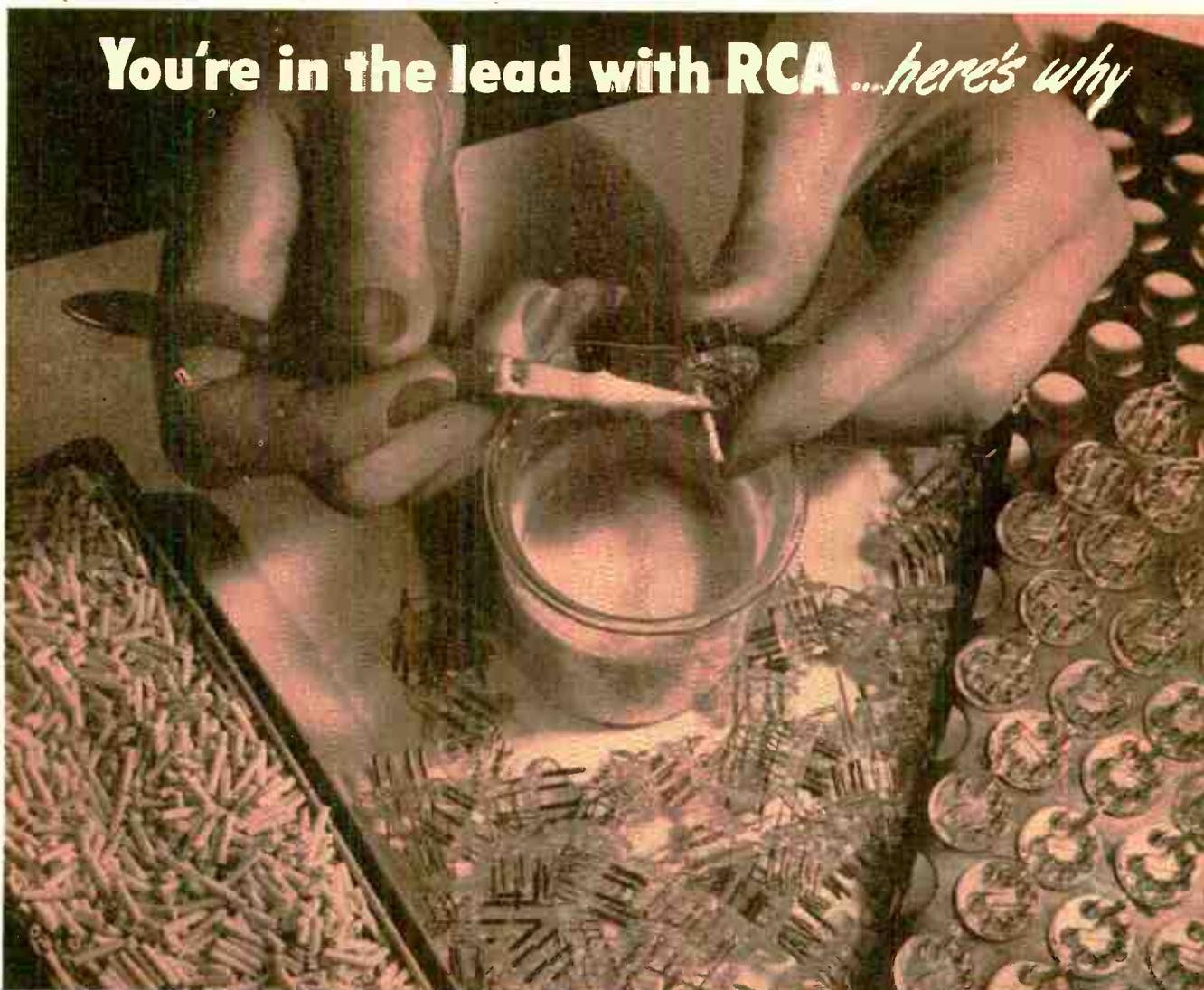


RADIO AND TELEVISION

ELECTRONICS

WEEKLY

NEW YORK, WEDNESDAY, JANUARY 22, 1947



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

Cementing ceramic insulator to miniature tube button stem—one of the many delicate operations in making an RCA tube that calls for unusual skill.



Quality... skilled hands at RCA
lead more customers your way

If you were to visit the great RCA tube plants at Harrison, N. J., Lancaster, Pa., and Indianapolis, Ind., you would be amazed at the consummate skill and sure touch of the people who make RCA tubes.

RCA has always attached the greatest importance to every individual step in the development and manufacture of the RCA tubes you sell.

Through the years experience has taught

us that the highest standards of quality and dependability can result only from this painstaking attention to detail that is a tradition with our people.

That's why RCA tubes enjoy greater customer confidence and acceptance than any other tubes. That is only one of the many reasons why—you're in the lead with RCA.

So, push RCA tubes and watch your business grow!

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

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.
 SEND FOR OUR NEW COMPLETE CATALOG TODAY!

SNYDER
"MIKE" STANDS
 Illustrated - MS-1 - Two-section telescopic staff extending from 30 to 60 inches. Triple copper-nickel-chrome plated staff with chrome trimmed cast iron base.
 SEND FOR OUR NEW COMPLETE CATALOG TODAY!

NOTE:
 The "American" Brand
 a complete line of antennas
 - are ready for distribution
 thru chain stores only.

MANUFACTURERS... START TO FINISH
SNYDER MFG. CO.
 PHILADELPHIA 40, U. S. A.

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. 4

NEW YORK, WEDNESDAY, JANUARY 22, 1947

Per Year—\$4.00

Music Merchants' Regional Meetings On in Los Angeles

MAJOR PROBLEMS STUDIED

Top-Notch Performers to Entertain Tradesmen at Gala Affair Tomorrow Night at the Ambassador Hotel, Los Angeles.

LOS ANGELES, CALIF., Monday—Problems of management, sales promotion, music promotion and specific aspects of merchandising radios combinations, phonograph records and other musical products will be discussed at the two-day conference to be conducted Wednesday and Thursday at the Ambassador Hotel, here. The session is being held by the National Association of Music Merchants, and will be preceded tomorrow by the semi-annual meeting of the NAMM directorate. Members of the board will attend the regional conference.

Among those in Los Angeles for the series of events are L. G. La Mair, president of the NAMM, and William A. Mills, executive secretary of the association.

One of the greatest arrays of talent ever brought together in one program will entertain Southern California music merchants at the final event of their conference Thursday night.

Headlined by Master of Ceremonies Bob Hope, the two and a half hour show will feature a score of other "name" artists.

Jerry Colonna, Victor Borge, Al Jolson and Jose Iturbi are typical of the variety of stars to appear on this special show sponsored by the National Association of Music Merchants.

More comedy and music of motion picture, radio and recording fame will come from Dinah Shore, Jo Stafford, Johnny Mercer, Allan Jones, Hoagy Carmichael, Andy Russell and Peter Lind Hayes.

Songs and instrumental numbers will be presented by Louis Jordan, The Pied Pipers, the Page Cavanaugh Trio and Jane Harvey.

Video Controversy Shifts to New York

The Columbia Broadcasting System will demonstrate its system of color television next Monday, January 27, starting at 10:00 A. M., before members of the Federal Communications Commission, in Room 1703 of the Federal Court House, Foley Square, New York City. This demonstration will be staged in conjunction with the application by CBS for the standardization of commercial color television.

On January 29, the session will be continued at Princeton, N. J. Final session in the current action by CBS is scheduled for February 10 in Washington, D. C.

LARGE STORES URGED TO PRESS SALES OF RADIOS, APPLIANCES

INDUSTRY LEADERS ADDRESS DEPARTMENT STORE MEN

New Merchandising Approach Vital, Panel Speakers Declare — John M. Otter, Tom Joyce, Dan Packard, J. B. Ogden Appear on Program — David L. Edelmuth, of Gimbel Bros., Serves as Chairman.

G-E Orders in 1946

Total \$941,881,000 . . .

SCHENECTADY, N. Y., Friday — Orders received by the General Electric Co. during the year 1946 amounted to \$941,881,000, an increase of 12 per cent over the total of \$844,540,000 for the year 1945, Charles E. Wilson, president, announced today. The 1946 total was more than double the amount of new business booked in any year prior to 1940.

The company's annual report for the year 1946 will be issued in the latter part of March.

Engineers Plan Annual Session, Exhibit in N. Y.

The Institute of Radio Engineers will hold its annual convention and national show March 3-6 in New York City. According to IRE officials, this promises to be one of the most consequential meetings in the history of the Institute.

More than 150 manufacturers are slated to exhibit the most recent fruits of radio and electronic research at the Grand Central Palace over the four-day period. Technical sessions will be staged at the Hotel Commodore and at the Grand Central Palace.

For non-members as well as members of the Institute, there will be the reading of 120 highly technical papers of vital consequence to the most recent developments in radio and electronic engineering.

The registration fee for non-members will be \$3.00

For college students recommended through their own department heads the registration fee will be \$1. Dr. James E. Sheperd is chairman of the convention committee; Dorman D. Israel, vice president and chief engineer of Emerson Radio & Phonograph Corp., is chairman of exhibits requirements and William C. Copp is exhibits manager.

F. S. Griswold to Manage Maisel Firm in Buffalo

BUFFALO, N. Y., Monday—Maisel's Appliances, local retail store, has appointed F. Scott Griswold general manager, it was announced by Alexander Maisel, head of the store.

★ Merchandising of radios and appliances in department stores was discussed by leaders in retailing and manufacturing last Thursday at the Major Appliance and Radio panel sessions held in conjunction with the thirty-sixth annual convention of the National Retail Dry Goods Association at the Hotel Pennsylvania, New York. Subject of the morning meeting was "Building Maximum Volume in Major Appliances and Radios," while the afternoon half of the discussion was concerned with "How to Do the Job."

The general discussion and the interest demonstrated by the large gathering of buyers and other merchandising executives in attendance indicated that department stores plan an all-out drive for the radio and electrical appliance market. The merchants seemed to feel that heavy appliance sales are the answer to keeping up store volume in the face of an anticipated decline in demand for non-durable merchandise.

Speakers warned the retailers, however that radio and appliance sales present new and difficult problems of merchandising; that the competition is virtually "cut-throat," and that dealers with "dry goods minds" must get rid of the lint in their vision.

All-out promotion and advertising and meeting such competition as price cutting with values for the same money were emphasized as absolutely necessary.

David L. Edelmuth, chairman of the Major Appliance and Radio Committee of the NRGDA and manager of both the major appliances and radio departments of Gimbel Brothers, Inc.,

(Continued on Page 27)

GENERAL ELECTRIC CO. PLANNING DELIVERY OF TELEVISION RECEIVERS

CHICAGO, ILL., Friday—The General Electric Co. plans to make initial deliveries of its Model 801 floor model television receiver sometime between February 1 and 15, it was revealed here this week by George S. Peterson, G-E district manager. Mr. Peterson disclosed G-E's plans during a television meeting held by the Electrical Association at the Commonwealth Edison Building attended by more than 200 retailers.

It was also learned that the company plans to make deliveries of this set, which is now in production, to other sections of the country now served by television programs.

Stromberg's 1946 Radio Production Over 150,000 Sets

IS ALL-TIME HIGH FOR FIRM

Production of Sets Must Be Further Increased, Sidney R. Curtis Declares — Must Also Balance Inventories in Coming Months.

ROCHESTER, N. Y., Friday — The Stromberg-Carlson Co. produced more than 150,000 radio sets during 1946, Sidney R. Curtis, vice president in charge of manufacturing, revealed this week. This is nearly three times the company's best previous year, Mr. Curtis stated.

Stromberg-Carlson manufactured more floor type sets in December than during any previous month, although table type production continued to be held down because of shortages of moulded cabinets.

"We start the New Year with a wonderful opportunity to do an outstanding job, but we are faced with several serious problems," Mr. Curtis declared. "We must continue to increase production of radios and hit the established schedules and, at the same time, we have a heavy responsibility to reduce our inventories which are excessively high because of the unsettled conditions during the year 1946.

"For the next few months we must concentrate our efforts on this two-fold program of reducing unbalanced inventories and increasing production."

NEW RECORDS SET BY EMERSON RADIO

Net income of the Emerson Radio & Phonograph Corp. and its wholly owned subsidiaries was \$1,340,356, equal to \$3.35 a share on 400,000 capital shares, the annual report for the fiscal year ended October 31, reveals.

This was the highest ever attained, being 66 per cent above the largest earnings reported in any previous year, according to Benjamin Abrams, president. It compares with \$806,696, or \$2.01 a share for the year ended with October, 1945.

Net sales of \$23,088,881, also a new high record for any peacetime year, compared with the \$32,490,805 for the preceding fiscal year, when practically all deliveries of goods were to the Government for military purposes.

"Our industrial family continued to increase this past year with the purchase of two additional companies, Plastimold Corp. of Attleboro, Mass. and Jefferson-Travis, Inc., New York," Mr. Abrams declared. Plastimold manufactures molded radio cabinets, while Jefferson-Travis makes two-way radio

(Continued on Page 27)

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SIDNEY E. DAVIS Manager

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Lower Costs

Speaking at the concluding session of the two-day marketing conference of the American Management Association recently in the Hotel Commodore, in New York, Richard D. Crisp, sales analyst of S. C. Johnson & Son, of Racine, Wis., asserted that management in most companies has shown little more than talk about lowering costs of distribution and warned that marketing costs will have to be reduced if business is to avoid the red ink that is nearer than we think.

Distribution costs do not exist in a vacuum, he stated. The approach to distribution costs reduction which pays the largest return is the approach which concentrates on positive increases in sales effectiveness.

Two forces are moving American business toward a period of declining unit distribution costs with the same irresistible force as a giant glacier, the speaker added, mentioning one as the rising floor of production costs and the second as the relatively inelastic roof of selling prices.

"When you learn to get more volume from the same size sales force, more sales from the sub-par territory with no increase in sales expense or a larger average order through sales training, a positive step is being taken toward lower distribution costs," Mr. Crisp declared.

He said that his company, working with "relatively crude analytical tools," found it possible to reduce costs of distribution. Sales volume per salesman, he explained, is up to 366 per cent of the 1939-1941 average, while sales force expenses are down to 42 per cent of the average, field sales expenses to 55 per cent, and sales and administrative expenses to 68 per cent of the average.

John D. Sheahan, secretary-treasurer of Drake, Startzman, Sheahan & Barclay, Inc., declared that one of the most fruitful fields

for distribution cost reduction is in storage and materials handling. Costs of internal movement and storage of both goods in process and finished products are only beginning to be understood and methods applied to their control.

"Companies that can tell within very close limits what it costs to produce an item cannot tell within 10, 20 or 50 per cent what it costs to get that item to the wholesaler, the retailer, or the consumer," Mr. Sheahan said. "Too often the sales executive has considered the handling end of distribution, if not beneath his dignity, at least outside his sphere of interest and, therefore, of influence."

The five main principles to be followed, he explained, are the handling of materials in large units, the avoidance of rehandling, balance of men and equipment, selection of equipment best suited to the job, and the movement of materials in a straight line.

Most of the remarks of Mr. Crisp and Mr. Sheahan are of more than passing interest to radio retailers, distributors and manufacturers. With prices in the radio and appliance field at a high level, it is important that ways and means be devised to lower production and sales costs all along the line. With the proper training, salesmen can become more productive in their contacts with the consumers, dealers and distributors, just as the factory workers can become more efficient in their daily chores. Likewise, delivery and shipping charges have increased to such an extent of late that it is apparent that economies can be effected along these lines if ample thought is directed towards these channels.

"Waiting" Period

The radio industry right now appears to be in a transitory period with many manufacturers of sets adopting a "wait and see" attitude.

The price situation continues to be unsettled; there is apparently an abundant supply of table model radios available—although the demand for quality console combinations remains as large as ever—and many of the newer and smaller entries in the set manufacturing field are beginning to feel the effects of stiff competition from the larger and more firmly established producers who are now producing in greater quantities. Accordingly, most manufacturers of receivers are merely biding their time to see what finally will develop.

Still to be settled, as far as the industry is concerned, is the ever-hanging threat of labor disorders. If business is able to get by during the next sixty days without any major strikes, most of the fear among management will be dissipated and industry no doubt will come out of its shell. Any further strikes will make higher prices inevitable, and, as far as the radio industry is concerned, prices today have just about reached a peak beyond which strong public resistance will become a major factor.

Consumers have made no bones about the fact that they are demanding more value for

their dollars in purchases of all types. Dealers in all fields—especially in the radio and appliance industry—are likewise fast becoming aware of the fact that the public is the real boss in the final analysis, and that if prices are too high, merchandise won't sell. Some of the merchandise produced by radio manufacturers has been backing up, much to the sorrow of the producers.

Call this anything you like—a weeding out period or what not—but in the long run the demand for honestly priced, quality radios continues to be strong. The market for radio-phonograph combinations is as large as ever, since the production of quality combinations hasn't even begun to dent the market. The same holds true for FM receivers.

There is at present a market for millions of combinations and FM radios, in addition to millions of portables, personal type receivers and automobile sets. Dealers can sell this type of merchandise without experiencing too much resistance from the public providing the sets are fairly priced and providing the merchandise will perform satisfactorily.

The market still is a long way from being saturated. As a matter of fact, there is no point of saturation for the radio industry, what with the normal demand caused by obsolescence, new improvements on equipment and new services such as FM and television ready to provide virgin markets for the industry once program reception for FM and television is expanded.

Sales Effort

Once larger quantities of higher-priced radio-phonographs keep coming off the production lines and adequate supplies of such instruments are made available to dealers, merchants will be obliged to employ aggressive merchandising methods in order to keep pace with factory output.

Retailers are hearing from all sides that the sellers' market is virtually at an end as far as many types of merchandise are concerned. Supplies of table models are now ample to meet customer demands and production on console combinations is being stepped up at all factories.

It doesn't require much resourcefulness to sell a customer a \$25 or \$30 table radio, after he has waited for several years for an opportunity to buy a new set. However, when it comes to spending \$200, \$300 or \$400 for an instrument, it's an entirely different matter. Despite the fact that money is still free, a customer will do a lot of thinking and shopping around before he signs on the dotted line for a couple of hundred dollars.

But the demand for console combinations is there. Sets will be coming through just as soon as the cabinet situation loosens up a bit, and from there on the retailers with a knowledge of salesmanship will be the ones who will reap the rewards of patience. Nobody should expect to sell a \$200, \$300 or \$400 item, that is not a necessity to a home, without a certain degree of effort. High-priced radios are no exception.

STATE DISTRIBUTING OFFICIALS OPTIMISTIC OVER '47 PROSPECTS

MILWAUKEE, WIS., Thursday — Officials of the State Distributing Co., Inc., 3500 W. Pierce street, this city, radio and appliance wholesale organization, are highly optimistic over 1947 prospects. This firm, headed by Meyer Lubotsky, who has been identified with the wholesale business for twenty-eight years, distributes Stewart-Warner radios, Gibson refrigerators and ranges, Automatic washers, Filter Queen, Deep-freeze, Quaker, Samson and other nationally known lines in Wisconsin and Upper Michigan.

State Distributing operates a modern plant comprising 90,000 sq. ft. of space. Its policy calls for the franchising of dealers who are given ample territory commensurate with their ability to serve the volume potential of a given area. The firm maintains a comprehensive program of dealer co-operation.

Other officials of State Distributing are S. V. Abramson, vice president and general manager; Clarence Sievert, vice president in charge of sales; J. D. Levin, treasurer and service manager; Forrest F. Lane, secretary, office and credit manager, and the following district managers: William Wilkin, Paul Steinert, Newton Weinberg, H. A. Lucarelli and Ray Eskell.

MERCHANDISING SET-UP IS OUTLINED BY LINCOLN

Ezra Leavitt, president of the Lincoln Electronics Corp., New York City manufacturer of phonographs, revealed yesterday that he was seeking manufacturers' representatives to increase the merchandising effort of his phonograph line in quality retail outlets in certain territories throughout the country.

The Lincoln phonograph line is currently being carried by many of the major retail outlets from coast to coast including such stores as Macy's, Abraham & Strauss and G. Schirmer, in New York; Stix, Baer & Fuller Co., in St. Louis; Joskes, in San Antonio, Texas, and Jordan Marsh, in Boston.

Production at the Lincoln factory, located at 653 Eleventh avenue, continues at a steady pace on the "Beachcomber," a portable battery phonograph with a Garrard spring-wind motor, a battery-operated amplifier with three-tube push-pull output, a crystal phono pick-up with a 5-inch permanent magnetic speaker, and the "Vagabond," an AC-operated phonograph containing a 5½-inch magnetic speaker and a three-tube amplifier, a crystal phono pick-up and a heavy-duty turntable.

Both models are housed in leatherette-covered, lightweight, solid plywood cabinets.

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

Scientists Join Sylvania Staff . . .



THE RESEARCH STAFF of Sylvania Electric Products, Inc. metallurgical laboratory at Bayside, N. Y. has been augmented by the recent addition of Dr. Igor N. Zavarine, left, and Dr. George C. Kuczynski, it was announced by Walter E. Kingston, manager of the laboratories. Dr. Zavarine is an expert on studies relating to the working properties of metals and alloys and served as professor of physical metallurgy at M.I.T. from 1930 to 1940. He received his Ph.D. degree from M.I.T. Prior to joining Sylvania, Dr. Kuczynski was a special instructor in the application of quantum mechanics to the electron theory of metals at M.I.T. From 1936 to 1939 he taught physics and chemistry at the University of Cracow in Poland. Later he taught in England and participated in a special research project at Washington State College. He received his M.A. from the University of Cracow; his B.S. from the University of Wales and his Ph.D. from M.I.T.

LEON ALPERT ACQUIRES CONTROLLING INTEREST IN EASTERN AMPLIFIER

Resignation of Leonard A. Meyerson as president of the Eastern Amplifier Corp., 794 East 140th street, New York, was announced last week. At the same time it was revealed that Leon Alpert has purchased a 50 per cent interest in the company and has assumed complete supervision and control of general management.

Walter E. MacDonald has been appointed general sales manager, effective immediately. It is planned by the new management to expand both the products and sales of the Eastern Amplifier Corp. in the sound systems field, and a national sales set-up will be organized.

An export division has been organized under the direction of K. Streuber, formerly with RCA International.

Philip D. Reed Sees Need For International Trade

Philip D. Reed, chairman of the board of the General Electric Co., was among the speakers at the thirty-sixth annual convention of the National Retail Dry Goods Association at the Hotel Pennsylvania, New York, on Monday.

Mr. Reed declared that international trade is a basic necessity for international peace and the American system of free enterprise is the soundest method of establishing lasting trade between nations. "The barriers now hampering foreign trade in all parts of the world must be removed if we are going to have a true United Nations and peace worthy of the name," he added.

MORE SMALL MOTORS MADE AVAILABLE FOR ELECTRIC APPLIANCES

WASHINGTON, D. C., Saturday — Production of household appliances and home heating units will be materially increased by a 182,000 November increase in the production of electrical fractional horsepower motors suitable to these products, to a new post-war peak of 1,157,000 units, the Civilian Production Administration said today.

Total output of all types of fractional horsepower motors increased 125,000 in November, also to establish a new post-war production high of 2,261,741. The record November output brought the first reduction since V-J Day in the huge number of unfilled orders for these motors.

Contributing to the mounting output was the industry's virtually complete reconversion from war to peacetime production. This reconversion represented a change-over from production of direct to alternating current motors, which are required in refrigerators, washing machines and other products.

R. C. Cosgrove Will Talk On AM, FM and Television

"Trends in AM, FM and Television" will be the subject of an address Friday noon by R. C. Cosgrove, president of the Radio Manufacturers' Association and vice president and general manager of the Crosley Division, Aviation Corp. The meeting will be sponsored by the American Marketing Association and will be held at the Hotel Sheraton, New York.

GIBSON REFRIGERATOR SECURES ADDITIONAL SHEET STEEL SOURCE

OUTPUT AHEAD OF PRE-WAR

Company's Production of Refrigerators, Ranges, Home Freezers Increases — Frank S. Gibson Is Named Apollo Vice President.

GREENVILLE, MICH., Friday—Gibson Refrigerator Co., of this city, has moved to improve its procurements of sheet steel during 1947. Frank S. Gibson, secretary and treasurer of the company, has been named vice president of a company which will take the entire output of the Apollo Steel Co., at Apollo, Pa. Although other users of sheets will participate in the Apollo output, the Gibson management states, it is expected that this additional source will materially alleviate the steel shortage with which the company has contended during the year just past.

The Apollo mill has a monthly capacity of ten thousand tons, from which Gibson will secure a substantial share. A Detroit group purchased the Apollo plant for \$2,500,000, and leased the mill to the newly formed company of which Frank S. Gibson is vice president.

Gibson's management stated that the expected receipts of steel from Apollo would in no way affect commitments from other steel sources, since the object of the company's participation in Apollo is to secure additional sheets with which to increase production. Gibson's output, on both refrigerators and ranges, is substantially ahead of pre-war production. The production of upright Gibson home freezers, each of which requires five Freezer Shelf units, is in addition to the refrigerator output. After considerable difficulty in securing steel and other components, Gibson range production is again on the upgrade and the two top models, which include the Ups-A-Daisy combination surface and deep well cooker unit, are beginning to come off the lines at the Gibson plant in Belding, Mich.

EMIL LEVINTHAL MADE ALDENS RADIO BUYER

CHICAGO, ILL., Friday — Aldens, Inc., mail order house, has announced the appointment of Emil Levinthal as radio and appliance buyer on the staff of George Clausen. He succeeds James Cunningham, who resigned to join A. Robineau & Co.

Mr. Levinthal has been associated with the Utility Stores as radio, appliance and housewares buyer during the past year, and has some twenty years of experience in the radio and appliance industry.

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

Bendix Introduces Step-Table Model Combination Radio

IS LAUDED BY RETAILERS

Both Radio and Furniture Trades Hail Revolutionary Departure in Radio-Furniture Styling — Utilizes "Phantom Dial."

BALTIMORE, MD., Monday — Both the radio and furniture trades are looking with amazement at the success scored by Bendix Radio's revolutionary



New Bendix Radio Model

departure in radio-phonograph styling, according to officials of the Bendix Radio Division. Utilizing the Phantom Dial to fullest advantage, the new combination is completely housed in an attractive step-table which is equally popular for end table or occasional use.

The automatic record player sets low in the body of the table with ample room for a dozen records for uninterrupted pleasure. The top slides back revealing the player and is closed at all other times to fulfill its function as a table.

The new set owes its console-rich tone quality to a unique chassis development, based upon the war-developed miniature tubes, which includes a new selenium rectifier and the renowned "push-pull" output circuit found heretofore in only the most expensive radios, it was pointed out.

The delicacy of the Bendix step-table radio is not in the least marred by extra drawers, compartments, or other tricks necessary to hide its controls. For, when it is "on," the Phantom Dial glows through the mahogany grained panel. At all other times its radio function is completely invisible.

The Bendix step-table radio continues a line of fine furniture in radio, climaxed in new de luxe period radios scheduled for early 1947 production. These, too, feature Bendix advance-engineered FM which is included in all models of eight tubes or more.

Dealers attending the recent Chicago Furniture Market in the greatest numbers ever recorded also witnessed per-

LEAR DEMONSTRATES NEW WIRE RECORDER; NOW IN PRODUCTION

CHICAGO, ILL., Saturday — Lear, Inc. demonstrated its wire recorder combined with a home radio-phonograph instrument for the first time today at the American Furniture Mart. The set is now in production and is expected to retail for about \$500. According to present plans, it will be available in this area in March or April.

The new machine is based on the basic designs of the Armour Research Foundation, but it has been greatly improved, according to William Lear, head of the firm bearing his name. The set now in production is a console model employing twenty-two tubes.

The recorder uses a spool of stainless steel wire, but, according to Mr. Lear, new improvements have made it "the most permanent method of recording known to man." Even heat of 400 degrees Fahrenheit does not affect the recording in the wire.

The recorder will record and play back instantly sound taken from a microphone attached to the set, from records playing on the phonograph, or from the broadcast being picked up on the radio, or it will combine any or all of the three.

FRANK HOGAN IS MADE MANAGER OF SALES BY ADMIRAL DISTRIBUTOR

CHICAGO, ILL., Monday—Clarence Tay, manager of Appliance Distributors, Inc., 444 Lake Shore drive, this city, wholesaler of Admiral radio and appliance products, has just announced the appointment of Frank Hogan as sales manager.

Mr. Hogan is a veteran radio and appliance merchandiser, his experience dating back to 1926. He was formerly a district manager for Crosley and previous to that time, he was a district manager with Philco. More recently, he was manager of Philadelphia Electronics, Inc., Philadelphia, distributor of Bendix radio and other lines.

Mr. Tay revealed that Mr. Hogan will be in charge of sales on all Admiral products for Appliance Distributors.

HALLICRAFTERS MOVES TO NEW CHICAGO HOME

CHICAGO, ILL., Thursday — The Hallicrafters Co., manufacturer of radio and electronic equipment, is now located in its new plant at 4401 West Fifth avenue, this city. In conjunction with the factory and executive offices, the company maintains extensive laboratories all under one roof. The company's new telephone number is Van Buren 6300.

performances of Bendix Radio television and the new Bendix electronic pick-up.

THE TRAVELER

O. W. Ray, president of Times-Columbia Distributors, Inc., New York City, is currently covering South America and the West Indies. Mr. Ray is doing all his traveling by plane.

Charles Robbins, head of the Barquette Radio & Tube Corp., New York, has returned to his office following a visit to Chicago. While in the Windy City, Mr. Robbins appointed a representative to cover the states of Illinois, Indiana, Ohio, Kentucky and Missouri.

Jack Otter, radio and television sales manager of the Philco Corp., Philadelphia, Pa., was a visitor last week in New York City.

David F. Goldman, sales manager of Arvin-Salmanson Co., returned to the firm's New York offices early this week following a visit to the Noblitt-Sparks Industries headquarters at Columbus, Ind., last week.

Samuel J. Kessler, sales manager of Central Queens Electric Supply Co., returned to his desk on Monday following a visit to Chicago where he attended the Housewares Show and conferred with many of his firm's appliance suppliers.

Joseph Friedman, president of the Trav-Ler Radio Corp., Chicago, was a visitor in New York over the past weekend. While here he and Harry Antin, of Park Radio, eastern distributor for the company, presented some of the Trav-Ler 1947 models to the trade at a showing at the Waldorf-Astoria Hotel.

Lou Margolis, of the Sanford Samuel Corp., factory representatives in the East for Sentinel Radio Corp., returned to the firm's New York offices last week from Chicago where he attended the Furniture Show.

Samuel J. Novick, president of the Electronic Corp. of America, Brooklyn, N. Y., radio set manufacturer, left on Sunday for a visit to Chicago.

Ed Tyler, sales manager of the Mica-mold Radio Corp., Brooklyn, N. Y., is at present in Chicago contacting members of the trade in behalf of his firm's parts line.

Bill Nixon, of the W. A. Nixon Sales Co., Irvington, N. J., manufacturers representative, will leave the end of this month for a vacation in Miami, Fla. He will be accompanied by Mrs. Nixon and they will stop at the Sea Isle Hotel. Bill plans to visit several distributors on his way South.

Lloyd Dopkins, Eastern division manager of the Eastern Radio & Television Corp., St. Charles, Ill., has returned to his headquarters following a visit to Chicago.

Herbert A. Brennan, vice president of Associated Stores, Inc., Tampa, Fla., was a recent visitor at Miami Beach.

DUMONT INTRODUCES TELEVISION MODELS IN WASHINGTON MARKET

SPECIAL PROGRAMS STAGED

Local Dealers Co-operating With Factory in Premiere Showing of Four DuMont Teleset Models — Celebrities Participate.

WASHINGTON, D. C., Saturday—The initial presentation of DuMont television receivers in this city will be conducted next week under the joint sponsorship of the Allen B. DuMont Laboratories, Inc. and the three DuMont dealers in this city. These are Electronic Engineering, Inc., Woodward & Lothrop and the Campbell Music Co.

Four models of telesets will be exhibited, the Clifton, Plymouth, Revere and Westminster. The showing is unique, inasmuch as Robert J. Coar, president of Electronic Engineering, Inc., will produce five television shows over the DuMont station in this city, WTTG, originating from the Sky Room of the Washington Hotel, to an invited audience of 300 persons each of the five nights.

On Monday, January 20, the program will consist of a panel discussion between managing editors of the Evening Star, Washington Post, Times Herald and Washington Daily News. This program will be fed to the DuMont Station WABD in New York. The Tuesday night program will likewise be fed to WABD and will consist of a musical group in a country-barn setting with a glee club from the National Press Club providing four folk songs.

The Wednesday night program will offer a forum of Senators and members of the House of Representatives in a discussion of the 80th Congress. Invited guests will be members of Congress. Thursday evening, Woodward & Lothrop will provide a style show, while on Friday night the program will consist of "Washington Personalities," in which local society leaders will tender a tea to be attended by prominent social and legislative figures.

Introduction of the DuMont sets will be supported by a jointly sponsored advertising campaign in local papers. Refreshments will be served each evening and admission to the telecasts is by ticket only.

NEW ST. LOUIS CONCERN TO DISTRIBUTE CROSLEY

ST. LOUIS, MO., Saturday—Formation of the ARA Distributing Co., with temporary headquarters at 3920 Olive street, this city, has just been announced. The firm will distribute Crosley radios and appliances.

Officers of ARA Distributing Co. are Harvey Frohlichstein, president; Jack Leighner, vice president; B. L. Liberman, secretary. Mr. Frohlichstein was formerly a director of the Schwander Appliance Co., this city, and Mr. Leighner was formerly associated with Schwander Appliance.

TEMPLE RADIO FIRM NOW OFFERING SEVEN NEW MODELS FOR '47

SETS IN FULL PRODUCTION

Templetone Ready to Merchandise
Its First Receivers for 1947 —
Other Models Promised.

NEW LONDON, CONN., Monday—Seven models ranging from a radio-phonograph console to a portable radio have been announced by Sy Kelsey, sales manager of the Templetone Radio Mfg. Corp., manufacturer of Temple radios, as his firm's first sets to be offered for 1947.

Temple's "kickoff" line consists of a console, two wood table models, a plastic table model, a table radio-phonograph with an automatic changer, a manually operated combination and a portable radio.

The console, model G-722 features a pull-out phonograph drawer, uniform push-button tuning, automatic record changer, ample storage space for records all housed in a cabinet of mahogany veneer.

The two wood table models, G-618 and G-515, are available in mahogany or walnut veneers, have built-in loop antenna, Alnico speaker and automatic volume control. The AC-DC plastic table model, G-513, is finished with a walnut grain effect.

Model F-617-S housed in a cabinet of mahogany veneer, is a table radio-phonograph with an automatic changer. The radio-manual phono combination, model G-516, is cased in a mahogany veneer cabinet and features continuously variable tone control, automatic volume control and bass-boost compensation.

Model F-611 is the Temple portable radio with a chassis specially designed for maximum power and long battery usage.

Mr. Kelsey revealed that these sets, now in full production and available to the trade, would be followed by other new Temple models for 1947.

MAJESTIC APPOINTS 3 TO IMPORTANT POSTS

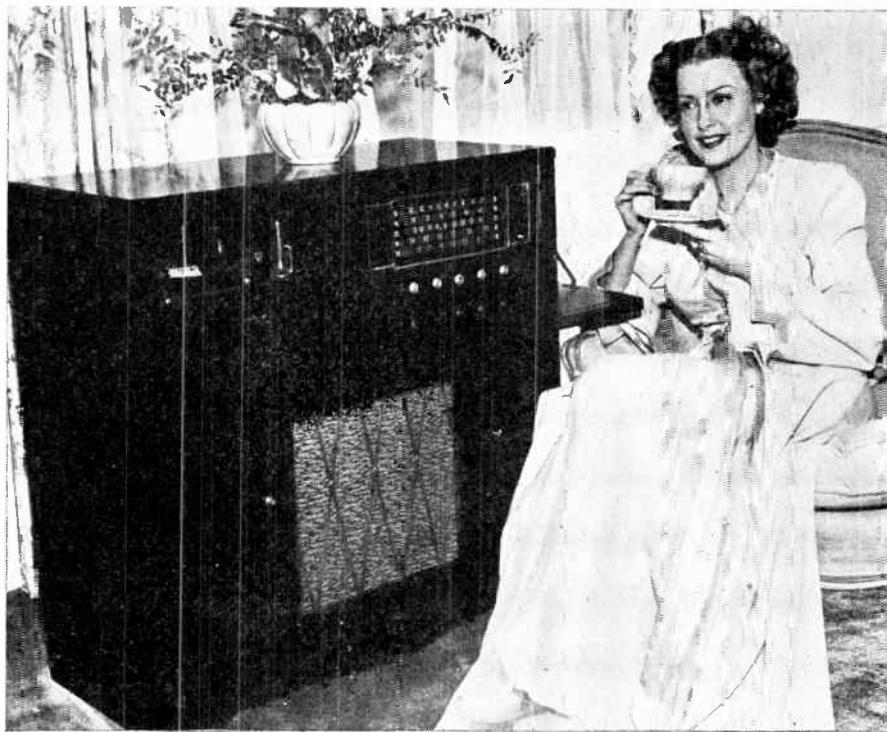
ELGIN, ILL., Saturday—Announcement of several appointments to key positions was made today by E. A. Tracey, president of the Majestic Radio & Television Corp., this city.

Louis A. Trojnar, whose background encompasses twenty-five years of traffic experience in the radio industry, has been named traffic manager.

Fred J. Vogt has been appointed production manager of the radio division. He has been with Majestic for the past five years and has been associated with radio production for two decades.

Another appointment was that of O. R. Owens, nationally known radio cabinet production authority, who has joined the company in the capacity of production manager of the radio cabinet division.

Hears FM Programs Over a G-E Set



WHILE RESTING between scenes in her new picture "The Birds and the Bees," Jeanette MacDonald, Metro-Goldwyn-Mayer star, listens to FM radio programs on a new General Electric Model 417 combination receiver. These sets are now coming off the production lines at the G-E plant in Bridgeport, Conn. Model 417 has both the low and high FM bands, standard and two short wave bands, phonograph with automatic record changer and the G-E electronic reproducer.

J. KARNS, OF RECOTON, ON NATION-WIDE TOUR

Jack Karns, head of the Jack Karns Co., manufacturers' representative for the Recoton phonograph needle line left New York City last week on a nation wide tour of Recoton's jobbers.

The main purpose behind the tour, Mr. Karns revealed, was further to educate the distributors, who in turn will educate their dealers, on the most effective way to utilize the Recoton display case as a means of merchandising phonograph needles.

Mr. Karns expects to be on the road for about a month, during which time he will contact distributors in Pennsylvania, the District of Columbia, Maryland, Virginia, North Carolina, Georgia, Florida, Alabama, Louisiana, California and Texas.

STEVENS TO LEAVE HAMMARLUND POST

A. E. Stevens has resigned as assistant sales manager of the Hammarlund Manufacturing Co., New York, effective February 1, it was announced this week. Mr. Stevens has been associated with Hammarlund for fourteen years as assistant sales manager and sales office manager.

Prior to this, he was sales manager of the Lynch Manufacturing Co. and also represented the National Co. of Malden, Mass. in the metropolitan New York area. Mr. Stevens has been active in the affairs of the Sales Managers' Club. He has not yet revealed his future plans. Mr. Stevens makes his home at 87-60 Fifty-second avenue, Elmhurst, N. Y.

CATHCART ADDRESSES WASHINGTON AD CLUB

WASHINGTON, D. C., Tuesday—Television will be a major advertising medium by 1948, J. David Cathcart, RCA Victor Home Instrument advertising manager, told members of the Washington Advertising Club at a luncheon meeting at the Hotel Statler today. Mr. Cathcart traced the growth of the medium's audience and predicted its future expansion.

"Production willing, television will be an economically sound investment for the advertiser—and strictly on the basis of augmented business—in the areas where the television market has been developed, by 1948. Many new products will be born out of the power of television advertising, just as they were from radio," Mr. Cathcart said. "Already many of the country's principal national advertisers are using the medium on regular schedules."

He described the development of television market areas as being far speedier than the growth of radio audiences, traced the growth of television network facilities and operations, and summarized early reactions to the rebirth of the medium as a result of placing post-war television receivers on sale.

FCC Executives View CBS Color Television

The Columbia Broadcasting System demonstrated its system of color television to Charles R. Denny, chairman of the FCC, and Commissioner R. C. Wakefield in Tarrytown, N. Y. last Friday. Other officials of the FCC attended the special program.

OELKERS AND CHAFFEE ADVANCED IN PHILCO'S PURCHASING DIVISION

TWO OTHERS ALSO RAISED

George Hulse and Louis Neimann
Awarded New Posts by Phila-
delphia Radio and Refrigerator
Manufacturer.

PHILADELPHIA, PA., Tuesday—Appointment of Wilson Oelkers as purchasing agent of the Radio Division and William Chaffee as purchasing agent of the Refrigerator Division of Philco Corp., was announced today by William MacMutrie, general purchasing agent.

At the same time, George Hulse was named assistant to the general purchasing agent and Louis H. Niemann assistant purchasing agent of the Radio Division.

Mr. Oelkers joined Philco in 1934 and for the past twelve years has served in positions of increasing importance in the purchasing department. During the war he acted as special coordinator on highly important radar production projects for the Army and Navy.

Since he came with Philco in 1934, Mr. Chaffee has been in the company's purchasing department except for three years' wartime service as an officer in the Army Air Forces. He has been entrusted with procuring materials and supplies for the Philco Refrigerator Division as this operation has expanded.

After joining Philco in the expediting department in 1929, Mr. Hulse was transferred to purchasing work in 1930 and has had a broad experience in different divisions of Philco Corp.

Mr. Niemann has been with Philco since 1935, except for service with the Army Signal Corps during the war as a production planning officer. His experience with the company includes factory engineering and product planning, in addition to six years of purchasing for the Philco Radio Division.

Arrangement Proceedings Filed by Liberty Sales Co.

The Liberty Sales Co., Inc., 115 West Broadway, New York, radio parts merchandising organization, filed voluntary proceedings for an arrangement under Chapter XI of the Chandler Act in the U. S. District Court last week. The company listed liabilities of \$216,440 and assets of \$277,887. A settlement of 100 per cent in deferred payments is proposed under the arrangement.

Floyd S. Jones Made WESCO Credit Manager

Floyd S. Jones has been named general credit manager of the Westinghouse Electric Supply Co., with headquarters in New York City. WESCO is the national wholesale marketing organization for the Westinghouse Electric Corp. for radios, appliances, electric apparatus and other equipment.

JERSEY BANKS LINE UP WITH RADIO RETAILERS FOR DISPLAYS, SALES

NEWARK, N. J., Friday — Krich-Radisco, Inc., radio and appliance distributor, has again proven the effectiveness of its newest merchandising method, which encourages co-operation between its dealers and local banks in arranging and maintaining a display of the dealer's complete line of home appliances in the bank.

The most recent such display was that of Frank's Radio and Electrical Store of South Amboy, on the banking floor of the South Amboy Trust Co. This display featured the Bendix automatic home laundry, the Norge refrigerator and gas range, the Eureka de luxe upright cleaner, and the American Central sink display. A dealer's representative was on duty in the bank at all times during the display.

The time sales departments of banks are becoming increasingly interested in this method of merchandising, according to Krich-Radisco officials, and are very co-operative. The banks find that it offers them a closer contact with the contractors and builders of homes and with the ultimate consumers. Most of the major items on display may be included in the mortgage or loan provisions of the home builder or home purchaser or may be bought on credit arrangements made through the bank.

Success of this method is indicated by the fact that in the first week of this co-operative display, one dealer's salesman wrote sales totaling \$3,500.

STEPHEN HALL JOINS EDGAR MORRIS STAFF

WASHINGTON, D. C., Friday—Stephen C. Hall has joined the sales staff of Edgar Morris Sales Co., Washington distributor of Westinghouse appliances and Zenith radios.

Mr. Hall was, from 1943 to 1945, Administrator of Domestic Mechanical Order of WPB and controlled the stockpile of refrigerators and the release of those refrigerators. In 1946, he joined OPA as Price Analyst for major appliances, preparing price orders and pricing regulations. For several years prior to the war he was with General Motors Acceptance Corp., at Roanoke and Richmond, Va.

Employees of Viewtone Are Studying Television

Employees at Viewtone Television & Radio Corp. are getting a chance to increase their knowledge of television through the school which has been set up for them at the plant in Brooklyn. Sessions are held twice weekly for all workers who are interested.

The instructions are under the guidance of Julius Jonas, of Viewtone's engineering staff, and Louis Asheroff, consultant engineer. The course is given so that workers can qualify for more responsible positions.

Henry C. Bonfig, Zenith Official, Declares Television Has Not Blazed Clear-Cut Trail

INSISTS MASS MARKET MUST BE CREATED FOR RECEIVERS

Reminds Chicago Advertising Executives Club of Preference by the Public of Quality Programs and Questions Ability of Industry to Pay High Costs of Programs — Says Low-Priced Sets Essential.

CHICAGO, ILL., Thursday — Doubt that the nation's advertisers can ever pay the high cost of televising what the public wants was expressed to the Advertising Executives Club, here, last week by Henry C. Bonfig, vice president of Zenith Radio Corp.

"Preference polls without end have shown that people want drama to come by television, that they would like to see new movies and plays, that they expect to receive entertainment at least comparable to the movies in audience appeal," Mr. Bonfig told his audience. "That immediately throws television into competition with movies, and there is nothing to indicate that good television production can be done even as cheaply as good movie production. And the average cost for producing feature pictures is about \$370,000 per hour.

"Television enthusiasts talk in terms of five or more stations per city," he continued. "If there were five stations in one city, the cost of providing each with four hours daily of entertainment produced to motion picture standards would be \$2,700,000,000 per year. This is more than American business spends on every form of advertising combined, from direct mail to billboards to radio, newspapers and magazines."

Mr. Bonfig told the Club that he realized many advertising agencies had already set up television production departments and that others were in the process of setting them up because of their primary interest in television as a present and potential advertising medium. He cautioned members to consider television and the advice they give

clients concerning it in the light of the three basic elements that influence the choice of all advertising: cost, circulation, and effectiveness. He sounded the warning that everything which has been heard from enthusiastic "televisionaries" about those three fundamentals is pure speculation.

"Television as a national medium, or even a powerful local medium of entertainment, education, and possibly advertising, has yet to blaze a clear-cut trail," he said.

Mr. Bonfig discussed the matter of potential television circulation by first agreeing that companies now marketing television receivers are doing a brisk business which will continue for the immediate future. This he attributed to those persons in every city who want to be "first with the first" and have the price to satisfy their whim. The only trouble, he pointed out, is that the number of these people is strictly limited.

"Radio's mass market," Mr. Bonfig said, "is made up of many millions who own inexpensive radio sets. In 1941, when more high priced radio sets were sold than in any pre-war year following the depression, the average retail price of all sets manufactured was under \$35. The mass public is keenly aware of price tags when it goes shopping for entertainment, and this goes for radio or television receivers just as definitely as it does for the theatre, amusement park, or magazines.

"Television sets now coming onto the

(Continued on Page 25)

Ralph E. Walker Interviewed . . .



SUBJECT OF AN INTERVIEW on a recent Bob Elson program was Ralph E. Walker, left, president of Walker-Jimieson, Inc., Chicago distributor of Sonora radio and electronic supplies, shown with Elson. A popular sports announcer, Elson has a regular program which originates at the ticket offices of American Airlines and features intimate interviews with famous personalities of the stage, screen, scientific and business worlds.

FEDERAL DEVELOPS A LOOP ANTENNA WIRE WITH HIGH 'Q' FACTOR

NEWARK, N. J., Friday—A small-diameter, polyethylene insulated wire for the winding of loop antennas for home radio receivers has been developed by Federal Telephone and Radio Corp., this city, manufacturing associate of International Telephone and Telegraph Corp. Identified as K-1044, the wire is constructed of bare soft copper No. 24 AWG. The size of the conductor is .0201 inches, and the overall diameter only .038 inches.

A radio receiver equipped with Federal's K-1044 is said to gain additional sensitivity and selectivity, and electrical losses at radio frequencies are extremely low. The "Q" factor of an average size loop—six inches by nine inches—reaches, and often exceeds, 200. Treatment of wire with polyethylene makes it possible to design a coil without support. The wire is wound and heated between plates. When the polyethylene begins to melt, the coil is removed and the polyethylene on re-hardening provides the necessary rigidity. Since the material used in coil supports introduces added electrical losses, the "Q" factor of receivers using the K-1044 is further increased.

Polyethylene insulated wire is highly resistant to water, acids, alkalies and oils thus insuring efficient receiver operation under all atmospheric conditions.

Victor M. Harkavy Joins ICA Engineering Staff

Samuel J. Spector, president of the Insuline Corp. of America, with headquarters in Long Island City, N. Y., has appointed Victor M. Harkavy to the ICA engineering staff in charge of new product development and design.

Before joining Insuline, Mr. Harkavy's experience in the electronic field covered a wide range. He was assistant division chief of the Crystal Research Laboratories of Hartford, Conn. Prior to that time he was project engineer and chief inspector for DeJur Amsco Corp. He also worked on the design of home receivers and electric phonographs for several radio manufacturers including Sonora, Fada and Halson Radio Corp.

Home Furnishings Award To Manfred Behrens, Jr.

CHICAGO, ILL., Saturday — The Vavalier Cup Award, for outstanding achievement in retail merchandising of home furnishings in 1946, was presented this week to Manfred I. Behrens, Jr., vice president and general manager of Ludwig Baumann, New York, by Edwin Spangenthal, Buffalo, retiring chairman of the National Retail Furniture Association board at the group's annual dinner at the Stevens Hotel, here. More than 1,000 merchants and manufacturers attended.

**ECA
RADIO**

**5 Great Models
to start
your New Year
with
Happy Sales Figures!**

MODEL 204.
3-way portable—
works on battery,
AC or DC.

MODEL 201. Con-
tains new miniature
tubes. More efficient,
better performance.

MODEL 209.
2-band radio... U.S.
stations and short-
wave.

MODEL 131. Port-
able Style Automatic
Phone Radio.

MODEL 132. With
console quality tone
and power.

Here are the newest additions to the expanding line of superb ECA Radios . . . expertly styled to fill current demand . . . quality built for enduring service . . . precision engineered for superior tone and performance. They'll play a big part in assuring ECA Radio Franchised Dealers a Happy and Prosperous New Year.

- Warranty Tag of Accurate Performance Rating on every ECA Radio . . . the first "informative label" in the radio field.



- A complete line of radios and radio-phone combinations.
- Sold direct to limited number of selected dealers.
- Freight paid to your city.
- Protected territories . . . Protected dealer profits.
- Extensive advertising, with effective dealer tie-in material.

ELECTRONIC CORP. OF AMERICA
170 53rd STREET • BROOKLYN 32, NEW YORK
RADIOS • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS

ELECTRONIC CORP. OF AMERICA
170 53rd St., Brooklyn 32, N. Y.

I-W

I am interested in the ECA Radio Dealer Franchise.
Please send details.

Name.....

Store Name.....

Address.....

City..... Zone..... State.....



RAYTHEON'S THE NAME
Raytheon's the name that will continue to make the biggest and longest lasting news in the tube industry. Raytheon high fidelity tubes continue to meet new high peaks of tube efficiency because they're made right, tested continually in manufacture and because they always combine advance design with complete dependability.



Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO

GENERAL ELECTRIC CO. APPOINTS CROSSLAND TO NEW SALES POST WITH SPECIALTIES DIVISION

Veteran Merchandiser to Be Responsible for All Sales Matters of Division — Association With G-E Since 1930.

SYRACUSE, N. Y., Monday—Henry A. Crossland has been appointed manager of sales of Specialty Division of



Henry A. Crossland

the General Electric Co. Electronics Department here, Howard W. Bennett, division manager, has announced. In this capacity, Mr. Crossland will be responsible for all sales matters of the division.

Born in Corsicana, Texas, Mr. Crossland attended the University of Texas and was first employed by General Electric in 1930 as a field technical service representative in the radio sales division at Bridgeport, Conn. In 1936, he was made manager of the field technical section of the division. The following year Mr. Crossland became manager of tube sales. During 1938, he was manager of the technical sales and service section, and in June 1939, he was made manager of television sales for the division.

In January of 1940 Mr. Crossland went to San Francisco to become regional sales manager for the Western

region of the Receiver Division. He was transferred to Schenectady and placed in charge of certain military radio and radar contracts for the Electronics Department in June 1942.

In November 1943, Mr. Crossland was appointed manager of sales of the Receiver Division at Bridgeport, Conn., and in June, 1945, became assistant to manager of the Government Division, in charge of the Electronics Department's Washington, D. C. office.

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

Leonard Wolfe Named Wieboldt Radio Buyer

CHICAGO, ILL., Monday — Leonard Wolfe, formerly assistant to W. H. Van Riper, appliance buyer at the Wieboldt Stores, this city, has been named radio buyer, it was announced last week.

Mr. Van Riper was formerly in charge of radio, phonograph and record buying as well as major appliance buying. In the future, he will devote his fulltime to buying major appliances.

BOSTON RADIO TRADE "EXCHANGE PLAN" IS OPERATING SMOOTHLY

SCARCE ITEMS ARE DIVIDED

Some Articles Are in Over-Supply While Others Are Short — Hub Cycle & Radio Co. Expands.

BOSTON, MASS., Monday — Radio-electric appliance retailers are now finding themselves in a position where some of the merchandise they need is in oversupply, some of it in balance, and large items on which there is a good profit, in undersupply. To keep retail trading on an even keel, they find that they must advertise extensively, give more coverage on services, and maintain a high level of sales ability inside the store. Some say that they work harder than the "last chance to buy" period back in '41.

As an example of the trend, there is a new radio brokerage business operating a sort of trading post, whereby they list one dealer's oversupply and in calling on other dealers find there are many who need such items and will pay a 10 per cent commission over usual dealer cost to get it. While this practice tends to nullify so called dealer sales franchises, these have been spread out so thinly in some instances as to make them meaningless. Such franchises that continue to be effective generally cover goods not in oversupply.

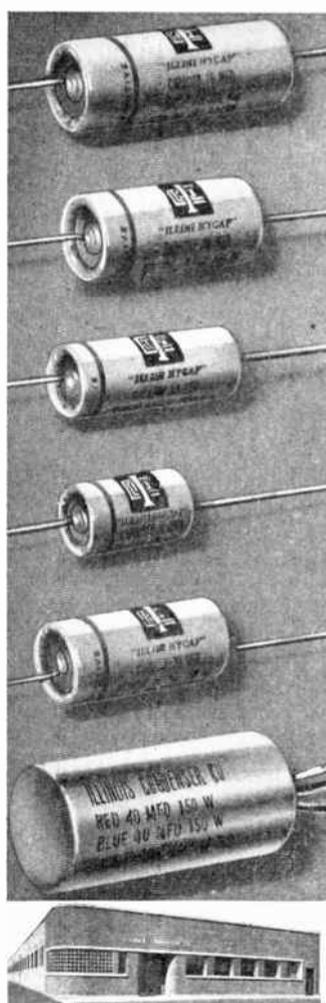
In 1946 many dealers handled every line they could get. They are now reducing the variety by inter-dealer trading and in-store "special deals" such as trade in allowances or cash discounts.

The Rosen Talking Machine Co. on Tremont street, one of Boston's leading record stores, is in the process of moving to a new location to be announced later.

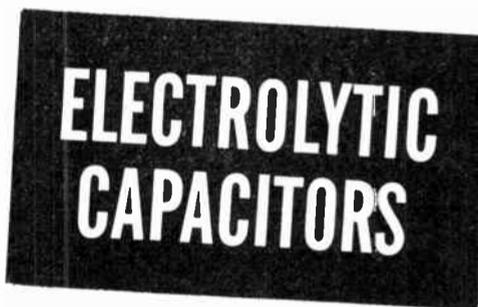
Berman Radio's Washington street store has moved to a nearby store having more space, permitting better sales floor arrangement and more effective windows.

A new radio store has opened at 82

(Continued on Page 30)



Look to Illinois for



of finest quality!

At Illinois' new plant the accent is, as always, on highest quality Electrolytic Capacitors. "Not how many, but how good" has been the fixed company policy over the years and has been directly responsible for our steady growth. A model of efficiency, our new plant features the very latest in equipment, newest production techniques and air conditioning. These factors combined with the best basic materials, closer, more rigid control and a skilled engineering staff show clearly why Illinois is better geared than ever to produce the finest in condensers.

Your copy of our latest catalog is ready for you. Write for it today.



ILLINOIS CONDENSER CO.
1616 NORTH THROOP STREET • CHICAGO 22, ILL.



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



NEW FM STATION GOES ON AIR IN MINNEAPOLIS; EFFICIENT EQUIPMENT PRODUCED BY FEDERAL

EMPLOYS FIRST PERMANENT 8-ELEMENT SQ. LOOP AERIAL
Transmitter Provides Consistent Service to Areas Nearly 180 Miles Distant — Other Listeners 130 Miles Away Receiving Noise-Free Programs From Station WTCN-FM.

MINNEAPOLIS, MINN., Friday—Radio history was made in Minneapolis recently when Station WTCN-FM, the city's new frequency modulation broadcasting center, went on the air with what is claimed to be the most efficient

The quality of the new system was acclaimed by Dimitri Mitropoulos, conductor of the Minneapolis Symphony Orchestra which occupied the feature spot on the initial broadcast.

"Wonderful, magnificent, a terrific step of progress," commented Mr. Mitropoulos upon hearing a test broadcast of a dress rehearsal while an assistant conductor led the orchestra.

Minnesota advertisers lost little time in capitalizing on the immediate response to the new station and WTCN-FM carried the programs of four paid sponsors on its first day of regular programming.

WTCN-FM's large radiation area, accomplished with a Federal 3 KW 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. At that time, WTCN-FM will undoubtedly be one of the most, if not the most, powerful broadcasting stations in the world, it is claimed.

According to Federal Telephone and Radio Corp. engineers, the 8-element square-loop 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.

The interest of Minneapolis listeners in WTCN-FM's opening program was matched by the interest of FM broadcasting officials throughout the country. From the broadcasters' standpoint, this installation presages a new low in broadcasting costs and a new high in listener coverage, since it permits a marked reduction in transmitter day-by-day operating costs, plus a substantial saving in initial expense involved in installing new transmitters. Through the use of the 8-element antenna an FM broadcasting transmitter of relatively low power is able to attain the power of a more powerful and expensive transmitter that utilizes an antenna of earlier design.

With its WTCN-FM installation established as the highest powered commercial FM station authorized by the FCC, Federal Telephone and Radio Corp., has orders for two more FM broadcasting systems which will rank

next to the Minneapolis station as the most powerful FM transmitters in commercial operation. Station KWK in St. Louis and Station WTMJ in Milwaukee have ordered Federal transmitters and square-loop antennas similar to the WTCN-FM installation.

Espee Distributing Firm Directing National Sales For Farber Health Lamp

LOS ANGELES, CALIF., Friday — Sol Papel, who has been active in the radio distributing business in Southern California for over twenty years, has been appointed national distributor for the Farber desert health lamp.

Desert dry air is known to be beneficial to sufferers from catarrhal conditions, including coughs, colds, hay fever, bronchitis, asthma, etc., and the Farber desert health lamps are designed to produce a healthful dry heat in the home. The lamp is placed near the bed and adjusted to throw its beam on it. It is claimed sufferers respond quickly and favorably in practically

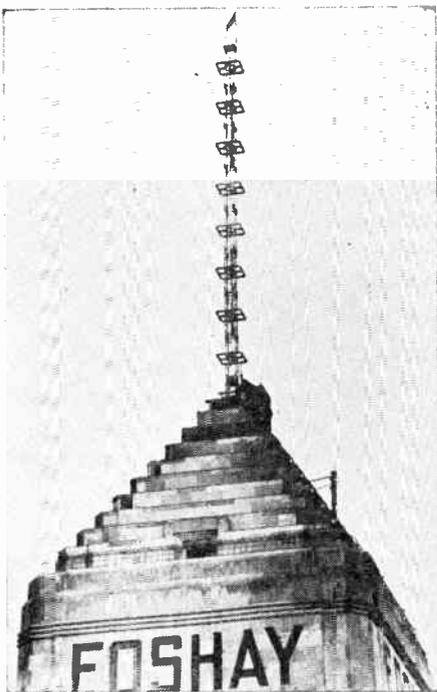
every case, in addition to being the recipient of gentle heat thus resulting in a more comfortable feeling.

The unit includes a heating element, carrying a three-year guarantee regardless of the amount of usage. It costs about one cent an hour to operate.

Mr. Papel is doing business under the name of Espee Distributing Company, located at 3603 Pomeroy street, this city. He believes many radio and appliance dealers can profitably handle his item and plans to develop this market.

Milwaukee Distributors Exploits Sonora Records

MILWAUKEE, WIS., Thursday — The Clark Supply Co., this city, distributor of Sonora Products, has found a new use for the windows of local newspapers. Clark is dressing these windows with attractive displays of Sonora record albums and a life size photograph of its artists. Ray Anthony, rising young bandleader, was the December choice. Saxie Howell is being used January.



Striking FM Antenna

commercial FM broadcasting system, using the first permanent highly directive FM antenna.

A point of interest in the opening of the new station was the striking 80-foot Federal FM Square-Loop broadcast antenna which dominates the Minneapolis skyline from the top of the Foshay Tower. Designed and manufactured by the Federal Telephone and Radio Corp., of Newark, N. J., it is 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, resulted in reception of static-free, finer quality WTCN-FM programs over an unusually wide area.

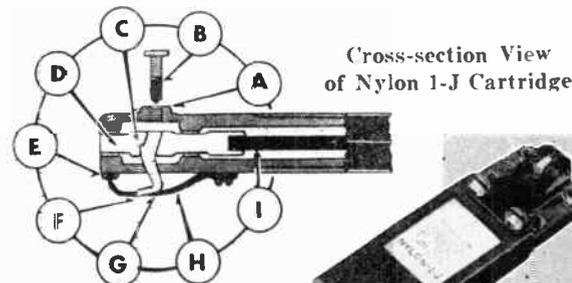
John M. Sherman, technical director of WTCN, received reports of consistent service to St. Cloud, 60 miles from the transmitter; Rochester, 78 miles; St. Peter, 58 miles; all in Minnesota, and Grantsburg, Wisconsin, 64 miles. Other reports from Little Falls, 80 miles from Minneapolis and Duluth, 130 miles distant, also reported noise-free reception at those distances.



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

Descriptive Literature
Available Upon Request

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



Cross-section View
of Nylon 1-J Cartridge



Astatic Crystal Devices Manufactured
under Brush Development Co. patents.

Recent Demonstration of FM Broadcasting Expected to Boost West Coast Radio Sales

SAN FRANCISCO HAS ITS FIRST COMMERCIAL BROADCAST

Programs on New Band Will Be Regular Feature of Station KJBS — Banquet Given Employes by the California Electric Supply Co. — Entire Trade Is Making Preparations for Western Market Week, February 3 to 8 — Other Interesting Notes of Pacific Coast Trade.

SAN FRANCISCO, CALIF., Monday—At long last, Frequency Modulation broadcasting has become an actuality for this area. Station KJBS instituted the first commercial FM transmission in San Francisco. The programs are on the air daily from 3:00 P.M. to 10 P.M. This of course is of tremendous importance to radio distributors and dealers because the public remained luke-warm about the advantages of Frequency Modulation as there was no chance of demonstrating it, but now it is believed that a vast new market will open up for radios equipped with FM bands.

Arrangements are under way now to have Frequency Modulation broadcasting from ten in the morning until ten at night during Western Winter Market Week, February 3-8. Few dealers have seldom, if ever, heard it, and enlisting their enthusiasm is the first step toward establishing FM with radio purchasers.

California Electric Supply Co., Folsom at Twelfth, Crosley distributor, held a gala event recently at the Clift Hotel. The two owners, L. B. McDon-

nell, secretary-treasurer, were hosts at a banquet to over fifty of their personnel.

E. L. McDonnell, gave a speech tracing the history of California Electric Supply Co.'s progress since its inception in 1902. The founder, T. H. McDonnell, started on a very small scale with just one employe, in a little place twenty by forty. Despite the earthquake, World War I, and other deterrents, California Electric, continued to grow.

The present owners came into the business in 1920. In 1923 the firm entered the radio field and sold the first all-electric Garod set for \$225. Turning to the present and the future, E. L. McDonnell stressed the importance of cheerful service, not only for salesmen, but for every division.

President L. B. McDonnell introduced to his enthusiastic guests the firm's new "Merit Plan."

A much appreciated feature was the presentation of bonus checks of half a month's salary. J. Fasno, who had been with California Electric Supply

Co., for twenty-five years was awarded a thousand dollars.

Currently, California Electric Supply Co., is sampling dealers with the first McAllister bagless vacuum cleaners produced since the war. Also a multi-colored catalogue had been compiled showing the entire line of Crosley radios for 1947, plus the price list, for the convenience of dealers. The firm is also distributor for Surf Season-air, a room-conditioning appliance which can be used for either heating or cooling. It is a combination of heater and fan, and is easily adjustable to serve either purpose. A small shipment of Crosley ranges has just been received.

John E. Amberg, sales promotion manager, said that the firm will tie in with Edison Centennial Week, and have window displays formed around original Edison items from the collection of Ward Harris, distributor of Edison-Edison electronic equipment.

The Ambergs were recently gladdened by the arrival of a daughter, who is to be known as Holly. Holly is the Ambergs second child as they have a four-year-old girl, Lynn.

There will be several Farnsworth FM home receiver sets demonstrated during Winter Market Week at the Western Merchandise Mart February 3-8, in the showroom of Frank Edwards Co. Lloyd Sutton, manager of the radio and appliance division, and Byron McDonald, field engineer, both believe that having FM broadcasts will create great demand for this superior form of listening pleasure. There will also be exhibited one or two Farnsworth television receiving sets, which cannot be demonstrated as yet, but everyone is hopeful that within the year video will also become a reality in this territory.

—GISELA NEY.

GIBSON REFRIGERATORS HIGH ON WANT LIST

MADISON, IND., Monday — Gibson refrigerators, manufactured by Gibson Refrigerator Co., of Greenville, Mich., topped the list of inquiries at the recent Jefferson County Festival, held in this city, according to Wilson's Furniture and Appliances, Gibson dealer in this area, who conducted a poll.

The leading item, which totaled 827 inquiries, was then followed by electric washers, with 693; radios, with 448; Gibson Electric stoves, with 357; home freezers, with 340; electric ironers, with 283, and vacuum cleaners, with 281 requests for information.

J. L. Stephens, sales promotion manager of the Gibson firm recently stated that the good showing made by its electric stoves in the poll of inquiries was a very significant factor in predicting large sales in this territory. More than 3,000 individuals registered at the Gibson dealer's booth during the show.

TO GATHER THE NEWS FOR YOU—

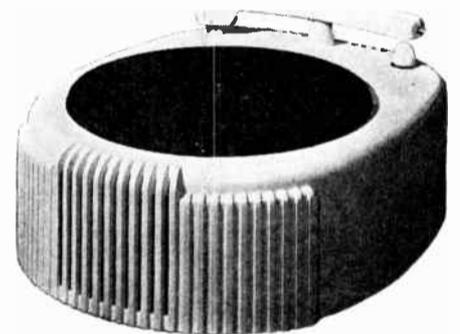
RADIO and Television WEEKLY maintains the largest staff of reporters and news correspondents of any radio trade publication.

MOTOROLA SETS USED IN ICE-CAPADES SHOW

CHICAGO, ILL., Friday—According to information released by the Galvin Mfg. Corp., this city, the John H. Harris year-round ice extravaganza, "Ice Capades," will feature the Motorola three-power portable "Playmate Jr." radio in ice ballet numbers and feature acts. The "Ice-Capades" show is the largest year-round ice show in the country, with a cast of 135 headed by the stars Donna Atwood and Bobby Sprecht, each of whom will carry the radios in ice acts.

Mr. Harris, owner and manager of the show, said the Motorola "Playmate Jr." was chosen because of its nationwide popularity, easy portability and tone quality. The radio will be featured in two acts in the show and will be carried by members of the cast during a ballet number. As his Christmas gift, Mr. Harris presented each member of the "Ice-Capades" cast with a "Playmate Jr." radio.

Motorola distributors in the areas in which the "Ice-Capades" show is playing are co-operating with the show on a combined publicity and promotion campaign. In addition, major dealers in the cities where the show plays will feature display cards showing various "Ice-Capades" stars using the Motorola "Playmate Jr." Mr. Harris has also provided two large display cards showing Donna Atwood and Bobby Sprecht using the radios. These cards will be set up at the entrance to each "Ice-Capades" arena around the country.



The MECK SARATOGA MODEL 3A6-P8

Here is a phonograph you can SELL. One of the many popular items in the Meck LINE.

SPECIFICATIONS

Electronic amplifier
Crystal pick-up
4-Inch electro-dynamic speaker
Constant-speed heavy-duty motor, 110 20 v., 60 cycles
Heavy plastic cabinet
Approximate size: 11 inches wide, 4 inches high, 15 inches deep
Also available as a wireless record player (MODEL 3B6-P8)

MECK RADIOS
PLYMOUTH, INDIANA

ATTENTION MANUFACTURERS • PARTS JOBBERS

As agents for

WAR ASSETS ADMINISTRATION

WE INVITE YOU TO BID

On Electronic Equipment
and
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SEALED BID SALES HELD WEEKLY

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Get on our new mailing list for announcements,
descriptive lists and bid forms

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BELMONT RADIO CORPORATION

Agents for War Assets Administration under Contract SIA-3-5

3633 S. Racine Ave. - Phone VIRginia 0140 - Chicago 9, Ill.

National Association of Music Merchants Holding Two-Day Meeting in Los Angeles

EXECUTIVE SECRETARY AND DIRECTORS ATTEND AFFAIR

Regional Trade Convention Is Also Scheduled — Bob Hope to Be Master of Ceremonies at Banquet — Conferences and Luncheons Are on Agenda — Problems of Dealers on Discussion List.

LOS ANGELES, CALIF., Friday—All of the twenty-five directors and the executive secretary of the National Association of Music Merchants have made reservations to attend the convention of that organization to be held at the Hotel Ambassador, in Los Angeles, on January 21.

Following this meeting there will be held on January 22 and 23, the convention of the Regional Trade Conference of the Music Industry, representing dealers in the southern California territory from Fresno to the southern border of California and the states of Arizona, Utah and Nevada.

Bob Hope will be master of ceremonies at the banquet on the evening of the twenty-third, which will be the grand finale of the two-day regional meeting. Besides all-day conferences, there will be a luncheon meeting on each of the two days.

Actively cooperating in the arrangements for the conference are members of Birkel-Richardson Co., one of the leading retail outlets in the downtown district.

William H. Richardson is in charge of the general management of the convention and is a member of the business and program committees. W. E. Moffet is chairman of the finance committee.

The convention is being sponsored by the Music Trades Association of Southern California.

Mr. Moffet reports that the December buying season just concluded was marked, in the experience of Birkel-Richardson, by a shortage of larger, high-priced console combinations in the leading lines, while there was an over-supply of the smaller models and secondary lines.

J. L. Grasse, manager of the mail order department of Radio Specialties Co., 195 South Figueroa street, has been swamped since the first of the year with orders from dealers. This department caters to the dealers in

Radio Specialties' territory in the eleven western states not visited directly by salesmen, and attracts dealers from all over the United States.

The mail order department is one of the six divisions of the Radio Specialties Co. while the main store, under the management of Willard Jordan, takes care of dealers' needs in parts and supplies.

The appliance department is managed by W. G. Velliquette, and handles Arvin radios, heaters irons, etc., Wilcox-Gay Recordios, and several lines of traffic appliances. The surplus department disposes of surplus military radio gear and its manager is Ivan Neufeld.

Dick Merric manages the amateur store, with call letters W6JBO always ready to receive calls from "hams". Seventeen members of the Radio Specialties' organization are licensed amateurs, so advice and conversation of interest to "hams" is plentiful.

Radio Specialties' export department, under the guidance of Carlos Orellano, has complete facilities for its worldwide export trade, handling all exportable lines carried by the firm.

Mr. Grasse reports that shipments of appliances have somewhat improved lately.

Hoffman Radio Corp. is ready to release its 1947 "B" Models. All new models will carry the "B" prefix for the year. The first will be the new B-400, brand new table radio-phonograph combination. Then the B-500, a new console combination, followed by the new B-501 console and the new B-1000 Symphonic Console. This last one will be a massive cabinet creation in the upper price bracket, for those who want something a "bit out of the ordinary".

Heart of the new \$2,500,000 Mutual Don Lee radio and television studios on Vine street between Homewood and Fountain in the heart of Hollywood, will be a unique master control panel

thirty-two feet long and ten feet high which is described herein. The panel is already under construction.

The new master control room equipment embodies the latest in appearance and engineering design. Custom built by the Western Electric Co.'s Hollywood division to meet the exacting requirements and functions set up by the engineering department of the Don Lee Broadcasting System, this equipment is the most modern of its type in the country.—SANFORD BOOKEE.

Apex Electrical Presents Ironer of Recent Design

CLEVELAND, OHIO, Monday—The Apex Electrical Mfg. Co. of this city has recently introduced a domestic ironer of entirely new design called the "Fold-a-Matic." The product uses a new design principle which allows the roll shoe and other operating parts to be "folded away" vertically in the ironer cabinet, which is 36"x18"x25".

DYNAVOX

AGAIN BRINGS YOU

THE ULTIMATE IN QUALITY

IN A

Complete Line of Portable and Table Model
AMPLIFIED ELECTRIC PHONOGRAPHS

Both Manual and Automatic

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

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for the Metropolitan New York Area

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

APPLIANCE DISTRIBUTORS, INC.

Westchester's Leading Distributors of Radios and Appliances

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Manufacturers

DO YOU NEED COVERED CASES?

We have expanded our facilities and are in a position to supply a limited number of new manufacturing accounts. We manufacture to your requirements covered cases for record players and automatic record changer models.

ALSO PORTABLE RADIO CABINETS.

Write or Phone for Complete Information.

F & F Woodcraft Corp.

Serving the Electronic Industries in Wood

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'Phone CLOverdale 7-0810

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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.*



PESSIMISTS IN TRADE DEPLORED BY ASHBACH AS MENACE TO SALES

MUST REVISE THEIR PLANS

Chicago Manufacturer Urges All
to Modernize Their Thinking If
They Want to Compete Now.

CHICAGO, ILL., Monday — Pessimists of any kind, including those who fear that business is already starting on the downgrade, should listen to Leonard Ashbach, president of the Leonard Ashbach Co. of Chicago, distributor of Garod and other radios, and manufacturer of the Lashco refrigerator. Mr. Ashbach has a lofty disdain for all such, and does not pull his punches in saying so.

"I am amazed," he said, "at those merchants of the pre-war type who refuse to modernize their way of thinking. The trouble with them is that they

blame their troubles on others, when they themselves are at fault. They are afraid to stock enough merchandise to give their customers a choice of items, then they wonder why sales fall off. They cry that today's merchandise is too high-priced, and they want to be able to buy it at pre-war prices and sell it accordingly, failing to realize that if such a thing happened they would be helping bring about a reduction in the wages of the workers who make the goods, thereby setting into action a lowering of national buying power all the way down the line.

"I have no sympathy with those merchants who want to carry on at going-out-of-business prices. It's no surprise that they wonder how long they can keep their doors open. Believe me, it's a different story with the Ashbach Co., for our business in January of this year was double that of January, 1946, and I can produce the figures to prove it." The figures mentioned by Mr. Ashbach, incidentally, ran into millions of dollars.

Commenting on the tube business his

firm is doing, he stated that he had noted a considerable increase in sales since it started advertising tubes in RADIO and Television WEEKLY.

Sales of Lashco refrigerators are booming, he declared, stating that production and distribution have reached such a high plane that now Lashco boxes are to be found in every important city in the country, as evidenced by the return by buyers of the warranty cards attached to the refrigerators when sold.

The merchants who have either absorbed the true post-war spirit, or who have gone into business in the last few years, are the ones most likely to succeed, said Mr. Ashbach, for the reason that their minds do not dwell in the past. If they will only remember, he declared, that present prices are amply justified by today's costs, and also not forget that the public has money to spend and will spend it in the store where there is the biggest variety of stock to choose from, they will need have no fear of a falling off in sales.

Crosley FM console radios will be

available in February, according to Max Geisler, sales manager of Harry Alter Co. here, distributor of Crosley products. The refrigerator picture is not too bright, he said, due to a short-

(Continued on Page 19)

G-E FM Receivers for Radio Broadcasters

BRIDGEPORT, CONN., Friday — The sales department of the Receiver Division, General Electric Co., has instituted a program of co-operation with FM broadcasters to assure early delivery of FM receivers for studio use.

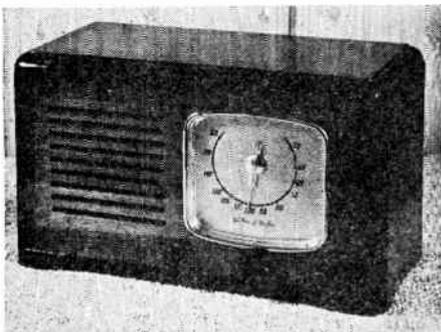
In an announcement by E. P. Toal, sales manager of the standard line, it is revealed that each distributor will be supplied with several Model 417 AM-FM console combinations to be sold immediately to each FM station located in his territory for studio and promotional use.

DALBAR of DALLAS

Presents Smartly Styled Radios

Table Models, Combinations Now
AM and FM Models Soon

All 100% Veteran Manufactured



Complete Description

Series 500 Superheterodyne table model; 5 tube with super performance; automatic volume control; 110 Volt AC or DC operation; built-in loop antenna. Cabinet two tone walnut 12½" x 7¼" x 6"; constructed of ¾" veneer; large easy to read gold dial; multiple drive super selective tuning. Licensed by R. C. A. and Hazeltine; standard R. M. A. guarantee.

New Retail Price . . . \$27.95

Our National Distributors Want
Dealers, Distributors and Manufacturers' Agents

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

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SENTINEL RADIOS—ODIN GAS RANGES
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Also Distributors for—

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

EASTERN Electrical SUPPLY CO.

287 Halsey Street

348 Washington Street

Newark, N. J.

RADIO AND APPLIANCE TRADES OF MINNESOTA HAIL PROPOSED BILL

TO HELP SMALL BUSINESS

Measure Will Come Up in State Legislature — Philip Sieff and R. W. Volkenant Are Honored.

MINNEAPOLIS, MINN., Monday—The radio-refrigeration-appliance industry in the state was applauding the proposal of Minnesota's new governor, Luther W. Youngdahl, to establish a business, research and development bureau for the state, merging into the new department half a dozen present state agencies.

As outlined by the governor in his inaugural address on Wednesday, January 8, before the State Legislature, the new bureau will include research and development of small business, activity in behalf of obtaining new industry for the state, centralized form of publicity and promotion for state agencies.

The radio-refrigeration-appliance industry saw itself as benefiting by the new proposal along with other business and industry. The plan is to have one principal director with specialists heading up the various divisions under it. The proposal will go to the State Legislature in the form of a bill for its consideration.

Philip Sieff, president of the S. & M. Co. of Minneapolis, radio-refrigeration-appliance distributor, has been elected to the board of directors of the First Produce State Bank. Mr. Sieff established his firm in 1921. He has long been active in Minneapolis civic affairs.

Also honored by a bank was Ray W. Volkenant, head of Volkenant Appliance Co., Plymouth and Knox avenues, who has been named a member of the advisory committee of the First National Bank's West Broadway office. Mr. Volkenant is president of the Electric Appliance Dealers' Association of Minneapolis.

The O. B. McClintock Co., of Minneapolis, will devote its operations exclusively to the manufacture of electric clocks, it was announced here by A. A. Colvin, president of the firm.

The announcement followed sale of the company's bank protective equipment department to Diebold, Inc., of Canton, Ohio. Mr. Colvin said his company's production of electric clocks was started during the war and has grown so fast that production has been sold out one year in advance. He said plans are under way to set up new production lines.

—JACK WEINBERG.

Servwel Products to Add Knobs to Its Parts Line

The Servwel Products Co., 270 Lafayette street, in New York, manufacturer of precision instruments, screw machine parts, aluminum pulleys in addition to other components for the radio trade, will shortly add knobs to its line of merchandise, it was announced last

week by Max G. Goldberg, head of the firm.

The Servwel organization has been serving the radio trade for many years and Mr. Goldberg is a pioneer in the industry.

M. Turner Lippe, of Lear Radio Sales of New Jersey, distributing organization with headquarters in East Orange, N. J., has returned from a visit to the Chicago Winter Market.

SALES AREAS NAMED BY TIMES-COLUMBIA

In preparation for the all out merchandising of Columbia Records in the New York area, Arthur Kenn, sales promotion manager, Times-Columbia Distributors, Inc., today announced some new territory allocations for its salesmen.

Julius Dubak has been named as

sales manager for foreign records. Georges Birgy will handle the accounts formerly handled by Mr. Dubak in the Manhattan area. Peter Wilchin, who formerly sold to Columbia coin operators, will now cover the dealers in Queens, and Maurice Sebban will continue to cover Nassau and Suffolk counties and relinquish the Queens area to Mr. Wilchin.

An active campaign on the Columbia line will be started in the near future.

50

YEARS OF PROGRESS

This new year of 1947 marks the completion of a half-century of devotion to the design, production, improvement and application of X-ray and other electron tubes. Pioneers fifty years ago, we are still pioneering, and in that earnest spirit pledge for the years to come still greater achievements in the electron art, increasing and broadening its service to the Public Health, to Industry, and to Communications.

MACHLETT LABORATORIES, INC., SPRINGDALE, CONNECTICUT



THE BIG "7"

The big Temple value parade is on the march—with new, fast-stepping models in every price range—with new advances in performance and cabinetry—with an eye to retail profit and turnover every Temple Dealer will welcome. Seven big money-makers—and more to come!

*Contact your Temple Distributor today
— and join the Temple profit-parade!*



MODEL G-722—Magnificent Radio-Phonograph Console. A masterpiece of the cabinet maker's art — made of finest woods with mahogany veneers • Ample storage space for albums • Pull-out phonograph drawer. Easy-reach drop shelf for record handling. Automatic record changer for twelve 10-inch or ten 12-inch records • 2 bands, complete broadcast and short wave • New, uniform push-button tuning • 10-inch speaker • First all-directional built-in aerial • Cabinet size—34" x 34" x 17". AC operation—powerful push-pull output.

MODEL G-618—Table model in a uniquely handsome cabinet of mahogany or walnut veneers • Automatic bass-boost tone compensation • 3-dimensional illuminated dial scale • Radio frequency stage for maximum sensitivity • Built-in loop antenna • Automatic volume control • Alnico speaker.



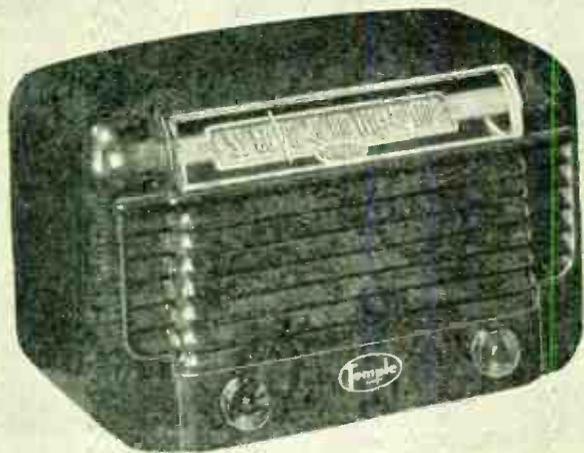
MODEL G-515—Table model in an exceptionally beautiful cabinet of walnut or mahogany veneers • Built-in loop antenna. Automatic volume control • Latest type low drain tubes. Illuminated slide rule dial. Alnico speaker.



"Where FM also

FOR '47...and more coming

Sensational Value!



MODEL G-513—A matchless plastic table model that has no price competition • AC-DC • Illuminated 3-dimensional slide rule dial • Automatic volume control • Alnico speaker • Handsome walnut grain effect • Cabinet size—12 $\frac{1}{8}$ " x 7 $\frac{5}{8}$ " x 5 $\frac{5}{8}$ " • Today's biggest money's worth!



MODEL F-617-S—Outstanding table model radio-phonograph with highly perfected, superior automatic record changer • Radio frequency stage of maximum sensitivity. Replete with new engineering advancements • In especially beautiful cabinet of rare mahogany veneers.



MODEL G-516—Radio-manual phono combination in handsome cabinet of beautiful mahogany veneers • Continuously variable tone control • Light-weight crystal pick-up • 3-dimensional illuminated slide rule dial. Automatic volume control and bass-boost compensation.



MODEL F-611—The sensational Temple Portable. Ingeniously designed chassis construction providing for maximum power and long-life battery usage • Housed in handsome, smartly-grained fabricoid cover.



TEMPLETONE RADIO MFG. CORP.

New London, Conn.

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

means Finest Made"

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:
614 So. Michigan Avenue

DeWALD A-605 "Connoisseur"
Deluxe radio-phonograph combination with automatic record changer.



SEES GREATER NEED FOR CARE IN DESIGN OF RECEIVER PARTS

SURVEY DATA IS REVEALED

Jack Scheinman, an Executive of Minute Man Products, Predicts Trend Toward Standardization.

Engineers and manufacturers in the radio field see greater emphasis laid on the design and application of metal parts used on radios of all kinds, according to a survey undertaken by Jack Scheinman, secretary and treasurer of Minute Man Products, Inc., New York, manufacturer of metal parts for the radio and electronics field.

"It is becoming increasingly apparent that the skeleton of every radio—chassis, brackets and plates—can in themselves preclude necessary manufacturing costs and imperfect reproduction. With costs becoming a particularly increasing factor in a more competitive market in 1947, exorbitant die costs and necessary operations in a great many instances can in themselves make the difference between radios produced at a profit and radios produced with a prayer," Mr. Scheinman declared.

Manufacturers and engineers are designing dies for chassis, which by the mere adjusting of gauges can make a five-tube, six-tube or seven-tube set with the same die. Formerly one die was made for each and the costs were practically three or four times as much as this new flexibly-designed one.

There is, in addition, a combination of functions given to brackets. Where formerly two or three brackets were used, one is now used incorporating the features of three and thus requiring a simpler and less expensive unit of inventory since one die is used instead of three.

"Apparently," said Mr. Scheinman, "this attitude has been accelerated by wartime specifications. In any case, the poor mechanical design of the radio with its indications of every possible factor contributing to poor performance in equally planned production is now becoming very much a thing of the past."

Mr. Scheinman is now compiling the result of each survey and intends to make this available to all interested parties in the radio and electronics field.

BORG-WARNER OFFICER FORECASTS GOOD YEAR

Demand for electrical appliances should be good in 1947, despite a minor recession of general business during the year, provided that no abnormal labor disturbances occur, states R. W. Gifford, vice president and assistant general manager of the Norge Division, Borg-Warner Corp. and chairman of the board of Borg-Warner International, in a recent forecast.

He bases his opinion on the fact that the appliance business "held up exceptionally well during the depression years."

Second, he mentions "the large backlog of orders—built up over the last five years" which, possibly overestimated, is still large enough to "continue strong over a long period."

Mr. Gifford further adds that peak export demand "should serve to level off any temporary declines in domestic sales."

In conclusion, he states that "manufacturers are going ahead with sales training programs designed to re-instill competitive selling ideas in the minds of their representatives and distributors. These programs have now gone beyond the factory and distributor levels, generally speaking, and are now approaching the retailer."

Krich-Radisco, Inc., Adds "Vornadofan" Circulator For New Jersey Market

NEWARK, N. J., Friday — Krich-Radisco, Inc., this city, radio, television and appliance distributor, has been appointed exclusive New Jersey distributor of "Vornadofan," a product of O. A. Sutton Corp., of Wichita, Kans.

"Vornadofan," latest development in air circulators, is light in weight, noiseless in operation and stresses absolute safety while in use, according to Krich officials. It is an all-season product, stressing the advantage of heat circulation in Winter for greater comfort, health and fuel efficiency, as well as coolness and comfort in Summer.

Besides "Vornadofan," Krich-Radisco is the exclusive distributor in New Jersey for RCA Victor, Bendix Automatic Home Laundry, Norge, American Central, Eureka, New Home, Knapp-Monarch, Westclox and Seth Thomas.

Washington Distributors Opens New Headquarters; Handles Air King Radios

SEATTLE, WASH., Friday — New quarters were acquired by Washington Distributors, recently appointed wholesaler in the Pacific Northwest for Air King Radio, made by Air King Products Co., Brooklyn, N. Y., a division of the Hytron Radio & Electronics Corp. Washington Distributors is now located at 115-117 Madison street, this city.

The firm is exclusive Air King wholesaler for Washington, Oregon, Idaho, Montana and Alaska.

The local firm has had years of experience in the distribution of housewares, toys, novelties and allied products. Heading the company are Jack Kessler, Boris Merport and Wilbur Nagel.

With the addition of a radio and appliance department, the firm has been departmentalized into four sections—radio and appliances, novelty department, photographic department and a housewares department.

Only 3 *JFD Adjustable*

BALLASTS

REPLACE OVER 3000

IMPROVED AIR-COOLED

Exact duplicate AC-DC RESISTANCE TUBES

USE JFD BALLAST BEGINNING WITH NUMBER TO REPLACE RESISTANCE TUBES ENDING WITH

"A"	K, L, M, BK, BL or BM	5 to 42	A, B, C, D, F, G or H
"B"	K, L, M, BK, BL or BM	45 to 105	A, B, C, D, F, G, H, S1, S2, S3
"C"	All 4-Prong	80 to 350	R, R4, R8, B, L4, L8

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

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

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



ELECTRIC LEAGUE OF WESTERN PENNSYLVANIA RE-ELECTS I. W. DANFORTH AS ITS PRESIDENT

C. G. YOUNT, T. O. McQUISTON AND L. HOMMEL ALSO CHOSEN

Luncheon Meeting Largely Attended — "The Home Mart," Newest Retail Radio and Appliance Store, Opens — Lou Minsky at Chicago Show — Capitol Records Making Drive on Albums.

PITTSBURGH, PA., Monday—I. W. Danforth, president of Danforth Co., has been re-elected president of the Electric League of Western Pennsylvania.

The league elected C. Greer Young, group manager of Sears, Roebuck and Co., as vice president. Others elected include T. O. McQuiston, of Duquesne Light Co., secretary, and Ludwig Hommel, president of Ludwig Hommel & Co., treasurer.

Previously, the league named five directors for three-year terms. They are: C. W. Hartenfels, of G. E. Appliances, Inc.; Walter Satchell, of G. E. Supply Co.; Harry Restofski, of West Penn Power Co.; R. J. Weber, of Westinghouse Electric Corp., and Mr. McQuiston.

The league held a luncheon meeting this week at the William Penn Hotel. J. R. Poteat, manager of the range and water heater division of General Electric Co., spoke.

Downtown Pittsburgh's newest radio and appliance dealer formally opened

its doors on Wednesday, January 15. It is Raymond Goldstein's "The Home Mart," which has adopted the slogan: "Make the House a Home."

The Home Mart is located at 333 Fifth avenue, in the heart of Pittsburgh's retail district. Mr. Goldstein is enthused over having been able to acquire such a strategic location. The new store will deal in radios, appliances and floor coverings. Among the radio sets to be handled are RCA, Crosley and Bendix.

One of the outstanding features of The Home Mart is its radio and appliance service department. This will be supervised by Manny Papandreas, who is well-seasoned in this work and has more recently been connected with Radio Parts Co. of this city. Mr. Papandreas believes that his department will be the largest and most completely equipped of its kind in the downtown area, if not in the entire city.

Lou Minsky, of the Hi-Major Division of Minsky Bros. & Co., local distributor of Temple Radio, is in Chicago for the Furniture Mart, as also is E. J. Tydings, of Tydings & Co.

Capitol Records of Pittsburgh is at present making an all-out promotion of one of its newest albums called "Tales of Uncle Remus" with songs of Walt Disney's latest triumph "Song of the South." These records have been waxed on Capitol platters by the original cast plus Johnny Mercer and the Pied Pipers. Advance notices indicate that this album, which has a particular appeal to both children and adults, will become one of Capitol's all-time favorites.

—AL. ROTH.

KEN-RAD
RADIO TUBES

K
KEN-RAD

Better than ever

Write for Booklet ETB-10, "Essential Characteristics," the most complete digest of tube information available.

KEN-RAD
DIVISION OF GENERAL ELECTRIC COMPANY
SCHENECTADY, NEW YORK

178-FIA-8850

PESSIMISTS IN TRADE DEPLORED BY ASHBACH AS MENACE TO SALES

(Continued from Page 14)

age of steel that still hampers the factory.

One of the earmarks of the science of electronics and the radio industry in particular is its unquestioned ingenuity. Let someone come along who wants a job done that is a bit on the unusual side, and he generally gets what he wants. An instance in point is the fact that the Rex Electronic Mfg. Co., 7508 W. Belmont Ave., Chicago, was approached by an inventor who wanted the firm to manufacture an electric rat trap for him, so Rex Electronic took the job and is in production on the initial order of several thousand of these unusual items.

Alden Morrow, one of the three partners who constitute the firm, stated that the rat trap is an unquestioned success.

Thomas A. White, president of the Jensen Radio Mfg. Co., 6601 South Laramie avenue, is enjoying a brief vacation on a dude ranch near Tucson, Ariz. He flew down with Burton Browne, head of the advertising agency of the same name, of Chicago, and will return shortly before February 1.

Having been in Chicago to attend the

Winter market at the American Furniture Mart, Ernest Alschuler, president of Sentinel Radio Corp. of Evanston, left January 18, for his California home in Palm Springs. While here he also expressed his pleasure at production schedules, which have improved since the ending of the bakelite workers' strike.

Mr. Alschuler is about as much a resident of Palm Springs as he is of Chicago and Evanston, and is active in civic affairs in the California resort city. He is managing business director of the Palm Springs Community Hospital, and said that he expects to renew his friendships with many of the movie stars who relax in that city.

Another project Mr. Alschuler has in mind while in California is a demonstration, before the Palm Springs Rotary club, of a small, compact wire recorder that Sentinel Radio has developed in connection with another firm. He expects to return here March 4.

Also vacationing in California at this time is David Torchin, head of the Chicago office of the Waters-Conley Co. Mr. Torchin will be back on the job here by February 10.

The Vokar Corp. is entering in the vibrator field, according to Frank H. Wilke of Chicago, consulting engineer for Vokar, and it is the intention of Jack Scanlon and Bob Wurfel, of Vokar to gain a wide place in that section of the industry, he stated. They will produce a line of jobbers' vibrators and standard original equipment.

—WALLACE MORRIS.



MODEL 608

1947 AVIOLA DELUXE AUTOMATIC PHONO-COMBINATIONS ARE HERE!

You Won't Have to Wait Much Longer For Your Deluxe Aviola Automatic Phonograph Combination 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

Attention Manufacturers and Distributors

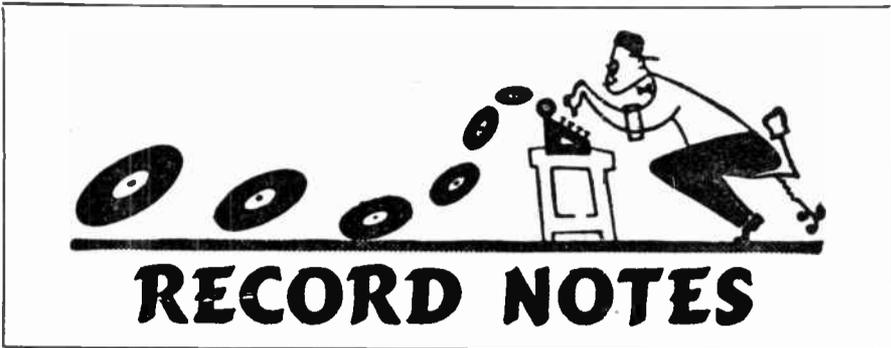
We are desirous of contacting manufacturers or distributors of appliance, radio or specialty items suitable for an aggressive sales effort in our retail stores in Chicago. We are prepared to put special emphasis on any items of merit where the manufacturer is interested in a hard-hitting sales program.

Contact

Lake Shore Electronics

Main Office:

4560-64 Broadway, Chicago 40, Ill
Phone—Longbeach 4710
Att: David Ettelson



VICTOR EXECUTIVES TO ATTEND CHICAGO COIN MACHINE SHOW

CAMDEN, N. J., Thursday — RCA Victor Record officials will make the Governor's Suite of the Hotel Sherman, Chicago their headquarters for the duration of the first Coin Machine Show since before the war. The show will run from February 2 through February 6.

The Camden delegation includes J. G. Wilson, operating vice president of the RCA Victor Division; Jack M. Williams, record department, advertising manager; Herbert J. Allen, field sales manager; Steve Sholes, director of Specialty recording, Alec Bard, director of international recordings; Richard Fielding of the record department advertising section, and regional rep-

representatives from Southern, Midwestern and Eastern territories.

With a booth reserved on the general exhibit floor for display of RCA Victor merchandise, a large quantity of white label pressings of new releases in all categories, a bevy of girls will be on hand to guide operators to the Governor's suite, where RCA Victor recording artists will be on hand to greet operators. Camden representation promises to be a show highlight.

Diamond Record Head On Visit to West Coast

I. R. Gwartz, president of the Diamond Record Corp., New York is visiting the West Coast, spending most of his time in Los Angeles and nearby record centers. Several important announcements are expected to be made soon after Mr. Gwartz' return East.

Pilotone Firm Prepares Its Vinylite for Records

LONG ISLAND CITY, N. Y., Friday — Facilities have been set up by the Pilot Radio Corp. of this city, whereby it will manufacture its own vinylite powders and bases used in the production of the Pilotone disc line.

SONORA INTRODUCES BLACK LABEL; WILL RETAIL AT 39 CENTS

CHICAGO, ILL., Monday—In a move designed to check the spiraling prices of phonograph records, a new "black label" disc, to retail at 39 cents, was announced here yesterday by Joseph Gerl, president of the Sonora Radio & Television Corp.

"Our decision to market a low-priced phonograph record," Mr. Gerl stated, "is in line with a crying demand for less expensive luxury items. The public wants quality merchandise at low cost, and we are prepared to satisfy that demand with our 39-cent record."

Sonora has signed exclusive recording contracts with George Towne, Roberta Lee, Roy Smeck, Snub Mosely and Jerry & Sky as a roster with which to launch this new label.

According to a statement made by Milton R. Benjamin, general manager of the record division, Sonora expects to produce 20,000,000 records in 1947.

Current Vogue Records Star McCoy, Madriguera

DETROIT, MICH., Thursday — Latest disc releases of Vogue, the Picture Record, scheduled to reach the dealers the latter part of January, were listed here today by John R. Lee, Vogue publicity head.

Tunes and artists featured on these records are "At Sundown" and "Way Down Yonder in New Orleans" by Clyde McCoy, and "Tiqui Tiqui Tan" and "La Rumbita Tropical" by Enric Madriguera.

JANUARY RECORDINGS LISTED BY EXCLUSIVE

HOLLYWOOD, CALIF., Friday — Johnny Moore, Buddy Baker and Joe Liggins are the featured musical groups on the current disc releases of the Exclusive Records Co., this city.

Tunes featured by Johnny Moore are, "Johnny's Boogie," "You Taught Me to Love," and "Blues At Sunrise"; by Buddy Baker, "Baker's Dozen," "Be Fair With Me," "I'm Stuck With a Sticker" and "Sleepy Time Down South"; and by Joe Liggins, "T.W.A." and "Last Night Blues."

Western Star Is Added To Capitol Disc Roster

HOLLYWOOD, CALIF., Thursday — Jimmy Wakely, a western picture star and recording artist, has been added to the folk artist roster of Capitol Records, it was reported here last week.

Under an exclusive contract, Jimmy joins other Capitol western stars, including Merle Travis, Tex Ritter, Cliffie Stone, Tex Williams, Wesley Tuttle and Jack Guthrie. His first release for 1947 will be "Somebody's Rose" and "Everyone Knew It But Me."

Jack Bergman, head of the Gem Phonograph Mfg. Co., New York, is at present making a tour of the Pacific Coast and is expected back at his headquarters around February 1.

DEALERS



A World of Business Comes A Runnin'

When You Handle The World's Most Complete Line Of Inter-Communication

You don't have to beat the bushes for business when you are a Talk-A-Phone dealer.

Talk-A-Phone

is Nationally advertised, has won nation wide recognition as the standard of perfection in the most advanced field of inter-communication. Scores of prospects in your territory are already sold on Talk-A-Phone . . . inter-communication that "Has Everything." A unit for every requirement. Prices attractively low. Profits more than liberal.

Ask Your Jobber

Do more business, make more money with the world's most complete line of inter-communication. Catalog upon request. Address Dept. S.M.



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



Jensen GENUINE SAPPHIRE PHONOGRAPH NEEDLES

Music lovers and critics tell us that it is a joy to use Jensen Royal Jewel Phonograph Needles, because they bring out all of the beauty of the music as it was recorded . . . and they require changing only once

every ten thousand plays. The spring construction and the genuine sapphire point of Jensen Needles combine to make valuable records last longer. This fine phonograph needle costs only \$2.50. Stop in today.

DEALER NAME

STREET AND NUMBER • CITY AND STATE

The above is Jensen Ad Mat No. 12 prepared for dealers to use in local publications. Available on request.

Jensen Industries, Inc. 329 South Wood St., Chicago 12, Ill.



ULTRATONE PHONOGRAPHS

DISTRIBUTED IN
HARRISBURG AREA

BY
Jules Alexandre, Inc.

619-621 Walnut Street,
Harrisburg, Pennsylvania

MANUFACTURED BY
Audio INDUSTRIES
MICHIGAN CITY, INDIANA

P I L O T  R A D I O
YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS

NORTHWEST PROVING A FERTILE FIELD FOR MARINE EQUIPMENT

MANY NEW INSTALLATIONS

Requests Come From All Sections
From Owners of Boats — Mines
Also Begin Use of Facilities.

SEATTLE, WASH., Friday—Northern Radio, Seattle's only radio manufacturing concern has expanded its manufacturing activities by the acquisition of the Radio Laboratories, Inc., which will henceforth be known as the Radio Laboratories Co.

The Laboratory firm has been manufacturing an electronic device that has been sold under the trade name of "Inverox Equipment," an intercommunicating system which is finding a ready market, according to L. G. Reynolds, who is directing operations of the newly acquired firm together with W. R. Johnson.

Northern Radio, under the direct su-

perision of Mr. Johnson, is continuing the manufacture of marine radio-telephone and direction finders and reports that the market for the devices continues to expand. Mr. Johnson also reports that his firm has terminated its arrangements with the War Assets Administration, whereby it was an outlet for surplus war merchandise.

Efforts of the Northern company are now being exerted in an effort to supply the demand for the commercial installations that it is making in the marine field. Orders are being received from both pleasure craft owners and commercial ship operators all up and down the Pacific Coast. In addition, there is a constant source of business from Alaskan dealers.

"We believe that we have only scratched the market," said Mr. Johnson, in discussing the firm's operations. "Each day our dealers are pouring in orders for ship and shore installations. Our problem is one of finding the personnel available to make the installations in the time prescribed. But in spite of our problems, our business is flourishing and the future looks most promising."

In pointing to the future, Mr. Johnson said that the Northern Radio's telephone sets are being adapted to industrial use. The loggers and miners are using the equipment. It is both a time and money saver in the field, besides providing a safety factor originally not considered, he said.

—DUD BROWN.

BETTER CUSTOMER SERVICE NOW ESSENTIAL; STORES MUST BUILD TOP-FLIGHT PERSONNEL

Customers must be more fully satisfied when they enter retail outlets, now that dealers again face the need for intensive selling, J. N. McFee, store manager of the Hutzler Brothers Co., Baltimore, declared last week in an address delivered before the store management group session at the annual convention of the National Retail Dry Goods Association in the Hotel Pennsylvania, New York.

Satisfactory customer service may best be achieved by building of a top-flight personnel, he said. Mr. McFee offered a ten-point program to accomplish this objective, as follows:

- (1) Establishment of wages and salaries competitive with all industry, not just stores.
- (2) Establishment of hours of work competitive with all industry, not just stores. (In this connection, Mr. McFee said that he would personally like to see the day when all stores will close every day at 5:30 P. M.)
- (3) Granting of liberal vacations and sick benefits.
- (4) Adoption of a good retirement plan, either insured or trusted.
- (5) Elimination of needless executive and supervisory turnover by constant training, development and promotion to executive positions.
- (6) Establishment of courses for student executives, both from college and within the store.
- (7) The gradual but never "ruthless" weeding out of substandard personnel, many of whom were employed by force of necessity during the war years.
- (8) Utilization of several training department representatives so that each may be capable of supervising training of small numbers of store employees.
- (9) Utilization of several personnel representatives so that each may be the exclusive "personnel manager" of a

small segment of the store's working force.

(10) Close co-operation with educational institutions of cities where stores are located.

"If you follow all these suggestions," he said, "I am convinced that we will attract the highest type of people seeking employment. When we do, let's train them properly; let's promote them; let's continually train our supervisors to be leaders. Let's stop criticizing our supervisor in charge of service and work with them."

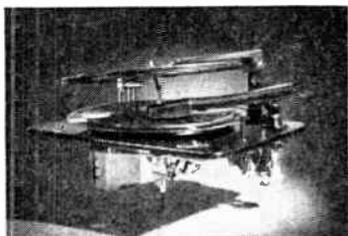
Garrard

*world's finest
automatic
record changer*

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

SCOTT
LONDON GRAMOPHONE

Freed-Eisemann
FISHER



Garrard
sales corporation

315 BROADWAY
NEW YORK 7, N. Y.

Mrs. Newman Appointed Assistant Record Buyer

CHICAGO, ILL., Friday — Appointment of Mrs. Patricia E. Newman as assistant buyer of phonograph records at the Carson Pirie Scott & Co. department store, this city, has just been announced. She was formerly head of record stock at the store.

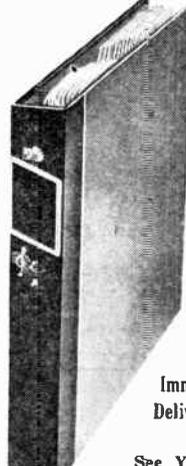
NATIONALLY
ADVERTISED



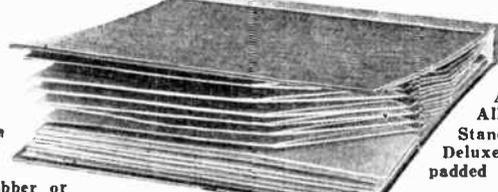
REC. U. S. PAT. OFF.

with
"TIP LOC"
THE SLIP PROOF BREAK
PROOF SAFETY FEATURE

Exclusive with REC-ALBUM.
Records won't fall out. Most advanced type DISK-ALBUM made. 10" and 12" Storage and Package type from 2, 4, 6, 10 or 12 heavy Kraft envelopes. Lay flat with edges recessed. Merchandise your Album Space with NEW FRESH and SMART REC-ALBUMS. The Album they're all talking about.



Immediate
Delivery 12"



Also Disk-
Albums
Standard Type,
Deluxe &
padded Deluxe

See Your Jobber or
L. H. SYMONS ASSOCIATES
345 HUDSON STREET,
NEW YORK 14, N. Y.

The height of
musical pleasure
with
Symphonic
THE SYMBOL OF SUPERIORITY
**AUTOMATIC
RECORD PLAYER**



- ★ The critic's choice for quality.
- ★ Solid mahogany cabinet.
- ★ Full tone control, bass to treble.
- ★ 6 1/2" 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.



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

hallicrafters

The Radio Man's Radio

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

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



First FM Station In Alabama Opens; Call Letters WAFM

BIRMINGHAM ALA., Saturday — Alabama's first FM broadcast station, WAFM, has opened here. The transmitter and studios are located on top of Red Mountain adjacent to the lot where stands Vulcan, Birmingham's famous iron man. Western Electric equipment is used. WAFM is broadcasting on 94.3 megacycles (Channel 232) on FM radio.

Officers of the new broadcast station are Ed Norton, chairman of the board, and Thad Holt, president, who also are operators of radio station WAPI.

Through the Telecoin Corp. of New York, coin-operated Bendix machines were installed in a number of apartment houses here. As an outgrowth of this, "Launderettes" have been cropping up all over the city within the past month or so. Usually, the Launderettes are equipped with thirty Bendix units. The customer can bring his

clothes here and have them washed and ready to take home within a period of thirty minutes.

Included among other Birmingham distributors attending the show in Chicago were Charles R. Rew, of the Alabama Appliance Co., and L. F. Horn, president of the Alabama-Florida Distributing Co.

While prosperity with increased production is generally predicted for 1947, several distributors interviewed here were of the opinion that the first quarter of 1947 would be about on a par with the last quarter of 1946.

L. W. Curl, manager of Frigidaire Sales Corp., pointed out that there was uncertainty in the situation because the CIO contracts are up in January and February. "We should commence going about April, 1947," he said.

"We are hoping for better production in 1947," said W. A. Thompson, state manager of Kelvinator Division of Nash-Kelvinator Sales Corp. "It has been very slow in 1946. However, we are going to have to continue allotments throughout 1947. Production is not up to 1941. Also, we handle through the chain furniture outlets the Leonard line, which is a Kelvinator product."

At the Moore-Handley Hardware Co., G. E. Gray, sales production manager, said that production was still of a spotty nature due to the scarcity of component parts. We will have to continue allotments at least for the first quarter of 1947.

The parts department at Watts-New-some is being remodeled and enlarged. The work will be completed in about two weeks.

An increase in stocks of transmitting equipment, both for amateurs and broadcasting stations, have been added at Forbes Distributing Co., according to E. A. Hoimes, Jr., sales manager. Another new item is the G-E wire recorder.

Roy H. Knox, sales promotion manager of Birmingham Electric Co., has been seriously ill with pneumonia for some weeks, but is recuperating now and it is hoped will be back at his desk before long.

—S. M. MAXWELL.

Hoffman Radio Appoints Henry Hutchins' Firm

LOS ANGELES, CALIF., Thursday —H. Leslie Hoffman, president of the Hoffman Radio Corp., this city, has announced that Henry Hutchins (Hutchins Industries, Inc.) 325 West Huron street, Chicago, will represent the corporation in the Midwest. This will include expediting component parts, as well as the sale of Hoffman sets in the Midwest area. This is a departure from the previous sales territory of the organization which embraced only the eleven western states.

BETHLEHEM RETAILERS OPPOSE STATE TAX ON RADIOS, APPLIANCES

BETHLEHEM, PA., Monday—Any Pennsylvania State Legislature action to levy a state-wide retail sales tax will be opposed by appliance retailers, it was decided at a recent meeting. The retail group also went on record as favoring immediate action by Congress to reduce Federal excise tax on luxuries from 20 to 10 per cent. Sol Phillips, Third street radio and record dealer, was in charge of the meeting.

In his annual message to City Council, Mayor Robert Pfeifle listed as "one outstanding achievement" the granting of a permit by FCC to the Globe-Times Publishing Co. for the operation of radio station WGPA, WGPA-FM. Erection of the 225-foot antenna tower and transmitter building, both on Eighth avenue, is complete, the Mayor noted. Modern studios on Broadhead avenue are nearly finished and ready for in-

stallation. The owners plan on dedicating Bethlehem's first station about February 15. On a frequency of 1100 kc., programs of local interest will be broadcast during daylight hours.

In order to enlarge its floor space to more than 2,000 square feet, David Miller & Son is beginning alterations at Main and Market streets. Miller handles Admiral, Zenith, and Temple radios.

Rosser Huff, 526 Main street, has just received his long-awaited shipment of post-war, improved Capehart models, both the "Capehart" and the "Panamuse." Huff's Music Bar continues as a popular rendezvous for disc-lovers, as does his Rumpus Room for teen-age jive fans.

These radio and appliance dealers cooperated in donating valuable gifts to Bethlehem's "First Baby of 1947": Lipkin's, Goodman's, Manson's, Herstan's, and Miller Furniture.

—GEORGE STATLER.

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

SPEAKERS

rescent

LARGE QUANTITIES AVAILABLE FOR IMMEDIATE DELIVERY FROM STOCK

4" - 5" - 6" SPEAKERS

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

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

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

RECORD CHANGERS, too

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

CRESCENT ELECTRONICS CO.

401 Broadway, New York 13, N. Y.
Phone: CAnal 6-7545

WHOLESALE RADIO PARTS

MANY HARD-TO-GET ITEMS IN STOCK

SEND FOR OUR CONFIDENTIAL JOBBER PRICE SCHEDULES

CONDENSERS

VARIABLE
2-Gang—Super, Broadcast Freq.
2-Gang—TRF., Broadcast Freq.
VARIABLE AIR TRIMMERS
MICA, POSTAGE STAMP TYPE
MICA, TRANSMITTING TYPE
MOULDED PAPER
BATH-TUB CONDENSERS
OIL-FILLED—Upright Rectangular Cans

RESISTORS

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

WIRE AND CABLE

HOOK-UP, No. 20, Stranded, White with Black and White Tracer
SHIELDED WIRE, No. 18—Outside shield
AC EXTENSION CORD SET, 6 and 9 ft. No. 20, TWISTED PAIR, Rubber Covered, Stranded, Black or White, 5000' per Reel
CABLE, 2-CONDUCTOR, Type SJ, No. 20, Rubber Covered, 500' per Reel
CABLE, 3-CONDUCTOR, Type SJ, No. 20, Rubber Covered, 500' per Reel
CO-AX CABLE, RG-8/U, 56 Ohms, 1000' per Reel
CO-AX CABLE, RG-11/U, 72 Ohms, 500' per Reel
CO-AX CABLE, RG-59/U, 72 Ohms, 1000' per Reel

AC CORD SET, 6 Feet, Approved Wire Bakelite Male Tap Less Than 100 Lots
AC EXTENSION CORD SET, 6 Feet, With Male Tap on One End, Cube Tap on Other

JOBBERS ONLY—ORDER NOW FOR PROMPT SHIPMENT

VIBRATORS

2-Volt for Portables

PICK-UPS

Several Types, List on Request

SPEAKERS

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

CHOKES

15 Henry, 100 MA
A-C/D-C 300 Ohm

PHONO. AMP. KITS

COMPLETELY WIRED AND BOXED INCLUDES VARIABLE TONE AND VOLUME CONTROL.
MODEL 24T—4 Tube, with Output Transf.
MODEL 23—A 3-tube

TRANSFORMERS

OUTPUT, 50L6
OUTPUT, PUSH-PULL 50L6
OUTPUT, PUSH-PULL PENTODE
FILAMENT TRANSF. 5Volt 4 Amp.

AUTO RADIO PARTS

Vibrator Transformer for Models AR 40-AR-55

Suppressors—Bracket Standard
Suppressors—Universal Screw Standard
Suppressors—Snap on Plug
Suppressors—Distributor Screw Fitting

PHONO. OSCILLATOR KIT

Seaboard No. 320—2 Tube
Seaboard No. 410—1 Tube

SEABOARD-RONLEY CORP.

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

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"

Electrical League of Cleveland Elects J. E. North to 25th. Consecutive Term

WILL AGAIN SERVE AS THE PRESIDENT OF ORGANIZATION

L. T. Blaisdell and W. L. Howlett Named Vice Presidents — Arnold Wholesale Co. Adds New Lines — Several Trade Members Vacationing in the South — Chas. Freshman & Co. Moves.

CLEVELAND, OHIO, Monday — J. E. North was elected to his twenty-fifth consecutive term as president of the Electrical League of Cleveland, at a meeting of the board of directors last week.

Mr. North, known to leaders of the

electrical industry throughout the nation as Jack, is general sales manager of the Cleveland Electric Illuminating Co. He is a past president of the International Association of Electric Leagues.

L. T. Blaisdell, commercial vice president of the General Electric Co., and W. L. Howlett, manager of the Westinghouse Electric Supply Co., were named vice presidents. S. E. Strunk and Harry Hutchisson, were re-elected to the offices of secretary and treasurer, respectively.

The League's new board of directors, elected this month, includes in addition to Messrs. Howlett, North and Blaisdell: John J. Bohning, of the George Worthington Co.; W. T. Clark, Cleveland Electric Illuminating Co.; William S. Fell, Enterprise Electric Co.; James A. Foukal, Sterling & Welch Co.; Homer G. Frank, Strong-Carlisle & Hammond; Carl E. Fruehauf, Fruehauf Hardware Co.; C. B. Gray, General Electric Co. lamp department; A. F. Head, General Electric Supply Corp.; W. E. Henges, Graybar Electric Co.; F. G. Hickling, Westinghouse Electric Corp.; F. J. Hopperton, Elliott Electric Corp.; H. H. Kennedy, Frigidaire Corp.; F. R. Maguire, W. Bingham Co.; H. L. Martien, Martien Electric Co., and K. R. Schule, jr., Fries and Schuele Co.

In beginning his twenty-fifth term as head of the League, which has served as a pattern for many other electric leagues throughout the country, Mr. North predicted that the public would make even greater use of the services offered by the League as the flow of electrical merchandise increases in volume this year.

Robert C. Hager, president of Arnold Wholesale Corp., 5209 Detroit avenue, announces the addition of several new items to the lines of merchandise which the firm distributes in northeastern Ohio.

These include the Brush Sound Mirror or Tape Recorder and the Mail-A-Voice, put out by the Brush Development Co. of this city. The Mail-A-Voice records voices magnetically on a paper disc, which can be mailed anywhere in the United States for three cents.

Another new line taken on by the company recently is the Betty Crocker-General Mills line of small appliances, which is said to be meeting with much enthusiasm among dealers.

Mr. Hager also reports the arrival of several new Zenith radio models, a plastic portable set and several new arm-

chair phonograph and floor model phonograph and floor model phonograph combinations.

Warmer climates have been luring Clevelanders during past weeks. Among these are John U. Walker, of the Midland Electric, who is back from a trip to Florida; Mr. and Mrs. Lou Miller (he's sales manager of the Kane Co.) who chose old Mexico for their Winter vacation, and Mr. and Mrs. L. T. Blaisdell (G.E. commercial vice president) who went to Dallas, Tex. to visit their daughter.

Charles Freshman & Co., factory representative for Belmont radio, has moved into new offices in the Citizen's Building, 850 Euclid avenue, and Jack Adam, back from the Army with a Distinguished Service medal, has joined the firm.

Mr. Freshman says that the new Belmont eleven-ounce pocket set is now reaching the retail outlets in this territory. Other deliveries have been spotty since the first of the year, but are expected to pick up from here on in.

—EVELYN BAILING.

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

Open House Is Arranged By Onondaga Supply Co.

SYRACUSE, N. Y., Tuesday — The Onondaga Supply Co., Inc., radio and appliance distributing organization, will formally open its new quarters in this city at a dealer open house party Thursday and Friday of this week.

Among other lines, this firm, which was established in 1917, distributes Zenith radio and Frigidaire appliance products. Several hundred dealers from the Central New York territory are expected at the open house, according to B. S. Arnold, vice president of Onondaga.

Blucher Cooper, Jr., Dies; Birmingham Distributor

CHICAGO, ILL., Saturday — Blucher H. Cooper, Jr., president of the Dixico Co., appliance distributing organization of Birmingham, Ala., died here this week. Mr. Cooper, who was forty-three years old, was a visitor at the Midwinter Market in this city when he was fatally stricken.

Farber's

DESERT HEALTH LAMP



For Your Health and Profit!

DESERT DRY AIR IN THE HOME!

Offered as an aid for relief and recovery in catarrhal conditions. Colds, coughs, hay fever, bronchitis, asthma, laryngitis usually respond quickly and favorably when this dry air producing health lamp is used.

Handsomely finished floor model, fully adjustable, with heat unit bearing three-year guaranty, operating cost approximately one cent per hour.

List price \$39.75 F.O.B. Los Angeles. Discount 40%, additional 2% for Cash with Order. Immediate Delivery.

Espee Distributing Co.
National Distributors
3603 Pomeroy Street
Los Angeles 33, Calif.

Manufacturers-Distributors-Wholesalers

Your Tube Worries Are Over!

If you need tubes, we got 'em

80 \$.38	1V \$.50	1U5 \$.39	
25Z550	6A8GT45	7B644	
25Z6GT51	6A750	7A440	
25L6GT50	6SK7GT38	7AF745	
35L6GT50	6H647	7742	
35Z5GT50	6K6G39	7550	
12SA7GT45	6K7GT44	5645	
12SQ7GT44	6U7G40	4750	
12SK7GT44	6L5G49	2639	
12Q7GT39	1A7GT49	4245	
12A8GT49	1A5GT50	24A39	
12BE644	50B544	5U4G49	
		5Y4G37	

STANDARD BRANDS — ELECTRONIC TUBES

J.A.N. Approved

2AP1 \$ 1.45	705A \$ 7.50	956 \$.49
2C26A49	715B 28.95	95749
2K28 23.95	717A 3.95	10 Special95
3BP1 1.95	2K25/723AB 23.80	10Y95
2D2139	724B 2.10	829 2.25
5FP7 6.50	95549	GL8020 9.95
304TH 14.95		

We Stock All Hard To Get Types

Write, Wire or Phone for Our Special Prices

25% deposit on all orders—balance C.O.D. F.O.B., New York

SENCO RADIO, Inc.

96 WARREN STREET NEW YORK 7, N. Y.
Cortlandt 7-6065



ARVIN
Top Flight
Radios

ELECTRICAL HEATERS
AND TRAFFIC APPLIANCES

Distributed Exclusively by

ARVIN-SALMANSON CO. OF NEW YORK, INC.
1107 BROADWAY Watkins 9-7640 NEW YORK 10, N. Y.
Metropolitan New York and Northern New Jersey Territory. Service Dept.: 18 East 17th Street, New York 3, N. Y.

ARVIN-SALMANSON CO. OF NEW ENGLAND, INC.
700 BEACON STREET KENmore 5178 BOSTON 15, MASS.
Entire New England Territory

ARVIN-SALMANSON CO., INC.
2126-30 EDMONDSON AVE. 703 ALBEE BUILDING
BALTIMORE 23, MD. 1426 G ST., CORNER 15th ST., N. W.
GILmore 7552 WASHINGTON 5, D. C. REPublic 4696
Maryland, District of Columbia, Lower Delaware and adjacent Virginia and West Virginia Counties

Radios, Phonographs, Combinations Freed From Price Controls Throughout Canada

ORDER BECAME EFFECTIVE IN DOMINION ON JANUARY 13

However, Shortage of Lumber Will Preclude Any Large Scale Gain in Manufacture — Spring Show Next Week to Feature Electrical Goods — Joy Electric Announces New Fans — Earl Scott Named by Universal — Other Interesting Notes of the Trade.

TORONTO, ONT., Friday — Biggest news here recently was lifting of price controls on radios, phonographs and combinations which became effective January 13. Although ceiling price removal will improve the sales situation, difficulty in obtaining anything better than mantel radio sets will still exist due to shortage of lumber, the sales manager of one local radio firm stated. At the end of the first week without controls, prices seemed steady, but there was no assurance from either wholesalers or retailers that this would continue. The complexion might change,

one wholesaler said, when larger models become more readily available.

Chas. A. Branston Ltd., 2508 Yonge street, has a store-wide neon sign above its shop, advertising RCA Victor radios, appliances and records, as well as Branston sun lamps, which it manufactures.

Electrical appliances, radios, and phonographs, as well as lamps, glassware and housewares will be prominently featured at the 1947 Spring Gift and Housewares Show being staged January 27-31 at the Coliseum Building of the Canadian National Exhibition. Booth space is reported to be at a premium, and a record attendance is expected by the executives of the C. G. A. I. The show will be open from 9 a. m. to 9 p. m.

Joy Electrical Industries Ltd., 293-5 King street West, has announced a new line of electric fans. Equipped with Alliance Even-Speed motors, the fans will have an eight-inch blade and operate on twenty-five and sixty cycles, 110 volts. Blade and hub are anodized a process which, it is claimed, offsets dust collection on the fan.

Earl D. Schott, well-known in the trade throughout this district, has been appointed district manager for western and north western Ontario for Universal Cooler Co., of Canada Ltd., manufacturer of refrigeration equipment. Prior to joining Universal in 1943, Mr. Schott was for twenty-six years with Benson-Wilcox Electric Co.

The Nineteen Hundred Corp., St. Joseph, Mich., one of the largest producers of home laundry equipment, has assigned exclusive rights to manufacture and distribute its complete line of automatic and wringer type washers, portable washers, automatic dryers,

and automatic ironers to the John Inglis Co. Ltd., Toronto.

Principals in negotiations between the two companies which were concluded with the announcement of the licensing agreement, were Major James E. Hahn, president of Inglis, and Louis C. Upton, president of the Nineteen Hundred Corp., who is also serving his second term as president of the American Washing Machine Manufacturers' Association. Under the terms of the agreement, Inglis is also granted export manufacturing and sales rights.

Phono-Vision Distributing Co., 145 Dundas street West, distributor of electrical and radio supplies as well as records, has recently enlarged its record department and is now offering to the trade across Canada, the Davis, Apollo and Melodic lines of popular and classical discs.

—WM. FREEMAN.

Aireon Firm Planning Five-Year Refinancing

KANSAS CITY, KAN., Wednesday —The Aireon Mfg. Co., electronics manufacturer of this city, yesterday announced that the eight banks which furnished the company with a revolving credit last year will now seek to provide an undisclosed amount of money in a five-year refinancing program now being arranged with the Reconstruction Finance Corp.

The money will be used, said a company spokesman, for the refunding of short-term bank credits and for the manufacturing program in 1947.

General Transformer Issues Service Manual

CHICAGO, ILL., Thursday — L. J. Seelig, sales manager of the General Transformer Corp., of 1253 West Van Buren street, this city, has announced that his firm has prepared a new service manual. This covers every model of Porta Power that General Transformer has ever made.

Copies are available without charge to dealers and servicemen upon request.

Press Preview and Party To Be Held by Reliance

CHICAGO, ILL., Monday — The Reliance Manufacturing Co. will stage a press preview and party at its new sales and general offices, 212 W. Monroe street, this city, on Wednesday, January 22. The affair will get under way at 3:00 P. M.

NORTHEASTERN DISTRIBUTORS
INCORPORATED

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

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

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

**ZENITH
THOR
GIBSON
GRAND
ELGIN
QUAKER**

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

**588 Commonwealth Ave.
BOSTON, MASS.**

Bull's-Eye Displays!



'Point of Sale' Dealer's Helps

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

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

for

"the Radio of Tomorrow — TODAY!"

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

- ZENITH
Radios—Hearing Aids
- DEEPFREEZE
The Original Home Freezer
- GAROD
any Connection Only

STERN & COMPANY of HARTFORD, Conn.
Distributors of America's Leading Brands of Small Appliances
"STERN'S SELLING SLANTS" mailed on request.
COLUMBIA and OKEH RECORDS
"TODAY'S TOP FRANCHISE"

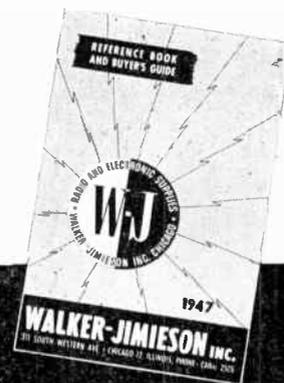
- THOR
Home Laundry Equipment
- GIBSON
Refrigerators—Ranges
- UNIVERSAL
Vacuum Cleaners & Appliances
Sole State Service Distributors



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.
311 SOUTH WESTERN AVENUE, CHICAGO 12, ILLINOIS • CANAL 2525

APPLIANCE PICTURE IN PHILADELPHIA NOW IMPROVING STEADILY

PHILADELPHIA, PA., Monday — The appliance picture is improving considerably insofar as merchandise deliveries are concerned. The marked betterment in this department is somewhat dimmed by the slackening demand which has become noticeable in the past ten days. Table model radios are no longer being sold by mere display, but consumers are using pre-war standards of gauging merchandise. It appears that the time for real merchandising effort is not far distant.

Adrian DeWindt has been appointed advertising and sales promotion manager for the Motor Parts Co., local Zenith radio, Servel refrigerator, Columbia record and G-E small appliances distributor.

In order to acquaint himself with the promotional program of the Columbia record manufacturer, Mr. DeWindt visited company headquarters at Bridgeport, Conn., recently.

Two well-known local jobbers, Raymond Rosen, head of the firm bearing his name, and Samuel Fingrut, head of Everybody's, Inc., completed a two-week vacation together at the Hollywood Beach Hotel, in Florida.

Everybody's, Inc., is planning to sample all dealers on the Arvin console radio, Model 665. Baby Grand model. Also scheduled for early introduction and promotion is the Arvin Model 555 table radio.

Emerson Radio Co. of Pennsylvania, local Emerson radio distributor, recently added two new salesmen. The new

additions are Meyer Berger, who will cover the Philadelphia territory, and Joseph Ellinger, who will service out-of-town accounts.

The Emerson headquarters are now undergoing extensive repairs. This remodeling is expected to be completed shortly, at which time a formal opening of the new offices at 223-25 North Broad street will be held. At that time a complete showing of the entire Emerson radio line will be held for dealers.

—SOL SHERMAN.

Roy A. Bradt New Leader Of Washer, Ironer Ass'n

CHICAGO, ILL., Monday — Roy A. Bradt, vice president in charge of sales, service and advertising of the Maytag Co., Newton, Iowa, and a past president of the Maytag Co., Ltd., of Canada, and director of Globe American Corp., Kokomo, Ind., has been elected president of the American Washer and Ironer Manufacturers' Association, it was announced here this week. He has been on the association's executive committee for the past six years.

Aaron Lippman Concern Modernizes Its Quarters

NEWARK, N. J., Friday — Aaron Lippman & Co., radio parts distributing organization, has modernized and enlarged its quarters at 246 Central avenue, this city.

A new front has been erected and the interior has been completely modernized and streamlined. According to Aaron Lippman, head of the parts jobbing concern, his establishment is now one of the most modern in the country.

Henry C. Bonfig, Zenith Official, Declares Television Has Not Blazed Clear-Cut Trail

INSISTS MASS MARKET MUST BE CREATED FOR RECEIVERS

Reminds Chicago Advertising Executives Club of Preference by the Public of Quality Programs and Questions Ability of Industry to Pay High Costs of Programs — Says Low-Priced Sets Essential.

(Continued from Page 8)

market," he continued, "are priced at least ten times as high as the public is willing to pay for the most nearly comparable radio sets. The first model on which substantial deliveries are being made sells for \$350 plus another \$50 for installation and service. This set, an excellent table model black and white receiver, will bring the purchaser television and nothing else. Larger models, equipped with some radio services and in some cases with turntables, are priced at what it would take to purchase a good automobile today. While competition and mass production, if really attained, will bring down prices, there is nothing in the cards to indicate that it will ever be possible to build television receivers for anything like the price that radio sets can be brought from the assembly lines.

"Who, then," Mr. Bonfig asked, "is going to buy television sets? Where will a costly item of such limited usefulness as a television receiver be placed on the buying lists of the millions who make up radio's mass market? And how can advertising-sponsored television live without a mass market?"

The speaker reminded his audience that despite their large advertising revenue, newspapers and magazines require income from circulation in order to operate as businesses, and that the movies require a box office. He emphasized

the fact that radio is the only large-scale purveyor of news and entertainment that has been able to exist solely from the sale of advertising.

He said that radio advertisers spend about \$400,000,000 a year to reach a daily audience estimated at 100,000,000. Magazines, weekly and monthly, have a circulation of about 174,000,000 and account for about \$450,000,000 of the nation's annual advertising bill, in addition to which the public spends \$310,000,000 a year for magazines to make the total cost about \$760,000,000. Daily newspapers have a circulation of about 48,000,000; Sunday newspapers, about 40,000,000. Cost to advertisers who use these papers is about \$660,000,000 a year and the public spends \$766,000,000 a year to buy these papers for a total of \$1,400,000,000. The movies collect \$1,500,000,000 a year for 4,940,000,000 paid admissions.

"Radio is cheap," Mr. Bonfig said, "because almost everybody has a radio set, and because the limited number of broadcasting stations insures an enormous audience for any half-way decent program.

"There is nothing wrong with television that money won't cure," he concluded. "And the sooner we can convince the tele-visionaries that the advertisers haven't sufficient money to pay for the type of continuous programs that will be necessary to make the public buy television receivers by the millions, the sooner the industry will start applying its brains to a technical solution to obtain a box office."

SCREW MACHINE PARTS

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

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

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

CROSLEY

SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

<ul style="list-style-type: none"> • ROYAL Vacuum Cleaners • DOMESTIC Sewing Machines 	<ul style="list-style-type: none"> • GRAND Ranges • SUNBEAM Appliances • DOYLE Cyclo Mowers 	<ul style="list-style-type: none"> • APEX Products • SPERTI Sun Lamps
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APOLLO DISTRIBUTING CO.
15-17 SHIPMAN STREET Apollo Building NEWARK 2, N. J.

NEW ORLEANS PUBLIC BECOMES INTERESTED IN FM BROADCASTING

MANY INQUIRIES RECEIVED

Impetus Is Given by Opening of New Station — Jobbers as Well as Dealers See Return to Normal Conditions — Other Notes.

NEW ORLEANS, Friday—A slow-up in retail radio sales here was reported by A. C. Denny, president of the Radio Dealers Association of New Orleans. He attributed this partially to the fact that the public is "becoming worried" about FM sets, and some dealers and distributors now think that all sets should have frequency modulation.

FM has been receiving considerable publicity here through local newspapers, in connection with the new station WTPS, operated by The Times-Picayune Publishing Co. Very few FM sets are in use in the city, which has three FM stations of recent vintage, and not many are available on dealers' shelves.

Mr. Denny, who pointed out that a large portion of his business is exports to Brazil, Argentina and other Latin American countries, said the FM question does not affect the export demand for sets since the public south of the border is not FM conscious generally. Prices are higher there, too. At present, Mr. Denny has "more console sets than he knows what to do with"—a considerable turn around from the situation before Christmas.

Electrical Supply Co. (RCA), a major distributor for this area, said no slowing up of business has been detected. However, things are returning more to normal, and people are not rushing in with a bankroll to buy non-existent merchandise, J. W. Blount said. A strong tendency to demand standard merchandise was observed. Mr. Blount pointed out that many retailers "have forgotten how to sell." For example, he mentioned one dealer who returned an item because he had no call for it. "Retail outlets must again operate as merchants, to advertise, demonstrate and sell the merchandise," he asserted.

C. C. Walther, secretary-treasurer of Walther Bros. Co., Inc. was elected president of the New Orleans Community Chest for 1947. He has been active in the chest for fourteen years and has held practically all offices from general chairman down. Very active civically, he was also named treasurer of the Association of Commerce here for 1947.

Planning to attend the special Philco accessory convention in Philadelphia January 22 and 23, from the New Orleans company, are Henry Walther, Jr., president; Jimmy Dunn, sales manager; Russell Buettner, manager of the parts department, and C. K. Neumann, sales manager of the accessory division. From the Montgomery, Ala. branch of Walther Bros., those attending will be J. P. Walther, president, and Al. Dorman, manager of the parts department.

Walter Murphy, sales manager of the Bendix division, and C. C. Walther, are back from a two-day convention at

South Bend where sales promotion plans for the year were outlined and the new Bendix home ironer and automatic home drier were shown to distributors for the first time. W. F. Sanchó and other firm members attended the American Kitchens meeting in Chicago while at the Furniture Mart.

A favorable trade indication for this city was the approval of a plan that would establish New Orleans as the foreign trade arbitration capital for twen-

ty-one Midwestern states. Approval was at the conference of the Mid-Continent World Trade Council.

—R. W. HARTSHORN.

D. W. MAY TO CONDUCT FLORIDA DEALER TOUR

The D. W. May Corp., New York, distributor of radio and major appliances in the metropolitan New York,

Northern New Jersey and Connecticut areas, has announced plans to take 400 appliance dealers and their wives for a ten day vacation to Miami Beach starting on March 23.

The D. W. May Corp. distributes Farnsworth radio and television receivers, Coolerator refrigerators, Wilcox-Gay Recordios, Filter Queen vacuum cleaners and other lines.

The party will stop at the Floridian Hotel, Miami Beach.

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.
1200	—1L4	.40	4000	—6H6	.48	1800	—12SR7	.65	5000	—35Z5	.52
500	—1LD5	.95	20000	—6J6	.50	5000	—12SQ7GT	.65	1400	—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	3300	—14A7	1.12
7000	—1R5	.60	800	—6SD7	.45	12000	—12SN7	.51	2900	—14B6	.85
4000	—1T4	.48	12000	—6SH7	.45	3000	—12C8	.48	2500	—80	.42
400	—3Q5	.90	2300	—6SL7	.70	8000	—12A6	.62	900	—45	.48
1600	—3A4	.48	2000	—6V6GT	.60	6000	—12BE6	.55	700	—46	.48
4100	—5R4G7	.55	2800	—6SN7	.62	6000	—12AT6	.55	8000	—9003	.35
2900	—5U4G	.55	8000	—7A7	.65	6000	—12BA6	.55	350	—955	.65
8000	—5Y3GT	.45	4000	—7B4	.65	5000	—35W4	.55	1100	—VR90	.55
2635	—6AC7	.60	5000	—7B7	.65	5000	—50B5	.85	1000	—VR150	.48
4100	—6AG5	.60	5800	—7B6	.65	2000	—25Z6	.63	7000	—SP30	.45
4100	—6AG7	.70	6200	—7Q7	.65	3000	—25L6	.70	6000	—SP45	.45
3000	—6AL5	.40	8000	—7N7	.60	10000	—35L6	.70	5000	—OY4	.48
2800	—6C1	.40	3000	—7E5	.55	3000	—50L6	.70	1000	—77	.45
1900	—6C5	.55	2000	—7Y4	.65	1700	—50A5	.92	2000	—27	.40
			2000	—7F7	.75						
			2000	—7C5	.65						

And Hundreds of Other Types. Send us Your Requirements

Thousands of Famous Make VOLUME CONTROLS (with or without switches)
5,000 Ohm. 50,000 Ohm. 100,000 Ohm. 500,000 Ohm. 1 Meg. Prices on request.

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

And Hundreds of Other Critical Parts

SPEAKERS		
Quan.		Mag.
3500	... 4" AL 5	.67
2200	... 4" AL 5	1 oz.
5304	... 4" AL 3	3 1/2 oz.
3100	... 5" AL 5	1 1/2 oz.
1600	... 5" AL 5	1 oz.
1200	... 5" AL 5	.68
1604	4x6 - 450 Ohm. Dyn.	
2000	6 1/2" AL 5	1 1/2 oz.
	Rola With 6V6 P.P.	
	Output Transformer	

PHONO-MOTORS	
Quality Brand	
9-In. Turn-Table	5,742 Pieces

RESISTORS	
5-Watt Wire	250-Ohm.
10-Watt Wire	3000-Ohm.
10-Watt Wire	6000-Ohm.
10-Watt Wire	12000-Ohm.
10-Watt Wire	500-Ohm.

CONDENSERS		
Quan.	Mfd	Volt
8000	... 30-30	150
3000	... 50-30	150
3000	... 40-20	150
4000	FP ... 8 or 10	450
3700	FP ... 20	450
All Sizes in Micas		

Output Transformers	
6V6	... 1250

Automatic Changers	
Quan.	Type
900	... Model 650 Detrola
575	... Arc-1-Maguire
750	... Crescent

Line Cords	
6 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
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

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

LARGE STORES URGED TO PRESS SALES OF RADIOS, APPLIANCES

(Continued from Page 3)

store group, served as chairman of the meetings.

First speaker on the program was J. B. Ogden, manager of the electrical appliance department of the J. L. Hudson Co. department store, Detroit, Mich. who spoke in behalf of the retailer. He was followed by John M. Otter, sales manager of the Radio and Television Division of the Philco Corp., Philadelphia, who represented the brand manufacturer. Final speaker at the morning session was Herman C. Price, vice president of the Kalamazoo Stove & Furnace Co., Chicago, and formerly manager of the Major Appliance Division of Sears, Roebuck & Co. Mr. Price spoke in behalf of private brand merchandise.

Specific merchandise and merchandising problems were considered in the afternoon by Dan A. Packard, household sales manager of the Kelvinator Division, Nash-Kelvinator Corp., who discussed refrigerators; Thomas F. Joyce, vice president and general manager of Raymond Rosen Co., Philadelphia distributing organization who spoke in behalf of radio and television.

Speaking on the over-all radio and appliance picture, Mr. Ogden remarked on the tremendous interest in this field by department store merchants, and declared that:

"It may be that this is the beginning of a new period in the sale of electrical equipment through department stores. It may be that disinterested management in many stores will really come to life in an attempt to cash in on this lush business at hand. Now is the time

to build an organization and get ready for the competitive period which is bound to come in this business.

"Many of our stores in our own group of the Associated Merchandising Corp. that did next to nothing in appliance selling before the war," continued Mr. Ogden, "have greatly increased their departments and floor area for these sales. Many have added branches featuring electrical equipment only, open in the evening to catch husband-and-wife trade. All this activity is of vast importance to radio and appliance manufacturers. It is something they have been wishing for years."

Mr. Otter declared that brand manufacturers offer quality, low price and advertising that brings customers into the stores, plus the fact that the brand manufacturer stands behind his products. He advised department stores to have service departments to check radios and appliances before they leave the store and "as assurance to the customer that he can get service from the store from which he made his purchase."

To do justice to radio and appliance sales, a department store should carry at most three nationally branded lines because salesmen cannot merchandise any more than that number properly, Mr. Otter asserted.

Specialty salesmen should be trained to sell in one department and only one line, Mr. Otter insisted. Manufacturers and distributors will teach the store salesmen how to merchandise their products, he pointed out.

The fact that department stores lost their grip on the appliance business long before Pearl Harbor was deplored by Mr. Price. This was due to failure

"to grasp the significance of changes in merchandising methods," Mr. Price pointed out.

He warned department stores "are courting disaster in blithely sitting back and taking care of the present dammed-up demand for goods. I fear that they are being so hypnotized by today's frantic grabbing for appliances that they are slipping gently into a false security."

Mr. Price championed private brand distributing, declaring that department stores will be unable to meet the standards set by the large chain stores until they incorporate into one basic program the three factors of controlled distribution, concentrated purchasing power and creative specification types of merchandise.

A ten-point program for department stores was offered by Mr. Packard, who said that an appliance sales operation "is a business which department stores can operate at a profit to themselves and to the advantage of the entire industry."

Mr. Joyce, who was formerly manager of the Radio and Television Department of RCA Victor, described the "cut-throat competition that soon will come in the radio and appliance business." He told the retailers that they must meet this challenge all the way with wide-awake methods.

"A department store should be able to offer the best values in radio and appliances—and meet any price a competitor sets," he added.

Mr. Joyce predicted a profitable market for television receiver sales in the area served by television programs this year.

"You'd better get on the band-wagon because you can sell every television set you can get from the manufacturer."

He also urged department stores to go after the phonograph record business, because "400,000,000 records will be sold in 1947."

Other speakers at the afternoon session were W. F. Linville, general sales manager of Bendix Home Appliances, Inc., South Bend, Ind., who discussed washing machine merchandising; John F. McBride, sales manager of the range division of the General Electric Co., who spoke on electric ranges and Daniel B. Lunt, divisional merchandise manager of the Jordan, Marsh Co., Boston, who discussed the overall operation of the department and touched on the following subjects: 1—Selecting, training, paying, and supervising salesmen; 2—Promoting appliance and radio departments; 3—Servicing major appliances and radios.

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

V. C. STEPHENS MADE EMERSON CONTROLLER

Appointment of Victor C. Stephens as controller of the Emerson Radio & Phonograph Corp., New York, was announced on Monday by Benjamin Abrams, president.

Before joining Emerson, Mr. Stephens was secretary-controller of the General Instrument Corp., Elizabeth, N. J.

Prior to that, he was associated with the Tung-Sol Lamp Works, Inc., Newark, N. J., and also served as vice president and controller of the American Machines and Metals, Inc., New York City.

NEW RECORDS ARE SET BY EMERSON COMPANY

(Continued from Page 3)

communication equipment, marine radio communication equipment, marine radio apparatus and other electronic products. It is planned to expand the operations of the Jefferson-Travis firm.

The annual meeting of stockholders of Emerson will be held at the firm's headquarters in New York on February 5.

Edward Sarnoff to Wed; Son of RCA President

Edward Sarnoff, son of Brig. Gen. David Sarnoff, president of the Radio Corp. of America, and Mrs. Sarnoff, will be married Sunday to Miss Jean Brown, daughter of Mr. and Mrs. David Brown, of Scarsdale, N. Y. The ceremony will take place at the Brown home with Dr. Jonah B. Wise officiating.

TUBES!

Complete Stock

Critical numbers included at trade discounts

Times Radio Stores Corp.
65 Cortlandt Street
New York 6, N. Y.
WOrth 2-1489

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.

*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.**

DEMAND FOR APPLIANCES OF ALL KINDS IS AT HIGH PEAK IN THE KANSAS CITY REGION

SLIGHT FALLING OFF IS NOTICED IN SALE OF RADIO SETS

Stores Advertise Immediate Delivery on Merchandise of All Kinds — Service Appliance Co. Initiates a New Sales Plan — Keith's New Section Doing Heavy Business — Many From Section at Shows in Chicago — Other Interesting Notes of the Trade.

KANSAS CITY, MO., Monday—Sales at the large downtown department stores here show that demands for large appliances and small items, such as toasters and irons, have not lessened since Christmas. Some stores report that interest in radios has slipped a little.

E. M. Lanaman, manager of the appliance division of Peck's department store, said that the drop in demands for radios has resulted from the sale of off-brands during the Christmas rush. People, eager to buy a radio for a gift, bought any kind offered them, Mr. Lanaman said. Shoppers now want a well known product.

Sales promotion on large appliances has taken on a pre-war tone. Signs promising immediate delivery are displayed in stores all over town. Jones Store Co. used a double-column display advertisement to announce the addition of Universal gas ranges to the stocks of its main store and four neighborhood branches.

Davidson's Furniture Store is sug-

gesting long-range buying terms. Advertising from Davidson's has been carried under the caption: "January, Month of Values."

Wright's appliance stores, located in Kansas City and in six nearby Kansas and Missouri towns, are offering to take mail orders on gas ranges.

Arthur's home furnishings, in the south central business district here, is promoting its free delivery service to any part of the city.

The Service Appliance Co., which is located in a shipping center serving customers on salaried incomes, has mailed certificates offering 6 per cent discounts to neighborhood families.

At Robert Keith's, downtown furniture store owned by Spiegel's of Chicago, an appliance department which was opened in October, has already proved to be too small. The planning division of Spiegel's is designing a new appliance and radio department which will occupy the entire basement floor at Keith's. Space will be provided for audition rooms for radios and for two complete kitchens and laundries, one Westinghouse and one General Electric. The new department will be managed by L. A. Buxton, who was for fifteen years head of merchandising for the Kansas Power and Light Co., Topeka. Mr. Buxton said that the new department, which will be opened March 1, will require the employment of ten or fifteen persons.

TO GATHER THE NEWS FOR YOU—

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

Emery, Bird, Thayer Co. is planning to add a new appliance section to the housewares division of its downtown department store. Approximately \$15,000 will be spent on equipment for the new department, which will be managed by Clifford S. Wilcox.

Record shops report an avalanche of requests for "Blue Skies" albums as the motion picture of that name begins its third week here. Virginia Pierce, manager of the record division of Barnard's, popular hang-out store for the high school crowd, reports that she has sold 100 of the albums during the last two months.

On January 8, Arthur Whittemore and Jack Lowe, RCA Victor duo-pianists, were at Barnard's from 3:30 to 4:30 P. M. to autograph records for the after-school crowd.

The American Furniture Mart and the Merchandise Mart in Chicago are currently claiming the interest of appliance and radio dealers in this area. Reports from distributors' offices, specialty shops and housewares divisions of department stores have revealed that at least one person from each firm is attending the Mart. As soon as they return, planning meetings will be held.

The Housewares Club, an organization of buyers, sales people and wholesale and retail dealers, will meet on January 20, just one day after the close of the Chicago exhibits. Officers will be elected and plans made for promotional activities of the club.

—ELSIE WRIGHT.

New Geiger-Mueller Tubes Are Developed by Sylvania

Two new types of Geiger-Mueller tubes, in a convenient, practical form suitable for a wide range of laboratory and industrial applications, have been announced by the Electronics Division of Sylvania Electric Products, Inc., New York City. The new tubes have been designed for use by physicists, biologists, chemists, physicians, engineers, and others engaged in the research and practical application of nuclear physics.

When utilized with suitable auxiliary apparatus (not supplied), these tubes detect radiations emitted by radioactive substances by responding to the individual sub-atomic particles and protons comprising such radiations. Measurement of the intensity of the radiation is effected by counting the number of particles reaching the tube in a given period of time.

Westinghouse Electric Appoints Carl Bredahl

The Westinghouse Electric Corp. announces the appointment of A. Carl Bredahl as manager of its better homes department. He has been the department's technical director for the past two years. Mr. Bredahl first joined the company in 1943.

**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.

DEALERS Write for
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

AEROPPOINT ^{UHF*} Emerald

PERMANENT JEWEL TIP PHONOGRAPH NEEDLE TRANSCRIPTION-
QUALITY REPRODUCTION FOR HOME PHONOGRAPHS... \$10

AERO NEEDLE COMPANY • 619 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

*Ultra High Frequency

'ELECTRONICS' TOPIC OF ADDRESS HEARD BY MILWAUKEE SOCIETY

ENGINEERS' SOCIETY MEETS

University of Wisconsin to Have
Course in Industrial Electronics
— Eau Claire to Install FM in
City Cars — Other Notes.

MILWAUKEE, WIS., Saturday — "Electronics Explained in Layman's Terminology" was the subject of a talk on January 15 by Gordon Volkenant, associate director of research for the Minneapolis-Honeywell Co., before the Engineers' Society of Milwaukee, at the Public Service Building.

An all-industry showing of electrical appliances was scheduled for the Public Service Building Auditorium, January 21.

Harold W. Hirth, of the Frankfurth Hardware Co., retiring president of the Sales Managers' Association of Milwaukee, was elected a director of that organization recently.

The University of Wisconsin extension division is planning a course in industrial electronics. Although the time and place of the course, in Madison, have not yet been decided upon, the course will consist of sixteen weekly meetings, and registrations are now being taken by telephone at University 16.

Topics to be covered include a review of electric units; ohm's law; characteristics of vacuum tubes in radio; the construction of high vacuum tubes; grid control circuits; classification of vacuum tubes; the gas-filled rectifier; grid controlled gas and mercury vapor filled tubes; grid controlled circuits of

industrial gas filled tubes, and uses of grid controlled circuits.

James E. De Long, president of the Waukesha Motor Co., Waukesha, last week announced that the concern's refrigeration division will henceforth be known as the railway division.

Building applications approved last week by the Office of Temporary Controls, formerly the Civilian Production Administration, include a \$1,037 transcription studio by the United Broadcasting Service, here.

A new department store is Carroll House, at Stoughton, which is scheduled to open February 1. W. B. Smith-cram will be manager.

A fire recently destroyed the J. H. Hanson hardware and appliance store at Rosholt. Damage was estimated at \$15,000.

The city of Eau Claire is planning to convert its city-county police radio system from AM to FM.

J. C. Springer has been elected treasurer of Cutler-Hammer Co., Milwaukee electrical manufacturer. He succeeds H. F. Vogt, who resigned. J. C. Borden has been named comptroller of the firm and B. M. Horter was made director of purchases. Rex Davies has been named manager of the credit and collection department. Mr. Vogt will continue as chairman of the executive committee.

—BERT REICHERT.

Brush Will Demonstrate

Magnetic recorder-reproducers manufactured by the Brush Development Co., Cleveland, will be demonstrated from 3:00 to 4:00 P. M. today (Wednesday) at the Lotos Club, 110 West Fifty-seventh street, New York. R. B. Mathe-son, manager of the magnetic recording division of Brush, will be in charge of the demonstration.

WILLIAMS ADVANCED BY CONNELLY FIRM; OTHERS PROMOTED

SEATTLE, WASH., Friday—With a new year which holds much promise for increased production, the F. B. Connelly Co., 1015 Republican street, this city, has announced several appointments, according to Frank C. Porter, vice president.

Heading the major appliance department will be F. M. Williams, better known to the trade as "Billy." Mr. Williams joined the Connelly organization in 1939. Prior to joining the Connelly firm, Mr. Williams had had many years of experience in the major appliance field in Montana and New Jersey. In Connelly's major appliance department are found such lines as Norge, Ironrite, Hamilton clothes dryers, Mealmaster coal, wood and oil ranges, McAllister vacuum cleaners, American Beauty sewing machines, Galloway farm products and Rainier water softeners.

Succeeding Mr. Williams in the Electrical Department will be Neal Wallberg. Mr. Wallberg joined the F. B. Connelly Co. in 1934. He has served in many important capacities and is well known to the trade.

Harold Brandt will succeed Mr. Wallberg as service manager. Mr. Brandt has served as assistant manager of Connelly's order department since returning from duty with the armed forces and is particularly well versed on dealer and factory service problems.

These appointments are in addition to those previously announced; namely, G. F. Fanning, manager Radio and Record Department; A. M. White, manager Housewares and Hardware Specialties Department; Harold Howard, man-

ager Toy Department; and Hugh Enochson, manager Order Department.

"These appointments are merely additional moves to increase the departmentalization of our company to the point where more efficient service and sales promotional helps can be rendered to our dealers," Mr. Porter declared.

HY-ART HEAD VISITS CHICAGO SUPPLIERS

Harry Finkelstein, head of the Hy-Art Co., manufacturers' representative located at 136 Liberty street, this city, left New York today on a trip to Chicago, where he will visit some of the manufacturers whom he represents. The main purpose of the trip is to ascertain delivery dates and the general merchandising plans of his suppliers for 1947.

Two of the firms located in Chicago that Mr. Finkelstein will contact are W. M. C., Inc., manufacturer of tube sockets, headed by William Charney, a well-known trade figure, and the Aetna Radio Service, manufacturer of the "Changerak" and "Chassisrak," items used in record changer and radio repair.

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

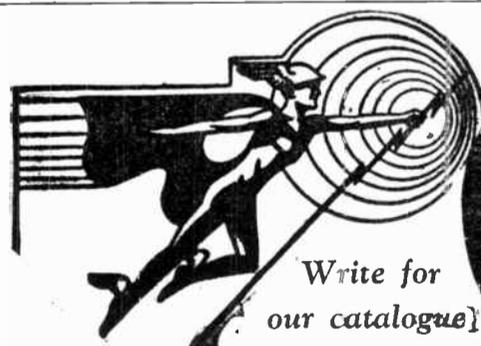
RADIO TUBE KIT

New All-American Miniatures
12BE6, 12BA6, 12AT6, 35W4, 50B5

\$2.50 Per Kit

In 1000 Kit Lots!

CALL MR. DANOWITZ, BO 9-3965
or write him at
397 Baldwin Ave., Jersey City, N. J.



Write for
our catalogue

IMMEDIATE SHIPMENT

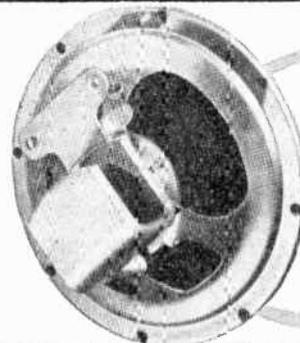
Wholesale
RADIO PARTS

HENRY O. BERMAN CO., Inc.

Electronic Distributors

12 E. Lombard Street • Baltimore 2, Md. • LE. 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



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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 —

SALESMAN for the metropolitan area with a radio, music and appliance dealer following to sell fast-moving item on commission basis. Write in detail stating lines handled and territory covered. Box 783, RADIO and Television WEEKLY.

FACTORY REPS WANTED

For manufacturer of intercom equipment. Contacts with electronic and electrical distributors and department stores. Exclusive territories guaranteed. For details, write Box 777, RADIO & Television WEEKLY.

IMMEDIATE DELIVERY — Variable condensers, quantity 6300 radio condenser type 224 antenna section 441.7 without trimmer, Osc. section 228, 2 with trimmer. Knurled shaft prints available on request. Box 779, RADIO and Television WEEKLY.

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.

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

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

FOR 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.

PORTABLE CABINETS

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

SALESMAN WANTED — New York radio distributor has open territory Nassau and Suffolk counties. Drawing and expenses. Local resident preferred. Apply, giving all details in first letter, to Box 786, RADIO and Television WEEKLY.

FOR SALE — 3-tube Phono-Amplifier, Volume and Tone Controls, uses 50L6, 12SQ7 and 35Z5, less tubes, ea. \$2.70, quantity of 50, ea. \$2.50; 2-tube Phono-Amplifier Standard Brand Materials Super Wack, less tubes, ea. \$2.35, quantity of 50, ea. \$2.15. 25% with order—Bal. C. O. D. HARVEY APPLIANCE CO., 25-02 Steinway St., Astoria, L. I., N. Y.

WANTED, by one of the oldest radio manufacturing companies in the country — Factory Representative to cover distributors and key accounts in southern states, south of Washington, D. C. Excellent opportunity, commission and drawing account. Must be thoroughly experienced in the wholesale selling of radio sets. All replies will be confidential. Address Box No. 782, RADIO and Television WEEKLY.

WIRELESS PHONO OSCILLATORS — Require 12SA7 and 35Z5 tubes. Lots of 50, \$2.50; each, \$2.65, less tubes.

PHONO AMPLIFIERS — Neatly wired, with volume and tone controls. Requires 50L6, 12Q7, 35Z5 tubes. Lots of 50, \$2.85; each, \$3.05. 25% deposit with C. O. D. orders. RADIONIC DESIGN, 709 East 5th St., New York. AL 4-9183.

RADIO DISTRIBUTORS WANTED — The following states are available: Washington, Oregon, California, Nevada, Idaho, Utah, Montana, Kansas, Oklahoma, Texas, Louisiana, Alabama, Georgia, South Carolina, North Carolina, New England, New York, Pennsylvania. Contact M. L. Silver, Mason Radio Sales Corp., 50 E. 42nd St., New York City.

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

DISTRIBUTORS-JOBBERS

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

SPECIAL SALE — Large stock of radio tubes in original factory cartons. Nationally known brands, many scarce tubes included. Write for special quantity prices and list of tubes, or send us your list required. Write Box No. 785, RADIO and Television WEEKLY.

.01 — 600V PAPER TUBULAR CONDENSERS, \$.02 ea. 10 Watt-150 Ohm Wire-Wound Resistors, \$.08 ea. Lots of 500 or more. Box 784, RADIO and Television WEEKLY.

MANUFACTURERS' REPRESENTATIVE — Electronic experience and good contacts with jobbers, radio and television companies. Atlantic Seaboard. Interested in high grade parts lines. W. R. Rich Co., Inc., 500 Fifth Ave., New York City.

THUROW DISTRIBUTORS OPENS OFFICE IN TAMPA

TAMPA, FLA., Monday — W. P. "Bill" Laws, sales manager of Thurow Distributors, Inc., headed by "Doc" Carpenter at 134-136 South Tampa street, this city, reports that the company recently held a dealer meeting in connection with the opening of its new headquarters and display room here.

Thurow handles Motorola radios, Blackstone automatic washers, Proctor and Hamilton Beach appliances, Sonora records, radio, electronic, amateur equipment and other articles. The company also has offices in Jacksonville, Miami, West Palm Beach, Orlando and Tallahassee.

The Blackstone Automatic Washer now in the hands of the Thurow company was the first sample received by any company in the Southeast.

Charlie Heyman Joins Ranks of Grandfathers

Charlie Heyman, veteran radio man and head of the Variable Condenser Corp., Brooklyn, N. Y., became a grandfather last week.

A son, William Stephen Gamtman, was born in Bronx Hospital to his son-

BOSTON RADIO TRADE "EXCHANGE PLAN" IS OPERATING SMOOTHLY

(Continued from Page 10)

Summer street known as "King's" and is featuring Emerson radios.

The Hub Cycle & Radio Co. on Commonwealth avenue, which distributes Emerson radios is taking over the adjoining building and will consolidate all activities on Emerson. This move is expected to reduce selling costs over the long run and give Emerson dealers still better service from the outset. It will also provide better facilities for distributing radio parts and supplies to radio repairmen.

It looks as if the radio distributing business has gotten into the really big business as New England radio and appliance dealers receive their first copy of Northeastern Distributors monthly trade bulletin, comprising four pages of newsy, informative copy. The inside spread is devoted to write-ups of outstanding dealers served by Northeastern. The back page tells of the new 40,000 sq. ft. warehouse in South Boston with Edward S. (Eddie) Cornez in charge. Another item tells of Zenich's new "Holiday" model battery and electric radio which is styled for either home or portable use.

F. Gilbert (Gil) White has been appointed sales manager for Northeastern's new MGM Record Division. Gil is a Harvard graduate and recently a U.S. Naval Officer—in charge of communications on the staff of Commander-in-Chief of the Atlantic Fleet.

George I. Cohen, general manager of Northeastern Distributors, Inc. attended the Chicago Furniture and Appliance Show early this month. Charles S. (Charley) Jacobs, advertising manager, conceived and is editing the new monthly bulletin, called "The Compass."

—FRANK PRAY.

in-law and daughter, Mr. and Mrs. Sam Gamtman. The father is also associated with the Variable Condenser Corp.

BEUCAIRE 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

RADIO AND TELEVISION WEEKLY

ESTABLISHED 1915

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
Dalbar Mfg. Co. Dallas, Texas
DeWald Radio Mfg. Corp. New York, N. Y.
Delco Radio Div. of G. M. Kokomo, Ind.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electromatic Mfg. Corp. New York, N. Y.
Electronic Corp. of America Brooklyn, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Emerson Radio & Phono. Corp. New York, N. Y.
Espy 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.
Meek 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.
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.
Garrard Sales Corp. New York, N. Y.
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.
Musicraft 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.
Recordisc Corp. New York, N. Y.
Recoton Corp. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Products Co. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
E. 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 Works, Inc. Newark, N. J.

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aeronics, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
Chicago Aviation Chicago, Ill.
Coronet Electric Co. Chicago, Ill.
Dearborn Industries Chicago, Ill.
Dumont Electric Co. New York, N. Y.
DX Radio Products Co. Chicago, Ill.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Illinois Condenser Co. Chicago 22, Ill.
Insuline Corp. of America, Long Island City, N. Y.
International Resistance Co. Philadelphia, Pa.
JFD Manufacturing Co. Brooklyn, N. Y.
Jensen Manufacturing Co. Chicago, Ill.
Legr: 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.
Servwel 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.
Spiraling 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.
Bernian 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
Peerless Radio Distributors Jamaica, N. Y.
Riseo 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.
Wolfe Radio Co., Ben. 34 W. 17th St., New York
Wolfe Radio Co., Ben. 14 W. 17th St., New York

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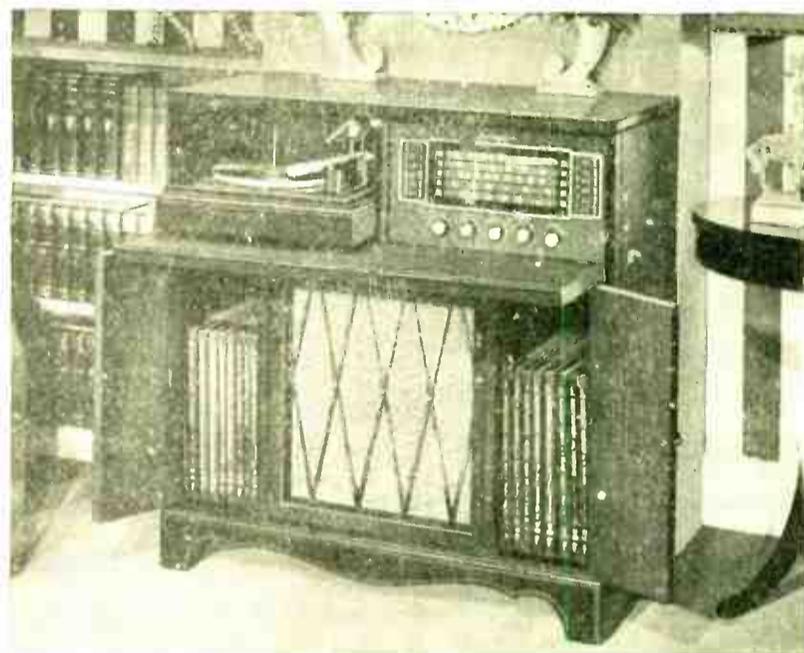


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