

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, MAY 21, 1947



\$48.85

**THE SONORA ALL-AROUNDER**—20,600,000 readers of five of America's major magazines will see SONORA's sales-packed ad on this model—will be eager to hear its matchless "Clear as a Bell" tone... see its eye-catching beauty. More than just a portable, the ALL-AROUNDER is large enough to give complete *big-set performance*, light enough to carry *anywhere*. Covers the full standard broadcast band. Plays from a self-contained battery pack, AC and DC. This beautifully designed two-tone model is your profitable answer to the huge demand for portables. 12" wide, 9" high, 6" deep. Get full details today!

The choice  
in '47 is  
Sonora  
*Clear as a Bell*  
with  
"Clear as a Bell"  
Tone



Combination in Ivory Plastic  
\$42.95

Combination in Walnut Plastic

\$39.95

**THE SONORA SERENADE**—Take profitable advantage of the demand for compact phono-radio combinations with this sleek, nationally advertised SONORA model in gleaming white plastic. Reproduces records and plays full standard broadcast band with famous "Clear as a Bell" tone. Phonograph equipped with new type lightweight pick-up arm. No aerial or ground required. Get your share of the big phono-radio business with the *exceptionally low-priced* SONORA Serenade!

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# SNYDER

A N T E N N A S

## SELLS ON SIGHT



### THE BIG FIVE

features

Snyder Antennas for every purpose... Packaged and designed by Snyder Antenn-gineers... world's largest independent.

These are the fast-selling antennas you'll want to display... Attractively lithographed in three colors and mounted on heavy board. You pay only for the Snyder BIG FIVE Models. Display is absolutely FREE. Complete displays individually boxed for reshipment.

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# SNYDER

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**CONCISE AND ACCURATE  
NEWS OF THE TRADE  
PUBLISHED WEEKLY**

**RADIO  
AND  
TELEVISION**

Established 1916

**WEEKLY**

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

Vol. 63—No. 21

NEW YORK, WEDNESDAY, MAY 21, 1947

Per Year—\$5.00

## Les Devoe Named "Reps" President At Chicago Meet

**OTHERS ALSO ARE ELECTED  
Factory Agents Now Number 300  
in National Organization — F.  
Ellinger Heads Board of Govern-  
ors of The Representatives.**

CHICAGO, ILL., Thursday — New officers were elected for the coming year by The Representatives of Radio Parts Manufacturers at the association's annual meeting on Tuesday at the Congress Hotel, here. Leslie M. Devoe, 4014 Washington boulevard, Indianapolis, was elected president.

Mr. Devoe served as acting president during most of last year due to the illness of Fred R. Ellinger, of this city, who had been elected to the post. Henry W. Burwell, Atlanta, Ga., was named vice president, and William E. McFadden, Columbus, O., was re-elected secretary.

Mr. Ellinger will head the board of governors with Irving Aaron, Milwaukee; Dan R. Bittan, New York; S. K. Macdonald, Philadelphia, and Perry Saftler, also of New York.

Some 160 "Reps" from every section of the country attended the annual meeting. They voted their appreciation to Mr. Macdonald, head of the Industry Relations Committee, for his work in coordinating the group's activities with those of other branches of the radio trade. He was re-appointed head of the Industry Relations Committee. Serving with him will be Fred Hill, Minneapolis, Minn.; C. L. Pugh, Columbus, O.; L. G. McCarthy, and J. Y. Schoonmaker, Dallas, Tex.

Herbert A. Roes, Kansas City Mo., heads the Membership Committee.

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## Emerson Prices Are Guaranteed

Emerson Radio and Phonograph Corp. distributors throughout the country were informed last week that existing prices on Emerson radios were guaranteed for the remainder of the year.

Benjamin Abrams, president, stated, "that although no price changes are contemplated at this time, should any downward revisions in price occur the trade is guaranteed to be rebated for the difference between old and such new prices as may be established." The guarantee covers inventory purchased between the dates of April 15, 1947 and December 31, 1947.

Emerson distributors were advised that they were expected to extend the same guarantee of price protection to all franchised Emerson dealers in their respective territories.

## ATTENDANCE RECORD SMASHED DURING CHICAGO PARTS EXHIBIT

**MANY SALES MADE DESPITE HIGH INVENTORIES**

**Over 9,000 Tradesmen Visit Exhibits at the Stevens Hotel—  
Manufacturers Formulate Plans to Stimulate Activity  
During Lull Summer Months—However, Nobody Seems  
Discouraged Over Industry's Long-Range Prospects.**

CHICAGO, ILL., Friday — An all-time attendance record was smashed at the 1947 version of the Radio Parts and Electronic Equipment Conference and Show, which ended today at the Stevens Hotel, here. In all, 9,040 radio men witnessed the 160 displays of merchandise in the Stevens Exhibition Hall. Other exhibits were held in suites at the Stevens, Blackstone, Congress, Palmer House, and other hostleries in this city. Today's open house attracted nearly 10,000 hams and servicemen, who jammed the displays throughout the entire day.

## PHILCO REPORTS 3-MONTH PROFIT

**SALES PASS \$50,000,000 MARK**

**First Quarter Volume and Earn-  
ings Maintained So Far in the  
Second Quarter — John Ballan-  
tyne Notes Competition.**

PHILADELPHIA, PA., Friday—Net income of Philco Corp. in the first quarter of 1947 totaled \$1,609,754, after provision of \$1,617,900 for federal and state income taxes and \$1,300,000 for inventory reserves, and was equivalent to \$1.10 per share of common stock after allowing for preferred dividends, it was announced today by John Ballantyne, president.

These earnings compare with net income from operations in the fourth quarter of 1946, when no provision was made for inventory reserves, of \$2,072,849 or \$1.44 per share of common stock after preferred dividends.

In the first quarter of 1946, when production of civilian goods was hampered by material shortages and strikes in suppliers' plants, Philco sustained an operating loss of \$2,569,471, subject to tax credits under the carryback provisions of the tax law estimated at \$2,-

(Continued on Page 27)

## Raytheon Elevates Charles Adams, Jr.

WALTHAM, MASS., Thursday — Laurence K. Marshall, president of the Raytheon Manufacturing Co., this city, announced that at the last meeting of the board of directors, Charles Francis Adams, Jr. was elected vice president and chairman of the executive committee of the company.

Mr. Adams has been a director of Raytheon since June, 1946 and a general partner of the investment banking firm of Paine, Webber, Jackson and Curtis since 1937.

The 9,040 trade visitors consisted of distributors, representatives, manufacturers, exporters and assorted members of the industry.

From a physical standpoint, the displays were much more colorful and elaborate than in previous years. As was pointed out by Jack Berman, of the Shure Bros. Co., president of the Show Corp., the Radio Parts Show is a million-dollar exhibition. Every type of radio component and accessory was on display at the Stevens, with radio receivers being exhibited at the other hotels.

It was announced that the week of May 8 has been reserved at the Stevens Hotel for the 1948 Radio Parts Show.

Although a large segment of the industry including set manufacturers and parts distributors, are plagued with large unbalanced inventories acquired at high prices, nevertheless a number of exhibitors reported considerable sales activity on their lines—much more than had been anticipated under present conditions. At meetings staged with distributors and sales staffs during the

(Continued on Page 27)

## PAUL G. DURYEA HEADS SALES MANAGERS' CLUB

CHICAGO, ILL., Thursday—Paul G. Duryea, sales manager of the Wirt Co., Philadelphia, was elected chairman of the Sales Managers Club, Eastern Division, for the coming year during the club's annual meeting here. He succeeds R. P. Almy, assistant general sales manager of Sylvania Electric Products, Inc.

Walter W. Jablon, sales manager of the Hammarlund Manufacturing Co., Inc., New York, was re-elected secretary-treasurer. In a brief address, Mr. Duryea outlined the activities and plans of the Sales Managers Club for the next twelve months.

"As a result of this meeting, we hope to cement relationships between jobbers and manufacturers and iron out whatever differences continue to exist," the new president declared.

## Expect Thousands For Music Show In Palmer House

**SET FOR JUNE 2 THROUGH 5**

**Eighteen Radio Set Producers, 24  
Phonograph Record Manufac-  
turers, Others Among 225 Con-  
cerns Which Will Show Lines.**

CHICAGO, ILL., Monday — Several thousand radio, phonograph and musical merchandise dealers from every section of the country will attend the annual Music Industry Trade Show and Convention at the Palmer House, here, June 2 to 5. The industry gathering is being staged under the auspices of the National Association of Music Merchants.

Exhibits will be sponsored by 225 concerns representing every branch of the music trade and including eighteen manufacturers of radios and combinations; twenty-four phonograph record producers; nine makers of phonographs; ten needle manufacturers; two television set makers (a number of exhibiting radio set firms also produce video receivers) and fifteen producers of various types of accessories such as record albums, recorders, record changers, etc.

A comprehensive program has been arranged for the four days, including store operation clinics of various types. One of these sessions will be devoted to "cost of doing business," another to "sales problems" and a third to "service problems."

Sales promotion and the business outlook will be discussed by speakers. Dr. Albert Haring, noted economist, will deliver an address on "The Business Outlook" on June 4, while John W. Anderson, president of the American Fair Trade Council, will talk on "Fair Trade Pricing for the Music Business."

Promotion clinics on June 5 will cover records and "high priced merchandise." A banquet, sponsored by the record in-

(Continued on Page 27)

## Davega Sales Up, Report Indicates

Sales and operating revenue of the Davega Stores Corp. and subsidiaries, New York, totaled \$21,130,764 for the twelve months ended March 31, it was announced last week. This reflects an increase of 123.1 per cent over \$9,470,525 volume for the twelve months ended March 31, 1946.

For the three months ended March 31, last, sales increased 64½ per cent to \$4,852,068 from \$2,949,155 for the corresponding period of last year. Davega operates a chain of twenty-nine retail radio, appliance and sporting goods stores in the metropolitan New York area.

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## A Glance At Chicago

The 1947 Radio Parts Show is now history.

The second post-war revival of the big industry gathering, which attracted a record-breaking attendance to Chicago from every state in this country and from fifteen foreign lands, has convinced even the most confirmed skeptics that the industry's present plight is not malignant, but only a temporary setback that will dissipate itself after some of the current heavy inventories are consumed. Veteran hands in the trade have experienced similar conditions in the past and are banking on sound and seasoned policies to carry them safely through during the next couple of months.

Nobody is kidding himself into believing that the radio business is good right now. But those who have been through the mill before are not selling this business short. Furthermore, only a very small minority say that buying can be stepped up to any sizeable degree merely by cutting prices. They insist prices cannot be cut in the face of higher material costs and a rising wage scale. "We simply have to sit this period out until the situation levels off" is the way most of the smart operators analyze the current conditions.

As for some members of the trade, they are crying the blues merely because their fabulous wartime earnings are not holding up. There are some manufacturers' representatives, for example, who appear down-in-the-mouth because their income has declined from upwards of \$250,000 a year during 1944-45-46 to a mere \$30,000 or \$40,000. But they forget that their pre-war earnings, in some cases, didn't even reach five figures. Manufacturers and distributors are under-

going a similar transition period. Can it be that many have been spoiled because of such tremendous wartime incomes earned without too much effort at that?

Aggressive selling and the adoption of sound policies will help turn the tide in the final analysis.

Nobody will doubt but that some will get hurt—perhaps fatally from a business standpoint. There just isn't room for 200 radio set manufacturers when we remember that there were only fifty-six before the war; and there isn't room for more than fifty speaker manufacturers when we realize there were only eight before the war. The weak and inefficient will be weeded out and there will be heavy financial losses during this process of elimination. But the survivors—and there will be many more than the fifty-six among the set manufacturers and eight among the speaker producers—will have something to work for.

Americans, and the world at large, will continue to buy radios and parts produced in this country. They will continue to buy radios and combinations for the home, portables, personal sets, auto receivers and other types. Later, they will buy FM and television sets by the millions just as they will buy standard radios and combinations.

## Price Survey

The subject of price—always the number one factor in the conduct of a business—today is unquestionably the nation's big question mark, with business, industry, agriculture, labor, and the public. Whether one manufactures a radio or television set, or the parts which go into it, or a bar of candy or the wrapper in which it is encased, or a pipe or cigar, there is no getting away from the fact that price is interrelated and correlated with costs.

The newspapers are filled daily with stories on price cuts, price reductions and price policies, all of which seem to instill in the mind of the consumer that the longer he holds off buying what he wants or needs, the lower the price will be when he's ready to make his purchase. Here and there a story appears explaining that the price of a finished product cannot possibly be reduced unless costs of manufacturing the product are first lowered.

Business and industry, and probably the public, will be given some real concrete data along these lines if and when the Joint Congressional Committee on the Economic Report decides to make public the results of a national price survey currently under way. Senator Ralph Flanders of Vermont, chairman of the sub-committee which is making two inquiries into business conditions, expectations, and related technical economic questions, believes that the Joint Congressional Committee may be able to present its findings to the House and Senate in about five weeks.

The sub-committee's analytical search for basic principles to guide both industry and government policies toward high and stable productivity may take another two weeks. Another fortnight should give the committee time to prepare its report and recommendations for the President and Congress.

Dun & Bradstreet, who volunteered their services for the survey, will interview 660 leaders of industry, trade, finance, agriculture and labor, who will be asked to reply in detail to such questions as:

(1) How do you expect the second half of 1947 to compare with the second half of 1946—increase, decrease, or no change—in output, labor costs, number of employes, dollar volume of net sales, volume of production, profits and the like?

(2) What changes do you expect to occur between the present date and December 31, 1947 in prices paid for materials, selling prices, prices paid for construction, and wage rates?

(3) Should rent ceilings be maintained with or without change, eliminated, or eliminated as to new construction only, and why?

(4) Should Federal encouragement of housing construction be reduced, maintained, or increased, and why?

(5) Should Federal support of farm prices be maintained indefinitely, until the expiration of the 1948 guarantees, reduced immediately, eliminated, and why?

Senator Flanders said the returns from this and the committee's own survey, which will be revealed shortly, may result in specific recommendations to Congress on legislation such as rent control.

Congress, however, is not bound to follow the suggestions of the joint committee which was set up under the "Employment Act of 1946" to advise Congressional committees and make recommendations for the President's mandatory economic report. It comprises seven members each from the House and Senate.

"It is a strange thing," Senator Flanders stated, "but administered prices (those controlled by an industry) have risen the least, while so-called 'free prices' have gone up the most. That is because the administered prices take into account long-run conditions, while free prices are affected by the current situation."

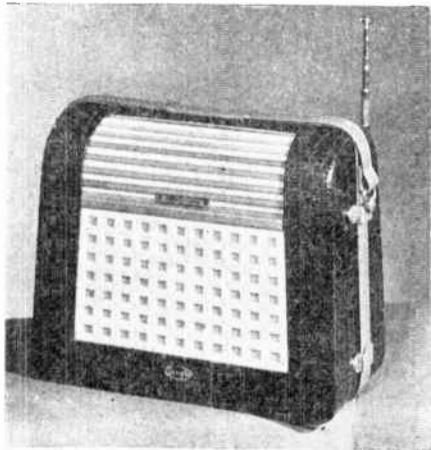
## Tubes Again

Price cutting by distributors on receiving tubes continues to disrupt the tube market in a number of sections, much to the annoyance of the manufacturers.

An extra 5 or 10 per cent on tubes won't increase the demand to any appreciable extent. But if more jobbers insist upon upsetting the price structure with their extra discounts on tubes, manufacturers may have no alternative but to lower the jobber discounts and thereby help maintain some semblance of price stability in the radio tube business.

## TEMPLETONE IS MAKING LONG RANGE PORTABLE

NEW LONDON, CONN., Friday — Templetone Radio Mfg. Corp., of this city, has a new two-band three-way portable, claimed to be of worldwide



Templetone Long Range Portable

range, in production. Called the "Vacationer," this set will retail at \$64.95, less batteries.

The case of the new set is covered in simulated leather with a plastic roll-back curtain protecting controls and dial window. Its features include five tubes, a dry-disc rectifier, a six-inch Alnico speaker, a collapsible whip antenna and a built-in loop antenna, according to the manufacturer.

The "Vacationer" also has automatic tone and volume control, a completely inclosed aluminum chassis, and an adjustable carrying strap which can be held in the hand or slung over the shoulder. It operates on AC-DC current or batteries.

## New Emerson Set Designed For Hotels and Hospitals

The Many-Purpose Radio, Model 1003, recently announced by the Emerson Radio and Phonograph Corp., of this city, is designed to meet the radio problems of hotels, hospitals and institutions, the company reported.

This new model embodies an adjustable volume personal ear receiver as well as a loudspeaker to eliminate annoyance caused by a blaring speaker during normal sleeping hours and to accommodate hard-of-hearing persons.

The earphone device, called the "Magnetic Ear Receiver," can also be clearly heard when placed under the pillow of a reclining person, it was announced.

## Land-C-Air Sales Named By Herman H. Smith Firm

Herman H. Smith, head of Herman H. Smith, Inc., manufacturer of electronic hardware, Brooklyn, N. Y., last week announced appointment of Land-C-Air Sales, Inc., 14 Pearl street, New York City, to represent this firm in the eastern territory.

The appointment of Henry N. Krueger, of 990 Fulton street, San Francisco, to represent the concern in the northern part of California, was also reported.

## National Electrical Retailers Ass'n Forms Another Northern Ohio Branch

LATEST STATE GROUP FORMED BY ALLIANCE MERCHANTS  
Cleveland Unit Will Elect Officers at Meeting This Month — Second Gathering Planned — Brandt Co. Introduces Raytheon Cooking Device — Watkins Firm Opens Second Store for Appliance Sales.

CLEVELAND, OHIO, Monday—Another Ohio branch of the National Electrical Retailer's Association was formed at a meeting of Alliance electrical merchants recently, this marking the third area in the state to have an N.E.R.A. chapter.

Previously, branches have been formed at Toledo and Columbus, and Cleveland is next on the list of chapters to be organized according to Nathan Weinzimmer, regional N.E.R.A. governor for Ohio, and head of Forest Hills Appliance Co.'s two retail stores in Cleveland.

A preliminary meeting of Cleveland electrical retailers was held in February and plans are now under way for a second meeting late this month at which officers will be elected and a permanent organization set up.

At the Alliance meeting, held in the Ohio Public Service hall, Frank Ruth, of the Cope Electric Co. presided as chairman. Cliff Simpson of Washington, D. C. national managing director, and Regional Governor Nathan Weinzimmer, of Cleveland, were present to explain the aims of the association, chief of which is to secure a 40 per cent discount on all electrical merchandise for retailers.

Mr. Weinzimmer is planning to be in Chicago, June 2, 3 and 4 to attend the meeting of the N.E.R.A. board of governors and its committee on manufacturer and distributor relations. In addition to discussing the efforts to get the 10 per cent dealer discount, this meeting will also be devoted to a discussion of franchises and how they can be made more valuable to the dealer, advertising helps and building retail sales.

## STROMBERG TO SHOW NEW VIDEO RECEIVER AT NAMM EXHIBITION

ROCHESTER, N. Y., Monday — The Stromberg-Carlson Co. announced here recently that it will display its new television receivers for the first time at the National Association of Music Merchants Show at the Palmer House, Chicago, June 2 to 5.

One of the television models, a completely equipped unit for home entertainment, with an AM-FM chassis, phonograph and record storage space, is expected by the company to arouse considerable interest. The other receiver is a small console designed for television programs only.

Also on display at the Stromberg-Carlson booth will be table model and portable radios, and a complete line of floor model radio-phonograph combinations equipped with AM, shortwave and both bands of FM, the company stated.

The Brandt Co., first company in the country named to distribute the Raytheon Co.'s new electronic cooking device, the Radarange, introduced the product to Cleveland this week at a meeting of restaurant and hotel managers at Hotel Carter.

Arthur Welch, sales manager for the Radarange division of Raytheon, was here from Waltham, Mass. to demonstrate the device. With speed the keynote of the demonstration, a whole lobster was cooked on the stage in 2½ minutes, a steak in sixty seconds, and a variety of other short-order foods in equally short periods of time.

The range, which makes use of high frequency radar rays to generate the heat with which the food is cooked, is expected to be in use in Cleveland restaurants within a month, according to Gordon Erickson, of the Brandt organization. He predicted the Radaranges for domestic use would be in production within a year and a half.

Cleveland is the first city outside Boston to get the Radaranges in any quantity although a sandwich model was introduced in Akron, last fall.

The Watkins Furniture Co., retail dealer in radios, home appliances and furniture, opened a second Cleveland store recently in a new building at East 220th street on Lake Shore boulevard. The original store on the westside is on Lorain avenue from West 88th street to 90th street.

William Ardman is manager of the new store, which has two floors and is expressly designed to show off furniture and appliances. The radio department is on the main floor.

—EVELYN BAILING.

Stromberg-Carlson executives from Rochester attending the show will be Lloyd L. Spencer, vice president in charge of sales; C. J. Hunt, sales manager, radio and television division; Stanley H. Manson, manager, advertising and public relations, and David S. Cook, sales promotion manager, in charge of the exhibit.

## RMA Reports Radio Tube Output Up During March

WASHINGTON, D. C., Friday—The Radio Manufacturers Association announced recently after a tabulation of reports from member companies, that the production of radio receiving tubes rose slightly in March to 19,048,950, bringing the total produced in the first quarter of 1947 to 57,548,414. The March output compared with 18,295,955 tubes produced in February.

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

## Admiral Presents New Radio Models At Lower Prices

MANY ADVANTAGES LISTED

Introduces New Phonograph Tone Arm — FM System Also Developed by Chicago Manufacturing Organization.

CHICAGO, ILL., Thursday—New low prices and two major developments in radio and phonograph engineering were announced today by Admiral Corp., this city, radio and appliance manufacturer.



New Admiral Table Combination

Immediate prices on Admiral's new line said to be substantially below comparable models in the radio industry were revealed by Ross D. Siragusa, president of Admiral.

"These reductions," said Mr. Siragusa, "offer values comparable to pre-war prices. They are the result of un-



Low Priced Combination Console

tiring effort on the part of everyone in the Admiral organization to produce top-quality merchandise that can be delivered to the consumer at mass-market prices. The future development of the radio industry, as well as the economic health of the nation, demands that prices go down and values go up. Admiral has always been determined to lead the way in giving the greatest possible value to the consumer."

The developments were described as

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## DISPLAY AT NEW RCA SHOWROOM

LOCATED IN NEW YORK CITY  
Showroom Is Designed to Amuse  
Visitors as Well as Display New  
Radios, Television Sets and In-  
dustrial Equipment.

Products of the Radio Corp. of America, ranging from new console television sets to scientific equipment like the intricate electron microscope, are now on display at the RCA Exhibition Hall opened last week in New York.

The purpose of the elaborate new showroom is to place before the general public RCA's varied developments throughout the electronics field in a manner that entertains as well as displays. Planned and built over a period of two years, the exhibition hall cost about \$1,000,000, it was announced.

One of its most popular features has proved to be the television display, John L. Crosby, Jr., the resident manager of the hall, said. A person can stand before a television camera mounted on a moveable boom and be televised from several angles, while his image may be seen on four viewing screens in front of the display.

The visitor can satisfy his own curiosity about his telegenic qualities by watching—at the very moment he is being televised—his own image on a viewing screen suspended from the ceiling.

Of special interest to the radio trade as well as the public is RCA's console television receiver which was unveiled to the public for the first time when the exhibition opened. The new instrument combines standard and FM radio, international shortwave and Victrola phonograph as well as television.

A record exhibit in the hall enables visitors to hear the music of well-known recording artists on RCA Victor Red Seal and popular records over personal amplifiers when a request is made to an attendant.

The showroom has a 200 foot plate glass window facing 36 West 49th street. Inside along the window are giant models of RCA tubes containing miniatures of radio and television receivers and other electronic products.

Open daily between 10 A.M. and 10 P.M., the exhibition will display the latest in home television sets, radios, portable and personal radio sets and other RCA consumer products as well as scientific and industrial electronic equipment.

## New U. S. Television Post for A. D. Heller

A. D. Heller has been appointed chief mechanical engineer of the United States Television Manufacturing Corp., New York, it was announced last week. The company manufactures television receivers for the home and for taverns.

## Spirit of Optimism and Faith in Future Of Radio Trade Prevalent at Parts Show

GOOD SELLING JOB IS HELD KEYNOTE OF THE INDUSTRY

Wide Variety of Products in New and Interesting Models Hold Interest  
of Visitors at Chicago Showing — Manufacturers Say Co-operation  
of Labor and Management Means Continued Prosperity.

CHICAGO, ILL., Saturday — Anyone seeking pessimism could have done better than to look for it at the Radio Parts show at the Stevens Hotel here this week. Instead, the atmosphere was one of optimism, of determination, and of faith in all phases of the radio industry.

Exhibitors and buyers in attendance one and all agreed that the halcyon days, so much a part of the picture immediately following the war, were at an end, but they were likewise in agreement that there is a lot of life in the radio business yet, and that those who can do a good selling job can count on coming out substantially in the black at the end of the year.

The economic factor of today's high wages paid to labor came in for discussion and informal mention during the show, and it was universally conceded that the industry can and will maintain present wage scales, and perhaps improve them, if labor will co-operate by increasing production proportionately. This, it was pointed out, will result in lower unit costs, hence opportunity to stabilize and perhaps reduce selling prices, with consequent increased sales and steady employment throughout the industry.

Jack Berman, president of this year's show, and Kenneth Prince, its general manager, came in for much praise because of the excellence of every phase of the busy week. Obviously they had anticipated every possible method of enhancing the general attractiveness of the exhibition, its usefulness to both exhibitors and attendants, and the various social events that rounded out the program.

Some exhibitors were frankly enthusiastic over the reception given their products. They were manufacturers showing new items that measure up to the industry's requirements at this time,

as well as makers of more or less standardized products that were shown with noticeable improvements.

A tour of the exhibits revealed an interesting list of new and improved items that were on display at this year's show for the first time. Among them were the six- and eight-tube superheterodyne kits of Radio Craftsmen, Inc., of Chicago. Both kits are built for standard and shortwave reception, of high quality parts, and offered with the statement that only a screwdriver, pliers and soldering iron are needed to assemble them. Byron L. Friend, vice president and general manager of Radio Craftsmen, was highly pleased at the way the kits impressed everyone, and predicted that radio builders and experimenters would go for them in a big way.

A new microphone stand was shown by Electro-Voice, Inc., of Buchanan, Mich. It was the Model 430, a trim, durable, well-balance job, listing at \$15. Another new product of the firm was the Model 635 Dynamic Microphone. Tom Mitchell, Electro-Voice engineer in charge of production, stated that the 635 is the "cream of the crop" of the 650s made by his firm, marked by low tolerance on frequency response.

Jensen Manufacturing Co. of Chicago showed new and redesigned models of its speaker line. Among the former were the "Concert" series Alnico 5 PM models in 8-10-12- and 15-inch sizes and field coil models, 12- and 15-inch; extended range Alnico 5 PM models in 6-8-12- and 15-inch sizes, with 12- and 15-inch field coil models; Model VH-91 Hypex Speech Master projector, and redesigned versions of field coil models in the "Standard" series in 4- to 12-inch sizes. Other new Jensen products included cabinets for extension speakers.

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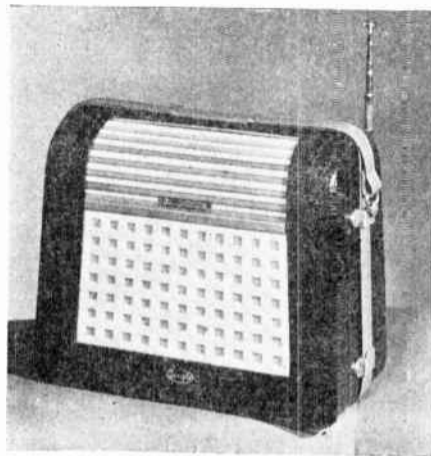
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The new Majestic line of radios and television receivers will be introduced at the showing.

## TEMPLETONE IS MAKING LONG RANGE PORTABLE

NEW LONDON, CONN., Friday — Templetone Radio Mfg. Corp., of this city, has a new two-band three-way portable, claimed to be of worldwide



Templetone Long Range Portable

range, in production. Called the "Vacationer," this set will retail at \$64.95, less batteries.

The case of the new set is covered in simulated leather with a plastic roll-back curtain protecting controls and dial window. Its features include five tubes, a dry-disc rectifier, a six-inch Alnico speaker, a collapsible whip antenna and a built-in loop antenna, according to the manufacturer.

The "Vacationer" also has automatic tone and volume control, a completely inclosed aluminum chassis, and an adjustable carrying strap which can be held in the hand or slung over the shoulder. It operates on AC-DC current or batteries.

## New Emerson Set Designed For Hotels and Hospitals

The Many-Purpose Radio, Model 1003, recently announced by the Emerson Radio and Phonograph Corp., of this city, is designed to meet the radio problems of hotels, hospitals and institutions, the company reported.

This new model embodies an adjustable volume personal ear receiver as well as a loudspeaker to eliminate annoyance caused by a blaring speaker during normal sleeping hours and to accommodate hard-of-hearing persons.

The earphone device, called the "Magnetic Ear Receiver," can also be clearly heard when placed under the pillow of a reclining person, it was announced.

## Land-C-Air Sales Named By Herman H. Smith Firm

Herman H. Smith, head of Herman H. Smith, Inc., manufacturer of electronic hardware, Brooklyn, N. Y., last week announced appointment of Land-C-Air Sales, Inc., 14 Pearl street, New York City, to represent this firm in the eastern territory.

The appointment of Henry N. Krueger, of 990 Fulton street, San Francisco, to represent the concern in the northern part of California, was also reported.

## National Electrical Retailers Ass'n Forms Another Northern Ohio Branch

LATEST STATE GROUP FORMED BY ALLIANCE MERCHANTS

Cleveland Unit Will Elect Officers at Meeting This Month — Second Gathering Planned — Brandt Co. Introduces Raytheon Cooking Device — Watkins Firm Opens Second Store for Appliance Sales.

CLEVELAND, OHIO, Monday—Another Ohio branch of the National Electrical Retailer's Association was formed at a meeting of Alliance electrical merchants recently, this marking the third area in the state to have an N.E.R.A. chapter.

Previously, branches have been formed at Toledo and Columbus, and Cleveland is next on the list of chapters to be organized according to Nathan Weinzimmer, regional N.E.R.A. governor for Ohio, and head of Forest Hills Appliance Co.'s two retail stores in Cleveland.

A preliminary meeting of Cleveland electrical retailers was held in February and plans are now under way for a second meeting late this month at which officers will be elected and a permanent organization set up.

At the Alliance meeting, held in the Ohio Public Service hall, Frank Ruth, of the Cope Electric Co. presided as chairman. Cliff Simpson of Washington, D. C. national managing director, and Regional Governor Nathan Weinzimmer, of Cleveland, were present to explain the aims of the association, chief of which is to secure a 40 per cent discount on all electrical merchandise for retailers.

Mr. Weinzimmer is planning to be in Chicago, June 2, 3 and 4 to attend the meeting of the N.E.R.A. board of governors and its committee on manufacturer and distributor relations. In addition to discussing the efforts to get the 40 per cent dealer discount, this meeting will also be devoted to a discussion of franchises and how they can be made more valuable to the dealer, advertising helps and building retail sales.

## STROMBERG TO SHOW NEW VIDEO RECEIVER AT NAMM EXHIBITION

ROCHESTER, N. Y., Monday — The Stromberg-Carlson Co. announced here recently that it will display its new television receivers for the first time at the National Association of Music Merchants Show at the Palmer House, Chicago, June 2 to 5.

One of the television models, a completely equipped unit for home entertainment, with an AM-FM chassis, phonograph and record storage space, is expected by the company to arouse considerable interest. The other receiver is a small console designed for television programs only.

Also on display at the Stromberg-Carlson booth will be table model and portable radios, and a complete line of floor model radio-phonograph combinations equipped with AM, shortwave and both bands of FM, the company stated.

The Brandt Co., first company in the country named to distribute the Raytheon Co.'s new electronic cooking device, the Radarange, introduced the product to Cleveland this week at a meeting of restaurant and hotel managers at Hotel Carter.

Arthur Welch, sales manager for the Radarange division of Raytheon, was here from Waltham, Mass. to demonstrate the device. With speed the keynote of the demonstration, a whole lobster was cooked on the stage in 2½ minutes, a steak in sixty seconds, and a variety of other short-order foods in equally short periods of time.

The range, which makes use of high frequency radar rays to generate the heat with which the food is cooked, is expected to be in use in Cleveland restaurants within a month, according to Gordon Erickson, of the Brandt organization. He predicted the Radaranges for domestic use would be in production within a year and a half.

Cleveland is the first city outside Boston to get the Radaranges in any quantity although a sandwich model was introduced in Akron, last fall.

The Watkins Furniture Co., retail dealer in radios, home appliances and furniture, opened a second Cleveland store recently in a new building at East 220th street on Lake Shore boulevard. The original store on the westside is on Lorain avenue from West 88th street to 90th street.

William Ardman is manager of the new store, which has two floors and is expressly designed to show off furniture and appliances. The radio department is on the main floor.

—EVELYN BAILING.

Stromberg-Carlson executives from Rochester attending the show will be Lloyd L. Spencer, vice president in charge of sales; C. J. Hunt, sales manager, radio and television division; Stanley H. Manson, manager, advertising and public relations, and David S. Cook, sales promotion manager, in charge of the exhibit.

## RMA Reports Radio Tube Output Up During March

WASHINGTON, D. C., Friday—The Radio Manufacturers Association announced recently after a tabulation of reports from member companies, that the production of radio receiving tubes rose slightly in March to 19,048,950, bringing the total produced in the first quarter of 1947 to 57,548,414. The March output compared with 18,295,955 tubes produced in February.

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

## Admiral Presents New Radio Models At Lower Prices

MANY ADVANTAGES LISTED

Introduces New Phonograph Tone Arm — FM System Also Developed by Chicago Manufacturing Organization.

CHICAGO, ILL., Thursday—New low prices and two major developments in radio and phonograph engineering were announced today by Admiral Corp., this city, radio and appliance manufacturer.



New Admiral Table Combination

Immediate prices on Admiral's new line said to be substantially below comparable models in the radio industry were revealed by Ross D. Siragusa, president of Admiral.

"These reductions," said Mr. Siragusa, "offer values comparable to pre-war prices. They are the result of un-



Low Priced Combination Console

tiring effort on the part of everyone in the Admiral organization to produce top-quality merchandise that can be delivered to the consumer at mass-market prices. The future development of the radio industry, as well as the economic health of the nation, demands that prices go down and values go up. Admiral has always been determined to lead the way in giving the greatest possible value to the consumer."

The developments were described as

(Continued on Page 24)

## ELECTRONIC PRODUCTS PLACED ON DISPLAY AT NEW RCA SHOWROOM

LOCATED IN NEW YORK CITY  
Showroom Is Designed to Amuse  
Visitors as Well as Display New  
Radios, Television Sets and In-  
dustrial Equipment.

Products of the Radio Corp. of America, ranging from new console television sets to scientific equipment like the intricate electron microscope, are now on display at the RCA Exhibition Hall opened last week in New York.

The purpose of the elaborate new showroom is to place before the general public RCA's varied developments throughout the electronics field in a manner that entertains as well as displays. Planned and built over a period of two years, the exhibition hall cost about \$1,000,000, it was announced.

One of its most popular features has proved to be the television display, John L. Crosby, Jr., the resident manager of the hall, said. A person can stand before a television camera mounted on a moveable boom and be televised from several angles, while his image may be seen on four viewing screens in front of the display.

The visitor can satisfy his own curiosity about his telegenic qualities by watching—at the very moment he is being televised—his own image on a viewing screen suspended from the ceiling.

Of special interest to the radio trade as well as the public is RCA's console television receiver which was unveiled to the public for the first time when the exhibition opened. The new instrument combines standard and FM radio, international shortwave and Victrola phonograph as well as television.

A record exhibit in the hall enables visitors to hear the music of well-known recording artists on RCA Victor Red Seal and popular records over personal amplifiers when a request is made to an attendant.

The showroom has a 200 foot plate glass window facing 36 West 49th street. Inside along the window are giant models of RCA tubes containing miniatures of radio and television receivers and other electronic products.

Open daily between 10 A.M. and 10 P.M., the exhibition will display the latest in home television sets, radios, portable and personal radio sets and other RCA consumer products as well as scientific and industrial electronic equipment.

## New U. S. Television Post for A. D. Heller

A. D. Heller has been appointed chief mechanical engineer of the United States Television Manufacturing Corp., New York, it was announced last week. The company manufactures television receivers for the home and for taverns.

## Spirit of Optimism and Faith in Future Of Radio Trade Prevalent at Parts Show

GOOD SELLING JOB IS HELD KEYNOTE OF THE INDUSTRY

Wide Variety of Products in New and Interesting Models Hold Interest  
of Visitors at Chicago Showing — Manufacturers Say Co-operation  
of Labor and Management Means Continued Prosperity.

CHICAGO, ILL., Saturday — Anyone seeking pessimism could have done better than to look for it at the Radio Parts show at the Stevens Hotel here this week. Instead, the atmosphere was one of optimism, of determination, and of faith in all phases of the radio industry.

Exhibitors and buyers in attendance one and all agreed that the halcyon days, so much a part of the picture immediately following the war, were at an end, but they were likewise in agreement that there is a lot of life in the radio business yet, and that those who can do a good selling job can count on coming out substantially in the black at the end of the year.

The economic factor of today's high wages paid to labor came in for discussion and informal mention during the show, and it was universally conceded that the industry can and will maintain present wage scales, and perhaps improve them, if labor will co-operate by increasing production proportionately. This, it was pointed out, will result in lower unit costs, hence opportunity to stabilize and perhaps reduce selling prices, with consequent increased sales and steady employment throughout the industry.

Jack Berman, president of this year's show, and Kenneth Prince, its general manager, came in for much praise because of the excellence of every phase of the busy week. Obviously they had anticipated every possible method of enhancing the general attractiveness of the exhibition, its usefulness to both exhibitors and attendants, and the various social events that rounded out the program.

Some exhibitors were frankly enthusiastic over the reception given their products. They were manufacturers showing new items that measure up to the industry's requirements at this time,

as well as makers of more or less standardized products that were shown with noticeable improvements.

A tour of the exhibits revealed an interesting list of new and improved items that were on display at this year's show for the first time. Among them were the six- and eight-tube superheterodyne kits of Radio Craftsmen, Inc., of Chicago. Both kits are built for standard and shortwave reception, of high quality parts, and offered with the statement that only a screwdriver, pliers and soldering iron are needed to assemble them. Byron L. Friend, vice president and general manager of Radio Craftsmen, was highly pleased at the way the kits impressed everyone, and predicted that radio builders and experimenters would go for them in a big way.

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## INWOOD SMITH HEADS REFRIGERATION SALES FOR CROSLY DIVISION

CINCINNATI, O., Monday—Appointment of Inwood Smith as manager of the Refrigeration Section, Crosley Division, Avco Manufacturing Corp., this city, has just been made by S. D. Mahan, director of sales and advertising. Mr. Smith succeeds Lee Stratton, who has been appointed manager of domestic sales.

Mr. Smith has been associated with Crosley since November, 1945, as regional sales manager of the Central District, which includes Ohio, Kentucky, Michigan and Indiana. Prior to this, he served in many capacities with the Westinghouse Electric Corp.

Mr. Smith is widely known in football circles, having won all American recognition while at Ohio State University.

## WARWICK INTRODUCES LOW-PRICE TABLE SET

CHICAGO, ILL., Friday — In conformity with President Truman's plea to the nation's business leaders for the adoption of a policy of lower prices John S. Holmes, president of Warwick Mfg. Corp., this city, has announced that production is being started immediately on a new model of its Clarion radio line, which will retail at 50 per cent of the price at which this type radio would have sold a year ago.

Of the table type, the new model will be of plastic in walnut or ivory finish. It will be a 5-tube set with superheterodyne chassis. Cabinets will be 6 inches high, 9 inches wide and 5 inches deep. In walnut, the new set will list at \$17.95, and in ivory at \$19.95.

## SHOW GROUP PRESENTS GOLF BAG TO CLOUGH

CHICAGO, ILL., Thursday — H. W. Clough, vice president of the Belden Manufacturing Co., this city, was presented with a Byron Nelson leather golf bag during the Radio Parts Show Keynote Dinner on Monday evening for his efforts in behalf of last year's exhibit. Mr. Clough served as president of Radio Parts and Electronic Equipment Shows, Inc., last year.

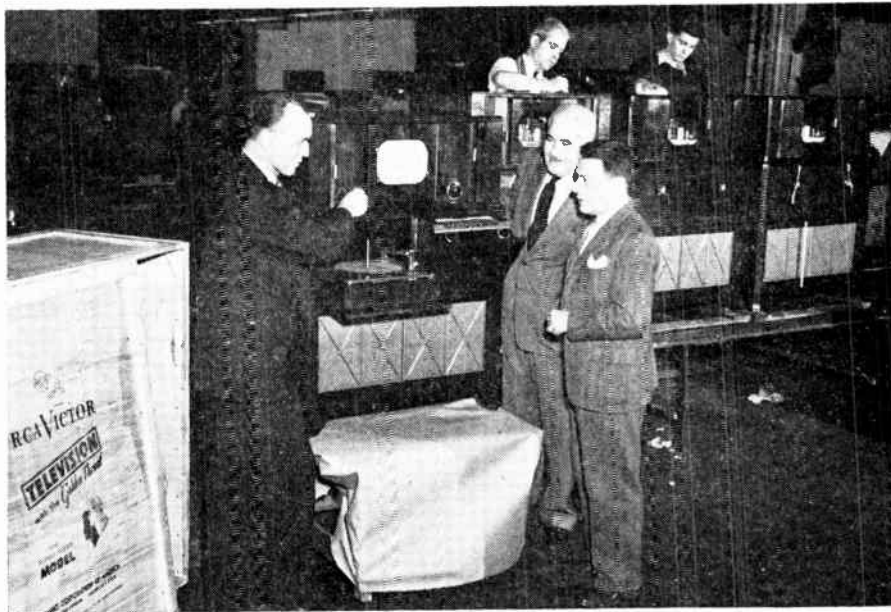
The golf bag was presented by Ken Prince, general manager of the show corporation, in behalf of the officers.

## Ralph Lamontagne Joins Ben Joseph in New York

Ben Joseph, manufacturers' representative, New York, has announced that Ralph Lamontagne, of Lawrence, Mass., has joined the Joseph firm and will be stationed in New England.

A graduate of M.I.T., Mr. Lamontagne has had extensive sales and engineering experience in the radio industry, it was announced. During the war he held the rank of major in the Air Force as a member of the development division of the Airways Communication Service.

## RCA Television Consoles In Production



THE LONG-HERALDED RCA VICTOR five-in-one home entertainment consoles are now in production at the company's plant in Camden, N. J. Combining television, phonograph, FM, AM and shortwave, these receivers are now coming off the assembly lines. First of the sets to come off the line is being inspected here by, left to right, Joseph B. Elliott, vice president in charge of RCA Victor Home Instruments; Henry G. Baker, general sales manager of the Home Instrument Department, and Alan M. Mills, merchandise manager. Suggested list price is \$795, exclusive of the firm's home owners' policy, which costs \$79.

## WAGMAN LEAVES SEARS; WILL JOIN WILLIAMS CO.

PHILADELPHIA, PA., Thursday — Alfred H. Wagman, merchandise manager and field representative for radios and major appliances for all Sears, Roebuck & Co. stores in the East, has resigned and will become merchandise manager of J. A. Williams Co., Pittsburgh radio and appliance distributing concern, it was revealed here this week.

Mr. Wagman has been with Sears, Roebuck & Co. for twenty-one years. He served as a Major in the Army during World War II. At the Williams firm he will succeed Jacob Blatt, who resigned to enter business on the West Coast.

## J. G. Wolfe, Jr., Named To Post With Gross Concern

Gross Distributors, New York wholesale organization, announced last week that John G. Wolfe, Jr., has been appointed a district representative with the firm in the Premier vacuum cleaner division.

Mr. Wolfe served during the war as an aerial gunner in the Pacific Theatre. Previous to that he acquired considerable retail experience in vacuum cleaner sales.

## Electromatic to Acquire New Plant in New York

Len Welling, sales manager of the Electromatic Manufacturing Corp., New York City, announced over the weekend that his firm will shortly reveal details for a new plant to be located in the metropolitan New York area. Electromatic recently sold its plant in Yonkers, N. Y.

## WARREN-CONNOLLY CO., N. Y., IN NEW LOCATION

Charles B. Warren and Bill Connolly, heads of the Warren-Connolly Co., radio and appliance distributor in New York, held an open house luncheon last Friday to celebrate the opening of its new showroom at 521 West Fifty-seventh street. The reception was attended by many executives of local electrical manufacturing and distributing organizations.

It was announced that Warren-Connolly is advising dealers, who sell television sets to taverns and restaurants, to stock the firm's line of McCray Commercial refrigerators. Some dealers, now experiencing slack profits from radio set sales, have increased their earnings this way, it was said.

Two new miniature Clarion Radios, retailing at \$17.95 and \$19.95, were on display in the new showroom which is about twice as large as Warren-Connolly's old headquarters at 315 Fourth avenue. The firm is also distributing many Universal and General Mills electrical appliances not previously handled by them.

## R. L. Daniel in New Post With Bendix, Baltimore

BALTIMORE, MD., Monday — The radio division of the Bendix Aviation Corp., here announced recently that R. L. Daniel has been appointed manager of aviation radio sales.

## "Reps" Party Tonight

The New York Chapter of The Representatives of Radio Parts Manufacturers will stage its annual dinner and entertainment tonight (Wednesday) at the Hotel New Yorker, New York.

## VIDEO ANTENNA PLAN ACCEPTED BY LARGE N. Y. REALTY CONCERN

FIRST BREAK BY OWNERS

Accepts Television Broadcasters' Association Interim Plan for Installation of Antennas in New York, Washington Apartments.

The City Investing Co., 25 Broad street, New York, announced on Monday that it had accepted the proposal of the Television Broadcasters Association, Inc., for immediate installation of television antennas in fourteen apartment houses in the greater New York area, as well as in Washington, D. C., which it controls and operates.

The TBA "Interim Plan," submitted to realtors several weeks ago, permits tenants living in apartment houses to enjoy a television service if they so desire through the temporary installation of a limited number of conventional dipoles until such time as a master antenna system, capable of feeding a large number of receivers, can be fully developed, tested and installed.

Conditions of the agreement absolve landlords of any liability in connection with the installation and use of the antennas, and provide for a sharing of one or more television dipoles by tenants owning television receivers.

## Keith J. Ackley Joins Stromberg Sales Staff

ROCHESTER, N. Y., Friday—C. J. Hunt, Stromberg-Carlson sales manager of the radio and television divisions, has announced that Keith J. Ackley, former chief radio and television inspector, has joined the firm's sales division, as district merchandise manager, and will cover the New England territory and northeastern New York State.

Mr. Ackley's splendid electrical background fits him admirably for this radio sales post, Mr. Hunt declared. A native of Alexandria Bay, N. Y., Mr. Ackley attended Syracuse University, where he took an electrical engineering course. He came directly from college to Stromberg-Carlson, where he was first employed as a test equipment designer. Two years later he was made chief project inspector and in 1945 was promoted to the important position of chief radio and television inspector.

## Art Kissner Appointed To Majestic Sales Post

Appointment of Arthur Kissner as Eastern district sales manager for the Majestic Radio & Television Corp., Elgin, Ill., was announced last week. Mr. Kissner was formerly radio sales manager for the Lewyt Corp. and was at one time with the Warren-Connolly Co., New York radio and appliance distributor.

In his new post, Mr. Kissner succeeds Loyd Dopkins, who was promoted to radio sales manager for Majestic.

## GIBSON REFRIGERATOR ANNOUNCES THREE NEW MODELS AT CONFERENCE FOR SALES MANAGERS

GREENVILLE, MICH., Saturday — Three revised "Freez'r Shelf" refrigerator models, with a capacity of seven cubic feet, were announced to the Gibson Refrigerator Co.'s divisional sales managers by J. L. Gibson, sales manager, and J. L. Stephens, sales promotion manager, at a meeting held recently at the factory here.

Enlarged frozen food storage compartments surrounded by freezing coils

els are as follows: No. SF-797, \$322.75; No. F-787, \$274.00, and No. F-777, \$234.00.

The seven cubic foot Gibson Home Freezer, shipped in substantial quantities since last September, will continue on the company's line without charge.

The company's advertising program, consisting entirely of full-color, full-page ads in the "Saturday Evening



J. L. Gibson, Sales Manager, (left) and J. L. Stephens, Sales Promotion Manager

are said to provide space for nearly forty pounds of frozen foods in the new models. Called a "Freez'r Locker," this compartment is slightly more than one cubic foot in area. It is an expansion of the "Freez'r Shelf" wall-to-wall design which Gibson has been featuring for twelve years.

Also included is a "Freshner Locker" in one model and a "Freshner Shelf" in the other two which provides

Post," "Good Housekeeping," "Liberty" and the "Ladies' Home Journal," will be continued. The Gibson localized cooperative advertising program will also be used in connection with the new refrigerators and other products, it was announced at the meeting.

Gibson distributors will shortly hold sales promotion meetings in their territories. New illuminated displays and backgrounds are being shipped along



GIBSON'S division sales managers, left to right: George J. Faud, Frank A. Dewey, E. D. Jacobs, Edwin F. Edsall, William H. Dennison. Standing, left to right are Earl S. Nobles, F. E. Basler, Arnold C. Baldwin, Floyd H. Aarvig, Herbert W. Lincoln, Charles I. Horowitz and Brower Murphy.

very high humidity at just-above-freezing temperatures, maintaining a freshness and vitamin content in meats, fruits and vegetables, it was announced.

Fifteen position cold control, glass shelves, a moist-cold drawer, seamless and crackless all-porcelained interior, and "easy-out" ice cube trays with an ejecting lever are features of each model, the company said. A non-refrigerated tilt bin provides more than a bushel of space for cereals, crackers, and other dry foods.

Average retail prices for these mod-

els with new catalogs, folders and a series of sales educational bulletins for dealers. A new refrigerator sales training film with sound is being released to all distributors.

### Ray Spencer Joins Walter

John W. Walter, Inc., distributor of radios and appliances in this city, announced recently that Ray Spencer has been made general sales manager. Mr. Spencer was formerly manager of the firm's radio and television division.

## Safety Instruction By Video Praised by J. R. Poppele of TBA

TRENTON, N. J., Friday — "Television opens greater avenues of opportunity in transmitting safety information than was ever possible with radio," J. R. Poppele, President of the Television Broadcasters Association, Inc., and vice president of the Bamberger Broadcasting Service, declared in an address here recently.

Speaking before the Governors Highway Safety Conference at the War Memorial Building, Mr. Poppele recalled that Radio Station WOR has worked closely with New York and New Jersey State Police in broadcasting highway conditions during crowded holiday periods, as well as during stormy weather.

He declared that this information can now be conveyed to television owners in a manner more impressive and thereby long lasting.

"As a result of wartime developments," Mr. Poppele said, "It is possible to provide airplanes with television camera equipment and make actual pickups of traffic conditions. These pictures can be relayed to television stations for immediate telecasting to the public.

"Thus, people in their homes who may be planning holiday trips can see for themselves the traffic conditions on various highways and choose the routes they want before making the trip."

## Otto Heeger Uninjured In Denver Motor Crash

CHICAGO, ILL., Thursday—Otto L. Heeger, of Los Angeles, Calif., West Coast sales manager for the Standard Arcturus Corp., Newark, N. J., arrived here by train on Tuesday after being involved in an automobile collision in Denver, Colo.

Mr. Heeger was driving a new automobile from his home city to Chicago and ran into a head-on collision with another car in Denver. Both autos were demolished and the only personal injuries suffered was a black eye, which Mr. Heeger was obliged to carry for several days. Charles Cohn, head of Standard Arcturus, was able to assist his West Coast man by securing for him a new car, which he will drive back to Los Angeles.

## R. C. Colton RCA Victor General Traffic Manager

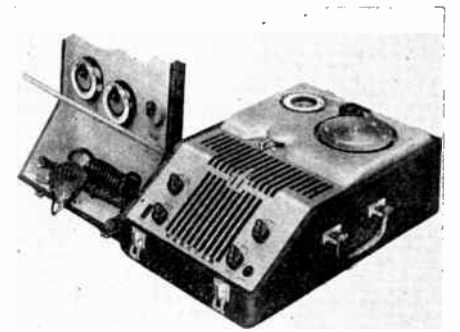
CAMDEN, N. J., Friday—Appointment of Richard C. Colton as general traffic manager of the RCA Victor Division, Radio Corp. of America, was announced today by Vincent deP. Goubeau, director of materials for the division.

Formerly assistant traffic manager of the Western Electric Co., with whom he had been associated for more than twenty years, Mr. Colton is a member of the New York Traffic Club and a former member of the Traffic Clubs of Baltimore and Chicago.

## WEBSTER-CHICAGO HAS WIRE RECORDER READY

RECORDS DO NOT WEAR OUT Machine Records and Plays Back — Can Also "Erase" Spools of Special Recording Wire.

CHICAGO, ILL., Friday—The Webster-Chicago Corp. here recently announced that its Model 80 Wire Recorder, soon to appear in stores, includes a recording and playback amplifier and a



Webster Model 80 Wire Recorder

five and one-quarter inch speaker built into a compact carrying case.

It will be furnished complete, ready to use with microphone and three spools of wire, two fifteen minute spools and one half hour spool, the announcement stated. The retail price for Model 80 is \$149.50 except west of the Rockies where the price will be \$153.

Said by the company to play back voice and music life-like fidelity, the Webster-Chicago Wire Recorder may be played through the self-contained amplifier, external speaker or separate amplifier and speaker.

The stainless recording wire supplied can be played back thousands of times with no appreciable loss of volume or tone quality, it was stated, as there is no wear on the wire in recording or listening. New recordings can be made on the same wire which is automatically wiped clean when a new recording is being made. Any part of the wire can be "erased" and a new recording inserted.

The unit is equipped with a triple-purpose recording head that records, plays back and erases. Current interruption causes no damage to a recording being made, the company said. Additional wire spools for the machine are available at \$2.40 for a 15 minute spool, \$3.60 for a half hour spool and \$6.45 for a full hour.

## Garod Radio Co. Publishes New Servicing Information

The Garod Radio Corp., of Brooklyn, recently announced publication of a new series of booklets on the operation and servicing of four of its models.

The booklets contain circuit diagrams, tube layouts, specifications, alignment procedure and installation notes on the Model 5D3 and 5D3A portable radios, Model 5A1 table radio, and model 5AP1 table radio-phonograph combination.

## KANSAS CITY PLANT OF AIREON WORKING ON FULL-TIME BASIS

SHUT DOWN FOR 3 MONTHS

First 1947 Music Box Completed  
During Past Week — Emerson-  
Mayflower Sponsors Sales Meet.

KANSAS CITY, MO., Tuesday—The Aireon Mfg. Co., electronics manufacturer of Kansas City, Kans., announced the completion of its first 1947 music box this week. Models will be available for showing throughout the United States within a few weeks, R. R. Greenbaum, vice president in charge of commercial sales, reports.

The 1947 Aireon music box, which will be sold under the trade name Fiesta, has been improved electronically and mechanically to provide for better lighting, clearer tones and more simplified operation than the 1946 model.

Production on all items made by the company is now on schedule, Mr. Greenbaum said. The plant resumed operations early in April after a shutdown of approximately three months. A backlog of orders will require capacity production of music boxes and commercial automatic phonographs for the balance of the year.

The Emerson-Mayflower Sales Co. is sponsoring sales training meetings for dealers in this area. The first of these, which was held on May 1 at the Hotel Phillips, in this city, was attended by 125 Missouri and Kansas City dealers. Eureka home cleaning systems were presented. The second meeting, held on May 2, introduced Norge heat products to territory managers and members of the sales staff of the local office. Norge products were presented to Kansas retailers at a meeting held at Topeka on May 13.

Les Miller, formerly with the Kansas City office of RCA, is now on the staff of the Emerson-Mayflower Co.

The Federal Distributing Co. is publishing a series of nine full-page advertisements on Bendix products in the Sunday editions of local newspapers. The advertisements, which carry lists of Bendix dealers served by Federal, are now promoting washers and will introduce ironers on June 15.

George Towle, president of the Federal Distributing Co., and C. E. Barnickle, Bendix sales manager, visited the Bendix plant at Dallas during the first week in May, and found the heavy output of washers promising a good supply for dealers.

KMBC has added another national award to those previously announced. The newest citation, which came from the Seventeenth Institute for Education by Radio at Ohio State University, was received by "Music Time," a feature of the KMBC Schoolhouse Series, which is produced in co-operation with the Kansas City public schools. The program was commended for "its originality in the utilization of radio to bring to the classroom entertaining and informative material to fit the objectives of the music curriculum."

—ELSIE WRIGHT.

## Philip Solow Appointed To Apollo Sales Staff

NEWARK, N. J., Friday — Philip Solow has been added to the sales staff of the Apollo Distributing Co., of 15 Sherman street, in this city, jobber of Crosley products and other lines.

Mr. Solow has been associated with the radio and appliance business for fifteen years. He is thoroughly familiar with the retail end of the trade,

and should be a definite asset to dealers in his territory, in the opinion of B. Walsh, director of sales for Apollo.

## Talks At Credit Seminar

Miss Lillian Guth, credit manager of Emerson Radio-New York and a member of the Credit Women's Club, participated in a seminar of the Electrical and Radio Wholesalers group at the National Association of Credit Men's Organization meeting here May 11-15.

## Philip Caldwell Is Named To G-E Post In Syracuse

SYRACUSE, N. Y., Monday—C. A. Priest, manager of the General Electric Co., transmitter division here, recently announced the appointment of Philip G. Caldwell as division sales manager.

Mr. Caldwell is now responsible for the sale of all products of the division. Formerly he was sales manager for television equipment.

# Follow The Gibson

## 3-WAY LANE

TO MORE  
PROFITABLE  
VOLUME!

Minimum inventory investment, units that suggest companion sales, exclusive features that reduce selling to simplicity . . . these are the advantages of the compact Gibson line. All three of the nationally known units in the profitable Gibson line incorporate features that every woman wants in her dream home. Design your sales approach around these Gibson "firsts" for faster turnover, liberal profits!



### Kookall Automatic Electric Range

Here is the range with the feature that gives you a clear-cut sales advantage. Ups-A-Daisy, Gibson's exclusive range innovation, provides four surface cooking units, or three surface units plus a deep-well Kookall. Waist-high broiler. Two ovens . . . one banquet-size. Concealed oven vents in all models keep kitchen cleaner.



### GIBSON Home Freezer

Five unobstructed, wall-to-wall Freezer Shelf lockers provide more storage and processing space for frozen foods. Upright design for greater convenience and visibility . . . simplifies locating and identifying packages.



### GIBSON Refrigerator

Freezer Locker and Freshener Locker . . . No other refrigerator gives you this combination sales appeal. A separate, roomy compartment for frozen foods. Freezer Locker keeps frozen foods farm fresh. Temperature and humidity of Freshener Locker is ideal for preserving the crispness of salads, fruits and vegetables.

**GIBSON REFRIGERATOR COMPANY**  
GREENVILLE, MICHIGAN

## BOSTON RETAILERS MOVE STOCKS WITH CLEARANCE SALES

### SOME LOSSES INCURRED

**Motorola Announces Prices Will Not Change — Berman Radio Reports Sales Averaging \$30,000 Monthly.**

BOSTON, MASS., Friday — What commenced as a venture to put some quick money into the till on the part of various groups of merchants by running store wide clearances of admittedly high priced merchandise, using such phrases as "The Newburyport Plan" or "President Truman says — cut prices" has resulted so far in satisfactory results in a general way.

Dealers, at considerable expense, have found the level of values at which radios, electrical appliances and housewares can be sold in good volume, have cleared their stores of large quantities of discontinued brands, and put themselves in a much better cash position at the expense of their book assets. Many stores that could do business in a sellers market, have found that they must discontinue in a buyers market and are selling their stocks at below cost, permitting their more experienced brethren to continue their clearance sales, and at a profit to balance previous losses. Many manufacturers who are able

are already pricing new merchandise at sales provoking levels. Others who have consistently been under the market are able to hold their prices, and are now making good deliveries instead of token lots and samples. Intelligent and continuous advertising of quality products is now beginning to pay off in a big way, as consumers much prefer recognized brands if priced right. All-in-all the retailer deserves considerable credit for being the first to break the sit-tight attitude which prevailed with the exception of a few business leaders.

Boston's station WBSM announces that their FM broadcasting will soon be powered with 20,000 watts. Soon dealers will know whether the price levels on FM equipped radios will satisfy enough prospects to warrant intensive sales promotions and that store demonstrations will conclusively show that FM radios are worth the necessarily higher price. They hope that the level of quality of FM broadcasts from the standpoint of studio technique and program will support accompanying sales effort.

The Electro Sales Co. at 110 Pearl street, Boston has recently increased floor space to 40,000 square feet, covering seven floors, and extending into an adjoining building. While set up as dealers in scientific, laboratory and electro-technical equipment, their present activities are in merchandising such items in the surplus field.

Electro Sales Co. has the unique position of being able to operate without many of the hampering restrictions of

(Continued on Page 30)

## E. M. TUFT APPOINTED PERSONNEL HEAD FOR RCA VICTOR DIVISION

CAMDEN, N. J., Friday — Edward M. Tuft, who joined RCA as a radio tube inspector, has been appointed director of personnel of the RCA Victor Division, Radio Corp. of America, it was announced today by F. D. Wilson, vice president in charge of operations for the division. Mr. Tuft, who served as personnel manager of the RCA tube plant at Harrison, N. J., prior to this appointment, succeeds Mr. Wilson, who recently assumed his new position as operations vice president.

A native of Cleveland, Mr. Tuft has been associated with the RCA tube plant since 1930, when he started as an inspector in the tube factory. Two years later he was placed in charge of the tube rating and testing laboratory, and in 1935 he was named assistant manager of the personnel department at Harrison. He became personnel manager in 1941.

Mr. Tuft first joined the radio industry in 1927 when he became a laboratory assistant at a radio research laboratory at Cleveland, where he had been graduated from the East Technical High School. In 1929, he was promoted to engineering assistant at the vacuum tube factory associated with the laboratory in Cleveland, from where he moved to Harrison the following year.

He studied industrial relations at Princeton University.

A member of the American Management Association, Mr. Tuft is a past chairman and at present a member of the board of governors of the North Jersey Personnel Group.

## Arrangement Petition Filed by Minerva Corp.

A voluntary petition for an arrangement under Chapter XI of the Chandler Act was filed last week by the Minerva Corp. of America, New York, radio set manufacturer. No schedules were filed but the petition estimates the value of assets at \$500,000 and lists claims amounting to \$1,435,043, including a claim by the Collector of Internal Revenue for \$80,000.

A settlement of 50 per cent, payable in installments space over a period of time is proposed. The Minerva company is continuing its operations under this arrangement.

## Mrs. Baumgardner, Wife of RCA Man, Is Dead in Manila

YONKERS, N. Y., Tuesday — Mrs. Ethel M. Baumgardner, wife of Earl Baumgardner, who has been superintendent in the Philippine Islands for the Radio Corp. of America for the last eight years, died in Manila last Friday according to word received by her relatives here. Her husband was a prisoner of the Japanese until liberated by the American Army Rangers from Cabanatuan Prison Camp.

## GREATER EFFICIENCY WILL LOWER PRICES, PAUL GALVIN ASSERTS

CHICAGO, ILL., Saturday — Speaking at the annual stockholders meeting here recently, Paul V. Galvin, president of Motorola Inc., this city summarized developments of the current fiscal year and expressed confidence in the continued success of Motorola.

Although there are no indications as to what profits are at the present time, Mr. Galvin stated that the first month of the second quarter was satisfactory.

In accordance with the national pattern determined by major industries over the past thirty days, Motorola Inc. met the wage situation on May 5 with a 12c an hour wage increase across the board and a comparable adjustment for salaried employees.

Mr. Galvin stated that the price situation in the radio industry gives an indication of softening, and said that this situation is caused by huge inventories in the hands of retailers. The effect of this merchandise on the market depends, he said, on the length of time and the amount of merchandise the retailer retains of an off-brand nature. "We hope to get the benefit of improved efficiencies within our plant and we shall strive for greater improvement of product from an engineering standpoint to get greater values at lower cost."

**Minimum Space for  
Multiple Sales**

**Self-Serve  
AERIAL  
DISPLAY** *Free!*

Model FD-5 Floor rack and display board is free — you pay only for the 29 aerials it contains.

Place this colorful new sales-builder in a traffic spot and watch it sell! Requiring only an investment of a 15-inch square of floor space, and very few dollars, this new self-serve floor display stores a complete stock of 25 fast-selling Ward Aerials. The handsome display board holds four more. Display is completely assembled, ready for instant use. List price of all 29 aerials, only \$166.75. Order your FD-5 display immediately.

**THE WARD PRODUCTS CORPORATION**  
1523 E. 45th ST., CLEVELAND 3, OHIO

**WARD** *Aerials*

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

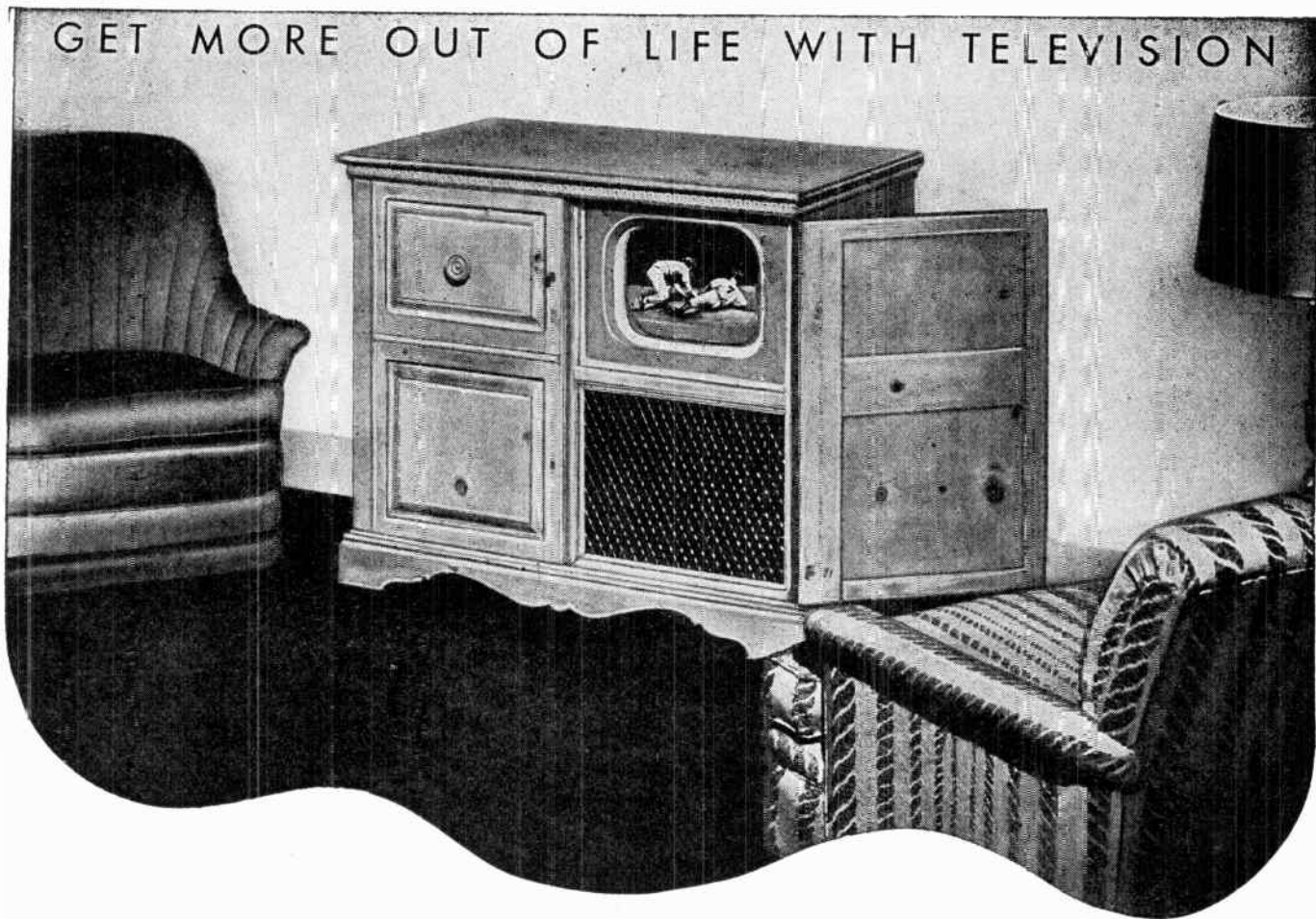
**JOBBERS**  
WHO ALIGN  
THEMSELVES WITH  
**STANDARD  
ARCTURUS**  
CAN NOW  
SUPPLY ALL  
TYPES OF TUBES  
MAIL  
COUPON  
BELOW!

**Standard Arcturus Corp.**  
99 Sussex Avenue, Newark 4, N. J.  
Send me a list of available  
W. A. A. and Standard  
Arcturus tubes.

Name .....  
Company .....  
Address .....

**ARCTURUS**  
"KNOW THE WORLD OVER"

**STANDARD ARCTURUS CORP.**  
NEWARK 4, NEW JERSEY  
WAR ASSETS ADMINISTRATION AGENCY



*Get the most  
out of television  
with a Du Mont Teleset*

Illustrated: The Plymouth—with  
Television, FM-AM Radio, Auto-  
matic Phonograph — Cabinets  
designed by Herbert Rosengren.

Only direct comparison can show how far Du Mont outshines all other sets. Compare the size, brilliance and clarity of the image. Compare the quality of sound. Compare the ease and accuracy of tuning. Compare styling and workmanship of the cabinets. See and hear the new Du Mont Telesets. See; Hear; and Compare.

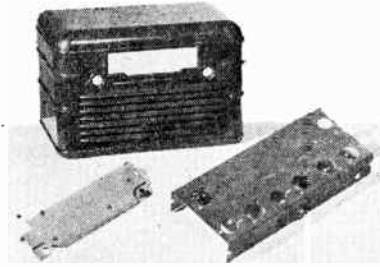
**DU MONT**

*First with the finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y.  
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY  
Copyright 1947, Allen B. Du Mont Laboratories, Inc. ®Trade-mark

**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.

**THREE BROADCASTERS' ORGANIZATIONS STAGE  
 THEIR ANNUAL CONVENTIONS IN BIRMINGHAM**

BIRMINGHAM, ALA., Monday — Owners, managers and operators of more than two hundred radio stations from seven southern states and Puerto Rico, comprising districts five and six of the National Association of Broadcasters, held a three-day session here recently at the Thomas Jefferson and Tutwiler Hotels. Among subjects accentuated were editorial policies and child listener problems.

Judge Justin Miller, president of the NAB, declared that the refusal of the Federal Communications Commission to grant radio the right to editorial policies and free speech is in clear violation of the Constitution. Radio should not be denied the right to discharge its responsibilities for leadership such as exercised by newspapers, he said.

Among featured speakers was Dr.

Kenneth Baker, director of research for the NAB, who gave the results of a survey of radio service.

Meetings of the Alabama Broadcasters Association and Florida Broadcasters Association were also held here. Elected president of Alabama Broadcasters' Association was Hugh Webb, Station WFEB, Sylacauga, who succeeds Henry P. Johnson, WSGN, Birmingham. Marion Hyatt, Opelika, was elected vice president.

In the Florida association, Glenn Marshall, WMBR, at Jacksonville, was elected president, succeeding James LeGate, of WIOD, while William G. McBride, of WDBO, Orlando, was elected vice president.

The Municipal Auditorium, here, was packed with 9,000 enthusiastic guests on the afternoon of May 4, when Ra-

dio Station WAPL-WAFM held a 1947 radio show. Gene Austry and his Melody Ranch, over a coast-to-coast CBS network, was the featured attraction.

Radio sets featuring the latest models were displayed by twenty leading distributors in Birmingham. Demonstrations in the booths of all types of AM and FM receivers created a large amount of interest from the visitors. Also shown were two G-E films, one featuring television and the other FM.

Two refresher schools on Youngstown kitchens were held by Associated Distributors, Inc., at the Molton Hotel on May 7 and 8. Out-of-town dealers attended the northern Alabama session on May 7, while there was a dinner-meeting on the evening of May 8 for Birmingham dealers. L. S. Hart, president of Associated Distributors, Inc., presided, and D. F. Rucks, Jr., Memphis, Tenn., regional manager of Mullins Manufacturing Corp., helped conduct the program.

—S. M. MAXWELL.

**W. J. Peltz Named To New  
 Post With Philco Company**

PHILADELPHIA, PA., Friday—William Balderson, executive vice president of the Philco Corp. here, announced the appointment this week of William J. Peltz to the firm's executive staff. Mr. Peltz will carry out special assignments in the various divisions of the company.

Joining Philco in 1925, Mr. Peltz has served as industrial engineer and production manager of the radio division. During the war he was in charge of all Philadelphia plants in the radio division when Philco was a large producer of airborne equipment for the armed forces, it was stated. More recently, as production manager of the refrigerator division, he played an important part in setting up the new Philco refrigerator-freezer plant in Philadelphia.

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

**Adirondack Radio Supply  
 Acquires a New Building**

AMSTERDAM, N. Y., Thursday—A new four-story building has just been acquired by Adirondack Radio Supply, parts distributing organization now located at 54 Market street, in this city. The new building is at 32 Guy Park avenue, here.

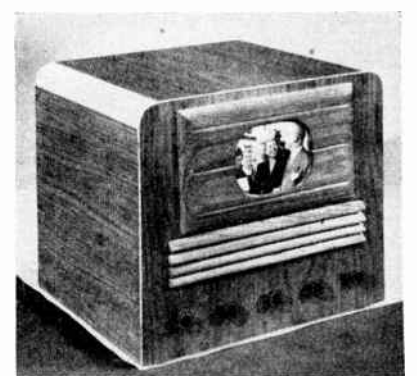
According to Ward J. Hinkle, president of the jobbing concern, extensive alterations will be started shortly, and the new building will be ready for occupancy around July 1. When completed, the plant will feature a modern self-service department for the merchandising of parts and supplies.

**Chicago "Reps" Vote  
 Against Xmas Gifts**

CHICAGO, ILL., Friday—The giving of Christmas presents to buyers and their assistants, counter men and other individuals of the firms with which the representatives and their principals do business has been a debatable point at various meetings of the Chicagoland Chapter of The Representatives of Radio Parts Manufacturers.

After thorough discussions on this subject, the chapter adopted a resolution discouraging its members from giving Christmas gifts. The national body of The Representatives has been so advised.

**New Dynamic  
 Television Kit**



Has the following features:

**\$159.50**

with leatherette cabinet included.

**\$174.50**

with solid mahogany, walnut or birch cabinet.

- Distributor Discount larger than before
- New and brighter 7" Cathode Ray Tube
- New advanced FM included
- Non-flicker pictures
- Latest electronic holding circuit
- Simplest wiring yet developed
- All parts individually wrapped and packed
- Production now at an all-time high

Factory Representatives Now  
 Being Appointed in Key Cities

**DYNAMIC SALES**  
 155 Prince Street, Brooklyn, N. Y.

**DETROIT'S "FIRST"**  
 IN CONVENIENCE · COMFORT · QUALITY

In the heart of the downtown, office, theater, and shopping area. Friendly, courteous service to make your stay in Detroit a pleasant memory. The Tuller Coffee Shop or Cafeteria for excellent Food modestly priced. The Hotel Tuller, Detroit's largest, is the place to stay.

VISIT OUR *Cocktail Lounge*  
 ONE OF DETROIT'S FINEST

800 ROOMS WITH BATH FROM \$2.75

**Hotel Tuller**  
 FACING GRAND CIRCUS PARK  
 HARRY F. O'BRIEN, Manager

# MANY CANADIAN FIRMS REPORT PRODUCTION IS NOW NEARING NORMAL

## STEPPED-UP OUTPUT SEEN

### Canadian General Electric Co. Is First Firm in Dominion to Produce FM Sets in Quantity.

TORONTO, ONT., Friday—Reports from a number of manufacturers in various parts of the Dominion, state that during the past few weeks production has been greatly augmented and the belief is that the output of many factories will soon be able to cope with the inordinate demand for radios and household appliances of all kinds.

Howard Radio and Appliance, 601 Yonge street, here, formerly owned and operated by Sam Stoneman has been sold. The new owners are Max Cainer and Ben Dubinsky. Under the new ownership the store will carry not only a line of minor and major appliances of the Norge and Addison trade brands, but outboard motors and a range of fishing accessories.

Among the other merchandise carried by the store, are Goblin vacuum cleaners, currently retailing for \$87, lamps, toasters, portable phonographs and mantel model radios.

Extensive alterations are at present being carried on inside the store, and future plans, according to Mr. Cainer, call for a new front. The store will continue to operate under the old name.

Canadian General Electric Co. is reported to be the first Canadian radio firm to operate a steady production line of FM sets, according to officials of this company. Operations are now under way on this basis at the Royce street works. No trade or public display of models has yet been held. Reports have been circulating here that other firms are similarly at the production-line stage on FM sets, first of which are expected to be offered to the public this Fall.

Brisk business is reported by Shock Electric Co., 670 Bloor street West, repair specialist, formerly Moxham, and successor to Cousins. The firm repairs all makes and types of appliances.

An official statement from RCA Victor announces that this firm will distribute a "Hotpoint" line of household electrical appliances to be manufactured by Canadian General Electric Co. The new range will include refrigerators, ranges and laundry equipment and will be handled exclusively by the RCA organization through its coast-to-coast setup. This arrangement will in no way affect regular production of General Electric merchandise. Quality and price levels will be parallel according to the announcement.

C. C. MacGregor has been appointed sales manager of the lighting division of J. A. Wilson Lighting and Display, Ltd., of Toronto. Mr. MacGregor was previously associated with Canadian General Electric in its lighting and lamp engineering departments.

The Hollivood broiler, Canadian Model 44T, is being widely distributed

through the Northern Electric Co., Ltd. Measuring 19x11x6 inches, the broiler is attractively finished with insulated handles and temperature gauge set in broiler cover. Grill heat is obtained from elements set in the cover of the broiler, which can be set on a dining room table and plugged in.

Attractive puppet displays have been a crowd-stopper at the windows of the Promenade Music Centre, Bloor street, here. Used in conjunction with phono-

graph record selling to add color and life to the window displays, they were executed for G. Langtry Evans, advertising manager of this firm.

—WM. FREEMAN.

## Coronet Radio Moves To New Location In New York

Ray Spiegelman, vice president of the Coronet Radio and Television Corp.,

formerly of Brooklyn, announced this week that the firm has moved to larger quarters at 500 W. 52nd street, here.

The move was made, Mr. Spiegelman said, because Coronet's Brooklyn factory did not provide adequate space for the production of the company's line of radios and phonographs.

Coronet products include table model radios, radio and phonograph combinations, record players and a portable record player with amplifier.

The MARK of Fine Speakers

**OXFORD**

**OXFORD SPEAKERS LEAD**

1. Available only in OXFORD Speakers, the new, patent-pending pressure-thread centering device which positions pole piece and magnet with over 800 lbs. psi pressure.
2. Available only in OXFORD Speakers, higher sensitivity for the same weight magnet because of pressure exerted by the new and exclusive pressure-thread construction.
3. Available in OXFORD Speakers, unit production controlled by sound-pressure curves run on every type speaker manufactured. Laboratory curves furnished on request.
4. Available in OXFORD Speakers, the background of engineering research which has consistently made the unit a popular choice with over 77 radio set manufacturers.

OXFORD Speakers represent the most advanced engineering development in the field. New, precision-built dies are used in their construction, and many wartime improvements are included. Available in sizes from 2 to 15 inch.

**OXFORD ELECTRIC CORPORATION**  
3911 SOUTH MICHIGAN AVE., CHICAGO

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

# DEWALD

A FAMOUS NAME IN **RADIO** SINCE 1921



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

*A Quarter-Century of Proven Quality*

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

## MANY NEW PRODUCTS MAKE APPEARANCE IN PHILADELPHIA MARKET

PHILADELPHIA, PA., Monday—Everybody's has started initial distribution of the new Arvin Electric cooker, which is a combination grille and waffle iron selling at \$27.95. This item has already created tremendous demand. The local Arvin distributor has made plans for increased shipments of the model 444, a four-tube table model, and the model 544, which is a five-tube table model in a walnut cabinet.

Bill Powell, sales promotion manager for Noblitt-Sparks Co., Robert E.

Smith, district manager, and Paul Turner, assistant sales manager, were all in town this week to discuss with Everybody's the best methods of promoting the company's products.

John Stern, president of the Radio Electric Service Co., visited a number of manufacturers in the Mid-West while enroute home from the Radio Parts Show in Chicago. Mr. Stern visited the Webster record changer plant where he saw the factory production started on the new Webster model 80, a wire recorder. The reaction at the show was excellent, reported Mr. Stern, who stated that his distributor firm anticipated delivery of this item by June 20.

Radio Electric Service Co. is awaiting the first shipment of the new Regal

Three-Way personal portable radio retailing at \$29.95. The set is available in assorted finishes.

The Trilling & Montague M-G-M record department helped Leroy Miller, announcer of station WFIL, celebrate his eleventh anniversary on the air by sending the early-morning program a breakfast during his program duties.

At present the best selling M-G-M record is Art Lund's rendition of "Mam'selle" while the recording of "Ivy" by Ziggy Elman is also climbing into the lists of best sellers. The Art Mooney trio has also done a fine recording of "Mahzel" the novelty tune which has become well rated by dealers and disc jockeys.

The Motor Parts Co., local distributor of Columbia records, has arranged for various dealers here to sell Xavier Cugat recordings at the "Click" nightclub during the local visit of the popular rhumba artist. Each dealer scheduling a sales program at the night-club has also done considerable newspaper advertising to publicize the sale of Columbia records and albums.

SOL SHERMAN

## I. Goldberg To Entertain At Yorktown Hts. Estate

I. Goldberg, president of the Pilot Radio Corp., Long Island City, N. Y., will be host to members of the Fass-Goldberg Cousins Club at his estate in Yorktown Heights, N. Y., on June 8. About 250 guests are expected at the 320-acre farm, which is known as Meadow Ridge.

Mr. Goldberg maintains 150 head of cattle at Meadow Ridge Farm, which features, among other things, an air-conditioned barn.

## C. D. Rhoades to Ceazan Post in Sacramento Area

SAN FRANCISCO, CALIF., Monday—D. A. McMullen, manager of the Radio and Appliance Division, J. N. Ceazan Co. here, announced the appointment of Charles D. Rhoades as appliance representative for the Sacramento area.

Prior to his service in the Navy, Mr. Rhoades was active in merchandising circles in Sacramento. H. D. Scibird is manager of the company's over-all San Francisco operation.

## Memphis Appliance Show Opens With Fifty Exhibits

MEMPHIS, TENN., Wednesday—The thirty-fifth annual show of the Tennessee Retail Furniture Dealers' Association opened at Hotel Claridge on Monday with Joe Ivy, of Haverly Furniture Co., as show president.

The Home Furnishings and Appliance Show also is being staged at the Auditorium with about fifty exhibits, seventeen of them being Memphis dealers. A model home, equipped and furnished, has been installed by Fischer Lime and Cement, Memphis.

T. S. Beasley, Jr., president of the Furniture Dealers, is active in directing the show at the Auditorium.

## "Merchandising Music" Has Wide Distribution

"Merchandising Music," sales training manual prepared by the National Association of Music Merchants, has accomplished wide popularity nationally and also in many places around the world, according to reports from William A. Mills, executive secretary of the association.

This manual was prepared by the Sales Training Committee of NAMM, headed by G. H. Beasley, Texarkana, Texas, and assisted by Mr. Mills, and Walter F. Shaw, of the U. S. Office of Education, with the aid of some 300 men outstanding in the music merchandising field.

An additional 3,000 copies have just been printed in an effort to satisfy the demand for this book, Mr. Mills stated.

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



## BATTERY ELIMINATORS

**A Complete Line for Every Requirement!**

**Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.**

Cost but a few cents per hundred hours of operation.  
Completely filtered—hum free—silent and efficient.  
Sturdily constructed—no liquids or moving parts—operate in any position.

**MODEL "Q"**—Operates an 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

**MODEL "R"**—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (0.5 Amp. filament max.)

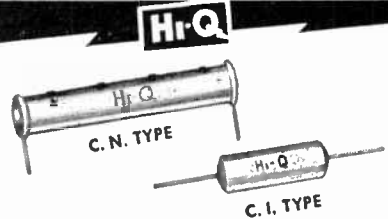
**MODEL "P"**—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

**MODEL "F"**—Operates any 2 volt, 4, 5, 6, or 7 tube radio from 110 volt 60 cy. source. (0.5 Amp. filament max.)

Canadian representative, Atlas Radio Corp., Toronto, Canada.

## ELECTRO PRODUCTS LABORATORIES

— Pioneer Manufacturers of Battery Eliminators —  
 140 WEST RANDOLPH ST. CHICAGO 6, ILLINOIS



## CERAMIC CAPACITORS

### ELECTRICAL REACTANCE CORPORATION

FRANKLINVILLE, N. Y.



## RADIO AND APPLIANCE DISPLAY BY CRENSHAW CO. DREW LARGE CROWDS AT MEMPHIS HOME SHOW



The Crenshaw Display of Farnsworth Radios

MEMPHIS, TENN., Thursday—The Crenshaw Co., distributor of Farnsworth radios and other electric appliances, sponsored an outstanding display at the recent Memphis home show.

In the center foreground were walnut and blonde models of the Farnsworth chairside combination and two recently announced FM-AM phonoradios, Models GK-141 and GK-102.

The men who manned the display are shown in the above photo. They are, left to right: George J. Seffers, Farnsworth Television & Radio Corp. district manager; Ted A. Clauss, representative for Filter Queen vacuum cleaners; Dave Williams, of Crenshaw Co.; Bob Rose, of the Guiberson Corp.; Jim Blaine, of Norge Corp., and Fred Bearden, of Hoyt Water Heater Co.

## 'CHAIN' VIDEO PARLEY IS SCHEDULED BY FCC

WASHINGTON, D. C., Friday—Television broadcasters and manufacturers of video and microwave equipment have been invited to Washington for an engineering conference designed to pave the way for "chain" television broadcasting across the nation.

The conference will be held June 3 by the Federal Communications Commission. Representatives of the American Telephone and Telegraph Co. and other communications common carriers have been invited to take part.

The announced purpose of the meeting is the "formulation of a schedule which will set forth the expected installation dates of common carrier facilities for the relaying of television programs between cities."

There are two methods of getting video broadcasts to distant points—the microwave system and the coaxial cable. The microwave employs a series of tall towers which pick up and relay television signals to the desired destination. The coaxial cable is a multiple message underground facility which can handle 1,800 telephone calls at one time. It is now being used to "pipe" television between New York and Washington.

## Kurt Emde of Zenith Corp. Speaks to Plastics Group

CHICAGO, ILL., Thursday—Kurt Emde, chief mechanical engineer of the Zenith Radio Corp., spoke here during the past week at the three-day tenth anniversary conference of the Society of the Plastics Industry.

## HOOD ELECTRIC OPENS STORE IN CHARLESTON

CHARLESTON, S. C., Monday—Formal opening of the Hood Electric Co.'s new store and service plant on Meeting street was held recently. The modern showroom has 7,000 square feet of floor space, while the shop and the warehouse have 6,000 square feet. The Hood concern, of which James A. and H. W. are partners, has the General Electric agency in Charleston. It is believed to be the largest G-E agency in the Palmetto State.

According to "Jimmie" Hood, the firm is actively engaged in construction of freezer lockers, having erected ten in South Carolina last year. The firm also maintains an air-conditioning and heating agency. The Hood Electric Co. employs fourteen persons.

The new showroom contains a completely modern exhibition kitchen and laundry with automatic clothes washer in operation for the first time in Charleston. The new building is completely air-conditioned for Summer and Winter, it was stated.

—B.

## A. D. Heller Is Named By U. S. Television Corp.

Hamilton Hoge, president of the United States Television Mfg. Corp., of this city, recently announced the appointment of A. D. Heller as chief mechanical engineer.

Mr. Heller has had wide experience in mechanical design and was chief draftsman for the Trigno Co., designer of home products and related electro-mechanical devices before assuming his present duties.

ANOTHER  
ORTHOSONIC

# Beauty...

Electronic's New Apartment Console Combination

Here is the radio-phonograph of distinction . . . the instrument for your discriminating clientele. In it are combined the incomparable tone quality of Electronic's exclusive Orthosonic System of Sound Reproduction and the matchless charm of superb cabinetry—the two together a triumph of elegance to delight all who appreciate the finer things. Just the right size to fit into apartment arrangements, it appears to equal advantage where space presents no problem. With its handsome styling and lovely hand-rubbed finish it adds grace and character to any surroundings. To you, along with Electronic's unique, new Chairside Radio-

Phonograph with the exclusive "electro-lift," it offers a new and better opportunity for increasing sales at the more profitable luxury level.

Send for catalog and full information on these and 12 other glorious Electronic table models in the lower as well as more expensive price ranges. They have something special . . . different . . . and new that your customers want! Write us today!

Model 710 PC, 710 PB Console—8 tubes and 2 rectifiers, superheterodyne circuit, Orthosonic Sound Reproduction, exclusive Electronic Vari-Tuner, push-pull output, dark red, or blond mahogany cabinets.

*First* TO MEET NEW FACTS ABOUT HUMAN HEARING

ORTHOSONIC Radio Sound Reproduction is an entirely new and exclusive principle developed by Electronic Laboratories for separating the low and high notes in the audio spectrum—reproducing them independently through separate amplifiers combined with the Orthosonic speaker system—each with individual tone control to permit listener to adjust sound to produce total effect most pleasing to his own auditory system.

ELECTRONIC LABORATORIES, INC. • Indianapolis, Ind.

## LARGE SEATTLE FIRM OUTLINES PLANS FOR GOOD MERCHANDISING

METHODS USED ARE UNIQUE

**Sherman, Clay & Co., One of Country's Largest Firms of Its Kind, Stresses Service.**

SEATTLE, WASH., Friday—Recently in reporting merchandising activity in this section of the country, the program of Sherman, Clay & Co., was recounted, but little detail was given. Yesterday Merwin Johnson, appliance manager for the Seattle branch, told of how the firm approaches the quality market.

First; it must be said that Serman, Clay & Co., is recognized as one of the largest music houses in the country. It has four big stores on the Pacific Coast. It deals in everything from small goods to Steinways and since the war, has gone a step farther—now it sells any and all kinds of appliances.

For years, music houses have been credit houses. Few people can remember when a piano was sold for cash. "And it would surprise you," said Jim Rench, manager of the Seattle branch, "just how many of our customers buy records and sheet music on their budget accounts."

But, to elaborate how the concern approaches the quality market in an adroit manner; imagine a page advertisement in a leading Seattle daily picturing a housewife playing a piano and a caption reading, "This is the way Mrs. Jones does her washing." Of course the advertisement goes on to say that a Bendix is doing the washing while she plays a piano or listens to a radio—one of the many makes the house carries in stock.

And the Sherman, Clay people carry few displayed are Bendix; RCA-Victor; ing makes are Capehart and Freed-Eisemann when it comes perhaps to price and customer preference; while its leaders in sales vary month by month among a half dozen of the leaders in the industry. Just to mention a Hoffman, Stromberg-Carlson, Philco just about every make in stock. Its lead and G.E.

The Freed-Eisemann has enjoyed some fine sales successes recently, reports Mr. Johnson, who attributes the record to good performance and a fine looking product that measures up well in the quality field. In other words, Mr. Johnson, says that the Freed-Eisemann is attractive, produced in period designs, and an all around good looking piece of furniture. They sell in this market from \$500 to \$1,000 and combine AM with FM and have record players.

There is a demand here for quality merchandise and not enough merchandise. Popular priced sets are about satisfying a normal demand, but competition increases their sale. But while there is plenty of low-priced radio sets available, it is still hard to find the high-priced combinations.

Mr. Johnson says that half of his showrooms are devoted to FM. "While there is but one station in Seattle as

yet, we are anxious to point out the superior tonal values obtainable on frequency modulation and we have found it a fine selling factor and we have stressed FM to prospective purchasers with the warning that when they are buying they might as well get the best and be set for the increasing popularity of the new form of broadcasting."

Another unique feature of the Sherman, Clay sales program is its definite policy to prepare and run only its own advertisements. Of course in fac-

tory ads listing dealers, the Sherman, Clay Co. always is represented. But, it does not adopt the idea of inserting factory prepared advertisements. It runs its own program in the exploitation of good merchandise, popularly branded and then gives the advertisements supplementary support; such as radio commercials and window displays.

F. L. Suddith has been appointed manager of the Butte, Mont., office of the General Electric Supply Corp., according to E. E. Brazier, district man-

ager of the Salt Lake District with headquarters in Salt Lake City. Mr. Suddith succeeds James L. Fahey.

The Butte office covers Montana, northern Wyoming and the Black Hills region of South Dakota, and handles complete lines of construction materials as well as both major and traffic appliances.

Mr. Suddith has been manager of the Billings warehouse and will be succeeded there by H. R. Ellerby.

—DUD BROWN.

## POWERFUL NATIONAL ADVERTISING DRIVES THE OPENING WEDGE . . .

Advertisements in such national magazines as Collier's, Life and the Saturday Evening Post are examples of Sylvania's tremendous campaign which tells millions of people about its quality radio tubes. This hard-selling campaign naturally helps to bring customers into your store.



# SYLVANIA

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

### DUMONT TO INTRODUCE LOWER PRICE TELESETS

PATERSON, N. J., Thursday — The Allen B. DuMont Laboratories, Inc., of Passaic, N. J., and New York City, will shortly add several additions to its line of television receivers for the home, it was indicated at a dinner-dance last week of the DuMont Five-Year Club, held at the Alexander Hamilton Hotel,

here. These will be popular-priced models, it is understood.

At the present time the lowest priced DuMont television set is priced around \$800. New models at around half that price are expected to be announced, according to reports circulating in this area.

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

### Talton Electric Firm Is Opened in Smithfield

RALEIGH, N. C., Saturday—Talton, Inc., at Smithfield, has been granted a charter to deal in electrical machinery and appliances. The authorized capital stock is \$50,000.

Incorporators are Hugh Talton, Joe Talton and Wade Talton, all of Smithfield.

—B.

### RISE IN BANKRUPTCY IS FORECAST BY N.

#### AT CONFERENCE ON CRED.

### Sees Substantial Gain in Failures Unless Congress Resolves Economic Ills of Nation.

Bankruptcies will substantially increase unless Congress resolves some of the vital economic questions confronting the nation, Judge John Knox of the United States District Court, New York City, declared Monday. A large degree of responsibility for preventing or mitigating a major depression also rests upon the nation's credit men, Judge Knox said in a speech delivered before the opening session of the fifty-first annual convention of the National Association of Credit Men in the Hotel Pennsylvania.

Judge Knox, in calling attention to the increasingly serious economic situation confronting the nation, said, in part:

"So far as my court is concerned, I wish only to say that we anticipate a substantial increase in bankruptcy work. Already there are indications that carnion will soon be available. I mean that the vultures that preyed on insolvent estates a decade or so ago are again on the wing. In other words, fly-by-night collection agencies, creditors' committee rings, together with dishonest lawyers, are now circling the sky. They are anticipating the financial distress of many business houses and they are ready—if permitted to do so—to sink their talons into the luscious flesh of some fat bankruptcy carcass. Within my files today there is ample evidence to substantiate the statement I have just made."

Intimating that the current Congress is responsible for the uncertain and unfavorable business climate today, Judge Knox declared:

"If, five or six months ago, I had chosen to talk about bankruptcy and its relationship to the Federal Courts, as barren and empty as the Mojave desert. At that time, my court—almost as insolvencies were concerned—almost ceased to function. A new Congress had come to power and we were enthusiastic as to what it might accomplish if only it could. We entertained the thought that taxes would be reduced and labor restrained. We believed, also, that wasteful extravagance would cease and that the national budget be cut to the bone."

Taking Congress to task for failure to accomplish any of these objectives to date, he continued: "The threat of strikes, prevalence of extortionate prices, cancellation of orders, fear of lessened production, as well as absence of tax relief, gave rise to feelings of foreboding, uncertainty and even fear upon the part of our people. As each of us is aware, these are the seeds from which bankruptcies grow. Some of them have already taken root and insolvencies have begun to increase. Unless conditions quickly change, we may harvest a bountiful crop."

(Continued on Page 18)



## ...effective mailing pieces help clinch the sale!

These inexpensive, attention-getting mailing pieces remind your customers to bring their "Radio Service" work to your store... remind them, too, that you carry the finest line of radio tubes made.

Month after month, Sylvania's nationwide advertising pounds home the same message to your customers. Month after month it tells them the advantages of using *only* Sylvania "quality controlled" radio tubes in their equipment. You'll find that you'll get the best results from this selling effort by supplementing it with your choice of the sales aids illustrated above... which clinch the sale by directing customers to your store.

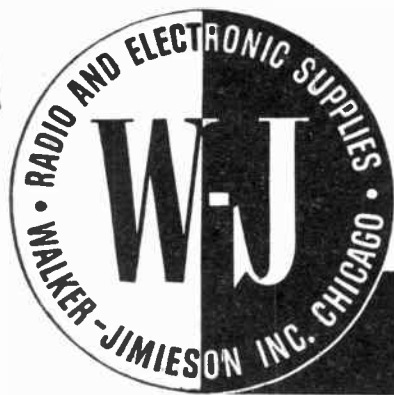
Order from your Sylvania Distributor, or write Sylvania Electric Products Inc., Emporium, Pa.



# ELECTRIC



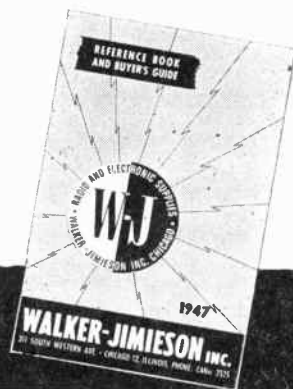
FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS



## 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 thousands

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



## WALKER-JIMIESON, INC.

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

## RISE IN BANKRUPTCY IS FORECAST BY KNOX

(Continued from Page 17)

Charging his audience to avoid granting credit "unwisely and with too great liberality" in order to avoid a repetition of the 1929 era, Judge Knox said:

"As a matter of fact, credit men of this nation, more than any private individuals I know, will determine whether the people of this land are to be prosperous and happy, or be distressed and stricken with poverty."

Matthew Woll, vice president of the American Federation of Labor, pointing out that consumer purchasing power has become progressively less as corporate incomes have risen, called on business to take the initiative in re-

ducing prices. He called attention to a recent statement of the National Planning Association pleading for price reductions by business men.

"The next move is squarely up to business," Mr. Woll said. "In saying that, I do not mean to minimize the other possible action that can be taken by labor, Government, farmers or other sections of our economy. However, the present crisis has come about through no fault of organized labor. The current high prices and inadequate purchasing power are largely the responsibility of business management. Labor is watching to see how business meets this test. We are willing to co-operate in every way possible, but it is up to business to make the first move in bringing today's prices and profits in line with today's wages."

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

## W. F. HOSFORD RESIGNS AT WESTERN ELECTRIC

C. G. Stoll, president of the Western Electric Co., of this city, last week announced the resignation of William F. Hosford as director and vice president in charge of operations for the company.

Mr. Hosford's resignation becomes effective May 31 and will coincide with his retirement after nearly forty-seven years of service with Western Electric.

It was also announced that the company's board of directors has elected Stanley Braken, until now vice president in charge of manufacture, to the post of executive vice president. H. C. Beal, engineer of manufacture, has been elected director and vice president to succeed Mr. Braken.

F. J. Feely, who continues as manager of Western Electric's Buffalo shops and electronic shops, becomes engineer of manufacture in addition to his other duties.

## LABOR RELATIONS IS RMA SEMINAR TOPIC

Labor relations problems of the radio industry were considered during the Third Radio Manufacturers Association Industrial Relations Seminar, held recently at the Hotel Pennsylvania in this city.

Speaking on the topic, "Heading off Labor disputes," Abraham A. Desser, of the National Industrial Conference Board, declared that a large amount of labor trouble starts from minor irritations rather than basic disputes over wages and hours.

Dr. M. S. Viteles, director of personnel research and training for the Philadelphia Electric Co., spoke, with slide film illustrations, on the uses and effects of various methods of testing and training employes.

Chairman Glenn W. Thompson, president of Noblitt-Sparks Industries, Inc., Columbus, Ind., announced that the RMA Industrial Relations Committee will poll members on topics to be discussed during the next seminar. Richard C. Smyth, industrial relations director of the Bendix Radio Division, Baltimore, will make the poll.

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

## Attention Manufacturers Radios and Appliances

• National sales distribution through distributors or sales representatives directly under supervision of sales executive with 25 years' affiliation in this particular field.

For Complete Information Communicate With

Fred C. Collins

Cahara Merchandise Co.

299 Madison Avenue  
New York 17, N. Y.

Telephone: PLaza 9-3830

## BOSTON RADIO TRADE SHOW DATE CHANGED

BOSTON, MASS., Thursday — The date of the Radio Trade Show, sponsored by the wholesalers division of the Electric Institute of Boston, has been changed. The show will be held Aug. 13 and 14 at Horticultural Hall instead of Aug. 19 through 21 at the Hotel Statler as previously scheduled.

The show committee announced this week that the change was made because it felt that better arrangements and facilities can be provided in Horticultural Hall, making it possible to allocate larger display areas and other accommodations for the attendance expected. This will be the first major radio show held in the Boston area since before the war.

## Ira Kamen To Sales Post At Intra-Video, New York

S. Sagall, president of Intra-Video Corp. of America, of this city, recently announced the appointment of Ira Kamen as manager of the sales and installation division of the firm.

Mr. Kamen was formerly director of electronics for Conlan Electric Corp., the Allen B. DuMont Laboratory's television and installation service agency. During the war he was a supervisory professional radio engineer with the Navy Department.

### 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

Exclusive National Suppliers of Seaboard Products

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

Supplying Jobbers Exclusively

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



# GENERAL ELECTRIC

*Electronic*

## RADIO TUBES

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



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



### NEW ORLEANS TRADE PUBLICIZING FM WITH MANY NEW PROGRAMS

WILL ERECT NEW STATION Prediction Is Made That City Will Get Network Programs in 1948 — New Radio - Telephone System Inaugurated in Section.

NEW ORLEANS, LA., Monday — This city's newest FM station, WTPS-FM, has announced it will begin construction of a new 600-foot transmitter tower to increase its range from 20.2 miles to 120 miles. Radiated power will be increased from 4500 watts to an eventual 270,000 watts, according to Henry F. Wehrmann, station manager.

The 270,000 watt power has been authorized by the Federal Communications Commission and will be attained within a year or two, he said. First power increase will be to 50,000 watts, according to Mr. Wehrmann. The new tower will be across the Mississippi River from New Orleans. Effective height of the present temporary tower is 120 feet.

FM continues to be widely pushed in New Orleans. Mr. Wehrmann has been lecturing in the interests of WTPS-FM at civic clubs, and presenting FM pro-

grams during his appearance. Other stations have conducted the same sort of promotion.

The station manager predicted to New Orleans business men that FM will be the medium of broadcast in the future, and 700 stations will be operating by the end of this year. New Orleans will get network FM programs by 1948, he said, when the telephone coaxial cable which now ends at Jacksonville, Fla., is extended into this city.

An addition to the Columbia record division of Walther Bros. has been announced by George Blanchin, department manager. He is Julius King, who will be on the road with Jimmy Weber. Mr. Blanchin will time promotion of the new masterwork album, "A Night in Carnegie Hall," with opening of the film by the same name here. Popular here has been the Kid Ory album. The hot jazz orchestra was featured in the picture "New Orleans." Also selling very well in the Columbia line has been the Dorothy Shay album and the Dinah Shore-Frank Sinatra album, Mr. Blanchin said.

John Ryan, advertising and promotion manager for Walther, declared the company is pushing the Philco 1201 model with extensive advertising. Radio plugging by Bing Crosby, and efforts of Don McNeil in selling Philco refrigerator ice cube trays have been effective locally, he said. Ed Holton, an addition to the Coleman division, and John Mitchell have returned from

attending a sales, service and installation school in heating at Wichita, Kans. Walter Murphy made a trip to Atlanta to discuss plans for the year with Bendix representatives. The home demonstrators are being trained for the Bendix ironer.

A big demand is expected here, where the climate is damp, for the third Bendix product, the drier.

A new radio-telephone system is now being operated here to correct traffic tie-ups and break-downs on street car and bus lines of New Orleans Public Service, Inc.

A fixed frequency modulation transmitter and mobile units in special trucks and wreckers can bring cruising supervisors to the scene of any delay in a few minutes.

The FM transmitter is located in the Public Service Building and has a power of 250 watts and range of 25 to 30 miles. The mobile units, with a power of 50 watts, are installed in seven half-ton trucks, three wreckers and an emergency truck. Six supervisors cover a given area of the city from 7:00 A. M. to midnight daily.

—R. W. HARTSHORN.

### Chief Electronics Co. Men At Parts Show in Chicago

POUGHKEEPSIE, N. Y., Thursday —Irving P. Wolfe, president of Chief Electronics, distributor of radio equipment here, and Philip L. Lewin, vice president, were at the St. Clair Hotel in Chicago throughout the Radio Parts Show.

The firm also announced that Kenneth Hilmar has been made an outside salesman and that Peter Burdash has been appointed store manager.

### National Union To Move Offices To Orange, N. J.

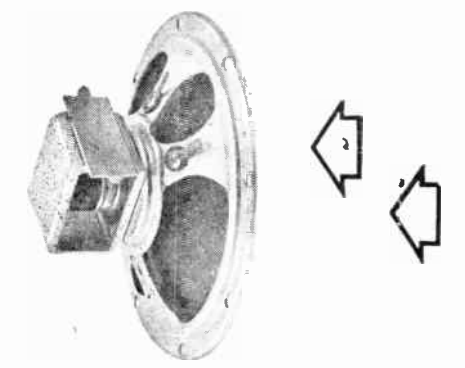
NEWARK, N. J., Thursday — The National Union Radio Corp. has sold its building at 57 State street, in this city, and will move its office, sales and purchasing departments into its research division building at 430 Scotland road, Orange, N. J. The move is expected to be completed shortly after June 1.

### Milhender Distributors Opens Springfield Office

SPRINGFIELD, MASS., Friday — Milhender Distributors, Inc., with headquarters in Boston and a branch in Providence, has opened another branch office at 324 Columbus avenue, in this city. The same nationally-advertised lines carried in Boston and Providence will be merchandised by the local office, which is under the direction of Robert Cochrane, manager.

The concern staged a formal open house party from May 12 to 16, when large crowds visited the establishment.

**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.



### It's Signal FOR SALES FOR FINE PORTABLES

It's the Signal EMPRESS!

Handsome—fast-selling, 3-way lightweight portable—AC, DC and battery! Features the SIGNALLOOP—picks up weakest stations with least amount of noise.

- Powerful 5" Alnico No. 5—1.47 Oz. Speaker
- Uses 5 Flashlight Cells and 67½ V. Batteries
- 1 Tube. Plus Selenium Rectifier
- No Warm-up Time—Plays Immediately (no rectifier tube to heat up)
- Full Vision Slide Rule Dial
- Weighs Only 5½ lbs. . . . With Batteries that will last an average of 100 Hours
- Size 10"x3½"x5¾"
- Handsome Covered Carrying Case—Looks Like Fine Leather
- Finger-Tip Lift Carrying Handle & Fine Shoulder Strap



\$29.95  
List Price  
Less Batteries

See Our Other New Portables For SIGNAL Sales!

Signal Electronics, Inc. SIGNAL SALES CORP. 114 E. 16th St., New York 3, N. Y.

**CUTS RECORDS UP TO 10" DIAMETER**

**PLAYS RECORDS UP TO 12"**

**ONE BUTTON CONTROLS SPEED  
78 or 33 1/3 R.P.M.**

**JUST LOWER CUTTING ARM TO START RECORDING**

MODEL G1-R90  
DUAL-SPEED HOME  
RECORDING AND  
PHONOGRAPH ASSEMBLY

## Smooth Power... FOR HOME RECORDING

Your customers will be delighted with the high-quality home recordings they can make on this GI Dual-Speed Home Recording and Phonograph Assembly. Equipped with ample *Smooth Power* for recording or reproducing, it's simple as ABC to operate. It's sturdily built to stand up under hard use . . . and it's remarkably low-priced for volume sales.

Send for details on this fine unit, and for complete information on the complete *Smooth Power* line of Phonomotors, Recorders and Combination Record-Changer Recorders.

**THE GENERAL INDUSTRIES CO.**

DEPT. MW • ELYRIA, OHIO

**RECORD NOTES**

### CAPITOL IS RELEASING SERIES OF FOLK SONGS

HOLLYWOOD, CALIF., Monday — Capitol Records, Inc., will introduce an entire new record series under a new label, the Capitol Americana Red Label, on June 9, the firm announced here recently.

Featured on the new label will be America's outstanding artists for western songs, old-time dances, hill country tunes, sepia music and true jazz, it was announced. First release under the new label will include an album of "Folk Songs of the Hills" by Merle Travis, and single records by Tex Ritter, Tex Williams, Nellie Lutcher, Sonny Terry, Uncle Henry's Original Kentucky Mountaineers and Larry Cassidy.

The Americana releases will not affect the frequency or quality of established Capitol releases and they will be priced identically, the company stated.

### New Distributors Named By DeLuxe Record Firm

LINDEN, N. J., Friday — The De Luxe Record Co., Inc., here, has announced the appointment of three new distributors. They are A. L. Alpers, distributing Co. of San Francisco, for the Pacific area; Standard Distributing Co., of Pittsburgh, for western Pennsylvania, and Commercial Music, of St. Louis, for Missouri.

### New Record Retailer

DALLAS, TEXAS, Tuesday — The Record Shop has opened in its greatly enlarged and modern new home at 1304 Main street, offering the most complete collection of recorded music in the Southwest. The radio salon features nationally known radios, record players and combinations.

—B.

### NEW KEYNOTE POLICY CUTS DOWN ON JAZZ

Keynote Recordings, Inc., of New York, will revise its previously established policy of placing complete emphasis on jazz and give equal priority to previously unrecorded classical and contemporary compositions, folk music and childrens albums under a new program recently announced.

Changes in executives personnel have been made. John Hammond is now president of Keynote, Robert McKinney, treasurer, and Max Lipin, executive vice president is in charge of sales.

On the basis of planned additions to keynote's new catalog, twenty-one distributors have been engaged. Mr. Lipin expects to reach full nation-wide distribution by the end of next month.

A special group of compositions

known as the Manuscript Series, consisting primarily of classic and contemporary works, unrecorded in the United States, is in preparation under Mr. Hammond's direction.

Igor Strawinsky, modernist composer-conductor; Ralph Kirkpatrick, harpsichordist; the Kroll String Quartet, and Alexander Schneider, violinist, are among the artists who will record works by Vivaldi, Mozart, de Falla and others.

### Columbia Records Plant In Mexico City Finished

HOLLYWOOD, CALIF., Friday — Columbia Records, Inc., announced this week that its new Mexican plant, Discos Columbia de Mexico, S. A., has been completed. The plant is located outside of Mexico City. It will be directed by Manuel S. Kestler.

### O. H. Shenstone Named To Norge Management Post

DETROIT, MICH., Monday—Howard E. Blood, president of the Norge division of the Borg-Warner Corp., announced recently that O. H. Shenstone has been appointed Norge factory manager in charge of three of the company's refrigerator plants following the resignation of John C. Buchanan as manager of the Muskegon Heights plant.

The appointment of G. P. Kennedy as resident manager of the Muskegon Heights factory was also announced.

### Special Storage Album For RCA Heritage Series

CAMDEN, N. J., Monday—J. M. Williams, advertising manager of the RCA Victor record department, announced here recently that a special ten-pocket storage album to house RCA Victor's Heritage Series record is available.

The album, bound in Roxite cloth, with Cordoba fabrikord backbone, is gold imbossed and partly made of wood. It will house the ten reissues of original masters made by singers from the golden age of opera such as Caruso, John McCormack and Luisa Tetrazzini.



### It's a Pleasure

It's a pleasure to listen to good music when played with the Jensen Concert Phonograph Needle. This popular needle is tipped with the Jensen Alloy—a precious metal that assures true tonal fidelity up to 5,000 plays. Costs only \$1.



\$1

**DEALER NAME  
STREET ADDRESS  
CITY AND STATE**

The above is Jensen Ad Mat No. 9 prepared for dealers to use in local publications. Available on request.

**Jensen Industries, Inc.**  
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*The Choice of Music Lovers*

MODEL 56

Selected by famous makers for use in their finest radio-phonograph combinations . . . honored by sincere praise from discriminating music lovers . . . Webster Record Changers give faithful reproduction — gain good will for you.

**WEBSTER CHICAGO**

5610 Bloomingdale Avenue CHICAGO 39, ILLINOIS

### ALBERT MILLET NAMED TO CONTINENTAL POST

Donald H. Gabor, president of the Continental Recording Co., Inc., New York, announced recently that Albert Millet has been appointed advertising manager, taking over all sales promotion and advertising functions from Ralph Berson, public relations director, who will now devote his entire attention to publicity and exploitation.

Mr. Millet was formerly connected with the promotion department of Billboard magazine.

A new branch office of Continental has been opened at 415 Brainard street, Detroit. Al Steiger, of the Chicago office has been transferred to Detroit to manager it, Mr. Gabor said.

### Louis Royal Made Record Manager By Dayton Firm

DAYTON, OHIO, Monday—Ohio Appliances, Inc., RCA Victor record distributors here, announced recently the appointment of Louis Royal as Cincinnati and Dayton manager of their record department.

Mr. Royal opened and organized the Cincinnati branch of Capitol records last year, serving as its manager until he became affiliated with Ohio Appliances.



DISTRIBUTED IN  
**SOUTH BEND**  
Area  
BY  
**COLFAX COMPANY, Inc.**  
South Bend 18, Indiana



### RCA Presents Record Set To President of Mexico

The Radio Corp. of America presented a group of records of his favorite songs to Miguel Aleman, President of Mexico, when he and his party passed through New York recently.

The records were accepted for Senor Aleman by Lelo de Larrea, Mexican consul general in New York, following a reception for the presidential press party given by RCA. The presentation was made by Frank McCall, of RCA International Division.

Included in the group were two gold plated master discs, one of Senor Aleman's favorite composition, "La Bambaba," and the other of President Truman's favorite, the "Missouri Waltz."

### Arrangements Made For Electronics Conference

CHICAGO, ILL., Friday—The American Institute of Electrical Engineers and the Institute of Radio Engineers, who are sponsoring the National Electronics Conference to be held here next November 3 to 5, announced this week that the meeting will be addressed by nationally-known speakers and that between fifty and sixty technical papers, covering all phases of electronics, will be read.

Exhibits of the latest electronic developments are planned by manufacturers for the conference, and three luncheons and a banquet are scheduled, it was stated.

### Columbia Asks To Re-enter Video Broadcasters' Group

The Columbia Broadcasting System has applied for readmission to the Television Broadcasters Association, the company announced recently. This move was interpreted in trade circles to mean that Columbia plans to devote increasing attention to black-and-white television.

The company resigned from the association in 1945, reportedly because most of the members were opposed to Columbia's campaign for the establishment of color television. The Federal Communications Commission recently rejected a petition by CBS for the setting of standards for color video.

### "Kiddi Trola" Models Have Underwriters Seal

SCARSDALE, N. Y., Monday—Jerome Herold, head of the Herold Mfg. Co. of 1 Romney place, this city, revealed today that his complete line of "Kiddi Trola" children's phonographs has underwriters listing and carry the underwriters seal on each model.

The four models in the Herold line are the "Carousel," "Playmate," "Junior" and "Consolette." The first three mentioned are table models.

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

### J. J. Record Co. Acquires Factory in Newark, N. J.

NEWARK, N. J., Friday—The J. J. Record Manufacturing Co. of California has leased factory space at 101-111 New Jersey Railroad avenue, this city. The concern manufactures phonograph records under the "Black and White" label.

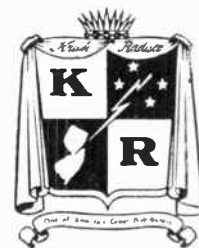
The J. J. firm will manufacture and package discs at the local plant for eastern distribution.

### Polyna Stoska to Record Exclusively for Columbia

BRIDGEPORT, CONN., Friday — Goddard Lieberman, vice president in charge of Masterworks artists and repertoire, for Columbia Records, Inc., announced here this week that Polyna Stoska, the star of "Street Scene" has signed an exclusive recording contract.

Miss Stoska made her recording debut in the Columbia album of selections from "Street Scene" issued May 12.

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

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RADIANT and FAN-FORCED HEATERS

"LECTRIC COOK" COMBINATION GRILL and WAFFLE BAKER

## SUES, YOUNG & BROWN ANNOUNCE IMPORTANT CHANGES IN PERSONNEL

WELLS IS GIVEN HIGH POST

McLennon, Piper, Walker, Others  
Are Advanced — New Television Sets Expected by Kinney.

LOS ANGELES, CALIF., Friday—Sues, Young & Brown, Inc., Zenith distributor, has made numerous changes in its organization set-up. While M. G. Sues will continue to act in the general capacity of sales manager, the development of the business has made necessary the following changes:

Marshall C. Wells will assume the duties of assistant general sales manager, in addition to continuing as manager of the range, refrigerator and washing machine division.

Jack McLennon is now general field sales manager and will devote most of his time to the outside sales organization in connection with territorial responsibilities. Mr. McLennon's years of experience in the radio and appliance industries will assure good service to dealers.

Donald Piper has been named manager of the Zenith Radio Division. Mr.

Piper's efficiency as a sales executive of the company is known to many of its dealers. He is well qualified to handle this important department.

Due to having demonstrated outstanding executive qualifications during the period that he has been a member of the Sues-Young organization, Peter Frank has been appointed manager of the General Appliance Division.

C. D. Walker has been made resident sales representative for the company in San Diego and Imperial Counties. Mr. Walker has been active in appliance distribution in San Diego for some time and has had a varied business experience which has given him the necessary qualifications to assume his new responsibility.

Visitors to the Chicago Show were welcomed at the Walter L. Schott Co.'s booth by Walter L. Schott, president of the company; Ben Berman, secretary-treasurer, and Sam Cooper, field sales manager.

Phone-plugs, jacks, friction washers and hair-spring cotter-clips, all new Walsco products for the radio repair trade, were among the many items presented at the Radio Parts Show.

Speaker Cone patches, another new Walsco exclusive, were also shown. The patches are self-adhering. They are flexible and conform perfectly to the curvature of the cone. They do not change the tone characteristics of the speaker.

Also introduced were the new Walco Unibeld and a new standard test record for record-changers.

The hardware items are attractively packed in dust-proof cellophane bags and are now part of the Walsco-40 line.

Kinney Bros., 215 West Avenue 19,

distributor of Stewart-Warner products, is still awaiting delivery of this line's two models of television sets.

It reports that the FM-AM Console combinations are going very nicely and that the Air Pal, Stewart-Warner's smaller-than-a-telephone-sized radio, is having an excellent sale.

The concern is using spot television announcements, showing the Stewart-Warner television set, over Television Station KTLA.

—S. M. BOOKEE.

## G-E Expansion Program Will Cost \$300,000,000

SCHENECTADY, N. Y., Thursday—The General Electric Co. here, announced this week that a large scale expansion program expected to cost about \$300,000,000 is being carried on in G-E plants throughout the country.

On completion, the company's pre-war manufacturing space and number of employees will be doubled, the company said. Much of the new manufacturing space will be in use by the end of this year.

## Television Is Discussed At Cincinnati Meeting

CINCINNATI, O., Monday — Television was the subject of discussion at the Institute of Radio Engineers Spring Technical Conference held Saturday.

The program included talks on television antenna designs, intermediate frequency television amplifier design, new approaches to input circuits, television receiver synchronizing circuits and cathode ray advances.

## DYNAMIC IS PRODUCING NEW 7-INCH VIDEO KIT

The Dynamic Sales, of Brooklyn, recently announced a new television kit, retailing at \$159.50 with a leatherette cabinet or at \$174.50 with solid mahogany, walnut or birch cabinets.

Its features are said to include a new and brighter seven-inch cathode ray tube, non flicker pictures, the latest electronic holding circuit, very simple wiring and provision for FM reception.

The firm has opened a new plant at 155 Prince street, Brooklyn, where it is producing television kits and receivers and also special ten-twelve- and twenty inch screen television outfits for bars, taverns and theatres. It also has in production a sweep generator which is being sold to the trade at \$300.

Sid Teich and Dr. M. Berinsky, a television pioneer, head Dynaminc Sales.

## Dealer Allocations Ended By Eastern Co., Cambridge

CAMBRIDGE, MASS., Friday—The Eastern Co., distributor of radios and electrical appliances in this city, announced this week that it believed the period of merchandise allocations to be almost over. J. R. Segel, general sales manager, said that the firm now expects ample stocks for all orders.

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Radio  
Point-of-Sale  
**DISPLAYS**  
FOR FADA DEALERS



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**full line**

from portables to consoles—the finest quality in each price range!

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Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Panamuse.

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## VALUABLE DATA SEEN PROVIDED IN NATIONAL PRICE STUDY SURVEY

WASHINGTON, D. C., Tuesday — Senator Ralph E. Flanders of Vermont predicted this week that the Joint Congressional Committee on the Economic Report may be able to present its national price survey findings to the House and Senate in about six weeks.

Chairman of the sub-committee which is making two inquiries into business conditions, expectations, and related technical economic questions, Senator Flanders said he believed that the first survey being made by Dun & Bradstreet would require about two weeks.

The sub-committee's own analytical search for basic principles to guide both industry and government policies toward high and stable productivity, may take another two weeks. Another fortnight should give the committee time to prepare its report and recommendations for the President and Congress.

"This is just a personal guess," he said in an interview. "But it is based on the fact that Dun & Bradstreet, who volunteered their services, have the physical set-up to make a quick, confidential survey based on our price questionnaire.

"That is a task which might take the sub-committee weeks to do, considering the possibility that subpoenas might have to be used to get some of the information required."

Dun & Bradstreet will interview 660 leaders of industry, trade, finance, agriculture and labor, who will be asked to reply in detail to such general questions as:

(1) How do you expect the second half of 1947 to compare with the second half of 1946 — increase, decrease, or no change — in output, labor costs, number of employes, dollar volume of net sales, volume of production, profits and the like?

(2) What changes do you expect to occur between the present date and December 31, 1947 in prices paid for materials, selling prices, prices paid for construction, and wage rates

(3) Should Federal support of farm prices be maintained indefinitely, until the expiration of the 1948 guarantees, reduced immediately, eliminated immediately and why?

Senator Flanders said that the returns from this and the committee's own survey, which will be revealed next week, may result in specific recommendations to Congress on legislation such as rent control.

Congress, however, is not bound to follow the suggestions of the joint committee which was set up under the "Employment Act of 1946" to advise Congressional committees and make recommendations for the President's mandatory economic report. It comprises seven members each from the House of Representatives and Senate.

"Food prices are the biggest element in this price crisis," Senator Flanders said. "Another is rents, which have been held down artificially. There may be in the near future some improve-

ment in food prices, but this saving may be swallowed up by an increase in rents.

"Our studies may show the possibility of reducing other elements in the price structure. I think it is safe to

say that food prices won't go up any higher. Another encouraging sign is that productivity has been improved in the last few months.

"It is a strange thing, but administered prices (those controlled by an

industry) have risen the least, while so-called 'free prices' have gone up the most. That is because the administered prices take into account long-run conditions, while free prices are affected by the current situation."

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# LEONARD ASHBACH COMPANY STEALS THE SHOW WITH THE WORLD'S GREATEST RADIO TUBE SALE!

Here We Offer Over 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 Two Categories. Some at Distributors' Cost — and Below Distributors' Cost.

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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	\$.59	2100	—6K7	\$.48	2000	—7C6	\$.55	6000	—12BA6	\$.40
2000	—1N5GT	.59	5000	—6SA7GT	.49	5800	—7B6	.49	5000	—35W4	.29
2000	—1H5GT	.49	6000	—6SQ7GT	.40	6200	—7Q7	.49	5000	—50B5	.48
1200	—1L4	.30	3000	—LSC7	.55	8000	—7N7	.49	5000	—35Z5	.35
4000	—1LA6	.90	1500	—6L6	.90	3000	—7E5	.49	10000	—35L6	.44
500	—1LD5	.75	2900	—6L6GA	.80	2000	—7Y4	.49	3000	—50L6	.44
3300	—1LC6	.85	800	—6SD7	.35	3000	—7F7	.55	1700	—50A5	.55
5000	—1LN5	.75	12000	—6SH7	.30	1800	—12SR7	.45	1400	—35Y4	.39
7000	—1R5	.45	2300	—6SL7	.60	2000	—12SL7GT	.55	3000	—14Q7	.45
4000	—1T4	.40	2000	—6V6GT	.49	5000	—12SQ7GT	.40	3300	—14A7	.48
400	—3Q5	.65	2000	—6J5GT	.39	8000	—12SK7GT	.40	2000	—14B6	.45
1600	—3A4	.35	2000	—6K6GT	.45	4000	—12SA7GT	.50	700	—46	.48
2900	—5U4G	.45	4000	—6SK7	.40	12000	—12SN7	.30	8000	—9003	.25
8000	—5Y3GT	.33	1900	—6J5	.39	3000	—12C8	.30	1350	—955	.45
4100	—6AG5	.50	4000	—6SJ7	.48	8000	—12A6	.40	7000	—SP30	.30
3000	—6AL5	.25	8000	—7A7	.49	3000	—12H6	.30	6000	—SP45	.40
4000	—6H6	.39	500	—7A8	.65	2000	—12J5GT	.39	5000	—OY4	.38
1900	—6C5	.45	4000	—7B4	.49	6000	—12BE6	.40	1000	—77	.45
20000	—6J6	.30	2000	—7C5	.49	6000	—12AT6	.40	2000	—27	.40
2000	—6K7GT	.48									

And Hundreds of Other Types. Send us Your Requirements

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

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

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



## Phenomenal Growth of Sylvania Electric In Tube and Lamp Field Traced by Fortune

Setting its sights on a \$100 million dollar business in 1947, Sylvania Electric Products, Inc., becomes the only company besides General Electric and Westinghouse to flourish in the rugged competition of the electric lamp and radio business, reports an article in the May issue of Fortune.

In a seven-page feature article, introduced with a full-page photograph of Sylvania varicolored fluorescent tubes and including pictures of the Emporium and Brookville, Pa., plant sites, Fortune presents an industrial portrait of the company. The "upstart Sylvania," as the article terms it, is today "the third largest producer of incandescent lamps in the U. S., the biggest producer of fluorescent fixtures, and one of the ten largest manufacturers of radio sets."

The newest contender in the field is reaping the reward of productive proficiency, Fortune asserts. For example, the editors cite the foresight of the Poor brothers, Frank, Edward and Walter, and Ben Erskine, the original founders of the company, who believed in investing heavily in modernization of equipment instead of milking their company for quick profits. The policy continues, for the 1947 budget allots three million dollars for new equipment and six and one-half million for research and development work.

Tracing the growth of the company from a small quota manufacturer of incandescent lamps, the magazine demonstrates how Sylvania Electric, in the past two years alone, has nearly doubled its share of the incandescent market and proposes to double that again, while, in the field of radio tube manufacture, it has become the largest volume producer in the business, running a close second to RCA.

The main reason Sylvania survived the tube war of the 'thirties, in the opinion of Fortune, was its contract to supply tubes for Philco radio, whose low-priced set was expected, at that time, to ruin the radio industry. As things turned out, Philco ran away with the market and Sylvania found itself with 25 per cent of the total tube business.

Although Sylvania Electric was well established in the incandescent and radio tube industries, fluorescent lighting put the company on the map, the magazine continues. The Poor brothers were quick to see the potentialities in the new tubular lighting, and when the annual unit sales jumped from 200,000 tubes in 1938 to 60 million today, Sylvania Electric captured a 20 per cent share of the booming new industry. It has since become the biggest fixture manufacturer in the business and shares with Westinghouse second place in the manufacture of fluorescent lamps.

Fortune reports that fluorescent lighting is, therefore, the company's fastest-growing project. The sleek, modern plant at Danvers, Mass. will produce seventeen million fluorescent tubes this year, and an old converted hosiery mill at nearby Ipswich will go on making the fluorescent fixtures that are one of Sylvania's most profitable items.

In denoting the big business in small towns feature of Sylvania's decentralized set-up, the article repeats the words of President Don G. Mitchell: "Move business into the country, the workers are happier there; they can fish, hunt, and keep gardens. In small units administrative expenses can be kept at a minimum. In small towns the quality and efficiency of labor is higher."

## ADMIRAL PRESENTING NEW RADIO SET LINE AT REDUCED PRICES

MANY ADVANTAGES LISTED

Introduces New Phonograph Tone Arm — FM System Also Developed by Chicago Manufacturing Organization.

(Continued from Page 5)

"among the most important in the history of the radio industry." Most revolutionary is a "miracle tone arm" with a snap-in cartridge which utilizes a new principle in electronics. An exclusive Admiral adaptation of a type of rubber developed during the war for airplane anti-icers, transforms the manual impulses of the pickup point into electronic impulses. It makes unnecessary either crystals or special electronic tubes, which have been used as converters until now.

The pickup point of precious metal and the energy converter are contained in a factory sealed plastic cartridge that can be quickly replaced by the owner of the set.

The cartridge is contained in a tone arm which has a number of major technical improvements, making possible unprecedented clarity, ease of operation, safety and fidelity.

The result, according to Admiral officials, is the highest quality of repro-

duction ever achieved in a commercially manufactured radio-phonograph combination.

Admiral also revealed a new system of FM reception, developed in its own laboratories. "This system," said Mr. Siragusa, "gives finer reception and trouble-free service at lower cost than previous FM systems."

Both the Miracle Tone Arm with the rubber reproducer and the new FM system were demonstrated before a large audience of newspaper and radio representatives.

A luggage-style portable radio called "The Thin Man" because of its slender compactness, was also unveiled. It was designed for "class" appeal and "mass" price, Mr. Siragusa said. Also shown were a low-priced radio-phonograph, console set, and a table-model radio with automatic phonograph, both at prices that Admiral officials said are the lowest for any sets of proved quality.

Prices on the new table models start at \$19.95, and the portables are listed at \$49.95 and \$54.95; table combinations start at \$79.95 and console combinations start at \$129.95. All have automatic record changers.

## Howard Bancroft In Sales Post With Rochester Firm

ROCHESTER, N. Y., Friday — The National Sales Co., distributor of Stewart-Warner radio sets, announced that Howard Bancroft is now a radio sales executive with the firm. Mr. Bancroft was formerly connected with Harmon Distributors, Inc., here.

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

#### CROSLEY

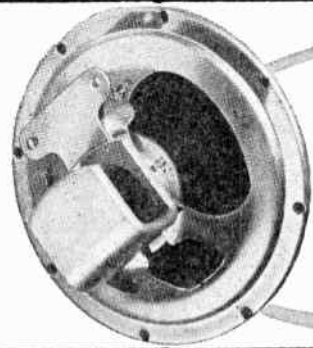
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## QUAM Adjust-a-Cone SPEAKERS



Look for the U-SHAPED COIL POT  
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WRITE FOR FREE CATALOG

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Radios - Refrigerators - Freezers

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**SPEED QUEEN**  
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**CLARK**  
Electric Water Heaters

**EUREKA**  
Vacuum Cleaners - Cordless Irons

**GRAND**  
Gas Ranges

**SETH THOMAS**  
Clocks

**PROCTOR**  
Small Appliances

**Jensen MANUFACTURING COMPANY**  
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 IN CANADA — COPPER WIRE PRODUCTS, LTD., 11 King Street, West, Toronto  
*Specialists in Design and Manufacture of Fine Acoustic Equipment*

## TRAINING COURSES IN APPLIANCES, RADIOS HELD ON WEST COAST

SONORA OFFICIAL IS ACTIVE

Appliance Supply Co. Receives a Shipment of Andrea Radios — New Consoles Are Arriving.

SAN FRANCISCO, CALIF., Monday—Milton Benjamin, Sonora Radio & Television Corp.'s national sales manager, arrived a week ago today, and stayed here all during last week, conducting training courses in record merchandising with Schwab-Lapkin Co., Bryant and Tenth, exclusive northern California distributor of Sonora radios and records. Robert Schwab said: "We learned a great deal and feel confident we will be able to do a first class job selling Sonora records."

Schuyler-Wilson Co., 1335 Market street, held a demonstration recently of its recently received Hallicrafter radios for its own staff, at the Green Room of the Mart. Charlie Shapiro, executive of the Hallicrafters Co., arrived from Chicago to attend the session.

A meeting was called recently by the

San Francisco Unit of The Gas Appliance Society of California and was well attended by local wholesalers and retailers of gas ranges. Purpose of the meeting was educational, and much valuable information was disseminated. The presentation was made by C. Roy Ohnimus, northern California branch manager of Western Stove Co., Inc., Culver City, Calif.

Appliance Supply Co., Western Merchandise Mart, distributor of Andrea radios, has received a shipment of the Andrea universal portable models, in the new two-tone case. According to Henry C. Heerdt, manager, model P-163 is very much in demand for ship use and for abroad. It gives full short-wave coverage, needs no transformer, and is adaptable to AC-DC current up to 250 volts. Mr. Heerdt said that frequently ship-faring folks from abroad pick up one of these radios, then like it so well that they buy another one on their next trip for their families in Europe. Another very popular product handled by Appliance Supply Co., is the Lasko Toastove manufactured by Lasko Metal Products, Inc., West Chester, Pa. Lasko Toastoves are now being delivered to retailers.

General Electric's appliance and merchandise sales department recently conducted a successful "Back-in-Business Clock Campaign." B. M. Tassie, Pacific District manager of the department, with headquarters here in the Russ Building, said: "The Back-in-Business Clock Campaign confirmed two basic ideas: first, that sound merchandising programs are now required in some lines to move goods in volume; second, that customers will respond to such a campaign when properly presented and backed up with quality merchandise fairly priced."

New console combinations are arriving now regularly. C. G. Haddicke Co.,

85 South Van Ness avenue, and showroom in the Mart, received some handsome new models. They are nine tube sets, AM-FM bands, with a separately incorporated FM tuner. They have automatic record changers, and large record storage space. Deliveries to dealers are in progress. According to John J. Lukanish, partner in the firm, there is a regular boom in the Valley regions. The rural population seems to be mainly interested in high quality, and is quite ready to spend \$350 or more for a radio-phonograph combination.

Kaemper-Barrett, 1850 Mission, and the Mart, Admiral distributor, is currently showing two new Admiral combinations. One has seven tubes, short-wave band, automatic record changer. R. W. Newell, advertising and sales promotion manager called attention to the very quick—3½ second—pickup of the record changer. The other model has six tubes. They are respectively priced to retail at \$199.95, and \$134.95.

According to John F. Stone, H. R. Basford Co., 425-2nd street, and showroom at the Mart, the firm recently completed a sales training course on the lines the firm is distributor for. The course was for the sales staff of Hale Bros.' new radio and appliance store, Market street, opposite Grant avenue, which will open next Monday. H. R. Basford Co., is northern California distributor of Zenith radios, Columbia records, Tappan ranges, Gibson refrigerators, etc.

Hale Bros. new unit will be entirely devoted to radios, records, appliances, and other electrical products.

GISELA NEY

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

## MILWAUKEE FIRM WILL MARK ITS 25TH YEAR IN RADIO SUPPLY TRADE

MILWAUKEE, WIS., Wednesday—This week marks the twenty-fifth anniversary of Milwaukee's first radio supply firm, the Pasch Radio & Furniture Stores, 2150 West Fond du Lac avenue, and 2625 North Third street.

The first Pasch store was opened twenty-five years ago by M. B. Pasch. Today there are four members of the family in the firm. M. B. Pasch is general manager, David R., sales manager; Nathan F., service manager and engineer, and James M. is credit manager.

The anniversary was celebrated with banner sales days on Thursday through Saturday, May 15 to 17, and will be continued May 22 to 24.

—BERT REICHERT.

## Detrola Votes Dividend

DETROIT, MICH., Monday — Directors of International Detrola Corp. here recently declared the company's twenty-second cash dividend on common stock, twenty-five cents per share, to be paid on May 31, President C. Russell Feldmann announced.

A total of approximately 1,220,000 shares are outstanding.

## 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.

**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.**  
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**RADIO**  
 Headquarters for  
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For Details of the  
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**S. E. SCHULMAN CO.**  
 301 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.



MILO

*Your "Q" for Quality*

**MILO** Radio and Electronics Corp.

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

200 GREENWICH STREET, NEW YORK 7, N. Y., BEekman 3-2980

## Spirit of Optimism and Faith in Future Of Radio Trade Prevalent At Parts Show

(Continued from Page 6)

Nichols booth, were showing new speakers produced by their firm. These included, in their electro-dynamic line, one 4-inch, three 5-inch, and three 6-inch; three electro-dynamic 4x6 oval speakers and a like number of permanent magnet 4x6 ovals, and the newest 10-inch addition to the Quam line. The latter will be in full production within two months, they stated. Mr. Quam's new wrinkle for housewives, the Kwicky Juicer, came in for much attention, with everyone wanting to know how the "lime to a grapefruit" juice extractor worked.

Webster-Chicago Corp. displayed the mechanism unit of its wire recorder, offenders for "hams," experimenters, installation in radio-phonograph combinations and other purposes where an amplifier or speaker can be dispensed with. This portion of the recorder lists at \$90, and shipments are expected to

begin in July, according to Sig Seaman of the advertising department, when the firm gets caught up on orders for the complete recorders. A. S. Johnson, sales engineer of Webster-Chicago, left last Sunday for the Pacific coast, where he will spend a week each in Los Angeles and San Francisco, calling on manufacturers and distributors.

Jackson Industries of Chicago had on display a new console cabinet, Model 500. This was in walnut, and is being offered to the trade at a low price.

The lamp division of Westinghouse Electric Corp. showed as new products the WL-624 Thyatron grid controlled rectifier, with a peak amperage of 77.0 and an average of 6.4, and the WL-481 Kenotron high voltage vacuum rectifier with amperage peak of 0.015 and average of 0.015. The latter is a replacement of the earlier WL-579-B.

Gerson Lewis, general manager of Eastern Amplifier Corp., New York, demonstrated his firm's "Robomat" au-

tomatic sound system, for industry, stores, offices, restaurants, ships, cemeteries, skating rinks, country clubs, swimming pools and wherever a continuous planned musical program is desired via records. The "Robomat" also incorporates a radio and paging system, and the record-playing section can be set to go into action automatically in the morning and to shut down automatically at night.

Two new products in the Electro Products Laboratories booth were the model "S" battery eliminator and the model "A" Electro power supply. The former product of this Chicago firm carries the same specifications as its earlier model "P", with the exception that it uses a selenium rectifier rather than a tube, and is a compact job, weighing only 3½ pounds packed, for converting battery radios to all-electric. The plug-in cord has a new type switch with minimum travel from on to off. The Electro power supply—a replacement for old-fashioned storage batteries—weighs 31 pounds in carton, with DC output at 6 volts of 15 amps. continuous, 20 amps. maximum intermittent, or 7½ amps. two sections continuous.

New in the Standard Transformer Corp. line were its radio transmitters ST-201-A and ST-202-A. The former, for radiotelephony and telegraphy, delivers to an antenna system a c.w. or radiophone (100 per cent amplitude modulated) carrier in the vicinity of 100 watts, utilizing a 115-volt, single phase, 60-cycle line as an energy source. The ST-202-A, for high frequency radiotelegraphy has been designed for the addition of either FM or RM circuits, depending on an imminent ruling by the FCC as to the use of FM on amateur bands up to now allocated for AM only.

Chicago Transformer showed a complete line of 28 different transformers, the first time this firm has exhibited its products aimed at the replacement market. Heretofore its transformers have been sold directly to manufacturers, but now they are being offered for "ham" transmitters and receivers and various industrial purposes.

Motors featured the exhibit of Alliance Mfg. Co. of Alliance, Ohio. They were five in number—the model A shaded pole induction motor designed especially for driving fan blades; model RR reversible control split-phase resistor type motor, original designed for radio tuning, and a power source for light intermittent duty control services; model K shaded pole induction motor for driving heavier type record changes, radio-phonograph turntables and tuning devices and other purposes; model MS shaded pole induction type motor for electronic, electric, radio and time controls, etc., and the model 80 "Even-Speed" phonomotor, with 60-cycle friction type drive.

The above tells only a fraction of what was on view in the 160 booths. In addition there were many exhibits of complete radio manufacturers in the Stevens and other nearby hotels. The only one of those reached by this reporter was that of Hallcrafters, where, in two different beautiful cabinets, Bill Halligan and his crew had assembled jobs that had "everything but the kitchen sink"—AM, FM and "ham" radio (the FM with push-button tuning, of which Hallcrafters is justly proud), automatic phonograph, and wire recorder-reproducer that was demonstrated with on-the-spot recording of radio, records played on the machine, and impromptu talks via "mike."

—W. D. MORRIS.

# RADIO TUBES

**70% DISCOUNT — ORDERS OF 100 or more tubes**

**60 and 10% Discount—orders of less than 100 tubes!**

**For IMMEDIATE SHIPMENT — Below Distributors Cost**

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

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

Type	Type	Type	Type	Type
OY4	5W4GT	6SK7GT	12AT6	38
OZ4	5Y3GT	6SN7GT	12BA6	39/44
1A5GT	5Y4G	6SQ7GT	12BE6	41
1A7GT	5Z3	6V6GT	12C8	42
1C6	6A7	6X5GT	12J7GT	43
1H5GT	6A8GT	6Y6G	12K7GT	45
1LA6	6C6	7A4	12Q7GT	46
1LH4	6B7	7A5	12SA7GT	47
1L4	6C8	7A6	12SJ7GT	50A5
1LN5	6D6	7A7	12SK7GT	50B5
1N5GT	6F5G	7A8	12SQ7GT	50L6GT
1P5	6F6GT	7AF7	12SR7	56
1Q5	6G6	7B6	14A7/12B7	57
1R5	6H6GT	7C5	14C7	70L7GT
1S5	6J5GT	7C6	24A	71A
1T4	6J7G	7C7	25L6GT	75
1U4	6K6GT	7E7	25Z5	76
1U5	6K7	7F7	25Z6GT	77
1V	6K7GT	7G7/1232	26	78
2TA4G	6L6G	7H7	27	80
2B7	6Q7	7J7	32L7GT	81
3A4	6SA7GT	7N7	35L6GT	83
3LF4	6SC7GT	7Q7	35W4	84/6Z4
3Q4	6SD7GT	7Y4	35Y4	117L7GT
3Q5GT	6SF5GT	7Z4	35Z3	117P7GT
3S4	6SG7GT	12A6	35Z5GT	117Z3
5U4G	6SH7	12A8GT	37A	117Z6GT

2% for Cash!

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.

We are expanding our sales force and are in need of

## Experienced Radio Salesmen

Reply giving full information showing your experience as well as the territory that you are now covering.

## Templetone Radio Mfg. Corp.

210 East 42nd Street
New York, N. Y.

## SALES REPRESENTATIVES

Several top flight men known to key accounts have an opportunity to join **live organization** offering **red hot promotions** in radios, phonographs, combinations and allied merchandise. This is an excellent opportunity to get into **big earnings** with permanency.

### APEX RADIO & TELEVISION CORP.

192 LEXINGTON AVENUE
NEW YORK 16, N. Y.

## PHILCO CORP. REPORTS THREE-MONTH PROFITS

(Continued from Page 3)

500,000 which reduced the net loss for the quarter to \$69,471.

Total sales of Philco Corp. in the first quarter of 1947 amounted to \$50,187,000 and exceeded the record volume of \$49,132,000 in the fourth quarter of 1946, whereas in the first quarter of last year, due to reconversion difficulties, sales were only \$14,218,000.

"While the first quarter's sales and earnings levels have been maintained so far in the second quarter, increasing competition is making itself felt in the electrical appliance industry," Mr. Ballantyne said. "The sellers' market is definitely over, and successful distribution efforts will become increasingly important from this point on.

"Prices of many materials are continuing to edge upward, but in view of the extent of the price rise to date, it is believed advisable to set up substantial reserves against possible price declines later on. Accordingly, an inventory reserve of \$1,300,000 has been established out of the first quarter's earnings."

Stockholders at the annual meeting today elected Joseph H. Gillies and Robert F. Herr, vice presidents, to the board of directors and re-elected fifteen present Philco directors.

## ATTENDANCE RECORDS BROKEN DURING SHOW

(Continued from Page 3)

show, most of the firms formulated plans designed to stimulate activity. However, nobody left here discouraged over prospects.

One major receiving tube manufacturer revealed that a careful analysis of inventory in the hands of distributors indicated that jobbers are in a position to buy certain types of popular tubes even today. A test tour he conducted among several jobbers proved to him that sales can be made providing sufficient time and effort are taken to convince the jobbers that they must maintain adequate stocks of all types, this executive declared.

In a statement made during the show, Bond Geddes, executive vice president of the Radio Manufacturers Association predicted that RMA members will produce between 14,000,000 and 15,000,000 radio sets this year. Last year's production totaled 15,000,000 receivers.

Plans for industry help to radio servicemen and service organizations were revealed here yesterday by Herb Clough, of Belden Mfg. Co., chairman of the Radio Parts Industry Coordinating Committee, and Robert N. Baggs, sales manager of International Resistance Co., Philadelphia, head of the Merchandising Sub-Committee on Parts, which is in charge of this program to assist the servicing trade.

Mr. Baggs pointed out that the program is designed to assist present and future service organizations in the development of their own programs. Philadelphia has been selected as a test city in this campaign, Mr. Baggs revealed.

He indicated that a code of ethics will be developed for servicemen as an aid to the industry at large. Clinics will be conducted as part of the program.

## THOUSANDS EXPECTED AT MUSIC TRADE SHOW

(Continued from Page 3)

dustry, will be staged at the Continental Hotel on the evening of June 4.

Exhibits will be staged on the sixth, seventh and eighth floors, in the Exhibit Hall, Club floor and mezzanine.

William A. Mills, executive secretary of NAMM, is in charge of arrangements for the convention and show.

## LES DEVOE ELECTED PRESIDENT OF 'REPS'

(Continued from Page 3)

Others on this committee are J. J. Backer, Seattle, Wash.; R. C. Merchant, Detroit, Mich.; Joe Sprung, New York, and Jack Keefe, Camden, N. J.

Heading the Nominating Committee is William Seeman, Buffalo, N. Y., assisted by Robert Campion, Dallas, Tex.; Samuel A. Jeffries, Philadelphia; Dave



**ALUMINUM PULLEYS**  
3/8" to 1 1/2" O.D.  
Drive Shaft Assemblies  
Rivets  
Bushings, Solderless  
Phone Tips and  
Screw Machine Products  
for the  
**RADIO TRADE**

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

Marsbank, Los Angeles, Calif., and Royal A. Stemm, Chicago.

Publicity will be handled by Roy Peron, Boston; Jim Hermans, San Francisco; B. L. MacPherson, Ft. Wayne, Ind.; Ben Joseph, New York, with Gordon Gray, Chicago, serving as chairman.

Membership in the "Reps" has passed the 300 mark.

## Times Appliance To Hold Dealer Service Meeting

Henry Stephens, manager of the radio department, of the Times Appliance

Co. New York City Westinghouse distributor, announced that a Westinghouse serviceman's meeting was held at this city's Park Central Hotel last week.

This meeting sponsored by the Times Appliance firm for the service departments of all Westinghouse dealers covered the topics of FM servicing problems and automatic record changer problems.

Westinghouse factory personnel were on hand to instruct and aid the servicemen.

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

1/2 1/2 1/2  
**LIQUIDATION SALE**  
1/2 1/2 1/2


**ULTRAMODERN  
MOLDS**

**For Plastic Cabinets  
50% of Cost**

- Used only few months prior to War in Far West only. Ultramodern. Tombstone type. Fits over chassis. Beautiful lines and structural strength. \$2800.  
10 1/2" x 6 1/2" x 6 1/2"
- A midget cabinet used prior to War in Far West only. In size, appearance, and unit cost, nothing on market today comparable. Cabinets would cost less than 40 cents each. Chance to make a set to wholesale at less than \$9.00. First offer of \$1250 takes it.  
7 3/4" x 4 3/4" x 4 3/4"

Compression type molds, guaranteed to be in perfect condition. Write for photos. Samples \$1.50, to cover shipping charges, etc.

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521 No. La Cienega Blvd.  
Los Angeles 36, Calif.

*New Jersey*  **NEWARK**  
**DISTRIBUTOR**

**"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

**EASTERN Electrical SUPPLY CO.**  
287 Halsey Street Newark, N. J. 348 Washington Street

*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.**

**BETHLEHEM RADIO, APPLIANCE TRADE MEETS  
INFLATIONARY TRENDS BY REDUCED PRICES**

ESTIMATED HALF MILLION MARK-DOWNS IN FEW MONTHS

Retailers and Wholesalers Hold That Blanket Price Reductions Are "Unsound Economics" — Several Stations Apply for Broadcasting Licenses — Willey Bros. Open Store — Wolbach Rebuilding.

BETHLEHEM, PA., Monday—Local merchants have reduced prices by an estimated half-million dollars in mark-downs during the past few months, it was estimated at a recent meeting of the Chamber of Commerce Retail Division. His announcement followed a poll which showed there is an organized move on the part of Bethlehem retailers to meet inflationary trends, reaffirming their pledge of last October to hold price lines. These merchants, however, condemned a blanket price reduction as "unsound economics," in concurring with the view of such bodies as the American Retail Federation, the National Retail Dry Goods Association, and the Pennsylvania Retailers' Association.

Members present at the meeting held that there is too much loose talk about prices, leading the public to believe that all goods are over-priced. Radio retailers, with other businessmen, agreed that some commodities are due for substantial price cuts, while others are fairly priced in light of present-day conditions.

Due to the success of the four broad-

casting stations now operating in the Lehigh Valley, it was expected that other entrepreneurs would hop on the bandwagon. Federal Communications Commission last week tentatively granted the application of Allentown Broadcasting Corp. for a new station to operate on 1230 kc. and 250 watts, unlimited time. Simultaneously, the Commission denied competitive applications of the Easton Publishing Co. and Steel City Broadcasting Co., Bethlehem, and dismissed an application by Associated Broadcasters, Inc., for permission to change the frequency of WEST, Easton, from 1400 to 1230 kc.

Willey Bros. opened its new store on Saturday at 510-12 Broadway. Large crowds were on hand, interested in the complete line of Westinghouse appliances, Emerson radios and record-players, and plumbing and heating supplies. The showroom is ultra-modern, featuring electrical radiant heat.

A popular Allentown businessman is mourned with the death of Charles L. Gerlach, fifty-one, serving his fifth term in Congress from the Lehigh Bucks district. He was president of the flourish-

ing Allentown Supply Co., radio and electrical dealers.

Rosser Huff concluded a very successful "Music Week" at 526 Main street. Using "Music is Good for You!" as his theme, he displayed pianos, sheet music, instruments, and all models of the RCA-Victor, Zenith, General Electric, and Emerson lines. Most interesting, however, was his window display—a valuable collection of antique instruments borrowed from Dr. Mark Davis and the Moravian Museum. In anticipation of the famous Bach festival, Mr. Huff stocked a good supply of Bethlehem's Bach Choir's RCA-Victor albums.

Rebuilding continues at Wolbach's Music Center, which was badly damaged by fire three weeks ago. The Wolbachs, Carl and Paul, have disposed of their huge record stock, and expect to have a fine outlay of Zenith, Emerson, RCA-Victor, and Motorola products ready soon.

—GEORGE STATLER.

**H. L. MANN IS NAMED  
FARNSWORTH ENGINEER**

FORT WAYNE, IND., Monday—The appointment of Harold L. Mann as chief industrial engineer of the Farnsworth Television & Radio Corp. was announced last week by E. A. Nicholas, president.

Mr. Mann's headquarters is at the company's Fort Wayne plant. He also is in charge of the industrial engineering programs at Farnsworth's other plant in Marion, Huntington and Bluffton, Ind.

Active in the industrial engineering field more than fifteen years, Mr. Mann has held key positions with two other large manufacturers of radios and electronic equipment.

He was with the Radio Corp. of America three years, serving as production control supervisor and later as machine shop superintendent at the R.C.A. plant in Indianapolis. Then he was director of the standards division for the Crosley Corporation at Cincinnati. Prior to joining Farnsworth, Mr. Mann was industrial engineer for the Fruehauf Trailer Co. in Detroit.

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

**Adds Radio Department**

OKLAHOMA CITY, OKLA., Tuesday—New departments featuring electrical appliances, radios, furniture, etc., have just been opened by the Morgan Sash & Door Co., 1100 West Noble street, this city.

—BRAY.

**IGOE BROTHERS, Inc.**  
35-37 HALSEY STREET NEWARK 5, N. J.  
**Northern New Jersey Distributor of**

- MAJESTIC Radio and Records
- GIBSON Refrigerators, Electric Ranges, Home Freezers
- DUO THERM Space Heaters and Water Heaters
- IRONRITE Ironers
- DUCHESS Washers
- FLUID HEAT Oil Burners
- BEE VAC Vacuum Cleaners



Write for our catalogue  
**IMMEDIATE SHIPMENT**

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**RADIO PARTS**

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

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- DEEFPREEZE The Original Home Freezer
- GAROD Lower Connecticut Only

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

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

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

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

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

\* Ultra High Frequency

## FM, COMBINATION SETS RECEIVING ATTENTION IN MINNEAPOLIS AREA

MINNEAPOLIS, MINN., Thursday—Public acceptance of the nationally-known radios and combination being sent to dealers at an ever-increasing pace has warmed the cockles of many a radio dealers heart. Dealers, who only a few short months ago were turning handsprings in an effort to get merchandise to sell, keep pinching themselves, when they're not busy showing their wares to prospective customers, to make certain they are awake.

The long drought is over and the dealers are moving into the picture with great strides, determined to get their feet soaking wet in the rain of merchandise which keeps coming from the jobbers. Even now shipments aren't nearly what they should be, but compared with what the situation was only a year ago the industry thinks it's "Heaven."

Dealers continue to offer off-brand lines at drastic reductions in price in

order to get the merchandise off the floor and make room for the old nationally-known standbys all dressed up in their latest garb.

Retailers report that interest in FM sets is especially gratifying and that this type of merchandise is selling at a very rapid pace. Combination units, of course, lead the parade in sales.

Motor Power Equipment Co., Crosley-Bendix washers distributors in this territory, have consolidated their headquarters at University and Franklin Avenues in St. Paul, following the moving out of the Frigidaire division. Motor Power was forced to separate its office and warehouse quarters into two buildings while waiting for Frigidaire to move out of the structure which Motor Power bought.

Frigidaire has moved its offices to a two-story building at University and Washington avenues, S. E., in Minneapolis, and already is permanently settled in its new home under the direction of E. B. Dorsee, division manager.

Gene Wilkey, program manager of WCCO, the 50,000 watt CBS-owned station in the Twin Cities, has been appointed acting general manager by CBS officials. He succeeds A. E. Joscelyn, former general manager, who resigned

May 1 to enter another business in Minneapolis.

George M. Jensen, branch manager here of Nash-Kelvinator Sales Corp. has been appointed a member of the commission to administer the new Fair Employment Practices ordinances adopted by the Minneapolis city council. His appointment was made by Mayor Humphrey. Jensen already is a member of the Mayor's council on human relations which sponsored the FEP and also is Protestant co-chairman of the Minneapolis branch of the National Conference of Christians and Jews.

Harold L. Schaefer, president of Schaefer, Inc., Minneapolis manufacturer of low-temperature freezer equipment, has announced a price reduction of \$40 to \$140 on freezing units, effective May 1. Schaefer said the reduction

was made possible through increased production efficiency and high volume of output.

Bruce Rutherford has been appointed assistant manager of retail store operations for Gamble-Skogmo, Inc., radio-appliance-refrigeration dealer chain operators. Announcement of the appointment came from Lon Minier, retail division manager. Rutherford formerly managed a Gamble store at Shenandoah, Iowa. He was named branch store supervisor in 1939 and joined the home office staff of the retail operations department in 1945. His department handles merchandising plans for 300 company-owned stores in fifteen states.

—JACK WEINBERG.

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

## LEADERS In Their Line

... carefully judge the set-up and record of accomplishment of the distributing organization they choose for representation in any given territory.

In Northeastern's Eastern Massachusetts and Southern New Hampshire territory we are especially proud to act as Distributors for these "Leaders In Their Line":

ZENITH • THOR • GIBSON  
GRAND RANGES  
M-G-M RECORDS • QUAKER HEATERS  
SCOTT-ATWATER OUTBOARD MOTORS  
ELGIN KITCHEN CABINETS  
NATIONAL SEWING MACHINES  
BRUSH "Mail-A-Voice" And Soundmirrors  
NU-ENAMEL • PABCO  
CALCINATOR • G.E. Traffic Appliances

## NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.  
BOSTON 15, MASS.

### 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. ST135 Midget Jacks List Price . 19c  
No. ST156 Midget Plugs List Price . 12c  
Std Pkg 50



**JFD Stroboscope Disc**

For recording and playback. 78 and 33-1/3 RPM. 6 inch Diam. Complete instructions on face.

No. ST188 . . . . . List Price 12c  
Std Pkg 25



**JFD Fluorescent Light Noise Suppressors**

Approved by Underwriters. Suppresses radio noises caused by fluorescent lamps, and other electrical appliances and machines. Easy to install.

No. ST1030 . . . . . List Price \$1.64  
Std Pkg 12

### JFD ANTENNA LOOPS

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

No. 21-1 4"x5 1/2"	List Price \$1.10	No. 21-10 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"x8"	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 1/4"	List Price \$1.25

WRITE FOR LITERATURE

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



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 • WIRE 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

### SALES HELP WANTED—MALE

Store Manager for Florida large Radio-Appliances and Music Store in one of Florida's key cities offers an excellent opportunity to a thoroughly qualified and thoroughly experienced, two-fisted merchandiser and leader of men. Store enjoys all important franchises, is a big advertiser and does a volume of \$250,000.00 currently, with a potential of at least \$400,000.00. Excellent remuneration on salary and commission. The principal will be in Chicago and New York the early part of June and will interview worthy applicants.

In your application kindly state age, complete experience, current earnings, and if possible, include a snapshot.

Box No. 873

RADIO and Television WEEKLY

SALESMEN, thoroughly experienced, with following among exporters, for fast moving line of radio sets and associated items. Electro-Tone Corp., 13 E. 16th St., New York City.

CLOSE OUT, Electric Steam Irons, list \$14.95. \$5.00—\$4.00 in one hundred lots. Kemp, 57 Mt. Hope Ave., Rochester 7, N. Y.

MFRS. REP. with 22 years' engineering experience covering Metro. New York and Northern N. J. seeks jobber and industrial lines. Our factories aware of this ad. Box No. 861, RADIO and Television WEEKLY.

FOR SALE — Radio manufacturers' surplus, 10,000 miniature tubes 3A4, individually boxed 100 per case, 40c; 5-10 cases, 39c; 10-50 cases, 38c. Address Box No. 872, 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.

### 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.

RADIO-PHONOGRAPH and TELEVISION CABINETS. Small or large. The Acme Cabinets of Bridgeport, Conn. Made to your design. New York office: 58 Cortlandt St. Tel.: Worth 2-8215. Mr. M. Klein.

MANUFACTURER of table model electric phonographs retailing at \$22.95 and \$24.95 seeks distributors and factory reps. Write for further information. Choice territories now open. Box No. 871, RADIO and Television WEEKLY.

FOR SALE — 1 RCA Cathode Ray Oscilloscope Model #158 — 5" Scope; 1 Hewlett Packard Audio Oscillator Model #200 BR. Both units in perfect condition. Can be inspected. Buyers Service, 136 Liberty Street, New York City.

RECORD ALBUMS — Manufacturers' reps wanted to carry beautiful line of record albums. All territories open except Baltimore, Chicago, Detroit, Philadelphia, New York City. Write immediately to International Album Co., 44 Court St., Brooklyn, N. Y.

## FOR SALE RADIO PLANT

Fully equipped including test equipment, excellent coil winding facilities, loop machines, complete tool room and sheet metal department, dies, etc., set up to produce approximately 250 radios per day.

This is a clean, neat factory of 5000 sq. feet floor space located in the heart of Hollywood—excellent trained personnel.

A REAL OPPORTUNITY for someone who understands the radio manufacturing business.

### CALBEST RADIO

828 North Highland Avenue  
Hollywood 38, Calif.

### UNUSUAL OPPORTUNITY

Radio Parts Established Jobbing Business located in Eastern Ohio, good for at least \$12,000 (twelve thousand) dollars net profit per year, may be had at inventory. Cash required about forty thousand dollars. Good organization. Unusual good lease. Other interests require my personal supervision. Write Box No. 874, RADIO and Television WEEKLY, 99 Hudson St., New York 13, N. Y.

### TO RADIO AND ELECTRONIC PARTS AND INSTRUMENT MANUFACTURERS

Good old-fashioned selling is back again. Let us back your product with expert sales and engineering know-how in East. We can sell your product and keep it sold. We know that 17 years' sales experience, our own laboratory facilities, plus an aggressive personal approach will establish your product where you want it. Long acquaintance with principals and chief engineers in radio and electronic field assures you of results. Let us hear from you. Box No. 864, RADIO and Television WEEKLY.

FACTORY REPRESENTATIVES wanted by a well-known radio cabinet manufacturer making a complete line of radio furniture. Must have personal contact with jobbers. Write Box No. 875, RADIO and Television WEEKLY.

SITUATION WANTED—Radio Technician. Top salesman and serviceman. Experienced in parts, equipment, appliances, amplifiers and transmitters. Personable and capable. Box No. 866, RADIO and Television WEEKLY.

### Video Hearing Shifted

WASHINGTON, D. C., Monday—The informal engineering conference on inter-city television facilities, originally scheduled for June 3 has been postponed until June 9.

### SALESMEN

To Sell Television Receivers  
To Dealers in:

Los Angeles	New York
Chicago	Philadelphia
St. Louis	Washington
Detroit	Newark
Schenectady	Long Island
Westchester County	

Wonderful opportunity for qualified men with fast-growing manufacturer of television receivers. Salary or commission. Write giving experience and previous earnings.

Box 856

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

## BOSTON RETAILERS MOVE STOCKS WITH CLEARANCE SALES

(Continued from Page 10)

WAA agents. This firm selected from available surplus what appears to be useful items and buys in such quantity as to permit a quick turnover price. Its new catalog is profusely illustrated and is being mailed to any in the trade requesting it on their business letterhead. Most items are in the electronics field and are well enough described to permit mail-order buying. Prospective buyers are also invited to visit their samples showrooms.

Radio Wire Television, Inc. at its 110 Federal street store has a separate showroom for war surplus electronic items, and has samples on display with attached price tags which in many cases are unbelievably low. RWT also has its new general catalog of 145 pages on new electronic parts, supplies and radios. Its new retail store at 130 Federal street is admittedly the finest of its kind in Boston. Currently, the store is featuring Emerson radio in one of its spacious windows. The front is all glass with stainless steel facade. Selling technique in both stores is a credit to Michael Scott's management.

Metro Distributors, Inc. at 884 Commonwealth avenue has received a telegram from Motorola, Inc., Chicago, stating that prices will remain the same, as in any other fairly priced line. At the same time, factory personnel have received a wage raise of 12 per cent.

Eli Berman, of Berman Radio, with headquarters at 20 Stuart street, reports that he is running store wide clearances which will provide space to feature adequately the full lines of radios by RCA Victor, Philco and Zenith, and electrical appliances from Norge, Philco and Westinghouse in refrigerators and similar well known lines of electrical items. Sales volume for 1946 was \$400,000 and this year averaging \$30,000 monthly, about the same volume is expected. Leo Berman is on an extended vacation tour of the country and is now in Berkeley, California. Berman Radio, one of the earliest in radio retailing is a firm believer in heavy advertising and uses large newspaper space often. —FRANK PRAY.

## Leath, of Chicago, Names R. Lafavour to New Post

CHICAGO, ILL., Monday—Leath & Co., here announced recently the appointment of R. Lafavour as assistant merchandise director and buyer of radios, electrical appliances and furniture.



# WHERE TO BUY --- WHERE TO SELL

The Concerns Listed Below May Well Be Described as a Blue Book of the Radio and Electronics Industries

Where the Magnitude  
Of Selling Power  
Is Reflected

## RADIO AND TELEVISION WEEKLY

ESTABLISHED 1916

A Trade Directory Of  
Leading Firms In  
These Fields

### Radio-Television Manufacturers

Admiral Corp. . . . . Chicago, Ill.  
Air King Radio . . . . . Brooklyn, N. Y.  
Ansley Radio Corp. . . . . Trenton, N. J.  
Automatic Radio Mfg. Co. . . . . Boston, Mass.  
Aviola Radio Corp. . . . . Phoenix, Ariz.  
Belmont Radio Corp. . . . . Chicago, Ill.  
Bendix Radio Division . . . . . Baltimore, Md.  
Brunswick Radio & Television Division of  
Radio & Television, Inc. . . . . New York, N. Y.  
Crosley Corp., The . . . . . Cincinnati, Ohio  
DeWald Radio Mfg. Corp. . . . . 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.  
Electronic Laboratories, Inc. . . . . Indianapolis, Ind.  
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.  
Garod Radio Corp. . . . . Brooklyn, N. Y.  
General Electric Co. . . . . Bridgeport, Conn.  
Globe Electronics Corp. . . . . New York, N. Y.  
Hallicrafters Co., The . . . . . Chicago, Ill.  
Howard Radio Co. . . . . Chicago, Ill.  
Industrial Electronic Corp. . . . . Brooklyn, N. Y.  
International Detrola Corp. . . . . Detroit, Mich.  
Lear, Inc. . . . . Grand Rapids, Mich.  
Majestic Radio & Telev. Corp. . . . . St. Charles, Ill.  
Meck Industries, John . . . . . Plymouth, Ind.  
Minerva Corp. of America . . . . . New York, N. Y.  
Motorola, Inc. . . . . Chicago, Ill.  
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.  
Transvision, Inc. . . . . New Rochelle, N. Y.  
Trav-Ler Radio Corp. . . . . Chicago, Ill.  
U. S. Television Mfg. Corp. . . . . New York, N. Y.  
Viewtone Telev. & Radio Corp. . . . . Brooklyn, N. Y.  
Warwick Mfg. Corp. . . . . Chicago, Ill.  
Westinghouse Electric Corp. . . . . Sunbury, Pa.  
Wilcox-Gay Corp. . . . . Charlotte, Mich.  
Zenith Radio Corp. . . . . Chicago, Ill.

### Appliance Manufacturers

Admiral Corp. . . . . Chicago, Ill.  
Crosley 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.  
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.  
Alliance Mfg. Co. . . . . Alliance, Ohio  
Apex Radio & Television Corp. . . . . New York, N. Y.  
Audio Industries . . . . . Michigan City, Ind.  
Capitol Records, Inc. . . . . Hollywood, Calif.  
Columbia Recording Corp. . . . . Bridgeport, Conn.  
Continental Electronics . . . . . Brooklyn 22, N. Y.  
Daval Co. . . . . 19 W. 44th St., New York, N. Y.  
Davidson Mfg. Co. . . . . Eatonton, Ga.  
Decca Records, Inc. . . . . New York, N. Y.  
Disc Co. of America . . . . . New York, N. Y.  
Duosonic-New York . . . . . Bronx 55, N. Y.  
Duo-tone Co. . . . . New York, N. Y.  
Dynavox Corp. . . . . Long Island City, N. Y.  
Electronic Devices Co. . . . . New York 1, N. Y.  
Electro-Tone Corp. . . . . Hoboken, N. J.  
Garrard Sales Corp. . . . . New York, N. Y.  
General Industries Co. . . . . Elyria, Ohio  
Hamilton Associated Industries . . . . . Chicago, Ill.  
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.  
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.  
Portofonic Mfg. Corp. . . . . Brooklyn 32, N. Y.  
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.  
Steelman Radio Corp. . . . . Bronx 57, N. Y.  
Sterling Records, Inc. . . . . New York, N. Y.  
L. H. Symons Associates . . . . . New York 14, N. Y.  
Talk-A-Phone Co. . . . . Chicago, Ill.  
Tempo Record Co. of America . . . . . Hollywood, Calif.  
E. Toman & Co. . . . . Chicago 8, Ill.  
Tone Products Corp. of America . . . . . New York, N. Y.  
Universal Microphone Co. . . . . Inglewood, Calif.  
Waters Conley Co. . . . . Rochester, Minn.  
Webster-Chicago Corp. . . . . Chicago, Ill.  
Wilcox-Gay Corp. . . . . Charlotte, Mich.

### Radio and Electronic Tubes

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

### Radio Parts Manufacturers

Aermotive Equipment Corp. . . . . Kansas City, Mo.  
Aerovox Corp. . . . . New Bedford, Mass.  
American Condenser Co. . . . . Chicago, Ill.  
Astatic Corp. . . . . Conneaut, Ohio  
Cinaudagraph Speakers, Inc. . . . . Slater, Mo.  
Coronet Electric Co. . . . . Chicago, Ill.  
Dumont Electric Co. . . . . New York, N. Y.  
Electrical Reactance Corp. . . . . Franklinville, N. Y.  
Electro Motive Mfg. Co. . . . . Willimantic, Conn.  
Electro Products Labs. . . . . Chicago, Ill.  
Electronic Laboratories, Inc. . . . . Indianapolis, Ind.  
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.  
Telematic Corp. . . . . Los Angeles 46, Calif.  
United Speakers, Inc. . . . . Los Angeles 23, Calif.  
Vitamite Co., The . . . . . New York 23, N. Y.  
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.  
Bruno-New York, Inc. . . . . 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.  
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.  
Peerless Radio Distributors . . . . . Jamaica, N. Y.  
Peter Jackson Co. . . . . Chicago 40, Ill.  
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. . . . .  
Wolfe Radio Co., Ben . . . . . 34 W. 17th St., New York  
Wolfe Radio Co., Ben . . . . . 14 W. 17th St., New York

THE HAMILTON



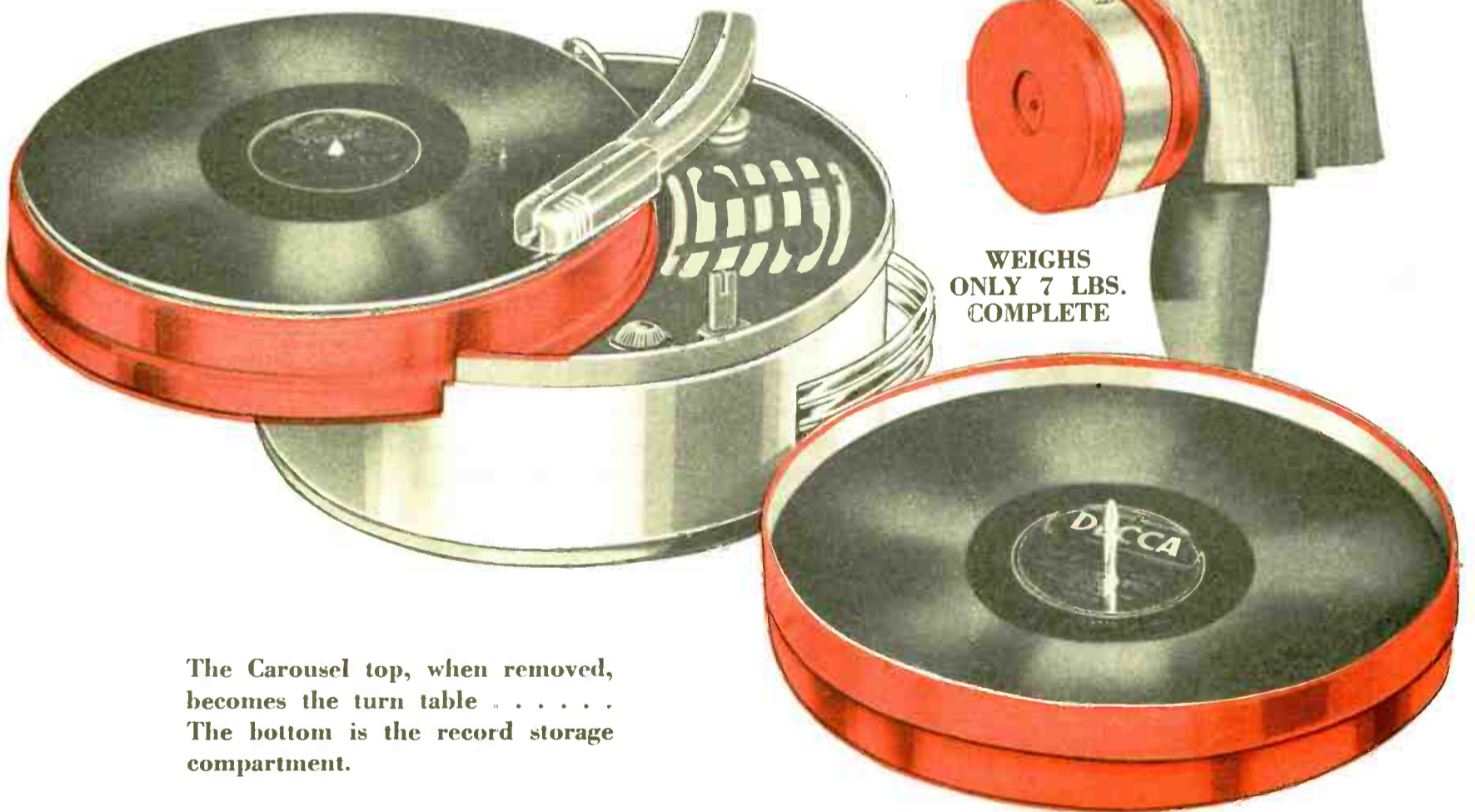
*Carousel*  
TRADE MARK

RECORD PLAYER

- It's really a *portable* portable, weighs only 7 pounds complete.
- It is *all plastic* — even to the carrying strap.
- Has storage space for 10 records in the removable bottom
- Plays 10 and 12 inch records.
- It has a powerful two tube amplifier and 4 inch P. M. speaker.



WEIGHS  
ONLY 7 LBS.  
COMPLETE



The Carousel top, when removed, becomes the turn table . . . . .  
The bottom is the record storage compartment.

*Hamilton Associated Industries, Inc.*

325 W. HURON STREET

CHICAGO 10, ILLINOIS