widely known in the radio industry, and now is receiving the congratulations of a host of friends on his new position.

Two new additions to the sales staff

of the Harry Alter Co., distributor of Crosley radios and electric appliances in this area, were announced by Max Geisler, sales promotion manager of the Alter firm. The new men, both with much experience in the appliance selling field, are Lee Litt and Edward J. Fanning.

Mr. Geisler stated that within the last month his firm has received mounting shipments of a recently-produced item in the Crosley line, the Frost-Mas-

ter Deep Freeze. This is a household item. Another Chicago distributor that is building up its sales force in preparation for extended effort in both selling and cooperation with its dealers is the Sampson Co., headed by the well-known "Pete" Sampson, pioneer distributor. It was announced by Jack Frolich, sales manager of the appliance and Bendix radio division of Sampson, that the firm has added T. Stanton Fremont and Richard C. Rutledge to its personnel.

Mr. Fremont becomes radio sales manager, in charge of Bendix radio sales. He comes to Sampson from Spiegel, Inc., large Chicago mail order house, where he was merchandising manager for housewares, including radios. He is also a veteran of 13 years at Bloomingdale's in New York City, where he was in charge of various departments, including radios and luggage.

Mr. Rutledge assumes the duties of advertising and sales promotion manager at Sampson's. He also was with Spiegel's, where he was national retail advertising manager, in charge of advertising for all Spiegel retail stores. He has a record of many years in advertising and sales promotion.

Mr. Frolich stated that the Sampson Co. is concentrating on securing men of proven ability to fill top bracket positions within the company, and that Messrs. Fremont and Rutledge, with their wealth of retail experience, will exert their efforts toward close cooperation with Sampson dealers in furthering retail sales. Pete Sampson is at this time on a three-week vacation at

(Continued on page 26)

INGRAHAM IS NAMED PRESIDENT OF NEWA AT ANNUAL MEETING

(Continued from Page 3)

sales of appliances and protecting the consumer purchaser, it is recommended that manufacturers affix information tags to each appliance shipped by them in order that factual information be readily available to prospective purchasers.

"Mass distribution in the electrical industry makes possible mass production of electrical products. A study of price trends of electrical products of all kinds during the past twenty years will show that prices have always come down as the volume produced and distribution goes up. This will be just as true in the future as it has been in the past. The National Electrical Wholesalers Association has been a great force in mass distribution in the past and will be an even greater factor in the future. For the past three years under the able leadership of John Busey, the National Electrical Wholesalers Association has grown tremendously by taking in as members, electrical appliance specialty distributors who are also experts in mass distribution. The association is actively engaged in stimulating action on the part of all of its members to accelerate the trend toward lower prices for electrical products through mass distribution methods."

—it's Signal for Sales Signal for finer portables

Now! Three New Models! Featuring the sensational new SIGNALLOOP

it's the **EMPRESS!** It's handsome . . . it's fast-selling—it's the new 3-way lightweight portable—AC—DC—or battery! Full tonal range—full volume. Features the remarkable SIGNALLOOP that picks up the weakest stations with the least amount of noise! Really compact—really portable. Handsome covered carrying case—looks like real leather—wears like fine leather! Now with the Finger-Tip Lift carrying handle and fine shoulder strap. **\$29.95**
List Price Less Batteries



LOOK AT ALL THESE FINE FEATURES

- Powerful 5" Alnico #5 - 1.47 Oz. Speaker
- Uses 5 Flashlight Cells and 67½ V. Batteries
- 4 Tubes, Plus Selenium Rectifier
- No Warm-Up Time—Set Plays Immediately!
- No Heat From Rectifier Tube
- Full Vision Slide Rule Dial
- Weighs Only 5½ Lbs. . . . WITH BATTERIES That Will Last an Average of 100 Hours
- Size: 10"x3½"x5¾"



it's the **HOLIDAY!** Here it is . . . a real sales holiday for you! Unusually new portable with long-lasting batteries that last an average of 100 hours. The HOLIDAY has all the unusual features of the EMPRESS and includes a handy carrying strap. It's the HOLIDAY for sales—**\$24.95**
List Price Less Batteries
for beauty—for the finest in portables.



it's the **PLAYBOY!** It's the sensationally new battery operated portable PLAYBOY. For SIGNAL service, for SIGNAL engineering, it's another fine portable, the PLAYBOY . . . with all the fine features of the luxury EMPRESS. **\$19.95**
List Price Less Batteries
(Does not have a shoulder strap).

DEALERS! DISTRIBUTORS! DEPARTMENT STORES!

it's SIGNAL for sales . . . for finer portables! SIGNAL for beauty, service and durability!

Produced and directed by Herman H. Weissberger, pioneer of radio development since 1919

Some territories for distribution still open

Signal Electronics, Inc.

For Domestic — Signal Sales Corporation
114 East 16th Street AL 4-9007 New York 3, N. Y.

It's Here!

**THE TEMPLE
2-BAND
"VACATIONER"**

**Most Sensational PORTABLE
Ever Made**



● Just check those big, extra, all-new features of this truly great 2-band Temple "Vacationer" and you'll know why it outperforms, outsmarts, outfeatures and outvalues any Portable anywhere near its price. Better contact your Temple Distributor now, and place your order TODAY to insure early delivery.

**TEMPLETONE
RADIO MFG. CORP.
NEW LONDON, CONN.**

Executive Offices
220 East 42nd St., New York, N. Y.

**ONLY THE TEMPLE
"VACATIONER"
has ALL these
advance features**

- 2 band operation—local or world-wide reception
 - Broadcast band from 535 to 1620 KC
 - Short wave band from 5.6 to 18.5 MC
 - Five hi-efficiency tubes plus dry-disc, rectifier, giving normal 7 tube performance
 - Economical—power drain only 13 watts during electric operation
 - Large 6" Alnico V PM dynamic speaker
 - Collapsible whip antenna
 - Built-in loop antenna
 - Automatic bass tone compensation on volume control
 - Special safety battery-electric switch eliminates shock hazard in replacing batteries
 - Automatic volume control
 - Has 2 I.F. stages for extra high sensitivity
 - Plastic roll-back curtain completely protects controls and dial window
 - Built-in recess for line cord in battery operation
 - Special battery retainer holds batteries solidly in cabinet
 - Completely enclosed aluminum chassis for lighter weight and elimination of shock hazard
 - Adjustable strap for carrying with handle or hung on shoulder
 - Smart luggage effect exterior with beautiful simulated leather covering
- 3-way operation—AC, DC or Batteries

TEMPLE
MODEL
G-521



**ONLY
\$64⁹⁵
LESS BATTERIES**

"Where FM also means Finest Made"

ASTRO OF ARGENTINA IS GAROD DISTRIBUTOR

Ernest Nigaglioni, export manager of Garod International Corp., Brooklyn, recently announced the appointment of ASTRO S. R. L. as exclusive distributor of Garod radio and television products in Argentina.

The ASTRO organization, newly established to distribute Garod and associated lines, will make its headquar-

ters at 509/50 Valle street, in Buenos Aires.

Organizers of the new firm are Virgilio Fulin, Aquiles Rauddi and the Corinaldo Stock Co. Dr. Andres S. Luzzatti, representative of Corinaldo Stock, will perform the duties of administration and management. The members of the ASTRO company have long been associated with radio distribution.

RADIO and Television WEEKLY is the only NEWSPAPER in these fields.

F. J. Kelly Is Radio Buyer For Times Square Stores

Times Square Stores Corp., of New York, announced that Frank J. Kelly has been appointed buyer of radios and major appliances. Mr. Kelly was formerly with Gimbel Bros.' department store in Pittsburgh.

He succeeds John I. Marge, who recently resigned to join General Electric Supply Corp. in New York.

GEN. HARRY C. INGLES HEADS RCA INSTITUTES; EX-SIGNAL CORPS CHIEF IN ARMY NEARLY 4 YEARS

Was Responsible for the Army's World - Wide Communication System and Electronic Equipment Supply Program.

Major General Harry C. Ingles, who served as Chief Signal Officer of the United States Army from July, 1943, to March, 1947, has been elected president and a director of RCA Institutes, Inc., it was announced today by David Sarnoff, president of Radio Corp. of America. The appointment is effective immediately.

General Ingles, a native of Nebraska, retired from the Army on March 31 after a long and colorful career in military service. He holds the Distinguished Service Medal, awarded for service in the Caribbean Theater, and the Oak Leaf Cluster, which he received in recognition of his wartime record as Chief Signal Officer. In addition, he has been decorated for distinguished service by Great Britain, France, Venezuela, and Colombia.

As Chief Signal Officer, General Ingles was responsible for the Army's world-wide communication system, the enormous supply program of communication and electronic equipment for the Army, as well as the Signal Corps' research and development program. His achievements in these fields of military activity are revealed in the citation accompanying the award of the Oak Leaf Cluster which reads, in part:

"Technological advancements made under his direction included the application of communications equipment in the field of psychological warfare, the development of radar to a degree which made it one of the most formidable of weapons, the use of radio relay systems for bridging inaccessible terrain, the use of panoramic reception for visual monitoring over wide frequency spectrums, the adoption and extensive use of teletypewriter and radiophoto transmission equipment and the use of highly secret cryptographic systems."

CHICAGO, ILL., Friday — Howard Radio Co., this city, announces the appointment of a new distributor in Florida, Dade Distributors, of 136 Northeast First street, Miami. S. F. Potter is head of the Florida firm.

HERE IT IS!

THE MOST SENSATIONAL
3 Way Portable **EVER MADE**

AC → DC → Battery!

the **REGAL**
Super-Mite!
List Price **\$29.50***



No higher than your fountain pen!



model 747
size: 4" wide — 5" high — 8" long

Small enough to be packed in a suitcase!

YET **USES STANDARD FULL SIZE COMPONENTS!**
PARTS INTERCHANGEABLE ANYWHERE!

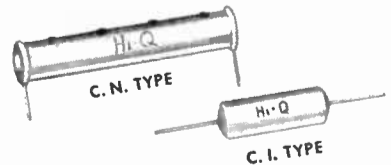
- The only set of its size with 5 "A" batteries and 1 "B" battery. Average life — 100 hours!
- 4 1/2" Alnico No. 5 speaker with a heavy duty slug weighing 1.47 oz.
- Selenium rectifier (no rectifier tube necessary).
- Uses following tubes: 1 — 1R5, 1 — 1T4, 1 — 1S5, 1 — 3S4.
- Licensed by R.C.A. and Hazeltine.
- Super Hetrodyne.
- Available in six different colors
- Full size 2 gang variable condenser
- Slide rule dial and many other features!
- Built in Regalloop!

REGAL ELECTRONICS CORPORATION
603 West 130th St., New York 27, N. Y.

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

— We'll Be At The Hotel Stevens During The Radio Show —

Hi-Q



CERAMIC CAPACITORS
ELECTRICAL REACTANCE CORPORATION
FRANKLINVILLE, N. Y.

CLEVELAND JOBBERS PLANNING PROMOTION TO INCREASE SALES

IN THE BUYERS' MARKET

Cleveland Distributing Co. Leading Effort in Step to Combat the Slump in Sales.

CLEVELAND, O., Monday — Cleveland Distributing Co. has begun a series of promotional activities designed to aid its dealers maintain sales volume in the face of the buyers' market which is believed to be at hand.

These include two new radio programs put on in co-operation with dealers: a new promotion on the Bendix Consolette automatic combination, which is being launched this week accompanied by newspaper and radio advertising, and the assurance to all dealers that Bendix radio prices will remain at present list prices for the remainder of 1947.

The guarantee, according to George L. Schwartz, manager of Cleveland Distributing, is assurance to dealers that unlooked for price cuts will not depreciate the value of their stocks.

The two new radio programs include sponsoring of a Sunday afternoon network show "The Shadow," with a different product being featured every week and a daily morning news program. The latter also concentrates on advertising a different one of the firm's products each week.

The Consolette promotion, which is just beginning to be pushed, offers purchasers of the \$179 combination an extra inducement in the form of four Decca record albums, one each by Crosby, Lombardo, Cavalazzo and a Jolson.

Mr. Schwartz is also looking for his first sizable shipment of the Bendix big twelve-tube, \$379, Regency console model this week, with the first shipment of the new step-table, armchair model combination promised for the following week.

Limited shipments to dealers are also going out on the revised Gibson electric refrigerator with its enlarged freezer compartment.

Cleveland Distributing has also added two other lines during the past few months: the Calcinator gas and electric incinerator and the Rumsey electric lawnmower.

Strong, Carlsile & Hammond's appliance division held open house for dealers and their personnel on May 7, 8, and 9, to show them the firm's modern, new headquarters at 2801 St. Clair avenue. Remodeling has been going on over a period of many months in the huge building which now combines the company's offices, display rooms, auditorium, model kitchen, service, warehouse and shipping departments under one roof.

About 600 dealers from all parts of the northeastern territory came in during the three-day open house, according to Homer Frank, head of the appliance division.

With a display of all the company's lines set up, factory representatives

were on hand to discuss the lines with the dealers and tell them what to expect in the way of shipments and promotion for the remainder of the year.

Factory representatives present included H. K. Willetts and Harry Elkins, representing major and traffic appliances for Landers, Frary & Clark; E. J. Eckert, of Proctor Electric; "Bill" Kohler, of Domestic Sewing Machines; Harry Stoup, of American Central Kitchens; Bill Kelly, of the F. P. Mc-

Morrow Co., factory agent for several lines of small appliances, and Al Chat-ten of Philco's eastern division office.

—EVELYN BAILING.

The Apex Electrical Manufacturing Co., Cleveland, Ohio, has arranged to borrow \$2,500,000 on a fifteen-year serial loan carrying 3½ per cent interest, it was revealed last week by officials of the company.

Mrs. Dallas Named Aide To Rochester Store Buyer

ROCHESTER, N. Y., Monday — Silbey, Lindsay & Carr Co., a department store here, has announced the appointment of Mrs. Eloise Dallas as assistant buyer in its phonograph record department. Mrs. Dallas has been connected with the store since 1944.



In the same place! . . .

28,745,450 national advertising messages hit the bull's-eye!

The pocketbook of the mass radio market . . . that's the target! And Crosley's full-color, full-page advertising hits it right where the greenbacks are with a campaign that hits the news stands in May. Featuring two favorite models — the Crosley Rondo and the Crosley PorTABLE — this campaign is a complete package including . . .

NEWSPAPER ADS

Tie-in newspaper ads are ready in mat form so dealers can tie-in locally over their own signatures. They're easy to use . . . and ready to order NOW!

FOLDERS—DISPLAYS

Point-of-sale material . . . smart, hard-selling folders and eye-catching displays . . . round out this high-voltage program.

*a radio in every room
a radio for every purpose*

strike once WITH THE **CROSLLEY PorTABLE** *strike twice* WITH THE **CROSLLEY RONDO**



A NEW stay-at-home . . . go and roam RADIO THRILL

Here's a smartly styled model that's equally at home indoors or out. It performs like a star on AC or DC . . . "belongs" on end tables in most any room. But it's also a rugged traveler, with a powerful, long-lasting battery pack for outdoor excursions. A sure seller for the coming vacation season.



SMART AND NEW FROM EVERY VIEW

This proud little beauty is at home atop the smartest end-tables. Has same appearance, front and back . . . lovely contours from every angle. Gives amazing small-set performance on AC or DC; has Continuous Tone Control. It's destined to be a favorite, a big-seller everywhere.

A BIG PROFIT PROMOTION TIMED FOR SUMMER SALES

Refrigerators • Home Freezers • Kitchen Sinks and Units • Ranges • Laundry Equipment • Radios • Phonographs • FM • Television • Short Wave • Home of WLW, "The Nation's Station"



CROSLLEY Division — The Aviation Corporation Cincinnati 25, Ohio

NEW STEWART-WARNER DISPLAY CASE READY

CHICAGO, ILL., Friday—L. B. Pambrun, radio division advertising manager of the Stewart-Warner Corp., announced that the new "jewel case" display for the Stewart-Warner "Air Pal" midget radio is now available in quantity, and has already been shipped to thousands of dealers.

Designed to tie in with the "Air Pal"

advertising theme of "console performance in a jewel case," the display piece is useful for small windows and counters. Measuring slightly under twelve inches high and ten inches wide, it is made of gold cardboard and white satin to set off the ebony, mahogany or ivory finishes of the "Air Pal."

The "Air Pal" radio weighs only three and one quarter pounds and can be held in the palm of the hand. It has four miniature tubes and a plastic cabinet, the company states.

Eureka Names Saylor

DETROIT, MICH., Friday—The Eureka Williams Corp., of this city, announced last week that H. H. Saylor has been appointed supervisor of its branches. Mr. Saylor has been with the Eureka company since 1926.

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

COUNTER DISPLAYS AID NEEDLE SALES VOLUME, DUOTONE CHECK SHOWS

A survey of 500 dealers has revealed that the use of counter displays in show windows increased phonograph needle and other accessory sales by 50 per cent, it was disclosed last week by Stephen Nester, president of the Duotone Co., Inc., of 799 Broadway, New York, producer of a full line of phonograph needles.

The survey was made of those dealers who had already utilized the new Duotone "Show Window," in an effort to discover the value of a counter display of this sort. Comments from retailers reveal that customers not only were attracted to potential needle sales, but were further interested in record accessories as a result.

Mr. Nester quoted one dealer who said, "We use the Show Window near our cash register where we always display other record accessories. I never say, 'Do you need any needles?' but 'How about a good needle?' The customers' interest is aroused in needles and, as a result, I can continue to sell a customer other accessories such as record cleaners, record racks, and other accessories."

U. S. GRANT SUPPLY CO. EXPANDS SALES DEPT.

LOS ANGELES, CALIF., Thursday—The U. S. Grant Supply Co., a distributor here, announced that it has added new dealer services and expanded its sales department in anticipation of increased business.

A dealer service division within the Grant advertising department has been created to aid dealers with advertising and direct mail campaigns, floor displays and sales training programs. The Grant advertising department has been up a division to help dealers in obtaining bank credit for setting up additional floor space and similar plans.

Branch sales offices in San Diego and Tucson, Ariz., have been enlarged and resident salesmen have been appointed for Phoenix, Ariz., and Kern, Santa Barbara and Orange counties in California.

New Type Sealing Press Is Demonstrated by RCA

CHICAGO, ILL., Thursday—A new type of high frequency sealing press, the RCA Universal Electronic Sealer, designed for "one shot" bonding of thermoplastic fabrics, was demonstrated for the first time at the second National Plastics Show, held at the Coliseum here this week by the Society of Plastics Industry.

The Universal Electronic Sealer can be adjusted to produce any shape of seal in a thermoplastic material by bending or changing a brass strip called the die to fit the desired configuration. This technique eliminates the need for purchasing a variety of expensive machined dies and die shoes ordinarily required, an RCA spokesman, stated.

National Promotions by GLOBE

Sensational Bargain!

AT ALL 5 WHITEHILL STORES

IT'S A PHONOGR

IT'S A RADIO!

IT'S A BRAND NEW 1947 SET

Whitehill
716 718 MARKET STREET, PHILA.

MICHAEL'S BOOTERS DROP PRICE ON CONSOLE RADIO-PHONO COMBINATION

Wonder Values
NEVER CEASE AT VIM STORES

GLOBE

RETAILING HOME FURNISHINGS, MON., APRIL 28, 1947

GLOBE SETS SELLOUT AT WHITEHILL, PHILA.

PHILADELPHIA, April 23.—A "complete sellout" of Globe radio-phonograph units was announced by a spokesman for the Whitehill stores here, following a one-day sale.

The sale was announced in a full-page newspaper advertisement, featuring units at \$29.95 on a \$1.25-per-week basis. No sales figures were available. The firm operates two stores in Philadelphia and others in Camden, Trenton, N. J., and Chester, Pa.

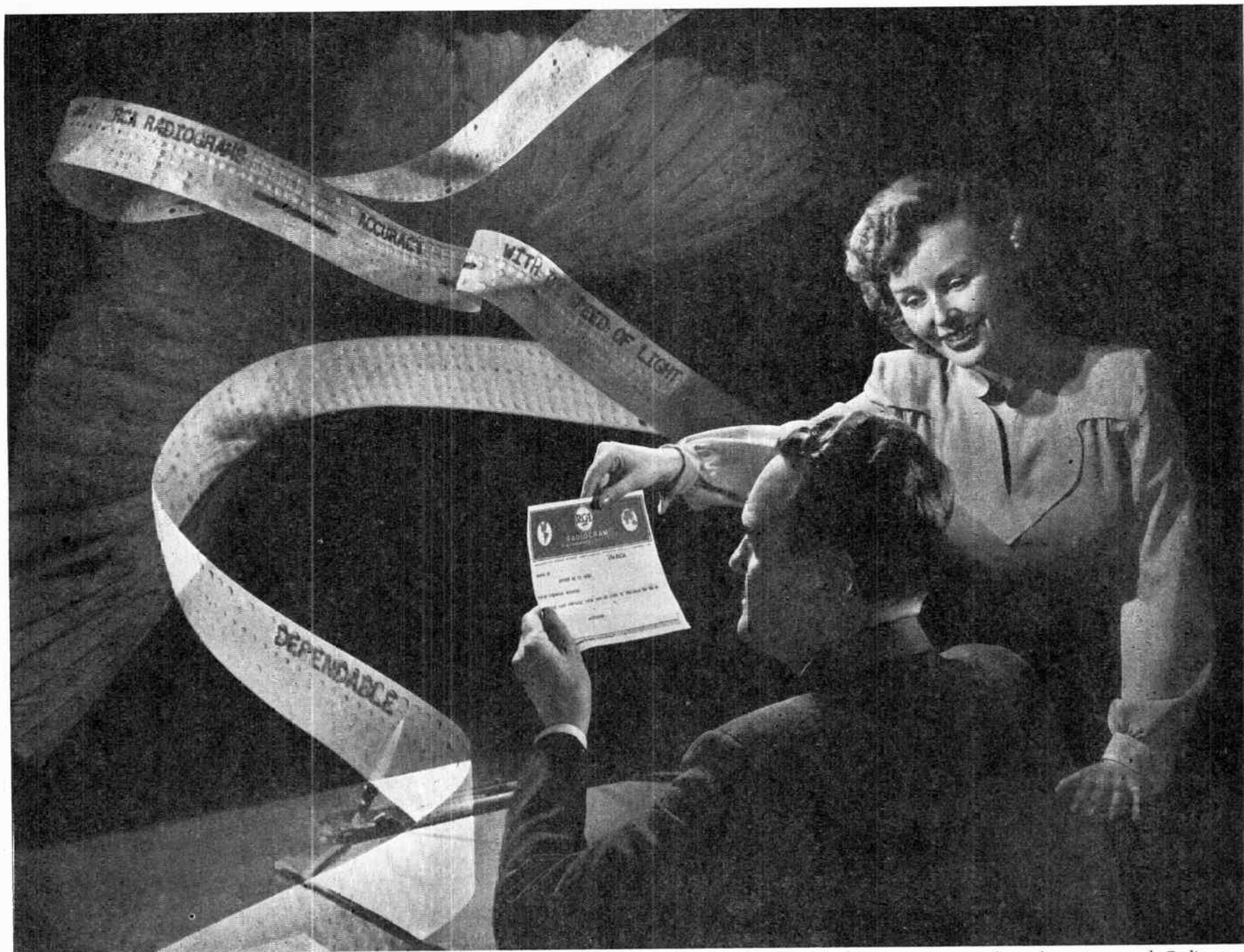
SENSATIONAL SALE
SOLE COMBINATION PHONOGRAPH
Automatic Record Changer

79⁵⁰
Save \$40⁰⁰

DAVEGA
EASY TERMS. ONLY 1.25 WEEKLY

See Us at the Stevens Hotel
In Chicago May 12 to 16

GLOBE ELECTRONICS, Inc.
225 West 17th Street, New York 11, N. Y.



RCA Communications' new world-wide automatic tape relay radio system speeds Radiograms.

New wings for words around the world!

Radiograms "Via RCA" to and from overseas points now are processed by automatic machines which speed your messages through such gateway cities as New York, London, San Francisco and Manila, without delay.

This advanced technique in international radiotelegraphy is the result of wartime research and development. It gives to private messages the same speed, accuracy and dependability which were attained through its use by the U. S. Army Communications Service during the war.

RCA Laboratories—one of the world's foremost

centers of radio and electronic research—is continually pioneering and advancing every phase of radio communications in service to the Nation and the public.

When you buy an RCA Victor radio or television receiver, Victrola radio-phonograph, or phonograph record, you get, thanks to RCA research and engineering, one of the finest products of its kind science has achieved.

"Victrola" T. M. Reg. U. S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.



At RCA Communications, "Package Sets" contain an automatic sending and receiving unit for a foreign gateway city. Messages, in tape form, received through these machines, are ready for immediate transmission to any part of the world. At terminal points the messages appear in print, ready for quick delivery.



RADIO CORPORATION of AMERICA

If you want
**SOMETHING
BETTER**
Demand

DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921

DeWALD RADIO MANUFACTURING CORP.
35-17 37th Avenue, Long Island City 1, N. Y.
Chicago Office: 621 So. Michigan Avenue

A Quarter-Century of Proven Quality



DeWALD A-507 TOWN and COUNTRY
3-WAY PORTABLE—Operates on AC-DC or batteries. Easy-slide disappearing cover.

SEATTLE FIRM SAYS GOOD FM RECEPTION DEPENDS ON AERIAL SHOULD BE WELL LOCATED

Training Being Given Servicemen
in the Repair of Sets — Lower
Tube and Parts Costs Seen.

SEATTLE, WASH., Monday—Charley Moore, who operates the FM Radio Repair Service, has several assistants in his operation, who not only attend to electronic installations, but who are

called upon as specialists in solving problems that arise in industrial fields as well as the home radio field. The coming of Frequency Modulation to Seattle through the facility of Station KRSC-FM brought the facilities of the institution quickly to the forefront. It is the contention of Mr. Moore that with the extension of FM service here through the operation of additional stations, there will be more and more work requiring the services of especially trained technicians.

"A good signal is the secret of good FM reception," declared Mr. Moore. "We find that an antenna located in the proper position is the answer to the problem offered in the operation of older model sets. This city of hills has already presented plenty of problems, but we have solved every one thus far although the antenna in many instances is quite a distance from the set."

Mr. Moore reports that some of the newer sets are so sensitive that they have to be tuned-down on the signal and he pointed to Zenith as one of the sets so sensitive that problem has been one of toning down. Incidentally W. H. Watson of Seattle Hardware, Zenith distributor here, says that there are not enough Zeniths yet in this market to satisfy the demand and that dealers still want big sets with the assurances that there are plenty of buyers who will pay for performance.

It is the contention of Mr. Moore that tube and parts prices may decline. He has cut his inventory to a third of his normal stock as a protective measure. And he is refusing to carry some of the harder-to-sell items, obtaining them when needed direct from factory outlets. "For such a long time we could not get parts, and now we are a little cautious about tying up too much of our money in them," he said.

—DUD BROWN.

WESTINGHOUSE HOLDS RADIO SERVICE SCHOOL

ROCHESTER, N. Y., Friday—At the first of a series of Radio Service Schools held at the Rochester Hotel this week, Westinghouse Electric Supply Co. played host to thirty-five radio servicemen from Westinghouse Radio dealers in this city. Robert Douglas, district service manager, and Ed Gates, appliance supervisor, presided.

Fred Bartly, WEMCO district service manager of Sunbury, demonstrated Westinghouse Stratovision antenna, V. H. F. characteristics and band location. He also discussed fundamentals, alignments and trouble shooting on FM re-

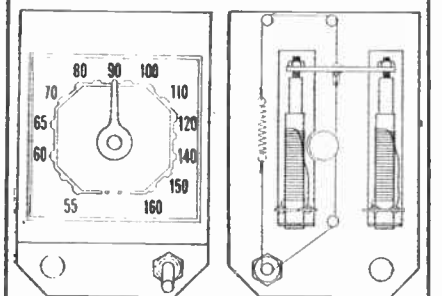
ceivers and automatic record changers. Future meetings in this series are scheduled for Albany on June 9; Utica on June 11; Watertown on June 13; Binghamton on June 16, and Syracuse on June 18.

We cordially invite you
to visit our Private Exhibit
at the Stevens Hotel

Ask Desk Clerk for Seaboard Ronley Private Exhibition Room
Jack J. Aron—Harry Banditson—Hank A. Levin in attendance

PERMEABILITY TUNERS

SUPERHETERODYNE TUNERS



**535 to 1660 KC
Complete**

- 3 Color Dial and Drive
- All Units Pre-Tracked at Factory

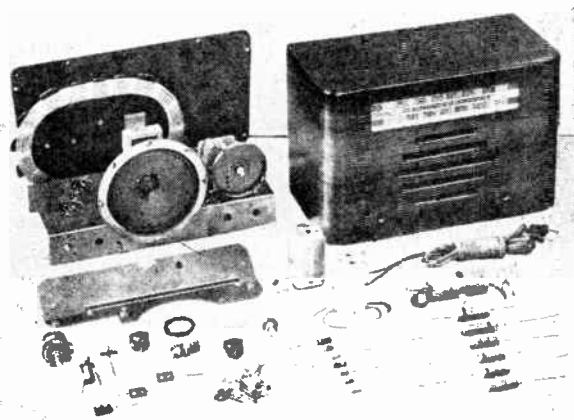
AERMOTIVE EQUIPMENT CORP.

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

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

CUSTOM BUILT ELECTRONIC RADIO KIT

5-TUBE AC-DC SUPERHETERODYNE



Handsome Walnut Veneer Cabinet 11 3/4 x 7 1/4 x 5 3/4

- High Gain Built-In Loop**
- 5" Alnico # 5 PM Speaker**
- Complete Wiring Instructions**
- Pictorial Diagrams**
- Schematic Diagrams**

**Made to Illustrate
Basic Receiver Design
and
Servicing**

List Price **\$24.95**

Individually Boxed

MR. JOBBER:
This item is ideal for sale to
**RADIO SCHOOLS • BOY SCOUTS
RADIO CLUBS and
VOCATIONAL SCHOOLS,
etc.**

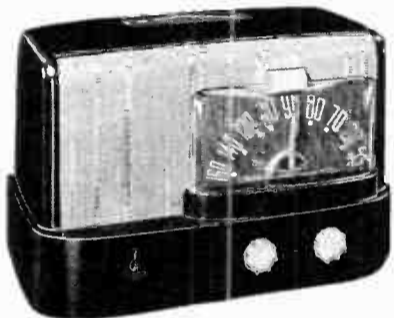
Sold Through
Authorized Jobbers
and Distributors Only



Seaboard Ronley Corp.

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

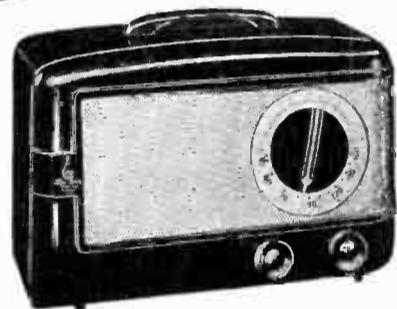
Not a Mere Claim but a FACT!
Emerson Radio
 IS THE INDUSTRY'S BIGGEST SELLING LINE



Emerson Radio "Moderne" Model 517. AC-DC superheterodyne. Choice of Ivory or Maroon plastic cabinet **\$2995**



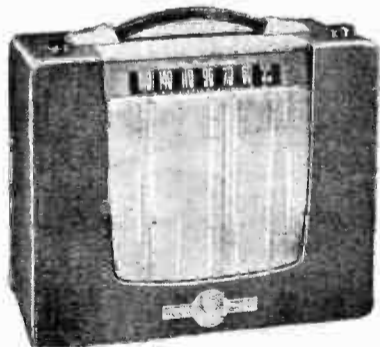
Emerson Radio Model 540. World's Smallest AC-DC superheterodyne. Choice of Walnut, Ivory, Red, Green plastic cabinets. *In walnut finish.* **\$1995**



Emerson Radio Model 543. AC-DC superheterodyne. Ebony or ivory plastic cabinet. Gold colored grille. Carrying handle. **\$2495**
In Ivory \$27.95



Emerson Radio Portable Pocket Model 508. Self-contained in Tenite case. *Less batteries* **\$3495**



Emerson 3-Way Portable Model 536. (AC-DC and battery operation.) Ideal traveling companion—all new features. *Less batteries.* **\$3995**

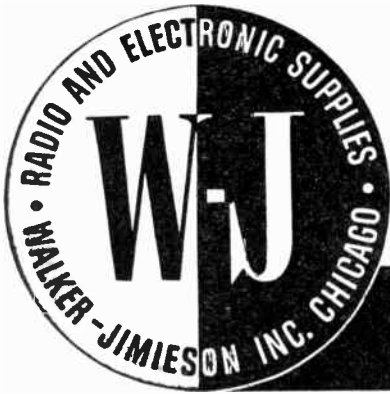


Emerson Phonoradio Model 525. With automatic record changer for 10-inch and 12-inch records. **\$9995**

These are the down-to-earth facts which get to the core of the merchandising situation. Emerson Radio models and price range—Emerson Radio retail sales volume and dealer profit—are absolute TOPS in the radio business today.

Emerson Radio—backed by widespread, hard-hitting constructive promotion—is the "INDISPENSABLE LINE"—the outstanding window and store feature—in every retail operation. CAPITALIZE it.

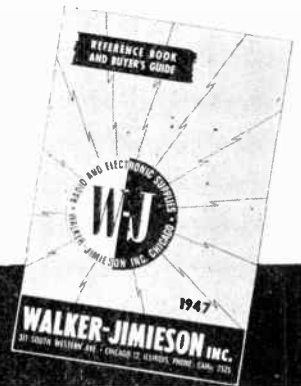
EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.
World's Largest Maker of Small Radio



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.

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

WHAT TO DO WITH OFF-BRAND RADIOS WORRIES DEALERS

ARE STILL HARD TO SELL
In Some Cases They Are Marked Down to Half of Original Price, But Still They Don't Move, Is the Complaint.

MILWAUKEE, WIS., Tuesday — A major headache to some radio jobbers and dealers in this area is the question of what to do with the off-brand radio sets acquired when the better known radios were hard to get.

Now, with nationally known sets again available in some quantity, dealers are having trouble getting rid of

the off-brand radios left. In some cases these sets have been marked down to about half of their original price, but they are still hard to sell.

Another problem in this respect is servicing the off-brand sets. In some cases the manufacturers have gone out of business or stopped making radios, and repair parts are no longer available.

A new Milwaukee corporation in the appliance and electrical equipment field is the Commercial Kitchen, Inc., with 1,000 shares of stock at \$10 a share. Incorporators are Ralph H. Krueger, Margerie W. Krueger and Bessie Codding Wagley.

The Goldman department store, 930 West Mitchell street, has celebrated its Fiftieth anniversary. A dinner was held at the Pfister hotel for employes of the store. Founders of the firm were Abraham Goldman and his sons, Leopold and

Leo, of which the latter is still active in the business.

An FM station has been authorized here for construction and operation by the Midwest Broadcasting Co. The station will be known as WPAW, and officers of the firm include Postmaster John A. Fleissner, president; George Ingraham, vice president, and Clifford A. Randall, secretary. The company also has been authorized to operate an AM station, WMAW.

Neidhoefer & Co., 418 North Plankinton avenue, local distributing firm, is actively pushing Emerson radios and a nice sales volume is reported.

At Madison, Richard A. Hintz has joined Persission's, 448 State street, Emerson dealer there, as general sales manager. Mr. Hintz was formerly a staff member of the Newspaper Advertising Service and recently returned to Madison from Los Angeles, where he did sales promotion and merchandising work.

A newly incorporated hardware and appliance firm at Montello is the Emigh Hardware, Inc., with 200 shares of stock at \$100 a share. Incorporators are Harold E. Emigh, Douglas E. Hunt and Mary E. Hunt. —BERT REICHERT.

PEERLESS RADIO FIRM INCREASING FACILITIES AT BRANCH IN JAMAICA

Peerless Radio Distributors, of 71 Murray street, New York City, has increased its warehousing and shipping facilities at its branch, located at 92-32 Merrick road, Jamaica, Long Island.

Max D. Fine and Charles Shankman, of Peerless, have indicated that about 10,000 feet of space has been added to accommodate the firm's increased export and domestic business.

Through the scientific arrangement of shelves and lighting, the co-owners expect to be able to service their customers with the greatest facility, they stated. Everything possible has been done to speed up order-picking, packing and shipping.

New Appliance Outlet

JACKSONVILLE, FLA., Monday—A new retail outlet for household electrical appliances is the new super-service station of the Joseph H. Walsh Corp., at the corner of Park and Roselle streets. The Walsh firm, of which Joseph H. Walsh, Jr., is president, has been engaged in the automotive sales and service business here for many years.

Attention Manufacturers Radios and Appliances

• National sales distribution through distributors or sales representatives directly under supervision of sales executive with 25 years' affiliation in this particular field.

For Complete Information Communicate With

Fred C. Collins
Cohara Merchandise Co.
299 Madison Avenue
New York 17, N. Y.
Telephone: PLaza 9-3830

Eric Hall Appointed to N. Y. Post by Westinghouse Co.

ROCHESTER, N. Y., Thursday — The Westinghouse Electric Supply Co. has announced the appointment of Eric Hall as manager of the Central New York State district. His offices will be in this city.

Selling Agents for Manufacturers

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



Permanent Showrooms
In Philadelphia

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

A Continuous Stream of

PHONOGRAPH PICKUP CARTRIDGES

• In supplying millions of Phonograph Pickup Cartridges to manufacturer and parts jobber customers, for new equipment installation and replacement purposes, respectively, The Astatic Corporation makes and delivers many thousands daily. Among the various type Cartridges now in production are Astatic's new "Nylon" and "QT" Cartridges, incorporating the most advanced engineering features for finer phonograph reproduction.

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

ANOTHER DUAL-TEMP* EXCLUSIVE



a completely insulated
FREEZING LOCKER

*Trade Mark Registered

MORE DUAL-TEMP EXCLUSIVES!

Two Refrigerators in One

Above, a built-in freezing locker; below, a huge, purified moist cold compartment . . . as independent in their operation as though they were two separate refrigerators.

Two Temperature Controls

Each of Dual-Temp's two compartments has its own cooling system and its own individual temperature control. Temperature in either compartment can be varied without affecting the other. No other refrigerator can do that!

No Defrosting

Dual-Temp's huge, purified moist cold compartment never has to be defrosted. Completely insulated from the freezing locker, temperature never goes below freezing. No freezing, nothing to defrost.

No Covered Dishes

With 85% humidity maintained throughout, foods can be placed anywhere in the moist cold compartment and kept fresh for weeks without covering.

Sterilamp Protection

Acts like sunshine to retard mold growth, reduce spoilage due to bacteria, and combat offensive odors.

Completely insulated . . . what a world of difference that makes! Because Dual-Temp's Freezing Locker is *completely insulated*, there is no "spill-over" of cold into the food storage compartment below. Even with the freezing locker continuously set at 15° below-zero . . . the sub-zero temperature required to efficiently freeze many foods . . . there's never any danger of freezing foods in the moist cold compartment. Only Dual-Temp is built that way! Only Dual-Temp's Freezing Locker has been officially approved by Birdseye-Snyder for safely storing commercially frozen foods!

REMEMBER, ONLY..

Admiral

CAN BUILD A DUAL-TEMP REFRIGERATOR

ADMIRAL CORPORATION, CHICAGO 47 • DUAL-TEMP REFRIGERATORS • HOME FREEZERS • ELECTRIC RANGES • RADIOS

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

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

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

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

USE this coupon TODAY!

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

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

Score _____ (please print)

Address _____

City _____ Zone _____ State _____

My regular jobber is _____

STEELMAN
RADIO CORPORATION

742 East Tremont Avenue, Bronx 57, N. Y.



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



Model 200

Retails for **\$2995**

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



Model 303

Retails for **\$3995**

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



RECORD NOTES

NIPPER, FAMOUS RCA VICTOR TRADE-MARK DOG, WILL GRACE RECORD DEALERS' ESTABLISHMENTS

CAMDEN, N. J., Friday — When a dog gives birth to 20,000 pups, that's news.

Exactly that is happening to Nipper, the famous RCA Victor trade-mark dog. His new "family" will fill over fifty freight cars. Produced of papier mache, Nipper's progeny will soon be on display in RCA Victor record dealer stores throughout the country.

The war caused a temporary retirement for Nipper, who was officially adopted as the company's trade-mark forty-six years ago. When commercial production was resumed on full scale, RCA Victor decided to rejuvenate the world-famous dog listening to "His Master's Voice." In its first step toward producing quantity replicas, RCA Victor commissioned the well-known sculptor, Carl Hallsthammar, to carve a rejuvenated, all-American model of the original Nipper, an English breed fox terrier.

First, Mr. Hallsthammar visited the leading fox terrier kennels to sketch

the best dogs of this breed that could be found. Then, after months of carving and chiseling, he came through with a Nipper that won an all points.

Then came the problem of finding the right "kennel" for the birth of 20,000 dogs, and Old King Cole Displays, in Canton, Ohio, was chosen. At the Canton plant, Nipper is being produced in papier mache in 36-inch and 11-inch sizes.

As manufacture of the dogs got into full swing, the problem of storage arose. The company solved this by renting nearby fair grounds for storage space, substantiating the claim of Old King Cole to the reputation of being the world's largest kennel.

Starting this month, initial quantities of sets of Nippers—one large and three small ones to the set—are being shipped to RCA Victor record distributors who, in turn, will supply them to the retail stores.

All this may lead to the conclusion that advertising is "going to the dogs" but in this case, that's good.

DISC CO. INITIATES ITS NEW HOUSE ORGAN

The Disc Co. of America is instituting a house organ to be known as the "Disc Almanac," it was announced here yesterday by Moe Asch, president of that New York City firm.

The Almanac will run about twenty-four pages and will feature sales aids to the dealers in their merchandising of records.

Additional news from Disc reveals that among the new albums for May will be: "Calypso, Vol. 3" by Lord Invader and Felix and his Internationals; "Spirituals" by Ernestine Washington and Bunk Johnson; "America's Favorite Songs, Vol. 2" by Lead Belly, Woody Guthrie and Cisco Huston. Under the Asch label, "Tchaikowsky's First," played by the Santa Monica Symphony Orchestra, will also be made available, the Disc company announcement stated.

DEALER MATERIAL ON CARNEGIE HALL ALBUM SUPPLIED BY SONORA

Sonora Radio & Television Corp., Record Division, New York City, revealed here last week that it was supplying dealers in this city with showcards and backdrops for a movie and record album tie-in for its Carnegie Hall set.

Further news from the Sonora firm lists five singles to be available the first week in June. They are: "Can

You Look Me in the Eyes" and "Don't Bring Me No News" by the Velvetones; "Once Upon a Time" and "Dear Old Girl" by Fred Meadows; "Would You Believe Me" and "Meet Me at No Special Place" by Ray Anthony; "I Wonder, I Wonder, I Wonder" and "Stella by Starlight" by Ted Streater, and "I Won't Be Home Anymore When You Call" and "I Want to Be Loved" by George Towne.

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

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

TEMPO

Record Company of America

SALUTES ITS DISTRIBUTORS!

9. "BUCK'S" DISTRIBUTING CO.

12 DOCK ST. • WILMINGTON, N. C.

Exclusive TEMPO Record Distributor

10. ARKANSAS RADIO & APPLIANCE CO.

307 E. MARKHAM • LITTLE ROCK, ARK.

Exclusive Distributors for Philco Radios and Philco Appliances — and Exclusive TEMPO Record Distributors

WRITE DIRECT FOR NEW TEMPO CATALOG

OVER 1600 TEMPO TUNES RECORDED

TEMPO
CUSTOM MADE RECORDS

RECORDED BY DIRECT ELECTRONIC PROCESS

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

W. Russell Getty
TEMPO ATLANTIC INC.
76 West Chelton Avenue
Philadelphia 44, Pa.

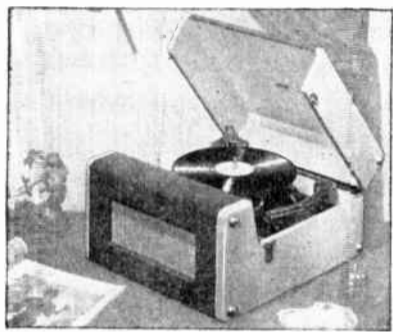
D. J. MacKillop
TEMPO SOUTHERN
11 Avondale Road
Avondale Estates, Georgia

NEW DISPLAY CABINET FOR VICTOR RECORDS

CAMDEN, N. J., Thursday—A new sales display cabinet which will enable record dealers to display prominently as many as eighty-eight single discs in a small space within easy reach of customers, will soon be available, the Radio Corp. of America, RCA Victor Division, in this city, announced today.

The cabinet is a plywood fixture in four sections, with plate glass shelves, which display the record selections. It is priced at \$99. Five feet, eight inches high, it occupies only four square feet of dealer floor space.

A kit of title strips containing the names of best-selling Victor Red Seal records will be supplied periodically by the Victor advertising department.



Times-Columbia Dealers Talk to Cugat Backstage

Times - Columbia Distributors, Inc., Columbia record distributor in New York, held a party for its dealers last week backstage at the Capitol Theatre. Xavier Cugat, the guest of honor, was introduced to the dealers by Arthur L. Kenn, Times - Columbia sales promotion manager.

During the party, Mr. Cugat chatted informally with the dealers and gave them photographs autographed on the back with a caricature of himself which he drew on the spot. After the party, the guests were taken to reserved seats in the theatre where they saw the Cugat show and a first-run movie.

Decca Records Shows Increase in Earnings

Consolidated net profit of Decca Records, Inc., for the quarter ended March 31, amounted to \$687,118, after provision of \$458,079 for income taxes. This profit is equal to 88 cents per share on 776,650 shares of capital stock outstanding at the end of the quarter and compares with net profit of \$511,050 or 66 cents a share on the basis of a comparable number of shares outstanding in the corresponding period of 1946.

RAINBOW DISC ALBUM IS TRIBUTE TO THE LATE GLENN MILLER

Rainbow Records, Inc., headed by Harry Fromkes, well known in the theatrical field, since its inception last March has really had its share of hit albums and singles. Among its most recent hits has been a two disc album of the musical score from the Broadway show "Brigadoon."

This week, Rainbow introduced its latest album, "A Tribute to Glenn Miller." The album consists of four singles: "Make Believe" and "Always"; "Low Gear" and "Come On In"; "I'm Getting Sentimental Over You" and "Goodbye"; "St. Louis Blues" and "Basin Street Blues." The songs were recorded under the direction of Ralph Flanagan, arranger-composer. They are played in the Miller style and Mr. Fromkes revealed that since the preview of the album on a New York City disc jockey program, the public and dealer demand has been tremendous.

The Rainbow firm now has set up seventeen distributors throughout the United States, and announcements are forthcoming on additional ones in the near future, Mr. Fromkes stated.

VOX FIRM OUTLINES NEW RECORD SERIES

Plans for the new "Spotlight Series" were outlined here last week by Vox Records, New York City.

The Spotlight Series is defined as follows: "The Vox Spotlight Series is designed to throw the phonographic spotlight on outstanding and significant personalities in the musical world. Toward this end albums issued will feature material that we feel has contributed to the development of new art forms based on the expressions of authentic folk material and attitudes. This includes improvised jazz, folk songs and dances, European specialties, operettas, etc."

Vox has scheduled for May release the following albums: Louis Armstrong-Paris 1934 album, Alec Wilder Octet album, Charlie Christian Memorial Album, and WNEW Saturday Night Swing Session.

The Vox firm is headed by George Mendelssohn, president; and Henry H. Reichhold, the chemical magnate, and Chairman of the Board. Larry Green, vice president and William Simon will direct this new series.



DISTRIBUTED IN
INDIANAPOLIS
Area
BY
Appliance Distributors,
Incorporated
Indianapolis 4, Indiana



FADA Radio Point-of-Sale DISPLAYS FOR FADA DEALERS



Hit the Bull's Eye!
Neon Clocks, Signs, Streamers,
Display Stands

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

Exclusive Wholesale Distributor of DYNABOX for the Metropolitan New York Area
including the counties of New York, Bronx, Kings, Queens, Richmond and Nassau and Suffolk counties in Long Island.
SANFORD ELECTRONICS CORPORATION
WHOLESALE DISTRIBUTORS
136 LIBERTY ST. Tel.: Barclay 7-2242 NEW YORK 6, N. Y.

THE FIRST NAME IN AMPLIFIED PHONOGRAPHS

Dynavox

SMASH SURE-FIRE HITS FOR 1947... Superior Style, Tone, Quality and Value are embodied in these outstanding Electric Amplified Phonographs.

The SWINGMASTER
Outstanding for low-priced entertainment... Compact, 2 tubes, 110V AC, 60 cycles... High-fidelity crystal pickup... 5" Alnico V Speaker... Console quality tone... Handsomely designed 2-tone solid wood cabinet... Truly an achievement in popular phonographs.

The BOLERO... Model AP-514
Acclaimed for Performance! A beautiful Phonograph, rich in quality, tone, and design... Plays 12-10" or 10-12" records... 3 tubes... 110V AC, 60 cycles... Milwaukee foolproof automatic record changer... 6 1/2" Alnico V Speaker.

Housed in a deluxe portable case with automatic stay hinges. Covered with lustrous DuPont simulated leather.

Dynavox CORPORATION
40-05 21 ST., LONG ISLAND CITY 1, N. Y.

A few territories still available. Write for particulars.

SOLD THROUGH AUTHORIZED DISTRIBUTORS



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



LOS ANGELES TELEVISION STATIONS HELD UP BY LACK OF NECESSARY BUILDING MATERIAL

BUT HOPE IS EXPRESSED FOR SOLVING OF DIFFICULTIES

National Broadcasting Co. Has Altered Its Plans for the Erection of Transmitter in City Proper — Ellinwood Industries Holding Up Shipments of Recorders Until Proper Motors Can Be Obtained.

LOS ANGELES, CALIF., Friday—The National Broadcasting Co., has altered its plans for a television transmitter location in Los Angeles proper and has, instead, signed a long-term lease agreement for a half-acre site on the Mt. Wilson Hotel property.

Tentative original plans called for NBC to construct a transmitter on government forest land atop Occidental Peak, but the switch to Mt. Wilson was made because of more favorable building conditions and greater accessibility. The Mt. Wilson location has a height of approximately 5,700 feet.

NBC engineers plan to begin soil tests and other surveys in the near future. Date for the beginning of actual construction has not yet been set. The plans call for erection of a modern transmitter building, complete with the latest RCA equipment and living quarters for engineering personnel at a cost of some \$750,000.

Studios and other facilities are to be

built on the NBC property at Sunset and Vine Hollywood.

Pending delivery of equipment, plans of Station KLAC for the operation of its television station are progressing as well as they can. Dorothy F. Thackrey, owner of Station KLAC, was granted a permit by the FCC some months ago to construct and operate a television station. A site has been acquired on Mt. Wilson, where buildings will be constructed to house the station's transmitter.

The major broadcasting studios will be housed, it is expected, in a building adjoining KLAC's radio broadcasting studios, for which land has been acquired at the corner of Cahuenga boulevard and Romaine avenue, in Hollywood.

All the necessary equipment for television has been ordered from RCA, but so far only two cameras have arrived and the equipment is so far from complete that plans for actual broadcast-

ing have had to be held in abeyance. The way it looks now, it will probably be the Spring of 1948 before KLAC is able to put programs on the air, says Fred Henry, station executive. According to the present plans, the station will feature the telecasting of major sports events by remote pick-up.

It can be seen that shortages of materials, parts and equipment are still holding up production, construction and distribution here. From phonographs to television stations the cry is still "We can't go ahead until . . ."

For example, Ellinwood Industries, 350 West Slauson, is still waiting for shipments of the right motors for the Ellinwood recorder. B. C. Bray, sales manager, is deriving whatever small comfort he can from the arrival of two motors out of the large quantity he has been awaiting for nearly six months.

Ellinwood Industries refuses to release any of these professional portable recording devices without motors in keeping with the high standard of its products.

Deliveries have begun on the Farnsworth top-quality model, the Chipendale radio-phonograph combination instrument, listing at \$439.50. "Shorty" Sherman, of Sherman & Swenson, distributor of Farnsworth here, is much pleased with the appearance and performance of these FM-AM jobs.

Commenting on the present cry for price cuts, Mr. Sherman calls attention to the fact that most of the leading nationally advertised brands have not increased in price materially since the removal of OPA restrictions. Actually, the only increases that have been made in the prices of these nationally dis-

tributed lines were those agreeable to OPA. These prices are, Mr. Sherman believes, as low as can reasonably be expected, with present manufacturing costs what they are.

Mr. Sherman finds that those dealers who remember to use what they know about selling are doing all right.

—S. M. BOOKEE.

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

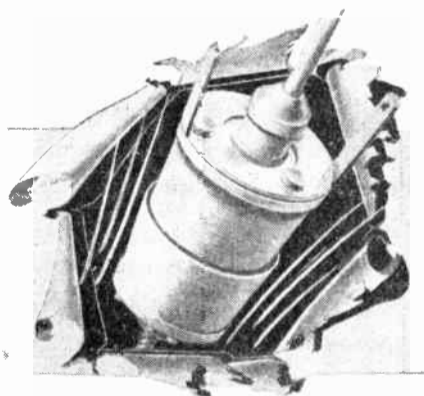
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Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana . . . Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Panamuse.

Chicago Parts Show

(Continued from Page 3)

present period of high inventories than are the receiver producers. However, nobody is panicky, and even the most pessimistic say that the situation will adjust itself within a few months, after which things will level off.

Distributors were the first to get a glimpse of the merchandise exhibits in the Stevens Exhibition Hall yesterday, which was NEDA Day in honor of the National Electronic Distributors Association. An extensive program was staged by the jobbers under the direction of A. R. Oliver, of the Pilgrim Distributing Co., this city.

Displays of radio receivers dominated the exhibits at the Blackstone and Congress hotels. Set exhibits are not permitted at the Stevens since the show proper is devoted exclusively to radio parts and accessories. Some radio set displays are also being staged at the Palmer House.

Delays in expediting room assignments at the Stevens have been particularly annoying to show visitors for a week. This bottleneck became most acute with the arrival Sunday morning of the Radio Show Special Train from New York with 250 members of the trade on board.

The NEDA activities got under way with a breakfast in the Grand Ballroom. Don McNeil, master of ceremonies of the Breakfast Club Program, broadcast on a nationwide hook-up at the NEDA breakfast.

Meetings of The Representatives of Radio Parts Manufacturers, the Sales Managers Club (Eastern Division) and the Association of Electronic Parts and Equipment Manufacturers were also staged yesterday, and a luncheon meeting was held by the Radio Parts and Electronic Equipment Shows, Inc. for member-exhibitors and general members.

A number of manufacturers held sales meetings of distributors and representatives Saturday and Sunday. One of the largest delegations to attend the show arrived Sunday morning on board the Radio Show Special, which left the Grand Central Station, New York, 3:45 P.M. Saturday, Eastern Standard Time. Perry Saffler, the perennial chairman of the train committee, did himself proud in handling the numerous details of such an undertaking. The usual activities were staged on board, and the annual midnight snack and special breakfast were well up to par.

Dinner on the special train was provided by Emerson Radio & Phonograph Corp., the midnight snack by the Radio Corp. of America and breakfast by the Tele-Tone Radio Corp.

The Special Show Train from New York made the trip West not without incident. An hour after the train had pulled out of Grand Central Station, a woman was discovered on board. The train is strictly a stag affair. The "stowaway" boarded the Radio Special by mistake, but was permitted to continue through to Chicago.

The show proper, with its 160 exhibits of every type of radio part and accessory, was formally opened this morning

(Tuesday) at 10 o'clock and will continue through Friday night. Advance registrations indicate an attendance equal to last year when 7,600 tradesmen registered from every state and from numerous foreign countries.

Walter Evans Now Heads Westinghouse Subsidiary

PHILADELPHIA, PA., Saturday — Walter Evans, vice president in charge

of all radio activities of the Westinghouse Electric Corp., has been elected president of the subsidiary Westinghouse Radio Stations, Inc., it was announced today by G. A. Price, head of the parent company.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!

LEONARD ASHBACH COMPANY STEALS THE SHOW WITH THE WORLD'S GREATEST RADIO TUBE SALE!

Here We Offer Over 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 Two Categories. Some at Distributors' Cost — and Below Distributors' Cost.

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	\$.59	2100	—6K7	\$.48	2000	—7C6	\$.55	6000	—12BA6	\$.40
2000	—1N5GT	.59	5000	—6SA7GT	.49	5800	—7B6	.49	5000	—35W4	.29
2000	—1H5GT	.49	6000	—6SQ7GT	.40	6200	—7Q7	.49	5000	—50B5	.48
1200	—1L4	.30	3000	—LSC7	.55	8000	—7N7	.49	5000	—35Z5	.35
4000	—1LA6	.90	1500	—6L6	.90	3000	—7E5	.49	10000	—35L6	.44
500	—1LD5	.75	2900	—6L6GA	.80	2000	—7Y4	.49	3000	—50L6	.44
3300	—1LC6	.85	800	—6SD7	.35	3000	—7F7	.55	1700	—50A5	.55
5000	—1LN5	.75	12000	—6SH7	.30	1800	—12SR7	.45	1400	—35Y4	.39
7000	—1R5	.45	2300	—6SL7	.60	2000	—12SL7GT	.55	3000	—14Q7	.45
4000	—1T4	.40	2000	—6V6GT	.49	5000	—12SQ7GT	.40	3300	—14A7	.48
400	—3Q5	.65	2000	—6J5GT	.39	8000	—12SK7GT	.40	2000	—14B6	.45
1600	—3A4	.35	2000	—6K6GT	.45	4000	—12SA7GT	.50	700	—46	.48
2900	—5U4G	.45	4000	—6SK7	.40	12000	—12SN7	.30	8000	—9003	.25
8000	—5Y3GT	.33	1900	—6J5	.39	3000	—12C8	.30	1350	—955	.45
4100	—6AG5	.50	4000	—6SJ7	.48	8000	—12A6	.40	7000	—SP30	.30
3000	—6AL5	.25	8000	—7A7	.49	3000	—12H6	.30	6000	—SP45	.40
4000	—6H6	.39	500	—7A8	.65	2000	—12J5GT	.39	5000	—OY4	.38
1900	—6C5	.45	4000	—7B4	.49	6000	—12BE6	.40	1000	—77	.45
20000	—6J6	.30	2000	—7C5	.49	6000	—12AT6	.40	2000	—27	.40
2000	—6K7GT	.48									

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CHICAGO, ILLINOIS



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

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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 ...



SALE OF TELEVISION SETS IN HARTFORD FAR IN THE FUTURE, AREA'S TRADESMEN BELIEVE

HARTFORD, CONN., Monday—General sale of television sets in Hartford is still much in the future, radio-men say. General Electric Co., is organizing for sale of sets in Connecticut, but initially will restrict sales to that section in the southeastern part of the state. In this area, the prospects of getting good television signals from New York are favorable, but Hartford is sixty miles or more distant from the section where good television is now fairly certain, they point out. There are a few television sets in this area now, but in locations where reception is open.

Early buyers of television sets will

find that installation of aerials will carry an additional expense of 20 to 25 per cent of the cost of the set. That covers servicing for a year.

One manufacturer of television sets is offering them with antenna installation up to the buyer.

For the most part, these men continue, this city will await television until a local transmission station is erected and that is very much in the remote future. Station WTIC, the only local station to file an application for a station license, withdrew its application without prejudice when the controversy between black and white and color picture transmission arose, not that Travelers was committed to either projection. FCC has ordered further testing on color pictures.

In the radio field, these same men feel that good color picture televising may be three to five years away, if not longer.

"Tom Thumb," the personal portable radio, manufactured by the Automatic Radio Co., Inc., was offered for sale in this city this week by nine radio dealers who jointly sponsored a quarter-page newspaper ad. The novel set is advertised as "the only personal portable radio to recharge its batteries for added hours of operation".

Those offering the new set are: Atlantic Sales Co. 1934 Park street; Del's Radio and Appliance Co. 315 Albany avenue; Hartford Appliance Co., Inc., 436 Asylum street; Furniture Shops, Inc., 1977 Main street; Paul's Radio Service, 217 Barker street; J. Rosenblatt and Co., Inc., 1027 Albany avenue; Sport Center, Inc., 52-56 Trumbull street; State Radio and Appliance Co., Inc. 706 Albany avenue, and Peter

S. Tomozak, of 210 Asylum street. The set is distributed by E. Stanley Freeman, Inc., of 265 Huntington avenue, Boston.

Excavation for the foundation of a one-story brick exterior building to be constructed for the General Electric Supply Corp., Connecticut wholesale distributor of electrical supplies and appliances, has started at 2964 Main street. The structure, containing 30,000 square feet of floor space and estimated to cost \$125,000, will be situated on a tract of land 120 by 525 feet.

The building will be devoted to general offices, display rooms and warehouse area with parking facilities in front, 130 by 100 feet. It will be a steel and frame structure, 100 by 325 feet, with steel deck and built-up roof and setting back 100 feet from the street. A maximum of open space will be provided within the building by virtue of having only one row of columns. Windows will have steel settings and in the warehouse section they will be of the security type.

The entire office will be serviced with many underfloor ducts for electrical and telephone systems. A circulating hot water heating system will be installed with unit heaters for the warehouse. Floors will have asphalt tile covering.

The firm commenced business in Hartford in 1932 and now acts as headquarters for the corporation in Connecticut with offices and warehouses located in Waterbury, New Haven and Bridgeport.

Seventy employes work in the Hartford unit. Harry F. Rogers, of West Hartford, district manager, has been in

the local office since its inception here. Rodger L. Sherman, of Wethersfield, is service manager and Robert J. Lewis, of Glastonbury, is district appliance service manager.

—COX

New Store Opened

NEWARK, N. J., Friday—The Bob-Allen Co. has opened a new retail radio and appliance store at 884 Broad street, this city.

EXPORT Opportunity

For Manufacturers of

- Radios
- Record Players
- Refrigerators
- Electrical Appliances

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

Let us Send You Details of our Unique Service.

HEDCO Distributors, Inc.

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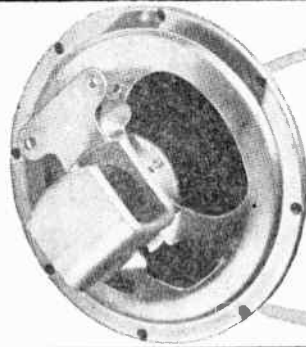
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QUAM *Adjust-a-Cone* SPEAKERS



Look for the 'U'-SHAPED COIL POT
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Builders of Quality Speakers since 1923

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GRAND
Gas Ranges

SETH THOMAS
Clocks

PROCTOR
Small Appliances

RADIO PIONEER TALKS ON FM IN KANSAS CITY

AND PREDICTS ITS WIDE USE

H. C. Bonfig, of Zenith Corp., Tells of the "Magic Multiplication of Channels Available for Broadcasting" on FM Band.

KANSAS CITY, MO., Monday—Activities connected with frequency modulation broadcasting continue to make news in this area.

Speaking at a meeting of the Electric Association of Kansas City, H. C. Bonfig, vice president of the Zenith Radio Corp., predicted "a magic multiplication of the channels available for broadcasting." This increase will result from the wide use of FM broadcasting, Mr. Bonfig said.

The speaker identified the advantages of FM stations to listeners as "high fidelity reception," which has a minimum of static interference and fading.

Mr. Bonfig, who lived in Kansas City from 1921 to 1933, was a partner in the Sterling Radio Co., pioneer distributor of radios in this city.

The Midland Broadcasting Co., operator of KMBC and KMBC-FM, recently secured the approval of the Federal Communications Commission for a 30 kw output for KMBC-FM, which is operating on a 12,000-watt transmitter.

To aid owners of new FM sets in securing maximum enjoyment from programs, KMBC has recently included instructions for tuning in its weekly columns in newspapers in this area. The instructions emphasize the necessity for careful tuning midway between the two signal peaks and cautions listeners to spend a little more time than they do in AM tuning.

KMBC-FM, now broadcasting from 2 to 9 p.m., seven days a week, offers two half-hour programs for lovers of symphonic music.

The WREN Broadcasting Corp., operator of WREN in Lawrence, Kans., has announced that the company will move its main studios and office to Topeka, Kans., and that approval of the FCC has been secured for a class B 20,000-watt FM station for Topeka. Nighttime power for WREN will be increased from 1,000 watts to 5,000, which is the present daytime power.

The broadcasting facilities will be moved from Toganoxie, east of Lawrence, to Grantville, east of Topeka, on U. S. highway No. 24. This change in location will increase the station's coverage in eastern and central Kansas, the trade territory goal for WREN. Auxiliary facilities will be retained in Lawrence, where time will continue to be shared with KFKU, the station operated by the University of Kansas. Temporary facilities for broadcasting are expected to be established in Topeka, by about May 10, and the complete move is scheduled to begin within the next two or three months.

WREN, which started its broadcasts in 1926, joined the American Broadcasting Company in 1946. The station now has a staff of twenty-four employees, who will make the move to Topeka.

Miss Cecile Burton, chairman of the speech department of Junior College in Kansas City, represented the radio council of greater Kansas City, at the annual institute of education in radio held May 2 to May 6, in Columbus, O.

C. J. Allen, branch manager of the Frigidaire Sales Corp., has been elected a director of the Kansas City Rotary Club, and will be installed at meeting at the Hotel Muehlebach, June 5.

— WRIGHT.

L. G. Thomas Elected To Solar Mfg. Board

Leslie G. Thomas, vice president of the Solar Manufacturing Corp., New York, in charge of manufacturing, has been elected to the board of directors to succeed William F. Seeman, who retired, it was announced last week by Paul Heyteni, president.

KEN-RAD

RADIO TUBES



Better than ever

Write for Booklet ETR-16, "Essential Characteristics," the most complete digest of tube information available.

KEN-RAD

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An Invitation

Radio-Television Institute extends the facilities of its Placement Bureau to employers who are seeking well-trained employees in Radio-Television. This service is FREE to employer and employee.

Radio-Television Institute trains technicians of calibre to serve the Radio-Television Industry. Our graduates are equipped with a thorough Theoretical and Practical knowledge of Radio-Television-Electronics. They have had actual laboratory work on all types of Electronic Equipment. Many veterans who also have had previous experience in service are further trained at our Institute.

For well-qualified Technicians and Engineering aids, we invite you to visit, write, or telephone

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480 Lexington Avenue
New York 17, N. Y.

PLAZA 3-4585

WIRE RECORDER UNIT FOR AMATEURS MADE BY WEBSTER-CHICAGO

CHICAGO, ILL., Monday—A wire recorder mechanism, to be known as Model 79 Foundation Unit, was announced today by the Webster-Chicago Corp., 5610 Bloomgindale avenue, this city. This basic unit, around which a complete wire recorder can be built, is designed for use by amateurs and experimenters.

Model 79 consists of a simple, efficient wire transporting mechanism designed by the same engineers responsible for the development of the Webster-Chicago complete portable wire recorder now being produced and distributed nationally. It is equipped with a triple-purpose recording head which records, erases and plays back.

The mechanism is powered with a four-pole, shaded pole, self-starting, induction-type motor giving the constant uniform speed essential to wire recorder operation. Model 79 operates from 105-

125 volts on 50 or 60 cycles. It records at two feet per second and rewinds at seven times that speed.

A standard size spool of wire is used which permits continuous recordings of one hour in length. Shorter length spools in ¼ and ½ hour sizes are also available. Deliveries of Model 79 are scheduled for July.

Special Markets Division Of Frigidaire Is Reopened

DAYTON, OHIO, Thursday—H. M. Kelley, appliance sales manager of the Frigidaire Division of the General Motors Co., recently announced the re-establishment of the Special Markets Division of the firm's appliance sales department.

The Special Markets Division, which was discontinued during the war years, will handle quantity, home freezer, replacement, farm and school plan sales, Mr. Kelley said.

C. E. Quigley, who has been engaged in preparatory work for the re-establishment of this division since 1944, has been appointed manager.



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



MILO *Your "Q" for Quality*

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

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

CHICAGO JOBBERS BUILDING UP SALES FORCES TO TAKE CARE OF INCREASED FLOW OF GOODS

(Continued from Page 10)

Hot Springs, Ark., his first in many years. He will be back on the job May 19.

Appointment of three new representatives was announced last week by Paul Phillips, vice president of Chicago Condenser Corp., 3255 W. Armitage avenue, Chicago. The three are Baumann & Bluzat, 2753 W. North avenue, Chicago 47; J. P. Davenport, Detroit 26, Mich., and Kay Electric Co., New York 7, N. Y. These three, Mr. Phillips said, will serve the radio and electronic industries in their respective areas. He also stated

that recent mention of Chicago Condenser's new catalog in this paper has brought a considerable number of inquiries for the brochure, followed by many voluntary compliments on the manner in which the firm's products are presented in the catalog.

After an extended visit to the southwest which began when they left here February 28, Roy A. Whipple, president of Waken & Whipple, and Mrs. Whipple returned to Chicago on May 6. While gone they spent considerable time in Tucson, Ariz., and also visited the Grand Canyon, Death Valley, Las Vegas, Carlsbad Caverns, the Will Rogers Memorial and the Ozark region.

E. J. Poole was elected vice president in charge of sales, and a member of the board of directors, of Cinch Mfg. Corp., 2335 W. Van Buren street, Chicago, at a recent meeting of the board. Prior to his promotion Mr. Poole was sales manager for the firm.

It's news when a man announces that he is soon going to start on a 75,000-mile trip. But that was the statement of L. B. Calamaras, executive secretary of the N.E.D.A., regarding his "annual pilgrimage" back and forth over the country in the interests of his organization in the course of a year. Mr. Calamaras said that he would start after the Parts Show in Chicago is out of the way, and expects to arrive in the New England states during the first week in June.

A change of considerable importance took place April 20 with the Hyland

Electrical Supply Co., Chicago distributor of Fada radios and electrical appliances, when Willard Swaab, sales manager of the firm, was elevated to the post of vice president. Coincidental with this step was the affiliation of M. C. (Mike) Coleman as assistant to Mr. Swaab, handling the duties of sales manager of Hyland's appliance division. Mr. Coleman has for some time been sales manager of the appliance department of the Westinghouse Electric Supply Co. in Chicago. —W. D. MORRIS.

Barnetts At Parts Show

PHILADELPHIA, PA., Monday — Barnett Bros. Radio Co., distributor here, announced that Joe and Dick Barnett, heads of the firm, are in Chicago attending the Radio Parts Show.

SOLD! bought on impulse

OUTSELLS EVERYTHING IN RADIO WHEREVER INTRODUCED

the *Lee* 400

SELLS ON SIGHT!
Designed and packaged for fast over-the-counter selling.

Not Distressed Merchandise!
Tops in engineering! And it can't be beat for price, quality and attractiveness.

A Variety of Colors!
Gold • Red • Emerald • Pastel Pink
Blue • Silver-Grey • Brown

Be the first in your territory to get in on the Profit Parade. Wire or write NOW for a sample case of 12 assorted colors \$9.75 each.

WOOD CONSTRUCTED CABINET

AN ANSWER TO THE PRESIDENT'S PLEA

RETAILS FOR **\$12.95**

LEE RADIO CO. 1331 HALSEY STREET, BROOKLYN, N. Y.

RADIO TUBES

70% DISCOUNT — ORDERS OF 100 or more tubes
60 and 10% Discount—orders of less than 100 tubes!
For IMMEDIATE SHIPMENT — Below Distributors Cost
R. M. A. GUARANTEED — INDIVIDUALLY BOXED
If you don't see what you want, ask for it!

Type	Type	Type	Type	Type
OY4	5W4GT	6SK7GT	12AT6	38
OZ4	5Y3GT	6SN7GT	12BA6	39/44
1A5GT	5Y4G	6SQ7GT	12BE6	41
1A7GT	5Z3	6V6GT	12C8	42
1C6	6A7	6X5GT	12J7GT	43
1H5GT	6A8GT	6Y6G	12K7GT	45
1LA6	6C6	7A4	12Q7GT	46
1LH4	6B7	7A5	12SA7GT	47
1L4	6C8	7A6	12SJ7GT	50A5
1LN5	6D6	7A7	12SK7GT	50B5
1N5GT	6F5G	7A8	12SQ7GT	50L6GT
1P5	6F6GT	7AF7	12SR7	56
1Q5	6G6	7B6	14A7/12B7	57
1R5	6H6GT	7C5	14C7	70L7GT
1S5	6J5GT	7C6	24A	71A
1T4	6J7G	7C7	25L6GT	75
1U4	6K6GT	7E7	25Z5	76
1U5	6K7	7F7	25Z6GT	77
1V	6K7GT	7G7/1232	26	78
2TA4G	6L6G	7H7	27	80
2B7	6Q7	7J7	32L7GT	81
3A4	6SA7GT	7N7	35L6GT	83
3LF4	6SC7GT	7Q7	35W4	84/6Z4
3Q4	6SD7GT	7Y4	35Y4	117L7GT
3Q5GT	6SF5GT	7Z4	35Z3	117P7GT
3S4	6SG7GT	12A6	35Z5GT	117Z3
5U4G	6SH7	12A8GT	37A	117Z6GT

2% for Cash!

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.

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YOU'VE BEEN WAITING FOR IN FINER,
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*A few territories now open for live-wire distributors.
Write today for details.*



PRICE SITUATION WORRIES APPLIANCE AND RADIO DEALERS IN NEW ENGLAND TERRITORY

BOSTON, MASS., Friday—Radio and electric appliance dealers are still pondering the price situation. Those that seem most apprehensive are generally

those most prone to basing their operations on rumors and what they observe of their nearby competitor's activities. They are the type that either do not read trade publications, and other literature, containing authoritative information and forecasts in the industrial, commercial and economic fields, or, having read them, do not understand them or can gauge their portents to their own short term and long term planning.

Those that can digest and act upon information available are using this period of economic uncertainty to gird themselves for the sales struggles ahead with confidence, biding their time to see many of the misfits get out of the picture, as is generally the case under such conditions. Credit men are watching accounts closely and salesmen are not trying to load up dealers that are already stocked with poor value merchandise and no adequate cash reserve.

Dealers are beginning to take more seriously the products of the smaller manufacturers, who because of their flexibility of operation can supply good looking popular priced items in current demand. Auto radios and battery-electric lightweight portables can be sold right now in good quantity. Dealers cannot wait 'till Fall for such items from big-name makers, as was the case last year.

Dealers who have played along with the cut-price wave, at a loss to get new cash to invest in new goods that can be sold at regular prices, feel that some manufacturers can also operate temporarily at a loss to dispose of overpriced numbers and are waiting for such offerings to appear. They also believe that while the effectiveness of price cuts is short lived, the consciousness that the price spiraling is not generally on the downgrade in most commodities, is a

major drawback to heavy selling of seasonable and attractively priced goods. Refrigerators and washers at all price levels appear to go out as fast as they come in. Overpriced vacuum cleaners, and shoddily built toasters, heaters, and hand irons are not selling even with moderate price cuts. Some stores give these latter items away with the sale of a large radio console.

Automatic Radio Manufacturing Co. through their distributors, E. Stanley Freeman, 265 Huntington avenue, who sells to radio and electrical dealers, and the Hub Furniture Manufacturing Co. of 116 Merrimac street who sells to furniture dealers are running a full page newspaper sales promotion announcing a \$7 price reduction on their new self-charging battery and electric portable radio. Automatic also makes a price cut on their luggage type portable C-60X and their plastic cased AC-DC home radio number #601.

The Eastern Co. announces a price

cut on the Presto pressure cooker line, and a new 2½ quart model at a sales promotional price, and some Presto sundries for present owners. Eastern Co. also had a factory man from the Tenney Engineering Co. to demonstrate the new Tenney valve used in electric refrigeration on May 9, 9 a.m. to 4 p.m.

Two new dealers in electrical appliances are preparing sales and service show rooms on Commonwealth avenue entailing substantial investments and will be reported in detail in the near future. One is a Westinghouse dealer.

Hub Cycle & Radio Co., 596 Commonwealth avenue, is celebrating its fiftieth anniversary with a dealer's flyer of special prices on bicycle sundries, toys, wheel goods and photo sundries. They also have a descriptive price list and order blank sheet on their regular lines of similar items and electrical housewares.

—FRANK PRAY.

1/2 1/2 1/2

LIQUIDATION SALE

1/2 1/2 1/2

**ULTRAMODERN
MOLDS**

**For Plastic Cabinets
50% of Cost**

- Used only few months prior to War in Far West only. Ultramodern. Tombstone type. Fits over chassis. Beautiful lines and structural strength. \$2800.
10½"x6½"x6½"
- A midget cabinet used prior to War in Far West only. In size, appearance, and unit cost, nothing on market today comparable. Cabinets would cost less than 40 cents each. Chance to make a set to wholesale at less than \$9.00. First offer of \$1250 takes it.
7¾"x4¾"x4¾"


Compression type molds, guaranteed to be in perfect condition. Write for photos. Samples \$1.50, to cover shipping charges, etc.

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DISTRIBUTOR

SILEX
GLASS COFFEE MAKERS

Leaders in Coffee Making



Leaders because they always make a better tasting cup of coffee! Leaders in sales volume, too, because silex is recognized merchandise backed by powerful advertising and consumer acceptance.

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Coffeemaker
"Lox-in" Glass Filter
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in JERSEY at EASTERN

EASTERN  **SUPPLY CO.**

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CHAPMAN 5-2996

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Keene Jackson Co.

MANUFACTURERS REPRESENTATIVES
GLENDALE, CALIFORNIA

W. KEENE JACKSON
MERCHANDISING

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SALES ENGINEERING

• SPECIALISTS IN CUSTOMER SERVICE •

At Congress Hotel, Room 1308, During Radio Parts Show

*Finest Name
in
Radio
Phonographs*

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

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

DEARTH OF CONSOLES ON WEST COAST OVER; NO SLACK IN DEMAND

LATEST MODELS RECEIVED

**Golbus Sales Co. Has Been Named
Sales Representative for Pilot
— Sherwood B. Brunton, Pioneer
Radio Man, Dies.**

SAN FRANCISCO, CALIF., Tuesday—Golbus Sales Co., 1335 Market street, Western Merchandise Mart, has been appointed Northern California sales representative for Pilot Radios, and Pilotone Record Albums, products of Pilot Radio Corp., Long Island. B. J. Golbus, owner of Golbus Sales Co., stated that shipment of some table models have been received already and that they are meeting with very gratifying acceptance.

Pilot Radio Corp., is one of the pioneers of FM development, and table model T1521 has both AM and FM bands. Model T1411 is equipped for AM and short-wave reception. Console models are expected within 90 days. Ben Golbus stressed the high quality of Pilot products.

"For example," he said, "the Pilotone Records; the pressings are all on the unbreakable vinylite disks, while the recordings are made by widely known artists." Pilotone record albums are being received in good quantity. To

take care of the increase in business, Golbus Sales Co. has already augmented its staff by three. Reputable dealers are now being carefully selected to merchandise the Pilot radios and Pilotone Record Albums.

The dearth of fine large instruments of console radio-phonograph combinations seems to be about over though the demand still exceeds supply. Frank Edwards Co., exclusive Farnsworth distributor, received several models of the new 1947-48 line. Two of the new arrivals are model G.K. 143 and model G.K. 141. They are both console radio-phonograph combination sets, each having 13 tubes. The chassis are the same, just encased in different types of cabinets.

According to Lloyd Sutton, manager of Frank Edward Co.'s Radio & Appliance Division, a leading favorite is the chairside combination model for which "the demand is overwhelming."

Another of the Frank Edwards franchised lines are the Thermador products, manufactured in Los Angeles. Distribution started on Thermador electric ranges but they are still being received in very limited quantity.

Hoffman Radio Corp., Los Angeles, is introducing some very interesting new sets. Walter Epstein, Hoffman manager in this area, is currently showing in the display room at the Mart, Model 503, which is a 12-tube set, has AM and short-wave reception, an automatic phonograph and record changer, and in addition is equipped for home-recording. It is available in

blond oak, mahogany or walnut cabinets. It retails at \$359.50. Model 502 is another console combination, and has thirteen tubes, AM-FM reception, Webster record changer. Model 504 has sixteen tubes, AM-FM reception, automatic record changer. A new-comer to the group is Model 309 C. O. This little table model is a tamper-proof, coin-operated device for which the demand is amazing. Model 309 C. O. has six tubes and can be used on either AC or DC current.

The Nelson R. Thomas Agency, Inc., manufacturers' agent, with headquarters in Los Angeles, represented in the northern California territory by R. W. "Wally" Tull, has been appointed factory representative for the new Drain-O-Matic waste food eliminator, product of Rousselle Corp., Burbank, Calif., for the eleven western states. Distribution will be handled through the numerous branches of Nelson R. Thomas Agency. Dealers are now being franchised.

Drain-O-Matic can be easily installed under any sink. Another feature of the Drain-O-Matic is its two-directional operation. Each time the engine is turned off, it automatically reverses itself and thus avoids any possible clogging up by long or fibrous waste material.

N. B. Sherrill, Jr., sales manager of Illustravox Division of The Magnavox

Co., was a visitor here for a few days last week.

At the annual board meeting, Clay Sherman, grandson of Leander Sherman, founder of Sherman, Clay & Co., was elected vice president of the firm which his grandfather established seventy-six years ago. Re-elected were: E. D. Turner, Jr., president; F. E. Sherman, secretary; L. M. Cole, treasurer.

Sherwood Baldwin Brunton, pioneer San Francisco radio man, died of a heart attack last week. Mr. Brunton was associated with his brothers, Ralph and Mott, and C. L. McCarthy, in the operation of Station KQW. He was secretary-treasurer of Brunton's Automotive Service, a distributor of Philco automobile radios.

—GISELA NEY.

'Reps' California Chapter Admits Three Into Group

SAN FRANCISCO, CALIF., Thursday—Three new members were recently admitted to the California chapter of "The Representatives," it was announced here. They are Dean A. Lewis, of San Francisco; Harold A. Kittleman, of Hollywood, and Arthur Philo, of Pasadena.

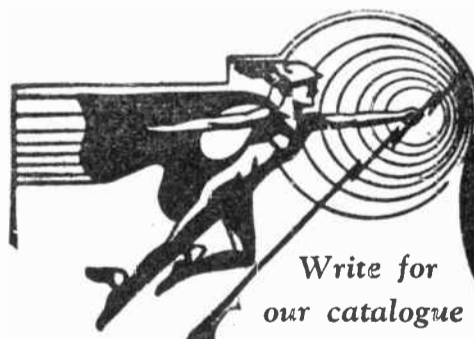
IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

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



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The Original Home Freezer

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Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

• THOR

Home Laundry Equipment

• GIBSON

Refrigerators—Ranges

• UNIVERSAL

Vacuum Cleaners & Appliances
Sole State Service Distributors

AEROPPOINT ^{UHF*} Emerald

PERMANENT JEWEL TIP PHONOGRAPH NEEDLE TRANSCRIPTION
 QUALITY REPRODUCTION FOR HOME PHONOGRAPHS \$10
 AERO NEEDLE COMPANY • 619 N. MICHIGAN AVENUE • CHICAGO 10, ILLINOIS

*Ultra High Frequency

RETAILERS TO STAGE MEETING IN CHICAGO TO STUDY RELATIONS

CONFERENCE JUNE 2 TO 4

Will Also Confer With Group of Manufacturers in Order to Present Dealer Viewpoint — Paul Kees to Preside.

WASHINGTON, D. C., Friday—To map plans for improving relations between manufacturers, wholesalers and dealers, the board of governors and policy committee of the National Electrical Retailers Association will meet jointly with the association's manufacturer-wholesaler relations committee at the Morrison Hotel, Chicago, on June 2, 3 and 4, it was announced by C. C. Simpson, managing director of NERA.

In announcing the meeting, Mr. Simpson stated that on the third day of the session, the NERA committees will confer with a select group of manufacturers for the purpose of making a formal presentation of the dealer view-

point. A roundtable discussion will follow the presentation.

Presiding at the meeting will be NERA President Paul Kees of Kees Appliance Co., Madison, Wis. Assisting Mr. Kees will be NERA Vice President Herb Names of Herb Names, Inc., of Denver, Colo., who also is a member of the NERA board of governors and chairman of the manufacturer-wholesaler relations committee.

Other NERA leaders designated to attend the conference include: W. W. Phillips and J. Kyle Hooley of Chattanooga, Tenn.; Harold Taylor, Pasadena, Calif.; Lloyd Bell, of West Palm Beach, Fla.; John B. Duff, of Savannah, Ga.; A. H. Barrett, of Stamford, Conn.; Frank Futh, of Alliance, O.; Nate Weinzimmer, of Cleveland, O.; Lillian Johnson, of Bremerton, Wash.; Julius Kovach, of Racine, Wis.; K. J. Stucky, of Fort Wayne, Ind.; and Wendal Lewis, Milwaukee, Wis.

Also, Victor Joerndt, of Kenosha, Wis.; Charles Segner, of Pittsburgh, Pa.; L. V. Morris, W. Liberty, Iowa; M. E. Brunderman, Chicago, Ill.; Lyle White, of Bloomington, Ill.; H. A. Butow, Janesville, Wis.; F. E. Morrison and Gunner Smith of Rockford, Ill.; W. C. Shields, Boston, Mass.;

Frank Moran, Cleveland; E. O. Kuehr, of Belleville, Ill.; John Wernicke, Flint, Mich.; and George Roth, of Omaha, Nebr.

New Condenser Marketed By North American Philips

North American Philips Co., Inc., of New York, has announced the availability of a new condenser designed for use in commercial radio communication and industrial electronic applications.

Called the Air-Dielectric Variable Capacitor, it has a range of 30-1 between minimum and maximum capacitance. The company reports that it is virtually impervious to any mechanical shocks that radio equipment might be subjected to.

Len Carduner Visiting British Garrard Plant

New developments in the record changer field generally and specific advertising and promotion plans for the Garrard record changer for the next twelve months, are being studied in London by Leonard Carduner, vice president of the Garrard Sales Division of the British Industries Corp. Mr. Carduner sailed recently on the Queen Elizabeth to spend a month in London in conference with Garrard executives.

This English changer is being used in this country in a number of top flight custom built radios, such as Fisher, Scott, Freed-Eisemann and is sold through dealers for replacement and custom work.

LEADERS In Their Line

... carefully judge the set-up and record of accomplishment of the distributing organization they choose for representation in any given territory.

In Northeastern's Eastern Massachusetts and Southern New Hampshire territory we are especially proud to act as Distributors for these "Leaders In Their Line":

ZENITH • THOR • GIBSON
 GRAND RANGES
 M-G-M RECORDS • QUAKER HEATERS
 SCOTT-ATWATER OUTBOARD MOTORS
 ELGIN KITCHEN CABINETS
 NATIONAL SEWING MACHINES
 BRUSH "Mail-A-Voice" And Soundmirrors
 NU-ENAMEL • PABCO
 CALCINATOR • G.E. Traffic Appliances

NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.
 BOSTON 15, MASS.

Only **3** Adjustable BALLASTS

IMPROVED AIR-COOLED

REPLACE OVER 3000

Exact duplicate AC-DC RESISTANCE TUBES

USE JFD BALLAST	TO REPLACE RESISTANCE TUBES BEGINNING WITH	NUMBER	ENDING WITH
"A"	K, L, M, BK, BL or BM	6 to 42	A, B, C, D, F, G or H
"B"	K, L, M, BK, BL or BM	45 to 105	A, B, C, D, F, G, H, S1, S2, S3
"C"	All 4-Prong	80 to 350	R, R4, R8, L, L4, L8

SMALL INVESTMENT — BIG TURNOVER
 More than 2,500,000 JFD Adjustable Ballasts sold. Giving satisfactory service since 1936. Handled by parts jobbers thruout the U.S.A.

SERVICEMEN'S POPULAR KIT
 Model 770 — Five JFD Adjustable Ballasts in handy package, with replacement manual listing more than 3000 different exact duplicate ballasts which can be replaced.
 EVERY SERVICEMAN NEEDS THIS KIT ... List Price **\$7.50**

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



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PEERLESS RADIO DISTRIBUTORS
 92-32 Merrick Road, Jamaica 3, New York
 REpublic 9-6080
 BRANCH: 71 MURRAY ST., N. Y. 7 • BA 7-6377
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

PRODUCTION MANAGER available — Progressive and efficient executive with 22 years of mass production experience in all phases of electronics and allied fields, desires to connect with a reputable concern, preferably in New York area. Address Box 870, RADIO and Television WEEKLY.

TO RADIO AND ELECTRONIC PARTS AND INSTRUMENT MANUFACTURERS
 Good old-fashioned selling is back again. Let us back your product with expert sales and engineering know-how in East. We can sell your product and keep it sold. We know that 17 years' sales experience, our own laboratory facilities, plus an aggressive personal approach will establish your product where you want it. Long acquaintance with principals and chief engineers in radio and electronic field assures you of results. Let us hear from you. Box No. 864, RADIO and Television WEEKLY.

FOR SALE — 1 RCA Cathode Ray Oscilloscope Model #158 — 5" Scope; 1 Hewlett Packard Audio Oscillator Model #200 BR. Both units in perfect condition. Can be inspected. Buyers Service, 136 Liberty Street, New York City.

MFRS. REP. with 22 years' engineering experience covering Metro. New York and Northern N. J. seeks jobber and industrial lines. Our factories aware of this ad. Box No. 851, RADIO and Television WEEKLY.

WANTED
 Radio and Appliance Salesmen for a large chain organization in Washington, D. C. Due to our large expansion program we need experienced men and we will pay them an excellent salary. We will also help married men get living quarters if selected for the positions. Write all necessary qualifications about yourself to—
Mr. Philip P. Keller,
George's Radio & Television Co., Inc.
 816 F Street, N.W. Washington 4, D. C.

SALES REPRESENTATIVE
 Wanted by radio tube company to cover jobbers and key accounts in exclusive territories: Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Eastern Montana, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Western Pennsylvania, South Carolina, Tennessee, Texas, Utah, West Virginia, Wisconsin and Wyoming. O. Meyer, 1521 Farwell Ave., Chicago 26.

RADIO-PHONOGRAPH and TELEVISION CABINETS. Small or large. The Acme Cabinets of Bridgeport, Conn. Made to your design. New York office: 58 Cortlandt St. Tel.: Worth 2-8215. Mr. M. Klein.

TELEVISION MANUFACTURERS—Wanted for distribution in So. Calif. Television receivers, low, medium and high priced lines. Complete Television Kits and component parts, aerials, test equipment. We contact all dealers and jobbers in So. Calif. and carry local stock on all items. Service and installation department. Real coverage and GO-GETTERS. Write Television Exclusive, 1742 Kent St., Los Angeles 26, Calif.

DEALERS ONLY — Expert cabinet, changer and set service. Dealers' rates. Savage & Schwartz, 1314 Kellam Ave., Los Angeles. Phone MU-6786.

SITUATION WANTED—Radio Technician. Top salesman and serviceman. Experienced in parts, equipment, appliances, amplifiers and transmitters. Personable and capable. Box No. 866, RADIO and Television WEEKLY.

FOR SALE RADIO PLANT
 Fully equipped including test equipment, excellent coil winding facilities, loop machines, complete tool room and sheet metal department, dies, etc., etc., set up to produce approximately 250 radios per day. This is a clean, neat factory of 5000 sq. feet floor space located in the heart of Hollywood—excellent trained personnel.
 A REAL OPPORTUNITY for someone who understands the radio manufacturing business.
CALBEST RADIO
 828 North Highland Avenue
 Hollywood 38, Calif.

SALESMEN
 To Sell Television Receivers
 To Dealers in:
 Los Angeles New York
 Chicago Philadelphia
 St. Louis Washington
 Detroit Newark
 Schenectady Long Island
 Westchester County
 Wonderful opportunity for qualified men with fast-growing manufacturer of television receivers. Salary or commission. Write giving experience and previous earnings.
 Box 856
RADIO and Television WEEKLY
 99 Hudson St., New York 13, N. Y.

WANTED for distribution in State of Connecticut and in Western Massachusetts — A high-class nationally-known radio line, also traffic and major appliances. This distributor is set up to do a real selling job with a high-powered organization. Address Box No. 863, RADIO and Television WEEKLY.

MANUFACTURER of table model electric phonographs retailing at \$22.95 and \$24.95 seeks distributors and factory reps. Write for further information. Choice territories now open. Box No. 871, RADIO and Television WEEKLY.

ALL RMA GROUPS CONVENE IN JUNE
 (Continued from Page 3)

plus Disposal Committee, headed by Max F. Balcom, of Sylvania Electric Products, Inc.; the Advertising Committee, under the direction of John S. Garceau, of Farnsworth Television & Radio Corp.; Amateur Radio Committee, with Lloyd A. Hammarlund, of Hammarlund Mfg. Corp., chairman; Excise Tax Committee, under the chairmanship of Joseph Gerl, of Sonora Radio & Television Corp.; Purchase Orders Committee, headed by Ben Abrams, of Emerson Radio & Phonograph Corp.; RMA Committee for Liaison with FMA, under the chairmanship of Larry F. Hardy, of Philco Corp.
 Also, the Set Division Executive Committee, with Paul V. Galvin, of Gal-

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.

vin Mfg. Corp., chairman; Tube Division Executive Committee, with Max F. Balcom, of Sylvania, chairman; Parts Division Executive Committee and Section Chairman, with J. J. Kahn, of Standard Transformer Corp., chairman; Industrial Relations Committee, Glenn W. Thompson, Noblitt-Sparks Industries, Inc., chairman; Industry Statistics Committee, Frank W. Mansfield, Sylvania, chairman; School Equipment Committee, Lee McCanne, Stromberg-Carlson Co., chairman; Credit Committee, E. G. Carlson, Croname, Inc., chairman; Export Committee, A. D. Keller, Federal Telephone & Radio Corp., chairman; Service Committee, W. L. Parkinson, General Electric Co., chairman.
 Annual meetings will also be staged by the Set, Tube, Parts, Transmitter and Amplifier Divisions.
 The annual RMA convention golf tournament will be staged on June 13 at the Calumet Country Club.

SURPLUS TRANSMITTING and SPECIAL PURPOSE TUBES

Save time and money by ordering your tube requirements from the world's largest inventory of WAA transmitting and special purpose tubes. No other single source has so many types available for immediate shipment!

CHECK THIS LIST

Type	Type	Type	Type
C1A	5FP7	464B	2J33
1B24	5JP2	527	2J34
1B27	5NP1	532	2K28
1B38	5J29	GL534	3EP1
1P24	5J30	559	5LP1
1Q21	5R4GY	HY615	6AC7W
1S21	C6A	KU627	13-4
2AP1	6AG7	632A	20-4
2C26A	6AJ5	F660	FG-32
2C34	6AK5	705	HY-75
2C40	6E5	705A	75T
2C43	6G	715B	CV92
2C44	6GJ	2J715B	VR105/30
2C45	7BP7	717A	114B
2C46	9-3	720CY	HY-115
2E22	9GP7	724B	276A
2J48	10V	725A	307A
2J50	10Y	801	316A
2K25	12DP7	801A	323A
2K31	12GP7	807	327A
2K41	15R	813	350A
2X2A	FG17	814	350B
3BP1	RX21	826	468
3B24	23D4	832	KU610
3B26	30 Spec.	836	707-A
3C22	RK34	GLA36	708-A
3C23	TZ-40	937	723-AB
3C24	45 Spec.	860	724-AB
3C30	FP54	861	726-B
3C45	FG67	864	750TL
3DP1	CPP72	884	803
3E29	VR150-30	905	815
3FP7	211	957	829-A
3GP1	211 Spec.	958A	828
4AP10	218	1148	872A/872
4B27	232CH	E1148	874
4C35	249C	1201	955
4J47	250R	1616	972-A
5AP4	252A	1626	991
5BP1	371B	1641	CD-1010
5BP4	380A	8020	1552
5BP7	393A	9006	1624
5CP1	394A	8013A	1629
5CP7	GL-446	9001	2050
5D21	446A	9002	7193
5FP5	416B	2J21-A	8011
		2J31	

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 If you are a wholesaler write today for current inventory and bargain quantity prices.
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 Distributors for
 WAR ASSETS ADMINISTRATION
 120 Greenwich St. New York 6, N. Y.
 RE 2-2080 Cable Address: Comunilab N. Y.

WHERE TO BUY - - - WHERE TO SELL

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

Where the Magnitude
Of Selling Power
Is Reflected

RADIO AND TELEVISION WEEKLY

ESTABLISHED 1938

A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

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

Appliance Manufacturers

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

Electronic Tube Supplies

Eisler Engineering Co. Newark, N. J.
Engineering Co., The Newark, N. J.
North American Philips Co. New York
RCA Tube Division Harrison, N. J.
sylvania Elec. Products, Inc. Emporium, Pa.

Electronics Manufacturers

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

Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.
Alliance Mfg. Co. Alliance, Ohio
Apex Radio & Television Corp. New York, N. Y.
Audio Industries Michigan City, Ind.
Capitol Records, Inc. Hollywood, Calif.
Columbia Recording Corp. Bridgeport, Conn.
Continental Electronics Brooklyn 22, N. Y.
Dava Co. 19 W. 44th St., New York, N. Y.
Davidson Mfg. Co. Eatonton, Ga.
Decca Records, Inc. New York, N. Y.
Disc Co. of America New York, N. Y.
Deaconson-New York Bronx 55, N. Y.
Ductone Co. New York, N. Y.
Dyravox Corp. Long Island City, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Garrard Sales Corp. New York, N. Y.
General Industries Co. Elyria, Ohio
Hamilton Associated Industries Chicago, Ill.
Edgar J. Horn New York, N. Y.
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Lincoln Electronics Corp. New York, N. Y.
Majestic Records, Inc. New York, N. Y.
Monarch Records, Inc. Brooklyn, N. Y.
Musiraft Records New York, N. Y.
Musitroa Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Pertofonic Mfg. Corp. Brooklyn 32, N. Y.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Reco-disc Corp. New York, N. Y.
Recoton Corp. New York, N. Y.
Somata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
Tempo Record Co. of America Hollywood, Calif.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Universal Microphone Co. Inglewood, Calif.
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

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

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Cinaudagraph Speakers, Inc. Slater, Mo.
Coronet Electric Co. Chicago, Ill.
Dumont Electric Co. New York, N. Y.
Electrical Reactance Corp. Franklinville, N. Y.
Electro Motive Mfg. Co. Willmantic, Conn.
Electro Products Labs. Chicago, Ill.
Electronic Laboratories, Inc. Indianapolis, Ind.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Illinois Condenser Co. Chicago 22, Ill.
Insuline Corp. of America, Long Island City, N. Y.
International Resistance Co. Philadelphia, Pa.
JFD Manufacturing Co. Brooklyn, N. Y.
Jensen Manufacturing Co. Chicago, Ill.
Legri S. Company New York, N. Y.
Lloyd Plastic Products New York, N. Y.
Merit Coil & Transformer Corp. Chicago, Ill.
Oxford Electric Corp. Chicago, Ill.
Philco Corp. Philadelphia, Pa.
Precise Electronics Co. New York, N. Y.
Pyramid Electric Co. Jersey City, N. J.
Quam-Nichols Co. Chicago, Ill.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Servwel Products Co. New York, N. Y.
Snyder Mfg. Co. Philadelphia, Pa.
Sclar Mfg. Corp. New York, N. Y.
Sound Products Co. White Plains, N. Y.
Spirling Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
Telematic Corp. Los Angeles 46, Calif.
United Speakers, Inc. Los Angeles 23, Calif.
Vitamite Co., The New York 23, N. Y.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

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

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