

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, JANUARY 1, 1947

BIGGEST NEWS AT THE WINTER FURNITURE SHOW!

New BENDIX RADIO
FM RADIO-PHONOGRAPHS

New BENDIX RADIO
TELEVISION
FIRST SHOWING!

New BENDIX RADIO
CONSOLE, TABLE AND
COMBINATION MODELS

New BENDIX RADIO
ELECTRONIC TONE ARM

Bendix Radio

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AMERICAN FURNITURE MART

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CHICAGO

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BENDIX RADIO DIVISION
BENDIX AVIATION CORPORATION
BALTIMORE 4, MARYLAND



SNYDER BRAND PRODUCTS ARE SOLD THRU DISTRIBUTORS AND JOBBERS ONLY



SNYDER
AUTO-RADIO
ANTENNAS
 Illustrated — FC-4 — for concealed installation 8 inches closed to 55 inches extended. Aircraft fittings on lead-in cable.
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**CONCISE AND ACCURATE
NEWS OF THE TRADE
PUBLISHED WEEKLY**

**RADIO
AND
TELEVISION**

Established 1916

WEEKLY

**THE ONLY NEWSPAPER
IN THE RADIO AND
ELECTRONIC FIELDS**

Vol. 63—No. 1

NEW YORK, WEDNESDAY, JANUARY 1, 1947

Per Year—\$4.00

RADIO PRODUCERS WILL EXHIBIT LINES AT CHICAGO MART

EXPECT A BIG ATTENDANCE

Some 20,000 Dealers, Buyers and Other Members of Trade Are Expected at Mid-Winter Show.

CHICAGO, ILL., Friday—An attendance of about 20,000 dealers, buyers, distributors, representatives and manufacturers is expected at the annual January market to get under way here January 6 and to continue until January 18. About twenty leading manufacturers of radio sets will exhibit their newest lines at the American Furniture Mart.

Appliance producers will also show their products at the Furniture Mart as well as at the Merchandise Mart. In addition to radio sets and radio-phonograph combinations, a number of set producers will also show their newest 1947 FM models and a few will exhibit television receivers for the first time.

Radio makers who will exhibit at the American Furniture Mart include the following: Admiral Corp., Bendix Radio Division of Bendix Aviation Corp., Crosley Corp., Emerson Radio & Phonograph Corp., Farnsworth Television & Radio Corp., Galvin Manufacturing Corp., General Electric Co., Howard Radio Co., Lear, Inc., Maguire Industries, Philco Corp., RCA Victor Division of Radio Corp. of America, Sentinel Radio Co., Sparks-Withington Co., Stewart-Warner Corp., Warwick Mfg. Corp., Westinghouse Electric Corp. and Zenith Radio Corp.

Several manufacturers will conduct distributor meetings during the mart, while some others will stage sessions for their sales representatives.

In all, some 137 appliance and radio exhibits will be staged at the Furniture Mart and 104 appliance exhibits at the Merchandise Mart. Hotels throughout the Chicago area have been booked up for some time and many trade visitors will be obliged to sleep in hotels fifty, seventy-five or even 100 miles from Chicago.

Macy Enlarging Radio Section

Work has already been started in modernizing and enlarging the radio department of R. H. Macy & Co. on the fifth floor of its New York store.

Among other innovations planned will be seven demonstration rooms, each simulating a room fully furnished in a home. Quality radio-phonograph combinations and television sets will be displayed in these rooms.

Smaller sets will be displayed in special aisles in the center of the department.

RADIO, APPLIANCE VOLUME TO SPEARHEAD '47 SELLING

Peace, Output Keys to Prosperity; Sarnoff Hails Television Advances

By BRIG. GEN. DAVID SARNOFF
President, Radio Corp. of America

Progress and prosperity in 1947 depend upon greater international co-operation for world peace and accelerated industrial production. In the achievement of these objectives, it is imperative that a free flow of information prevails throughout the world. It is also vital that scientific research be expanded to create new products, services and standards of living.

The uncertainties, largely related to shortages of raw materials and other industrial deterrents, which cloud the horizon of the New Year, must be cleared without delay to avoid economic paralysis. If industrial unrest is ended and the flow of basic components is increased, 1947 holds promise of being America's first major television year, for science has equipped that great new industry to move forward as a service to the public. Furthermore, trade estimates indicate a large replacement market for radio sets and radio tubes which were in service throughout the war years. In addition, a potential market for radio-phonographs and television receivers exists in the seven to ten million new homes which may be built during the next ten years.

Television in 1947 can make big strides in taking its place alongside the older arts, and in many instances visual communication can give them new and modern import. Although the television camera already has scanned national political conventions and presidential candidates, it will be ready to play its first big role in the 1948 campaign. That year will be to television

(Continued on Page 27)

SITTIG ECA CHAIRMAN; NOVICK IS PRESIDENT

John G. Sittig has been elected chairman of the board of the Electronic Corp. of America, succeeding Samuel J. Novick, who has resumed his former position as president, it was announced last week at the Brooklyn headquarters of the firm.

Garrard Mountjoy, former president of ECA, has resigned, and will devote his time as a consulting engineer in the radio industry.

Mr. Sittig is president of the First Colony Corp., 52 Wall street, New York. Mr. Novick founded ECA and served as the company's president until last April at which time he became chairman of the board and Mr. Mountjoy became president.



Gen. David Sarnoff

ATLANTIC CITY SHOW TO DRAW THOUSANDS

ATLANTIC CITY, N. J., Monday—A number of radio and appliance concerns will exhibit their lines at the Atlantic City Housewares Show to be conducted at the Auditorium January 5 to 10. In all several hundred concerns in the housewares field will display their newest products. A record attendance from all sections of the country is expected.

In addition to manufacturers, the exhibit will attract thousands of retailers, department store buyers and distributors.

Stromberg-Carlson Co. Doubles Ad Schedule

ROCHESTER, N. Y., Monday—The Stromberg-Carlson Co. radio division advertising schedule for 1947 will more than double that of 1946, Stanley H. Manson, manager of advertising and public relations, announced today. An expanded campaign has also been arranged for the sound division.

Large Retailers Figure on Gains

DEMAND STILL HEAVY

Store Executives Predict Substantial Increases Through Spring Months—Prices a Major Factor In New Year.

Consumer durable goods, including radios and appliances, will lead the way towards substantial sales gains by department stores and other large retailers during the first few months of 1947, a survey made among major retailing executives revealed. The conclusions cover a study among top executives of department stores as well as a survey covering 200 stores sponsored by one of the largest resident buying firms in New York.

Despite growing consumer price resistance, a gain of 10 per cent in retail sales during the Spring of 1947 is likely, according to the merchants. Although 1946 was a record year in sales of numerous lines, most of the anticipated gains during the new year will flow from increased sales of durable goods, including radios and appliances.

The merchants based their opinions on the fact that the demand for larger and higher priced radios and radio-phonographs will remain for a considerable time, since deliveries of these types of sets have barely scratched the surface. Also, production to date of elec-

(Continued on Page 23)

General Electric Promotes Roark

BRIDGEPORT, CONN., Friday—Appointment of Grady L. Roark, sales manager of General Electric Musaphonic radios, as assistant superintendent of the Receiver Division, has been announced by A. R. Goodwin, general superintendent.

Mr. Roark joined the General Electric Co. in 1933 after he had been graduated from Oklahoma A & M University. He served successively with the company in Schenectady, Pittsfield, Fort Wayne, Cleveland, Philadelphia and Bridgeport.

His successor as sales head of the Musaphonic line has not yet been named.

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What to Expect

Despite continued rumblings within the ranks of labor; despite a few pessimistic predictions of a minor recession during 1947, and notwithstanding the shortages still existing in certain component parts for radio receivers—notably wooden cabinets—the radio industry enters the New Year with a general feeling of optimism, though a bit cautious.

In spite of numerous hardships during the past year, such as parts and raw materials shortages, strikes, labor shortages and OPA restrictions, the industry was able to achieve large-scale production, although an overwhelming percentage of the output was in table model instruments. In all, more than 15,000,000 sets were produced during 1946, compared with an all-time pre-war high of 13,600,000 receivers.

A consensus of leaders in the trade indicates that some 18,000,000 radio sets will be turned out in this country during 1947. However, the most assuring factor in the production picture for the New Year is that a far greater proportion of the instruments to be turned out will be higher-priced combination consoles, FM receivers and television instruments. These are the types that yield a profit and the types that must be produced and merchandised in order to assure radio a place among the nation's major industries.

The industry is no longer concerned with sheer numbers in production, but in dollar volume. And large dollar volume can only be assured by producing more of the larger combinations, FM sets and other quality instruments. The manufacturers were able to attain a production rate of better than 125,000 console combinations a month towards the end of the past year — an all-time record —

but this figure must be outstripped by a good margin during 1947. The pent-up demand for quality console combinations is real, and millions of sets of this type can be sold if they can be produced and if some honest-to-goodness merchandising effort is employed by the nation's radio merchants.

FM should come into its own in a big way in 1947. A consensus of trade leaders reveals that, barring some unforeseen disruption of our economy, about 3,800,000 FM sets will be turned out during the next twelve months. Nearly 100 FM transmitters are at present in operation and the FCC has on its files some 900 applications for FM transmitters. Many of these will be granted during the year and placed into actual operation, thereby providing FM service to a large portion of our population.

As for television, the New Year should witness the first major strides for the video art, after a series of disappointing setbacks. Receiver production during 1947 should reach 350,000 units. Five of the nation's large centers are now served with television stations. The FCC has already granted construction permits for thirty-six additional stations and some fifty more applications are pending before the Commission. Such centers as Detroit, Cleveland, Pittsburgh and several others will unquestionably be served with television stations before the year is out. These and other centers await only the production and installation of television transmitters before they join New York, Philadelphia, Chicago, Los Angeles, Washington and Schenectady in the ranks of areas served by sight - and - sound stations.

Receiving tube production totaled about 195,000,000 in 1946 — an all-time record for the industry, with October output reaching more than 21,000,000 tubes. Before the end of the first quarter of this year, the shortage of tubes will be alleviated, in the opinion of manufacturers. As for other components, production of parts during 1946 was at a rate to supply 2,000,000 sets a month. It is anticipated that, before many months, most of the parts problems—with the exception of wooden cabinets—will be solved.

In the export field, manufacturers shipped some 1,500,000 radios into foreign markets during 1946. The demand in other countries for American - made radios should continue for many years with Germany and Japan out of the picture.

As for the manufacturers, themselves, a number of newcomers among the radio producers have found the going too tough and have already withdrawn from the field. Other "weak sisters" who have nothing real to offer the trade or the public are expected to follow suit during the months to come.

The phonograph record manufacturers enjoyed a banner year, with sales of recordings reaching an all-time high of 275,000,000 discs —nearly 100,000,000 in excess of the output in 1945. In the record business, also, scores of newcomers have entered the field as disc producers.

Record manufacturers are anticipating an even better year in 1947, when millions of new radio-phonograph combinations and record players will be produced and placed into homes throughout the nation, thereby creating millions of new customers for records.

Recording on wire should likewise make substantial headway during the next twelve months, since most of the laboratory and field testing in this new industry has just about been completed and production of new-type recorders is just about ready to begin.

In the major appliance field, producers are gradually lifting their output to meet the tremendous demand for virtually all types of goods. Output of domestic mechanical refrigerators has neared the 300,000-a-month mark but the demand continues to be far in excess of this figure. Likewise, production of washing machines and ranges has increased substantially during recent months. The nation's housing program during the next five years should create a steady demand for appliances of this type for many years to come.

Although the demand for radios and other products will continue to be high, buyers are already showing evidence of becoming more discriminatory in their selections. They are no longer content to make any purchase, but are seeking the best value per dollar. The New Year will find real competition returning to the industry. This will require greater merchandising skill and salesmanship in order to keep pace with the field.

Manufacturers will be obliged to give increased value or else lose ground. In this connection, pricing will become a vital factor in the success of any line. Prices will naturally have to be high enough to afford a profit, but also low enough to attract consumers. There have been some evidences already of buyers' resistance to merchandise that has been overpriced, and unless both price and product are right, there may be trouble ahead.

The pricing problem is a ticklish one. One of the reasons why some manufacturers have been unable to show a legitimate profit for their 1946 operations is the continued inefficiency of workers. Prices are based upon the ability of workers to turn out so many units an hour or per day. If their efficiency lags, the cost per unit is just that much higher for the manufacturer.

A survey conducted by Kirby, Block & Co., large New York resident buying organization, among 200 department stores and other types of retail shops, revealed that hard goods will be a major factor in sales gains during the first four months of 1947. Electrical appliance departments (this embraces radio sets) are among those most frequently mentioned for sales increases. Since this study was conducted among stores located in virtually all sections of the country, it is worthy of mention at this time as an indication of what large retail merchants anticipate in the period just ahead.

RADIO and Television WEEKLY wishes its readers a Happy New Year.

DuMont Official Predicts '47 Will Witness Start of Nation-Wide Television Industry

By ERNEST A. MARX

General Manager, Television Div'n, Allen B. DuMont Labs., Inc.

All signs point to 1947 as the initial year of a nation-wide, mature television industry. The multitude of setbacks, uncertainties and difficulties which have beset this industry from the beginning are finally and rapidly dissolving. The public itself has now evidenced such an enormous demand for television entertainment that any future obstacles which may, from time to time, evidence themselves, will necessarily be swept aside by the juggernaut of consumer demand.

The DuMont organization was fortunate in being able to deliver a small number of Telesets in time for the Christmas market, but the insistence of the public for television receivers is so great that the organization has been hard put in its attempt to pacify the huge number of dealers and individuals who are desirous of having receivers in their homes at the earliest possible moment.

This is not true alone of the New York area, but is equally true of those cities where television is now an accepted reality, and it even goes further than that. Many inquiries and orders, for that matter, are coming from cities which will only have television programs in late 1947, but who wish to be well-equipped from a receiver standpoint to enjoy these programs when they do start.

Up to this time the pioneers in the television industry have been fostering and nurturing this new art in an effort to bring up its own momentum and get it rolling. From now on, the very opposite is the case. Public imagination has been stirred by the fantastic possibilities of television, and the personnel in the television industry find themselves attached, so to speak, to an ever-growing snowball which is gaining in speed and size day by day. It has reached the point where demand so enormously outstrips supply that it will be a long time before manufacturers will be able to even satisfy remotely this ever-growing urge for sets.

Profiting by the errors and mistakes of the radio industry at its inception, the great opportunity has come for the television industry to start off on the right foot, and avoid the pitfalls that have characterized many of the phases of radio merchandising and programming.

Let us hope that no criticism such as has been leveled at these in the past can justifiably be pointed at television. Let us all work together to develop an industry on a high business and technical plane with a view—somewhat idealistic perhaps—to improving our way of life.

Television, as a new art, has such enormous potentialities that it is difficult to appreciate the ultimate impact that it will have on our entire civilization. However, it is safe to assume that just as the automobile has made great social, economic and geographical changes in our way of living, so television is destined to exert a profound influence on our future lives.

The present demands and public in-

terest in the art are merely the rumblings of a far greater explosion to come, and this may be sooner than we think.

We at DuMont have always borne this in mind and have made our plans accordingly. We look forward to a future of great promise in a business adventure almost unparalleled in recent years.

NEW PURCHASING POST FOR WM. MACMURTRIE WITH PHILCO CORP.

PHILADELPHIA, PA., Friday—William Mac Murtrie, widely known throughout the radio industry, with which he has been identified since 1921, has been appointed general purchasing agent of Philco Corp., it was announced today by William Balderston, executive vice president.

Raymond A. Boyce, former general purchasing agent and a member of the board of directors, has been promoted to director of purchases and will concentrate on over-all planning and general administrative work on the staff level.

Mr. Mac Murtrie is a graduate of the Evening School of Accounts and Finance of the Wharton School, University of Pennsylvania. He became associated with the Philco Corp. in 1935 when he joined the purchasing department. In 1938 he was placed in charge of the Chicago office of the company's purchasing department and later became divisional purchasing agent for the automobile radio division with offices in Detroit. Three years ago Mr. Mac Murtrie was named assistant general purchasing agent of Philco Corp.

SURPLUS ELECTRONICS CAN NOW BE SCRAPPED

WASHINGTON, D. C., Thursday—A new electronics regulation that permits surplus radio-communication equipment in oversupply to be disposed of as scrap or salvage was issued this week by the War Assets Administration.

Regulation 23, effective immediately, is designed to aid the WAA in selling usable electronics items, but at the same time it permits widespread scrapping of equipment found to be commercially unsalable. It provides that WAA will make a preliminary "screening" of electronic surpluses in order to separate salable items from the unsalable. The latter can be promptly disposed of as salvage or scrap.

BIG YEAR ANTICIPATED FOR FM RADIO RECEIVERS, COMBINATION INSTRUMENTS AND TELEVISION SETS

By ERNEST H. VOGEL

Vice President, Farnsworth Telev. & Radio Corp., Ft. Wayne, Ind.

Our industry, more than any other major industry, can look forward to 1947 on definite notes of encouragement and optimism. From table models to television, the market outlook is bright. Although the table models have been produced in rather substantial quantities, no real indication yet exists that the market is near saturation for sets bearing accepted brand names and offering quality at prices that represent good value. The public may be growing more selective, but they continue to buy in steady quantities and there is no question that the filling of this demand will remain an important part of radio manufacturing and selling.

The radio-phono combination field is still practically untouched. The relatively few sets the industry has been able to produce since the war have not begun to scratch the surface of this demand. In my opinion, every radio-phonograph of good quality and priced within the means of the buying public will be sold during the coming year. This will include, in mounting numbers, combinations incorporating FM service. My best information is that the trade plans to make FM available on most units, with the exception of the lower-priced sets. This would pre-empt that both FM broadcasting and reception will assume very important public proportions before the end of next year.

There is every sign that television will round that long-delayed corner with the turn of the year. Enough manufacturers have indicated large production commitments to assure many hundreds of thousands of receivers in homes within the next twelve months. Receiver production is the only remaining link needed to start television on its way to becoming the next great service in the American home. The public is ready to buy, and buy in large volume on the basis of prices already indicated by some manufacturers. Broadcasters are awaiting only circulation (receivers) to augment their program schedules. Advertisers now cautiously standing on the threshold of this new medium will, I believe, quickly become sponsors once they are assured that audiences which can SEE, as well as hear about, their products are available in reasonable size. Needless to say, distributors and dealers are looking anxiously to the moment when they can begin displaying and selling this new service to their customers.

In addition to achieving what gives every promise of being the greatest year for sales volume in its history, the radio industry will, in television, mark a milestone that will long be remembered.

L. S. KIMBALL JOINS COLONIAL RADIO STAFF

BUFFALO, N. Y., Friday—Louis S. Kimball, general manager of the fluorescent fixtures division of Sylvania



Ernest H. Vogel

BANNER YEAR SEEN BY G. I. PRESIDENT

ELIZABETH, N. J., Friday—Radio parts makers can look forward to a year of large sales and earnings in 1947, according to Samuel Cohen, chairman of the board of General Instrument Corp., this city, manufacturer of component radio parts. This view is based upon large 1947 order commitments and on knowledge of the production plans of the country's radio set manufacturers.

In spite of both material and labor shortages in 1946, the radio parts industry appears to have operated at a new high peacetime volume during the year, Mr. Cohen said, and steady progress toward still higher levels is being made.

He described the labor shortage in the industry as a bottleneck to the achievement of maximum production. His own company, Mr. Cohen stated, could use twice the number of personnel now on the payroll of General Instrument and subsidiaries, although if additional labor were obtainable in large quantity, material shortages might become the larger restriction. Decontrol will not prove to be an inflationary influence in the radio parts industry unless wage increases produce higher costs, Mr. Cohen said.

Electric Products, Inc., has been elected vice president in charge of operations of the Colonial Radio Corp., this city, it was announced by Allen H. Gardner, president. Colonial is a wholly-owned subsidiary of Sylvania.

HAROLD KARLSRUHER TO DIRECT EMERSON SALES IN WIDE AREA

MADE REGIONAL MANAGER

Nine Wholesale Organizations Are Placed Under His Supervision — Represents a Large Percentage of Factory's Sales Volume.

Appointment of Harold E. Karlsruher as regional sales manager covering a wide eastern territory for Emerson Radio & Phonograph Corp., was revealed this week by Benjamin Abrams, president of Emerson. Mr. Karlsruher will cover the area from New England



Harold E. Karlsruher

along the Atlantic seaboard down to the Baltimore and Washington territory. Sales in this territory amount to a very substantial part of the factory's production schedule.

Harold Karlsruher is a veteran of the radio business, having started with Emerson back in 1922. In 1924 he became radio sales manager for Manhattan Electrical Supply Co. and was with the company until he rejoined Emerson in 1932. He has been affiliated with Emerson in important merchandising positions ever since.

In his new position with the Emerson factory, he will have under his jurisdiction the activities of the following distributing firms: Emerson of New England, Boston, Mass., as well as the Portland, Me., branch; Capitol of Rhode Island, Providence; Emerson Radio of Connecticut, Hartford; Mid-Hudson Electric, Poughkeepsie; Emerson-New York, New York; Emerson-New Jersey, Newark; Emerson Radio of Pennsylvania, Philadelphia; Emerson of Washington, Washington; and Electrical Products, of Baltimore.

Mr. Karlsruher plans to make his first tour of the wholesale organizations in his territory soon after the start of the new year.

P. Eulau, head of the Coronet Electric Co., Chicago, spent several days in New York last week contacting many of his friends in the local trade.

Continuing Demand for All Zenith Models Indicates Need for Large-Scale Production

By COMDR. E. F. McDONALD, JR.
President, Zenith Radio Corp., Chicago

Removal of OPA restrictions, which enabled our company to adjust prices on certain of its models, together with improved deliveries of materials, contributed to increased shipments during the month of November, with the result that operations of the parent company, as well as all subsidiaries, were on a profitable basis for the month of November.

Although OPA refused to permit sufficient to pay for the many new developments and innovations, outstanding of which is the sensational Cobra tone arm, the company has steadfastly refused to compromise with quality or remove any of these innovations and new developments to reduce cost. It has maintained its prewar high standards of production and quality with even greater emphasis having been placed on inspection throughout the entire production routine.

The company has been the largest producer of frequency modulation receivers of the table model type as well as combination phono and radio consoles. Continuing demand for all models of the company's new line of radios and radio-phono combinations indicate the need for maximum production.

Zenith distributors and dealers will go into the New Year with practically no sets on hand and a large backlog of orders from customers who indicate a preference for Zenith.

A new hearing aid of advanced design and construction will be announced as soon as production starts shortly after the first of the New Year.

The company's financial position continues strong. Collections on receivables have been very satisfactory and inventories, though still somewhat unbalanced, are not considered excessive for the volume of business being done.

HAL BARBER IN NEW G-E RADIO TUBE POST

SCHENECTADY, N. Y., Monday—Hal W. Barber has been appointed sales representative for the Tube Division of the General Electric Co.'s Electronics Department, W. Hayes Clarke, division sales manager of receiving tubes has announced.

With headquarters at the offices of the company in New York City at 570 Lexington avenue, Mr. Barber will be assigned to contacting equipment manufacturers of radio receivers and audio devices in the New York and New England area.

A native of Torrington, Conn., Mr. Barber was formerly sales promotion manager for the division with offices at Schenectady. He previously had been employed by the concern at the Bridgeport, Conn. plant.

Before joining General Electric, Mr. Barber had worked for Berger Bros. Co. in New Haven, Conn., where he had wide experience as assistant regional manager in their markets throughout the South and Middle West.



Comdr. E. F. McDonald, Jr.

MUSITRON TO SHOW 1947 MODELS DURING JANUARY 6-18 MART

CHICAGO, ILL., Friday—The complete 1947 line of new Musitron portable phonographs will be on display at the factory showroom of the Musitron Co., at 223 West Erie street, this city, during the Home Furnishings Show, to open here January 6. Gerald H. Rissman, sales manager of the company, stated today that he extends a cordial invitation to all dealers and distributors to see the new models during their visit to Chicago.

Stewart-Warner Output Sets Mark

CHICAGO, ILL., Monday—The Stewart-Warner Corp. made greater shipments in 1946 than in any peacetime year in its history, James S. Knowlson, president, said here today.

Looking to the new year, Mr. Knowlson said the signs of a coming buyers' market are "not a major concern to the various divisions of Stewart-Warner."

Eugene Frekko Named

SOUTH PLAINFIELD, N. J., Friday—The appointment of Eugene Frekko as chief engineer of the electrolytic division of the Cornell-Dubilier Electric Corp., this city, has been announced by Octave Blake, president.

PEERLESS TAKES OVER TUNG-SOL WHOLESALE DIVISION IN NEW YORK

Effective January 1, the operation of Tung-Sol Lamp Works, Inc., wholesale division in New York will be taken over by Peerless Radio Distributors of Jamaica, L. I. In announcing this move, it was indicated that M. D. Fine and Charles Shankman, co-owners of Peerless, would also assume ownership of Tung-Sol's New York warehousing and distribution point at 71 Murray street.

Peerless will distribute Tung-Sol's lamps, as well as electronic tubes. In addition, Messrs. Shankman and Fine also plan to move in some of their standard radio parts. This will give the Peerless firm a more convenient shipping point in servicing some of its New York customers. However, the 92-32 Merrick road, Jamaica, address will continue to be the main office.

As part of this expansion program, Peerless also announced that Max Natovitz is now associated with the concern and will be in charge of the New York office. Mr. Natovitz was with Tung-Sol for seven years and served as a captain in the United States Army. Arrangements have been made for him to cover the territory he formerly contacted for Tung-Sol, including New York, Brooklyn, and the Bronx.

This latest move in the Peerless program of expansion comes after a little more than a year of operation by Mr. Fine and Mr. Shankman. They had previously announced the addition of 10,000 sq. ft. of space as well as greatly increased over-the-counter facilities for servicemen.

TWO VIDEO SETS IN FARNSWORTH DISPLAY AT FURNITURE MART

CHICAGO, ILL., Friday—Two table model television receivers and several new phonograph-radio models will be shown in the Farnsworth display in Suite 535-B of the American Furniture Mart.

The television receivers, pre-production models of the Farnsworth video sets soon to be marketed in cities having television stations on the air, will be installed for the reception of telecasts. The table model has 22 tubes, including two rectifiers and a 10-inch direct-view picture tube.

One of the television sets to be shown has a blonde mahogany cabinet, while the other is housed in a transparent lucite cabinet which permits observers to see the compactness of the chassis.

Among the new Farnsworth phonograph-radios are the EK-192 and the EK-141, both of which offer FM as well as standard broadcast reception.

Heading the Farnsworth delegation at Chicago will be E. H. Vogel, vice president in charge of sales; E. H. McCarthy, sales manager; John S. Garceau, director of advertising and sales promotion; and Hector A. Castellucci, assistant sales manager.

WEST COAST TRADE READIES ITSELF FOR JANUARY EXHIBITIONS

IN LOS ANGELES, FRISCO

Ed C. Bonia and B. S. Tucker to Hold Sparton Dealer Meetings — Nelson R. Thomas Agency Awaits Sonora Consoles.

LOS ANGELES, CALIF., Monday—B. S. (Tommy) Tucker, Los Angeles representative for Sparton, will be in Chicago in January to attend the Furniture Mart.

Ed C. Bonia, National Vice President in charge of sales for the Sparton Company, will attend the San Francisco Merchandise Mart during its run (January 3-7). He will be in Los Angeles for the Furniture Market here (January 27-31).

During the run of the Los Angeles Market, Mr. Bonia and Mr. Tucker will hold special dealer meetings. At these meetings Mr. Tucker will announce to the dealers just how many sets they may expect to receive during the coming year. He is optimistic about prospects for deliveries during 1947.

Mr. Tucker finds the dealers enthusiastic about the outstanding values offered by Sparton, made possible by the factory's direct-to-dealer sales policy.

E. W. Potter, Sonora Sales Manager for the Nelson R. Thomas Agency, 344 East First street, says that a shipment of console models is expected early in January.

Mr. Potter is very much pleased with the reception accorded Sonora's table combination and their white plastic table radio. He finds the table phonograph also to be a red-hot number and wishes there were many times the number available here.

The Thomas Agency handles the Sonora line in California and Nevada. In addition, they distribute the Universal line of home appliances, including ranges, vacuum cleaners, floor polishers, carpet cleaners, water heaters and washing machines, in Southern California. Besides this, they distribute the Home Products' Company's kitchen sinks and rainboards, Verd-a-ray Light Bulbs and Penetray Heat Lamps.

Nelson R. Thomas is President and General Manager of the Company. Roy A. Denne is Sales Manager for Universal Appliances and Melvin Pellman is in charge of the Lamp Division.

Pacific Radio Exchange, owned and operated by Irving Philips, has been at 1401 Cahuenga Boulevard, near the heart of Hollywood, since 1940, when it

(Continued on Page 30)

New Name Adopted by Representative Firm

TOWSON, MD., Friday — The Douglas Loukota Co., manufacturers' representative organization of 408 York road, this city, has changed its name to Willou Sales Engineering Co. Bob Wilkinson and Douglas Loukota remain as owners of the firm.

Ben Abrams Believes Greater Parts Flow Will Assure Mass Production During 1947

EMERSON HEAD CONFIDENT COMPANY WILL PASS '47 GOAL

Declares His Firm Topped All Others in 1946 Output With 1,200,000 Sets Produced — New Developments to Be Incorporated in 1947 Models — FM and Television Receivers Will Be Produced.

In a year-end message to all American and foreign market distributors yesterday, Benjamin Abrams, president of Emerson Radio and Phonograph Corp., New York, predicted greater radio value to the public and established a doubling of the 1946 quota as the company's goal for 1947. According to Mr. Abrams, overall volume of Emerson Radio products during the current year greatly exceeded that of any like period in the company's history, the highest pre-war mark, in terms of units alone, being 1,200,000 sets of all types.

Basing his calculations on available trade statistics, Mr. Abrams said that his company's output in 1946 probably topped the radio industry and, in several product categories, greatly exceeded that of any other manufacturer. In portable radio, for example, Emerson accounted for approximately one-third of the entire country's business.

"The early part of 1946," Mr. Abrams said, "was anything but auspicious in the radio industry. Delays springing from reconversion, from reshaping artificial wartime controls, from shortages created by dislocation of men and depletion of materials, were only a few of the deterrents to production, and some of them are still with us. We were unable to achieve balanced output of all models and many projections had to be abandoned entirely. In all such circumstances we were forced to adhere to an allocation policy which, although as fair and equitable as we could possibly maintain it, fell far short of meeting the virtually unlimited demand which confronted our distributors and dealers throughout the year.

"We face the coming year with undiminished demand for Emerson Radio products of all types. Our engineering, production and promotion facilities are geared for more than double the 1946

TAX PAYMENTS SHOW BIG PRODUCTION GAIN

WASHINGTON, D. C., Tuesday—Extensive gains in production of radios, appliances and phonograph records are reflected in the report of Internal Revenue collections for the month of November, just released by the Treasury Department.

Payments by manufacturers in November 1946, compared with payments during November 1945, in the various categories, follow:

Radio sets components and phonographs, \$4,870,807 against \$371,444; phonograph records, \$489,866 against \$221,880; refrigerators and air conditioners, \$2,749,349 against \$535,860; electric, gas and oil appliances, \$4,974,658 against \$1,601,429 and musical instruments, \$639,136, against \$132,520, the Treasury reported.



Benjamin Abrams

volume which will include in addition to many new standard models, several FM and television receivers. At this writing, our sources of material supply, our subsidiary companies and our overall programs for high increases encourage the firm belief that we shall reach and pass that goal in 1947."

Referring to costs of labor and availability of materials in 1947, Mr. Abrams stated that his company is anticipating an upward readjustment of its wage scales, but he expected that improved material supply conditions and more efficient mass production techniques, as well as a large number of electronic developments in Emerson's laboratories and plant would not only bring about a balance of the extra costs, but would also result in considerably greater values to the public.

SONATA ELECTRONICS SHOWS TRELA MODELS AT FIRM'S QUARTERS

CHICAGO, ILL., Thursday—A special display of the complete line of Trela record players and record changers has been set up at the headquarters of the Sonata Electronics Corp. at 624 South Michigan avenue, this city. The display has been prepared for the convenience of visiting members of the industry who will attend the Furniture Mart from January 6 to the 18th.

One of the featured models in the Sonata exhibit is Model EP-103 electric phonograph which lists at \$16.95, including tax. A hand wound phonograph model also carries the list price of \$16.95, while other models include automatic record changers as well as wired and wireless record players.

MAJOR GAINS SEEN FOR FM DURING '47, SAYS ARTHUR FREED

MASS OUTPUT WILL START

Freed Radio Corp. Executive Says Several Million Families Will Be Listening to FM in Their Homes Before Close of New Year.

In the field of frequency modulation, the radio industry will make its greatest strides in 1947, according to a year-end statement issued by Arthur Freed, vice president and general manager of the Freed Radio Corp., New York.

"This prediction is based on several factors," said Mr. Freed. "For one thing, the production of table model broadcast (AM) radio sets is now catching up with demand and is soon expected to meet domestic requirements. When this occurs, receiver manufacturers will increase production of FM receivers, and in this way sustain and go on to surpass the high rate of radio production attained during 1946.

"Not only radio manufacturers, but broadcasting stations, too, will speed FM along. Nearly 100 FM stations are now in operation. About 900 applications for FM stations have been granted, or are pending or in hearing before the Federal Communications Commission. In addition, the production and construction of FM transmitters is increasing rapidly. In this connection, it may be observed that owners of FM stations are making every effort to begin operations as early as possible, so as to be among the first to capture and hold the new FM audiences.

"Considering these several factors, it appears quite certain that FM broadcasting will be available to the public in practically every state of the Union in 1947. Several million families will be listening to FM in their own homes before the close of next year, and for the first time will enjoy FM's special advantages of staticless, high-fidelity reception.

"Just as there are factors which will advance FM broadcasting in 1947, there are some hindrances. Many stations will not be in a position to operate at their full power as authorized by the FCC, during the first six months of the year. This will be due to their inability to obtain and place in operation the necessary equipment for full power operation."

Paul Aaron to Represent Magnetic, Advance Firms

The appointment of Paul D. Aaron, manufacturers' representative of 71 Murray street, New York City, as sales agent for the Magnetic Products Corp., New York, and the Advance Electronics Mfg. Co., Kearny, N. J., was announced here yesterday.

The Magnetic Products firm produces phonograph motors and the Advance Electronics firm manufactures a complete line of condensers.

Sees Need for Quality Products Built and Merchandised on a Sound Long-Range Plan

By W. J. HALLIGAN

President, The Hallicrafters Co., Chicago, Ill.

With the wartime honeymoon and the first post-war readjustments over, the radio industry goes into 1947 for what may be the first normal competitive year since 1941. The industry, having had a full post-war year in which to unlearn many of the mass production and volume-at-any-cost practices the exigencies of war demanded, is now back in the open market. Quality products, built and merchandised on a sensible long-range plan, are again the order of the day, and those members of the industry who have been able to reconvert most effectively and intelligently will resume leadership in a normal market.

On the other hand, manufacturers who delude themselves that their production achievements under the pressure of wartime necessity give them a preferred position in the market, are due for a rude awakening. The coming year will definitely usher in a "show me" attitude on the part of the public and in view of the many new and effective manufacturing techniques perfected during the past five years, only those manufacturers who combine this new knowledge with sensible merchandising methods can expect to prosper.

Operating costs are much higher, and during the next few months many adjustments must be made. The public will accept these adjustments only if the quality of the product itself justifies such increases. These adjustments will perforce invite some unsanctified business practices on the part of "marginal" operators, an evil which we have always had with us in the past and which must be met by holding firm to sound merchandising practices in the future.

On the credit side, the industry has won tremendous prestige during the war. Radio manufacture has been accepted by the public as a major industry—one which is destined to make a tremendous contribution to better living—and it behoves the industry to maintain manufacturing and merchandising standards in keeping with this newfound prestige.



W. J. Halligan

HAL CONKLIN TO COVER WEST COAST TERRITORY

CHICAGO, ILL., Friday—W. C. Johnson, sales manager, Admiral Corp., of this city, announced today the appointment of Harold D. Conklin as northwestern sales manager for all Admiral Products. Mr. Conklin will make his headquarters in San Francisco.

For the past two years he has been manager of Admiral's Appliance Division in Chicago. Previous to his connection with Admiral, he was manager of the Range and Water Heater Division of the Edison General Electric Appliance Co. and was West Coast regional manager for Admiral. He is well known in the trade.

PRICING WILL BE IMPORTANT FACTOR IN 1947 IN APPLIANCE TRADE, SAYS GIBSON OFFICIAL

By J. L. JOHNSON

Sales Manager, Gibson Refrigerator Co., Greenville, Mich.

The year 1946 was disappointing to practically all appliance manufacturers. This was almost entirely attributable to the parts and raw materials shortages which were aggravated by strikes. The Gibson Refrigerator Co. lost some weeks of production time in the early part of the year because of strikes in parts manufacturers' plants. Outside of this stoppage, production at both the Greenville and Belding plants has continued without interruption during the entire year.

The outstanding Gibson production accomplishment in 1946 has been the manufacture and distribution of an upright home freezer. Only a few thousand have gone into the field, but additional quantities are scheduled for the first six months of 1947 and we are well pleased at the reception given this new product by the trade and by the buying public.

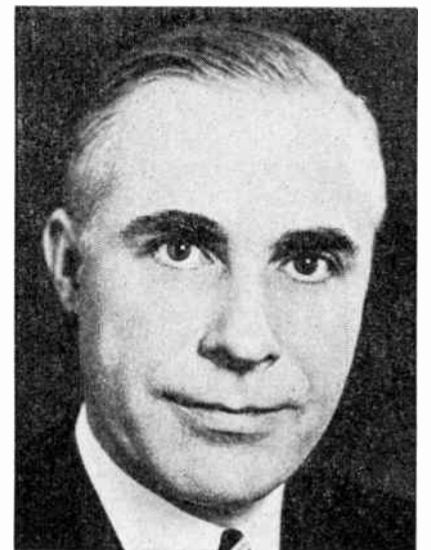
Procurement techniques learned during the war years have benefitted our production program a great deal, and if work stoppages among suppliers can be eliminated, or at least kept to a minimum, during 1947, we believe that the year will see sufficient merchandise produced by the industry to fill distribution channels.

The retail situation throughout the industry will require increasing attention by wholesalers as the coming year progresses, since we believe that there may be a surplussage of retail outlets, in some portions of the country at least. Gibson's policy of distribution, which utilizes independent wholesale channels only, provides that selection of retail outlets is entirely a function of the distributor. A continuing analysis of retail outlets in all the countries of the United States has been going forward for the past three years and Gibson has worked closely with distributors, insofar as providing information is concerned, on this problem and will continue to do so.

Regarding prices, the three quality important factors of supply, public demand and competition will determine whether prices are to go higher or lower. Of course, the fundamental factor is the cost of labor and materials, yet supply, demand and competition will affect production cost as it relates to labor and materials also. I would point out, in this connection, that Gibson has always been conscious of the price-and-value factor in merchandising; for example, the reduction to a list price of \$99.95 for a 6-cubic-foot refrigerator back in 1939 by Gibson—an unheard of price at that time for a nationally-advertised refrigerator. This price leader enabled the independent retailer to meet chain store and mail order competition with complete success and it marked initial recognition by the national manufacturers of the necessity for a realistic instead of a wishful pricing policy, which followed in 1940.

It is reasonable to assume that Gibson will continue to follow a realistic pricing policy in the future.

We look forward to 1947 with considerable confidence and we are glad



J. L. Johnson

that the first complete reconversion year is past. The year 1946 brought some disappointments to the entire industry; but it is our opinion that some—if not all—of these disappointments may be minimized in 1947.

HOWARD LIEBL NAMED AD MANAGER BY REXON

Jacques Schwalbe, president of Rexion, Inc., New York, general distributor in the United States for Swiss-made Thorens phonographs, record changers, and lighters, has announced the appointment of Howard Liebl as advertising manager.

Mr. Liebl was formerly with the Anderson, Davis & Platte agency. He will handle all matters pertaining to advertising, publicity and sales promotion for the Rexion organization.

NEW COLLARO MODEL ARRIVING HERE IN LARGE QUANTITIES

The new Collaro record changer, British Model No. 196, is now arriving in this country in good quantity according to a spokesman for the Micro-Sonic Corp., New York City, sole distributor of Collaro automatic record changers in the United States.

This new automatic record changer offers selection of eight, ten-inch and twelve-inch records intermixed. High fidelity, magnetic pickup and single control to start, stop, or repeat records are among its main features. Mounted on a 16"x14" base plate, Collaro operates on 50/60 cycles, 100-130/200-250 volts, AC supply.

MINERVA EXECUTIVE LOOKS FORWARD TO 1947 AS BEST YEAR OF ALL FOR RADIO INDUSTRY

By H. H. WEISSBERGER

Secretary-Treasurer, Minerva Corp. of America, New York

An optimist is a man who would say: "Look, my glass is half full," while the pessimist would say, "My glass is half empty."

The glass of the American people is more than half full. What better odds do a people need whose slogan during the war years was: "The difficult tasks we do immediately, the impossible takes a little longer."

We do not know what the New Year may bring forth, but in it lies the



H. H. Weissberger

challenge to prepare. We at Minerva are confident that the people of this nation will rise above personal and sectional differences to produce goods that will maintain the high standard of living the average American expects. The need is to begin!

We have already laid the foundation in the difficult year just past. At the end of 1947, many a man who is now pessimistic will look back and say: "This was the best year of all."

ZENITH CO-OPERATES IN OPENING OF NEW FM RADIO STATION

HAS BANQUET FOR DEALER

Chicago Concern Flies a Load of Table Model Receivers to Missouri City for Celebration.

CHICAGO, ILL., Monday—The Chicago office of the Federal Telephone & Radio Corp. has just finished the installation of a three-kilowatt radio station, WMBH, at Joplin, Mo., according to Harold KaDell, manager here for Federal. The installation was in charge of Bill Albright, Federal engineer. T. J. Poynor is the owner and manager of WMBH, which has had an AM station on the air in Joplin for eighteen years.

Coincidental with the opening of the FM transmitter, Zenith Radio Corp., of Chicago, flew in a load of its table model FM receivers, and gave a banquet for Zenith dealers in that area. Public response to the new station and receivers was enthusiastic, and, according to Mr. Albright, it is the biggest thing that has happened in that section since Joplin got its first AM radio station. It is anticipated that permission will be given for the higher power by June 1, 1947. In the meantime, the Federal office here is working on plans for modernizing the WMBH AM station.

The grand ballroom of the Continental Hotel, here, was the scene last Friday night of the seventh annual pre-Christmas party given by the Motorola Engineering Club, composed of 180 engineers of the Galvin Mfg. Co. Arrangements were handled by Jack Davis and Gus Mydill of the club.

The attendance numbered 550, including officials of Galvin, among them Paul Galvin, Bob Galvin, Les Muter, Bill Kelley and Elmer Weaving. Gifts awarded to those present ran to an estimated value of \$2,000, and included a Bendix DeLuxe washer, a Thor ironer, a movie camera, lamps, guns, fishing rods, pens, pencils and chronograph watches. Refreshments were not lacking and a two-hour floor show added to the festivities.

In addition to all the Galvin executives, suppliers of the firm were also guests at the party.

James P. Quam, president of Quam-Nichols Co. of Chicago, is back on the job following recuperation from severe acid burns suffered while working in his laboratory. Acid splashed on him, necessitating a six-week stay in the Chicago Memorial Hospital. "I have handled enough acid in my time to float a battleship," declared the genial Mr. Quam, "but at last bad luck caught up with me."

Mr. and Mrs. Quam leave Chicago on January 4 for a three-week trip to Minneapolis, Seattle, San Francisco and Los Angeles. They will call on manufacturers and jobbers.

—WALLACE D. MORRIS.

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

Seeco President to Tour Latin-American Dealers

Sidney Siegel, president of Seeco Records, Inc., New York City, will leave on a visit to the trade in Mexico, Venezuela, and Colombia shortly.

Current discs of this firm specializing in Latin recordings are: "Escribeme" and "Anacobero" by Daniel Santos; "Ven Oyeme" and "Si No Me Quieres

Ya", "No me Importa" and "Te Quiero Todavia", "Asi Es La Vida" and "Ahora Que Estamos Solos" by Lope Balakuer; and "Lunita Nueva" and "No No Me Besas Mas" by Bobby Capo.

W. W. Cone Interviewed On Miss Ames' Program

W. W. Cone, of the Home Instrument Division, RCA Victor was a recent guest

of Adrienne Ames, screen star and radio commentator, over her regular program on WHN, New York. Mr. Cone discussed electronic color television.

He is scheduled to appear on Miss Ames' program two more times and will be interviewed on television in general.

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

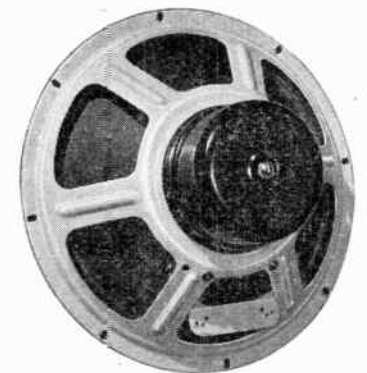
Success Formula
OS/AJC*

* OXFORD SPEAKERS / ALL JOBBERS' CHOICE

In producing the OXFORD SPEAKER, every effort has been taken to make it the most outstanding unit of its field. That these efforts have been crowned with success is attested to by the fact that over 77 radio manufacturers have used more than 1,500,000 OXFORD SPEAKERS in their 1946-1947 line of receivers.

Successful merchandising for the jobber must consist of plentiful sales at a profit. Dissatisfied customers or poor products do not encourage jobber sales. When offering OXFORD SPEAKERS, the jobber is positive that the product meets exacting specifications and that he will have a well-satisfied customer.

The versatility of the OXFORD SPEAKER line assures that a jobber can fill nearly every order for a replacement or public address system installation unit. And he can do this without a "special" speaker. That is why it can be truly said of OXFORD SPEAKERS that they are the ALL JOBBERS' CHOICE.



By constant and continuous research into new materials and production methods, the OXFORD SPEAKER has been perfected to a high degree. This, coupled with wartime-developed modern manufacturing processes and careful quality control checks, assures the buyer of an OXFORD SPEAKER that he has a superior unit.

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OXFORD RADIO CORPORATION
3911 SOUTH MICHIGAN AVE., CHICAGO

URGES NEW AND BETTER BALANCE OF QUALITY AND QUANTITY IN PRODUCTION FOR NEW YEAR

By ERNEST L. HALL

Executive Vice President, Pilot Radio Corp., Long Island City, N. Y.

At the beginning of 1946, our industry had to face a situation that was distinctly different from today's conditions and problems. The two major difficulties then were price regulations by Government and an almost complete and rather exhausting list of bottlenecks in procurement of component parts. On the other hand, radio receivers and kindred products were strictly in a seller's market and most manufacturers were busily engaged in making the largest possible quantities of merchandise without finding time or opportunity to give thought to the previous promises about post-war merchandise of superior quality. The last few months of 1946, however, indicated more and more definitely that the radio business was turning back to a buyer's market.

Today, at the beginning of 1947, our industry has to cope with a situation that hardly resembles conditions a year ago. Government control of prices has gone and manufacturers are at last again masters of their own business in this vital respect. The list of scarce components has been reduced considerably and intelligent planning in procurement allows comparatively secure operation in production. The public, however, has almost completely reconquered its pre-war position as the final judge in accepting or rejecting merchandise and the necessity of manufacturing an up-to-date product of high-

est quality at the lowest possible price will be the greatest challenge to our industry in 1947.

Advances in the field of frequency modulation and television have created new standards of quality in production which are bound to affect previous ideas of mass production. A new and better balance of quality and quantity in production would be an important accomplishment for our industry. At the same time, television, frequency modulation, more general use of miniature component parts, and definite progress in reproductive high fidelity for radio, recording and record manufacturing will permit the manufacturer to make 1947 a year of technical fulfillments which should be beneficial to industry, trade and consumer.

The public will be willing to recognize a product that has been conceived and manufactured to truly satisfy the consumer. It will not be difficult for Pilot Radio Corp. to make its contribution in this important direction be-

Attention Exporters!!

Direct Sales Representative or Distributor to do thorough job in Cuba or Puerto Rico or Santo Domingo, or in all three territories, for "Beachcomber," a portable battery phonograph with Garrard spring-wind motor and battery-operated amplifier with 3-tube push-pull output; and "VAGABOND," an AC-operated phonograph—110 volts, 60 cycles. For further details, see advertisement on this page. Address all inquiries:

Lincoln Electronics Corp.

653 11th AVENUE

NEW YORK 19, N. Y.

cause the idea of making a quality product has always governed its policies and activities.

As a pioneer in television and frequency modulation, Pilot Radio Corp. will make receivers in 1947 which will represent the highest quality in circuit design, workmanship and cabinet styling. As a pioneer in the manufacturing of plastic records, Pilot Radio Corp. will continue to produce Pilotone non-breakable vinylite records that will well satisfy the demand of the public for outstanding reproductive high fidelity.

1947—a year of technical fulfillment—will find Pilot Radio Corp. ready and eager to render good service to trade

and consumer with products of superior quality.

Peirce-Phelps Appoints Brobst Credit Manager

PHILADELPHIA, PA., Saturday—Victor G. Brobst has been appointed credit manager of Peirce-Phelps, Inc., distributing organization of this city and Harrisburg, it was announced last week. He succeeds Clarence F. Limroth, who died several weeks ago.

Mr. Brobst has had extensive experience in credit work.

Greetings

We wish to extend to all our Jobbers and Suppliers, a Happy and Prosperous New Year, and look forward to a continued association.

We express deep gratitude to our Jobbers for their cooperation and patience during the past trying year.

Jack J. Aron — Hank Levin



Supplying Jobbers
Exclusively

SEABOARD- RONLEY CORP.

684 SIXTH AVENUE
(near 22nd Street)
NEW YORK 10, N. Y.



PORTABLE PHONOGRAPHS by Lincoln

BEACHCOMBER # 314

A portable battery phonograph with a Garrard spring wind motor. Battery operated amplifier with 3 tube push-pull output. Crystal phono pick-up 5" permanent magnetic speaker. Light-weight solid plywood cabinet. Leatherette covered in choice of colors. Plays 10" or 12" records with cabinet closed.



Model 314
Including Federal Tax
Less Batteries LIST \$49.95
DEALER COST
Inc. Fed. Tax
Less Batteries \$33.85



VAGABOND # 311

AC operated phonograph containing a 5 1/4" G.E. magnetic speaker and a 3 tube amplifier. Crystal phono pick-up and heavy duty turntable. Lightweight solid plywood cabinet. Leatherette covered in choice of colors. Plays 10" or 12" records with cabinet closed.

Model 311
LIST \$39.95
Incl. Fed. Tax
DEALER COST
Including Fed. Tax \$26.95

Quality Phonographs

LINCOLN ELECTRONICS CORPORATION
653 11th AVE., NEW YORK 19, N. Y.

TELEVISION TO CREATE TASKS FOR MILLIONS, SALES LEADERS HEAR

JOE GERL MAKES ADDRESS

Enthusiastic Over Prospects of New Industry, He Tells Pittsburgh Executives.

PITTSBURGH, PA., Monday—Television will make new jobs for two million Americans, a television official told members of the Sales' Executive Club, of Pittsburgh, in a recent meeting at the Hotel William Penn, here.

"Just as you now have radio stations, radio stores, and radio servicemen in Pittsburgh," said Joseph Gerl, president of the Sonora Radio and Television Corp., "you will have television stores, stations and servicemen."

He estimated that, in five years, television will completely revolutionize home entertainment. Soap opera actors will be seen, as well as heard, and sports and musical broadcasts will appeal to the eye, Mr. Gerl prophesied.

About 50 per cent of the television shows will be motion pictures, travelogues and newsreels, he commented.

"Speaking as a manufacturer myself," he declared, "I cannot see that corporations would shift their normal advertising from the tried and proven media in order to go into a new untried field."

Products which depend on "eye appeal" or demonstrations for selling will benefit most from televised commercials, Mr. Gerl explained. More than half the department stores in the country, he said, have already laid plans to televise fashion shows.

In a subsequent conference with press reporters in Pittsburgh, Mr. Gerl predicted that the new peak in record production, set this year, will be eclipsed in 1947.

The Sonora Corp. head believes that the 1946 output of discs will reach the 300-million mark and that the production next year will top 500 millions.

Mr. Gerl pictures a rosy future for the platter industry. Replacement of discs by wire recordings is still a long way off, he is convinced.

A recession in 1947 would probably help rather than hurt the record making business because more people would stay at home and listen to recorded music, Gerl remarked.

"The sensational increase in record making since the war ended is being closely matched by the output of record players," Mr. Gerl said, and he added that recording companies figure that every turntable sold means the sale of at least 60 records.

"While the sale of classical records is high, the popular discs are considered the bread and butter by the dealers. Cheaper than classics, they have a rapid turnover. It is a poor six weeks that doesn't produce a complete change in hit tunes. However increased use of FM broadcasts by radio stations will bring about a better appreciation of good music," Gerl believes.

"With FM, the people will hear for the first time, real tonal quality-comparable to concert hall tone, Mr. Gerl

explained, "We believe the taste acquired for good music in this manner will be reflected in the record business."

In line with Mr. Gerl's outlook on the record business is the announcement locally that the RCA-Victor Co. is negotiating for a building in this district.

—ALLAN ROTH.

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

PHILIP W. PUGH HEADS CROSLLEY RANGE SALES

CINCINNATI, O., Friday—Appointment of Philip W. Pugh as manager of range sales, of the Crosley Division of the Aviation Corp., was announced last week by S. D. Mahan, general sales manager. His headquarters will be at Cincinnati. Mr. Pugh has been affli-

ated with Crosley as promotional manager of the Central region since November, 1945.

During the war he was in the aircraft radio division of the U. S. Signal Corps, stationed at Wright Field.

For fourteen years prior to the war, Mr. Pugh was with the Westinghouse Electric Supply Co. and with independent distributors in various merchandising capacities. He has a wide circle of friends in the trade.

BEST WISHES

For a Happy and Prosperous New Year
to all our Friends



H. L. DALIS, Inc.

Wholesale Distributors

Radio Supplies and Parts

17 Union Square

New York 3, N. Y.

ALgonquin 4-8112-3-4-5-6-7

Serving the Radio Trade Faithfully Since 1925

TELE-TONE FIRM NOW ON MUTUAL NETWORK WITH ITS NEW 'SCRAMBY AMBY' RADIO SHOW



Tele-tone Goes on Air

The Tele-tone Radio Co., New York, is now on the airwaves on Mutual's coast-to-coast network with its audience participation show, "Scramby Amby," it was revealed here last week.

Recently transferred from the West Coast where it enjoyed unusual success, "Scramby Amby" features an audience participation theme.

John S. Mills, general sales and advertising manager, stated, "Tele-tone is sure that dealers who tie-in their future promotions to this pre-selling sales cam-

paign, will greatly improve their sales volume."

This current radio promotion is being used as a supplement to Tele-tone's national newspaper and magazine advertising campaigns. "Our plant is just begging to really push its production for the dealers," concluded Mr. Mills.

Shown in the above illustration is (right) Mr. Mills, presenting the first Dyna-mite model award to Ray Shannon, master of ceremonies of the "Scramby Amby" show.

COLUMBIA RECORDING SEES BIGGEST YEAR; '46 VOLUME SOARED

WALLERSTEIN OPTIMISTIC

Declares State of Record Industry Is Also a Barometer of General Business Trends — Expansion Under Way.

On the basis of results achieved in 1946 and plans already set for 1947, Columbia Recording Corp., confidently expects the coming year to be the greatest in the history of the record company, according to a year-end report by Edward Wallerstein, president. During the year just passed, Columbia records have gone into millions of American homes in greater quantity than ever before.

Because phonograph records are low-priced products sold to the mass market, representing a basic cultural desire of the American people, Mr. Wallerstein believes that the state of the record industry is also a barometer of general business trends. As such, the increase in the sale of records, both Masterworks and popular, is a reflection of a vast reconversion of our people to peacetime buying habits. Columbia sales in 1946 more than doubled those of 1945, and, predicated upon an uninterrupted flow of materials and production, Mr. Wallerstein sets the possible output of the Columbia Recording Corp. for 1947 at double its present output.

Columbia's new record pressing plant at King's Mills, Ohio, which had been purchased in January, 1945, made appreciable production increases in the past year. To meet the increasing demand for Columbia records, plans have also been completed for two additional plants to be constructed as soon as conditions permit in Beverly Hills, Calif., and Mexico City.

The company inaugurated during 1946 certain policies which will make for greater distribution and sales of its labels during the year ahead. In the Fall of 1946, Columbia began weekly releases of its Masterworks recordings instead of the traditional monthly schedule, thus assuring an even flow of concert repertoire to the consumer.

MILTON RITZENBERG HEADS CONTINENTAL

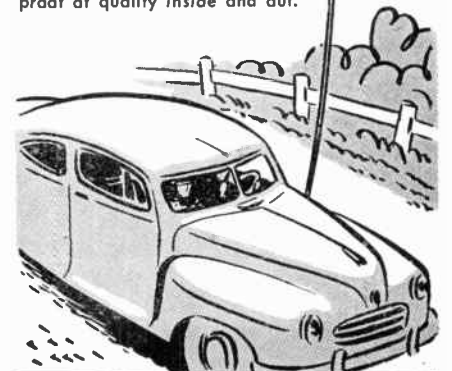
GENEVA, ILL., Friday—The directors of the Continental Electric Co., this city, in their last meeting, announced the appointment of Milton Ritzenberg as president. Mr. Ritzenberg, a graduate engineer, has fifteen years of business experience behind him and at this time heads several successful businesses.

The Continental Electric Co. has considerably improved its organization. The intention of this company is to continue its production of high grade industrial tubes and to increase its lines with new tubes that are now being engineered.

BEST ON THE ROAD!

SURE, IT'S A
WARD
AERIAL

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



WARD
Aerials

World's largest manufacturers of antennas. We specialize in car, home, amateur and special communications applications, including FM and television. Write for full details.

**THE
WARD PRODUCTS
CORPORATION**

1523 EAST 45TH STREET
CLEVELAND 3, OHIO

In Canada—Atlas Radio Corp.,
560 King St., W., Toronto, Ont., Canada

New Jersey  **NEWARK**
DISTRIBUTOR

EXCLUSIVE DISTRIBUTORS

in Northern New Jersey

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

Also Distributors for—

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

EASTERN  **SUPPLY CO.**

287 Halsey Street

Newark, N. J.

348 Washington Street

DR. BAKER, F. B. CLIFFE RECEIVE HIGH AWARDS FOR WARTIME SERVICE

BOTH ARE G-E EXECUTIVES

Certificates of Appreciation Are Presented at Ceremony Held in Schenectady by Brigadier General Arnold of War Department.

SCHENECTADY, N. Y., Friday—The War Department's highest civilian award was presented this week at the Schenectady General Electric plant to Dr. W. R. G. Baker, vice president and general manager of the Electronics De-



Dr. W. R. G. Baker

partment and Frank B. Cliffe, assistant comptroller of the company, for outstanding wartime achievement.

Certificates of Appreciation were presented by Brigadier General Calvert H. Arnold, chief of the Procurement and Distribution Service, Office of the Chief Signal Officer.

The War Department cited Dr. Baker for "patriotic services in a position of trust and responsibility . . . for outstanding contributions to the war effort by the development, design and production of complex Signal Corps radio and radar equipment."

Mr. Cliffe was cited for "patriotic services in a position of trust and responsibility . . . for outstanding contributions to the Signal Corps program for the settlement of all General Electric Co., contracts under the company-wide settlement program."

Dr. Baker, recently was elected president of the Institute of Radio Engineers and is one of the country's pioneers in radio.

A native of Lockport, N. Y., he is a graduate of Union College, from which he holds three degrees. For many years he was in charge of development, design and production of radio products.

In October, 1941, Dr. Baker was elected a vice president, and the radio and television department was subsequently redesignated the Electronics Department.

Mr. Cliffe, a native of Philadelphia and a graduate of the University of Pennsylvania's Wharton School of Finance, served the government in both

wars. In the first conflict, he was with the War Department and the statistical branch of the A. E. F. general staff in France.

TELEVISION GROUP TO HONOR DE FOREST

Dr. Lee de Forest, the "Father of Radio," will be guest of honor at the luncheon session which will highlight the annual meeting of the Television Broadcasters Association, Inc., scheduled to be held at the Waldorf-Astoria Hotel, New York, January 7.

TBA will present to Dr. de Forest a scroll commemorating the Fortieth anniversary of his invention of the "Audion," which opened the doorway to radio broadcasting. In response, Dr. de Forest will deliver a talk in which he will offer his views on the future of television and electronics.

The all-day meeting of the associ-

ation will be open only to official representatives of TBA. Election of three directors whose terms expire will take place during the morning session, while a re-organization meeting of the directors will be held after the luncheon. A special meeting of affiliate members of the association is also scheduled to take place at 3 P. M. and will conclude the day's sessions.

Additional Tube Types For Peerless Concern

Peerless Radio Distributors, 92-32 Merrick road, Jamaica, N. Y., revealed last week that it has just received shipments on a number of additional types of tubes.

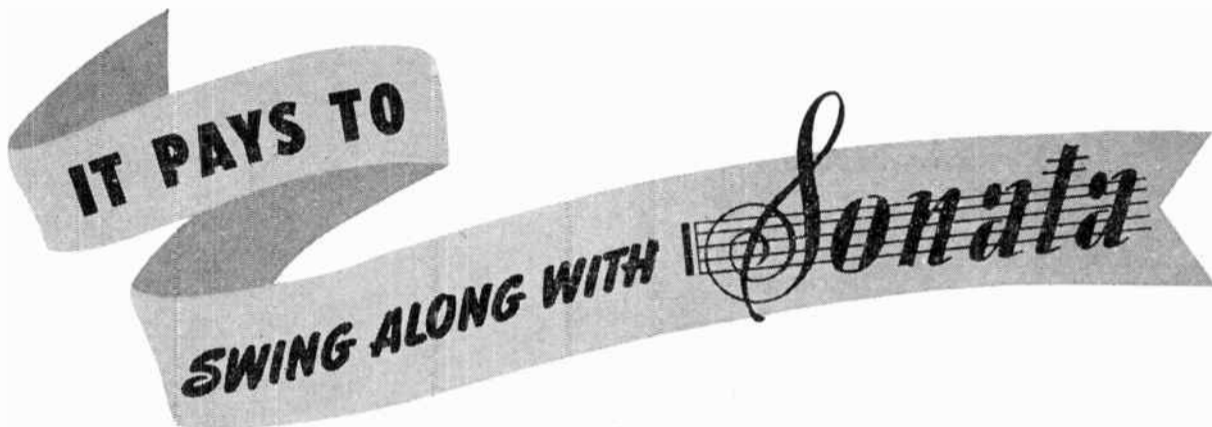
Following are the latest types now available at Peerless, in addition to others: 1LM5, 3Q4, 5JP1, 211, 7EP4, RK25, 713A, 808, 811, 832A, 1626 and 2051.

DALIS FIRM STAGES ANNUAL XMAS PARTY

The annual party for executives and members of the sales organization of H. L. Dalis, Inc., 15 Union Square, New York, distributor of radio parts and supplies, was held on December 20 at the Hotel Astor, New York. Fifty persons, including the wives of the executives and salesmen, were in attendance.

The executives and members of the sales staff presented appropriate gifts to Harry L. Dalis, head of the distributing concern, on the occasion of his twenty-fifth wedding anniversary. After the dinner at the hotel, the group attended the performance of "Park Avenue" at the Shubert Theatre.

A Christmas party for members of the office and shipping staffs was held at the Dalis headquarters on December 24, with forty-five employees on hand.



See These TREL A "Scoops"

\$16.95
List Price
(Tax Inc.)



Model EP-103
Electric Phonograph

Wood cabinet finished in Vellumette, 12"x10 1/2"x6 1/2" — Rich, full acoustic-chamber tone — constant speed, self-starting motor. 110 volts, 60 cycle, AC — Foolproof pickup — Balanced tone arm — Plays all 10" and 12" records.

Model EP-101
Wired Single Record Player

Plays all records through any radio set — Feather weight tone arm — constant speed motor — convenient 6 ft. plug-in cord — 105-125 volts, 60 cycle, AC.

Model EP-201
Wireless Single Record Player

Plays records through any radio set without wired connections — constant speed motor — Feather weight tone arm — High fidelity oscillator unit.



ALSO AVAILABLE

Model HW-105

Hand Wound Phonograph: Same specifications as EP-103 except with "Stedi-Power" hand wound motor, List Price (tax inc.) \$16.95



Model RC-100 Wired Automatic Record Changer
Plays ten 12" or twelve 10" records, automatically, through any radio — superbly styled, brown crackle finish base — convenient rejector switch — Excellent crystal pickup. Constant speed, self-starting motor — 105-125 volts, 60 cycle, AC.

Model RC-201 Wireless Automatic Record Changer
Perfect wireless reproduction of ten 12" or twelve 10" records, without attention. Smart in appearance, beautifully finished. AC only, 105-125 volts, 60 cycle.

**Dealers! See
Your Jobber**

*The Welcome Mat Is Out!
Come in and see us*

SONATA ELECTRONICS CORPORATION

Home Office: 624 S. Michigan Ave., Chicago — Factory: Oglesby, Ill.

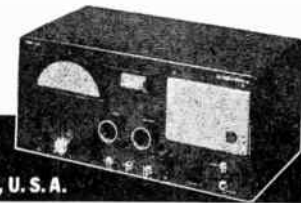
A new kind of radio laboratory. Hallicrafters high frequency headquarters—the new plant in Chicago.



hallicrafters

The Radio Man's Radio

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



Hallicrafters New Model S-46. Tuning range from 540 kc to 42 Mc continuous in four bands.

MAJOR IMPROVEMENTS IN TELEVISION TECHNIQUE FORECAST FOR COMING YEAR BY PHILIPS OFFICIAL

By L. J. CHATTEN

Vice President and General Commercial Manager, North American Philips Co., Inc., New York

Forecasting for any industry is a risky business at best in these days of uncertain production. Yet in my judgment the coming year can be a big and progressive one for the radio and television industry, depending upon the extent to which the industry sells television. During the war, the industry performed wonders in applying electronics to the science of the destruction of our enemies. Judged by post war records, the industry has not been too successful in domesticating the uses of electronics to everyday life and living. As an industry, perhaps we have been too busy promising people an electronic "dream world" of the future—rather than concentrating on the practical performance world of the present. If our industry is to operate profitably in 1947, we must all learn to supply the answer to two practical customer questions, "How soon" and "How much?"

For over twenty-five years, radio has had its day. It's time now for television to have its big year and 1947 should be it. We ought to take the play away from the research and development boys, who have been doing a magnificent job on it, and give television to the people. They are the ones who will quickly tell us by their purchases what they like—and don't like about television, the same as they did with radio during the early twenties.

As far as North American Philips and television are concerned, early in the new year we hope to announce certain important improvements in television technique which should be of interest to the industry and which should ultimately increase the enjoyment of television by the set buyer. The basic research for these developments has come from the Philip Laboratories in Eindhoven, Holland, where much of the work was carried on during the German occupation. Philips, one of radio's pioneers, with some 7000 radio patents to its credit, has been interested in television since its earliest days. Projection television sets were displayed in a London exposition sometime in 1936.

During 1946, North American Philips followed a carefully prepared plan of concentrating more on the development of new products and the improvement of others, rather than on all-out production. In the light of 1946's record as a year of labor turmoil, material shortages and OPA uncertainties, this may turn out to have been a wise move. Among the new products and improvements introduced in 1946 were X-ray Scanner, Auxiliary Fluoroscope, Mass Chest Survey, X-ray Unit, Micro-X-ray Diffraction Camera, Hi-Q-Air Capacitor, Midget Quartz Crystal Oscillator and an X-ray Chest Survey Apparatus

specifically designed for hospital use. Our wire manufacturing division moved to our Lewiston, Maine factory so that more manufacturing space could be provided at our Dobbs Ferry, New York plant for heavy overflow production on X-ray equipment from our Mt. Vernon plant.

On our production schedules for 1947 are such varied products as radio and television components; quartz oscillator plates; fine wire, diamond dies, X-ray equipment for medical, industrial and research applications, direct view television tubes, television projection apparatus with high voltage system, X-ray and Geiger Counter tubes; tungsten and molybdenum products.

From now on, North American Philips will receive increased benefits from research conducted by Philips Laboratories, Inc. at Irvington, N. Y. which considerably enlarged its research staff during 1946. We will also be aided by the main Philips Laboratories in Holland which have now greatly recovered from the effects of the German occupation.

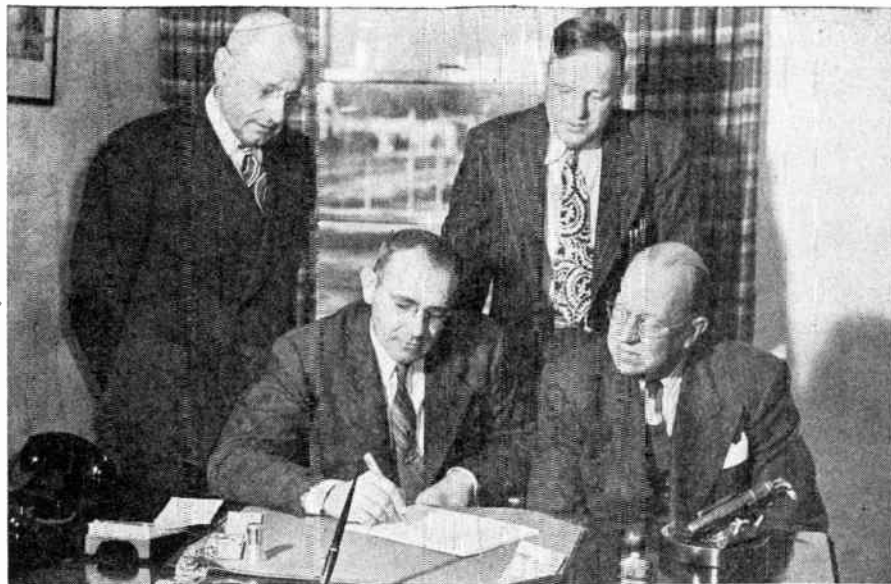
Through these combined research facilities, plus new developments from its own engineering departments reaching production during 1947, North American Philips looks forward to the New Year with great optimism and expects to double its 1946 volume through sales of new post war type components to the radio and television set manufacturers.

Dr. C. M. Slack to Head Lamp Research Activities For Westinghouse Firm

BLOOMFIELD, N. J., Friday — Dr. Charles M. Slack, who developed an electronic tube making possible millionth-of-a-second X-ray exposures, has been appointed director of research in the lamp division of the Westinghouse Electric Corp., here. He succeeds Dr. H. C. Rentschler, who is approaching retirement and will devote himself to completing certain research projects.

Dr. J. W. Marden has been named manager of a newly established molybdenum department in the lamp division.

New Philco Distributor in Cheyenne



APPOINTMENT of the Chief Appliance Corp., Cheyenne, Wyo., as distributor of the products of the Philco Corp., Philadelphia, has been announced by Cliff S. Bettinger, Western division manager for Philco. Picture shows J. D. Mabee, president of the wholesale firm, signing his Philco franchise. Left to right are: Harold Dishon, Philco district representative, Mr. Mabee, an official of the Cheyenne Chamber of Commerce, and Mr. Bettinger.

Bendix Appliances Sets Higher Export Goals

SOUTH BEND, IND., Thursday — Harlow K. Lyons, export manager of Bendix Home Appliances, Inc., stated here today that exports of Bendix automatic washing machines in the coming year will total between 35,000 and 50,000 units, compared to this year's ex-

port of 6,500 units, which has been handicapped by production difficulties.

Shipments in 1947 will be concentrated upon the Western hemisphere, in which the company's distributorships are primarily located. At the same time, Bendix will be closely observing the European market awaiting clarification of conditions which will permit the company to do business and satisfy the pent-up demand there.

LEGRI S COMPANY WANTS TO BUY FOR CASH:

- Up to 50,000 molded, octal SOCKETS. 1—5/16" between the holes .05 each
- Up to 3000 pcs. RADIO TUBES 50L6/GT. RCA, HYTRON or RAYTHEON .60 each
- Up to 8000 pcs. RADIO TUBES 6J8. Any make.
- Up to 500 pcs. SPEAKERS PM 12". Good quality only.

Let Us Know About Your Surplus Inventory. We Will "BALANCE" It

LEGRI S COMPANY, Inc. 846 AMSTERDAM AVE. NEW YORK 25, N. Y. RESISTORS IS OUR BUSINESS

RADIO DEALERS ELECT DENNY TO PRESIDENCY OF NEW ORLEANS UNIT

NEW ORLEANS, LA., Monday — A. C. Denny, head of A. C. Denny Radio, was elected president of the Radio Dealers' Association of New Orleans at the association's annual meeting and election at the St. Charles Hotel here last week. He succeeds Morris Warnick, of Federal Furniture Co.

Also elected were Walter Leonhard of Leonhard's department store, first vice president, and Michel Brenner, of Universal Furniture Co., second vice president. A. B. Lindauer of New Orleans Public Service, Inc., was re-elected secretary for his eighth consecutive term, and Louis Turner was re-elected treasurer.

Retiring officers besides Mr. Warnick, were John Steiglmeyer, now of Electrical Supply Co., first vice president, Mr. Denny, second vice president and Messrs. Lindauer and Turner.

In the president's report for the year, Mr. Warnick pointed to the success of the association in keeping New Orleans "one of the cleanest radio towns in the country." Numerous speakers throughout 1946 complimented dealers for not handling unknown brands, but only nationally advertised merchandise. For this reason, the past president said, New Orleans has not had price cutting of radios and supplies and has been able to keep prices at ceiling levels.

Mr. Warnick said further that the association increased its membership from about forty to ninety during the year, and developed good co-operation between dealers, distributors and utility companies.

"We had one of the best years on record except for the shortage of merchandise, and a lot of the members gave their time and interest to keeping the city clean," he declared. The new board will be announced at the January meeting.

Most radio dealers here now are conforming with the Christmas retail hours of 10 A.M. to 7 P.M., and at this point are still able to fill a portion of the demand from dwindling stocks. Voice recordings for gifts are being pushed by the J. and M. Music Shop in the French Quarter, which boasts a studio, piano player, and coaching for customers. The firm carries Philco, RCA, G-E, Motorola, Sonora and Majestic radios and the Capital record player.

Rose Radio, which claims to be the oldest radio store in the South and third oldest in the country (established just after World War I) is doing a good business now repairing model electric trains. Rose has only a few radios and appliances in stock for Christmas trade, according to George E. Muller, manager. The firm handles Zenith, Philco and Emerson.

Phil Dubilier, president of the Dumont Electric Corp., New York, manufacturer of condensers and other radio components, has returned from a vacation at Miami Beach, Florida.

HERBERT METZ NAMED TO NEW GRAYBAR POST

Herbert Metz has been appointed Eastern district manager for the Graybar Electric Co., it was announced last week by Graybar President, A. H. Nicoll. Mr. Metz will make his office at 180 Varick street, New York City. He

will succeed W. J. Drury, vice president and Eastern district manager, who is retiring after over forty-two years of company service.

At the December meeting of the board of directors, Mr. Metz was also appointed a member of the executive committee of the Graybar Electric Co. In April, Mr. Metz was awarded the 1945 Wholesaler's Medal at the Nation-

al Electrical Wholesalers Association's annual meeting held at the Hotel Stevens, Chicago.

Ben Lehr, treasurer of Lehr Distributors, Inc., New York, Bendix Radio wholesaler, and Paul Lippmann, sales manager, will take in the Atlantic City and Chicago trade exhibits starting next week.

NOW...
SPRAGUE brings you a
2 MIL. METER MULTIPLIER
that gives you a...

50%
REDUCTION IN
RESISTANCE
VALUE!

Conventional multipliers wound with ordinary enamelled wire cannot operate safely at much more than the one MA called for in government specifications. Sprague Precision Meter Multipliers, however, can be used at *twice their normal current rating*, with only a slight decrease in long time stability. Plus or minus 1% resistance tolerance should be specified.

This cutting of resistance value in *half*, with approximate halving in meter multiplier cost, results from use of wire that is insulated before winding, with a 1000° C. heat-proof ce-

ramic and wound on special high-temperature plastic forms. *Larger wire sizes* are used through reduction of resistance values.

It all adds up to a net saving of as much as 50% in multiplier cost . . . because it allows exactly half the resistance value and, in some cases, half the number of multipliers, to be used for a given application. Sprague engineers will be glad to make recommendations for your specific application.

Write for the new Sprague Resistor Catalog No. 100E.

SPRAGUE ELECTRIC COMPANY, Resistor Division, North Adams, Mass.

SPRAGUE * **KOOLOHMS**

POWER TYPES • BOBBIN TYPES • METER MULTIPLIERS • MEGOMAX, ETC.

*Reg. U. S. Pat. Off.

RADIOS, APPLIANCES YULETIDE FAVORITES OF OKLAHOMA FOLK

TOP BRANDS QUICKLY SELL

Supplies Better Than Anticipated
— Several Concerns Organized
in the Southwest Area.

OKLAHOMA CITY, OKLA., Monday —The Christmas holidays in this area have seen radio and electrical appliances among the items most demanded and nowhere have dealers been able to fulfill demands for the better known brands in small appliances and small radio sets. There has been some slow movement of lesser known brands, and in the smaller cities and towns dealers will emerge from the holidays with small radios still on hand, but indications are that there will not be many in the top-name brands left.

There has been a noticeable slowing up of demand for combination sets, particularly in the over \$200 range, and there no longer exists any shortage to speak of outside of Oklahoma City and Tulsa, in even lower priced combinations.

There still is no saturation on top brand toasters, mixers, waffle irons and such appliances, although the iron market is fairly level. It should be only a matter of weeks also until washing machines will be available for ten-and fifteen-day delivery and in most stores, buyers in Oklahoma can secure vacuums even at this date.

Southern Sales has added the Denchum portable radio receiver made by the Wilmak Corp. of Benton Harbor, Mich., to its line. Harry Savage, owner-manager, says that he has ordered 5,000 of them and that they will be on sale about February 1. He has the exclusive Oklahoma and Texas distributorship on them.

Here are some indications of how business is going in our field. They are based on reports of the research division of the Oklahoma Tax Commission and since these reports are not released generally broken down for the trade, we present the figures summarized for the latest compilation by the department which is for comparison between October, 1946 and October, 1945.

Electric and household appliance stores—659 reporting collections of the two per cent sales tax totaled \$36,058.18 for October, 1946 as compared with \$15,489.81 from 292 in October, 1945. That's a sales gain of 132.79 per cent.

Radio and music stores—310 reporting collections totaled \$12,965 for October, 1946 as compared with \$5,803 by 186 in October, 1945, indicating a gain in sales of 123.41 per cent.

Henry Peeples is building a new store at Dalhart, Texas, which will feature radios and electrical appliances.

Walter W. Lorch and Robert J. Gartner have incorporated Valco, Inc., to operate an electrical appliance business at 4 Treebrook lane in LaDue, Mo.

Glenn Paxon has been named manager of the Mid-Town Appliance Co., 211 South Broadway, in Wichita, Kan. He

was in the appliance business in Dayton, Ohio, before the war.

Theodore Stanley Nissen, and Patrick F. Stepchinski, have incorporated the LaMarque Electric Co. to operate an appliance business at LaMarque, Texas.

Jack Roop, and Sherman Almanrode, have opened the J. & S. music and radio store at 715 Milam street in Shreveport, La., in a new \$100,000 store. The firm has been in business in Shreveport since 1936. —E.W.F.

CO-OPERATION URGED IN TELEVISION FIELD FOR BENEFIT OF ALL

"The very persons hurting television are the ones who can gain the most from it," Irving Kane, president of Viewtone Television & Radio Corp.,

Brooklyn, told a meeting of dealers and the press last Thursday night at the Park Central Hotel, here.

"Television is here and nobody can stop it," Mr. Kane declared. "Television can pick up the slack in the radio industry, and in a short while television networks as vast as the radio chains will reach out to include every town in the country."

Pointing out that his company has already produced nearly 3,000 video re-

Radio Retailers!

YOUR SERVICE DEPARTMENTS NEED SYLVANIA'S NEW OSCILLOSCOPE

FOR RAPID RECEIVER ALIGNMENT AND TROUBLE-SHOOTING

Another product of Sylvania Engineering takes its place beside the numerous radio and electronic devices that have been Sylvania-developed to facilitate the solving of problems en-

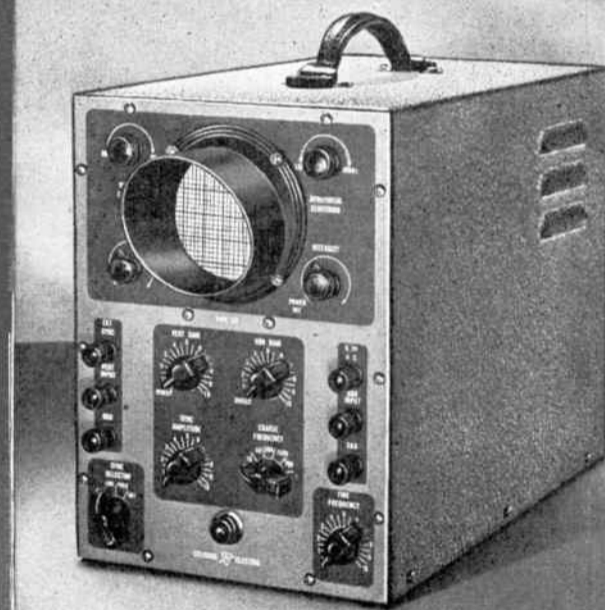
countered in radios and electronic equipment. The Sylvania Oscilloscope, Type 131, is especially useful in rapid alignment of receivers and in trouble-shooting.

CHARACTERISTICS AND SPECIAL FEATURES

1. Sylvania 3AP1 Cathode Ray Tube—Accelerating potential, 650 volts. Electrostatic deflection and focus. Tube is shock-mounted and well protected from stray magnetic and electrostatic fields by efficient shielding. Panel visor shades face of tube permitting oscilloscope use in well-lighted rooms. Removable calibrating screen also included.
2. INPUT IMPEDANCES —
Vertical amplifier—approximately 1 meg., 30 mmf. at full gain.
Horizontal amplifier—approximately 1 meg., 50 mmf. at full gain.
Vertical direct—approximately 0.68 meg., 45 mmf.
Horizontal direct—approximately 0.68 meg., 60 mmf.
3. AMPLIFIER FREQUENCY RESPONSE —
Sine wave uniform within 3 db. from 10 cycles to 100 kilocycles.
4. DEFLECTION FACTOR —
Through amplifiers—0.5 volts per inch.
Direct—approximately 17 volts per inch.
5. HORIZONTAL SWEEP —
Direction—left to right.
Frequency range—15 to 40,000 cycles.
Synchronizing signal sources—
Internal (vertical signal).
External; 60 cycles.
6. POWER SUPPLY —
105-125 volts, 50-60 cycles.
40 watts power consumption.
1 amp. line fuse provided.
7. CABINET DIMENSIONS —
10 $\frac{1}{8}$ " high, 7 $\frac{3}{4}$ " wide, 13 $\frac{3}{8}$ " deep.

SYLVANIA OSCILLOSCOPE

(Type 131)



Cabinet is steel constructed, properly ventilated with louvers, finished in durable, attractive pearl-grey baked enamel.



SYLVANIA

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

ceivers, he declared that "low cost is necessary to make television a reality." He paid tribute to the contributions to television made by such firms as RCA, DuMont, Farnsworth and Sylvania. "If not for them and other pioneers, television would have died before being born," he asserted.

He urged the cooperation of the parts manufacturer, and pointed out that a radio uses approximately forty parts whereas a video set requires about 400

parts. Mr. Kane predicted that the television industry will be free of hard competition for the next ten years.

Charles W. Robbins, director of sales for Viewtone, introduced a new "Futura" table model television receiver incorporating many technical improvements. It employs a seven-inch cathode ray tube and lists at \$225. A number of dealers and several Viewtone distributors told of their experience in merchandising Viewtone television sets.

General Electric Leases Display Space in Chicago

CHICAGO, ILL., Friday — The General Electric Co. has leased display and office space for its electronics department on the eleventh floor of the Merchandise Mart in Chicago and will occupy these quarters around January 1. The space will serve as a permanent display for radio and television sets.

APPLIANCE INDUSTRY PROSPERITY LINKED TO PEACE WITH WORKERS

PRODUCTION OFF A THIRD

Buyers' Market Will Become Evident by Mid-Summer, NEMA President Predicts — Shortages of Raw Material Will Continue.

Unless we have another round of wage demands, the electrical appliance business will prosper through most of 1947, especially on refrigerators, washers, ranges, water heaters, dishwashers and ironers, R. Stafford Edwards, head of Edwards & Co., Norwalk, Conn., and president of the National Electrical Manufacturers Association, declared last week at a press luncheon at the Hotel Pennsylvania, New York. Mr. Edwards declared that electrical manufacturers are "burning the midnight oil to keep costs down," and predicted that higher wages will bring higher prices.

The appliance industry fell about one-third behind its planned production schedules for 1946. Production schedules originally set up in the latter part of 1946, have been revised downward several times because of strikes and other conditions, Mr. Edwards declared. Actual billings for this year will be about two-thirds of what was expected.

A shortage of steel sheets, due to the coal and other strikes, will effect appliance production during the first half of 1947, it was indicated by the NEMA head. Copper shortages will also be serious, while plastics and synthetics for covering wire will likewise be short.

The power output curve for the past few months has been rising at a sizeable rate, indicating new demand for electric service by thirty million connected customers who want to buy appliances and live electrically.

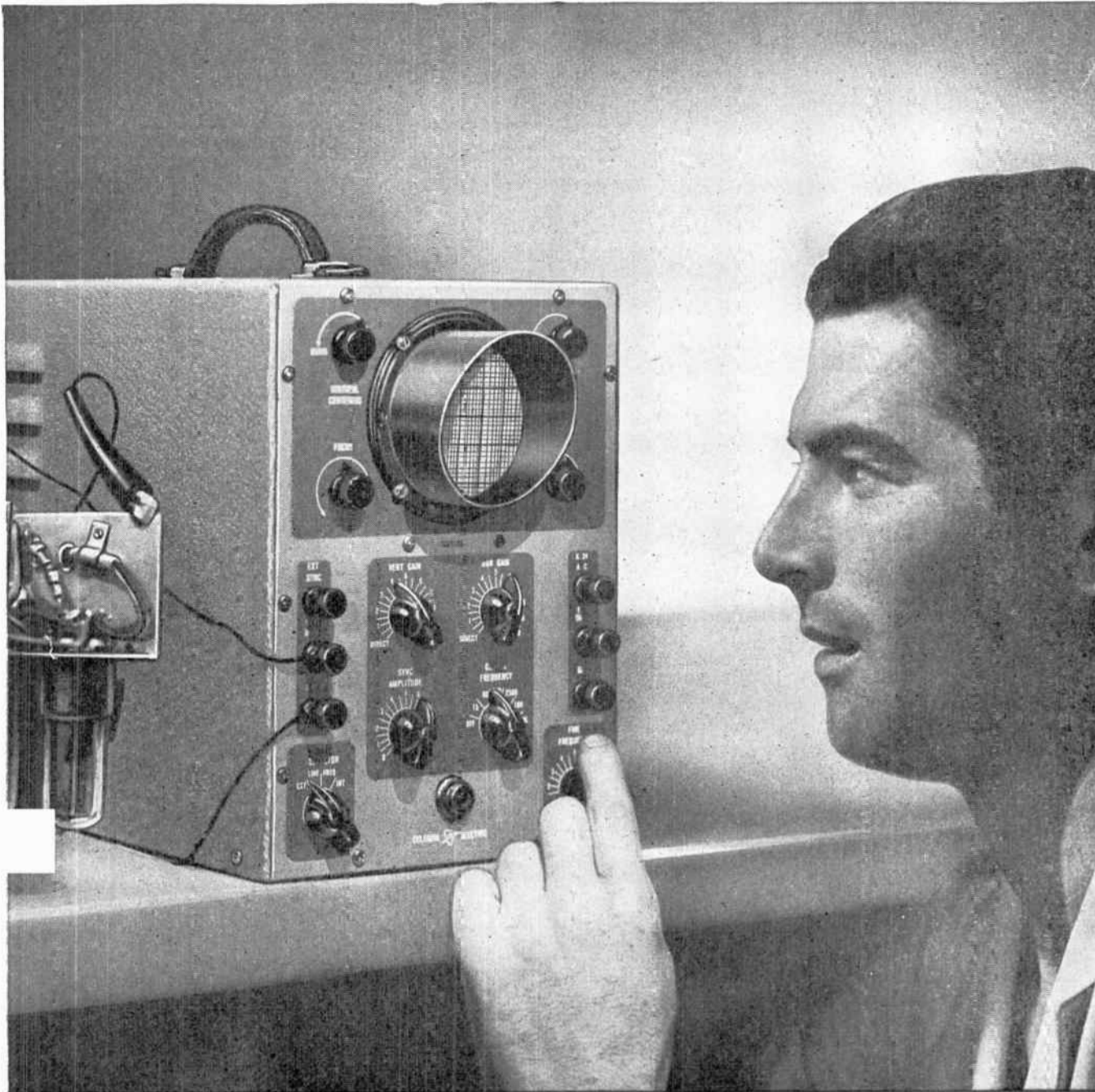
Many manufacturers believe buyers' market will begin to be evident by mid-Summer, 1947, Mr. Edwards said, but feel that this trend will affect "off-brand" merchandise rather than manufacturers of the better known lines.

Manufacturers were forced into low-efficiency output in man hours during the war, Mr. Edwards said, "when half a day's work was considered better than none."

He said it is all but impossible for manufacturers at present to adhere to price levels established by the OPA but that the public can be certain that a reputable manufacturer, in for the long pull, is not going to price himself out of business.

It was pointed out during the meeting that NEMA will launch a campaign during 1947 seeking to eliminate the present 10 per cent excise tax on electrical appliances.

Sid and Sherman Koenig, executives of All-State Distributors, Inc., Newark, N. J., radio and appliance concern, will attend the Atlantic City Housewares Show next week, while Irving Russell, another executive of the firm, will take in the Chicago Mid-Winter Mart.



Note convenient, easily accessible controls — clearly marked. Light-weight visor permits use in well-lighted room. Removable calibrating screen is provided. Cathode ray tube is shock-mounted and well-shielded against stray fields.

Weighs only 18 pounds. Strong leather carrying handle is securely mounted on top of cabinet. Eight-foot power cord provided for quick and easy installation.

For further information about this unit . . .

SEE YOUR SYLVANIA DISTRIBUTOR!

ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS



Model RX Smooth Power Motor

Smooth Power

THAT PLEASURES

YOUR

CUSTOMERS

You'll make better friends of your customers when you equip your phonographs with General Industries Smooth Power Motors.

That's because of fine performance from the first instantaneous pick-up to the last note. Constant speed, quietness and vibration-free operation result in faithful, enjoyable reproduction.

These same high qualities characterize all Smooth Power mechanisms, including recording motors and assemblies and combination record-changer recorders. From our complete line, you can select fitting companions for your own fine products.



THE GENERAL INDUSTRIES co.

DEPT. MW

ELYRIA

OHIO



RECORD NOTES

DECCA ANNOUNCES ITS DECEMBER RECORDINGS

Latest Decca disc releases for December include two albums "The Song of Christmas" by Fred Waring, and "Italian Art Songs" sung by Giuseppe De Luca.

Decca singles, available to the trade early in December, are "The Girl That I Marry" and "Easy To Love" by Dick Haymes; "Silent Night" and "Adeste Fidelis," "White Christmas" and "God Rest Ye Merry Gentlemen" by Bing Crosby; "I Haven't Got A Worry In the World" and "And So To Bed" by Hildegard; "Granada" and "Noche De Ronda" by Nestor Chayres; "Just Squeeze Me" and "Hello, Goodbye, Forget It" by the Delta Rhythm Boys; "Good Time Polka" and "Cool Blue Waters" by the Milt Herth Trio, and the Jesters; "Love Me Now" and "Dissatisfied" by Jimmie and Leon Short and "They All Say I'm the Biggest Fool" and "Since I Fell For You" by Buddy Johnson.

Musicraft Presidency Is Resigned by Peter Hilton

The announcement of Peter Hilton's resignation as president of Musicraft Records, Inc., was confirmed here yesterday by Irving M. Felt, president of the Musicraft Recording Corp., parent company.

Mr. Hilton resigned so that he could re-enter the advertising field. Temporarily, Mr. Felt will assume Mr. Hilton's duties, it was revealed.

Capitol Records Shows Big Profits for 1946

HOLLYWOOD, CALIF., Friday — Capitol Records, Inc., this city, reports for the ten months ended October 31, a consolidated net income of \$736,264, equal after preferred dividends, to \$1.60 a share on the 430,000 common shares outstanding after giving effect to the

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

current sale of stock.

Consolidated sales for the ten-month period this year totaled \$10,330,195. For the full year of 1945, sales totaled \$6,591,695.

DECEMBER PRESSINGS NAMED BY COLUMBIA

BRIDGEPORT, CONN., Friday — Latest disc releases from the Columbia Recording Corp., this city, were announced here this week.

Available the last week in December, these discs are, "Stars Fell on Alabama" and "Sidewalks of Cuba" by Woody Herman; "Morena" and "Touradas en Madrid" by Xavier Cugat; "Once Upon a Moon" and "Sympathy" by Elliot Lawrence; "Gone, Gone, Gone" and "Let Me Be the First to Say I'm Sorry" by Roy Acuff; "Divorce Me C.O.D." and "Rainbow at Midnight" by Johnny Bond; "Oh, Baby (parts 1&2)" by Benny Goodman.

"This Is the Night" and "Hush-a-Bye Island" by Frank Sinatra; "What've You Got To Lose" and "Easy Pickin's" by Frankie Carle; "Rogue River Valley" and "Bagel and Lox" by the Charitoteers; "Here's to the Ladies" and "You're Not My Darlin' Anymore" by Gene Autry; and "I'm Gonna Move to the Outskirts of Town" and "Hard Hearted Women" by Big Bill and his Chicago Five.

MUSICRAFT APPOINTS ADDITIONAL JOBBERS

Oliver Sabin, director of sales, Musicraft, Inc., New York, today announced the appointment of two new distributors for Kansas City, Mo., and Indianapolis, Ind.

Music Distributors, Inc., of Kansas City, will cover the Missouri and Southern Illinois areas for Musicraft, and the Acme Co., of Indianapolis, will distribute the Musicraft line in Southern Indiana and Central and Western Kentucky.

Keynote Records Has Two New Albums for December

Keynote Records, Inc., New York City, announced that among its December record releases, there are two albums and three singles.

The albums are "Piano Contrasts" featuring Bernie Leighton, Dave Tough, Hy White and Trigger Alpert, and "Magyar Gypsy Melodies" by Alexander Haas and his Budapest Gypsy Ensemble. Singles available to the dealers now are "Quiet, Two Gibsons at Work" and "Blue Lou" by George Barnes and his Sextet; "Black Butterfly" and "You Can Depend on Me" by Joe Thomas; and "Donkey City" and "Neighbor, Leave Me Door" by Sir Lancelot.

CURRENT RECORDINGS REPORTED BY CAPITOL

HOLLYWOOD, CALIF., Monday — Current discs available to the record dealers were listed here this week by Capitol Records, Inc.

Tunes and artists featured by Capitol are:

"It's Dreamtime" and "I'll Close My Eyes" by Andy Russell and the Pied Pipers; "Everthing's Movin' Too Fast" and "It's Lovin' Time" by Peggy Lee; "Bless You" and "Peg O' My Heart" by Clark Dennis; "I Ain't Mad at You" and "I'm the Drummer Man" by Jesse Price; "You Can't See the Sun When You're Crying" and "Make Me Know It" by the Pied Pipers; "Connecticut" and "How Are Things in Glocca Morra?" by Martha Tilton; "Paper Doll" and "Besame Mucho" by Wingy Manone, and "So Round, So Firm, So Fully Packed" and "Sweet Temptation" by Merle Travis.



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

R. C. A. LICENSED MANUFACTURER

SYMPHONIC
RADIO AND ELECTRONIC CORP.
292-298 MAIN STREET
CAMBRIDGE 42, MASS.

J. W. MURRAY REPORTS OUTSTANDING SUCCESS FOR RCA RECORD DIVISION DURING PAST YEAR

MAJOR STRIDES IN PRODUCTION WERE ACHIEVED IN 1946

Top Artists in Both Classical and Popular Fields Signed — Speed of Reconversion to Peacetime Manufacturing Is Hailed — Expanded Facilities Being Planned by RCA Victor Record Division.

The year 1946 was one of outstanding achievement for RCA Victor in record manufacture, development of new artists, and meeting unprecedented public demand for Red Seal and popular records, James W. Murray, vice president in charge of RCA record activities, reported this week.

Summarizing the year's operations—the first less seriously hampered by production restrictions, material or manpower shortages than any year since 1941—he cited manufacture of the company's one billionth record, the signing of a number of distinguished artists to exclusive Red Seal and popular recording contracts, and development of new production and merchandising techniques as highlights of activity during the year.

Major factors which contributed to the greatest volume of record manufacture in RCA Victor's history were speed of reconversion to peacetime production in Hollywood, Indianapolis and Camden plants, intensive promotion of Red Seal and popular records through radio and motion picture tie-ins, increased national advertising, and long-range merchandising programs developed to aid dealers at point of purchase, Mr. Murray said.

A \$4,000,000 plant expansion program, coupled with significant advances in record processing and manufacture, enabled RCA Victor to capitalize on a program designed to reach the vast new record buying public that has developed during the war years, he said.

Acquisition of a new manufacturing plant, scheduled to go into production early in 1947, to augment capacity manufacture now being achieved in RCA Victor's three other plants, will further enhance the firm's position, Mr. Murray asserted.

Expanded manufacturing facilities will enable RCA Victor to allocate additional production to recordings already in the catalog which were made by established contract artists in the Red Seal, popular, international and specialty categories, as well as artists signed during 1946, he declared.

He cited the return of violinist Jascha Heifetz and the Minneapolis Symphony Orchestra to the Red Seal label on an exclusive basis as indication of the progress made in this field.

In the popular field, the skyrocketing of Perry Como to unchallenged top position in his bracket, the signing of Tony Martin, Count Basie and his orchestra, the Page Cavanagh Trio, Phil Harris and his band, Betty Rhodes, and the development of Tex Beneke and the Glenn Miller band, and Herbie Fields band, pianists Pat Flowers and Mary Lou Williams were some of the accomplishments chalked up during 1946, Mr. Murray said.

"RCA Victor Record Division enters 1947 in a healthier condition as regards

artistic representation," Mr. Murray declared. "We are in the enviable position of having the top artists in all branches of the concert and entertainment world under exclusive contract. We were also able to produce more recordings by these artists during recent months, which was hardly the case a year ago when problems of production were our greatest worry."

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

RADIOS ALL SOLD IN SEATTLE AREA

SEATTLE, WASH., Friday — With the coming of the New Year, the Pacific Northwest appliance merchants find their shelves virtually empty. Most of the stores have only a few table model radios left. The consoles vanished in the Santa Claus sack weeks ago. A combination of either the console or table style was the earliest to leave the local merchandising scene. So manufacturers can anticipate a healthy business in this section of the country for months to come from dealers.

One distributor, Radio Television & Appliance, Philco distributor, did not have even samples when the holiday rush subsided. McKay Appliance did keep a few models on its floor, but Sunset Electric, Frigidaire and Emerson outlet, were in approximately the same position as every other wholesale mer-

chandiser who was out of stock.

Totem Free Lancers, a radio advisory service here for both broadcasters and the trade, announced last week that it had been named the distributor for Vogue Picture records. William A. Warner, who heads the organization, has held demonstration meetings with dealers, who, he reports, have evidenced a desire to stock and sell the new product.

It is the intention of Mr. Warner to set up a separate distribution division of his company to handle the sale of the platters in Washington, Oregon and Idaho. While samples only are in dealers' hands, it is his hope that a workable stock will arrive within sixty days.

According to Mr. Warner, the new Vogue records are virtually indestructible and each carries a picture of the star in four colors or some appropriate color scheme. He says that the tone of the Vogue recordings are about as perfect as possible and that the calibre of the reproductions as fine as the market affords. —DUD BROWN.

Season's Greetings

TO OUR FRIENDS IN THE TRADE

At the beginning of another year, we wish to express our appreciation to all our customers for your good-will and patronage in the past.

Despite the many difficulties encountered during the past year in securing materials, we have nevertheless endeavored to maintain the usual "Peerless" quality.

With our new plants in California and New York reaching peak production, we expect to better serve our clientele during this coming year.

Best Wishes
For a New Year
Of Happiness
And Good Fortune

The **PEERLESS**  **ALBUM COMPANY**
352 Fourth Avenue New York 10, N. Y.

The Standard of the Industry for Over 25 Years

MINERVA

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

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

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



BIRMINGHAM STORES REPORT HOLIDAY SALES GREATEST ON RECORD

BIRMINGHAM, ALA., Tuesday — A survey of a number of dealers in this area as to the Christmas trade in radios and electric appliances, brought forth the almost unanimous response that they sold all such merchandise they could get but that none too much was available. Favorite Christmas gift items, such as electric toasters and waffle irons, were practically off the market. As an indication of the radio situation, E. E. Forbes, Jr., of Forbes Distributing Co., said: "We have now only about five Emerson radios for each of our forty or fifty dealers."

At Electric Homes, Inc., Mrs. A. H. Stagg reported a good sale on Zenith, RCA and Majestic radio table models. Also the Webster record changer was pronounced a best seller.

Appliances which were popular with the Christmas trade at Electric Appliance Co. include Packard and Sunbeam electric razors, Dormeyer mixers, Eureka vacuum cleaners and Deepfreeze, according to W. P. Stewart, manager.

At Bromberg's, Mrs. Ruby Ansley, in charge of radios and appliances, reports that in some instances the Christmas gift problem was solved with order gift cards to be filled from those "better shipments" expected after the first of the year. "We had a good sale on the available radios—Zenith, Emerson and G-E—and also on Proctor irons," she stated.

J. J. Coker, manager radios and appliances at Austin Music Co., reports good sales of Bendix radios.

Not all dealers found that the public is going all out for merchandise regardless of price. James Smith of Wheeler-Smith Furniture Co. thinks that most radios and appliances hitting the market are too expensive. "Take the radio combination, for instance," he said. We find only one prospective customer out

of ten who does not consider them too high-priced. I think prices will go down after the first of the year."

The record business was wonderful, says Miss Rebecca Hall, manager record department. E. E. Forbes & Sons Piano Co. —S. A. MAXWELL.

MINNEAPOLIS HAILS MODERN FM STATION; PRODUCED BY FEDERAL

MINNEAPOLIS, MINN., Saturday—Radio history was made in Minneapolis last night when Station WTCN-FM, the city's new frequency modulation broadcasting center, went on the air for the first time with the most efficient commercial FM broadcast system, using the world's first permanent super-directive FM antenna. A gala inaugural program by the Minneapolis Symphony orchestra, Dimitri Mitropoulos, conducting, was broadcast from the Northrop Memorial Auditorium, and attended by many public officials, civic and business leaders in the Middle West.

A point of interest in the opening of the new station was the striking 80 foot FM transmitting antenna which dominates the Minneapolis skyline from the top of the Foshay Tower. It is said to be the first FM broadcast antenna of its efficiency to be erected. This higher efficiency, plus the location of the antenna at the apex of the tallest structure in the local area, permit reception of static-free finer quality WTCN-FM programs over an unusually wide area.

This large radiation area, accomplished for the first time with a 3KW FM transmitter, will be further increased when the contemplated final WTCN-FM effective radiated power of 400 KW is achieved by the installation of a 50 KW transmitter.

According to engineers of the Federal Telephone and Radio Corp., Newark, N. J., designers and manufacturers of the 8-element square loop antenna and FM transmitter used by WTCN-FM, this new type antenna multiplies the power of the transmitter by over eight times. As a consequence, with the 3 KW transmitter now in operation an effective radiation of better than 25 KW is recorded. When the power of the transmitter is increased to 50 KW, the antenna will provide an effective radiated power of 400 KW with resulting advantages to WTCN-FM audiences.

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

ZENITH RADIO REPORTS ON 6-MOS. OPERATIONS

CHICAGO, ILL., Friday—The Zenith Radio Corp. reported an estimated consolidated net loss for the six months ended October 31 of its current fiscal year amounting to \$649,649 after depreciation, excise taxes, normal reserves and provision for income taxes of subsidiaries and tax carry-back due the parent company.

The consolidated operating loss for the period amounted to \$2,198,953. This loss was partially offset by tax carry-back due to the parent company, less income taxes of subsidiaries, the net credit being \$1,549,304.

The company's loss during the period is attributable primarily to strict adherence to its post-war policy of producing an entirely new line of merchandise using all new materials, Comdr. E. F. McDonald, Jr., president

of Zenith, stated. "While profits were desirable, the main objective has been to maintain the company's foremost position as a leader in industry and a producer of advanced developments and innovations in the radio art."

Senco Radio Officials Visit Trade in Chicago

Officials of the recently organized firm of Senco Radio, Inc., 96 Warren street, New York, will spend about a week in Chicago starting January 2. The officials are Moe Swedgal and Norwood Levine, both of whom are well known in the industry. Mr. Swedgal states that he will stop at the Stevens Hotel and will leave for New York on January 8. The Senco firm specializes in radio tubes and stocks a wide variety of the critical types for its customers.



All Under One Roof

WE manufacture over
25 different lines for the Radio service
trade and are prepared to ship

- JFD "SOCKETTE" RADIO TUBE ADAPTERS
- JFD EXACT DUPLICATE BALLAST TUBES
- JFD PHOSPHOR BRONZE DIAL CABLE
- JFD BATTERY ADAPTER HARNESSSES
- JFD ADJUSTABLE BALLAST TUBES
- JFD RESISTANCE CORD ADAPTERS
- JFD PHONO ADAPTER SWITCHES
- JFD MICROPHONE CONNECTORS
- JFD MIDGET JACKS & PLUGS
- JFD PHONOGRAPH NEEDLES
- JFD RESISTANCE CORDS
- JFD AC SERVICE CORDS
- JFD TOGGLE SWITCHES
- JFD AUTO CONDENSERS
- JFD SPEAKER CEMENT
- JFD ANTENNA LOOPS
- JFD AUTO ANTENNAS
- JFD BATTERY PLUGS
- JFD TUBE SHIELDS
- JFD RADIO WIRE
- JFD SUPPRESSORS
- JFD DIAL BELTS
- JFD DIAL CORD

WRITE FOR LITERATURE ON ANY
OF THESE UNEXCELLED PRODUCTS

*Serving the radio
trade since 1929*

J.F.D. MANUFACTURING CO. 4111 FT. HAMILTON PARKWAY
BROOKLYN 19, N. Y.

ANSLEY

"Radio-Phonographs of Superb Tone"

**Radio-Phonographs • The Dynaphone
Electronic Pianos • The DynaTone
Built-in Radios • The Paneltone**

ANSLEY RADIO CORP. • TRENTON, N. J.

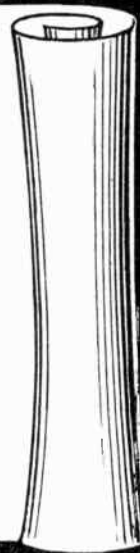


GENERAL ELECTRIC

Electronic

RADIO TUBES

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



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



BOSTON HOTELS WILL HAVE SOUND SYSTEMS TO PROTECT GUESTS

IN TIMES OF EMERGENCIES

Eastern Co. Signs Contracts for Installation of RCA Equipment in Kenmore, Braemore, Wardsworth Hostelrys in Hub City.

CAMBRIDGE, MASS., Monday—The Eastern Co. large distributing organization of this city, has recently signed a contract with the Kenmore Hotel, Braemore Hotel and the Wardsworth, to install RCA sound systems that will provide emergency announcing facilities whereby, in case of fire or a similar crisis, a calm voice of authority will speak to every room, whether the room radio is playing or not, immediately spreading alarm, allaying panic with careful instructions, directing orderly evacuation and in general, exercising control of such difficult situations.

In view of the recent hotel catastro-

phes, this feature is of extreme importance to the hotel public. Studies and investigations of such fires have revealed that a great portion of the fatalities has been due, not to fire, but to panic and hysteria. This fact was underscored by the recommendations of a civic committee investigating the La-Salle fire, who suggested a city ordinance requiring such emergency loud speakers.

The installation will give these hotels a four-channel radio system (AM and FM) whereby a gratuitous service of a radio in every room will be available to each guest.

Paging of guests and transmitting of important messages, either individually or collectively, to all function rooms is an additional feature.

In general, these hotels will have the most modern, efficient and complete radio system that the radio science knows, fabricated and installed by The Eastern Co., distributor in this area of RCA. All component parts will be manufactured by the Radio Corp. of America. Installation will begin immediately and will be completed as expeditiously as possible in the interests of saving lives.

SNYDER MIKE STAND LIST RAISED TO \$8.60

PHILADELPHIA, PA., Friday—The line of microphone stands recently introduced by the Snyder Mfg. Co., of this city, has met with nation-wide acceptance, Ben Snyder, president of the company, reported this week. Mr. Snyder stated that Model MS-1, which features a two-section, triple chrome-nickel-copper plated telescopic staff, has been acclaimed wherever it was shown.

Due to the increases in raw materials, the company was obliged to raise the list price from \$7.75 to \$8.60. The adjusted price became effective on December 1.

EXPANDED LINE LISTED IN NEW JFD CATALOG

The JFD Manufacturing Co., Brooklyn, N. Y. has recently completed arrangements with United Catalog Co. for the publication of the 1947 JFD Catalog. All JFD products will be incorporated in Radio's Master, the guide book of the parts industry.

In addition, individual catalogs will be published to be distributed among radio servicemen. The new catalog reveals the JFD line to be approximately 40 per cent larger than ever before and is to be one of the most complete in the radio parts field.

Walter Dyer Resigns From Zenith Concern

CHICAGO, ILL., Friday—Walter H. Dyer has resigned as sales manager of the Automobile Radio Division of Zenith Radio Corp., this city, effective January 1, it was announced today by Comdr. E. F. McDonald, Jr., president.

"Walter has done an excellent job for us," said Comdr. McDonald, "and while he is not ready to announce his future plans, we wish him every success."

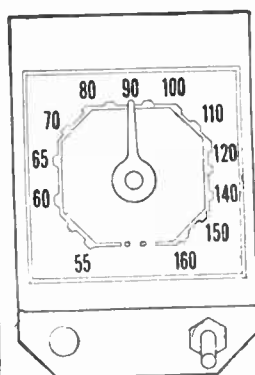
It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

Musicraft Records Sells One of Its Subsidiaries

The Musicraft Recording Corp., 245 East 23rd St., New York City, today announced the sale of its subsidiary, the Union Aircraft Products Corp., to Max Federbush of New York City.

This move is in keeping with Musicraft's program to concentrate all its efforts on the phonograph record field, it was explained. The terms of the transaction have not been disclosed.

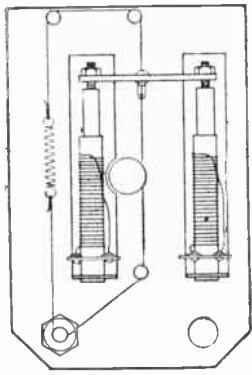
ATTENTION MANUFACTURERS and DISTRIBUTORS



SUPERHETERODYNE PERMEABILITY TUNERS

- 535 to 1660 kc Complete
- 3-Color Dial and Drive
- All Units Pre-Tracked at Factory

We also make a Slide Rule type unit for Supers and TRF type to replace a single condenser.



Open facilities for Die Work, Stamping, Coils, Assembling. Complete and extensive Engineering and Electrical Laboratories. Send us your inquiries for quotations.

AERMOTIVE EQUIPMENT CORP.

1632 CENTRAL STREET KANSAS CITY, MO.
NEW YORK OFFICE: H. BRAVERMAN, 161 Washington St., N. Y. 6, N.Y.



MODEL 608

1947 AVIOLA DELUXE AUTOMATIC PHONO-COMBINATIONS ARE HERE!

You Won't Have to Wait Much Longer For Your Deluxe Aviola Automatic Phonograph Combinations in Table and Floor Models

Model 608 Deluxe combination: Aviola die-cast record changer; plays ten, 10-inch or 12-inch records; six tubes with rectifier; six-inch Alnico speaker; cabinet finished in Brown Walnut or Desert Blonde.

AVIOLA RADIO CORPORATION
SKY HARBOR • PHOENIX, ARIZONA
COUNT ON AVIOLA FOR QUALITY

Aviola

If you want SOMETHING BETTER

DEMAND

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

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

DeWALD RADIO MFG. CORP.
436-440 Lafayette St., N. Y. C.
Chicago Office:
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DeWALD A-502 "Jewel"
A delight to the eye and ear alike. This superb Catalin Radio is offered in five beautiful color combinations.

STROMBERG-CARLSON SAMPLES JOBBERS ON NEW COMBINATIONS

SETS NOW IN PRODUCTION

Dealers to Receive Shipments After First of Year — C. J. Hunt Describes Sets as "Finest in Company's History."

ROCHESTER, N. Y., Friday—Sample deliveries of the Stromberg-Carlson "Georgian" and "Autograph," described as the finest radio-phonographs in the company's history, were completed last week to distributors, according to Clifford J. Hunt, radio sales manager of

the Stromberg-Carlson company.

In announcing the "Georgian" and "Autograph," Mr. Hunt disclosed that this top line of radio-phonographs is now in production, but will not reach authorized dealers in quantities until after the first of the year.

The "Georgian" combines every advance in electronic engineering in an exquisitely rich cabinet of matched African swirl mahogany veneers in the ever popular period design for which it was named, he declared. A tuned radio frequency superheterodyne receiver, it employs both FM bands, two short wave spread bands, and standard broadcast with built-in antennas.

A companion model, the Stromberg-Carlson "Autograph," is also in production, Mr. Hunt announced. The "Autograph" is a distinguished automatic radio-phonograph in a classically designed Eighteenth Century cabinet which provides universal appeal.

WESTINGHOUSE PLANS FIRST VIDEO CENTER

BOSTON, MASS., Thursday — J. B. Conley, general manager of Westinghouse Radio Stations, Inc., a subsidiary of Westinghouse Electric Corp., today announced that equipment for the first Westinghouse television station here, WBZ-TV, has been ordered from the Radio Corp. of America.

Orders have been placed with RCA for a 5,000 watt video transmitter, a 2,500 watt audio transmitter and pickup facilities for studio and remote use; and with the Blaw Knox Co. for a 600 foot self-supporting antenna.

The new equipment will be housed in the radio and television center which will be constructed here, on a recently acquired ten acre tract, beginning early in 1947.

RECORD APPLIANCE AND RADIO SALES FEATURE PHILADELPHIA'S LAST-MINUTE HOLIDAY RUSH

PHILADELPHIA, PA., Saturday — The final shopping days of the holidays finds all streets of the city's main shopping districts crowded and all stores doing the most thriving business in history. A recent report indicates that this month will find retail business in Philadelphia hitting the highest level ever attained. This, despite a poor first week when the public was still timidly awaiting the end of the coal strike.

Emerson Radio of Pennsylvania, has increased its staff by the addition of Arthur Bernstein, former Army captain, to serve as advertising and sales promotion manager. Ben Neutra, general sales manager, in making the announcement, stated that Mr. Bernstein will handle the company's public relations activities and coordinate the various advertising programs now being carried on for Emerson radio by many dealers throughout the local territory.

The annual Emerson Radio of Pennsylvania Christmas party for employees will be held on Tuesday, December 24. In addition to the firm's numerous employees who will attend the party, it is expected that many other friends of the firm will be guests at the affair.

A tie-in advertisement was run by local RCA Victor dealers this week on the new "Finian's Rainbow" album which was released to coincide with the world premiere of the play at the Erlanger Theatre here. This advertising was arranged by the advertising staff of Raymond Rosen & Co., local distributor.

Rex Alexander, record sales manager for Motor Parts Co., reported that there is considerable acceptance for the new Harry James album entitled "All Time

Favorites." He also handled details for the annual Christmas party staged by this organization.

The Snyder Mfg. Co. held its annual cocktail party and Christmas celebration Thursday. —SOL SHERMAN.

Samuel Sternfield, of the advertising agency firm of Sternfield-Godley Co., New York, spent the past week in Atlantic City with Mrs. Sternfield celebrating their thirtieth wedding anniversary.

PHONOGRAPH MOTORS

with complete
Turntable Assembly

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

A Superior Product

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

The MAGNETIC PRODUCTS CORPORATION

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

Executive Offices:

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

DISTRIBUTORS IN CHICAGO

<p>WILCOX-GAY RECORDIO GRAND GAS RANGES FREEZ-ALL FOOD FREEZERS INTERNATIONAL OIL HEATERS ARMSTRONG IRONERS MIRACLE APPLIANCES EVEREADY BATTERIES</p>	<p>CLARION RADIOS ROYAL VACUUM CLEANERS HANDY HOT APPLIANCES CORY COFFEE BREWERS VACULATOR COFFEE BREWERS MAGIC FLO PERCOLATORS MELL-O-CHIMES</p>
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WAKEM & WHIPPLE INC.
66 W. Ohio St. WHOLESALE DISTRIBUTORS Chicago 10, Ill.

Garrard

world's finest
automatic
record changer



NO OTHER CHANGER

looks like
the garrard

performs like
the garrard

profits like
the garrard

Garrard

sales corporation

315 BROADWAY
new york 7, n. y.



Radio and Appliance Volume To Spearhead 1947 Selling

(Continued from Page 3)

tric refrigerators, washers, ironers, ranges and other such major appliances has hardly kept pace with the demands of the buying public.

The department store officials believe that soft goods are headed for a sales decline and substantially increased competition. Also, merchants are aware of the keener competition to come in the radio and major appliance fields, with factory output being stepped up. Retailers are planning stricter control of inventories and outstanding orders, with greater emphasis on improved quality of merchandise. They will revise price lines to afford customers greater assortments of medium price goods to meet price resistance.

In its survey of 200 stores, Kirby-Block & Co., resident buying concern, declared that "hard goods" (this includes radios and appliances) will be a major factor in sales gains during the first four months of 1947. Eighty-two per cent of these stores handling both hard and soft lines, expected to go ahead in sales for this period.

The median percentage of increase for the total store was put at 15 per cent, with the range between 5 and 33 1/3 per cent. Hard lines alone, however, had a median anticipated increase of 80 per cent and a range of from 5 to 300 per cent over 1946.

The departments most frequently mentioned for sales increases during the first four months of this year included electrical appliances (including radios) housewares, and furniture.

The fifteen "major problems" mentioned by retailers most frequently, according to the survey, were: cut expenses, improve personnel, increase turnover, revise price lines, aggressive promotion, more efficient operation, liquid stocks, better use of unit control,

building of assortments, inventory losses, increasing selling efficiency, weeding out of poor personnel, developing national brands, building of credit business and store modernization.

Comments by individual merchants included the following:

Saul Cohn, president, City Stores Co.—Favorable factors for 1947 outweigh the unfavorable and sales should be slightly better. This, however, depends upon the flow of hard lines into the retail market. Retailers are concerned about price structure since decontrol. Earnings and savings will be used freely to buy what customers want, but customers will be more discriminating and their buymanship will be better in a broad way.

Joseph Horne, president, Joseph Horne Co., Pittsburgh—I believe that some volume increase is possible in the first quarter of 1947, and that a properly balanced inventory of good merchandise, fairly priced, and aggressively promoted may continue such increase beyond the first quarter. As better merchandise in all lines becomes more plentiful, the customer attitude becomes more selective. Consequently, it is of paramount importance that the retailer see to it that his merchandise has not only the necessary appeal as to quality but that the leveling-off adjustment of prices be aggressively continued.

Isaac Liberman, president, Arnold Constable & Co., New York—The competition with soft lines which started in the latter part of 1946 will gain momentum in 1947 with the coming building boom and the urge of so many people to own their own homes.

F. M. Mayfield, president, Scruggs-Vandervoort-Barney, St. Louis, Mo.—The year has been the biggest in sales and profits in retail history. We expect Spring to show a 10 per cent gain over the 1946 period. We do not think the inventory break will be great because stores are alive to the problem and have kept stocks clean.

P. A. O'Connell, president, E. T. Slatery Co., Boston—Public reaction to high prices and inferior quality has resulted in a falling off in sales of higher price merchandise which will continue until the public is convinced that prices are reasonable and quality improved. There will be a decline in sales of soft goods, but this decline should be absorbed in sales of hard goods providing there are no labor troubles.

Harry W. Schacter, president, Kaufman Straus Co.—There should be an increase of about 10 per cent in the first half year, due primarily to the influx of hard goods. The great danger lies in inventories and prices. Already consumer resistance is beginning to appear. Sooner or later that resistance

will be strong enough to force prices downward.

E. P. Simmons, president, Sanger Bros., Dallas—A year of excellent overall business activity is foreseeable—a year which can be approached with optimism but caution. The coming year will see the end of reckless buying on the part of the public, and even now the public is fast growing extremely quality-conscious.

P. G. Winnett, president, Bullock's, Los Angeles—Over-all department store volume should still show an increase, since increasing stocks and pent up demand for home furnishings should offset the tendency toward decreases in soft lines. Price lines are definitely too high in many classifications.

Irwin D. Wolf, vice president, Kaufmann's Department Stores, Inc., Pittsburgh—For early 1947 the prospects seem good. Thereafter, adjustments may make selling a little more difficult. In any event, consumers will purchase with more consideration and discrimination in 1947.

Robert A. Seidel, vice president and controller, W. T. Grant Co.—Recent developments indicate very clearly that the fear of runaway inflation was completely unfounded; that there is nothing

wrong with our economic system that cannot quickly be remedied by going back to work.

ATTENTION MANUFACTURERS

National Sales Distribution through Sales Representatives throughout the United States with Metropolitan New York headquarters and under supervision of outstanding General Sales Manager with national reputation in the field and affiliated in radio, small and major appliances, phonograph records etc. for over twenty-five years, ready to negotiate directly with manufacturers in preparing, supervising, and promoting the national distribution of the above lines.

COHARA MERCHANDISE CO.

299 Madison Avenue
New York 17, N. Y.

Telephone: PLaza 9-3830
Attention: Mr. Fred C. Collins

ESTABLISHED 1920

Cable Address: CONTULAB

Continental CORPORATION

The Oldest Radio Tube Company in Chicago

1800 Winnemac Ave. Chicago 40, Ill.

Telephone LONGbeach 4428

Radio Tubes!

CONTINENTAL -- R. M. A. Guaranteed Top Quality -- RADIO TUBES

FOR IMMEDIATE SHIPMENT
(OPA AUTHORIZED DISCOUNTS)

0Z4	5Y4G	6SD7GT	12SN7GT	41
1A7GT	6A7	6SF5GT	12SQ7GT	42
1H5GT	6A8GT	6SG7GT	12SR7	43
1L4	6C6	6SK7GT	24	50B5
1N5GT	6D6	6SQ7GT	25L6GT	50L6GT
1R5	6F5	6V6GT	25Z5	75
1Q5	6F6GT	12AT6	26	76
1T4	6J5GT	12BA6	27	77
3A4	6J7G	12BE6	32L7GT	78
3Q4	6K6GT	12Q7GT	35L6GT	80
3Q5GT	6K7GT	12SA7GT	35W4	81
5W4	6L6G	12SG7GT	35Z5GT	117L7GT
5Y3GT	6SA7GT	12SK7GT	39/44	117P7GT

We suggest that you order proportionate quantities of the above tubes so that we may fill the requirements of all customers.

ALL TUBES INDIVIDUALLY BOXED

EACH TUBE CARRIES THE STANDARD R.M.A. GUARANTEE

Defective tubes returned during the guarantee period will be replaced.

Rated Accounts 10 Days

All Others 10% Deposit with Order—Balance C.O.D.

Continental CORPORATION, 1800 Winnemac Ave., Chicago 40, Illinois

FOR SALE

- PLASTIC RADIO CABINET DIE
9 x 6 x 4 1/2
- Chassis pan die for 5 tube AC-DC
to fit above cabinet
- Forming die for chassis pan

The cabinet die is made of two sections. One part for top, bottom, and sides. One part for front only. This allows for dual color plastic cabinet at no extra cost. New fronts can also be made making a number of different models possible with same chassis.

No Reasonable Offer Refused

Vlectrical Engineering Company
828 N. Highland Avenue
Los Angeles 38, California
Phone HEMpstead 2119

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Top Flight
Radios

ELECTRICAL HEATERS
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BOSTON 15, MASS.

Entire New England Territory

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1426 G ST., CORNER 15th ST., N. W.
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RETAILERS IN TORONTO REPORT BIG SALES GAINS; BUSINESS RUNNING 50 TO 67% AHEAD FOR MANY RADIO AND DISCS BEING FEATURED AS CHRISTMAS GIFTS

"Approval" Problem Is Again Being Brought Into Open by Canadian Merchants — Dealers Have Different Opinions on Desirability of Approvals — A. Foster & Sons Reveals Delivery Improvement.

TORONTO, ONT., Friday—With a greater supply of small appliances and radios available for the first Christmas since almost before the war, Toronto shops report sales increases anywhere between 50 and 67 per cent according to a survey made here.

Most expensive item advertised for Yule giving was a DeForest combination lowboy console radio at Robert Simpson's at \$329. Other popular-selling items across the city included lamps, space heaters, mantel radios, toy telephone and telegraph sets, kitchen mixers, electric irons, heating pads, vacuum type coffee makers and phonograph records.

Record sales started off on an early spree and as the shopping days to Christmas lessened, specific classic and popular record-wants became hard to get. Major appliance manufacturers without models for delivery in most cases made gift certificates available. In the smaller gift line, phonograph

needles were reported as getting good attention, many brands being featured; among them "Pfanstiehl" semi-permanent needle at \$2 and Star Sapphire at high of \$7.50.

Long before the advent of Christmas, local dealers were already arguing the pros and cons of that pre-war subject—home approvals. Opinion here is divided and fairly equal. Few shops at present are able to offer home approval owing to merchandise shortage, but general opinion is that it is an evil that will return, and in most shops cannot be dispensed with. Some dealers reported success with the system, while several said it was a headache whose good will was offset by the reduced value—and sometimes damage—of the merchandise on approval. General feeling was that if an article was of high-cost bracket and a major appliance, there was some justification for a demonstration period, of between a few days up to a week. Several dealers said it was too early to

see what was going to be done about the problem, but that the coming year, with freer stocks of merchandise would bring the question to a head.

Wally Johnston, advertising manager of Anthony Foster & Sons, 302 Church street, Philco representative for this section of the country, reports deliveries as somewhat better than expected. Parts and supplies are in good supply he said, but tubes were "worse than ever." The firm's self-service bar Mr. Johnston says has increased business considerably. A wide range of radio and electric components are prominently displayed, in addition to some seasonal items, such as children's telegraph sets, tree lights, etc. Mr. Johnston explained the firm's policy was to favor ex-service personnel, all of whom are now back with Foster's. Bill Ball, away from his service counter for more than two years, is now back in charge of this department and the show room.

WILLIAM FREEMAN

MEXICO RADIO MAN CONSIDERS PRODUCING RECEIVING SET FOR \$6

MEXICO CITY, MEXICO Friday—A radio receiver selling for \$6 is being considered by Emillio Azcarraga, who wants to produce cheap radios so that more Mexicans can listen to his programs.

"Maybe when the strikes are all over in the United States, we'll be able to get the parts to put together a radio set that will sell for \$6 or \$8, but I'm afraid that time is still quite a long way off," he concedes.

Even if he had them, Mr. Azcarraga sees no immediate possibility of selling even a \$6 set to every Mexican. Hundreds of little towns have no electricity. "There are only 340,000 radio sets in Mexico City, and we should have 800,000," he said.

Emor Radio Is Arranging For Foreign Distribution

Michael Rabinowicz, president of Emor Radio Ltd., New York City, today

revealed that negotiations with several Middle Eastern countries for sole distribution rights for the Emor five-tube, AC-DC receiver are now near conclusion.

With the Emor factory, located at 400 East 118th St. now geared for quantity production, Mr. Rabinowicz stated that he was now seeking to set up distribution outlets here in the United States.

NORTHEASTERN DISTRIBUTORS INCORPORATED

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

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

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

**ZENITH
THOR
GIBSON
GRAND
ELGIN
QUAKER**

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

588 Commonwealth Ave.
BOSTON, MASS.

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.

- ZENITH
Radios—Hearing Aids
- DEEP-FREEZE
The Original Home Freezer
- GAROD
Lower Connecticut 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
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HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.

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

ELECTRICAL ASSOCIATION OF NEW ORLEANS ELECTS W. B. WANDS TO 1947 PRESIDENCY

REVIEW OF PAST YEAR IS GIVEN AT ANNUAL GATHERING

Activities Listed by Retiring President Brown Include Better Living Appliance Drive That Drew 4,077 Participants and Home Appliance Show That Was Attended by 50,000 — Membership Gained.

NEW ORLEANS, LA., Thursday — W. B. Wands, head of Wands, Inc., was elected president of the Electrical Association of New Orleans, Inc., at the association's annual Christmas party at the St. Charles Hotel. He succeeds Carl O. Brown.

Also elected for the year 1947 were S. L. Drumm, executive vice president; Harry B. Lackey, vice president for wholesalers, utilities and manufacturers; C. C. Walther, vice president for refrigeration; Walter J. Barnes, vice president for electrical contractors; J. O. Cray, vice president for air conditioning and ventilation; A. C. Denny, vice president for radio; W. E. Clement, director of publicity; J. R. Guidroz, secretary, and I. W. Tufts, treasurer.

The executive committee for the new year is C. W. Nussbaum, C. G. Stautitz, Glenn Wilson, E. N. Avegno, A. B. Lindauer, A. Bruce Hay, B. P. Bain,

Fred B. Hartney and Mr. Brown, ex-officio.

Retiring President Brown, in a report on activities for 1946, named two major activities that were successfully carried out during the year. The part played by the electrical industry in the domestic and industrial life of the community was constantly brought to the attention of the people by the association, he declared.

The first specific activity was "The Better Living Appliance Campaign," from April 15 to May 31, which was enthusiastically received and brought in 4,077 participants, Mr. Brown said. Approximately 58,000 campaign announcement and appliance booklets were distributed and the percentage of returns, 7 per cent, was considered satisfactory.

The second promotion activity which he reviewed was the "Home Appliance Show," held at the Municipal Auditori-

um, October 6 through 10, and at which approximately 50,000 persons attended. The show had eighty-four manufacturers and exhibits, and 128 booths. Included was an adequate wiring booth emphasizing the need for better wiring so as to realize the most from electrical servants, Mr. Brown pointed out.

The electrical association held seven meetings during the year and gained a net of twenty-six members for a total of 171. Mr. Brown said that one of the special events planned for 1947 is the "Centennial Anniversary" of the birth of Thomas A. Edison. A committee is now working on this event.

—PH. MUTH.

Mission Radio Stages Second Service Meeting

SAN ANTONIO, TEX., Friday — A service meeting was held at the Villita, here, recently under the sponsorship of Mission Radio, Inc., of 814 South Presa street, this city, parts distributing organization, and P. R. Mallory & Co., parts manufacturer.

About 100 servicemen were present and heard representatives of the Mallory organization disclose plans for 1947. The meeting marked the first anniversary of the establishment of Mission Radio, which is headed by H. M. Fischman. A similar meeting was held by the local concern some time ago with the cooperation of the Operadio Mfg. Co.

These two meetings are the beginning of a series of "Mission Winter Sessions." Speakers from Sylvania Electric Products and Westinghouse Electric Corp. will address forthcoming gatherings.

NEW MEMBERS ADDED TO ROSTER BY RMA

Ten new members were admitted to RMA by the board of directors at its meeting in New York City. The resignations of six companies, largely due to discontinuing radio manufacturing, maintains the RMA membership at a total of 335 companies.

Following are the newly elected members: American Radio Hardware Co., Inc., Mt. Vernon, N. Y.; Brook Electronics, Inc., Newark, N. J.; Dormitzer Electric & Mfg. Corp., Boston, Mass.; Hickok Electrical Instrument Co., Cleveland, O.; James Knights Co., Sandwich, Ill.; Mi-Radio Corp., Cleveland, O.; Petersen Radio Co., Inc., Council Bluffs, Ia.; Precision Apparatus Co., Inc., Elmhurst, N. Y.; Standard Piezo Co., Carlisle, Pa.; John Volkert Metal Stampings Inc., Brooklyn, N. Y.

Following are the RMA memberships terminated: Aireon Manufacturing Corp., Kansas City, Kan.; Bank's Manufacturing Co., Chicago, Ill.; Harvey Radio Laboratories, Inc., Cambridge, Mass.; Jefferson-Travis Corp., New York, N. Y.; Noma Electric Corp., New York, N. Y.; Selenium Corp. of America, Los Angeles, Calif.

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

Bull's-Eye Displays!



'Point of Sale' Dealer's Helps

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

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

for

"the Radio of Tomorrow — TODAY!"

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

NATIONALLY ADVERTISED

REC-ALBUM

REG. U. S. PAT. OFF.

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

PROMPT DELIVERY

Million Production Capacity

with

"TIP LOC"

THE SLIP PROOF, BREAK PROOF SAFETY FEATURE

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

Also Disk-Albums Standard Type, Deluxe & padded Deluxe

L. H. SYMONS ASSOCIATES 345 HUDSON STREET, NEW YORK 14, N. Y.

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.

in New Jersey it's —

ALL-STATE DISTRIBUTORS INC.

45 CLINTON STREET, NEWARK, N. J.

Market 3-5313

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

Exclusive in Northern N. J.

HOWARD RADIO
MADE BY

"America's oldest Radio Manufacturer"

Fred C. Collins Heads Nat'l Distributing Firm

Fred C. Collins, who is well known in the industry as a result of 25 years of sales activity, has organized a national distributing organization known as the Cohara Merchandise Co., located

at 299 Madison avenue, New York. The Cohara firm seeks to represent manufacturers of radios, small appliances, major appliances, records and allied lines seeking national coverage for its products.

Mr. Collins' background and experience date back to his affiliation with the Columbia Phonograph Co., Landers,

Frary and Clark and more recently national sales representative with Sonora Radio & Television Corp. and general sales manager of Ansley Radio Corp. As a result of his sales activities, he has contacted distributors and dealers in all parts of the country. Associated with Mr. Collins are Ira Harris and Sam Cohen, who will call on dealers.

BOSTON STORES ARE READY FOR ACTIVE PERIOD OF SELLING

INVENTORIES ARE NOW LOW

City Dealers Already Beginning to Make Delivery of Major Appliances — Department Store Revives Plan to Use Helicopter.

BOSTON, MASS., Monday—Trade interviews this week were extremely limited at both wholesale and retail levels, as the trade takes this period to review its stocks and future commitments in the light of 1947 merchandising trends and a combined buyer-seller market. Preparations are also being made for taking inventory, and for some, this means a more lengthy job than anticipated a month or so ago when there were a great many items still in very short supply.

Some tradesmen expect slight price increases in items still very scarce, and price reductions in others that have risen above what the public will pay and still have mass production. As back orders for overpriced items are being cancelled, the "good buys" are still being eagerly sought for. The public appears to continue in a buying mood, but it must be shown good value plus eye appeal.

Many suburban dealers have had to make many refunds on cash deposits on major electrical appliances. However, this is regarded as seasonal, and as this merchandise arrives, a prompt canvass of these customers can frequently result in a reinstatement, the deposits having been spent mainly for small gifts. The "huge cash reserve" myth seems to have been exploded, the public buying from current earnings, as it generally does.

Meanwhile, we are getting reports that large intown key dealers in major appliances are beginning to make immediate deliveries on items such as refrigerators, indicating that it's only a matter of weeks now for the "lesser fry" to get a more liberal supply.

Radio parts stores that deal in war surplus electronic items report that official WAA sales bulletins show much more attractive prices, and cover a range of more really useful merchandise.

One of the local department stores is again reviving its prewar plan to acquire a fleet of helicopters with which to make speedy deliveries on new and advertised "specials" to its ever-growing roster of suburban branch stores. This plan is expected to alleviate somewhat the temporary strains made on the main intown store during special sales, and the need for hiring extra temporary help. The idea is still in the planning stage, however.

—FRANK PRAY.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS! LEONARD ASHBACH COMPANY SCORES AGAIN IN A GREAT RADIO TUBE SALE!

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

PHONE—WIRE—WRITE

ORDERS WILL BE FILLED IN
ROTATION RECEIVED

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

And Hundreds of Other Types. Send us Your Requirements

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

And Hundreds of Other Critical Parts

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

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS

MILO

Your "Q" for Quality

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

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

PEACE AND PRODUCTION KEYS TO PROSPERITY; DAVID SARNOFF HAILS TELEVISION ADVANCES

(Continued from Page 3)

what 1924 was to broadcasting, when Coolidge, Davis, Dawes, Cox, Bryan and other orators picked up the microphone for the first time in a national campaign and marveled at its ability to reach the people. Political techniques were vastly changed in that era of the headphones and gooseneck loudspeaker horns. Similarly, in 1947, television will be studied as a new factor in politics as plans are laid for the '48 campaign of radio sound and sight. In 1948, it may be expected that in the United States there will be several hundred thousand television-equipped homes, possibly as many as 500,000.

On October 30, the men of science at RCA Laboratories demonstrated for the first time in history, clear, flickerless, all-electronic color television. And it was accomplished without the outmoded rotating disk or any other moving part. It was done all-electronically by means of electron tubes and electron beams "painting" pictures in natural colors. The pictures were viewed on a 15x20-inch screen.

By this new advance in television, simultaneous color transmission instead of sequential transmission, color by color, is achieved. Thus, our scientists enabled RCA, the creator of all-electronic black-and-white television, also to create all-electronic color television which has been the dream of radio scientists from the beginning.

The new RCA electronic color tele-

vision, system, which contributes to the television leadership of our country, will be available to the entire radio industry. The initial demonstration firmly established the basic principle; it will be followed in 1947 by the transmission and reception of color pictures in motion, then outdoor scenes and finally, in 1948, electronic color television on large-size theatre screens.

At the same time that RCA demonstrated all-electronic color television, it announced a simple, inexpensive and easily installed radio frequency converter which will enable black-and-white television receivers—even those of 1939 vintage—to receive in monochrome the programs of color stations when in the future they take to the air on ultra-high frequencies.

Thus, the problem of obsolescence in television has vanished. The public may enjoy the thrills of television, while scientists and engineers are exploring the high frequencies, building apparatus to study their behavior, field testing new instruments and laying the groundwork for commercial standards and practical color television service. This is a big task. Our engineers estimate that it will require about four years to bring any system of color television to the present status of black-and-white all-electronic television.

Sensitized by wartime research and development, television's electronic eye now rivals the human eye in what it is able to see. Performance of the RCA image orthicon television camera during 1946 greatly advanced the art and proved that television no longer needs

brilliant lighting; it can see whatever the eye can see in twilight, moonlight, candlelight, and even go a step further and see in "black light", or infra-red to which the human eye does not respond.

Radio, which gave a world-wide voice to peace and freedom, not gives to them the added advantages of vision through space. With the scientific revelations of 1946 as the foundation, more and more people, more and more nations will extend their radio sight in 1947 and in the years to come. Those who witnessed the dawn of all-electronic color television beheld triumphant colors of progress—a rainbow of promise that eventually will arch over a world-wide horizon.

Electronics has become a vivifying force in American life. This science has a magic touch that not only creates new instrumentalities, but brings old devices and services up-to-date. Electronics has, for example, made the phonograph in combination with radio more popular than ever. Yet there was a day in the twenties that the cry went up that radio was broadcasting the requiem of the talking machine; that the newspaper was imperilled by newscasting, and the theatre by radio entertainment. All have survived and have grown; they supplement each other and have gained new popularity in their spheres of influence. In 1946, RCA Victor turned out its billionth phonograph disk, and 1947 promises to quicken the pace on the way toward the second billion.

Broadcasting and television now are supplemented by the service of FM, or frequency modulation. RCA approached the end of the year with facilities in readiness to produce tens of thousands of FM receivers and combination AM-

FM sets, that is, FM plus standard broadcast reception.



The New Meck Model 6A6-P9 SENSITONE RECEIVER

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

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

Other Features

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

Write for information on the
Model 6A6-P9

MECK RADIOS
PLYMOUTH, INDIANA

SPECIALISTS IN MERCHANDISING

KRICH-RADISCO, INC.

"One of America's Great Distributors"

422 ELIZABETH AVE.

NEWARK 8, NEW JERSEY

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Serving New Jersey Dealers Since 1907

RCA VICTOR

RADIOS
RADIO-PHONOGRAPHS
TELEVISION

VICTOR RECORDS
BLUEBIRD RECORDS
H.M.V. RECORDS

TUBES
RADIO PARTS
BATTERIES
ELECTRONIC PARTS
TEST EQUIPMENT
SOUND EQUIPMENT

NEW HOME

SEWING MACHINES

BENDIX

AUTOMATIC HOME LAUNDRY
AUTOMATIC HOME IRONER
AUTOMATIC HOME DRYER

AMERICAN

ALL-STEEL KITCHENS
ALL-STEEL SINKS
AUTOMATIC DISH WASHERS
KITCHEN GARBAGE DISPOSAL
UNITS
HOME FREEZERS

COMFORTAIR

PORTABLE WEATHER UNIT

NORGE

ROLLATOR REFRIGERATORS
RO-TA-TOR WASHERS
HOME FREEZERS
FARM FREEZERS
GAS RANGES
BOTTLE GAS RANGES
ELECTRIC RANGES
HOME HEATERS
PORTABLE WINDOW AND
FLOOR TYPE AIR
CONDITIONERS
COMMERCIAL REFRIGERATION
WATER COOLERS

WATER HEATERS—GAS
OIL
ELECTRIC

EUREKA

HOME CLEANING SYSTEMS
VACUUM CLEANERS
CORDLESS ELECTRIC IRONS
ELECTRIC GARBAGE DISPOSERS

KNAPP-MONARCH

TABLE APPLIANCES

SETH THOMAS

ELECTRIC CLOCKS

WESTCLOX

ELECTRIC CLOCKS

WESTINGHOUSE

LAMPS

*Finest Name
in
Radio
Phonographs*

Brunswick RADIO PANATROPE
IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

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

SAN FRANCISCO SURVEY BEING MADE TO EXPAND ELECTRONICS INDUSTRY

IN THE WEST COAST AREA

Development Held of Prime Importance to the Entire Section — New Territory Developed by Philco Corp. in California.

SAN FRANCISCO, CALIF., Monday—The electronics industry in the San Francisco Bay area is being surveyed by the Industrial Department of the San Francisco Chamber of Commerce, and upon completion, a comprehensive report will be filed containing detailed and valuable information about factors affecting the location of electronics firms, such as markets, power supply and raw material. According to information received from the Chamber, "publication of the report spearheads a drive to expand the electronics industry in the Bay Area to meet the increasing demands of the western market." There will be a summary of the electronics development in this region, and about many major devices which had been perfected here. The brochure will contain an index of electronics manufacturers in this area, and will be released to both local and national manufacturers. George C. Tenney, chairman of the Department's Elec-

tronics Section is in charge of conducting the survey.

Cliff S. Bettinger, western division manager of Philco Corp., stated that a new distributing territory has been created, and the firm of Home & Appliance Co., with headquarters in Billings, Mont., has been appointed distributor. President of the firm is Brud Foster, and Glenn Wynne is sales manager. The territory consists of southeastern Montana and northern Wyoming.

Chief Appliance Corp., 1215 Lincoln highway, Cheyenne, Wyo., has been appointed Philco distributor for southwestern South Dakota, southern Wyoming and northwestern Nebraska. J. D. (Jack) Mabee is president.

Cliff Bettinger recently augmented his staff by two district representatives: D. R. Stone and R. E. Johnson, and by Frank M. Viles, field service representative who will cover the states of Oregon, Washington, Montana, Utah, Idaho, Colorado, New Mexico and western Texas; also Howard Berjke, western traffic manager, who will have his headquarters here.

Soon, Cliff Bettinger and Gus Kurtz, accessory division, will leave here to be present at the Chicago Market, and also the Philco special accessory meeting to be held at the Edgewater Beach Hotel, January 11.

C. G. Hamilton Co., factory representative for Freed-Eisemann radios, held a preview of these instruments at the Green Room of the Merchandise Mart, last week. They were 20- and 21-tube sets, equipped with both AM and FM bands, in beautiful art cabinets of mahogany. Since the dealers have received stock shipments of some models, it is reported that they sold practically upon arrival.

The demand is tremendous for radio-phonograph combinations, especially in consoles. Bill Lee, merchandise manager of Sherman-Clay, stated that business was "very brisk." Guy Farwell,

manager of the Sterling Furniture Co. radio department, said that more combinations could be sold than are received. It might shed a light on the urgency of the situation that Edward F. Hale, Stewart-Warner distributor, left for the East early this month and by the tenth secured a good shipment of Stewart-Warner radio-phonograph combination sets, many of them console models.

Lou Bushnell, manager of Magnavox Corp., said: "It has been a remarkably good year, exceeding by far my most optimistic expectations of a year ago. Without sacrifice of Magnavox quality, it was still possible to make volume deliveries, which, to my way of thinking, had been a marvelous accomplishment."

Leo J. Meyberg Co. held a dealers' dinner-meeting at the Whitcomb Hotel, introducing the RCA-Victor Crestwood line, equipped with both AM and FM bands. The line was enthusiastically received, according to Jim Scales, advertising and sales promotion manager. A new RCA Victor television set was also shown at the time. This meeting was only for dealers in the San Francisco-Bay area.

Top executives of Leo J. Meyberg Co. will be leaving here January 4 to attend the Chicago Mart and to contact manufacturers the firm represents. In the party will be: A. H. Meyer, president; W. J. Lancaster, vice president; L. E. Starkweather, Los Angeles manager, and several department managers.

Public Relations Award For Robert Peare of G-E

Robert S. Peare, vice president of the General Electric Co., and Paul G. Hoffman, president of the Studebaker Corp. and chairman of the Committee for Economic Development, will receive this year's awards of the National Association of Public Relations Counsel, Inc.

FINE YEAR REPORTED BY ALL-STATE DIST'G

NEWARK, N. J., Tuesday—All-State Distributors, Inc., 45 Clinton street, this city, wholesaler of radio, appliance and record products, has just completed an unusually successful year, officials of the firm revealed today.

The All-State firm was established eighteen months ago with three employees, and now has a staff of twenty-five, in addition to its executives. Some 1300 retail accounts are serviced in New Jersey.

All-State merchandises a variety of lines, including Howard radio, A.C. Gilbert products, Toastswell, Dormeyer, Finders Mfg. Co., Steem Electric, Dominion, Rittenhouse, Mat Matic home appliances, Burgess Battery, Victor Electric, Noma Electric, Merry-Go-Sound phonographs and Portophonic phonographs. The company also operates a separate record and accessories division.

All-State is headed by Sidney M. Koenig, Irving E. Russell and Sherman Koenig.

New Scott Engineer

CHICAGO, ILL., Friday—William F. Cotter, formerly with the Stromberg-Carlson Co., has been appointed chief engineer of the Scott Radio Labs., this city.

NOW DELIVERING
in QUANTITY

RADIOS

6-Tube—2 Bands
5-Tube—2 Bands
5-Tube Standard

R.C.A. and Hazletine circuits

RECORD PLAYERS

3 and 4-Tube Amplifiers
Portable Automatic Record
Changers

— COMBINATION —

Radio Automatic Record Changer
in Beautiful Wooden Cabinet.

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full information

HAVELING APPLIANCE CORP.
395 Broadway
New York 13, New York

IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

- MAJESTIC
Radio and Records
- GIBSON
Refrigerators, Electric
Ranges, Home Freezers
- DUO THERM
Space Heaters and
Water Heaters

- IRONRITE
Ironers
- DUCHESS
Washers
- FLUID HEAT
Oil Burners
- BEE VAC
Vacuum Cleaners

Emerson
RADIO

Headquarters for
Northern Illinois

For Details of the
Emerson Dealer Franchise
Consult

S. E. SCHULMAN CO.

801 South Wabash Avenue
Chicago, Illinois

AEROPoint "88"

The World's Finest Phonograph Needle

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

PRICE \$1.50
* Write for FREE sample.

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



Electrical Association of Chicago Holds Symposium on Television Developments

CO-ORDINATES ALL PHASES OF COMMERCIAL TELEVISION

Advertising Agency Executives Guests — Loop Retail Outlets Stage Sales Promotion for General Electric Receivers — Radio Craftsmen Name John H. Cashman President — Alvin Schultz Returns.

CHICAGO, ILL., Monday—In its determination to keep abreast with rapid developments in the physical presentation of television, the Electric Association of Chicago is maintaining its program of tying together the various interests that will be necessary to make video commercially possible for public acceptance. The most recent activity

was a symposium last week, held in the assembly hall of the Commonwealth Edison Co., for advertising agency executives, to acquaint them with the latest progress in the field, and to present a broad cross-section of authorities with suggestions as to the advertising possibilities in connection with television.

More than 100 advertising agencies were present at the symposium. They listened to talks by Reinald Warren-rath, of station WBKB, Chicago; Dick Hooper, promotion manager of RCA; Paul Mowrey, national television director of ABC, and Ardien B. Rodner, in charge of special promotions for Commonwealth Edison.

The effect of this meeting was immediate, as the following day saw several calls to WBKB for time on the station in which to present programs. The outstanding feature of the symposium was the eagerness with which the advertising men asked questions and sought information, proving that they intend to hasten to overcome any unfamiliarity with television which they may have.

Leading Loop retail radio outlets last week put on another sales promotion for General Electric receivers that was a repetition of others held in the last few months. In every case it was a sell-out soon after the stores opened, following generous use of display space in the papers. The promotion was staged with the co-operation of R. Cooper Jr., Inc., Chicago distributor of General Electric products, and was participated

in by The Fair, Goldblatt Bros., Lyon & Healy, the Wieboldt stores, Carson, Pirie, Scott & Co., the Boston Store, W. W. Kimball Co. and the Hudson-Ross stores.

John H. Cashman, well-known to the radio industry for many years, has been elected president of Radio Craftsmen, Inc., Chicago, at a meeting of the stockholders. Mr. Cashman has been associated with the firm in various capacities since its formation.

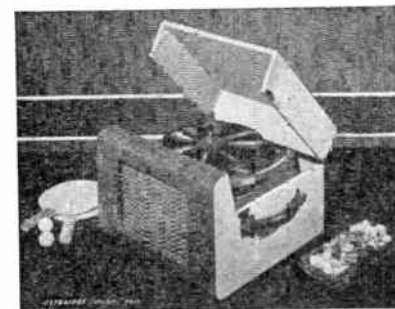
Byron L. Friend, vice president and general manager of Radio Craftsmen, has announced the entry of the firm into the loudspeaker business. The line will consist of 8, 10 and 12-inch high quality reproducers under the "Craftsmen Built" label. Initial deliveries are currently being made of the "Standard," "Master" and "DeLuxe" lines.

Particular effort, said Mr. Friend, is being made to place these loudspeakers in jobber outlets for replacement use in high quality radio-phonograph combinations and public address systems. An extensive advertising campaign is being planned to popularize "Craftsmen Built" loudspeakers.

C. Paul Harpley has been appointed chief engineer of Radio Craftsmen, and will head the engineering and development of the new loudspeakers. He is well known in the field, and brings to his new position, fifteen years' experience in the design of acoustical devices. The firm's general offices are at 1341 South Michigan avenue.

Alvin Schultz, treasurer of Arvan Manufacturing and Engineering Co., 3907 West Roosevelt road, returned December 21 from a trip to the Mayo Clinic in Rochester, Minn., where he underwent examination. His firm makes portable phonographs. —W. D. MORRIS.

most for radio antennas and similar purposes, is covered by a patent issued to Paul R. Goodman, of Andover, Mass., and assigned by him to the Plymold Corp., Lawrence, Mass.



ULTRATONE PHONOGRAPHS

DISTRIBUTED IN

BALTIMORE AREA

BY

Henry O. Berman Company

12 East Lombard Street,
Baltimore 2, Maryland

MANUFACTURED BY

Audio INDUSTRIES
MICHIGAN CITY, INDIANA

Attention Manufacturers and Distributors

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

Contact

Lake Shore Electronics

Main Office:

4560-64 Broadway, Chicago 40, Ill

Phone—Longbeach 4710

Att: David Ettelson



Wholesale

RADIO PARTS

HENRY O. BERMAN CO., Inc.

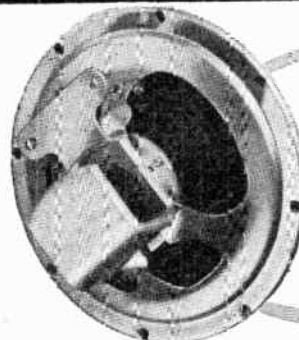
Electronic Distributors

12 E. Lombard Street

Baltimore 2, Md.

LEx. 7002

QUAM *Adjust-a-Cone* SPEAKERS




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

QUAM-NICHOLS COMPANY

Builders of Quality Speakers since 1923

33rd PLACE AT COTTAGE GROVE • CHICAGO 16, ILLINOIS



Peerless
RADIO DISTRIBUTORS

**AN ETHICAL
DISTRIBUTOR**

PEERLESS RADIO DISTRIBUTORS
92-32 Merrick Road, Jamaica 3, New York
REpublic 9-6080-1-3860

Radio in all its phases

TUBES • CONDENSERS • RESISTORS • PUBLIC ADDRESS
SYSTEMS AND PARTS • MICROPHONES • CHANGERS
• PICKUPS • PHONO MOTORS • LINE CORDS, ETC.

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

CLASSIFIED RATES

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

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

DISPLAY: Sixty Cents Per Line

TO MANUFACTURERS

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

RADIO PARTS JOBBERS

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

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

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

FOR SALE—5,000 length 50' loops of 7/27 Bare Copper Antenna Wire. 2,400 lbs. S. F. No. 26 Magnet Wire. 300 lbs. D.E. No. 26 Magnet Wire. 300 lbs. D.E. No. 25 Magnet Wire. 55 lbs. D.E. No. 37 Magnet Wire. 5,000 Drive Shaft Assemblies. 2,000 2 section 50 to 160 MMFD Ceramic Trimmers. Address Box 770, RADIO and Television WEEKLY.

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

IMMEDIATE DELIVERY — Variable Condensers, Superhet RC section, 388 mf without trimmer; Osc 108 mf with trimmer; 3/8" knurled shaft 7/8" long clockwise rotation, 90 cents each. Box No. 762, RADIO and Television WEEKLY.

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

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

IMMEDIATE DELIVERY
VARIABLE CONDENSERS, TRF Condensers, 2-Band Condensers, or any combination of capacities; 3/8" knurled shaft 7/8" long clockwise or counter-clockwise rotation, 85c each.

Address Box 771

RADIO and Television WEEKLY

DISTRIBUTOR-JOBBERS

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

RADIO TUBES FOR SALE—We have about 4000 tubes from 1A5 to 117Z6 that we will sell for 75c each. All or none. Write, wire or phone for list. Plemmons & Son, Falkville, Ala.

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

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

YOUR BUYING REPRESENTATIVE —We invite new accounts acting as your buying agents. Principals only. What are your needs? Marshall Associates, 192 Lexington Avenue, New York. Tel. MU 3-3819.

PLASTIC CABINETS, similar Fada 209, 5 1/2 x 9 x 5 1/2. Large quantity. Jeanette, 159 W. 23rd St., New York 11, N. Y.

RADIO TUBES AND COMPONENTS — All types available. Reasonable prices. Box 769, RADIO and Television WEEKLY.

Harry Glassers in Florida

Harry Glasser, vice president of Colen-Gruhn Co., New York distributing firm, is expected back next week from Florida where he and Mrs. Glasser spent the Christmas-New Year holidays.

—SANFORD BOOKEE.

WEST COAST TRADE READIES ITSELF FOR JANUARY EXHIBITIONS

(Continued from Page 7)

was moved there from its original main Street location.

This concern does a nice business in parts, recording and sound equipment, catering largely to recording, broadcasting and motion picture studios. Stephens Sound Equipment is featured. Free engineering and service are given.

The telecast of the Solemn High Mass direct from the Blessed Sacrament Church in Hollywood on Christmas Day, marks the first time in history that television cameras have entered a church to bring church services direct to the homes of those unable to attend services.

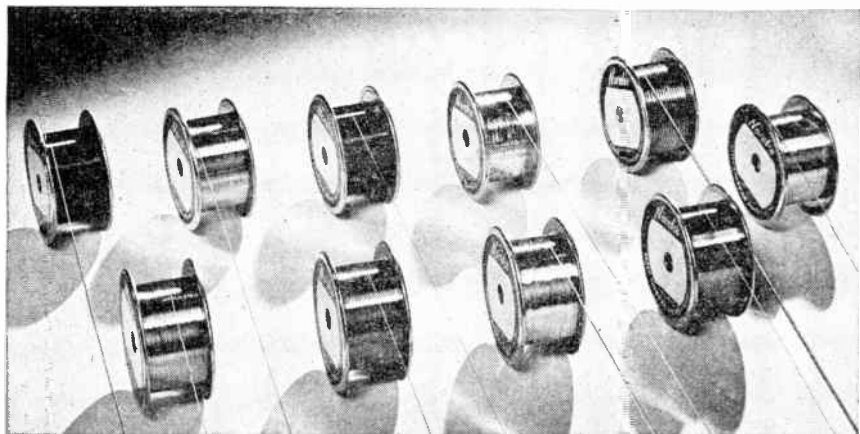
By special arrangement between Father Cornelius J. McCoy, pastor of Blessed Sacrament Church, and Klaus Landsberg, West Coast Director of Television Productions, Inc., (Paramount Pictures), this Solemn High Mass was televised at 12:30 P.M. on Christmas Day.

Two of the new image orthicon cameras, so placed that all particulars of the mass was in clear view, were used for this broadcast.

This program was part of Station W6XYZ's heavily increased six-day-a-week program schedule.

Several television receivers have been installed in military hospitals around Los Angeles, and this event may be considered a milestone in television history by bringing the world closer to patients in hospitals as well as to other shut-ins.

The Christmas buying season just concluded was marked by record-breaking sales in the Los Angeles area. The radio-hungry public clamored particularly for combinations. Phonographs were in strong demand. The lists of applicants for console combinations in every dealer's hands was 'way out of proportion to the meager supply. This merchandise was snapped up so fast that the dealers have been throwing away their dustcloths.



FINE WIRE... From Fine Wire Headquarters you can secure wire in many materials drawn to your own exacting specifications and to very close tolerances. When you have a question about fine wire just call upon Fine Wire Headquarters.



NORTH AMERICAN PHILIPS COMPANY, INC. Dept. RTW, 100 E. 42nd St. New York 17, N. Y.

BEAUCAIRE Inc.

114 MONROE AVENUE ROCHESTER 7, N. Y.

Distributor of

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

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



A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

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

Appliance Manufacturers

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

Electronic Tube Supplies

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

Electronics Manufacturers

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

Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.
Alliance Mfg. Co. Alliance, Ohio
Apex Radio & Television Corp. New York, N. Y.
Audio Industries Michigan City, Ind.
Capitol Records, Inc. Hollywood, Calif.
Columbia Recording Corp. Bridgeport, Conn.
Continental Electronics Brooklyn 22, N. Y.
Cosmo Records New York, N. Y.
Daval Co. 19 W. 44th St., New York, N. Y.
Decca Records, Inc. New York, N. Y.
Disc Co. of America New York, N. Y.
Duosonic-New York Bronx 55, N. Y.
Duotone Co. New York, N. Y.
Dynavox Corp. Long Island City, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
General Industries Co. Elyria, Ohio
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Lincoln Electronics Corp. New York, N. Y.
Majestic Records, Inc. New York, N. Y.
Micro-Sonic Corp. New York, N. Y.
Monarch Records, Inc. Brooklyn, N. Y.
Musieraft Records New York, N. Y.
Musitron Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Reordisc Corp. New York, N. Y.
Recoton Corp. New York, N. Y.
Rexon, Inc. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Products Co. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Taik-A-Phone Co. Chicago, Ill.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

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

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aeronic, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
Chicago Aviation Chicago, Ill.
Coronet Electric Co. Chicago, Ill.
Dearborn Industries Chicago, Ill.
Demont Electric Co. New York, N. Y.
EX Radio Products Co. Chicago, Ill.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Illinois Condenser Co. Chicago 22, Ill.
Insuline Corp. of America, Long Island City, N. Y.
International Resistance Co. Philadelphia, Pa.
JFD Manufacturing Co. Brooklyn, N. Y.
Jensen Manufacturing Co. Chicago, Ill.
Legri S. Company New York, N. Y.
Lloyd Plastic Products New York, N. Y.
Merit Coil & Transformer Corp. Chicago, Ill.
Oxford Radio Corp. Chicago, Ill.
Philco Corp. Philadelphia, Pa.
Precise Electronics Co. New York, N. Y.
Pyramid Electric Co. Jersey City, N. J.
Quam-Nichols Co. Chicago, Ill.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Servwell Products Co. New York, N. Y.
Snyder Mfg. Co. Philadelphia, Pa.
Solar Mfg. Corp. New York, N. Y.
Sound Products Co. White Plains, N. Y.
Spirling Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
Wm. T. Wallace Mfg. Co. Peru, Ind.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

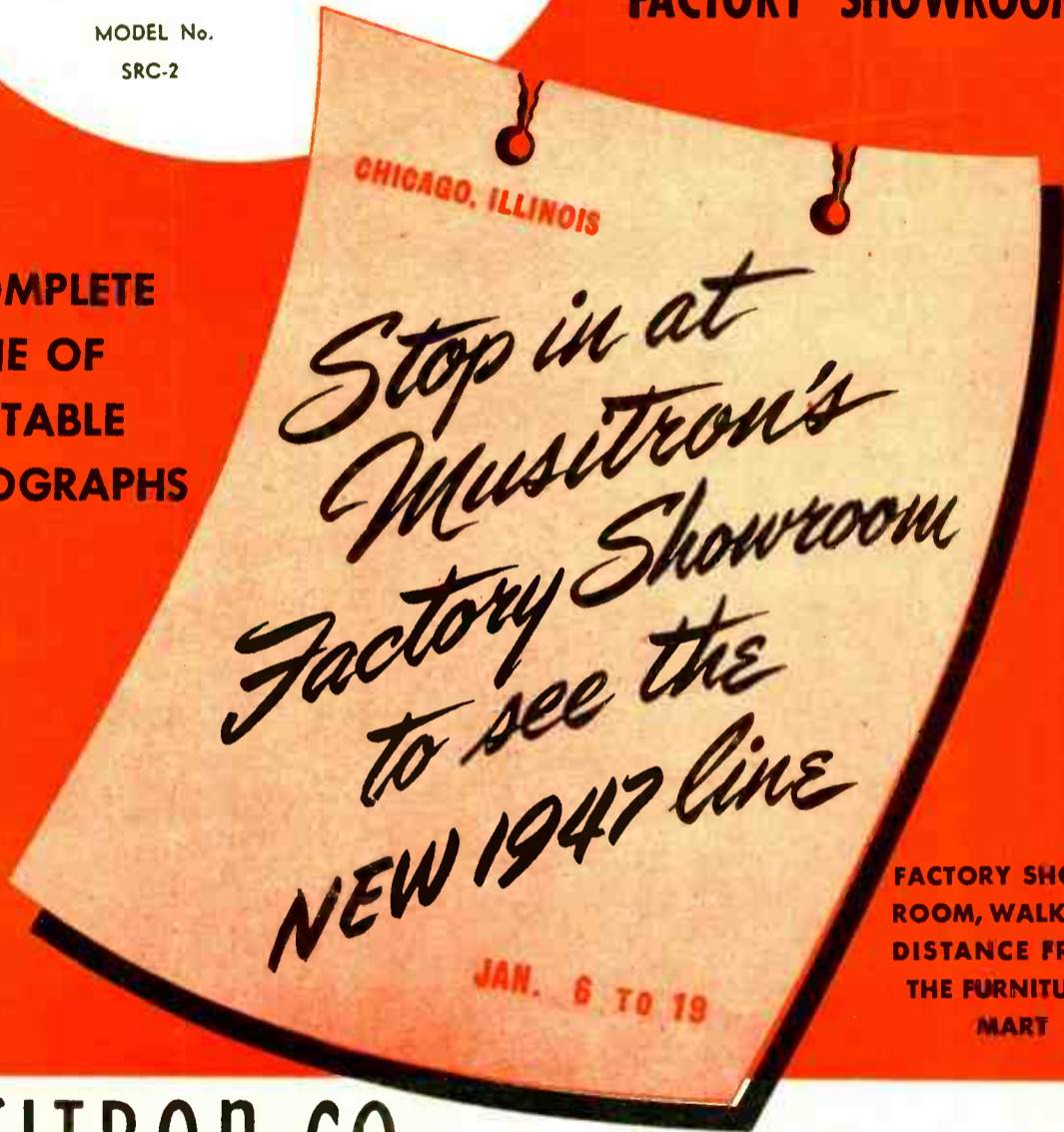
All State Distributors, Inc. Newark, N. J.
Apollo Distributing Co. Newark, N. J.
Appliance Distributors, Inc. New Rochelle, N. Y.
Arvin-Salmanson Co. of N. Y., Inc. New York, N. Y.
Arvin-Salmanson Co. of New England, Boston, Mass.
Arvin-Salmanson Co., Inc. Baltimore, Md.
Ashbach Co., Leonard 152 W. Huron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



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