

RADIO AND TELEVISION

WEEKLY

NEW YORK, WEDNESDAY, OCTOBER 8, 1947

STOP! - LOOK! - and LISTEN! to
STROMBERG-CARLSON'S challenging
radio advertising and sales promotion
campaigns



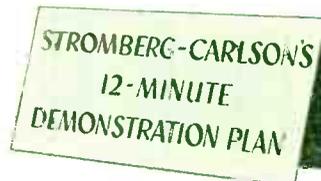
Nothing vague here! This is down to earth selling. It helps your prospect make up his mind. It makes him want to *Stop! - Look!* and *Listen!* to a Stromberg-Carlson. It sends customers *your way!*

PLUS- a hard-hitting newspaper campaign in key cities



Big space advertisements localize the excitement of Stromberg-Carlson's *Stop! - Look!* and *Listen!* theme - dramatize the 12-Minute Demonstration - turn interest into action that leads to *sales!*

PLUS- a complete new sales-closing package built around



No gaps here! No step has been overlooked to carry the full force of this challenging theme through to your floor. Each piece has been designed to lead the prospect into a convincing, clinching 12-minute demonstration!

This complete program is geared to a highly competitive market - to help you make money as a Stromberg-Carlson distributor. Your distributor has full details.

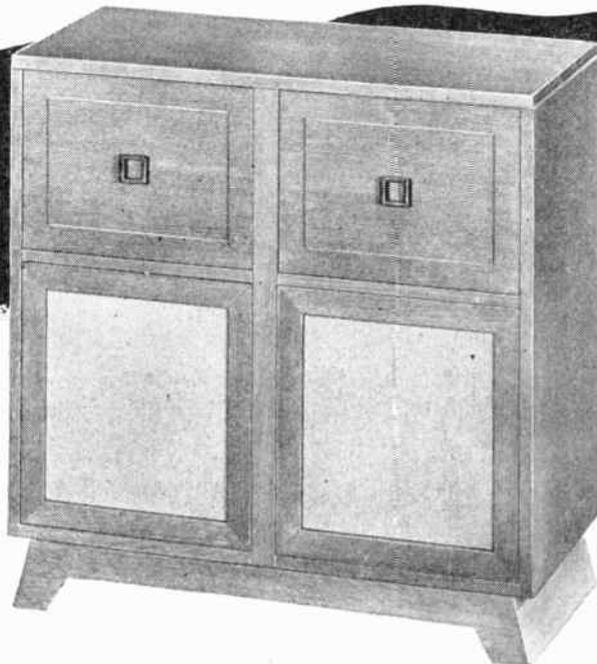
THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON

Stromberg-Carlson Company, Rochester 3, N. Y. - In Canada, Stromberg-Carlson Co., Ltd., Toronto



The last word in FM-AM Table Models.



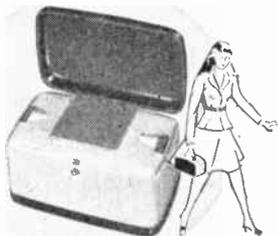
FM-AM; Phono-combination lined oak or regular mahogany.



AC-DC Superhets. Compact, powerful, efficient, beautiful.



AC-DC and Battery Portables, Super performing.



The "Treasure Chest" Sensation of the industry. AC-DC and Battery Superhet. 8 1/4" x 5" x 4 1/2". Weighs only 5 1/2 pounds with batteries.

AND THE Sentinel LINE IS *HERE NOW*



And NOW is the time to get set for the biggest Christmas selling in all radio history! Sentinel is ready—ready with the finest, most complete line ever offered—a radio for every room in every home; for every purse and purpose . . . AM and FM, Battery and Electric—Consoles and Portables, Table Models and Radio Phonographs, backed by full-color, full page advertisements in leading national magazines.

CASH IN ON RADIO'S BIGGEST SELLING SEASON—CONTACT YOUR SENTINEL DISTRIBUTOR TODAY!

SENTINEL RADIO CORPORATION • EVANSTON, ILLINOIS

FOR STUDIO TONE IN YOUR HOME

Sentinel Radio

Brunswick Shows Television Models With Big Screens

PICTURE SIZE, 4 FT. BY 3 FT.

15-Inch and 10-Inch Custom-Built
Models Planned — Price Range
From \$375 to \$3,000, Depend-
ing on Amount of Equipment.

First showing of Brunswick's new large-size television receiver was made last week at a demonstration held for the press at the National Democratic Club of New York, and used a picture screen measuring forty-eight inches by thirty-six inches. The telecast was that of the World Series and pictured the fast moving events clearly for an audience of over one hundred people. David E. Kahn, chairman of the board of Radio & Television, Inc., manufacturer of Brunswick radio and television sets, stated that the super-screen television set is now in production.

The Schmidt optical system is used for the set's projection. It is engineered in such a manner that a brightness unusual for such a large picture is attained. Under normal lighting conditions it can be seen from distances as far away as eighty to one hundred feet.

The company is planning to turn over a division of its manufacturing facilities to the television line, Mr. Kahn stated. The large model will include a record changer, AM-FM and a wire recorder.

It was further explained that the

(Continued on Page 27)

New Philco Post For Ray George

PHILADELPHIA, PA., Monday — Raymond B. George, who has made an outstanding record during the past two years as sales manager of the accessory division, has been promoted to the new post of sales promotion manager of Philco Corp., it was announced today by James H. Carmine, vice president in charge of merchandising.

Mr. George joined the New York wholesale distributing organization of Philco in 1936 as a salesman and was shortly advanced to manager of tube sales. After achieving a record high in sales of tubes, he organized the company's first accessory division in any part of the country and became manager of all Philco accessory sales in the New York area. He made an excellent record in this capacity until 1942, when he joined the Army, serving for three years and advancing to the rank of major before separation.

On his return to Philco from military service in 1945, Mr. George was

(Continued on Page 7)

INDUSTRY LEADERS TO CONSIDER TELEVISION AND FM SET SALES

ANNUAL RMA FALL CONCLAVE IN NEW YORK NEXT WEEK

Other Trade Problems to Be Studied During Four-Day Conference —
Division Meetings Scheduled — Advertising Committee to Review
National Radio Week Program and Radio-in-Every-Room Drive.

PRODUCTION IS KEY TO U. S. ECONOMY

NO RECESSION IS IN SIGHT

General Electric President Says
Present Pricing Structure Is
Strongly Based — Output Ex-
pansion Urged for Industry.

BALTIMORE, MD., Thursday—This nation has little to fear in the future, economically or otherwise, so long as business men and industrialists pursue policies which stimulate expansion of production, rather than limit or strangle it, Charles E. Wilson, president of the General Electric Co., declared here Tuesday night.

Mr. Wilson discounted the so-called economic mandate for a recession, saying "it is difficult not to reach the conclusion, in the face of continued buying at high prices, that these prices are much more strongly based, and the whole price structure less vulnerable, than was the case in 1920." He emphasized that the large current demand for goods is based upon full employment at high wages.

Mr. Wilson addressed a group of public utilities executives and business leaders at a dinner in the Belvedere.

Mr. Wilson said he believed that we have tended to underestimate the strength of some of the post-war inflationary forces. "That is," he explained, "the reasons which underlie our inflation seem to have been more solid than we anticipated. We did not have the unemployment, forecast in certain quarters, because of a tremen-

(Continued on Page 31)

TELEVISION MODELS AT NEW LOW PRICES TO BE READY SOON

A major radio manufacturer is reported to be planning, within the next few weeks, introduction of television receivers, priced substantially under sets now on the market.

Table and console models will be presented shortly at prices considerably under lists of comparable receivers now on the market, it is understood.

These models are expected to open the television market to families in lower income brackets, since prices of most receivers now being produced are beyond the reach of the mass market.

WASHINGTON, D. C., Monday — Plans for the promotion of FM and television receiver sales will be considered by radio industry leaders from the Northeastern, East Central and Mid-western areas during the annual Fall conference to be conducted in New York City, October 13 to 16. Other trade problems will also be considered.

Final plans for observance of National Radio Week, October 26 to November 1, in which the nation's broadcasters will participate as co-sponsors, will be presented to the RMA board of directors following a meeting of the RMA Advertising Committee, which is in charge of the anniversary program.

The board of directors meeting, presided over by RMA President Max F. Balcom, Sylvania Electric, will highlight a series of committee and group meetings extending over four days. The RMA directors will meet on Wednesday, October 15, at the new headquarters of the Institute of Radio Engineers, 1 East Seventy-ninth street, on invitation of IRE President W. R. G. Baker, General Electric, who is also an RMA director and head of the RMA Engineering Department. All other RMA meetings will be at the Roosevelt Hotel.

Several new projects for aiding tele-

(Continued on Page 30)

Motorola Profits Show Sharp Rise

CHICAGO, ILL., Thursday—Motorola, Inc., this city, reported for the nine months ended August 31, net earnings of \$1,827,119, or \$2.28 a common share, after taxes and reserves. This compares with earnings of \$222,409, or 28 cents a common share for the similar period of last year.

For the quarter ended August 31, net profit was \$447,345, or 56 cents a share on sales of \$10,928,692. Sales and earnings declined during the three-month period because of plant shut-down from July 3 to July 31 for a general vacation period.

George Strubel Dead; Was Philco Engineer

PHILADELPHIA, PA., Saturday — George Strubel, television color expert for the Philco Corp., died of a heart attack at his home in Roxborough yesterday despite a five-mile race by police through fog with an inhalator. He was fifty-six years old.

Wm. Clausen Made Operating Head of Farnsworth Firm

WILL DIRECT PRODUCTION

Has Had Varied Business Experi-
ence — New Appointment Is
Announced by E. A. Nicholas,
President of the Corporation.

FT. WAYNE, IND., Friday — Appointment of William Clausen as manager of operations for the Farnsworth Television & Radio Corp. was announced today by E. A. Nicholas, president.

Mr. Clausen will maintain his office at the Farnsworth headquarters here



William Clausen

in Fort Wayne and will be responsible for all manufacturing and related activities at the company's plants.

Prior to joining Farnsworth he was vice president and general manager of Victor Products Corp. of Hagerstown, Md. From 1931 to 1945 he was with the Armstrong Cork Co., Lancaster, Pa., where he was successively management engineer, plant superintendent, plant manager and assistant to the president. During the war he was commodity manager in the munitions division of that company.

AVCO REPORTS LARGE PROFITS

Net income of \$4,622,314, or 63 cents a common share, was reported by the Avco Manufacturing Corp., parent concern of the Crosley Division and the American Central Mfg. Corp., for the nine months ended August 31. This profit is after taxes and all charges.

Results for the corresponding period of the previous year are not comparable because operating results of the Crosley, American Central and also the New Idea, Inc. divisions were not included in figures for that period.

Net sales for the nine month period ending August 31 totaled \$76,395,205.

RADIO AND TELEVISION WEEKLY

Established 1916

THE TRADE'S ONLY WEEKLY

Published Every Wednesday

99 Hudson Street New York 13, N. Y.

VOL. 64—No. 15

OCTOBER 8, 1947

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

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

FIELD REPRESENTATIVE

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

Entered as Second Class Matter April 18, 1916, at the Post Office at New York, N. Y., and re-entered May 16, 1939, under the Act of March 3, 1879. Annual Subscription Rates: United States, \$5; Canada, Cuba and Latin America, \$6; all other Foreign Countries, \$7. Payable in Advance. Single Copies, 25c. Telephone: WAiker 6-2576-7-8.

Cable Address: "REGIBID" Western Union Code.

Profit Operations

Some interesting statistics on the present production picture in the radio industry were revealed recently during an address by Bond Geddes, executive vice president of the Radio Manufacturers' Association, before a gathering of West Coast radio tradesmen in San Francisco.

Among other things, Mr. Geddes brought to light the fact that the industry is well on its way towards its goal of producing a larger proportion of more expensive radio phonograph combinations than it has in the past.

Current output ratios, to total sets produced, of table model combinations is 8.7 per cent, and of console combinations, 10.2 per cent, as compared with 1941 ratios of 4.61 per cent and 5.08 per cent, respectively. The present dollar ratio of table combination sets is 12½ per cent, compared with 5.51 per cent in 1941, while the present percentage of dollar value of console combinations is 28 per cent, compared with 20.75 in 1941.

These figures augur well for the radio industry, since it has long been recognized that the paramount ambition of manufacturers is to make and sell a greater percentage of larger and better instruments, rather than an overwhelming percentage of small table models. In this manner, the industry will be able to lift the average price level up to figures achieved before the advent of the table radio in the early 1930's.

Dollar volume is still the principal goal of any business, and if the industry can sell 15 million instruments at a total cost of \$750,000,000, it will be much better off than if it had sold 18 million receivers for less than \$750,000,000.

The increased popularity of radio-phonograph combinations, plus the steady growth in FM production and the expansion of television sales, will aid more than anything else in helping the industry attain this goal.

The radio industry, for years, has been plagued with a situation whereby the price per set was far under the level that would provide a profit for the trade in general. If the industry is able to continue along present lines, this sore spot will be eliminated once and for all.

Television Triumph

The television industry demonstrated sterling qualities for co-operation in its handling of World Series telecasts—the most important programs ever to be offered to the growing list of video set owners.

Not only were the telecasts of the baseball classic carried by all stations now operating along the eastern seaboard, but the three New York stations took turns in televising the ball games. Accordingly, the series telecasts were viewed by owners of some 70,000 receivers located within range of the three New York stations, two Philadelphia stations, two Washington outlets, and one in Schenectady. This co-operative effort—the largest network in the history of this fledgling business—made it possible for residents in parts of New York, New Jersey, Pennsylvania, Delaware, Maryland, Connecticut, Virginia, District of Columbia, Massachusetts and Vermont to witness the games as they were in progress in Yankee Stadium, New York, and Ebbets Field, Brooklyn.

Sponsors paid \$65,000 for the television rights, and one bid of \$100,000 from a brewery was rejected because the baseball commissioner preferred not to have a producer of an alcoholic beverage sponsor these telecasts. The sponsorship bids are proof enough that advertisers will pay real money for television programs.

The television industry has gained substantially in stature through its mature handling of the World Series telecast. Such leadership is essential at this time to nurse this infant business along during the trying period ahead. Television is no longer an experiment. It is a young industry destined to become one of the greatest fields in the history of this nation.

Furthermore, it is pretty safe to predict now that no matter where the 1948 World Series is played, it will be carried by a vast network of video stations to an audience numbering in the millions. All major league cities will be served with television stations by the time the next series rolls around and ways will be devised by that time to link most of these outlets into an extensive network.

Prosperity

The continued high demand for goods of all types virtually precludes the possibility of

a major business recession, Alfred P. Sloan, Jr., chairman of the board of General Motors Corp., declared last week. Mr. Sloan's talk met with instant approval in Wall Street, where it had a definite market-bolstering effect.

"I haven't any feeling at all," he stated, "that we are going to have a serious recession in this country. I don't see how that can be possible. I measure my point of view on that largely by the activity of our durable and perhaps our semi-durable goods."

Mr. Sloan indicated that in his inquiries among friends in the big industrial operations, he finds there is no hesitancy at all in going ahead and making capital investments to rehabilitate their plants and expand their capacity.

"When that occurs, you can't have an industrial depression when the capital goods industries are busy."

He pointed out that General Motors could sell all it could produce within the next two years and that other producers are in the same shape in the durable industry.

In the light of the radio and appliance industry, there is every reason to agree with Mr. Sloan's prediction. The heavy demand for well-made radio sets—especially combinations, FM receivers and television sets—will continue for years, and the same holds true for so-called "white goods" in the major appliance field—refrigerators, washers, ironers, ranges and sinks.

Some of our pessimistic theorists and economists had predicted widespread unemployment in this country and a general business catastrophe three months after V-J Day. But what has happened instead?

Employment is greater than at any other time in our history. The 60 million job millennium, once considered fantastic, has been reached and factories are busy turning out the greatest quantities of goods in their history. And despite higher prices and high taxes, the average consumer still has more purchasing power than ever before.

Under such conditions, Mr. Sloan's deductions appear logical. It should also be remembered he is not the type of industrialist who makes a general practice of issuing rash statements concerning our economic outlook.

A large part of the whole spiral of inflated costs of radio instruments is based on increased labor costs, the Radio Manufacturers' Association reports. Average wage paid by the industry at the present time is \$1.15 an hour, compared with the prewar average of 68 cents an hour in 1941, an increase of 69 per cent. In 1939, the average was 58.1 cents.

Increased labor costs also cover the steel, copper, lead and wood industries, as well as sales, distribution and transportation. Under these conditions, the demand for lower prices appears out of the question at this time.

CREDIT GROUP URGES SELF REGULATION ON INSTALLMENT SALES

FOR RADIOS, APPLIANCES

Liberalization of Down-Payment and Length of Contract Terms Asked to Preserve Even Flow of Durable Goods.

CHICAGO, ILL., Friday — A proposal was made here yesterday by the American Finance Conference, national association of independent credit companies, that the industry set up its own credit control formula governing installment buying of consumer durable goods after Federal controls expire on November 1.

A special committee of the conference recommended that its 300 member companies adopt a set of standards to control extension of credit on purchases and sales of radios, household appliances, automobiles and other durable products.

In making the recommendation, the committee emphasized a need for controlling inflationary tendencies in credit purchases of such items.

The proposed installment buying formula calls for easier down-payment requirements, longer (in some cases) time for liquidation of unpaid balances and, for the automobile industry, a recommendation that maximum limits for credit advances on new and used cars be based upon cash loan value instead of average retail value, as in the past.

A statement by the committee said finance industry leaders believe the latter proposal "might restrain inflationary tendencies which already have developed, particularly in the used car business."

On the other hand, the committee statement declared, "Liberalization of down-payment and length-of-contract terms will tend to preserve an even flow of durable goods which may be purchased on sound installment terms . . . and make available more and better items at lower cost."

ROSKIN DISTRIBUTORS APPOINTS S. A. KELSEY AS PHILCO SALES HEAD

HARTFORD, CONN., Monday — S. A. Kelsey, until recently sales manager of Templeton Radio Mfg. Corp., of New London, Conn., has joined Roskin Distributors, of this city, as sales manager for Philco products in Connecticut and western Massachusetts. He assumes his new duties today.

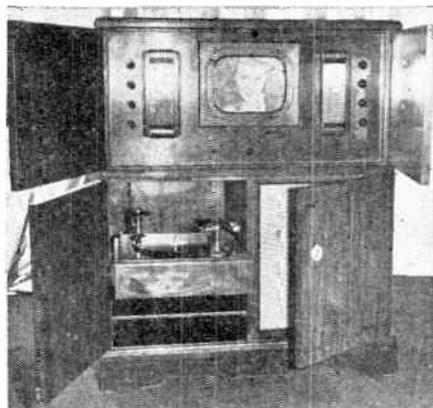
Familiarly known throughout the trade as "Si," the new sales manager brings to his new connection a wealth of experience and successful background in the appliance field, where he has enjoyed the confidence and friendship of both retailer and wholesaler for more than twenty years.

Showing of New Radios, Television Sets Draws Jobbers From Wide Area to Chicago

HALLICRAFTERS IS HOST AT DISPLAY OF LATE MODELS

Video Holds Center of Stage for Distributors From All Over United States and Canada — Trip to Factory, Cocktail Party, Dinner and Entertainment Round Out Full Day for Over Two Hundred.

CHICAGO, ILL., Monday — Biggest news of the week in Chicago was the unveiling by Hallicrafters Co. of seven new pieces of merchandise, with designs for an eighth piece. Approximately 200 distributors from all over this country, and from Canada and Mexico, gathered here on September 29



Hallicrafters Television Combination

for the occasion, and it was a day that they will long remember for the events that were crowded into it.

The first item on the program was a trip by bus from the Loop out to the big new Hallicrafters plant on Kostner avenue. They were taken for a personally-conducted radio-monitored tour of the factory, where they saw radio and television receivers in all stages of construction.

The visitors were then returned to the Sevens Hotel for lunch, with an accompanying radio and video show, in which "live" talent from station WGN demonstrated the new Hallicrafters models shown here for the first time.

Following the conclusion of this part of the day's program, members of the sales staff opened their books to take orders. The result was that the entire current production quota of the factory was sold out to those in attendance, the dollar sales total being characterized by President William Halligan of Hallicrafters as "highly satisfactory, to say the least."

The new line, called "Carnegie Hall," is made up as follows:

Console automatic phono-radio combination, in contemporary cabinet, walnut or mahogany, 11 tubes plus rectifier; for AM, FM and shortwave, with five pushbuttons each on AM and on FM; intermix record changer; list price, \$445.

Console automatic phono-radio, period cabinet; 11 tubes plus rectifier; for AM, FM and shortwave, with automatic frequency control on FM; five pushbuttons each on AM and FM; intermix record changer; walnut or mahogany cabinets; list, \$495.

Console automatic phono-radio in modern design cabinet, blonde mahogany only; 11 tubes plus rectifier; for AM, FM and shortwave; five pushbuttons each on AM and FM; automatic frequency control on FM; intermix record changer; list, \$565.

Console automatic phono-radio, modern design cabinet in deep mahogany only; 11 tubes plus rectifier, for AM, FM and shortwave; automatic frequency control on FM; five pushbuttons each on AM and FM; intermix record changer; list, \$555.

Console automatic phono-radio in 18th

(Continued on Page 23)

NATIONAL ELECTRONIC DISTRIBUTORS' ASS'N HEADS HOLD 2-DAY CONFERENCE IN CHICAGO

WHOLESALE IN ISOLATED AREAS REGISTER COMPLAINT

Declare Lines Not Carrying "Pre-Payment Rate Policy" Place Them in Awkward Position — Membership of Group Now Exceeds 400 — Changes in Association's By-Laws Recommended.

CHICAGO, ILL., Friday—The board of directors and member of the executive committee of the National Electronic Distributors Association held a two-day conference in this city recently for the first time since the trade show and convention last May.

With Aaron Lippman, national president of NEDA presiding, the executive committee reported on the work of its members since the last meeting, and made several recommendations. These will be incorporated in a program to be carried out by Executive Secretary Louis B. Calamaras and special committees. Public announcement of these plans will not be made until the committees complete their work.

Directors from areas far removed

from sources of supply told of difficulties in handling lines not carrying the "pre-payment rate policy." They pointed out that at least 35 per cent of the parts business is done by distributors who suffer from the policy of some suppliers in not placing all distributors in an equitable competitive position. This has resulted in farsighted manufacturers either moving their businesses nearer or by setting up plants in cities close to those distributors suffering the discrimination, with a consequent loss of business to those firms following "conservative" sales policies.

Secretary Calamaras reported pleasing cooperation and acceptance by sup-

(Continued on Page 26)

RESEARCH AND PATENT SUBSIDIARY ORGANIZED BY FARNSWORTH FIRM

WILL STRESS TELEVISION

E. A. Nicholas and Other Parent Company Officials to Head New Affiliate — Concern Is in Line With Current Industry Trend.

FORT WAYNE, IND., Thursday — Farnsworth Television & Radio Corp. has just announced incorporation in the State of Indiana of a wholly-owned subsidiary, the Farnsworth Research Corp.

E. A. Nicholas, Farnsworth president, stated the new corporation will handle all research and patent activities of the parent company.

"With the advent of commercial television, more emphasis is being placed on television research and manufacturing of television products," Mr. Nicholas said. "Separation of research and its related patent activities from the parent company's manufacturing activities is in keeping with the trend in industry today.

"The new subsidiary also will enable closer integration of our research program and the increased patent activities resulting from the more than two decades of research conducted by Farnsworth and its predecessor organizations," he added.

Officers who will serve in their same capacities with the subsidiary as with the parent company include Mr. Nicholas, president; Edwin M. Martin, vice president and secretary; Paul H. Hartmann, treasurer, and C. H. Wiggin, assistant secretary and assistant treasurer.

RCA Video Sales Boosted By Telecasting of Series

Bruno-New York, Inc., announced this week that the telecasting of the World Series brought a strong boost in the volume of RCA Victor television sets distributed through the firm. Throughout last week all models were being shipped out to dealers almost as soon as they arrived from the factory and special arrangements were made for quick temporary installations.

In order to bring potential customers into dealers' stores while the Series was in progress, a sales promotion campaign was arranged by Bruno-New York whereby dealers circulated tickets resembling those used at the ball parks. The tickets invited their holders to come to the stores and view the series on an RCA television set without any obligation to buy on their part.

It was also announced that a large group of Bruno-New York's radio and television sales staff recently attended a conference at the RCA Victor plant in Camden. They were also taken on a tour of the production lines to illustrate the construction features of RCA models.

WAGNER CORP. SHOWS NEWLY INVENTED TYPE OF HOME RECORDERS

DEVICE USES NEW METHOD

Wagner-Nichols Recorder Can Record 416 Lines Per Inch on Small Vinylite Disc.

HARTFORD, CONN., Friday — The Wagner-Nichols home recorder, described as a revolutionary device which embosses rather than cuts one half hour of high-fidelity sound recording on a small, inexpensive plastic disc, was previewed at a party attended by press and radio personalities today at Ryan's restaurant, this city. The new recorder differs from conventional disc recorders in the fact that no chips or shavings are removed from the small blank disc during the recording operation.

Instead of the sharp cutting tool, which in regular recording practice gouges out and removes material from the surface, the embossing tool consists of a spherical, highly polished ball point which glides along the blank and indents or burnishes the sound track in the material.

A unique and simple "fractional lead screw" arrangement makes it possible for the first time in recording history to record at 416 lines per inch. Thus, a complete fifteen-minute musical program may be recorded on each side of a four-inch vinylite disc, Buddy Wagner, inventor of the new device, explained at the preview.

The basic principle involved in the Wagner-Nichols recorder is the "divorcement of the tracking function from the sound groove," Mr. Wagner continued. In other words the fractional lead screw device guides the recording head and makes a record with deep wide grooves unnecessary with the result

(Continued on Page 31)

EMERSON RADIO FORMS NEW PREMIUM DIVISION; R. A. HYMAN IN CHARGE

Emerson Radio and Phonograph Corp., New York, has organized a premium division under the supervision of Richard A. Hyman. Mr. Phil Gillig, vice president in charge of sales, explained that since the war's end the overwhelming demand for Emerson radios as premiums and prizes has increased tremendously necessitating the formation of this new division.

In assuming his new position, Mr. Hyman stated, "For several years prior to the war Emerson radios were a leading factor in the promotional plans of many large manufacturers. Due to the increased demand for Emerson sets we have found it feasible to establish a separate organization to handle the heavy volume of premium sales. The premium division will work in close collaboration with manufacturers and will service them with advertising mats, cuts, and necessary copy," he added.

Plays Records The Easy Way . . .



THE AUTOMATIC RECORD PLAYER made famous in the Philco Model 1201 has been incorporated into a console model and is known as Model 1260. Paul Whiteman, left, noted orchestra leader and disc jockey, shows how easy it is to play records on this new instrument. Exhibiting more than a casual interest is Fred Ogilby, sales manager of the Philco Corp., Radio Division.

PARAMOUNT SUPPORTS PLEA FOR NEW STATION

WASHINGTON, D. C., Saturday — Paramount Pictures, Inc., told the Federal Communications Commission yesterday its stockholdings in Allen B. DuMont Laboratories, Inc., do not constitute control of DuMont.

For that reason, Paramount said the commission should consider pending applications of two of its subsidiaries for new television stations at Boston and Detroit.

The FCC has laid these aside, holding that Paramount exercises control over DuMont Laboratories and that between them the two companies control five television construction permits. No more than five such permits are allowed under FCC rules covering multiple ownership.

Television Productions, Inc., a Paramount subsidiary, was given a television station permit in December, 1946. Another Paramount subsidiary, Balaban & Katz Corp., holds a television permit at Chicago.

DuMont holds television authorizations at Washington, New York City and Pittsburgh, Pa.

DuMont also has television applications pending for new stations at Cincinnati and Cleveland, Ohio.

Paramount said in a letter to the FCC that it owns 2.8 per cent of the Class A DuMont stock and all of that company's Class B stock. Paramount contends that under the corporate set-up the Class B stock cannot control the board of directors.

Paramount offered to execute a waiver of any right to solicit proxies among other Class A stockholders. It also offered to transfer its own Class A stock to a voting trust which would take voting privileges away from Paramount.

The Paramount subsidiaries with pending television applications are New England Theaters, Inc., at Boston, and United Detroit Theaters Corp. at Detroit.

SOUTHERN RADIO CORP. STAGING MEETINGS IN CAROLINAS WITH RCA

CHARLOTTE, N. C., Friday—A series of RCA Victor dealer meetings has been planned during the month of October in various sections of the Carolinas by the Southern Radio Corp., 1201 West Morehead street, this city, RCA Victor distributor. These sessions are part of the RCA Victor national plan to teach salesmen more about the RCA Victor line, according to James P. McMillan, president and treasurer of the Southern Radio Corp.

The following schedule of meeting will be staged in this area: Charleston, S. C., October 7 at the Francis Marlon Hotel; Columbia, S. C., October 9; Greenville, S. C., October 14; Charlotte, N. C., October 16; Winston-Salem, N. C., October 21; Asheville, N. C., October 28 and Raleigh, N. C., October 30.

Mr. McMillan points out that this is the most elaborate series of meetings his company has ever staged in the Carolinas. Factory officials will address the sessions as will executives of Southern Radio.

Pittsfield, Mass., Store Opens New Headquarters

PITTSFIELD, MASS., Monday — It was announced today that the New England Furniture Corp., retailer of radios and appliances as well as furniture, will hold formal opening ceremonies Thursday for its new six-floor store located at 122 North street, this city.

Said to be one of the largest and most elaborate stores of its types in western Massachusetts, it occupies four floors in its own building at the above address and two floors of the adjoining City Savings Bank Building. Included in its displays is a model home with five completely decorated rooms.

RMA EXPANDS SERVICE FOR THE PRODUCERS OF TRANSMITTERS, PARTS

WASHINGTON, D. C., Monday—Expanded services for the manufacturer-members of the RMA Parts Division and the RMA Transmitter Division will be undertaken at once with the appointment of staff assistants to the respective Divisions and their chairmen, J. J. Kahn, of Chicago, and S. P. Taylor, of New York.

Appointment of Ralph M. Haarlander, of New York and Belmar, N. J., as staff assistant to Chairman Taylor of the Transmitter Division and designation of James D. Secrest, RMA director of publications, as staff assistant to Chairman Kahn of the Parts Division were announced today by Bond Geddes, RMA executive vice president.

Mr. Haarlander was engaged in contract negotiations for the Procurement Division of the U. S. Signal Corps in 1941-43 and during that period established the contract termination and contract renegotiation departments and established and managed the advance payment and bid analysis sections for the Monmouth (N. J.) procurement district. He also was a permanent civilian member of the Awards and Property Disposal Committee of the War Department.

Mr. Secrest has been with RMA since March, 1945, as director of publications. Previously he was with the Washington Post, later with the Office of War Information, and just before joining RMA was handling publicity and advertising for the War Activities Committee of the Pulpwood Consuming Industries with offices in New York.

Appointment of the staff assistant for the chairmen of the Parts and Transmitter Divisions, Mr. Geddes said, was occasioned by the growth in the membership of these two divisions and the need for additional and intensive services. The expansion in the headquarters staff was authorized by the RMA board of directors at the June convention in Chicago.

New programs of activities for the Parts and Transmitter Divisions will be considered at meetings of the division executive committees and section chairmen during an RMA fall conclave at the Roosevelt Hotel, New York, October 13-16.

DAVE CHENAULT HEADS SPARTON'S ADVERTISING

JACKSON, MICH., Monday — E. C. Bonia, vice president of the Sparks-Withington Co., has announced the appointment of Dave R. Chenault, formerly assistant advertising manager to the position of sales promotion and advertising manager for the Radio Appliance Division. Mr. Chenault was in sales work before joining the U. S. Air Force in 1943.

He joined the Sparton organization soon after being discharged from service and has since been active in the preparation and execution of the company's promotions.

PHILCO CORP. NAMES RAYMOND B. GEORGE PROMOTION MANAGER

(Continued from Page 3)

promoted to the position of national sales manager of the accessory division with headquarters in Philadelphia.



Raymond B. George

During the past two years, this division has enjoyed its greatest sales volume ever, with Mr. George directing the selling, merchandising and sales promotion activities.

HALLICRAFTERS HOLDS SHOWINGS FEATURING 'CARNEGIE HALL' LINE

CHICAGO, ILL., Friday — Charles Shapiro, sales promotion manager of the Hallicrafters Co., this city, is conducting a series of sales meetings throughout the country to introduce the new Hallicrafters Carnegie Hall line of television and phonograph-radio consoles.

His present itinerary includes Detroit, Cleveland, Philadelphia and New York, with a later swing down the Pacific Coast including Seattle, Portland, San Francisco and Los Angeles.

Meantime, the Carnegie Hall line is being tied-in promotionally with the United Artists movie "Carnegie Hall" now appearing throughout the country. At the current showing of the movie at Chicago's Grand theatre one of the new consoles occupies an honor spot in the lobby through the courtesy of Hudson-Ross, Chicago radio concern.

Hiland K. Hall Dead; Was Sparton Director

CLEVELAND, O., Monday — Hiland K. Hall, local real estate man, who served as a director of the Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radio, died last night. He was fifty-eight years old.

Mr. Hall is survived by his wife and a daughter.

THE TRAVELER

Stephen Nester, president of Duotone Co., New York needle and phonograph accessory manufacturer, has returned from a trip to Chicago, where he visited distributors in that area.

Clyde Remmo, national sales manager of the F. L. Jacobs Co., of Detroit, Lauderall manufacturer, was in New York last week, where he visited the Colen-Gruhn, Inc., distributing concern and afterwards appeared as a guest on the "Luncheon at Sardi's" radio program.

Ben Gross, president of Gross Distributors, Inc., New York, is returning from Los Angeles, where he attended his son's wedding, and plans to stop in Rochester for a conference at the Stromberg-Carlson factory and at Minneapolis to visit Harold Schaefer, of the Schaefer Co., freezer manufacturer.

Herb Brennan, widely known executive of Associated Stores, with headquarters in Tampa, Fla., was a visitor in Philadelphia and New York during the past few days. He was accompanied by Mrs. Brennan.

Sidney Ullman, of the Wagner Recorder Mfg. Corp., returned to the New York offices of the company last week following a visit to New England. While there he conferred with Adolph Ullman, his brother, who heads Northeastern Distributors, and officials of Arvin-Salmanson both of whom are distributors of the Wagner-Nichols home recorder.

Magnavox Co. Earnings And Sales Show Gains

FORT WAYNE, IND., Monday—Net income of the Magnavox Co., this city, for the six months ended August 31 totaled \$1,042,239, or \$2.08 a share, it was announced today. This compares with a profit of \$941,975, or \$1.88 a share in the same period last year.

Sales for the 1947 six-month period totaled \$13,229,404 compared with \$10,372,777 last year.

Finch Telecommunications Names James Fly Director

PASSAIC, N. J., Monday — Finch Telecommunications, Inc., facsimile equipment manufacturer, announced today that James Lawrence Fly, former chairman of the Federal Communications Commission and now practicing law in New York, was elected a director of the firm at the annual stockholders meeting held here.

Trade Item

Every modern type of appliance is on display at the newly opened "Departments for Modern Living" at the Abraham & Straus department store in Brooklyn, N. Y. Seven model kitchens have been set up at the store.

ADMIRAL ANNOUNCES POPULAR-PRICED CONSOLES IN BID FOR A LARGER SHARE OF MASS MARKET

CHICAGO, ILL., Friday — Admiral Corp., of this city, is announcing new console radio combinations before sectional gatherings of its distributors. The new consoles are expected to bols-

Ross D. Siragusa, president of Admiral, stated that the company is now producing at the rate of 40 million dollars a year. Attributing this remarkable sales showing to Admiral's hard-hitting



Admiral Model "60"



Admiral Model "65"

ter Admiral's bid for a larger share of the mass market both merchandise-wise and price-wise.

Outstanding among the new sets is Model "60" walnut, priced at \$99.95 Eastern list, claimed by Admiral to be the first nationally advertised console combination in the postwar market to sell for under \$100. Features include highspeed automatic record changing, Admiral's ultrasensitive Miracle tone arm, four control knobs, modern cabinet styling and storage space for 108 records. Step-up models in mahogany and blonde will also be available at slightly higher cost.

The second model, "65," adds another modern period console to the Admiral line. The walnut cabinet is priced at \$169.95 Eastern list with duplicate styling in mahogany and blonde also scheduled for production. Model "65" has a 6-tube plus rectifier straight AC chassis incorporating push-pull audio. High-speed record changer, the new Miracle tone arm, continuously variable tone control, and an extra-large loop antenna are other quality features of this new model.

price policy, Mr. Siragusa said, "The radio industry's tremendous capacity to produce heralds a new era of competition. There will be no lack of sales, but pricing will have to come down to earth. The complete new Admiral line conforms to this obvious fact. Every last one of our current models leads the field on price in its particular classification. Admiral now has complete price leadership in every radio and radio-phonograph price bracket. Our policy has always been to match the highest quality manufacturer with the lowest possible price to the consumer. Our present high volume of sales is proof that this policy pays off."

Mr. Siragusa pointed out that production facilities of his company have greatly expanded since the first of the year. Admiral now has radio plants in Harvard, Ill. and Shelbyville, Ind., in addition to its two main Chicago factories which also are devoted entirely to radio production. The company also manufactures Dual-Temp "No Defrosting" refrigerators and automatic electric ranges. Appliance production is also being maintained at top speed.

HUGE RADIO INVENTORY FOR EXPORT MARKET IS OFFERED BY ECA INT'L

ECA International Corp., a division of the Electronic Corp. of America, has established sales offices at 353 West Forty-eighth street, New York. At the new offices special values have been prepared for exporters in the form of complete radios specially designed for export and covering two and three bands. Also included in the merchandise are radio-phonograph combinations, as well as radio parts, tubes and components.

Officials of the company point out that the radio equipment is available in assembled and unassembled form and that it has been prepared for foreign

sale and covers various voltages used in the foreign countries.

Large New Radio Store Is Opened in Brooklyn

The opening of a large new radio and appliance store known as Better Living Appliances, Inc., at 61 Flatbush avenue, Brooklyn, was announced Monday. Taking in four floors of a building in downtown Brooklyn, the store is devoted to television, radios, refrigerators and other household appliances.

A pre-opening party was held on Monday and was attended by metropolitan distributing officials, salesmen and other members of the radio-appliance trade. Sid Spielman, head of the company, and Cy Cutick were hosts to the well-wishers.

RADIO ENGINEERS' CONVENTION, TRADE SHOW OCCASION MUCH INTEREST ON WEST COAST

PRODUCTS ARE ALSO DISPLAYED TO INDUSTRY MEMBERS

Bond Geddes Addresses Banquet on Television — Stewart - Warner Holds Meeting for Western Distributors — New Tele-Tone Model Received — Brunswick Panatropé Attracting Attention in Trade.

SAN FRANCISCO, CALIF., Monday — There was much interest last week in the West Coast Convention of the Institute of Radio Engineers, held at the Palace Hotel, which was combined with the third Electronics Trade Show of the West Coast Electronic Manufacturers' Association which exhibited products at the Whitcomb Hotel. Hoffman Radio Corp. and Gilfillan Co., both from Los Angeles, were the only ones that displayed radios, the other booths contained chiefly component parts.

During the IRE sessions, many excellent technical addresses were heard. The convention culminated with a banquet at the Palace Hotel, presided over by Convention chairman, Dr. Karl Spangenberg. The guest speaker was Dr. F. E. Terman, dean of engineering, Stanford University.

The Electric Industry banquet was held Saturday at the Whitcomb Hotel with Bond Geddes, executive vice president, Radio Manufacturers' Association, Washington, D. C., the featured speaker. Mr. Geddes stated that "the television industry is growing rapidly and many people think that in five years it will become as large as radio is now, and that in ten years it will be bigger." He further predicted that by next year video will become available in this area. According to Mr. Geddes "the Bell Telephone Co. will complete its coaxial cable from Los Angeles to San Francisco in 1948. The cable will make it possible for television network programs to be viewed here."

President H. Leslie Hoffman, of Hoff-

(Continued on Page 29)

SURVEY INDICATES NUMBER OF TELEVISION SETS IN USE WILL MULTIPLY FIVE-FOLD WITHIN A YEAR

On the basis of a survey conducted by Huber Hoge & Sons, New York City, advertising agency for the United States Television Mfg. Corp., five television sets will be in operation in October, 1948 for every one operating in October of this year.

Some 335,000 television sets will be operating in the greater metropolitan area alone in October, 1948 according to the projected figures of the survey based on the actual increase of sets this year. At present the best research figures reveal 68,000 tele-receivers in Greater New York while there were only 22,800 in March. By August the number had increased to 43,000. Using this progression as a yardstick, 125,000 sets are expected to be in use by the first of next year with an increase to 192,000 by April, 1948, according to this survey.

One television receiver is equivalent to at least 5½ radio sets in terms of

audience-spectator appeal, according to the Huber Hoge survey. This is based on a recent Hooper survey which revealed that on an average week-day evening, 30 per cent of radios were in use while 52 per cent of the television sets were in use and the recent survey by WCBS which showed that 6.26 viewers per home television set was the average while it was 2.5 listeners per radio receiver.

This does not include the mass following television has in public places where over 30 viewers per set have been reported. In a survey earlier this year, the viewers per large-screen (19 by 25 inch) United States Television projection set in a public place was reported at 81 by Huber Hoge & Sons. There are about 6,000 television sets in public places, mainly taverns. Of these, United States Television models make up about 95 per cent of all the projection television receivers in public places, the company reports.

APPLICATIONS FILED FOR VIDEO STATIONS

WASHINGTON, D. C., Thursday — Four new applications for television stations have been filed with the Federal Communications Commission, it was announced last week.

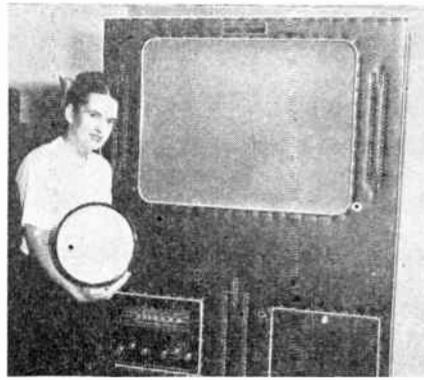
Applicants are: Trent Broadcast Corp., Trenton, N. J.; Connecticut Broadcasting Co., Hartford, Conn., and Chicago Times, Inc., Chicago, each for a new commercial station, and the Evening News Association, Detroit, Mich. for a new experimental television relay broadcast station.

Roger M. Wise Announces Department For Export

ROCKVILLE CENTER, N. Y., Friday — Roger M. Wise, Inc., electronic research and development organization here, has formed an export department, and Eugene C. Henry has been appointed to head the new division, Roger M. Wise, president, announced this week.

Mr. Henry has an extensive background in exporting and merchandising electrical products, Mr. Wise said, having been associated with the International Division, Sylvania Electric Products, Inc. in various capacities for the past thirteen years, most recently as manager of the Europe-Africa Division.

Big Video Screen



NOW IN PRODUCTION at the plant of the U. S. Television Mfg. Corp., New York, is a television set with a screen said to be the largest now in mass production. It is a public space set with a 30 by 22½ inch screen, and produces a picture of 675 square inches. A UST employe is shown here holding a 10-inch cathode ray tube alongside the large UST television screen.

UNIVERSAL MARKETS NEW LINE OF PHONOS

A line of electrically amplified children's phonographs to be merchandised under the name of Fon-O-Pal has been introduced by Universal Mart Associates Corp., 15 Moore street, New York.

First two models in the line are a console and table model phonograph. Each unit is equipped with an amplifier, high gain crystal pickup, 5 inch Alnico V speaker, and turntable for ten or twelve inch records. A de luxe model also includes a microphone for broadcasting. The cabinets are made of tempered pressed masonite and kiln dried white pine. The console lists at \$25.95, the table model at \$19.95.

Lawrence Braun, former vice president of the Electronic Corp. of America, and Dave Gerstein formerly head of surplus sales for the Raytheon Mfg. Co., are directors of this firm.

Bill Cone on Faculty Of City College, N. Y.

William W. Cone, district manager in the metropolitan New York and New Jersey areas for the RCA Victor Home Instrument Division, is giving a course on sales management at the School of Business Administration at City College, New York. The course will continue during the entire college term.

Radio-Video Institute Adds 'Prep' Math Course

The Radio-Television Institute, 480 Lexington avenue, New York, announced this week that it is now offering a preparatory course in mathematics to accommodate students previously unable to meet the entrance requirements for the school's general technicians course in radio-television.

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

BOB BAGGS LEAVES IRC; JOINS BRIDGE AGENCY

PHILADELPHIA, PA., Thursday — Robert N. Baggs has resigned as sales manager of the International Resistance Co., this city, and has joined the Harry P. Bridge Co., 812 Real Estate Trust Building, here, advertising agency, as vice president and general manager. The Bridge concern handles the advertising of the Sprague Electric Co. and other radio parts and electronic manufacturing concerns. Harry P. Bridge heads the agency.

Prior to joining IRC several years ago, Mr. Baggs was advertising manager of the Tube Division of RCA Victor. Before that, he had been active in test equipment and radio set advertising and sales promotion for RCA.

Other members of the agency are Walter S. Chittick, Jr. and Foster A. Babcock.

TAYLOR ELECTRIC ENDS BIG RECORD PROMOTION; HOST TO 88 RETAILERS

MILWAUKEE, WISC., Friday — The Taylor Electric Co., 112 North Broadway street, this city, distributor of RCA Victor products, has just ended a successful promotion campaign with dealers in behalf of Victor records. Harold Rietz, record department manager of Taylor Electric, was in charge of the promotion, and 88 dealers in this territory were among the leaders who were taken on a tour of the RCA record and television plants at Indianapolis, Ind.

After a tour of the factory, the dealers were addressed by factory executives, including David Finn, general sales manager of the Record Department, and R. M. Fielding, advertising manager. After this meeting, dinner was served at the Indianapolis Athletic Club.

Taylor Electric has just launched another special promotion campaign with dealers in behalf of radio receivers and television sets. This drive is being conducted under the direction of A. E. Kronenberg, of Taylor, and meetings announcing details will be held Monday at the Northland Hotel in Marquette, Mich.; at the Northland Hotel, Green Bay on October 1 and the Wausau Hotel at Wausau on October 2.

General Utilities Named By Trav-Ler Radio Corp.

CHICAGO, ILL., Thursday — Joe Friedman, president of the Trav-Ler Radio Corp., this city, announced today the appointment of General Utilities Distributors, Inc., 540 North Lake Shore drive, as exclusive distributor for the company in the greater Chicago trade area.

"Appointment of this large distributing firm is part of the sales expansion program we have underway and will strengthen our dealer organization in this area," Mr. Friedman said. Ben Markus, is president of General Utilities Distributors.



Your enjoyment climbs to new altitudes through radio and television achievements of RCA Laboratories.

RCA LABORATORIES—your "magic carpet"

to new wonders of radio and television

More and more people will go sightseeing by television as the number of stations and home receivers increases. Eventually, television networks will serve homes from coast to coast . . . bringing you the news as it happens . . . sports events . . . drama . . . vaudeville.

Many of the scientific advances which have made possible these extended services of radio-electronics, in sound and sight, originated in research conducted by RCA Laboratories.

Recent RCA "firsts" include: ultrasensitive television cameras that give startling clarity to all-electronic television . . . tiny tubes for compact, lightweight portable radios . . . "picture tube" screens for brilliant television reception

In other fields of radio-electronics, RCA has pioneered major achievements—including development of the electron microscope. Research by RCA Laboratories goes into every product bearing the name RCA or RCA Victor.



RCA Laboratories at Princeton, N. J., one of the world's centers of radio and electronic research. ● When in New York City, be sure to see the radio-electronic wonders on display at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, Radio City, New York 20.



RADIO CORPORATION of AMERICA

COUNTRY NOW IN MIDST OF A MUSICAL BOOM, LOUIS G. LAMAIR TELLS WESTERN MERCHANTS

KANSAS CITY, MO., Tuesday—Out of World War II has come the biggest boom in music ever known in this country, Louis G. LaMair, president of Lyon & Healy, Inc., Chicago and chairman of the American Music Conference, told a regional meeting of the National Association of Music Merchants here yesterday.

There are now more active participants in musical activities, as well as a greater upsurge in listening interest, than at any time in history, he said.

Stating the fact that candidates for music training today far outnumber facilities available in the established music schools, Mr. LaMair said that the war broke down the feeling held by many that music was for the "sissies" and the high-brows.

"Millions of our service men learned the real value of music as a medium of emotional expression and a means of entertainment while in the rest camps and hospitals. Once they became avid listeners, many of them got a hankering to play for themselves. They are now making this desire a reality," he said.

"The same reaction is being evidenced in our community lives and in industry. Music proved just as effective a medium for easing the fast pace and high tension of the stay-at-homes during the war."

The entire nation is turning to mus-

ical instruments or listening to more radio and phonograph music, he stated.

Paul W. Jenkins, president of the Jenkins Music Co., served as chairman of the regional meeting, which also considered major problems facing music retailers today.

F. D. Strep, Jr., of the Strep Music Co., this city, host-city chairman, prepared arrangements for the all-day session. Plans for the operation of the American Music Conference were outlined by Clare A. Johnson, executive secretary of this group.

All speakers previewed the difficult problems facing merchants in tomorrow's market.

Stewart-Warner Models Shown To Phila. Dealers

PHILADELPHIA, PA., Monday — The new 1948 line of Stewart-Warner radios and television sets will be displayed to dealers in this area at a show to start tomorrow, October 7, and to continue through Thursday, at the showrooms of Philadelphia Distributors, Inc., 232-248 No. Eleventh street, this city.

It was announced before the show that Stewart-Warner is now preparing in its largest advertising campaign in its history to push the new line.

BUILD A FUTURE for YOURSELF in TELEVISION Get in on the ground floor now with a PROTECTED FRANCHISE

HERE'S a clear-cut opportunity to own and build-up a very profitable business selling and servicing Television Receivers.

THIS company manufactures the finest combination Television-and-F.M. Radio Receivers on the market today—*finest engineering, performance, and appearance. Yet the prices are competitive.*

MEN in the radio or allied fields are offered Protected Sales and Service Franchises. No stock orders required. The company is a leader in the field, is strongly financed, and gives complete and aggressive advertising and merchandising cooperation.

DON'T LET THIS GREAT OPPORTUNITY SLIP BY! GET THE DETAILS NOW . . . Write to BOX 981

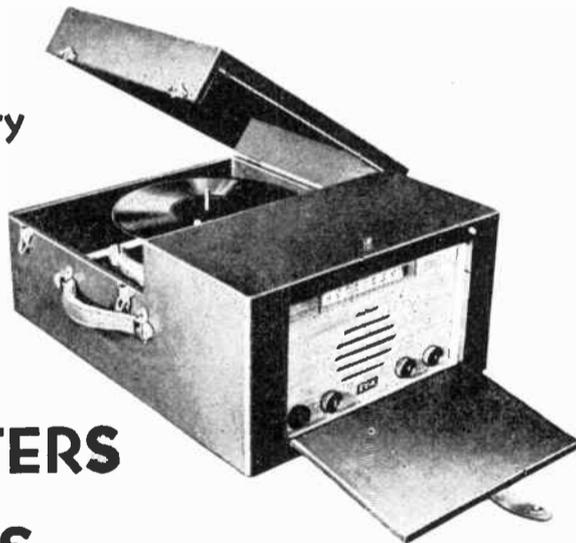
RADIO and Television WEEKLY, 99 Hudson Street, New York 13, N. Y.

Herbert Is Appointed To Midwestern Post By Motorola Concern

CHICAGO, ILL., Friday — Appointment of James E. Herbert as Midwestern district representative has just been announced by William Kelley, general manager of Motorola, Inc. Mr. Herbert will make his headquarters in St. Louis.

Prior to his recent appointment, Mr. Herbert had been sales manager of Motorola-Chicago, the Chicago distributing organization. During the war, Mr. Herbert taught at Navy Radio School at Northwestern University and served overseas with the Office of Strategic Services in the African Theater for about a year. For five years, prior to the war, Mr. Herbert served as Midwestern district sales manager for a nationally known paper manufacturing concern.

Extraordinary
Radio
Values
for
EXPORTERS
DEALERS
Manufacturers



Ask for details on
"Special Value"
#E-131 2-band
Phono-Radio
Combination

Our huge stock of electronic equipment includes parts, tubes, components—as well as radios specially designed for export... 2 band and 3 band... for various voltages and current requirements... assembled and un-assembled. Inquiries will be given prompt consideration.

ECA INTERNATIONAL CORP.

Division of

ELECTRONIC CORP. OF AMERICA

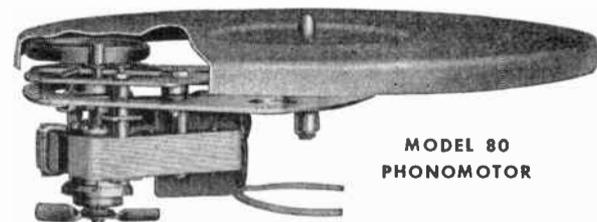
353 WEST 48th STREET

NEW YORK 19, N. Y.



MOTORIZED WITH alliance MOTORS

The famous Model 80 "Even-Speed" ALLIANCE PHONOMOTOR drives most of the turntables, record changers and recorders for the radio-phonograph industry!



MODEL 80
PHONOMOTOR

WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

CROSLY DEALERS IN BUFFALO GET ADVICE ON VIDEO PROMOTION

TO GET SERVICE IN SPRING

Fast Turnover in Radio Stocks Is Held Key to Success — Selling Methods Are Discussed.

BUFFALO, N. Y., Monday—Promotional plans to take full advantage of the traditional good radio sales months of October, November and December as well as a preview of plans of marketing television sets, were laid before more than 150 Crosley dealers at a meeting in the Statler Hotel, October 1, sponsored by the Western Merchandise Distributors, Inc. Similar meetings, L. A. Wells, vice president of Western, explained, are planned to be held every three months, concentrating on the radios of the various Crosley lines and based on the idea that the honeymoon in business is over and that the successful dealers will have to go after sales.

The meeting was presided over by James Farrell, sales manager, who among his other duties kept the dealers up to date on the progress of the second game between the Yankees and Dodgers.

Vice President Wells, the first speaker, said he was particularly interested in how many times, how often and how fast dealers turn over their radio stocks.

The dealer now, he emphasized, must ask for business, not wait for it and said that there were plenty of types available for the demand.

C. W. Kirby, domestic sales manager of the Crosley Division, Avco Mfg. Corp., said it was salesmanship that makes smoke arise from factory chimneys. The principal factor today restricting production was low supplies of steel. There is nothing wrong with the radio business at present, he said, nor anything that good salesmanship cannot cure, but, as the trade enters a buyers market the dealer who has grown soft by neglecting sales technique becomes discouraged without good reason. He stressed the supreme importance of doing a complete selling job.

Stanley Glaser, manager, radio section, Crosley Division, said that the last three months of the year always have been good radio sales periods, regardless of what happened in the other nine. Dealers in Buffalo, he declared, were fortunate, as the city will have television by Spring while many other major markets will not get that service for two or three years. Television, he said, means thousands of new customers. He explained the principal selling points of the Crosley television set which was on exhibit and which had been shown at the Furniture Market, American Furniture Mart in Chicago. It is of chest-on-chest design, the final model to be of mahogany, the apparatus so designed that it can be viewed from any angle in the room. The model shown also encloses an automatic record changer, radio sets and compartment for records.

Mr. Glaser predicted that television business in three or four years will be as big as radio if handled right. He

suggested starting at once on canvassing taverns, night-clubs and bowling alleys for orders and predicted that 500 to 1,000 would be sold in the first three weeks when it is put on sale.

Woody Magnuson television radio director of Station WBEN declared that television offers the dealer a great opportunity to make money, citing St. Louis, where he said 587 were sold in

(Continued on Page 26)

Dealer Promotion Held By Emerson Distributors

Two Emerson Radio distributors, Erskine Healy, Inc., Rochester, N. Y., and Warren Radio, Inc., Erie, Pa., are conducting a sales promotion campaign whereby dealers in their territories may qualify for free "Weekends at the Waldorf."

All incidental expenses for the trip

to New York will be paid, and tickets to leading Broadway shows and trips to nightclubs will also be awarded, it was announced this week by the Emerson Radio and Phonograph Corp., New York.

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



FEATURES THAT STOP 'EM...

AND PRICE THAT *Sells 'em!*



150^{TC}

COMBINATION RADIO AND RECORD CHANGER

\$8995 LIST

Prices slightly higher in Zone 2



The Arvin 150TC is an achievement in designing for smallest table space with no sacrifice in performance. And production-planning for mass market pricing has been brilliantly accomplished without compromising quality and beauty. Has selenium power-rectifier for greater, undistorted output. You'll sell these Arvin 150TC's fast... your customers will buy them with pride and satisfaction. They're nationally advertised, and they really move. Order yours today!

HAS ALL THESE FEATURES YOUR CUSTOMERS WANT!

- New compactness, fits on smaller tables, easy to carry!
- Time-proven automatic record-changer for trouble-free operation
- Single button control of automatic changer
- Easier accessibility for operation of changer control
- Full RF stage
- Choke filter for additional power output
- Outstanding tone qualities
- Continuously variable tone control
- Adjustments and repairs easily made without removing chassis

...the name on many profit-building products from

NOBLITT-SPARKS INDUSTRIES, INC. Columbus, Indiana

CREDIT MEN EXPECT BUSINESS RECESSION TO START IN SPRING

POLL REVEALS CONSENSUS

Boom Expected for Some Industries — Business Failures Higher and Collections Slower, New York Group Reveals.

A large majority of credit executives in the New York City area are of the opinion that we can expect a business recession to start in the second quarter of 1948. A poll of 3,500 credit executives in New York reveals that 80 per cent of those responding anticipate a set-back in business in the second quarter of next year, according to the New York Credit Men's Association. A boom in the steel and construction industries is expected, however, in the midst of the general business slump.

Conducted by the association's credit planning committee, the poll covered more than twenty diversified industries in metropolitan New York. The credit representatives listed high prices, excessive inventories, purchaser resistance, lack of capital and labor unrest as reasons for the gloomy prediction.

Other answers to various questions asked by the committee are summarized as follows:

Business Failures: Sixty per cent reported customer business failures were greater in the eight-month period of 1947 than in the corresponding period of 1946. Poor management and

Krich-Radisco Lines Exhibited At Bamberger Housewares Fair

NEWARK, N. J., Friday—One of the features of the recent housewares fair staged by L. Bamberger & Co., this city, was an exhibit of the products distributed by Krich-Radisco, Inc. These include RCA Victor radio, television and records, Norge major appliances, Bendix automatic home laundry and Eureka. Demonstrations, displays, a cocktail party and a radio broadcast were all effectively used to present to the public the line of home products distributed by Krich-Radisco and sold by Bamberger. The fair was also attended by representatives of leading manufacturing organizations whose lines are handled by Bamberger. Shown in this photo while visiting the display are, left to right: David Davis, corporate buyer of radio, television and records for the entire chain of R. H. Macy & Co. stores, which includes Bamberger's; Paul R. Krich, treasurer of Krich-



Attend Newark Market

Radisco, Inc.; Miss Beryl Davis, RCA Victor recording artist, and Alexander Lewi, executive president of L. Bamberger & Co.,

excessive inventory were predominant factors blamed. Others included lack in government purchases and subsidies. Few indicated reduced profits or inferior merchandise could be blamed.

An increased number of failures was expected by 93 per cent of the credit men.

Collections: Collections are at present slower than in December, 1946, ac-

The STANWYCK Midget I.F. TRANSFORMER



*Tiny in Size —
Giant in Performance*

No. SM-107 Standard iron core 455 kc Midget I.F. Transformer, compression tuned. For general replacement and new set construction. Exceptionally high gain due to specially designed powdered iron cores. Particularly suitable for the new very small receivers and portables. In cans $\frac{3}{4}$ " sq. x $1\frac{1}{4}$ " long.

Jobbers: Write for our NEW Catalog

STANWYCK WINDING CO.

102 SOUTH LANDERS ST. NEWBURGH, N. Y.

Manufacturers of Quality
COILS and TRANSFORMERS

R.F. OSCILLATOR I.F.
ANTENNA TELEVISION
WAVE TRAPS FM CHOKES

ording to 95 per cent of the credit men. The slowdown is noted by manufacturers of apparel and allied merchandise, factors, converters and textile manufacturers and distributors, all of whom had reported no slowdown when questioned in November.

DISTRIBUTORS' SALES CONTINUE TO ADVANCE

WASHINGTON, D. C., Friday — Wholesale distributors of appliances and specialties reported sales for the month of August a 51 per cent increase over August, 1946, the Bureau of the Census announced yesterday. August sales were also 1 per cent better than July of this year.

For the first eight months of this year, these distributors reported a sales gain of 74 per cent ahead of sales for the corresponding period of 1946.

Inventories were up 73 per cent in August against August, 1946, and stocks in August were on a par with those of July of this year.

Business Failures Up

Commercial and industrial failures for the week ending September 25 totaled seventy-seven, a rise of four from the previous week's figures and the highest level reached in the last six weeks, according to a report issued last week by Dun & Bradstreet, Inc., in New York.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!

America's Largest Tube Jobber

Offers Over A

Million Radio Tubes

In Most Popular Types

PHONE — WIRE — WRITE

Us Your Requirements For Immediate Delivery

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

CHICAGO 10, ILLINOIS

All Phones Whitehall 2065

INTERNATIONAL TEL. REDUCES ITS LOSSES IN FIRST 6 MONTHS

SOSTHENES BEHN REPORTS

Concern Has Reduced Long-Term Debt by More Than \$9 Million Since Jan. 1 — Manufacturing Subsidiary Incurred Losses.

A consolidated net loss of \$3,109,870 for the first six months of this year was revealed in the semi-annual statement of the International Telephone & Telegraph Corp. and subsidiaries issued last week by Sosthenes Behn, chairman and president.

The consolidated net loss for the corresponding half of 1946 was \$3,281,918, which was reduced to \$1,230,611 through \$2,051,307 of undistributed net income of the United River Plate Telephone Co. Ltd., which was sold in September, 1946.

The loss for both periods is attributed by the corporation to the losses of the Federal Telephone and Radio Corp., the manufacturing subsidiary in the United States. The losses of Federal, which have continued through the third quarter of 1947 are disappointing, the report states, but it adds that operating results are showing improvement since the recent solution of the labor difficulties of Federal Telephone and Radio. Unfilled orders of Federal now approximate \$44,100,000, compared with \$38,600,000 on December 31, 1946.

Cash advances to Federal for working capital and plant construction and equipment to the end of June totaled \$22,480,000, the report revealed. In addition, \$6,000,000 had been advanced to International Standard Electric Corp. largely for the financing of certain of the latter's South American and Australian manufacturing subsidiaries.

The report of the parent company showed a net income for the first half of this year of \$889,876, compared with the net income of \$191,032 for the initial half of 1946.

Since January 1, the corporation has disbursed \$3,291,200 for the reduction of its long-term debt, including premium thereon, and its outstanding long-term debt now consists solely of its \$29,000,000 of fifteen-year 3 per cent sinking fund debentures due on May 15, 1961.

On June 30 the corporation received from the Spanish Government an amortization payment of \$5,948,8000 under the acceleration provisions of the sixteen-year 4 per cent amortizable coupon dollar bonds of the Spanish State, due on December 31, 1960, leaving in the corporation's portfolio the \$29,753,000 of these bonds.

Correction

The September 24 issue of RADIO and Television WEEKLY incorrectly referred to Harry H. Sussman as proprietor of Fraser's store in Hingham, Mass. Mr. Sussman is president of the National Sales Co., 2085 Massachusetts avenue, Cambridge, Mass.

Solar Capacitor Sales Shipping From Chicago To Western Jobbers

NORTH BERGEN, N. J., Friday—Solar Capacitor Sales Corp. has inaugurated shipments of capacitors, radio noise filters and capacitor test instruments from its Chicago plant at 4501

South Western boulevard, it was announced today at the company headquarters here.

The new shipping point will help overcome the transportation handicap experienced by Western and Pacific Coast parts distributors with regard to delivery time and transportation costs on Solar products.

Complete stocks of all popular items sold through radio and electrical parts

wholesalers have been established at Solar-Chicago, and additional personnel has been added to facilitate prompt handling of orders.

Mort Kline, head of Melody Record Supply, Inc., New York, left Monday on a trip to Baltimore. He expects to be away a week.

HERE IT IS!

**NOT A WIRE!
NOT A TAPE!**

NOT A CYLINDER!

WAGNER-NICHOLS

HIGH FIDELITY RECORDER!

INSTANTANEOUS PLAYBACK!

THE GREATEST ACHIEVEMENT IN HOME RECORDING HISTORY

If you attended the I.R.E. Convention in New York or the R.M.A. in Chicago, then you know that the new WAGNER-NICHOLS Recorder stole the show. Good reason, too.

Never before has there been a home recorder with such wide tonal range, such true fidelity. Most important of all—with the WAGNER-NICHOLS Recorder you can actually record a full half hour's program on the two sides of a vinylite disc that's only 4 1/8" in diameter. Many more sensational, exclusive advantages, too. Dual function crystal recording and playback recorder head. SPECIAL Sapphire Embossing stylus (.0005 radius) for both recording and reproducing. Foolproof precision tracking mechanism embosses 416 lines per inch! 33 1/2 G.I. gear reduced motor set in shockproof mounting for minimum vibration. Specially constructed magic eye indicator, also overload indicator. Circuit diagrams and descriptive booklet showing method of direct connection to standard radio or phonograph. Unit includes high quality microphone and loud-speaker.

We are now in full production and invite your inquiries about the recording marvel of the ages—

THE WAGNER-NICHOLS HOME RECORDER

**30 MINUTES OF
HIGH FIDELITY RECORDING
ON A 4 1/8" VINYLITE DISC**

It's the BEST reproduction of all time . . . it plays for 15 minutes on each side (30 minutes on each record) . . . it lasts a lifetime . . . and it costs less than a quarter.

W-N Vinylite home recording blanks are so thin you can see through them, so flexible that you can bend them, so tough you can hammer or stamp on them, so light you can mail them, first class, for only 3c! So inexpensive, too, that you can record on them for less than 1c per minute!

**Perfect for Technicians
(A thousand uses in the lab)**

**Every School Will Want One!
(For speech, drama and other courses)**

**Fun at Home!
(For all the family)**

Records Radio Programs and transcribes phonograph records!

WAGNER

RECORDER MANUFACTURING CORPORATION

67 West 44th Street New York 18, N. Y.

DISTRIBUTORS

Northeastern Distributors, Inc.
Boston, Mass.
Lasky & Lasky
Kingston, Pa.

Arvin-Salmanson Co.
of Baltimore, Inc.
of New York, Inc.
of New England, Inc.

Inquiries invited from established distributors—exclusive territories open

DIMENSIONS
11 1/2" wide
14 1/2" long
9 3/4" high (overall)
Approx. 30 lbs. packaged
\$159.95 F.O.B. N.Y.

ELECTRICAL GROUP IN PHILADELPHIA OPENS KITCHEN EXHIBITION

PHILADELPHIA, PA., Friday—A preview exhibition of the new Electric Kitchen Planning and Laundry Center, which has been set up on the first floor of the Edison Building of Philadelphia Electric Co., was the feature event of a dinner-meeting held last night by the Electrical Association of Philadelphia.

The meeting was the last of four sessions held this week, at which the association's promotion plans for the next year and a half were reviewed, John A. Morrison, managing director, announced.

The kitchen planning center, one of the most important promotions discussed at the meeting, will be launched with a heavy advertising campaign using radio, newspapers, and subway cards.

Five model kitchens, to be changed from month to month, are used in the display at the Edison Building. Also to be shown are thirteen basic kitchen centers featuring the various units used for food preservation, cleansing and preparation. Home economics advisers will be always on hand at the

display, which will run for fourteen months.

Sixteen appliance dealers in this region are co-operating in the planning center promotion. They include General Electric Appliances, Inc., General Electric Supply Corp., Westinghouse Electric Supply Co., Trilling & Montague, Sears, Roebuck & Co., Graybar Electric Co., Inc., Philco Distributors, Inc., J. Pocock, Inc., Raymond Rosen & Co., Philadelphia Distributors, Philadelphia Wholesale Distributors, Judson C. Burns, Elliott Lewis Electric Co., Monitor Appliances, Inc., Motor Parts Co., and Peirce-Phelps, Inc.

Sales Training Meetings On For Launderall Men

Colen-Gruhn, Inc., of New York, distributor of Launderall washers and the Hallicrafters line of radios, is holding sales training meetings for Launderall retail salesmen two evenings weekly, during the month of October.

Between 1,500 and 2,000 salesmen are expected to attend the meetings, M. Mitchell Gruhn, president, announced last week.

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

SEATTLE FIRMS THAT TOOK ON APPLIANCES DURING WAR REVERTING TO ORIGINAL LINES

SEATTLE, WASH., Friday—While the thinking a year ago here among automobile and tire dealers was along the line of carrying radios and electrical appliances, that does not exist today.

Dave Robertson, manager for the General Tire Co. outlet, a factory-controlled operation, says his concern has available a Frostair refrigerator. That is the only electrical appliance in stock and he does not consider it a permanent line. "While our small town dealers find a market for appliances, we in the metropolitan communities are not so fortunate. We are concerned with selling tires, and appliances take a specialized staff. Our efforts will be along tires, and rather than divide our thinking about them with appliances we will stick to the one line. Our small town dealers are in a different situation. They sell tires, gas, oil, maintenance, cigarettes, candy bars, pop and appliances. Our company may continue to supply the smaller dealers, but we are out," he said.

Commercial Automotive Co. will continue to stay in the appliance field. It is an important Goodyear distributor and maintains one of the largest automotive maintenance operations in the country. It is an important dealer in Motorola, both auto and home, besides

every other conceivable appliance item.

Standard Tire and Service Co., the U. S. Tire outlet, is featuring a special division of its operation for electrical appliances, including an extensive radio service department. It carries a half-dozen lines of popular makes, featuring the Motorola line for auto installations and home sets. Besides radios, the firm also carries water heaters, ranges, and smaller appliances.

Firestone Stores, here, feature their own line of branded merchandise, but they do not devote their prime effort to the electrical field. Firestone, like General, is primarily interested in tire sales and automobile maintenance.

Such automobile accessory stores as Western Auto continues to display both home and auto radios under the brand name of Western Patrol. But they do not push sales over the other run of merchandise carried.

During the war there were several automobile dealers that were engaged in selling appliances and other electrical merchandise. Some talked seriously of continuing into the post-war period, but there is not a dealer among the thirty-eight establishments in Seattle today, outside of Commercial, that holds the DeSoto-Plymouth franchise, that is engaged in the home receiver field. —DUD BROWN.

IT'S NEW! IT'S SENSATIONAL!

The MECK

FM CONVERTER

LIFELIKE FM ON ANY RECEIVER!

LIST \$ 19⁹⁵

JOHN MECK INDUSTRIES, INC. PLYMOUTH, INDIANA, U.S.A.

Thanks to hard-hitting Ward advertising in the Saturday Evening Post and leading newspapers, millions of present and prospective FM and television receiver owners now know that a good outdoor dipole aerial is a necessity.

Suggest a Ward "Magic Wand" FM or Television Aerial to every purchaser of a receiver. You make a double profit by doing so; you sell an aerial, and an installation job. What's even more important, you win a satisfied customer who can enjoy the true beauty of FM or television reception.

See your Ward distributor today, or write direct for full information on how you share in the benefits of Ward's powerful national advertising drive.

THE WARD PRODUCTS CORPORATION
1523 East 45th Street, Cleveland 3, Ohio
DIVISION OF THE GABRIEL COMPANY
EXPORT DEPT.:
C. W. Brandes, Mgr., 4900 Euclid Ave., Cleveland 3, O.
IN CANADA:
Atlas Radio Corp., 560 King St., W., Toronto, Ont., Can.

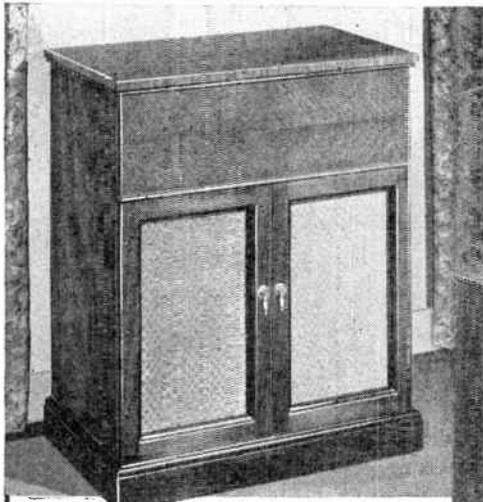
WORLD'S LARGEST MAKER OF AERIALS FOR CAR AND HOME



Clear as a Bell

NEW AM AND FM-AM Radio-Phonographs

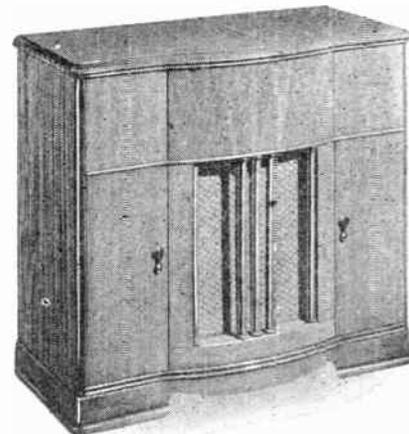
by



MODEL WTRU-254. The hottest selling console on the market! Priced from \$50 to \$75 below any comparable model! Complete home entertainment—Standard Broadcast, Short Wave, Automatic Phonograph! A top quality console, fine furniture in choice mahogany veneers. With album storage space. Today's biggest console value—gives you the edge on combination sales! **\$149.95**
Model WKRU-254. With FM-AM, **\$179.95**



MODEL RMR-245. You'll do a big console business with this magnificent model! It's big (two record storage compartments)—it's fine furniture in rich mahogany—it's complete—Broadcast, Short Wave, Automatic Phonograph! And it's sensibly priced—within the budget of the mass market buyer. It's the model that means volume combination sales! . . . **\$240.00**
Model WLRU-245.
 With FM-AM **\$275.00**



MODEL RMR-219. Top-quality combination at an unchallenged price! Luxurious proportions, SONORA—crafted in choice mahogany veneers. Two album storage compartments. Broadcast, Short Wave, Automatic Phonograph. Complete home entertainment, priced to draw in your trade, designed to sell! **\$235.00**

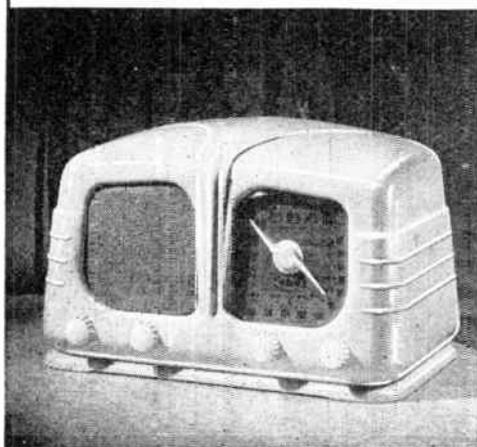
Model WLRU-219. With FM-AM, **\$270.00**

Model WLRU-220. With FM-AM in the beauty of rare Primavera woods, **\$280.00**

(Prices slightly higher in the Far South and West of the Rockies.)

SENSATIONAL FM-AM PLASTIC TABLE MODEL

MODEL WEU-262. Brighten your sales with SONORA'S table model masterpiece! Here's thrilling FM reception and "Clear as a Bell" standard broadcast in a plastic table model cabinet that deserves an "Oscar" for its brilliant styling. Timed right, priced right to take your trade by storm. They want FM. They want fine styling and quality. Give them this SONORA sensation and watch them buy! In Mahogany. **\$59.95**
Model WEU-240. In Ivory **\$62.95**



SONORA—YOURS FOR STEADY, GOOD BUSINESS

SONORA Franchised Dealers are backed by a 3-Point Policy that has for its goal continuous sales and customer satisfaction—the requirements for steady good business:

QUALITY—Every SONORA model is designed and built to deliver "Clear as a Bell" tone. SONORA styling is market-conscious. SONORA produces fine furniture—crafted in its own wood factory.

DEPENDABLE DEALING—SONORA plays squarely with its Dealers. There's no obsolescence in SONORA merchandise. SONORA helps you move merchandise—protects your investment.

SENSIBLE PRICES—Each and every SONORA model is priced to appeal to mass market buyers—pledged to give more value, more quality, more enduring satisfaction for your customers' money.



COMPLETE HOME ENTERTAINMENT AT ITS BEST

SONORA RADIO & TELEVISION CORP.
 325 NORTH HOYNE AVE., CHICAGO 12, ILLINOIS

TELEVISION STATION IN NATION'S CAPITAL OPENED LAST WEEK

TELEVISION FOOTBALL GAME

Maurice A. Gorhan, of BBC, Visitor in City — Philco Continues Extensive Campaign.

WASHINGTON, D. C., Monday—The capital's newest television station WMAL-TV opened Friday evening, October 3, and its first telecast, over channel 7, was the Fordham-Georgetown football game from Griffith stadium. Microphone duties were handled by Jim Gibbons, assisted by Tom Dolan. They will also broadcast and telecast future home games for both Georgetown and George Washington universities. In addition, WMAL-TV will televise all the Washington Redskin's home games starting October 5. Kenneth Berkeley is general manager of the new station, and Burt Crotty, television producer.

E. D. Raddatz, field director of the National Association of Electric Companies, has been named chairman of Area 1 in the District of Columbia's Community Chest campaign. Mr. Raddatz, well known in the utility and appliance fields here, has had campaign experience from other drives and will direct a large staff of workers, canvassing every downtown business with 10 or more employees.

Maurice A. C. Gorham, director of television for the British Broadcasting Corp., is visiting in Washington for a few days. While here he will study American television programming and technique, as well as inspect NBC's new television station, WNBW, at the Wardman Park Hotel.

Philco continues to lead in television promotion in the Washington area. The televising of the Worlds Series has resulted in an unprecedented demand for television sets, similar to the early days of radio. Although dealers and distributors had only the week-end before the Series started in which to advertise, due to the late decision to televise the games, they were swamped with orders from householders, business places and cafes and grills. Thanks to the promo-

tional efforts of RCA and Philco distributors here, the lounge of the National Press Club has been jammed with newsmen watching the games. Carlton Kent of NBC arranged for the loan of one set to the club, and Joseph Davison procured a Philco for the occasion. One appliance dealer says there have been no complaints from television set buyers that prices are too high. "It's quality they're looking for," he declares. More expensive projection models are selling better than direct-view table sets, he says.

Philco continues to lead in television promotion in this area, thanks largely to the efforts of Columbia Wholesalers, Inc., 2122 24th place, N.E., local Philco distributor. The firm has been running a barrage of daily full-page eye-catching ads in all local papers. Joseph M. Zamoiski, television sales manager, says this is not a "slam-bang promotion job," but part of a hard-hitting, continuous campaign. Columbia Wholesalers has arranged Philco sponsorship of the "Juke Box Revue" show on

(Continued on Page 25)

MOTION PICTURE GROUP WILL HEAR DISCUSSIONS ON THEATRE TELEVISION

Several talks on theatre television, with ample time devoted to open forum discussion in terms that will be understandable to the layman, are being planned as a feature of the Theatre Engineering Conference at the sixty-second semi-annual convention of the Society of Motion Picture Engineers to be held at the Hotel Pennsylvania in New York.

Donald E. Hyndman of Eastman Kodak, who is in charge of television papers, announced the following schedule already set for the evenings of October 21 and 23:

"The Development of Theatre Television in England" by Capt. A. G. D. West, director of Cinema - Television, Ltd.

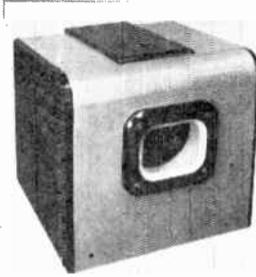
"Activities of the S.M.P.E. in Theatre Television" by Paul J. Larsen.

"Large Screen Television" by engineers of Radio Corp. of America.

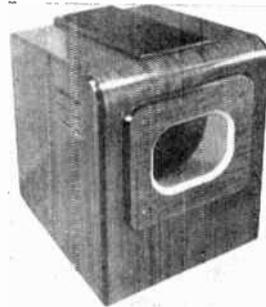
"Some Aspects of Large Screen Television" by Dr. Alfred Goldsmith.

CONVERSION Television Cabinets

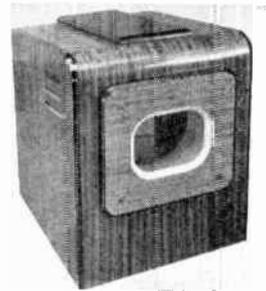
For 7", 10", 12", 15" and 20" Cathode Ray Tubes



7" Cabinet—18 $\frac{3}{4}$ " wide; 17 $\frac{1}{2}$ " deep; 18" high.



12" Cabinet—19 $\frac{1}{4}$ " wide; 21" deep; 23 $\frac{1}{2}$ " high.



10" Cabinet—19 $\frac{1}{4}$ " wide; 21" deep; 23 $\frac{1}{2}$ " high.



15" Cabinet—19 $\frac{1}{4}$ " wide; 21 $\frac{1}{2}$ " deep; 26 $\frac{1}{2}$ " high.

Cabinets Equipped with Safety Glass, Metal Shields, Yokes and With or Without Shaft Holes

Also Manufacturers of All Types of Replacement Cabinets and Speaker Baffles

20" Television Cabinet Also Available. Dimensions: 23 $\frac{5}{8}$ " wide; 29 $\frac{1}{8}$ " deep; 38 $\frac{1}{2}$ " high.

Tables Available for All These Cabinets

B. R. Z. CABINET CO.

649 BROADWAY

Dept. BRZ
EVERGREEN 4-0438 and 4-3861

BROOKLYN 6, N. Y.

DISTRIBUTORS ADDED BY KEYNOTE RECORDS

Appointment of four new distributors for Keynote Records, Inc., was announced here this week by John Hammond, president of the New York recording firm.

The distributors are: Motor Radio Co., Inc., Kansas City; Record Merchandising Co., Los Angeles; Triangle Distributing Corp., Pittsburgh; and the Circle Record Co., San Francisco.

Mr. Hammond also announced that Nat Shapiro, formerly of National Records, will handle publicity; and Jim Bray, formerly of World Broadcasting

and Decca would be eastern sales representative.

Hornbostel Is Appointed To Controllers' Institute

MALDEN, MASS., Monday—Charles C. Hornbostel, controller of the National Co. here and formerly a nationally known middle distance runner, has been elected to membership in the Controllers Institute of America, it was announced today.

The Institute is a technical and professional organization of controllers devoted to the improvement of controller-ship procedures.



WARREN-CONNOLLY COMPANY, INC.

521 West 57th Street, New York 19, N. Y. • Phone: COLUMBUS 5-1127

NORGE HOME APPLIANCES

McCRAY HOUSEHOLD AND COMMERCIAL REFRIGERATORS

CLARION RADIOS—VORNADO FAN AIR CIRCULATORS—SIMPLEX IRONERS

GENERAL MILLS IRONS AND PRESSURE COOKERS

SCOTT ATWATER OUTBOARD MOTORS

Leadership Since 1916 - - -

RADIO and Television WEEKLY is often called by leading members of the trade "The Bible of the Industry." We are very proud of this description. Ever since our first edition—back in 1916—we have striven to maintain this position. It is, therefore, no wonder that copies of "The Trade's Only Weekly" can be found either on the desks of radio executives or close at hand.

Wide-awake manufacturers, distributors, retailers and other members of the radio and electronic trade, who are constantly aware of the importance of keeping abreast of trade news, years ago formed a habit of awaiting arrival of the WEEKLY.

News is always interesting. That is why we strive to fill every issue of RADIO and Television WEEKLY chock full of news. Way back in 1916, RADIO and Television WEEKLY was the only weekly newspaper in the talking machine industry and as that business was gradually merged with the infant industry that became known as Radio, the WEEKLY kept pace with the developments in this field. RADIO and Television WEEKLY carried on all through both World Wars and "The Trade's Only Weekly" continues to be the most potent force in the distribution of "trade news right when it happens."

Since it is the **ONLY** weekly newspaper in the field, and by far the most closely read by outstanding men in the industry, it is no wonder that it is recognized as the No. 1 advertising medium in the industry today.

For Timely or Spot Announcements

Manufacturers—There is **only one** medium that can reach the trade just when you want to announce new models, release a distributor appointment, inform the trade of delivery dates . . . and dozens of other important vital matters pertaining to your business.

Check with us for details of this "last-minute" service.

RADIO and Television WEEKLY

99 Hudson Street

New York 13, N. Y.

**The Lowest-Priced nationally
advertised Radio-Phonograph
Console on the market!**



This is the most phenomenal radio-phonograph value in America today! You'll give it an "Oscar" for being so thrillingly smart, so compact! Costs less than many table models, yet it has the sensational Miracle Tone Arm which is standard equipment on Admiral's highest-priced consoles. What an edge you've got with this set!

- New Miracle Tone Arm
- High speed changer plays up to 12 records automatically
- High-fidelity audio system
- Variable tone control
- Alnico No. 5 dynamic speaker
- Storage space for 108 records
- Available in walnut, mahogany, or blonde veneers

MODEL 7C60-6M1 (Walnut)

\$99⁹⁵

TWO NEW

"hot ones"

ORDER NOW! IMMEDIATE DELIVERY!



The greatest improvement in **RECORD PLAYING**
since the invention of the phonograph

A startling achievement! Admiral's new Miracle Tone Arm uses no coil, no crystal, no filament, no special tubes! These are *prime causes* of distortion. The new Miracle Tone Arm *eliminates them entirely!* Even oldest records come to life with vivid brilliance unmarred by needle scratch or other disturbing surface noise. Complete with ultra-sensitive pickup point.

Now... an exquisite period console radio-phonograph at a price anyone can afford! Engineered and styled in the Admiral tradition that says every purchaser must get the most for his money. With period consoles enjoying greater favor than ever before, you'll be in the black with this fast moving, mass-market profit maker. Judge its quality for yourself!

- New pull-out phonograph for easy record loading
- High-speed changer plays up to 12 records automatically
- "No blast" push-pull output
- Variable tone control
- Large Alnico No. 5 speaker
- Walnut, mahogany, or blonde in top-grade, selected veneers

MODEL 7C65-7E1 (Walnut)

\$169⁹⁵

Prices slightly higher in South and West

**NEW PERIOD STYLE CONSOLE
AT SENSATIONAL LOW PRICE!**



FROM

Admiral

America's Smart Set!

ST. LOUIS, MO.

Appliance Sales Heavy
Combination Sales Brisk
Bendix Boosts Products

ST. LOUIS, MO., Monday—The ARA Distributing Co., 2300 Olive street, distributor of the "Recordio," made by Wilcox-Gay, made its bid for the public's attention in a recent display of the Recordio in the local newspapers.

Also featured in the ads was the offer by all of the sixty local distributors and over seventy-five other retail outlets in eastern Missouri and southern Illinois to demonstrate the set in the home. It was indicated that though normally the demonstration would be made with the portable model Recordio, the dealers would be glad to bring the console model into the home if requested.

The ARA Co., of which Harvey Frolichstein is president and Jack Leighner, vice president, also distributes Crosley radios and appliances, Dishomatic dish washers, Cinderella washers and a number of smaller appliances, as well as Mercury records. The organization consists of about fifty employes, of whom about a dozen are sales personnel who call on the trade in ARA's trade area, roughly the eastern half of Missouri and the southern sector of Illinois. The company does a large job in

servicing and repairing radios and appliances.

The various automatic washing machine companies have all undertaken extensive advertising and promotion campaigns. Some days ago, the Artophone Co., Bendix distributor in this area, took a full-page ad to tell the public that in the St. Louis area more than 1,000,000 pounds of clothes were washed each week in the Bendix, and that throughout the nation more than 1,000,000 Bendix owners were enjoying their wash-days. This ad, like a number of others, carried with it an offer on the part of all Bendix dealers to give free demonstrations.

This week, the newspapers carried an increased lineage of advertising for Bendix's competitors. One of the more attractive ads was that of the Seidel Co. which told about Westinghouse products, including the "Laundromat."

The Famous-Barr Co. radio department is featuring this week the Artone radio-phonograph combination which includes both AM and FM, a Seeburg record changer, twin speakers, and an album storage combination. This console, in an 18th Century style cabinet and sells for \$199.95. At last reports, this radio department was doing a rushing business. —H. G. MELLMAN.

Lou Silverman, sales manager of Automatic Radio Mfg. Co., of Boston, Mass., left last week on an extended tour of the middle western and southern trade in behalf of Automatic's new models.

If You Want To Know
What Your Competitor
Knows —

You Can't Afford to Miss a Single Issue

— of —

RADIO and Television WEEKLY

Sutton Co., Charlotte, Host To Philco Dealers

GREENVILLE, S. C., Friday—The A. K. Sutton Co., of Charlotte, was host to some 125 Philco dealers and dealer representatives at a sales meeting held at Hotel Greenville yesterday.

Preston Belvin, general sales manager for the Charlotte firm, outlined merchandising plans for Philco.

Wade Holland, Greenville district manager, presided over the meeting, one of a series sponsored by the Sutton organization. P. H. Batte, Jr., Asheville district manager, also was present. —B.

G-E Promotes C. A. Daniels

BEAUMONT, TEXAS, Saturday — Announcement is made by District Manager H. A. White that C. A. Daniel, a member of General Electric Co.'s Beaumont office since September, 1945, has been appointed manager of the apparatus department, effective October 1.

Mr. White said that Mr. Daniel, in his new position, will be responsible for

'Freedom Songs' Album Is Released By Melody

Mort Kline, president of Melody Record Supply, Inc., New York, announced Monday that his firm is releasing a new album titled "Freedom Songs" which contains records of a number of famous patriotic songs such as "The Star Spangled Banner," "Columbia Gem of the Ocean," "Yankee Doodle" and others. The words of each song and the story of its origin are printed inside each album which are intended for both children and adults.

Other additions to the "Melodee" line of children's albums now being featured are albums on "Pinnocchio," "Alice in Wonderland," and Irving Caesar's, "Songs of Safety."

Mr. Kline also announced that Melody Record Supply has been appointed distributor in the Metropolitan area for the Peerless Album Co. and for the Gala Records Corp., both of New York.

sales in Beaumont, Lake Charles and Port Arthur. —B.

FADA Radio
THE LOW PRICED RADIO SENSATIONS OF 1947

FADA 3 WAY PERSONAL PORTABLE P80 \$34⁹⁵

FADA TABLE MODEL 740 \$17⁹⁵

FADA TABLE MODEL 711 \$29⁹⁵

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

SALES MANAGERS FOR OUR MANUFACTURERS

ZENITH GIBSON THOR

SCOTT-ATWATER QUAKER

NORTHEASTERN DISTRIBUTORS, INC.

588 COMMONWEALTH AVENUE, BOSTON, MASS.

M-G-M RECORDS

ELGIN LEWYT GRAND

MERCHANDISING COUNSELLORS FOR OUR INDEPENDENT RETAILERS

MILO *Your "Q" for Quality* **MILO** Radio and Electronics Corp. 200 GREENWICH STREET, NEW YORK 7, N. Y., BEckman 3-2980

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

JURORS WITNESS SERIES GAME BY TELEVISION WHEN JUDGE IN BROOKLYN RECESSES COURT

TELEVISION IN HOMES AND BARS ENTERTAIN THOUSANDS
Students in Nutley, N. J., Permitted to Watch Games in School Auditorium — Stores Crowded With Anxious Viewers — Temporary Installation Proves Satisfactory for Jurymen.

The first World Series by television made itself felt in unusual places. Not only were the games viewed by hundreds of thousands in homes throughout the area served by television stations operating in New York, Philadelphia, Washington and Schenectady, but others crowded bars, taverns and restaurants which are equipped with television receivers. Retail radio shops were likewise jammed with viewers.

County Court Judge Samuel S. Leibowitz, hearing a case in the Brooklyn court house just as the opening game of the series got under way, was obliged to call a two-hour recess when he observed that some of his jurors were becoming restless just before the game got under way. The jurist realized that a remedy was in order and immediately telephoned a Modell store for a television set.

A Philco Model 1000 receiver was hooked up on a temporary installation by Gene Modell in the court house library and the jurors filed in to witness the first defeat of their beloved Dodgers. Mr. Modell reported that four receivers were sold as a result of this temporary court house installation.

In Nutley, N. J., students were permitted to spend their study periods in the school auditorium to watch the games. Industrial Television, Inc., of Nutley, installed a receiver in that school several weeks ago. This was believed to be the first school television installation in the country.

As explained by one of the faculty members, "There would have been very little studying by the students in any case. Their minds were on the game, and the best thing to do was to let them see it."

Martin Silvers, head of the Chambers Radio Corp., retail organization at 97 Chambers street, New York, reported that his television receiver sales increased seven-fold as a result of the World Series telecasts. Most of his customers were obliged to accept temporary installations, he declared. The Chambers Radio Corp. handles Crosley, General Electric, Philco and RCA Victor television receivers.

The New York Post established new speed records for processing and publishing pictures of the World Series games when its photographers took their pictures direct from a television receiver installed at the offices of the paper. In cooperation with the Allen B.

DuMont Laboratories, the Post installed a video set near the photographers' dark room. Pictures were taken right from the television screen; prints were available within a few minutes and early editions of the paper carried these pictures.

New Bendix Sales Post For Leo Sands in Chicago

BALTIMORE, MD., Friday—Leo G. Sands, formerly a sales engineer of the Bendix Radio Division, has been promoted to the post of district sales manager of mobile radio sales, with headquarters in Chicago, it was announced today.

National Broadcasting Promotes Sydney Eiges

Appointment of Sydney H. Eiges as a vice president of the National Broadcasting Co. was announced over the week-end. Mr. Eiges is director of press relations for the network. He is a graduate of the University of Pittsburgh and joined NBC in 1941. Prior to that date, he was with International News Service.

Waldron Electronics Issues Parts Catalog

CHICAGO, ILL., Monday—The Waldron Electronics, Inc., this city, manufacturers of radio and electronic parts, announced today that it has issued a new catalog, No. 48, which contains a complete listing of replacement cone assemblies and universal field coil replacements.

Sixteen pages in length, the catalogue also contains diagrams on proper cone installation and lists replacement parts in series under the names of radio and equipment manufacturers.

T. J. Coyne Appointed Grant's Radio Buyer

T. J. Coyne has assumed the additional duties of radio and appliance buyer at the W. T. Grant Co. buying office in New York. Before joining the Grant organization about four years ago, Mr. Coyne was an appliance buyer for Macy's in New York.

Radio and appliance buying was formerly handled for Grant's by W. H. Brodie.

Receiver Is Appointed For Viewtone Concern

Max Liebowitz, 2230 Ocean avenue, Brooklyn, was appointed receiver last week for the Viewtone Television & Radio Corp., 81 Willoughby street, Brooklyn, manufacturer of television and radio receivers.

MINERVA ADJUDGED BANKRUPT BY COURT

Referee in Bankruptcy Peter B. Olney of New York last week adjudged the Minerva Corp. of America, 238 William street, Manhattan, a bankrupt and appointed Sydney B. Levy trustee under \$25,000 bond. The referee also signed an order directing the trustee to continue the business pending further direction of the court.

The Minerva concern, which manufactures radio sets, had been operating under Chapter-XI of the bankruptcy act for several months after a voluntary petition for an arrangement.

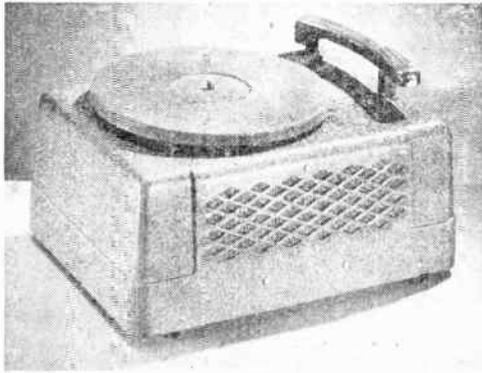
Gorin Stores, New England, Names 2 Appliance Buyers

BOSTON, MASS., Monday—Two new appliance buyers, Charles Russell and James Taylor, have been appointed by Gorin Stores, New England department store chain, N. Gorin, president, announced here today.

Mr. Russell was formerly assistant buyer of electrical appliances for the Jordan Marsh Co. He has been named buyer of electrical appliances and will open new departments at most of the Gorin stores in Massachusetts and Connecticut.

Mr. Taylor has been appointed major appliance buyer for the chain, succeeding Charles Elliott, who recently resigned. Previously, he was connected with the New England Power Co. for 15 years merchandising major appliances.

COMET MANUAL AND AUTOMATIC RECORD PLAYERS



Model #611

FROM

\$6.60

UP

(Including Federal Excise Tax)



Model #604

**SMARTLY STYLED
FINE PERFORMANCE
POPULAR PRICES**

For information on complete player line write to manufacturer

COMET PRODUCTS CORPORATION

664 N. Michigan Avenue
CHICAGO 11, ILLINOIS



RECORD NOTES

JOSE GOMEZ IS SIGNED BY RAINBOW RECORDS

Rainbow Records, Inc., New York, has released two single records by its recently signed Rhumba artist, Jose Gomez, according to an announcement made this week.

The Gomez band, to record exclusively for Rainbow, has recorded for immediate release, "Around the World Rhumba" and "Miami Beach Rhumba," "Shein Vi Di L'Vone" backed by "Negra Leono."

Harry Fromkes, president of Rainbow also announced the appointment of Penn-Midland Sales, 22-11 5th Ave., Pittsburgh, Pa., to take charge of Rainbow distribution in that city.

Artie Wayne Is Secured For Majestic Recordings

ELGIN, ILL., Friday—Artie Wayne, popular male vocalist, has been signed to the recording roster of Majestic Records, Inc., it was announced here this week.

His first release for Majestic, now available to the trade, is "That's What Your Heart Is For," backed by "One Little Tear Is An Ocean."

DETROIT, MICH., Monday—Special squads of police were summoned at the Grinnell Store, here, to cope with the crowds that gathered to see Frankie Laine, Mercury Records vocalist, and "Jack the Bellboy," Detroit disc jockey, last week.

PETRILLO EASES BAN ON 'LIVE' MUSIC OVER FM NETWORK IN EAST

According to a ruling made last week by James C. Petrillo, head of the American Federation of Musicians, the Rochester local of the union will be allowed to carry out its contract covering the next ten Friday nights for network broadcasts over the Continental Network, an FM chain.

In an announcement made September 18, "live" musical programs over the network were banned by the musicians' union on the grounds that locals may not enter into agreements for broadcasts extending beyond their immediate areas, network broadcasts being the business of the federation as a whole.

Last week's ruling emphasized that the agreement with the Continental network covers only the remaining ten weeks of its contract with the Rochester local. "After that, we're back where we started," Mr. Petrillo said. The network stretches along the Eastern Seaboard and includes twenty-seven stations. The originating stations are WHFM, Rochester, and WASH, Washington. Everett L. Dillard is president of the network.

The ban on "live" music was the first blow at stations which broadcast FM music exclusively. In other rulings, the Federation had prohibited duplication of standard and FM music and the use of musicians on television.

It was also announced last week that the American Broadcasting Co. would use a singing group instead of instrumental music in the Abbott and Costello show, which originates in Hollywood, as a result of the unions ban on rebroadcasts of recorded music. The original show is aired for eastern studios at 9 P. M., Eastern Standard Time, and rebroadcast three hours later for the Pacific coast when it is then 9 P. M. there.

Columbia Will Release Mendelssohn's "Elijah"

BRIDGEPORT, CONN., Thursday—Sixteen records will be included in Columbia's Records recording of Felix Mendelssohn's oratorio, the Elijah.

This work features the Liverpool Symphony Orchestra and the Huddersfield Choral Society, Isobel Baillie, Gladys Ripley, James Johnston and Harold Williams conducted by Sir Malcolm Sargent. It will be available to the trade the early part of October, it was announced.

Orangeburg, S. C., Store Opened By S. S. Heide, Jr.

ORANGEBURG, S. C., Thursday—Home Furnishings, Inc., a new retail radio, appliance and furniture shop, has just been opened at 33 South Middleton street, this city, by S. S. Heide, Jr.

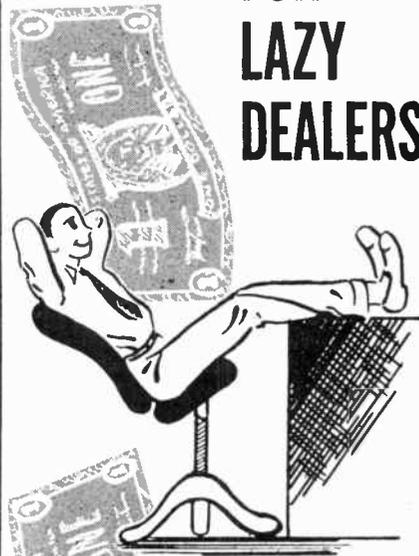
A new brick building, measuring 50 by 110 ft. has been acquired and has been attractively decorated in pastel colors with a paneled ceiling lighted by fluorescent throughout. Expansive plate

glass windows extend that full width of the store and are used as part of the floor selling area.

During the formal two-day opening, more than 2,000 persons visited the store, Mr. Heide reported. Mr. Heide declared today that he is highly pleased with the splendid cooperation and assistance offered by manufacturers and distributors during the preliminary work in conjunction with the store opening.

RECORDISC

GOOD FOR LAZY DEALERS



No need to work up a lather selling home recording blanks. Everyone knows the famous RECORDISC label. The RECORDISC blanks sell themselves. All you have to do is display the RECORDISC name and let your cash register do the rest. Remember—the same marvelous selling-ease holds true for 'precision-perfect', handsomely packaged RECORDISC needles and styli.



Send Today for complete RECORDISC catalogue

THE RECORDISC CORP.
395 Broadway, New York 13, N. Y.

Available
for your Holiday trade
-the 1947 JENSEN
Christmas Gift Package

(At NO increase in cost)



The gold stamped, red leatherette case is lined in contrasting green. The Jensen Royal Jewel package is the standard red and gold foil oval container. Everyone who sees it wants it!

This attractive red and gold and green Notebook holds an individually packaged Jensen Genuine Sapphire Phonograph Needle... and a Musical note-pad for jotting down record wants. It's designed to stimulate your Holiday sales, to sell MORE gift needles. It retails at \$2.50—the cost of the needle.

To avoid last minute disappointments, be sure to estimate your requirements accurately and place your order EARLY to assure delivery.

JENSEN INDUSTRIES, Inc., 329 SOUTH WOOD ST. • CHICAGO 12, ILL.

If you want
**SOMETHING
BETTER.**
Demand

DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921

DeWALD RADIO MANUFACTURING CORP.
35-17 37th Avenue, Long Island City 1, N. Y.
Chicago Office: 624 So. Michigan Avenue

A Quarter-Century of Proven Quality



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

SHOWING OF NEW RADIOS, TELEVISION SETS DRAWS JOBBERS FROM WIDE AREA TO CHICAGO

HALLICRAFTERS IS HOST AT DISPLAY OF LATE MODELS

Video Holds Center of Stage for Distributors From All Over United States and Canada — Trip to Factory, Cocktail Party, Dinner and Entertainment Round Out Full Day for Over Two Hundred.

(Continued from Page 5)

Century Georgian Breakfront Credenza, walnut or mahogany; 14 tubes plus rectifier; AM, FM and shortwave; automatic frequency control on FM; five-and-five pushbuttons for AM and FM; De Luxe record changer; list, \$675.

Console automatic phono-radio in 18th Century Georgian Breakfront Credenza, walnut or mahogany; 14 tubes plus rectifier, for AM, FM and shortwave; automatic frequency control on FM; five-and-five push buttons for AM and FM; Webster wire recording unit with a special Hallicrafters-built pre-amplifier; De Luxe record changer; list, \$825.

The Hallicrafters television receiver was the next presentation. It was a console incorporating radio and phonograph in period style cabinets, walnut or mahogany; 10-tube plus rectifier radio chassis and 22-tube television chassis; radio, AM and FM, with automatic frequency control on FM; intermix record changer; automatic frequency control for television sound and picture; 10-inch video screen; minimum controls for television and single audio system

for television sound and radio; list, \$795.

The six phono-radios all are made with dual 3-gang condensers, 20 to 20,000 cyclic response, and an average of less than 2 per cent intermodulation distortion. The distributors were also shown designs for a new AM-FM portable, which will go into production in the Spring.

Beginning at 6 P.M. a cocktail party was held in the Tower room of the Stevens for the distributors and the press. This was followed by a dinner for all present, and the day and evening wound up with entertainment by professionals and attending distributors, with Rolife J. Sherwood, general sales manager of Hallicrafters, as master of ceremonies. There are those who still insist that Mr. Sherwood, in spite of his vigorous denials, had rehearsed the phonograph-pantomime act in which he participated.

Jensen Mfg. Co., 6601 S. Laramie avenue, Chicago, has brought out the model RK-51 "in-car" reproducer. This new product is for use at drive-in theaters, and consists of a speaker to bring to occupants of automobiles the screen dialog and accompanying back-

ground music of the picture they are viewing. It is attached to the car with a heavy wire, rubber-covered hanger which fits easily over the car door sill when the glass is rolled down, or over the partly-opened glass in cold or inclement weather.

The hanger is so designed that the 6-foot rubber-covered two-conductor cable furnished with the reproducer may be wound around the case when the speaker is stored. The cable of an individual speaker is plugged into a master cable running from the theater's sound equipment when in use.

The case is weatherproofed, heavy-gauge drawn steel in hammered finish baked maroon enamel. The speaker is doubly protected by a splash screen within the case. The front of the reproducer has a pattern of extruded holes with volume control knob in the center. Volume is controlled by a constant input impedance L-pad, not by a potentiometer. Space within the case is available for mounting a transformer on the speaker if desired. The speaker has a net weight of 3½ pounds, shipping weight of 4½ pounds, and lists at \$20.

Is Edelman, vice president of Trav-Ler Radio Corp., Chicago, has announced the appointment as of October 1, of General Utilities Distributors, Inc., 540 N. Lake Shore Drive, Chicago, as distributor in the Greater Chicago area for the Trav-Ler line. General Utilities Distributors is headed by Ben Markus, long and favorably known in this field.

His firm also distributes a full line of major appliances, including refrigerators, deep freeze cabinets, ironers and similar items.

A rebate of more than 16 per cent is being made to member-exhibitors at the 1947 Radio Parts Show, Kenneth C. Prince, executive secretary of the Radio Parts and Equipment Shows, Inc., the show's sponsors, announced here. The Stevens Hotel, Chicago, is the scene of the show each May.

Believed to be the only industry trade show operated not for profit by the industry itself, the Parts Show is able to rebate the sum of \$5,206 this year, Mr. Prince said. The rebate is to be made to 159 member companies which exhibited at the show here last May.

Thursday night concerts of the Chicago Symphony Orchestra, aired over WCFL from the Eighth Street theater, will be "previewed" each Wednesday night by WEFM, FM station owned by Zenith Radio Corp. Ted Leitzell, manager of WEFM, said that a preview of one major work of the Thursday night Chicago Symphony program will be presented at 9:30 on the preceding Wednesday. The first preview performance, to be broadcast at 9:30 P. M. on October 8, will be Symphony No. 1 in C-minor, by Brahms.

—W. D. MORRIS.

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



**SALES, SALES
and MORE SALES!**

That's the sweet chorus you'll hear when you use VM Model 800! Demonstrate its performance quality and operating convenience. Then mention the low price. Every prospect will become a sale.

VM CORPORATION
BENTON HARBOR - MICHIGAN

Ask for Bulletin RT-10

- Slightly Higher West of Rockies
- Single Dial Control
- Fast, Quiet Action
- Automatic Operation
- Minimum Record Wear
- Small Mounting Space

Model 800
\$29.50
Retail

WEBSTER CHICAGO

MODEL 56

AUTOMATIC RECORD CHANGER

As a replacement for less efficient changers . . . for original equipment.

Truly "The Choice Of Music Lovers."

Model 56 stops automatically after the last record.



WEBSTER CHICAGO



CHICAGO

5610 BLOOMINGDALE AVE.

CHICAGO 39, ILLINOIS



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 Springs, Md. Shepherd 0700
 Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties



NEW CITY ORDINANCE IN ST. PAUL AFFECTS RADIO REPAIR SHOPS

MAY FORCE MANY TO CLOSE Zoning Law May Compel Stores to Move or Get Out of Business — Amendment Is Sought.

ST. PAUL, MINN., Thursday — Twenty-six electric appliance and repair shops in St. Paul face close-down of their business or removal to new quarters as a result of new licensing ordinances which were enacted by the St. Paul City Council.

Following adoption of the licensing ordinances, the twenty-six electric repair shops were among hundreds of other firms in the city that applied for permits to do business. But when these twenty-six applications came in, it was discovered the business locations were situated in non-business areas and thus were violating city zoning ordinances.

A. R. Anderson, city license inspector, presented the problem to the City Council. Marshall F. Hurley, first assistant city attorney, told the councilmen they had no power to grant a license to carry on a business in any district where such business is barred by provisions of the zoning code.

This left the Council with no other alternative but to have the operators violating the zoning codes to select one of three choices: Relocate in a properly-zoned area; have their neighborhood rezoned; go out of business.

Councilman William Parranto, after the Council meeting, asked Hurley to draw an amendment to the city zoning code to provide an "out" for those business men who are affected by the licensing situation. Anderson estimated at least 100 such places are affected. The proposed amendment would permit such a business operator to circulate a petition in his immediate neighborhood asking that he be given a special permit to continue his business.

Members of Warehouse Employees Union, local 359, AFL, have picketed the S & M Co., 1301 Hennepin avenue, Minneapolis, radio-appliance distributors, for three days as a result of a strike involving wage demands. Union officials said they sought a minimum hourly wage rate equal to that of other local wholesalers. Company officials described negotiations at a standstill and said they were waiting for the union to make the next step. They said the

union's comparison of wage scales should be made with other mail order firms in the Twin Cities. S & M also is in the mail order business, which make up the bulk of its trade.

Motor Power Equipment Co., distributor of Crosley products and Bendix washers, reports merchandise is coming in in fair manner. A. S. Dunning, company executive, is hoping for enough stock to arrive to enable him to take care of his retail outlets in time for the Christmas holiday buying season. Whether this will be entirely possible is, of course, quite problematical, it was indicated.

F. C. Hayer of F. C. Hayer Co. indicates that RCA-Victor products business at his establishment is holding up very well, with a bright Yuletide season in the offing. While factory shipments still aren't anywhere near what the demand is, supplies arriving are sufficient to be allocated to the Hayer dealer organization, he said.

—JACK WEINBERG.

Two New Lines Acquired By W. S. Harmon Concern

LOS ANGELES, CALIF., Saturday — W. S. Harmon Co., 830 Venice boulevard, this city, a new member of the Los Angeles chapter of the Representatives, has just announced representation for two new lines.

The firm will represent the Industrial Hardware and Manufacturing Co., New York, for its complete line of vapor type tube sockets on the West Coast.

The organization will also cover the Southern California territory for Electronic Rectifiers, Inc., Indianapolis, for its lightweight heavy duty magnesium-copper sulphide rectifiers for general use.

The Harmon Co. was formed nearly two years ago by Walt Harmon, who had been for more than a score of years chief engineer for various radio manufacturers and, more recently vice president in charge of engineering for the Hoffman Radio Corp., Los Angeles.

New Electrical Concern

CHARLESTON, WEST VA., Saturday — The Secretary of State has issued a charter to the Front Electric Co., of Parkersburg, which proposes to deal in electrical supplies and accessories. Authorized capital stock is \$50,000.

Incorporators are S. S. Front and Ruth Bosch Front, both of Wheeling, and Henri S. Front, of Parkersburg.

—B.

Thos. L. Mahan Elected President of Southland

CHATTANOOGA, TENN., Saturday — Thomas L. Mahan is the new president of Southland Distributors, Inc., 412 Hamilton National Bank Building, wholesale distributor of commercial and domestic refrigeration equipment. Mr. Mahan, formerly vice president, has purchased controlling interest in the firm from Joe H. Dych, who is leaving to become a manufacturer's representative in the refrigeration field.

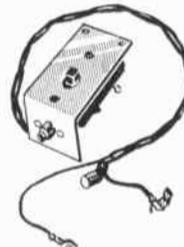
E. M. Mahan has been named vice

president of the corporation, while S. P. Lay, secretary-treasurer, continues in that capacity, it was stated. —B.

Charter McIntosh Radio

ASHEVILLE, N. C., Friday — The Secretary of State has issued a charter to McIntosh Radio Co., of this city, which proposes to deal in electrical appliances under authorized capital stock of \$50,000. Carl McIntosh and B. M. Wilson, both of Burnsville, and Edward Shorter, of Columbus, Ga., were listed as the incorporators.

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



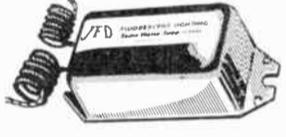
JFD Replacement Phono Radio Switch
 Replaces RCA pt #9824A. Also ideal for connecting record players, mikes, FM or Television attachments to audio amplifier of radio sets. Retains original tone quality without hum. With midget tip plug.
 No. ST145 List Price \$2.25
 Std Pkg 6



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 33-1/3 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 3/4"	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 3/4"	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.

TELEVISION STATION IN NATION'S CAPITAL OPENED LAST WEEK

TELEVIEW FOOTBALL GAME

Maurice A. Gorhan, of BBC, Visitor in City — Philco Continues Extensive Campaign.

(Continued from Page 16)

WWDC five days a week; a dinner concert on WINX-FM daily; a morning tie-in with Sun Radio on the Arthur Godfrey show; a local broadcast sponsored by the Good Housekeeping Appliance stores; a Sunday show sponsored by Marvin's, local jewelry and appliance store, plus several spot-announcement plugs. In addition, Philco sponsors all the televising of the home games of the Washington Senators, the George Washington and Georgetown home football games, and has a spot before and after the televised Redskins games.

Mr. Zamoiski says the Philco campaign locally is "going over tremendously," and that public acceptance is excellent. His firm is being backed up all the way with prompt delivery of receivers, and says immediate delivery of Philco models can be arranged. Columbia Wholesalers' television department is staffed by six salesmen, a ser-

vice manager, shop foreman, twenty outside men, plus an office staff. John Kimball is television service manager, with complete charge of the servicing department and dealer education.

WNBW, NBC's television outlet here, is the proud possessor of Billboard's prize for the top over-all promotion job of the year. "Top over-all" is Billboard's way of confirming a top-notch job by the whole staff.

Theatre Equipment and Supply Manufacturers Assn., at its recent annual convention here, re-elected its former officers including Oscar F. Neu of New York, president; W. A. Gedrik, Grand Rapids, Mich., vice president, and Roy Boomer, Chicago, secretary-treasurer. Named to the board of directors were Harry Strong, V. J. Nolan, Erwin Wagner, E. J. Vallen, H. B. Engel, M. H. Stevens, J. R. Hoff, W. D. Matheus, L. W. Davee, Bert Sanford, J. F. O'Brien, and Lee Jones.

The Theatre Equipment Dealers' Protective Association which held a concurrent convention re-elected Ray G. Colvin, St. Louis, president, and J. Eldon Peek, Oklahoma City, vice president. To its advisory board were named Joe Hornstein, William Carrell, F. A. Van Hueson, A. E. Theile, Ray Busler, J. P. Filbert, Harry Sarber, and J. M. Rice.

—DOROTHY HALLER.

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

Philadelphia, Pa.

Video Interest High Motorola Starts Drive Arvin Line Promoted

PHILADELPHIA, PA., Monday — The World's Series telecasts gave further impetus to public interest in television. Local newspapers were filled with advertisements stressing that sets purchased during the series would be installed in time for a viewing of the games. Dealers everywhere were flooded with orders from individuals and organizations which finally realized the importance and pleasure of having a television set available.

Motorola Philadelphia Distributor announced that it has initiated a newspaper advertising campaign in the eastern Pennsylvania and southern New Jersey areas. These ads will feature five of the leading models in the Motorola home radio line.

Stromberg-Carlson radio and television dealers were guests of the Elliott-Lewis Co. at the introductory meeting of the new line held Thursday, October 2, in Town Hall, at Broad and Race streets. Officials of the Stromberg-Carlson factory and distributor executives introduced each model with an outline of the merchandising and advertising program planned to further public knowledge of the features of the set. Merchandising policies were reviewed at the same time that the line was presented.

Everybody's Supply Co. has designated the Packard Advertising Agency as local advertising representatives.

Part of the new campaign to promote Arvin merchandise arranged by the Packard agency included a schedule of ads in local newspapers on the model 442 listing at \$12.95. Delivery on this radio was completed October 1.

Everybody's also placed a large ad on the new Presto cooker. This ad was run in conjunction with a complete dealer listing.

Emerson Radio is making large shipments on two radio models, the 558, a personal type portable set listing at \$34.95, less batteries and the model 566, a record player retailing for \$39.95. The portable model is available in three different color cabinets and is planned as a gift item. Heavy advertising on a cooperative basis is being placed by many dealers.

A meeting of the record distributors was held this evening at the C. R. Club to review the progress of the "Click Tune of the Month" program, which is supported by the Phonograph Operators Association of Pennsylvania.

—SOL SHERMAN.

Attend Housewarming

PHILADELPHIA, PA., Friday — Twenty-four members of the executive and sales personnel of Peirce-Phelps, Inc., this city and Harrisburg, distributor of radio and home appliances, attended a recent housewarming held in the new plant of the Duo-Therm Division of the Motor Wheel Corp. at Lansing, Mich.

NEW ANTENNA LINE BY OAK RIDGE FIRM

The Oak Ridge Antenna Co., New York, is now in production on its new improved line of radio and television antenna, according to its sales manager, Howard Levy.

Features of the new line are a ring clamp that replaces the barrel-T used heretofore, a bakelite strip instead of a lucite rod and ease of assembly of each antenna. Mr. Levy revealed that these improvements in the Oak Ridge line made for a better antenna at a considerable reduction in price.

One of Oak Ridge's most popular antennas is its stacked double folded dipole with double reflectors, which is used for high installations for 60-mile to 75-mile television reception.

Bendix Washer Production Hits Record In September

SOUTH BEND, IND., Friday—Bendix Home Appliances, Inc., this city, announced today that the firm's washer production total hit an all-time high during September, with 60,000 units coming off the production lines.

The company also produced more than 6,000 automatic clothes dryers, a record number, and about 5,000 automatic ironers, Harry L. Spencer, vice president, said.

Hard to Get RADIO PARTS

HUNDREDS OF ITEMS IN STOCK
Write for New 1947-48 Jobber Price Bulletin

WIRE AND CABLE Inter-Communication Service

- 2-Cond. #20 Stranded Twist Black & White
- 2-Cond. #22 Solid Twisted Shielded
- 2-Cond. #22 Solid Twisted Shielded Cott. Cov.
- 2-Cond. #20 Stranded Shielded Parallel Plastic Cov.
- 3-Cond. #22 Solid Twisted one leg shielded cott.cov.
- 4-Cond. #22 Solid Twisted Shielded
- 4-Cond. #22 Solid Twisted Shielded
- 3-Pair #22 Solid 6-Cond. Twisted pairs cott. cov.
- 6-Pair #22 Solid 12-Cond. Twisted pairs cott. cov.
- 9-Pair #22 Solid 18-Cond. Twisted pairs cott. cov.
- 12-Pair #22 Solid 24-Cond. Twisted pairs cott. cov.
- 15-Pair #22 Solid 30-Cond. Twisted pairs cott. cov.

TELEVISION - FM SERVICE

- CO-AX RG-8/U
- CO-AX RG-11/U
- Twin-Lead 300 Ohm
- Twin-Lead 150 Ohm

SHIELDED WIRE

- Phono. Shielded #24
- #18 Shielded
- #20 Shielded Cotton Covered
- #14 Shielded
- #16 Shielded

Exclusive National Suppliers of Seaboard Products
Supplying Jobbers Exclusively

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



SUPPLY YOUR TRADE WITH
QUALITY TUBES FROM
W.A.A. AND STANDARD
ARCTURUS STOCKS!

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

Mail Coupon Today!

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

Send me current list of
available tubes.

Name _____
Company _____
Address _____



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 Plymouth"



CROSLEY DEALERS IN BUFFALO GET ADVICE ON VIDEO PROMOTION

TO GET SERVICE IN SPRING
Fast Turnover in Radio Stocks Is Held Key to Success — Selling Methods Are Discussed.

(Continued from Page 11)

the first twenty-four hours and a couple of more thousand orders taken. He explained the FM method of transmission, suggesting that dealers advise buyers of sets costing \$300 or more to have that equipment. Television, he predicted, will not replace radio but probably will operate one hour in the afternoon and two hours at night at first. Around February 1, he said, his station expects to put a test pattern on the air, with an afternoon and night program. The television department of his station will have a mobile unit to cover football, hockey, wrestling and other special events.

E. McPherson, of Station WGR, said

TO GATHER THE NEWS FOR YOU—

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

that national figures disclose 39,300,000 radios in the homes or 90 per cent of all homes have radios. In the Buffalo radio listening area, he said there were 400,000 radios and that 94.7 of the homes have sets. The average person, he declared, listens 3.2 to 4 hours a day to the radio and 100 leading advertisers over a ten-year span had increased their radio advertising 243 per cent. He urged dealers to tie with the Crosley radio program.

Sales manager Farrell urging dealers to tie in with the Crosley Reggie and Billie Keaton Radio program by paying \$15 over a three month period. He said that the promotional plans included newspaper advertising, paid for by the factory and distributors, in which the names of all dealers who supported financially the radio program will be listed.

Reggie and Billie Keaton staged their broadcast from the conference room in person, following demonstration by Ted Lipp, sales promotion manager, WDMI, of a record of one of their performances.

The keynote of the whole conference was emphasis on alertness in selling by more aggressive methods, increased personnel, better arrangement of stores and effective advertising.

—W. V. MORROW.

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

NATIONAL ELECTRONIC DISTRIBUTORS' ASS'N HEADS HOLD 2-DAY CONFERENCE IN CHICAGO

WHOLESALE IN ISOLATED AREAS REGISTER COMPLAINT

Declare Lines Not Carrying "Pre-Payment Rate Policy" Place Them in Awkward Position — Membership of Group Now Exceeds 400 — Changes in Association's By-Laws Recommended.

(Continued from Page 5)

pliers of the NEDA recommendation for a standard catalog page. He also reported that the requests of NEDA for two NEDA days at the next show was rejected at the last Show Corporation meeting. The board indicated that it would continue to request the two days. The executive committee reported NEDA membership now at an all-time high, far over 400.

Constitutional amendments recommended by the board included a provision that applicants for membership shall maintain a minimum investment in electronic equipment and supplies in their principal warehouse, not on consignment, of at least \$10,000. Another recommendation was for a by-laws amendment providing for election of officers six months after the board of directors has been installed. Overlapping the two groups, it is held, will give the NEDA agenda proper continuity. President Lippman advised that the heavy program outlined may make nec-

essary another special board meeting before the next show.

Those present at the meeting here in addition to Mr. Lippman who hails from Newark, N. J., and Mr. Calamaras were: A. W. Greeson, Jr., Carolina Chapter; H. H. Plunkett, Kansas City Chapter; Harry Friedman, Ohio, Indiana, Kentucky Chapter; O. H. Griffiths, St. Louis Chapter; C. C. Brown, Golden Gate Chapter; Dahl Mark, Keystone Chapter; R. N. Swanson, Rocky Mountain Chapter; A. W. Mayer, Boston Chapter; W. D. Jenkins, Old Dominion Chapter; T. A. Lynch, Southern California Chapter.

Also, Leslie Hale, of Monroe, La., association secretary; L. A. Richmond, Southern New England Chapter; Abe Seidler, Florida Chapter; P. N. Chanko, New York Metropolitan Chapter; Guy B. Paine, Northwest Chapter; Geo. Wedemeyer, Michigan Chapter; Arthur C. Stallman, Ithaca, N. Y., NEDA treasurer; Louis W. Hatry, New England Chapter; Mr. and Mrs. Hawley, Tri-State Chapter; E. R. Durham, Northern Texas Chapter; Dee Gifford, Omaha-Des Moines Chapter, and E. E. Marsh, Wisconsin Chapter.

*One of America's
Great Distributors*



KRICH-RADISCO
INCORPORATED

RCA VICTOR · BENDIX · 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

3 FT. BY 4 FT. SCREEN TELEVISION PICTURE IS SHOWN BY BRUNSWICK

PICTURE SIZE, 4 FT. BY 3 FT.

15-Inch and 10-Inch Custom-Built
Models Planned — Price Range
From \$375 to \$3,000, Depend-
ing on Amount of Equipment.

(Continued from Page 3)

amount of equipment desired is optional with the buyer so that the merchandise can be purchased on what amounts to a custom-built basis. The set will be sold with a cabinet or blended into the decorative scheme of the establishment. The projection system and screen can even be suspended from the ceiling, with the controls operated from an inconspicuous location below. The prices range on the model has been set tentatively at from \$2,000 to \$3,000 depending on the amount of equipment desired.

Herbert L. Weisburgh, president of the company, stated that a reasonable number of the receivers will be shipped before the Christmas season. The principal buyers are expected to be hotels, schools, bars, restaurants and large estate owners, as well as veterans' hospitals where the patients are unable to move from a fixed position. In these instances, the picture can be projected on to the ceiling or any desired part of the room.

The larger receiver has forty tubes, including rectifiers, for the television section alone. The cabinet is an impressive mahogany console in a "Clover-leaf" design, with an opening in the back from which the picture is projected on to a screen especially developed to provide high-intensity illumination.

To allow for flexibility in installation, the set is divided into five main sections: the control unit, the deflection unit, the optical system, the high-voltage power supply, and the low-voltage supply.

The television line also will include receivers with fifteen-inch and ten-inch picture tubes, both in console models. The price range on the first will be \$750 to \$1,100, and on the second, from \$375 to \$700, depending on the amount of additional equipment wanted. They will come in the following designs: Sheraton, Chippendale, Duncan-Phyfe, Hepplewhite and Early American knotty pine.

In addition to its laboratories and factory located at 429 Twelfth street, Brooklyn, N. Y., the company has a substantial interest in a large furniture factory in North Carolina. Therefore, the company has no cabinet problem, according to Mr. Kahn.

The company plans to merchandise its television line through its regular established radio dealer outlets which have been featuring Brunswick Radio Panatropes for many years. It is estimated that about three hundred key dealer outlets have been appointed in the so-called television markets.

SPECIAL LARGE-SCREEN VIDEO SETS PLANNED BY U. S. TELEVISION MFG. AS AID TO SURGERY

Special big-screen television sets for educational use in observing surgical operations are being planned by United States Television Mfg. Corp., it has been announced by Hamilton Hoge, president of UST. Pioneer and specialist in large-picture television receivers, United States Television is making this move in response to the need for such sets as expressed by surgeons, Mr. Hoge declared.

Recently, surgical operations were telecast and viewed on 15 receivers by 5,000 surgeons as part of the program of the American College of Surgeons Congress. The success of the demonstrations caused predictions of the great future television has in the teaching field. However, it was felt that larger screens would help still further. UST is currently producing television receivers with 19 by 25-inch screens which have brought a television program to

as many as 800 people at one time. In limited production is a projection television set with a 30 by 22½-inch screen, almost five square feet, the largest in mass production today.

"The larger the screen the better the observation since more detail is brought out," was the recent comment on the use of television in surgical education by Dr. John H. Mulholland, chairman of the Department of Surgery of the N.Y.U. College of Medicine at a luncheon meeting of radio executives.

Forseeing the use of large screen television receivers in the entire education field, UST is laying long range plans for the future developments. These plans are based on the technical advances and long field experience of United States Television in large-screen television. UST was one of the few firms to produce television sets before the war.

Parma, O., and Yankee Network, Inc., Hartford, Conn.

FCC EXECUTIVE SEES VIDEO SERVICE TAKING COMMUNICATION LEAD

SCHENECTADY, N. Y., Thursday—Of all the new electronic miracles developed during recent years, television promises to take the lead as the most forceful mass communication medium of our times, Paul A. Walker, vice chairman of the Federal Communications Commission, declared here on Monday at the inauguration of the New York to Schenectady television microwave relay by the General Electric Co.

"This new transmission will provide a great improvement in the pictures you receive and enable WGRB to transmit daytime programs from New York," Commissioner Walker declared. He pointed out that Station WRGB is one of twelve television stations now on the air, and that fifty-six additional stations are now or soon will be under construction throughout the United States.

"The day is not far distant when you in the Schenectady area will be able to see television programs originating not only in New York, but in Boston, Los Angeles, Miami and other distant points," he said.

"In the early days of our country, the pioneers built vital roads across the wilderness. Today, electronic highways serve to bind our people closer together, making neighbors of us all."

PERMIT GRANTED FOR BOSTON VIDEO STATION

WASHINGTON, D. C., Friday—The Yankee Network, Inc., has been granted a construction permit by the Federal Communications Commission for a new television station to be erected in Boston. The firm has been granted Channel No. 7.

The FCC also accepted for filing, applications for four additional commercial television stations from Balboa Radio Corp., San Diego, Calif.; Empire Coil Co., Avon, Conn.; Empire Coil Co.,

RADIO STORE SALES DROPPED IN AUGUST; 8-MONTH VOLUME UP

WASHINGTON, D. C., Monday—Sales by independent radio and musical instrument stores throughout the country dropped 9 per cent in August, compared with August of last year, the Bureau of the Census of the U. S. Department of Commerce revealed today. Sales by these stores were up 1 per cent in August, compared with July of this year. For the first eight months of 1947, radio-music outlets reported a sales increase of 41 per cent over the corresponding period of 1946.

Independent household appliance dealers reported a 27 per cent gain in volume in August of this year, compared with August, 1946, and a 2 per cent drop in August compared with July of this year. For the first eight months this year, these stores enjoyed a sales increase of 55 per cent over the corresponding months of last year.

Sales of independent retailers of all types declined 1 per cent in August over August, 1946; a 3 per cent gain in August over July, and a 14 per cent increase for the first eight months of this year over 1946 was noted.

tary of his firm. The Sutton company distributes Philco radio and appliance products.

A meeting of 250 Philco dealers was staged last week at the Hotel Charlotte, this city, by the Sutton concern.

RADIO TUBES

for
Immediate Shipment!

**Below Distributors Cost — R.M.A. GUARANTEED
INDIVIDUALLY BOXED**

Largest—most complete stock. All types available—from OZ4 to 117L7GT.

Write for **Quantity Prices**
and **Tremendous Discounts**

Rated Accounts 2% 10 Days All Others 2% C.O.D.
Each Tube carries the Standard R.M.A. Guarantee. Defective tubes returned during the guarantee period will be replaced immediately.

Sales Representatives Wanted

**The Oldest RADIO TUBE COMPANY
in Chicago — Established 1920**

Continental Corp.

1800 Winnemac Ave.
Longbeach 4428

Cable Address: CONTULAB
Chicago 40, Ill.



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 . . .



RADIO BUSINESS IN WYOMING, DAKOTAS IS DEFINITELY GAINING

RAPID CITY, S. D., Friday—Flanders Music and Record Co. at 509 Seventh street in his city, is celebrating its fifth year in business in October. R. Weeks Flanders is the owner-manager, ably assisted by his young son.

The city is a focal point for all sorts of travel trips and of course the Mount Rushmore Memorial is one of them.

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

There are also scores of dude ranches nearby. A comparatively new tourist angle is a guide service through some of the mines. Thus there is a fine tourist business for new sets, records and service.

One of the radio leaders is Hoffman. Flanders was one of the first to get a new dealer franchise through the Denver Hoffman distributor two years ago. He did so well that his sales area extends as far south as Hot Springs. He also carries Sentinels and Howards.

In the piano line he pushes Baldwins and Gulbransons and says that there is a brisk trade in blonde finish for pianos similar to the blonde wood radio cabinets that Hoffman uses.

Victor, Capitol and Decca lead the record sales. Several lines of sheet music are stocked, and a few band instruments. Westerns in records and sheet music get a special display.

Three-way radios are going well this Fall. Table models are in popular demand. Table combinations, because of the price, move a little slower with console combinations lagging behind a little.

Cowboys, it seems, prefer western stuff to the so-called sophisticated tin pan alley deals. The Indians, and they are many, show a lot of favoritism for phonographs with the old-style crank handles.

Ninety per cent of the Flanders business is on a cash basis. The location is central. The firm is establishing considerable of a reputation for fairness and a willingness to let the customer make his own decision without a lot of high pressure selling.

CASPER, WYMOING, Saturday — Huber Radio, 260 South Center street, in this city, has been in business for ten years. The sales force is entirely composed of a bevy of beautiful girls. Mrs. Lorene Huber, who is active in the management, has picked some mighty fine samples of feminine pulchritude.

The service department, of course, is an entirely male deal. Most are hams and Huber's is pretty much a ham center for the region 'round about. So it stocks microphones, accessories, tubes, parts and most test equipment as well as the Hallicrafter sets.

The lead line for radio is Hoffman (Los Angeles) via the Denver distributor and there is the big B-1,000 model combination (blonde wood) in the window playing constantly. Others include Sentinel, Stewart-Warner, Howard and Emerson.

The girls report the camera size receivers are pulling ahead in popularity. The Hoffman portable is doing well. Motorola is another of the lines.

Casper is practically a 100 per cent cash proposition. There are six or seven record lines with Columbia and Majestic in the vanguard. A shelf of cowboy discs is on the counter. Others are indexed by the name of the artist.

The people expect some FM and television interest via the Cheyenne station. The store uses local advertising in the phone directory, local papers and a monthly mailing for direct mail.

KANSAS CITY, MO.

KANSAS CITY, MO., Monday — Maco Appliance Distributors, Inc., has leased the first floor and basement of a building at 814-16 Delaware street for offices, storage and display space. This will mean an increase from 2,500 to 10,000 square feet of space for the firm, which has expanded four times its original size since its organization by R. N. Gould early in 1946.

Lines handled by Maco include those of Majestic Radio & Television Corp., Majestic Records, Inc., Voss Bros. Mfg. Co., the Amana Society Refrigeration Department and the National Pressure Cooker Co.

The Kansas City branch of Maytag Co. moved into a new building at 1230 Burlington avenue, North Kansas City, on October 1.

The new structure, which covers 16,800 square feet of space and has a 114-ft. frontage and 148-ft. depth, houses offices, warehouse space and the service department. Rail switch facilities for unloading two cars and enclosed docks for transport and pick-up trucks have been provided for the warehouse and service department.

Radio station KOZY, pioneer FM station in Kansas City, began broadcasting under increased power on September 28, and is now operating on Channel 251 at 98.1 megacycles. New studios and offices in the Porter Building were recently completed.

As a part of an expansion of its midwestern facilities, the General Electric Supply Corp., Bridgeport, Conn., has taken a five-year lease on a four-story, 40,000 sq. ft. building in Wichita, Kans. The firm serves the western half and the southern section of Kansas, in the distribution of appliances, electrical construction and supply materials, motors and transformers.

—ELSIE WRIGHT.

Montgomery Firm Moves

MONTGOMERY, ALA., Wednesday —The Jesse French Piano Co., which handles Stromberg-Carlson, RCA Victor, General Electric, Wilcox-Gay, Admiral and Arvin radios; also Columbia, Victor, Capital and Decca records, has just occupied its new home at 47 Commerce street.

H. E. French, Jr., is president of the company, which was established here in 1875.

—B.

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

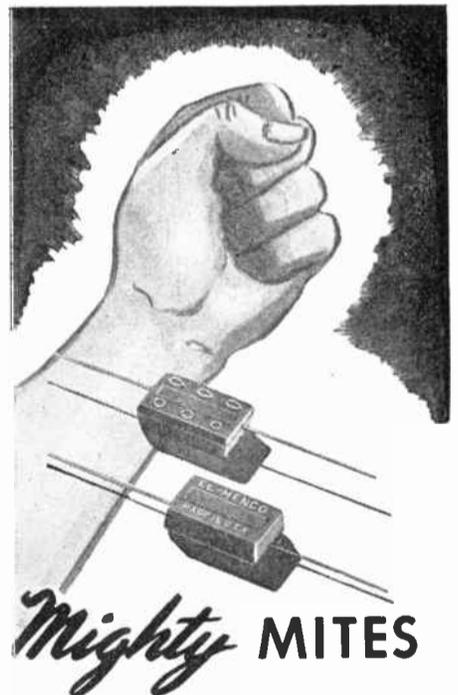
PEASLEE-GAULBERT IN NEW HOUSTON OFFICES

HOUSTON, TEX., Thursday—The Peaslee-Gaulbert Corp., distributor of Emerson radios and various appliance lines, announced this week the opening of a new headquarters and warehouse at 2910 McKinney avenue, this city.

The opening ceremonies were in the form of a party and coincided with the presentation of the 1948 Emerson line. According to Emmet Joyce, branch manager for Peaslee-Gaulbert here, orders taken during the two-day affair surpassed all previous records and dealer reaction to the 1948 Emerson radio line was very enthusiastic.

On hand to welcome the dealers were W. R. Blalock, general sales manager, Southwest division, Peaslee-Gaulbert; J. A. Bargett, assistant general manager of the firm, and Roger G. Brown, district manager of Emerson Radio.

Mr. Brown told the dealers that Emerson is launching the greatest sales promotion campaign in its history, backed by a six and a half million dollar national advertising campaign.



Small, inconspicuous in a product's design, EL-MENCO Capacitors contribute heavily to successful performance and long life wherever they are installed. Manufacturers whose aim is to make customers rather than sales choose EL-MENCO because their record for superior performance has been definitely established.

Foreign Radio and Electronic Manufacturers communicate direct with our Export Department at Willimantic, Connecticut, for information.

SEND FOR YOUR COPY OF THE LATEST CATALOG

THE ELECTRO MOTIVE Mfg. Co., Inc. Willimantic, Connecticut

WHAT

Adjust-a-Cone

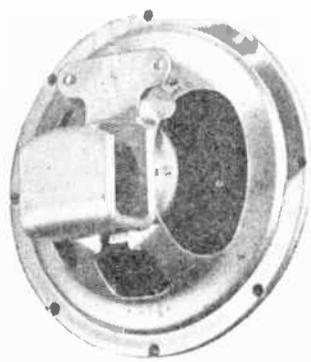
MEANS TO YOU . . .

The Quam Adjust-a-Cone Speaker has a construction which 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

QUAM-NICHOLS COMPANY, 33rd Place at Cottage Grove, Chicago 16, Illinois



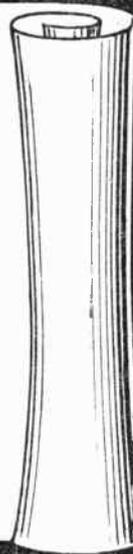
GENERAL ELECTRIC

176-F1A-8850

Electronic

RADIO TUBES

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



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



RADIO ENGINEERS' CONVENTION, TRADE SHOW OCCASION MUCH INTEREST ON WEST COAST

PRODUCTS ARE ALSO DISPLAYED TO INDUSTRY MEMBERS

Bond Geddes Addresses Banquet on Television — Stewart - Warner Holds Meeting for Western Distributors — New Tele-Tone Model Received — Brunswick Panatropé Attracting Attention in Trade.

(Continued from Page 8)

man Radio Corp. came up from Los Angeles for the showing. During his stay here, he was entertained by Walter J. Epstein, Hoffman's San Francisco district manager, in Walter's new fifty-four-foot power cruiser.

Doc Power, Los Angeles radio columnist, dropped in en route home, after a four-month eleven thousand mile auto tour.

Kenneth C. Birrell, sales manager jobber division, Cornell-Dubilier Electric Corp., spent a few days here visiting with Russ Hines, factory representative.

Last Tuesday, Stewart-Warner Corp. held a meeting at the St. Francis Hotel for its western distributors. The meeting was conducted by eastern executives Floyd Masters, radio sales manager and John Brandenburg, assistant radio sales manager.

Phil Rudden, factory representative, with showroom and offices at the Mart, has just received a new Tele-Tone model. It is a straight battery portable, has four tubes, is encased in a plastic cabinet of either sand or maroon color and is enhanced by a disappearing handle. According to Fred Behie, Phil's San Francisco sales representative, this Tele-Tone portable is quite an exceptional value as it is priced to retail at \$17.95. Immediate deliveries can be made. Fred left Sunday for Chicago to attend the Tele-Tone sales meeting at which time the new Tele-Tone line (of which the above mentioned is the first) will be introduced, and also the Fall advertising and merchandising program will be outlined.

Hoffman radios maintain their great popularity, and Walter Epstein, San Francisco district manager, revealed that the factory says that with orders on hand, and the new orders that are constantly received, demand will continue to outstrip production, especially for the fine console combinations. At the recent California State Fair, the Hoffman B1000 created quite a sensation. This radio-phonograph console has

such outstanding engineering features as coaxial mounting of two speakers; a small one for high notes, and a large one for low and middle frequencies. The modern blond-finish cabinet was designed by Brown-Saltman.

A Brunswick Panatropé model, the Plymouth D6876, is attracting a great deal of favorable attention, and has been substantially advertised by the City of Paris, Jackson's in Oakland, and others. The Plymouth is a radio phonograph console, has AM-FM reception. The cabinet is of knotty pine, and is an exact copy of an early colonial piece of furniture.

Warren Penfield has joined Remler Co. Ltd., manufacturer of electronic equipment and of the Remler radios, with plant and home offices at 2101 Bryant street, and showroom at the Mart. Warren Penfield is well known in the radio field, having been associated for years with one of the radio distributors here. His current assignment is factory representative and he is in charge of the Mart showrooms.

—GISELA NEY.

Two Directors Elected By F. L. Jacobs Concern

DETROIT, MICH., Friday—Election of R. W. Hook and E. R. Leeder to the Board of Directors of F. L. Jacobs Co., this city, Launderaid manufacturer, was announced today by Rex C. Jacobs, president.

Mr. Leeder, vice president in charge of manufacturing, was elected to fill an existing vacancy on the Board. Mr. Hook, vice president and general man-

If You Want to Know What Your Competitor Knows—

You Can't Afford to Miss a Single Issue

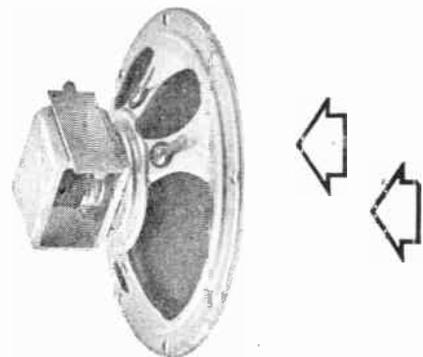
— of —
RADIO and Television WEEKLY

ager of the Grand Rapids Metalcraft Division of the F. L. Jacobs Co., was elected to the vacancy created by the resignation of C. M. Sorenson, former vice president, member of the board, and general manager of the Continental Die Casting Division of the company.

Mr. Jacobs said that Mr. Sorenson had resigned in order to establish a business of his own.

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.



Will Pay Cash and Highest Prices for The Following Merchandise

- RADIOS
- PORTABLES
- WASHING MACHINES
- REFRIGERATORS
- GAS RANGES
- ELECTRIC RANGES

No Quantity Too Large Or Too Small

CONTACT
PAUL M. DAVIDSON
LAKE SHORE ELECTRONICS
Chicago



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE. CHICAGO 40, ILLINOIS

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



NEW ENGLAND DIVISION RADIO RELAY LEAGUE TO HOLD MEETING IN BOSTON ON OCTOBER 18

"HAMS" WILL HEAR A NUMBER OF PROMINENT SPEAKERS

Sales to Amateurs on the Upswing in Hub City With Interest at High Pitch — Many Firms Clearing Shelves of "Odd" Merchandise — Hunt-Marquardt, Inc., Demonstrating New Lear Wire Recorder.

BOSTON, MASS., Monday—On Saturday, October 18, the Tenth Annual Boston "Hamfest" and Convention of the New England Division of the American Radio Relay League will be held at the Mechanics Building on Huntington avenue. Sponsors are the Eastern Massachusetts Amateur Radio Association and the South Shore Amateur Radio Club. Frank Baker (W1-ALP) has charge of ticket sales which will be \$1 each for registration (admittance) and \$4 for combination registration and banquet. These can be bought by mail to 91 Atlantic street, North Quincy, at the door, or at leading "Ham" supply stores.

Doors will open at 9:00 A. M. and the Hamfest is open to anyone interested in radio technology, such as amateurs, shortwave listeners, commercial and industrial radio men, manufacturers and distributors and their personnel, and electronics engineers.

An official of the Federal Communications Commission will hold examinations at 10 A.M. and 2 P.M. for Class A and B licenses. Through the day the

program includes contests, speakers, exhibits and meetings. A representative of Continental Television Corp. will give a technical television demonstration. Color and sound films will be shown by General Electric and Esso Marketers.

Outstanding figures in the technical radio field will speak, including George (W2KH) Bailey, president of ARRL; Ollie Read (W9ETI) editor of Radio News; Percy Noble, (W1BVR) North East Division ARRL Director; Frank Lester (W2AJM) of Radio-Wire-Television, Inc.; F. E. Handy (W1BDI) of ARRL; Albert E. Hayes (W3LVY) National Emergency Coordinator; George Sterling, (W3DF) FCC Chief Engineer, and Ed Tilton VHF Editor of "QST", the amateurs magazine.

The radio parts men are 100 per cent behind this meeting as well as other amateur activities. Amateur supply sales are definitely on the upswing. A visit to Demambro Radio Supply Co. found Frank Demambro and his staff of radio men busily refilling empty stock bins after a hard day of selling. Demambro Distributors, Inc. will ex-

FOR SALE

Record changer and motor tooling assembly fixtures, specifications, test jigs, drawings, etc. Changer intermixes and shuts off on last record. Priced to sell at cost of tools only. Large quantity of changer parts available at 50% of cost.

Tooling for type 24 and 25 3-gang variable condensers, including 47,000 lbs. of coiled aluminum for the plates which can be rolled to a tolerance of plus or minus .00025.

6,500 wooden table model cabinets, hand rubbed, bleached finish. Mahogany wood and veneer for 5-tube set. Cabinet size, approximately 8"x10"x6½". 45° slide rule dial. Backs, loops, chassis, dials, cartons and many other components available.

Complete tooling for 5-, 6-, and 7-tube radio chassis for sale at \$15,000, which represents cost of tooling only.

Also about 21,000 mica trimmers; 16,000 capacity 4-45 and 5,000 capacity 8-55; together with complete tooling and thousands of component parts also to be sold. Individual trimmers and brackets to be sold at 5c each.

Write Box 978
RADIO and Television WEEKLY
99 Hudson Street
New York 13, N. Y.

hibit several new model Stewart Warner radios soon, and, according to the pictures the new cabinet and dial styling should account for heavy order taking.

Radio-Wire-Television, Inc. has just issued its seasonal eight page flyer featuring some very low priced radios. For "hams" the new Frank (W2AMJ) Lester VHF Converter in kit form is popular, being the latest thing in the 6-11 meter band. RWT also has a television kit at a very low price, including twenty tubes with the 7 inch picture tube and the speaker.

There seems to be a trend by leading manufacturers to put out partially discontinued radio models under different labels and to be sold by chain organizations such as oil and tire companies, mail-order outlets, etc. at greatly reduced prices. This is an instance where dealer organizations can gather and disseminate facts so that independent dealers can dispose of current stocks in an orderly fashion. As a rule, in such cases, the manufacturer is "clearing" the deck to introduce a new and better valued model in the same price class. Dealers who comment on this situation say that such devices to maintain high production are not particularly harmful to them unless the maker uses the same cabinet or puts his label on the low priced item, which is generally at dealer cost.

Hunt-Marquardt, Inc. at 664 Commonwealth avenue, distributor of Lear radios is demonstrating the new Lear Wire Recorder. This is an industrial type and does many things the conventional wire recorder doesn't do inasmuch as it sells at a somewhat higher price, including a coordinating sound reproducer system that takes full advantage of the high fidelity that wire recording is capable of. The Lear Recorder is a veritable robot and should

be seen by all radio men interested in technical developments and their adaptation to commercial or industrial electronics. —FRANK PRAY.

RADIO TRADE HEADS TO CONSIDER SALES OF TELEVISION, FM

(Continued from Page 3)

vision broadcasters and promoting television's development will be considered by the RMA board of directors along with a variety of new association services for RMA members.

The first sessions will be held Monday morning, October 13, when five sections of the RMA Parts Division hold membership meetings. On the following day, October 14, the executive committees of the RMA Set Division, under Chairman Paul V. Galvin, of Motorola, and the executive committee and section chairmen of the RMA Parts Division, under Chairman J. J. Kahn, of Standard Transformer, will meet, along with members of the RMA Tube Division, under Chairman R. E. Carlson, of Tung-Sol. The Transmitter Division executive committee and section chairmen, under Chairman S. P. Taylor, of Western Electric will meet Thursday morning, October 16.

The RMA Advertising Committee, with Vice Chairman Victor A. Irvine, of Motorola, presiding, will meet Tuesday afternoon, October 14, to review the National Radio Week program and the progress of the continuing Radio-in-Every-Room sales promotion campaign.



B-155
GILBERT
PORTABLE
Whirlbeater
Beats ANYTHING in the Kitchen!
Outsells ANYTHING on the Market!

No food-mixing job is too big for this handy, take-it-with-you mixer. The Gilbert Portable Whirlbeater does all the mixing in cooking and baking . . . and does it FASTER! It's so easy to handle that it makes FUN out of the heaviest mixing job. Powerful enough to do most any mixing job—yet it will whip as little as a tablespoonful. Smooth, durable, plastic casing with stainless steel beater and shaft . . . designed for maximum simplicity and beauty.

The Gilbert Whirlbeater MOVES OUT FAST at a good profit for YOU!

EASTERN *Electrical* **SUPPLY CO.**

287 Halsey Street
Newark, N. J.

348 Washington Street

For SHORT RUNS — LONG RUNS in
Chassis — Brackets — Metal Cabinets

It's

MINUTE MAN PRODUCTS, Inc.

309 EAST 22nd STREET GR 3-5836 NEW YORK, N. Y.

Specialists for the Radio—TELEVISION—Sound Fields

TOOLS — DIES — STAMPING — WELDING — PLATING — SPRAYING

ELECTRICAL DEALERS' NATIONAL CONFERENCE PLANNED FOR CHICAGO

WILL BE HELD IN JANUARY
Manufacturer - Distributor Relations, Sales Promotion, Trade-ins Will Be Discussed.

WASHINGTON, D. C., Friday—A national conference of retailers of appliances and radios will be conducted by the National Electrical Retailers Association at the Sheraton Hotel, Chicago, on January 19, 20 and 21 of next year, C. C. Simpson, managing director of the group announced here this week.

Subjects to be discussed at the conference include manufacturer-distributor relations, service, sales promotion, business efficiency, trade-ins, rural electrification, installations and expansion of NERA services.

In his announcement, Mr. Simpson stated that NERA has gone through one year of foundation work, learning where and how the association can best serve the industry. "We are now at the point," he said, "where we can make definite decisions what the policy of the association will be on these important subjects and exactly what procedures we will follow in protecting and advancing the interests of appliances-radio retailers during the coming year."

Regional chairmen on each subject have been appointed in every section of the country. These chairmen will form committees, Simpson said, to provide NERA with appliance and radio retailers' opinions on assigned subjects, and advice as to how NERA can accomplish the desired results. Regional chairmen in turn will report to a general chairman for each subject, and the report of each general chairman will be made in person at the Chicago conference.

The program of the conference allows a day and a half for discussion of the seven principal subjects, a half day for strictly association business, and a half day for a joint conference of dealers and manufacturers to discuss ways and means of advancing the electrical industry. At three noon luncheons the speakers will be a prominent manufac-

turer, a well known distributor, and a nationally recognized speaker on the subject of hiring, training and compensating salesmen.

All NERA members have been invited to attend the meeting, and other local and regional associations will also be urged to participate in the conference, in order to bring about a strong national alliance of appliance-radio retailer interests.

WAGNER CORP. SHOWS NEWLY INVENTED TYPE OF HOME RECORDERS

(Continued from Page 6)

that 416 grooves per inch can be embossed on the recording blanks used on the Wagner-Nichols recorder.

The showing in this city was highlighted by personal demonstrations by the inventor-musician, Buddy Wagner, and by Sidney Ullman, vice president and treasurer of Wagner Mfg. Corp., of 67 West Forty-fourth street, New York. Also present was Sam Schneider, credit manager of Arvin-Salmanson, Inc., New York, which is to distribute the new recorders, and Victor Dowling, home furnishings merchandise manager of the G. Fox & Co. department store, which will start to sell the recorders this week in a test sales promotion campaign.

The recorder, which sells for \$159.95, comes complete with amplifier and a microphone, and will record from a radio set, a standard record player, or a microphone. The result can be played back immediately by flipping a switch and moving a sliding weight on the pick-up arm, which both records and reproduces.

Record blanks for the new Wagner-Nichols recorder will sell five for one dollar. Not yet in full production, the recorders will be delivered only in very limited quantities for some time, it was revealed.

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

Production Is Key To U. S. Economy Says C. E. Wilson

(Continued from Page 3)

dous burst of public buying, which has held on longer than was expected.

"If this were a mere boom-and-bust cycle, the decline in orders—when it did come—would have been followed by cuts in production, employment and buying power. But this has not happened, and the demand for goods has been sustained at such a level that it was possible to adjust unbalanced inventory positions without creating a recession in business activity."

Mr. Wilson said he believed that "much American economic thinking today is still unduly influenced by the impression of the '30s, which caused temporary conditions to be regarded as permanent trends, and resulted in the questionable overemphasis on security at the expense of opportunity."

"If emphasis is placed on expansion of production," he added, "the dynamic character of our economy will be carried into the future by new materials, methods and processes, including atomic energy."

Observing "evidences of our coming of age, our economic maturity," Mr. Wilson said: "We are making progress in labor relations, even if we sometimes lose sight of the fact in the grinding of the gears and the howls of the reluctant and the recalcitrant."

"I think that responsible leaders of labor are aware that even though small groups may be able, now and then, to raise the standard of living by sheer bargaining power, still for labor as a whole, the real advance depends on the rise in output per man-hour. We must keep in mind that today employes get some 60 per cent of the national income and three of every four gainful workers are employes."

ADMIRAL PRESENTING RADIOS IN NEW YORK

A four-day showing of the 1948 Admiral Corp. line of radios and combinations got under way at the Essex House, New York City, on Monday and will continue through tomorrow (Thursday). The presentation is being staged by the newly formed Admiral Corp., New York Distributing Division for the benefit of metropolitan dealers.

According to E. Robert Glauber, sales manager, prices of the line, which now includes some thirty models, average about 35 per cent below those in effect through 1946 and the early part of this year.

A \$99.95 console radio-phonograph model is a feature of the new line.

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



MASTERFUL DESIGN AND SLEEK LINES MAKE SNYDER THE WORLD'S LARGEST INDEPENDENT MANUFACTURER OF AUTO ANTENNAS. Illustrated is the COSMOPOLITAN, Model FC-4. For concealed installation on fender or top cowl. Self-aligning adjustment for all contours. Completely waterproof—4 sections extend to 62"—8 inches closed—plus all the other famous Snyder Precision Features, including the NEW UHF Cable.

LIST PRICE..... **675**

Complete '48 Catalog Now Available

MANUFACTURERS... START TO FINISH

SNYDER

ANTENNA-GINEERS
 PHILADELPHIA 40, U. S. A.

EXPORT DIV. ROBURN AGENCY, INC., N. Y. 7
 Metropolitan New York Distrib.: H. L. Davis Inc.

outstanding

- CABINETS
- RECORD-CHANGERS
- FM
- STANDARD BROADCAST

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.

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.



PRICE \$1.50
* Write for FREE sample.

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

RADIO SERVICE GROUP OF BETHLEHEM HEARS TECHNICAL DISCOURSE

DISCUSS MANY PROBLEMS
Twenty Members Have Signed Up for Course in Television to Be Given During Coming Winter.

BETHLEHEM, PA., Monday — Local radio repairmen gathered on last Wednesday evening at a meeting of the Lehigh Valley Radio Servicemen's Association to hear Robert Warriner, of the Solar Capacitor Sales Corp., discuss capacitors and noise eliminators. Mr. Warriner told of the newest products of his company and how they affected present-day servicing methods. Henry Fillman of Allentown presided.

It was announced that twenty members had signed up for the television course being given at Technical High School under the supervision of Edward Hartman, radio and electronics instructor there. The roster is now closed. It is hoped that more repairmen can be instructed when facilities are increased this Winter.

Keen interest in frequency modulation and the desire to buy the best in new receivers were evidenced at a meeting of the Lehigh Valley Industrial Association on Thursday night. Arthur McCracken, station manager of WGPA and WGPA-FM, explained the operation of those stations in detail. Members asked many questions, and had the speaker give a thorough ex-

planation of frequency modulation. Mr. McCracken emphasized also that station WGPA is strictly local, serving only the interests of Bethlehem residents and Bethlehem business, and will remain that way.

Philco's extensive promotional campaign in the press and radio has highlighted six electrical dealers: Broad Street Electric, 29 West Broad; Green Light Co., at Broad and Main streets; Coleman's, at 323, East Third street; Miller's Electric, at Main and Market streets; M. Glazier, at 217 East Third street, and Phillips Music Store, at 24 East Third street. All have in stock the seven new Philco models.

Leonard Fraivillig, co-owner of the Green Light Co., at Broad and Main streets, introduced the new Westinghouse Duo automatic radio-phonograph to his customers recently. Plenty of interest was shown, especially by the younger set. Mr. Fraivillig and his partner, Robert Greene, have constantly expanded since their opening a year ago, and report that they are well-stocked all around.

—GEORGE STATLER.

A. Irving Witz Serves On Appeal Committee

PHILADELPHIA, PA., Friday—A. Irving Witz, president of Emerson Radio of Pennsylvania, Inc., of this city, served as a member of the reception committee at an Allied Jewish Appeal luncheon held here recently. Eddie Cantor, radio, stage and film star, was the guest of honor.

Baltimore and Boston Video Stations Ready Soon, NBC Announces

Further plans in the development of the National Broadcasting Co.'s television network were discussed during the past week by William S. Hedges, NBC vice president in charge of planning and development.

Mr. Hedges said that early this Fall Station WBAL-TV, Baltimore, would be added to the network, and within the next several months service would be extended to Boston. In addition, he said, work has already started on an NBC transmitter atop Mount Wilson to service the Los Angeles area, construction permits are held for NBC

owned and operated stations in Chicago and Cleveland, and plans are going forward for intermediate stations between New York and Chicago, and beyond.

Mr. Hedges spoke during a special program marking the inauguration of a new microwave relay system between WNBT and the General Electric station in Schenectady, WRGB. The system, he said, would provide a service "comparable to that furnished by NBC to other points along the eastern seaboard."

Normandie Radio Opens New Shop in New Orleans

NEW ORLEANS, LA., Wednesday—Featuring RCA, General Electric, Emerson, etc., radios and phonograph combinations, the Normandie Radio & Electric, 115 Decatur street, announces the opening of another store at 532 Canal street, here.

The new unit also handles popular and classical records and albums, a complete stock of radio parts and tubes, commercial receivers, inter-communication and public address systems, and washing machines and appliances.

—B.

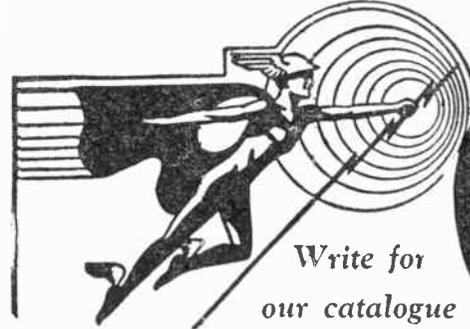
Spend your advertising dollar in a trade journal that has reader interest. RADIO and Television WEEKLY delivers the goods in these fields.

IGOE BROTHERS, Inc.

35-37 HALSEY STREET NEWARK 5, N. J.

Northern New Jersey Distributor of

<ul style="list-style-type: none"> • MAJESTIC Radio and Records • GIBSON Refrigerators, Electric Ranges, Home Freezers • DUO THERM Space Heaters and Water Heaters 	<ul style="list-style-type: none"> • IRONRITE Ironers • DUCHESS Washers • FLUID HEAT Oil Burners • BEE VAC Vacuum Cleaners
---	--



Write for our catalogue

IMMEDIATE SHIPMENT

Wholesale

RADIO PARTS

HENRY O. BERMAN CO., Inc.

Electronic Distributors

12 E. Lombard Street Baltimore 2, Md. LEx. 7002

ZENITH
Radios—Hearing Aids

DEEFPREEZE
The Original Home Freezer

TAROD
Power Compactness Only

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-Sponsored Distributors

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

- Shelvador Refrigerators
- Frostmaster Frozen Food Cabinets



CROSLLEY

- AM-FM Radios
- Gas and Electric Ranges

APOLLO DISTRIBUTING CO.

• Television Receivers Apollo Bldg. 15-17 Shipman St., Newark 2, N. J.

TELEVISION HOLDING CENTER OF STAGE IN NORTHWESTERN OHIO

SERVICE SEEN IN JANUARY

**Displays of Video Sets Drawing
Big Crowds — Sales of Major
Appliances Continuing Heavy.**

TOLEDO, OHIO, Monday — Although major appliance business here is booming, television has the center of the stage. This week Grinnell Bros. held its Television and Radio Fair. The store was gaily decorated in fair fashion and each of the departments had fair specials.

A window display of television sets attracted a crowd all day long. Reception was intermittent because it came from Detroit. However, Toledo's television station will be in operation by the first of the year.

John Schaffer, manager, stated the fair was the biggest event staged by the firm since the war. A Phon-O-Cord record of visitors' voices was a feature that clicked big.

A. J. Nellis, manager of the radio and appliance department of the Welding, Kinnan & Marvin Co., announced a dealer meeting for Farnsworth mer-

chants on Wednesday and Thursday at the Hillcrest Hotel. This combined radio and television show will be attended by more than 200 merchants.

Lee Hadin and William Seeby, from Farnsworth, will explain the new 1948 sets and television, as well as future advertising and promotion of merchandise.

Walding, in addition to Farnsworth, wholesales Colerator refrigerators, the Wilcox-Gay line of receivers, A. B. C. washers, and various small appliances. The holiday season will set a record, providing sufficient merchandise is to be had, Mr. Nellis believes.

Lamson Bros. department store, has on display on the main floor of the store a General Electric television set. This outfit situated at the elevators is attracting much attention. Arthur Beard has charge of appliances here. The one drawback is insufficient refrigerators, washers and other major appliances, Mr. Beard stated.

The Buckeye Appliance and Sports Equipment Co., distributor of Bendix radios, Deep Freeze, and small appliances, in conjunction with its dealers, is holding a Bendix radio show. The Bendix radio-phonograph with the miracle Phantom Dial, the Bendix Sheraton End Table Radio, the Bendix FM-AM Radio Phonograph and the Bendix Plastic Table Model are featured by each store during the show. J. J. Archambeau, vice president of Buckeye, is spark plugging the promotion.

Gordon Campbell, sales manager of the V. J. McGranahan Distributing Co., stated it just isn't possible to keep combinations on the floor.

In preparation for the holidays a twelve-week advertising campaign was launched on October 3. Youngstown sinks will be featured in a major manner by McGranahan in conjunction with the present housing situation. Clayton Grosjean has been added to the sales staff to specialize in Youngstown sinks promotion.

A branch manager meeting was held at the McGranahan headquarters this week. I. C. Sampson in charge of the Dayton house and Robt. Martin attended.

The Toledo Appliance Dealers Association will open its Fall meeting season with an evening dinner meeting in the Georgian room of the Hotel Willard, Louis Norton reported. This will be an event of October. The speaker will be a local banker who will speak on financing appliance deals after regulation becomes ineffective.

The association will work closely with the National Association of Retail Electrical Dealers, believing that in that way many things for the good of the appliance industry may be obtained in Washington, Mr. Norton stated. Many of the appliance dealers here are members of the electrical group.

Robert Horn, district representative of the RCA Corp., stated that the three leading Victor discs are old recordings, "Peg O' My Heart," "When You Were Sweet Sixteen," and "I Wonder Who's Kissing Her Now." This holds good all over the Tri-state area in record shops.

Hart Jewelry, Lima, Ohio, record and radio emporium, is nearing the end of its extensive remodeling and expansion program. This High street store will be one of the most attractive in the Central West. After purchasing the building, Nate and Aaron Levy, proprietors, completely made over the structure. RCA Victor radios and combinations are in brisk demand here.

—JACK SCHLACHTER.

Household Washer Sales Top Record During Aug.

CHICAGO, ILL., Thursday—Industry-wide sales of standard-size household washers broke through to another all-time high in August, aggregating 323,063, topping the record of 320,969 units set in April and comparing to 318,297 in July, according to figures announced by the American Washer and Ironer Manufacturers' Association.

Sales for the eight months of 1947 amounted to 2,395,999, compared to 2,023,981 in all 1946 and 1,959,887 in all 1941, largest prewar year.

Sales of small washers with a capacity of three pounds or less, dry weight, reported this year for the first time, totaled 43,834 units in August, compared to 36,471 in July. The eight-month total is 331,575.

Ironer sales in August were 47,577, compared to 41,911 in July. The 1947 total is 357,797, compared to 124,616 in all 1946 and 215,994 in all 1941.

G-E Shifts C. H. Lindner

SCHENECTADY, N. Y., Thursday—C. H. Lindner, formerly assistant manager of the General Electric Co. works in this city, has been appointed assistant manager of manufacturing for the company's apparatus department.



Emerson

RADIO

Headquarters for
Northern Illinois

For Details of the
Emerson Dealer Franchise
Consult

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

**TO GATHER THE NEWS
FOR YOU—**

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

BEAUCAIRE Inc.

114 MONROE AVENUE ROCHESTER 7, N. Y.

Distributor of

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

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 BE 3-9296 New York 7, N. Y.



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

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

CLASSIFIED RATES

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

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

DISPLAY: Sixty Cents Per Line

RADIO CABINET STYLIST AND ENGINEER

Executive ability, 10 years' experience as specialist in field; desires to make change in present position. At present styling nationally and internationally known radio products.

Address Box 970

RADIO and Television WEEKLY

REQUIRE a quantity of new speech amplifiers, type BC 614 C or D. Air mail particulars and price to Ortiz Bros. International, 1607 Howard St., Chicago 26, Ill.

SALESMEN who need an additional line. Complete line of record players. Right prices and guaranteed quality. Samples and detail pictures available. Choice territories open. Harker & Tucker Phono., 395 Broadway, New York, N. Y.

MANUFACTURERS — Are you in a position to keep abreast of your market and competitors? **MARKETING** and **PRODUCT ANALYST** available. Write Box 971, RADIO and Television WEEKLY.

LIQUIDATING — 1800 Silenium Rectifiers; approx. 10 mils. Make offer. S & W Sales Co., 614 S. Ohio Bank Bldg., Cincinnati 2, Ohio.

SALESMAN WANTED — For well-established retail organization. Must be aggressive, have executive ability and retail merchandising experience. Write Box 964, RADIO and Television WEEKLY.

LOUDSPEAKER ENGINEER — Top flight man wanted by Chicago speaker manufacturer; \$7,500 to \$10,000. Box No. 952, RADIO and Television WEEKLY.

SALES MANAGER FOR DISTRIBUTOR AVAILABLE

Want position as Sales Manager with distributor who is interested in building stronger organization for volume, profits and better lines. Have executive sales experience necessary, wholesale, retail and manufacturer. My specialty sales training, sales volume and promotion. Top references; send for resume. Salary-bonus. South, Southwest or Pacific Coast preferred. Box 977, RADIO and Television WEEKLY, 99 Hudson Street, New York 13, N. Y.

EXPERIENCED Salesman with full knowledge of metropolitan New York market seeks connection where ability and sales direction will prove mutually profitable. Address Box 983, RADIO and Television WEEKLY.

FOR SALE — 1 Guthman Universal progressive coil winder with motor; 1 Type "B" mico engraver. Bloom, ECA, 167 Fifty-fourth St., Brooklyn 20, N. Y. Gedney 9-5335.

SALES REPRESENTATIVE wanted to establish jobber-dealer distribution of a nationally-advertised television and FM antenna. Write in detail, giving present lines represented, area and trades covered. Established concerns in all parts of the country will be appointed. Box 976, RADIO and Television WEEKLY.

SALESMEN WANTED — Major appliance distributor wants experienced salesmen for key territories in the New York metropolitan area; good drawing account, commission, car allowance. Write Box No. 975, RADIO and Television WEEKLY.

LINES WANTED — Experienced and aggressive New York representative organization has openings for several lines for Metropolitan New York, New Jersey, Philadelphia, Baltimore, and Washington, D. C. Write Box No. 972, RADIO and Television WEEKLY.

WANTED — Radio Salesman to represent leading line of small radios in Virginia territory. Wonderful opportunity for right man. Box 980, RADIO and Television WEEKLY.

WANTED — High-grade radio service man residing in New York City or the immediate vicinity. At least five years' experience. Must be free to travel in New England area. Car desirable. Reply in detail including references. Box No. 966, RADIO and Television WEEKLY.

FOR SALE—19 "A" Battery Eliminators; used to demonstrate auto radios; reduce AC current to 6 volt DC. List price \$38. Will sell for \$12 each. Also about 400 automobile antennas, nationally advertised at \$4.45, for \$1.25 each. Write Box No. 974, RADIO and Television WEEKLY.

TELEVISION SALESMEN wanted in N. Y. and in other television cities. Only men with successful past experience. Write detailed experience and salaries. Salary or drawing account. 1948 television line will be complete in every price range. Splendid opportunity. U. S. Television Mfg. Corp., 3 W. 61st St., N. Y. C.

SALES MANAGER RADIO PARTS

wanted for largest distributor in northern New Jersey. Thoroughly experienced in sales merchandising, purchasing, stock control. Excellent opportunity. Box No. 979, RADIO and Television WEEKLY.

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.

SALESMAN WANTED — Radio and major electrical appliances; old established retail firm. Excellent opportunity for right man. Salary and commission. Box 982, RADIO and Television WEEKLY.

BROOKS RADIO OPENS STORE IN BALTIMORE

BALTIMORE, MD., Monday—With a large crowd present, the formal opening of Brooks Radio Co.'s new and larger quarters, at 18 Alleghany avenue, Towson, one of Baltimore's suburbs was held Saturday October 4. Dealing exclusively in radio sales and service business, the company is owned and operated by L. Scott Brooks.

The exterior of the store is of English type red face brick, trimmed in white siding, with a large plate glass window where are displayed console and portable radios.

The interior of the store is finished in white and gray celotex paneling, trimmed with a white border around the high ceiling.

Radios, both console and portable are displayed on the sales floor, which has an area of approximately 1500 square feet. Each radio is attractively arranged and marked with the make, model, and retailing selling price. Radios by Philco, Sparton, Emerson, and Zenith are

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 of the

RADIO and Television WEEKLY

published weekly at New York, N. Y., for October 1, 1947.

State of New York,
ss.
County of New York.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Cy Kneller, who, having been duly sworn according to law, deposes and says that he is the Editor of RADIO and Television WEEKLY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, (and if a daily, weekly, semi-weekly, or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, section 537, (Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Phonograph Publications Co., Inc., 99 Hudson St., N. Y.
Editor, Cy Kneller, 99 Hudson St., N. Y.
Managing Editor, None.
Business Manager, Sidney E. Davis, 99 Hudson St., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Phonograph Publications Co., Inc., 99 Hudson St., N. Y.
Edward H. Davis, 99 Hudson St., N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 6,208.

(This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.)

CY KNELLER, Editor.

Sworn to and subscribed before me this 30th day of September 1947.

(Seal)

HENRY J. SILBERHORN.

Notary Public, State of New York, Residing in Richmond County
New York County Clerk's Number 975
New York Register Number 1294-S-7

(My commission expires
March 30, 1949.)

shown. The firm employs four service technicians.

In the rear of the building is a modern drive-in repair department for installing and repairing all makes of car radios. —NORMAN FLETCHER.

New Line To Arnold Supply

BIRMINGHAM, ALA., Monday—The Arnold Supply Co., this city has been appointed distributor for Duo-Therm fuel oil furnaces, it was announced today.

BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

- DeWALD Radio
- MICRO-LITE Flashlights
- CARMEL PRODUCTIONS
- SONATA Phonographs
- Walter Disney Film Cartoons.
- CONVERSA FONE Inter-Coms

624 SO. MICHIGAN AVE.

HARRISON 1844

CHICAGO, ILL.

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 1914

A Trade Directory Of
Leading Firms In
These Fields.

Radio 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—Aveo 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.
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. Syracuse, N. Y.
Globe Electronics Corp. New York, N. Y.
Hallcrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
International Detrola Corp. Detroit, Mich.
Jewel Radio Corp. New York 11, N. Y.
Majestic Radio & Telev. Corp. Elgin, Ill.
Meck Industries, John Plymouth, Ind.
Motorola, Inc. Chicago, Ill.
Noblitz-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.
Televox, 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—Aveo Mfg. Corp., Cincinnati, Ohio
Gibson Refrigerator Co. Greenville, Mich.
Jacobs Co., F. L. Detroit, Mich.
Noblitz-Sparks Industries, Inc. Columbus, Ind.
Philco Corp. Philadelphia, Pa.
Trilmont Products Co. Philadelphia 3, Pa.
Wittie Mfg. & Sales Co. Chicago, Ill.

Wire Recorder Manufacturers

Air King Products Co. Brooklyn, N. Y.
Colonial Radio Corp. Buffalo, N. Y.
General Electric Co. Syracuse, N. Y.
Majestic Radio & Television Corp. Elgin, Ill.
Webster-Chicago Corp. Chicago, Ill.

Television Manufacturers

Crosley Division—Aveo Mfg. Corp., Cincinnati, Ohio
DuMont Labs., Inc., Allen B. Passaic, N. J.
Emerson Radio & Phono. Corp. New York, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
General Electric Co. Syracuse, N. Y.
Industrial Television, Inc. Nutley, N. J.
Motorola, Inc. Chicago, Ill.
Philco Corp. Philadelphia, Pa.
RCA Victor Division, RCA Camden, N. J.
Stewart-Warner Corp. Chicago, Ill.
Stromberg-Carlson Co. Rochester, N. Y.
U. S. Television Mfg. Corp. New York, 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.
Duosonic-New York Bronx 55, N. Y.
Duotone Co. New York, N. Y.
Dynavox Corp. Long Island City, N. Y.
Eltron Electronics, Inc. New York 55, N. Y.
Garrard Sales Corp. New York, N. Y.
General Industries Co. Elvria, Ohio
Gramavox Radio & Phono. Co. New York City
Hamilton Associated Industries Chicago, Ill.
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Majestic Records, Inc. New York, N. Y.
Muscraft 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.
Rainbow Records, Inc. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordisc Corp. New York, N. Y.
Recoton 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 Works, Inc. Newark, N. J.

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
American Volume Control Corp. New York
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.
Minute Man Products, Inc. New York, N. Y.
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.
RCV Products Co. New York, N. Y.
SNC Mfg. Co. Glenview, Ill.
Snyder Mfg. Co. Philadelphia, Pa.
Solar Mfg. Corp. North Bergen, N. J.
Spirling Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Stanwyck Winding Co. Newburgh, N. Y.
Sylvania Elec. Products, Inc. Emporium, Pa.
United Speakers, Inc. Los Angeles 23, Calif.
Universal Microphone Co. Inglewood, Calif.
V-M Corporation. Benton Harbor, Mich.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

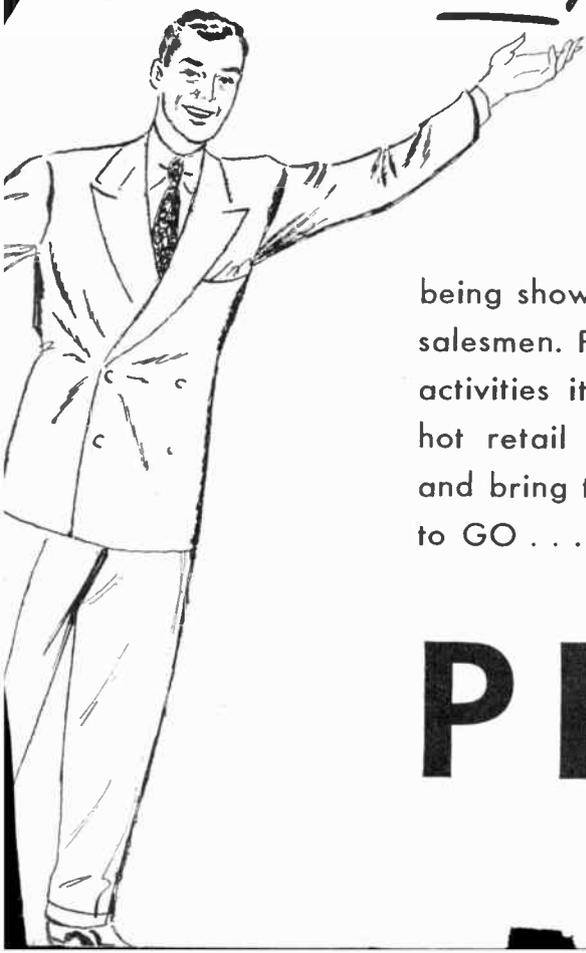
All State Distributors, Inc. Newark, N. J.
Apollo Distributing Co. Newark, N. J.
Arvin-Salmanson Co. of N. Y., Inc. New York, N. Y.
Arvin-Salmanson Co. of New England. Boston, Mass.
Arvin-Salmanson Co., Inc. Baltimore, Md.
Ashbach Co., Leonard 152 W. Huron St., Chicago
Seaucaire, Inc. 114 Monroe Ave., 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.
Faybill Dist. Co. 142 Liberty St., New York, N. Y.
Fada of New York, 928 Broadway, New York, N. Y.
Crossman Radio & Elec. Co. New York 6, N. Y.
Hedco Distributors, Inc. Chicago 40, Ill.
Herman Co., Louis. Boston, Mass.
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.
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.

NEWS FOR PHILCO DEALERS

About the Greatest Advertising and Promotional Campaign the Industry has ever seen!

To increase your radio sales and profits during the all-important fall season Philco, the leader, has gone into action with the greatest advertising and promotional campaign the industry has ever seen. Nothing like it for power, size, cost and sheer impact on the buyers of your locality has ever happened before. And it doesn't cost you a cent to share in the tremendous harvest of new business resulting from this staggering program, as it builds increasing momentum in the weeks ahead. Philco is doing its part to provide everything you need to make this promotion yield record returns in sales and profits. Now is the time to tie-in and cash-in with Philco. Concentrate your efforts where they will yield the biggest results. Get going today with your Philco Distributor.

and this is Only the Beginning



Here's the big campaign portfolio now being shown in every territory by Philco Distributor salesmen. Prepare for the rapid-fire merchandising activities it tells about . . . the continuous flow of hot retail promotions to stimulate your salesmen and bring traffic and sales to your store. Be ready to GO . . . WITH PHILCO!

PHILCO

