

RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, APRIL 9, 1947

Only
**Bendix
Radio
Dealers**

HAVE THIS

*"All Star"
Combination!*

★ *All Star Models*

PACKED WITH SALES APPEAL!

Every model in the Bendix Radio line is star-studded with extra selling punch, extra demonstration magic—extra profit for you! Bendix Radios are styled to decorators' standards—engineered for Aviation Quality—priced to your biggest market! Bendix, always first with the finest, now brings tested FM at its very best into your showroom. In every model—in every style—in every feature—Bendix is built to sell!



★ THE ADVERTISING PUNCH OF

Radio's top Stars

Advertising that gets action—for you! Radio's best known names step into America's biggest magazines to help draw customers into your store! Bendix Radio advertising sells "radio", sells merchandise, sells your customers! One more proof that the smartest franchise in radio today is Bendix Radio!

Build with

Bendix Radio

FOR PRESTIGE • PERMANENCE • PROFITS



BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



SNYDER *Antenn-engineers*

PRESENT

The Antenna for Every Car!

THE NEW TOP-COWL

MODEL TC3



\$4⁵⁰
LIST

- 3 section top-cowl
- single hole mount
- 54 inches extended
- newly developed locking feature
- patented rattle-proof construction
- quick easy 1 man installation
- fits all top-cowl contours

EXPORT DIVISION
ROBURN AGENCIES
NEW YORK 7, N. Y.

PRICE INCLUDES V H F POLYETHYLENE LEAD-IN CABLE
SNYDER PRODUCTS ARE SOLD ONLY THRU BONAFIDE JOBBERS

SNYDER MFG. CO.

PHILADELPHIA 40, U. S. A.

MANUFACTURERS START TO FINISH

Industry Gathers Production Data On FM Radio Sets

GROUPS MEET IN CAPITAL
RMA Committee on FM Analyzes
Figures With FM Association
— Were Compiled From Manu-
facturers' Own Estimates.

WASHINGTON, D. C., Tuesday — Figures showing anticipated production of FM receivers for the balance of 1947 together with expected output of FM transmitters for this year were analyzed at a meeting today (Tuesday) at the Statler Hotel, this city, of the Radio Manufacturers Association Committee on FM and the FM Association. The RMA group met recently in New York.

Manufacturers of receivers and transmitters were asked to submit their anticipated FM production figures for the year in order to present a true picture of prospects in this field. Detailed information on actual and planned production has been compiled in response to a request from the FM Association's president, Roy Hofheinz that a committee be established to encourage FM output, particularly low-cost table models.

Larry F. Hardy, vice president in charge of the Philco Corp. Home Set Division, is chairman of the RMA committee. Other members are H. C. Bonfig, Zenith; Ben Abrams, Emerson; E. A. Nicholas, Farnsworth, and S. P. Taylor, Western Electric. R. C. Cosgrove, of Crosley, president of the RMA, is ex-officio member of the committee studying FM production with the FM Association.

PROMOTION AND SALES TOP AGENDA FOR RMA MEETINGS

VIDEO PRODUCTION PUT AT 400,000

CHICAGO, ILL., Friday—Production of 400,000 television receivers of all types during the current year was predicted here yesterday by Reynolds R. Kraft, general sales manager of the television division of the National Broadcasting Co. The actual production figures for 1946, he said, showed that only 10,000 receivers were turned out.

Addressing the thirteenth annual sales conference of the Edison Electric Institute, Mr. Kraft assured his listeners that recent improvements in tubes and other integral parts of the receivers have ended many of the former uncertainties of television.

Reminding his audience that television, as now constituted, depends upon advertising for its revenue, Mr. Kraft asserted "there are hundreds of cases in which television has proven itself not only a good advertising medium, but the best yet devised."

DON MITCHELL HEADS NAM TAX COMMITTEE

Don G. Mitchell, president of the Sylvania Electric Products, Inc., has been appointed chairman of the taxation committee of the National Association of Manufacturers, it was announced last week.

Radio Tube Output Drops in February..

WASHINGTON, D. C., Friday — Radio receiving tube production during February dropped below that of January, according to a tabulation of reports by RMA member-manufacturers. February output was 18,295,955, as compared with 20,203,509 in January.

Of the February production, 12,302,672 were for new set equipment, 4,393,897 were for replacements, 1,534,456 for export, and 44,928 for government agencies.

Home Set Output Begun By Federal In Large Factory

NEWARK, N. J., Saturday—Operations have been started at the new 250,000 sq. ft. manufacturing plant in Harrison, N. J. for the production of Federal home radios and consumer appliances, it was announced this week by the Federal Telephone & Radio Corp.

This plant will be the new home of the Consumer Products Division of Federal and has been equipped with every modern facility. The structure, which houses the manufacturing and administrative staffs of Federal's home receiver and appliance division, faces Newark from the East bank of the Passaic River and is convenient to rail, water and highway facilities.

Home receiver models are currently in production at the new plant, with additional assembly lines available as output increases. Eventually, radio production will be joined by numerous home appliances slated for manufacture by Federal, the company revealed.

\$17,000,000 IN RADIOS TO BE SOLD THIS YEAR TO LATIN AMERICANS

WASHINGTON, D. C., Thursday—Latin American countries will buy about \$17,000,000 worth of radio receivers from the United States this year, the Department of Commerce estimated today.

Greatest demand is expected to be from Brazil, Mexico, Chile and Cuba. The department's estimates for these countries were: Brazil, 200,000 sets, costing almost \$6,000,000; Mexico, 160,000 receivers; Chile, 94,000, and Cuba, 60,000.

★ Canadians Join In N. J. Session

STUDY FM, TELEVISION
Arrange Two-Day Confer-
ence for Seaview Country
Club—To Receive Produc-
tion Reports on New Sets.

WASHINGTON, D. C., Monday — Radio industry promotion and sales problems will be discussed and industry information interchanged during the two-day joint conference of the directors of the United States Radio Manufacturers' Association with its Canadian counterpart, April 24-25, at Seaview Country Club, Abescon, N. J.

This will be the fourth joint session to be conducted by the United States and Canadian groups. The U. S. manufacturers will be host to the Canadian industry representatives.

Promotion of FM and television will be the major subjects on the agenda of the U. S. RMA board meeting, following sessions with the FM Association and the National Association of Broadcasters. Reports will be submitted on FM set and transmitter production and the RMA efforts to bring about repeal or reduction of the 10 per cent radio excise tax.

R. C. Cosgrove, RMA president, and vice president of the Crosley Division, Avco Corp., and the U.S. RMA directors and officers will be hosts to S. L. Capeil, Canadian RMA president and executive officer of the Philco Corp. of Canada, Ltd., and other Canadian visitors. Several social affairs, including luncheons and a dinner on Thursday evening and a reception by Mr. Cosgrove, are scheduled.

Preceding the joint conference will be a meeting of the executive committee and section chairmen of the U. S. RMA Parts Division, with J. J. Kahn, division chairman, and president of the Standard Transformer Corp., presiding.

Int'l Detrola Buys Ohio Steel Concern

DETROIT, MICH., Thursday — The International Detrola Corp., this city, has announced the purchase of the blast furnace property of the Wheeling Steel Corp., Martins Ferry, Ohio.

C. Russell Feldmann, president of International Detrola, said that the Wheeling Steel plant will turn out about 150,000 tons of pig iron annually.

Increased Brightness Features New RCA Television Set Screen

Television pictures on projection-type home receivers two-and-a-half times brighter than earlier large-screen pictures are now made possible by a newly-developed screen, it was revealed last Wednesday night by the RCA Victor Division of the Radio Corp. of America at a joint meeting of the New York Section, Institute of Radio Engineers and the American Institute of Electrical Engineers. The new screen was demonstrated before a capacity crowd at the Engineering Societies Building Auditorium, New York.

The extra brightness is made possible because of a newly developed screen, it was pointed out.

The new screen was demonstrated by Antony Wright, chief of the RCA Victor television receiver design section, and Edwin L. Clark, senior engineer of the section.

This screen will be employed in RCA Victor's projection television receivers which are scheduled for commercial distribution this year. The large pictures

of greater brilliance provided by this screen are expected to extend the usefulness of television in public places, schools and auditoriums, in addition to its use in the home, the engineers said.

The screen is a development of the RCA Laboratories division and is based on a new application of plastics. Incorporated in a console type receiver, it presented a picture 15 x 20 inches in size—almost as large as a standard newspaper page.

Mr. Wright stated that the images shown compare very favorably in brightness with those obtained by a direct-view tube and said "we are not aware of any commercial projection type of receiver which will produce a brighter or clearer picture than that which is obtained from the combination of this screen with the type of optical system used by RCA Victor."

For the demonstration, a special studio and film program was presented by NBC's New York television station WNBC.

RADIO AND TELEVISION WEEKLY

Established 1916

THE TRADE'S ONLY WEEKLY

Published Every Wednesday

99 Hudson Street New York 13, N. Y.

VOL. 63—No. 15

APRIL 9, 1947

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 CY KNELLER Editor
 SIDNEY E. DAVIS Manager

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

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

Cable Address: "REGIBID" Western Union Code.

Price Trend

Whether we like it or not, prices of radio sets are on the downgrade.

Not only have prices of off-brand receivers dropped sharply, but, in many cases, radios and combinations made by old nationally-known concerns are substantially below those of a couple of months back. However, this condition need not be alarming to the trade, but is in line with a leveling off and adjustment in prices in process in many lines.

President Truman has asked businessmen to lower their prices in order to provide the average worker with greater purchasing power and at the same time avert further wage demands and an inevitable inflation spiral.

It is no secret that millions of consumers have resisted purchases of all types of merchandise, except absolute essentials, because they believe price levels were too high. Radio is a mass market industry and, in order to sell 15,000,000 to 18,000,000 receivers a year, prices must be within reach of the average household. With 45 per cent of the country's families in the \$2,000 to \$5,000 income group, it is apparent that this represents the most profitable market. Furthermore, this 45 per cent represents a three-fold expansion since 1939, thereby making it neither desirable nor necessary for manufacturers to revert to pre-war prices.

Supply is catching up with demand in the radio field, although some types of instruments continue to be scarce—FM receivers, television sets and quality combinations. Off-brand table models, which had carried OPA-approved lists of \$36, are selling for less than half that price, and big national producers

are marketing small sets at \$19.95. Off-brand table model combination instruments, with automatic record changers, are selling for as low as \$49.95, and similar models bearing the trade-marks of top-flight concerns are being sold for \$84.95, and in some instances under this figure. Console combinations, made by old-line nationally-known producers, are retailing for as low as \$159.95.

Prices such as these should bring buyers to market. Price inducements on good quality merchandise at this time need not be drastic. Expansion of the medium-income group market deserves the manufacturers' attention at this transition period. Good radios can be produced and sold profitably at moderate prices, especially after greater efficiency is achieved in factories and other economies are effected.

The American public will pay reasonable prices for radios and combinations, but will balk at paying prices that appear out of line. Every purchaser will expect to pay considerably more for post-war merchandise than he did back in 1941. Nobody expects the impossible—pre-war prices in the face of higher costs of labor and materials.

The long-expected buyers' market has arrived—perhaps a bit sooner than was anticipated in this industry. But it is here. This fact, however, should cast no fears upon dealers, distributors and manufacturers. It only means that they will once again be obliged to offer real values before they can expect to hit pay dirt. Also, it means that they will be obliged to merchandise their products and not merely ship them out to some eager customer immediately upon receipt as had been the custom for eighteen months.

Selling and merchandising experience—coupled with timely advertising and promotion—will pay dividends from here on.

Closing In

Now that many railroads have adopted a plan whereby concerns may procure travel on credit, salesmen will encounter a little more difficulty in preparing their traveling expense accounts, or, as some of the boys like to call it, "the swindle sheet."

What with hotel due bills and travel credits, it is now becoming extremely difficult for the "Knights of the Grip," who are so inclined, to pad out their expense accounts. Of course, this petty larceny activity was undoubtedly practiced to a much greater degree in the "good old days," because the salesmen of today are recognized as men of a different stripe.

In the old days, there were expenditures for wining and dining, and incidentals that appeared in the traveling man's expense account. But things have been worked down to such a fine point that these loopholes have been closed up just as Uncle Sam has been closing up various loopholes of so-called income tax "deductions."

As we said before, the chiseling salesmen

belong to the old school. Traveling men do not thrive on this sort of business today. By elimination of these petty frauds, the salesman is up on a higher plane as a merchandiser and a respected representative of the concern for whom he travels.

And, as one wag declared: "pretty soon a salesman won't be able to make an honest living."

Disc Output

Despite the fact that only fifty record manufacturers have survived out of a total of 225 who were in business at the beginning of 1946, this industry will produce at least 375,000,000 discs this year, compared with 275,000,000 records turned out in 1946.

The record industry has achieved fantastic proportions during the past few years. Last year's output was about double that of the industry's hey-day before radio replaced the phonograph as the principal source of home entertainment, and exceeded by 100,000,000 the 1945 production.

With the radio industry currently turning out about 300,000 record-playing instruments a month (radio-phonographs, phonographs and record players), the increase in potential customers for records is apparent. Furthermore, it is predicted by leaders in the industry that total output of record-playing instruments this year will reach 5,000,000 units. No doubt a substantial percentage of those who will purchase these instruments will buy them as replacements for old sets. Nevertheless, it is safe to assume that at least 3,000,000 of these instruments will find their way into homes that have been without disc playing facilities in the past.

Add to these new potential record purchasers a couple of hundred thousand new juke boxes and the purchasing power, as far as records are concerned, is increased by at least 25 per cent.

Record manufacturers continue to report huge backlogs of popular albums and single discs. Only last week, one manufacturer revealed having a backlog of about 150,000 Jolson Story albums.

Most of the major manufacturers are at present expanding their production facilities substantially. When this task is completed, it should ease the backlog situation and lead the industry into a new high in achievement.

A home for girls in Lancaster, Pa., was recently presented with a radio-phonograph combination and a library of records.

This would be a much better world to live in if there were more thoughtful persons who made gifts of this type—gifts which bring happiness to the under-privileged. Every home for the unfortunate members of society should be amply equipped with radio sets and radio-phonograph combinations—instruments that provide a bit of joy to an otherwise unhappy existence.

Study Tube Displays



SPECTACULAR DISPLAYS for dealers have been released by the Tube Division of the General Electric Co.'s Electronic Department. Russell W. Metzner, right, sales manager of replacement tubes for the G-E Tube Division, is shown explaining some of the dealer displays to David L. Marks, head of the Fort Orange Distributing Co., Albany, N. Y., distributing organization.

INSURE FM MARKET BY SELLING ANTENNA, JACK DALTON ADVISES

BALTIMORE, MD., Thursday—"FM is here to stay, but it's not an Utopian market," J. T. Dalton, general sales manager for radio and television of the Bendix Radio Division, Bendix Aviation Corp., declared here this week.

"These words are inspired by a realistic approach to the antenna market," explains Mr. Dalton, who wants to sell FM for its merits and not just to add sales.

"Don't sell FM radios without antennas when there is definite question about reception. Check your local FM stations for their primary broadcasting areas, then explain the antenna story whenever a prospect or customer lives beyond them. Insure his listening pleasure and you help assure FM's future in your market," the Bendix Radio sales head pointed out.

"FM waves, transmitted on high frequencies with light beam characteristics, are subject to shadow effects from the earth's contour and buildings," he stated. "The outside antenna serves to get necessary height for signal reception as well as to overcome some of the handicaps of shielded construction in modern buildings."

Mr. Dalton pointed out that his company has already reduced FM antenna installation problems to an irreducible minimum by equipping models with built-in antennas of high efficiency.

TRADE ITEM

Henri Sadacca, president of the Noma Corp., New York, predicted last week that net profits for the year ended December 31 would exceed \$1,600,000. Profits for 1945 totaled \$330,449.

EMERSON FIRM NAMES 3 NEW DISTRIBUTORS IN KEY TERRITORIES

Charles Weisser, sales manager for the Emerson Radio and Phonograph Corp., New York, has announced the appointment of three new distributors for Emerson radios. The firms are: Brown, Rogers, Dixon Co., Columbia, S. C.; Edgar A. Brown Co., Cleveland, O.; and Hughes, Peters Co., Cincinnati, O.

The Brown, Rogers, Dixon Co. is one of the oldest established firms in the South Carolina area. For the past number of years they have wholesaled radios and appliances and are well known by the trade. The special radio division will be in charge of Cal White.

The Edgar A. Brown Co. has been established for twenty-five years and is located at Carnegie and East Fortieth street in Cleveland. E. A. Brown and Ken Seymour, both widely acquainted with dealers in their area, will be in charge of the distribution of Emerson products in their territory which includes North East and North Central Ohio.

The Hughes, Peters Co. is a long established firm well known to the trade in Cincinnati and surrounding territory. William Wilson, president of Hughes, Peters, is presently arranging for Cincinnati facilities.

"TOM" WARD REJOINS WARREN-CONNOLLY CO.

Tom Ward, who has been associated with the Electronic Corp. of America, Brooklyn, N. Y., in an executive capacity during the past few years, has rejoined the Warren-Connolly Co., New York, distributor of Norge appliances, Clarion radio and other lines. Mr. Ward is widely known throughout the radio and appliance trade. He was assistant sales manager at ECA.

D. B. Jones Heads Wesco In Central New York Area

D. B. Jones, branch appliance manager for Westinghouse Electric Supply Co. at Syracuse, N. Y., has been promoted to Central New York State district manager, succeeding E. M. Lacey, who has been district appliance manager in both the eastern and central New York districts.

Mr. Lacey now will devote his entire time to the eastern district.

Irving Trust Adds New Thrift Plan for Clients

The Irving Trust Co. has added a new thrift service to its program of giving special aid to its clients. The bank already offers many other services, including check service and consumer financing. Entry into the thrift field follows the wide growth of the savings habit arising from increased income and the purchase of Treasury Savings Bonds.

Gibson Presented . . . MOTOROLA ENGINEERS OVERCOME EFFECT OF FM RECEPTION DRIFT PUTS END TO "FADING OUT"



NOVEL DEMONSTRATION at the recent High Point, N. C., Furniture Market featured a cold Gibson refrigerator teamed with a warm Simmons electronic blanket. Interested spectators reached through an opening in the plastic door to test the blanket's warmth-producing ability in an extreme temperature.

TWO ADDED TO FORCE BY CROSLY-NEW YORK

Two men have been added to the sales force of the Crosley Distributing Corp., of New York, it was announced last week by Bert Cole, general sales manager.

They are Theodore Berland and Arthur Howard. Both have had considerable experience in the radio and appliance industry.

Millard Ellison Named To Post by Gov. Dewey

Millard H. Ellison, son of the late Ismar Ellison, one of the founders of RADIO and Television WEEKLY, was appointed last week by Governor Dewey of New York as a member of the state's Law Revision Committee for a term of five years.

Mr. Ellison, who until recently was one of the principal stockholders of this publication, is also a member of the Committee on Character and Fitness of the First Department of the Appellate Division. In 1934 he was Republican candidate for the Supreme Court in New York County.

May and Clabby Named To New Arkwright Posts

Appointment of M. S. May as merchandise head of the entire home furnishing division at Arkwright, Inc., New York, resident buying organization, was announced last week.

J. V. Clabby is radio and furniture buyer under Mr. May, and H. Swinton is record, sporting goods and camera buyer. The Arkwright firm was recently merged with the Syndicate-Alliance Trading Co., Inc.

Introduction of a Radar-Like, Motor-Driven Tuner in the Re-designing of Components in Circuit, Solved Problem.

CHICAGO, ILL., Monday—The Galvin Mfg. Corp., of this city, maker of Motorola radios, announces that its engineers have overcome the effect of drift in FM reception. The innovation means FM home receivers with no-drift precision-peak push-button tuning.

Drift, as used by electronic engineers, defines an undesired shift in the tuning of your radio—just as though the tuning knob had been turned. Drift, thus was responsible for interference or cross-talk, and as a result there were areas where good reception was virtually impossible.

By redesigning the major components in the circuit and through the introduction of a radar-like motor-driven tuner, Motorola engineers eliminated the drift without compromising the selectivity of the receiver.

With the new Motorola push button FM receiver, one can tune in the FM broadcast program in much the same manner as one would tune in a regular AM push button receiver, the announcement says. You get the station you select, and you stay on it without drift or fading, and with no additional manual adjustments, the statement concludes.

Arrangement Sought By Sonata Electronics

CHICAGO, ILL., Friday—A petition for an arrangement under Chapter XI of the Federal Bankruptcy Law has been filed in the U. S. District Court by the Sonata Electronics Corp., this city and Oglesby, Ill.

Under the plan proposed by the petitioner, all creditors will be paid in full over an extended period of time. Liabilities are estimated at \$210,000 and assets at \$225,000. About \$178,000 of the liabilities are to unsecured creditors and \$32,000 in excise and withholding taxes.

Frank Stefanek Heads Nee Television Sales

WASHINGTON, D. C., Friday—In line with its plan to merchandise television receivers on an extensive basis, the P. J. Nee Co., this city, has just appointed Frank Stefanek as television receiver sales manager.

A separate television department will be established as an adjunct to the radio department. Model rooms will be set up to demonstrate video receivers.

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

RCA TELEVISION SETS TO BE INTRODUCED IN WASHINGTON APRIL 14

RETAILERS TO CO-OPERATE

Several Concerns Will Open Additional Outlets or New Television Departments in Conjunction With Presentation of Sets.

WASHINGTON, D. C., Monday—Coincidental with the televising of the opening major league baseball game of 1947, RCA Victor will introduce its television receivers to Washington the week of April 14 with a promotional program even more elaborate than that employed in other cities during their "T" weeks, it was announced today.

Approximately fifty retailers in and around Washington have been granted franchises to handle RCA Victor television receivers by Southern Wholesalers, Inc., RCA Victor distributor in this territory. These dealers are sponsoring the television broadcast of the opening game, at which President Truman will throw out the first ball, according to Morris O'Hara, of Southern Wholesalers.

A number of the retailers are using considerable newspaper space to advertise the event and other dealers have arranged to sponsor radio broadcasts during "T"-Week, commemorating the introduction of television receivers in quantities to the Washington market. Several major appliance organizations and department stores are opening additional outlets or new television departments on April 14.

"T"-Week will initiate the establishment of a sizable television audience in Washington. Enough television receivers have already been shipped into the city by RCA Victor to permit each dealer to have at least two on demonstration by "T"-Day, and each franchised dealer will also have a representative number of sets for immediate sale to the first few customers.

According to Dan D. Halpin, RCA Victor television receiver sales manager, shipments will continue to pour into Washington in accordance with the quantity and quality of television programs available in this city.

DEPARTMENT STORE SHOWS BENDIX RADIO

DECATUR, ILL., Friday—Bendix radios were featured by Gebhard and Gushard, local department store, during a special promotional week.

The store devoted a choice, traffic-site window to a smart, eye-appealing display of selected models in the Bendix radio line. Impelling, multi-colored banners and provocative, life-size displays dramatically high-lighted the spacious sixth floor radio department, devoted dominantly to Bendix radios for this promotion.

The campaign was developed by the store with the cooperation of the Crest Corp., 3949 Forest Park boulevard, St. Louis, distributor in this area for Bendix radios.

OLYMPIC APPLIANCES ORGANIZED TO SERVE DEALER TRADE IN NEW YORK, WESTCHESTER

S. JAY GARDINER APPOINTED VICE PRES.-SALES MANAGER

New Distributing Concern Will Be Exclusive Wholesaler for Olympic Radio & Television, Inc., — Percy L. Schoenen Is President of New Company Which Will Maintain Headquarters in the New Olympic Building in Long Island City for More Efficient Operation.

Percy L. Schoenen, executive vice president of Olympic Radio & Television, Inc., Long Island City, N. Y., last week announced the formation of Olympic Appliances, Inc. as exclusive



Percy L. Schoenen

distributors of Olympic radios and phonographs for metropolitan New York including Westchester County.

Mr. Schoenen, who is also president of the new distributing outlet, in commenting on this move, said, "After a great deal of consideration to the problem of effectively distributing our products in the Metropolitan New York area, we came to the conclusion that the mutual interests of the manufacturer and the dealer would best be served by a wholly owned distributing set up that would concentrate its efforts on the

Fred Altschul Leaves Automatic Radio Firm

BOSTON, MASS., Friday—Fred Altschul, for many years sales manager of the Automatic Radio Mfg. Co., of this city, resigned his position on Tuesday of this week. It is believed that Fred will take a needed rest from his arduous duties and regain some of his former vigor. In addition to directing sales, Fred was also executive vice president of the company and had been with Automatic for the past ten years.

Paul von Erden Is Dead; Radio Sales Executive

HACKENSACK, N. J., Monday — Paul von Erden, in charge of radio sales in New Jersey for the Westinghouse Electric Corp., died in Hackensack Hospital today at the age of thirty-six. His home was at 449 Woodridge avenue, Wood-Ridge, N. J. Mr. von Erden is survived by his mother.

Olympic line and its overall merchandising policies and program.

"The man to head up this factory branch had to be of top calibre and we feel that we have that man in Jay



S. Jay Gardiner

Gardiner. His splendid background of 20 odd years of sales and merchandising experience in this market, the greater part of which was with RCA Victor sales, convinces us that we will in short order evolve the three major ingredients of an efficient distributing outlet—namely—good dealer relations, a live, wide-awake sales organization, competitive on every count and geared to thrive on competition."

Operations of the distributing company will be conducted from the new Olympic Building, Long Island City.

Hallcrafters to Make Television Equipment

CHICAGO, ILL., Monday—William J. Halligan, president of Hallcrafters, Inc., this city, announced today at the company's first organization-wide assembly in its new plant, that Hallcrafters plans to go into production on television equipment, hand-crafted consoles and a new line of mobile communications units for vehicles.

Mr. Halligan told employees that the company showed its first post-war operating profit during the past month and that current orders indicate a tremendous production program for the new plant at Fifth and Kostner avenues.

Southern Wholesalers Names Dalo Sales Head

WASHINGTON, D. C., Saturday—I. V. Dalo has been appointed manager of sales for RCA Victor radio and tele-

THE TRAVELER

Jack J. Clune, sales manager of the National Union Radio Corp., Newark, N. J., has returned from a business trip through the Midwest.

Jack Crossin, sales manager of Olympic Radio & Television, Inc., of Long Island City, N. Y., has been making a tour of the West Coast trade and conferring with Olympic distributors in the far West.

Mortimer Wolfe, recently appointed assistant sales manager of the New England States area for the Ben Wolfe Electronic Co., has just returned to the firm's New York offices following a trip through the territory.

W. C. Harter, vice president in charge of sales of the Solar Manufacturing Corp., New York, returned last week from a visit to Mexico.

Ira L. Arkin has moved his offices to new Chicago quarters at 412 North Orleans street and the welcome mat is being put out this week.

Don J. Phelps, vice president in charge of sales of the General Instrument Corp., Elizabeth, N. J., has returned from a trip to the Pacific Coast.

FEBRUARY RADIO SALES 3% UNDER JANUARY FOR INDEPENDENT DEALERS

WASHINGTON, D. C., Friday—Sales by independent radio and musical instrument dealers during the month of February were 81 per cent better than sales for the same month last year, according to statistics just released by the Bureau of Census of the Department of Commerce. For the first two months of this year, sales by radio and musical instrument stores were also 81 per cent ahead of last year.

However, February sales by these stores were 3 per cent under January sales of this year.

Household appliance dealers reported sales for February 83 per cent ahead of February, 1946 and for the first two months of this year 77 per cent better than for the corresponding months of last year. Nevertheless, volume in February of this year dropped 4 per cent below that of January 1947.

Independent retailers covering all trades reported sales in February averaging 5 per cent under the level of January, 1947. Sales of independent retailers in all groups were 24 per cent higher than in February 1946.

vision products for Southern Wholesalers, Inc., 1519 L street, N. W., this city, it was revealed here today.

Until recently, Mr. Dalo was associated with RTA, distributing organization in Albany, N. Y.

PROMOTION PROGRAM OFFICIALLY LAUNCHED BY MUSIC INDUSTRY

LAMAIR TO HEAD TRUSTEES

Music Merchants Will Contribute \$25,000 Towards Campaign — Market Research, Public Relations to Be Studied.

CHICAGO, ILL., Thursday — The Music Industry Promotion Program was officially launched at an organization meeting of the board of trustees held at the Union League Club, here, last week, according to an announcement by William A. Mills, executive secretary of the National Association of Music Merchants.

Louis G. LaMair, head of Lyon & Healy, and president of NAMM, was elected chairman of the board of trustees. Selection of the other officers was delayed pending the naming of trustees to the board by organizations not represented at the initial meeting. NAMM's staff was designated as the administrative agency.

Attending the organization meeting in addition to Mr. LaMair, were: Robert A. Hill, National Piano Manufacturers Association; Max Targ, National Association of Musical Merchandise Wholesalers; Robert H. Helfrick, Band Instrument Manufacturers; Jay Kraus, National Association of Musical Merchandise Manufacturers; and E. R. McDuff, of Grinnell Bros., Detroit, National Association of Music Merchants.

Dr. Albert Haring, Professor of Marketing, Indiana University, and marketing consultant to the National Retail Furniture Association, was appointed program consultant for the music industry.

The board of trustees authorized appropriations for market research and public relations. The type of research to be undertaken will be determined upon Dr. Haring's recommendations, and public relations counsel will be selected following a careful study of agency qualifications by members of the board.

A fund of \$25,000, representing voluntary contributions by music merchants, was made available to the board of trustees by NAMM's trustee, Mr. McDuff, pending payment of quotas assessed by other industry representatives. The operating budget approved at the first meeting represents the maximum that the board believes can be spent effectively in the first year of operation. It represents but a fraction of the amount needed for the long-range program, it was said.

Joe Marty Appointed To Admiral Corp. Post

CHICAGO, ILL., Friday—Joe Marty, Jr. has been appointed manager of the parts and accessory division of the Admiral Corp., this city, it was announced this week. He will also act as assistant to Richard A. Graver, vice president in charge of radio.

FM Group to Hold Its First Regional Meeting in Albany

MAJ. ARMSTRONG TO SPEAK

Other Leaders in Industry to Address Conference Next Monday — Will Cover Every Phase of FM Broadcasting Activities.

ALBANY, N. Y., Tuesday — Every phase of frequency modulation will be discussed by speakers at the first regional meeting of the FM Association to be staged next Monday, April 14, at the Ten Eyck Hotel, this city.

The purpose of this meeting is to learn of FM's rapid development and to organize Region 1 of the FM Association, which embraces New York, New Jersey, Pennsylvania and all of the New England states, according to Leonard L. Asch, temporary chairman of Region 1.

Speakers will discuss FM set and transmitter sales, programming and general promotion of this type of stateless broadcasting. One of the principal speakers will be Major E. H. Armstrong, inventor of FM, whose subject will be, "Development and Future of FM."

The address of welcome, at 10 A. M., will be given by Roy Hofheinz, president of the FM Association. He will talk on, "Aims and Objectives of FMA." Mr. Hofheinz will be followed by Leonard H. Marks, general counsel of the association, who in turn will be followed by Major Armstrong.

John V. L. Hogan, inventor of Facsimile, and a pioneer in the development of FM, will talk on, "FM and Facsimile." He will also give a demonstration of Fax. "A Newspaper Radio Editor Looks at FM" will be the subject of a talk by Jack Gould, radio editor of the New York Times. The morning session will be brought to a close with a talk by a major network executive on the subject, "The Network Looks at FM."

H. C. Bonfig, vice president of the Zenith Radio Corp., will be the first afternoon speaker. His talk is entitled, "The FM Set Picture." Mr. Bonfig will be followed by a leading set retailer, who will talk on "Why We are Not Selling AM Sets."

Other speakers on the program and their subjects follow: W. R. David, broadcast equipment sales manager of the General Electric Co., "The FM Transmitter Picture"; Elliott Sanger, of WQXR, New York, "Programming FM Based on AM Experience"; and Bill Bailey, executive director of FMA, "Promoting FM."

S. W. Muldowny Elected Security Banknote Head

S. W. Muldowny, formerly for many years head of the National Union Radio Corp., Newark, N. J., has been elected president and a director of the Security Banknote Co., New York, it was announced last week.

GALVIN MFG. SHOWS PROFITS OF \$656,286 IN TWELVE MONTHS

CHICAGO, ILL., Thursday — In the annual report for the fiscal year ended November 30, 1946, the Galvin Manufacturing Corp., this city, announced that the first full year of peacetime activity ended with an operating profit of \$656,286 or 82c a share. Net sales for the 1946 fiscal year amounted to \$23,201,107. In the preceding fiscal year sales totaled \$67,896,597 and profits \$851,882.

Payment of dividends continued unbroken for 1946 at the rate of 30 cents a share. The present high level of operating income is expected to continue during the present year, Paul V. Galvin, president, predicted.

In March, 1946, 80,000 shares of a new offering of stock were sold by the company, and proceeds of this sale materially strengthened the company's financial position. The number of stockholders was increased from 750 in 1945 to approximately 3,000 in 1946.

Nearly \$1,000,000 was spent for research and engineering during 1946 in order to perfect the present Motorola line, including car and home radios and two-way communications equipment. In addition, two new products—the Motorola television receiver and the Motorola gasoline car heater were developed.

JOSEPH FLYNN NAMED BY CROSLEY DIVISION AS REGIONAL MANAGER

CINCINNATI, OHIO, Monday—Appointment of Joseph P. Flynn as North Central regional manager of the Crosley Division-Avco Manufacturing Corp., this city, has just been announced by S. D. Mahan, general sales manager. Mr. Flynn, whose headquarters will be in Milwaukee, Wis., will cover Wisconsin, Minnesota, North and South Dakota, and parts of Michigan and Illinois.

He has been in the appliance sales business since 1924. Since 1945 he has been appliance merchandise manager of Leath & Co., Chicago. For three years previous, he served as radio and radar specialist for the War Production Board.

From 1930 to 1942, Mr. Flynn was associated with the Philco distributor in Milwaukee.

Admiral Names Krohn Co. Distributor in Southwest

CHICAGO, ILL., Friday — W. C. Johnson, general sales manager. Admiral Corp., this city, announced today the appointment of E. H. Krohn and Co., as distributors for all Admiral products in the Phoenix, Ariz., El Paso, Texas and Albuquerque, New Mexico territories.

The E. H. Krohn Co. will distribute both Admiral radios and Admiral appliances in these territories. This company has been in the distributing business for twenty-four years.

FARNSWORTH OFFERS NEW FM COMBINATION WITH MANY FEATURES

THIRD SUCH SET IN MONTH

Thirteen-Tube Instrument Will Be Ready for Market Soon — Company's Combination Production Being Increased Steadily.

FORT WAYNE, IND., Thursday — Production of a new FM-AM phonograph-radio, Model GK-143, has been announced by the Farnsworth Television & Radio Corp., here.

This is the third FM-AM combination console announced by Farnsworth



New FM-AM Combination

within a month. First shipments of the other sets, Models GK-102 and GK-141, already have gone out to distributors and dealers.

Model GK-143 is of Chippendale styling. The expertly designed mahogany cabinet has canted corners, delicate carving and fretwork, ogee bracket feet and traditional break front.

Containing thirteen tubes and a rectifier, the new model offers short wave reception in addition to FM and AM. It has drift-corrected push button tuning, a shielded rotatable built-in-tenna for AM reception, a built-in-dipole antenna for FM reception, beam power output, push-pull amplification, automatic volume control, a 12-inch permanent magnet Alnico speaker, and a Farnsworth automatic record changer which accommodates twelve 10-inch or ten 12-inch records and automatically shuts off the phonograph after the last record in a stack has been played.

E. H. Vogel, Farnsworth vice president in charge of sales, disclosed that limited quantities of Model GK-143 will begin reaching dealers shortly. Mr. Vogel added that production of FM-AM phonograph-radios, as well as other Farnsworth models, is being increased.

John Gaduskan Is Named Radio Buyer For Aldens

CHICAGO, ILL., Tuesday—John Gaduskan has been named buyer of electrical appliances, radios, housewares and stoves for Aldens, Inc. He formerly was assistant mail order buyer.

SYLVANIA ANNOUNCES LARGE PROMOTION ON REPLACEMENT TUBES

WILL ASSIST SERVICEMEN

Advertising Campaign Follows
Up Recent Market Studies Con-
ducted by Company — Leading
Publications Will Run Copy.

An intensive national consumer ad-
vertising campaign to promote good-
will for radio servicemen and stimulate
sales of replacement tubes for home



Typical Sylvania Ads

radios has been announced by the Radio
Tube Division of Sylvania Electric
Products, Inc.

The campaign, conceived as a follow-
up of recent Sylvania market studies
showing that the majority of radio set
owners concede that the radio service-
man does a good job, will include thirty-
eight high visibility fractional page ads
to appear regularly to the end of the
year in *Colliers*, *Life* and the *Saturday
Evening Post*.

Ads will be patterned with brief and
to the point copy emphasizing the de-
pendability, honesty and skill of the lo-
cal radio service dealer and the top
quality performance of Sylvania radio
tubes for replacement service. The cam-
paign will be merchandised through the
distribution of 20,000 easel-mounted re-
prints suitable for service-dealer win-
dow and counter displays, 40,000 6½"x
9" window stickers and 45,000 direct
mail pieces. Dealer merchandising aids
will tie-in directly with the appearance
of the first, second and third series of
ads.

Sylvania salesmen and management
will receive copies of publications in
which ads appear and letters promoting
the campaign which is being handled by
Newell-Emmett Co.

Failures Show Increase

There were sixty-three commercial
and industrial failures for the week
ending March 27, compared with forty-
seven during the previous week, Dun
& Bradstreet, Inc., reports. Failures of
\$5,000 or more were fifty-four for last
week as compared to thirty-five for the
week before.

A year ago there were eighteen fail-
ures.

BRITISH SCIENTISTS MAKE CONTRIBUTIONS TO DEVELOPMENT OF RADIO AND TELEVISION

NEW PHONOGRAPH MADE WITH WIDE FREQUENCY RANGE

London Firm Producing Radio Transmitter Slightly Larger Than Ciga-
rette Pack — Robot Process Is Perfected to Speed Set Output —
Plastic Mirror Developed to Improve Television Receivers.

LONDON, ENGLAND, Thursday—A
number of important developments have
recently been announced by the British
radio, phonograph and television indus-
try.

A United Kingdom firm has produced
a phonograph which is claimed to be
the first instrument capable of repro-
ducing the whole frequency range audi-
ble to the human ear (from 30 to 14,000
cycles per second). It has been hailed
as giving Britain the lead in sound re-
production.

This new instrument, called the De-
cola, is an electric record reproducer
for the Decca system of "ffrr"—full
frequency range recording.

It is housed in a cabinet built in three
sections, the lowest of which can hold
250 records in albums.

The top section contains a control
panel changer and pickup power unit
and amplifier. The whole pickup weighs
less than a half ounce, and the needle
uses a sapphire point with a minimum
of 1,000 playings. It is said to be com-
pletely free from self-resonance. Am-
plification is done by eight triode tubes
and one rectifier through four stages
of push-pull.

On the control panel provision is made
for switching to radio in event of the
radio unit being fixed at a later date.

The automatic changer can deal with
eight 10-inch or 12-inch records in any
order.

The central section of the cabinet

(Continued on Page 22)

A. M. R. WILL HANDLE PHANTOM RADIO SALES

Guild-House Co., Inc., of New York
City, is in production on its Phantom
Rada-Phone, crystal radio which, with-
out the aid of batteries, tubes or elec-
tricity, will pick up a broadcast from
the strongest local station.

The Rada-Phone can be used as a
radio by attaching to an aerial and
ground or as a telephone by connect-
ing two radio phones by two wires, one
to each clip of the Phantom.

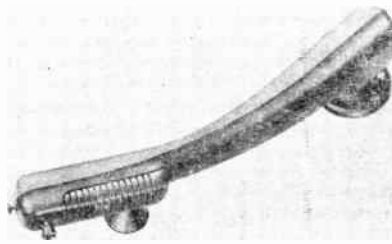
The A. M. R. Co., of 1194 Broad-
way, New York City, has been named
national sales representative.

Norman Kirchner to Buy Appliances for J. N. Adam

BUFFALO, N. Y., Monday—Norman
A. Kirchner, formerly associated with
J. N. Adam & Co., and more recently a
manufacturers representative, has re-
joined the store as associate buyer of
major appliances and stoves, a newly
created position. Mr. Kirchner will
serve under James J. Taylor, buyer and
department manager of major appli-
ances and housewares.

ASTATIC DEVELOPS NEW PICK-UP ARMS

CONNEAUT, O., Friday—Two new
phonograph pick-up arms have recently
been developed by the Astatic Corp.,



Astatic Pick-up Arm

this city, to accommodate the firm's new
nylon 1-J cartridge.

This cartridge employs a unique ny-
lon chuck and matched, replaceable,
knee-action, nylon needle with jewel or
precious metal tip, according to J. K.
Poff, service engineer of the jobber di-
vision. Model Nylon-508 pick-up, shown
here, is intended for use with the new-
est manually operated electrical record
players. Model Nylon-400, studio mas-
ter, is a professional type reproducer
for use with lateral transcriptions of
all sizes.

R. T. A. OUTLINES GENERAL EXPANSION

ALBANY, N. Y., Thursday—In or-
der to assist its dealers in selling in
the competitive days ahead, Harold Ga-
brilove, vice president of R. T. A. Dis-
tributors, this city, today revealed or-
ganization changes and new personnel.

As manager of the RCA division,
R. T. A. has appointed Don Davison,
formerly of Motor Parts Corp., Cros-
ley Corp. and Westinghouse.

The appointment of Charles Levine
as merchandising and sales promotion
manager was confirmed. Mr. Levine
was formerly associated with the New
York Power and Light Corp.

Richard Fay, well known in the re-
cord trade in eastern New York, will
serve as sales manager of the RCA
Victor record division.

Veterans of the R. T. A. who will
be a part of this dealer co-operation
drive are Al Barry, general field sales
manager; Roy Pennell, appliance sales
manager, and Walter Fliesler, manager
of the parts and service division.

Officers of the firm are Hyman Sha-
piro, president; Harold Gabrilove, vice
president, and Oscar Rasken, secretary
and controller.

You won't miss a single important
news item if you read **RADIO and Tele-
vision WEEKLY**.

MIRVELS SALES BUYS TWO CENTRAL STORES; NEW JERSEY FIRMS

TRENTON, N. J., Friday—The Mir-
vels Sales Corp., operator of a number
of radio stores and radio and appli-
ance departments throughout this sec-
tion, has purchased the Central Stores,
radio, record and appliance retail con-
cern with stores at 217 South Warren
street and 6 North Warren street, this
city, it was announced by Morton Ap-
plebaum, president of Mirvels.

The Central Stores claim to feature
the largest record departments in New
Jersey, and were formerly operated by
Louis Bloom. Mirvels also operates ra-
dio and appliance departments in Or-
tley Beach and Pleasant Plains, N. J.,
as well as a complete radio, appliance
and record store in Toms River.

Mr. Applebaum states that it is his
intention to promote the sale of radios
and a full line of appliances in the
Trenton stores, at the same time bring-
ing the record department up to date
in the most modern fashion. Mirvels of
Toms River recently enlarged its store
for the second time within the past
twelve months. Spacious demonstration
rooms for console radios have been add-
ed, as well as a sound-proof room for
television reception. A new service de-
partment has been established in a se-
parate building. This department is be-
ing managed by Harold Jahns. Two
new trucks were recently purchased to
facilitate deliveries and service. Fur-
ther expansion is being planned for the
near future, Mr. Applebaum said.

EMERSON TELEVISION, MADE FOR INDUSTRIES, SHOWN TO EDUCATORS

At an initial demonstration, attend-
ed by educational authorities headed by
Francis Meehan, president of the New-
ark, N. J., Board of Education, a new
type of multi-television broadcasting
and receiving system was presented re-
cently in the laboratories of the Em-
erison Radio & Phonograph Corp., New
York.

The new development, designed pri-
marily for industrial and educational
institutions, brings any desired num-
ber of remote visions and sounds to one
central reception point and also pro-
vides for the multiplication of broad-
casts and receptions at other points.
The equipment was designed by Em-
erison Radio engineers.

According to Benjamin Abrams, head
of Emerson, "this multi-broadcast-and-
reception television can be expected to
widen the processes of education by
dramatizing more types of visual infor-
mation than can be portrayed in text-
books. With Emerson television cam-
eras at remote points and with the re-
ception unit before the supervisor, he
can, in the quiet of his office, observe
the activity in any classroom in the
school system.

171 miles of
OXFORD SPEAKERS

OXFORD Speakers: 171 miles

V-2 Rocket: 102 miles

Meteor: 90 miles

Maximum Weather Balloon: 18 miles

National Geographic Balloon: 14 miles

Airplane: 9 miles

Mt. Everest: 5 miles

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

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

OS/AJC*

*** OXFORD SPEAKERS / ALL JOBBERS' CHOICE**

OXFORD ELECTRIC CORPORATION

3911 SOUTH MICHIGAN AVE., CHICAGO



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NOTICE

The following Radio Sets were stolen under date of March 28th.

ZENITH

Model 6R087
Serial No.—768746

PHILCO

Model 204
Serial Nos. — 32710 28767 35000

RCA

Model	Model	Model	Model
54B	66BX	65X1	65U
Serial Nos.	Serial Nos.	Serial Nos.	Serial Nos.
13278	27246	50427	15754
13277	27219	61575	16046
13280	27437	41704	15762
13281	27136	41658	15600
13282	27281	41778	15699
13014	27074	41930	15653
13708	27169	41789	15795
13637	27260	41876	15029
13399	27134	41826	15720
13710	27361	41759	11551
13712	27270	41753	13216
13707	27481	41809	14774
9740		41816	12856
9743		41831	8407
9744	Model	41134	Model
9742	612V2B	41688	612V3
9745	Serial Nos.		
9746	22763		
	23374		9647

Model	Model	Model
66X1	66X2	59V1
Serial Nos.	Serial Nos.	Serial Nos.
27261	26155	15421
27265	26070	17248
27275	26113	15881
27193	26738	16155
27192	26102	15391
27224	26122	17711
27251		15216
27225		

Dealers, Be On Guard

if any of the above sets with these Serial numbers are offered to you notify the Police Department, City of New York, Telephone No. S0uth 8-7474 or J. Chester Sneath, 90 John Street, N. Y. C. Telephone No. BArclay 7-2575.

New Phonograph Marketed by Audio

MICHIGAN CITY, IND., Monday—Audio Industries, maker of electronic products, has placed on the market its Ultratone Model PM-70. The new model



Ultratone Model PM-70

has a two-tube amplifier, including rectifier, with a five-inch speaker and one and a half ounce alnico magnet.

The plywood case is covered in blue leatherette with contrasting lining. It plays both ten-inch and twelve-inch records and the list price is \$29.95.

EDWARD SARNOFF JOINS DISTRIBUTING CONCERN IN NEW ENGLAND AREA

EAST HARTFORD, CONN., Monday—Captain Edward Sarnoff, son of Brigadier General David Sarnoff, president of the Radio Corp. of America, has joined Radio & Appliance Distributors, Inc., this city, as advertising and sales promotion manager, it was announced today by Louis K. Roth, head of the wholesale concern.

In addition to his advertising and promotional responsibilities, Capt. Sarnoff will also supervise the firm's comprehensive dealer training programs. The first effort in this direction will be a television school to be held in Stamford for the firm's franchised television dealers. Radio & Appliance Distributors, Inc. is the wholesaler in Connecticut and Western Massachusetts for RCA Victor products and several appliance line.

Capt. Sarnoff was graduated from Brown University and also attended the Harvard and M.I.T. graduate schools of engineering. He served from 1942 to 1945 in the Asiatic-Pacific Theatre and was executive radio officer to the staff of General MacArthur in Tokyo upon his release from active duty. Before joining the local firm, he was with the American Broadcasting Co.

Zenith Sales Heads Make Three-Stop Good-Will Trip

CHICAGO, ILL., Tuesday — A. V. Duke, Zenith Radio Corp.'s assistant to the vice president and director of sales, and Ray Hoefler, district sales manager, recently made a three-stop good will tour. The two factory representatives visited the Edgar Morris Sales Co., Zenith distributor in Washington, D. C.; David Kaufmann Sons, Baltimore; and the Motor Parts Co., Philadelphia.

ADMIRAL GLASSFORD NAMED RCA MANAGER FOR EUROPEAN AREA

Appointment of Vice Admiral William A. Glassford, U.S.N. (Ret.), as European manager for activities of the Radio Corp. of America in the United Kingdom and on the continent of Europe was announced on Friday by Brigadier General David Sarnoff, president of RCA, following a meeting of the board of directors. His headquarters will be at 43 Berkeley Square, London.

Admiral Glassford served with distinction in World War I and World War II, and upon conclusion of the latter conflict became commander of U. S. Naval Forces in Germany, in control of sea communications for the U. S. Army of Occupation. He participated in negotiations with the British, French and Germans in solving German and Austrian inland waterway problem, and was American representative on the Tripartite Commission with the British and Russians for division of the German Fleet and Merchant Marine.

Admiral Glassford's retirement from the Navy became effective on March 1, after forty-five years of service.

New Appliance Concern

RALEIGH, N. C., Thursday — The Secretary of State has issued a charter to Stevick Electric Co., Inc., of this city, to deal in electrical appliances.

IT'S EASY...



...IF YOU KNOW HOW!

Standard Arcturus can make it possible for you to supply your trade with a diversified line of tubes. Align yourself for the present—and the future—with the oldest name in radio tubes. Mail coupon immediately for latest list of available types.

Mail Coupon Below!

Standard Arcturus Corp.
99 Sussex Avenue, Newark 4, N. J.
Send me complete list of tubes.

Name

Company

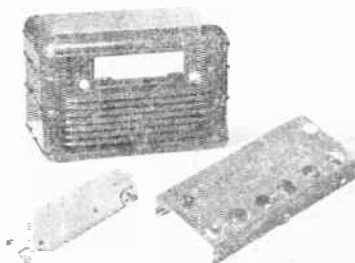
Address



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.

**RADIO AND APPLIANCE DEALERS OF ONTARIO
 GATHER AT ANNUAL CONVENTION IN TORONTO**

**WILFRED HODGINS, OF LONDON, IS RE-ELECTED AS HEAD
 More Than 600 Present at Meeting — Several Speakers From United
 States and Canada Discuss Topics of Interest to Trade — Beamish
 Enterprises Is Named Distributor in Canada for Pilot Radio.**

TORONTO, CANADA, Saturday — More than 600 delegates from across Ontario attended the fourth annual Ontario Association of Radio and Appliance Dealers convention here Monday and Tuesday, and heard outstanding speakers from the industry in Canada and the United States and participated in panel forum discussions.

The two featured speakers from the United States were H. W. Kelley, Dayton, Ohio, appliance sales manager, Frigidaire Division, General Motors Corp., who spoke on "The Future of Appliance Selling," which he said would continue to play a most important part in making this a better world to live in.

The convention also heard Dan A. Packard, Detroit, Mich., general sales manager, Kelvinator, Division, Nash-Kelvinator Corp., tell how in 1909 kitchen equipment in the average home cost \$53. By 1930 he stated, this value had jumped to \$600, and today, he said, "if each home in Ontario were wired for electricity and had a modern range, electric refrigerator, washer, radio, water heater, sewing machine and ironer, the value of major electrical appliances would be more than \$1,000."

Other convention business included the reelection of Wilfred Hodgins of London, Ontario, as president, and election of the following directors: Tom Gibson, Toronto; John Cheshire, Hamilton; Ed Recore, Ottawa; Rey Keelan, Sarnia; Vaughan McDonnell, Windsor; F. H. Gibbons, Peterboro, and Joe Pardee, Toronto. Fred R. Cavers, St. Catharines, is immediate past-president.

Discussion panels were presented on the convention theme "Selling Days are Here Again," and on "Increasing Profits Through Better Accounting."

Another program feature was an FM demonstration and an address, with motion pictures, on "Television Today and Tomorrow" by F. W. Radcliffe of the

R.C.A. Victor Co., of Montreal, Quebec. Beamish Enterprises, 21 White Birch road has been appointed Canadian distributor for Pilotone records, manufactured by Pilot Radio Corp., Long Island City, N. Y. The records are made of non-breakable Vinylite.

Initial offering, which went on sale here this week, and is slated for other cities shortly, includes twenty-five albums of "music that endures." There are four ten-inch records to each album which retails for \$6.

Pilotone records are being introduced in Toronto and Montreal by T. Eaton Co., and in Ottawa by Orme, Ltd. Orders have already been received from cities and towns in central and western Ontario and territories across Canada are in process of organization, according to R. E. Beamish.

Marconi Radio is now using singing radio commercial jingles to push sales of Radiotrons tubes. This advertising approach is new to the radio field according to local advertising circles. Spots are on selected list of stations throughout the country.

Scarlett, Lind and Hickson Ltd., 410 King street East, Toronto, has been appointed sole Canadian sales agent for the Astralite, a portable fluorescent lamp designed by Brand and Millen Ltd., Long Branch, manufacturers of Astra radios, record players, and other electronic products. The Astralite is the first portable fluorescent lamp ever introduced in Canada.

In connection with this same product, Brand and Millen Ltd. has announced the appointment of A. B. Purdy to this division of the organization. Mr. Purdy has had broad experience in Canadian retail and wholesale fields.

—WM. FREEMAN.

**Perry Saftler Appointed
 Astatic Representative**

CONNEAUT, O., Friday — W. J. Doye, sales manager of the manufacturers division of the Astatic Corp., this city, has announced the appointment of Perry Saftler, 53 Park place, New York City, as Astatic representative in the New York metropolitan area.

**OUTLET ORGANIZATION
 OFFERING ASSEMBLIES,
 COMPLETED PRODUCTS**

Hi Herschoff, head of the Electronic Service Corp., outlet organization of Brooklyn, yesterday outlined his firm's current operations.

At the moment, this concern which specializes in liquidation of incomplete as well as completed units, is offering to the trade a seven-tube superhet chassis and a two-post automatic record changer ready for cabinet installation at \$27.50. The completed items sold by this Brooklyn firm are merchandised under the Triad label.

Electronic is also eastern representative of the Pacific Sound Equipment Co. of Los Angeles, maker of Portelec sound equipment and the Phonocone.

novel children's phonograph. Mr. Herschoff revealed that plans under underway for increased promotion of the Portelec name.

**Roy Schneck Represents
 Kings in New York Area**

It was inadvertently stated in last week's issue of RADIO and Television WEEKLY that Allen Gray has been appointed representative in the metropolitan New York area for Kings Electronics Co., Brooklyn, N. Y. Roy Schneck represents Kings Electronics in this territory. This publication regrets the error and is making this correction in all justice to Mr. Schneck.

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



"TOASTMASTER"

means

VOLUME and PROFIT

"Toastmaster Times" are here again, and that means quick turnover and big profits for you! With 5,930,000* war brides waiting, TOASTMASTER sales are bound to hit an unprecedented high.

The Leader in Every Consumer Survey!

Recent, impartial surveys show the pre-war preference for TOASTMASTER toasters continuing. 44.9% of all intending buyers say they will purchase TOASTMASTERS — when you get them!

AVAILABLE NOW!

DISTRIBUTED BY EASTERN

*Actual Survey



**TO GATHER THE NEWS
 FOR YOU—**

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

SHERMAN, CLAY FIRM OF SEATTLE SAYS FM BIG FACTOR IN SALES

OF HIGHER-PRICED RADIOS Demand for Appliances Is Far in Excess of Supply, Executives of Large Northwest Concern Say.

SEATTLE, WASH., Friday — Jim Rench, manager here for the Sherman, Clay and Co. branch, says that there exists a healthy demand for all electrical appliances. "The demand is more than normal and is now being stimulated particularly by advertising. There has been an increasing use of printer's ink in this territory.

According to Mr. Rench, the demand exceeds supply in all lines except water heaters. The market has been flooded by products of those manufacturing the water heater line. Some makers are local, others national, but evidently little attention was given to surveying the market.

Of the many radio lines carried by Sherman-Clay, here are some leaders: Capehart, Crosley, Philco, RCA, Strom-

berg-Carlson, Musiphonic, G.E. and Zenith. On display are plenty of models and they are for sale. The table-models predominate, but there is considerable trade in them. Portables are becoming an increasing item in trade, according to Merwin Johnson, who manages the appliance department for Mr. Rench.

Since the opening of FM broadcasting here, Sherman, Clay has set aside two of its display rooms for sets featuring the new bands. "FM is becoming more and more important as a selling feature," reports Mr. Johnson. "We find it a controlling factor in all sets selling at \$250 or over. The buyers of quality merchandise want to know if FM is included. And there is more attention being paid the frequency modulation broadcasts. I think that the new service here will stimulate considerable selling."

Mr. Rench says that the market here is still short of good console sets and reports that to be quick sellers they should include record players. He is of the opinion that selling effort is about to become a factor in merchandising. Small stores are already finding buyers scarce, but long-established merchandisers are living on the fat of a previous reputation. "Particularly short are we," says Mr. Rench, "in the sup-



RIVETS

Pulleys— $\frac{3}{8}$ " to $1\frac{1}{2}$ " O.D.
Drive Shaft Assemblies
Bushings, Solderless
Phone Tips and
Screw Machine Products
for the
RADIO TRADE

SERVWEL PRODUCTS COMPANY

270 LAFAYETTE STREET NEW YORK 12, N. Y.

ply on hand of top-bracket receivers and I would further hazzard the statement that 99 per cent of them should be combinations if they are to measure up to buyers desires."

P. W. Bialkowsky, sales manager for Commercial Appliance Co., exclusive distributor of Crosley in the Pacific Northwest, reports that he is represented by 154 dealers, of which Sherman, Clay is one of the leading firms. Mr. Bialkowsky says that he is still shipping to dealers on open order in this market. "We have not yet in any instance felt the pinch of a slackening market, although I do know that some competitors might refute the statement. Refrigerators, ranges and radios are still a wanted item if they are manufactured by a well known and consistent advertiser," he added.

—DUD BROWN.

GE NAMES W. H. MILTON AND RAY W. TURNBULL NEW VICE PRESIDENTS

Charles E. Wilson, president of General Electric Co., has announced the elections of William H. Milton, Jr. and Ray W. Turnbull as commercial vice presidents.

Mr. Milton is a former assistant general manager of the company's chemical department, and was administrator of the Hanford, Wash., atomic energy plant which GE operated for the Government.

Mr. Turnbull, who has resigned as president of Hotpoint, Inc., a GE affiliate, replaces Raymond M. Alvord, who will retire on September 30, after forty-three years of service with GE.

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



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



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



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



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

JFD ANTENNA LOOPS

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

No. 21-1 4"x5 1/2"	List Price \$1.10	No. 21-10 4"x5 1/2"	List Price \$1.25
No. 21-2 4 1/2"x7"	List Price \$1.10	No. 21-11 4 1/2"x7"	List Price \$1.25
No. 21-3 5 1/2"x8"	List Price \$1.10	No. 21-12 5 1/2"x8"	List Price \$1.25
No. 21-4 6"x8 3/4"	List Price \$1.10	No. 21-13 6"x8 3/4"	List Price \$1.25
No. 21-5 6 1/2"x9 3/4"	List Price \$1.10	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 3/4" List Price \$1.25

WRITE FOR LITERATURE.

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

To the Strong, Successful DISTRIBUTING ORGANIZATION

Come, quite naturally, for representation in any given territory — the LEADERS in their line.

In Northeastern's New England territory we are especially proud to act as exclusive distributors for

ZENITH • THOR • GIBSON

QUAKER Heaters • ELGIN Kitchen Cabinets

M-G-M RECORDS

GRAND GAS RANGES

NATIONAL SEWING MACHINES

SCOTT-ATWATER OUTBOARD MOTORS

BRUSH "Mail-A-Voice" And Soundmirrors

Etc. Etc. Etc.

NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.
BOSTON 15, MASS.

The Issue of the Year
For Your Merchandising Announcement
 Will be the Special Radio Trade Show Edition
 of "The Trade's Only Weekly."

May 7
 Is the
Show Edition


MAY 1947						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

The 1947 Radio Parts and Electronic Equipment Conference and Show will be held at the Stevens Hotel, Chicago, from May 11 to 16. Leading manufacturers will compete for buyers' attention with new products and new developments. Your message, in the most closely read trade publication, will reach those attending the Show and the Industry internationally.

Plan NOW to have your important product presentation appear in the Special Trade Show Edition, dated May 7. This issue will be available to the trade at our booth—Number 129½—at the Stevens Hotel. Distribution will also be made on the special industries' trains going to the Show. An early reservation assures you of a forward position.

Place your advertising reservation now to make sure your message appears in the most closely read trade publication serving the industry. Make your presentation **BIG, BRIGHT and COLORFUL!**

RADIO and Television WEEKLY
 99 HUDSON STREET NEW YORK 13, N. Y.




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How Much Longer Are Radios Going to Be Called "Sets"?

By C. E. RICHARDSON

Manager, Radio-Phonograph Department, Clark Music Co.,
Syracuse, N. Y.

Let us set up some higher standards for radio and resolve in 1947 to rid the industry from the word "set" when referring to a radio receiver.

There are a great many important "musts" in the retail radio business and just as many "must nots." There are, in top places, many radio sales division individuals who still call radios "sets" and fine radio-phonographs "machines." These two references to a fine instrument are the most commonly used

and the gravest depreciators of the units to which they refer.

Croquet sets, onion sets, sun sets, sets of dishes, and many other sets—to be sure—but why call the present-day radio a "set"? A late dictionary refers to the word "set" as follows: "To pass below the horizon, decline, sink, fade, etc." I have known radios to do that, too, but, or Heaven's sake, let's not admit it.

A fine radio instrument deserves a more fitting term. Of course, we, in

the radio business know that the early radio was built up with a set of this and a set of that—sets of tubes, sets of head phones, etc., and, finally, a complete radio emerged, and we hoped and prayed that it would work. It generally did. Now, however, we are offering a musical instrument, a precision instrument, too advanced to be referred to as a "set."

Then, there are those who continue to call a fine radio-phonograph a "machine." There was a time when the automobile was referred to, even in advertising, as a machine. This reference soon passed out, however, when proper sales procedure came in. Sewing machines, mowing machines, milking machines, of course, but, surely, no longer—talking machines or flying machines. Flying machines are called airplanes and talking machines are preferably called reproducing instruments in good circles. Record players, yes; radio-phonographs, yes; but to refer to a fine music reproducing instrument as a "machine" . . . a thousand times NO!

COMPLETE TECHNICAL DESCRIPTION IS READY ON 14 NEW RCA TUBES

HARRISON, N. J., Monday — Complete technical information, with charts and other illustrations, on the fourteen new electron tubes recently announced by the Radio Corp. of America, has just been released.

Following are brief descriptions of the tubes:

The new RCA-5588 is a forced air-cooled, grounded-grid triode designed especially for uhf service.

RCA-5527 Iconoscop, a small television camera tube intended for use in industrial applications, for television experimentation in laboratories, and for demonstrating television principles.

RCA-12AW6, miniature, an rf amplifier tube having a high value of transconductance and a short cutoff characteristic.

RCA-5581, 5582, 5583, and 5584, gas phototubes with blue-sensitive response (S-4), initiated by RCA with the introduction of the 1P37 about a year ago.

RCA-3JP7, 5CP7-A, 5CP11-A, 5UP1, 5UP7, and 5UP11, six cathode-ray tubes, including one 3-inch type and five 5-inch types.

RCA-9C26, a forced-air-cooled, radiator-type triode intended primarily for use in 10-kilowatt FM broadcast transmitters.

RCA DEALERS TO GET NEW PRINTED MATTER

HARRISON, N. J., Monday — Two new pieces of printed matter have been prepared by the Radio Corp. of America for RCA dealers. They will be in the hands of distributors this month.

The first one, a ready-reference booklet, enables dealers to select the proper RCA battery for any one of 120 or RCA battery-operated radios. Battery needs of both portable and home radios are included in the new guide.

The second one, a descriptive folder, lists RCA's battery sales aids and dealer RCA battery-operated radios. Battery promotions described and illustrated in the folder include newspaper mats, window streamers, display cartons, direct-mail postcards, replacement and "come-back-again" stickers, and a "little radio" battery merchandiser.

A companion piece to the folder is a complete "Distributors' Sales Aid Price List." All are offered free, according to Julius Haber, advertising manager of the RCA tube department.

TRADE ITEM

Production of radio apparatus and equipment in Sweden increased considerably during the war period. Production has continued to increase since 1943, although actual statistics are not available, according to the Department of Commerce.

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

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Supplying Jobbers Exclusively



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EXPORT Opportunity

For Manufacturers of

- Radios
- Record Players
- Refrigerators
- Electrical Appliances

We are in a position to offer manufacturers complete merchandising service in all parts of the World.

Let us Send You Details of our Unique Service.

HEDCO Distributors, Inc.

Ravenswood 6100
4564 Broadway Chicago 40, Ill.

MEETING IN SAN DIEGO DISCUSSES IMPORTANCE OF FM TO THE PUBLIC

PROBLEMS ARE IRONED OUT

Bureau of Radio and Electric Appliances Arranges Sessions — Results of Reception Told.

SAN DIEGO, CALIF., Saturday — Members of San Diego's radio industry will gather in the San Diego Gas & Electric Co.'s service auditorium at 7:15 P.M., April 2, to hear the full story about FM, what it is and does and its importance to the public. The meeting is under the sponsorship of a special Frequency Modulation Committee of the Bureau of Radio and Electrical Appliances headed by chairman Ivan Lauritzen of the Coast Electric Co.

The occasion for the meeting, according to J. Clark Chamberlain, secretary-manager of the Bureau, is the appearance of San Diego's first FM station, KFMB, which went on the air March 18. The dial position is 100.5 megacycles on Channel 263. The radio dealers and their repairmen hope to find the answers to many questions regarding FM, to what extent reception can be expected throughout all parts of San Diego County, what types of antenna are preferred for best reception, and a discussion of the equipment KFMB is now using.

Also to be disclosed at the meeting will be the results of a field test made several days ago by RCA engineers on the reception of Los Angeles television signals in San Diego. With television receivers being sold in Los Angeles, San Diego radio dealers are anxious to know to what extent, if any, television receivers may be promoted here.

The FM meeting will be highlighted with the first release of a new technicolor picture showing what FM is and does, demonstrations of portable broadcasting equipment and the reception of FM signals on the stage and short talks by FM experts and technicians who will be on hand. —LAURAN G. CLAPP.

Wm. E. Alvord Resigns Gimbel's in Milwaukee

MILWAUKEE, WIS., Monday—William E. Alvord, buyer of major appliances for Gimbel Bros., has resigned. Jules Pomerantz, divisional merchandise manager, is assuming buying duties until a successor is named.

RESUMPTION OF PRODUCTION AT AIREON CO. IMMINENT AS REORGANIZATION IS APPROVED

STOCKHOLDERS GIVE APPROVAL TO REFINANCING PLAN

Production Expected to Get Under Way Within Next Sixty Days — Harold L. Pearson Heads Organization — Wide Variety of Electronic Products Made by Kansas City Firm — Many Orders.

KANSAS CITY, MO., Tuesday—The Aireon Mfg. Co., electronics manufacturer of Kansas City, Kans., has announced the negotiation of a RFC loan of \$2,000,000, and a reorganization of the firm which will result in a resumption of production within the next sixty days.

Harold L. Pearson, former vice president and treasurer of Montgomery Ward and Co., will head the organization as president and serve on the board of directors.

Other directors are: William A. Hahn, president of Railway Radiotelephone Signals, Baltimore; Harry Darby, of the Darby Corp., Kansas City, Kans.; Randolph C. Walker, former president of Aireon; and these Kansas City, Mo., men: Kearney Wornall, vice president of the City National Bank and Trust Co.; W. T. Grant, chairman of the board of the Business Men's Assurance Co., and Maurice L. Breidenthal, president of the Security National Bank.

Operational activities will be directed by Rudolph R. Greenbaum, vice president and sales manager; Bernard D. Craig, secretary-treasurer, and Joseph A. Bush, production manager.

The arrangement with the RFC calls for a five-year loan and a provision for a 25 per cent participation by eight banks. The loan was approved by the RFC in February, but final negotiations were delayed until a majority of the organization's preferred stockholders approved a lien on the company's assets.

The loan will provide funds for payment of bank loans and federal taxes and leave approximately 650,000 for creditors, operating funds and accrued expenses, including back pay for employees.

The company has a backlog of orders for music boxes which will require an output exceeding the factory's capacity for the next twelve months.

Production of railroad communications equipment, which was pioneered by Aireon and is now used by the Kansas City Southern, Santa Fe, New York Central and Rock Island lines, is expected to prove profitable. This Summer, the Chesapeake and Ohio Railroad will install Aireon's long-distance telephone service for passengers trav-

eling between Washington and Cincinnati.

Demands for communication systems for motor vehicles are also expected to increase during 1947. Production of oil-well equipment and radio speakers has been a profitable Aireon activity for some time.

Mr. Pearson said that present plans call for making shipments on existing orders in May.

Aireon's new president was with Montgomery Ward from 1928 to 1946. He has also been associated with the J. C. Penney organization and has managed midwestern stores for Sears, Roebuck. He is a native of Kansas City, Kans.

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

INITIAL RELEASE OF TOP-TEN RECORDINGS EXPECTED IN APRIL

Today, H. Paul Warwick, president of Audience Records, Inc., New York City, announced that, during the month of April, the first series of Top-Ten records would be available to the trade.

Among the stars who will be heard on the Top-Ten label are: Amos 'n' Andy, Jack Benny, Edgar Bergen, Geo. Burns and Gracie Allen, Eddie Cantor, Ed Gardner, and Fibber McGee and Molly. The recordings will feature comedy sequences by these artists that have been recorded with actual studio audiences on hand so that a natural "time to laugh between the lines" could be interjected.

Top-Ten records will receive coast-to-coast distribution in this country and Canada through an exclusive representation arrangement with sixty wholesale distributors of Monitor Appliances. They will be manufactured by Apollo Records, Inc., from original master recordings by the stars. Negotiations are already under way for the introduction of these comedy records in England and the Continent, the announcement states.

Dynavox

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—5" 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 Case with DuPont Fabricoid Covering.

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

DYNAVOX CORPORATION Long Island City 1, N. Y.

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.: BARclay 7-2242

NEW YORK 6, N. Y.

FRANCHISE CHANGES ON WEST COAST ARE OF TRADE INTEREST

DELCO GETS SPEED QUEEN

Will Have Entire Northern California and Western Nevada —
Motorola Makes Deliveries.

SAN FRANCISCO, CALIF., Saturday—Within the month, Dalco Appliance Co., 7th and Townsend, also Space 466 at the Mart, provided two sensations. The first was reported in this column when Dalco was appointed Wilcox-Gay distributor. Now an even more important development was revealed.

During this week Dalco Appliance Co. was awarded the Speed Queen franchise for entire northern California and western Nevada. Up to this time, the franchise for Speed Queen washers was divided between two distributors. One, with headquarters here, had the northwest territory, while the other, with headquarters in Sacramento, handled the northeast section of the State.

H. S. Pressnall, assistant to John B. Gregory, general manager of Dalco Appliance Co., says that the firm is already contacting all established Speed Queen dealers, and added: "We intend to devote tremendous effort to promote this important line."

Frank Picard has been added to the sales staff in the capacity of field representative, and will concentrate exclusively on appliances. Another newcomer to the Dalco organization is Walter Barton, who has been put in charge of sales for Lear radios and Wilcox-Gay recordios. Walter Barton has had years of experience in the radio business, and was formerly associated with Stromberg-Carlson Co.

Mr. Pressnall gave your reporter to understand that some equally, or even more interesting news, can be expected to break in the near future—probably as early as next week. This young and energetic distributing firm is surging ahead.

J. M. Tuttle, regional sales manager of Galvin Manufacturing Corp., manufacturer of Motorola products, conveyed some interesting news. Initial deliveries are being made of Golden Voice Motorola console radio-phonograph combination sets. Mr. Tuttle makes his headquarters in the Mart in conjunction with the showroom of C. G. Hadicke Co., Motorola distributor. According to Mr. Tuttle, this nine-tube instrument gives outstanding performance of FM reception and there is a daiyl demonstration at 3:00 o'clock.

A top-ranking Motorola favorite is the Model 5A5 three-way portable for which the demand seems unlimited. Commendations of Model 5A5 are being received continually but the latest one is really newsworthy. Fred C. Wood, popular manufacturers' agent, became a benedict recently. The newlyweds embarked for their honeymoon on the liner Matsonia, and took along a Motorola portable radio. They reported enthusiastically that seven hundred miles out at the Pacific Ocean they had perfectly

clear reception from station K.S.L, Salt Lake City.

Initial deliveries are being made of the new Motorola car heaters, for which there is an "avalanche of orders." This new product is available only through Motorola radio dealers which makes the Motorola franchise additionally valuable.

A Motorola distributors' meeting will be held here for the Western Division June 24-25. The principal speaker will be W. H. Kelley, general sales manager

of Galvin Mfg. Corp. According to plans a new line of products will be introduced at that time.

C. G. Hamilton Co., Western Merchandise Mart, 1335 Market street, has opened a branch office and showrooms in Los Angeles, in the Transportation Building, 122 East Seventh street. Robert Matthews has been named manager of the southern branch. The firm's activities extend throughout the Northwest where Ted Isaacson is field sales representative. C. G. Hamilton Co. is

factory representative for Freed-Eise-mann radios, Blackstone washers, ChromCraft and Buckstaff products.

Dr. Zworykin to Exhibit 7x10 Ft. Color Television

PHILADELPHIA, PA., Friday—Dr. V. K. Zworykin, RCA engineer, will demonstrate RCA color television on a 7 x 10 ft. screen before the Franklin Institute, here, on April 30.

**EVERY SECOND COUNTS-
FOR RADIO SERVICE DEALERS . . .**

**FAMOUS-MAKE CLOCK
IDENTIFIES QUALITY STORES
SELLING
SYLVANIA RADIO TUBES**

Once you place this big, colorful Telechron electric clock—with its "Radio Service" face—in your store, you'll have an attractive sales aid that identifies your business . . . through every second of the day . . . as carrying the finest line of radio tubes made.

Through far-reaching advertising campaigns, your customers are being advised of the advantages of placing Sylvania "quality-controlled" radio tubes in their equipment. By displaying this on-the-spot sales help you're telling them that you sell these highest quality tubes. Get this wonderful sales aid now!

ORDER FROM YOUR SYLVANIA DISTRIBUTOR or write SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

SYLVANIA

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

REVISION ASKED FOR VIDEO BROADCASTING

The Television Broadcasters Association has recommended to the Federal Communications Commission a graduated scale of broadcast time requirements for video stations, it was announced last week. The time would be based on the number of television receivers and stations in a community.

The FCC now requires a minimum of twenty-eight hours a week on the air, but has waived this requirement continually. The TBA said the commission announced the latest waiver last week, extending it from March 31 to June 30.

TBA made the following recommendations: Where there are up to 25,000 receivers within range of a station, the minimum broadcast time should be seven hours a week; from 25,000 to 50,000 sets, fourteen hours a week; from 50,000

to 75,000 receivers, twenty-one hours; and over 75,000 receivers, a station should be on the air a minimum of twenty-eight hours. It was pointed out that the recommendation would mean that in New York, with three stations on the air, more than 75,000 receivers would have to be in operation before the stations would be required to broadcast more than seven hours a week.

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

ROYCRAFT ERECTING LARGE ADDITION TO PRESENT QUARTERS

MINNEAPOLIS DISTRIBUTOR

Construction Work Already Started on New Two-Story Structure — To Be Ready for Occupancy During Summer.

MINNEAPOLIS, MINN., Friday — Plans for doubling of the amount of space to be used by the Roycraft Co., radio and appliance distributor of this city, have just been announced. Construction work has already started on a new two-story building on the parking lot adjoining the present Roycraft building. Plans have been drawn since 1945 for this expansion, but it was necessary to await C.P.A. approval. Roycraft is located at 1625 Hennepin ave.

According to Roy B. Cohen, president of Roycraft Co., the new building will be constructed to match the present Roycraft building. The main floor of the new building will be devoted exclusively to the Columbia record division of Roycraft. The second floor will be connected with the second floor of the present building and thus allow for expansion of the offices and display room. The unit, when completed, will give the Roycraft Co. one of the finest and most up-to-date quarters for wholesale operation in the Midwest. A total floor area in the two buildings of approximately 40,000 square feet will be devoted exclusively to offices, display room, service and parts departments, along with the Columbia record department.

The Roycraft Co. maintains a large warehouse on trackage in another part of town from which point all major appliances are handled. Philco radios, refrigerators, and air conditioners, Thor washers and ironers, American kitchens, Premier vacuum cleaners, Martin motors and New Home sewing machines are all handled separately at the warehouse.

Expedited deliveries of materials are being arranged so that the new Roycraft building is expected to be ready for occupancy by July or August of this year.

FM BEING STUDIED BY SAN DIEGO GROUP

SAN DIEGO, CALIF., Friday—The Bureau of Radio & Electrical Appliances of this city will conduct a meeting of its FM section here on April 2 at which sales of FM sets will be discussed. The first FM station to go on the air in this city was launched here last week when KFMB-FM went on the air.

Ivan Lauritzen, of Coast Electric, is chairman of the Bureau's FM committee. Other members are Lou Wiese, Wiese, Ltd.; Al Reynolds, Reynolds Radio; Ben Rogers, Westinghouse Electric Corp.; Gordon Dawson, Home Appliance Store, and Carl Ince, Coronado Electric.

... WITH SYLVANIA'S COLORFUL NEW CLOCK TO HELP SELL YOUR SERVICE!



- Fifteen-inch diameter!
- Bright white face... black numerals!
- Minute and hour hands in black... unique second hand in attractive red!
- The words "RADIO SERVICE" in green and black. The word "SYLVANIA" in identifying green!
- Radio tube in silver and black... design of case in familiar green and black!
- Telechron movement, sealed in oil; case in brown crinkle finish with silver-colored rim around face! Nominally priced at only \$7.50!

ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

sands 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



VIDEO DEMONSTRATION INTERESTING FEATURE AT PITTSBURGH STORE

SPEAR OPENS DEPARTMENT

RCA Takes Traveling Television Facilities to the Smoky City — Electric League Hears Wickstrum — Hoeveler Is Named.

PITTSBURGH, PA., Monday — The opening of the mammoth new Spear Appliance floor, last week, was featured by a cocktail party for friends, distributors and other guests, who previewed the show.

Television was brought to Pittsburgh by Spear and Co. when it presented a new departure in programming techniques for the nine-day Home Appliance Fair that opened the store's new and mammoth eleventh floor of electrical appliances. This is the first floor to be finished of the six now undergoing

complete remodeling at the Wood street store.

RCA Victor brought its traveling television facilities here and presented a variety of intra-store programs showing various activities within the store, giving visitors an opportunity to see how they look on a television screen. Arrangements for the telecasts were made by Irving Frankel, manager of Electrical Appliances through Hamburg Bros., local RCA Victor distributor. Richard H. Hooper, promotions manager of RCA Victor was in charge of the televisions operations. Joseph A. Jenkins, veteran television producer and director handled programming.

The demonstration consisted of a control room built especially for television on the eleventh floor, and a specially constructed television aerial which is one of three types of aeriels that have been installed by Spear and Company for present and future radio and television developments. Also special illumination for variable lighting effects, two RCA Image Orthicon television cameras capable of operating in any part of the store under normal room illumination because of their great sensitivity, television control console and ten television receivers distributed about the store to permit visitors to witness scenes taking place in other areas.

Programming embraced various types of commercial demonstrations, public service activities, institutional operation and many audience participation activities, during which Pittsburgh residents had a preview of what television will be like some months from when it comes to the city.

Spear and Co.'s new eleventh floor is devoted entirely to major appliances covering 22,000 square feet. It is said to be the largest in the country given over exclusively to major appliances.

Another "first" is the installation of General Electric's new slim line tube lighting. The light is filtered by square egg crate louvres which are tinted rose to blend with the other incandescent lighting also used on the floor.

At one end of the floor is the new Spear Exhibit Hall with portable stage which was used for an electric range cooking school.

During the nine day fair, demonstrations of all major products were televised. Norge, Frigidaire, General Electric and Leonard, four complete kitchens, two model laundries, forty-five models of electric refrigerators, fifty models of electric washers, electric sweepers, air-conditioners, dish washing machines, electric water heaters, electric ranges, home freezers and many other large and small appliances are in the display. Ann Oliver, Spear home economist was in charge of all demonstrations.

Other "Fair" features included daily voice recordings by the Wire Recorders and personal appearances of radio stars.

B. K. Wickstrum, general sales manager, Sylvania Electric Products Co., gave a talk to the members and friends of the Electric League in the Urban Room of the William Penn Hotel. The title of the speech was "A little knowledge is a dangerous thing." He stressed the necessity in the days ahead of knowing your business thoroughly, your customers, your sales personnel, etc. He felt that surface facts would not meet the needs of today and tomorrow, and all of us would benefit from a questioning attitude.

I. & M. Sufirin, Stewart-Warner distributor, announces the appointment of George A. Hoeveler as general manager of the appliance department.

The Wholesale Merchants Division of the Chamber of Commerce of Pittsburgh has decided to segregate radio and electrical major appliances in the July 21, 22 and 23 Merchandise Mart from hardware and Housefurnishings. The latter will be exhibited on the fourth floor of the William Penn Hotel and major electric and gas appliances and kitchens, including radios, washers, refrigerators, coolers, etc., will be shown on the seventeenth floor. —E. M. MARKS.

TO GATHER THE NEWS FOR YOU—

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

OPEN HOUSE STAGED BY GRAYBAR ELECTRIC FOR PHILA. DEALERS

PHILADELPHIA, PA., Friday — An elaborate radio and appliance open house was staged by the Graybar Electric Co. at the Graybar showrooms, 910 Cherry street, this city, recently.

Lines on display included Olympic radios, Universal ranges, Automatic washers, Royal cleaners, Reynolds Eskimo freezers, and various traffic appliances. Luncheon, dinner and refreshments were served daily to the large number of dealers attending.

Graybar has created a separate radio and appliance sales organization with experienced merchandising counselors under the direction of Walter Soder, merchandising manager in the Philadelphia area, and John P. Wear, Jr., district merchandising manager. The district organization includes branches in Washington, Baltimore, Wilmington, Del., and Allentown, Reading and Harrisburg, Pa.

TRAVEL WITH
TRAV-LER

RADIO
Headquarters for
FLORIDA

For Details of the
TRAV-LER LINE
CONSULT

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

Emerson
RADIO

Headquarters for
Northern Illinois

For Details of the
Emerson Dealer Franchise
Consult

S. E. SCHULMAN CO.

801 South Wabash Avenue
Chicago, Illinois



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



NEW DIVISION HEADS MADE KNOWN BY ICE NAME BATCHELDER, GIVENS

Former to Be Responsible for Affiliated Manufacturing and Selling Companies; Latter for Sales as Assistant to E. F. Callahan.

Two new vice presidents as well as other personnel were announced this week by International General Electric Co. New vice presidents, announced by W. R. Herod, president, are C. C. Batchelder, a vice president, and E. C. Givens, commercial vice president.

Mr. Batchelder, who is president of General Electric, S. A., Argentina, and a companion company in Uruguay, will be responsible for operations of affiliated manufacturing and selling companies, while Mr. Givens will have general supervision of sales in all lines of products as executive assistant to E. F. Callahan, who is vice president in charge of sales.

Other appointments announced were in the reorganization of the electronics and merchandising divisions and were made at Schenectady, N. Y. They follow:

R. A. Rowlands has been appointed assistant to C. G. Roberts, manager of the divisions; Karl Philippi has been named sales manager of the divisions, while R. P. Davidson will be responsible for the coordination of distribution abroad.

Sales managers: E. C. Heininger, major appliances; W. D. Johnson, construction materials and chemicals; C. K. Moses, home receivers; J. E. Ressler, traffic appliances and electronic tubes, and F. H. Speir, engineering products.

Estes Named Counsel For G. E. Electronics Division

SYRACUSE, N. Y., Monday—Robert M. Estes has been appointed counsel for the General Electric Co.'s electronics department, R. H. Luebke, vice president and general counsel of the company's Law Department has announced. The appointment was made with the concurrence of Dr. W. R. G. Baker, general manager of the company's electronics department.

Mr. Estes holds degrees from Dartmouth and from Harvard Law School. He served in the U. S. Army five years being discharged as a lieutenant colonel.

Prior to going with General Electric in January, 1946, he was associated with the law firm of Donovan, Leisure, Newton and Lumbard, New York. He is a native of Meredith, N. H.

New General Manager

PITTSBURGH, PA., Friday—Charles E. Anthony has been appointed general manager of the J. E. Miller Co., this city, radio and appliance distributing organization. During the past five years, he has been with the Kelly Springfield Tire Co.

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

Willgold Firm Appointed By General Electronics

The Willgold Electronic Sales Corp., New York, has been appointed sales representative of General Electronics,

Inc., it was announced last week by T. J. Haish, sales manager of the latter firm, who makes his headquarters at 1819 Broadway, New York.

William Gold heads the Willgold firm. He will cover the New York area for General Electronics.

New Jacobs Treasurer

DETROIT, MICH., Friday — James C. Windham has been elected treasurer of the F. L. Jacobs Co., this city, manufacturers of the Laundrell automatic washer, it was announced today.

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	6H6GT	.44	2000	7C5	.65	5000	35Z5	.48
2000	1N5GT	.58	1900	6C5	.55	5000	7B7	.65	10000	35L6	.55
2000	1H5GT	.55	20000	6J6	.45	5800	7B6	.65	3000	50L6	.55
1200	1L4	.40	5000	6SA7GT	.58	6200	7Q7	.65	1700	50A5	.65
500	1LL5	.90	6000	6SQ7GT	.48	8000	7N7	.60	1400	35Y4	.60
5000	1LN5	.90	800	6SD7	.45	3000	7E5	.55	3000	14Q7	.60
1100	1LB4	.90	12000	6SH7	.45	2000	7Y4	.65	3300	14A7	.65
7000	1R5	.50	2300	6SL7	.70	3000	7F7	.75	2900	14B6	.60
4000	1T4	.43	2000	6V6GT	.58	1800	12SR7	.55	2500	80	.39
400	3Q5	.75	2800	6SN7	.55	5000	12SQ7GT	.48	900	45	.48
1600	3A4	.40	2000	6J5GT	.48	8000	12SK7GT	.48	700	46	.48
4100	5R4G7	.50	2000	6K6GT	.51	4000	12SA7GT	.55	8000	9003	.35
2900	5U4G	.50	4000	6SK7	.51	12000	12SN7	.45	350	955	.65
8000	5Y3GT	.38	500	6AK5	.60	3000	12C8	.48	7000	SP30	.45
2000	5Z4	.65	4000	6J5GT	.46	8000	12A6	.62	6000	SP45	.45
2635	6AC7	.60	2000	6D6	.49	6000	12EE6	.45	5000	OY4	.48
4100	6AG5	.55	1900	6J7	.65	6000	12AT6	.45	1000	77	.45
4100	6AG7	.60	4000	6SJ7	.55	6000	12BA6	.45	2000	27	.40
3000	6AL5	.40	8000	7A7	.65	5000	35W4	.38			
2800	6CA	.40	4000	7B4	.65	5000	50B5	.55			

And Hundreds of Other Types. Send us Your Requirements

3 TRANSMITTING TUBE VALUES — IMMEDIATE DELIVERY!

500 Type 813 \$4.95	650 Type 829 \$1.45	3450 Type 872A \$1.45
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SPEAKERS PHONO-MOTORS CONDENSERS PICK-UP ARMS AUTOMATIC CHANGERS LINE CORDS

And Hundreds of Other Critical Parts

OUR GREATEST SPEAKER SALE!

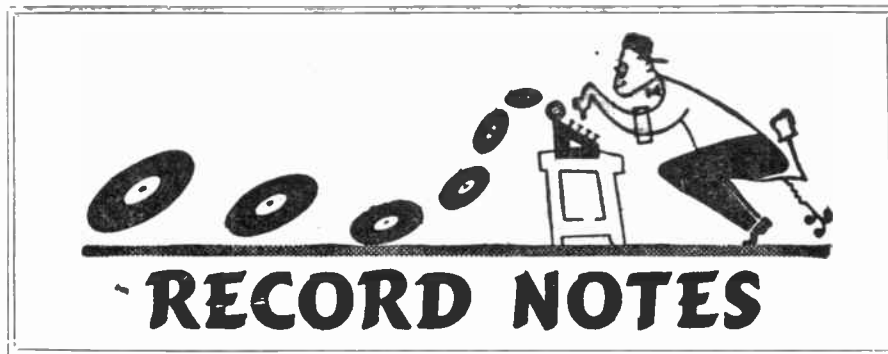
3500 PMs 4" Alnico 5 \$1.05 1.67 Magnet Lots of 100	2600 PMs 5" Alnico 5 \$1.25 1 oz. Magnet Lots of 100	2000 PMs 5" Alnico 5 \$1.33 1.47 Magnet Lots of 100	3300 PMs 6" Alnico 5 \$1.50 1.47 Magnet Lots of 100
2000 Dynamic 5" 450 Ohm \$1.55 Lots of 100	2300 6" Alnico 5 \$1.60 2 oz. Magnet Lots of 100	Fresh Stock Filter Condensers 50-30-150 \$.25 Lots of 100	ARROW RECORD CHANGERS \$20.00 Value \$12.50 Lots of 12

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS



RECOTON CORP. MOVES TO LARGER QUARTERS

To take care of its constantly expanding volume, Recoton Corp., needle concern, formerly at 212 Fifth avenue, in New York, has moved to new and larger quarters at 251 Fourth avenue. The company will occupy the entire fifteenth floor with new showrooms and greatly enlarged offices and workrooms.

BLACK & WHITE HAS DISPLAY FOR DEALERS

HOLLYWOOD, CALIF., Thursday—The Black & White Recording Co., of this city, last week released a glossy black and white plastic point-of-sale piece for use as a counter display piece and record container.

The design features a black square rack which holds a stack of ten records and has a semi-circular upright holder at the back to be used for dis-

playing one disc; a white plastic musical note projects itself across the front of the holder and has a cardboard flag attached announcing the Black & White feature record of the month.

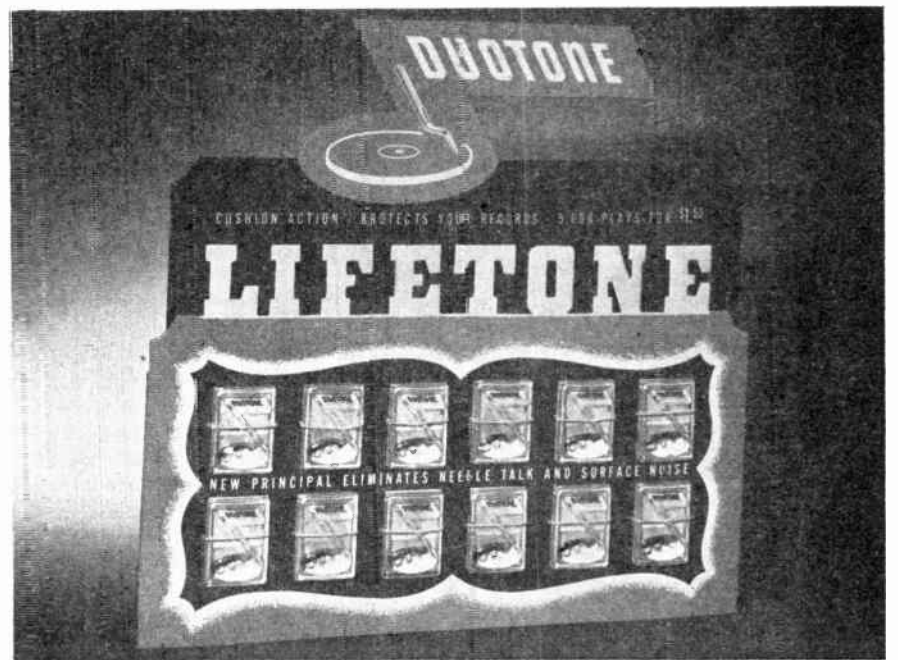
DECCA DISTRIBUTES FOR COMMODORE FIRM

The Decca Distributing Corp., and the Commodore Record Co., Inc., have reached an agreement whereby Decca will handle exclusively the sale of Commodore records through its forty-two American branches and also its agencies throughout the world. Terms included an arrangement by which the Decca company received the option of buying Commodore at a future date.

Commodore Records, headed by Milton Gabler, has specialized in jazz classics since its inception in 1938. Among the stars that Commodore helped to develop are Eddie Condon, Billie Holiday and Eddie Heywood.

Dealers will begin to receive shipments of these records by May 1.

New Needle Displays and Packages



ATTRACTIVE LUCITE PACKAGES and dealer window displays are now being offered in connection with the merchandising of Duotone Lifetone phonograph needles, it was revealed by Stephen Nester, president of the Duotone Co., Inc., New York. The new display card, by a famous designer, eliminates the old-fashioned easel type card, replacing it with a third-dimensional merchandising card displaying all pertinent facts regarding the Duotone \$1.50 needle. Duotone will back up this display with an extensive promotional campaign to all distributors.

RCA VICTOR RECORDS "BRIGADOON" TUNES

CAMDEN, N. J., Thursday—RCA Victor announced last week that it had recorded the original cast version of hits from "Brigadoon" and the album is scheduled for immediate release.

Other RCA Victor recordings scheduled for release this week include an album of Rodgers and Hart, by Betty Garrett, Milton Berle, Marie Greene, Vic Damone, and the Lehman Engel Orchestra; "The Egg and I" and "After Graduation Day" by Sammy Kaye; "Time After Time" and "It's the Same Old Dream" by Tommy Dorsey; "Mam-selle" and "Stella by Starlight" by Dennis Day.

"Don't You Think I Oughta Know" and "Shorty's Got to Know" by Bill Johnson; "Texas Tom Lee" and "Southland Polka" by Pee Wee King; "You Got to Get Right If You Would Win" and "Listen to the Bells" by the Rangers Quartet; "How Come You Do Me Like You Do" and "No Good Man" by Lil Green; and "Aloysius Do the Dishes" and "Nevertheless (I'm in Love With You)" by Pat Flowers.

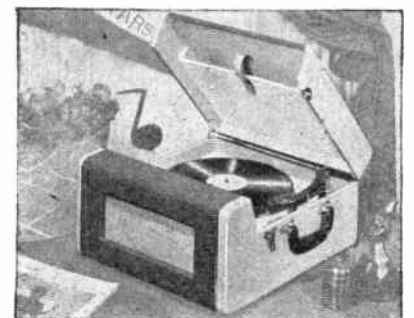
Recordings Classified By Disc Co. of America

Mr. Asch, president of the Disc Co. of America, today outlined the classifications that the Disc catalog will contain. The classifications are: Folkways of the World (including the Ethnic series); Songs to Grow On (for children); Basic Jazz; Music to Dance By (Ballroom Disc); Rare Classics; and Documentary.

Mr. Asch also revealed that three new albums had been recorded by Disc: "The City Sings for Michael" by Da-

vid Wayne; "Flamenco" by Soledad Miralles and Carlso Montoya; and "Songs We Remember" (recorded in Spain).

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



ULTRATONE
PHONOGRAPHS

DISTRIBUTED IN
BIRMINGHAM

Area
BY
STEEL CITY SUPPLY CO.
INCORPORATED
Birmingham 3, Alabama

MANUFACTURED BY
Audio INDUSTRIES
MICHIGAN CITY, INDIANA

MOTORS

SEE US AT THE
Show
BOOTH No. 123

Look for the Alliance Mfg. exhibit at the Radio Parts & Electronic Equipment Show, May 11th to 16th, Stevens Hotel, Chicago. See the complete line of Alliance Phonomotors for Record Changers, Record Players and Radio Combinations. Alliance representatives will be glad to meet all of their old friends and new ones, too!

ALLIANCE PHONOMOTORS
ALLIANCE POWR-PAKT
MOTORS

Constantly expanding capacity and improved designs will assure Alliance's No. 1 position in the radio industry for the famous line of Phonomotors used to drive turntables, record changers and radio tuning devices. Also, new Powr-Pakt motors in both shaded pole induction and split-phase resistor types will be produced for continuous or intermittent duty to power all kinds of controls.

WHEN YOU DESIGN . . . KEEP
alliance
MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO
Export Department, 401 Broadway, New York 13, N. Y., U. S. A.

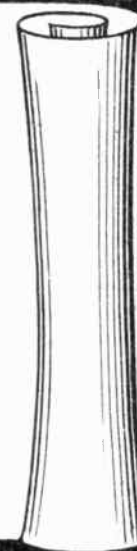


GENERAL ELECTRIC

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 servicemen. Electronics Department, General Electric Company, Schenectady 5, N. Y.



RECOTON VENDOR IS MADE AVAILABLE TO ALL RECORD DEALERS

The new custom-built needle vendor recently developed by Recoton Corp., New York, is meeting with the enthusiastic approval of record dealers, according to officials of the company.

The vendor is streamlined in plastic and metal and marks a unique departure from the old sales methods. It works on the principle of a cigarette

vendor and displays Recoton's entire jewel-tipped needle line, consisting of four numbers in an attractive, deluxe showcase setting.

The customer is able to see the entire line at a glance and make his selection right from the tray "on location." Reports and re-orders from dealers prove the vendor principle of merchandising needles, developed and introduced by Recoton, is successful in attracting customers and promoting sales, the company states. A vigorous advertising campaign in national magazines is promoting the jewel-tipped line to the consumer in conjunction with the distribution of the 4-Karat vendor. Impressive ads are appearing in "House Beautiful," "Esquire" and "New Yorker." The 4-Karat vendor is currently being distributed nation-wide by wholesalers.

A new plan makes the vendor available to all dealers, for the first time, with an order for one dozen Recoton jewel-tipped needles, consisting of three each of these numbers: Primus (retail \$2.50); Rubypoint (retail \$3.50); Supra (retail \$5.00); Symphonie (retail \$7.50). The dealer pays for one dozen needles and receives the vendor (value \$18) free. In addition, a complete program of dealer selling aids are available and include newspaper mats, displays and fliers for promotional use.

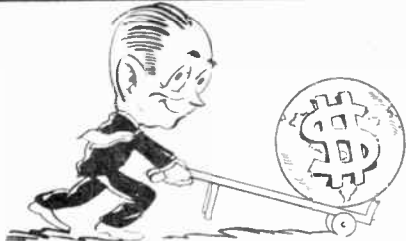
Gets New Appointment

Seena Hamilton, formerly assistant director of publicity for CBS in Washington (WTOP), has joined the publicity staff of Columbia Records, it was

announced by Wayne Varnum, Columbia publicity director.

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

DEALERS



There's A World of Profit In Handling Talk-A-Phone

The World's Most Complete
Line Of Inter-Communication

Are your "palms itching" for bigger profits, easier sales, faster turnovers? Then look into what Talk-A-Phone has to offer. Talk-A-Phone is tops in value. Tops in the very latest inter-communication advancements. "HAS EVERYTHING." Backed by National advertising. Out in front in demand.

Ask Your Jobber

Cut yourself in on a world of profit by handling the world's most complete line of inter-communication. Catalog listing a unit for every requirement upon request. Address Dept. S.M.



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

MUSICRAFT ANNOUNCES SIGNING OF A. SEGOVIA

Muscraft Records, Inc., New York City, has signed Andres Segovia, guitar virtuoso, to an exclusive recording contract, it was revealed here during the past week by Paul Puner, firm recording director.

Mr. Segovia's schedule of recordings calls for albums of the Bach Suite and Bach Chaconne, and also a Sonatina by Manuel Ponce.

The addition of Mr. Segovia to Muscraft's classical catalog is in step with the current expansion of the concern's classical repertoire. Other classical artists who have been recorded recently are Sylvia Marlowe, Roman Totenberg, Jacques Abram, the Kroll Quartet and the Buffalo Philharmonic Symphony.



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.

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.*



BRITISH SCIENTISTS MAKE CONTRIBUTIONS TO DEVELOPMENT OF RADIO AND TELEVISION

(Continued from Page 8)

contains three 12-inch permanent magnet speakers behind a special grille, which spread sound output evenly over an arc of 180 degrees.

The manufacturer, Decca Record Co., Ltd., of London, has already received more than 1,000 export orders for this new machine.

A London firm is now manufacturing a radio transmitter set little larger than a cigarette pack. A special feature is that the transmitter can be used in considerable numbers in the same area, without any fear of interference.

The set, which is called Tele-Radio, has hundreds of civilian uses such as police work, public meetings, use by building operatives, etc.

The tiny tubes used in the set have been adapted from radar-controlled shells used in wartime.

Operation of the Tele-Radio transmitter is extremely inconspicuous. If necessary, all equipment can be concealed while in use, with the sole exception of the earphone, which is, however, made of flesh-colored bakelite. The microphone can be placed behind the lapel of a coat and used in that position. The transmitter is held in the top jacket pocket, and the power pack in bottom jacket pocket.

There are now approximately 10,698,000 broadcast receiving licenses in

force in Britain and Northern Ireland. Of these, 4,450 are television licenses.

The announcement that Marconi's Wireless Telegraph Co., Ltd., is to supply a 25-kilowatt frequency modulated broadcasting transmitter to the British Broadcasting Corp. marks a significant development in the history of British broadcasting. It has been known for some time that the BBC was taking a keen interest in FM broadcasting, and has been conducting experiments.

This new Marconi transmitter will be the first FM transmitter to be put into regular service by the BBC and will embody notable improvements in the art.

A robot process, which is claimed to produce a complete radio receiving set every twenty seconds, has been invented by a London scientist.

This is based on an automatic electronic circuit-making equipment known as ECME, for short. The basic principle of the system is the deposition of metal and graphite into grooves and depressions on perforated plastic plates. After passing through an electronically controlled machine, the moldings emerge complete with all the necessary components, except the tubes and loud-speaker, thereby automatically producing a circuit.

It is believed that this invention may revolutionize radio receiver production because of the low cost with which it can manufacture sets.

John A. Sargrove, the inventor, who introduced the new equipment at a recent meeting of the British Institution of Radio Engineers, said it was the result of ten years' research. "It would not have taken me ten years to perfect ECME," he stated, "had the war not interrupted my researches." For ten years before the war, Mr. Sargrove was chief engineer to a firm of radio tube manufacturers, and during the war he was employed first on research work for the British Government and later as consulting engineer to many armament firms, where he thought out mechanical means of overcoming production bottlenecks.

"There are thousands of families in the world who can't read nor write," Mr. Sargrove explained. "The only way to reach them is through the ear. Our aim is to have a radio set in every home, and with ECME there is no reason why this should not be done.

British television sets will be greatly improved through the help of newly developed plastic mirrors. It is expected that bigger and much clearer

images will be obtained, both in domestic sets and in motion picture television projectors.

Dr. David Starkie, of Imperial Chemical Industries, demonstrated the possibilities at a recent meeting of the Institute of Physics, held at the Royal Institution in London.

The London "News-Chronicle" reported that a 3½-inch television tube, using a 14-inch mirror, threw a picture seven and one-half times as big as the tube-image onto a flat screen six feet away.

In the motion picture version, the image was thrown 42 feet, and was thirty-seven and one-half times as big as the tube-image. In both cases, the picture was well lit and clear.

Transpex is a special kind of "Perspex," a transparent material used in place of glass in all British aircraft. By a process, perfected over six years, called "surface finishing," it is possible to obtain optical components with an accuracy comparable with the best achievements of glass. Transpex can be molded into complicated optical forms

which would be impossible by glass-grinding methods.

The parts will be cheap enough to make them adaptable to domestic sets, and will have the sort of precision that is obtained in the most expensive modern telescope systems.

The television tube throws the image on a convex mirror, which reflects it through a "corrector" plate of the same material onto the screen.

Imperial Chemical Industries is setting up a factory which will be in mass production by the end of this year.

TRADE ITEM

The Noma Electric Corp. last week announced a reduction of more than 20 per cent in the price of its Frigid-Freeze, 20 cu. ft. deluxe model commercial frozen food cabinet, made by the Refrigeration Corp. of America, a Noma division.

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

TRAVEL WITH

TRAV-LER

RADIO

Headquarters for
**MISSOURI and
PEORIA SOUTH in ILLINOIS**

• • •

For Details of the
**TRAV-LER LINE
CONSULT**

• • •


ALVIN M. GOLDSTEIN & CO.
1524 Market Street
St. Louis 3, Mo.

WARD

WORLD'S FINEST
AND FASTEST SELLING

Aerials

Here's Your Newest Profit Builder!
A striking, three-dimensional display which catches the eye of every customer. It's completely assembled, ready to place on your counter and bring in easy, extra sales. You pay only for the four fast moving models mounted. The display itself is FREE!



PROFIT BUILDER
LIST \$22.00
Each of these models is engineered and equipped to fit every car!

WARD

Aerials

THE WARD PRODUCTS CORPORATION • 1523 E. 45th STREET, CLEVELAND 3, OHIO
EXPORT DEPARTMENT: C. O. BRANDES, MGR., 4900 EUCLID AVENUE, CLEVELAND 3, OHIO
IN CANADA: ATLAS RADIO CORP. 560 KING STREET, WEST, TORONTO, ONTARIO, CANADA

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

If you want
**SOMETHING
BETTER**
Demand

DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921

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

A Quarter-Century of Proven Quality



DeWALD A-502 "Jewel"
A delight to the eye and ear alike. This superb Catalin Radio is offered in five beautiful color combinations.

DETROIT RETAILERS CONDUCT INTENSIVE SELLING CAMPAIGNS MANY SPECIALS FEATURED

**Business Said to Be Good in Radio
Sets and Appliances — Decca
Records Now in New Quarters.**

DETROIT, MICH., Monday—Detroit newspapers again took on a prewar appearance this past week with ads by almost all stores featuring month-end specials in radios and appliances. Grinnell Bros., one of Michigan's oldest music firms, featured a "Remodeling Sale" and offered phonographs, radios and even demonstrator records at prices ranging up to 50 per cent off. Grinnell is moving its radio and record department from the basement to the fourth floor and all indications are that the store will have one of the most elaborate set ups in the country. Dan Walker heads the radio and record department, with Joe Lerner as his assistant.

Grinnell has recently added another new store to its extensive chain, the new store being located at Grand River and Schaeffer road, a very busy neighborhood. Reports are that the new store is quite complete and will feature a fine line of band instruments, Magnavox, Capehart and other radios. Records will be one of the features of the new store as it is in most Grinnell Stores.

Decca Records, local branch of Decca Records, Inc., has completed arrangements to move from its present cramped quarters to a much larger and more imposing warehouse on West Jefferson avenue. The new warehouse, while quite a distance from the central part of town, will be much more convenient in many ways, explained Ed. Russell, branch manager. With almost three times the space available, a much more comprehensive service will be maintained with greater accuracy. Mr. Russell was host to his immediate superi-

ors today, as Selman Schultz and Wm. Glaseman visited his branch. Mr. Schultz is district manager for Decca with headquarters in Chicago and Mr. Glaseman is his assistant.

Art Adams, factory representative for Elgin All Steel Kitchens announced the granting of an Elgin distributorship franchise to Peninsular Distributors. Peninsular at present is the distributor for Bendix radios as well as other appliances and is located in a handsomely appointed showroom on East Jefferson avenue. Jack Ryall, for many years well known appliance merchant around Detroit, is sales manager for the organization.

Local representative for Webster, Chicago, Otto Merkel, has just returned from Chicago, where he looked over the new Webster wire recorder.

Mr. Merkle was enthusiastic about this new device and claimed that it would cause a sensation when released to the public. Elaborate merchandising plans are almost completed and the recorder will be shown for the first time in Detroit about the middle of April. Advance requests by dealers have already reached large proportions.

Enric Madriguera, band leader, made a personal appearance at the Swing Symphony Shop in Ypsilanti, Mich. today. His newest record "Jack, Jack, Jack" just released by National, was offered for sale at this attractive shop, and the young people of Ypsilanti flocked in to see this popular band leader. Mr. Madriguera was accompanied by his vocalist-wife, Patricia Gilmore. Bob and Max Hammend, co-owners of Swing Symphony Shop, reported themselves well satisfied with the first band leader appearance in Ypsilanti.

—LON ALLISON.

Paramount Names Honig

Paramount Industries, Inc., 111 Broadway, New York City, has announced that Paul Honig has been made advertising manager for all of its products.

Bill Mackle Appointed Appliance Sales Head For Bruno-New York

Appointment of Bill Mackle as sales manager of the appliance division of Bruno-New York, Inc., distributing organization, was announced last week by Gerald O. Kaye, general sales manager. He succeeds Jack Urove, who resigned several weeks ago.

Mr. Mackle has had considerable experience in the sale and promotion of appliances. His background embraces twelve years with the Union Electrical Co. of Missouri, where he was retail sales promotional director. He was also managing director of the St. Louis Radio Trades Association, and manager of the Southwest Radio Exposition. His most recent connection was as Eastern district manager of the Lidgerwood Mfg. Co., marketing division.

At Bruno-New York, Mr. Mackle will be responsible for the merchandising of American kitchens, Eureka vacuum cleaners, Presto pressure cookers, General Electric appliances and kindred items.

Commodore Dow Joins Hazeltine Electronics As a Vice President

The election of Commodore Jennings B. Dow, U.S.N. (Retired), as vice president of the Hazeltine Electronics Corp., New York, was announced last week.

Since his retirement last year, Commodore Dow has been engaged as a consulting engineer in Washington, D. C. Throughout the war he was Director of Electronics, Bureau of Ships, Navy Department.

Commodore Dow was graduated from the U. S. Naval Academy in 1919 and the Graduate School of Engineering, Harvard University, in 1926. His naval career was devoted continuously to the field of communications and electronics.

CONTINENTAL NAMES PAUL-JEFFREY FIRM FOR UPSTATE N. Y.

Appointment of the Paul-Jeffrey Co., Syracuse, New York as distributor of Continental records was announced here this week by Donald Gabor, Continental president.

The Paul-Jeffrey firm headed by Pat Solomon is Farnsworth radio distributor in this city. This upstate concern will serve as exclusive Continental distributor in Central New York.

Other news from the Continental firm tells of seven new singles just released. They are "What is Life Without Love" and "Coo-Se-Coo" by Red Diver Dave; "Jack, Jack, Jack" and "Un Amor Vendra" by Michito; "California Polka" and "Sambalin" by the Morrison Sisters; "The Intoxicated Rat" and "The Cowboy Returns to the West" by Jimmie Dale; "Mexicali Rose" and "Blue Skies" by Enoch Light; "Summer Night" and "I Know of a Sweet Little Girl" by Frank Yankovic; and "Sing Re-Bop" and "Don't Move a Vip 'Til I Say Vop" by the Doles Dickens Quartet.

Geo. H. Marshall Joins Staff of Florida Radio

MIAMI, FLA., Monday — George B. Gray, vice president, of the Florida Radio & Appliance Corp., has announced the appointment of George H. Marshall as special representative in the sales department. Mr. Marshall, well known in Florida, has served in both retail and wholesale managerial positions. He will work closely with factories represented by the Florida Radio and Appliance Corp. in furthering national promotional activities in Florida. Mr. Gray said the appointment was another step forward in a planned dealer cooperative program.

MILO

Your "Q" for Quality

MILO

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

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



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

hallicrafters

The Radio Man's Radio

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

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



All Sales Records For Appliances In Toledo Are Broken

SUPPLY NEARLY ADEQUATE

Early Buying for Summer Needs Is Reported — Unique Promotions Made by H. C. Russom.

TOLEDO, OHIO, Monday — Spring sales of appliances in the Toledo district so far are exceeding even the fondest hopes of retailers and jobbers. With money apparently still plentiful and wages high, it is anticipated that all records will go by the board.

H. C. Russom, a distributor of Thor wringer type washers in fifteen Ohio counties reaching over to the Indiana line, in connection with his largest Toledo retailer, Lamson Bros., conducted a test to give the market the lie detector and find out what the washer potential really is.

One large newspaper advertisement was run promoting the semi-automatic Thor and asking the housewife to come in for a demonstration. In the three days of the demonstration, an average of fifty women came, saw and bought. The result is that no more drives can be launched until more Thor washers are in stock. The enthusiasm was immense, according to Mr. Russom.

Mr. Russom has a unique way of conducting his dealer service schools and meetings. Individual store staffs are invited to the Thor shop and distributing headquarters in the Lamson warehouse, where points of merit of Thor are thoroughly explained. After that, the group is taken to the Lamson store for retail instructions. In this manner, the dealers are receiving individual instructions, which is far better than mass meetings, Mr. Russom says.

Also, Thor has hundreds of its dishwashers in use in this area, all installed in the same thorough manner. Arthur Beard is buyer and supervisor of the Lamson appliance store.

A. J. Nellis, manager of the appliance division of the Walding-Kinnan

& Marvin Co., distributor, says all appliances are meeting with wonderful Spring acceptance from the housewife. As a matter of fact, the demand far exceeds the supply.

Farnsworth radio combinations and FM sets up to \$375 are in ready demand. This is proof positive that the housewife is not satisfied with anything but the finest. People are expecting a lot from the new radios which ordinarily arrive in June. With television promised by Toledo station WSPD in the latter part of '47, the interest in sets of that type is at fever-heat, Mr. Nellis reported.

Frank Moran, president of the Toledo Appliance Dealers' Association, declares the March meeting of the association was a dinner-meeting which was held at the Maumee River Yacht Club, on Thursday evening.

The get-together was devoted to the working out of a goal for this year, things which will advance the interests of the merchants and produce the satisfaction for the customer, which is so essential for continued success. The association is decidedly customer-conscious, Mr. Moran stated.

—JACK SCHLACHTER.

Borg-Warner Net Profit For 1946 Was \$9,034,827

CHICAGO, ILL., Thursday — The Borg-Warner Corp., parent company of the Norge Corp., had a 1946 net profit of \$9,034,827 after all charges, including a reserve credit of \$190,705 and \$294,216 carry-back tax credit. In 1945, the net profit was \$8,962,144, after including \$645,637 reserve credit.

Working capital at the end of the year was \$59,276,153, compared with \$6,869,961 in 1928, when the corporation was founded.

Name Ruggles and Lynne Officers of F. L. Jacobs Co.

DETROIT, MICH., Monday—William S. Lynne and E. A. Ruggles, division heads of F. L. Jacobs Co., have been elected vice presidents of the firm. Mr. Lynne is general manager of the Indianapolis division and Mr. Ruggles is general manager of the company's spring division at Ranville, Ill.

For our 25th Anniversary Sale We Offer HARD TO GET

RADIO TUBES

If you don't see what you want, ask for it!

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
1A7GT	\$.65	6SA7GT	\$.45
1H5GT	.65	6SG7GT	.50
1L4	.30	6SK7	.45
1N5GT	.65	6SN7GT	.50
1Q5GT	.75	6SQ7GT	.45
1R5	.40	6V6	.55
1T4	.30	7A4	.50
1U5	.40	7AF7	.50
1V	.55	7B6	.50
OY4	.45	7Q7	.50
3A4	.40	7Y4	.40
3Q5GT	.60	12A8GT	.55
3S4	.40	12AT6	.45
5U4G	.50	12BA6	.45
5Y3GT	.35	12BE6	.45
6A7	.52	12Q7	.45
6A8	.65	12Q7GT	.50
6C6	.50	12SA7GT	.50
6F6	.40	12SK7GT	.50
6F5GT	.50	12SQ7GT	.50
6F6GT	.45	12R7	.50
6J7G	.45	25L6GT	.60
6K6	.50	25Z6GT	\$.60
		25Z5	.60
		26	.35
		27	.35
		32L7GT	.85
		35L6GT	.60
		35W4	.40
		35Z5GT	.45
		39/44	.45
		41	.50
		42	.45
		47	.60
		50B5	.60
		50L6GT	.60
		70L7GT	.85
		75	.45
		76	.45
		77	.40
		80	.40
		81	.85
		83	.72
		117L7GT	1.00
		117Z3	.85

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

PETER JACKSON COMPANY
5040 Ravenswood Ave. • LONGbeach 4431 • Chicago 40, Ill.

Asheville Mica to Build Plant to Produce Parts

ASHEVILLE, N. C., Tuesday—At a cost of \$140,000, the Asheville Mica Co. will construct an addition to its plant here for the manufacture of special materials for radio condensers, water heaters, refrigerators and electric stoves, it was announced last night.

Company officials said the project has been approved by the Civilian Production Administration and construction is expected to start in the near future.

—B.

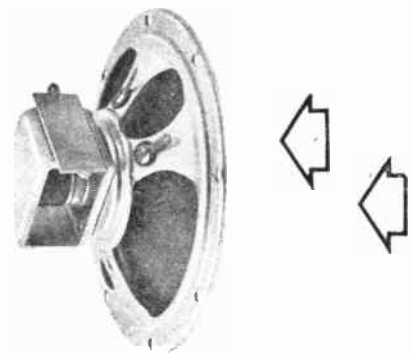
DeWitt Millhauser Left Net Estate of \$1,227,338

WHITE PLAINS, N. Y., Friday — DeWitt Millhauser, chairman of the finance committee of the Radio Corp. of America, who died on April 14, 1946, left a net estate of \$1,227,338, according to a state inheritance tax computation filed here yesterday at the surrogate's office.

American Steel Export Foreign Agent for Lewyt

Lewyt Corp., Brooklyn, has named American Steel Export, Inc., as its exclusive foreign agent to handle overseas sales of its new vacuum cleaner. The cleaner will be exported to Latin American and European countries.

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.



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

Clevelanders to Get Their First Look At Television at Exposition May 22-31

RCA MOBILE TRUCK TO TAKE PICTURES OF SHOW VISITORS
 Program to Be Arranged by Cleveland Radioelectric Co. — F. M. Radio Manufacturing Co. to Resume Operations Shortly — Phonograph Merchants' Association to Stage Party — North and Clark Home.

CLEVELAND, OHIO, Monday — When the annual Mid-America Exposition opens here next month (May 22 to 31), the Cleveland Radioelectric Co. will have as a feature of its exhibit the RCA mobile truck, to give Clevelanders their first peek at television.

Equipped with six television cameras, sixteen television instruments and having a staff of fourteen, the equipment will be set up to take pictures of people attending the exposition.

RCA television sets will be on display at the show, and Charles Conrad, president of Cleveland Radioelectric, announces that they will be available to Clevelanders as soon as the first television station is completed here, in

the latter part of this year.

Other news from Mr. Conrad's firm includes the fact that its Victor record department is being moved from the first to the second floor of its Chester avenue building, where it will have double its present floor space; also that first deliveries to dealers of the new aluminum Easy Spindrier washer are just being completed. The initial sample of the new Colerator home electric freezer (7½ cubic foot size) is expected in town this month.

One of the few electrical distributors to exhibit at the annual Sportsmen's Show, which closed last week with a record-breaking attendance, was Arnold Wholesale Co. It exhibited its new line of M-G-M records, tying them in with portable phonographs.

The F. M. Radio Manufacturing Co., which has been closed for the past several months due to a shortage of parts, expects to get its assembly line going again within the next few weeks, according to Barney Lertzman, president. The F. M. company puts out a small pin-to-the-wall radio in five different colors.

The Phonograph Merchants' Association of Greater Cleveland co-operated with the Cleveland Press in putting on a Hit Tune Pre-view Party in Public Music Hall, recently, with more than 1500 attending.

Sixteen new discs, never before heard by the general public, were played, with platter patter put on by four popular disc jockeys from Cleveland's radio stations. The audience was asked to ballot for its favorite tune of all those played and the winning record will be named Greater Cleveland's Hit Tune for May.

In Chicago last week for the Edison Electric Institute's sales meeting were

J. E. (Jack) North, president of the Electrical League of Cleveland, and Will T. Clark, its managing director.
 —EVELYN BAILING.

Fay Winters Appointed Purchasing Agent For Newark Electric Firm

Miss Fay Winters, widely known in the radio industry in the metropolitan New York territory, has been appointed purchasing agent for the Newark Electric Co., with offices at 242 West Fifty-fifth street, in New York, it was announced last week.

Miss Winters was formerly purchasing agent for the Jewel Radio Co. and during the war years she was with the Electronic Research Supply Agency, a government bureau. Before that, she was for a number of years with the Ludwig Baumann radio department.

Bendix Announces New 3-Band Airmarine Radio

BALTIMORE, MD., Wednesday—An Airmarine portable radio for use "at home, afloat or in the air" has been announced by the Bendix Radio Division of the Bendix Aviation Corp.

Created especially for personal planes and private boat operators, this nine-pound unit covers three bands. It provides weather reports, air and marine communications reception, regular broadcast entertainment, and also can be used as an aid when navigating on aviation range stations, marine radio beacons and broadcast stations.

ELECTRON TUBE DATA TO BE COMPILED FOR USE BY ENTIRE TRADE

A new statistical service, providing for the first time a complete record of electron tube sales, and termed of major importance to virtually every member of the electronic industry, has been announced jointly by the National Electrical Manufacturers Association and the Radio Manufacturers Association.

The NEMA statistical department will carry out the joint activity, which covers the sales by manufacturers of all tubes except receiving, X-ray and battery-charging types. Questionnaires will be sent to all members of both trade associations who manufacture electron tubes, as well as to all known tube manufacturers in the industry who do not belong to either association.

The industry-wide sales data will be compiled on a quarterly basis. The new service embraces these classifications: high vacuum tubes, non-receiving types; gas or vapor tubes, including pool tubes; phototubes; cathode ray and camera pick-up tubes, velocity modulated tubes; magnetrons, gaps and TR boxes; miscellaneous tubes, including voltage regulator, ballast, vacuum capacitors, vacuum switches, vacuum gauge tubes and other types.

TRADE ITEM

The power tube division of the Raytheon Manufacturing Co., Waltham, Mass., has just announced its newly developed microwave diathermy equipment called the Microtherm.

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.

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.

X-Ray Analysis Apparatus

• Norelco X-ray Diffraction Apparatus (illustrated above) and X-ray Spectrometric equipment is important in every research laboratory for the analysis of materials, product control and research. Ask for full information.

Norelco ELECTRONIC PRODUCTS
 NORTH AMERICAN PHILIPS COMPANY, INC. Dept. #TW, 100 E. 42nd St. New York 17, N. Y.

PHILADELPHIA DEALERS EXPECT TELEVISION TO GET BIG BOOST WHEN BALL SEASON OPENS

NATIONAL LEAGUE BASEBALL GAMES WILL BE TELECAST

Interest to Be Augmented Further by the Showing of Stewart-Warner Sets — Slap & Lasky Conducting Spring Drive on Many Products — Raymond Rosen & Co. Ties Up Record Promotion With Concert.

PHILADELPHIA, PA., Monday—The local television picture will receive tremendous impetus soon when the baseball season is started. On April 15, the Philadelphia Electric Co.'s "Television Matinee," which is now broadcast three times weekly, will be replaced by the telecasting of the Phillies National League baseball games. This is expected to accent greatly the current interest in television.

The local dealer interest in television will be temporarily devoted to study the Stewart-Warner television sets which are to be shown to the trade by Philadelphia Distributors, local wholesaler for the line, during a three-day showing next week. Al Hughes, company official, stated that the entire Stewart-Warner dealer organization will be invited to the exhibition of the line.

Philadelphia Distributors has been granted local distributorship for the Elektrikbroom, manufactured by the Regina Corp., Rahway, N. J. The Regina Corp. also produces the electric floor polishing machine for domestic use. A factory representative is now spending considerable time in leading department stores demonstrating the Regina products.

In addition to making regular shipments on the Stewart-Warner radio and other appliance lines, Philadelphia Distributors is sending dealers large quantities of the capital base and wall cabinets.

Floyd Masters, manager of the Stewart-Warner radio division and Edward Rutledge, eastern division manager, stopped off at the headquarters of Philadelphia Distributors recently, while another welcome guest was Art Bell, assistant sales manager of the Electromaster Co.

J. J. McCormick, sales manager for Slap & Lasky, is actively promoting the Toastove, a silent automatic pop-up toaster. Mr. McCormick and his able sales staff have already placed this item in many leading stores throughout the city where the toast-warming compartment and surface cooker, housed in a white porcelain cabinet, have been well accepted by the public. Immediate delivery on it is being made by the Slap & Lasky organization.

The second full page advertisement on the Bendix automatic washer was run in the Philadelphia Inquirer and several other newspapers recently. This advertisement is part of a regular campaign conducted by the Bendix distributor, Raymond Rosen & Co., to maintain public acceptance for the machine.

Raymond Rosen & Co. record staff has made a special campaign for window displays and radio tie-ups for the local appearance of Artur Rubinstein, RCA Victor recording artist, at the Academy of Music on Thursday evening, April 10. Larry Urban, record sales manager, and Harry Bortnick, advertising manager, have completed a thorough program for the local concert with large newspaper advertising to be run by the Record Dealers Association, in addition to other activities.

Benjamin Abrams, president of Emerson Radio & Phonograph Co., was in Philadelphia to attend the funeral of Fred Williams, executive of the Philco Corp. He was one of many prominent figures in the industry who paid their last honors to this outstanding executive in the radio industry.

Irving Witz, head of Emerson of Pennsylvania, is busy in his duties as vice chairman of the Allied Jewish Appeal.

—SOL SHERMAN.

Geo. Russell Takes Turn At Mike To Build Sales

BIRMINGHAM, ALA., Friday—Geo. W. Russell, head of the Russell Sales Co., manufacturers representative located at 2020 Eleventh avenue South, this city, has tried a new sales approach. He has resorted to going on the air to broadcast the features of Belmont radio sets. George recently spoke over station WBT in Charlotte, N. C., during a special broadcast for Williams & Shelton Co., Inc., of that city, the Belmont distributor in the Carolinas.

Before opening his sales agency here, George was sales manager of Sentinel Radio Corp. He looks forward to greeting many of his northern trade friends at the Radio Parts Show in Chicago next month.

NEW ENGLAND GROUP OF RADIO ENGINEERS TO MEET ON MAY 17

TO HEAR TECHNICAL TALKS

All-Day Session Will Be Held in
Cambridge — Pre-Easter Period Sees Slow-up of Sales.

BOSTON, MASS., Monday—The regional chapter of the Institute of Radio Engineers will hold an engineering meeting and social gathering at the Hotel Continental in Cambridge, on May 17 running all day, and local electronics manufacturers will exhibit.

Technical papers will be presented by William G. Tuller of MIT; John V. N. Granger, of Harvard; Herbert Metten, of Sylvania; R. A. Soderman of General Radio Co., and Julian S. Schwinger of Harvard. L. E. Packard of Technology Instruments Co., Waltham, will act as chairman.

As usual, the pre-Easter season saw the radio appliance dealer with a slackening of trade. This with income tax payments having taken a severe "bite" from the average customers budget made some dealers a bit gloomy. However, veterans in the trade are taking the season in stride, and use the occasion for a store-wide Spring-cleaning thus making ready for what looks like a "lush" season on all types of portable radios and auto-radios. While not "electrical," dealers are finding pressure cookers to be a very popular bit of home equipment, and can be promoted as a practical gift.

With their customary alertness to trends, the Eastern Co. of Cambridge, has taken on distribution for the well publicized "Presto" line of pressure cookers. T. A. Saint, sales manager of the traffic appliance department has "earmarked" a half dozen for each of their small appliance dealers of record, and hopes to have more in the near future.

As might be expected, phonograph records continue in heavy demand. A local company, Technicord Records, of Brookline, has recently expanded with more and better recording equipment and production facilities, permitting taking on additional dealers. The new-

est album is "Twelve Songs by Gabriel Faure" (T-7) sung by Isabel French, and Olympia di Napoli, accompanied by Paul Dogueran. James Holderbaum is now Technicord's general manager.

Milhender Distributors, Inc., at 619 Atlantic avenue, one of Boston's veteran radio appliance distributors report its major lines as Sonora, Peerless, Aeropoint, Walco, Recordisc, Actone, plus many specialties popular with radio and music stores.

Harold's Radio Co. on Cornhill and on Brattle street has completely recovered from the effects of the recent unusual mishap to its storefront, wherein a huge auto truck out of control plunged down the street and dove halfway into the sidewalk in front of the show-window and into the basement. The sidewalk is now resurfaced and reinforced, and the few damaged radios were used as a basis for a current "Havoc Sale."

Harvey Radio Lab. of Cambridge, has recently announced its "Vilsigen," designed for rapid alignment of RF and IF in AM and FM in conjunction with an oscilloscope for visual observation.

In reporting on the higher echelons of electronic physicists it is significant that many local men are on the committee on electronics of the Joint Research and Development Board under Dr. Vannevar Bush, wartime head of OSRD.

The electronics committee is headed by Dr. J. A. Stratton, director of the Research Laboratory of Electronics at M.I.T. Dr. J. B. Conant, president of Harvard University will head Atomic Energy. Dr. Karl D. Compton, president of M.I.T. heads Guided Missiles. For a time, these groups will act semi-officially in an advisory capacity, but quite closely with existing Army and Navy research programs. Applications for Industrial Fellowships in Electronics with reasonably attractive stipends are now being received by Dr. Stratton, director of RLE at MIT.

—FRANK PRAY.

Radio Store Robbed

The radio store at 66-07 Fresh Pond road, in the Ridgewood section of Brooklyn was held up by two thugs last week. They escaped with \$800 from Gene Schalben, owner, and Herbert Schwartz, manager.

Immediate Delivery

RESISTORS — ½ to 200 watts—5,000,000

CONDENSERS — Mica, Tubular, Oil—5,000,000

AN and UG CONNECTORS

Wire, Magnet Wire, Hardware, Spaghetti, Terminal Strips, etc.

Check with Us on Quantity Requirements

C. L. & R. Avnet, Inc.

R 74-76 Vesey Street

BEekman 3-5780

New York 7, N. Y.

QUAM *Adjust-a-Cone* **SPEAKERS**



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

WRITE FOR
FREE CATALOG

QUAM-NICHOLS COMPANY
Builders of Quality Speakers since 1923
33rd PLACE AT COTTAGE GROVE • CHICAGO 16, ILLINOIS

STEWART-WARNER TELEVISION SET HAILED AT INITIAL SHOWINGS CONDUCTED IN WEST

OTHER CITIES ARE NOW STAGING DEALER PRESENTATIONS

First Demonstrations Held in St. Louis, Detroit, Los Angeles and San Francisco — Meetings in Progress in Chicago, New York, Newark and Philadelphia — Leading Retailers Co-operate With Showings.

CHICAGO, ILL., Friday—Enthusiastic public interest greeted the opening demonstrations and promotional campaigns introducing the new Stewart-Warner "Videorama" television receiver in St. Louis, Detroit, Los Angeles and San Francisco during the past few weeks, it was reported here by Floyd D. Masters, sales manager for the Radio Division of Stewart-Warner Corp.

Distributors in all four cities, according to Mr. Masters, said the first advertising, publicity and displays brought a public response indicating those communities are "definitely ready for television." Demonstrations of the new "Videorama" sets attracted large crowds, universally favorable comment and a high proportion of spectators wanting to place orders, the distributors reported.

Mr. Masters said deliveries of the new set to dealers will begin this month in all cities within range of television broadcasting facilities.

In St. Louis the Stewart-Warner television showing was tied in with the city's Edison Week program. "Two Videorama" receivers were on display and in operation, carrying the daily tele-

vision broadcasts of Station KSD-TV. The demonstrations were conducted at Stix-Baer-Fuller department store and the new Seidel Appliance Center.

Approximately 8,000 persons saw the new set in action at the Stix-Baer-Fuller appliance show room, and another 5,000 saw it during Seidel's grand opening week.

During the following week a "Videorama" set was again on display in St. Louis at the grand opening of the new Hampton Electric Co. store. More than 4,500 persons came into the new Hampton show room to see the set, which was the only television receiver in operation there. In the two earlier demonstrations Butler Brothers, the Stewart-Warner representative, was the only St. Louis distributor showing an actual working model of the combination console type television receiver.

Dealers and the public in San Francisco were introduced to "Videorama" during the big Market Week Show in the Western Merchandise Mart. The Edward F. Hale Co. displayed the set to dealers, and the San Francisco Chronicle carried a two-column picture of the receiver in a special section devoted to "previews of tomorrow's home."

The "Videorama" went on public display in Detroit in one of the Woodward Avenue show windows of the Ernest Kern Co. department store. Hooked up with an outside speaker system, the set drew large crowds of Detroiters who that week saw and heard test programs from WWDT, new television station of the Detroit News.

The Detroit Free Press on March 4 carried a large Kern advertisement featuring "Stewart - Warner Direct - View Television" and topped with the headline: "At Kern's . . . See It First in Detroit." The ad also included a four-column picture of the set in the modern bleached walnut cabinet. On the following day, the Detroit News used a picture of the crowd gathered in front of the Kern window displaying the Stewart-Warner set.

In Los Angeles the "Videorama" made its debut just before and during "T-Week," when special day and night programs were beamed from the two television stations atop Mount Wilson.

Stewart-Warner started off with a prominent display of the modern set in the entrance of the Ambassador Hotel during the annual banquet of the Southern California Radio and Electrical Appliance Association. The next day the receiver was shown at the first of four dealer meetings held in the new showrooms of Kinney Brothers, Los Angeles distributor for Stewart-Warner. Over the week end the "Videorama" was displayed and operated in the showroom of Freddy Martin's Music Shop in the Ambassador Hotel.

"T-Week" in Los Angeles was launched with a banquet of the Southern California Electrical Club held in the Biltmore Hotel and attended by the

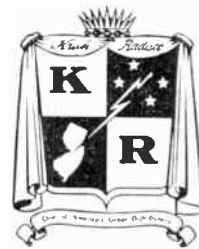
Mayor and numerous celebrities of screen and radio.

The "Videorama" was also presented by Stewart-Warner representative Norman J. Cooper before the Academy of Television Arts and Sciences meeting in the NBC studios in Hollywood's Radio City. From Monday through Wednesday more than 400 persons attended special showings of the set for Stewart-Warner dealers, their families and guests in the Kinney Brothers showrooms. "Videorama" receivers also were on display during the week in the show-

rooms and radio rooms of the Broadway Department Stores in Los Angeles and Hollywood.

Available in either modern bleached walnut or Georgian natural walnut cabinets, the set covers all thirteen television bands licensed in the United States. It provides standard AM radio reception as well as television sound on FM. Production samples of both styles are now operating in distributor showrooms in Chicago, New York, Newark and Philadelphia. Dealer meetings in these cities are now in progress.

"ONE OF AMERICA'S GREAT DISTRIBUTORS"



Serving New Jersey Dealers for 40 Years

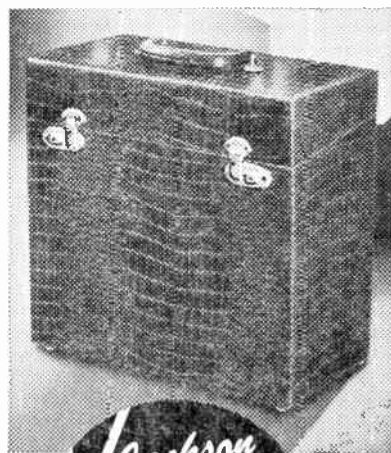
RCA VICTOR	Radios - Television Radio Phonographs - Records Tubes - Radio Parts - Batteries Electronic Parts Sound Equipment - Test Equipment
BENDIX	Automatic Home Laundry Automatic Home Ironer Automatic Home Dryer
NORGE	Rollator Refrigerators Refrigerators Home Freezers - Farm Freezers Gas Ranges - Electric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

KRICH-RADISCO INC.

422-432 ELIZABETH AVENUE

NEWARK 8, N. J.

Phone: Bigelow 8-7400



**Holds up to 50
PHONOGRAPH RECORDS**

Sturdy, leatherette covered case with index to keep records safe and orderly. Can also be used as general utility case. Sizes for 10 or 12 inch records — choice of several attractive grains and colors.



Retails
\$4.95 to \$7.95

JACKSON INDUSTRIES
1708 S. State St., Chicago 16, Ill.

*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.**

Chicago Trade Members Prepare Welcome For Visitors to Parts Show May 12 to 16

ATTENDANCE IS EXPECTED TO ESTABLISH A NEW RECORD

Banquet on Monday Evening, May 12, to Open Sessions — Luncheons, Broadcasts, Open House Features — Sampson Co. Holds Training Instruction Sessions — Standard Transformer Factory Completed.

CHICAGO, ILL., Monday—The keynote dinner at the Radio Parts and Electronic Equipment Show at the Stevens Hotel, in this city, on the night of Monday, May 12, will be addressed by Benjamin Bills, a member of the faculty of Northwestern University. The show is scheduled to run through Friday, May 16.

Show officials consider themselves as highly fortunate in securing Mr. Bills, widely known for his knowledge of the finer points of salesmanship, a subject which he teaches at Northwestern.

He is the author of "Persuasion in Business," and is now engaged in writing another book, "How to Get Action." He is also a contributor to encyclopedias, and an outstanding authority in the field of salesmanship.

Monday will be official NEDA day at the show, and will open with a breakfast by the NEDA group at 8 a. m., at the Stevens. A feature of the event will be the broadcasting from the breakfast room of Don McNeill and his Breakfast Club, ABC network program, at 8 o'clock. The Parts Show Corp.,

will give a luncheon at noon for the member exhibitors and NEDA members.

The exhibition hall will open Tuesday morning at 10, and close at 6 p. m. This schedule will apply also on Wednesday and Thursday, and admission will be restricted on those three days to member exhibitors, representatives and others legitimately participating in the parts industry. Friday, the final day, will be an "open house," permitting attendance by engineers, radio "hams," office people of various firms, and others who may wish to view the exhibits, including service men of radio shops.

Letters went out April 5 to the dealers supplied by the S. E. Schulman Co., notifying them that the Schulman firm is dropping the furniture end of its business. This step was announced today by R. R. Schoenberg, general manager of the Schulman Co.

A poll among executives in the electronic parts, radio and equipment industries of Chicago overwhelmingly indicates that the bosses' pet peeve

is against secretaries with "that over-dressed appearance," K. C. Prince, manager of the Radio Parts Show, told a television audience here last Thursday. Second and third on the list of dislikes were the wearing of sandals and the use of strong perfume and heavy make-up in the office. Mr. Prince said.

The entire sales organization of the Sampson Co., distributor of electric appliances and Bendix radios, attended a training and instructional meeting last Monday in the Norge display room at the American Furniture Mart, here. Talks were made by W. S. Law, refrigeration sales manager; Walter Davis manager of gas ranges and space heaters, and Thurlow Johnson, central sales manager, all from Norge.

Jack Frolich, sales manager of the Sampson Bendix radio and appliances division, stated that the purpose of the meeting was to acquaint fully his sales force with the features of the Norge line, so that these points may be impressed on dealers when talking to them.

Mr. Frolich also announced that the Sampson Co. is holding a series of service clinics on the full line of Norge products in the area served by the firm. The clinics are designed to simplify and expedite service problems, and sound films are used to aid.

One was held in Macomb, Ill., April 7, with other cities scheduled as follows: Maline, April 9; Rockford, April 11; Danville, April 14; Peoria, April 16, and La Salle, April 18.

After having been under construction since the middle of last year, the new factory of Standard Transformer

Corp. at Elston and Kedzie avenues and Addison street, Chicago, has been completed, and two production lines are already in operation in the plant. Standard Transformer, headed by Jerome J. Kahn, president, has built this new daylight factory, two stories in height, with 83,000 square feet of floor space, at a cost of \$500,000.

It will provide the firm with adequate facilities for greatly expanded production, and Mr. Kahn stated that the next thirty days will see completion of moving of all departments from the old location at 1500 N. Halsted street. This will enable those attending the Parts Show to visit the new factory and see it in its entirety.

Rollie Sherwood, sales manager of Hallicrafters Co., has returned from a three-week trip that took him to the Pacific Coast. Combining business with pleasure, he called on distributors and conducted sales meetings in Washington, Oregon and California.

W. D. MORRIS

Electrical Goods Sales Up 124% Over Feb., '46

WASHINGTON, D. C., Monday—Total February sales of wholesale merchants were up 24 per cent over February, a year ago, the Bureau of Census U. S. Department of Commerce, reports.

Electrical goods showed an increase of 124 per cent for February 1947 as compared with February of last year. Also, February sales this year were 19 per cent greater than in January of this year.

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

BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y.

Distributor of

- | | |
|---|---|
| <ul style="list-style-type: none"> PHILCO
Radios - Refrigerators - Freezers SPEED QUEEN
Washers - Ironers CLARK
Electric Water Heaters GRAND
Gas Ranges | <ul style="list-style-type: none"> BENDIX
Washers - Ironers - Driers AMERICAN CENTRAL
Kitchens EUREKA
Vacuum Cleaners - Cordless Irons 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
Sales & Service Distributors

AEROPPOINT *UHF** **Emerald**

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

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

*Ultra High Frequency

**MUSIC DEALERS ASS'N
OF MILWAUKEE NAMES
HUSTON AS PRESIDENT**

DISCUSS TRADE POLICIES

**Campaign Started to Get Funds
for Record Lending Library—
Two Firms Plan Expansion.**

MILWAUKEE, WIS., Monday — At a recent meeting of the Milwaukee Music Dealers' Association, matters of interest to the members were discussed from many angles and officers for the ensuing year were named. Those elected are:

T. R. Huston, president; Herbert Konen, vice president; Chris E. Oerding, treasurer; Stuart G. Randall, secretary, and Hugh W. Randall, Milton Welke and Florian Flanner, directors.

A campaign has been begun to raise funds to start a phonograph record-lending library service in the Milwaukee Public Library. A piano concert has been scheduled for April 25, the receipts to go to this fund.

Don G. Mitchell, New York, president of the Sylvania Electric Products Co., Inc., addressed a salesman refreshment clinic here April 2, sponsored by the Milwaukee Association of Commerce.

Officers re-elected by Badger Paint & Hardware Stores, Inc., include: Robert F. Jacobi, chairman of the board; Eric H. Erdman, Sr., president and treasurer; Eric A. Erdman, Jr., vice president, and John J. Hudson, secretary.

The Frankfurth Hardware Co. is now closed on Saturdays, with the employees working forty hours a week instead of forty-four. This is one of the largest appliance firms in Milwaukee.

Jacques Brown, formerly associated with the Delco appliance division of

General Motors, has been named assistant sales manager of the heating and water system division of the Heil Co., here.

Approved by OTC were \$2,000 worth of alterations to the storage and repair shop of the Western Electric Co., Inc., Milwaukee, and a \$50,000 factory building to be constructed at Wautoma by the Barlow & Seelig Manufacturing Co., large Wisconsin appliance manufacturer.

A new radio and appliance business at Middleton will be the Muetz Refrigeration Co., expected to open about the middle of April. Otto Muetz will be proprietor of the shop, with Glen Bohn as electrician and Dor Zentner in charge of radio sales and repairs.

H. O. Melby, Westby, has been elected president of the Wisconsin Electric Co-operative. Other officers include: E. J. Stoneman, of Flatteville, first vice president; W. E. Raabe, Tomah, second vice president, and John E. Olson, of Chetek, secretary-treasurer.

Radio Station WHA-FM, first of a proposed state-owned FM network, has opened, with its first broadcast March 30. A second station, at Delafield, is scheduled to go into operation this year.

The Federal Communications Commission has approved two more Wisconsin applications for FM stations. They are: WIBA, at Madison, and WCLO, at Janesville.

The Barlow & Seelig Manufacturing Co., of Ripon, is pushing an expansion program in its appliance manufacturing operations. The concern now has branch plants at Fond du Lac, Omro, Wautoma, in Wisconsin, and at Algonquin, in Illinois, as well as a sub-contracting facility at Montello, Wis.

August Born, eighty, a Manitowoc county hardware and appliance dealer for fifty years, died recently.

—BERT REICHERT.

**APPLIANCE STOCKS IN
HARTFORD ARE NOW AT
NEAR ADEQUATE LEVEL**

HARTFORD, CONN., Monday — Samuel A. Warren, of the firm of Case-Warren, of Asylum street, announced today that his firm has been granted a temporary exclusive dealership for the new Kaiser hydraulic dishwasher. Several models have already been delivered and have been passed on to the customers, he said.

Case-Warren has also received substantial shipments of Bendix washing machines and have several floor models of both Norge and Philco refrigerators.

In the radio field, console models still remain the big seller, although the outlet carries numerous table models in stock in addition to numerous other household appliances.

Mr. Warren stated a shortage still exists on such items as electric toasters and irons, but added that factory shipments were gradually bringing his stock up to the demand.

The store recently launched full-page advertising in newspapers and featured radios, combinations, deep freezers and other household appliances.

Jerry Martocci, of the Hartford Appliance, reports that he has sold several FM radio sets and generally believed his business has avoided the two-week slump.

He has several models of gas and electric ranges on display and includes such names as Magic Chef and Grand in the stove line and offers deep freezers and refrigerators for immediate delivery. Popular radio sets are "going over" but he added that the small table

models were his strongest selling line.

The Allyn Appliance, Church street, will become an outlet for Crosley radios, Harry D. Caldwell, sales representative, has announced. This new line will be added to the regular stock of RCA, Westinghouse, Admiral, Automatic and Emerson sets. The store is amply supplied with other household appliances, but some difficulty has been experienced in obtaining quantity delivery, Mr. Caldwell said.

The Hub Radio Store, in a series of full-page newspaper ads, has been offering a large variety of popular radio sets at mark-down prices. Anticipating the delivery of newer models, the sale was conducted in the form of a clearance and inventory sale.

—J. COX.


**Home Appliance Dealers
Organize at Rockford, Ill.**

ROCKFORD, ILL., Monday—Representatives of 300 appliance firms organized a council of dealers in major home appliances here.

Gunnar Smidt of the Chas. V. Weise Co. was elected president; Veril C. Hedrick of Hedrick Electric Co., vice president and Walter T. Woodcock, secretary. Mr. Woodcock is retail secretary of the Chamber of Commerce.

Objectives of the association, Mr. Smidt states, are "to find ways and means of answering problems of dealers in Rockford on a citywide basis and seek cooperation of area dealers; to work toward better trade relations between retailers, distributors and manufacturers, and to carry on an educational program.

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



Wholesale
**RADIO
PARTS**

Write for
our catalogue

IMMEDIATE SHIPMENT

HENRY O. BERMAN CO., Inc.
Electronic Distributors
12 E. Lombard Street • Baltimore 2, Md. • LE. 7002

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 Caphart; the Caphart-Panamax.



Peerless
RADIO DISTRIBUTORS

**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 —

CLASSIFIED RATES

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

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

DISPLAY: Sixty Cents Per Line

PHONOGRAPH CASES— We furnish and cover portable cabinets. Also bind and sew through wood. Phonograph and radio cabinets our specialty. L & L Leather Products Co., 24 Bank St., Philadelphia 6, Pa.

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

**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.

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

TUBES FOR SALE
2500 25L6 R.C.A. .69
2500 25Z6 R.C.A. .59
And many others at cut prices
PAUL'S RADIO ACCESSORIES
4425 Drexel Boulevard
Chicago 15, Ill.

SALES REPRESENTATIVE
Wanted by radio tube company to cover jobbers and key accounts in exclusive territories: Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Eastern Montana, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Western Pennsylvania, South Carolina, Tennessee, Texas, Utah, West Virginia, Wisconsin and Wyoming. O. Meyer, 1521 Farwell Ave., Chicago 26.

SERVICE EXECUTIVE
Major radio-television manufacturer in Midwest is seeking experienced service executive for home office to direct field engineers working with distributors and dealers. Applications treated in confidence. State qualifications fully in letter to: Box 843
RADIO and Television WEEKLY
99 Hudson St., New York 13, N. Y.

SALES REPRESENTATIVE desired for nationally known electronic tube company in Vermont and Maine area. This line must not conflict with any other now carried by representative. Must be able to demonstrate competent coverage. Box 841, RADIO and Television WEEKLY.

SALES REPRESENTATIVE desired for nationally known electronic tube company in Minnesota territory. This line must not conflict with any other now carried by representative. Must be able to demonstrate competent coverage. Box 842, RADIO and Television WEEKLY.

MAN thoroughly familiar with phonograph and record trade both distributor and dealers to sell well known line long life needles in Metropolitan New York, Philadelphia, Baltimore, Washington territory. Salary and expenses. Box 840, RADIO and Television WEEKLY.

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

SPECIAL — HYTRON TUBES
Packed 100 to a Carton

- 1200 35 L6
- 400 12 SA7
- 400 12 SQ7
- 400 12 SK7

\$950.00 for entire lot
ACT NOW! Contact:
MR. STONE
20 Murray St., New York, N. Y.
COrtlandt 7-1828

FOR SALE— Established Radio Parts Business in a beautiful Western city. Gross sales approx. \$100,000.00 annually. Best nationally advertised lines. Will sell for inventory plus \$10,000.00. Address Box 838, RADIO and Television WEEKLY.

MFGR. REPRESENTATIVE— New England associate of eastern firm handling to electronics parts lines will give consistent personal contact with outstanding jobbers in territory. Box 839, RADIO and Television WEEKLY.

SOUTHERN CALIFORNIA proposition wanted by present sales manager of mid-western electronic equipment manufacturer. Has thorough knowledge of nation-wide distribution methods. Every reply will receive utmost consideration. Box 845, RADIO and Television WEEKLY.

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

**EXPERIENCED
FIELD ENGINEERS**
wanted for general educational work with radio and television distributors and dealers. Men selected will be assigned to distributor-dealer headquarters points on conclusion of training course in manufacturer's headquarters plant. Applications treated in confidence.
Write to Box 844
RADIO and Television WEEKLY
99 Hudson St., New York 13, N. Y.

**Simon W. Farber Dead;
Appliance Manufacturer**
Simon W. Farber, president of the household appliance and housewares manufacturing firm in Brooklyn, N. Y., bearing his name, died Friday in the Jewish Hospital, in Brooklyn. He was sixty-five years old.
A native of Russia, he came to this country at the age of seventeen and founded S. W. Farber, Inc., forty-seven years ago. The main plant is at 141 South Fifth street, Brooklyn, with also a branch in the Bronx. The company produces electrical goods, chrome and other metalware.

FOR SALE — MAGUIRE



2 Post Automatic Record Changers with Automatic Stop
\$10.95 F.O.B. New York
Greater City Radio Corp.
351 FOURTH AVE. NEW YORK

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

CROSLEY

SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

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

APOLLO DISTRIBUTING CO.
15-17 SHIPMAN STREET Apollo Building NEWARK 2, N. J.

**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



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.
Avioia 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
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.
Philco Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Sentinel Radio Corp. Evanston, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sparks-Withington Co. Jackson, Mich.
Stewart-Warner Corp. Chicago, Ill.
Stromberg-Carlson Co. Rochester, N. Y.
Symphonic Radio & Elec. Corp. Cambridge, Mass.
Tele-Tone Radio Co. New York, N. Y.
Televox, Inc. Mt. Vernon, N. Y.
Telicon Corp. New York, N. Y.
Templetone Radio Mfg. Corp. New London, Conn.
Trav-Ler Radio Corp. Chicago, Ill.
U. S. Television Mfg. Corp. New York, N. Y.
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.
Warwick Mfg. Corp. Chicago, Ill.
Westinghouse Electric Corp. Sunbury, Pa.
Wilcox-Gay Corp. Charlotte, Mich.
Zenith Radio Corp. Chicago, Ill.

Appliance Manufacturers

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

Electronic Tube Supplies

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

Electronics Manufacturers

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

Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.
Alfarce Mfg. Co. Alliance, Ohio
Apex Radio & Television Corp. New York, N. Y.
Audio Industries Michigan City, Ind.
Capitol Records, Inc. Hollywood, Calif.
Columbia Recording Corp. Bridgeport, Conn.
Continental Electronics Brooklyn 22, N. Y.
Daval Co. 19 W. 44th St., New York, N. Y.
Davidson Mfg. Co. Eatonton, Ga.
Decca Records, Inc. New York, N. Y.
Disc Co. of America New York, N. Y.
Duo-Sonic-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.
Monarch Records, Inc. Brooklyn, N. Y.
Musicraft Records New York, N. Y.
Musitron Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordisc Corp. New York, N. Y.
Recoton Corp. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelmar Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
Tempo Record Co. of America Hollywood, Calif.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Universal Microphone Co. Inglewood, Calif.
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

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

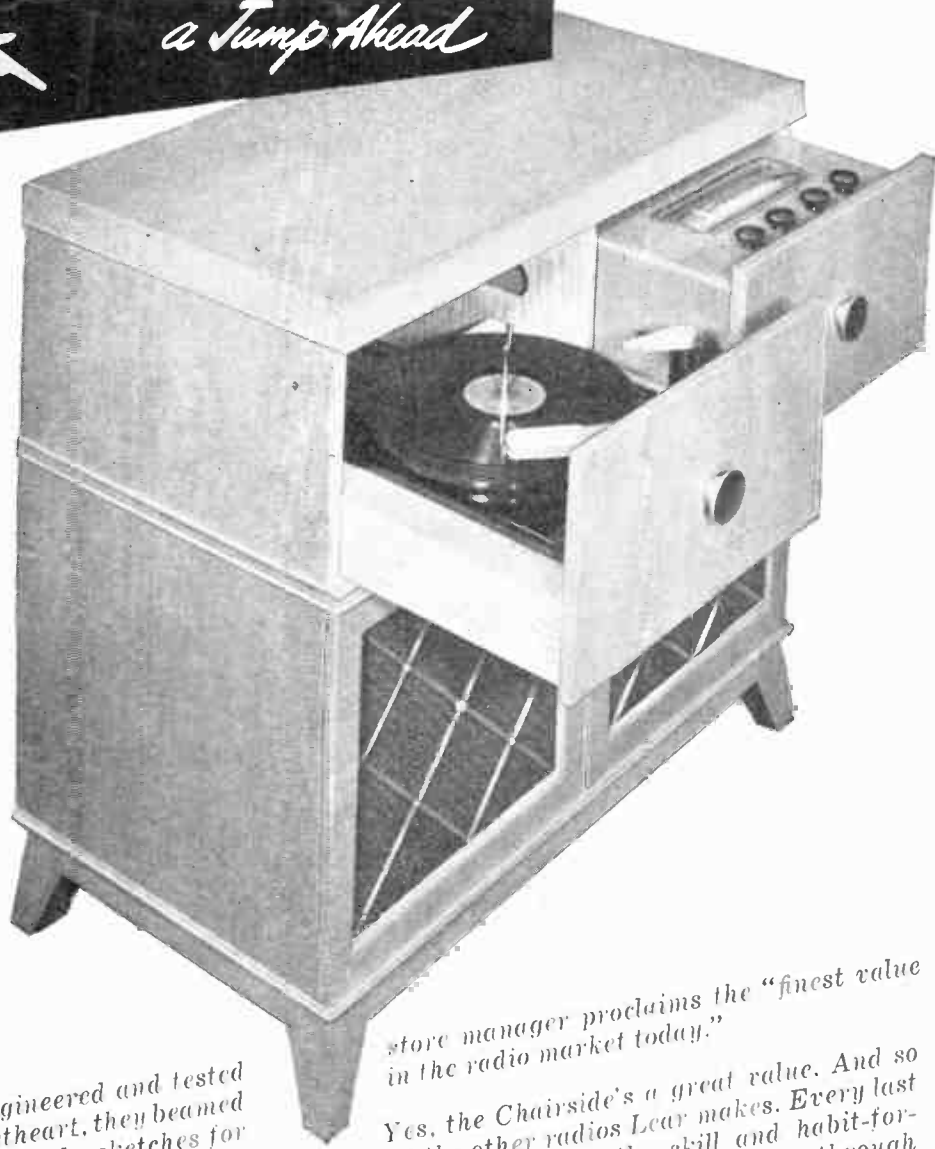
Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
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.
Philco Corp. Philadelphia, Pa.
Precise Electronics Co. New York, N. Y.
Pyramid Electric Co. Jersey City, N. J.
Quam-Nichols Co. Chicago, Ill.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Servwel Products Co. New York, N. Y.
Snyder Mfg. Co. Philadelphia, Pa.
Solar Mfg. Corp. New York, N. Y.
Sound Products Co. White Plains, N. Y.
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. 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.
Electronic Distributing Co. Miami, Fla.
Emerson-New Jersey, Inc. Newark, N. J.
Emerson-New York, Inc. New York, N. Y.
Emerson Radio of Pennsylvania Philadelphia, Pa.
Emerson Radio of Washington Washington, D. C.
Everybody's Supply Co. Philadelphia, Pa.
Faybill Dist. Co. 81 Leonard St., New York, N. Y.
Fada 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.
Hedco Distributors, Inc. Chicago 40, Ill.
Igoe Brothers, Inc. Newark, N. J.
Krich-Radisco, Inc. Newark, N. J.
Lake Shore Electronics Chicago, Ill.
Legri S. Company New York 25, N. Y.
Milo Radio & Electronics Corp. New York, N. Y.
Northeastern Distributors, Inc. Boston, Mass.
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.
Wakem & Whipple, Inc. Chicago, Ill.
Walker-Jimieson, Inc. Chicago, Ill.
Wolfe Radio Distributing Co. 34 W. 17th St., New York
Woife Radio Co., Ben 14 W. 17th St., New York

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hand-rubbed blond
mahogany veneer.
World-wide radio
bands. Automatic
record-changer. De
luxe Alnico PM
speaker floated in a
special breathing
chamber for fine
tone and volume.

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the chassis for this sweetheart, they beamed
and said "this is it." When the sketches for
the cabinet were shown, everyone agreed
this one would be a honey.

So we lavished everything we had on it — fash-
ioned it in hand-rubbed woods for beauty—garn-
ished it with a refined hook-up and double duty tubes for
power. Then we took a big 10" Alnico dynamic
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chamber for full-throated reproduction.

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