

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, MARCH 12, 1947

**HOLD IT!  
WATCH THE BIRDIE!**



Sure! We're taking your *sales picture* . . . and here's our angle: It'll pay you to keep your eye on that eagle NOW. Dollars will come harder tomorrow when you're the seller in a buyers' market. One way to keep those dollars flowing in is to carry a line of radios and radio-phonos that fits your picture because it fits your customers' picture. That makes sense, doesn't it? All right . . . keep an eye on that birdie while you check the sales appeal of a few models in the Crosley line of radios and radio-phonos . . .

**EXCLUSIVE  
FLOATING JEWEL\*  
TONE SYSTEM**

The Floating Jewel\* glides silently on the sides of the sound grooves . . . flushes annoying needle hiss, scratch and chatter . . . with a touch so light that records last up to ten times longer, sound amazingly life-like. Permanent . . . foolproof.

\*PATENTED

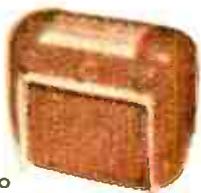


**CRUISAIR**



**PORTABLE**

**RONDO**



**COMPLETE SELECTION OF TABLE RADIOS**

From the petite, curvaceous Rondo with all 'round gem-like beauty, to the handsome PORTABLE that's at home indoors or out you'll find the Crosley line of table radios and radio-phonos meets the needs of your most discriminating buyer. Available in a wide choice of colorful plastic or richly finished wood cabinets, featuring powerful, trouble-free circuits that deliver lifelike, mellow tone. You'd have to look far to find models with as much buy appeal to keep the dollars rolling in.



**THE CROSLEY DEBUTANTE**

Has electronic advancements and features formerly found only in the largest consoles, in an attractive, space-saving cabinet that occupies no more room than a dining room chair. Ideal for smaller homes, apartments and summer dwellings, the Debutante woos buyers . . . with such outstanding features as the Floating Jewel\* Tone System, Crosley FM (Frequency Modulation) Continuous Tone Control and a lightning fast, jam-proof Automatic Record Changer. The powerful circuit is engineered to electronic perfection.



**THE CROSLEY CARROLLTON**

Finest of the fine Crosley radios and radio-phonos . . . and typical of Crosley engineering excellence. The Floating Jewel\* Tone System, Crosley FM (Frequency Modulation) and exclusive Master Tone Control (64 different tonal combinations for radio or records) make this superb instrument a favorite of those who love fine music. Luxurious cabinetry of hand rubbed mahogany or walnut puts beauty on a par with performance . . . completes a distinctively styled model that complements the most gracious home.

\*PATENTED

NOW YOU TAKE OUR PICTURE



In taking your picture with the Crosley radio and radio-phonograph line grouped around you, we've given you a pretty clear picture of that line itself.

Take that picture. Think it over.

Consider some of the exclusive Crosley features and advantages we've mentioned. Look ahead to competitive days tomorrow when it's going to take more sales punch to punch those cash register keys. Keep your eye on that birdie!

Refrigerators—Home Freezers—Laundry Equipment  
Ranges—Kitchen Sinks and Cabinets—Radios  
Radio-Phonographs—FM—Television—Short Wave  
Radar—Home of WLW, "The Nation's Station"

**CROSLEY**

DIVISION—THE AVIATION CORPORATION

CINCINNATI, OHIO



"THE WORLD'S GREATEST ARTISTS RECORD  
THE WORLD'S FINEST MUSIC FOR R.C.A. VICTOR"

*These Precious Records Deserve  
Best of Care and Shelter.*

The Country's Leading  
**R.C.A. VICTOR DISTRIBUTORS** ★  
Bring You the Famous *Regina*  
**HASSOCK RECORD HOLDERS**

Marie Carroll,  
Popular Songstress,  
Who Has Been Chosen  
"Miss Regina Hassock"  
of 1947



DE LUXE MODEL  
\$21.95 (11 Western States \$23.95)

SUPER STANDARD MODEL  
\$14.95 (11 Western States \$16.95)

HASSOCKS AVAILABLE  
IN 5 COLORS  
(STANDARD MODEL  
NOT ILLUSTRATED)

DISTRIBUTORS

- R. P. McDavid Co., Inc. Birmingham, Ala.
- Leo J. Meyberg Co. Los Angeles 7, Calif.
- San Francisco, Calif.
- Radio & Appliance Dist. Inc. East Hartford 8, Conn.
- Southern Wholesalers Inc. Washington 5, D. C.
- Yancey Co., Inc. Atlanta, Georgia
- RCA Victor Dist. Corp. Chicago, Illinois
- Klaus Radio & Electric Co. Peoria, Illinois
- Associated Distributors Indianapolis 4, Ind.
- George W. Onthank Co. Des Moines 8, Iowa
- Ewald Distributing Co. Louisville 8, Ky.
- Electrical Supply Co. New Orleans, La.
- Cressey & Allen Portland, Me.
- D & H Distributing Co. Baltimore, Md.
- Harrisburg, Pa.
- The Eastern Co. Cambridge Mass.
- RCA Victor Dist. Corp. Detroit 7, Mich.
- F. C. Hayer Co. Minneapolis, Minn.
- Interstate Supply Co. St. Louis, Mo.
- RCA Victor Dist. Corp. Kansas City 6, Mo.
- Northwestern Auto Supply Co. Billings, Montana
- Krich Radisco Inc. Newark 8, N. J.
- RTA Distributing Co. Albany 4, New York
- Morris Distributing Co., Inc. Binghamton, N. Y.
- Syracuse, New York
- Bickford Brothers Rochester, N. Y.
- Buffalo, N. Y.
- Bruno-New York, Inc. New York 1, N. Y.
- Southern Radio Corp. Charlotte, N. C.
- Cleveland Radioelectric Inc. Cleveland 14, Ohio
- Ohio Appliances, Inc. Columbus 15, Ohio
- Dulaney Distributing Co. Oklahoma City 2, Okla.
- Harper-Meggee Inc. Portland, Oregon
- Seattle 9, Wash.
- Raymond Rosen & Co. Philadelphia 4, Pa.
- Hamburg Bros. Pittsburgh, Pa.
- C. M. McClung & Co. Knoxville 7, Tenn.
- McGregor's Inc. Memphis 3, Tenn.
- Adleta Co. Dallas 1, Texas
- Midland Specialty Co. El Paso, Texas
- Straus-Frank Co. Houston 1, Texas
- San Antonio, Texas
- Wyatt Cornick Inc. Richmond 18, Va.
- Van Zandt Supply Co. Huntington 1, W. Va.
- Taylor Electric Co. Milwaukee, Wisc.
- Corporacion Nacional Distribidora, S. A. Mexico City, Mexico

**DAVAL COMPANY** 19 West 44th St., New York 18, N.Y.

Exclusive National Representative

Manufactured by Grand Novelty Co., Brooklyn, N. Y.

## Radio Tradesmen Arrange Details For Parts Exhibit

2,054 ALREADY REGISTERED  
Keynote Dinner Is Arranged for  
May 12 — Special Show Train  
Will Leave New York on Satur-  
day, May 10 — Expect Crowd.

CHICAGO, ILL., Friday — Advance registration for the Radio Parts Show, to be held at the Hotel Stevens, Chicago during the week of May 11, points to the most successful show of this type ever to be held, according to Ken Prince general manager of the exhibit.

The total advance registration is 2,054, with 885 member-exhibitors, 39 guest exhibitors, 489 NEDA members, 274 non-NEDA distributors, and 367 representatives included in this figure. Badges have already been mailed to these registrants, who have been cautioned to bring the badge with them when they come to the show, to avoid waiting in line. No one will be admitted to the exhibition hall without the proper identification badge, except on Open House Day, Friday, May 16.

Principal speaker for the Keynote dinner, to be held on May 12, will be Bill Cunningham, well-known sports writer and radio commentator.

Announcement has been made by Jack Berman, of Shure Brothers, president of the Show Corp., that Monday, May 11 will be designated NEDA Day. This was previously scheduled for Thursday May 15. Events during that day will include a special breakfast by the National Electronic Distributors Association for member-exhibitors, and a luncheon meeting for members of the Radio Manufacturers Association, Electronics Parts and Equipment Manufacturers, Sales Managers Club Eastern Division and NEDA.

Announcement was made by Perry Saftler, in charge of the special Radio Show train leaving New York, that the train will be run out of the Grand Central Station, New York, on Saturday, May 10 and not on Sunday, May 11. In past years, the train has been run on Sundays. A poll taken among members of the trade showed a preference for Saturday, Mr. Saftler stated.

## Request Made for Lower Prices On Some Table Combinations

Retailers and distributors have made representations to manufacturers of standard brand radios to reduce list prices on table radio-phonograph combinations in the \$120 to \$125 price class, it was learned last week. Some of the manufacturers have agreed to consider the suggestion, it was reported.

Consumer resistance to such models has caused a piling up of retail inventories in many stores, it was stated,

## NEW RADIO MIRACLES ON WAY, FCC CHAIRMAN TELLS ENGINEERS

NEW YORK SHOW ATTRACTS 11,000 TECHNICIANS

All Types of Electronic Equipment Exhibited at Grand Central Palace—Papers Cover Variety of Subjects, Including FM, Television, Antennas, Recording and Research Projects—Technical Exhibits Attract Wide Attention.

## Stromberg-Carlson Plans 450,000 Set Output This Year

ESTIMATE OF LEE McCANNE  
Predicts Boom in FM Production  
This Year — Sees 700 New Stations on Air and 5,000,000 Sets in Homes by End of 1947.

ELMIRA, N. Y., Friday—The Stromberg-Carlson Co., Rochester, N. Y., will this year triple in units its 1946 output of radio sets, which in turn was three times greater than the company's best previous peacetime year, Lee McCanne, vice president and general manager of the firm, predicted here this week. On this basis, Stromberg-Carlson will produce 450,000 radios during 1947, in as much as its 1946 output totaled more than 150,000 receivers.

Mr. McCanne addressed several meetings in Elmira this week. All floor models will contain FM, he declared. Speaking before the Elmira Electrical Association at the Mark Twain Hotel, he predicted that there would be more than 700 new frequency modulation stations on the air by the first of next year and more than 5,000,000 FM sets in use.

Mr. McCanne also addressed the Elmira Rotary Club on the subject "What's New in Radio?" He said that standard broadcast, far from having outlived its usefulness as some critics claim, will continue in a limited way, but that frequency modulation will prove to be the salvation of radio.

On this trip to the Southern tier, Mr. McCanne participated in a regional meeting of the Stromberg-Carlson authorized dealers. The conclave was arranged by Donald Craver of Barker, Rose and Kimball, Elmira distributor.

and this is definitely beginning to be reflected in a backing up of wholesale stocks.

Despite all talk of increased component and other production costs, table model radio-phonographs priced above \$100 are out of line, a spokesman for the merchants suggesting a reduction in list prices on such instruments, declared.

★ Radio technicians will face their biggest tests in the years to come, Charles R. Denny, chairman of the Federal Communications Commission, told several thousand engineers last Wednesday evening during the annual banquet of the Institute of Radio Engineers at the Hotel Commodore, New York.

The dinner was staged in conjunction with the annual convention and show of the I. R. E. held at the Commodore and Grand Central Palace and attended by some 11,000 engineers from virtually every section of the world. It was by far the largest attendance recorded at any gathering sponsored by the I. R. E., which now boasts a membership of 20,000.

About 160 firms, in addition to the Army and Navy, staged exhibits at the Grand Central Palace for four days, starting on March 3, and 120 technical papers covering every phase of electronics, including television, FM, tubes, microwave components, test equipment, recording, antennas, pulse time modulation, receiver circuits and research were presented for the edification of the engineers.

Mr. Denny declared that radio progress continues at an ever-accelerating rate, and predicted that in the next ten years, things now virtually unheard of will be contributing importantly to the health, safety, culture, comfort and well-being of men everywhere.

"Clearly, we are on the threshold of an immense expansion in the use of

(Continued on Page 26)

## 'Weekly' Installs Mobile Phone . .

In order further to improve its facilities as a news-gathering trade publication, RADIO and Television WEEKLY has installed a mobile telephone that is now in operation in New York.

In case of urgency after regular business hours, a representative of "The Trade's Only Weekly" can be reached by calling Mobile Telephone JI-4-2449, if its auto equipped with a mobile telephone is in use.

RADIO and Television WEEKLY is believed to be the first trade paper to make use of this newest communications service.

## Music Merchants Complete Plans For Chicago Show

LA MAIR APPOINTS B. MAY  
Heads Nominating Committee of  
National Association of Music  
Merchants — May Stage Evening Exhibits on Two Days.

CHICAGO, ILL., Friday — Louis G. LaMair, head of Lyon & Healy, Inc., this city, and president of the National Association of Music Merchants, Inc., has appointed Bernie May, president of May's Music Co., Albuquerque, N. M., as chairman of the committee on nominations for the forthcoming NAMM convention to be staged at the Palmer House, here, June 2 to 5 in conjunction with the Music Trade Show. Mr. May is secretary of the association.

Serving with Mr. May are Harry Callaway, Thearle Music Co., San Diego, Calif.; Sherman Almanrode, J & S Music Co., New Orleans, La.; Clarence Petit, L. Bamberger & Co., Newark, N. J.; C. W. Gould, Gould Music Co., Altor, Ill.; Frank Allen, Cressy-Allen Co., Portland, Me., and Ted Brown, Ted Brown Music Co., Tacoma, Wash.

Under the NAMM constitution, the nominating committee will nominate those to be elected at the annual convention.

This year's convention will be held for four days as will the trade show. Consideration is being given on the advisability of having the exhibits open on two nights, Monday and Tuesday. State dinners will be held on Wednesday night. Several new state music merchants associations have been organized during the past year, and others are being formed.

## DR. V. K. ZWORYKIN ELEVATED BY RCA

Election of Dr. Vladimir Kosma Zworykin as vice president and technical consultant of the RCA Laboratories Division, Radio Corp. of America, was announced on Friday by Brig. General David Sarnoff, president of RCA, following a meeting of the board of directors.

Dr. Zworykin, who has been director of the electronic research laboratory of the RCA Laboratories Division, Princeton, N. J., has received international recognition for his achievements in radio, television and electronics. He has been associated with RCA for seventeen years.

As a pioneer in the development of all-electronic television as a service to the public, Dr. Zworykin invented the iconoscope, television's electronic "eye" and developed the kinescope, electronic picture tube of the television receiver. His pioneering work in television has won for him many scientific awards.

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## FIELD REPRESENTATIVE

Atlanta, Ga.: J. B. Gillespie; Beaver Dam, Wis.: Bert Reichert; Bethlehem, Pa.: George Stalter; Birmingham, Ala.: S. A. Maxwell; Boston, Mass.: Frank Pray; Bristol, Okla.: Ernest W. Fair; Chicago, Ill.: W. D. Morris; Cleveland, Ohio: Evelyn Bailing; Denver, Col.: Frances Conrey; Detroit, Mich.: Lon Allison; Hartford, Conn.: John A. Cox; Kansas City, Mo.: Elsie Wright; Los Angeles, Calif.: S. M. Bookey; Memphis, Tenn.: Clyde Grissam; Minneapolis, Minn.: Jacob L. Weinberg; New Orleans, La.: R. W. Hartshorn; New York, N. Y.: Richard Felix; Philadelphia, Pa.: Sol Sherman; Pittsburgh, Pa.: E. M. Marks; Rochester, N. Y.: R. R. McGuire; San Francisco, Calif.: Gisela Ney; Seattle, Wash.: Dud Brown; Spokane, Wash.: Ray Bloomberg; Spartanburg, S. C.: L. D. Bray; St. Petersburg, Fla.: Joseph Lawren; Toledo, Ohio: John M. Schlachter; Toronto, Ontario, Canada: William Freeman.

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## Buyer's Market

The much discussed buyer's market has arrived, at least as far as the radio trade is concerned. Some will question this statement, but retail merchants throughout the country—those who are familiar with trends through personal contact with the buying public—generally agree about the change in the radio picture.

The seller's market has existed for such a long period that it is difficult for many members of the trade to realize the adjustment in consumer buying habits now that production has caught up with demand for most styles of radio instruments. Naturally, there are some types of instruments which still cannot be made fast enough because of the continued backlogs. But, on the whole, production is catching up—especially in the light of a current output of some 1,600,000 receivers a month. This is on a basis of nearly 20,000,000 radios a year.

But there should be nothing to fear about the existence of a buyer's market. This is a natural change and will embrace every industry before very long. In the automobile business, it may not come for another eight to twelve months, and in major appliances (white goods) the same situation exists since production has not even reached the pre-war levels on refrigerators, ranges and washers.

Dealers, distributors and manufacturers certainly anticipated the day when the consumer would again be the supreme judge and jury on the acceptance of all merchandise. It is the consumer who decides in the final analysis if a particular product is priced right and if its quality stands up with the best traditions of the trade.

As far as the retailer is concerned, it is now becoming more essential than ever for every dealer to have a staff of trained salesmen. As Col. Fred R. Mast, head of Mast's, Inc., Seattle, Wash., veteran of twenty-two years in radio merchandising, says:

"The salesmen in today's market must be trained from every standpoint. He must really know the merchandise, the policy and the firm with which he is associated, as well as the trade."

A good location and a fine showroom are not enough, Col. Mast contends, and he certainly should know, since he has sold more than 100,000 sets during his years in the radio business. Point of customer contact is an important factor in his operation.

"It is my policy to insist that my salesmen know the factory story behind every make of radio. There is a difference in sets and there is a market for all types of sets. If the salesman knows the merchandise, then it is a fairly easy matter for him to match merchandise to customer and thereby perform the triple service of assisting the buyer, the manufacturer and our institution."

This publication has stressed these facts time and again.

Several alert manufacturers in this industry are aware of the importance of training salesmen. Right now, trained personnel are just as important as good sets, and as competition becomes keener with the supply catching up with demand in all types of merchandise, good salesmen will become even more important.

Successful dealers know that there is a lot more to sound retailing than merely buying goods and waiting for customers to come in to buy their wares. Although this type of selling paid dividends during the period of scarcity (seller's market) it won't suffice today. Hard-hitting merchandising by dealers, distributors and manufacturers alike will become more essential as we approach the days of competitive selling.

## Prices and Discounts

The Harry Alter Co., radio and appliance distributor of Chicago, is making an effort to determine the thinking of dealers on whether the present short discounts and list prices should be continued on radio sets and appliances, or whether the prices should be increased and longer discounts extended to retailers. A questionnaire has been submitted to merchants throughout the Chicago marketing area requesting their opinion.

A good cross section of the retail field will be indicated through the results of this study and this vote may result in a valuable contribution to the industry. Also, it is pointed out that "we all must assume that present list prices are as low as consistent with present manufacturing costs."

The memorandum submitted to dealers lists some arguments on both sides of this important question. Arguments in favor of maintaining the status quo include the fol-

lowing: "Distribution costs must be kept low because higher list prices and longer discounts promote price-cutting which leads to 'busted' dealers and chaotic conditions; the lower the prices to the public, the more merchandise will be sold and the higher will be the volume; dealers must learn to operate within narrower margins, and salesmen and dealers can net as much profit because of the larger volume resulting from the lowest possible lists; trade-in values of old radios or appliances do not have to be fictitious, but allowances should be based on their true second-hand value; finally they argue that home demonstrations, high-pressure selling methods and excessive advertising or promotions are not so necessary if prices are kept low so more people can afford to buy, particularly those with lowest incomes." And so much so for the status quo advocates.

These are some of the arguments offered in favor of boosting list prices and allowing longer discounts: "With higher prices and discounts increased to 40% and 40-10%, retailers will be able to employ more commission salesmen and do a larger volume; long discounts don't cause price-cutting, because there will always be price-cutting, no matter what the dealer discount; it is not price that moves goods but rather salesmanship; more radios and appliances will be sold if more sales effort is used, and this can only be paid for out of higher margins, because top-notch salesmen must be well paid; with longer discounts, trade-in allowances on old sets or appliances can be larger, thereby inducing the customer to make the trade now instead of waiting another year; because of extra sales effort and larger trade-in allowances, more overall volume for the industry can be obtained; when merchandise is plentiful and competition keen, dealers must make home demonstrations, engage in direct mail campaigns and other promotions in order to keep their sales volume up, and for that they need longer margins." So say those requesting a change.

These are the arguments advanced on both sides of this moot question. Dealer preference will be indicated by the results of this timely survey and will be awaited with interest by the industry at large.

## LETTERS

LAKE SHORE ELECTRONICS  
4560 Broadway  
Chicago 40, Ill.

Editor,  
RADIO and Television WEEKLY

Just a few lines to compliment you on the tremendous popularity of your magazine and to tell you a little story which will prove to your readers the great magazine you are publishing.

Last week I received a letter from a cousin of mine, Alfred Davidsohn, P. O. Box 1102, Haifa, Palestine, who writes that in a recent issue of RADIO and Television WEEKLY, which he read in Tel Aviv, he noticed an article in which you told of my sudden return to Chicago after my illness. He was quite concerned about me and therefore wrote me immediately. This is definitely a great compliment to your paper.

Yours truly,  
Paul M. Davidson  
General Manager.

## Merchandising Head



EXTENSIVE EXPERIENCE in merchandising is being employed by Horace H. Silliman, who was recently named manager of distribution for radio and television of the Bendix Radio Division, Bendix Aviation Corp., Baltimore. Before joining Bendix three years ago, he served for nearly a score of years with United American Bosch, Detrola Corp., Splittorf Electrical Co., Thomas A. Edison Industries and A. C. Gilbert Co.

## STEWART-WARNER '46 PROFIT IS \$2,095,187

CHICAGO, ILL., Friday—The Stewart-Warner Corp. had a net profit of \$2,095,187 in 1946 as compared to a net profit of \$1,634,200 in 1945. This means \$1.65 a share in 1946 against \$1.28 a share in 1945. The sales in 1946 totaled \$58,895,257 as compared with \$78,430,383 in 1945.

James S. Knowlson, president and board chairman, announced the company had spent slightly over \$2,125,000 for increased facilities, including land, buildings, machinery and other equipment in 1946.

## Joseph H. Irvine Named Conlon Representative

MIAMI, FLA., Thursday—Joseph H. Irvine, formerly head of the appliance division of the J. M. Keely Sales Co., this city, has been appointed representative for the entire State of Florida by the Conlon Corp., washing machine and ironer manufacturer. Dealers in this state will be served in the future on a direct factory-to-dealer basis.

Mr. Irvine was at one time associated with the Stewart-Warner Corp., Chicago.

## Mansfield, of Sylvania, Addresses Drug Meeting

F. W. Mansfield, director of marketing research, Sylvania Electric Products, Inc., one of the principal speakers at the mid-year meeting of the Federal Wholesale Druggists' Association at the Hotel Pennsylvania, New York, on Wednesday, outlined the formula of his company in decentralizing details of sales management, but centralizing necessary controls.

## DISTRIBUTION OF 72,000 VIDEO SETS PREDICTED FOR CHICAGO THIS YEAR

LOW COST RECEIVERS ARE NOT EXPECTED FOR SOME TIME

A. B. Rodner, Jr., Gives Average Cost for Sets This Year as \$500 — Present Video Receivers in Windy City Territory Number About 1,200, He Says — Trav-ler Radio Makes Canadian Appointment.

CHICAGO, ILL., Monday — A. B. Rodner, Jr., president of Television Advertising Productions, has predicted a distribution of 72,000 television receivers, worth \$36,000,000, in the Chicago area. Speaking before a meeting of the Commerce Association, Mr. Rodner cited production estimates of approximately 360,000 black and white video receivers this year, 20 per cent of which will be allocated to this section. Present sets in operation here now total about 1,200.

Low cost receivers are not in sight for this year, Mr. Rodner told his audience, giving a figure of about \$500 as the average cost per set for 1947. Inability of families to buy building materials, automobiles and other major items, in the face of materials shortages, will boost the outlook for the sale of television receivers, he stated, and should do much toward giving the industry major status.

The main office of Trav-ler Radio Corp., in Chicago, today announced the appointment of the Electronic Distributing Co., 186 North West 25th street, Miami, as its Florida distributor. While the firm name may be new to many, its president and general manager, Sam Auerbach, is well known throughout the radio industry, as he has been in the selling end for about fifteen years, and went from Chicago to Miami the first of March to take up his new pro-

(Continued on Page 29)

## LAURENCE CONCERN FORMED; WILL ACT AS BUYING SERVICE

Formation of the Laurence Buying Service, an organization that will serve as a resident buyer in the radio and electrical appliance field, was announced in New York last week. The firm, headed by John Ruiz, has opened offices and showrooms at 673 Broadway, New York City.

A firm spokesman revealed that the purpose of this buying organization was to obtain merchandise for dealers subscribing to its service at wholesale factory prices.

Due to the tremendous purchasing power of independent dealers throughout the country, a group of radio and small appliance manufacturers will accept orders directly from the dealers at wholesale factory prices. Under these conditions, a dealer discount surpassing 50 per cent will be available on some items, it was stated.

Currently on display at the New York showrooms are the products of the various manufacturers who will sell through this buying service.

All orders, channelled through the Laurence organization, will be handled directly by the manufacturers. The Laurence firm will constantly keep the dealers informed of the latest products available to them.

## ERA OF CRITICAL TYPE RADIO TUBES IS OVER, R. W. METZNER, G-E SALES OFFICIAL, DECLARES

SCHENECTADY, N. Y., Friday — A basic approach, "Those that ask—get," has been more or less forgotten by distributors and dealers in the electronic tube business, according to Russell W. Metzner, sales manager of replacement tubes for the Tube Division of General Electric Co.'s Electronics Department.

Mr. Metzner, who has just returned from a nation-wide tour of G-E distributors, said the condition was nothing to be alarmed about but it was contributing, to some extent, to the present "state of unbalance in receiving tube stocks."

"The era of critical-type tubes is past but most distributors have overlooked this fact and concentrated on stocking tubes which were previously in great demand," he stated. "Our production is not unlike a majority of the manufacturers' and we have recently released sixty-one good tube types from allocation," he added.

This may be explained, he said, by the fact that "the market as it was several months ago 'softened' the pre-

war salesman into forgetting the basic selling approach. Then, of course, the new fellows who have never sold tubes in a competitive market also may be contributing to this condition."

When distributors were on allocations, he continued, they were inclined in some instances to accept tube orders from only those servicemen they felt would represent the most over-all business in the future. Distribution must now uncover and actively solicit every possible outlet, especially those accounts that are equipped and capable of doing a retail business but who have been temporarily discouraged by the lack of tubes.

"New accounts are opening up to meet the old 'Those that ask—get' formula," Mr. Metzner said. "This may mean that distributors will be selling tubes to drug stores, hardware stores, automobile service shops, jewelry stores which handle radios and many others which are in a position to render helpful procurement service to the public and contribute something worthwhile to the industry."

## LOYD DOPKINS NAMED RADIO SALES MANAGER OF MAJESTIC CONCERN

VARIED TRADE EXPERIENCE

Elevated from Position of Eastern Divisional Manager — Has Spent Twenty-four Years in the Merchandising of Radio.

ELGIN, ILL., Thursday—Lloyd Dopkins has been appointed radio sales manager of Majestic Radio & Television Corp., it was announced here today by Parker H. Ericksen, vice president. He



Lloyd Dopkins

succeeds C. V. del Mercado, who has been named head of the newly organized International Division of Majestic.

For several years Mr. Dopkins has been Eastern divisional manager for Majestic, covering the Eastern seaboard. Well known in the radio and appliance field, he became associated with the industry in 1923, when he joined the old DeForest Radio Co. Later he was with the Atwater Kent Manufacturing Co., and more recently, with Crosley Corp. and Zenith Radio Corp. He has also had some experience at the distributing level.

"In his twenty-four years in the radio industry," Mr. Ericksen said, "Mr. Dopkins has accumulated a vast store of experience invaluable to the radio distributor. In his new capacity, this experience will be of material assistance to every Majestic distributor and dealer in the operation of their business."

Mr. Dopkins' headquarters will be at Majestic's new executive offices in Elgin.

## Murray Burnstone Joins Tele-tone Radio Corp.

Murray Burnstone has been appointed by Tele-tone Radio Corp. to cover the trade in the Manhattan area. Mr. Burnstone has been in the radio business for many years and is well known by dealers in the metropolitan territory. Officials of Tele-tone have intimated that several new models will soon be ready for release.

## ULTRATONE APPOINTS ADDITIONAL JOBBERS; ADDS CHANGER MODEL

MICHIGAN CITY, IND., Friday — Harry Byrne, sales manager of Audio Industries, of this city, today announced the appointment of two distributing firms to cover the New York and north-



Ultratone Model PA 61

ern New Jersey territories. Times Appliance Co., 353 Fourth avenue, New York, and E. B. Latham & Co., 1010 Broad street, Newark, N. J., will cover the respective areas for the Ultratone line of phonographs which the company produces.

Mr. Byrne also announced the addition of a new model to the line. It is known as PA 1 and is a three-tube amplifier and comes equipped with automatic record changer. It comes in a two-tone covering and is equipped with a five-inch speaker and has a tone control. Officials of the company feel that the new model will fill an important role in the Ultratone line.

## Aireon Mfg. Seeking Approval of Plan For Re-Financing

KANSAS CITY, MO., Friday — The Aireon Mfg. Co., electronics manufacturer of Kansas City, Kans., is soliciting its preferred stockholders to obtain a majority vote approving a lien on the company's assets to secure a loan of \$2,000,000 through RFC-bank participation. At the present time assenting votes are a little short of a majority. Officials of the company hope to secure the necessary votes approving the suggested refinancing plan in time to start production on existing orders.

Bill Roberts, assistant to Rudy Greenbaum, vice president in charge of sales, reports that a display of Aireon products at the Chicago Coin Machine Show resulted in orders totaling \$11,000,000. Models displayed at the show included a new music box called Fiesta and the firm's 1946 super deluxe model, which has been improved electronically and mechanically to provide simplified operation, better lighting and clearer tone.

Present plans call for training courses for distributors and their sales and service staffs, Mr. Roberts said. These will be conducted by Mr. Greenbaum in towns where distributors are located. Aireon now has forty-seven distributorships throughout the United States.

The company was organized a little more than six years ago. During the war production was devoted to the Navy's secret radar program and to the output of transmitters and similar equipment for all branches of the armed forces. A subsidiary, Cinaudagraph Speakers, is located at Slater, Mo.

## THE TRAVELER

Floyd D. Masters, sales manager of the radio division of Stewart-Warner Corp., Chicago, spent several days in New York last week and while here conferred with many of his friends in the Gotham radio trade.

Herbert M. Weiner, of Quaker Products Co., Philadelphia, conferred with manufacturers in the metropolitan New York market last week regarding their merchandising plans in the Quaker City and adjoining territory.

Bruce A. Coffin, president of Hytron Radio & Electronics Corp., is expected back at the company's headquarters in Salem, Mass., this week, following an extended vacation which he spent in the South.

Harry Kalker, sales manager of Sprague Products Co., North Adams, Mass., was a visitor in New York for several days last week.

Art Akeroyd, for many years a tube merchandising executive and now a sales representative with headquarters in Boston, attended the Institute of Radio Engineers show in New York last week.

Sidney Siegel, president of Secco Records, Inc., New York, is on an extended business trip through Latin America during which he is contacting distributors.

William C. Speed, president of Audio Devices, Inc., New York City, sailed recently for a tour of Europe. He will confer with leading recording and broadcasting companies in England and France on market conditions and technical advancements in sound recording.

Ben Wolfe, head of the New York radio parts distributing firm bearing his name, is expected back at his office this week following a visit to the New England trade.

William A. Mills, executive secretary of the National Association of Music Merchants, Inc., Chicago, was a recent visitor in Washington, D. C.

## TENTATIVE PROPOSAL MADE FOR APARTMENT TELEVISION ANTENNAS

A temporary plan for the installation of television receivers in apartment houses was presented last week to representatives of New York City real estate men at a meeting with a special antenna committee of the Television Broadcasters Association.

Under this tentative program, tenants desiring television receivers would stand the cost of antennas, which would be erected so that several owners of sets could use a single antenna. Plans are proceeding for a permanent solution to this problem.

## Sentinel Making New Small Radio

EVANSTON, ILL., Saturday — The "Treasure Chest," a new product of the Sentinel Radio Corp., of Evanston, has been heralded by the Illinois firm as the "tiniest radio ever offered to the trade." The set measures four inches in



Sentinel "Treasure Chest"

height, by four inches in depth, and eight inches in width. This five tube AC, DC and battery operated set is expected to reach a production level of 100,000 for the year, the Sentinel firm revealed.

## PHILCO IN PRODUCTION ON THREE NEW RADIOS; 2 ARE COMBINATIONS

PHILADELPHIA, PA., Friday — Production has been started on three new Philco radios, including two console radio-phonographs with standard broadcast and FM reception, automatic record changer and permanent needle pickup, and an AC-DC table model in a novel wood plastic cabinet, and shipments to distributor and dealers are getting under way this week, it was announced by J. M. Otter, sales manager of the Home Radio Division of Philco Corp.

With a high efficiency radio-frequency stage, the new Philco Model 1230 console radio-phonograph obtains clear reception from standard, short-wave and FM stations, including even low power broadcasters, Mr. Otter declared. The phonograph has the Philco dynamic reproducer for broadcast studio performance in the home, with an automatic record changer that handles up to twelve records. There are nine tubes including rectifier, push-button tuning and 10 watts of undistorted output. Cabinet is a modern console design in walnut with the tilt-front feature. The price of this radio-phonograph is \$269.50.

Housed in a similar cabinet, the Philco Model 1227 radio-phonograph also provides standard broadcast and FM reception, with efficient radio-frequency amplification that assures good performance from even low powered stations. It lists at \$239.50.

The table set, housed in a plastic cabinet, lists at \$4.95. It is five-tube set, including rectifier.

## Miss Regina Hassock of 1947 . . .

TWO NEW promotional slants cue the advertising campaign for Daval's Regina Hassock in 1947. They are three letters and a girl . . . RCA and Marie Carroll. Al Landes, head of the Daval Co., New York, announces a tie-up with RCA Victor's factory branches in Chicago, Kansas City, and Detroit to distribute the Regina Hassock record holder. Marie Carroll, popular girl singer, has been chosen as "Miss Regina Hassock" of 1947 and will be featured throughout the year in Daval advertising. Miss Carroll is also scheduled to be photographed in stores where the Regina Hassock is displayed and will be in advertisements that will, in the near future, introduce a revolutionary new hassock utility unit. RCA Victor distributors handling the Regina



Miss Regina Hassock

Hassock will soon number more than fifty, Mr. Landes stated.

## Two Latest FM-AM Models Introduced By Farnsworth Firm

FORT WAYNE, IND., Monday — The Farnsworth Television & Radio Corp. has announced the production of two new FM-AM phonograph-radios, Models GK-102 and GK-141.

Features of model GK-141 (shown here) are its mahogany cabinet of traditional Sheraton styling; a Farnsworth automatic phonograph plus a large compartment for records; thirteen tubes plus a rectifier; short wave AM-FM bands, and eight push buttons to tune FM and AM stations.



Farnsworth Model GK-141

Model GK-102, containing nine tubes and a rectifier, has drift-corrected push-button tuning; automatic volume control; a built-in dipole antenna for FM reception; band spread tuning; beam power output and a twelve-inch reverberation-insulated permanent magnet Alnico speaker. This model is available either in walnut or blonde Golden Harvest.

These new FM-AM combinations received enthusiastic approval when introduced to distributors and retailers at the recent Chicago Furniture Market, it was stated. First shipments of the two models will begin reaching distributors and dealers in March.

According to E. H. Vogel, Farnsworth vice president in charge of sales, production is expected to increase steadily during the next few months, and additional FM-AM phonograph-radio models will be introduced by Summer.

## F. E. Reeves Resigns Bullock Radio Post

LOS ANGELES, CALIF., Friday — F. E. Reeves has resigned as radio buyer of Bullock's, this city, effective on April 1, and will become a member of the firm of Lier Radio & Television Co. in San Bernardino, it was revealed here today. Mr. Reeves joined Bullock's in 1944, and before that he was with the Schirmer Music Co.

Matthew Slap, of Slap & Lasky, Philadelphia distributing firm, has just returned from a vacation in Florida.

## CLARION DISTRIBUTORS HEAR COMPANY PLANS; VIEW NEWEST MODELS

Clarion radio distributors in the eastern territories who attended the Warwick Mfg. Corp. convention last week at the Waldorf-Astoria Hotel saw and heard four new models. Embodied in the sets was symphonic modulation, which is said to give 275 per cent more power as a result of the Clari-Disc selenium rectifier. This power is applied to the development of tonal quality instead of merely increased volume, according to Reau Kemp, Clarion sales manager.

The models introduced were the Symphonette listing at \$99.95; the Clari-nette, a compact console with automatic record changer retailing at \$159.95; a three-way portable for \$49.50, and a small personal-table model set.

Mr. Reau revealed that February radio sales reached the highest volume in the firm's history. John Holmes, president of Warwick, also addressed the gathering, while other officials in attendance were Gordon G. Brittan, vice president and Jim McLoughlin, advertising and sales promotion manager. Earl E. Sproul, president of Agency Service Corp., Clarion advertising agency outlined the company's expanded campaign in magazines and other publications.

## ZENITH RADIO APPOINTS BLACK & RYAN CONCERN ARIZONA DISTRIBUTOR

CHICAGO, ILL., Friday — The appointment of Black & Ryan, of Phoenix, Ariz., as the Zenith radio distributor in the State of Arizona, with the exception of Graham and Greenlee counties, has been announced by H. C. Bonfig, vice president of Zenith Radio Corp., this city.

"The selection of Black & Ryan," Mr. Bonfig said, "was made after long and careful consideration. Leon Black and J. B. Ryan have long been identified with the territory they serve. Their organization understands the problems and techniques of the radio business."

Both Messrs. Black and Ryan have established individual reputations as businessmen, and their combined experience covers both the buying and the selling of merchandise, Mr. Bonfig declared.

## Hytron Radio Announces New Low Priced Sun Lamp

SALEM, MASS., Monday — Hytron Radio & Electronics Corp. announces a new sun lamp that is completely self-contained, and fits into any electric lamp socket. The company points out that no auxiliary equipment is needed, and that the reflector is built right into the bulb where it is permanently sealed against dirt, dust, or corrosion.

The company says the low price of \$9.95 places a glowing, enviable tan and healthful vitamin D within the reach of everyone.

## Advanced by RCA Tube Department . . .



Louis Martin



Robert L. Kelly



Jack M. Sadowsky

PROMOTION of three veteran RCA men in the company's Tube Department was announced last week by L. S. Thees, manager of equipment sales. Louis Martin, former supervisor of the field engineering group, was named supervisor of the equipment field force; Robert L. Kelly, former field engineer in the New York area, is now supervisor of application engineering service, and Jack M. Sadowsky, formerly a field engineer, has been made supervisor of electronic component sales. They have been with RCA nineteen, eleven and eight years, respectively. All are widely known in the tube industry. Complete story of their promotions appeared in the March 5 issue of RADIO and Television WEEKLY.

## STROMBERG-CARLSON NET INCOME GAINS

ROCHESTER, N. Y., Monday — Net income of the Stromberg-Carlson Co. after taxes and reconversion expenses for the year ending December 31, 1946, was \$802,910, compared with \$708,962 a year earlier, according to Dr. Ray H. Manson, president. After \$105,989 of the earnings had been devoted to payment of dividends on its preferred stock, the remaining balance was equal to \$2.57 per share on its outstanding common. The similar figure in 1945 was \$2.51. A common dividend of 75 cents per share, as in 1945, was declared late in 1946 and paid on January 1, 1947.

Shipments in 1946 reached \$21,513,486, about five times that of pre-war volume and over 50 per cent greater than the previous 1929 peacetime peak.

Dr. Manson stated that because of the time necessary to revamp the factory for peacetime production and considerable difficulties experienced a year ago in obtaining sufficient raw materials and manufactured components, it was not until the last third of the year that full production was achieved. Current billings, he added, are continuing at the high rate reached in late 1946 and are expected to maintain pace throughout the year.

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

## Hedco Distributors Forms Export-Mail Order Units

CHICAGO, ILL., Friday — Hedco Distributors, Inc., 4564 Broadway, this city, whose formation was announced in last week's issue of this publication, announced today that two additional divisions had been organized. One will be known as the Mail Order Division, while the other will handle export sales.

Head of mail order operations will be Dave Muir, who was formerly with Lafayette Radio in Chicago, and until recently with Electronic Corp. of America in New York.

The export division will establish offices on Michigan avenue and will sell throughout the world. Paul M. Davidson, president of Hedco, plans to go to Europe later in the year and next year expects to go back to Honolulu.

## Ed G. Huber Becomes A Manufacturers' 'Rep'

NEWARK, N. J., Friday — Ed G. Huber, who has been associated for ten years with the National Union Radio Corp., this city, has joined the ranks of manufacturers' representatives and is now covering the Upstate New York territory. He is at present making his headquarters in this city.

## MINNEAPOLIS TRADE WILL EXHIBIT WARES AT SHOW THIS MONTH

WILL OPEN ON MARCH 22ND

Large Number of Household and Other Appliances Will Be Put on View — Reinhard Bros. Co. Holds Large Sales Meeting.

MINNEAPOLIS, MINN., Saturday—The annual Minneapolis Builders and Home Show, directed by H. H. Cory, veteran show promoter in this area will open for nine days, March 22 in Minneapolis Auditorium. Mr. Cory reports numerous wholesalers of radio, refrigeration and home appliances have taken display space at the show.

More than 100 salesmen and executive heads of the radio, household appliances, phonograph records and other divisions of Reinhard Bros. Co., jobbing firm, recently conducted a three-day sales conference at company offices and at the Francis Drake Hotel.

A. C. Reinhard, Jr., secretary of the organization, was master of ceremonies at a "get acquainted" party at the hotel. The company's twenty-year-club, made up of twenty-five members, was feted at the conference and party.

Minnesota Wired Music, Inc., has been organized to handle the background music division of the Ecklen Radio Co., 115 Ninth street North. A. A. Hyde is president of the new firm and C. E. Ecklen is vice president. The company has made arrangements with the World Broadcasting Co., Decca, Inc., subsidiary, to supply it with a musical library. The company already has a library of 4,500 musical recordings with which it services more than fifty hotels, restaurants, factory and medical subscribers with background music. Studios are at 825 Metropolitan Life Building.

Mr. Hyde, radio engineer, will manage the firm. Mr. Ecklen, who established the background music business a year ago, will devote a major portion of his time to the radio, inter-communication and sound equipment business of the Ecklen firm. Messrs. Hyde and Ecklen said costs of their new service will be brought within reach of residential subscribers by a central amplifier system which serve neighborhood groups. Present studio facilities feed five different programs at the same time.

William J. Zeff and Sherman R. Rutzick, St. Paul ex-GIs, have opened that city's first Launderette at 1051 Payne avenue, where they operate twenty-one Bendix washers. They expect to open a large plant at Selby and St. Albans avenue, St. Paul, in the near future.

McQuay, Inc., refrigeration equipment and air conditioning manufacturing firm, has appointed Blake Thomas as assistant general sales manager. He was with American Radiator Corp. as district representative before joining McQuay.

John N. Luger, pioneer Twin Cities furniture man and head of the Lugar Furniture Co., died recently at his home

in North St. Paul. He was eighty-six years old. He was a former mayor of North St. Paul, where he had resided seventy years, and had been a school board trustee there twenty years.

—JACK WEINBERG.

The net income of Automatic Washer Co. for 1946 was \$64,584, or 50 cents a share, compared with \$93,263, or 73 cents, for 1945.

## Frank A. Curcio Named To Manage Hazelton Shop

HAZELTON, PA., Monday — The City Tire Sales Co. has named Frank A. Curcio as manager. Mr. Curcio, who served in the field artillery during the war, has been associated with the firm for eleven years.

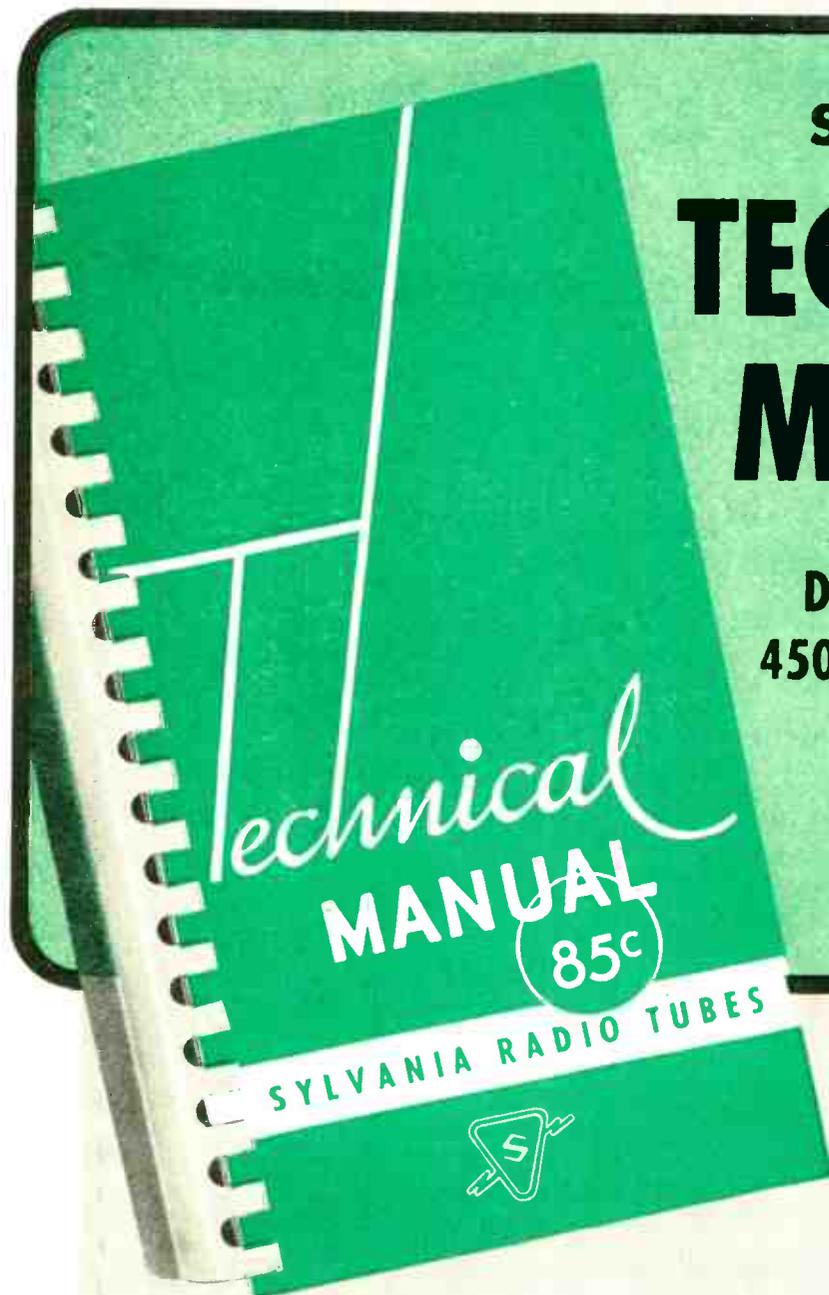
The company announced resumption of budget merchandising and expansion

of credit sales in all departments, including radios and electrical appliances.

## New Billboards Banned By Massachusetts Law

BOSTON, MASS., Thursday — The erection of new billboards in open country and in residential areas is forbidden in Massachusetts, effective today. This is the first such state law.

# BRAND NEW-



## SYLVANIA'S TECHNICAL MANUAL

DESCRIBING OVER  
450 RADIO RECEIVING  
TUBES!

Here's the new, handy volume of valuable tube information radio retailer service departments have been waiting for. Bigger, better-than-ever, this latest Sylvania Technical Manual — listing over 450 tube types (old and new) — has been made available as a result of extensive and careful study of radio tube characteristics and applications.

Get yours today!



# SYLVANIA

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

### HUB RE-ESTABLISHES COMPANY IN MAINE

PORTLAND, ME., Friday — The Hub Cycle & Radio Co. of Maine has recently been re-established here by Manny Beckwith, general manager of Hub Cycle & Radio Co. Inc., Boston. Located at 81 Franklin, the Hub firm here will distribute Emerson radios,

Jefferson-Travis marine radios, radio replacement parts and tubes, Birch phonographs, McAllister vacuum cleaners and other allied lines.

Robert Crapo, who served as manager of the pre-war Hub Cycle & Radio Co. of Maine, is back as general manager of the new company. Fine show-rooms and excellent facilities for selling, shipping and servicing have been established to serve dealers in Northern New England.

### Monnig's Names Harris To Succeed Dorsey Rooke

FORT WORTH, TEXAS, Monday — Monnig's, major appliances, housewares and toys concern, has promoted C. M. Harris from assistant buyer to buyer, the firm announces. Mr. Harris succeeds Dorsey Rooke, who tendered his resignation from the concern recently, it was explained.

### FRIGIDAIRE DEALERS OF WISCONSIN HOLD THREE-DAY MEETING

COMPANY OFFICIALS SPEAK

Prediction Made That '47 Will Be Banner Year — Electrical Inspectors' Group Discusses Code.

MILWAUKEE, WIS., Wednesday— Approximately 500 Frigidaire dealers from throughout Wisconsin and Upper Michigan last week attended a three-day district conference at the Athletic Club here.

The dealers heard W. I. Buchanan, Chicago branch manager for the Frigidaire Sales Corp., predict that 1947 will see the refrigerator market switch from a sellers' market to a buyers' market. He asserted, however, that in spite of the expected return of competitive selling, 1947 should be a good year, and termed the change a return to a "more normal balanced market."

New 1947 models were shown at the conference and attracted much favorable comment from the dealers. Key members of the district office recently attended a national distributors meeting in Dayton, Ohio, where plans were outlined for forty-four district meetings. F. M. Drake is district manager for the firm here.

WTMJ-FM, the Milwaukee Journal FM station, has discontinued broadcasting on the old frequency of 45.5 megacycles, and will broadcast only on a band of 92.3 megacycles, in accordance with a Federal Communications Commission order changing all FM bands. The station had been broadcasting on both bands, under a temporary authorization, so that its programs could be heard on both old and new type FM sets.

A discussion of the revised state electrical code was to be a feature at the annual meeting here, February 27 - 28, of the Wisconsin chapter, International Association of Electrical Inspectors. Speakers scheduled for the meeting included R. A. McKeown, chief engineer of the Wisconsin Industrial Commission, and E. J. Brown, former president of the International Brotherhood of Electrical Workers.

Tentative plans for a Hotpoint, Inc., plant here faded last week when the War Assets Administration accepted a Continental Can Co. bid for part of a former aircraft supercharger plant here. Hotpoint had bid on the plant. Part of the plant has already been sold to the General Electric X-Ray Corp., of Chicago.

Harry Bitters, of Lena; Paul Schultz, of Little Suamico, and Melvin Engbretsen, of Oconto, have been elected directors of the Oconto Electric Co-operative Association.

—BERT REICHERT.

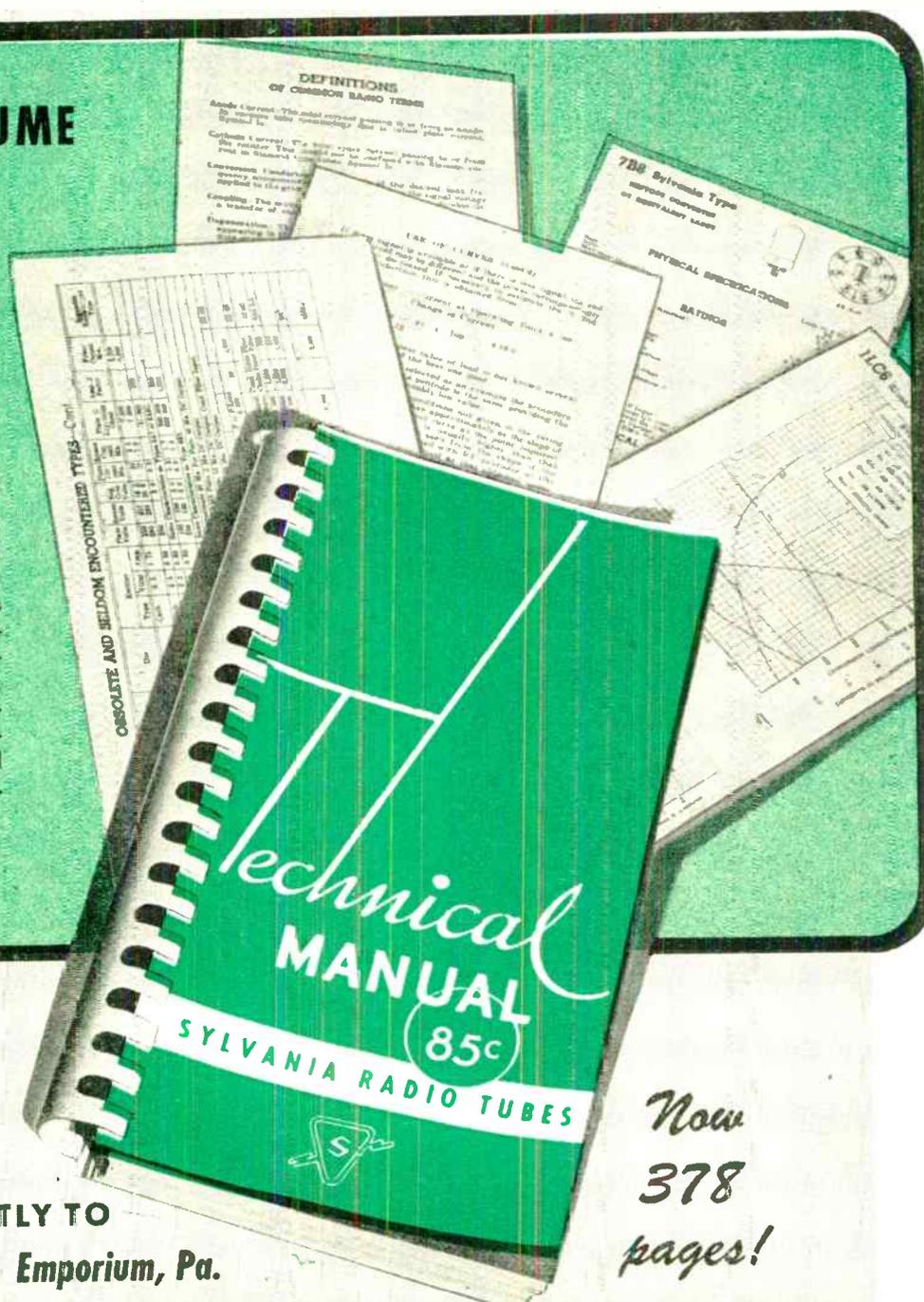
Finland had a total of 556,000 current licenses in 1946, of which 12,000 were issued in November, the U. S. Department of Commerce reports.

# and ready for you!

## HELPFUL VOLUME MADE for RADIO RETAILERS' SERVICE DEPARTMENTS

Radio servicemen will surely welcome this handy reference manual, with its important features, including: Fundamental Properties of Vacuum Tubes; Characteristic Curves; General Tube and Circuit Information; Resistance Coupled Amplifier Data — and more.

SEE YOUR SYLVANIA DISTRIBUTOR OR WRITE DIRECTLY TO Radio Tube Division, Emporium, Pa.



Now 378 pages!

# ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

## MANY APPLIANCES ON HARD-TO-GET LIST ARE SEEN IN PHILADELPHIA

### HEAVY SALES CONTINUING

#### Raymond Rosen & Co. Is Host to Dealers — New Bendix House- hold Appliances Introduced.

PHILADELPHIA, PA., Monday — Philadelphia dealers are now beginning to see some of the promised post-war efficiency appliances for which they have been so long waiting. With production rapidly catching up to consumer demand, it appears that the period of hard-selling is approaching. It is anticipated that the introduction of several greatly demanded new items will lengthen the present period of easy consumer-selling.

Raymond Rosen & Co. was host to more than 400 appliance merchants from Pennsylvania, New Jersey and Delaware last Monday evening when it introduced the new Bendix ironer and Bendix dryer at the Homemaker's Center, 809 Chestnut street. Both automatic home appliances made an excellent impression upon the large gathering of merchants who learned that more than 700,000 Bendix washers will be manufactured during 1947, while more than 100,000 each of the new dryers and ironers will be manufactured in three different plants during the same period.

The meeting was handled by Robert

Barnes, Bendix sales manager for Raymond Rosen, who introduced Thomas F. Joyce, the distributor's general manager, and Lynn Eaton, Bendix regional manager as well as a number of factory executives.

Another new and well accepted product recently introduced to local appliance merchants was the Frostair Duplex refrigerator, distributed by the Motor Parts Co. The new product is different from the general "box" in that it features a special giant-sized ice-maker plus a separate food locker, in one duplex cabinet. The distributor's sales manager for the Frostair Duplex refrigerator, manufactured by the Frostair division of the General Tire & Rubber Co., will be Eric Brehme.

The retail price of the Frostair refrigerator will be \$585. It will be exhibited at all leading department stores. An intensive newspaper advertising campaign on the product will be started once sampling has been completed.

The Philadelphia Radio Electric Service Co. will sponsor a servicemen's meeting in conjunction with the Philadelphia Radio Servicemen's Association on Tuesday, March 18, at the Benjamin Franklin Institute. M. Nelvin, electrical engineer of the P. R. Mallory Co. will discuss "Modern Electronic Service Problems."

The Radio Electric Service Co. has received its initial shipment of the new five-tube Regal superhet radio which will retail for \$24.95. This model will allow dealers a full one-third mark-up and is available for immediate delivery. This aggressive distributor is also mer-

UP TO 5,000 SIX-TUBE, SHORT AND LONG WAVE

## AC-DC RECEIVERS

FOR 110-220 VOLTS OPERATION

*Built Expressly for Export Trade*

High gain RF iron core coils, unusual signal stability on short wave and accurate tracking. Beam power, audio system with reverse feedback for base response, Alnico 5 1.47 oz. magnet and wooden cabinet, reinforced with blocks and special glue to withstand shipping and climatic conditions. Very competitively priced. Up to 2,000 can be made available within ten days, balance within four to six weeks.

Write Box No. 827

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

chandising the new Webster nylon record needle and also the Webster model automatic record changer-amplifier phonograph.

John Stern, president of the Radio Electric Service Co., visited the I. R. E. show in New York.

The first public demonstration of RCA Victor television in Convention Hall was held during the past week during the Sportman's Show. Arrangements were made by Harry Bortnick, Raymond Rosen & Co. advertising and sales promotion manager, for exhibition of the table model television set by the Atlantic Refining Co. The first night's exhibition attracted an estimated 80 per cent of the entire Show's attendance.

Robert E. Smith, district sales manager of the Arvin radios, stopped in during the past week to visit Sam Fin-grud, official of Everybody's, Inc.

— SOL SHERMAN.

### Slap & Lasky Expands Its Appliance Lines

PHILADELPHIA, PA., Friday—Slap & Lasky, of this city, distributor of the Templetone radio line, is expanding its lines. The company recently added the following lines: Juice King, English-town cutlery, Surf Season-Air and Taylor junior washer.

TRAVEL WITH

## TRAV-LER

### RADIO

Headquarters for  
**FLORIDA**

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For Details of the  
TRAV-LER LINE  
CONSULT

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

### Gibson Granted Patent On Ups-A-Daisy Feature

GREENVILLE, MICH., Saturday—Gibson Refrigerator Co., of this city, has received United States Letters Patent No. 2416645, covering the Ups-A-Daisy feature in the company's line of electric ranges. The Ups-A-Daisy device provides for the raising or lowering of the heating unit in the deep-well cooker on the Gibson range, enabling the user to employ the unit for surface cooking along with the other three standard surface units, or to utilize it in the bottom of the cooker well in the conventional manner.

Gibson introduced the Ups-A-Daisy feature last July at the Housewares Show at the American Furniture Mart, Chicago, and has been advertising the feature widely in a group of national magazines.

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

★

## SALES EXECUTIVE

WITH RADIO AND  
APPLIANCE EXPERIENCE  
DESIRES NEW  
CONNECTION

Executive with proven ability and twenty years sales, sales promotion and advertising experience wishes to contact manufacturer with national distribution.

This executive is thoroughly familiar with dealer-jobber distribution, sales promotion and national advertising. He is capable of planning and executing national sales and advertising campaigns.

He has wide experience in merchandise development and product design. He is experienced in the sale of radio, refrigerators, aluminum ware, mattresses and small household appliances.

Now employed but desires to make a change. Complete details and references upon request.

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

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## Dealers . . .

# 34% plus 18%

This is just one of the discounts that our buying organization offers to you on well-known brands of radios and appliances.

This sensational discount is made possible because we secure for you direct shipment from the factory, and the regular jobber's discount is then passed on to you, the individual retailer.

For further information on  
this high-profit plan, write

## LAURENCE BUYING SERVICE

673 BROADWAY

NEW YORK, N. Y.

## TELEVISION RECEIVERS BY STEWART-WARNER GO ON SALE IN APRIL

ALSO OFFER AM, FM RADIO

Instrument Employs 10-Inch Direct Viewing Tube — Available in Two Cabinet Styles — Covers 13 Video Bands.

CHICAGO, ILL., Thursday — First production of Stewart-Warner "Videorama" radio television receivers, with sets scheduled for delivery to purchasers by dealers in April, was announced today by F. A. Hiter, senior vice president in charge of the Radio Division of Stewart-Warner Corp., this city.

The new "Videorama" sets will be placed on display with Stewart-Warner distributors nationally this month. Operating models are now shown in seven different cities—New York, Washington, Newark, Philadelphia, Detroit, Chicago and Los Angeles.

Available in custom-built cabinets of either modern bleached walnut or Georgian natural walnut, the set covers all thirteen video bands and thus can be used anywhere in the United States within range of television broadcasting facilities. It affords standard AM radio reception as well a steelvision sound on FM.

The set has a ten-inch, direct-view cathode tube, plus 21 other tubes and two rectifiers. Sound comes through a 12-inch, super-dynamic speaker. It is underwriters approved.

The two styles of cabinet, specially designed and built for the new set, make the "Videorama" adaptable within a wide range of interior decoration and furniture, from the most modern to the traditional, company officials state.

## Universal Microphone Co. Products Now Available

INGLEWOOD, CALIF., Monday — The Universal Microphone Co. has announced that its A178 weight scale is back. This scale offers a handy instrument to determine the exact needle pressure applied to the record groove by the phonograph pickup or recording head. The gauge has proved useful to radio service men in determining low pressure pickups, in checking of bearings of the pickup arm, and in selling new light pressure phonograph pickups.

The company also announces that its Universal Stroboscope once more is available to radio service men and recording technicians at its prewar cost. With it, a quick and accurate check on phonograph turntable speeds may be made. In addition to its phonograph use, the Universal Stroboscope also is used in laboratories and in schools and college for education purposes.

### TRADE ITEM

The Kalamazoo Stove and Furnace Co. in a preliminary report shows a net loss of \$180,421 in 1946 as compared with a net profit of \$341,672, equal to \$1.24 a share, in 1945.

## Dietz Distributing Co. Serving Chicago Trade With Radio-Parts Lines

CHICAGO, ILL., Friday—The Dietz Distributing Co. is now located in its new quarters at 639 East Seventy-first street, this city. The company is local distributor for the General Television & Radio line as well as Burgess bat-

teries and Hytron tubes, and also other nationally-advertised lines. The company maintains the slogan: "Here's Dietz Again," in its sales campaign in the trade.

## Servicemen's Bulletin Made Available by JFD

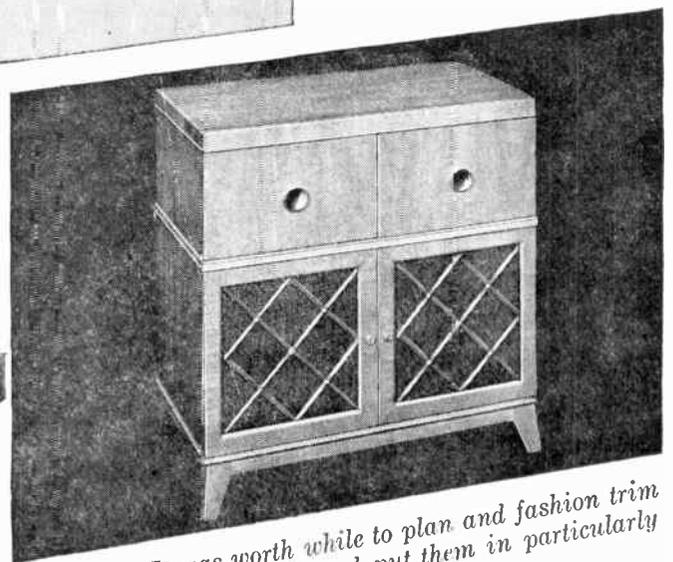
The JFD Manufacturing Co., 4117 Fort Hamilton Parkway, Brooklyn, N.

Y., has announced the publication of a new four-page leaflet dealing with servicemen's essential items. This bulletin covers such popular items as dial pointers and knobs, replacement phono radio switches, phonograph pick-up adapters, jacks and plugs, microphone connectors, stroboscope discs, connectors, lead cables, toggle, snap, and rotary switches, fluorescent light noise suppressors, interference filters, antenna loops, etc.

# Two Toppers of the LEAR Hit Parade



Lear radio-phonograph, table model, in hand-rubbed mahogany veneer. AC superheterodyne, 5 tubes plus rectifier tube. Automatic record-changer plays 10" and 12" records.



"Chairside" model radio-phonograph just 30" high. In hand-rubbed blond or mahogany veneer. World-wide bands. AC superheterodyne, 5 tubes plus rectifier tube. Automatic record-changer. De luxe Alnico PM speaker in special "breathing" chamber.



It didn't take John Q. Public long to spot these two special honeys among the others of the Lear line. They caught his fancy—and it keeps us stepping to make them fast enough. But that's true, too, of all our models. People see them, like them. They hear them and they're won. Which proves to us it was worth while to make home radios with all that feeling for fineness which Lear has put in aircraft radios for more than seventeen

years. It was worth while to plan and fashion trim and efficient chassis and put them in particularly neat and well-designed cabinets.

It's all proving worth while to dealers, too—who are finding Lear sets sell easily and stay sold—and that the Lear Franchise really pays off.

This is a franchise you should know all about. Write for all the details.

COMING!

The Learecorder—  
"The wire that remembers."



# LEAR RADIO

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

**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

## WESTERN ELECTRIC SHOWS EQUIPMENT AT I. R. E. CONVENTION

A preview of the Western Electric Co.'s I. R. E. exhibit at Grand Central Palace, was held at New York Athletic Club, last week.

Presiding at this gathering of officials of Western Electric, Bell Laboratories, Graybar Electric and members of the press, were Fred R. Lack, vice president and manager of the radio

division and S. P. Taylor, manager of distributor sales.

The Western Electric booth at the show featured a complete display of equipment for the broadcast engineer ranging from microphones to antenna. Some of the items are the new high powered Western Electric 10 KW "Transview" FM Transmitter, a full size 54A "Cloverleaf" FM Broadcast Antenna, custom built control desks, relay switching panels, a new turntable and reproducer set, and a group of high fidelity loudspeakers, including the 728B, 755A, and 756A.

The latest in radiotelephone equipment was shown. Also for engineers

in the transportation field Western Electric's Program Distribution Equipment was of great interest.

A variety of Western Electric components lead by a selected group of the latest in electron tubes, thermistors, deposited carbon resistors, and quartz crystals demonstrate the most advanced forms of quality equipment, a firm official stated.

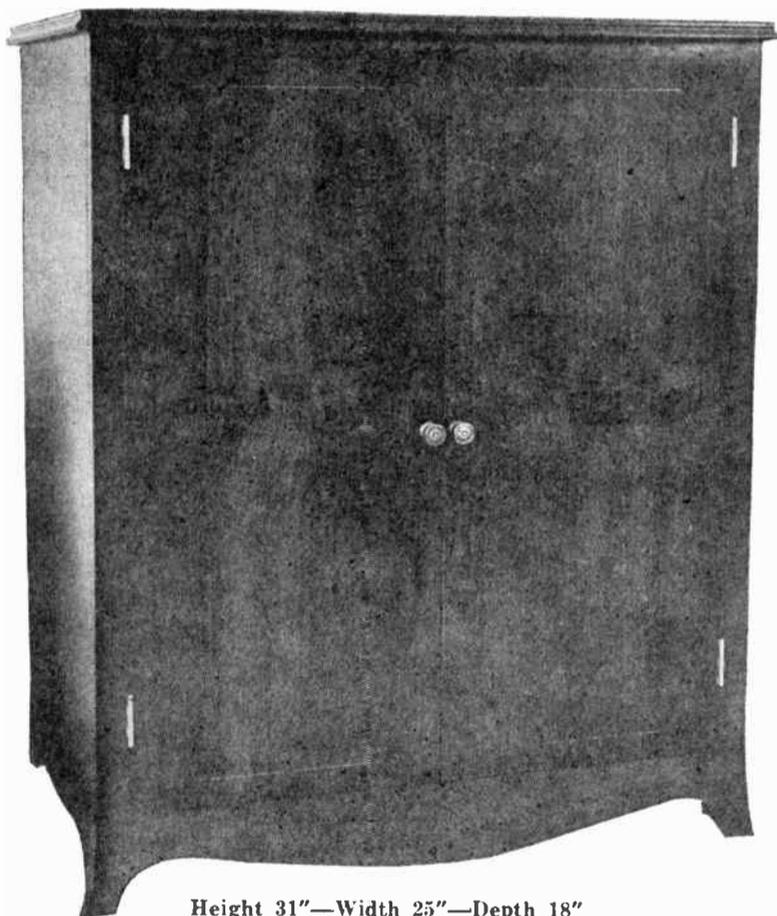
Spend your advertising dollar in a trade journal that has reader interest. RADIO and Television WEEKLY delivers the goods in these fields.

## In New Tube Post



SUPERVISION of sales of all RCA electron tubes, batteries, test equipment and component and replacement parts sold through distributors and retailers is now under the direction of W. L. Rothenberger, who was recently named renewal sales manager of the RCA Tube Department. Mr. Rothenberger was formerly regional manager for the RCA Victor Division in the Southern region and joined the company in 1921. Story appeared in last week's issue of RADIO & Television WEEKLY.

## Radio Stand and Record Cabinet



Height 31"—Width 25"—Depth 18"

- WALNUT  
Finish

- Factory No.  
110

- Finish rubbed  
and polished.

- Antiqued brass  
hardware.

- Constructed  
with two flush  
doors, 13/16"  
thick lumber  
core panels.

We have studied the market carefully and made this beautiful, serviceable-piece to fit a present day need. Especially designed as radio stand and record cabinet. Space for approximately 225 records; two compartments, upper and lower; three dividers each. Individually packed for immediate shipment.

Price \$29.80—less 2%, 10 days—F.O.B., Salisbury, Md.

## ROBERTS INDUSTRIES

Furniture Manufacturing Division  
SALISBURY, MARYLAND

## Table Model Released By Regal Electronics

One of the first models to be released by Regal Electronics Corp. since moving to its new home at 603 West 130th street, New York, is the Regal 501, a table model receiver encased in a plastic walnut cabinet. An official of the Regal organization declared last week that the set has four times the power of pre-war sets and also has a five-inch Alnico speaker.

Overall dimensions of the cabinet measure ten inches long, seven inches deep and seven inches high. The retail price is \$24.95, tax paid.

## Ralph West Appointed To Art Cerf Co. Staff

Ralph West has joined the staff of Art Cerf & Co., of 744 Broad street, Newark, N. J., and is covering the metropolitan New York territory for that firm, it was announced last week by Art Cerf, head of the company bearing his name.

Mr. West was formerly with the Sun Radio Co. and has extensive experience in the radio parts business.

# Great Demand For Auto Radios Seen On Pacific Coast

## SUPPLY FALLS FAR SHORT

### Many Calls Also for Sets for Private Plane Installation — Kierulff Rearranges Store.

LOS ANGELES, CALIF., Saturday —The demand for radios for taxicabs is so heavy that the Bendix Radio Division of the Bendix Aircraft Corp. is far behind in its ability to supply these units, says D. W. Sisson, administrative sales manager. Also increasing at a rapid rate is the demand for Bendix's "Flightweight" radios for personal planes.

With labor now plentiful, however, only a shortage of materials and parts are holding up full production; though, on the whole, Mr. Sisson says, "we are steadily moving into a buyer's market in radio."

The automobile and Flightweight radio are two of the items handled by the Bendix Radio Division's branch at Glendale.

The Bendix Radio Division maintains a large staff of sales personnel and sales engineers under the general management of R. B. Moon, to take care of sales of aircraft and mobile radios and for the development and fabrication of control panels for aircraft and mobile communications.

J. R. Burgard is unit supervisor for the sale of airlines equipment; V. L. Bolin supervises sales of equipment for personal planes, including the "Flightweight," and D. Kesselhuth has charge of the mobile radios for railroads and taxicabs. Superintendent of the shop and service department is W. H. Ray.

To save every possible minute of its own, and also the dealer's time, is the thought behind the planning and arrangement of the establishment of Kierulff & Co., of 820-830 West Olympic boulevard, distributor of Motorola and other radio and allied products.

The parking problem in downtown Los Angeles is an ever-present bugbear to the sometimes necessary pick-up trip, making it not only a time-killer but a serious drawback to the task of loading the goods purchased onto the dealers' truck.

In its efforts to overcome this problem, Kierulff & Co. has developed an arrangement that may be considered a model of efficiency by making the dealer's shopping trip a smooth, pleasant experience and, at the same time, a saving of time and space for itself.

The parking lot, accommodating fifty cars, is entered directly from Olympic boulevard and has access to any one of the three buildings. The customer is sure of finding space and enters the store in a pleasant frame of mind because he isn't irritated by the usual round-and-round-the-block job of looking in vain for a place to park. He has more time to spend looking around and to remember everything he needs besides finding new things. If, by chance, he has happened to park on the street near the building, he knows that he

may relax, because at four-thirty there will be an announcement on the loud speakers throughout the building, and that's time to remove his car from the time-limit zone.

Hollywood's most famous product, the feature motion picture, made its western television debut recently when Don Lee Television Station W6XAO, presented the full-length picture, "Panama Menace."

Culminating more than a year's work by Marjorie Campbell, film director, to secure such films for legal release, the presentation was made by means of a

sixty-eight minute, 166 mm. film.

In announcing initial use of feature films for television purposes, Harry R. Lubcke, Don Lee Television director, stated: "This showing is another step in the planning of over-all local television offerings by W6XAO, previewing a phase of our planning for post T-Day programming."

A cartoon, "Sunshine Makers," was also televised, with W6XAO transmitting music and test-patterns from 6:30 to 8:30 P. M., with special receiver adjustment patterns at 6:30, 7:30 and 8:25 P. M.

As its contribution to T-Day (the launching on the Los Angeles market of new television receivers) W6XAO provided live talent and film shows on the afternoon and evening of March 10.

Julien Loeb, one of the pioneers in radio in the New York area, well known as distributor of Majestic, Gruno and other lines, including the Williams Oil-O-Matic oil burner, is being welcomed as a permanent resident of Los Angeles. Mr. Loeb arrived this week to occupy his new home and to engage in business here.

—SANFORD M. BOOKEE.

## Phoneneedle\* Sales Leaders—from coast to coast!

**PRECISION-TURNED SHANK**  
for clear, faithful performance!

**NEEDLE SCIENTIFICALLY ANGLED** to eliminate "needle talk" (hiss and surface noise).

**WHAT A POINT!** It's a fine sapphire jewel cut, ground, polished and re-polished by highly skilled craftsmen. Unconditionally guaranteed!

*Primus* \$2.50

Superior  
Concerto  
Durosteel

STEEL NEEDLES BY RECOTON. Trust Recoton to bring you the finest in steel needles! These precision-turned needles, made in Switzerland, maintain the same high standards of quality and performance that have made Recoton the standard among the world's finest phoneneedles.

\*Reg. U. S. Pat. Off.

# RECOTON\*

*Always faithful* ... AND EVER PROFITABLE



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

**ARVIN-SALMANSON CO. of New England, Inc.**  
 700 BEACON STREET KENmore S178 BOSTON 15, MASS.  
 Entire New England Territory

**ARVIN-SALMANSON CO., INC.**  
 2126-30 EDMONDSON AVE., BALTIMORE 23, MD. WASHINGTON, D. C.  
 GILmore 7552 Phone REpublic 4696  
 Maryland, District of Columbia, Lower Delaware and Adjacent Virginia and West Virginia Counties

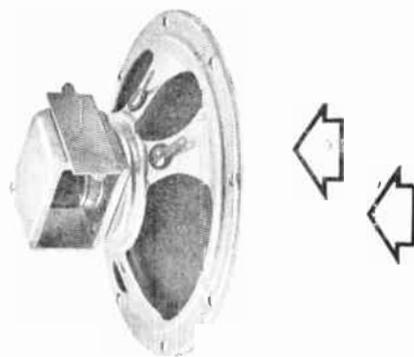


**PITTSBURGH EXHIBIT SCHEDULED FOR JULY**

PITTSBURGH, PA., Friday — The Pittsburgh Wholesale Merchants Association, a division of the Chamber of Commerce of Pittsburgh, will stage its twelfth wholesale merchandise mart at the William Penn Hotel, here July 21 to 23, inclusive, it was announced this week.

This will be exclusively a dealer show. Merchandise to be exhibited include radios, records, electrical appliances, hardware, housewares, sporting goods and other allied lines. In addition to the entire fourth floor of the William Penn Hotel, previously utilized for similar exhibits, three of the larger rooms on the seventeenth floor will also be used.

**Dependability**  
**Performance**



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



**PILOT'S NEW MODEL PORTABLE RADIO IS PLACED ON MARKET**

**IS CALLED THE T-570 SERIES**

**Set Has Many Features, a Handsome Luggage-Type Cabinet, and Marks Another Milestone in Pioneering Efforts of Firm.**

The Pilot Radio Corp., Long Island City, has just released its new 1947 standard broadcast and short-wave



New Pilot Model T-570

portable radio, known as Model T-570 series. It marks another milestone in nearly a decade of portable radio pioneering by the company.

The superheterodyne receiver has a tuning range from 535 to 1605 KC. on the standard broadcast band, and 5.63 to 16.56 MC. on the short-wave band. The set features five tubes, plus a selenium rectifier, which provides for immediate reception when switched to either battery or house current power supply. It has a 5 1/4 inch PM speaker with a 3.15 oz. magnet, which allows for greater output and higher fidelity, than is usual in sets this size. Another feature is a tuned RF stage for exceptionally high sensitivity and selectivity on both the AM and SW bands. There are push button controls for band and power supply selection, lucite dial and a spring light for use during battery operation. Operation may be on either AC or DC, or battery power supply.

The Model T-570 series is housed in a handsome luggage-type cabinet of grained alligator leatherette. Compactness of cabinet and arrangement of panel, provide convenience and prevent damage. The height is 10-15/16 inches, width 13 1/2, depth, 6-11/16.

**TRAV-LER RADIO NAMES FLORIDA DISTRIBUTOR; OUTPUT AT NEW HIGH**

CHICAGO, ILL., Friday — With the increased facilities at its plants in Orleans and Bedford, Ind., and with improvement in the flow of materials, production of Trav-ler radios and phonographs has reached a new all-time high reports Joe Friedman, president of the Trav-ler Radio Corp., 571 West Jackson boulevard, this city.

With this expansion it has been possible to open new territories for the Trav-ler line. One of the new appointments is that of Electronics Distributing Co., 186 N. W. Twenty-fifth street, Miami, Fla., to cover the State of Florida. The company is headed by Samuel Auerbach, who was formerly with the Trav-ler organization in Chicago. Mr.

Friedman stated today that distributors with established following among dealers are now being appointed in a few choice territories.

**Astatic's Sales Manager Visits West Coast Area**

CONNEAUT, OHIO, Monday—Ray T. Schottenberg, sales manager of the jobber division of The Astatic Corp., here, is making an extended business trip in the Pacific Coast area, where he is signing up many leading distributors to handle Astatic's extensive line of crystal and dynamic microphones, phonograph pick-up arms and cartridges.

He is being accompanied by Harry A. Lasure, William J. Purdy and Dale G. Webber, Astatic's West Coast representatives. Mr. Schottenberg will return to Conneaut on April 1.

**Peter Jackson Company**

5040 Ravenswood Avenue Chicago 40, Ill.  
 Telephone: Longbeach 4431

**For our 25th Anniversary Sale We Offer Hard to Get**

**RADIO TUBES**

**For Immediate Shipment — Below Distributors Cost**

**R. M. A. GUARANTEED—INDIVIDUALLY BOXED**

Rated Accounts 2% 10 Days

All Others 2% C.O.D.

Type	Price	Type	Price	Type	Price
1A7GT	\$.65	6SA7GT	\$.45	25Z6GT	\$.60
1H5GT	.65	6SG7GT	.50	25Z5	.60
1L4	.30	6SK7	.45	26	.35
1N5GT	.65	6SN7GT	.50	27	.35
1Q5GT	.75	6SQ7GT	.45	32L7GT	.85
1R5	.40	6V6	.55	35L6GT	.60
IT4	.30	7A4	.50	35W4	.40
1U5	.40	7AF7	.50	35Z5GT	.45
1V	.55	7B6	.50	39/44	.45
OY4	.45	7C6	.50	41	.50
3A4	.40	7Q7	.50	42	.45
3Q5GT	.60	7Y4	.40	47	.60
3S4	.40	12A8GT	.55	50B5	.60
5U4G	.50	12AT6	.45	50L6GT	.60
5Y3GT	.35	12BA6	.45	70L7GT	.85
6A7	.52	12BE6	.45	75	.45
6A8	.65	12Q7	.45	76	.45
6C6	.50	12Q7GT	.50	77	.40
6F6	.40	12SA7GT	.50	80	.40
6F5GT	.50	12SK7GT	.50	81	.85
6F6GT	.45	12SQ7GT	.50	117L7GT	1.00
6J7G	.45	12R7	.50	117Z3	.85
6K6	.50	25L6GT	.60		

Each Tube carries the Standard R.M.A. Guarantee. Defective tubes returned during the guarantee period will be replaced.

## INAUGURAL BROADCAST OF TELEVISION VIEWED BY PUBLIC IN DETROIT

MUCH INTEREST MANIFEST

Dealers State Sales Will Be Heavy as Soon as Regular Programs Are Started in Auto City.

DETROIT, MICH., Monday—Detroit newspapers blossomed out with television advertisements last week, hailing the inaugural television broadcasting here. Many ads featured the two RCA-Victor television table models, with a scattering of other brands. Grinnell Bros., large chain music store, advertised the Du Mont combination at \$1,475 and featured the set in a well conceived window display. Kerns, downtown department store, advertised Stewart-Warner "Direct View" console in one paper and the two RCA-Victor sets in another. Great interest was evinced by crowds of people who clustered about each receiver and viewed with interest the program broadcast. While a general inquiry revealed few actual orders, most dealers seemed confident that as soon as regular programs are started, the desire for television receivers will mount by leaps and bounds.

Dave Raddaway, head of radios, record and appliances for the Ernst Kern Co., is spending a few days in Florida.

Mrs. Edna Dolan has been appointed manager of the record department at Kerns. Mrs. Dolan is a well known figure in Detroit record circles, having spent years in the sales departments of the various Victor distributors and in charge of classical record sales at Grinnell Bros. The record department at Kern's will be enlarged and moved to a more advantageous position on the fourth floor, allowing for a greater traffic movement and also allowing more room for the greatly expanding appliance department.

Max Lipin, president of Allied Music Sales Corp., local Sentinel distributor, and wholesaler for Webster products, has just returned from an extended series of trips which took him to New York, Chicago and Cleveland. Mr. Lipin reports record business continues good, with remarkable sales being registered for the new Webster Nylon needles. Dealers have been enthusiastic about this new needle and claim that the public has received it very well.

Joe Nichols, in charge of records for Sears, Roebuck stores in Detroit and vicinity, has recently returned from an inspection swing around the circuit of Sears stores.

"Sales these days," said Mr. Nichols, "have to be made. People no longer break the doors down, clamoring for merchandise, and sales people must again be on their toes in order to complete sales."

This is also the viewpoint of Bill Fenske, merchandise manager in charge of Federal department stores appliance and radio division. Mr. Fenske reports that refrigerator and washer sales are holding up well because of shortages, but that radios, phonographs and even ranges are now among the "plen-

tiful" items and must be promoted and sold. Salesmen are being given intensive sales training at Federal, and courtesy and tact are being stressed.

High inventories of "off brand" or little known merchandise seem to be the reason why most store buyers are cautious and while the general public is holding on to its purse strings.

Mr. Fenske feels that once the buying public gets over the feeling that merchandise is priced too high, the large stocks remaining in dealers hands

will soon disappear and normal selling will then be the "standard operating procedure." —LON ALLISON.

## McGraw Electric Reports

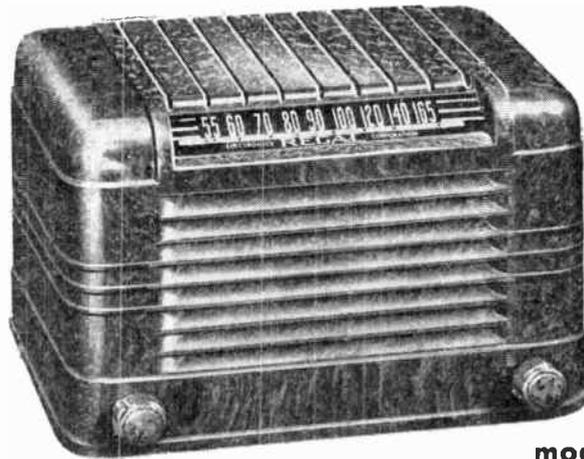
The net profit of the McGraw Electric Co. for 1946 was \$2,190,625, or \$4.63 a share, compared with \$809,798, or \$1.71 a share, for 1945. Net sales for 1946 were \$13,317,048, as against \$9,029,089 for 1945.

## "Consultants" Organized By Video Associates, Inc.

Video Associates, Inc., has created Video Consultants to assist advertisers and advertising agencies in buying time, selecting shows and servicing them for the television field. The move follows anticipation of a decision by the Federal Communications Commission in favor of black and white television, which is expected shortly.

# REGAL

leads off with a real "leader" for 1947-48



model 501

Always a leader, the attractive "REGAL 501" in its beautiful walnut cabinet of sturdy plastic, is years ahead — in design and engineering! A Sure Sales Booster!

to retail at **\$24.95**

tax paid

lower prices!

finer workmanship!

greater dealer profits!

better quality!

"it's what's on the inside that counts"

- ★ Illuminated Slide Rule Dial
- ★ 4 times the power of pre-war sets
- ★ 5" Alnico Wonder Speaker
- ★ Automatic Volume Control
- ★ Super Sensitive Iron Core Transformers
- ★ Licensed by R. C. A. & Hazeltine
- ★ Broadcast Band 550 to 1650 K.C.
- ★ AC-DC operation
- ★ Built in Regalloop

Full size table model — twice as much for less than ever!

Overall dimensions: 10" long — 7" deep — 7" high

**Regal Electronics Corporation 603 West 130th St., New York 27, N. Y.**

"when better radios are built, REGAL will build them"

# Here's why your customers want



The demand is terrific . . . and no wonder! The exclusive "Golden Throat," and other RCA Victor features, join to produce the finest instruments in RCA Victor history! Dynamic full-page color advertising in three leading magazines creates an advertising campaign unequalled in dominance!

And, 118 NBC stations, from coast to coast bring the latest news on RCA Victor instruments to over 6 million people . . . with the popular RCA Victor program, "Music America Loves Best."

Turn to the striking full page of sparkling color that tells your customers about the 65U Victrola radio-phonograph in:

Life—Mar. 10, Sat. Eve. Post—Mar. 8, Collier's—Mar. 15

Try the 65U yourself . . . listen to any radio program . . . play any record, jazz or symphony . . . compare it with *any other* radio-phonograph in or near its price class and you'll understand why your customers want . . . and will wait for this outstanding Victrola radio-phonograph.



## Here are a few of the outstanding features the 65U offers:

"GOLDEN THROAT" acoustical system brings out the singing, golden tone-balance of records and radio programs.

"SILENT SAPPHIRE" permanent jewel-point pick-up floats light as a feather on records . . . eliminates bothersome "hiss" and needle chatter

. . . adds years to record life . . . produces new high-fidelity reproduction.

**UP TO TWELVE RECORDS** (10-inch) play without change to insure up to 10 minutes of recorded music. Ten 12-inch records may be played automatically, for up to 50 minutes of enjoyment.

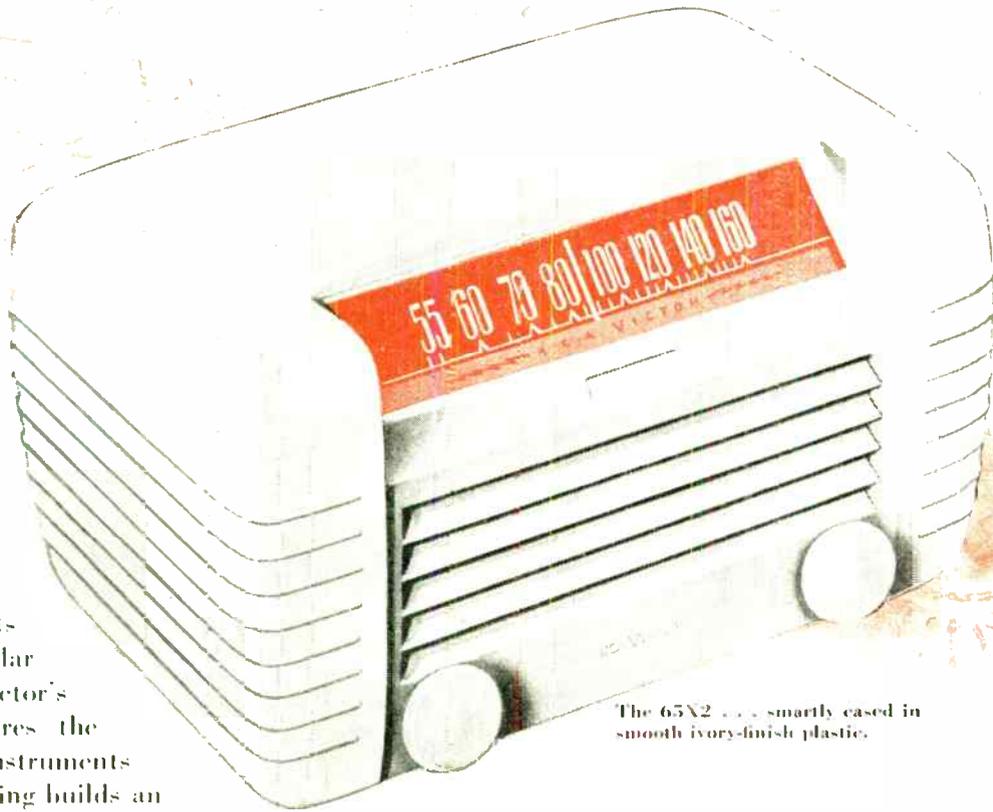


The 65U . . . richly finished in walnut and other carefully selected woods.

 ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T. M. Reg. U. S. Pat. Off.

# RCA VICTOR instruments!



The 65X2 . . . smartly cased in smooth ivory-finish plastic.

RCA Victor instruments mean profits . . . big dollar profits for you! RCA Victor's engineering skill assures the superiority of these instruments and dominant advertising builds an overwhelming demand . . . a consumer preference that will last long after this "seller's market" has faded.

Watch for RCA Victor's second page of full-color advertising the 65X1 and the 65X2 in: Life—Mar. 21, Sat. Eve. Post—Mar. 22, Collier's—Mar. 29

Then compare these two compact table model sets for beauty of appearance *and* performance with any other radio in the same price class. See for yourself how they give better value to your customers . . . faster profits for you!



The 65X1 . . . rich in its walnut-plastic cabinet.



## "Golden Throat"

The finest tone system in RCA Victor history! Richer, higher fidelity is produced by the "Golden Throat" . . . the exact balance of cabinet, loud-speaker and electronic amplification.

RCA's 27 years of electronic engineering experience—plus Victor's 48 years of sound

reproduction leadership—have gone into the development of this acoustical system.

Listen to the "Golden Throat" in action, and you'll know why your customers will come to you—to see, hear, *and buy* RCA Victor radios and Victrola radio-phonographs!

# RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA



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

**hallicrafters**  
The Radio Man's Radio

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



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

## New Orleans Radio Dealers Ass'n Holds Meeting for Discussion of Price Policy

LARGER DISCOUNTS HELD VITAL TO SUCCESS OF TRADE

Joseph Henderson Stressed Importance of Small Business Co-operating — Six Pioneers of Southern Electrical Industry Given Golden Anniversary Certificates at Dinner in Honor of Thomas A. Edison.

NEW ORLEANS, LA., Monday — A large crowd was present for the bi-monthly meeting of the Radio Dealers' Association of New Orleans, held at Arnaud's Restaurant in the French Quarter, on Thursday. Pricing policies and discounts were the chief subjects discussed, according to A. C. Denny, president, who presided.

Speaker at the meeting was Joseph Henderson, representative of the American Association of Small Business, who pointed to the need of small businessmen banding together so as to present a strong front in Washington.

Members of the association agreed to make overall changes in the price of any one line of merchandise when announcement of price changes are received from the manufacturer. It was brought out that when prices are increased, merchandise already in stock could be sold at the former price. Mr. Denny and others took the stand that radio dealers would do well to realize whatever advantages are now possible when conditions are good, since there is reason to believe the present level of demand will not continue.

Dealers also pressed for larger discounts, arguing that retailers in the city are now working on too narrow a margin.

Six local pioneers of the electrical

industry were presented golden anniversary certificates at the Edison centennial dinner at the Roosevelt Hotel here recently. The celebration was delayed by the Mardi Gras.

A. B. Paterson, president of the New Orleans Public Service, Inc., made the awards to J. H. Parkins, Samuel Wilson, John McLin, W. H. Opdenmeyer, F. J. Bellott and S. Reynolds Yundt.

The city-wide celebration culminated with an address by Charles Edison, son of the "Wizard of Menlo Park," at the banquet which was sponsored by the Electrical Association of New Orleans. Mr. Edison called for rededication to the ideal of the free enterprise system in which Thomas A. Edison founded his electric light company and gave the incandescent bulb to the world.

A. B. Lindauer, of Public Service, secretary of the Radio Dealers' Association, reported radios are in the best shape of any of the appliances in the electrical field, but stocks are still not balanced in New Orleans. He pointed out that FM sets are still not meeting the demand in the city. The FM band is still only generally available in the higher-priced sets, above \$70, and not in cheaper sets that are most in demand, he said. Dealers here look for a month-to-month improvement in shipments of the lower-priced FM's.

A scarcity of better-type short-wave sets here to meet the export demand was noted by A. C. Denny, who does a large export business to the Latin-American countries. Mr. Denny, incidentally, speaks Spanish, Dutch and French, which helps immeasurably with his foreign customers.

—R. W. HARTSHORN.

## Radio Listening Licenses In Japan Increase 79,409

Radio listening licenses increased 79,409 in five months' time in Japan, says a report from the Department of Commerce. In April, the licenses issued totaled 26,194, while at the end of September, 1946, the number was 105,603.

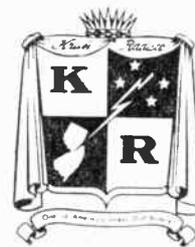
In January, 1945, radio-receiver production was in the 8,000 bracket, whereas in June it reached a peak of 75,000. In July, 35,000 were produced; in August, 52,000, and in September, 56,000.

Due to a vacuum tube bottleneck, manufacturers' demand for radio parts declined in September, 1946, as com-

pared with August, 1946. Here are the results of the bottleneck: Condensers—August, 1,780,000; September, 1,015,000; resistors—August, 1,350,000; Sep-

tember, 1,440,000; transformers—August, 66,000; September, 43,000; and speakers—August, 77,000; September, 91,000.

"ONE OF AMERICA'S GREAT DISTRIBUTORS"



Serving New Jersey Dealers for 40 Years

<b>RCA VICTOR</b>	Radios - Television Radio Phonographs - Records Tubes - Radio Parts - Batteries Electronic Parts Sound Equipment - Test Equipment
<b>BENDIX</b>	Automatic Home Laundry Automatic Home Ironer Automatic Home Dryer
<b>NORGE</b>	Rollator Refrigerators Ro-to-tor Washers Home Freezers - Farm Freezers Gas Ranges - Electric Ranges Bottle Gas Ranges Home Heaters - Water Heaters Air Conditioners Commercial Refrigeration Water Coolers
<b>EUREKA</b>	Complete Home Cleaning System Upright Vacuum Cleaners Tank-Type Vacuum Cleaners Electric Cordless Iron Electric Waste Food Disposers
<b>AMERICAN</b>	All-Steel Kitchens - All-Steel Sinks Automatic Dish Washers Garbage Disposers Home Freezers
<b>NEW HOME</b>	Sewing Machines
<b>KNAPP-MONARCH</b>	Table Appliances
<b>VORNADO FAN</b>	Air Circulator
<b>SETH THOMAS</b>	Electric Clocks
<b>WESTCLOX</b>	Electric Clocks
<b>COMFORTAIR</b>	Portable Weather Unit
<b>WESTINGHOUSE</b>	Lamps

**KRICH-RADISCO INC.**

422-432 ELIZABETH AVENUE

NEWARK 8, N. J.

Phone: Bigelow 8-7400

**Emerson**  
**RADIO**

Headquarters for  
Northern Illinois

For Details of the  
Emerson Dealer Franchise  
Consult

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

## ELECTRICAL INDUSTRY WELL REPRESENTED AT CLEVELAND HOME SHOW

### NEW PRODUCTS EXHIBITED

All Sections of Trade Represented — New Elliott Officers Are Announced by F. J. Hopperton.

CLEVELAND, OHIO, Monday — Clevelanders, as well as thousands from nearby communities, are flocking into the Public Hall this week for the Greater Cleveland Home and Flower Show.

While the main floor is being given over to the flower display, four exhibition halls on the lower level are housing displays of home-building equipment, electrical appliances and radios, and landscaping. A complete home has been built and furnished under the sponsorship of the Home Builder's Association of Greater Cleveland and the Chamber of Commerce.

All phases of the electrical industry are represented at the show including exhibits of manufacturers, utilities, distributors and retailers.

These include: Apex Rotarex Corp. (washers, ironers, cleaners); Arnold Wholesale Corp. (ranges, refrigerators, radios); Avery Engineering Co. (home freezers, electronic air filters, room air conditioners); J. C. Boylan Co. (radios and appliances); Durable Floor Covering, (ranges and refrigerators); Electrical League of Cleveland; P. A. Geier Co. (Royal Vacuum cleaners); General Electric Supply Corp. (kitchen and laundry equipment, radios, small appliances).

Hoover Co. (cleaners); The Kane Co. (ranges, refrigerators, radios and home freezers); London Furniture Co. (home freezers and refrigerators); Milner Electric Co. (appliances); Perchan & Co., (Freeze-all products); Porter Building Equipment Co. (Hotpoint kitchen); Northern Ohio Appliances, (Bendix washer, ironer, dryer, Frostair refrigerator); Sherman Sales Co. (major electrical appliances and radios); J. J. Skinner & Co. (Launderall); Strong, Carlisle & Hammond Co. (Philco radio, refrigerators, freezers, air conditioners); Westinghouse Electric Supply, (kitchen and laundry equipment, radios, cleaners).

Last year, this show drew 125,000 from Ohio cities and Pittsburgh, Detroit and Indianapolis. With so much more merchandise on display, an even greater total attendance is anticipated this year.

F. J. Hopperton, president and general manager of the Elliott Electric Co., recently announced the election of three new officials of his electric distributing firm.

F. G. Allan was named vice president; R. L. Furry, secretary, and E. R. Tozer, vice president in charge of sales. Messrs. Allan and Furry have been with the company for twenty-five years, while Mr. Tozer joined the organization in 1942.

Sonora's first console combination to be received here since the war has been distributed among dealers and is going

over good, reports Miss Gladys Weinacht, of Graybar Electric Co. Shipments of Hotpoint ranges, refrigerators and sinks have improved, she reports, and now the only really scarce items are toasters and mixers.

Graybar recently added a new merchandise salesman to its Akron branch, according to Miss Weinacht. He is H. A. Kuehle who will contact dealers in the country territory around Akron.  
EVELYN BAILING

**TRADE ITEM**  
Bob Baggs, sales manager of the distributor sales division of the International Resistance Co., Philadelphia, is back at his desk following an extended trip during which he contacted jobbers.

# MANUFACTURERS! DISTRIBUTORS! WHOLESALERS! LEONARD ASHBACH COMPANY CONTINUES THEIR GREATEST RADIO TUBE SALE!

Here 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

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

### CHECK THESE SENSATIONAL PRICES !!!

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
3000	1A7GT	\$.65	4000	6H6	\$.44	2000	7C5	\$.65	5000	35Z5	\$.48
2000	1N5GT	.58	2800	6C4	.40	3000	7E5	.55	1700	50A5	.65
2000	1H5GT	.55	1900	6C5	.55	2000	7Y4	.65	1400	35Y4	.60
1200	1L4	.40	20000	6J6	.45	3000	7F7	.75	3000	14Q7	.60
500	1LD5	.90	5000	6SA7GT	.58	1800	12SR7	.55	3300	14A7	.65
5000	1LN5	.90	6000	6SQ7GT	.48	5000	12SQ7GT	.48	2900	14B6	.60
1100	1LH4	.90	800	6SD7	.45	8000	12SK7GT	.48	2500	80	.39
7000	1R5	.50	12000	6SH7	.45	4000	12SA7GT	.55	900	45	.48
4000	1T4	.45	2300	6SL7	.70	12000	12SN7	.45	700	46	.48
400	3Q5	.75	2000	6V6GT	.58	3000	12C8	.48	8000	9003	.35
1600	3A4	.40	2800	6SN7	.55	8000	12A6	.62	350	955	.65
4100	5R4G7	.50	2000	6J5GT	.48	6000	12BE6	.45	7000	SP30	.45
2900	5U4G	.50	8000	7A7	.65	6000	12AT6	.45	6000	SP45	.45
8000	5Y3GT	.38	4000	7B4	.65	5000	12BA6	.45	5000	OY4	.48
2635	6AC7	.60	5000	7B7	.65	5000	35W4	.38	1000	77	.45
4100	6AG5	.55	5800	7B6	.65	5000	50B5	.55	2000	27	.40
4100	6AG7	.60	6200	7Q7	.65	10000	35L6	.55			
3000	6AL5	.40	8000	7N7	.60	3000	50L6	.55			

And Hundreds of Other Types. Send us Your Requirements

### 3 TRANSMITTING TUBE VALUES — IMMEDIATE DELIVERY!

5 0 0 Type 813	6 5 0 Type 829	3 4 5 0 Type 872A
\$4.35	\$1.45	\$1.45

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

And Hundreds of Other Critical Parts

### OUR GREATEST SPEAKER SALE!

3500 PMs 4" Alnico 5 .67 Magnet Lots of 100 \$1.05	2600 PMs 5" Alnico 5 1 oz. Magnet Lots of 100 \$1.25	2000 PMs 5" Alnico 5 1.47 Magnet Lots of 100 \$1.33	3300 PMs 6" Alnico 5 1.47 Magnet Lots of 100 \$1.50
2000 Dynamic 5" 450 Ohm Lots of 100 \$1.55	2300 6" Alnico 5 2 oz. Magnet Lots of 100 \$1.60	Fresh Stock Filter Condensers 50-30-150 Lots of 100 \$.25	ARROW RECORD CHANGERS \$20.00 Value \$12.50 Lots of 12

## LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones White II 2065

CHICAGO, ILLINOIS



## RECORD NOTES

### First M-G-M Discs Shipped To Dealers in Gotham Area By Zenith Corp. of N. Y.

H. J. Wines, general manager of the Zenith Radio Corp. of New York announced last week that the first releases of M-G-M records had been shipped to dealers in New York and New Jersey. The dealer response to the new M-G-M label has been very gratifying and Mr. Wines said that expansion of distribution would have to be slow due to the large demand for the new records from the already franchised dealers.

Mr. Wines pointed out that the experience of the men in the newly organized record department should be of tremendous assistance to dealers. George Hayes, record sales manager of New York has been in a managerial position in the record business since 1937. Irving Needle, record sales manager in New Jersey has been managing sales

and promotion of records in the New Jersey area for eight years, and Frank Oberndorfer, who will handle promotion of the the M-G-M records in both New York and New Jersey, has been sales promotion manager for a well-known record manufacturer.

### Walker-Jimieson Chicago Agent for Stroboscope

CHICAGO, ILL., Monday — Walker-Jimieson, Inc., 311 South Western avenue, wholesale distributor of radio and electronic supplies, is the exclusive distributor in the Chicago area of Model 1210 Stroboscope, recently developed by Communication Measurements Laboratory, Inc., New York City.

The principal use of the Stroboscope is to check speed of moving machinery and to discover improper motions or vibrations. It is also used to regulate speed of phonograph turntables.

### Foreign Jobbers Named By Disc Co. of America

Distribution for the Disc Co. of America's record line has been arranged for in France and Italy it was announced here yesterday by Moe Asch, head of the New York City record firm.

In Italy, the "Fonit" concern of Milan has been named as Disc distributor, and in France "Le Jazz Hot" of Paris will handle the merchandising of the Disc record line.

### Gotham Records Releases Two Earl Bostic Singles

Sam Goody, head of the Gotham Record Corp., New York City, yesterday announced two singles by Earl Bostic that would be available to the trade this week.

The tunes are "Let's Ball Tonite" parts 1 and 2; and "Where or When" and "Away."

### CONTINENTAL REVEALS ITS EXPANSION PLANS

The Continental Record Co., New York City, which for many years has distributed its line through its own distributing offices, has embarked upon a program of expansion and is appointing distributors throughout the country, it was announced here last week by Donald Gabor, firm president.

A complete catalog featuring popular race, hillbilly, western, tango, rumba, polka and waltz recordings is available. In addition the Continental firm will continue its repertoire of foreign recordings.

The Continental firm, which has its own pressing facilities, intends to release from twelve to fifteen new recordings per month, Mr. Gabor revealed.

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

# MOTORS

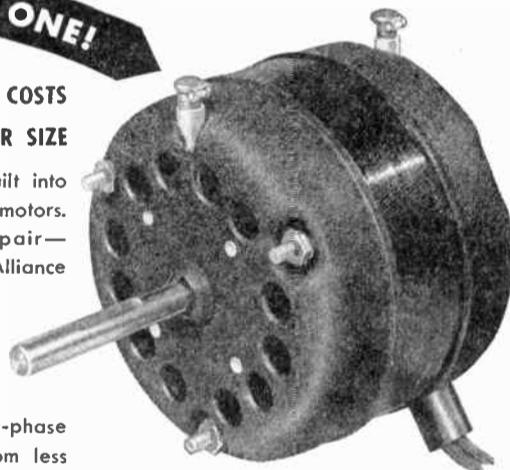
PHONOMOTORS . . . POWR-PAKT MOTORS

HERE'S A NEW ONE!

SLOWER SPEEDS • LOWER CURRENT COSTS  
QUIETER OPERATION • SMALLER SIZE

Here are four big advantages built into the new Alliance Powr-Pakt fan motors. Results are longer life—less repair—smoother performance. This new Alliance shaded pole fan motor reflects advanced engineering! Mass-produced at low cost! Write.

**Other Alliance Powr-Pakt Motors** in shaded pole induction and split-phase reversible resistor types rated from less than 1-400th h.p. on up to 1-20th h.p. for powering valves, switches, controls, driving turntables, fans, record changers and automatic devices.



MODEL A

WHEN YOU DESIGN ... KEEP

# alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO



**New!**  
**DUOTONE'S**  
**"SHOW WINDOW"**

THE SMARTEST DISPLAY  
IN NEEDLE MERCHANDISING—  
ALREADY PROVED IN USE  
BY 500 DEALERS!

**KEEPS DUOTONE UP FRONT EVERY MINUTE...  
GET YOURS NOW AND WATCH SALES SKYROCKET!**

Here's a counter card, storage bin and silent salesman all in one!

The brand new Duotone "Show Window" is a smartly-styled counter display case of wood and lucite that features the fast-selling line of Duotone Needles. Each package in the "Show Window" nestles in a handsome blue plush lining. An attractive glass top protects the contents. It's only 20" high, 12" long — takes up little room on your counter.

Your customers will stop, look and buy when they see this handsome display. You simply serve them from the built-in stock compartment. Here's an easy way of selling that gives you quick turnover . . . and rings up more profits.

Phone or wire your distributor today (or inquire direct) for our Special Introductory Offer on the new Duotone "Show Window".



**DUOTONE COMPANY**

799 Broadway, New York 3, N. Y.

Stephen Nester, President

Export Dept.: American Steel Export Company, Inc., 347 Madison Avenue, New York 17, N. Y.



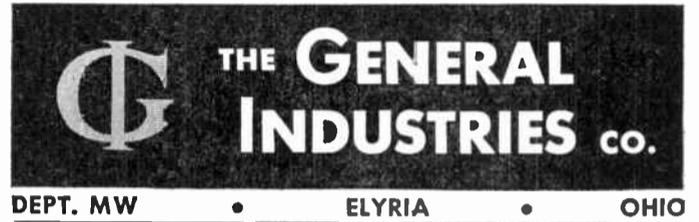
*Smooth Power*

THAT PLEASURES  
YOUR  
CUSTOMERS

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

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

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



DEPT. MW • ELYRIA • OHIO

### Arthur C. Ansley Named Operating Trustee for Set Manufacturing Firm

TRENTON, N. J., Thursday—Arthur C. Ansley, president of the Ansley Radio Corp., this city, has been appointed by the United States District Court as operating trustee in the company's reorganization under Chapter X.

Mr. Ansley reported that the reorganization was made necessary only because of a heavy and unbalanced inventory. "The company has been operating profitably and its net worth is greater than at any previous time," he declared. "The business will be continued as before under my direction and there will be no change in policies or management."

Deliveries on FM-AM console combinations are being made and production is increasing rapidly, Mr. Ansley stated. He expressed his confidence in the firm's ability to pay all obligations within a short period.

### Taylor Distributing Co. Promotes Walter Larson

BILLINGS, MONT., Thursday—The appointment of Walter Larson to the sales and service department of Taylor Distributing Co., Inc., distributor of Farnsworth products in Montana and Northern Wyoming, has been announced by L. I. Taylor, manager.

Mr. Larson has been associated with Taylor Distributing more than seven years. During the war he was a first lieutenant in the Army Air Forces, serving as a B-25 bomber pilot in Europe and North Africa.

### Radio Electric Service Finds Big Kit Demand

PHILADELPHIA, PA., Saturday—Radio Electric Service, wholesale organization with headquarters at Seventh and Arch streets, this city, has inaugurated an intensive sales campaign on a five-tube radio kit. The kit comes complete with a plastic cabinet and all matched parts, as well as with detailed instructions for assembling. The four pages of instructions are reported to make the assembly fool-proof.

The company reports that the sale of kits has been very favorable, and according to T. Feinstein, purchasing agent of the company, sales have been splendid throughout Philadelphia, New Jersey and Delaware where the campaign has been in progress.

### Aerovox Offers 20,000 Shares 6 Per Cent Stock

NEW BEDFORD, MASS., Monday—Twenty thousand shares of 6 per cent cumulative convertible \$25 par value preferred stock of the Aerovox Corp., manufacturer of condensers, has been offered to the public. The stock is priced at \$25 a share. The proceeds to be used to increase working capital.

Each share is convertible into three shares of common stock, and is subject to redemption at \$27 a share, and for the sinking fund, at \$25 a share.

Handling the stock are Marache & Lord; Ames, Emerich & Co., Inc.; Hirsch & Co.; H. L. Emerson & Co., Inc., and Boren & Co., underwriters.

### MOTOROLA NAMES NEW EXECUTIVE FOR PLANT

CHICAGO, ILL., Friday—G. A. Godwin has been appointed to the position of plant superintendent for the Galvin Mfg. Corp., this city, maker of Motorola home and car radios.

Mr. Godwin was formerly assistant

plant manager of the Milton-Bradley Co., in Springfield, Mass. Before joining Milton-Bradley, he was manager of manufacturing at the Bloomington, Ind., plant of the RCA Victor Division. He is a graduate of Drexel Institute, in Philadelphia.

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



The Finest Name in Electric Phonographs  
Presents the Best in Style—Tone—Quality—  
Performance—Value for 1947



### The SWINGMASTER A Phono Achievement

Compact—2 Tubes—High Fidelity Pick-up—3" Alnico V Speaker with the Quality and Tone of a Console that will amaze you. Handsomely designed in a 2-tone solid wood cabinet.

MODEL No. AP-514—3 Tubes—With the new fool-proof Milwaukee Record Changer—De-Luxe Solid Wood Chase with DuPont Fabricoid Covering.

SOLD THROUGH AUTHORIZED DISTRIBUTORS  
A few territories still available—Write for particulars

**Exclusive Wholesale Distributor  
of DYNAVOX  
for the Metropolitan New York Area**

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

**SANFORD ELECTRONICS CORPORATION**  
WHOLESALE DISTRIBUTORS

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

**DYNAVOX CORPORATION** Long Island City 1, N. Y.

MINERVA

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

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

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



## DEPT. OF COMMERCE PREDICTS SHARP INCREASE IN RADIO SALES TO LATIN AMERICAN COUNTRIES

Latin American countries continue to offer great opportunities to American radio manufacturers, the Department of Commerce points out in a special study, which estimates 1947 demands at 711,175 radio receivers. Last year the Latin American countries took 70 per cent of total American exports of radio receivers.

Stating that the Latin American markets still are largely undeveloped, the Commerce Department, states exports this year of 711,175 receivers would show a good gain over the preliminary 1946 total of 585,754 radios, valued at \$15,782,593 shipped by American manufacturers. Radio receiver exports to all countries in 1946 totaled 832,377 valued at \$23,232,973.

More American exports are going to Latin American countries than before the war, the Commerce Department report says. In 1937, radio receiver exports to Latin American Republics were

298,876, total exports to all countries being 618,710.

Estimated Latin American Radio Receiver Demand—Jan. 1-Dec. 31, 1947	
Argentina	30,000
Bolivia	20,000
Brazil	199,000
Chile	94,000
Colombia	55,000
Costa Rica	7,500
Cuba	60,000
Dominican Republic	2,000
Ecuador	6,000
Guatemala	7,300
Haiti	1,125
Honduras	2,000
Mexico	160,000
Nicaragua	2,000
Panama, Republic of	20,000
Paraguay	250
Peru	17,000
El Salvador	2,500
Uruguay	5,500
Venezuela	20,000
<b>Total</b>	<b>711,175</b>

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

## Bendix Home Appliance Puts Service Ahead of Sales in New Program

Bendix Home Appliance, Inc. South Bend, Ind., has placed service training ahead of sales education in its home appliance field development campaign, A. A. Smith, field service supervisor, reveals.

Commenting on placing service education ahead of sales, Mr. Smith said: (1) it keeps training and service methods ahead of maintenance problems, (2) it removes the largest obstacles of sales resistance for salesmen, since prospective customers are completely reassured that service is available when they see a new machine, (3) it reduces costs of maintenance to household buyers, because repairmen know what they are doing.

In connection with the campaign, service managers for eastern distributors attended a four-day intensive instruction course at the Park Central Hotel,

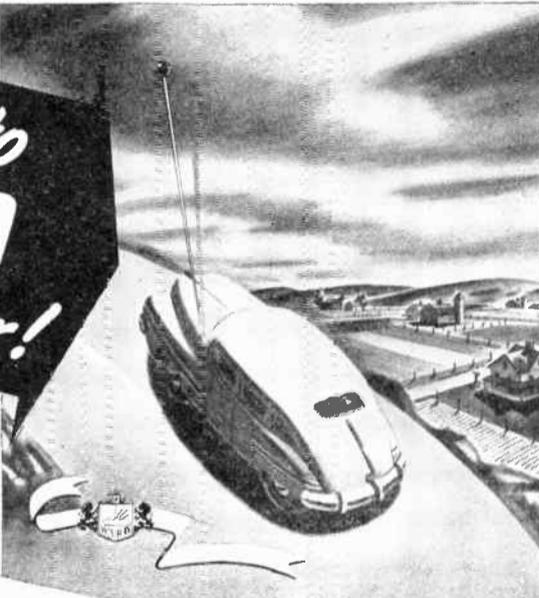
New York. The course was designed to familiarize the service men with every part of each machine sold by Bendix dealers.

## New Radio Electrifier Announced by Victor RCA

CAMDEN, N. J., Monday—An electrifier for the conversion of a battery-type radio to one which can operate off power lines was announced last week by the RCA Victor Home Instruments Department.

The Electrifier (Model CV-45) which costs less than two replacement-battery power packs, is designed for conversion of the RCA Victor (Model 64 F-3) farm battery set from battery operation to line power operation on 110-volt, 60-cycle AC. It has been so designed that the electrifier fits conveniently inside the cabinet of the 64 F-3 sets, and the installation is easily made.

Initial shipments of these electrifiers are being made this month to distributors throughout the country



Look to  
**WARD**  
the Leader!

The world's leading producer of auto aeriels presents models unsurpassed in . . .

**DESIGN** { Each smart looking model is engineered and equipped to fit every car on the road.

**QUALITY** { Every model has been tested and approved by car and radio set manufacturers.

**DOLLAR VALUE** { Always "most for the money" Ward aeriels are going down in price Feb. 1, 1947. List prices will be from \$2.95 up.

# WARD

## Aeriels

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

Write us for full information!

IN CANADA: Atlas Radio Corp., 560 King Street, West, Toronto, Ontario, Canada  
EXPORT DEPARTMENT: C. O. Brandes, Mgr., 4900 Euclid Avenue, Cleveland 3, Ohio

## New Jersey

NEWARK

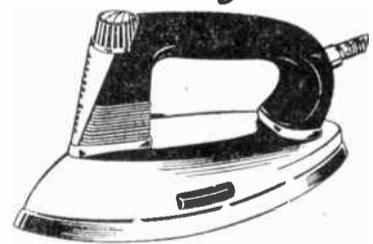
# DISTRIBUTOR

It's here!

Betty Crocker

of General Mills says:

"Here's the iron for faster, easier ironing!"



THE NEW  
General Mills  
Tru-Heat Iron

Distributed by

EASTERN

Electrical

SUPPLY CO.

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

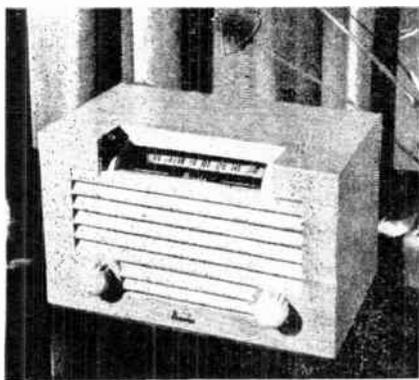


# GENERAL ELECTRIC

## Electronic RADIO TUBES

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

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



MODEL 612—Compact 5 tube with rectifier; 5" Alnico speaker. Operates on 25, 50 and 60 cycle 110 volt AC-DC. Cabinet finishes of bleached mahogany, dark mahogany, walnut or desert blonde.

### POPULAR NEW TABLE MODEL

Yes, popular is the word for this new addition to the Aviola quality family. Quality family, we say, because every Aviola is the product of years of experience in the radio field, plus careful engineering and painstaking craftsmanship. Model 612 is no exception. It's super quality — super value

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

# Aviola

### MOUNTJOY APPOINTED STROMBERG-CARLSON CHIEF RADIO ENGINEER

ROCHESTER, N. Y., Friday—Gardner Mountjoy, former president of the Electronic Corp. of America, has been appointed chief radio engineer of Stromberg-Carlson Co., this city, it was announced by Frederic C. Young, vice president in charge of engineering and research.

Mr. Mountjoy previously was head of the licensee consulting section of the RCA license laboratory. He was at different times director of research and development at Lear, Inc., and chief engineer of Sparks Withington Co.

During the war he worked on developments of the Loran system of navigation and other allied radar projects. Mr. Mountjoy holds more than 100 domestic and foreign patents. A graduate of Washington University, he is a member of the Sigma Xi, honorary scientific fraternity, and a senior member of the Institute of Radio Engineers.

### Electric Warehouse Now Allied Electrical Appliance

PHILADELPHIA, PA., Monday — Electric Warehouse, Inc., 3640 Elder street, has changed its name to Allied Electric Appliance Parts, Inc. better to reflect the expanded scope of its operations and products. The company is a wholesale distributor of radio parts, refrigeration equipment, vacuum cleaner parts, washer parts, accessories, etc.

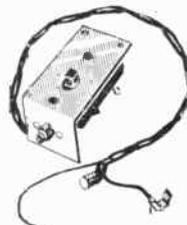
### Becker and Grath Visit Westinghouse Division

SUNBURY, PA., Monday — L. A. Becker, radio supervisor, and Joseph Grath, technical supervisor of radio for the Consolidated Gas, Electric Light, and Power Co. were recent visitors with K. Rosevar, appliance manager for the

Baltimore offices of the Westinghouse Electric Supply Co., at the Westinghouse Home Radio Division here.

Mr. Becker and Mr. Grath inspected the Division's engineering laboratories and conferred with W. S. Winfield, manager of engineering, and W. H. McKnew, service manager, prior to making a tour of the manufacturing section of the plant.

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



#### JFD REPLACEMENT PHONO RADIO SWITCH

Replaces RCA pt #9821A. Also ideal for connecting record players, mikes, FM or Television attachments to audio amplifier of radio sets. Retains original tone quality without hum. With midget tip plug.  
No. ST115 List Price \$2.25  
Std Pkg 6



#### JFD MIDGET JACKS and PLUGS

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



#### JFD STROBOSCOPE DISC

For recording and playback. 78 and 33-1/3 RPM. 6 inch Diam. Complete instructions on face.  
No. ST188 List Price 12c  
Std Pkg 25



#### JFD FLUORESCENT LIGHT NOISE SUPPRESSORS

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

### JFD ANTENNA LOOPS

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

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

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

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

New type loop construction permits mounting inside radio. Used in newest type portable and midget radios.  
No. 21-20 Box loop antenna, 3 1/4"x5" List Price \$1.25  
No. 21-21 Box loop antenna, 4 1/4"x6 1/4" List Price \$1.25

WRITE FOR LITERATURE.

J.F.D. MANUFACTURING CO.

4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.

## DISTRIBUTORS IN CHICAGO

WILCOX-GAY RECORDIO  
GRAND GAS RANGES  
FREEZ-ALL FOOD FREEZERS  
INTERNATIONAL OIL HEATERS  
ARMSTRONG IRONERS  
MIRACLE APPLIANCES  
EVEREADY BATTERIES

CLARION RADIOS  
ROYAL VACUUM CLEANERS  
HANDY HOT APPLIANCES  
CORY COFFEE BREWERS  
VACULATOR COFFEE BREWERS  
MAGIC FLO PERCOLATORS  
MELL-O-CHIMES

**WAKEM & WHIPPLE INC.**  
66 W. Ohio St. WHOLESALE DISTRIBUTORS Chicago 10, Ill.



## Demonstration of Television to Feature Home Show in Milwaukee March 15 to 22

VISITORS ATTENDING EXHIBIT TO BE SHOWN ON SCREEN

Much Interest Evident in Video Though Regular Broadcasts Are Not Expected to Be Possible Until Late This Year — Wolff, Kubly & Hirsig Celebrates Fortieth Anniversary — Several Firms Formed.

MILWAUKEE, WIS., Tuesday—The 1947 Home Show, to be held at the Auditorium here March 15 to 22, will feature a spectacular demonstration of television, to be sponsored by the Journal Co., which has pioneered in radio in this city.

Television cameras of the latest type will pick up pictures of visitors at the show and reproduce them on television screens placed throughout the Auditorium. Special events at the show will also be shown in this way.

No effort to sell television will be made, since television will not be a regular service in Milwaukee until the Journal's WTMJ-TV goes on the air late this year or early in 1948.

A new Milwaukee corporation is the Milwaukee General Electronics Corp., with 200 shares at \$100 a share. Incorporators of the firm are Raymond M. Klopatek, Richard S. Gibbs and Howard T. Foulkes. The company will deal in electric goods generally, according to information now available.

At Madison, more than 250 persons attended the fortieth anniversary banquet of the Wolff, Kubly & Hirsig Co., one of the largest outlets for radios, appliances and recordings in that city, on February 28. Those present included 128 employees.

Formed in 1906, the firm has grown steadily since that time. The latest improvement in its facilities was the recent opening of a large and complete record shop.

Residents of Omro last week welcomed a new industry to that little city, when the Barlow & Seelig Manufacturing Co., Ripon appliance manufacturer, opened its new branch unit there. The new plant will employ about 100 persons when in full production.

Barlow & Seelig is also planning the building of a new automatic washer at its Fond du Lac plant, which will be distributed through its own sales organization under the title "Speed Queen Automatic Laundry" and through the Appliance Corp. of America, at Milwaukee, under the name of "Akka."

Fires during the past week caused damage to establishments which deal in radios and appliances. At Kenosha, the fifty-four-year-old Barden's department store suffered damage estimated at \$15,000, when flames swept through the second floor.

At Marshfield, the A. J. Sampson store was damaged to the extent of \$9,000 by fire, and at Eau Claire, the Maytag Sales Co. shop suffered some damage from a fire in the building housing it.

A new Wisconsin corporation which will deal in electrical supplies at wholesale and retail is the Douglas Supply Co., Racine, with 500 shares of stock at no par value. Incorporators are: Harry F. Anderson, Robert A. Letsch and Gerhard Piehler.

The Charles Geasland store, Platteville, has been bought by City Engineer Nick Wunderlin, who will take possession on May 1.

Mr. Geasland has been in the hardware and appliance business for more than twenty-five years.

Approved by the OTC recently were a \$5,000 warehouse for Nelson Hardware & Furniture Co., at Park Falls, and \$3,000 worth of alterations to the store front of the South Side Hardware Co., Green Bay.

Marinette county has a radio thief with a weakness for table model radios. Several radio shops in the county have recently been entered and table models taken, the most recent being the Herman Geise store at Coleman, where two radios were stolen.

Robert B. Greenwald, sixty-seven, a retired buyer for Gimbel's store in Milwaukee, died on March 2 following an illness of about three months. He was a brother of the late Oscar Greenwald, general manager of the store for many years.

—BERT REICHERT.

## Tung-Sol Reports Profit Of \$51,634 for 12 Months

NEWARK, N. J., Friday—The Tung-Sol Lamp Works, Inc., this city, reported for 1946 a net income, including a \$950,000 estimated tax carryback credit, of \$51,634, or 30 cents a share. This compares with \$212,552, or \$1.23 a share for 1945.

Net sales were \$10,116,994, against \$10,064,785.

In his statement to stockholders, Harvey W. Harper, chairman, said refusal of OPA to allow price rises on products caused an operating loss for the first nine months of the year, but that when price increases were permitted, operations were maintained on a profit-making basis. He expressed confidence about prospects for this year.

## Gertsch Given New Post By Hoffman Radio Corp.

LOS ANGELES, CALIF., Friday — Elmer P. Gertsch has been appointed to the newly-created post of general works manager of the Hoffman Radio Corp., of this city. The organization maintains five factories here.

Mr. Gertsch, who was manager of Plants 1 and 2 for the past year and a half, previously was with RCA in Camden for eleven years, and as radio department head for Air Associates, Inc., Los Angeles, for five years.

## J. H. Ream, J. F. Baumer Given Promotions by CBS

James H. Ream, vice president and secretary of the Columbia Broadcasting System, has been promoted to executive vice president. Mr. Ream has been succeeded by Julius F. Brauner, general attorney for the system. Mr. Ream has been with CBS since 1934.

## G. W. Mason Returns Home

G. W. Mason, president of the Nash-Kelvinator Corp., was among arrivals on the "Queen Elizabeth," Wednesday.

**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.**

### 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

- ZENITH  
Radios—Hearing Aids
- DEEPFREEZE  
The Original Home Freezer
- GAROD  
Lower Connecticut Only

### STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

**COLUMBIA and OKEH RECORDS**

"TODAY'S TOP FRANCHISE"

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



## HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

**D**ISTRIBUTION 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

### SEATTLE DEALERS SEE 1947 RECORDIO LINES

CONCERN'S POLICY STATED

New Models Are Demonstrated by G. E. Murphy, President of the Wilcox-Gay Corp.

SEATTLE, WASH., Friday — G. E. Murphy, president of the Wilcox-Gay Corp., was the honored guest and speaker last night in the auditorium of the F. B. Connelly Co., when he outlined the policy of his concern in introducing the new Recordio line for 1947.

Kenneth Connelly, president of the Pacific Northwest distributing concern handling Wilcox-Gay products here, introduced Mr. Murphy to the audience of over 150 dealers and salesmen who attended the dinner-meeting and who were representative of the entire State of Washington.

Arrangements for the record meeting were made by Frank Porter, general sales manager for the Connelly

Co., who also acted as toastmaster. The dealer organization arrived at the Connelly headquarters late in the afternoon and were taken on a tour through the newly remodeled headquarters that serve as a distribution center for a score of home appliance and hardware manufacturers.

Dinner was catered especially for the guests. The large auditorium became both a banquet room and a sales auditorium as the selling program for 1947 was detailed by the executives who conducted the meeting.

New models of the Recordio were described in detail. Their selling features were outlined and the manufacturing details revealed in a very inspiring and complete presentation by Mr. Murphy. Following the inspiring sales talk of Mr. Murphy, models were exhibited for personal inspection and a question period followed.

No orders were accepted until all phases of the device and its sales possibilities had been thoroughly discussed with a question period playing an important part in the meeting. Then orders were taken for immediate delivery and Mr. Porter promised that with an ample stock on hand in the warehouse, shipment would be made immediately with a result that trucks were loading the Recordio crates today for delivery in the territory.

"Radio sales are tightening in this market," reports Mr. Porter. "We were very happy to have Mr. Murphy here to meet with our sales organization, which we consider one of the strongest and best in the state. And we feel that his presentation of the Recordio line will not only stimulate sales in his product but will react to the benefit of all appliances in dealers' showrooms."

—DUD BROWN.

### G. E. STARTS PROGRAM TO MEET REQUIREMENTS OF RURAL POPULATION

SCHENECTADY, N. Y., Tuesday—A nation-wide program to electrify the farm has been adopted by the General Electric Co. Charles E. Wilson, president, has announced that the program is to meet the "immediate need for greatly improved production efficiency and better living conditions, which modern electrical equipment can provide."

A large-scale service organization, trained to know farm requirements and using the slogan, "More Power to the American Farmer," will promote products designed for farm use. Included are barn-curing equipment, farm welders, heated drinkings cups, germicidal lamps, freezers, and stock-tank deicers.

The program also will seek a "broadening market for established electrical products."

Mr. Wilson said that "the farmer is eager to make fuller use of electrical equipment, since it will help him improve his working conditions, increase his profits and raise his family's standard of living." He added that the average farmer has only \$400 invested in production machinery for each worker,

compared with \$11000 for each man in industry, and that the farmer spends 33 per cent of his working time in and around farm buildings.

### January Is Second High For Household Washers

CHICAGO, ILL., Monday—Household washer factory sales soared to 240,233 in January, the second highest of any month in the industry's history, the American Washer and Ironer Manufacturers Association, announces. Sales were 26 per cent above the preceding month and 107 per cent above the corresponding month in 1946.

The highest sales were recorded in October, 1946. Ironer sales in January were 15,509, compared with 15,469 in the preceding month and 3,235 in January, 1946.

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

#### TO GATHER THE NEWS FOR YOU—

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

### 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.

### Farrell Named Manager Of Relations for G. E.

The General Electric Co. has named R. W. Farrell as manager of employe and community relations of its seven affiliated manufacturing companies. Mr. Farrell, formerly was counsel for the General Electric Electronics Department, Syracuse.

**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.



## AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 43, ILLINOIS

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



If you want  
**SOMETHING  
BETTER**  
*Demand*

# DE W A L D

A FAMOUS NAME IN **RADIO** SINCE 1921

**DE W A L D RADIO MANUFACTURING CORP.**

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



**De W A I D**  
**A-605**  
**"Connoisseur"**

Deluxe radio-phonograph combination with automatic record changer.

A Quarter-Century of Proven Quality

## NEW RADIO MIRACLES SEEN, FCC CHAIRMAN TELLS I. R. E. MEMBERS

(Continued from Page 3)

radio in our every-day lives," the FCC chairman said.

He laid on the laps of the engineers what he termed a "headache"—how to link continents across the oceans by high frequency waves. "Today," he declared, "this is a potential bottleneck to the expansion of world-wide communication, world-wide aviation, and world-wide shipping." He advocated that engineers re-appraise all possibilities.



ULTRATONE  
PHONOGRAPHS

DISTRIBUTED IN  
**Metropolitan New York  
Area**

BY  
**TIMES APPLIANCE CO.**

353 Fourth Avenue  
New York, New York

MANUFACTURED BY

**Audio INDUSTRIES**  
MICHIGAN CITY, INDIANA

"But I am afraid that even such measures will only provide temporary relief," he said. "If radio is not to impose a ceiling on the expanding communications and commerce of the world, we must find a means of using the microwaves between continents. I know that the suggestion is a big assignment but I doubt if there is a man in this room tonight who would venture to say that it cannot be done."

Awards and fellowships were presented to members for outstanding achievements during the past year. Fellowships were presented by Dr. W. R. G. Baker, vice president in charge of the General Electric Co.'s Electronics Department and president of I. R. E.

Dr. C. B. Jolliffe, executive vice president of the Radio Corp. of America, in charge of RCA Laboratories, urged scientists and engineers to "break out of their professional shells" and accept higher responsibilities of leadership in a world made more complex by the rapid development of the physical sciences.

"The new radio services of FM broadcasting and television are just getting started as great new services to the public," Dr. Jolliffe declared. "Many of the miracles of wartime research are available for application to peacetime uses. The development and use of these and other scientific discoveries yet to be made are a challenge to our ability as engineers—they also represent new opportunities for leadership."

### Radios and Appliances Exhibited This Week at Show in Chattanooga

CHATTANOOGA, TENN., Monday—Radio sets and appliances went on display here today at the Post-war Electrical Appliance Show, which opened today in the Electric Center of the Power Building, Market, Sixth and Cherry streets. The show is sponsored by the Electric League and the Electric Power Board of Chattanooga. C. B. Osborne, of the Electric League, is in charge of the exhibit.

Some fifty manufacturers and fifteen distributors are sponsoring exhibit booths at the show, which will continue through Saturday. A banquet will be held in the Read House, Wednesday night in conjunction with the show. Principal speaker will be W. E. Saylor, of the Kelvinator Division, Nash-Kelvinator Corp., Detroit.

## Henry M. Pease Dead; Federal Tel. Executive

Henry M. Pease, first vice chairman and a director of the International Electric Corp., the manufacturing associate of the International Telephone and Telegraph Corp., of which he was also a vice president and director, died on Friday at the New York Hospital at the age of seventy-one after a short illness.

In addition to his positions with International Standard Electric and International Telephone and Telegraph, Mr. Pease was also vice president and director of the Federal Telephone and Radio Corp. and a director of International Telecommunication Laboratories, Inc.

Born in Malta, Ill., Mr. Pease was a member of the ninth generation of the Pease family in the United States. He was graduated from the University of Illinois in 1888, receiving the degree of Bachelor of Science.

## Dalbar Mfg. Creditors Convene in Dallas, Tex.

DALLAS, TEX., Monday—A meeting of creditors of the Dalbar Manufacturing Co., 1314 Forest avenue, this city, was held here today. W. W. Barr, owner, presented to creditors a detailed statement of the firm's financial condition, and the prospects of paying all debts in full, if given sufficient time to do so.

Hard to Get  
RADIO PARTS

HUNDREDS  
OF ITEMS  
IN STOCK

Write for  
New 1947  
Spring Bulletin

- Phono. Amp. Kits
- Phono. Osc. Kits
- Wire and Cable
- Cord Sets
- Pick-Ups
- Pick-up Cartridges
- Transformers
- Chokes
- Resistors
- Power Controls
- Condensers — Variable, Tubular, Mica, Oil Filled
- Coils

- Speakers
- Sockets
- Knobs
- Switches
- Auto Radio Parts
- Vibrators
- Spaghetti
- Telegraph Keys
- Test Leads
- Permeability Tuners
- Noise Filters
- Punched Chassis
- Dial Pointers
- Dial Drives

Exclusive National Suppliers of Seaboard Products

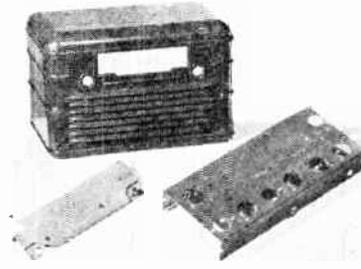
Supplying Jobbers Exclusively


**Seaboard Ronley Corp.**

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

**TO MANUFACTURERS . . .**  
**Starting in Business? . . . Want a New Model?**  
**SAVE \$5,000 on Dies!**

Cabinet: 6 7/8" x 6 3/8" x 10 1/2"  
 Chassis: 4 1/2" x 1 3/4" x 10"      Dial Plate: 2 1/2" x 6 1/2"



**This Money-Saving Kit**  
**\$1.75**  
 (1,000 Lots F. O. B. L. A.)  
 Send Your Check for Sample  
 Refund on Return

**TELEMATIC CORPORATION** (Formerly Radio Process Co.) 7460 MELROSE AVENUE, LOS ANGELES 46, CAL.

**BOSTON TOTAL VOLUME  
 HIGH BUT UNIT SALES  
 SHOW SLIGHT DECLINE**

**FOR RADIOS, APPLIANCES**

**Claim Made That Many in Lower  
 Wage Class Are Priced Out of  
 Market — Records Go Big.**

BOSTON, MASS., Monday — While retailers in radios and electrical appliances who have a well rounded line of high grade, well advertised stock continue to do a substantial dollar volume of business, the amount of unit sales is about half, they say, what it was pre-war with the same dollar volume, indicating that many low wage workers are priced out of the market. However, small money transactions in the repair field are increasing with people who cannot afford new goods at present prices.

Dealers who have built up good record departments report that business is booming.

Some radio dealers say that they ought to get a larger discount on radios to take care of repairing and adjusting new radios as they are unpacked. They do not hold the makers at fault but deplore a situation that forces the employment of careless workers. They regard such a situation as a sort of a mixed blessing as it will discourage competition from the miscellaneous outlets who took on radios as "package goods" and are unable to carry out the traditional function of the dealer to undertake minor repairs.

F. Gilbert White has been appointed sales manager in charge of New England distribution of MGM phonograph records, according to Northeastern Distributors, Inc. on Commonwealth avenue, MGM distributor in addition to the traditional Zenith Radio, Gibson Refrigerator, Thor Washers and Ironers and allied lines.

The O. A. Satton Corp. of Wichita,

Kan., has named the Eastern Co. of Cambridge as regional distributor for the Vornadofan Air Circulator, a new departure in the design of fan-driven portable heaters.

"Launderall" Automatic Home Laundry units are being displayed on the floors of leading appliance stores.

The Eastern Co. announces two new Bendix products, the Automatic home ironer and it's sister product, the Automatic clothes dryer. Eastern is running a series of Bendix dealer meetings covering sales and installation of these new products.

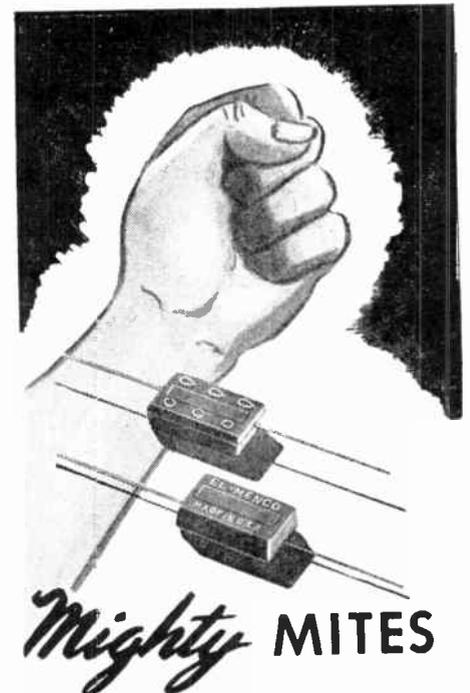
The new low price on the Emerson three way portable radio has made this model a fast selling item, according to Emerson dealers. Philco dealers, because of a price adjustment on the "letter-box" model table radio are making use of this as a trade-in allowance on old radios up to a \$10 top. Usually, dealers do not have sufficient profit margin to accept trade-ins, they say.

Most suburban radio and appliance dealers are now fairly well stocked with

good quality, well advertised merchandise, and combined newspaper advertising lineage appears to be hitting new highs.

Stocker & Yale, 48 Birth street, Marblehead, Mass. has just introduced a miniature fluorescent desk or bench lamp intended for assemblers and fabricators of precision electronic and mechanical equipment, or in the manufacture of radio tubes and the like.

—FRANK PRAY.



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

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

**SEND FOR YOUR COPY  
 OF THE LATEST CATALOG**

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

**INTERNATIONALLY  
 KNOWN EXPORT HOUSE**

Making Up Its Spring Catalog

*We Suggest*

That Manufacturers of

Radios, Components,

Electronics and Appliances

Submit Offers

.....

Address

BOX 821

RADIO and Television WEEKLY

99 Hudson Street,

New York 13, N. Y.

**RADIO CABINETS**

Beautiful post-war plastic cabinet, slide rule dial opening, accommodates 6-tube chassis.

**Immediate delivery on cabinets or  
 chromium plated mold to qualified  
 principals.**

**INDUSTRIAL PLASTICS INDUSTRIES**

509 FIFTH AVENUE      V. A. Vanderbilt 6-0890      NEW YORK, N. Y.

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

**CROSLLEY**

**SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS**

- ROYAL Vacuum Cleaners
- DOMESTIC Sewing Machines
- GRAND Ranges
- SUNBEAM Appliances
- DOYLE Cyclo Mowers
- APEX Products
- SPERTI Sun Lamps

**APOLLO DISTRIBUTING CO.**

15-17 SHIFMAN STREET      Apollo Building      NEWARK 2, N. J.

*For Good  
 Listening!*

*... it's*

*Superior* RADIO-PHONOGRAPHS · PORTABLES · AUTOMATIC and MANUAL RECORD CHANGERS

**ELECTRO-TONE**

**ELECTRO-TONE  
 CORPORATION**  
 221 HUDSON STREET  
 HOBOKEN, N. J.

*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.**

## WEST COAST DISTRIBUTORS AND RETAILERS GIVEN PREVIEW OF NEW APPLIANCE LINES

KAEMPER-BARRETT AND PHILCO HOST TO LARGE CROWDS

W. C. Johnson, of the Admiral Corp., Demonstrates New Dual-Temp Refrigerator to Interested Gathering in San Francisco — Executives of Philco Present at Meeting as Guests of C. Bettinger.

SAN FRANCISCO, CALIF., Tuesday —Kaemper-Barrett, Inc., 1850 Mission street, distributor of the Admiral line for northern California, was host yesterday to several hundred radio and appliance dealers at a luncheon meeting at the St. Francis Hotel. The occasion was the presentation of the new, anxiously awaited Admiral Dual-Temp refrigerator.

The principal speaker was W. C. Johnson, general sales manager of the Admiral Corp. After complimenting Kaemper-Barrett as an outstanding distributing firm, progressive in every way, Mr. Johnson then extolled the revolutionary new features of Admiral Dual-Temp refrigerators. Dual-Temp combines a capacious refrigerator with a consistent temperature of thirty-eight degrees for food storage, and a freezing locker where the temperature can be lowered to fifteen degrees below freezing. The freezing locker is large enough to hold seventy pounds of food. The two units are entirely separate, and

when going away for several months, the refrigerator may be disconnected while the freezing locker is still kept functioning.

Stressed was the importance that Dual-Temp has low temperature plus high humidity which keeps food from drying out.

Dealers were enthusiastic when informed that Dual-Temp refrigerators are here now, and samples should reach them by today. Asked: "when more?" Mr. Johnson was not definite, but stated that Dual-Temp is in volume production and the outlook is very encouraging.

Addressing the gathering were: Hal Conklin, who discussed Admiral's advertising program for '47; Louis Willis, Admiral's southern California regional manager. W. Kaemper, president of Kaemper-Barrett; Jima Barrett, partner in the firm, and Ed. Halliday, Kaemper-Barrett's sales manager.

An interesting feature of the program was when Miss Willie Mae Rogers, national home economist of Ad-

miral Corp., gave a demonstration of Dual-Temp's unusual features.

Ten days ago Kaemper-Barrett had a Dual-Temp refrigerator packed with food. The box was sealed then and reopened in front of the dealers yesterday. Food stored in Dual-Temp looked as fresh as the day it was purchased. Dealers responded with unbounded enthusiasm and declared that they feel they have an irresistible product in Admiral Dual-Temp.

The Western Division of Philco Corp. held a three-day distributors meeting here. The chairman was Cliff S. Bettinger, Philco's Western Division manager, who has under his jurisdiction the eighteen western States, Alaska and the Hawaiian Islands.

Eastern executives who arrived to participate in the meeting were: J. M. Skinner, Jr., general manager of the accessory division; Ray George, sales manager, accessory division; R. H. McKinney, advertising manager, accessory division; Herb Stickel, merchandising manager, Radio Division; Robert Blodgett, manager part division, and Jack M. Otter, radio sales manager.

Cliff S. Bettinger said: "We presented our complete accessory program for 1947, and introduced such new Philco products as the Wyncote electric clocks; a new line of flashlights; a complete line of packaged service parts, and a new line of jewel phonograph needles. The meetings were held at the Scottish Rite Auditorium. At the conclusion of the meetings there was a cocktail party at the French Salon, followed by a gala dinner in the Empire Room. The display material was flown out here from Philadelphia."

Right after the meetings, Mr. Bettinger and Jack M. Otter left for Los Angeles to confer with P. G. Gough, president of Gough Industries, Philco distributor for southern California.

George P. Egleston, general manager

of H. R. Basford Co. has been elected president, and H. R. Basford named chairman of the board. J. T. Templeton has been advanced to vice president and director of sales.

—GISELA NEY.

## An Invitation

Radio-Television Institute extends the facilities of its Placement Bureau to employers who are seeking well-trained employees in Radio-Television. This service is FREE to employer and employee.

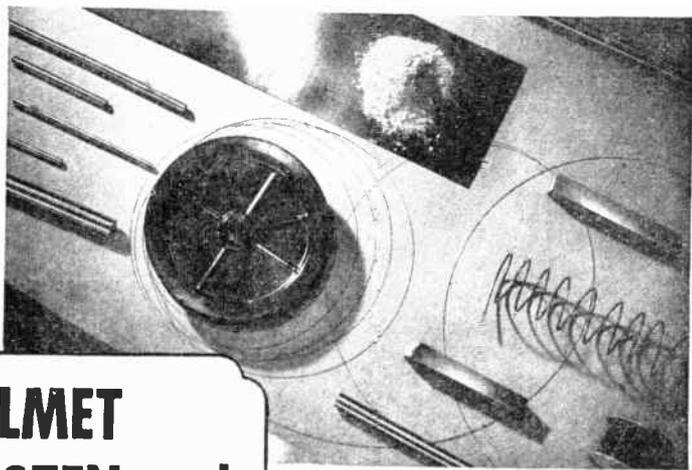
Radio-Television Institute trains technicians of calibre to serve the Radio-Television Industry. Our graduates are equipped with a thorough Theoretical and Practical knowledge of Radio-Television-Electronics. They have had actual laboratory work on all types of Electronic Equipment. Many veterans who also have had previous experience in service are further trained at our Institute.

For well-qualified Technicians and Engineering aids, we invite you to visit, write, or telephone

Placement Bureau  
**RADIO-TELEVISION  
INSTITUTE**

480 Lexington Avenue  
New York 17, N. Y.

**PLAZA 3-4585**



**ELMET  
TUNGSTEN and  
MOLYBDENUM  
PRODUCTS**

When you need tungsten and molybdenum in wire, rod, sheet and ribbon form, get in touch with Headquarters. North American Philips can supply these products on short order and you can be sure of top quality.

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

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

# AEROPPOINT <sup>UHF\*</sup> 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

## Distribution of 72,000 Television Sets Is Predicted for Chicago Area This Year

(Continued from Page 5)

ject in that bustling city in Florida. Here in Chicago Mr. Auerbach acted as distributor for General Television and Radio Corp., prior to which he sold for Clinton Radio. Traveler headquarters here anticipates that he will do an outstanding job throughout the entire State of Florida, and that dealers who contact him will find Mr. Auerbach and his salesmen ready to give them a maximum of service, and ready to supply them with all their needs out of his Miami warehouse.

Appointment of Alexander H. Urquhart & Co., Ltd., Suite 403, 170 Bay street, Toronto, as its Canadian distributor was made known today by Fred Gold, president of Aetna Radio and Appliance Service, 2846 Milwaukee avenue. Aetna manufactures the "Changerak" and the "Chasirak," devices for holding record changers and radio chassis, respectively, while they are undergoing assembly or repair. Mr. Gold stated that improvements have been made in the Changerak, including the use of heavier thumb screws, enabling the device to take changers more easily and hold them tighter.

The Urquhart firm, he said, is one of Canada's largest and most dependable distributors. It will handle Aetna products throughout all of Canada, and will soon be ready to quote Canadian prices to its customers on the Aetna line.

The Aetna company has been established for seventeen years, but the Changerak has been on the market only for a year, the Chasirak for six months. In that time, however, they have met

with outstanding success, such radio makers as Farnsworth, Lear and others adopting them, with Lear using them in assembly line production, it was said. The Firestone stores from coast to coast are another buyer, utilizing them in their service departments, as well as the Fisher interests in the production of Scott radios, and many orders have been sold in Canada and as far away as Hawaii.

Ira L. Arkin, too well known throughout the industry to need any introduction, has been laid low by an attack of intestinal flu. He hopes to recover in time to attend the Toy Fair at the McAlpin Hotel in New York City, March 10 to 22.

At this time James P. Quam, president of Quam-Nichols Co. of Chicago, and Mrs. Quam are in Florida on what is primarily a business trip, with a little sunshine and relaxation for good measure. They are expected back March 14. The purpose of their trip, which has taken them also into Georgia, is to promote the distribution of an invention of Mr. Quam's the "Kwicky Juicer." This is a product for household use for, as the name indicates, extracting the juice from anything from a lime to a grapefruit. On the drafting boards for three years, a pilot run of the juicer was made, with distribution beginning in Florida, and Mr. and Mrs. Quam have made the trip to get first-hand information on its reception there. They have made stops in Atlanta, Ga., and Jacksonville, Fla.

The Quam-Nichols offices here stated emphatically that manufacture of the juicer would not be permitted to interfere with production of the firm's line

of speakers. "Our speakers come first, last and all the time," was the statement. "Nothing will be permitted to interfere with them, and we want our customers to know that fact. We simply are making the juicers with facilities not applicable to our speaker lines, and any time they threaten to encroach on the speakers, we will stop making juicers."

"Don't sell 'private label' radios short. Don't underestimate the place of the little manufacturer in today's picture." That is the advice of B. Ephraim, president of Union Radio Co. of Chicago, on his return from a four-week trip that took him into eleven states, in which he contacted 126 department stores and their buyers, all establishments of high caliber.

Clarifying his views, Mr. Ephraim said that the public is "getting wise" in its radio buying—it is finding that the value is not in keeping with the prices asked for some of the merchandise offered today, and that it wants cheaper radios.

Mr. Ephraim's firm manufactures phonographs exclusively, for sale under private labels. Its leader is a portable electric phonograph that retails for \$24.95, which he claims is the lowest-priced such item on the market.

Mr. Ephraim said that, in his belief, television has "jumped the gun." He said: "With all due deference to the progress of television, I found on my trip that the public thinks that the projected pictures are too small, the synchronization unsatisfactory, the screens flicker with a 'snowing' effect, and that the larger sets are too expensive."

As for FM, he said that it is regrettable that, with such high performance in FM receivers, there is a deplorable use of non-high fidelity records on the many musical programs broadcast over FM stations. He predicted a strong

comeback of t. r. f. circuits in radios, stating that they give wholly satisfactory performance and can be manufactured at a price within the reach of buyers' pocketbooks today.

WALLACE D. MORRIS

# IF...

**IF** you want to get those scarce W.A.A. surplus and regular tubes...

**IF** you want to be identified with a name that means dependability, service, and fair dealings, align yourself with ARCTURUS, the oldest name in radio tubes.

**IF** you want to build up your tube stocks, mail us your tube requirements TODAY. You will also receive our monthly bulletins of available tubes.



Write for our catalogue

**IMMEDIATE SHIPMENT**

Wholesale

**RADIO PARTS**

**HENRY O. BERMAN CO., Inc.**  
Electronic Distributors

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

## 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



AN ETHICAL  
DISTRIBUTOR

**PEERLESS RADIO DISTRIBUTORS**  
92-32 Merrick Road, Jamaica 3, New York  
REpublic 9-6080  
BRANCH: 71 MURRAY ST., N. Y. 7 • BA 7-6377

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 —

### IMMEDIATE DELIVERY

**NEW LOW PRICES!**  
AC LINE CORDS FROM \$96  
PER 1000 UP.  
AC UNDERWRITERS APPROVED  
LINE CORDS TINNED AND  
HANKED WITH PLASTIC  
OR RUBBER CAPS.  
INQUIRE FOR PRICES.  
BRUCE ELECTRONICS CO.  
1478 CONEY ISLAND AVE.,  
BROOKLYN, N. Y.  
NAVARRE 8-7378.

APPROXIMATELY 1500 — 22½ volt  
B Batteries. These are new but out-  
dated. No reasonable offer refused.  
Box No. 820. RADIO and Television  
WEEKLY.

### PARTS MANUFACTURERS

Opportunity available for services of  
manufacturers' representative hav-  
ing room for one more active account  
for the metropolitan New York area.  
Box No. 804, RADIO and Television  
WEEKLY.

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

**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 con-  
trols. Require 50L6, 12SQ7, 35Z5  
tubes. Lots of 50, \$2.50; each, \$2.70.  
25% deposit with C. O. D. orders.  
RADIONIC DESIGN, 709 East 5th  
St., New York. AL 4-9183.

500 SETS OF TUBES, each consist-  
ing of 1 No. 50B5, 1 No. 35W4, 1  
No. 12AT6, at \$95 per 100 sets. Fac-  
tory packed. P. Anderson, 6127 N.  
Hoyle Ave., Chicago 45, Ill.

**TUBES:** Available at 40c each—4,000  
12A6, Jan. inspected, standard brand.  
regular factory packed, 100 to a car-  
ton. Write Box No. 802, RADIO and  
Television WEEKLY.

**IMMEDIATE DELIVERY:** All  
units on heavy gauge steel chassis  
4½x6½x1½, finished in black crack-  
le. White permanent stamp on chas-  
sis for easy tube replacement. Filter  
condenser vertically mounted on chas-  
sis. 1", 2" or 3" long control shafts  
per your order; all new materials;  
vinolyte wiring; shielded input lead.  
Each unit inspected, tested and in-  
dividually packed. Send your sample  
order.

**PHONO AMPLIFIERS:** Uses 35W4,  
and 12AT6 and 50B5 modern minia-  
tures. Full tone control; 2-2.5 watts  
output. Model WRP-2—3-tube phono.  
amp., less tubes, \$3.65 net; Model  
WRP-2A—Same, but with output  
transformer, \$4.10 net; Model WRP-  
2T—Same, with tubes; no output  
transf., \$4.55 net; Model WRP-2TA  
—Same, complete with tubes and out-  
put transformer, \$5.00 net.

**WIRELESS PHONO OSCILLATOR:**  
Uses 35W4 and 50B5. Strong, stable  
output; no harmonic interference.  
Full adjustment over entire BC  
range. Model WRP-6—Phono Oscil-  
lator, less tubes, \$3.50 net; Model  
WRP-6T—Same, complete with  
tubes, \$4.25 net.

**WARREN RADIO PRODUCTS**  
Pequanock, N. J.

**SALE — SELSYNS 110AC 4½" dia**  
\$2.50 pair; 25,000 ohm Vitreous WW  
Resistors \$25 M; .002MFD 600V Tu-  
bular \$15 M; Porcelain Feed-thru 3"  
bolt \$10 M; 5" bolt \$20 M; RK-60  
Tubes \$24 C. Net Cash. LECTRONIC  
RESEARCH 5832 Hegerman Phila.

**IMMEDIATE DELIVERY** — Variable  
condensers, superhet, RF section 388  
mmf without trimmer; Osc 108 mmf  
with trimmer; ¾" knurled shaft, ⅞"  
long clockwise rotation. Box No. 813,  
RADIO and Television WEEKLY.

**ARE YOU QUALIFIED** to be a  
radio, appliance and parts jobber? Very  
attractive proposition and exclusive  
territories now open for those who  
can qualify and will call on the trade  
regularly. Contact immediately P. L.  
Rudden, manufacturers' representa-  
tive. Western Merchandise Mart, San  
Francisco, Calif.

### NATIONAL TELEVISION AND RADIO SALES DIRECTOR

One of country's leading manufactur-  
ers of nationally advertised brand of  
television, radio, and phonographs has  
unusual opportunity for man fully  
qualified by experience and past rec-  
ords to direct sales activities. Compa-  
ny has aggressive field staff and strong  
national wholesale distributing organi-  
zation fully organized and functioning;  
proposition assures substantial imme-  
diate earnings based on salary plus  
override. Can consider only men of  
unquestioned ability and experience in  
radio or other appliance field. All in-  
quiries confidential. Box 824, RADIO  
and Television WEEKLY.

**IMMEDIATE DELIVERY — NEW  
LOW PRICES** (With Underwriters'  
Approved Labelled Wire and Rubber  
Caps): AC Line Cords, from \$116 per  
M; Heater Cord Leads, from \$163.50  
per M; Complete Iron or Toaster Cord  
Sets, from \$258.50 per M; 3-Way Ex-  
tension Cord Sets, from \$217 per M;  
S. J. Wire Leads, from \$230 per M;  
S. V. Wire Leads, from \$215 per M;  
Also all types of Cord Sets made to  
specifications. Write or phone for  
quotations. Beckley Electric Co., Inc.,  
19 East 125th St., New York City.  
Lehigh 4-8887.

**WANTED — SALES MANAGER —  
RADIO AND APPLIANCES** — By  
a fast growing, sound, 15-year-old  
firm. Must be young; energetic; a  
first-class retail salesman able to  
train others, with a proven record  
of successful operation. Give full de-  
tails together with snapshot in first  
letter. Salary open. Write Nichol-  
son's, 6410 Sunset Blvd., Hollywood  
28, Calif.

**MODERN RADIO PLANT** produc-  
ing well-known short-wave set will  
entertain partnership for expansion.  
Will also consider selling. Box 826,  
RADIO and Television WEEKLY.

## SALES REPRESENTATIVES WANTED

Long-established manufacturer of  
high-priced line of radio-phonog-  
raphs, sold on direct-to-dealer  
basis, has decided to appoint addi-  
tional high-caliber, established  
sales representatives in the follow-  
ing territories:

NEW ENGLAND  
SOUTH  
MIDDLE WEST  
SOUTH WEST

Must have following among buy-  
ers in music, furniture and depart-  
ment stores serving a quality cli-  
entele. No objection to handling of  
non-competitive items sold to these  
same types of retailers. Commis-  
sion basis. Write giving full details.

Box 825  
RADIO and Television WEEKLY  
99 Hudson St., New York 13, N. Y.

**MEN WANTED** to handle Wireless  
Automatic Record Changer, direct  
factory. Strictly quality item. Imme-  
diate deliveries. All territories open,  
except New York City. Box No. 822,  
RADIO and Television WEEKLY.

**PHONOGRAPH CASES**—We furnish  
and cover portable cabinets. Also  
bind and sew through wood. Phono-  
graph and radio cabinets our spe-  
cialty. L & L Leather Products Co.,  
24 Band St., Philadelphia 6, Pa.

### RADIO SALESMEN

Prominent Radio Manufacturer  
has opening for two experienced  
salesmen to contact dealers and  
distributors. Considerable travel-  
ing. Salary and expenses. Box 816,  
RADIO and Television WEEKLY  
99 Hudson St., New York 13, N. Y.

## Representatives Wanted

To call on Radio-Record Retailers—now appointing representa-  
tives for all U. S. territories to represent unusual proposition  
for which there is no existing competition. Write full details,  
whether individual or organization, territory covered, other  
lines carried, if any. Many dealer inquiries on hand. Write

BOX 819

RADIO and Television WEEKLY

99 Hudson Street

New York 13, N. Y.

**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"

# 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 1916

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.  
Apex Radio Corp. New York, N. Y.  
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  
Dearborn Industries Chicago, Ill.  
DeWald Radio Mfg. Corp. Long Island City, N. Y.  
Delco Radio Div. of G. M. Kokomo, Ind.  
DuMont Labs., Inc., Allen B. Passaic, N. J.  
Electromatic Mfg. Corp. New York, N. Y.  
Electronic Corp. of America Brooklyn, N. Y.  
Electronic Devices Co. New York 1, N. Y.  
Electro-Tone Corp. Hoboken, N. J.  
Emerson Radio & Phono. Corp. New York, N. Y.  
Espey Manufacturing Co. New York, N. Y.  
Fada Radio & Elec. Co. Long Island City, N. Y.  
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.  
Freed Radio Corp. New York, N. Y.  
Galvin Mfg. Corp. Chicago, Ill.  
Garod Radio Corp. Brooklyn, N. Y.  
General Electric Co. Bridgeport, Conn.  
Hallcrafters 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.  
Meck Industries, John Plymouth, Ind.  
Minerva Corp. of America New York, N. Y.  
Noblitt-Sparks Industries, Inc. Columbus, Ind.  
Olympic Radio & Television Long Island City, N. Y.  
Phileo 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.  
Symphonix Radio & Elec. Corp. Cambridge, Mass.  
Tele-Tone Radio Co. New York, N. Y.  
Televox, Inc. Mt. Vernon, N. Y.  
Telicon Corp. New York, N. Y.  
Templetone Radio Mfg. Corp. New London, Conn.  
Trav-Ler Radio Corp. Chicago, Ill.  
U. S. Television Mfg. Corp. New York, N. Y.  
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.  
Warwick Mfg. Corp. Chicago, Ill.  
Westinghouse Electric Corp. Sunbury, Pa.  
Wilcox-Gay Corp. Charlotte, Mich.  
Zenith Radio Corp. Chicago, Ill.

### Appliance Manufacturers

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

### Electronic Tube Supplies

Eisler Engineering Co. Newark, N. J.  
Engineering Co., The Newark, N. J.  
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.  
Phileo 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.

### Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.  
Alliance Mfg. Co. Alliance, Ohio  
Apex Radio & Television Corp. New York, N. Y.  
Audio Industries Michigan City, Ind.  
Capitol Records, Inc. Hollywood, Calif.  
Columbia Recording Corp. Bridgeport, Conn.  
Continental Electronics Brooklyn 22, N. Y.  
Daval Co. 19 W. 14th 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.  
Duo-tone 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  
Edgar J. Horn New York, N. Y.  
International Detrola Corp. Detroit, Mich.  
International Merit Prod. Corp. New York, N. Y.  
Jackson Industries, Inc. Chicago, Ill.  
Jensen Industries, Inc. Chicago, Ill.  
Lincoln Electronics Corp. New York, N. Y.  
Majestic Records, Inc. New York, N. Y.  
Micro-Sonic Corp. New York, N. Y.  
Mcnarch 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.  
Recordise Corp. New York, N. Y.  
Recotone Corp. New York, N. Y.  
Sonata Electronics Corp. Chicago 5, Ill.  
Sonora Radio & Television Corp. Chicago, Ill.  
Sound Products Co. White Plains, N. Y.  
Stelman 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.  
Universal Microphone Co. Los Angeles  
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.  
Macnet: Labs., Inc. Springfield, Conn.  
National Union Radio Corp. Newark, N. J.  
North American Philips Co. New York, N. Y.  
Phileo Corp. Philadelphia, Pa.  
RCA Tube Division Harrison, N. J.  
Raytheon Manufacturing Co. Newton, Mass.  
Standard Arcturus Corp. Newark, N. J.  
Sylvania Elec. Products, Inc. Emporium, Pa.  
Tung-Sol Lamp Yorks, Inc. Newark, N. J.

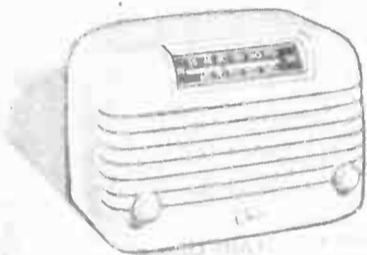
### Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.  
Aeronics, Inc. New York, N. Y.  
Aerovox Corp. New Bedford, Mass.  
American Condenser Co. Chicago, Ill.  
Astatic Corp. Conneaut, Ohio  
Camburn, Inc. Woodside, N. Y.  
Coronet Electric Co. 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.  
Electronic Laboratories, Inc. Indianapolis, Ind.  
General Electric Co. Schenectady, N. Y.  
General Instrument Corp. Elizabeth, N. J.  
Illinois Condenser Co. Chicago 22, Ill.  
Insuline Corp. of America, Long Island City, N. Y.  
International Resistance Co. Philadelphia, Pa.  
JFD Manufacturing Co. Brooklyn, N. Y.  
Jensen Manufacturing Co. Chicago, Ill.  
Legri S. Company New York, N. Y.  
Lloyd Plastic Products New York, N. Y.  
Merit Coil & Transformer Corp. Chicago, Ill.  
Oxford Electric Corp. Chicago, Ill.  
Phileo Corp. Philadelphia, Pa.  
Precision 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.  
Spirling Products Co. New York, N. Y.  
Sprague Electric Co. No. Adams, Mass.  
Sylvania Elec. Products, Inc. Emporium, Pa.  
Wm. T. Wallace Mfg. Co. Peru, Ind.  
Ward Products Corp. Cleveland, Ohio

### Radio and Parts Wholesalers

All State Distributors, Inc. Newark, N. J.  
Apollo Distributing Co. Newark, N. J.  
Appliance Distributors, Inc. New Rochelle, N. Y.  
Arvin-Salmanson Co. of N. Y., Inc. New York, N. Y.  
Arvin-Salmanson Co. of New England, Boston, Mass.  
Arvin-Salmanson Co., Inc. Baltimore, Md.  
Ashbach Co., Leonard 152 W. Huron St., Chicago  
Beaucaire, Inc. 114 Monroe Ave., Rochester, N. Y.  
Berman Co., Inc., Henry O. Baltimore, Md.  
Brooks Radio Dist. Corp., 853 B'way, New York, N. Y.  
Central Queens Elec. Sup. Corp. Brooklyn, N. Y.  
H. L. Dalis, Inc. New York  
Eastern Electrical Supply Co. Newark, N. J.  
Emerson-New Jersey, Inc. Newark, N. J.  
Emerson-New York, Inc. New York, N. Y.  
Emerson Radio of Pennsylvania Philadelphia, Pa.  
Emerson Radio of Washington Washington, D. C.  
Everybody's Supply Co. Philadelphia, Pa.  
Fayhill Dist. Co. 81 Leonard St., New York, N. Y.  
Fafa of New York, 928 Broadway, New York, N. Y.  
Gross Distributors, Inc. New York, N. Y.  
Grossman Radio & Elec. Co. New York 6, N. Y.  
Hatry & Young Hartford, Conn.  
Igoe Brothers, Inc. Newark, N. J.  
Krich-Radisco, Inc. Newark, N. J.  
Lake Shore Electronics Chicago, Ill.  
Legri S. Company New York 25, N. Y.  
Milo Radio & Electronics Corp. New York, N. Y.  
Northeastern Distributors, Inc. Boston, Mass.  
Olson Radio Warehouse Akron, Ohio  
Peerless Radio Distributors Jamaica, N. Y.  
Risco Sales Co., 414 Second Ave., New York, N. Y.  
Robbins Co., Chas. W. 853 Broadway, New York  
Sanford Electronics Corp. New York, N. Y.  
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.  
Seaboard-Ronley Corp. New York, N. Y.  
Stern & Co. Hartford, Conn.  
Sterling Radio Products Co. Houston, Texas  
Wakem & Whipple, Inc. Chicago, Ill.  
Walker-Jimieson, Inc. Chicago, Ill.  
Wolfe Radio Distributing Co. 34 W. 17th St., New York  
Wolfe Radio Co., Ben 14 W. 17th St., New York

# ON THE BEAM



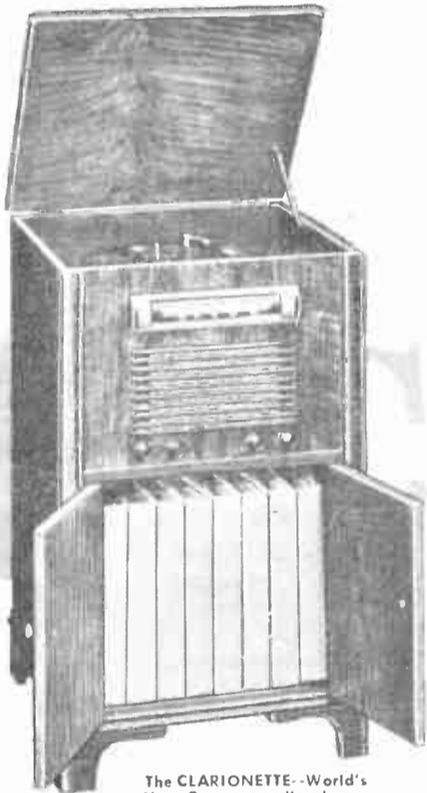
The MANHATTAN - Table model. Beautifully styled. Competitively priced.



3-WAY PORTABLE - AC, DC, battery. Many exclusive features.



The SYMPHONETTE - Table combination. 275% more power.



The CLARIONETTE - World's Most Compact radio-phonograph console combination

Four models of a distinguished line . . . leaders in their price class . . . backed by consistent national advertising . . . entrenching Clarion Dealers against the coming buyers' market. The sensational success of the CLARIONETTE is being duplicated by the Symphonette table combination, the 3-Way portable and the Manhattan table model, a strictly competitive value. Each is "beamed" to reach today's most active consumer market. Write for booklet "Sound Selling Steps."

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