

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, JULY 30, 1947

A Quarter-Century of Proven Quality



DEWALD A-514 "Little Giant" **\$19.95**
Sensational in performance this compact powerful receiver is a sure-fire leader. Full 21 F. Superhet assuring top-notch reception everywhere. To retail at

MERCHANDISED . . . for VOLUME SELLING

From the compact "Little Giant" to the DeWald Connoisseur Radio-Phonograph Combination . . . a complete range of table model radios from \$19.95 up.

Yes, it's the line for volume . . . for turnover . . . for repeat business. It's the line for YOU.

**WATCH FOR OUR NEW
Low Priced Miniature PORTABLE**



*JOBBERS: Some Choice Territories
NOW AVAILABLE*

DEWALD RADIO MANUFACTURING CORP.
35-17 37th AVENUE, LONG ISLAND CITY 1, N. Y.
Chicago Office: BERNAT SALES CO., 624 So. Michigan Avenue



DeWALD A-501 "Lyre"



DeWALD 507



DeWALD 503R



DeWALD 605R

DEWALD RADIO
A FAMOUS NAME IN
SINCE 1921

171 miles of
OXFORD SPEAKERS

OXFORD Speakers: 171 miles

V-2 Rocket: 102 miles

Meteor: 90 miles

Maximum Weather Balloon: 18 miles

National Geographic Balloon: 14 miles

Airplane: 9 miles

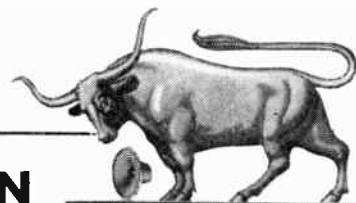
Mt. Everest: 5 miles

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

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

* OXFORD SPEAKERS / ALL JOBBERS' CHOICE

OS/AJC*



OXFORD

OXFORD ELECTRIC CORPORATION

3911 SOUTH MICHIGAN AVE., CHICAGO

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RMA Names New Section Chairmen In Parts Divisions

NEW SERVICES PLANNED

Appointments for Fiscal Year Revealed by Group Heads — Cover All Divisions of Radio Parts and Transmitting Industry.

WASHINGTON, D. C., Friday—Section chairmen of the RMA Parts and Transmitter Divisions for the new 1947-48 fiscal year were announced this week by the respective division chairmen.

Chairman J. J. Kahn, president of the Standard Transformer Corp., Chicago, announced the appointment of 20 section chairmen for the Parts Division, while Chairman S. P. Taylor, distributor sales manager of Western Electric Co., New York, announced the appointment of five section chairmen for the Transmitter Division.

Both the Parts and Transmitter Divisions are planning many new activities and services for their members this year as a result of decisions reached at their annual meetings in Chicago during the RMA convention.

The Parts Division chairmen are:

Coil Section: Edwin I. Guthman, Edwin I. Guthman & Co., Inc., Chicago, Ill.

Fixed Capacitor Section: W. Myron Owen, Aerovox Corp., New Bedford, Mass.

Fixed Resistor Section: J. Hall Stackpole, Stackpole Carbon Co., St. Marys' Pa.

Instrument & Test Equipment Section: R. L. Triplett, Triplett Electrical

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Coast Market Opens Monday

SAN FRANCISCO, CALIF., Monday—This city is all set for the gala Western Summer Market to be staged August 4 to 9 in the Western Merchandise Mart, here. The event will also mark the official opening of the new \$2,000,000 addition to the local mart building.

Radios, appliances, furniture, housewares and other products will be exhibited at the show, which annually attracts tradesmen from every section of the West.

In addition, buyers are expected to attend from many European countries, from most Latin American countries, and from such lands as India, South Africa, Australia, and other distant spots. Trade interest in this section is exceedingly keen on the eve of Market Week.

END OF CREDIT CONTROL VOTED; WOULD EASE RADIO SALES TERMS

CONGRESS APPROVES NOV. 1ST END OF REGULATION "W"

Expected to Spur Sales of Radio Instruments and Appliances Now in Free Supply — Small Dealers May Extend Terms to Two Years and Request No Down Payments on Merchandise — Present Law Requires One-Third Down and Fifteen Months to Pay.

VETERANS TO BUY RADIOS WITH CASH

Despite the pleas of President Truman that war veterans should not cash in their terminal leave bonds unless they needed the money urgently, retailers in all fields are counting on a substantial increase in business from owners of these bonds. The President on Saturday signed the bill making it possible to cash in such bonds after September 1. These bonds have a redemption value of \$1,800,000,000.

Radios, home appliances, homes and automobiles will be purchased with the new flood of dollars to be made available through the redemption of veterans' terminal leave pay bonds.

WESTINGHOUSE HOLDS N. Y. RADIO MEETING

Asserting that the radio business has returned to "normal," Edgar G. Herrmann, sales manager of the Westinghouse Electric Corp. Home Radio Division, told New York and New Jersey distributors, assembled at the Waldorf-Astoria Hotel, in New York, yesterday (Tuesday) that the combination of quality radio supported by tough, aggressive selling and strong promotion is necessary to maintain the position of the radio receiver industry in the American economic picture.

The new Westinghouse radio models were introduced to the distributors. J. H. Stickle, advertising and sales promotion manager; L. S. McLeod, manager of sales education, and W. H. McKnew, service manager, also spoke. Production and promotion plans were outlined by the factory executives. Additional regional meetings are being staged throughout the country.

Admiral Six-Month Sales, Profits Soar

CHICAGO, ILL., Friday—The Admiral Corp. and subsidiaries reported for six months of this year a net profit of \$854,456, or 95 cents a share. This compares with a profit of \$357,132, or 40 cents a share in the first half of 1946.

Net sales were \$21,548,786, compared with \$12,397,056.

WASHINGTON, D. C., Saturday—The House and Senate have approved a measure which will permit the continuation of Regulation W, the credit control act, until November 1, without any changes. The bill was sent to President Truman for his signature.

Regulation W restricts installment buying of such durable goods as radios, refrigerators, washers, ironers, ranges, automobiles, etc. In its present form, regulation W covers installment loans of \$2,000 or less on twelve categories of durable goods. It requires a down payment of one-third of the purchase price on radios, appliances and automobiles, and a 20 per cent down payment on household furniture, rugs and carpets.

In all cases, the period of payment is limited to fifteen months. The regulation was imposed in 1941 by authority of an executive order.

Radio and appliance dealers throughout the country have indicated that they plan no broad change in credit granting practices immediately after the expiration of Regulation W.

In department stores, comparatively little attention will be paid to the release from the one-third down and fifteen-months-to-pay restrictions of the regulation. Installment sales of these stores run from 6 to 8 per cent of sales, whereas charge account sales amount to about 40 per cent of total sales.

Department store credit men appear to be more interested in developing a new variation of the charge account,

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DISTRIBUTORS VIEW SONORA RADIO LINE

CHICAGO, ILL., Tuesday — Plans for the merchandising of the 1948 line of Sonora radios were outlined yesterday and today at a national convention of distributors staged by Sonora Radio & Television Corp. in the Drake Hotel, here. Joseph Gerl, president of the firm, was the principal speaker.

Twenty-three radio and combination models were introduced as was the company's first television set. The video set will retail at \$350 and employs a ten-inch cathode ray tube.

Seventy-four distributors attended the convention.

Profit Reported By Zenith Radio; Backlog Large

HAS \$32 MILLION IN ORDERS

All Divisions of Company Are at Present Making Money, Comd. McDonald, Jr., Reveals at Annual Meeting of Stockholders.

CHICAGO, ILL., Thursday—Operations of the Zenith Radio Corp. and its subsidiaries are not only in the black in the first quarter of the fiscal year which began on May 1, but each division of the firm is making "good money", Commander E. F. McDonald, Jr., president, told stockholders this week at the annual meeting.

"A year ago we were running into substantial losses on production of automobile radios, resulting in a net loss for the six months ended October 31, 1946, of \$649,649," Comdr. McDonald said.

"At one time we were losing \$5 to \$6 on every car radio we delivered. As soon as the OPA went out of business we were able to raise our prices 25 per cent with no complaints from the automobile manufacturers."

As for the future outlook generally, Comdr. McDonald stated the firm believes it will have far more business than it can take care of for some time. Unfilled orders for radios on July 12 amounted to \$32 millions. As of today there are no inventories in distributors' hands on some models and no more than two weeks' supply at the distributor level on any model.

The new hearing aid developed by Zenith is now going out to some customers by mail order from the company's plant. Of the first 1,300 old customers offered the new device, more than 1,000 placed orders, the company president said.

SYLVANIA SHOWS LARGE INCREASES

The Sylvania Electric Products, Inc. and wholly-owned subsidiaries reported for the six months ended June 30 a net income of \$1,538,977, or \$1.33 each on 1,006,550 common shares. This compares with \$558,468, or 36 cents a share for the same period last year. Net sales were \$17,756,365, a 69 per cent increase over the \$28,187,728 volume for the first half of 1946.

Net income for the June quarter totaled \$733,635, or 63 cents a share on sales of \$24,219,586, and compares with a net of \$980,732 for the same quarter of last year. This included a tax credit of \$350,000. Sales for the June quarter of 1946 totaled \$15,353,597.

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U. S. Prosperity

Every businessman should be interested in the special mid-year report issued to Congress last week by President Truman on the economic welfare of the country. The report paints a rosy picture of our industrial life and reveals that production, employment and national income stand at peak levels.

The Chief Executive dismissed the dire prediction of an impending economic slough, sounded repeatedly at home and also in some quarters abroad, with the statement that "month by month recession has failed to materialize."

As far as the radio industry is concerned, production, employment and income are now at peak levels. For the first six months of this year, radio manufacturers in this country turned out about 9,000,000 receivers of all types, compared with last year's entire production of 15,000,000, a new record for the industry.

Of prime importance to the trade, however, are the healthy gains chalked up by manufacturers on FM receivers and television sets. A total of 445,563 FM-AM sets were produced by RMA member-companies during the first six months of this year as compared with 181,485 in 1946. Also, more television sets were turned out in June alone than in the entire year 1946. These are real production achievements in new fields that portend bigger things to come in the months ahead. The proportion of console type sets produced during the first half of 1947 is also an indication that the industry is on its way to a higher per-unit level, despite the emergence of new low-priced table sets and portables.

The radio industry has suffered a set-back during the past few months, but those manufacturers who have produced quality instruments and have also developed a hard-hitting merchandising and advertising campaign to support their sales organizations have had little cause to complain. The fellows who enjoyed a "free ride" during the months when demand exceeded supply have been the ones hardest hit of late. And as for the tough sledding experienced by some, it must be remembered that this industry has always suffered a seasonal slack and that we are right in the midst of it now.

Getting back to the President's report, he took pains to point out that through relative and actual appraisal of our economic assets and liabilities, "we can place the high production and the high employment that we have today on a firm foundation of enduring prosperity and peace."

On the subject of prices, Mr. Truman did not expect or desire a return to the "good old" pre-war prices. He said:

"A large part of the increase in prices since 1940 has become imbedded in the cost and income structure of the economy, hence decline to the pre-war level could be expected only as an accompaniment of a depression."

In other words, the President does not seek the return of the \$9.95 radio nor the \$99.50 refrigerator. Although he found that the buying power of the total income of consumers had not advanced from the beginning of the year, he stated that Americans were, on the average, better off than before the war because they were living in a richer and more productive economy and were sharing its benefits. A nation living in such an economy is a nation with virtually unlimited demands for the better things of life—radio sets, television instruments, phonographs, records and household appliances of all types.

Television Mark-Ups

Complaints have been heard from dealers at various times that present-day mark-ups on television sets are not large enough to afford a legitimate profit to the retailer. Dealer margins on television receivers run around 25 per cent, and in most cases the retailer does not make the installation, nor does he assume any responsibility regarding a guarantee on the instrument or servicing.

Retailers still think in terms of pre-war 40 per cent standard discount for radios and many are of the belief that television sets should carry longer margins of profit since the mark-up on higher-priced radios has always been greater than on low-end goods. First of all, the dealer must remember that the conventional pre-war discount of 40 per cent is a thing of the past, and that profit margins have been trimmed all along the line, embracing manufacturers and distributors as well as retailers.

Appliance mark-ups before the war were

never at a par with radio, and if we want to consider dealer margins in other fields of business, we might take piano and automobile mark-ups—neither of which have ever been as large as radio.

As has been pointed out by the manufacturers, television offers a virgin market; the turnover is greater than radio ever was; the unit of sale is substantially higher; there are no trade-in problems, and price-cutting is an unknown factor in this business. Dealers who have merchandised television sets aggressively are loud in their praise of profit possibilities with video receivers at existing margins. But those who have waited for customers to come into their stores to buy television sets have complained that the mark-up is not adequate.

Reverting to the pre-war 40 per cent dealer discount on radio sets, it is no secret that sales at list prices were rare, especially in large cities where competition was always stiff. Discounts as high as 40 per cent on some sets (dealers oftentimes received as high as 50 per cent off on expensive combination models) were not uncommon and where merchants attempted to adhere to some semblance of price maintenance, fantastic trade-in allowances were given. These conditions do not exist in television, where the average unit of sale is large, price-cutting is unknown and there is no such thing as a trade-in allowance.

Profits are ample in television for retailers who go out and sell receivers to homes, taverns and other public places. And, as mentioned above, dealers in several lines have no installation or servicing worries. Enthusiastic television merchants can attest to the fact that they are operating profitably at existing margins, and there is no reason why video instruments cannot be merchandised in a wholesome manner and with legitimate profits for all concerned for many years to come.

New Low Prices

Radio sets priced at new post-war lows are now hitting the market. These instruments are being made by several smaller manufacturers, but the low lists cannot be construed as a reduction in price. On the contrary, the instruments are new in every respect and eliminate some of the tinsel from former models.

Whether the manufacturers can make any money on radio sets at these prices is a matter for conjecture. The receivers have been developed primarily to spur the sale of higher-priced models.

Larger and better-known manufacturers are not expected to follow the lead of these firms with instruments listing at less than \$13. In any event, the new low prices may reflect a trend in the over-all pricing picture which must be watched even by the major factors in the industry.

Reveals Merchandising Plan Dealer Mark-Up on Television Held Ample

By Distributors and Video Manufacturers

PROTESTS COME CHIEFLY FROM INEFFICIENT MERCHANTS

Margins Assure Profitable Operations, Spokesmen Say in Commenting on Charges Made by Some Dealers — High Rate of Turnover on Television Sets Noted — Not Comparable to Radio.



EXPANDED ADVERTISING is part of the comprehensive merchandising campaign designed by the Philco Corp. to help its distributors and dealers do the greatest volume of business in the company's history. James H. Carmine, vice president in charge of merchandising of Philco, is shown here telling the company's 133 distributors and sales personnel of the plans for the year during the recent national convention in Atlantic City, N. J.

FARNSWORTH REVEALS CONTINUING DEMANDS FOR COMBINATIONS

REPORTS ON OPERATIONS

E. A. Nicholas Announces a Net Loss of \$435,742 for the Fiscal Year — Notes a Large Market for Television Sets.

FT. WAYNE, IND., Thursday — Farnsworth Television & Radio Corp. in its annual report to stockholders announced a net loss of \$435,742, after Federal tax credit carrybacks, for the year ended April 30, 1947, compared with net profits of \$401,189 for the previous year.

E. A. Nicholas, president in his letter to shareholders, stated that there is a continuing demand for quality phonograph-radio instruments and that factors are now favorable for the company to produce instruments of the quality and quantity required to participate broadly in meeting this demand.

Noting that a large market also exists for television receivers, Mr. Nicholas stated today that the Farnsworth television receivers which have attracted major attention at national exhibits and dealer shows during the past year are now in production.

Farnsworth equipments for two-way radio communications and passenger entertainment already have been installed by major railroads, others are awaiting delivery of equipments, and a substantial volume of additional installations is anticipated during the coming year, he said.

The company's working capital totaled \$5,477,687 on April 30, 1947, compared with \$6,813,222 at the end of the previous year. Some \$822,538 of the net working capital decrease was due to capital expenditure, including the erection of a new engineering and administrative building. Year-end inventory adjustments and write-offs totaling ap-

proximately \$500,000 were made and are reflected in the operating loss for the year.

New Philadelphia Station Will Televis Grid Games

PHILADELPHIA, PA., Thursday—The home football games of Temple University and Villanova College will be televised during the 1947 season by WFIL-TV, television station of the Philadelphia Inquirer, it was announced yesterday by Kenneth W. Stowman, director of the station.

A total of nine contests will be telecast by WFIL-TV between September 20 and November 15. WFIL-TV has announced plans to go on the air early this Fall. Its five-kilowatt transmitter is being installed in the Widener Building and regular television studios are under construction adjacent to the Philadelphia Arena. WFIL-TV will telecast on Channel 6.

Emerson-New York Gets Samples of New Video Set

Ira Kaplan, sales manager of Emerson-New York, Inc., announced Monday that samples of Emerson's new ten-inch television table model are now on display at the distributing firm's showroom. Further deliveries on the video set, which is Emerson's first table television model, and first of the other new radio sets announced this month by Emerson are expected in the near future.

Lauderall Sales Total 5,500 in Los Angeles

In the issue of July 16, an item in the Los Angeles letter stated that M. D. Schuster, of the Ray Thomas Co., said 500 Lauderall washing machines had been sold in that area in the past six months. The figure should have read 5,500.

Complaints from certain retail quarters that television receiver mark-ups are not adequate for satisfactory net profits were assailed last week by representatives of three manufacturers. The latter also declared that installation fees received by retailers whether established by the manufacturer or levied on the consumer at retailer discretion do not result in losses.

Irving Sarnoff, vice president of Bruno-New York, Inc., distributor of RCA Victor radio and television products, insisted that protests on inadequate profits may be laid chiefly to dealers who are inefficient merchandisers.

"The few merchants who insist on higher discounts usually do the least business," Mr. Sarnoff said. "The RCA Victor dealer organization is most enthusiastic about television. Their backlog of orders will more than absorb the RCA Victor production for the balance of the year. The dealer is enjoying a greater rate of turnover in the sale of television receivers than in any other product in his establishment, whether it be a department, radio or appliance store."

In commenting on the assertions that retailers do not "break even" in many cases on installations," Mr. Sarnoff said:

"Our dealers assume no responsibility for the installation and maintenance of service on RCA Victor television receivers. RCA, through its subsidiary, RCA Service, Co., Inc., engineers each and every installation in the country.

Victor E. Olsen, manager of television receiver sales of the Allen B. DuMont Laboratories, Inc., described the mark-up permitted by DuMont as "definitely high enough to assure profitable operations."

Hamilton Hoge, president of United States Television Manufacturing Corp., accused retailers of failure to grasp the "established fact" that television merchandising differs radically from that of radio.

"There are many reasons why the radio mark-up system has no bearing on television," Mr. Hoge said. "Television receivers are fast moving items. That means that the retailer has a lower amount of money tied up in merchandise. In radio, the retailer had to have a much larger inventory and required a 40 per cent mark-up. However, it is common knowledge that radio list prices were rarely observed. The 40 per cent mark-up based on an artificially high list price became too often 25 per cent or less when retailers had to move stock or sink. A stable 25 per cent, the average mark-up in television today, would have been more acceptable to retailers than the chaotic price

structures caused by radio trade discounts before the war."

Pointing out that his organization has dealers who have made as high as \$50,000 in sixty days, Mr. Hoge continued: "Profits are what alert retailers go by and these dealers didn't realize such income by using old radio methods. One dealer has a special trailer equipped with television models. He gets right out in the field rather than wait for the customer to come to him."

A fourth television set manufacturer, although declining to "enter any controversy," said the retailer charges are too ridiculous to require comment.

AVCO REPORTS PROFIT RISE FOR HALF YEAR

Victor Emanuel, chairman of the board of the Avco Mfg. Corp., parent company of the Crosley division, announced last week that the consolidated net income of Avco for the six months ended May 31 amounted to \$3,175,339, after all charges. This profit is equal to 44 cents each on the corporation's 6,613,424 shares of common stock.

Mr. Emanuel said that the results obtained during this six-month period were the most favorable in the corporation's eighteen-year history. He added that the profit figure does not include equity in undistributed income or losses of Avco's associated companies, the Consolidated Vultee Aircraft Corp. and the New York Shipbuilding Corp.

Avco's consolidated net sales for the six-month period amounted to \$50,747,235, a rate almost double that for the 1946 fiscal year.

Results for the first half of 1946 are not comparable with the figures for the first half of 1947, since operating results of Crosley, New Idea, Inc., and the American Central Mfg. divisions of Avco were not included in last year's income report.

Transvision Showing Is Opened in New York City

The new Transvision 12-inch television and FM kits are on display at a show being held today (Wednesday), tomorrow and Friday at the Waldorf-Astoria Hotel, New York, by Transvision, Inc., New Rochelle, N. Y. H. D. Suesholtz, general manager, is in charge of the exhibit.

A seven-inch television kit, an FM tuner and other products manufactured by Transvision are also displayed at the show, which will be open from 10 A. M. to 6 P. M. each day. A large attendance of distributors, dealers and servicemen is expected.

THE TRAVELER

R. C. Cosgrove, vice president and general manager of the Crosley Division of the Avco Mfg. Corp., Cincinnati, is scheduled to arrive in New York this week.

Paul Southard, vice president of Columbia Records, Bridgeport, Conn., visited the offices of Times Columbia Distributors, Inc., New York distributor of Columbia Records, last week.

Mike Morris, service manager of the United States Television Mfg. Corp., New York, is making a swing of all cities now telecasting.

Jack MacKenzie, upstate New York district radio sales manager for the Westinghouse Electric Supply Co., is vacationing in New England and will attend the Westinghouse radio showing at the Hotel Statler, Boston, tomorrow (Thursday).

Frank R. Day, production manager of the U. S. Television Mfg. Corp., has received a verifying letter from Chicago stating that he picked up a telecast from the Windy City recently on his UST receiver.

George Prutting, district manager for Columbia Records in New York and New Jersey, is now on vacation and visiting his home town, Hartford, Conn.

Robert Beller, of the Beller Electric Co., Newark, N. J., attended the convention of the Sonora Radio & Television Corp. at the Drake Hotel, Chicago.

Three executives of the Stromberg-Carlson Co., Rochester, N. Y., were visitors in New York last week. They were Lloyd L. Spencer, vice president in charge of sales; Clifford J. Hunt, radio sales manager, and Stanley H. Manson, public relations manager.

George F. Bart, merchandising manager of Gross Distributors, Inc., New York, plans to start his vacation next Monday.

Henry Feinberg, head of Barth-Feinberg, Inc., New York, distributor of Sonora radio and record products, is in Chicago this week.

Sales Aid Pamphlet On RCA Victor Sets Issued

CAMDEN, N. J., Monday—The current line of RCA Victor Home Instruments is illustrated in a new folder in two colors which was announced to distributors by the company's home instrument department this week.

The two-color folder, shows seventeen different types of instruments, representative of each series of models. Space is available on the back of this folder for dealer imprint. Weight was kept to a minimum so that the "digest" type booklet can be used as an economical envelope stuffer, it was said.

Farnsworth AM-FM Combinations



PERIOD CABINETRY features the new radio-phonograph combinations introduced by the Farnsworth Television & Radio Corp. at its recent distributor convention in Chicago. At the left is Model GK-111, an AM-FM instrument with a 12-inch Alnico V speaker and a built-in folded dipole antenna for the FM band. Five automatic push buttons for AM are also incorporated. At the right is Model GL-087, also an AM-FM console combination with a twelve-inch speaker and a built-in dipole antenna for FM. Other features are incorporated.



QUAM-NICHOLS NAMES W. CLIF McLOUD CO.

CHICAGO, ILL., Friday—The appointment of the W. Clif McCloud Co., 711 Colorado Building, Denver, as sales representative for the states of Colorado, Wyoming, Utah, New Mexico and Eastern Montana, has been announced by the Quam-Nicholas Co. this city, manufacturer of Quam "Adjust-a-Cone" speakers.

According to John O'Brien, assistant sales manager for the jobber division, sales of Quam "Adjust-a-Cone" speakers have substantially exceeded expectations this year to date. The new 10 inch PM. speaker recently announced has met with splendid acceptance and is being used extensively in the sound and amplifying field, it is reported.

M. B. LESKIN NAMED JOBBER SALES HEAD BY PERMOFLUX CORP.

CHICAGO, ILL., Thursday—M. B. Leskin has been appointed head of jobber sales and advertising of Permoflux Corp., this city and Glendale, Calif.

"Permoflux is now presenting a complete line of loudspeakers and transformers to the jobber. In addition to a standard replacement line, the extended range hi-fidelity series has been inaugurated for the jobber field. Mr. Leskin stated. "Our jobbers are backed up by national advertising in the trade journals and other periodicals and only the best men in their field have been chosen as factory representatives. Permoflux has entered the jobber field after years of engineering and manufacturing experience in supplying the major radio set producers."

Odd size and elliptical models will augment the standard line so that there

is a Permoflux speaker for every purpose and every installation, Mr. Leskin asserted.

CROSLY MARKETING FIRST TELEVISION SET

CINCINNATI, OHIO, Friday—Announcement of its first table model television receiver, with all thirteen television channels built in, has been made by the Crosley Division, Avco Mfg. Corp.

The set is offered in an attractive cabinet of striped walnut, with picture space framed in solid walnut of dark hue to improve viewing. The picture tube face is protected by safety glass.

The new set, known as Model 307-TA, is equipped with twenty-seven tubes plus three rectifiers, and seven front panel controls for both television sound and pictures. Cabinet size is 25½ inches long, 14 11/16 inches high and 19 1/16 inches deep, with a five-inch speaker. Size of picture reproduction is 6¾ inches by 8½ inches.

Automatic frequency control on horizontal synchronizing circuits and multi-stage sync separators assure a steady picture even under noisy conditions, officials declared. High sensitivity enables reception in the weak signal area on the fringe of television service, it is claimed.

Lockwood Is Named Kahn's Radio Buyer

OAKLAND, CALIF., Friday—Kahn's Department Store, this city, has announced the appointment of Harry Lockwood as radio buyer. Mr. Lockwood was formerly assistant radio buyer at the H. C. Capwell Co. He succeeds William Dippo as buyer at Kahn's.

MOTOROLA APPOINTS ELECTRIC PRODUCTS IN PITTSBURGH AREA

CHICAGO, ILL., Friday—Motorola, Inc., this city, has announced the appointment of Electric Products, Inc. as exclusive distributor for Motorola products in the Pittsburgh market area. Electric Products, Inc. will distribute the entire line of Motorola FM and AM home radios, auto radios, automatic gasoline car heaters and television receivers.

Electric Products, Inc. was organized in 1943. R. E. Steffan, president; A. J. Curry, vice president, and F. D. Hoyt, sales manager, were all principals of Electric Products Corp., distributor of Frigidaire products for twenty years.

ALBERT HODGES JOINS STROMBERG-CARLSON

ROCHESTER, N. Y., Friday—Frederic C. Young, Stromberg-Carlson Co. vice president in charge of engineering, has announced that Albert R. Hodges, a senior member of the Institute of Radio Engineers, has been added to the company's patent department and will handle patent prosecution and related matters in the radio and electronic field.

Mr. Hodges was formerly a member of the patent department of the Sperry Gyroscope Company, Inc., of Great Neck, N. Y., and former patent engineer of the Airborne Instruments Laboratory (Columbia University Division of War Research) at Mineola, N. Y. He has served in electrical engineering capacities for General Electric, Farnsworth Television and Radio Corp. and other well known radio concerns.

Mr. Hodges was educated at Hamilton College and Cornell University. He is a member of the Admissions Committee and the Technical Committee on Radio Receivers of the IRE. In 1939 he wrote a "Better Buymanship" booklet on radio receivers for the Household Finance Corp.

NEW REPRESENTATIVES FOR U. S. TELEVISION

The appointment of Richard C. Olson as Los Angeles, Calif., sales representative of United States Television Mfg. Corp., New York, has been announced by Hamilton Hoge, president. Mr. Olson will operate UST of California at 7755 Beverly boulevard, Los Angeles.

United States Television is gradually increasing its sales distribution system on a national scale. Television units produced by this company are now operating in thirteen states and Washington, D. C.

The Manhattan district will be covered by Charles W. Koehn for UST. Mr. Hoge also announced. The Manhattan sales representative will operate from United States Television's head offices at 3 West Sixty-first street, New York City.

RADIO TRADE SHOW IS PLANNED FOR BOSTON ON AUGUST 13 AND 14 WILL DISPLAY NEW MODELS

First Annual Affair to Be Held by Electric Institute — Television Gets Little Interest in the Hub City — Other Trade Notes.

BOSTON, MASS., Monday—The first annual Radio Trade Show will be held at Horticultural Hall, Boston on August 13 and 14 from 10 AM to 10 PM, and will be held under the auspices of the Electric Institute of Boston. Many new radio models will be shown that heretofore have been known to dealers only as pictures and specification sheets. Officials of the Boston radio distributors will attend their respective booths to discuss 1948 selling plans. This show will be for dealers and their sales personnel only and the public will not be admitted.

In a survey of several retail outlets for major electrical appliances this week, most of which carried over twenty units on display, it was noted that family buying groups rather than individuals are more likely to sign up immediately after a sales demonstration. Chief interest seemed to center on ordinary wringer type washing machines selling under \$100 with most outlets selling at least three or four per day.

Sales clerks comment that there's some resistance to refrigerator sales on boxes with all the de-luxe features selling over \$250. This is attributed to the spendable income squeeze brought about by mounting living costs. They say that there's a tremendous market for a stripped six foot refrigerator selling well under \$200.

Most dealers are very well stocked with electric ranges, and while there's quite a lot of interest in them, sales for immediate delivery are spotty due to possible more liberal credit terms, and uncertainty on future living quarters brought about by recent changes

(Continued on Page 23)

FOREM, INC., BUFFALO, HANDLES FARNSWORTH

BUFFALO, N. Y., Monday—Forem Distributors, Inc., 541 Seneca street, this city, announced today that it has been appointed distributor for Farnsworth Television & Radio Corp.

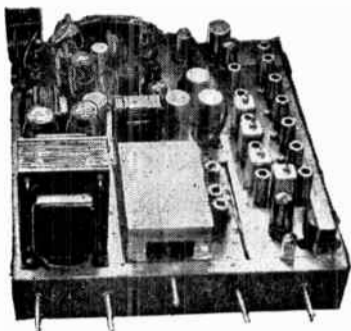
Forem will handle distribution of the Farnsworth line in eight counties in western New York and Potter and McKean Counties, in Pennsylvania. The firm is headed by William F. Munschauer, president; Frank A. McCarthy, vice president and sales manager, and Charles V. Munschauer, secretary and treasurer.

Mr. McCarthy has been prominent in the radio wholesaling field in western New York and northwestern Pennsylvania since 1922. Prior to handling the Farnsworth line, he was connected with the distributing organizations of RCA Victor and Atwater Kent.

BROOKLYN FIRM HAS TELEVISION ASSEMBLY

A television assembly has been made available to the trade by the Television Assembly Co., 387 Bushwick avenue, Brooklyn.

In outlining the features of the product, a company spokesman emphasized that this is an assembly, not a kit. The I. F. strip consists of a picture I. F. and a sound I. F. which has two video



Television Assembly

stages and a DC restorer. The sound I. F. has a limiter, two I. F. stages of amplification and a discriminator. The I. F. strip and the sound I. F. are one complete unit and is completely wired, aligned, checked and ready for use.

The second assembly, the front end, has a tuned R. F. stager, a mixer, an oscillator, and is completely wired and tuned and ready for installation. There is provision for thirteen video channels. The only wiring to be done on the assembly is the power supply and the deflection circuits.

The assembly is available with either a ten-inch or twelve-inch tube, the former being priced at \$229.50 and the latter at \$259.50.

Norman D. Ravis, head of the Peerless Album Co., is now back in his New York office after a tour of distributors in Buffalo, Rochester and other upstate cities.

Garod Introduces New Line of Sets

A complete line of radios and combinations, as well as a new television receiver were introduced today (Wednesday) by the Garod Radio Corp. Brooklyn, at the company's national distributor convention in the Park Central Hotel, New York. The session will continue tomorrow.

A press preview and cocktail party was held by the company yesterday, with Max Weintroub, president, and Lou Silver, sales manager, serving as hosts. AM-FM receivers and a new "Starlet" personal radio are featured in the line. This is Garod's twenty-fifth year in the radio business.

NOBLITT-SPARKS NET UP FOR JUNE QUARTER

COLUMBUS, IND., Tuesday—For the quarter ended June 30, the Noblitt-Sparks Industries, Inc., this city, maker of Arvin products, reported a net profit of \$618,532, after charges and Federal taxes. This is equal to \$2.08 a share.

For the same three months of last year, the company reported a profit of \$482,575, or \$1.62 per share.

Microwave Relay Unit Will Be Used in Boston

BOSTON, MASS., Monday—Television station WBZ-EV, Boston's first video station, which plans to go on the air with test patterns late this year, announced today that it will be equipped with an RCA microwave relay unit in order to telecast remote programs where co-axial lines from the pickup point to the main transmitter are not available. This will enable the station to meet requirements for covering special events in most of Metropolitan Boston, it was said.

G. C. ISHAM ASSIGNED OTHER TERRITORY ON SYLVANIA TUBE SALES

George C. Isham, manager of distributor sales in the Northeast Division for Sylvania Electric Products, Inc., is also to be responsible for distributor tube sales in the Metropolitan Division



G. C. Isham

covering eastern New York, New Jersey and the eastern Pennsylvania area.

His appointment was announced by C. W. Shaw, general sales manager of Sylvania's Radio Tube Division, who stated that it would not effect the status of S. J. McDonald, present sales representative for Sylvania's Metropolitan Division distributors.

Since 1928, Mr. Isham has been actively engaged in sales of radio parts through distributors and he brings a wealth of experience to benefit radio men in the new territory, Mr. Shaw stated.

He is a native of Jefferson County, Rodman, New York, where his home has been occupied by members of his family for more than a century. He also operates two dairy farms in upstate New York. He is president of the Alumni Association of St. Lawrence University and is currently running for the office of alumni trustee.

New Heights Reached By '47 Vacuum Cleaner Sales

CLEVELAND, O., Monday—Sales of household vacuum cleaners in the first six months of 1947 amounted to 1,831,840 units, or 80 per cent of the industry total for the entire year of 1946, C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association, announcer here today.

The 1947 half-year total exceeds by 9.68 per cent the total sales in all 1941, the industry's biggest pre-war year.

Sales in June totaled 329,986 vacuum cleaners compared to 318,494 in May and falling only 440 units short of 330,426 reported for April, greatest month in the industry's history.

G-E Display Room



THE FULL LINE OF RADIOS manufactured by the General Electric Co. is on exhibition at the new display rooms in the Merchandise Mart, Chicago, recently opened by the company. G-E television receivers are also exhibited. Total area of the new headquarters, which include the central district office of the G-E Electronics Department, approximate 4,300 square feet on the eleventh floor. The display area and offices are under the supervision of George S. Peterson, central district manager of the G-E Electronics Department.

CHICAGO SPEAKERS DIFFER AS TO THE VALUE OF NEW PAY-AS-YOU-SEE TELEVISION PLAN

WOULD BE SENT INTO RESIDENCES BY TELEPHONE WIRES

H. C. Bonfig Says It Is Just What Is Needed to Lift Television From the Doldrums — E. A. Nichols Calls Plan Impracticable — Open House Held All Week in Furniture Mart for Farnsworth Dealers.

CHICAGO, ILL., Monday—The controversy is still going on here over the possibilities in Zenith's "pay as you see" television plan, announced early this month. Dubbed "juke box" television, spokesmen on both sides of the fence argue their viewpoints as to what this type of video presentation has to offer to the public.

Speaking for Zenith, H. C. Bonfig, its vice president, states that "pay as you see" service is just the thing needed to "lift television from the doldrums in which it has languished for years." The new Zenith plan contemplates sending part of the image over the air, the rest by telephone or power lines, with the receiver equipped with a key device to co-ordinate the two sections into a complete picture.

"Phone vision," Mr. Bonfig said, "instead of competing with ordinary television, will be an added service of great value to both the public and the television industry. Phone vision sets will receive television programs broadcast in the conventional manner, just like any other receiver."

Taking the opposite view, E. A. Nicholas, president of the Farnsworth Television and Radio Corp., called the phone vision video impractical and economically unfeasible. He spoke before a convention of Farnsworth distributors in the Knickerbocker Hotel.

"The American people are accustomed to the radio way," he said. "They do not pay a tax; they drop no nickels in slots; they receive no bills from anyone; they expect the same of television, and they are going to get the same from television."

The Zenith system would, in effect, give television a "box office" by sending first run movies and plays into the homes for a fee. Such top-notch entertainment would be too costly for advertisers to foot the bills, says Zenith.

Mr. Nicholas told his distributors that more than sixty advertisers, including many of the nation's largest companies, already are sponsoring television programs. This indicates, he said, "without question that television will pay its own way as radio has done." Adding a fee to receive "juke box" programs, he said, would narrow the field of those viewing such programs, and would give broadcasters less, rather than more, revenue to build shows.

Predicting that television would be "the next great American industry," Mr. Nicholas said that five million receivers would be sold in five years, and that by the end of 1948 television service would be available to 40 per cent of the nation's population.

As a follow-up of the Farnsworth meeting, Glenn Kuffer, manager of the firm's Chicago office, has been holding "open house" all this week in the offices in the American Furniture Mart for

dealers in the Chicago territory. The entire new Farnsworth line, including the table model video receiver listing at \$349.50, has been shown dealers, and has made a hit with them, he said.

Mr. Kuffer said that the console video receiver will be available for shipment soon, to retail at \$497.50. While the table model comes in blond or mahogany, the console will be cased in modern blond, will have a ten-inch viewing tube, and will combine an 8-tube AM-FM radio receiver. The radio line is entirely new from the standpoint of style.

Mr. Kuffer said, beginning with the lowest priced table set at \$24.95 and extending to the top price of \$425. The Farnsworth sets with FM start at \$219.95 for the chairside 8-tube model in walnut, the same in blond being \$229.95. Advanced styling is emphasized in all models.

Mr. Kuffer expressed pleasure at the revised Farnsworth record changer, with the "tone clarifier," capable of adjusting to three positions, for old, new and vinylite records. Through this adjustment, he said, any surface noises made by new records can be eliminated by setting the tone clarifier for old records.

Back on the air after a two-week layoff to permit the installation of a new, higher antenna, video station

(Continued on Page 24)

Richard W. Hubbell Firm Adds 3 to Organization

CINCINNATI, O., Monday—Richard W. Hubbell and Associates, television consultant firm, has announced the affiliation of three new associates with the concern.

They are: Dr. Alfred N. Goldsmith, widely-known consultant engineer and former vice president of RCA; Thomas H. Hutchinson, NBC's first director of television programs, and Philip Booth, producer and principal dramatic director at CBS Television.

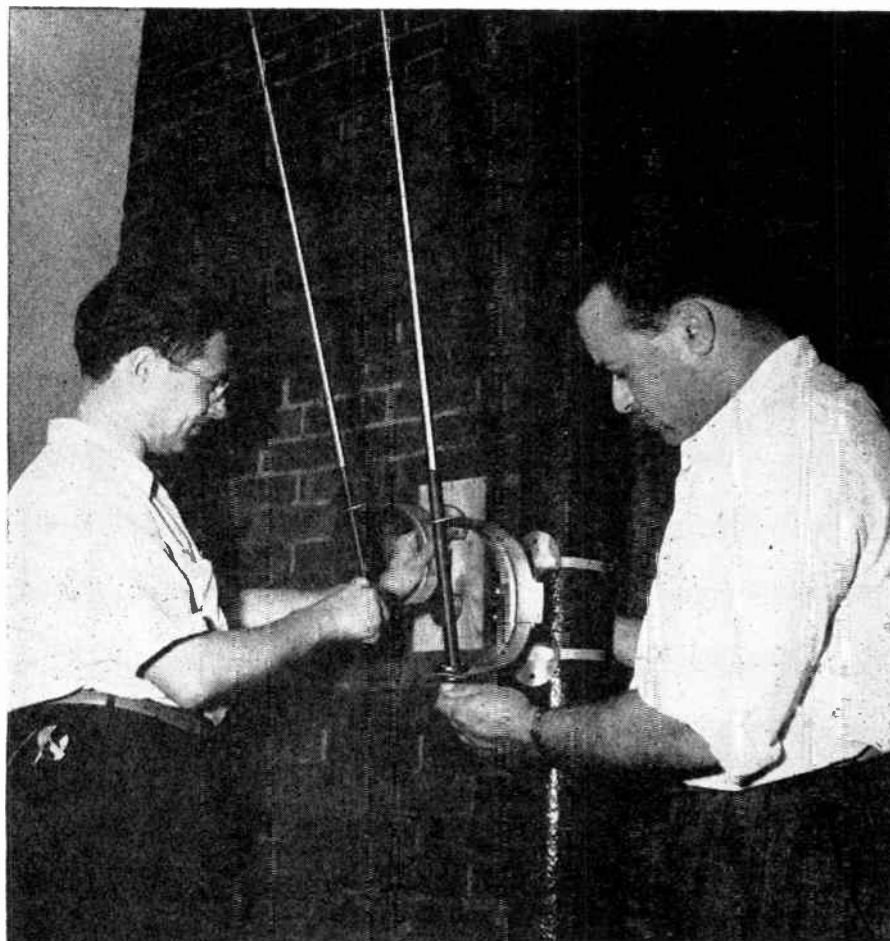
Dr. Goldsmith will concentrate on major engineering and research problems, while continuing his regular consulting practice. Mr. Hutchinson will concentrate on matters of program production, and Mr. Booth will specialize on problems of developing program structures and personnel training.

Magnolia Electric Damaged

LAFAYETTE, LA., Monday—Fire of undetermined origin Friday night damaged the building and contents of the Magnolia Electrical Appliance Co., here. The loss is covered by insurance, it was stated.

—B.

Testing Snyder Home Antennas



LATEST ADDITIONS to the Snyder Mfg. Co. line of home antennas are shown above being tested and adjusted by Gus Snyder, right, partner in charge of production and engineering; and Albert O. Hirsch, electroplater chemist. The Snyder Co., located in Philadelphia, also produces an extensive line of automobile antennas and microphone stands to which new models have also been added recently.

CAMPAIGN TO EXTEND "ELECTRICAL LIVING" TO RURAL AREAS IS STARTED IN SAN DIEGO

SAN DIEGO, CALIF., Saturday—In a campaign to "carry electrical living to rural communities", the San Diego Gas & Electric Co., has appointed six new rural electric salesmen for the sole purpose of assisting San Diego County dealers to step up their sales of major electrical appliances.

The campaign announced by E. W. Meise, superintendent of domestic electric sales for the utility, will be backed by advertising. The new men have already completed a thorough training course at the company including a comprehensive sales training program. They will interview prospective electric users, canvassing customers both before and after the company's new power line extensions open up new areas.

As the utility's rural electric extensions are made, the salesmen will interview the new customers and turn over to the appliance dealers all prospects resulting from these contacts. The prospects will be channeled through the utility's offices in order to insure a fair distribution to the dealers. The new men are John S. Benson, Jr., Robert T. Carlile, Allen B. Schultz, Alan T. McCutcheon, Jr., Thomas Waters and Arthur C. Collins.

A more modern store with twice the former space is the result of a move just completed by the University Avenue Hardware Co. now located at 4353

University avenue. Owners and managers are Mr. and Mrs. Cliff Treais. Managing the enlarged appliance department will be Leo Mayer, who, prior to the war, was associated for fifteen years with Glen Dutton, of Dutton's Appliance. Major lines have not yet been announced.

Another mover to more spacious quarters is the B. F. Goodrich Co. now located at Ninth and "B" streets. Among the many advantages of the new location are the large, full-length attractive windows, spacious warehouse facilities and attractive executive offices. Under the managership of Ed Scott, the store is handling the full Kelvinator line, the Thor line and Motorola radios. Salesmen are Jack Atkinson and Alex Mendoza with Norval Howell in charge of credit.

Floyd F. Umbarger, of Umbargers, 4350 University avenue, has opened a new store in Lakeside. Situated at 118 South Main street, the Umbarger store is the only radio and appliance business serving the Lakeside community and will prove a boon to the hundreds of residents and farm areas centering about the area.

The new store is modern in every detail. The manager is Roy Davis who for twenty years, operated the Roy Davis Electric Co. at 1128 second street.

LAURAN G. CLAPP



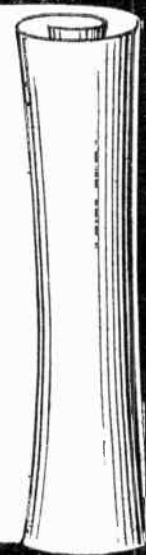
GENERAL ELECTRIC

176-F1A-8880

Electronic

RADIO TUBES

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



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



SAN FRANCISCO RADIO AND APPLIANCE TRADE ARRANGES SPECIAL EXHIBITS FOR MART SHOW

WEEK OF AUGUST 4 TO 9 WILL BE BUSY ONE FOR TRADE

Many Moving Into Larger Space Provided by Increased Facilities — J. N. Ceazan Co. to Represent Farnsworth — Dalco Named Distributor for Clarion — Wally Tull Forms New Organization.

SAN FRANCISCO, CALIF., Tuesday—The week of August 4-9 will mark the official opening of the new \$2,000,000 wing of the Western Merchandise Mart, concurrently with the Western Summer Market. All radio and appliance distributors are moving into larger showrooms. There is considerable turmoil and confusion.

For one thing it is really a double move. For example, the Radio and Appliance Division of Edward F. Hale Co. is taking over the Westinghouse premises; Westinghouse is moving into the new wing, where a large crew of plasterers, carpenters, decorators is still at work. Apparently all tenants of the Mart are in transit.

The Mart management announced that the Mart will be closed to retailers between July 28, to and including August 2, in order to give exhibitors an opportunity to arrange their new displays. It might be of interest to note that space in the new wing is already 35 per cent over-subscribed.

The Farnsworth franchise has changed hands, the new distributor is the Radio and Appliance Division of J. N. Ceazan Co.

Dalco Appliance Co., was appointed distributor for Clarion radios. John F. Gregory, general manager of Dalco Appliance Co., is making an extensive trip through the East, calling on manufacturers whose products Dalco handles. He will return for Market Week.

According to H. S. (Press) Presnall, assistant to Mr. Gregory, during Market Week, Delco will hold the premiere showing of the Frostair Duplex, a revolutionary new electric refrigerator and freezing compartment combination, product of The General Tire & Rubber Co., and the Liquid Carbonic Co. Also shown will be two new console models of Wilcox-Gay Recordios.

Dalco is receiving "fine shipments" of Speed Queen washers and ironers. Mr. Presnall stated, and added that the demand for them is "very great." Other Dalco franchises include Grant gas

ranges which are being received in limited quantity; Calcinator garbage Disposal, both gas and electric; A. O. Smith water heaters, etc.

Wally Tull, for many years with Nelson R. Thomas Agency, Inc., manufacturers' representative, has formed his own organization, the R. W. Tull Co., manufacturers' representative, Space 591 in the Mart. Everett Mousette is Wally's Northwest representative, with headquarters at 708 Fourth avenue in Seattle. Wally will continue to represent in this territory some of the Nelson R. Thomas lines. In addition, he is interested in getting representation for appliances, both major and traffic.

Golbus Sales Co., with its offices and showroom in the Mart, factory representative for Pilot products, is at present swamped with orders for the new Pilotuner. According to Bernard Golbus, head of the firm, a big advertising campaign will be launched this week. All FM stations have pledged their cooperation, and will be on the air from ten o'clock in the morning instead of from three o'clock in the afternoon. Tying in with the advertising drive will be Sherman, Clay & Co., O'Connor Moffatt, and Breuner.

According to H. S. Ayers, Brunswick representative, the factory is now in full production and immediate shipments can be made. Currently, Mr. Ayers is showing the first three mod-

els of the 1948 Brunswick Radio-Panatrope: the Plymouth, the Buckingham, and the Darby.

Wyman L. Henry, for fourteen years in sales manager work and for the last six years vice president in charge of sales with the O. A. Sutton Corp., of Wichita, Kans., has joined the Edward F. Hale Co., appliance division. The firm is now in the process of incorporating, and both Wyman L. Henry and T. N. Biglieri will hold the rank of vice president. Mr. Henry will be in charge of the entire sales administration for domestic as well as export activities.

During Market Week, the Edward F. Hale Co. appliance division will show a full line of Presteline electric ranges; Horton washers and ironers; Stewart-Warner radio and television models; Filter Queen vacuum cleaners; Vornado air circulators, and Twin-Air, a new Vornado product. Twin-Air is a combination of air circulator and heater.

—GISELA NEY.



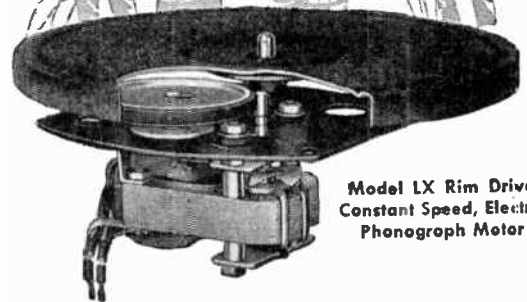
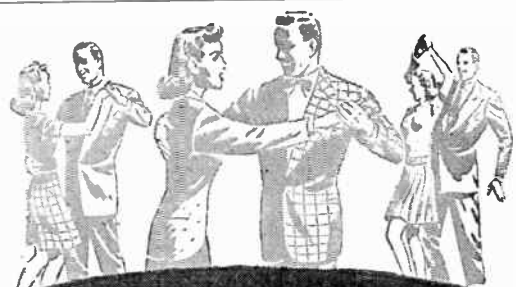
Keene Jackson Company

MANUFACTURING REPRESENTATIVE

1500 CALIFORNIA BUILDING
GLENDALE, CALIFORNIA
GLANDALE, CALIFORNIA

W. KEENE JACKSON

GEORGE S. JACKSON



Model LX Rim Drive Constant Speed, Electric Phonograph Motor

PACKED WITH *Smooth Power* PRICED FOR POPULARITY

Smooth operation, sturdy dependability and low price of this General Industries Model LX Phonomotor account for its wide acceptance and popularity.

Although compact and lightweight, it has ample power for quick pickup and faithful reproduction of either 10-inch or 12-inch records. Constant speed, quietness and smoothness of its performance please every customer.

Send for details. Let us help you select

the *right* units for your products from the complete GI line of *Smooth Power* Phonomotors, Recorders and Combination Record-Changer Recorders. Prompt deliveries are now available.



DEPT. MW

ELYRIA, OHIO

WYLIE M. COE NAMED NEW SALES MANAGER OF ARNOLD WHOLESALE

CLEVELAND, O., Friday—Wylie M. Coe has been appointed sales manager of Arnold Wholesale Corp., 5209 Detroit avenue, this city, it was announced by Robert C. Hager, president.

Mr. Coe has been a member of the staff of Arnold Wholesale for the past year during which time he has been actively engaged in sales work. Mr. Coe will relieve E. C. Forster, vice president, of the sales responsibilities which he formerly handled with his other activities.

Prior to his present business connection, Mr. Coe, since 1935 was a sales representative of the Strong, Carlisle & Hammond Co., of Cleveland.

Not only is Mr. Coe familiar with the wholesale distribution of home appliances but with the retail and consumer

trade as well, having been engaged for several years with two large retail establishments; one in New York City and one in Cleveland.

Mr. Hager also announces the appointment of Arthur G. Kemp as the most recent addition to Arnold's sales staff.

Mr. Kemp has been engaged in the appliance and radio sales field for the past twenty-two years. For the last twelve years, he was with RCA Victor. Other connections include Brunswick-Balke - Collendar Co., Midland Radio Corp., General Electric Supply and Strong, Carlisle & Hammond Co.

STROMBERG APPOINTS FEDERAL ADVERTISING

The Stromberg-Carlson Co., Rochester, N. Y., has appointed the Federal Advertising Agency, Inc., to handle the advertising of its complete line of radio instruments. The appointment is effective immediately. Gilman Sullivan will be the account executive.

Refrigeration Corp. Has Mobile Freezing Cabinet

Introduction of a mobile type frozen food and ice cream cabinet by the Refrigeration Corp., of America took place at stores of the Grand Union Co. located at 2262 Jerome avenue, the Bronx, and in Pittsfield, Mass., according to John M. Bess, president of the Refrigeration Corp. of America.

This unit has a 250 pound capacity and features mobility so that the retailer can place the cabinet in any part of the store for special promotions. The cabinet is the open type for quick self-service. A three-dimensional superstructure display encourages purchases.

Robert Harper Married; With Sylvania Electric

Robert Carl Harper was married in New York last Saturday to Miss Katrina Ann Judson, daughter of Mrs. James Dean Judson, of Utica, N. Y. The ceremony was performed in the chapel of St. Bartholomew's Protestant Episcopal Church by the Rev. Irving S. Pollard.

Mr. Harper is associated with Sylvania Electric Products, Inc., and was graduated from the University of Oklahoma and the Harvard Graduate School of Business Administration. The bride was graduated from Hollins College.

RCA PUBLISHING TUBE DATA FOR 'HAM' SETS

HARRISON, N. J., Monday—The Tube Department of the Radio Corp. of America has just issued a four-page folder, "Headliners For Hams", which describes twenty-seven of RCA's most popular tube types for "Ham" set builders.

The new folder charts the ratings, characteristics operating conditions and price of each type. In addition, socket-connection diagrams are provided. The types include oscillators, amplifiers, doublers, modulators, voltage regulators, thyatron and rectifiers.

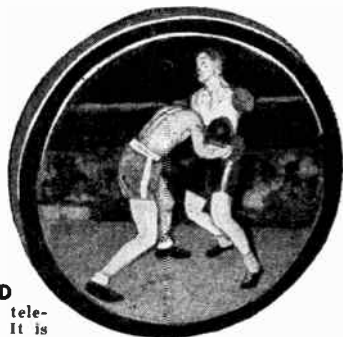
"Headliners For Hams" is an engineering bulletin containing real design information, some of which has never before been published, RCA said. New ratings are given for the types 807, 808, 810, 813 and 829-B. New frequency-doubler operating conditions are shown in the 2E26, 807, 808 and 811. Also, new modulator data is included for the 807, 810 and 811.

Copies of the booklet may be obtained through RCA tube distributors or by sending direct to the Commercial Engineering section of RCA's Tube Department, here.

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

... and now
Television!

NO EYE STRAIN . . .
BRIGHT . . . STEADY . . . CLEAR . . .



FRONT END

Will handle 13 television channels. It is so flexible that any number of channels from 1 to 13 can be used. This allows a start with the channels now in use 2-4-5-7-9-11-13 and then install the others as desired for a slight additional cost.

TUBES

6AK6—Tuned R.F. Amplifier
6AK5—Mixer
6C4—Oscillator

ANTENNA INPUT Balanced 300 ohm line. Aligned and tested, ready to use when delivered. Merely connect B plus, filament and output I.F. leads to the television chassis. It is not necessary to make any R.F. alignments.

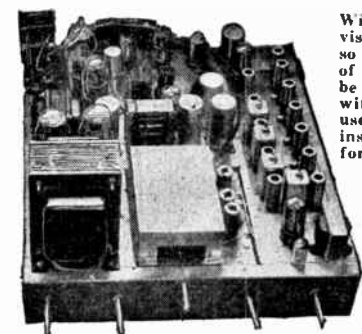
I.F. VIDEO and SOUND STRIP

(Patents Pending)

- 1. Picture I.F. Stages: Five I.F. Picture Stages of Amplification.
 - 2. Sound I.F. Stages: Two I.F. Stages with Limiter and Discriminator.
 - 3. Video Stages: Two Video Stages of Amplification with a flat response of 4.5 M.C.
 - 4. One D.C. Restorer.
 - 5. Tubes:—
Five 6J6 — Picture I.F. Amplifier
One 6J6 — Picture I.F. Amplifier & Detector
One 6AU6 — 1st Video Amplifier
One 6K6GT — 2nd Video Amplifier
One 6AL5 — D.C. Restorer
One 6AU6 — Limiter
Two 6BA6 — Sound Amplifier
One 6AL5 — Discriminator
 - 6. I.F. Frequency — Audio 21.6 — Picture 26.1
- All of the above circuits are contained on one chassis, delivered completely wired, tested, tuned and tubed ready for installation.

AUDIO Two Stages of Audio Amplification are used.

TUBES One 6AT6—1st Audio Amplifier.
One 6V6GT—2nd Audio Output Amplifier



SYNCHRONIZATION SEPARATOR SYNCHRONIZATION AMPLIFIER SWEEP CIRCUITS

Tube Complement:

- One 6J5 — Vertical Blocking Oscillator
- One 6SN7GT — Horizontal Blocking Oscillator
- One 6K6GT — Vertical Output Amplifier
- One 6BG6G — Horizontal Output Amplifier
- One 5V4G — Damper
- One 6SK7GT — 1st Sync Amplifier
- One 6SH7 — Sync Separator
- One 6SN7GT — 2nd Sync Amplifier
- One 10" — Flat faced Cathode Ray Tube

POWER SUPPLIES Low voltage power supply is a well filtered supply using full wave rectification. Delivers 300V positive and 100V negative at 250 M.A. with good regulation at continuous duty.

Power consumption approx. 300 watts. Both Supplies use the following tubes: Two 5U4G—rectifiers as full wave rectification. One 8016—H.V. rectifier wave rectification. High Voltage Supply is of the Fly-Back type delivering approximately 10 K.V.

This unit delivered complete with all components and 29 RCA tubes plus a 10" Cathode Ray tube—Total 30 tubes. 10% dep. with order
\$ 229.50
SIZE OF CHASSIS:—19"x17"x13" Cadmium Plated

ALSO INCLUDES 1-12" heavy duty RCA 8.6 oz. PM Speaker. One Dipole Antenna With 60 ft. Lead in and complete with pictorial data of chassis. Also available with 12" picture tube for only \$259.50. Total 30 tubes.



TELEVISION ASSEMBLY CO. 387 BUSHWICK AVE.
BROOKLYN 6, N. Y.

1000 RECORD PLAYERS 1000

R. C. A. Licensed — R. M. A. Warranty

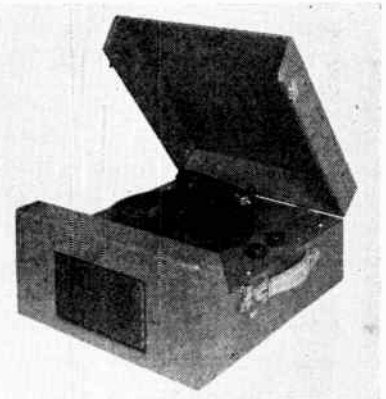
CLOSE OUT

At Less Than Cost of Parts

WE NEED CASH

500 — 3 Tube Model \$39.95 list
Your net \$14.95 tax Inc.

500 — 2 Tube Model \$36.50 list
Your net \$12.95 tax Inc.



3 Tube Model List \$39.95

- Ostrich Leatherette Finish
- Solid Built Cabinet — 17½" x 14" x 7"
- Alliance Motor 9" Flocked Table
- Astatic L 70 Pickup
- 6½" General Electric Speaker #5 Alnico
- Tone Control Continuous
- Output of 2½ Watts
- Quality Workmanship
- Special Transformer Choke
- Tubes: 35Z5 — 50L6 — 12SQ7

2 Tube Model List \$36.50

- Dark Tan Leatherette Finish
- Solid Built Cabinet 17½" x 14" x 7"
- Alliance Motor 8" Turntable
- Astatic L 72 Pickup
- 5½" General Electric Speaker #5 Alnico
- Tone Control
- Output of 2½ Watts
- Quality Workmanship
- Tops in Performance
- Tubes: 35Z5 — 50L6

PHONE, WRITE OR WIRE

NEW ENGLAND RADIO COMPANY

239 Columbus Avenue Telephone Kenmore 1545 Boston, Mass.
Attention Mr. Michaels

Brooklyn Appliance Dealers Approve Code of Ethical Business Procedure

IS DESIGNED TO ELEVATE STANDARDS OF THE INDUSTRY
 Brig. Gen. E. F. Jeffe, of Consolidated Edison, Urges Business Men to Achieve a Workable Price Structure — Rules Bar Dealer From Advertising Any Merchandise for Less Than Established Price in Order to Insure a Fair and Legitimate Profit.

A code of ethical and business procedures was approved last week by the Cooperating Electrical Appliance Dealers of Brooklyn at a meeting held in the Consolidated Edison Co. showrooms in that borough. Brig. Gen. E. F. Jeffe, vice president in charge of sales of the Consolidated Edison Co. of New York, Inc., addressed the retailers and stated that failure to achieve a workable price structure may result in a business recession. He urged business men to make every effort to solve price problems themselves rather than leaving the task to "economists and bureaucrats."

Purpose of the code is to elevate the standards of the industry and to insure a fair and legitimate profit and to enable a better service to the customer.

Other sections of the code follow:

To uphold the plan of the Consolidated Edison Co. for the co-operative promotion of sales of electrical appliances; to obey the rules and regulations of the Feld-Crawford Act.

To abstain from misrepresenting or offering free merchandise in order to induce a sale.

All customers are entitled to full protection of any standard or promised warranty or guarantee.

Any attempt, direct or indirect, to encroach upon another dealer's lead by offering the salesman an inducement is considered unethical.

Every co-operating dealer should extend the courtesy of first notifying the present employer of his intentions to hire one of his employees.

A dealer should uphold known customs and practices of the industry.

Any slanderization on the part of a dealer as to the character, integrity or ability of a competitor is considered as

constituting an unfair trade practice.

Customers' complaints about another dealer of unfair practices should not be considered as true without first confirming by personal contact with the dealer in question.

Any unsettled disagreement between two dealers should be referred to the grievance committee.

An appliance dealer should not send a customer to a wholesale jobber.

No dealer should advertise any merchandise for less than the established price to insure a fair and legitimate profit, thus permitting the dealer to complete his obligation to the customer after the sale.

ZENITH DISTRIBUTING BUYS NEW BUILDING

CHICAGO, ILL., Friday—To provide space for improved service to its radio dealers and for the expansion of its M-G-M record distribution, Zenith Radio Distributing Corp. has purchased the two-story and basement building at 912-22 Washington boulevard, this city, it was announced by Hugh Robertson, executive vice president and treasurer of Zenith Radio Corp.

The distributing corporation is a wholly-owned sales subsidiary of Zenith Radio Corp., handling the distribution of Zenith products in Chicago and 31 northern Illinois counties and the distribution of M-G-M records in northern Illinois, northern Indiana, and all of Wisconsin.

Mr. Robertson said that the continued demand for Zenith radios and the rapid growth of its recently acquired record business made the distributing corporation's facilities at 680 N. Michigan avenue inadequate. This

JFD
PRECISION MADE

RIGHT NOW EVERY DEALER AND SERVICEMAN NEEDS THESE ITEMS . . .



JFD Replacement Phono Radio Switch
 Replaces RCA pt #9824A. Also ideal for connecting record players, mikes, FM or Television attachments to audio amplifier of radio sets. Retains original tone quality without hum. With midget tip plug.
 No. ST145 List Price \$2.25
 Std Pkg 6



JFD Midget Jacks—Plugs
 Used on RCA recording units, receivers, and auto sets. Very handy for connecting mikes, record players, FM & Television attachments etc. Very compact.
 No. ST155 Midget Jacks List Price . . . 19c
 No. ST156 Midget Plugs List Price . . . 12c
 Std Pkg 50



JFD Stroboscope Disc
 For recording and playback. 78 and 32-1/3 RPM. 6 inch Diam. Complete instructions on face.
 No. ST188 List Price 12c
 Std Pkg 25



JFD Fluorescent Light Noise Suppressors
 Approved by Underwriters. Suppresses radio noises caused by fluorescent lamps, and other electrical appliances and machines. Easy to install.
 No. ST1030 List Price \$1.64
 Std Pkg 12



JFD ANTENNA LOOPS

Ideal for battery and midget sets or portables. Replaces antenna coil. Provides excellent pickup and selectivity.

No. 21-1	4"x5 1/2"	List Price \$1.10
No. 21-2	4 1/2"x7"	List Price \$1.10
No. 21-3	5 1/2"x8"	List Price \$1.10
No. 21-4	6"x8 5/8"	List Price \$1.10
No. 21-5	6 1/2"x9 3/4"	List Price \$1.10

Loops listed below have primary winding permitting use of outdoor antenna in remote areas for better sensitivity.

No. 21-10	4"x5 1/2"	List Price \$1.25
No. 21-11	4 1/2"x7"	List Price \$1.25
No. 21-12	5 1/2"x8"	List Price \$1.25
No. 21-13	6"x8 5/8"	List Price \$1.25
No. 21-14	6 1/2"x9 3/4"	List Price \$1.25

New type loop construction permits mounting inside radio. Used in newest type portable and midget radios.

No. 21-20	Box loop antenna, 3 1/4"x5"	List Price \$1.25
No. 21-21	Box loop antenna, 4 1/4"x6 1/4"	List Price \$1.25

WRITE FOR LITERATURE


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

building will be retained as a display salon for both Zenith radios and Zenith hearing aids, as well as a service and a sales outlet for hearing aid batteries and accessories.

The Washington avenue building contains approximately 36,300 square feet of floor space on three floors. It was designed and built to carry an ad-

ditional five floors, and has truck loading facilities to service the additional capacity. It is of red brick construction.

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



KRICH-RADISCO


INCORPORATED

RCA VICTOR · BENJIX · NORGE · AMERICAN · EUREKA
 VORNADOFAN · NEW HOME · KNAPP MONARCH
 PRESTO · SETH THOMAS · WESTCLOX

422-432 ELIZABETH AVENUE · NEWARK 8, N. J. · BIGELOW 8-7400

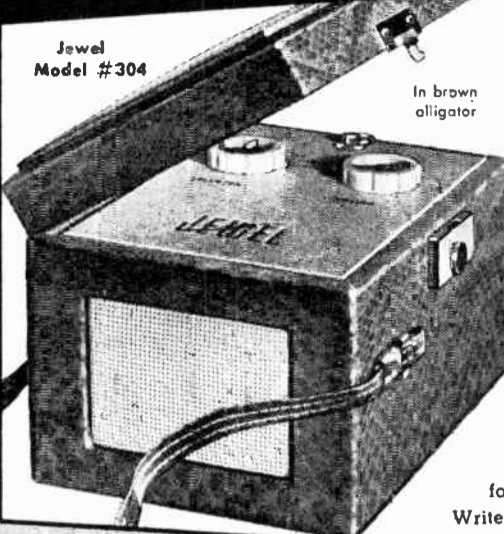
Serving New Jersey Dealers for More than Forty Years

One of America's
 Great Distributors



JEWEL
Pixie
the **REMARKABLE**
PORTABLE
battery radio

*What Features!
What Style!
What Performance!*



Jewel
Model #304

In brown
alligator

**PLAYS WITH
LID OPEN
OR CLOSED**

**4-TUBE
SUPERHET
CIRCUIT**

**BUILT-IN
LOOP
ANTENNA**

**6½" HIGH
4¾" WIDE
4½" DEEP**

A few
territories
are available
for distributors.
Write immediately.

**SELLS
FOR ONLY \$19.95***

LESS BATTERIES
*5% higher cost
of Rockies

What a selling sensation! It plays with lid open or closed—weighs only 3½ lbs. with batteries—has "Deep Voice" sound chamber, 3½" Alnico 5 PM speaker—covers broadcast band; 540 to 1600 KC—adjustable shoulder strap or hand strap—in brown alligator leatherette—and it's priced **REALLY LOW**! Uses standard easy-to-get, low-priced batteries. **"PIXIE" is a truly REMARKABLE PORTABLE!**

JEWEL RADIO CORPORATION
583 Ave. of Americas, New York 11, N. Y.

CLEVELAND FIRM HAS NEW SALES PLAN FOR GREATER EFFICIENCY HAS ENTIRELY NEW SET-UP

Radioelectric Makes Announcement — Kane Vo. Begins Fall Promotion on Radio, Video.

CLEVELAND, O., Monday—Cleveland Radioelectric, Inc., distributor of RCA products, Easy laundry equipment, Coolerator home and farm freezers and refrigerators and Electromas-

ter ranges and water heaters has just instituted a new sales system, segregating the various divisions and putting a sales manager at the head of each one.

According to Charles C. Conrad, president and general manager of the firm, the object of the change is to streamline the organization and give better service to the dealers.

The new departments have been set up as follows: RCA Victor radios, phonographs and television has Don Chriss as sales manager, A. E. Libengood as sales representative for the eastern territory, W. E. Warmee as sales representative for the western territory and M. E. Lee as sales representative for

the company in the southern territory.

The Easy laundry equipment division is headed by G. E. Peiffer as sales manager, with L. W. Conrad covering the eastern territory and D. W. Burns calling on dealers in the western and southern areas.

The Appliance division which includes Coolerator, Electromaster and traffic appliances has K. H. Dowd as sales manager and J. A. Houck as sales representative.

In charge of the Victor record division is N. I. Saurman, with six sales representatives: M. O. Burnison, Howard Elliott, Bert Gordon, H. F. Hoffmeister, Jr., C. R. Putnam and R. L. Bluhm.

Under J. T. Hausser, head of the service department, are R. C. Amtsberg, J. E. Novak, A. G. Storgard and W. L. Groth.

Last week, with two big name bands, appearing in town, both RCA Victor recording artists, Cleveland Radioelectric staged a big cocktail party at Hotel Carter so that its dealers could meet the two bandleaders whose records they sell.

Perry Como and Freddy Martin were the guests of honor and about 400 dealers were present to meet them.

The Kane Co., distributor of Admiral radios, is beginning its Fall promotional campaign with a series of five advertisements in the Sunday papers. Beginning August 3, the campaigns are running in Cleveland, Columbus and Toledo, listing Admiral dealers and building up momentum for holiday business.

Kane Co. showed its 1948 line of radios to dealers recently at three open house affairs in Cleveland, Toledo and Columbus. Several hundred dealers were at each open house viewing the three new table sets, one new portable, two table combinations and three consoles, including one big FM set.

According to L. G. Miller, sales manager, the firm will have a showing of television sets by the time the new television station is in operation here, probably by early Fall.

Kane Co. has just been named distributor for Presto cookers for the state of Ohio. Announcement is also made of a new addition to the sales staff, Vaughn Utt, who will contact downtown dealers. He was formerly with radio station WJW.

"Money is still no object among radio customers, who are looking for quality merchandise and name brands," reports Robert K. Clark, head of the Higbee Co.'s radio and record department.

"Buyers don't question the price, even on the large console models, if the styling and the name is what they want.

"Business in June and early July was less than we expected but is still keeping up with last year, which was a good one in anybody's language."

EVELYN BAILEY

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

MR. DEALER

Do you want to be in a position to
Compete with
Chain Stores — Department Stores
And Other Promotional Outfits?

You Can Now Do It!

And Make
SUBSTANTIAL MARKUPS
Without Investing in Large Purchases

**We Buy for Cash Surplus Radio Stocks
Regardless of Quantity
All in Original Cartons—All Makes—All Types**

Write for our offerings and start making
the profit you are entitled to.

FREDERICK P. ALTSCHUL

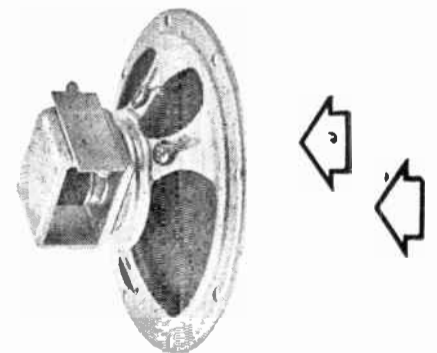
95 Washington St., North

Boston 14, Massachusetts

If Near Boston Come in and See Our Radio Values

Dependability

Performance



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



REPUBLICAN AND DEMOCRATIC CONVENTIONS TO BE COVERED EXTENSIVELY BY TELEVISION

LEADERS OF BOTH PARTIES TO EMPLOY VIDEO FACILITIES

National Chairmen Hail Potentialities of Television as a Medium for Giving Millions a First-Hand View of Convention Proceedings — Network Facilities to Be Available as Will Many New Stations.

Extensive television coverage of the Republican and Democratic national conventions next year is now being planned by pioneer television broadcasters of the nation, it was disclosed last week by the Television Broadcasters Association, Inc., which represents the major television interests in the United States.

Leaders of both parties have advised TBA that they are elated to avail themselves of this new means of mass communication. Carroll Reece, national chairman of the Republican National Committee, declared he is "impressed with the potentialities offered by this modern miracle of transmission," and Gael Sullivan, executive director of the Democratic National Committee, observed that "television in the 1948 campaign will occupy the same important place as an innovation that radio did in 1924."

J. R. Poppele, president of the Television Broadcasters Association, Inc., recently told major party leaders of television's growing importance. He stated estimates of 500,000 television-equipped homes by mid-1948 were well

grounded, and added that network television service along the eastern seaboard would be available for political party telecasts prior to the 1948 election.

Mr. Poppele explained that television stations were currently operating in Albany-Troy-Schenectady, New York City, Philadelphia, Washington, D. C., Detroit, Chicago, St. Louis and Los Angeles. Additional stations in other key cities of the nation will be on the air early in 1948, he said. Network facilities are currently available between Washington, Baltimore, Philadelphia, New York and Schenectady, Mr. Poppele said, and extension of this service to include Richmond, Va., and Boston, Mass., is being rushed.

The TBA president indicated that where no network facilities were available, filming of the conventions would be undertaken by television broadcasters with rapid dispatch to television stations guaranteeing first-hand information of convention proceedings.

G. O. P. Chairman Reece informed Mr. Poppele that he was enthusiastic about the prospect of television cover-

age at the Republican convention next June in Philadelphia. "We are looking forward with great anticipation to television's role in reporting the Republican convention," Mr. Reece declared.

"As never before through television many thousands will be 'present' in 'front row' seats at the moment the next Republican president is nominated", Mr. Reece continued.

He further stated that he was aware of television's potential strength. "The television receiver," Mr. Reece observed, "will bring into homes and public places the drama and excitement of this next convention to an audience that may number in the millions, because the technical advances of the television art may bring us even greater miracles of sound and sight transmission."

Executive Director Sullivan of the Democratic party, expressing deep interest in television coverage of the forthcoming national convention, declared; "television provides a new concept of passing on information to the public," in addition to present facilities of press and radio.

"It is the purpose of the Democratic party," he said, "not only to use all media, but aid in their development and recognition. In an atomic age, political parties must keep abreast of technological advances if they are to remain alive and vital; any failure to keep in step with scientific advances will result in immediate loss of prestige and gradual decline in influence."

Mr. Sullivan said he was aware that "in the future, not only issues but the personalities presenting them will be exposed directly to the public eye."

BIG SALES INCREASE FOR U. S. TELEVISION

An increase in one month of close to 20 per cent in the sales volume of television receivers by United States Television Mfg. Corp. has been announced by John Hoge, vice president and treasurer of the firm. Television set sales in June totaled \$253,258 as against \$213,174 for May.

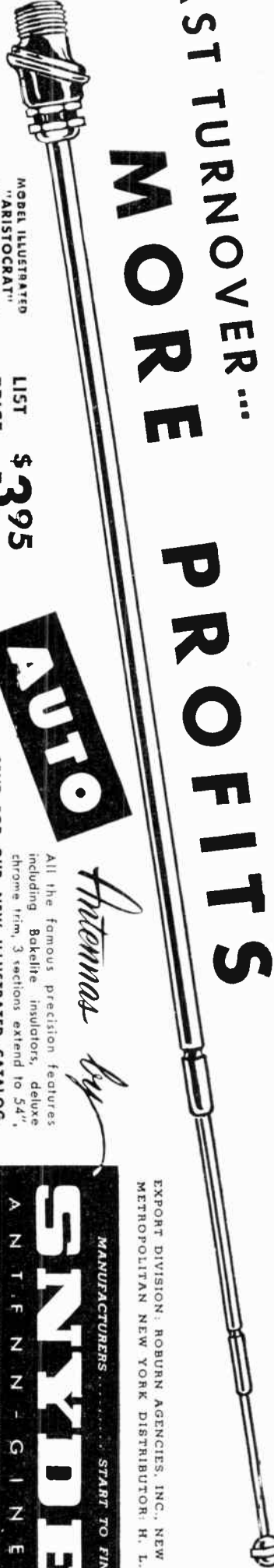
For the first six months of this year UST sales volume in television receivers totaled \$1,086,315. In every month, except one, substantial increases were made in sales volume. These figures do not include special equipment and radio.

The UST sales distribution has been extended to all cities where television stations are operating and is gradually being increased. United States Television receivers are now operating in thirteen states and the District of Columbia, according to Francis H. Hege, vice president in charge of sales.

In the first quarter of the year, United States Television reported earnings of \$128,404, equivalent to 40 cents a share on the 319,000 shares outstanding. While the earnings for the first half of the year have not been computed, the figure is expected to be substantial.

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

FAST TURNOVER...
MORE PROFITS



MODEL ILLUSTRATED
"ARISTOCRAT"
TOP COWL TC-3

LIST PRICE... \$3.95

AUTO

SEND FOR OUR NEW ILLUSTRATED CATALOG.

All the famous precision features including Bakelite insulators, deluxe chrome trim, 3 sections extend to 54"

Antennas by

SNYDER

MANUFACTURERS... START TO FINISH

ANTENNA ENGINEERS
PHILADELPHIA 40, U.S.A.

EXPORT DIVISION: ROBURN AGENCIES, INC., NEW YORK 7, N.Y.
METROPOLITAN NEW YORK DISTRIBUTOR: H. L. DALIS, INC.

New Jersey  NEWARK DISTRIBUTOR

In Jersey
Eastern Sells **SCHICK!**



Add Schick Electric Shaver to the long list of great names in electrical merchandising that Eastern supplies. The first choice among electric shavers—a self-seller everywhere — is going greater than ever before. Stock up now!

THE AMAZING, NEW
SCHICK Shaverest
AVAILABLE NOW!

EASTERN  SUPPLY CO.

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

Milwaukee, Wis.

**New Automatic Dryer
Smith Entertains Dealers
Pasch Has Anniversary**

MILWAUKEE, WIS., Tuesday—This city has been selected for the introduction of a new automatic clothes dryer manufactured by the Hamilton Manufacturing Co., of Two Rivers, according to officials of the Taylor Electric Co., Wisconsin distributor.

The new dryer is made in both gas and electric models, and has a number of improvements over models made before the war halted production.

More than 100 appliance dealers from Wisconsin, Upper Michigan and northern Illinois recently visited the A. O. Smith Corp. plant here. The Smith company manufactures a number of appliances.

The State Distributing Co., Inc., 3500 West Pierce street, is actively pushing Deepfreeze home freezers in the interests of its dealers throughout Wisconsin and Upper Michigan.

The Broadway House of Music, 727 North Broadway, attracted much favorable public interest recently by offering to let prospective customers make a recording of their own free on the new Recordio - Radio - Phono-Recorder combination. The firm has these combinations on hand for immediate delivery.

Westinghouse electric ranges are proving popular at the Sawbridge store, 611 West Wisconsin avenue.

A popular feature at Gimbel's new Electric City these days is the Telechron electric radio clock. A selling point that seems to appeal to prospective customers is the advantage of being awakened by a radio program, rather than an alarm clock. Gimbel's is also doing a nice business in recordings.

The Pasch Stores, 2625 North third street, and 2150 West Fond du Lac avenue, recently celebrated the twenty-fifth anniversary of the firm. Featured was an anniversary sale allowing a 20 per cent discount on a number of new radios and appliances.

At Madison, the electrical and building code for the city is being revised and should be ready soon, according to Acting City Manager Kraege. Hiring of an assistant electrical inspector is also being considered.

The Federal Communications Commission has given a conditional grant for a new FM station to the Dairyland Broadcasting Service, Inc., at Marshfield. The grant is subject to approval of engineering details.

A new Wisconsin corporation is William F. Huffman Radio, Inc., Wisconsin Rapids, with 250 shares at \$100 a share, to own and operate radio broadcasting stations in the AM and FM fields. Incorporators are William F. Huffman, Alma E. Peters and William F. Huffman, Jr.

New radio equipment has been installed by the sheriff's department of Iowa county, and similar equipment will be installed by Fall on all vehicles of the Kewaunee County Highway Department.

A new organization is the Fox River Valley subsection of the Milwaukee section, American Institute of Electrical Engineers. Cities represented in the new group include Appleton, Neenah, Menasha, Oshkosh, Fond du Lac, Kohler, Sheboygan, Manitowoc, Green Bay and Kaukauna, and meetings will probably be rotated among these cities. The subsection was formed to give AIEE members outside Milwaukee an opportunity to take part in the activi-

ties of the organization nearer their homes.

Temporary officers elected include A. E. Carlson, chairman; and J. W. Pomazal, secretary treasurer.

BERT REICHERT

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

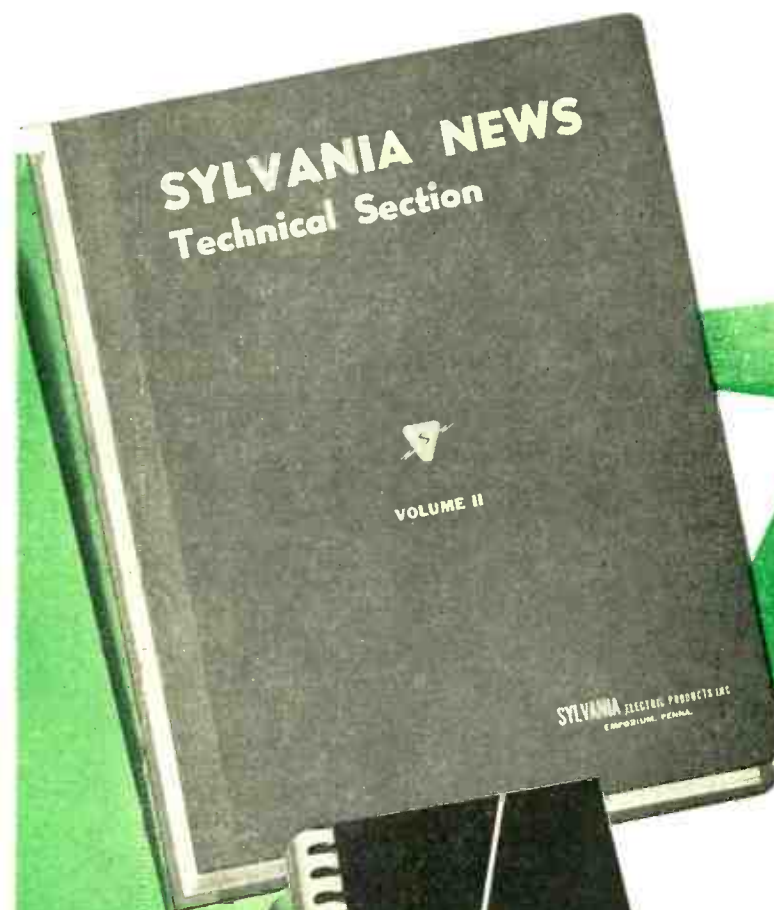
DuMont Firm Increases Transmitter Production

Anticipating the needs of the growing television industry, Allen B. DuMont Laboratories, Inc., has increased the production of transmitters, cameras and control equipment, it was announced last week by H. E. Taylor, Jr.

"Many construction permit holders have requested extensions from the

MAKE YOUR SERVICE

- with these Technical Hints



**220
TECHNICAL SECTION
BINDER**

Containing all back issues of Technical Sections from May, 1935. Vol. 1 (May 1935 to Jan. 1941) \$1. Vol 2 (Jan. 1941 to date) \$1.

**202
Complete data on Sylvania
Receiving Tubes 85¢**



Once again Sylvania brings you a carefully selected group of technical aids which they honestly believe will help make your job easier.

These expertly compiled technical manuals, service guides and shop aids are based on Sylvania's many successful years of experience in the radio field. They will improve the speed and efficiency of your service work. Naturally, this will permit you to repair more sets every day and increase the volume of your service work.

So—why not get the most out of your store? First, handle a full line of Sylvania tubes—the finest line of radio tubes made. Second, invest the few cents necessary to obtain this splendid group of technical hints—and see how much they repay you in increased sales.

Order from Sylvania Distributors or write Sylvania Electric Products Inc., Emporium, Pa.



SYLVANIA

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

FCC because of the lack of equipment and delays on present orders. We are happy to announce that our transmitter manufacturing department, under Leonard Mautner, is rapidly filling our open orders for television transmitting equipment, and shortly will be able to provide rapid delivery on new orders for transmitters, film pick-up, image orthicon camera, and special master control equipment," said Mr. Taylor. Production of the new DuMont im-

age orthicon camera chain has been doubled.

Increased Facilities For Dumor Plastics

ATCO, N. J., Friday—Production of Dumor Compound, the new material for records, will be doubled in the next thirty days with the completion of an

addition to the plant of Dumor Plastics, Inc. in Atco, it was announced today by A. H. Ciaglia, vice president.

Current production is approximately 100 tons a month. This will be stepped up when the new plant goes into operation in August. Increasing demand for the compound from record manufacturers is reported by Mr. Ciaglia.

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

NEW EMERSON CONSOLE TELEVISION RECEIVER IS SHOWN IN LOS ANGELES

LOS ANGELES, CALIF., Monday—The first Emerson console television receiver in Los Angeles is being viewed at the headquarters of Century Distributing Co., 1335 South Grand avenue.

A remarkably clear image is produced on this attractive ten-inch screen and Joe Wiseman, head of Century, looks forward to enthusiastic reception by customers when deliveries are available. This, he hopes, will be in the near future.

Its interior finally completed, the keynote of Century's new home is comfort and friendly hospitality. Beautifully designed and carried out in a color combination of white, green and lemon yellow, the spacious offices may be seen through plate-glass partitions and provide roomy, light, well-ventilated desk space for the large staff of office workers.

At the north end of the building is a suite of rooms consisting of reception, dining and lounge rooms in addition to a completely appointed kitchen.

In the large reception room, besides the Emerson television receiver, may be found samples of other Emerson radios. Among these is the 1948 AM-FM console combination.

Adjoining the reception room is the dining room, with its huge polished wood table and solid, comfortable arm chairs, which gives the appearance of a board room when not in use for dining purposes.

The lounge, or living room part of the apartment, is tastefully appointed in comfortable bamboo furniture and provides the atmosphere of a spacious, nicely appointed home.

In the modern kitchen with its electric range and refrigerator, refreshments as well as complete meals are prepared for entertainment of guests of the house.

Dealers may look forward to meetings at Century Distributing Co. as an evening of pleasant relaxation.

Jean J. Rothman, of Hollywood Radio Supply Co., 5521 Hollywood boulevard, reports a considerable increase in business for the second quarter of 1947 over the first quarter of this year. This, it is hoped, would indicate that the trend is on the up-grade.

Hollywood Radio Supply Co. carries approximately 170 lines and features standard, nationally-advertised brands of electronic equipment.

This consists of a large assortment of radio parts, as well as transmitting equipment, studio broadcast equipment, and sound systems for private and commercial use.

—S. M. BOOKEE.

Col. Arthur F. Calahan, vice president of Times Appliance Co. Inc., New York, Westinghouse distributor, is now on a vacation trip which includes a visit to Canada. He is expected to return about August first.

JOB EASIER! and Shop Aids



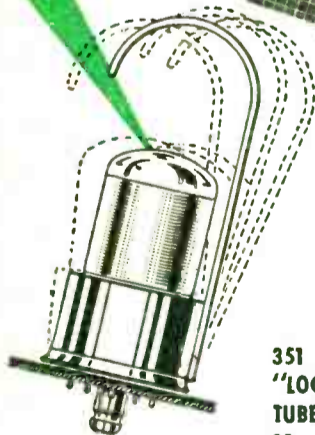
HELPFUL "HINTS" BOOKLETS
For Radio Servicing.
Free!

- 208 Service Hints
- 226 Radio Tube Hints
- 227 Radio Circuit Hints
- 228 Radio Equipment Hints

353 RADIO SYMBOL GUIDE
Made of durable plastic.
Adds neatness to your schematics. 25¢ each.



211 CHARACTERISTICS SHEET
Characteristics of Sylvania tubes and panel lamps with tube base views. Free!




351 "LOCK-IN" TUBE PULLER
35¢ each.



238 COLOR CODE CHART
Resistor Values and Ohms Law. Free!

ELECTRIC

FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS




Distributed Exclusively by

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

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

ARVIN-SALMANSON CO., INC.
 2126-30 EDMONDSON AVE., BALTIMORE 23, MD. WASHINGTON, D. C.
 GILmore 7552 959 Selim Road, Silver Spring, Md. Sheperd 0700
Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



FM ASSOCIATION OBJECTING TO USE BY FCC OF TERM "STANDARD" IN REFERENCE TO AM

WASHINGTON, D. C., Thursday—Objection to use by the FCC of the term "standard" when reference is made to AM radio stations was voiced this week by the FM Association in a communication to T. J. Slowie, secretary of the FCC, and members of the commission.

J. N. (Bill) Bailey, executive director of the FM Association, cited as an example the use by the FCC in referring to AM stations as "standard" in revised form No. 301, which is used for applying for authority to construct a new broadcast station.

In his letter, Mr. Bailey pointed out that the commission had previously stated that "FM is the finest aural broadcast service attainable in the present state of the radio art."

"In view of the definite superiority from an engineering standpoint of FM broadcast service," Mr. Bailey said in

the letter, "and based upon FM's present growth, it is apparent that the number of stations in operation in the FM band shortly will equal and soon will exceed the number licensed in the AM band."

"Thus it appears," he continued, "that FM will become the accepted system of broadcasting and AM will eventually become obsolete. Inasmuch as the term 'standard' is applied to that which is accepted generally by the public, and since the present trend indicates that within a comparatively short space of time FM will be the accepted method of broadcasting, the FM Association objects to the terminology in the proposed commission forms insofar as these forms identify AM broadcasting as 'standard'. As an alternative, we respectfully submit that the forms should designate AM as 'AM (amplitude modulation)'."

Orthon Corp. Now Located At New Plant in Paterson

PATERSON, N. J., Friday—The Orthon Corp., radio manufacturer of this city, announced today that it has moved to a newly constructed plant at 196 Albion avenue, where it is now producing two and three band table model radio receivers and radio-phonograph combinations. The firm was formerly located at 770 East Twenty-Fifth street here.

Expanded facilities at the new plant have made it possible to set up a separate sub-contract department for handling outside work along electronic lines, it was also announced. The Orthon Corp. specializes in export receivers designed for various voltages and severe climatic operating conditions.

Indian Exchange Student Visits Sylvania Plants

FLUSHING, N. Y., Thursday—Margit Singh, Indian Exchange Research Fellow, today visited the Research Laboratories of Sylvania Electric Products, Inc., as the start of a tour that will take him through all of the Sylvania factories and labs.

Mr. Singh, who is one of group of native Indian scholarship winners sent over here to learn American methods of engineering and production for the purpose of making India more self-sufficient in the electronics field, was

DUMONT EQUIPMENT SHIPPED TO ENGLAND

The honor of shipping the first post-war television equipment abroad has fallen to Allen B. DuMont Laboratories, Inc., according to H. E. Taylor, Jr., director of sales of DuMont's transmitting equipment sales department.

The DuMont image orthicon camera chain, which incorporates the new DuMont image orthicon camera, was shipped via the S. S. Corrientes to Cinema Television, Ltd., of London, England. Cinema Television, Ltd., is part of the organization of J. Arthur Rank, the noted British film producer.

The new DuMont cameras included in the delivered chain are equipped with a four-lens turret and pan-handle focus control, and represent the most modern type of television camera construction. The sync generator is said to be the smallest commercially available RMA-type television sync generator and makes extensive use of miniature tubes and techniques.

It is understood that the British company is studying the application of televised pick-ups to the movie theatre screens, and that the present equipment is for experimentation along such lines.

escorted through the Sylvania Laboratory by Dr. B. S. Ellefson, director of central engineering laboratories, and Dr. R. M. Bowie, manager of the research laboratory.

LIKE ATTRACTS LIKE

Manufacturers and distributing agencies who have certain clearly defined policies pointing to the ultimate in consumer satisfaction, quite naturally gravitate toward each other. Dealers recognize this uniformity of effort and line up with such groups. In Northeastern's eastern Massachusetts and southern New Hampshire territory, the following "leaders in their line" clearly point to the fact that "like attracts like:"

ZENITH • THOR • GIBSON
 GRAND GAS RANGES
 M-G-M RECORDS • QUAKER HEATERS
 SCOTT-ATWATER OUTBOARD MOTORS
 NATIONAL SEWING MACHINES
 BRUSH SOUNDMIRROR
 NU-ENAMEL • PABCO
 CALCINATOR • G.E. Traffic Appliances
 ELGIN KITCHEN CABINETS
 SANI-WAY Electric Garbage Eliminators
 LEWYT CLEANERS

NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.
 BOSTON 15, MASS.

Phone COM. 3455

It's Signal FOR SALES FOR FINE PORTABLES

It's the Signal EMPRESS!

Handsome—fast-selling, 3-way lightweight portable—AC, DC and battery! Features the SIGNALOOP—picks up weakest stations with least amount of noise.

- Powerful 5" Alnico No. 5—1.47 Oz. Speaker
- Uses 5 Flashlight Cells and 67½ V. Batteries
- 4 Tubes, Plus Selenium Rectifier
- No Warm-up Time—Plays Immediately (no rectifier tube to heat up)
- Full Vision Slide Rule Dial
- Weighs Only 5½ lbs. . . . With Batteries that will last an average of 100 Hours
- Size 10" x 3½" x 5½"
- Handsome Covered Carrying Case—Looks Like Fine Leather
- Finger-Tip Lift Carrying Handle & Fine Shoulder Strap



\$29.95
 List Price
 Less Batteries

See Our Other New Portables For SIGNAL Sales!
 Some Territory Still Open

Signal Electronics, Inc. SIGNAL SALES CORP.
 114 E. 16th St., New York 3, N. Y.

AEROPPOINT "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.

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



PRICE \$1.50

* Write for FREE sample

BENDIX JOBBER IN PHILADELPHIA OUTLINES PLANS FOR NEW MERCHANDISING METHODS

RAYMOND ROSEN & CO. PLANNING AWARDS FOR DEALERS

Include Florida Vacation in January for Those Who Lead in Sales of Products Handled by Firm — Noblitt, Sparks to Present Plans of Promotion — Philadelphia Distributors to Occupy New Home.

PHILADELPHIA, PA., Monday—A Bendix Automatic Home Laundry meeting held today by Raymond Rosen & Co. at the Bellevue Stratford Hotel indicated a return to the pre-war methods of merchandising.

The old fashioned but highly effective distributor and manufacturer sales contest for retailers and their salesmen with awards rivaling the recent radio program give-aways was back today when Raymond Rosen, head of the Bendix distributing organization, announced monthly awards to dealers which ranged from a complete Bendix home laundry, including the washer, ironer and drier as a one-unit prize, to RCA Victor television sets, Kelvinator refrigerators and other sundry gifts.

In addition, Mr. Rosen announced that all dealers would have an opportunity to be his guests on a week's vacation in Florida during January.

The more than 250 Bendix dealers who crowded the Bellevue-Stratford Rose Garden to hear the details of the programs were amazed by the magnitude of the contest. Great applause greeted the announcements by Mr. Rosen: Lynn Eaton, eastern regional sales manager for the Bendix factory; Robert Barnes, Bendix sales manager, and Paul Thornton, who presented the advertising program.

Details of the program were announced to dealers during the meeting,

together with a synopsis of the planned advertising campaign for the remainder of the year. It was revealed that Bendix dealers would participate nationally in addition to the local program.

Everybody's, Arvin radio distributor, is awaiting the arrival of Gordon Ritter, director of sales of Noblitt, Sparks Co., manufacturer of Arvin radios and appliances. Mr. Ritter will visit Philadelphia in company with Robert E. Smith, factory district representative. During his visit here, Mr. Ritter will present the Fall plans for sales promotion to the distributor organization.

Samuel Boardman, official of the Franklin Electric Co., is now en route to Chicago for a visit to the Sonora convention. He is accompanied by Mr. Lerro, distributor sales manager.

L. Debrow & Sons, local appliance dealer, opened a new radio program on radio station WPEN at 10.30 P. M., Monday, when it sponsored the "Record Preview" program. This program, which will be conducted by Harry Baker, will feature a new record weekly, with special news comment by Mr. Baker. Russ Case, musical director for RCA Victor, was the first guest at this new program on which was previewed his newest record.

Judson C. Burns, Crosley distributor, has recently completed an outstanding promotional campaign on Crosley home

and portable radios. Both radio broadcasting and newspaper media were used extensively. Sales of Crosley FM radio continue high.

Philadelphia Wholesale Distributors is preparing to occupy its new building at Forty-sixth street and Girard avenue. This five-story, fireproof and air conditioned structure will house the company's entire warehouse facilities. It is situated near a four-rail car siding, thus improving receipt and delivery of merchandise and speeding up product movement.

Slap & Lasky, Temple radio distributor, used a large advertisement in conjunction with its dealers to advertise the new Temple models.

SOL SHERMAN

Baltimore Utility Runs First Bendix Radio Ad

BALTIMORE, MD., Thursday—The Gas & Electric Co., Baltimore utility stores will break with the first post-war radio and appliance ad with a 1200 line advertisement on the Bendix radio step-table radio-phonograph on Monday, July 28.

The advertising is being placed in cooperation with Mid-Atlantic Appliance Distributors, Bendix distributors for the Baltimore and Washington territories.

MacFarland Is Elected To Zenith Radio Board

CHICAGO, ILL., Thursday—Hays MacFarland has been elected a director of the Zenith Radio Corp., this city, succeeding Irving Allen, who retired after serving for eight years.

All other directors were re-elected for another year. They are: Comdr. E. F. McDonald, Jr., president of the company; Hugh Robertson, executive vice president; K. B. Hassell, Irving Herriott, Ralph Hubbert and Frank Miller.

Roskin Distributors Holds Bendix Meeting

HARTFORD, CONN., Tuesday — Samuel Roskin, head of Roskin Distributors, Inc., this city, was host at a Bendix automatic laundry dinner held this evening at the Hotel Bond, here. Dealers from the entire area served by Roskin were on hand and heard officials of the Bendix organization outline advertising and merchandising plans for Bendix appliances.

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

FRIGIDAIRE APPOINTS THREE TO NEW POSTS

TOLEDO, OHIO, Thursday—Three promotions, including the appointment of W. I. Buchanan as manager of the Pacific Region of the Frigidaire Division of General Motors, were announced here today by P. M. Bratten, Frigidaire's general sales manager.

Mr. Buchanan, a veteran of twenty years with the Frigidaire concern and manager of the Chicago branch, has been named to succeed R. G. Hutchison, deceased.

Other appointments revealed that H. J. Walker, Jr., who joined the Frigidaire firm as sales manager of the Detroit branch in 1925 and who currently manages the St. Louis branch, has been named to manage the Chicago branch. R. W. Pocock, manager of National Business Sales, Commercial Sales Department of Frigidaire, Dayton, has been chosen to fill the post of St. Louis branch manager.

TELEVISION KIT

\$159.50 \$174.50

including leatherette cabinet with solid mahogany, walnut or birch cabinet

Has the following features:

- New and brighter DuMont 7" Cathode Ray Tube
- New advanced-TRUE FM sound included
- Non-flicker pictures
- Latest electronic bonding circuits
- Simple wiring from large, clear, schematics
- All parts individually wrapped and packaged
- High frequency I.F.'s conforming to latest I.R.E. standards

Production now at an all-time high

Dynamic Television

Sold ONLY through reputable distributors

DYNAMIC TELEVISION ASSOCIATES, INC.
Manufacturers, Television and Electronic Equipment
155 Prince Street Brooklyn, N. Y.

GET set now—align yourself with Standard Arcturus, the oldest name in radio tubes.

QUALITY tubes can be had for your trade from W.A.A. and Standard Arcturus tube stocks.

TUBES of many types are now on our available list. First come first served.

MAIL COUPON BELOW!

Standard Arcturus Corp.
99 Sussex Avenue, Newark 4, N. J.

Send me list of available tubes.

Name _____
Company _____
Address _____

ARCTURUS
"KNOW THE WORLD OVER"

STANDARD ARCTURUS CORP.
NEWARK 4, NEW JERSEY

WAR ASSETS ADMINISTRATION AGENCY

Finest Name in Radio Phonographs

Brunswick RADIO PANATROPE

IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

RADIO AND TELEVISION INC.

244 Madison Avenue, New York 16, N. Y.

"The Buckingham"



SEATTLE JOBBER SAYS SERVICE TO RETAILERS IS A BIG TRADE ASSET

FOR BUILDING GOOD-WILL

Commercial Appliance Co., Crosley Distributor, Stresses Help to Dealers in Rural Areas.

SEATTLE, WASH., Friday—P. W. Bialkowsky, general manager here for Commercial Appliance Co., Crosley distributor, reports the expansion of this market by Crosley continues. "In the western Washington market, we have nearly 200 franchised dealers and we intend to increase the number", he says.

Crosley is and has been concerned primarily with radios. Not all dealers carry the radio line, but it is the intention to ultimately effect such a program. The companion lines of ranges, refrigerators, kitchen cabinets and freezers are being used as wedging devices to open and maintain active dealer connections.

Another feature of the Commercial Appliance distribution set-up here, which is unique from other distributor operations, is the service department that functions for the advantage of dealers. Not only is a complete line of radio parts carried for all Crosley models, but parts are also in stock for the companion lines. "Lloyd C. Elmer, assistant to Mr. Bialkowsky, directs the service operation and con-

tends that it is a valuable selling angle in the handling of dealer relations.

"Any of our dealers can call upon us to service any appliance that we deliver. That is of prime importance to small furniture stores, for instance, that are located in some remote community that might not boast of a specialized electronic service store. The small dealers find the service very important, too in their selling program for they are assured of service for customers when that becomes a factor in making a sale," Mr. Elmer said in reporting of his firm's operation.

As reported in RADIO and Television WEEKLY a year or more ago, Commercial Appliance Co., is an affiliate of the Commercial Automotive Co., western Washington distributor for De Soto and Plymouth automobiles and Goodyear tires. The firm is directed by Frank Hawkins, an aggressive merchandiser who is reputed to head one of the largest independent automotive operations in the country. His advertising, thus far, for commercial appliances has been confined for the most part to factory releases and the general cooperative schedule. But, according to Mr. Elmer, dealers have been urged to participate in the cooperative plan and the influence of Mr. Hawkins is directed along the lines of exploitation.

According to Mr. Bialkowsky, the demand here for Crosley radios is good. The only disturbing influence in the market is the sluffing off of off-brand merchandise, with which some dealers became loaded shortly following the end of the war. "We find that more and more, the dealers are demanding nationally known and advertised products

for the very good reason that their customers want them. Our stock of radios in both our dealers hands and in our warehouse is good. We are able to give service now and if the Fall demand does not zoom too high, we will continue in a favorable condition", he said and added that an improvement in the appliance field is expected as the factory shipments arrive to lessen the local demand.

Commercial has also carried the Miracle line of small appliances but has not forced their sale as yet pending receipt of additional stock from the factory. What the firm will do in the way of expanding its electrical appliance lines will depend upon the lines offered, he said.

DUD BROWN

AIR-GROUND TRAFFIC CONTROL IS TESTED IN BETHLEHEM AREA

BETHLEHEM, PA., Monday—Employing the same kind of walkie-talkie radio that Army and Navy reconnaissance units used for spotting in enemy territory, State Police carried out tests for a revolutionary air-ground traffic control here recently. Because of ever-increasing traffic congestion in the Allentown-Bethlehem-Easton area, the plan was worked out between police and Civil Air Patrol representatives.

Three planes wormed a radio net to contact each other and the ground, in order to watch the main routes of travel for highway jams, accidents, and

traffic violations. The first trials of this system proved successful, with best visibility at 1000 feet, and the best radio reception at five miles. The usual traffic troubles on Routes 222, 22, and 309 are thus expected to be much fewer during the Summer months.

Arthur V. Aykroyd, who was head repairman for Odenwelder Electric until that establishment burned down, and later in business for himself, has just joined City Motors, Inc. He is in charge of the appliance service department, handling a complete line of Frigidaire and Majestic appliances. City Motors is at 250 East Broad street.

S. J. Leonardo, manager of the Morris Square Deal jewelry store at 20 East Third street, has received a large shipment of the tiny four-pound, four-tube Trav-ler portable radios. He has been adding to his radio department until it now occupies nearly half his floor space. Besides Trav-ler, the Morris store displays RDR and Emerson models.

Ralph Hess has added a new line to his busy neighborhood store at Linden and Union streets. He is displaying the DeWald three-way portable and the Telechron radio-alarm clock as an experiment, and if his customers like buying their radios with their sodas and aspirin, he may set up a new department. GEORGE STATLER

TO GATHER THE NEWS FOR YOU—

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

full line

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

farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

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

Permoflux SPEAKERS

*An OLD name in Speakers
a NEW high in Performance**

ANNOUNCES . . . a COMPLETE JOBBER LINE of standard replacement and hi-fidelity de luxe loud speakers with both permanent and electro-magnet fields. These quality speakers embody the same skillfully engineered features used in the units that PERMOFLUX now supplies to major set manufacturers.

* Sound room laboratory tests prove greater uniformity in frequency response, than other comparable makes.

TWO COMPLETE FACTORIES TO SERVE YOU **PERMOFLUX** WRITE FOR FREE BULLETIN

PIONEER MANUFACTURERS OF PERMANENT MAGNET DYNAMIC TRANSDUCERS

PERMOFLUX CORPORATION
4900 WEST GRAND AVE., CHICAGO 39, ILLINOIS
236 SOUTH VERDUGO ROAD, GLENDALE 5, CALIFORNIA

MILO *Your "Q" for Quality*

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

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

ST. LOUIS TRADE FORECASTS KEEN RIVALRY FOR EXPECTED LARGE FALL RADIO BUSINESS

ST. LOUIS, MO., Monday—Most of the radio distributors here are relaxing temporarily to prepare themselves for the new season. As they await word and samples from the factories, all distributors are getting ready to jockey for the rail positions in the Fall market. Additional FM stations in the city, and improvements planned in the transmission system of KSD-TV, the only television outlet, are intensifying the demand by the public for new and improved radio models.

The Zenith program of training radio technicians in the servicing of FM radio receivers was brought to St. Louis on Thursday and Friday, July 24 and 25 by the local distributor, Hollander & Co., Inc. Experts from Zenith were on hand to explain technical details with the assistance of specially prepared charts and slides. Mr. Hollander invited servicemen from all over the area and many of them took advantage of the opportunity to get this first-hand information and guidance.

Completely new to the St. Louis scene was the Fisher radio combination, introduced to the city on an exclusive arrangement with the factory, by the Famous-Barr Co., the largest store in the May chain. Avery Fisher spent several days in the city as the guest of Morton May and on July 18 and 19 was on the floor of Famous-Barr's radio department to greet the hundreds of persons who received invitation to meet him and to examine with him the various elements of this new set. Sam Gross, radio buyer, was too excited by his new "baby" to say

much; but reports have it that interest was great and sales brisk.

According to A. M. (Buddy) Goldstein, Missouri distributor of the Traveler line of radios, sales of the "Bantam", the small all-battery portable, are far exceeding the supply. Mr. Goldstein is eagerly awaiting the 1948 line of Travelers but, in the meantime, he found time to pick up a number of sales on the "Bantam's" at the Kansas City Gift Fair, July 20-24.

Howard Jansen, it is reported, is ready to "shoot the works" as soon as the new RCA sets are ready, but present models are moving at a real pace for the Interstate Supply Co., local distributor of RCA and Victor records. Adolph Gross and Buster Singer report similarly for the Majestic line which they handle through the Recordit Co.

Town & Country records, pressed in St. Louis, are gaining an ever-increasing coverage, according to Milton Lachterman. Distributors are asking for more and more of these unusual novelty records. An intensive expansion program is under consideration.

H. G. MELLMAN

DuMont Television Set Installed at Movie House

Ernest A. Marx, television receiver division manager of Allen B. Du Mont Laboratories reports that the installation of a teaset in the St. James Theatre, Asbury Park, N. J., has resulted in wide interest on the part of the theatre's patrons.

Walter Reade Theaters, operator of the St. James estimates that about 200 persons gather to watch night baseball and the fights, and that the receiver has proved an extra added attraction for their enjoyment. In addition, Mr. Marx said, the theatre management reports that about 125 persons each week buy admittance tickets to watch television programs only. The St. James is the first theatre to install television in the Asbury Park area.

MANUFACTURER'S REPRESENTATIVES WANTED

Manufacturer of a quality line of radio components has several choice territories available to aggressive representatives who are thoroughly familiar with the radio jobber trade. Address Box 918, RADIO and Television WEEKLY 99 Hudson St. New York 13, N. Y.

GRAMAVOX RADIO FIRM INITIATES MARKETING OF PHONOGRAPH LINE

The Gramavox Radio and Phonograph Co., 799 Broadway, this city, is marketing a line of high quality phonographs, it was revealed here today by Nathaniel "Nate" Colbert, head of the firm.

Mr. Colbert, who stated that his concern will sell direct to dealers, outlined the features of the first four phonographs that are now available to the trade. Model E, is a table model with an automatic record changer, has a five-tube push-pull high fidelity amplifier, a 6½ inch speaker with an extra heavy Alnico 5 magnet, a two post changer and is housed in leatherette covered case, that is available in three colors. Model FF, a transcription playback instrument, has a speed motor and is available in a two piece case with a removable cover with an 8 inch speaker that has a twelve foot extension. It is available with two different types of

five-tube amplifiers, one model for playback only, the other for public address systems.

Model J is a manual record reproducer housed in a walnut cabinet with a bronze finish metal speaker grille, has a five-tube push-pull amplifier and a heavy duty speaker.

Model B, is a lightweight portable, with a full-sized two tube amplifier, a concealed 5 inch speaker, and a continuous tone control.

A premium offer of \$37.50 worth of phonograph needles which the Gramavox concern will merchandise, is offered to each dealer on his initial order for phonographs, if the order totals \$100 or more. Other premiums will be offered, it was reported.

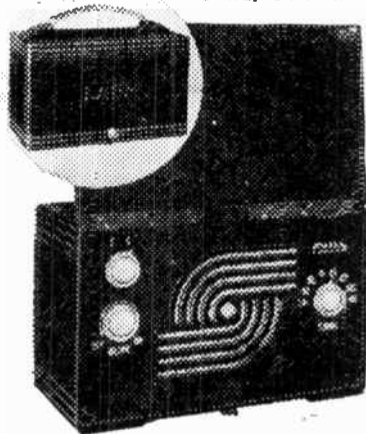
Mr. Colbert announced that very shortly Gramavox would introduce its complete line of high-powered multi-bend radios. Gramavox also sells a line of chassis for private label users.

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

DISTRIBUTORS OF THE FAMOUS

FADA
Radio

Model P80 'Personal'
3 Way Portable



Radio's most sensational low priced Personal Portable. Plays anywhere... Battery or AC-DC. DEALERS! Write for Catalog and Prices
STONE DISTRIBUTING CO.
713 Pine Street St. Louis 1, Mo.

FADA
Radio
THE LOW PRICED RADIO SENSATIONS OF 1947

FADA 3 WAY PERSONAL PORTABLE P80 \$34.95

FADA TABLE MODEL 740 \$17.95

FADA TABLE MODEL 711 \$29.95

Metropolitan Distributors
FADA OF NEW YORK
928 BROADWAY NEW YORK 10, 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 . . .



MOBILE APPLIANCE MEN INITIATE MOVE TO ORGANIZE INDUSTRY ON STATE-WIDE BASIS

OBJECTIVES OF THE NEW GROUP LISTED BY PRESIDENT

Legislation Will Be Sought to Prevent Utilities From Handling Appliances — Delaney's Opens New Establishment — Much Interest Shown in Wire Recorder — Sharpe-Wheyland Building Addition.

MOBILE, ALA., Monday—Expansion in the appliance business and group activity on the part of dealers is much in evidence in this city. Beginning July 1 a drive was inaugurated headed by lawyer Roy Keely to organize the Mobile Appliance Merchants Association on a state-wide basis. Important objectives of the organization, according to L. E. Wheyland, president, Mobile Appliance Merchants Association, would be to legislate utilities out of merchandising and to protect appliance dealers from laws making installation of appliances by plumbers obligatory.

Formal opening of Delaney's new establishment at Dauphin and Broad streets, a \$250,000 structure of steel and brick veneer was held July 11 and 12. The show room is 176 feet by 150 and the walls are tinted light rose to harmonize with the inlaid tile rose design of the flooring. Show windows go down to the floor level which is the same as the street and are completely floodlighted with fluorescent lights at night, the gleaming white appliances standing out with super-effectiveness.

The new store is the fourth Delaney establishment in Mobile. Within the past year stores also have been opened in Montgomery, Birmingham, Robertsdale, Pritchard and Jackson. Further

expansion is in prospect, Mr. Delaney states.

The new miracle 3-in-1 Silvertone wire recorder combination, so-called "million dollar baby" was demonstrated here at Sears, Roebuck and Co. July 10, 11 and 12 in the record department on the second floor. Also the wire recorder was displayed in all Sears show windows and featured in full-page newspaper ads. George Fuller, Mobilian, who served as radio war correspondent with NBC during the war years, demonstrated the first wire recorder to the public. The local press and radio were given an advance demonstration of the home and business models at the Admiral Semmes Hotel on July 8.

There has been enormous interest shown in the wire recorder with extremely gratifying sales, according to the Sears management. Similar demonstrations of the Silvertone wire recorder combination have been held in all Sears stores.

An addition is being built to Sharpe-Wheyland, Inc., at 158 St. Louis street which will double the size of the store and duplicate the architecture of the present building. The new structure will house office and warehouse. The work will be completed within six weeks with formal opening in about

two months, Mr. Wheyland reports.

At Gayfer's appliance store, which is leased from Gayfer's department store and carries a complete G-E department, E. J. Vulervich reported a slackening of the demand for console and table model radios during the Summer months but a decided speeding up on sales of portable battery sets. In addition to G-E radios, Zenith and RCA Victor are handled. Gayfer's carries a comprehensive line of records with two girls employed exclusively in their sale. Mr. Vulervich reports a remarkably good business on the G-E electric blanket. As regards refrigerators and washers the situation still is critical, he says, but within sixty days he is expecting a new automatic G-E washer.

In addition to being in charge at Gayfer's, Mr. Vulevich is joint owner with G. R. Wood of Better Home Appliance Co. Miss Catherine Reynolds is store manager at Gayfer's.

J. C. Peck, general manager of Adam Glass & Co., furniture and appliance dealer, and Lance Bodden, buyer, are in Chicago attending the furniture Mart.

S. A. MAXWELL

Bob Rolontz Appointed By Bibletone Disc Firm

Bibletone Inc., producer of religious records, recently announced the appointment of Bob Rolontz as publicity director of this New York City firm.

Mr. Rolontz, who formerly was associated with Raymond Rosen and Co., RCA Victor distributor of Philadelphia, will also aid Bibletone distributors and dealers with their sales promotion.

SEVENTH STATION IN KANSAS CITY ON AIR SUNDAY, AUGUST 3RD

KANSAS CITY, MO., Monday — KIMO, a new radio station, the seventh in the greater Kansas City, area, will begin operating in Independence, Mo., August 1.

The station, which has been authorized for a dawn-to-dusk schedule, will operate on 1,000 watts at 1510 kilocycles. The studios are located at 310 North Osage, Independence, and the transmitter at Twenty-eighth street and Northern boulevard, in the Inter-city district. A dedication broadcast will be made Sunday afternoon, August 3.

Virginia Pierce, manager of the record division at Barnard's on the Country Club Plaza, says that Summer has brought no decrease in demands and that novelty recordings and releases by popular artists are selling unusually well. At the present time Eddie Howard's "Raktime Cowboy Joe" leads the novelty list. A shipment of Bing Crosby's "Freedom and Fighting," just received at Barnard's has a waiting list that should produce a sellout.

Hillbilly tunes and novelty items are also going well at the Record Shop, downtown store. Mrs. Ann Berry, manager, describes sales as "very good Summer business."

At The Harmony House, neighborhood store, Mrs. Thelma Miller reports that business is showing a pickup over early Summer sales. "Tim-Tayshun" discs are her current best sellers.

Al Haas, branch manager of the Mayflower Sales Co., has returned from Chicago, where he attended a presentation of new Emerson lines. He expects the Emerson all plastic portable radio to be very popular in Kansas City. Members of the Mayflower staff are also expecting moderately priced FM sets, which will arrive here soon, to find a good market.

ELSIE WRIGHT

Isolantite Plant Sale Authorized by Court

NEWARK, N. J., Friday—Acceptance of a \$295,000 offer by the Ever Ready Label Corp., New York, for the assets and plant of the Isolantite, Inc., in Belleville, N. J., manufacturer of ceramic radio parts, was authorized this week by Federal Judge Thomas F. Meaney. Isolantite filed a petition last December under the re-organization provisions of the National Bankruptcy Act.

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

TRAVEL WITH
TRAV-LER

RADIO

Headquarters for
FLORIDA

For Details of the
TRAV-LER LINE
CONSULT

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

SAM M. HARPER

Manufacturers' Representative

A cooperative sales organization traveling four men in the twelve north eastern states and producing results—in sales.

Representing; — John Meck Industries Inc.,
Audar Inc.,

Celebrating Our Sixteenth Anniversary

215 Fulton Street

WO 2-9779

New York 7, N. Y.

BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y

Distributor of

PHILCO
Radios - Refrigerators - Freezers
SPEED QUEEN
Washers - Ironers

BENDIX
Washers - Ironers - Driers
AMERICAN CENTRAL
Kitchens

CLARK
Electric Water Heaters

EUREKA
Vacuum Cleaners - Cordless Irons

GRAND
Gas Ranges

SETH THOMAS
Clocks

PROCTOR
Small Appliances

Jensen MANUFACTURING COMPANY
 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS
 IN CANADA—COPPER WIRE PRODUCTS, LTD., 11 King Street, West, Toronto
Specialists in Design and Manufacture of Fine Acoustic Equipment

MINNEAPOLIS PUBLIC SLOWS BUYING WHILE WAITING NEW MODELS

SPURT IN FALL IS FORECAST

Good Supply of Most Items in Retail Outlets — Walter Boyd Is Appointed by the S & M Firm.

MINNEAPOLIS, MINN., Thursday—Further reports of "Summer doldrums" for the electrical home appliance industry were being made in this area. Radios, washers and other similar appliances are available in fair amounts, but the buying public doesn't seem to be in too great a hurry to spend its money during the Summer months, preferring, apparently, to wait until Fall or Winter and viewing new models.

At Reinhard Bros., Zenith-Norge dealers, it was reported that business was moving along at a fairly good clip. Jim Pause, head of the firm's Norge division, said factory shipments are far less than the demand for merchandise needed in order to do "a really good job." Mr. Pause said he doesn't expect shipments to open up much before January 1, that a shortage of steel is having a tremendous effect on production.

Mr. Pause waxes eloquent, however, when he talks about the new Reinhard department—the M-G-F record division. With Harold Lane as manager, the division has made substantial increases monthly and with releases being received every two weeks Mr. Pause said it won't be too long before records become one of the top departments at Reinhard.

Zenith radio at Reinhard also is moving very well, with Ker Davis' department still not getting enough consoles and combinations. Mr. Davis is away on a short vacation.

A new addition to the Norge division is Bob Griffith who is headquartering in Duluth and is calling on the trade in St. Louis county—Iron Range and Duluth—as well as in western Wisconsin.

Among recent visitors to the Reinhard plant were Walt Davis, Detroit, sales manager for the Norge gas range and oil burner division, and Thurlo Johnson, district representative for Norge working out of Chicago. Mr. Pause said the Reinhard firm is not contemplating any early dealer meetings, preferring to wait until a later date when merchandise will be more plentiful.

At the S & M Tire Co., distributor of radio and electrical home appliances, Berl Count, sales manager, reported "Summer doldrums" for that end of the business. He said his firm has a sizeable stock of Clarion radios on hand but that sales have fallen off considerably. Mr. Count reported that he can't get enough Apex washers, vacuum cleaners and ironers to meet the demand for these products.

Walter Boyd has been appointed to head the electrical home appliance division at S & M., Mr. Count reported. Before going with the firm, Mr. Boyd had represented a deep-freezer manufacturer firm in this territory.

Word from the Forester Distributing Co., where F. A. Forster is in charge, is to the effect that Motorola car radios and home sets are coming in increasing numbers, but that the supply still is far from the demand for merchandise on hand.

JACK WEINBERG

Macatee Names Johnson

DALLAS, TEX., Tuesday—Macatee, Inc., 2907 San Jacinto, announces the appointment of A. R. Johnson, until recently sales manager for a nationally known manufacturer of electrical appliances, as promotion manager.

ELECTRONICS SESSION PLANNED FOR CHICAGO; VIDEO, FM ON AGENDA

CONFERENCE NOV. 3 TO 5

Comprehensive Technical Program Arranged — Dr. Geo. D. Stoddard, President of University of Illinois, Is Speaker.

CHICAGO, ILL., Monday—Dr. G. D. Stoddard, new president of the University of Illinois and one of the nation's foremost educators, will deliver the keynote address at the National Electronics Conference which will be held at the Edgewater Beach Hotel, here on November 3, 4, and 5. Walter Evans, vice president of Westinghouse Electric Corp., will speak at the Monday luncheon, and Blake D. Hull, president of the American Institute of Electrical Engineers, will be present at the AIEE luncheon on Tuesday. The main banquet will be held Monday night in the Marine Dining Room, and entertainment will be provided by the stars of the regular Edgewater Beach Hotel floor show.

A comprehensive technical program has been arranged, with practically all fields of interest being covered. Major emphasis will be in industrial electronics, with a total of three sessions in this field. One of these sessions is now being arranged by the AIEE in connection with its national convention

which will be held the same week as N. E. C.

Various new types of antennas, including aircraft antennas, will be discussed. One session will be devoted to commercial, FM, and television broadcasting, and another to color television and oscillography. Several papers will be presented on instrumentation, and a panel discussion on electronics research operations led by experts in the field has been planned.

Of general interest will be such subjects as guided missiles, electronic computers, supersonics and infrared, microwaves, and detection of particles. Technical details of the new dynamic noise suppressor, invented by Hermon Hosmer Scott, will be released, and other papers on audio frequencies have been scheduled. A group of educational exhibits by various manufacturers will add interest to the conference.

The complete program for the Conference includes twenty technical sessions with a total of about fifty papers, two luncheons, and the main banquet, in addition to the general session on Monday morning.

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WHAT

Adjust-a-Cone

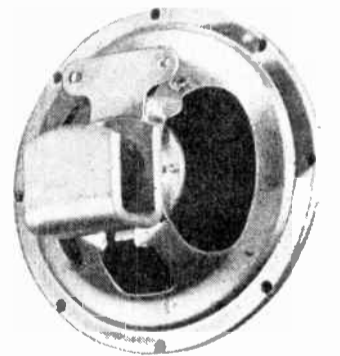
MEANS TO YOU . . .

The Quam Adjust-a-Cone Speaker construction provides a method for precision centering of the voice coil in every Quam Speaker before it leaves the factory.

Rubbing voice coils, so frequent with speakers of conventional construction, are practically eliminated in Quam Speakers.

With ordinary speaker construction, such precision is almost impossible, even under the most ideal production methods, and, as a result, the slightest warping or expansion of the cone may produce a rubbing voice coil.

Always specify Quam Speakers for finest performance and long, trouble-free service.



LOOK FOR THE U-SHAPED COIL POT

Write for Catalog

QUAM *Adjust-a-Cone* SPEAKERS

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





RECORD NOTES

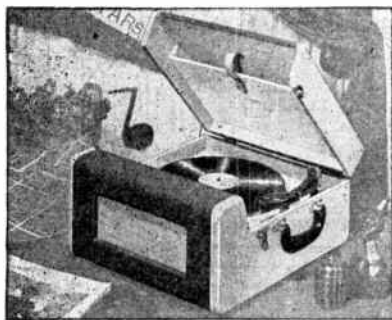
SONORA JOINS GROUP TO UP DEALER SALES

As a stimulant to retail record business, Sonora Radio & Television Corp.'s record division, New York, has tied in with five major record companies and Paul Brenner of Radio Station WAAT, Newark, N. J., in promotion program.

The program provides for the giving away of 110 records a week by each company to winners of a "Mystery Record Promotion." The winners receive a card that entitles them to obtain any record of their choice by redeeming the card at any record dealer in New York and New Jersey. The dealer can then redeem this card at his distributor.

The program will serve to increase retail store traffic, it was stated.

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



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St. Louis 8, Missouri

MANUFACTURED BY
Audio INDUSTRIES
MICHIGAN CITY, INDIANA

TEMPO NAMES RAINBOW TO COVER N. Y. REGION

Rainbow Distributors has been appointed exclusive New York distributor for the Custom-Made Record line of the Tempo Record Co. of America, Hollywood, Calif., it was revealed here this week.

Harry Fromkes, head of Rainbow Distributors, an affiliate of his New York disc firm, Rainbow Records, Inc., stated that distribution of the Tempo catalog, which encompasses over one thousand tunes, had been initiated.

August Red Seal Discs Listed by RCA Victor

CAMDEN, N. J., Monday—Red Seal releases by RCA Victor Records for August will feature albums by Serge Koussevitzky and William Kapell, and singles by Leopold Stokowski and Jascha Heifetz.

A two record set of Prokofieff's Romeo and Juliet, ballet, suite No. 2, by Koussevitzky; a four record album of Beethoven's Concerto No. 2 in B-Flat, Op. 19, and Brahms', Intermezzo in E, Op. 116, No. 6 by Kapell; and singles of Waltzes from Strauss's "Die Fledermaus" by Stokowski, and "Estrellita" and Korngold's "March" are ready for the August trade.

Two Columbia Releases Featured in New York

Art Kenn, sales promotion manager of Times-Columbia Distributors, Inc., New York, last week announced sales promotion plans for two Columbia releases which the firm is pushing this month. Large green buttons, advertising the original cast album of songs from "Finian's Rainbow", are being worn by salesmen at Columbia record stores throughout the city.

Also the current Dorothy Shay disc, "Feudin and Fightin'" is being promoted by the appearance of a girl dressed in Hillbilly clothes on disc jockey programs.

Appleton and Field Join Recording Roster at Vox

Addition of Appleton and Field, young duo-pianists, to the recording roster of Vox Records, New York City, was announced here this week.

These concert pianists join the growing list of Vox artists to which has been added Richard Dyer-Bennet, Eugene Conley, Dorothy Sarnoff and Alice Ehlers during recent weeks.

ENDING OF CREDIT CONTROL IS VOTED; EXPECTED TO EASE RADIO SALES TERMS

(Continued from Page 3)

called "rotating credit". Under this plan, a maximum limit is set on the consumer's charge account and the final date for liquidation of each purchase.

Installments payments in department stores are used primarily on "big ticket" sales, such as refrigerators, radio-phonograph combinations, washing machines, ranges and other such durable goods. The feeling is that the elimination of Regulation W may produce a moderation of department store terms on these sales. This will probably be a reduction of down payments to 20 to 25 per cent of the purchase price but period of payment will be held at fifteen months generally.

Small dealers may go so far as to institute no down payment offers and two years to pay. But it is felt that even these retailers will face the fact that buyers are accustomed to the larger down payments and generally prefer to liquidate their indebtedness at the earliest date possible.

The removal of credit control restrictions is expected to have sales producing effects in all industries which have already entered into a position of free supply. Radio is included in this category.

WASHINGTON, D. C., Saturday—William Cheyney, director of the Retail Credit Institute, today hailed the action of Congress in agreeing that Regulation W be ended on November 1.

"Needless to say, the action pleases us immensely," Mr. Cheyney declared.

CLOSING OUT

our stock of

LIBERTY CARILLONS

"The Voice of the Cathedrals"

AT DISTRIBUTOR COST

All Liberty Carillons are in original factory boxes. All brand new

ELECTRICAL SUPPLY CO.

201 Magazine Street, New Orleans 8, La.

LeMar Distributing Corp. Organized in New York; Merchandising Records

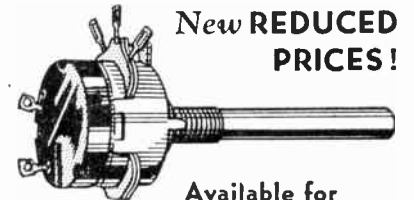
John LeMar and Alva Edwards have announced the formation of the LeMar Distributing Corp., with headquarters at 41 West Sixty-sixth street, New York City. Both were formerly associated with Eastern Music Sales.

LeMar Distributing will serve the New York and Northern New Jersey trade with Trilon records, featuring such artists as Vido Musso, the Stan Kenton All Stars, The Vagabonds and the Four Aces. Labels now being represented by LeMar Distributing Corp., in addition to Trilon are: Panart, Hub, Mello Strain, Seva and Big Town.

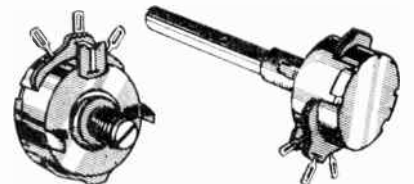
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VOLUME CONTROLS

New **REDUCED**
PRICES!



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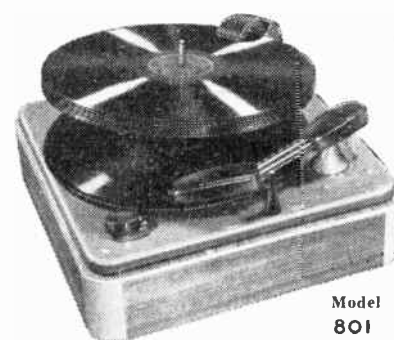
POTENTIOMETERS and Tone Controls

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Model
801

FEATURING:

Harmonizing Walnut
and Maple Base

Automatic Operation

Fast, Quiet Changing Cycle

Competitive Low Price—\$32.50

PROSPECTS Unlimited

Your market for the VM Model 801 completely automatic changer unit is measured by the number of radios in your trade area. Attractive walnut and maple base, automatic operation, minimum record wear, silent service-free action, rock-bottom price, easy installation are only a few of the sales-clinching features it offers your customers.

VM CORPORATION
BENTON HARBOR • MICHIGAN

Ask for Bulletin RT-4

RADIO TRADE SHOW IS PLANNED FOR BOSTON ON AUGUST 13 AND 14

WILL DISPLAY NEW MODELS

First Annual Affair to Be Held by Electric Institute — Television Gets Little Interest in the Hub City — Other Trade Notes.

(Continued from Page 7)

in rent controls and costs. This Summer and early Fall will be a peak period of the post-war conversions, say dealers, and that any consumer "wait and see" attitude that prevails now simply means a much greater volume of sales later as customers become thoroughly convinced that there won't be any marked price reductions but instead can look forward to slight increases on some types of units.

Radio dealers say that there's very little interest in television. Most dealers of course soft-pedal TV as they think that the "television is just around the corner" theme has been over-worked, and furthermore would interfere with present sales of deluxe-radio-combination sales.

However, spade-work is commencing with Boston's first television station, WBZ-TV, according to W. H. Hauser, chief engineer of the New England Westinghouse stations of which WBZ is a unit. Television broadcasts will commence late this year with picture patterns. The station will be equipped with RCA microwave relay facilities that will permit a satisfactory twenty-five mile coverage in the Metropolitan Boston area. Construction of a million dollar Television Center is under way to be located in Allston near the Harvard Stadium and covering a ten acre tract on Soldiers' Field. This center will house studios, offices and technical equipment and will link facilities with WBZ's standard broadcast activities.

The new center will service an estimated two and a half million population with fairly reliable service to those living within a seventy mile range of the Center. Plans include a forty by forty-five foot ultra-modern general purpose television studio. It is said that by working with the RCA microwave beam system and a related link service of mobile units, that all sorts of outdoor events can be telecast, as well as other events picked up from nearby points of momentary public interest by means of the UHF microwave beam equipment.

When the new center becomes a full-fledged reality in 1948, it will doubtlessly get tremendous local publicity and at the same time the public will discover that there are hosts of television experts in this area ready to guide them into the purchase of the proper receiving equipment.

A. P. L'Hommendieu, eastern district manager of the Westinghouse Home Radio Division announces that on Thursday, July 31, its distributors will meet at the Hotel Statler to inspect the new 1948 line and discuss merchandis-

ing plans as presented by Westinghouse officials. New York State as well as New England distributors will be present and spend the afternoon after a mid-day luncheon.

Alan Steinert, president of Eastern

Co. announces that there'll be an important meeting of Bendix automatic home laundry dealers at the Crystal Room of the Kenmore Hotel, Wednesday July 30 at 3 PM where they will be addressed by executives of Eastern

and Bendix Home Appliances, Inc. The business meeting will end at 9 PM to be followed by refreshments and fraternizing.

FRANK PRAY

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!

LEONARD ASHBACH COMPANY

America's Largest Tube Jobber

PRESENTS ITS GREATEST RADIO TUBE SALE!

Here We Offer Over One Million Nationally Famous Radio Tubes In Hundreds of Types. You Will Note That Many are the Hard to Get Criticals. Our Tremendous Buying Power Brings You This Gigantic Event and Priced in Two Categories. Some at Distributors' Cost — and Below Distributors' Cost.

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ORDERS WILL BE FILLED IN ROTATION RECEIVED

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

CHECK THESE SENSATIONAL PRICES !!!

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
2300	—1A7GT	.59	14000	—6J6	.30	2000	—7C5	.49	6000	—12BE6	.40
1700	—1N5GT	.59	1650	—6K7	.18	2000	—7C6	.55	3000	—35W4	.29
1400	—1H5GT	.49	5000	—6SA7GT	.49	5800	—7B6	.49	2100	—50B5	.48
2000	—1LA6	.90	6000	—6SQ7GT	.40	6200	—7Q7	.49	1400	—35Z5	.35
500	—1LD5	.75	3000	—6SC7	.55	8000	—7N7	.49	8000	—35L6	.44
1900	—1LC6	.85	500	—6SF7	.55	3000	—7E5	.49	1800	—50L6	.44
4400	—1LN5	.75	4500	—6L6	.87	2000	—7Y4	.49	1200	—50A5	.55
3700	—1R5	.45	2900	—6L6GA	.80	3000	—7F7	.55	1400	—35Y4	.39
1500	—1S5	.40	800	—6SD7	.35	1800	—12SR7	.45	3000	—14Q7	.45
1900	—1T1	.40	800	—6SN7	.48	2000	—12SL7GT	.55	3300	—14A7	.48
3700	—3Q5	.65	12000	—6SH7	.30	5000	—12SQ7GT	.40	2000	—14B6	.45
800	—3A4	.35	2300	—6SL7	.60	8000	—12SK7GT	.40	700	—46	.48
2600	—5U4G	.45	2000	—6V6GT	.49	4000	—12SA7GT	.50	400	—9003	.25
4000	—5Y3GT	.33	2000	—6J5GT	.39	12000	—12SN7	.30	1350	—955	.45
1700	—6AG5	.50	2000	—6K6GT	.45	3000	—12C8	.30	4000	—SP30	.39
1500	—6AL5	.30	4000	—6SK7	.40	8000	—12A6	.40	3300	—SP15	.40
1800	—6H6	.39	1900	—6J5	.39	3000	—12H6	.30	2300	—OY4	.38
23000	—6C4	.38	4000	—6SJ7	.48	2000	—12AT6	.40	1000	—77	.45
1400	—6C5	.45	5000	—7A7	.49	2000	—12J5GT	.39	800	—27	.40
1600	—6K7GT	.48	2000	—7B4	.49	3000	—12BA6	.40			

And Hundreds of Other Types. Send us Your Requirements

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152-54 W. HURON STREET

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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.

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CHICAGO SPEAKERS DIFFER AS TO THE VALUE OF NEW PAY-AS-YOU-SEE TELEVISION PLAN

WOULD BE SENT INTO RESIDENCES BY TELEPHONE WIRES

H. C. Bonfig Says It Is Just What Is Needed to Lift Television From the Doldrums — E. A. Nichols Calls Plan Impracticable — Open House Held All Week in Furniture Mart for Farnsworth Dealers.

(Continued from Page 8)

WBKB is getting reports from televiewers of better reception, particularly in Chicago's suburbs, upwards of twenty-five miles from the transmitter atop the station in the Loop. Pictures are reported much clearer than before, with more contrast, more brightness and clearness of detail.

The Harry Alter Co., Crosley distributor here, has been given the franchise for distributing the Jacobs "Lauderall" in this territory, according to Max Geisler, sales promotion manager for Alter. The territory takes in Cook, Lake, Will, Kankakee and Du Page counties in Illinois, and Lake county, Indiana.

"We are very happy over this new addition to our line," Mr. Geisler said. "With full credit to all other makes of laundries for the home, we consider the 'Lauderall' the best of all, for it is a completely automatic home laundry that does everything it claims to do, with a margin to spare. We are starting a campaign of advertising and merchandising on it that will do jus-

tice to the machine, and to back up our dealers in selling the 'Lauderall' to their customers easily and with complete satisfaction."

Mr. Geisler also said that shipments are now coming through on the Crosley table model television receiver, listing at \$375. It depicts images on a screen 6 $\frac{3}{4}$ x 8 $\frac{1}{2}$ inches. Deliveries are coming through on regular schedule, he said, adding that the return of WBKB to the air has facilitated both sales and factory shipments to meet the increasing demand for sets.

The Sampson Co. this week began shipments of the first complete post-war opera recording to be made in this country. It is the Columbia issue of "La Traviata" and consists of fifteen records in two albums, boxed with libretto. The opera was recorded by the Rome Opera Co. in Italy and, according to Bob Sampson, manager of the Sampson record division, the master records turned out each day were flown to England that night, where they were processed.

Announcement has been made by R. J. Sherwood, sales manager of Hallcrafters Co., of the promotion of Rose

Buss Korsgren to the position of sales promotion director of the firm. Mrs. Korsgren, better known to her host of friends in the industry by her maiden name of Rose Buss, has been with the Hallcrafters organization for four and a half years. She started with the company as the secretary of Herb Hartley, general works manager. Her next promotion was to editorship of the firm's employees' house organ, "Hallcrafter Tuner." To this was added the post of publicity director and her next step up was when she was placed in charge of public relations.

In her new position as sales promotion director, Rose is receiving the congratulation of all who know her and are so well aware of the good work she has done in the positions she has filled with Hallcrafters. She was active in doing publicity for the Parts Show held at the Stevens Hotel, here, in May, working with Mr. Sherwood, who was in charge of that phase of the event.

Production schedules of the Quam-Nichols Co., here, are filling up faster than had been anticipated, according to James P. Quam, president. Orders continue to pile in for all speakers made by them, he stated, ranging from the 4-inch to the 12-inch sizes, and already the schedules for September and October are assuming respectable propor-

tions. "We are continually making minor improvements in all our speakers," Mr. Quam stated, "and while none of them is revolutionary, all are calculated to place a better product in the hands of manufacturers and dealers. Those same people tell us there could be nothing better than a Quam-Nichols speaker, but that doesn't stop us. We keep on trying to make them finer, just the same."

The Lynn Stewart Co., distributor here of Arvin radios and a varied line of appliances, has been made exclusive distributor in the Chicago area for the Duralux coffee maker. "We are very pleased at getting this item," stated Lynn Stewart, president of the firm. "Instead of being priced at \$9.95, like other coffee makers, this fine job is retailing for \$5.95, and a lot of people have \$5.95 but don't have \$9.95. It has been advertised recently in the Saturday Evening Post in full pages, and our dealers are moving them fast."

Mr. Stewart reported that demand for Arvin radios keeps abreast of the supply, and likewise for the personal radio set made by Regal Electronics in New York.

—W. D. MORRIS.

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

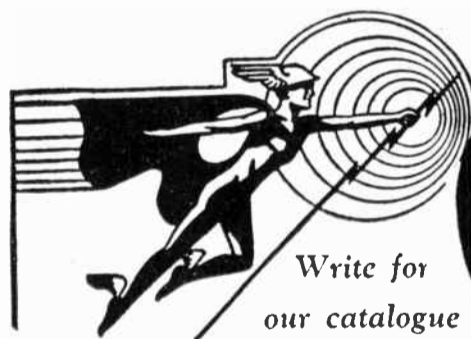
IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

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



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- ZENITH Radios—Hearing Aids
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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"

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

DISTRIBUTORS IN NEW JERSEY AND ORANGE AND ROCKLAND COUNTIES, NEW YORK

<ul style="list-style-type: none"> • Shelvador Refrigerators • Frostmaster Frozen Food Cabinets 	<h1 style="margin: 0;">CROSLEY</h1>	<ul style="list-style-type: none"> • AM-FM Radios • Gas and Electric Ranges
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APOLLO DISTRIBUTING CO. • Television Receivers • Apollo Bldg. 15-17 Shipman St., Newark 2, N. J.

1-MAN SHOPS DOING STEADY BUSINESS IN NEW ENGLAND AREA

WARREN, R. I., Monday—Marcello Radio, 426 Main street, in this city, is run by its owner, Arthur T. Marcello. Located on the corner of Child street, it shares quarters with a shoe repair shop. That reduces rent and also gives a phone-answering service, for the owner runs delivery service for his repair work.

Mr. Marcello has operated the place for twelve years and kept it open even

Dr. Ralph L. Powers, Los Angeles radio counsellor, is journeying via motor and will contribute notes on radio shops. More will follow in RADIO and Television WEEKLY.

ings during the war days, when he worked in a nearby defense plant. The high-priced merchandise, he said, is a drag on the market in the mill town where workers seem to stick to \$25 sets

on a cash basis. These, of course, are for plastic case, table models.

There is a small demand for slightly higher sets, but not for FM, television or combinations in the \$200 and up bracket. Over \$25 apparently is on the \$2 a week basis, which adds to carrying charges and collection costs, and seldom proves advisable to shop keepers.

In the record department, he reports Decca way ahead, with Victor and Columbia following. Crosley, Emerson and Farnsworth, in that order, are his set leaders. Motorola is his auto set seller. Aerials, tubes and accessories are fair sellers. He carries no electrical merchandise, with the exception of a fan display. Record changers he installs complete and also stocks a few phonographs.

Warren is on the road from the Mt. Hope bridge to Providence and is next door to Barrington, where many from the big city ten miles away moor their boats. Thus the mill town population trade is slightly augmented by Summer business and a more or less brisk service activity.

The shop is perhaps not typical of the average small town radio sales and service, but it is essentially typical of a mill town store with its own local problems that must be met. To make a success in a place like this, a minimum of rent and operating costs must be in evidence, a low price range of items stocked, and a wary eye cast towards a credit business. Mr. Marcello knows all this and, in addition, is well established despite keen competition in sales from stores that are not primarily radio outlets and do not have complete service facilities.

ARLINGTON, MASS., Tuesday — Capitol Electrical Appliances Co., 125 Massachusetts avenue, in this city, is a good example of a one-man shop. Harry Karnik, an electrical man all his life, opened the shop two years ago and does all his own sales and service.

His electrical department stocks a few from many lines in his small store, which serves the immediate neighborhood and also the fringe of Cambridge with its student population. He has on his shelves RCA, Federal, Admiral and National Union. The Stewart-Warner

radio bar is a good seller. Gerb's (Chicago) portable phono gives a good account of itself. He features the Golden Tone portable, a small and compact wooden cabinet simulating a tiny refrigerator in novelty form. It is an AC outfit, no batteries, made in Cambridge by the Five Star Radio Co.

He carries Crosley and L&H electric stoves and has the agency for Premium vacuums. The novelty records distributed by Monitar move rapidly from the display rack. In the accessory line, Capitol shows a variety of flashlights and batteries, toasters, ironers, floor and table lamps, thermos, clocks, light bulbs, solder, tape, cords, percolators, electric razors, door chimes and buttons, switches, fans by Varnadofan (of Chicago), barbecue grills from the Thermo-Broiler Co. (of Brooklyn) and others.

Mr. Karnik does his own service work and calls for and returns merchandise to customers' homes. The shop is located on the main street, but out of the big rent district. Thus costs of operation are held somewhat to a minimum. Nearby residents furnish the bulk of trade, but a goodly share comes from

the Harvard Square district in Cambridge and a small percentage is 'carriage trade.' He does not carry a heavy stock, but depends on a rapid turnover of what he has. In the way of variety, Capitol stocks an amazing line of samples and display models. The owner reports no seasonal business, but a steady year-round trade, though at the moment the public is "still waiting for prices to show a downward trend."

Riley-Hogan, White Plains, Leases Site for New Store

WHITE PLAINS, N. Y., Monday—The Riley-Hogan Co. here, dealers in radios, appliances and furniture, announced today that they have taken a lease on a new building being erected for occupancy early in 1948 at 193-7 East Post Road. The store is now located on Mamaroneck avenue.

Containing a mezzanine, a dropped room in the rear for display purposes, and a sales basement, the store's new headquarters will have a frontage of forty-five feet and a depth of 153 feet irregular.

Emerson

RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

S. E. SCHULMAN CO.

801 South Wabash Avenue Chicago, Illinois

BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

- | | |
|---|---|
| <ul style="list-style-type: none"> • DeWALD Radio • MICRO-LITE Flashlights • ARNOLD Electric Clocks • WINDSOR Luggage | <ul style="list-style-type: none"> • ECKENROTH Musagrاند Record Cabinets • SONATA Phonographs • CONVERSA FONE Inter-Coms |
|---|---|

624 SO. MICHIGAN AVE. HARRISON 1844 CHICAGO, ILL.

LOOK
to
WARD

for
OUTSTANDING
FM
Antennas

Ward FM antennas stand head and shoulders above the field for value. Available in straight or folded dipole types (with or without reflector kit), they adapt easily to varying individual requirements. Providing the maximum electrical efficiency needed for finest FM reception, they are easy to install securely. Their trouble-free operation assures you extra profits. Write for free catalog today.

WARD

Aerials

THE WARD PRODUCTS CORPORATION
1523 EAST 45th STREET, CLEVELAND 3, OHIO

EXPORT DEPARTMENT: C. W. Brandes, Manager, 4900 Euclid Ave., Cleveland 3, Ohio
IN CANADA: Atlas Radio Corp., 360 King Street W., Toronto 1, Ontario, Canada

RMA NAMES NEW SECTION CHAIRMEN

(Continued from Page 3)

Instrument Co., Bluffton, Ohio.
 Insulations Section: John W. Apgar, Irvington Varnish & Insulator Co. Irvington, N. J.
 Metal Stampings and Metal Specialties Section: S. L. Gabel, Superior Tube Co., Norristown, Pa.
 Phonograph Cartridges and Pickups Section: George B. Fraser, Astatic Corp., Conneaut, Ohio.
 Plastics and Molded Parts Section: John J. Bachner, Chicago Molded Products Corp., Chicago.
 Record Changer and Phono-Motor Section: Allan W. Fritzsche, General Industries Co., Elyria, Ohio.
 Socket Section: Frank Holmstrom, Hugh H. Eby, Inc., Philadelphia, Pa.
 Speaker Section: Laurence A. King, Rola Co., Inc., Cleveland, O.
 Speaker Parts Section: A. D. Plamon, Jr., Indiana Steel Products Co., Chicago.
 Special Products Section: William R. MacLeod, King Laboratories, Inc., Syracuse, N. Y.
 Switch Section: William S. Parsons, Centralab, Milwaukee, Wisc.
 Transformer Section: R. A. Hoagland, Jefferson Electric Co., Bellwood, Ill.
 Variable Condenser Section: G. F. Behringer, American Steel Package Co., Defiance, Ohio.

RADIO DISTRIBUTOR FRANCHISE AVAILABLE!

In Several Important Markets

Policy change of a well known set manufacturer makes available this attractive proposition, If interested, write or wire.

SALES MANAGER

Box 915
 RADIO & Television WEEKLY
 99 Hudson St., New York 13, N. Y.

C CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

MFRS. REPS. WANTED ALSO SALESMEN WANTED
 By well-known N. Y. television receiver manufacturer. Expanding fast in every city with a television station. Box No. 897, RADIO and Television WEEKLY.

WIRE AT MILL PRICES
 Hearing Aid—Single and Twisted Pigtail 50 Strands .002
 Hookup—Vinyl and Rubber Insul. Send for List—Box 861
 RADIO and Television WEEKLY

SUB CONTRACT WORK WANTED
 Manufacturer of radios, amplifiers and other specialized electronic equipment seeks sub-contract work on electronic products. Box 914, RADIO and Television WEEKLY.

OFFERING TO DEALERS — 5-tube Ivory Plastic Superhet Radios, \$12.95 net. Best buy in USA. Large stock tubes at low prices. Arvedon Electric Supply, 73 Portland St., Boston, Mass.

WANTED—Partner with from \$8,000 to \$15,000 for established wholesale radio parts business, or will sell entire interest. This is a first-class proposition. Write Box 908, RADIO and Television WEEKLY.

WANTED — Manufacturers' Representatives to sell 3-tube phonographs with automatic record changer to retail at \$39.95 on direct-to-dealer basis. Box 916, RADIO and Television WEEKLY.

Variable Resistor Section: D. S. Kelly, Allen-Bradley Co., Milwaukee, Wisc.

Vibrator Section: Ray F. Sparrow, P. R. Mallory & Co., Inc. Indianapolis, Ind.

Wire Section: R. G. Zender, Lenz Electric Mfg. Co., Chicago.

Wire Wound Resistor Section: D. T. Siegel, Ohmite Manufacturing Co., Chicago.

The Transmitter Division chairmen are:

Aviation Section: H. M. Huckle, RCA Victor Division of RCA, Camden, N. J.
 Broadcast Transmitter Section: C. W. Miller, Industrial Electronic Division, Westinghouse Electric Corp., Baltimore, Md.

General Communications Section: Natale Gada, General Electric Co., Syracuse, N. Y.

Marine Section: C. E. Maas, Western Electric Co., New York, N. Y.

Transmitter Tube Section: A. Frankel, Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

Stromberg Salesmanship Course to Open Next Week

The Stromberg-Carlson Better Salesmanship Campaign, discontinued during the war years, will start again this

CLASSIFIED RATES

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

LINES	1 Time	3 Times	6 Times
3	1.20	3.12	5.76
4	1.60	4.16	7.00
5	2.00	5.20	9.00
6	2.40	6.24	11.52
7	2.80	7.28	13.44
8	3.20	8.32	15.36
9	3.60	9.36	17.28
10	4.00	10.40	19.20

DISPLAY: Sixty Cents Per Line

LIQUIDATING STOCK — Tubes, condensers, radio components; below manufacturers' cost. Send for list. Box No. 912, RADIO and Television WEEKLY.

SALESMEN WANTED for Brooklyn territory by radio and radio parts distributor. All interviews strictly confidential. Address Box No. 911, RADIO and Television WEEKLY.

ST. LOUIS CORRESPONDENT
 RADIO and Television WEEKLY is seeking a correspondent to write weekly news letters covering activities in the radio, phonograph record and major appliance industry. Write RADIO and Television WEEKLY, 99 Hudson St., New York 13, N. Y.

RADIO MANAGER WANTED — National distributor wants manager to cover 9 branches in Middle West on complete line of home radios. Write giving full details, experience and income desired. Box 917, RADIO and Television WEEKLY.

Summer in the New York area with salesmen of all Stromberg dealers receiving at home a special correspondence course on all phases of radio salesmanship, George Bart, merchandising manager of Gross Distributors, Inc., New York, announced this week.

Scheduled to run from August 4 to October 11, the course will stress the Stromberg-Carlson "Pivot Model" approach to radio retailing. Robert A. Gross, sales promotion manager of the Gross Distributors, is in charge.

OPPORTUNITY!

Manufacturer's Representatives In Field of Radio and Television

offers fast-selling line of radio receivers, AM and FM, Television and Novelty sets. Chance for big earnings to live wires. Must have following in Department, Radio and Electrical Appliance, Furniture, Gift, Jewelry, Hardware or Luggage Stores. Established Representatives wanted for each State and Canada.

Box #919
 RADIO and Television WEEKLY
 99 Hudson St. New York 13, N. Y.

RADIO TUBES

Standard 90 Day Guarantee
 Ready to Ship—2% for Cash
 IN LOTS of 100 or more assorted in either price range

- OY4
- 1A5GT
- 1H5GT
- 1L4
- 1R5
- 1S5
- 1T4
- 1U4
- 1U5
- 3Q4
- 3Q5GT
- 3S4
- 6C8G
- 6V6GT
- 6Y6G
- 12AT6
- 12BA6
- 12BE6
- 60B5

80% DISCOUNT
 from the standard list price

70% and 10% DISCOUNT
 from the standard list price

- | | |
|-----------|------------|
| OZ4 | 7N7 |
| 1A7GT | 70L7GT |
| 1C6 | 7Q7 |
| 1N5GT | 7Y4 |
| 1V | 7Z4 |
| 3A4 | 12A8GT |
| 5U4G | 12J7GT |
| 5W4GT | 12K7GT |
| 5Y3GT | 12Q7GT |
| 5Y4G | 12SA7GT |
| 6A7 | 12SK7GT |
| 6A8GT | 12SQ7GT |
| 6BA6 | 12SR7 |
| 6B7 | 14B6 |
| 6C6 | 14Q7 |
| 6F6GT | 14X7 |
| 6G6 | 25Z5 |
| 6H6 | 25Z6GT |
| 6J5GT | 26 |
| 6J7G | 27 |
| 6K6GT | 32L7GT |
| 6SA7GT | 35L6GT |
| 6SG7GT | 35W4 |
| 6SK7GT | 35Z3 |
| 6SN7GT | 35Z5GT |
| 6SQ7GT | 39/44 |
| 6U7G | 41 |
| 6X5GT | 45 |
| 7A4 | 47 |
| 7A7 | 50A5 |
| 7AF7 | 50L6GT |
| 7B6 | 56 |
| 7B7 | 76 |
| 7C5 | 77 |
| 7C6 | 80 |
| 7C7 | 84/6Z4 |
| 7E7 | 117L7GT |
| 7F7 | 117Z6GT |
| 14AF(XXD) | 14A7(12B7) |
| | 7X7(XXFM) |

Subject to Prior Sale

Premier Radio Tube Co.

1804 Winnemac Avenue
 Chicago, Ill. LON. 4429

WHERE TO BUY --- WHERE TO SELL

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

Where the Magnitude
Of Selling Power
Is Reflected

RADIO AND TELEVISION WEEKLY

ESTABLISHED 1946

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.
Arc Radio Corp. Brooklyn, N. Y.
Automatic Radio Mfg. Co. Boston, Mass.
Aviola Radio Corp. Phoenix, Ariz.
Belmont Radio Corp. Chicago, Ill.
Bendix Radio Division Baltimore, Md.
Bowers Battery & Spark Plug Co. Reading, Pa.
Brunswick Radio & Television Division of
Radio & Television, Inc. New York, N. Y.
Crosley Division—Avco Mfg. Corp., Cincinnati, Ohio
DeWald Radio Mfg. Corp. Long Island City, N. Y.
Delco Radio Div. of G. M. Kokomo, Ind.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electromatic Mfg. Corp. New York, N. Y.
Electronic Corp. of America Brooklyn, N. Y.
Electronic Laboratories, Inc. Indianapolis, Ind.
Electro-Tone Corp. Hoboken, N. J.
Emerson Radio & Phono. Corp. New York, N. Y.
Espey Manufacturing Co. New York, N. Y.
Fada Radio & Elec. Co. Belleville, N. J.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
Freed Radio Corp. New York, N. Y.
Garod Radio Corp. Brooklyn, N. Y.
General Electric Co. Bridgeport, Conn.
Globe Electronics Corp. New York, N. Y.
Hallicrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
International Detrola Corp. Detroit, Mich.
Jewel Radio Corp. New York 11, N. Y.
Lear, Inc. Grand Rapids, Mich.
Majestic Radio & Telev. Corp. St. Charles, Ill.
Meck Industries, John Plymouth, Ind.
Motorola, Inc. Chicago, Ill.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Olympic Radio & Television Long Island City, N. Y.
Philco Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Remler Co. San Francisco, Calif.
Sentinel Radio Corp. Evanston, Ill.
Signal Electronics, Inc. New York, N. Y.
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.
Telex, Inc. Mt. Vernon, N. Y.
Telicon Corp. New York, N. Y.
Templetone Radio Mfg. Corp. New London, Conn.
Transvision, Inc. New Rochelle, N. Y.
Trav-Ler Radio Corp. Chicago, Ill.
U. S. Television Mfg. Corp. New York, N. Y.
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.
Warwick Mfg. Corp. Chicago, Ill.
Westinghouse Electric Corp. Sunbury, Pa.
Wilcox-Gay Corp. Charlotte, Mich.
Zenith Radio Corp. Chicago, Ill.

Appliance Manufacturers

Admiral Corp. Chicago, Ill.
Crosley Division—Avco Mfg. Corp., Cincinnati, Ohio
Gibson Refrigerator Co. Greenville, Mich.
Jacobs Co., F. L. Detroit, Mich.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Philco Corp. Philadelphia, Pa.
Trilmont Products Co. Philadelphia 3, Pa.
Wittie Mfg. & Sales Co. Chicago, Ill.

Electronic Tube Supplies

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

Electronics Manufacturers

Bendix Radio Division Baltimore, Md.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electronic Corp. of America Brooklyn, N. Y.
Emerson Radio & Phono. Corp. New York, N. Y.
Fada Radio & Elec. Co. Belleville, N. J.
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.
Stromberg-Carlson Co. Rochester, N. Y.

Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.
Alliance Mfg. Co. Alliance, Ohio
Apex Radio & Television Corp. New York, N. Y.
Audio Industries Michigan City, Ind.
Capitol Records, Inc. Hollywood, Calif.
Columbia Recording Corp. Bridgeport, Conn.
Continental Electronics Brooklyn 22, N. Y.
Daval Co. 19 W. 44th St., New York, N. Y.
Davidson Mfg. Co. Eatonton, Ga.
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.
Garrard Sales Corp. New York, N. Y.
General Industries Co. Elyria, Ohio
Hamilton Associated Industries Chicago, Ill.
Edgar J. Horn New York, N. Y.
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Keynote Records, Inc. New York, N. Y.
Majestic Records, Inc. New York, N. Y.
Monarch Records, Inc. Brooklyn, N. Y.
Musicraft Records New York, N. Y.
Musitron Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Portofonic Mfg. Corp. Brooklyn 32, N. Y.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordisc Corp. New York, N. Y.
Recotone Corp. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
Tempo Record Co. of America Hollywood, Calif.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Universal Microphone Co. Inglewood, Calif.
V-M Corporation Benton Harbor, Mich.
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

Emerson Radio & Phono. Corp. New York, N. Y.
DuMont Labs., Inc., Allen B. Passaic, N. J.
General Electric Co. Schenectady, N. Y.
Hytron Radio & Electronics Corp. Salem, Mass.
Ken-Rad Tubes Owensboro, Ky.
Machlett Labs., Inc. Springdale, Conn.
National Union Radio Corp. Orange, 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.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Cinaudagraph Speakers, Inc. Slater, Mo.
Coronet Electric Co. Chicago, Ill.
Cosmic Radio Corp. New York, N. Y.
Dumont Electric Co. New York, N. Y.
Electrical Reactance Corp. Franklinville, N. Y.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
Electronic Laboratories, Inc. Indianapolis, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Hillburn Electronic Products Co., New York 13, N. Y.
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.
Oxford Electric Corp. Chicago, Ill.
Perfection Electric Co. Chicago, Ill.
Permoflux Corp. Chicago, Ill.
Philco Corp. Philadelphia, Pa.
Pyramid Electric Co. Paterson, N. J.
Quam-Nichols Co. Chicago, Ill.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Servwel Products Co. New York, N. Y.
Snyder Mfg. Co. Philadelphia, Pa.
Solar Mfg. Corp. New York, N. Y.
Spirling Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
United Speakers, Inc. Los Angeles 23, Calif.
Universal Microphone Co. Inglewood, Calif.
V-M Corporation Benton Harbor, Mich.
Vitamite Co., The New York 23, N. Y.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

All State Distributors, Inc. Newark, N. J.
Apollo Distributing Co. Newark, N. J.
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.
Bernat Sales Co. 624 S. Michigan Ave., Chicago
Central Queens Elec. Sup. Corp. Brooklyn, N. Y.
H. L. Dalis, Inc. New York
Eastern Electrical Supply Co. Newark, N. J.
Electronic Distributing Co. Miami, Fla.
Emerson-New Jersey, Inc. Newark, N. J.
Emerson-New York, Inc. New York, N. Y.
Emerson Radio of Pennsylvania Philadelphia, Pa.
Emerson Radio of Washington Washington, D. C.
Everybody's Supply Co. Philadelphia, Pa.
Fayhill Dist. Co. 142 Liberty St., New York, N. Y.
Fada of New York, 928 Broadway, New York, N. Y.
Grossman Radio & Elec. Co. New York 6, N. Y.
Hedco Distributors, Inc. Chicago 40, Ill.
Igoe Brothers, Inc. Newark, N. J.
Krich-Radisco, Inc. Newark, N. J.
Lake Shore Electronics Chicago, Ill.
Legri S Company New York 25, N. Y.
Milo Radio & Electronics Corp. New York, N. Y.
Northeastern Distributors, Inc. Boston, Mass.
Park Radio Service 130 Cedar St., N. Y. C.
Peter Jackson Co. Chicago 40, Ill.
Robbins Co., Chas. W. 853 Broadway, New York
Sanford Electronics Corp. New York, N. Y.
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.
Seaboard-Ronley Corp. New York, N. Y.
Stern & Co. Hartford, Conn.
Stone Distributing Co. St. Louis, 1, Mo.
Wakem & Whipple, Inc. Chicago, Ill.
Walker-Jimieson, Inc. Chicago, Ill.
Wolfe Radio Co., Ben 14 W. 17th St., New York

Sonora for '48!

Clear as a Bell

32 SPARKLING SELLERS WITH ALL-AMERICA APPEAL

featuring
NATIONALLY ADVERTISED



Clear as a Bell Tone

**PRIDE-OF-POSSESSION STYLING
PERFORMANCE THAT STAYS SOLD**

SEE THE COMPLETE PRESENTATION
IN THIS HANDSOME BROCHURE

Backed by SONORA'S
Sound Dealer Policy



FM MODELS
5 Great New Models, including striking new plastic table model

PHONOGRAPH-RADIOS
11 Magnificent Instruments—Floor and Table Models

FLOOR MODELS
7 Distinctive Furniture Creations—each with phonograph

TABLE MODELS
9 Beautiful Numbers, in striking plastic and wood design triumphs

3-WAY PORTABLES
• **FARM RADIOS**

WRITE FOR YOUR COPY TODAY 

SONORA RADIO & TELEVISION CORP.
325 North Hoyne Ave., Chicago 12, Illinois
Please send us a copy of your brochure presenting the 1948 SONORA Line of Radios and Phonographs. No obligation.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



Clear as a Bell Tone

SONORA RADIO & TELEVISION CORP.
CHICAGO 12, ILLINOIS