

RADIO AND TELEVISION

ELECTRONICS

WEEKLY

NEW YORK, WEDNESDAY, JANUARY 8, 1947

Gibson

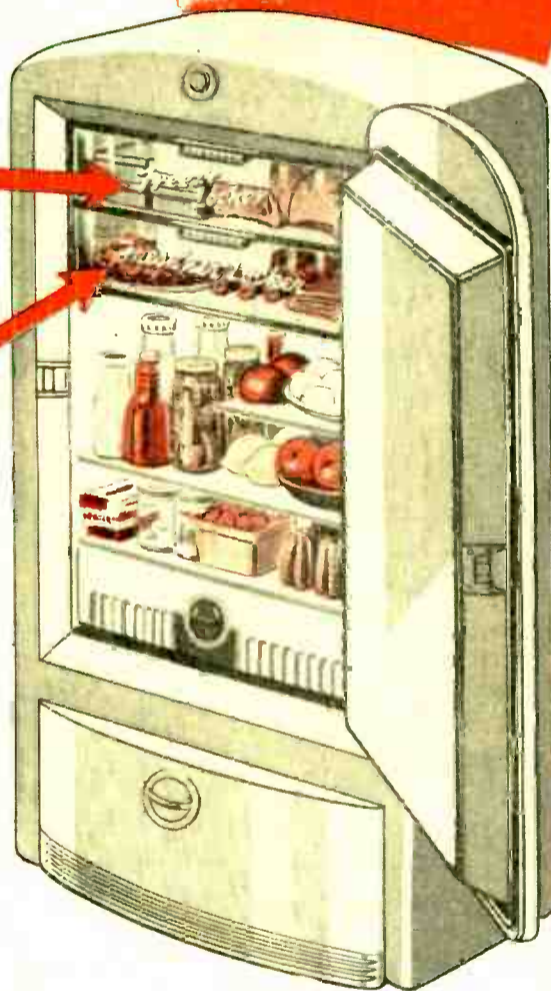
FREEZ'R Locker

A terrific selling point—something you can really talk about! . . . A big, wide, unobstructed storage compartment for keeping frozen foods at the peak of farm-fresh goodness! Pioneered and perfected by Gibson.

FRESH'NER Locker

Pairs up with the Freez'r Locker for the greatest selling combination in refrigeration history! . . . Another big, wall-to-wall space for keeping fresh meats, fruits and vegetables tasty-fresh and vitamin-full.

The Combination
**THAT SELLS! . . . AND
EVERY GIBSON HAS IT!**



GIBSON HOME FREEZER

—Upright design. Handier and more efficient. Does away with awkward stooping and fumbling for packages. Keeps frozen foods fresh for months at zero temperatures.

KOOKALL ELECTRIC RANGE

—With UPS-A-DAISY. Fully automatic. Four surface heating units, or three plus deep-well kookall—all on the same range! Banquet-size oven. Waist-high broiler. Easy-clean porcelain on steel.



GIBSON REFRIGERATOR COMPANY GREENVILLE, MICHIGAN

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These Newspapers Have Selected

FM by Federal

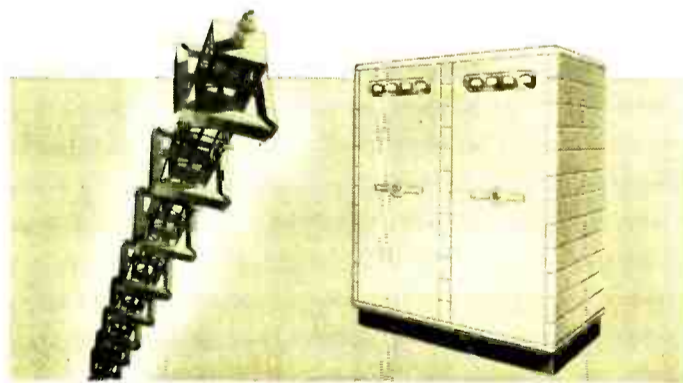
for their new Broadcast Stations



**ALL WILL BE ON THE AIR
BY EARLY 1947**

MEN WHO KNOW news pick the "big news in radio" — FM by Federal. From New York to Nebraska — from Wisconsin to Kentucky — these eighteen newspapers in eleven states are going on the air with new FM broadcasting stations. And — like so many major radio stations from coast to coast — they have all selected Federal equipment.

FM, in itself, means better broadcasting. But FM by Federal means FM at its best — the last word in center-frequency stability, radiation strength, and long trouble-free operation. Federal's 38 years of research and experience are at your service — to design, equip and install your complete FM station. Write today for detailed information. Dept. B145.



Federal's SQUARE-LOOP ANTENNA gives added effective radiation strength — up to 8 times that of the rated transmitter output.

The "FREQUEMATIC" MODULATOR is an exclusive feature of every Federal FM transmitter — assuring greater center-frequency stability, simplicity of operation and longer life.



Federal Telephone and Radio Corporation

In Canada: — Federal Electric Manufacturing Company, Ltd., Montreal.
Export Distributors: — International Standard Electric Corp. 67 Broad St., N.Y.C.



Newark 1,
New Jersey

Radio Producers Urge Low Duties To Help Exports

TO MAINTAIN LEADERSHIP
RMA Committee Files Brief With
Government Group in Anticipa-
tion of Reciprocal Trade Agree-
ment Negotiations.

WASHINGTON, D. C., Monday — American radio manufacturers have the capacity to lead the world in the design, development and production of radio transmitters, sets, parts and tubes, and are desirous of maintaining that leadership, the Radio Manufacturers Association Export Committee declared in a brief filed today with the U. S. Committee for Reciprocity Information in anticipation of reciprocal trade agreement negotiations to be undertaken by the State Department with eighteen foreign countries this Spring.

Chairman A. D. Keller, of Federal Telephone & Radio Corp., New York, on behalf of the RMA Export Committee, asked that trade barriers in these countries be withdrawn or reduced "to the point where our manufacturers will have a fair opportunity to compete." The committee requested that a "most favored nation" clause be included in all agreements.

"Exports have become an important part of the radio industry and a large number of workers in the United States are dependent for their livelihood upon the continuation of this export business," the committee said.

Recalling that before the war half of

(Continued on Page 30)

Radio Factories Sign Wage Deal

A wage increase of 10 cents an hour, retroactive to December 1, was negotiated last week in thirty-two radio manufacturing plants in the metropolitan New York and Northern New Jersey area. Some 15,000 workers are affected by the deal, which covers some of the largest plants in the territory.

The employers were represented by the Electronics Manufacturers Association and the workers by Local 430 of the United Electrical Radio and Machine Workers, CIO.

JOHN MILLS ADVANCED BY TELE-TONE RADIO

Election of John S. Mills as vice president in charge of sales and advertising of the Tele-tone Radio Co., New York, was announced last week by S. W. Gross, president of Tele-tone.

Mr. Mills has been active in the radio industry for twenty-three years and is widely known throughout the trade.

BUYERS FLOCK TO CHICAGO FOR ANNUAL WINTER MART

Radio, Appliance and Furnishings Stores Sales \$4.7 Billion in '46

NATION'S DURABLE GOODS DEALERS VOLUME \$19 BILLION

Consumer Expenditures for Durables Exceeded Dollar Volume of Pre-War Peak of 1941 by More Than 50 Per Cent — Radio, Appliance and Furniture Sales Beat 1941 Purchases by 75 Per Cent.

WASHINGTON, D. C., Thursday — The nation's durable goods stores rang up a record of \$19 billion in sales during 1946, the Office of Business Economics, Department of Commerce, said today.

Home furnishings stores enjoyed vastly increased business last year as renewed production brought to market large numbers of radios, refrigerators, washers, sewing machines, vacuum cleaners, electric irons and other appliances. Total sales of these stores amounted to \$4.7 billion, double the wartime low of 1943, and more than 60 per cent greater than in 1945.

Sales at such stores include, in addition to durable goods, many non-durable goods items, sales to business and many services.

Consumer expenditures for durable goods alone, including purchases of durables from all types of outlets, reached the unprecedented total of \$14 billion in 1946, more than four-fifths above 1945 purchases.

Durable goods included in this report embrace automobiles and parts, furniture and house furnishings, electrical appliances and radios, and many other miscellaneous hard goods.

Consumer expenditures for durable goods exceeded in dollar volume the pre-war peak of 1941 by over 50 per cent.

(Continued on Page 27)

60,850,000 Radios In Use in U. S. . . .

WASHINGTON, D. C., Friday — A report estimates an all-time high total of 60,850,000 radios in use in the United States at the close of 1946, an increase of more than 3,000,000 over 1945. It is revealed that approximately 34,800,000 families own one or more sets, out of a total number of 38,120,000 families in the U.S.

Other sets, including extra sets in homes, radios in business places, institutions, hotels, etc., total 19,050,000, and auto radios are estimated at 7,000,000.

Cosgrove Will Address Marketing Association

R. C. Cosgrove, president of the Radio Manufacturers Association and vice president and general manager of the Crosley Corp., Cincinnati, will speak on Friday, January 24 before the Radio Luncheon Group of the American Marketing Association on the subject of "Trends in AM, FM and Television." The luncheon will be held in the Hotel Sheraton, New York.

Excise Taxes on Radios, Appliances and Records Not Affected by Proclamation

WASHINGTON, D. C., Thursday — President Truman's proclamation on Tuesday of the end of hostilities, which will automatically cut high war-imposed excise levies on such items as liquors, jewelry, furs, luggage and other goods, effective, July 1, will not affect current excise tax rates on radio sets, phonographs, and parts, phonograph records, refrigerators and other electric and gas appliances and musical instruments.

However, it was pointed out by Representative Harold Knutson, who will become the chairman of the important Ways and Means Committee, that the new Republican-controlled Congress may trim the current high taxes on radios and components, appliances, rec-

ords and musical instruments in the course of its deliberations on the forthcoming tax bill.

Radio manufacturers, under the leadership of the Radio Manufacturers Association, and the electrical appliance industry, headed by the National Electrical Manufacturers Association, are planning to make drives seeking to eliminate or reduce the present high excise taxes on radio sets, parts and appliances.

Prior to the war, manufacturers paid excise taxes at the rate of 5 per cent instead of the present 10 per cent on radios, phonographs, parts, refrigerators, other appliances and musical merchandise.

Radio and Appliance Tradesmen on Hand; 40,000 Are Expected BUYERS ARE CAUTIOUS Exercise More Selectivity in Purchasing — New Radios and Television Sets Shown.

CHICAGO, ILL., Monday — Major topic of discussion among radio and appliance tradesmen here for the showings which got under way today at the American Furniture Mart and the Merchandise Mart is the scarcity of hotel accommodations. Exhibits will continue through January 19.

Buyers, dealers, representatives, distributors and also manufacturers who failed to make hotel reservations in advance were faced with a critical problem. It was a matter of being able to line up some sort of a hotel room in Chicago or else be content to stop at a hotel as far off as Milwaukee, Wis., or Gary, Ind.

All told, a record attendance of 40,000 buyers of every type of home furnishing merchandise from every section of the country and from a number of foreign lands are expected during the two-week period of the show. Although most of the radio and appliance buyers are still seeking merchandise, they have, nevertheless, become considerably more selective and choosy in their commitments. Whereas a year ago they were willing to accept almost anything in the line of radios, phonographs or appliances, now they want only quality merchandise. Also, buyers

(Continued on Page 30)

GORDON E. RILEY DEAD; RCA TRAFFIC MANAGER

CHICAGO, ILL., Monday — Gordon E. Riley, of Camden, N. J., general traffic manager of the Radio Corp. of America, died here yesterday. He was forty-eight years old.

Mr. Riley had been with RCA for the last year, and was formerly traffic manager of the United States Gypsum Co. He was a member of the New York and Chicago Traffic Clubs and the National Industrial Traffic League. In addition to his wife, Mr. Riley is survived by a daughter, Jean.

RADIO AND TELEVISION WEEKLY

Established 1916

THE TRADE'S ONLY WEEKLY

Published Every Wednesday

99 Hudson Street New York 13, N. Y.

VOL. 63—No. 2

JANUARY 8, 1947

EDWARD H. DAVIS Publisher
 CY KNELLER Editor
 SIDNEY E. DAVIS Manager

Owned and published weekly by the Phonograph Publications Co., Inc., a New York corporation; Edward H. Davis, President and Treasurer; Angeline G. Davis, First Vice President; Sidney E. Davis, Executive Vice President; Simon Kneller, Second Vice President; E. L. Zimmerman, Secretary. Address: 99 Hudson Street, New York 13, N. Y.

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Entered as Second Class Matter April 18, 1916, at the Post Office at New York, N. Y., and re-entered May 16, 1939, under the Act of March 3, 1879. Annual Subscription Rates: United States and its Dependencies, \$4; Canada, \$5; Foreign Countries, \$6. Payable in Advance. Single Copies, 20c. Phone: WALKER 5-2576-7-8. Cable Address: "REGIBID" Western Union Code.

Excise Taxes

Excise taxes on a number of luxury items such as jewelry, furs, cosmetics, liquors and theatre admissions will automatically revert to the pre-war rates on July 1 as a result of President Truman's year-end proclamation officially ending hostilities.

However, the President's decree does not affect present war-time excise tax rates on radio sets, phonographs, component parts, refrigerators and other electric, gas and oil appliances, phonograph records and musical instruments. To date, the only cause for any cheer on the part of the radio, appliance and music industry as regards a possible reduction in the current high excise taxes is a statement by Representative Harold Knutson, scheduled to become chairman of the Ways and Means Committee, who declared last week that these items will be given careful consideration by the Ways and Means Committee in its forthcoming tax deliberations.

The Radio Manufacturers Association has formulated plans with a view towards eliminating or reducing the present 10 per cent levy on radios, phonographs and component parts. A special RMA committee has already mapped a plan of action designed for relief. Likewise, the National Electrical Manufacturers Association will also seek to eliminate—or if this is impossible—to reduce present taxes on all electrical appliances.

Those entrusted with promulgating our laws should, at all times, seek to make them equitable, and all injustices should be remedied as quickly as possible. Now, it certainly doesn't make sense to reduce wartime excise taxes on liquors, furs, jewelry and other luxury goods and maintain high wartime excise taxes on such merchandise as radio receivers,

refrigerators, ranges, washing machines, etc. Our Congress shouldn't have to be told that a radio receiver is no longer a luxury, but is just as essential in a home as a kitchen clock. And, who will dare say that an electric refrigerator, a washer or a kitchen range is a luxury? Still, the fact remains that, under the Presidential proclamation, excise levies on radios, refrigerators and ranges will not be reduced, effective on July 1, but the taxes on liquor, furs and jewelry will be cut.

Surely, the incoming Congress can see the injustice to such a set-up, and it is a foregone conclusion that the RMA and NEMA groups charged with the task of seeking to eliminate or reduce the current high excise taxes will present these arguments to our lawmakers at the proper time and in a most effective manner.

Sound Outlook

The "boom-or-bust" bugaboo was exploded recently by Q. Forrest Walker, economist for the R. H. Macy & Co. department store, during an address before the American Statistical Association.

Holding that there is too much fundamental soundness in our broader business outlook to warrant a "boom-or-bust" attitude, Mr. Walker declared there is reason to hope that the nation can achieve a new price equilibrium without too severe a strain. He insisted that price distortions in the economy thus far appear to be of smaller magnitude than was the case after World War I.

"It is probable," he asserted, "that the acute awareness of the dangers of price distortions will operate to make pending readjustments far less serious than they would otherwise have been."

Mr. Walker explained that this country is now in the third phase of post-war price adjustments, and indicated that the rising price trend may persist well into the first quarter of this year. "Some competent observers," he added, "believe that the Bureau of Labor Statistics index may rise 5 to 10 per cent before a reversal gets under way."

"Such a reversal," he continued, "is indicated by historical precedent. It is usually experienced because a replacement boom creates a number of serious economic distortions that impair the general balance of the economy and undermine the confidence of the people who hold the purse strings, whether they be millions of plain people or the managements of great corporations. These distortions find expression in the relative level of prices. Continuation of serious distortions ultimately forces readjustments.

"We need the corrections to re-establish a price equilibrium in which there is a great measure of confidence and a price equilibrium that once again will permit and stimulate safe forward planning."

The critical tests will come in the next few months, Mr. Walker predicted.

Other optimistic comment also came from Washington Dodge, of the New York Stock Exchange firm of Roberts & Co., who stat-

ed that "the selling of securities since mid-Summer has brought the stock market to levels below those justified by conditions likely to prevail toward the end of 1947. For that reason, I believe that some time during 1947 we will see prices considerably higher than at present. During the interim, there may be weakness here and there, but I think numerous stocks are already at safe levels."

Mr. Dodge explained that his prediction is based on the belief that sufficient immediate demand for goods exists to permit a reasonable rate of business while the misfits in our economy are being straightened out. "It is also based," he added, "on the belief that there will be no general weakness in commodity prices. But perhaps those beliefs are too hopeful. If they are, the alternative would be a sharp decline in business, general deflation and large unemployment. Perhaps the new Congress would sit by and take it. I doubt it. Once again the economists would be summoned with a cry of 'quick, boys, the needle'."

The most pertinent point in these observations is that our broad business outlook is far too sound to entertain a "boom-or-bust" attitude, and that if we exercise sufficient caution, this nation can avoid a serious reversal.

In an appraisal of the fundamental reasons for a prolonged boom, the National City Bank's monthly report, released last week, cites three factors that "should give assurance against general or major liquidation."

First, there is the money supply, currently estimated at \$108,000,000,000—tripled since the beginning of the war. Second, is the unparalleled volume of liquid assets back of the money supply (cash and bank deposits, War Savings Bonds, and other governmental securities). Third reason is that "it is almost impossible that the money supply can shrink by any substantial extent in any short period."

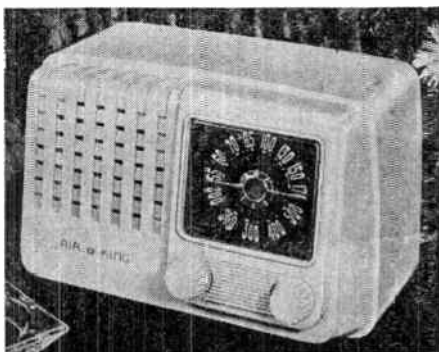
The bank further asserts that these three factors give strong reason for believing that what is needed in the way of price adjustment is a correction of distortions, a realignment of prices among themselves and in relation to income, rather than a widespread retractment of the inflationary rise.

A reduction in taxes during 1947 would be tantamount to pay increases for millions of workers and at the same time would reduce the major reason for strikes, in the opinion of William R. Kuhns, editor of *Banking*, a publication of the American Bankers' Association.

Mr. Kuhns also declared in an article appearing in the current issue of the publication that "a general growth of price resistance could be expected, which will also reduce strike motives and bring about a reduction in prices. Primarily, however, the need is for a reduction in Government expenses, which will automatically produce an atmosphere of monetary stability."

AIR KING CONCERN NOW IS IN FULL PRODUCTION ON NEW 6-TUBE RADIO

David H. Cogan, president of Air King Radio, division of the Hytron Radio and Electronics Corp., today revealed that Air King's latest receiver, a



Latest Air King Receiving Set

six-tube superheterodyne table model, the Regent is now in full production at the Brooklyn factory.

This AC-DC operated set, now available to the trade, features a precision, die cut antenna for maximum signal, white-on-black airplane tuning dial for best readability, an Alnico No. 5 loudspeaker, and a Beam Power Pentode Audio System which insures fine tone and definition. The Regent is housed in ivory or walnut plastic cabinets.

FM GROUP TO STAGE CONFERENCE FRIDAY

WASHINGTON, D. C., Monday—The recently organized Frequency Modulation Association will stage a conference at the Statler Hotel, here, on January 10, it was announced by Everett L. Diller, of the Commercial Radio Equipment Co.

Judge Roy Hofheinz, of Station KOPY, will serve as temporary chairman. Speakers will include Major Edwin H. Armstrong, professor of electrical engineering at Columbia University, inventor of frequency modulation; C. R. Denny, chairman of the FCC, and Dr. R. H. Manson, president of the Stromberg-Carlson Co., Rochester, N. Y. Every phase of the broadcasting industry will be covered by speakers and discussions, Mr. Dillon stated.

W. W. Cone Will Address Lions Club in Jamaica; To Discuss Television

W. W. Cone, of the RCA Victor Home Instrument Division, will address the Jamaica Lions Club at a luncheon meeting February 6 at the Jamaica, N. Y., YMCA. Arrangements for the talk were completed by Peter Chanko, of Chanrose Distributors, wholesaler in the Jamaica area for RCA tubes and parts.

Mr. Cone will discuss television at this meeting. W. H. Allen, of the RCA Tube Department, will attend the meeting.

Chicago Electronic Firms Look Forward With Great Confidence to Coming Year

BELIEF EXPRESSED THAT SALES WILL SET NEW RECORD

Magnecorder Getting Into Full Production — Schulman to Set Up New Division for Handling Radios — Many Firms Preparing Exhibits for Furniture Mart — Bowling Tournament to Start February 1.

CHICAGO, ILL., Monday — Magnecord, Inc., maker of the highly engineered Magnecorder wire recorder and reproducer, is looking forward to 1947 as the year when it will take an outstanding place in the recorder field of the electronic industry. F. A. Baxter, promotion director of the firm, stated that production of the Magnecorder is now beginning in earnest, and that with various supply and manufacturing problems solved, the coming year will see the firm in a position to satisfy many customers who have been waiting for the machine.

Recent showings of the Magnecorder around the country, including the motion picture studios in Hollywood and radio stations in principal centers, have aroused much interest in potentialities of the recorder for a variety of uses in those industries. In addition, commercial adaptations of wire recording, according to Mr. Baxter, loom large as another field in which the Magnecorder will find a place.

C. G. Barker, sales manager of Magnecord, will visit New York in February on business having to do with expansion of the firm's plans for the future.

A talk with Rube R. Schoenberg, general manager of the S. E. Schulman Co., revealed that the new setup whereby the distribution of Emerson radios in this section by the Schulman Co. will be handled by a separate division within the firm, is to take active form shortly.

Mr. Schoenberg stated that as soon as the new Emerson division begins functioning, dealers in this territory will be called on by Schulman salesmen who will give the Emerson picture for the first quarter of the year in all its details. "It will be attractive," he said, "for it will co-ordinate the promotion plans for Emerson nationally, together with those of the Schulman Co. for this territory. Advertising plans will play a prominent part, and as Emerson distributor here for many years, we know how to make the coming year one of big, profitable sales for our dealers."

The Schulman Co., said Mr. Schoenberg, is looking forward to taking care of its trade with all the facilities that long experience and familiarity with dealers' problems have placed at the firm's command. He also expressed appreciation for the loyalty and co-operation that dealers have shown the Schulman Co., and stated that it was a demonstration of the kind of teamwork that has proven profitable to both in the past and will continue to do so in the future.

Marine communications equipment will be of a feature of the exhibit of the Emerson Radio and Phonograph Corp. at the January 6-18 Winter Market at the American Furniture Mart, according to Edger N. Greenebaum, Jr., manager of Emerson's Chicago office.

This will be the first Chicago showing of this equipment, he said, which is made in New York by Jefferson-Travis, Inc., subsidiary of Emerson.

Mr. Greenebaum said that the marine communications line is a logical addition to the Emerson electronic products, and that they will continue to be made with the same fidelity to the principles of sound engineering that has characterized Jefferson-Travis instruments in the past as well as all products under the Emerson banner.

The Emerson exhibit at the January furniture, appliances and radio market at the Furniture Mart will be manned by Mr. Greenebaum and the Gennis brothers, Edwin and Murray. Officials from the New York factory are also expected to be present. Emerson will also show several new model radios, in addition to marine equipment.

The eighth annual bowling tournament of the Radio Industries Bowling Association will be held week ends starting February 1, and ending March 2, 1947 at the Congress Arcade, 2047 Milwaukee avenue, here. This tournament is open to all employees of the companies associated with the radio-radar industry and is on a 2/3 handicap basis.

The Association's first tournament was started in a small way in 1940 with an entry of forty teams and proved so popular that in a few years, 200 teams were competing for the five-man event trophy donated by J. M. Stone, president of Operadio Mfg. Co.

Past winners have been Quam-Nichols Corp., Cronan, Inc., Operadio Mfg. Co., Belmont Radio Corp., Sentinel Radio Corp., and Zenith Radio Corp.

—WALLACE D. MORRIS.

Wm. H. Sickinger to Head Admiral Range Division

CHICAGO, ILL., Friday — L. H. D. Baker, vice president of Appliance Division, Admiral Corp., of this city, announced today the appointment of William H. Sickinger as manager of the Range Division. Mr. Sickinger was formerly in charge of range engineering for Admiral. Previous to this, he was manager of the range division of the Griswold Manufacturing Co. at Erie, Pa. He has had twenty-five years of electric range experience, having been in charge of the electric range division of the South Bend Co. and the Crown Stove Co. of Chicago.

In making this appointment, Mr. Baker also announced that Admiral is now in volume production on its new 1947 range. Approximately 8,000 dealers will handle the electric range which features the latest design of styling and simplicity of electric cookery.

GAROD RADIO STAGES THREE-DAY MEETING; PRESENTS NEW SETS

SILVER ANNIVERSARY YEAR

Louis Silver, Sales Manager, Introduces a New Line of Radios, Combinations and Television Instruments — Advertising Plans Outlined at Chicago Meeting.

CHICAGO, ILL., Monday — Garod Radio Corp., Brooklyn, N. Y., inaugurating its Silver Anniversary Year, has just concluded a meeting of all its national distributors and sales represen-



Louis Silver

tatives at the Blackstone Hotel, here. The conference got under way on Friday and continued through yesterday (Sunday).

In charge of the three-day meeting was Louis Silver, Garod sales manager, who introduced the new 1947 line of Garod radio receivers for the first time. New models include an all-plastic table model radio-phonograph combination, a brand-new three-way portable and a new Garod television model. The latter is a direct-viewing receiver with unusually bright projection, which will make it possible to view the image in a lighted room. This new television receiver also introduces an entirely new feature, developed by Garod, which will offer great flexibility and convenience. It has a ten-inch cathod ray tube and occupies a minimum of floor space. The cabinets will be available in a number of styles, to fit all types of home decor.

Garod Radio's 1947 advertising and promotional plans were presented by Louis Shappe, of Shappe-Wilkes, Inc., the Garod advertising agency. Point-of-sales promotion and merchandising plans were presented by Paul Rofield, assistant sales manager at Garod. All promotion and advertising will be built around the Garod Silver Anniversary Year, 1947, in a consolidated campaign covering newspapers, national magazines, trade publications, direct mail, and dealer helps.

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

ELECTROMATIC SHOWS NEW PORTABLE RADIO AT INDUSTRY EXHIBITS

IN CHICAGO, ATLANTIC CITY

**Rejuven-Air Model Is Introduced
for First Time — Ed Ehrlich in
Atlantic City and Len Welling
at Palmer House, Chicago.**

Electromatic Manufacturing Corp., New York, is exhibiting its newest headline maker in the family of Colur-tone radios during the two big shows in January—the Housewares Show in Atlantic City and the Furniture Show in Chicago. This is the Rejuven-Air, a lightweight portable radio in a smartly styled two-color leatherette carrying case—a portable that officials of Electromatic say packs a big sales wallop in the many special features that have been built into it.

Among these features are three that are expected to roll up tremendous consumer enthusiasm—the new battery rejuvenator, the battery condition indicator, and the special dial illumination circuit. The battery (dry cell) rejuvenator increases the service of the batteries several times beyond their normal expectancy, according to tests made by an independent testing laboratory. The batteries are given a new lease on life by passing the current through them in the reverse direction. The condition indicator blinks when the set is operated on batteries, and also shows the condition of the batteries. The dial also indicates by its illumination when it is operated on the house power supply (AC or DC) and by blinking when operated on batteries.

Other features that distinguish this new portable are: battery terminals so simple that they require only four seconds to change batteries; one switch to change from AC to DC; large, wide range PM speaker; a special loop for greater selectivity and range; and an iron core transformer that increases the set's sensitivity by 50 per cent.

Ed Ehrlich, president of Electromatic, is heading the Electromatic representation in Booth 520 at the Housewares Show in Atlantic City, through Friday, and Len Welling, sales manager, will be at the Palmer House in Chicago, through January 15.

Radio Tube Output Hits All-Time Peak . . .

WASHINGTON, D. C., Saturday—Production of radio receiving tubes in November reached a new peak of 21,623,077, which was just above the October figure and previous high of 21,183,524, the Radio Manufacturers Association announced today.

Of the November output, 14,063,896 tubes were for new sets and 6,514,681 for replacements. The remainder were for export and government agencies. Total receiving tube production for eleven months in 1946, through November, was 180,743,639.

Phonograph Record Manufacturers Expect To Produce 375,000,000 Discs This Year

The Phonograph record manufacturing industry expects to produce about 375,000,000 discs during 1947, compared with last year's output of about 275,000,000—an all-time high for the industry—a consensus of trade leaders revealed.

Manufacturers were plagued with many production difficulties at the start of 1946. Machinery was scarce as were supplies of raw materials, especially shellac from India.

At the present time, it is estimated that there are about twenty so-called "large" firms in the field, which are turning out pressings of everything from opera to jazz, with more than 100 additional "small" manufacturers. Veterans in the industry expect many of the newcomers—especially the smaller firms—to fall by the wayside as the larger manufacturers are able to step up their production and business becomes more competitive. Limited distribution and inability to sign well-

known artists will seriously hamper the efforts of many of the new record firms, it was pointed out.

RCA Victor reported that sales in 1946 were larger than ever before, and Columbia Recording Corp. doubled its 1945 production during 1946. Jack Kapp, president of Decca Records, Inc., revealed last week that his firm sold approximately \$30,000,000 worth of records in 1946, almost doubling sales of \$15,500,000 in 1945. Capitol Records sales have also soared during 1946, compared with 1945 volume.

Majestic Records, Inc. expects its record production in 1947 to reach 35,000,000 discs, compared with an output of 7,500,000 in 1946.

Manufacturers of records are not worried about wire or tape recording supplanting the present method of recording. It is not likely that the millions of dollars worth of manufacturing and home reproducing equipment will be scrapped for another method to replace disc recording, they point out.

MOTOROLA TELEVISION SET NOW ON DISPLAY

CHICAGO, ILL., Monday—The Galvin Mfg. Corp., of this city, is showing a Motorola console model television set in a demonstration presented at the American Furniture Mart, 666 N. Lake Shore drive. The demonstration will be maintained from January 6 to 18, to an estimated crowd of 20,000, who will attend the January Furniture Mart.

The Motorola television model will be on display at the Motorola booth, No. 17/56-A, located on the seventeenth floor of the Mart. Programs from Chicago's Balaban & Katz Television Station WBKB will be viewed during the station's program hours.

The Motorola television set has a 10-inch picture tube and will tune thirteen television channels. When on the market, it will be approved by the American Underwriters' Laboratories. Production is expected to begin early in the Spring.

Sentinel's Models Shown At the Furniture Mart

EVANSTON, ILL., Monday—Sentinel Radio Corp.'s complete, postwar line is displayed at the Furniture Show which opened today in Chicago. Every type of radio in the extensive Sentinel line will be shown and demonstrated in Space L-17 at Chicago's Furniture Mart.

Highlighting the display is an entirely new type "personal portable," which is expected to be one of the surprises of this first major convention of the new year. Also displayed is Sentinel's complete postwar line of AM and FM table sets, AM and FM consoles and numerous Sentinel combinations and portables.

E. B. LUNDGREN DEAD; RADIO TRADE VETERAN IN KANSAS CITY AREA

KANSAS CITY, MO., Friday—Edward B. Lundgren, well-known manufacturers' representative of this city, died at his home here last week. He enjoyed a wide acquaintanceship among jobbers and manufacturers, and was a member of the Missouri Valley Chapter of The Representatives.

"Eddie," as he was popularly known throughout the radio trade, had not been in the best of health for the past few months.

As head of the firm of E. B. Lundgren Co., with offices in the Manufacturers' Exchange Building, he represented many prominent manufacturers. He was secretary of the Missouri Valley Chapter of the "Reps"; a member of the Advertising and Sales Executives Club, the Automotive Booster Club, the Electric Association of Kansas City, the Chamber of Commerce, and the Kansas City Housewares Club.

Mr. Lundgren was also a member of the Broadway Baptist Church, being a moderator and chairman of the board of deacons; a member of the American Legion and Veterans of Foreign Wars. He served in the armed forces during World War I. More than 200 friends and business associates attended funeral services for Mr. Lundgren.

J. Garvey McCoy Named Director of "Meritone"

J. Garvey McCoy, president of J. Garvey McCoy, Inc., has been elected a director of the International Merit Products Corp., New York, agents and distributors of Swiss made phonograph needles, precision tools and instruments. International Merit merchandises the Meritone line of needles.

JOE GERL TO ADDRESS PACIFIC COAST GROUP ON OUTPUT PROBLEMS

TALK IS SET FOR FRIDAY

**President of Sonora Will Discuss
"Growth of Pacific Coast as a
Manufacturing Center."**

LOS ANGELES, CALIF., Tuesday—"The Growth of the Pacific Coast as a Radio Manufacturing Center" will be discussed at a luncheon meeting next Friday noon, January 10, when Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, addresses a large group of California radio manufacturers in the East Gold Room of the Ambassador Hotel, Los Angeles. Host at the luncheon will be Herbert A. Bell, president of Packard-Bell Co.

Mr. Gerl, who will come here from Chicago to address the luncheon, is a director of the Radio Manufacturers Association, as is Mr. Bell also. The problems of shortage of component parts, production of FM sets and television receivers will all be discussed, with emphasis on the growth of the Pacific Coast as a rising manufacturing center.

Guests expected to attend the luncheon are: James H. Cannon, president, Cannon Electric Development Co., Los Angeles; J. A. McCullough, vice president, Eitel-McCullough, Inc., San Bruno; David A. Marcus, general manager, Electronic Specialty Co., Los Angeles; William R. Hewlett, partner, Hewlett-Packard Co., Palo Alto; H. L. Hoffman, president, Hoffman Radio Corp., Los Angeles; Robert Newcomb, president, Newcomb Audio Products Co., Los Angeles; John O. Aalberg, president, Peerless Electrical Products Co., Los Angeles; Lewis H. Glaser, president, Precision Specialties, Inc., Los Angeles; Rehbock Lewis, president, Radiophone Corp., Los Angeles; R. C. Gray, president, Remler Co., Ltd., San Francisco; Walter L. Schott, general manager, Walter L. Schott Co., Beverly Hills; and Paul H. Tartak, president, United Speakers, Inc., Los Angeles.

Big Crowds Attend Atlantic City Show

ATLANTIC CITY, N. J., Monday—The Housewares Show at the Convention Hall opened its doors yesterday with some 580 manufacturers exhibiting various types of housewares—including radios and appliance products. Flo English, director of the exhibit, expects the largest attendance ever. Thousands of tradesmen visited the booths yesterday.

The show, which will continue through Friday night, has attracted buyers from every section of the country. Dealers and other buyers have come here seeking quality merchandise and makeshift goods will not do. Since retailers anticipate a continued strong volume of business for the next three or four months, at least, they are in a position to place substantial orders for good merchandise priced right.

AUSTRALIAN CONCERN MAINTAINS OUTPUT OF GIBSON REFRIGERATORS

AMERICAN FIRM'S LICENSEE

Standard Telephones & Cables, Ltd., Plans to Construct a New Factory at Villawood to Supplement Present Output.

GREENVILLE, MICH., Saturday — Despite recent shortages of labor and materials, Standard Telephones & Cables, Ltd., Sydney, Australia, licensed manufacturers of Gibson refrigerators, has managed to maintain production schedules without serious interruption, according to advice received here by officials of Gibson Refrigerator Co.

One item in short supply for a time was panel steel used in cabinet fabrication. Later reports reveal, however, that an increase in output of Australian steel mills has removed that threat to continued production.

During the war, it is understood, Standard Telephones & Cables engaged in the development and manufacture of radar equipment, much of its output going to our own armed forces.

Considering the fact that before refrigerator production could be undertaken it was necessary to completely revamp and retool the Standard plant, the speed with which these tasks were accomplished was remarkable, a Gibson official stated.

Having successfully bridged the re-conversion gap, officials of the rapidly growing concern are faced with the immediate prospect of providing additional manufacturing space in which to carry on operations. To keep pace with the demand for Gibson refrigerators, plans have been laid which call for the erection of a new plant at Villawood, just outside Sydney.

Spiraling Antenna Line Features Perma-Tension In All the 1947 Models

The 1947 line of Spiraling perma-tension auto radio antennas has been announced to the trade and includes a wide variety of aeriels. The feature of the line is the "perma-tension" telescoping rod which has a patented construction feature which is said to provide positive electrical contact and to guarantee against rattling.

Milton Spirt, head of the Spiraling organization, which is located at 62-64 Grand street, New York, reports that the line ranges in price from \$4.95 for one of the side cowl antennas to \$8.45 for the streamlined concealed fender or top cowl mount antenna.

The Spiraling antenna is sold exclusively through the concern's jobbers in key marketing areas. A group of well-known factory sales representatives covers each area and assist the jobbers in placing the line.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

New Sylvania Vice Presidents . . .



NEWLY APPOINTED vice presidents of Sylvania Electric Products, Inc. are shown here. Left is Robert H. Bishop, director of sales for Sylvania, and at the right is Conda P. Boggs, director of manufacturing. Both are veterans with the Sylvania organization, and are widely known throughout the industry. Complete story appeared in a recent issue of RADIO and Television WEEKLY.

THE TRAVELER

David F. Goldman, sales manager of the Arvin-Salmanson distributing organizations, is spending this week at Atlantic City, N. J., attending the Housewares Show. Arvin radios and appliances are being exhibited.

Ray Goldman, of Electrical Products, Inc., of Baltimore, Md., is making one of his frequent visits to the Emerson offices in New York this week to discuss 1947 promotions of the new Emerson models.

John S. Mills, vice president of the Tele-tone Radio Co., left the firm's New York headquarters on Monday to attend the Furniture Show in Chicago. He plans to be away for the balance of the week.

Sid Gatty, Herb Weiner and Milton Schwartz, of the Quaker Products Co., Philadelphia, left on Monday for Chicago, where they will spend the rest of the week attending the Furniture Show.

Al Pincus, head of Electronic Sales Co., Connecticut distributor for Sonora radio and record lines, as well as Laundrell automatic washers, spent the New Year holidays in Miami Beach, Fla.

Harry Byrne, sales manager of Audio Industries, of Michigan City, Ind., is exhibiting the firm's line of Ultratone phonographs this week at the St. Clair Hotel, Chicago.

Jack Marden, sales promotion manager of the RCA Victor Home Instrument Department, at Camden, N. J., is visiting Chicago this week.

Dave Slobodien and Fred Goldberg,

heads of Apollo Distributing Co., Newark, N. J., wholesaler of Crosley products and other lines, are in Chicago for the Mid-Winter Market.

Paul R. Krich, executive vice president of Krich-Radisco, Inc., Newark, N. J., wholesaler of RCA Victor products and other lines, is heading his firm's delegation to the Mid-Western Mart in Chicago.

Sid Koenig, head of All-State Distributors, Inc., Newark, N. J., radio, appliance and record wholesaler, is in Chicago for the trade exhibits.

Ben Lehr, treasurer, and Paul Lippmann, sales manager, of Lehr Distributors, Inc., New York, wholesaler of the Bendix radio products, are attending the Housewares Show in Atlantic City and will visit Chicago next week.

GENERAL ELECTRIC CO. FORMS NEW DIVISION; BOULWARE IN CHARGE

The General Electric Co. last week announced the establishment of an affiliated manufacturing companies' department headed by L. R. Boulware, vice president and general manager. Mr. Boulware was formerly vice president on the staff of Charles E. Wilson, G-E president.

E. J. Harrington has been appointed manufacturing manager of the new department, being transferred from Mr. Boulware's staff, and Roy W. Johnson, formerly vice president in charge of sales for Telechron, Inc., has been appointed marketing manager.

The manufacturing affiliates include: Carboly Co., Inc.; General Electric X-Ray Corp.; Hotpoint, Inc.; Locke Insulator Corp.; Monowatt Electric Corp.; Telechron, Inc., and Trumbull Electric.

WASHINGTON DEALERS SEE RCA VICTOR LINE OF TELEVISION SETS

SALES PLAN IS DESCRIBED

Top Executives From Factory Attend Presentation — Group of Key Retailers From Baltimore Area Views Instruments.

WASHINGTON, D. C., Saturday — Dealers in the Washington territory got their first glimpse at the RCA Victor line of television receivers at a two-day showing and sales meeting held at the Statler Hotel, here, yesterday and Friday under the auspices of Southern Wholesalers, Inc., this city, distributor of RCA Victor products. Merchandising, installation and servicing plans in conjunction with the television sets were outlined by RCA officials.

No date for the receipt of initial shipments of sets for dealers in this area has been announced, but it is expected that instruments will be ready for de-

(Continued on Page 26)

INT'L DETROLA SALES EXCEEDED 40 MILLION IN LAST FISCAL YEAR

DETROIT, MICH., Monday — Consolidated sales of International Detrola Corp., of this city, in November, first month of the concern's 1947 fiscal year, were \$5,504,140.10, and net profit, after all taxes, was \$250,317.80 for the month, President C. Russell Feldmann disclosed today. "December sales indicate a figure in excess of \$5,000,000 also," he added.

Final audit figures for the corporation's fiscal year ended on October 31, 1946 showed consolidated sales of \$40,810,028.22 as against \$36,244,179.76 in 1945; and net profit of \$1,012,123.92 as compared to \$882,324.65 in 1945. The 1946 profit included \$580,000 from sale of real estate not used in operations.

Earnings in 1946 equalled 84 cents per share on 1,200,010 shares as compared to 77 cents per share in 1945 on the number of shares outstanding at the time.

The company's manufacturing operations include nine plants in this country in radio, steel, refrigeration, aircraft and special machinery, and there also are two Canadian manufacturing affiliates.

New Jersey Retail Group Discusses Trade Problems

NEWARK, N. J., Thursday — Problems of the radio and appliance industry were discussed Tuesday night at a meeting of the New Jersey Radio-Appliance Dealers Association at the Hotel Robert Treat, this city. William A. Bohr, Irvington retailer, is president of the association.

KEPS ELECTRIC MARKS QUARTER CENTURY IN DISTRIBUTING FIELD

SERVING PITTSBURGH AREA

Handles Admiral and Other Nationally Known Lines — Firm Headed by Edward J. Kelsky, Founder of Organization.

PITTSBURGH, PA., Friday — Twenty-five years of service, to electrical supply dealers, by the Keps Electric Co. of Pittsburgh was celebrated this week in the firm's ultra-modern show rooms and offices at 638 Grant street.

It's a far cry from Keps Electric's second floor single showroom and office combination back in 1921 to the company's enormous building now, that takes in three complete buildings, part of a fourth and an immense North Side warehouse.

"We've come a long way in the electrical appliance field," says Edward J. Kelsky, president and founder of the Keps Electric Co. "I can remember back when we were in our original store-room above a restaurant on Liberty avenue. We were jobbers of electrical supplies and fixtures—and the fixtures in those days were nothing but pipes with a few bulges; in fact, all our fixtures were combination gas and electric."

Ed Kelsky is well-schooled in the electrical appliance field. First he became an electrician and from electrician to electrical salesman was an easy step for Ed and he called on the trade pushing electrical supplies for most of the electrical stores in town, over the period of a couple of years. In 1920 he plunged into business for himself and opened a small electric supply store on Strawberry way. From that tiny shop it was not too difficult to take the next step, and the founding of the Keps Electric Co.

Keps Electric Co. is the distributor in the Tri-State area for such lines as Admiral radios, refrigerators and electric ranges; Speed Queen washers and ironers; Cadillac electric sweepers; Kent coffee-makers; Sunbeam electric appliances and Sperti sun lamps.

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

DALBAR MFG. NAMES ELECTRONIC ENTERPRISES NATIONAL DISTRIBUTOR FOR ITS LINE OF RADIOS

DALLAS, TEXAS, Saturday — Appointment of Electronic Enterprises, Inc., as national distributor for Dalbar radio receivers and radio-phonograph combinations has just been announced by W. W. Barr, head of Dalbar Manufacturing Co., this city.

Electronic Enterprises, Inc., recently leased space at the Dalbar plant, 1314 Forest avenue, and is planning to establish dealers, distributors and manufacturers' agents throughout the United States. Mr. Barr revealed, however, that the concern's export set-up is still

Aero Needle Co. Appoints Sampson Firm Exclusive Chicago Jobber for Aeropoint



Aero Needle Executives Explain Merchandising Program

CHICAGO, ILL., Thursday—Appointment of the Sampson Co., 3201 South Michigan avenue here as exclusive distributor in the Chicago area for Aeropoint long life phonograph needles, was announced here last week by Burton Browne, president of the Aero Needle

Mr. Browne revealed that arrangements had been completed in recent conferences with Robert Sampson, manager of the Sampson firm's record division.

The first step to add punch to this new distribution setup was a meeting between the Sampson record division sales force, at which Ralph Brengle and Russ Lund, Aero Needle Co. fac-

tory representative for Illinois, Indiana and Wisconsin, and E. Ralph Haines, Aero Needle sales manager, explained the details of the recently announced Aeropoint merchandising program.

Shown above at the conference are; (first row, left to right) Harvey Johnson, Edmund Levy, Gene Janklow, Jack Strong, Robert Sampson, manager of the Sampson Company's record division, Lester Smith, Lou Goldman and Ralph T. Brengle.

(Second row, left to right): E. Ralph Haines, sales manager of Aero Needle, R. O. Lund, Austin Luckey, Vernon Bain, Orv Clegg, Harold Teeters and Hugh Tulane.

WESTINGHOUSE HOLDS RADIO SALES MEETING IN CENTRAL NEW YORK

SYRACUSE, N. Y., Friday — With an eye on future radio business and the approach of stiffening competition, A. P. L'Hommedieu, district sales manager of Westinghouse Electric Corp., held an educational meeting of officials of the Westinghouse Electric Supply Co. branches in this section recently at the Hotel Syracuse, in this city. Emphasis was placed on new models, basic competitive features and FM operation.

Among those present were the following WESCO representatives: R. R. St. John, P. Reimer and M. Dyer, of the Albany branch; H. B. Tompkins,

B. T. Tremaine, E. M. Lacey, J. M. Mackenzie, E. A. Gates, R. W. Weston and W. Harrison, all of Rochester; W. L. Nisbet, Mark Lyman, R. Grant and G. F. Gibson, of Binghamton; W. D. Frick, D. B. Jones, E. B. Kempel and Merle Gray, of Syracuse; J. R. Place and D. Fernstein, of Watertown; A. J. Eck and A. Gifliotti, of Utica.

TEMPLETONE IN ROLE OF SANTA CLAUS TO NEW LONDON NEEDY

NEW LONDON, CONN., Friday — Through the generosity of Templetone Radio Mfg. Corp., this city, fifty needy families here each received a bountiful Christmas package weighing over forty pounds and containing about twenty-four different items of food.

The packages were presented at the Templetone plant by Oscar Dane, president of the corporation, to New London's Mayor Fred Benvenuti and Col. Henry Dorsey, who in turn gave them out to needy families who were present with their children. The mayor declared that he hoped that the generosity and thoughtfulness which prompted the giving of these packages should serve as an example to other New London industrialists.

To employees of Templetone who were there for three years or more continuous service, Templetone gave United States Savings Bonds, and all the other employees received personalized gifts.

NEW JERSEY COACHES HAIL FOOTBALL GAME SHOWN BY TELEVISION

NEWARK, N. J., Friday—The question of just how television stacks up in the world of sports has finally received a conclusive answer from experts. "It's great," was the unanimous verdict of a group of about forty New Jersey football coaches and press representatives who viewed television "in action" recently at a special telecast of a football game at the Krich Auditorium in this city.

The group had been invited to witness the program by Krich-Radisco, Inc., New Jersey distributor for RCA Victor radio and television products. Many of them had never witnessed a television broadcast, but all were football-experts. Their comment and enthusiastic reception of football via television certainly forecast a brilliant future for television in sports.

Their response was unanimously enthusiastic as they watched the play unfold through the telescopic eye of the RCA Victor television cameras, using the exclusive RCA Image Orthicon tube.

"We take motion pictures of every game for coaching purposes," stated one, "but not one of our movies had been as clear or as easy to follow as these television pictures this afternoon."

SOLAR ANNOUNCES NEW CAPACITORS FOR TRADE

A comprehensive line of multiple section, high-capacity cardboard tube dry electrolytic capacitors needed to service post-war radios is being made available to the radio service trade for the first time by the Solar Capacitor Sales Corp., New York.

These Solar Type DSB units, formerly available only to radio manufacturers, are all protected by the new inner plastic wrap pioneered by Solar to greatly extend the life of cardboard tube electrolytics. Type DSB capacitors are furnished with 5-inch long insulated leads and an integral radial mounting strap.

The new listings are based on a thorough survey of 1946 radio production which employed filter capacitor combinations markedly different from those used in pre-war years.

Walter B. Scott Joins Galvin Manufacturing

CHICAGO, ILL., Friday—P. V. Galvin, president and founder of the Galvin Manufacturing Co., this city, has announced the appointment of Walter B. Scott to the position of assistant to Mr. Povlsen, who is assistant to the president.

Mr. Scott was formerly assistant to the vice president in charge of production for the J. I. Case Co., of Racine, Wis.

A graduate of Drake University, Mr. Scott holds a Bachelor of Science degree in factory management.



No moisture can seep through the seams of these raincoats—thanks to the electronic sewing machine developed at RCA Laboratories.

A sewing machine...without a needle or thread!

Since mankind first began to sew, say 15,000 years ago, seams have always meant "needle and thread."

But when new thermoplastic materials came along—specially developed for waterproof coverings such as raincoats—ordinary "needle and thread" seams wouldn't do because of their tiny holes.

Now—thanks to research at RCA Laboratories that constantly, day after day, seeks to improve even "little things"—goods made out of thermoplastics are "sewn" by electrons and the seams are as strong as the material itself!

This will make possible dozens and dozens of brand-new uses for these inexpensive and durable thermoplastic materials. Even today they provide

perfect packages for foods, meats and drugs because they're completely watertight, airtight and transparent. You've probably seen thermoplastic raincoats, tobacco pouches, shower curtains...

Research, such as resulted in the electronic sewing machine, is reflected in all RCA products. When you buy an RCA Victor radio or television receiver or anything bearing the name RCA, you get a great satisfaction... enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has yet achieved.

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



The electronic sewing machine "welds" seams in thermoplastic materials. Anyone interested in manufacturing this instrument can obtain information by writing to RCA, RCA Bldg., Radio City, New York 20, N.Y. Information is also available concerning companies that are licensed under RCA patent rights to manufacture this electronic sewing machine.



RADIO CORPORATION of AMERICA

EMERSON-NEW JERSEY SALES ORGANIZATION FETES IRVING SARLIN

NEWARK, N. J., Friday — Irving Sarlin, sales manager of Emerson-New Jersey, Inc., was presented with a solid gold Hamilton wrist watch by the members of the sales force in appreciation of his aid and guidance during the past year. The award was made at a party given at the firm's headquarters at 122 Branford place, this city, and attended by Samuel Gross, president of the Emerson distributing company and the sales crew. Included in the group were Murray Golden, Mac Levy, Allen Hecht, veteran salesmen and two new members of the staff, Morris Snow and Sol Sherman.

During the past year, Mr. Sarlin, in addition to his regular duties, personally covered the territory with each of his salesmen. In this way, he gave each dealer the benefit of his extensive merchandising knowledge. Mr. Sarlin has been active in the northern New Jersey market for the past ten years and prior to that was a radio buyer in New York.

The past year was a very successful one for Emerson in this area. Dealers received sets on an allocation basis, supervised by Mr. Sarlin, and the program met with the hearty approval of all dealers.

Autenrieth in Chicago

W. H. Autenrieth, New York district manager of the Bendix Radio Division, is at present in Chicago attending the exhibits at the Furniture Mart.

RADIO TUBE MANUFACTURERS LAUDED FOR EASING SHORTAGE CONDITION AT BEGINNING OF LAST YEAR

By BOB ALMY

Ass't Gen'l Sales Manager, Sylvania Electric Products, Inc.

Many more tubes were delivered last year for domestic replacement use than was originally thought possible. The tube manufacturers have done a good job in alleviating the shortage condition which faced us at the beginning of the year. On the basis of incomplete figures, it is estimated that over 60,000,000 tubes were delivered in 1946 for renewal use. This compares with 34,000,000 sold in 1941 and with 40,500,000 in 1945.

Total sales of receiving tubes by the manufacturers last year will approximate 200,000,000 which compares with 135,800,000 in 1941, the last normal year. These figures show that approximately 25 per cent of total 1941 sales were absorbed for replacement, whereas in 1946 over 30 per cent of total sales went into replacement channels.

We know that the figure of 60,000,000 replacement tubes sold by the manufacturers does not mean that this quantity was actually absorbed in the repair and maintenance of radio sets and electronic equipment. During the year distributor and dealer inventories have

been accumulated of those types which have been available in free supply. In addition modest stocks are now held on a number of the high demand types which are still being allocated.

We are currently allocating to Sylvania distributors approximately thirty types for which the supply is not adequate to meet the demand. This list changes each month. Types are dropped from allocation and placed on an available list as production catches up with demand. The list of allocated types is gradually decreasing. As we produce types for which a backlog of demand exists, these go through the cycle of allocation as long as necessary, then are listed as available.

Because demand by type varies among the different sections of the country, we have made a practice of allocating larger quantities where needed. For example, more battery types have been offered to Sylvania distributors who serve rural areas. Without question, our system of allocation has made for better and equitable distribution and this policy will be continued indefinitely.

MANUFACTURER'S SURPLUS FOR IMMEDIATE DISPOSAL

Tubes			
1700	41 @ .42	2800	89 @ .35
5500	79 @ .35	1600	7H7 @ .40
5500	3A4 @ .24	17000	1L4 @ .24
2000	39/44 @ .31	9000	12SN7 @ .29

Power Transformers

All 110-120V 50 to 60 cycles

5000 6.3-V, 5-V, 800-V CT, 100 ma. (Utah, indiv. boxed #0668)	\$2.25
1558 6.3-V, 5-V, 800-V CT, 125 ma. (Herm. sealed #9040)	2.75
1045 6.3-V, 5-V, 700-V CT, 225 ma. (Herm. sealed #9037)	3.90
1290 6.3-V, 5-V, 750-V CT, 150 ma. (2-shell horizontal #9041)	3.05
350 6.3-V, 5-V, 700-V CT, 90 ma. (2-shell horizontal #90)	1.85
2500 6.3-V, Fil. Trans. @ 3 1/2 amps. (3/4 x 3/4 horizontal straps #124)	.85
1639 50 ohms to single grid input trans. (3/4 x 3/4 horizontal straps #9035)	.59
3500 Output trans, 50L6 to hi-imp. phones (1/2 x 1/2 horizontal straps #W773)	.26

2-Watt RMA Coded Pigtailed Carbon Resistors

150M, 200M, 300M, 400M, 500M, 750M, 1 1/2 meg, 2 meg, 3 meg, 4 meg. All \$18.00 per thousand.

Mallory F. P. Electrolytic Condensers

8+8+8 500	ea. .45	8+8+8 300	ea. .31	8+8-20 300-20	ea. .27
10+10+10+10 400	ea. .51	8+8 300	20 150	10 350	ea. .17
10-20+20 450-100	ea. .23	10-50 450-25	ea. .26	15+15 350	ea. .28
10+10-20 450-25	ea. .39	10+10-25 450-25	ea. .39	15 350	ea. .19
10+10-20-25 450-150-25	ea. .44	16 350	ea. .20	20+20+20 25	ea. .23
20+20+20 100	ea. .26	20+10+10 150	ea. .31	25 425	ea. .36
30 150	ea. .26	30+15-10 350-300	ea. .32	32 450	ea. .40
50 25	ea. .16	50+50+50+50 150	ea. .48	100 25	ea. .18
100 50	ea. .24	550-10-10-250 20-350-150-15	ea. .45	1000 10	ea. .28
1000 15	ea. .31	1200 3	ea. .26	1200 10	ea. .29
2000 15	ea. .41	2000 25	ea. .44	3000 3	ea. .34
				3000 10	ea. .39

Subject to prior sale, F.O.B. Chicago, 25% Deposit Bal. C.O.D. Terms to Rated Accounts. Large stocks of wire, meters, knobs, switches, terminal strips, etc. Phone, write, wire.

NATIONAL ELECTRONIC SUPPLY

All Phones
CANal 6540

622 W. KINZIE ST. CHICAGO 10, ILL.

Volume Controls

(All have 1/4 x 1/2" shaft, less switch)
10M, 20M, 60M, 100M ohms, all 16c each

15M 3AG

Bakelite Fuse Holders

(Front Panel Type) 11c each

Jacks and Plugs

7000 Jack #9215 — 1 Single Circuit plus extra switching blades (PL55)
5500 Jack #33A for 3 circuit (PL68)
9500 Jack #34A open circuit for PL55
6000 Plug #PL54 .09 each
55000 Plug #PL55 .15 each
19000 Plug #PL68 .17 each
20M Mottled Brown Push on Knobs for Split Shafts 1 1/4" \$18.00 per M

Sockets

20M Molded Octals 1-5/16" centers \$58.00 per M.
12M LO Loss Molded Octals 1 1/2" centers \$58.00 per M.

Tubular Condensers

70M Solar Molded .0068 @ 600 W V Pigtail leads. Can be used for .01... \$27.00 per M
60M C.D. Molded .01 400 Pigtail leads \$32.00 per M.

STANDARD ARCTURUS OFFICIAL COMPLETES PLAN FOR WAA SALES

NEWARK, N. J., Tuesday — James R. Donahue, vice president and general manager of the Standard Arcturus Corp., 99 Sussex avenue, this city, returned yesterday from Detroit where he combined a business trip with a round of Winter sports as a guest of Ralph Jones, sales manager of the General Motors Corp.

Upon arriving at the Newark Airport yesterday morning, Mr. Donahue hopped the next plane for Washington where plans were completed for operation under the new WAA contract to insure a smooth flow of surplus tubes. Notices were sent to all Standard Arcturus jobbers listing all surplus tubes. All distant distributors were advised by air mail to insure a fair and equitable distribution.

All tubes will be reprocessed where necessary. The surplus will supply a vital need for types that are not likely to be produced in the very near future, Mr. Donahue stated.

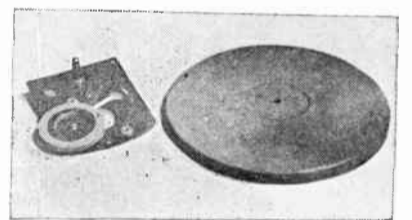
Brush to Demonstrate 2 Magnetic Recorders

The Brush Development Co., of 3405 Perkins avenue, Cleveland, Ohio, will stage a demonstration of its new magnetic recorder-reproducers for home and other use, at the Lotos Club, 110 West Fifty-seventh street, New York, on Wednesday, January 22. The Brush products are known as the Soundmirror and the Mail-A-Voice. R. B. Matheson, manager of the magnetic record-

ing division of Brush Development, is in charge of the demonstration.

It's In The Warehouse Attention Manufacturers—Jobbers

Considerable quantities of following items at lowest prices. Standard Brands Only.



9" TURNTABLE ASSEMBLIES incl. Mount, Base and Drive

Tubulars and Moulded Cond.:
600, 400, 200 & 150 Volts. Midgets for hearing aid.

W.W. Resistors:
Fixed, Adjustable, Tapped. Large selection of current values, 5-100 Watt

Carbon Resistors:
5, 10 and 20%—1/3, 1/2, 1 & 2 Watt

Rheostats:
25 and 50 Watt

W.W. and Carb. Controls:
Large assortment of current values.

Knobs:
Ivory, Black, Brown, Red, 1/4 shaft, screw. Large selection of Instrument-Knobs in black Bakelite.

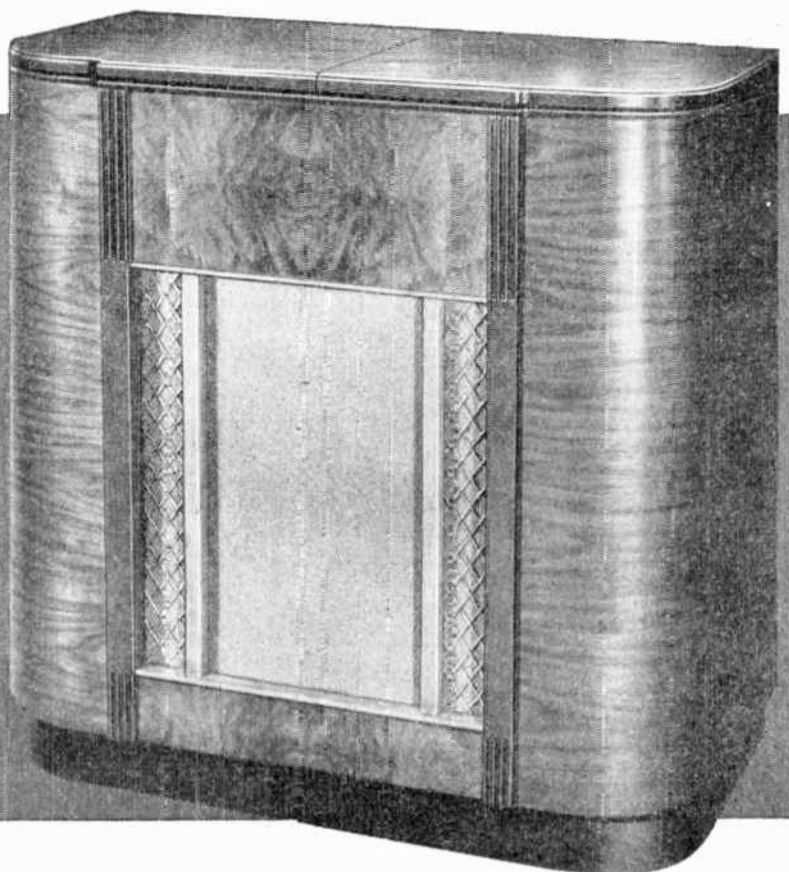
Fuses:
1/4 Amp, Buss MDL.

COMPONENTS SUPPLY CO.

168 Washington Street New York 6, N. Y.
COrtlandt 7-9627



*better salesmen
turn to*
FARNSWORTH
*when
demonstrating*
FM



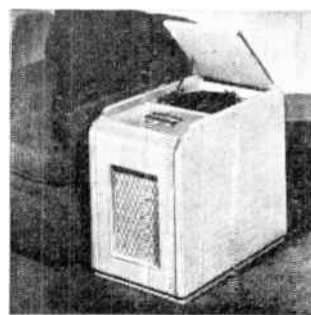
IT'S PROFITABLE to demonstrate the advantages of FM listening on a Farnsworth.

For Farnsworth makes the most of FM in every sense. And the quiet beauty and sturdy construction of Farnsworth cabinets complement the superlative Farnsworth tone... increase desire for ownership in prospects' minds. These, along with Farnsworth's expert engineering, make it easier to close more sales!

A new favorite is the Farnsworth EK-102, illustrated above. Its strikingly designed cabinet embodies advanced principles of construction, employing the finest of furniture woods and veneers, and is available in regular or blonde mahogany finished to a beautiful piano lustre. AM and FM reception. DeLuxe 3-point suspension automatic record changer gently handles 12 ten-inch or 10 twelve-inch records.

EK-102 is another powerful example of the saleabil-

ity of Farnsworth's "streamlined" line... a line that provides dealers a clean, fast-moving operation—proper margins, fair trading and adequate "elbow room." It's no wonder that Farnsworth dealers consider their franchise a valuable asset. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



Growing more and more popular is Farnsworth's chair-side combination, No. EK-264. Its convenience is enhanced by a roomy built-in record storage cabinet. In walnut or blonde Prima Vera.

Farnsworth

Television • Radio • Phonograph-Radio

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

PACIFIC RADIO FIRM BRANCHES OUT, SHIPS SETS INTO FAR EAST

SEATTLE, WASH., Friday—Pacific Electronics, Spokane radio manufacturing company, has opened an office in Seattle with Jack Swanberg in charge. As far as known, the Pacific Electronic concern is the only builder of home radio sets in the Pacific Northwest, doing not only a national, but an international business.

At the present time the company is concentrating in the building of table models of four, five and six tube capacity in both the straight AM and combination pattern with both short and long wave tabulations.

It is planned to swing into console production later in the year when production facilities will be better organized for the operation, according to Mr. Swanberg.

The company is headed by A. C. Nash, a pioneer in the radio business and who headquarters in Los Angeles where he is concerned with the manufacture of radio tubes, and Ed Johnson, a partner, who operates the Spokane factory. Mr. Swanberg concerns himself here with procurement and distribution. Speaking of procurement, he has obtained during the past few months over 40,000 wood and plastic cabinets in this section of the State and hopes to double

that volume within the next few months.

On the first boat leaving Seattle harbor following the marine strike, a big shipment of Pacific Electronic sets were consigned to the Orient for distribution throughout the Philippine Islands and China.

The company was engaged during the war in the production of over 3,000,000 sets for the U. S. Navy. It plans to expand its operations shortly by producing a mobile, one-man unit of the walkie-talkie pattern and will also put on the market a model for sale in luggage stores for travelers.

Howell Electric, veteran appliance store in Seattle, that has long been a leader in appliance sales, continues to specialize in the service business. At the present time seven repairmen are rushed with work and only lack of room prevents the addition of more repairmen to the staff.

According to the Howell staff, there is practically no new merchandise left in stock following the holiday season. A few table model radios are available. The table-model combinations proved the best sellers and a runner-up was the record players. Portable sets with chargeable batteries were also good sellers and appear to be on an up-swing in buyer demand.

Interest here, Fred Howell reports, has been nil in F.M. He believes that with the opening of a new F.M. station by KRSC some time in January, interest in that form of radio reception will sky-rocket. —DUD BROWN.

An Aviola Blonde WESTINGHOUSE SHOWS MID-WINTER MODELS AT CHICAGO EXHIBIT



LATEST ADDITION to the Aviola Radio Corp. line is Model 608, a deluxe automatic combination housed in a modern cabinet of desert blond finish. This model utilizes six tubes, with rectifier; a six-inch Alnico speaker; plays ten 10-inch, or 12-inch records; has a crystal pick-up and variable tone control.

General Electric Co. Has Construction Kits

SYRACUSE, N. Y., Thursday—Radio receiver construction kits for radio education applications in schools and colleges have been made available by the Specialty Division of General Electric Co.'s Electronics Department.

Designed to illustrate all the principals involved in modern radio receiver construction, the new kits are similar to the type used extensively in the radio and electronic training courses conducted during the war by the Army and Navy.

The radio kits include all the parts necessary to build a complete five-tube superheterodyne receiver, a punched chassis, tubes, loop antenna, five-inch loudspeaker and specially-written instructions and diagrams. Students may perform many instructive experiments such as studies of rectifiers, filters, amplifiers, oscillators, etc., according to E. C. Hovey, head of the division's educational section.

National Vocalist Used By Columbia Record Firm

The National Record Co., New York City, today concluded an agreement with the Columbia Recording Corp., whereby the National firm would lend Jack Carroll, former Les Brown vocalist, to the Columbia firm for a short time so that he could press a number with the Les Brown organization now recording for Columbia.

Jack Carroll's current releases under the National label are "My Melancholy Baby" and "Oh Gee, Oh Gosh, Oh Golly."

CHICAGO, ILL., Monday—Fourteen striking variations of the Westinghouse Electric Corp.'s ten model mid-winter line of radio receivers are featured in the Home Radio Division's exhibit in the National Home Furniture Show which opened today in the American Furniture Mart Building here.

Featured in the display according to Edgar G Herrmann, division sales manager, are the introduction of modern blond cabinets for table and console models, a new open-face portable in production for the summer trade and an attractive five-tube plastic AC-DC table model finished in ivory.

The four consoles shown are radio phonograph combinations, including the new H1160, a 7-tube standard-short-wave band receiver housed in a distinguished oak-lined cabinet, Mr. Herrmann said.

The engineering feature of the line continues to be the Westinghouse Plenti-Power circuit which gives these receivers practically double the power output of prewar sets employing the same number of tubes, Mr. Herrmann explained. All record players are fully automatic, controlled by a single button and will accommodate either 10 12-inch or 12 10-inch records.

New Jersey  **NEWARK**
DISTRIBUTOR

EXCLUSIVE DISTRIBUTORS
in Northern New Jersey

SENTINEL RADIOS—ODIN GAS RANGES
CLARK ELECTRIC WATER HEATERS
HORTON WASHERS and IRONERS

— • —

Also Distributors for—

RCA TUBES — EVEREADY BATTERIES
SCHICK, REMINGTON ELECTRIC RAZORS
McGRAW ELECTRIC COMPANY (Toastmaster)
MANNING BOWMAN & COMPANY
PROCTOR ELECTRIC COMPANY
SAMSON UNITED
DORMEYER CORPORATION (Mixers)
GENERAL MILLS APPLIANCES
Many Other Nationally-Known Brands
of Electrical Appliances

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

 **Garrard**
world's finest
automatic
record changer

Would they choose
Garrard if it weren't the
finest? — these typical
Garrard users?...

SCOTT
LONDON GRAMOPHONE

Freed-Eisemann
FISHER



 **Garrard**
sales corporation

315 BROADWAY
NEW YORK 7, N. Y.

NEWSPAPERS SELECT FEDERAL EQUIPMENT FOR FM BROADCASTS

IN TEN DIFFERENT CITIES

Fifteen Newspapers Order Apparatus From FTR, Norman E. Wunderlich, Executive Sales Director, Announces.

NEWARK, N. J., Friday—Fifteen newspapers in ten states have ordered new FM broadcasting equipment engineered and produced by the Federal Telephone and Radio Corp., this city, according to an announcement by Norman E. Wunderlich, Federal Telephone and Radio executive sales director. Several of the newspapers are already on the air, with the remainder scheduled to begin operation in the first part of 1947.

The fifteen publishers who have installed or contracted for Federal FM transmitters, antennas and associated equipment are located in market areas where the potential listening audience is a substantial percentage of the national total. They are as follows:

Daily Telegraph Printing Co., Bluefield, W. Va.; Bradford Publications, Inc., Bradford, Pa.; Buffalo Evening News, Buffalo, N. Y.; Truth Publishing Co., Elkart, Ind.; Joplin Globe & News Herald, Joplin, Mo.; Kankakee Daily Journal Co., Kankakee, Ill.; Milwaukee Journal Co., Milwaukee, Wis.; Newark Evening News, Newark, N. J.; New York Post, New York; Niagara Falls Gazette, Niagara Falls, N. Y.; Omaha World Publishing Co., Omaha, Neb.; Paducah Sun Democrat, Paducah, Ky.; Reading Eagle & Times, Reading, Pa.; South Bend Tribune, South Bend, Ind.; and the Watertown Daily Times, Watertown, N. Y.

New Dipole FM Antenna Is Being Distributed to Dealers by Stromberg

ROCHESTER, N. Y., Monday — A new external dipole FM antenna, called the DynaTenna, designed for use on both the 44 to 50 and the 88 to 108 mc band is being distributed to Stromberg-Carlson authorized dealers, according to Leo Granger, company service manager. The DynaTenna is adjustable and may be peaked to the particular frequency of any individual station for maximum response, at the same time maintaining practically flat overall response throughout both bands.

Distinct advantages over the ordinary dipole were pointed out by Mr. Granger. The "U" tube sections of the DynaTenna are designed on the principle of the slide trombone, are easily adjusted and locked in place and are calibrated in frequency graduations on both sides. The upper side functioning as a quarter-wave folded dipole covers the lower frequencies in the 44 to 50 mc band. The lower side operates as a

half-wave dipole in the higher frequencies of the 88 to 108 mc band. Because most of the new FM stations

in the 88 to 108 mc band are operating on much lower power than those in the original 44 to 50 mc band, Mr. Granger

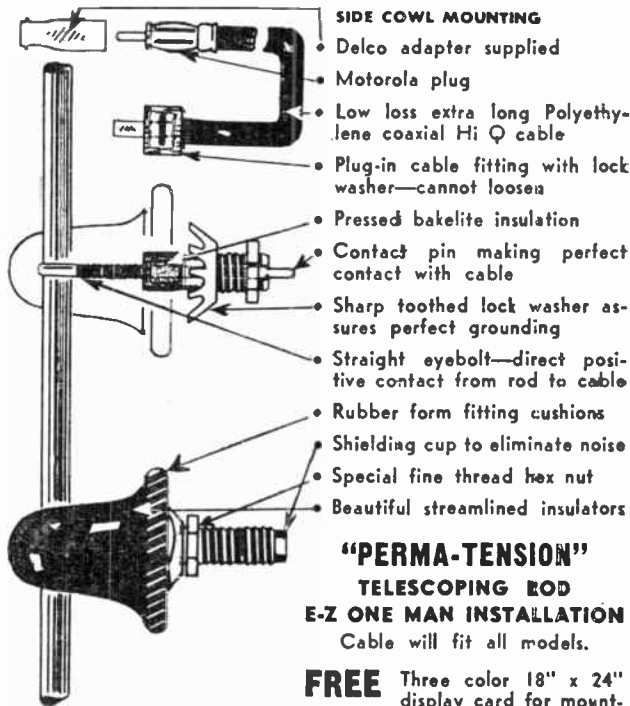
said that every FM receiver will perform better with a DynaTenna and that in fringe areas it is a definite must.



TELESCOPING

AUTO RADIO ANTENNAE

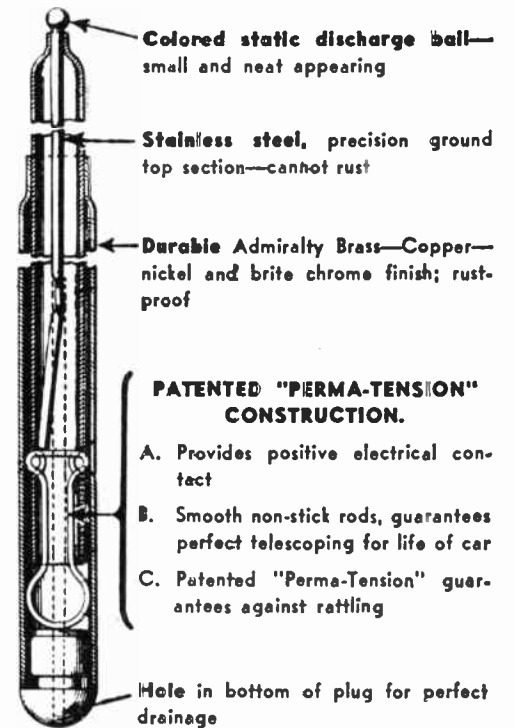
In Antennae its "SPIRLING"— In Silver its "Sterling"



- SIDE COWL MOUNTING
- Delco adapter supplied
- Motorola plug
- Low loss extra long Polyethylene coaxial Hi Q cable
- Plug-in cable fitting with lock washer—cannot loose
- Pressed bakelite insulation
- Contact pin making perfect contact with cable
- Sharp toothed lock washer assures perfect grounding
- Straight eyebolt—direct positive contact from rod to cable
- Rubber form fitting cushions
- Shielding cup to eliminate noise
- Special fine thread hex nut
- Beautiful streamlined insulators

"PERMA-TENSION" TELESCOPING ROD E-Z ONE MAN INSTALLATION Cable will fit all models.

FREE Three color 18" x 24" display card for mounting 4 antennae.



- Colored static discharge ball—small and neat appearing
- Stainless steel, precision ground top section—cannot rust
- Durable Admiralty Brass—Copper—nickel and brite chrome finish; rust-proof
- PATENTED "PERMA-TENSION" CONSTRUCTION.
- A. Provides positive electrical contact
- B. Smooth non-stick rods, guarantees perfect telescoping for life of car
- C. Patented "Perma-Tension" guarantees against rattling
- Hole in bottom of plug for perfect drainage

MODEL UMC 3 Streamlined Upper Mount Top Cowl or Fender Antennae



Perma-Tension Telescoping, self-aligning rocker which insures a snug fit with either flat or convex surface with a wide variation of angle. Easily installed, waterproof, Vinyl-Plasticized, Polyethylene, Lo-Loss shielded coaxial Cable. Individually packed in carton.

Three sections, extending 25" to 66".

List Price \$6.95

For fender mount order with 48" cable

SIDE COWL ANTENNAE Perma-Tension Telescoping



Model SC-366 Extends from 25" to 66" List Price \$4.95

Model SC-396 Extends from 35" to 96" List Price \$5.95

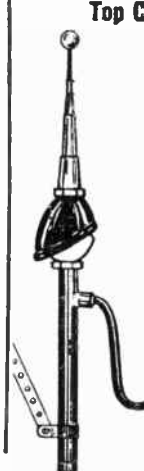
Model SC-460 Extends from 20" to 60" List Price \$5.45

Model SC-480 Extends from 25" to 80" List Price \$6.45

Model SC-4100 Extends from 30" to 100" List Price \$7.45

For DeLuxe Models Chrome plated caps are available.

MODEL DFC 4 Streamlined Concealed Fender or Top Cowl Mount Antennae



Perma-Tension Telescoping, self-aligning rocker which insures a snug fit with either flat or convex surface. Easily installed, WATERPROOF, VINYL - PLASTICIZED, Polyethylene, Lo-Loss shielded Hi-Q coaxial cable. Individually packed in carton.

Four sections, showing only 3" when closed. Extending to 60".

List Price \$8.45

Our merchandising policy now as in the past assures full protection to our jobbers. We will furnish dealers with name of jobber in his territory.

Write today for complete information.

Exclusive Export Agent: RCA International Division 745 Fifth Ave., New York

SPIRLING PRODUCTS CO., Inc.

62-64 Grand Street

New York, N. Y.

NOISELESS... RATTLE-PROOF... RUST-PROOF... DURABLE

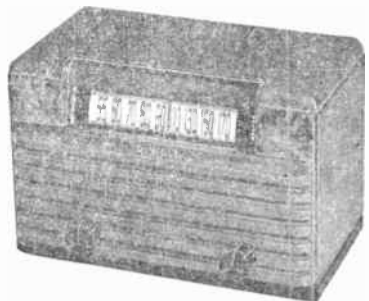
If you want SOMETHING BETTER

DEMAND

DEWALD A FAMOUS NAME IN **RADIO**
SINCE 1921

Write today for illustrations of
DeWALD RADIO'S
"Hit Parade"

DeWALD RADIO MFG. CORP.
436 - 440 Lafayette St., N. Y. C.
Chicago Office:
624 So. Michigan Avenue



DeWALD A-503 "Streamliner"
Compact — Powerful — Beautiful Performance. Comes in a handsome, streamlined hard-wood cabinet.

RADIO AND APPLIANCE TRADE DINNER SET FOR FEBRUARY 5 IN FRISCO

TO BE HELD DURING MART
Leading Merchandisers Will Address Annual Gathering of the West Coast Trade — One Thousand Are Expected.

SAN FRANCISCO, CALIF., Monday — Distinguished guest speakers of national prominence and an unexcelled entertainment program will be presented to a maximum capacity audience at the semi-annual Western Radio and Appliance "Trade Dinner," according to

an announcement by George A. L'Amoreaux, promotion manager of the Western Merchandise Mart, here. This featured event of the Winter Market in San Francisco, will be held on Wednesday evening, February 5, in the Mart Club on the ninth floor of the Mart.

J. W. Stigall, of Detroit, sales manager, Launderall Appliance Division, F. L. Jacobs Co., will address the audience of nearly 1,000 members of the trade on the subject of, "Development of the Automatic Home Laundry Industry." Mr. Stigall will be followed on the program by E. Carl Sorby, of Rockford, Ill., vice president in charge of sales, Geo. D. Roper Corp., who will address the meeting on the subject of "Something New Has Been Added and it Ain't Apple Honey." R. E. Fisher, of San Francisco, vice president in charge of public relations and sales, Pacific Gas

and Electric Co., will preside as general chairman of the meeting.

Already the record-breaking demand for reservations assures a "standing room only" attendance at this popular and notable event of the Western Winter Market in San Francisco, Mr. L'Amoreaux reported.

SALES VOLUME SOARS FOR RADIO DEALERS

WASHINGTON, D. C., Friday—Retail sales by independent radio and household appliance stores during the month of November were 104 per cent ahead of sales for the same month in the preceding year, the Bureau of Census reported today. For the first eleven months of 1946, sales by these stores were 98 per cent ahead of sales for the corresponding period of 1945.

Radio and musical instrument stores reported gains averaging 140 per cent in November against November, 1945, and sales increases of 94 per cent for the first eleven months of 1946 against the same period in 1945. Household appliance dealers had sales gains of 94 per cent in November, against November, 1945 and average gains of 118 per cent in the first eleven months of 1946 against the first eleven months of 1945.

H. W. Parker Appointed Technical Advisor for Sylvania Organization

The appointment of Henry W. Parker as technical adviser for Sylvania Electric Products Inc. was announced recently by Dr. B. S. Ellefson, director of the company's central engineering laboratories. The new post has been created to stimulate review of industrial and scientific developments of interest to the central engineering laboratories and to propose new projects in research and development.

Mr. Parker majored in radio engineering at the College of the City of New York in 1918 and took special courses in mathematics and chemistry at Columbia University and Union College. Prior to joining the Sylvania staff he was connected with the radio tube industry at the General Electric Co. in Schenectady and Rogers Radio Tubes Ltd. of Toronto.

RCA ISSUES BOOKLET ON RECEIVING TUBES FOR SERVICING TRADE

HARRISON, N. J., Friday—A new sixteen-page booklet, "Receiving Tubes for Television, FM and Standard Broadcast (Form 1275-C)," has been issued by the Tube Department of Radio Corp. of America.

This booklet charts the characteristics and socket connections of RCA's extensive line of receiving tubes including projection and directly viewed kinescopes for television picture reproduction. All types are listed in numerical-alphabetical sequence of type designations for the convenience of the user. Metal and miniature types are identified respectively by a narrow or wide rider adjacent to the type designation. Information on discontinued types has been included for the benefit of servicemen in servicing old equipment, but the designations of such types are shown in light-face type.

In addition, the booklet contains a chart classifying RCA receiving tubes according to their functions and their cathode voltages. This chart is arranged to permit quick determination by the equipment designer or tube user of the type designations of tubes applicable to specific design requirements.

This new booklet is a complete revision of and supersedes the similar booklet, "RCA Receiving Tubes and Allied Types (Form 1275-B)."

DALBAR of DALLAS

Presents Smartly Styled Radios

Table Models, Combinations Now
AM and FM Models Soon

All 100% Veteran Manufactured



Complete Description

Series 500 Superheterodyne table model; 5 tube with super performance; automatic volume control; 110 Volt AC or DC operation; built-in loop antenna. Cabinet two tone walnut 12 1/2" x 7 1/4" x 6"; constructed of 3/4" veneer; large easy to read gold dial; multiple drive super selective tuning. Licensed by R. C. A. and Hazeltine; standard R. M. A. guarantee.

New Retail Price . . . \$27.95

Our National Distributors Want
Dealers, Distributors and Manufacturers' Agents

Franchises Open Now For Entire U.S.A.!
20% of Production Open for Export Now!

Contact Direct

ELECTRONIC ENTERPRISES, Inc.

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DALLAS 15, TEXAS

Wire Address W.U.X. Dallas
Cable — Dalbar U.S.A.

Phones:—
Harwood 7368 or 2118

Another Senco Special Standard Brand Radio Tubes

Individually Boxed

80	38 cents
5Y3GT	37 cents
1625	25 cents

We Stock All Hard-to-Get Types

Write, wire or phone for our
special prices

25% Deposit on all Orders,
Balance C.O.D., F.O.B. New York

SENCO RADIO, Inc.

COrtlandt 7-6065
96 Warren St., New York 7, N. Y.

INTERSTATE ELECTRIC, NEW ORLEANS JOBBER, IN NEW HEADQUARTERS

NEW ORLEANS, LA., Friday—Interstate Electric Co., distributor here for Farnsworth and Sentinel radios and a number of home appliances, has moved into new quarters at 1001 South Peters street, from 643 Magazine street. The new quarters represent an expansion of approximately five times the former space.

The two-story building now occupied contains 90,000 square feet and was remodeled for the company at a cost of approximately \$100,000, according to Percival Stern, president. Ultra-modern sales and display departments are included in the main office building. The building has warehouses and private switch track with automatic unloading devices.

Dan Mouledous, manager of the major appliance division, said Interstate now distributes Voss, Conlon, and Laundrell washers, Filter Queen vacuum cleaners, New Home sewing machines, Deepfreeze equipment, and Youngstown kitchens. Leon Mattes is director of sales.

A large New Orleans representation is expected to attend the appliance show at the Furniture Mart in Chicago, and Walther Bros., for the first time in its history, will give a cocktail party for manufacturers and dealers at a private suite in the Stevens Hotel. Expecting to attend the show from that company are Bud and Harry Walther; Jimmy Dunn, of the Philco division; Bill Sancho, of the kitchen division; L. M. Willson, Philco field representative; Bill Holden, and Joe Walther, from the concern's office in Montgomery, Ala. This delegation will leave January 5.

Among other firms which are planning to send representatives to Chicago are United Distributors, Inc., Majestic distributor, who will be represented by O. G. H. Rasch, president; J. L. Rosenbloom, executive vice president, and Al Levin, vice president. United is now well-established in new quarters at 510 Poydras street, where it moved from 539 Carondelet street.

The company has been currently engaged in a "Bring Down Prices" sales promotion campaign, mailing eight-page circulars to dealers. United was recently appointed distributor here for Collman "58" electric shavers and Climax window fans.

Labiche's, which opened an extremely attractive modern appliance store in conjunction with the department store about ten months ago, will be represented at the appliance show by Theodore Eckert, appliance division manager, and Albert Labiche, Jr., vice president. Mr. Eckert reported that the appliance division's first ten months have been very successful.

The announcement of several personnel appointments has come from Walther Bros. Walter C. Murphy, of the Bendix division, announced that Bill Holden will be in charge of Coleman floor furnaces there as of January 1. Kathryn Amoss, home service director for the company, has been at Bendix headquarters, South Bend, Ind., for in-

tensive training with the Bendix automatic ironer. The firm expects to handle the new automatic dryer, Mr. Murphy said.

Jimmy Dunn announced that Charles W. Coppack has replaced Stanley Guillary as district representative for Philco. George Blanchin reports that Chuck Morgan is now in the territory for Columbia records, replacing Gene Chandler, who has been transferred to St. Louis.

New Columbia releases expected to

click here, according to Robert Walker, of the record division, are Richard Strauss' "Death and Transfiguration," directed by Eugene Ormandy; Frank Sinatra conducting the string symphony in the music of Alex Wilder; Woody Herman's popular Woodchoppers band re-issues; Ezio Pinza, who will appear in New Orleans soon, in an album of Mozart operatic arias; Maurice Evans "Hamlet" and Rodjinski with the New York Philharmonic in Prokofiev's Fifth Symphony —PH. MUTH.

Al Clinton Has a Son

TRENTON, N. J., Friday—C. A. "Al" Clinton, general manager of the Ansley Radio Corp., this city, became the father of a son, born on December 27. The new arrival has been named Arthur James.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

The "Chairside" model radio-phonograph just finger-tip high. Fine mahogany veneers. World-wide bands. AC superheterodyne. Automatic record-changer plays 10" and 12" records consecutively or intermixed. Beautiful tone and volume with de luxe Alnico PM speaker in special "breathing" chamber.

LEAR
INCORPORATED

A manager of one of America's leading department stores says,

"The **LEAR** CHAIRSIDE CONSOLE is the finest value in the radio market today."

JUST so you won't think that all the enthusiasm is on our side, we quote what a department store manager said about our "Chairside" console.

And we say, "Thanks, Chum, that's what we aimed to do." We gave it lovely lines and petite size to make it an eye-catcher. We made it of handsome hand-rubbed wood and workmanship to set it apart in beauty. And we saw that it gave full-throated reproduction of both radio and

record. That was done with a big 10" Alnico dynamic speaker floated in an acoustic "breathing" chamber.

Yes, the "Chairside" is a fine value. And so are all the other radios Lear makes. They've been fashioned with all the skill and habit-for-precision that's been bred in us through 17 years of building aircraft radios.

So you see the Lear Franchise, with all its other good features

of merchandising and sales worth, is set first and firmly upon the outstanding quality and value of the Lear Radios themselves.

LEAR RADIO

LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N. W., Grand Rapids 2, Michigan

P I L O T P I L O T R A D I O

YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS



EXPECT PRESENT GOOD BUSINESS TO CONTINUE WELL INTO NEW YEAR IN PHILADELPHIA AREA

EXCEPTIONAL INTEREST IS BEING SHOWN IN TELEVISION

Elliott Co. Becomes Elliott-Lewis Distributing Co. — Major Appliance Co. to Have Sales Training Program — Philadelphia Distributors Receives Large Shipments of Stewart-Warner Co. Combinations.

PHILADELPHIA, PA., Thursday—With the heavy Christmas rush now a thing of the past, the local trade is now looking forward to a continuation of the present excellent business in 1947. Radio sales have held up remarkably, and with the increasing flow of nationally advertised products, plus the tremendous interest in television, there is little doubt that business in the new year will be much greater than ever before.

On January 1, 1947, the houseware division of the Elliott-Lewis Co., Inc. will become the Elliott-Lewis Distributing Co., Inc. Headquarters of the renamed division will be located at 727-29 Arch street.

Raymond F. Pettit, former sales manager of the houseware division of the

Elliott-Lewis Co., Inc., will be vice president of the newly formed company. The Elliott-Lewis Distributing Co., Inc. headquarters will be among the largest and finest showrooms in this sector, stated company executive Hugh Brown. More than 4,000 dealers will be serviced from the headquarters.

Announcement of the appointment of Robert M. Pittman as manager of the industrial division was made by Elliott-Lewis Co., Inc. Mr. Pittman will begin his association with the organization in the near future. He is a graduate of Purdue University and has had more than two decades experience in the industry supply business. He formerly served as national sales manager for the Michigan Broach Co., Detroit.

The major appliance division of this expanding organization, now located in its new showroom and offices at 401 North Broad street, will institute a retail salesman's training program scheduled to begin early in the present month. First in the series of dealers' salesmen training program will be started on behalf of the Stromberg-Carlson radios. The education schedule will begin January 16.

Everybody's, Inc., reports tremendous Christmas sale on its many lines. Especially well accepted was the Sunbeam shavers which were introduced recently. Dealers received only samples of this fine item and sold gift certificate for the Sunbeam shaver.

Philadelphia Distributors is now beginning to receive large shipments of the Stewart-Warner table combination 61TR166 record changer. This set plays both ten-and twelve-inch records. Sufficient stock is now on hand to fill most orders from dealer organizations.

Visitors at Philadelphia Distributors during the past week included L. B. Pambrum, advertising manager of the Stewart-Warner Corp. and Edward Rutledge, district manager. They discussed the advertising and promotional plans for the entire product line, to be used in 1947. Advertising plans include an increased budget.

Harry Ellis, Philadelphia Distributors executive, is now vacationing in Atlantic City. Mr. Ellis and Albert E. Hughes, firm executive, will make a tour of manufacturers' plants early in the New Year.

A recent addition to the advertising staff of Raymond Rosen & Co distributor of RCA Victor and other major appliance lines with headquarters at 32nd and Walnut streets was Bernard Greenberg, who will serve in the display and promotional division under the supervision of Harry Bortnick, sales promotion manager.

Mr. Greenberg was recently discharged from the Navy with the rank of ensign. He served in several foreign theatres. Prior to entering the service he was a well-known singer with various local organizations.

—SOL SHERMAN.

WAR DEPT. COMMENDS HALLICRAFTERS FIRM FOR WARTIME OUTPUT

CHICAGO, ILL., Friday—William J. Halligan, president of the Hallcrafters Co., this city was awarded the War Department Certificate of Appreciation, in recognition of the company's wartime production achievements.

The ceremonies highlighted the company's annual Old Timers' Dinner and were the first to be held in the new plant at Fifth & Kostner avenues, where several production lines are already operating.

The citation read: "The War Department expresses its appreciation for patriotic service in a position of trust and responsibility to W. J. Halligan for outstanding contributions to the war effort in the engineering and production of complex radio equipment for the Armed Forces during World War II."

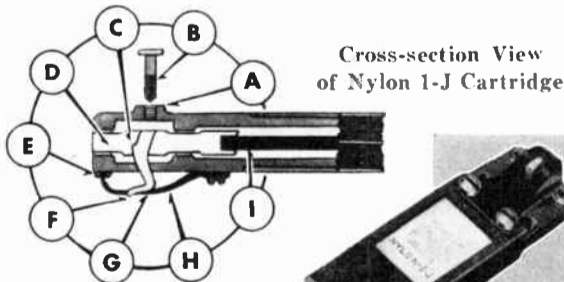
It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.



ACCOMPLISHING the double purpose of improving the quality of phonograph reproduction and maintaining such quality during the life of the instrument, Astatic's new Nylon 1-J Crystal Pickup Cartridge is decidedly different from any other design now in use. The Cartridge employs a NYLON Chuck and MATCHED, sapphire-tipped, knee-action, NYLON Needle. Maintenance of the quality of reproduction is assured because the REPLACEABLE Nylon Needle is MATCHED to the Cartridge and is the only needle that can be used with it.

Descriptive Literature Available Upon Request

- A. Ejector Screw Hole
- B. 2-64 Ejector Screw
- C. Needle Locating Fin
- D. Tapered Nylon Chuck
- E. Guard Height Adjusting Screw
- F. Sapphire Playing Tip
- G. Tapered Nylon Needle Knee
- H. Needle Guard
- I. Crystal Element



NYLON 1-J

THE Astatic CORPORATION
ASTATIC CORPORATION
CONNEAUT, OHIO

IN CANADA: CANADIAN ASTATIC LTD., TORONTO, ONTARIO
Astatic Crystal Devices Manufactured under Brush Development Co. patents.



ULTRATONE
PHONOGRAPHS

DISTRIBUTED IN

PITTSBURGH AREA

BY

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Audio INDUSTRIES
MICHIGAN CITY, INDIANA

MANUFACTURERS PLAN PITTSBURGH MARKET

PITTSBURGH, PA., Friday—Plans for staging an appliance and furniture market in Pittsburgh were revealed this week with the filing of a petition by six local manufacturers for a state charter to conduct an exposition of this type. Headquarters of the Pittsburgh market will be at 1003 Penn avenue, this city. The corporation seeking the charter will be known as the Furniture Market of Pittsburgh, Inc. No dates have been set for the initial exhibit.

TRADE CHANGES IN CLEVELAND AFFECT PROMINENT FIRMS

INDUSTRY SHOWS INTEREST

Ohio City Expects Best Year Ever to Be Experienced in the Radio, Appliance, Other Businesses.

CLEVELAND, OHIO, Monday—Announcement of the acquisition of Ward Products Co., a leading manufacturer of radio antennae, by another Cleveland firm, the Gabriel Co., automobile snubber manufacturer, has occasioned much interest here.

Ward products has two plants in the Cleveland area, one at 1523 East Forty-fifth street, which includes manufacturing and engineering departments as well as executives offices, and another plant at Ashtabula. About 500 are employed at the two plants.

Ward was organized in 1936 by Harry, Ralph and Arthur Wiesenberger. In addition to supplying original equipment for many of the leading automobile manufacturers, it also makes radio antennae for manufacturers of home radios, and operates a department for special adaptation of antennae for police, fire and taxicab installations.

It is said that antennae for automobile telephone, television and frequency modulation have been designed and will be in production shortly to accommodate these new fields. During the war, Ward Products was engaged entirely in the manufacture of radio, radio antennae and radar parts for the armed forces.

John H. Briggs, president of Gabriel Co., in making the announcement, said that Ralph Wiesenberger, president, and Harry Wiesenberger, vice president, will remain with the company, which will keep its identity and be operated as a division of Gabriel.

The days preceding the holidays found a number of electrical firms taking time off to plan Christmas parties for their employes. One of the largest was the Cleveland Electric Illuminating Co.'s annual party which attracted 7,000 guests to Public Hall.

Elmer L. Lindseth, company president, welcomed employes and their families, after which Santa Claus appeared with gifts for 2,000 children. Vaudeville acts concluded the first half of the program, and the second half of the evening was spent in dancing.

On the day preceding Christmas, employes of the Electrical League of Cleveland, had a pre-holiday celebration in the form of a luncheon in the League auditorium.

Earlier in the week, members of the executive committee of the Electrical Maintenance Engineers Association and their wives had a gay holiday party at the Hotel Statler.

The Norwood Appliance and Furniture Co. moved into its fine new building at the corner of St. Clair avenue and 61st street, early in December in time to be ready for the holiday rush of customers.

The new building, which has one of the most modern lighting set-ups of

any appliance and furniture store in this area, is just across the street from the old building where the firm has done business for the past twelve years. John Susnik is the owner.

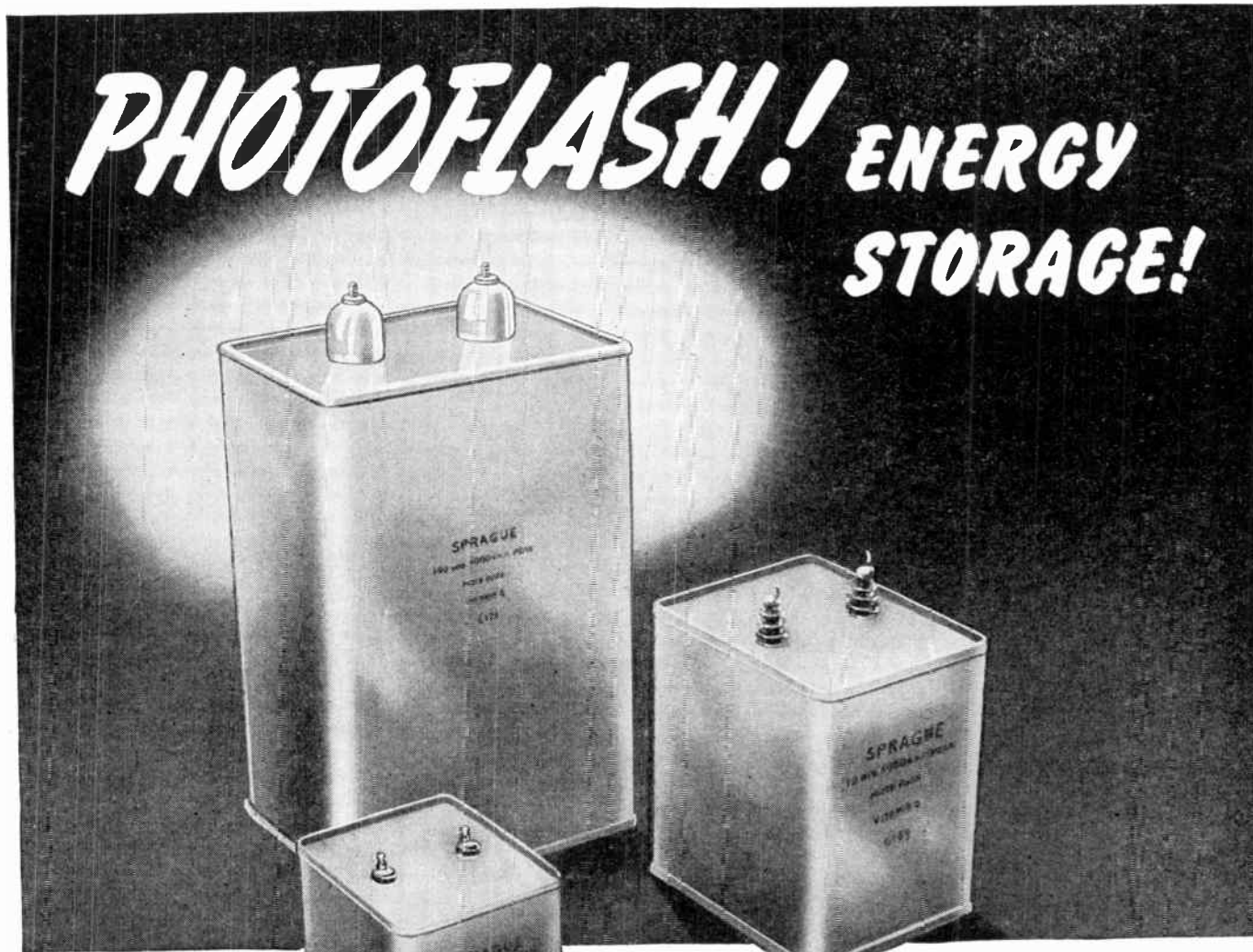
Mrs. Marguerite Worth, home service director for Northern Ohio Appliances, Inc. was in South Bend, Ind., for a few days recently, attending the ironer school put on by Bendix Home Appliances, Inc.

The local distributor expects at least floor samples of the new Bendix ironers by the first of the year and plans to conduct ironer schools for both dealer salesman and home economists, as soon as possible.

Northern Ohio Appliances distributes Frostairs as well as Bendix laundry equipment, and has its first floor sample of Frostair on view in its display room.

The December meeting of the Women's Division of the Electrical League, which was to have been a tour of inspection of the General Electric Co.'s Lighting Institute at Nela Park was dispensed with because the meeting date occurred during the coal strike, and all activities of the Lighting Institute were suspended during the brownout which banned non-essential lighting.

—EVELYN BAILING.



... SPRAGUE CAPACITOR ENGINEERING LEADS AGAIN

Photoflash units for war applications used Sprague *VITAMIN Q Capacitors—because only Vitamin Q Capacitors could withstand the severe service conditions encountered.

Privileged to work with the inventors of photoflash photography from its early inception, Sprague engineers have contributed materially to its post-war development. Not only has the present line of capacitors impregnated with the famous and exclusive Vitamin Q dielectric established new standards of compactness, light weight and dependability for electric flash tube (photoflash) photography; equally important it paves the way for outstanding economies and greater efficiency for capacitors for flash welding and time control circuits where duty cycles other than photoflash conditions prevail.

GET THE FACTS!

PHOTOFLASH ENERGY-STORAGE DATA BULLETIN ON REQUEST

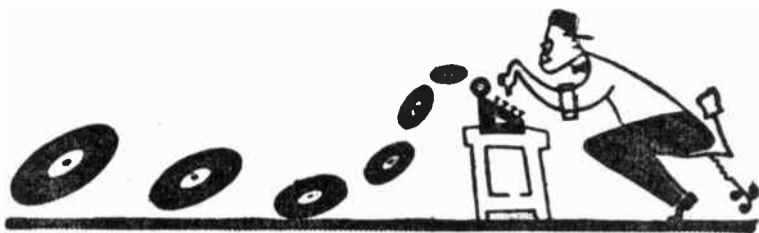
Write for Bulletin #3205. Contains specifications and performance data on Sprague Vitamin Q Capacitors — also helpful, up-to-the-minute information on photoflash problems.

SPRAGUE

PIONEERS OF ELECTRIC AND ELECTRONIC PROGRESS

SPRAGUE ELECTRIC CO., North Adams, Mass.

*Trademark Reg. U. S. Pat. Off.



RECORD NOTES

SONORA FIRM EXPECTS DISC PRODUCTION OF 12,000,000 DURING '47

Outlining the 1947 program for Sonora Records, a branch of the Sonora Radio & Television Corp., Chicago, Ill., Milton R. Benjamin, record head, noted that in 1940 his firm did not turn out a single phonograph record, but this year its disc output is expected to exceed 12 million.

Known through the industry for its record albums, the Sonora firm will step up its releases of "pop" singles this year. Among the popular artists to be found on the Sonora label are Ray Anthony, Saxie Dowell, Bob Chester, Jerry Wald, Roy Smeck, the Gordon Trio, Roberta Lee, Lani McIntire, the Velvetones, Maya, Joe Biviano and Bob Houston as well as many other well-known artists.

FRANK EXPORT AGENT FOR CORONET CORP.

Raphael Spiegelman, vice president of the Coronet Radio and Television Corp., Brooklyn, today confirmed the appointment of the Frank-Export-Import Co., Inc., of New York City, as export agency for the Coronet Radio line.

Mr. Spiegelman added that currently Coronet's two factories, one at 260 Nostrand avenue, the other at 1083 Bergen street, both Brooklyn, are in full production on the new table model 1583, a five-tube two-band AC-DC receiver with a five-inch heavy Alnico speaker, built-in loop antenna, automatic volume control, and an illuminated slide rule dial.

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

Nester Makes Award



PRESENTATION of the Annual Diction Award for the stage was made recently by Stephen Nester, president of the Duotone Co., New York, manufacturer of phonograph needles, to Ingrid Bergman, star of the stage and screen. The presentation was made backstage at the Alvin Theatre, New York, where Miss Bergman is appearing in "Joan of Lorraine." The award was made by the International Sound Research Institute, of which Mr. Nester is director.

VOGUE FIRM NAMES BRILLIANT MUSIC CO. FOR MICHIGAN, OHIO

DETROIT, MICH., Thursday—Vogue records, which up to now have been merchandised only on the East Coast, New England and in the Southwest, will now be available in the State of Michigan and in parts of Ohio, a spokesman of the Vogue Picture Record, division of Sav-Way Industries, Inc., reported here today.

As its distributor for the State of Michigan and Toledo, Ohio, the Vogue firm has named the Brilliant Music Co. of 4606 Cass avenue, Detroit.

RCA Fetes Its Veterans In Recording Division

Personnel of the New York and Chicago recording studios of RCA Victor tendered a testimonial dinner recently to two veteran recording technicians who were placed on retirement pensions after serving with the company since 1901. The two veterans are Willard D. Bodine and Mark Olsen.

In a speech at the dinner, which was held at the Grammercy Park Hotel, in New York, J. W. Murray, vice president in charge of RCA Victor record activities, paid tribute to Bodine and Olsen as two of the people responsible for the development of the phonograph record industry to its present high estate.

Among those present at the dinner were J. L. Hallstrom, general merchandise manager of the RCA Victor record department; J. M. Williams, record department advertising manager; H. I. Reiskind, chief engineer of the RCA Victor Division; Al Pulley, chief recording engineer, and Recording Engineers Lou Layton, Fred Maisch and Fred Lynch, all veteran employes of the company.

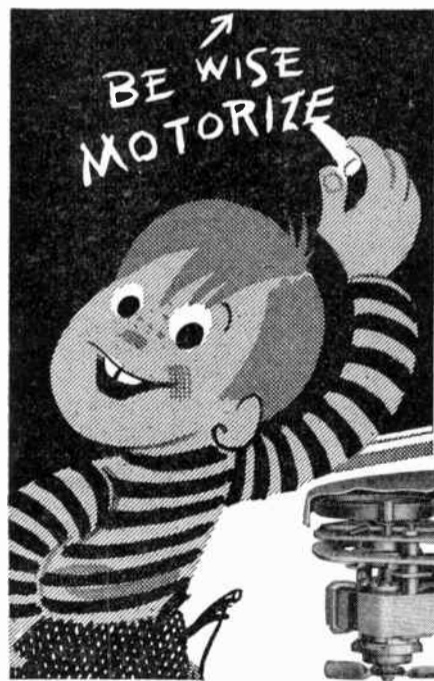


- ★ The critic's choice for quality.
- ★ Solid mahogany cabinet.
- ★ Full tone control, bass to treble.
- ★ 6½" Alnico-5 Speaker. ★ 3-tube.
- ★ Superb tone, bass to treble.
- ★ De luxe needle, 5000 playings.
- ★ Foolproof automatic changer.

R. C. A. LICENSED MANUFACTURER

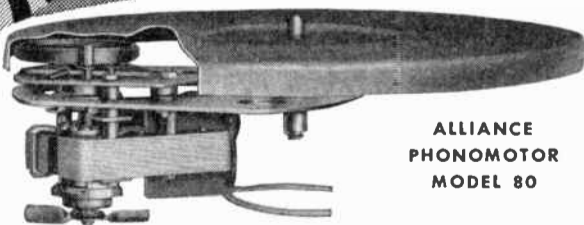
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RADIO AND ELECTRONIC CORP.
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MULTIPLY YOUR MOVES WITH alliance MOTORS



● Millions of Alliance Phonomotors made for the radio industry bring mass-production "know-how" to the manufacture of Alliance Powr-Pakt Motors . . . motors from less than 1-400th h.p. on up to 1-20th h.p.

And so, besides driving turntables, record changers and tuning devices, Alliance motors are vital power links in modern operations which call for more motion — remote control — automatic action!



ALLIANCE
PHONOMOTOR
MODEL 80

WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

Rolin H. Mayer Joins St. Louis Microphone

ST. LOUIS, MO., Friday—Rolin H. Mayer has been elected vice president and general manager of the recently-organized St. Louis Microphone Co., of 2726 Brentwood boulevard, in this city. The firm will make an ultra-modernistic line of dynamic microphones, under the license issued by the American Telephone & Telegraph Co. and Western Electric.

New Firm to Produce Television Equipment

SOUTH HACKENSACK, N. J., Friday—Formation of the Bace Television Corp. has been announced in this city by Charles M. Bace, formerly with the Allen B. DuMont Laboratories.

Mr. Bace revealed that his plant will be opened around January 15

New Table Phonograph Now Being Marketed by Webster-Chicago Corp.

CHICAGO, ILL., Friday—A new table model phonograph, complete with automatic record changer, is now being shipped to radio, music and department stores by the Webster-Chicago Corp., this city.

It is attractively designed and housed in an all-metal cabinet of hammered gold finish to blend with all surroundings. It weighs only 16½ pounds and can be easily carried from room to room. While especially appealing to the younger crowd, its excellent tone qualities make it a favorite of all lovers of music, Webster-Chicago officials state.

Known as Model 60, this instrument features a full-range tone control and master switch which enables the user to "warm up" the amplifier before starting the record changer. The unit retails at \$49.50 and comes equipped with the new Webster nylon sapphire-tip needle.

Visitors From South Bend

Stanley Hull and Les Merryfield, of the Englewood Electrical Supply Co., of South Bend, Ind., were visitors in New York last week where they conferred with officials of Emerson Radio & Phonograph Corp.

HARRY SULTAN NAMED TO MANAGE SALES OF MUSICRAFT DISC LINE

Harry Sultan, owner of Harry Sultan's Record Shop, 26 East Twenty-third street, New York City, has been named general manager of Musicraft Distributors, Inc., it was reported here this week by Oliver Sabin, vice president in charge of sales for Musicraft Records, Inc.

In his new position, Mr. Sultan will be responsible for the exclusive distribution of Musicraft Records in New York City as well as in southern New York State counties of Westchester, Putnam, Orange, Dutchess and Ulster.

Active in the phonograph field for more than twenty-five years, he has been associated with the Reo Talking Machine Co., the Pathe Phonograph and Radio Co., the American Record Co., and the Plaza Music Co.

SONORA FIRM SIGNS GEORGE TOWNE TO A RECORDING CONTRACT

CHICAGO, ILL., Monday—A recording contract has been signed by George Towne, popular band leader, by Sonora Records, according to an announcement by Marie Reubens, artists and repertoire director of this Chicago disc firm.

Towne, whose first releases are due in February, will work along with Bob Chester, Saxie Dowell, Jerry Wald and Ray Anthony on the Sonora label.

HAROLD NEWMAN JOINS LES LOGAN CO. ON COAST

SAN FRANCISCO, CALIF., Friday — Harold L. Newman has joined the Les Logan Co., 530 Gough street, this city, manufacturers' representative concern, as a sales engineer, it was announced here by Les Logan.

Mr. Newman has an extensive background in the radio business. He founded the Western Radio Electric Co. of Los Angeles and Oakland, and, subsequently, he was in charge of the police radio system at Sacramento. Following this, he did sales engineering work with the Raytheon Mfg. Co.

During the war, Mr. Newman was associated with the Hazeltine Electronics Corp. as an engineer in the commercial contracts division.

Sylvania Electric Names Goddard to New Position

EMPORIUM, PA., Monday — Appointment of Charles H. Goddard as general manager of the fluorescent fixture division of Sylvania Electric Products, Inc. was confirmed here yesterday by Don G. Mitchell, president of the firm.

Mr. Goddard has been associated with the Sylvania firm in the capacity of assistant general sales manager of the lighting division and merchandise manager of the fluorescent fixture division.

DYNAVOX

AGAIN BRINGS YOU

THE ULTIMATE IN QUALITY

IN A

Complete Line of Portable and Table Model AMPLIFIED ELECTRIC PHONOGRAPHS

Both Manual and Automatic

Every new war-time development has been incorporated in our phonographs to insure you of the finest in musical reproduction.

Sold Through Authorized Distributors



40-05 21st St. Phone: STiwell 4-7775; 4-7715 Long Island City, N. Y.

Exclusive Wholesale Distributor

of DYNAVOX

for the Metropolitan New York Area

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

SANFORD ELECTRONICS CORPORATION WHOLESALE DISTRIBUTORS

136 LIBERTY ST. Tel.: BARclay 7-2242 NEW YORK 6, N. Y.

Exclusive Wholesale Distributor

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for Westchester and Rockland Counties

Stewart-Warner radios; Waring products; Dormeyer mixers; Kitchenaid mixers; Camfield toasters; Sessions clocks; Sperti sun lamps; Durabilt irons, Dominion products and a complete line of table appliances.

APPLIANCE DISTRIBUTORS, INC.

Westchester's Leading Distributors of Radios and Appliances
51 LAWTON ST. Tel.: New Rochelle 2-0144 NEW ROCHELLE, N. Y.

Exclusive Wholesale Distributor

of DYNAVOX

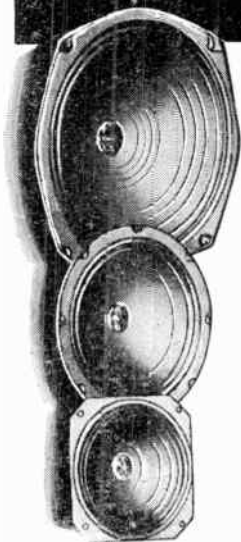
for the Greater Houston, Texas Area

STERLING RADIO PRODUCTS COMPANY

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SPEAKERS



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LARGE
QUANTITIES
AVAILABLE
FOR
IMMEDIATE
DELIVERY
FROM
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4" - 5" - 6" SPEAKERS

... "Crescent" quality—famous for tone, fidelity, and ease of installation.

All speakers made with Permanent Alnico-5 Magnets . . . all sizes furnished in the following magnet weights: .68 oz., 1 oz., 1.47 ozs., 2.15 ozs.

Speakers are equipped with transformer mounting bracket (less transformer).

RECORD CHANGERS, too

A high quality Crescent line, playing 12-10" or 10-12" records. Inquire today.

CRESCENT ELECTRONICS CO.

401 Broadway, New York 18, N. Y.

MINERVA

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

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

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



FRIGIDAIRE PRODUCES 8 MILLIONTH "BOX"

DAYTON, O., Thursday—Frigidaire Division of General Motors dramatically closed its books on the old year and climaxed more than a quarter century of production December 31 when the eight millionth electrical refrigeration product—a household refrigerator—rolled off the assembly line at the Moraine City plant.

E. R. Godfrey, general manager, P. M. Bratten, general sales manager, and twelve other high officials were on hand to pay tribute to the production milestone.

Mr. Godfrey pointed out that the company reached the seven millionth mark late in 1941 shortly before the Frigidaire plants turned from peacetime to war production. Reconversion back to normal operation was started in July of 1945.



MODEL 518—5 tube with rectifier automatic Phase-Combination with Aviola automatic die cast, record changer. Plays ten, 10-inch or 12-inch records. 110 volts. 50 or 60 cycle. Dovers. Blonde oak cabinet.

COUNT ON AVIOLA FOR QUALITY

Recipe for Aviola quality:

1. Worlds of radio and electronic experience. 2. One of America's most modern factories. 3. Skill and "know how" for doing a better job. The result—a superior quality radio.

AVIOLA RADIO CORPORATION
SKY HARBOR • PHOENIX, ARIZONA

COUNT ON AVIOLA FOR QUALITY

Aviola

McGETTRICK DIRECTS MID-ATLANTIC SALES; BENDIX DISTRIBUTOR

BALTIMORE, MD., Thursday—A. J. McGettrick has been appointed general sales manager of Mid-Atlantic Appliance Distributors, wholesaler of Bendix radios in Washington and Baltimore, according to Samuel Cohen, co-owner of the distributing company.

Mr. McGettrick, long a resident of Baltimore and well-known to radio-appliance dealers in this area, was until recently sales manager of Mid-Atlantic's Baltimore operations. In his new position he assumes full direction of the company's distribution policies and selling activities on their many nationally advertised products.

Mr. McGettrick started in the radio industry nearly twenty years ago with the E. T. Cunningham Co., later absorbed by the Radio Corp. of America, with whom he then served as district manager. A resident of Baltimore for ten years, Mr. McGettrick just prior to the war was sales manager for D&H Distributing Corp., here. As a major during the war, Mr. McGettrick saw eighteen months of active service in the European theatre of operation with the 5th Troop Carrier Command.

SYLVANIA ANNOUNCES A NEW OSCILLOSCOPE FOR SET SERVICING

A new cathode ray oscilloscope featuring portability, low cost and practical design for radio set servicing and general service applications has been announced by the Radio Tube Division, Sylvania Electric Products Inc., 500 Fifth avenue, New York.

The new oscilloscope, weighing only 18 pounds is mounted in attractive steel gray crackle finished cabinet measuring 10 $\frac{3}{4}$ " high, 8 $\frac{1}{4}$ " wide and 13 $\frac{3}{4}$ " deep. Signal frequency range from 15 to 40,000 cycles is provided with a five range selection control and a fine frequency control which permits close adjustment to any desired frequency. Visual study of wave form is provided by a 3" cathode ray tube designed for 650 volt deflection plate operation.

Sweep circuit of Sylvania type 131 oscilloscope is built around a type 884 gas triode oscillator. Tube complement includes 3AP1 cathode ray tube; 5Y3GT/G rectifier; 7Y4 rectifier; two 707 amplifiers; and the 884 gas triode oscillator. The oscilloscope is rated at 105/125 volt; 50-60 cycle; 40 watt input.

Record Net Is Reported By Cornell-Dubilier Co.

SOUTH PLAINFIELD, N. J., Friday—Cornell-Dubilier Electric Corp., this city, reported for the fiscal year ended September 30, 1946 a net income of \$976,535, the highest in the history of the company. This is equal, after preferred dividend requirements, to \$2.06 a common share. This profit compares with a net of \$685,828, or \$1.37 a share for the previous year.

Net sales for the year ended September 30 amounted to \$15,563,523, against \$19,851,744 for the previous year, Octave Blake, president, reported. For the previous peacetime year ended September 30, 1941, net sales totaled \$6,416,505.

HARVEY M. JONES HEADS RICHMOND DEALER CLUB

RICHMOND, VA., Friday—The Richmond Electrical, Radio and Refrigerator Club has elected Harvey M. Jones, of the Jones & Gooding Co., president for 1947.

Other officers are as follows: J. L. Wells, of Welmont Electric Co., vice president; Robin A. Frayser, of Miller & Rhoads, secretary-treasurer. Following is the new board of directors: Arthur H. Korn, Philip Levy Co.; Max Schultze, Columbia Furniture Co.; C. J. Arnall, Miller & Rhoads; John M. Wyatt, Jr., Wyatt-Cornick Co.; Louis O. Hofman, Louis O. Bowman, Inc.

The club anticipates that the present year will be one of great activity.



RADIO CEMENTS & SOLVENTS

*"Serve the
Serviceman!"*



RADIO CEMENT Especially for repair of cones, voice-coils, etc. In 4 oz., 8 oz., 1 pt., and 1 gal. sizes.



RADIO CEMENT IN TUBES Handy to use. Apply directly to work. Attractive display cartons of 12

Since 1929 JFD Products have set the standards for quality in the Radio Parts Industry.

JFD Cements and Solvents, and allied products, are recognized by servicemen everywhere, as the finest obtainable for general radio repair work.

Attractively and conveniently packaged for fast sales.



RADIO SOLVENT Loosens cement. A universal cleaner. In 4 oz., 8 oz., 1 pt., and 1 gal. sizes.

LITERATURE ON REQUEST

J. F. D. Manufacturing Co.
4111 Ft. Hamilton Parkway Brooklyn 19, N. Y.

SAN FRANCISCO TRADE SEES 1947 AS ONE OF GREAT OPPORTUNITIES

BRIGHT FUTURE PREDICTED In Spite of Various Drawbacks. Year Just Passed Was Said by Many Firms to Be Good.

SAN FRANCISCO, CALIF., Monday—The Christmas just past almost made up for the disappointments of the previous year, and while during the first half of 1946 deliveries were distressingly slow and scant, and frequently entirely absent, during the second half business gathered momentum, shipments accelerated, and now it is generally agreed that 1946 was a "good year," while the Christmas business is variously described as "big," "outstanding," "the best we ever had." And 1947 opens on a note of rosy optimism.

Dewight F. McCormack, head of McCormack and Co., 450 Ninth street, stated that it had been "a very good year." Commenting on several of the lines for which McCormack & Co. is franchised distributor, Mr. McCormack said that the improved design of Majestic radios had been very well received. There is of course a definite boom in records, and Majestic records are very much in demand.

We further heard from Mr. McCormack that Launderall has been coming along in excellent fashion. There have

been good deliveries of Coolerator ice refrigerators, and Mr. McCormack hopes for deliveries of Coolerator electric refrigerators in February.

Carl Brown, head of C. C. Brown Co., 61 Ninth street, Garod distributor, said that Garod radios are being well received and are giving very satisfactory performance, the only drawback being that they are not available in larger quantity. C. C. Brown Co. is one of the most prominent parts jobbers, with establishments both here, and in Sacramento, and the parts divisions are flourishing.

W. J. Lancaster, vice president of Leo J. Meyberg Co., 70 Tenth street, distributor, concurred that business has been very good, and expectations are that 1947 will be even better. Deliveries are expected to improve, and it looks as if soon it would become a buyers' market. Preparing for that time, Leo J. Meyberg Co. has added several field representatives, Mr. Lancaster stated: "We have now the largest field sales force in our history." The Mart showroom is being thoroughly remodeled to create the proper background for the merchandise to be displayed during Western Winter Market Week, February 3-8.

Fred Landman, manager of Sherman-Clay's radio department, said December was a "tremendous month." Fred Landman stated that much credit is due to Bill Lee, merchandising manager, who was indefatigable in securing quality radio sets. Fred added: "Our success was made possible by having such a large variety of fine radios to offer, many of them radio-phonograph consoles."

While no one can predict with any accuracy what will happen next year, Fred believes that the "overall picture is quite good."

There was an avalanche of buying records, we heard from Miss Mary Jane Klinite, manager of Sherman-Clay's record department. And the peak is not anywhere near in sight. With radio-phonograph combinations coming in, a vast new consumer public is being created.

Even heavy home appliances have made a good showing, according to Tommy Tomkins, manager of Sherman-Clay's appliance department. Tommy put it succinctly: "It's not so much that merchandise is short, but that the pent-up demand is tremendous, and one can't help being disappointed when all orders can't be filled promptly."

While there is a great deal of speculation about recession, the radio-record-appliance industries are looking forward to a vigorous 1947.

—GISELA NEY.

Tung-Sol Opens New Shenandoah, Pa., Plant

SHENANDOAH, PA., Monday—The Tung-Sol Lamp Works, Inc., Newark, N. J., manufacturer of miniature lamps and radio tubes, has opened another plant in Shenandoah.

The local branch plant will make parts for radio tubes, which will be shipped for assembly to the company's factory at Weatherly, where some 630 persons are employed. Another Tung-Sol plant is at Boyertown, Pa.



Jackson
PORTABLE
Electric Phonographs

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

WE ALSO MAKE
Record Carriers
Speaker Baffles
Phonograph Cases
Replacement Cabinets

Send for Catalogs

JACKSON INDUSTRIES

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KEN-RAD

RADIO TUBES

Better than ever

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

KEN-RAD
DIVISION OF GENERAL ELECTRIC COMPANY
OWENSBORO, KENTUCKY

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CENTURY DISTRIBUTING TO OPEN NEW BUILDING IN L. A. THIS MONTH

LOS ANGELES, CALIF., Friday—A new building, comprising more than 40,000 square feet of floor space, devoted to the merchandising of Emerson radio, Karagheusian rugs and carpets, and Sloan-Blabon linoleum and felt base coverings, will be officially opened to the trade in January by Century Distributing Co., of this city.

Invitations to the grand opening have been extended to officials of the compa-

nies represented, as well as to many civic and business leaders of that community. The event is being timed to coincide with the Los Angeles Furniture Show.

The modern architecture and interior layout of the new Century building provide for dramatic display of the products distributed and also afford many conveniences for the firm's customers. The building is located in the heart of the Los Angeles wholesale district. Executives of Century state that their large investment in the project was prompted not only by thriving business, but also by their complete confidence that America is going steadily ahead industrially.

PRECISION INSTRUMENTS
and
SCREW MACHINE PARTS
ALUMINUM PULLEYS
and
DRIVE SHAFT ASSEMBLIES
for the
RADIO TRADE

SERVWEL PRODUCTS COMPANY
270 LAFAYETTE STREET
NEW YORK 12, N. Y.



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

hallicrafters

The Radio Man's Radio

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

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



"BEST RADIO SALES," CONSENSUS OF TRADE IN PITTSBURGH AREA

PITTSBURGH, PA., Friday—Many dealers in this territory are now in the process of clearing up odds and ends of their annual first-of-the-year inventories. Most of them are finding that their stocks were pretty well riddled by the free flow of dollar bills during the recent Christmas rush, the greatest in history of the radio and appliance industry in Pittsburgh.

All radio businessmen in this district feel that, had more merchandise been made available, sales would have gone much higher.

Spear's department store, with one of the larger and more progressive radio departments in the city, was among those experiencing the greatest radio season. However, Spear felt a tight pinch in the supply of console-combination sets, never seeming to have quite enough, according to John Price of that outfit.

Spear has two stores in Pittsburgh, the downtown building located at Wood

and Oliver, which is the city's newest department store, and the East Liberty branch at 200 Collins avenue.

Firestone Stores, Inc., feels that some buyers undergo certain fears in purchasing some of the newer make radio sets. The owners contend that many persons shun some of these sets because they fear that when they are in need of new parts or repair, a serviceman capable of rehabilitating the set will not be available. Therefore, the firm has established a radio and appliance service at each Firestone district office. In Pittsburgh, it is located at Baum boulevard and Negley avenue. Here, all Firestone models and appliances will be repaired free of charge if that which requires the work is covered by the guarantee. If not, a nominal fee will be charged for the service and replacements.

The recent Christmas party of the Housewares Club of Pittsburgh was decreed a tremendous success by the large crowd that attended it. The affair was staged at the Fort Pitt Hotel.

—AL ROTH.

Construction Permits For Eight Commercial Television Stations

WASHINGTON, D. C., Thursday—Eight permits for construction of new commercial television stations on the West Coast were granted by the Federal Communications Commission last week. Six were given for stations in Los Angeles and Hollywood; one for Riverside, Calif., and one for Seattle, Wash.

Those granted permits are: American Broadcasting Co., Times-Mirror Co., Dorothy S. Thackrey, National Broadcasting Co. and Earle C. Anthony, all of Los Angeles; Television Productions, Inc., Hollywood; Broadcasting Corp. of America, in Riverside, and the Radio Sales Corp., in Seattle.

James B. Gillespie Joins W. T. Shakelford Co. as Head of Service Work

ATLANTA, GA., Friday—James B. Gillespie has joined the W. T. Shakelford Co., distributing organization in this city, as service manager. The firm distributes Lauderall washers, Elgin steel kitchens, Quaker oil heaters, Qil-len deep freezers, Hobart appliance and other lines and expects to announce its appointment shortly as distributor for a well-known radio line.

Shakelford serves Georgia, Alabama, Mississippi, Florida and Arkansas. Mr. Gillespie was formerly with the Concord Radio Corp., here.

RCA ISSUES LINE FOLDER ON TELEVISION SETS; FOUR INITIAL MODELS ILLUSTRATED IN DETAIL

CAMDEN, N. J., Friday—A new line folder on RCA Victor television receivers, in which the four initial models are described and illustrated in detail, has been announced by J. David Cathcart, advertising manager of the RCA Victor Home Instrument Department. The folder, prepared for dealer distribution to consumers, describes four important television developments incorporated into RCA Victor television receivers—the eye witness picture synchronizer, exclusive all-electronic tuning system which automatically locks the set in tune with the sending station and keeps pictures free from "jitter"; the "Golden Throat," finest tone system in RCA Victor history; the all-thirteen-channel automatic station selector, which tunes the set to the various television channels by the flick of a switch; and the RCA Victor television owner policy.

The four models described in the folder are:

630TS—A table model, sight-and-sound television receiver presents a 52-

square-inch picture of such brilliance that it can be viewed with ease in daylight or a normally lighted room.

621ES—A table model, sight-and-sound television receiver, presenting a picture 23 square inches in area.

641TV—A console television receiver also featuring RCA Victor FM and AM radio and a Victrola with automatic record changer and ample record storage space. The picture area on this set is 52 square inches.

648PTK—A large-screen television receiver presenting a picture 300 square inches in size, approximately the size of a standard newspaper page. Its picture enlarging system makes it possible to present a 15" x 20" picture in a cabinet whose dimensions are only 47½ in. high, 36¼ in. wide, and 22¾ in. deep. In addition to television, the set also features RCA Victor FM, AM, and short wave radio reception. The set contains 40 electron tubes, 7 rectifier tubes, and a picture tube. It is furnished in a walnut finish.

PHONOGRAPH MOTORS

with complete
Turntable Assembly

Increased production facilities enable us to take on a few extra accounts for weekly allocations.

A Superior Product

- Quiet Operation
- Ample Torque
- Constant Speed
- Die Cast Bearing Supports
- Electrostatically Flocked Turntable
- Available in all Voltages
- Immediate Delivery

The MAGNETIC PRODUCTS CORPORATION

Specialists in the Manufacture of
1/40th to 1/150th horsepower motors

Executive Offices:

60 East 42nd Street New York 17
Telephone: MUrray Hill 2-8970

WHOLESALE RADIO PARTS

SEND FOR
OUR CONFIDENTIAL JOBBER PRICE SCHEDULES

MANY HARD-TO-GET ITEMS IN STOCK

CONDENSERS

VARIABLE

2-Gang—Super, Broadcast Freq.

2-Gang—TRF., Broadcast Freq.

VARIABLE AIR TRIMMERS

MICA, POSTAGE STAMP TYPE

MICA, TRANSMITTING TYPE

MOULDED PAPER

BATH-TUB CONDENSERS

OIL-FILLED—Upright Rectangular Cans

RESISTORS

¼W - 1W - 2W - 10 Watt Types Values
from .5 Ohm to 20 Meg.

WIRE AND CABLE

HOOK-UP, No. 20, Stranded, White with

Black and White Tracer

SHIELDED WIRE, No. 18—Outside shield

AC EXTENSION CORD SET, 6 and 9 ft.

No. 20, TWISTED PAIR, Rubber Covered,

Stranded, Black or White, 5000' per Reel

CABLE, 2-CONDUCTOR, Type SJ, No.

20, Rubber Covered, 500' per Reel

CABLE, 3-CONDUCTOR, Type SJ, No.

20, Rubber Covered, 500' Reel

CO-AX CABLE, RG-8/U, 56 Ohms, 1000'

per Reel

CO-AX CABLE, RG-11/U, 72 Ohms, 500'

per Reel

CO-AX CABLE, RG-59/U, 72 Ohms, 1000'

per Reel

AC CORD SET, 6 Feet, Approved Wire

Bakelite Male Tap Less Than 100 Lots

AC EXTENSION CORD SET, 6 Feet,

With Male Tap on One End, Cube Tap

on Other

JOBBER ONLY—ORDER NOW FOR PROMPT SHIPMENT

VIBRATORS

2-Volt for Portables

PICK-UPS

Several Types, List on Request

SPEAKERS

5" PM Alnico No. 5 Slug (24 to a Carton)

6" PM 5 oz. Slug

CHOKES

15 Henry, 100 MA

A-C/D-C 300 Ohm

PHONO. AMP. KITS

COMPLETELY WIRED AND BOXED IN-

CLUDES VARIABLE TONE AND

VOLUME CONTROL.

MODEL 24T—4 Tube, with Output Transf.

MODEL 23—A 3-tube

TRANSFORMERS

OUTPUT, 50L6

OUTPUT, PUSH-PULL 50L6

OUTPUT, PUSH-PULL PENTODE

FILAMENT TRANSF. 5Volt 4 Amp.

AUTO RADIO PARTS

Vibrator Transformer for Models AR 40-

AR-55

Suppressors—Bracket Standard

Suppressors—Universal Screw Standard

Suppressors—Snap on Plug

Suppressors—Distributor Screw Fitting

PHONO. OSCILLATOR KIT

Seaboard No. 320—2 Tube

Seaboard No. 410—1 Tube

SEABOARD-RONLEY CORP.

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



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.



Samuel Insull, Jr., Named James S. Knowlson Aide

CHICAGO, ILL., Saturday—Samuel Insull, Jr., has been appointed assistant to James S. Knowlson, chairman of the board and president of Stewart-Warner Corp., it was announced here today.

Since his separation from the United States Navy, where he served from August, 1943, to December, 1945, attaining the rank of commander, Mr. Insull has been vice president of the Central Barge Co., Chicago.

Born in Chicago, he was engaged in the utility business from 1922 to 1938. For five years, until 1943, he was an insurance broker. He is a graduate of Yale University.

Jerry Wagman Undergoes Appendectomy in Newark

NEWARK, N. J., Tuesday—Jerry Wagman, son of Dave Wagman, radio sales manager for Bruno-New York, Inc., distributor of RCA Victor products, is recuperating in Beth Israel Hospital, here, following an appendectomy performed yesterday.

Young Wagman was graduated from Lehigh University last June and is at present working for his master's degree at Virginia Polytechnic Institute.

BOSTON DEALERS HAVE NEW POLICY ON TAKING 'ALLOTMENTS' OF SETS

REFUSE "BLANKET" ORDERS

Many Fear Recession in Buying Any But the Better-Known and Stable Radios — New Policy of Eastern Working Out Well.

BOSTON, MASS., Monday—As many retail radio-appliance dealers find themselves at the year's beginning to be long on stock and short on cash and find a widespread reluctance on the part of some prospects to buy at present price levels, they are commencing to refuse shipments of "blanket" orders for radios placed early in 1946 at the established OPA prices. Up to a few weeks ago, they accepted these allotments gladly. They are, however continuing to buy certain wanted models recently ordered to fill current business demands.

Then there are a few shrewd, far-sighted and courageous veterans in the trade who are taking advantage of the present situation to make some advantageous deals and consumers will be hearing about them in newspaper advertisements as soon as they have be-

come convinced that no one is going to give away good merchandise.

Despite the fact that many dealers who carried toys as a Christmas sideline and did a remarkable business in them, there are still a lot left over. Dealers say it's a case of just too many outlets. They also say that if there weren't so many toy and variety stores selling radios, they wouldn't have had the toys and would have done a much better radio business.

For some months now, Motorola dealers, serviced by Metro Distributors, Inc. on Commonwealth avenue have been getting reasonably good deliveries on a few models rather than just samples of a dozen or so models, which arrangement seems to have pleased them. According to recent reports from Galvin in Chicago, there will be some added models, attractively styled and fairly priced to permit the Motorola dealer to present a more comprehensive showing. Crosley and Emerson have also added a number of well styled models to their respective lines.

In a recent interview with Dave Rockman, sales promotion and advertising manager of the Eastern Co., it was pointed out that the RCA Victor radio department, headed by Emmet D. Ryan, is continuing its rather unique policy of giving the maximum dealer discount on all orders, large or small until such time as the supply well overreaches the demand—a condition that now seems well in the future. Considering the rather low comparative selling prices, the actual net margin of profit gives added enthusiasm to RCA Victor dealers. Boston dealers today were sampled with the new \$75 miniature battery radio with gold-plated fittings, as featured in national magazines.

The Technicraft Supply Co. on Commonwealth avenue has been granted the exclusive agency here for NRK Plasticor injection molding presses in 1/4 oz. 1 1/2 oz. sizes. Technicraft has a supply of detailed descriptive pamphlets to be distributed to the manufacturing trade.

It is claimed that the Plasticor molding machines will aid in breaking several bottlenecks in electronics manufacturing, and can be operated by inexperienced trainee help, using most all thermo-plastic materials. Stock molds and Tenite molding granules are also available, says Technicraft.

—FRANK PRAY.

Bob Guertin Appointed Prudential Sales Head

SPOKANE, WASH., Friday — Bob Guertin was recently appointed manager of the radio and record division of Prudential Distributors, Inc., of S. 151-153 Stevens street, this city. The firm is distributor in this area for Majestic radio and record products.

RETAIL ASSOCIATION BOARD MEETS JAN. 17

CHICAGO, ILL., Friday—The board of governors of the National Electrical Retailers' Association will hold a meeting on Friday, January 17, at the Merchandise Mart, this city, for the purpose of considering ways and means of advancing a strong program of activities for the association for 1947.

C. C. Simpson, managing director of NERA, will hold a press conference at the Hotel Sherman, in Chicago, at 9:30 A. M., on January 16.

Lewis Frost Appointed Amber Appliance Buyer

CHICAGO, ILL., Saturday — Joseph Bayer, president of the Amber Furniture Co., this city, has announced the appointment of Lewis J. Frost as appliance buyer. Mr. Frost has been with the Amber firm for five years and has twenty years of experience in appliance merchandising.

DEALERS



YOU SELL A WORLD OF SATISFACTION

When You Sell The World's Most Complete Line of Inter-communication

Talk-A-Phone is perfection-engineered and precision-built to render supremely satisfactory service. A quality product through and through, Talk-A-Phone sells in a hurry and stays sold.

A unit for every requirement, 5 to 100 stations. National advertising has already created an active demand in your territory.

Ask Your Jobber
Build and keep profitable big-volume inter-comm. business by keeping your customers satisfied with inter-communication that "Has Everything". Catalog upon request. Address Dept. S. M.

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



ROYAL JEWEL GENUINE SAPPHIRE PHONOGRAPH NEEDLES



FOR THE WORLD'S FINEST MUSIC

\$2.50

Fitted with a genuine sapphire tip and designed for complete tonal balance from extreme brilliance to the lowest base... the Jensen Royal Jewel provides lasting needle life because of sapphire permanence.

The spring construction of this fine phonograph needle preserves and lengthens the life of valuable records. Stop in today for a demonstration. Enjoy music as you like it without 'needle talk' or hiss.

DEALER NAME HERE

STREET AND NUMBER • CITY AND STATE

The above is Jensen Ad Mat No. 8 prepared for dealers to use in local publications. Available on request.

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



ARVIN
Top Flight
Radios
ELECTRICAL HEATERS
AND TRAFFIC APPLIANCES

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.: 18 East 17th Street, New York 3, 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. **703 ALBEE BUILDING**
BALTIMORE 23, MD. 1426 G ST., CORNER 15th ST., N. W.
GILmore 7552 WASHINGTON 5, D. C. **REPublic 4696**
Maryland, District of Columbia, Lower Delaware and adjacent Virginia and West Virginia Counties

BEUCAIRE CONCLUDES TRAINING COURSE FOR 265 PHILCO SALESMEN

IN ROCHESTER, N. Y., AREA

Frank M. Beaucaire Hails Program as a Success — Retailers in the Flower City Are Actively Preparing for Selling Days.

ROCHESTER, N. Y., Monday—Beaucaire, Inc., 114 Monroe street, this city, distributor of Philco products and other major appliance lines, has just concluded a series of Philco retail salesman's training courses. For those dealers who were unable to attend any of the five meetings, instruction will be given by Beaucaire representatives in their own places of business.

The Philco retail salesman's training course consists of four parts. First, Philco's manufacturing background;

second, Philco's products; third, Philco retail salesman's sales training refresher course; fourth, how to use advertising and merchandising material to increase sales. The meetings were opened by Frank M. Beaucaire, president of Beaucaire, Inc., who also explained part of the Philco manufacturing background.

The balance of the story of Philco's manufacturing background and sales training refresher course was handled by David Birrell and Homer Burbank, wholesale salesman for Beaucaire. The Philco products story was given by Raymond F. Beaucaire, secretary of the wholesale concern, followed by a lively demonstration by George H. Beaucaire, vice president, on how to use the users in selling and how to use the radio and refrigerator dealer promotion books with the customers. Also, how the Philco window trim service and all the other basis of merchandising and advertising materials should be used by the dealers and the salesmen.

According to Frank Beaucaire, 265 dealers and salesmen attended the five meetings, and the course was unusually successful. Refreshments were served after each meeting. Also, movies of former Philco cruises were exhibited.

Marion Figler, president of Figler Appliances, is negotiating for the same Polish radio program that he had prior to the war. Northside Furniture Store has just signed up with Station WSAY for a Philco Supper Club 15-minute program, which already has gained popularity.

Mr. Violet of the Radart Music & Appliance Store, has just equipped his establishment with sound devices to cut professional recordings. He also reports that the Calypso record business always enjoyed by him has grown to a substantial volume, which now necessitates more space for his business.

Village Appliance in Fairport, has bewildered local residents with the frequent and sudden changes of window trims. This firm's activities in this regard has established a pace for other dealers in the community.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

FRANK BARNETT MADE PRODUCTION HEAD OF WESTINGHOUSE RADIO

SUNBURY, PA., Thursday—The appointment of Frank H. Barnett as manager of manufacturing for the Home Radio Division of the Westinghouse Electric Corp. was announced today by Harold B. Donley, division manager. Mr. Barnett will supervise the activities of manufacturing and allied departments at the Sunbury plant.

A twenty-year veteran with Westinghouse, Mr. Barnett joined the company as an industrial correspondent in the Boston sales office, and served successively as chief correspondent and office manager. In 1932 he was transferred to the Mansfield Works as coordinating administrator.

He became supervisor of the order service department at East Springfield, Mass., two years later and in 1937 was promoted to superintendent of production, the position he relinquished to accept the Sunbury assignment.

In 1945, Mr. Barnett received the company's highest employe award—the Westinghouse Order of Merit. Mr. Barnett attended Lowell Institute and served with the U. S. Army in the first World War.

NEW RADIOS OFFERED BY ELECTRONIC LABS.

INDIANAPOLIS, IND., Thursday—Electronic Laboratories, of this city, has just announced that its expanded 1947 radio production program will feature new receivers with a twin amplifier speaker for adjusting the ratio between high and low notes in reception to suit the individual taste. The new receivers will bear the brand name "Orthosonic."

Production of the six-tube receiver will be continued, but the greatest attention will be on eight and twelve tube models, it was stated. The largest new radio, a chairside combination AM-FM with automatic record player, will have a twelve tube chassis housed in a chair-

side-type cabinet and will feature a motor-driven lift mechanism which electrically raises and lowers the entire top of the radio receiver at the touch of a button to reach the record player.

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

NORTHEASTERN DISTRIBUTORS INCORPORATED

TODAY

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

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

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

**ZENITH
THOR
GIBSON
GRAND
ELGIN
QUAKER**

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

588 Commonwealth Ave.
BOSTON, MASS.

Bull's-Eye Displays!



'Point of Sale' Dealer's Helps

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

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

for

"the Radio of Tomorrow — TODAY!"

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

STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

- ZENITH
Radios—Hearing Aids
- DEEFPREEZE
The Original Home Freezer
- GAROD
Lower Connecticut Out

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



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 thousands

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

Appliance Show in Toledo Is Scheduled To Be Staged During Month of January

ELECTRONIC JOBBERS AND DEALERS WILL PARTICIPATE
Many New Household and Other Devices Will Be Shown to Public for First Time — Expect 1947 to Be Banner Year in Sales Though Merchandise Is Expected to Be Short for First Quarter of Year.

TOLEDO, OHIO, Monday—One of the first 1947 appliance shows announced here is the Toledo Sports and Home Show which will be held in the Civic Auditorium within a few weeks, it was announced by the Toledo Planners Institute.

New developments for the home, streamlined household appliances and hundreds of displays of interest to the housewife will be a part of the Show.

Among the sponsors are the Toledo Retail Merchants Association, Toledo Edison Co., Chamber of Commerce and Electrical dealers and jobbers. The furniture dealers plan still another exhibit. And the department stores plan individual expositions of electrical labor saving appliances.

Merchants are happy that the old year has gone and were glad to welcome the new year. For the new year means surprises, new opportunities and more appliances. Executives agree that perhaps during the first quarter, on account of steel, the situation may remain about as it has been with deliveries. But after that, there should be plenty of refrigerators, washers and other appliances. But the customers have changed. No longer will they take anything offered.

John C. Schaffer, manager of Grinnell Bros., one of the largest stores in

northwestern Ohio, stated holiday business was heavy. People bought the store out of appliances and other things. Merchandise was fairly ample, therefore, the volume was the best in the history of the Toledo Grinnell store.

However, nobody is foolish enough to believe that such a condition will continue in the new year. 1947 will be a good year and with more appliances of all kinds, will roll up a handsome total. But it won't come easy. Customers are already asking if prices will come down.

William Bray is the new manager of the appliance department at Grinnell's. He has been associated with houses in the East and in Cleveland.

The firm held a Christmas party for employes at the Commodore Perry Hotel. Bonuses were distributed.

Gordon Campbell, sales manager of the V. J. McGranahan Distributing Co., stated 1946 was one of the best years in the history of the house. In order to continue the progress in 1947, Robert Murphey has been added to the city sales staff.

Mr. Campbell, believes the new year will be one of great achievement in appliances. With more merchandise assured, there can be little question that sales total will jump. At present, it is impossible to take an order as everything is on allocation.

McGranahan held a Christmas party at the company headquarters at which bonuses were distributed.

Charles Mull has been appointed manager of the major appliance and radio sections of Lindel's, 224 Superior street. Mr. Mull was formerly associated with the Ace Furniture Co.

Benjamin Schall is the new assistant manager of the Modern Furniture Co., 238 Summit street. He recently returned from the China-Burma theatre where he spent four years in overseas military service. Modern does a large volume in major appliances and radio. Ben has some aggressive ideas about building customer good will which he will put into force.

Harley Gaynor, manager of Wearley's new appliance department, 1000 Monroe street, is starting off the new year with a list of appliances which sounds like old times.

Michael Yainán, merchandising and advertising executive, has assumed his duties as vice president of the Lasalle & Koch Co., department store. He has been buyer at Macy's in New York and manager of the outside appliance stores at Bamberger's in Newark. Here his duties will include general supervision of operations under Richard Lennihan, president, with emphasis on merchandising.

A. J. Nellis, manager of the appliance section of the Walding, Kinman & Marvin Co., stated 1946 was a good year.

—JACK SCHLACHTER.

BAGDAD FIRM BUILDS TELEVISION THEATRE FOR DEMONSTRATIONS

A television theater is being built in its Forty-second street retail store by the Bagdad Television Corp., it was revealed here yesterday by James Saltzman, promotion head of the New York firm.

The theatre, measuring twenty feet by thirty feet, will allow the Bagdad concern to effectively demonstrate its video receivers to the public. Mr. Saltzman explained that his firm had already sold over 500 telesets.

With two new Pontiac station wagons to service the Metropolitan area and additional space added at its outlet at 1738 Jerome Ave., Bagdad expects to merchandise 2000 video receivers in the first period of 1947, Mr. Saltzman stated.

TUBES

Now you can line your shelves with many hard-to-get tubes from STANDARD ARCTURUS' diversified supply of W. A. A. surplus and regular tube stocks.

TUBES

W.A.A. tubes are tested, serviced, and packaged.

TUBES

Mail us your tube requirements *immediately*... and you will receive our monthly bulletins on available tubes.



NATIONALLY ADVERTISED

REC-ALBUM

REG. U. S. PAT. OFF.

Records won't fall out. REC-ALBUM is the most advanced type DISK-ALBUM made. 10" and 12" Storage and Package type from 2, 4, 6, 10 or 12 heavy Kraft envelopes, which lay flat with edges recessed.

PROMPT DELIVERY

Million Production Capacity

with

"TIP LOC"

THE SLIP PROOF, BREAK PROOF SAFETY FEATURE

The new improved safety feature, exclusive with REC-ALBUM.

Also Disk-Albums Standard Type, Deluxe & padded Deluxe

INQUIRIES INVITED WRITE: **L. H. SYMONS ASSOCIATES** 345 HUDSON STREET, NEW YORK 14, N. Y.

Walter Evans Honored By War Department

BALTIMORE, MD., Thursday — The War Department has awarded the Army Certificate of Appreciation to Walter Evans, vice president in charge of all radio activities for the Westinghouse Electric Corp., for "his contribution to the Signal Corps in connection with the development and production of radio and radar equipment during World War II".

Under the direction of Mr. Evans more than \$400,000,000 worth of wartime electronics equipment was produced by Westinghouse in filling Army and Navy contracts for fifty major products, including radio and radar equipment for use on land, at sea, and in the air.

In recognition of his work, the Certificate, signed by Robert P. Patterson, Secretary of War, and Maj. Gen. H. C. Ingles, Chief Signal Officer, representing the War Department was presented to Mr. Evans.

in New Jersey it's —

ALL-STATE DISTRIBUTORS INC.

45 CLINTON STREET, NEWARK, N. J.

MArket 3-5313

Wholesale Distributors of: **RADIOS ♦ PHONOGRAPHS ♦ ELECTRICAL APPLIANCES ♦ RECOPDS ♦ ACCESSORIES**

Exclusive in Northern N. J.

**HOWARD RADIO
MADE BY**

"America's oldest Radio Manufacturer"

WASHINGTON DEALERS SEE RCA VICTOR LINE OF TELEVISION SETS

SALES PLAN IS DESCRIBED

Top Executives From Factory Attend Presentation — Group of Key Retailers From Baltimore Area Views Instruments.

(Continued from Page 7)

livery to retailers here within the next sixty days.

Some 125 retailers served by Southern Wholesalers attended the meetings during the two days. One of the features of the meetings was the televising of the opening session of the House of Representatives yesterday morning. The program was carried from Washington to New York and Philadelphia by coaxial cable.

Top executives of RCA Victor from Camden, N. J. who were in attendance during the meetings, included Joseph B. Elliott, vice president in charge of the Home Instrument Department; Henry G. Baker, general sales manager of the Home Instrument Department; Dan Halpin, manager of television receiver sales, who introduced the sets to the dealers at each session; Jack Marden, sales promotion manager, and Martin Polikoff, RCA regional sales manager, who described the various features of the video sets and outlined the factory's installation and servicing plan.

M. E. O'Harra, sales manager of Southern Wholesalers, Inc., delivered the introductory address at each meeting.

Members of the Federal Communications Commission attended the final meeting last night and witnessed a telecast direct from New York.

Four model rooms were set up in the Federal Room of the Statler for the meetings. One of four different television models was installed in each of the rooms, which were furnished by the Hecht Co. and designed to simulate living rooms in an average home.

The receivers introduced were two table model instruments—one utilizing a ten-inch cathode ray tube and the other a seven-inch cathode ray tube; a console combination featuring automatic phonograph, FM, AM and shortwave and with a ten-inch cathode ray television tube, and a console offering a large, newspaper size projected picture and also providing AM, FM and shortwave radio reception.

Initial receivers will be delivered to dealers here just prior to "T" Day—the day on which they will be placed on sale.

Some twenty-five key dealers from the Baltimore area served by D. & H. Distributing Co., RCA Victor whole-

aler of Baltimore, attended one of the meetings yesterday accompanied by Dave Schwab, president of the D. & H. organization, and Edward Huppert, sales manager of the latter firm.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

Jersey Record Dealers

Form an Association

NEWARK, N. J., Friday—Temporary officers were elected by a newly organized group of record dealers at a meeting last night at the Essex House, this city. Twenty-five dealers interest-

ed attended this organization meeting.

Jack H. Seader was named president of the group; Norman Marks, vice president; Fred Mendelson, second vice president; Martin Lemberg, secretary and Al Lupin, treasurer.

Dealers in attendance came from Essex, Union, and Bergen and Passaic counties.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!

LEONARD ASHBACH COMPANY

SCORES AGAIN IN A GREAT RADIO TUBE SALE!

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

PHONE—WIRE—WRITE

ORDERS WILL BE FILLED IN ROTATION RECEIVED

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
1600	—1L4	\$.40	4000	—6H6	\$.48	2000	—12SR7	\$.65	5000	—35Z5	\$.60
500	—1LD5	.95	20000	—6J6	.50	5000	—12SQ7GT	.65	3000	—35Y4	.85
5000	—1LH5	1.12	5000	—6SA7GT	.58	8000	—12SK7GT	.65	3000	—14Q7	.85
1100	—1LH4	1.12	6000	—6SQ7GT	.58	4000	—12SA7GT	.72	35000	—14A7	1.12
10000	—1R5	.60	800	—6SD7	.45	12000	—12SN7	.51	2900	—14B6	.85
4000	—1T4	.48	12000	—6SH7	.45	3000	—12C8	.48	2500	—80	.42
2000	—3Q5	.90	2300	—6SL7	.70	11000	—12A6	.62	900	—45	.48
1600	—3A4	.48	5000	—6SN7	.62	6000	—12BE6	.55	1100	—46	.48
5500	—5R4G7	.55	8000	—7A7	.65	6000	—12AT6	.55	8000	—9003	.35
3500	—5U4G	.55	5000	—7B7	.65	6000	—12BA6	.55	2400	—955	.65
8000	—5Y3GT	.45	5800	—7B6	.65	8000	—35W4	.55	1100	—VR90	.55
6000	—6AC7	.60	6200	—7N7	.65	5000	—50B5	.85	7000	—VR150	.48
6000	—6AG5	.60	8000	—7Q7	.60	2000	—25Z6	.63	7000	—SP30	.45
5000	—6AG7	.70	3000	—7E5	.55	3000	—25L6	.70	6000	—SP45	.45
3000	—6AL5	.40	2000	—7Y4	.65	4000	—35L6	.70	5000	—OY4	.48
6500	—6C4	.40	3000	—7F7	.75	3000	—50L6	.70	1000	—77	.45
2600	—6C5	.55	2000	—7C5	.65	3000	—50A5	.92	2000	—27	.40

And Hundreds of Other Types. Send us Your Requirements

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

And Hundreds of Other Critical Parts

SPEAKERS			PHONO-MOTORS		CONDENSERS			Automatic Changers	
Quan.	Type	Mag.	Quality Brand		Quan.	Mfd	Volt	Quan.	Type
3500	... 4" AL 5	.67	9-In. Turn-Table		8000	... 30-30	150	900	Model 650 Detrola
2200	... 4" AL 5	1 oz.	5,742 Pieces		3000	... 50-30	150	575	Arc-1-Maguire
5304	... 4" AL 3	3 1/2 oz.	RESISTORS		3000	... 40-20	150	750	Crescent
3100	... 5" AL 5	1 1/2 oz.	5-Watt Wire	250-Ohm.	4000	FP	8 or 10	450	
1600	... 5" AL 5	1 oz.	10-Watt Wire	3000-Ohm.	3700	FP	20	450	
1200	... 5" AL 5	.68	10-Watt Wire	6000-Ohm.	All Sizes in Micas			Output Transformers	
1604	4x6 - 450 Ohm.	Dyn.	10-Watt Wire	12000-Ohm.	6V6			1250	Line Cords
2000	6 1/2" AL 5	1 1/2 oz.	10-Watt Wire	500-Ohm.				6 Ft. No. 18 With	Tinned Ends
Rola With 6V6 P.P.									25,000
Output Transformer									

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TIMES SQ. STORES OPENS MOST MODERN UNIT; COVERS 10,000 SQ. FT. BROOKLYN BLOCKFRONT

Times Square Stores, radio, electrical appliance and automotive retail chain, has announced a new unit covering 10,000 sq. ft. extending from sixty-second to sixty-third streets on Fourth avenue, in Bay Ridge, Brooklyn as its most modern, streamlined super store.

Set up as a model to the trade for some time to come, the store is completely departmentalized, and each department, with its trained personnel and varied displays, is a store within a store, according to word received from the company.

The store, with 120 ft. of window frontage, has been built on the south half of the property. In the remaining space, a super service area containing free parking and mechanical installations for patrons will be built.

Street frontage is divided into three parts. The center section, about 45 ft. wide, with large glass double doors,

contains a varied merchandise display which fills the entire window.

To the right, a 30 ft. window gives a floor-level closeup of radios, records and major electrical appliances. To the left, a 45 ft. full-view section affords a glimpse of automotive, toy and household items.

Electrical appliances are displayed in a 45 ft. area backing the center window section. A three ft. overhead canopy and indirect lighting call attention to the refrigerators, washing machines and other major appliances, according to V. H. Jefferds, sales promotion manager.

A curving overhead canopy extending over the stock-shelves and sales-counter decorates the radio and record department. Large cut-out letters along the outer edge of the canopy spell the names of famous brands. Indirect lighting illuminates a wall display above the canopy and a collection of albums is exhibited underneath. Record album display stands form a wide aisle in front of the sales counter. The department is flanked by a sound-proof record booth and a set-in television booth. A midget radio wall display is nearby.

A series of winding shelves follows the wall almost to the open street window, then breaks to form a curved street and interior display. The arrangement gains many feet of display space and provides window visibility in addition to giving a two sided interior display designed to bring sales activity into the street window. Console models are placed on raised islands so as to be equally visible by patrons from street and interior.

Although the Bay Ridge store is the firm's crowning achievement, it will be surpassed by a new 20,000 sq. ft. unit soon to be erected in the Metropolitan area, a company official stated,

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

Radio, Appliance and Furnishings Stores Sales \$4.7 Billion in '46

(Continued from Page 3)

Contributing factors were the continuing high incomes of individuals plus higher prices and the existence of deferred demand for goods long absent from civilian channels.

By the end of the year these expenditures had reached an annual rate of \$17 billion. Lack of sufficient supplies to satisfy pent-up demands appeared to be the principal retarding factor to even greater dollar records.

Fourth quarter consumer expenditures for hard goods were still below the amount that could have been expected

on the basis of the prewar relationship to consumer incomes. However, with continually augmented supplies the dollar volume of purchases was rapidly approaching the prewar relationship as the year ended.

Buying of furniture, household appliances and radios in 1946 exceeded 1941 purchases of these items by more than three-fourths. Enormous demand, increased supplies, and higher prices sent consumption of these goods to \$7.6 billion for 1946. The sharp rise since 1945 was sufficient to bring the dollar volume of sales in 1946 about in line with the prewar relationship to income.

CODE FOR TELEVISION BROADCASTERS URGED; HONOR DR. DEFOREST

J. R. Poppele, president of the Television Broadcasters Association, Inc., in his report to members of the association delivered at the annual meeting held yesterday morning (Tuesday) at the Waldorf-Astoria Hotel, New York, recommended that the television industry adopt a code to guide broadcasters in their programming at the earliest possible moment.

In his report, Mr. Poppel:

1. Recommended immediate adoption of a code.
2. Reviewed television activity of 1946.
3. Told of the immediate plans of the association.
4. Expressed his view on future operations.

A handsomely inscribed scroll commemorating the fortieth anniversary of the invention of the "Audion" by Dr. Lee de Forest, noted inventor and "Father of Radio," was presented to Dr. de Forest at the luncheon session which highlighted the annual meeting of TBA. Dr. de Forest, in accepting the presentation, offered his views on the future of television and electronics.

Donahue Father of Twins

NEWARK, N. J., Tuesday—James R. Donahue, vice president and general manager of the Standard Arcturus Corp., this city, became the father of twins—a boy and a girl—born last night in St. Barnabas Hospital, here. These are the first additions to the Donahue household.

Named to Appliance Post

PITTSBURGH, PA., Saturday—The Home Mart, which will be opened here shortly on Fifth avenue, has named Floyd F. Shaulis manager of the major appliance and floor coverings section.



The New Meck Model 6A6-P9 SENSITONE RECEIVER

The New Meck 6A6-P9 Model offers for the first time in radio history—the new sensitone control including:

1. Adjustable acoustic compensation control.
2. Sensitivity control.

Other Features

3. Despite compact size of the cabinet, a six-inch oval speaker is used for its far superior reproduction of low frequency in compact space—through oval design.
4. 8½-In. slide rule dial—indirectly illuminated.
5. Built-in loop antenna with primary turn for connection of external antenna and ground.

Write for information on the Model 6A6-P9

MECK RADIOS
PLYMOUTH, INDIANA

OVERLOADED Fresh Stock AEROVOX—SPRAGUE

		List	Your
		Price	Net
30#	2N513 30-35/150	\$1.77	\$.79
45#	2N509 20-20/150	1.64	.74
100	TCD47 30-30/150	1.77	.79
45#	GLS 8/450	1.64	.66
50#	GL 8/600	3.98	1.59
100	GL 20-20/450	4.14	1.88
300	TC74 15/450	1.39	.72
100	PRV 8/600	3.77	1.59
100	GL 8/475	2.30	.93
125	PRV 40/450	3.39	1.31
50	PRV 8-8/450	2.26	.91
50	PRV 16/450	2.23	.89
50	PRV 8/600	3.77	1.59
100	PRSA 8-16/450	2.04	.92
50	PRV 10/450	1.78	.72

Send Orders Box 774

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20 per cent with order—Balance C.O.D.

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- APEX Products
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15-17 SHIPMAN STREET

Apollo Building

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*Finest Name
in
Radio
Phonographs*

Brunswick RADIO PANATROPE
IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

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

Television Holding Los Angeles Spotlight As Stations Prepare for Regular Programs

EXPECT RECEIVERS TO BE READY WITHIN A SHORT TIME

RCA Repair Service Surveying Territory So That Prompt Service May Be Given on All Calls — Proper Installation of Video Sets Stressed — Hearing Will Be Held January 14 on Applications Now on File.

LOS ANGELES, CALIF., Saturday — A survey of this area reveals that an appreciable quantity of television receivers is expected to be ready for distribution in the Los Angeles area during the early part of the year. In the meantime, the two stations already in operation, as well as the RCA Television Repair Service, are actively engaged in getting ready for big-time programs.

RCA is planing to launch the long-awaited distribution of its sets by a "T-Day."

Mr. Borgeson, of the RCA Service, advises that his concern is surveying all prospective dealer outlets with a view to providing the best possible demonstration results. It is going into stores to test the picture quality and thus determine the needs of the dealers as to antenna systems and distribution systems. Estimates are given and installations made. Mr. Borgeson hopes to have all these installations made and in readiness for advantage-

ous demonstration by the time the sets hit the market.

The project of changing all sets now in the hands of users in this area to the new frequency has already been completed by RCA Television Repair Service, says Mr. Borgeson.

The general impression gained from both stations and distributors is that color telecasting is still in the experimental stage and that for the next few years attention is to be focused on good monochrome showings.

W. H. Hoffman has been appointed southern California distributor for the Remler Radio Co., of San Francisco.

Television Productions is augmenting its supply of cameras and equipment in readiness for a considerably-increased schedule. It now has twelve television cameras; eight for use in the studio for the showing of stage and film shows, and four mobile units of the image-orthicon type, which operate by candlelight if necessary.

The station also has a transmitter which relays events from the Los Angeles area to the Mt. Wilson transmitter (6,000 feet up) so that programs may be viewed within a radius of 150 miles. The new studio has complete motion picture and projection equipment.

Under the guidance of Klaus Landsberg, this station is pledged to do everything possible to advance the television industry by producing regular, worthwhile programs. W6XYZ is now on the air an average of twenty hours a week,

with regular programs of ice-hockey and basketball games from the Pan Pacific Auditorium. In addition, there are shows—stage and film—from the studio.

W6XAO has purchased seven new mobile camera units for televising outdoor events. A spokesman for the Don Lee station, advises that it is waiting to test the performance of the new image-orthicon tubes before adopting these cameras.

Bernard H. Linden, of the Federal Communications Commission, advises that a hearing will be held on January 14, to review the testimony in the matter of the application for commercial license of the Don Lee television station.

On December 20, permits to construct stations for commercial telecasting were granted by the FCC to six of the seven applicants. Those who were granted these permits are: Earl C. Anthony, Inc., Columbia Broadcasting Co., Inc., American Broadcasting Co., Inc., Times-Mirror Co., Television Productions (Paramount subsidiary) and Dorothy F. Thackrey, owner of the New York Post and Station KLAG, Los Angeles.

As the matter now stands, five of the six permits have still to be followed by some tangible means of televising before licenses can actually be granted. In other words, there is merely the little matter of building and equipping a station to be considered. Television Productions is already equipped to put programs on the air now. As soon as this stations permit has been converted into a regular commercial license, the call letters of station will be changed from W6XYZ to KTLA.

SANFORD BOOKEE

it is not only smart to be thrifty—
it's also good business. Advertise in
the RADIO and Television WEEKLY.

Don A. Davis Appointed Cannon Sales Manager

LOS ANGELES, CALIF., Friday — Don A. Davis, for several years chief engineering representative for the Cannon Electric Development Co., of Los Angeles, manufacturer of multi-contact electric connectors and specialty equipment, has been appointed sales manager. He replaces William V. Brainard, who resigned to form his own sales promotion service.

Mr. Davis joined Cannon Electric in 1941 as a member of the sales-engineering staff. Mr. Davis received his M. S. degree in electrical and civil engineering from the University of California and attended both the Berkeley and Los Angeles institutions.

"Hotpoint" Is New Name For G-E Affiliated Firm

CHICAGO, ILL., Tuesday—Hotpoint, Inc., became the official name of the Edison General Electric Appliance Co., this city, effective January 2, it was announced by R. W. Turnbull, president. The company name will carry the sub-title "a General Electric affiliate" to identify it as a part of the General Electric Co. Hotpoint is embarking upon a major enlargement program involving \$17,000,000 in capital and plant expansion in the Chicago area.

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Northern Illinois

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Consult

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RADIOS

6-Tube—2 Bands

5-Tube—2 Bands

5-Tube Standard

R.C.A. and Hazletine circuits

RECORD PLAYERS

3 and 4-Tube Amplifiers

Portable Automatic Record
Changers

— COMBINATION —

Radio Automatic Record Changer
in Beautiful Wooden Cabinet.

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Northern New Jersey Distributor of

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Irons
- DUCHESS
Washers
- FLUID HEAT
Oil Burners
- BEE VAC
Vacuum Cleaners

AEROPoint "88"

The World's Finest Phonograph Needle*

An impartial Consumers National Testing Laboratory has made tests on numerous phonograph needles and has proclaimed Aeropoint "88" as the best of those tested.

PRICE \$1.50
*Write for FREE sample.

AERO NEEDLE COMPANY, 619 N. MICHIGAN AVE., CHICAGO 11, ILL.

ELECTRICAL ASSOCIATION OF KANSAS CITY ELECTS OFFICERS TO SERVE FOR YEAR '47

**E. J. McGRANNAHAN NAMED AS HEAD OF ORGANIZATION
Succeeds Walter Frazier of Graybar Electric Co. — Entire New Board of Directors Named at Annual Election — Association Plans Further Activities for Coming Year at Well-Attended Meeting.**

KANSAS CITY, MO., Monday — A new roster of officers takes over the administration of the Electric Association of Kansas City, on January 1, they and the new board of directors having been chosen at the annual election December 23. At the head of the association for the coming year is E. J. McGrannahan, manager of the retail appliance depart-

ment of Jenkins Music company, who has been active in the association for many years. He was its vice president in charge of the electrical appliance dealers' division for 1946. Jack Boring, Kansas City Appliance Co., succeeds Mr. McGrannahan as vice president for that division.

Mr. McGrannahan succeeds as president, Walt Frazier, of the Graybar Electric Co., who continues serving the association as a member of the board of directors.

Bert J. Clark, of Bert J. Clark Co., manufacturers' representative, is a new member of the board. Other new members from the distributing field are J. H. Wimberly, Jr., of the Superior Distributing Co., and Gary Wright, of Wright Appliance stores.

The new officers and board members of the local unit of the contractors association are as follows:

President—E. J. McGrannahan, Jenkins Music Co.; Vice President, Utilities Division—C. M. Lytle, Kansas City Power and Light Co.; Vice President, Manufacturers Division—Asher Jones, Sylvania Electric Products, Inc.; Vice President, Electrical Wholesalers Division—J. A. Ekstrom, Glasco Electric Co.; Vice President, Electrical Contractors Division—President of NECA (not yet elected); Vice President, Electrical Appliance Dealers Division—Jack Boring, K. C. Appliance Co.; Vice President, Maintenance, Repair and Service Organization Division—John E. Lauder, Independent Electric Machinery Co.

and Secretary-Treasurer—C. M. Anderson, General Electric Co.

The Board of Directors is R. B. Brownlee—Missouri Valley Electric Co.; Bert J. Clark—Bert J. Clark Co.; A. A. Dahms—Allis Chalmers Mfg. Co.; W. Frazier—Graybar Electric Co.; John Gaines—Continental Electric Co.

—B. S. BROWN.

IRA OFFENBACH FORMS NEW PARTS CONCERN WITH ROBERT REIMUS

SAN FRANCISCO, CALIF., Friday —After eighteen months in retirement from his former wholesale radio parts business which he operated for twenty-five years, Ira Offenbach has returned to the industry and has announced the formation of the firm of Offenbach & Reimus Co., with headquarters at 372 Ellis street, this city. Robert A. Reimus was formerly employed by Mr. Offenbach.

The scope and policies of this new wholesale organization have been broadened so that new channels of trade may be served. Mr. Offenbach states these policies as follows:

- (1) Specialization in radio dealer, service, amateur, industrial and coin-machine accounts;
- (2) Selling by direct mail, traveling salesmen and over-the-counter;
- (3) Diversification of merchandise and larger stocks of widely-used components; stock on hand and numerous holdings of Mr. Offenbach total more than \$500,000.

R. T. Sachs Organizes New Selling Concern

WILLIAMSVILLE, N. Y., Friday—R. T. Sachs has formed the R. T. Sachs Co., manufacturers' representative organization of this city, and has been named to handle the Cannon Electric line in upper New York State. R. T. Sachs is the son of Moe Sachs, of the firm of Lewis & Sachs, New York City, representative of Cannon Electric and other firms.

Attention Manufacturers and Distributors

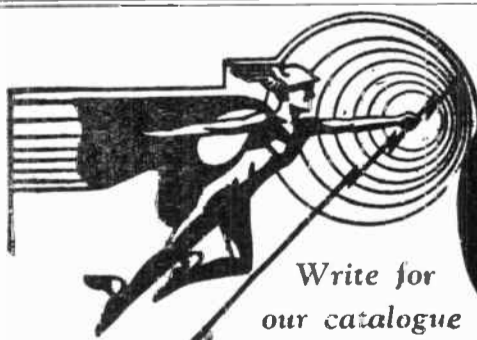
We are desirous of contacting manufacturers or distributors of appliance, radio or specialty items suitable for an aggressive sales effort in our retail stores in Chicago. We are prepared to put special emphasis on any items of merit where the manufacturer is interested in a hard-hitting sales program.

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• PICKUPS • PHONO MOTORS • LINE CORDS, ETC.

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

MANUFACTURER of record storage albums has materials and is manufacturing at present. Wants outlets with long-range possibilities, looking for immediate action. Write Box 642, 217 Seventh Ave., New York.

TO MANUFACTURERS

We can supply you immediately with approved AC line cords at new low prices. Bruce Electronics Co., 1478 Coney Island Avenue, Brooklyn, N. Y.

RADIO PARTS JOBBERS

Immediate delivery on AC line cords at new low prices. Bruce Electronics Co., 1478 Coney Island Ave., Brooklyn, N. Y.

EXPERIENCED Manufacturers' Representative in the electronic parts and equipment field desires additional lines for sales in New Jersey, New York and Eastern Pennsylvania. Address Box No. 767, RADIO and Television WEEKLY.

4" and 5" PM SPEAKERS—Immediate delivery to volume users, direct from factory. Large Alnico No. 5 slug. Top quality. Ceiling price. Address Box 745, RADIO and Television WEEKLY.

WANTED — MANUFACTURERS' REPRESENTATIVE to handle top leatherette and polished cabinet line in the following states: Colo., Ill., Ind., Iowa, Kansas, Kentucky, Mich., Minn., Mo., Nebra., New Mexico, No. Dakota, Ohio, Rhode Island, So. Dakota, Utah, Vermont, W. Va., Wis. and Wyoming. Write full details to Box No. 775, RADIO and Television WEEKLY.

TUBES—Critical Types—50L6, 35Z5, 25Z6, 117L7, 12SA7, 1A7, etc., at trade discounts. RADIO-EXPERTS, 178 E. 33rd St., Paterson 4, N. J.

FOR SALE—Phonograph Drives—2000 complete phonograph drive assemblies. Packed in original containers. Price \$2.85 each. C. O. D. Box 768, RADIO and Television WEEKLY.

DISTRIBUTORS-JOBBERS

We can supply radio, phono and record changer cabinets in large quantities. BRZ Cabinet Co., 6 Varet street, Brooklyn 6, N. Y.

PLASTIC CABINETS, similar Fada 209, 5½x9x5½. Large quantity. Jeanette, 159 W. 23rd St., New York 11, N. Y.

SALES REPRESENTATIVE—Selling most phonograph and radio manufacturers in metropolitan area. Seeking additional lines. Terrific following. Box No. 773, RADIO and Television WEEKLY.

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

MINIATURE TUBE SOCKETS—Wafertype, immediately available in large quantities with or without shields. Also terminal strips, all sizes, Box No. 772, RADIO and Television WEEKLY.

IMMEDIATE DELIVERY

VARIABLE CONDENSERS, TRF Condensers, 2-Band Condensers, or any combination of capacities: ¾" knurled shaft 7/8" long clockwise or counter-clockwise rotation, 85c each.

Address Box 771

RADIO and Television WEEKLY

PORTABLE CABINETS

Open time available for manufacture of radio, phonograph and record player cabinets (leatherette covered). Address Box No. 776, RADIO and Television WEEKLY.

PHONO AMPLIFIERS — Neatly wired, with volume and tone controls. Requires 50L6, 12SQ7, 35Z5 tubes. Lots of 50, \$2.85, each, \$3.05. **WIRELESS PHONO OSCILLATORS** — Require 12SA7 and 35Z5 tubes. Lots of 50, \$2.50; each, \$2.65, less tubes. 25% deposit with C.O.D. orders. RADIONIC SALES, 709 E. 5th St., New York. AL 4-9183.

BALTIMORE CORRESPONDENT wanted to write weekly news letters covering activities of the radio, record and appliance trade in the Baltimore area. Write Editor, RADIO and Television WEEKLY.

ST. LOUIS CORRESPONDENT wanted to write weekly news letters covering activities of the radio, record and appliance trade in St. Louis area. Write Editor, RADIO and Television WEEKLY.

BUYERS FLOCK TO CHICAGO FOR ANNUAL WINTER MART

(Continued from Page 3)

have become considerably more price-conscious, since they realize that consumers will react unfavorably to radios and appliances that are priced out of line.

Yesterday the manufacturers put the finishing touches on their displays. Radio manufacturers are exhibiting their lines at the American Furniture Mart as are many appliance firms. Some of the latter have their displays at the Merchandise Mart.

A number of manufacturers also are staging meetings of distributors and representatives, and introducing new models. Several radio set producers are showing new television and FM receivers here for the first time, although they have made no promises on delivery dates for video sets.

Television receivers are being shown by the Admiral Corp., Bendix Radio Division of Bendix Aviation Corp., Crosley Corp., Emerson Radio and Phonograph Corp., Farnsworth Television & Radio Corp., Galvin Manufacturing Corp. (Motorola), General Electric Co., RCA Victor Division of Radio Corp. of America, and Stewart-Warner Corp.

Other radio firms with exhibits include Howard Radio Co., Lear, Inc., Maguire Industries, Philco Corp., Sentinel Radio Co., Sparks-Withington Co. (Sparton), Warwick Mfg. Corp., Westinghouse Electric Corp. and the Zenith Radio Corp.

Lawrence H. Whiting, president of the American Furniture Mart, and W. O. Ollmann, general manager of the Merchandise Mart, predicted that this year's market will be the most significant in the history of the appliance and house furnishings industries.

Lobbies of the Furniture and Merchandise Marts were jammed today as exhibits were formally thrown open to members of the trade. Buyers were all anxious to get their first glimpse early

in order to make the rounds of both buildings and before making serious commitments for merchandise.

Radio Producers Urge Low Duties To Help Exports

(Continued from Page 3)

the radio receiving sets in the world were in the United States, the committee added:

"Because of our large industry and mass production, we in the United States are in a position to appropriate large sums of money for engineering and research and thus have for many years been world leaders in radio engineering and in the development and manufacture of radio transmitters, sets, parts and tubes. Because of the superiority of the American product, many people in foreign countries prefer American made radio equipment. We enjoy a unique position and are desirous of retaining this leadership.

The RMA presentation, which will be followed by a hearing beginning January 13 states that the total value of exports in radio equipment and components by all United States radio manufacturers for the first nine months of 1946 was \$32,901,471.

The State Department has announced its intention to negotiate reciprocal trade agreements in the Spring with the following countries: Australia, Belgium, Brazil, Canada, Chile, China, Cuba, Czechoslovakia, France, India, Lebanon (Syro-Lebanese Customs Union), Luxembourg, Netherlands, New Zealand, Norway, Union of South Africa, Union of Soviet Socialist Republics, United Kingdom, and the colonies of these nations.

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WHERE TO BUY --- WHERE TO SELL

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Where the Magnitude
Of Selling Power
Is Reflected



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.	New York, 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.
Electro-Tone Corp.	Hoboken, N. J.
Emerson Radio & Phono. Corp.	New York, N. Y.
Espey Manufacturing Co.	New York, N. Y.
Fada Radio & Elec. Co.	Long Island City, N. Y.
Farnsworth Tel. & Radio Corp.	Ft. Wayne, Ind.
Freed Radio Corp.	New York, N. Y.
Galvin Mfg. Corp.	Chicago, Ill.
Garod Radio Corp.	Brooklyn, N. Y.
General Electric Co.	Bridgeport, Conn.
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.
Mason Radio Sales Co.	New York, N. Y.
Meck Industries, John	Plymouth, Ind.
Minerva Corp. of America	New York, N. Y.
Noblitt-Sparks Industries, Inc.	Columbus, Ind.
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.
Stromberg-Carlson Co.	Rochester, N. Y.
Symphonic Radio & Elec. Corp.	Cambridge, Mass.
Tele-Tone Radio Co.	New York, N. Y.
Televox, Inc.	Mt. Vernon, N. Y.
Telicon Corp.	New York, N. Y.
Templestone Radio Mfg. Corp.	New London, Conn.
Trav-Ler Radio Corp.	Chicago, Ill.
U. S. Television Mfg. Corp.	New York, N. Y.
Viewtone Telev. & Radio Corp.	Brooklyn, N. Y.
Warwick Mfg. Corp.	Chicago, Ill.
Westinghouse Electric Corp.	Sunbury, Pa.
Wilcox-Ray 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.
Sheridan Electronics Corp.	Chicago, Ill.
Trilmont Products Co.	Philadelphia 3, Pa.
Wattie Mfg. & Sales Co.	Chicago, Ill.

Electronic Tube Supplies

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

Electronics Manufacturers

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

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.
Capital Records, Inc.	Hollywood, Calif.
Columbia Recording Corp.	Bridgeport, Conn.
Continental Electronics	Brooklyn 22, N. Y.
Cosmo Records	New York, N. Y.
Daval Co.	19 W. 44th St., New York, N. Y.
Decca Records, Inc.	New York, N. Y.
Disc Co. of America	New York, N. Y.
Duosonic New York	Bronx 55, N. Y.
Duotone Co.	New York, N. Y.
Dynavox Corp.	Long Island City, N. Y.
Electronic Devices Co.	New York 1, N. Y.
Electro-Tone Corp.	Hoboken, N. J.
General Industries Co.	Elyria, Ohio
International Detrola Corp.	Detroit, Mich.
International Merit Prod. Corp.	New York, N. Y.
Jackson Industries, Inc.	Chicago, Ill.
Jensen Industries, Inc.	Chicago, Ill.
Lincoln Electronics Corp.	New York, N. Y.
Majestic Records, Inc.	New York, N. Y.
Micro-Sonic Corp.	New York, N. Y.
Monarch Records, Inc.	Brooklyn, N. Y.
Musicaft Records	New York, N. Y.
Musitron Co.	Chicago, Ill.
Peerless Album Co., Inc.	New York, N. Y.
Perno, Inc.	Chicago, Ill.
Presto Recording Corp.	New York, N. Y.
RCA Victor Division, RCA	Camden, N. J.
Recording Corp.	New York, N. Y.
Recoton Corp.	New York, N. Y.
Rexon, Inc.	New York, N. Y.
Sonata Electronics Corp.	Chicago 5, Ill.
Sonora Products Co.	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.
E. Tomar & Co.	Chicago 8, Ill.
Tone Products Corp. of America	New York, N. Y.
Waters Conley Co.	Rochester, Minn.
Webster-Chicago Corp.	Chicago, Ill.
Wilcox-Ray 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.
Hyron 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 Yorks, Inc.	Newark, N. J.

Radio Parts Manufacturers

Aermotive Equipment Corp.	Kansas City, Mo.
Aeronics, Inc.	New York, N. Y.
Aerovox Corp.	New Bedford, Mass.
American Condenser Co.	Chicago, Ill.
Astatic Corp.	Conneaut, Ohio
Camburn, Inc.	Woodside, N. Y.
Chicago Aviation	Chicago, Ill.
Dumont Electric Co.	Chicago, Ill.
Coronet Electric Co.	Chicago, Ill.
Dearborn Industries	Chicago, Ill.
Dunmont Electric Co.	New York, N. Y.
DX Radio Products Co.	Chicago, Ill.
Electro Motive Mfg. Co.	Willimantic, Conn.
Electro Products Labs.	Chicago, Ill.
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 Radio 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.
Servwell Products Co.	New York, N. Y.
Snyder Mfg. Co.	Philadelphia, Pa.
Solar Mfg. Corp.	New York, N. Y.
Sound Products Co.	White Plains, N. Y.
Spirling Products Co.	New York, N. Y.
Sprague Electric Co.	No. Adams, Mass.
Sylvania Elec. Products, Inc.	Emporium, Pa.
Wm. T. Wallace Mfg. Co.	Peru, Ind.
Ward Products Corp.	Cleveland, Ohio

Radio and Parts Wholesalers

All State Distributors, Inc.	Newark, N. J.
Apollo Distributing Co.	Newark, N. J.
Appliance Distributors, Inc.	New Rochelle, N. Y.
Arvin-Salmanson Co. of N. Y., Inc.	New York, N. Y.
Arvin-Salmanson Co. of New England	Boston, Mass.
Arvin-Salmanson Co., Inc.	Baltimore, Md.
Ashbach Co., Leonard	152 W. Huron St., Chicago
Beaucaire, Inc.	114 Monroe Ave., Rochester, N. Y.
Berman Co., Inc., Henry O.	Baltimore, Md.
Brooks Radio Dist. Corp.	853 B'way, 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.
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.
Fada of New York	928 Broadway, New York, N. Y.
Gross Distributors, Inc.	New York, N. Y.
Hatry & Young	Hartford, Conn.
Haveling Appliance Corp.	New York, N. Y.
Igoe Brothers, Inc.	Newark, N. J.
Krich-Radisco, Inc.	Newark, N. J.
Lake Shore Electronics	Chicago, Ill.
Malverne Distributors	Brooklyn, N. Y.
Milo Radio & Electronics Corp.	New York, N. Y.
Northeastern Distributors, Inc.	Boston, Mass.
Olson Radio Warehouse	Akron, Ohio
Risco Sales Co., 414 Second Ave.	New York, N. Y.
Robbins Co., Chas. W.	853 Broadway, New York
Sanford Electronics Corp.	New York, N. Y.
Schulman Co., S. E., 801 S. Wabash Ave.	Chicago, Ill.
Seaboard-Ronley Corp.	New York, N. Y.
Stern & Co.	Hartford, Conn.
Sterling Radio Products Co.	Houston, Texas
Wakem & Whipple, Inc.	Chicago, Ill.
Walker-Jimieson, Inc.	Chicago, Ill.
Wolfe Radio Distributing Co.	34 W. 17th St., New York
Wolfe Radio Co., Ben.	14 W. 17th St., New York



Post war is a term that can be applied, honestly and proudly, to this 1947 Air King model. Beauty and good taste mark the design and finish of the cabinet. Appealing lines, artistic proportions, and the contrasting dial all contribute to the Regent's visual appeal. When you first see the Regent, you like it instinctively. When you hear it you know your first impression was right.

*You—and your customers—
will appreciate these keen-value features*

Precision, die-cut antenna for maximum signal . . . Modern illuminated, white-on-black airplane tuning dial gives maximum readability, and forms artistic design element of the set . . . Loudspeaker of Alnico No. 5 alloy gives exceptional

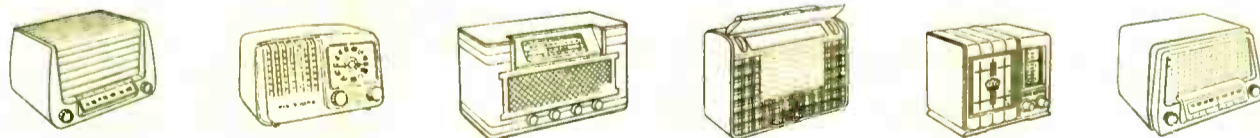
volume without tone distortion . . . Beam Power Pentode Audio System brings new tone and definition to familiar programs. The Regent is a 6 tube Superheterodyne (including rectifier). Operates on AC or DC, and is available in Ivory (illustrated above) and Walnut Plastic Cabinets.



The Royalty of Radio Since 1920

**AIR KING
RADIO**

Division of HYTRON RADIO & ELECTRONICS CORPORATION, Brooklyn, N. Y.



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