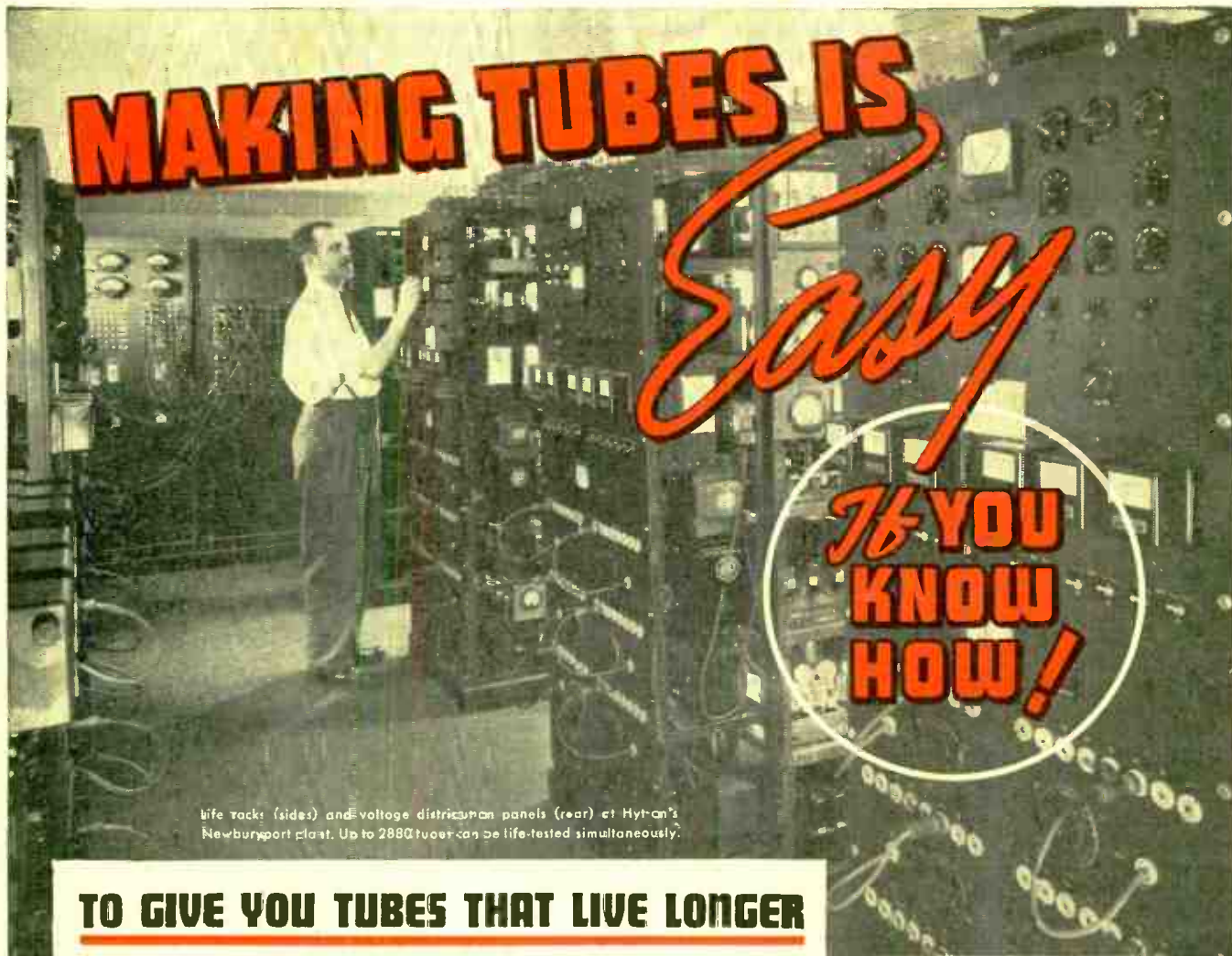


RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, JUNE 4, 1947



Life racks (sides) and voltage distribution panels (rear) at Hytron's Newburyport plant. Up to 2880 tubes can be life-tested simultaneously.

TO GIVE YOU TUBES THAT LIVE LONGER

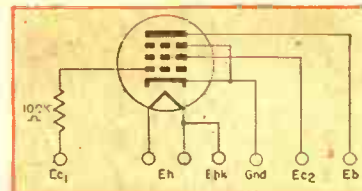
Tubes are like folks. Some live longer than others. That is why you are protected by your Hytron service guarantee. More important to you, statistical information amassed by continual life testing provides Hytron engineers with the means to control and extend the life of the average tube.

Of necessity, life tests are limited samplings. An adequate number of tubes from each day's production are plugged into life racks. Positive potentials are patched in from distribution panels. The life racks themselves supply other potentials. Time meters count the hours of operation. Cycling controls permit adjustable intermittent tests. Repetitive, paralleled circuits, such as those diagrammed, simulate worst-possible maximum operating conditions.

Tubes run to predetermined life test end points — adequate to control deterioration of characteristics during normal life. At frequent intervals, engineers check important characteristics like transconductance, gas current, and power output. Special dynamic life tests help determine ratings and overload capabilities of newly developed tubes. For example, the 5516 was life-tested intermittently and continuously at 160 mc.

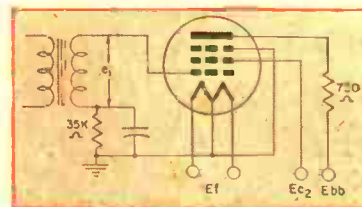
Life will vary from tube to tube. But such careful, persistent checking makes it much easier to assure you of uniform Hytron tubes which live longer.

STATIC LIFE TEST — 6SK7GT



Static class A amplifier with fixed bias, maximum operating potentials, and heater-cathode potential to test breakdown of h/k insulation.

DYNAMIC LIFE TEST — 2E3C



Dynamic class C amplifier with grid leak bias and maximum operating potentials. Note rms voltage in series with rectified d-c grid potential.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921.

HYTRON

RADIO AND ELECTRONICS CORP.

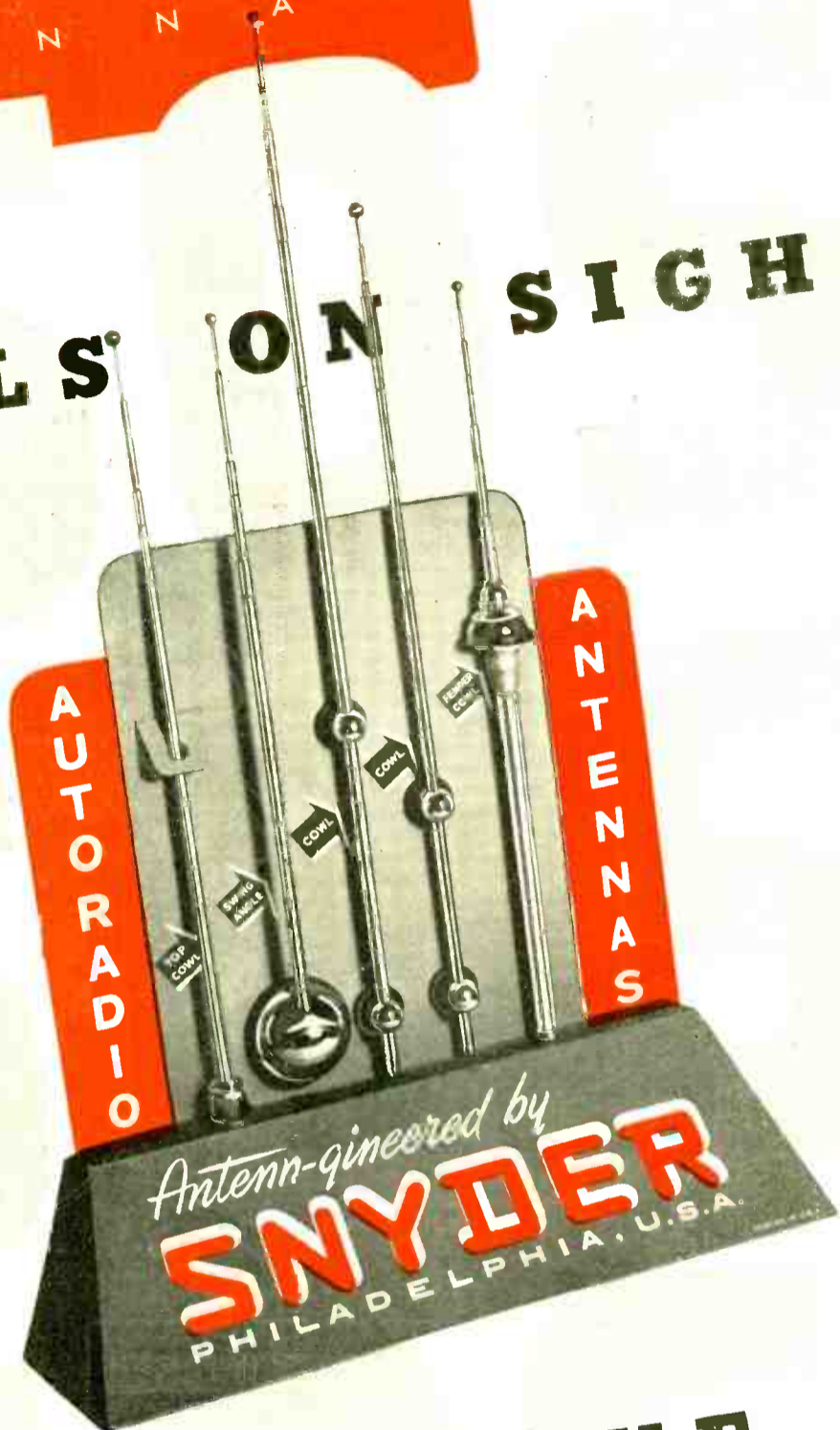
MAIN OFFICE: SALEM, MASSACHUSETTS



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.

SEND FOR OUR NEW COMPLETE CATALOG TODAY

SNYDER FEATURES

Easy one man installation—Patented rattle-proof construction — Extra heavy triple-chrome plated— Admiralty brass tubing for rigidity, top section of stainless steel — High quality UHF Polyethylene shielded cable with universal aircraft fittings.

MANUFACTURERS START TO FINISH

SNYDER

A N T E N N - G I N E E R S

PHILADELPHIA 40, U.S.A.

EXPORT DIVISION: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.
 METROPOLITAN NEW YORK DISTRIBUTOR: H. L. DALIS, INC.

Business Outlook To Be Considered At RMA Meetings

NEXT WEEK AT CHICAGO

One Thousand Radio Trade Leaders to Attend Convention in the Stevens Hotel — Gen. Sarnoff Will Deliver Principal Address.

CHICAGO, ILL., Monday — Three days of intensive business sessions, including meetings of twenty-five divisions, committees and sections, will be conducted next week during the twenty-third annual convention of the Radio Manufacturers' Association, at the Stevens Hotel, here. At least 1,000 industry leaders are expected to attend. The convention will be held June 10 to 12.

Guest speaker at the banquet Thursday evening, June 12, will be Brig. Gen. David Sarnoff, president of the Radio Corp. of America, whose subject will be "The Outlook for the Radio Industry." Gen. Sarnoff will be the only speaker at the banquet, except for an introduction of the new president of RMA, following conclusion by R. C. Cosgrove, of the Crosley Division, Avco Mfg. Corp., of three terms of service covering the war and also the post-war reconversion period.

An all-star entertainment bill for the banquet guests has been arranged by Leslie F. Muter, head of the RMA convention committee, and Charles M. Hoffman, chairman of the entertainment committee. Banquet seating will be in charge of Paul V. Galvin, president of Motorola, Inc.

The RMA annual membership meeting and luncheon will be held Thurs-

(Continued on Page 22)

Philco Convention Set for June 17-18

ATLANTIC CITY, N. J., Monday—Distributors of the Philco Corp. will see the company's latest achievements in radio and television at the annual convention to be staged in this city June 17 and 18.

The Philco projection-type television receiver is expected to be unveiled at this convention.

RCA ENGINEER KILLED IN N. Y. PLANE CRASH

Maurice F. Donahue, an engineer associated with the Radio Corp. of America at Princeton, N. J., was killed on the United Airlines DC-4 airplane which crashed at LaGuardia Field, New York, last Thursday night. Mr. Donahue was fifty-eight years old. The plane was bound for Cleveland.

DRIVE FOR EXPANDED MARKETS LAUNCHED BY MUSIC INDUSTRY

MUSIC INDUSTRY OF AMERICA GROUP ORGANIZED

Merchants From Every Section of Country and From Many Foreign Lands Attend Convention and Show at Palmer House, Chicago — Exhibits Feature Radios, Combinations, Television Receivers, Records and Accessories.

(By Wire to the "Weekly")

CHICAGO, ILL., Tuesday—Formation of the Music Institute of America for the purpose of creating a greater interest in music and the ultimate development of an expanded market for musical merchandise of all types was announced at the Palmer House, here, yesterday by L. G. LaMair, president of the Lyon & Healy, Inc., chain of retail radio-music stores in this city.

Mr. LaMair, who is president of the National Association of Music Merchants, Inc., revealed the details of this all-industry promotion project at the keynote luncheon of the Music Industry Trade Show and Convention, which got under way here yesterday and will continue through Thursday. More than 2,000 merchants from all sections of the country and from many foreign lands attended the opening sessions of the annual music industry gathering, with an over-all attendance of some 7,500 expected during the week.

Exhibits are being sponsored by 213 manufacturers and merchandising firms in the music industry, fifteen more than last year. Featured at the merchandise exhibits are radio sets and combinations, television receivers, phono-

graph records, phonographs, needles and other record accessories.

Mayor Martin Kennelly of Chicago greeted the industry at the keynote luncheon, and E. E. McDuff, head of the Grinnell Bros. stores in Detroit, and a past president of the National Association of Music Merchants, urged attendance at various forums to be conducted during the week. These will help retailers to become better merchants, Mr. McDuff pointed out. William A. Mills, executive secretary of the NAMM, expressed the association's thanks to the industry in general for its cooperation in making this the largest exposition ever staged by the music trade.

In outlining details of the plans be-

(Continued on Page 10)

U. S. Studying Fair Trade Laws; Considered a Bar to Price Cuts

WASHINGTON, D. C., Thursday — A thorough study of fair trade laws throughout the country is now being made by the Government in its effort to bring about a general lowering of prices to consumers, it was revealed here yesterday.

At least three Federal offices are cooperating in the project — the Federal Trade Commission, the President's Council of Economic Advisers and the office of John R. Steelman, assistant to the President. The FTC is canvassing businessmen to determine how consumer price levels in several industries are fixed, or "established or suggested" by manufacturers; the Council of Economic Advisers is considering the whole problem of how state and local laws pertaining to price fixing and based on Federal legislation might be used as barriers to further reductions of prices, and Mr. Steelman is co-ordinating for the President the Government's consideration of fair trade regulations in their relation to prices.

The Department of Commerce is likewise interested in the study, but has confined its efforts so far to sugges-

The basic issue underlying the Government's concern with the Fair Trade Practice Laws, now in effect in forty-five states, is whether they do not have the effect of preventing price reductions being urged by President Truman. Key law in the Federal Fair Trade Practice legislation is the Miller-Tydings Act of 1937. The measure is in the form of an amendment to the Sherman Anti-Trust Act, and it permits state and local authorities to place a "floor" under retail prices as a deterrent to price-cutting wars. It also was aimed at merchants who made a practice, termed "unfair" by competitors, of selling certain items at less than cost as a method of attracting customers for other goods.

President Roosevelt signed the bill with great reluctance and obvious distaste on August 18, 1937, after delaying it for several months. It was finally passed by Congress as a rider to an essential tax bill virtually requiring Presidential approval. The Administration has been consistently opposed to the Miller-Tydings amendment since the time of its enactment.

Farnsworth Adds 2 to Directorate; Names New V. P.

MARTIN AND ELMENDORF

D. M. Algood Is Elected to Executive Post With Ft. Wayne Manufacturing Organization — Announced by J. B. McCargar.

FT. WAYNE, IND., Saturday—Edwin M. Martin and Francis L. Elmendorf were elected directors of the Farnsworth Television & Radio Corp., this city, at a meeting of the board of directors held Thursday, it was announced by Jesse B. McCargar, board chairman.

D. M. Algood was elected a vice president of the company, and will handle special administrative assignments and assist in the coordination of the activities of the radio, electronics and manufacturing departments at Farnsworth.

Mr. Martin is vice president and secretary of the Farnsworth corporation and heads the company's legal, research, patent, public relations and industrial relations departments. Mr. Elmendorf is vice president of Robert Heller & Associates and a director of Continental Can Co. With his associates of the Heller firm, Mr. Elmendorf has been acting as consultant to the Farnsworth company in corporate management and marketing, in which fields he is considered one of the nation's foremost experts. As a director, he will continue to devote his knowledge and wide experience to the company's development program, Mr. McCargar said.

Mr. Martin is a graduate of Georgetown University and practiced law from 1925 to 1930 in Washington, D. C., where he was born and lived for many years. Prior to joining Farnsworth in 1939, he was a patent counsel for the Hazeltine Corp. and the American Locomotive Co.

During the war Mr. Martin served as Special Assistant to the U. S. Attorney General and was an officer of the Enemy Alien Hearing Board.

He is a member of the bars of the

(Continued on Page 7)

Int'l Detrola Corp. Reports Big Gains

DETROIT, MICH., Monday—For the six months ended April 30, the International Detrola Corp. and subsidiaries reported a net profit of \$1,168,094. This compares with a net of \$876,917 in the same period of the previous fiscal year, which included \$769,025 profit on the sale of Los Angeles, Calif. property and a net tax credit of \$50,000.

Sales for the six months totaled \$36,130,351, only slightly under the 1946 full year total of \$40,810,028. C. Russell Feldmann, president, reported.

RADIO AND TELEVISION WEEKLY

Established 1916

THE TRADE'S ONLY WEEKLY

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CY KNELLER Editor
SIDNEY E. DAVIS Manager

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FIELD REPRESENTATIVE

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

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Cable Address: "REGIBID" Western Union Code.

Action Needed

Constructive "hard-hitting" advertising is necessary now to prevent a recession, Dr. Charles M. Edwards, Jr., dean of the School of Retailing of New York University, told the annual convention of the Advertising Federation of America in Boston last week. Concern over the nation's apparent inability to counteract the threatened downward economic trend was voiced by Dr. Edwards, who laid the blame to advertisers' inability to make full use of advertising as an effective selling force.

"We are heading into a period of serious difficulties unless we take positive steps immediately to stem the tide of declining sales and profits," he warned.

Advertising has proved its power as a forceful selling tool in the past and can be effectively employed to move merchandise through all levels—manufacturer—to distributor—to retailer—to consumer—in the months just ahead. Nobody is now in a position to tell precisely what will happen to our economy during the next six or twelve months, but steps can be taken to avert any severe decline.

Such action can be taken by the radio trade as well as by other industries. The demand for radios still exists, as does the demand for FM and television receivers. But hard-hitting promotions are necessary now—backed by effective advertising copy that will sell merchandise. Nobody can sit idly by and wait for things to happen, thereby trusting to God that everything will turn out all right.

American industry did considerable post-war planning while we were still at war. This type of effort paid off handsomely to those concerns alert enough to put adequate brain-power and effort behind this work. Some type

of planning now is essential to stem the decline in business activity in general and radio activity in particular. Let's call this "anti-depression" planning, or something along the same lines, but whatever be the name, alert members of the trade will take steps now to ward off a recession and stimulate buying to a satisfactory level.

Advertising should be one of the most positive steps in an "anti-depression" planning campaign. Other means can be used to supplement the work of advertising in this all-important drive for the maintenance of a high rate of sales and profits at all levels of industry.

Television

Television as an all-industry activity is now a reality.

Pioneers in this field of electronics have succeeded in convincing government agencies (the FCC) and the public at large that the video art is not only practical on a commercial basis, but that fine receivers can be produced at reasonable prices. Furthermore, the public has responded in such a manner that virtually every manufacturer now in production is selling his output much faster than receivers can be turned out.

It wasn't an easy struggle for pioneers who had faith in this form of communication. There was opposition from within and outside the industry—opposition that was vigorous and unrelenting. But the pioneers maintained their faith and the path has now been cleared for a nation-wide industry just as soon as additional transmitters can be manufactured and erected.

Nine major marketing areas are now being served with television programs—New York, Chicago, Philadelphia, Los Angeles, Washington, St. Louis, Detroit, Newark and Schenectady. This territory is inhabited by a substantial percentage of our population, who possess a still greater percentage of the nation's purchasing power.

In addition to households, taverns, clubs and other such public places have accepted television on a grand scale and hundreds of establishments of this type are now installing video receivers for the entertainment of their patrons. These not only serve as excellent prospects for sets, but also provide tens of thousands of persons an opportunity to see the advantages of television for the first time. Live prospects are consequently being developed through these installations.

Television set sales have already become a vital part of the volume being done by retailers who have gone into this business enthusiastically—a volume so sorely needed now that radio sales have slowed down.

Some ten manufacturers are already in production of television sets and making actual deliveries to dealers. That radio manufacturers are convinced that television has clicked is evidenced by the manner in which they are now falling in line. At least a half-dozen additional manufacturers have an-

nounced plans for the early introduction of television receivers, and others are following almost weekly, now that success is assured for this infant industry.

The television industry has an opportunity not unlike that presented with the introduction of radio a quarter of a century ago. The potential market is unlimited, since all homes and business establishments can become live prospects.

One thing must be borne in mind if the utmost success is to be achieved in the production and merchandising of television—it must be kept free of unsound and unwholesome practices. It must be kept clean.

LETTERS

CLARK MUSIC CO.
 416 South Salina Street
 Syracuse, New York

May 23, 1947

Editor,
 RADIO and Television WEEKLY
 Dear Sir:

We all realize that there has been a decided recession in the buying of radios, radio-phonographs, pianos and other musical units allied with this industry. The chief reason for this is, without question, the tremendous amount of commentary over the radio, in newspapers and, especially direct from Washington. No doubt, there is the same buying power and, surely, as much interest as before, but there seems to be a wait-and-see attitude on the part of the public especially buyers of higher priced units.

Almost daily, we receive letters from manufacturers and distributors indicating that there will be positively no altering of the price structure and that the only price change that can take place may be in the nature of new models of lesser quality at lower prices. It is evident that the present high quality cannot be produced for less due to the finer and more costly materials and greater skills used in the construction of instruments. We contend that this quality should not be forced backward by a demand for less than the best and, since there is a price, style and model to suit practically every buyer, shouldn't we have a statement from the industry at large which will give every prospective customer assurance that the instruments they buy today will not be substantially reduced in price in a few weeks or months from now?

Would not a concerted action on the part of dealers backed up by manufacturers and distributors start active buying again? If a positive statement could be advertised via radio and newspaper, it would, undoubtedly, have great effect. It is action we need now—and immediately. Just as long as radio commentators, newsletters and newspapers continue to say and print what has been said and printed during the past several weeks, we will continue to have the same wait-and-see attitude on the part of buyers.

I am sure we are not alone in our thinking about this condition and we would appreciate your comments, or, still better, YOUR ACTION to get something under way in this connection.

Very truly yours,
 CLARK MUSIC CO.
 C. E. Richardson, Manager,
 Radio-Phonograph Department

GIFFORD-BROWN, INC.
 1216 Grand Avenue
 Des Moines, Iowa

May 26, 1947

Editor,
 RADIO and Television WEEKLY
 Dear Sir:

We note with interest your editorial comment in the May 21 issue of RADIO and Television WEEKLY, which is headed "Tubes Again."

We would like permission from you to include this item in a bulletin we plan on issuing to about 1,000 dealers. We, of course, would state that it was taken from your publication.

Yours very truly,
 Gifford-Brown, Inc.
 D. D. Gifford

PHILCO CORP. OFFERS FIRST TELEVISION SET; USES TEN-INCH TUBE

TO BE SOLD ONLY IN PHILLY
Quaker City Territory to Be Used
as a Training Ground for Video
Merchandising — Top Execu-
tives Address Dealer Meetings.

PHILADELPHIA, PA., Thursday — Climaxing nearly twenty years of television research and engineering, Philco has just introduced its first post-war commercial television receiver, the Model 1000, providing a 10-inch picture tube and many new and exclusive features in a modern mahogany cabinet, it was announced yesterday by James H. Carmine, vice president in charge of merchandising, Philco Corp.

"In presenting this Philco television receiver, we are concentrating our sales and installation program in the Philadelphia television area for the present," Mr. Carmine declared.

To outline the company's television sales and installation program two meetings were held by Philco at the end of last week. The meetings were attended by Philco dealers from the Philadelphia television area. Speakers included Larry E. Gubb, chairman of the board of directors; John Ballantyne, president; Thomas A. Kennally, vice president in charge of sales; James H. Carmine, vice president in charge of merchandising; and John M. Otter, general sales manager, all of Philco Corp., and also Sol Schiff, general manager, and John Moran, sales manager, Philco Distributors, Inc., Philadelphia."

Mr. Carmine presented the new Philco Model 1000 receivers and the company's television plans at these two meetings. He pointed out that the policy to limit sales and installations of television receivers to the Philadelphia area for the present is based on the following decision. The company intends to utilize the Philadelphia television area as a "training ground" both for its entire local dealer sales and service organization, and for representatives from Philco distributors in other television broadcast areas.

The Philco television training program, which has already been under way for several weeks in Philadelphia, is two-fold. One phase of it is training all dealers with qualified service organizations, as well as independent service men, in the installation and maintenance of the new Philco television receivers. The second part of the program is an integrated sales training plan to prepare Philco dealers and their salesmen to sell the new receivers intelligently.

"As a further aid to the service training program, all installations of Philco Model 1000 television receivers in the Philadelphia area are being personally supervised by experienced television field engineers from the Philco Service Division, under the direction of Robert F. Herr, vice president in charge of this division," Mr. Carmine pointed out. "To help dealers in demonstrating and selling the new receivers, we are holding a

Given Bendix Radio OUTPUT AND ORDERS AT NEW PEACE PEAK FOR WESTINGHOUSE



THE PHANTOM DIAL is featured in the new Bendix "invisible radio" recently presented to Rise Stevens, star of the Metropolitan Opera Co. and the "Family Hour" in recognition of her appearance in current Bendix advertising. Shown here with Miss Stevens is Earl L. Hadley, advertising manager of the Bendix Radio Division, who demonstrated the set to the singer.

William D. Ader Joins Maritime Radio Firm

Appointment of William D. Ader, as sales representative for the Maritime Radio Corp., retail dealer located at 24 Whitehall street, New York City, was announced last week by Louis Sternberg, firm head.

Mr. Ader, a veteran of twenty years in the radio field, was formerly associated with Davega, American Telephone and Telegraph Co., and had his own retail establishment in Philadelphia.

The Maritime firm carries a complete line of radios, appliances and gifts. Mr. Ader stated that one of the specialties of this concern is its communications department. Some of the communications receivers carried include Hammarlund, National and Hallicrafters.

continuing series of sales training meetings to run in conjunction with the service schooling and field training. In addition, Philco Television Station WPTZ here, already broadcasting regular afternoon and evening programs, will further increase its schedule of telecasts.

An outstanding feature of the Model 1000 is the Philco electronic control, a new development that is said to bring the user a clear, steady picture in sharp focus the moment he switches the tuning control to the channel he wants. This electronic circuit brings in each station precisely tuned, with pictures automatically synchronized and focused, it is claimed. Tuning has also been simplified.

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

Gwilym A. Price, president of the Westinghouse Electric Corp., last week announced that the company turned out a new peace-time record total of \$58,485,244 worth of products during the month of April.

In a report to the company's board, Mr. Price said that this dollar volume of production, as shown by the sales billed, was \$8,000,000 larger than the previous high peace-time month of March, 1947. This volume, he declared, compares favorably with many of the wartime months.

Despite the high rate of production, new business booked by Westinghouse in April greatly exceeded production, with the result that unfilled orders also hit a new peace-time peak, amounting to \$673,381,438 at the end of the month. Long deliveries are still the rule in many heavy apparatus lines, Mr. Price pointed out, and production of Westinghouse appliances is still behind demand.

RCA IS NOW DELIVERING CONSOLE TELEVISION SET AND TABLE FM RECEIVER

Dealer samples are being delivered on two new RCA Victor television and FM models but production has not yet caught up with unusual customer response, Dave Wagman, sales manager, radio division of Bruno-New York, RCA distributor in this city, announced this week.

One is an FM table set which is available in three models ranging in price from \$79.95 to \$95. The other is the long awaited RCA home entertainment console which combines television, phonograph FM, AM and shortwave. It retails at the suggested price of \$795.

V. H. Jefferds Made Aide To Head of Times Square

Vincent H. Jefferds has been appointed assistant to George Seedman, president of the Times Square Stores Corp., New York, it was announced last week.

Mr. Jefferds was formerly sales promotion manager of the Times Square concern, and, prior to that, was Ohio district sales promotion manager for Congoleum-Nairn, Inc.

Dividends Are Declared By Sylvania Electric Co.

Sylvania Electric Products, Inc., has just declared a dividend of 35 cents a share on its common stock, payable on July 1 to stockholders of record June 20. A dividend of \$1 a share on the Sylvania preferred was also declared, payable on the same date to holders of record on June 20.

GENERAL ELECTRIC CO. PRESENTS A LOW-COST TELEVISION RECEIVER

IS A COMBINATION CONSOLE
Direct-View Set, Combining AM,
FM, Automatic Record Player.
Is Introduced at Music Show —
List Price Around \$750.

CHICAGO, ILL., Monday — A low-cost, direct-view television receiver, including both AM and FM radio and an automatic record player, was intro-



Low Cost G-E Video Set

duced today at the annual convention of the National Association of Music Merchants at the Palmer House, here, by the Receiver Division of the General Electric Co. The firm also showed dealers for the first time two additions to its standard line of radios.

The Model 802 television receiver, which is currently in production at the company's plant in Bridgeport, Conn., will begin to reach dealers in television areas this month, according to Paul L. Chamberlain, manager of sales for the division. He said that while definite prices have not yet been determined, the receiver will probably retail at about \$750.

Designed as the ultimate in home entertainment instruments for the family of average income, the receiver uses a 10-inch cathode ray picture tube. To insure the best possible reception, Model 802, like other television receivers by General Electric, has a separate circuit for each of the thirteen television broadcast channels which can be selected quickly by merely turning a rotary switch to the desired channel. Sharp, clear pictures are made possible by the G-E automatic clarifier, which materially reduces interference and virtually eliminates fuzzy picture edges.

The receiver is enclosed in a Regency period cabinet veneered with genuine Honduran mahogany.

The other G-E radio receivers introduced at the convention were Model 140, a lightweight, three-way portable, and the Model 502, a deluxe AM-FM radio-phonograph combination.

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

THE TRAVELER

Al Landes, head of the Daval Co., New York, will leave this week on a transcontinental tour of the wholesale trade in behalf of the concern's Regina Hassock. He will travel by air and will go directly to the coast.

Harry Freedenberg, sales manager of Capital Bedding Co., of Harrisburg, Pa., spent the Decoration week-end at Atlantic City. He is now back on the job promoting the sale of Garod radios to the dealer trade in his territory.

James Saltzman, sales head of the Bagdad Television Corp., reported today that his firm had taken over the record department in its Forty-second street store, which previously has been leased. Joe Bloomfield will direct disc sales.

Leo B. Pambrun, radio advertising manager of the Stewart-Warner Corp., Chicago, and Edward R. Rutledge, regional sales manager, were present at the dealer meeting staged last week by the Clinton Radio & Appliance Corp. in Newark, N. J.

E. P. Gertsch, general works manager for the Hoffman Radio Corp., Los Angeles, Calif., is in Washington for two weeks in connection with government contracts. He will return to the coast factory before attending the Radio Manufacturers' Association convention at Chicago in June.

Mannie Sacks, vice president in charge of artists and repertoire at Columbia Records, Inc., is on a two-week trip to Los Angeles.

Milton Benjamin, general manager of Sonora's record division, is expected back at his New York office this week following an extended trip to the West Coast and a stop-off in Chicago en route East.

JACK MEYERSON MADE MUSICRAFT PRESIDENT

Musicraft Records, Inc., New York, has announced the election of Jack Meyerson as president and director.

Other members of the board are: William A. Shea, of Tucker & Shea, who will serve as chairman of the board and general counsel; Robert O. Buck, Warren W. York and Irving M. Felt, who was chairman of the board of the predecessor company.

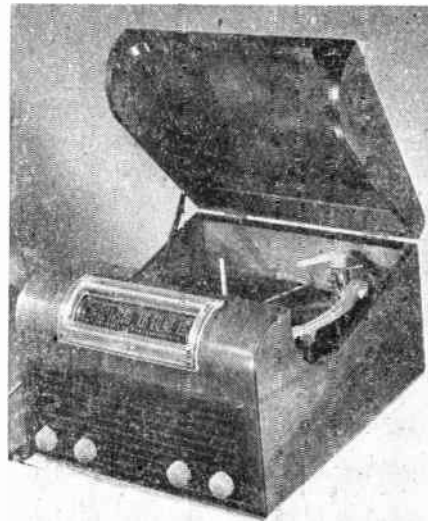
Blessed Event at Home Of Cornelius J. Walker

CAMDEN, N. J., Thursday—A son, Dennis, was born May 24, to Mr. and Mrs. Cornelius J. Walker of Haddon Heights, N. J. Mr. Walker is assistant to the television receiver sales manager of RCA Victor.

Newest Arvin Radio Models . . .



LATEST ADDITIONS to the Arvin line of radio sets—a compact table radio-phonograph combination and a trim-looking portable—will be delivered to dealers throughout the country later this month, according to Gordon T. Ritter, director of Arvin sales of Noblitt-Sparks Industries, Inc., Columbus, Ind.



The former lists at \$89.95 and the portable at the \$34.95, the announcement by the company states.

MacKILLOP ELECTED NEW VICE PRESIDENT OF TEMPO RECORD CO.

HOLLYWOOD, CALIF., Saturday—Election of D. J. MacKillop as vice president in charge of Southern sales for the Tempo Record Co. of America, 8534 Sunset boulevard, this city, has just been announced by Irving Fogel, president of the record concern. Mr. MacKillop was formerly Southern division manager for the Philco Corp., with which organization he was associated for thirty-three years.

Seventeen distributors have been franchised on the Tempo line in the South. Most of these wholesalers also distribute Philco products. Both Mr. Fogel and Mr. MacKillop are highly pleased over the results already achieved as well as future sales possibility for Tempo records. Commenting on his promotion, Mr. MacKillop said:

"In my opinion, there is no finer product than the Tempo custom made record on the market. It's a quality operation from the ground up, and neither time nor money is spared to make and keep it so. The distributors in my territory were quick to recognize this fact. That's why they rallied 'round the Tempo banner in such gratifying numbers. And even more gratifying were the reactions from their dealers, who found in Tempo custom made records the answer to what the buying public is actually seeking in the way of recorded entertainment. That's why I have no hesitancy whatsoever in predicting for Tempo the biggest year in expansion and volume of sales in the history of the company."

Freed Reduces Prices

The Freed Radio Corp., New York, has reduced the price on two Freed-Eisemann radio-phonograph combinations from \$795 to \$695, it was announced this week. No change was made in dealer discounts.

FM STATIONS PLANNED FOR 500 COMMUNITIES

WASHINGTON, D. C., Monday—The Federal Communications Commission announced today that over 500 different communities in forty-seven States are in the service area of nearly 1,000 FM stations already authorized by the Commission or being planned by broadcasters.

With some 215 FM stations on the air of those licensed or constructed, the FCC has issued construction permits or conditional grants to nearly 800 new stations. More than 200 other applicants are pending.

California leads all states in the number of locations where FM service is planned, as well as in the sum total of authorizations and pending applications. Ohio, New York, Pennsylvania and Texas come next, in that order, as to number of locations, with Ohio and Pennsylvania neck-and-neck after New York in authorization-application totals, followed by Texas.

There is also considerable FM activity in Illinois, North Carolina, Michigan and Massachusetts. Montana is the only state from which no FM application has been received.

RCA Victor, N. Y. Store Test Video As Sales Aid

RCA Victor and the Gertz department store, Jamaica, L. I., are examining the possibilities of television as a merchandising aid in a series of tests being made this week. Max Gertz, the store's vice president and general manager, announced yesterday.

Television programs are being transmitted by direct wire from specially built studios within the store to receivers in the windows and at strategic inside locations. Programs showing the wares of eleven leading national advertisers plus a variety of entertainment programs are being used in the tests, it was said.

FM RADIO ADVANCES REVEALED BY RCA AT MUSIC TRADE EXHIBIT

FULL LINE PUT ON DISPLAY

New Five-in-One Television Console Instrument Is Also Being Presented to Music Dealers — Conduct Tone Demonstration.

CHICAGO, ILL., Monday—The advance scored by RCA Victor in the frequency modulation home instrument field was forcefully demonstrated in its showing of the largest number of FM receivers ever to be presented by a single company at the National Association of Music Merchants convention and show which opened today at the Palmer House, according to J. B. Elliott, vice president in charge of the Home Instruments Department.

RCA Victor, which last year showed the first FM receiver it had ever made in the history of the company, today unveiled a full line of home instruments incorporating FM, which included four table models, two new television receivers, and a wide variety of consoles with this service.

In addition to home instruments, the RCA Victor exhibit presents a wide variety of new and unusual record dealers aids, including a group of self-service display and sales stands for both record albums and individual records.

Also featured at the convention is a dramatic tone demonstration conducted by RCA Victor, in which guests are challenged to distinguish between music from a grand piano in the same room and music broadcast from a piano in another room and reproduced by a Crestwood FM-AM phonograph console.

Among the most striking models in the home instrument exhibit is RCA Victor's versatile new five-in-one television-radio-phonograph console (Model 641TV), a complete home entertainment unit combining a direct-view 52-square inch television screen with FM, standard broadcast, and international shortwave radio and a Victrola phonograph with automatic record changer and Silent Sapphire permanent point pickup.

John W. Walter Buys Property In L. I. City

John W. Walter, Inc., Stewart-Warner distributor, has announced the purchase of the entire southeast corner of Northern boulevard and Thirty-third street, Long Island City, N. Y. The property at present consists of several buildings which will be demolished to provide space for the new showroom and operational plant. Mr. Walter, in an interview, stated that this purchase is part of a long range program to take care of the ever increasing requirements for space to expedite service and parts for Stewart-Warner television, Presteline ranges, Automatic washers, and the firm's other appliance lines, John W. Walter, head of the firm, stated.

Farnsworth Adds 2 to Directorate; Names New V. P.

(Continued from Page 3)

United States, District of Columbia, New York and Indiana Supreme Courts, the Federal District Courts, Court of



Edwin M. Martin

Customs and Patent Appeals, the executive committee of the Committee on Patents and Research of the National Association of Manufacturers, and the Advisory Committee on Legislation of the Radio Manufacturers Association.

Mr. Martin directed Farnsworth's le-



Francis L. Elmendorf

gal action when the company last February became the first in the nation to win dismissal of a portal-to-portal pay suit with prejudice against the plaintiff.

Mr. Elmendorf, in fifteen years with Robert Heller & Associates, has become well-known in industrial circles throughout the country. His firm was counsel to Continental Can for several years prior to his election to that company's board.

A native of Indianapolis, he was edu-

cated at Indiana and Butler Universities and is now a resident of Cleveland.

Before joining Farnsworth, Mr. Allgood was sales manager of the Willard Storage Battery Co., Cleveland. Prior to that, he was president of the United States Glass Co., Pittsburgh. He was also at one time with McKinsey, Wellington & Co., New York City, and Ludlow Manufacturing Associates, Boston. He is a native of North Carolina and a graduate of the U.S. Naval Academy at Annapolis.

BRIGHTER PICTURES DEVELOPED BY UST

The United States Television Mfg. Corp. has doubled its picture brilliance and increased its picture contrast through a modification of its optical system, Hamilton Hoge, president of the New York concern, declared last week.

"Big picture projection television sets showing pictures larger than a full newspaper page with this improvement are now being delivered by UST," Mr. Hoge said. "UST expects to increase this brilliance to 2½ times the present level in the near future."

The UST system retains the Bausch & Lomb fine optical lens rather than depending upon a plastic lens in which there is feared to be a tendency to cold-flow with the resultant tendency to distortion and poor focus.

"This new level of brilliance will remove the last differential between direct view and projection television, so that there is no longer any doubt that the trend of television will be toward projection because of its very much greater picture area and equally satisfactory picture brilliance. Any increase in brilliance over the new level will be hard on the eyes and objectionable to the public," Mr. Hoge stated.

Radio Tube Output Off 14% for April

WASHINGTON, D. C., Monday — Radio receiving tube production totaled 16,181,672 units in April, compared with the March output of 19,048,950, according to a tabulation of reports by member-companies of the Radio Manufacturers Association. This is a drop of 14 per cent.

Of the April production, 10,510,254 tubes were sold for new set equipment; 2,591,506 for replacements; 2,036,171 for export, and 43,651 to government agencies.

Majestic Radio Showing In New York Next Week

Majestic Brands, New York distributor of Majestic radio and record products, will conduct a three-day showing of the new Majestic line at the Park Central Hotel on June 10, 11 and 12. Parker H. Ericksen, vice president of the Majestic Radio & Television Corp., Elgin, Ill., and Loyd Dopkins, sales manager, will attend the presentation.

NEW RCA VICTOR VIDEO SALES AID AVAILABLE

CAMDEN, N. J., Friday—The RCA Victor Division of the Radio Corp. of America, here, announced this week that a large twenty-page display book, mounted on an easel, which covers the features of RCA television sets, is now available as a sales aid to dealers.

This new selling tool, especially designed for use prior to demonstrations of television to small, selected groups, is printed in four colors and covered with maroon simulated leather. It dramatizes the "Eye Witness" feature of RCA Victor receivers, discusses and shows photographs of the various types of programs being broadcast, and describes the position of RCA and RCA Victor in television.

Other selling features presented in the book are the Eye Witness Picture Synchronizer, the Golden Throat, the all-channel automatic station selector, and the RCA Victor Television Owners' Policy, it was said. It also shows and describes the various table model and console television receivers in the company's line.

Maximum longevity is given this tumble-top presentation piece by muslin backing on each sheet on the easel. Based on questions raised by customers and sales people, it can be displayed in about 20 minutes, RCA announced.

SIGNALOOP FEATURED IN SMALL PORTABLES MADE BY SIGNAL FIRM

A small portable radio, featuring the Signaloop, has been designed by Signal Electronics, Inc., 114 East Sixteenth street, New York, it was announced by Herman Weissberger, firm president.

Mr. Weissberger has been active in radio manufacturing and designing for more than twenty-five years, and points out that the Signaloop will reject all electrostatic noise and will pick up weak stations even in hotels and apartment houses where reception is normally poor.

This radio is covered with leatherette, which is used on all Signal portables. Signal is featuring two portables models—the "Empress," a three-way instrument, listing at \$29.95, and the "Playboy," which lists at \$19.95 and plays on batteries only.

Production has already started on the "Empress" and Signal is booked for more orders than its first run, according to Mr. Weissberger. Manufacture of the "Playboy" is scheduled to start around the middle of June.

Record Dealers Name Frank Ryall President

PHILADELPHIA, PA., Friday—The Record Dealers Association of Greater Philadelphia has elected Frank T. Ryall, of Upper Darby, president. David Lloyd, of the Cooperative Music Co., was elected vice president; Joseph Treegoob; treasurer, and Nate Sachs, secretary.

RAYTHEON ORGANIZES COMMERCIAL DIVISION; HORNING HEADS SALES WITH OFFICES IN WALTHAM

Consists of Former Broadcast Division, Industrial Electronics Department and Other Commercial Groups.

WALTHAM, MASS., Monday—Raytheon Manufacturing Co., this city, has formed a Commercial Products Division, it was announced today by Ray C. Ellis, vice president. The new division will consist of the broadcast equipment division, recently transferred from Chicago to Waltham, and what was formerly known as the industrial electronics division, and other commercial products made in separate departments.

The consolidation of the former separate divisions and departments has been made in order that full advantage can be taken of Raytheon's production and engineering facilities located at its main plants here, it was said.

Frank S. Horning has been appointed sales manager of the new division and William A. Gray is assistant sales manager. John H. Beedle will be production manager for the division.

David D. Coffin is chief engineer of the Commercial Products Division and James N. Nye is engineer in charge of broadcast transmitter equipment. Everett G. Fraim has been appointed engineer in charge of speech input equipment, microwave applications, and engineering service and installation supervision on broadcast and microwave equipment.

While sales headquarters, service, production and engineering will be at the Raytheon plants at Waltham, Ben Farmer and Warren Cozzens will represent Raytheon's broadcast equipment sales for the Midwest states with offices located at 7475 North Rogers avenue, Chicago.

HOWARD DUNKLY JOINS ASSOCIATED STORES AS MANAGER IN SARASOTA

TAMPA, FLA., Monday—Howard P. Dunkly has been appointed manager of the Sarasota store operated by Associated Stores, Inc., this city, it was announced by Herbert A. Brennan, vice president of the radio and appliance retail chain organization. The Sarasota store is located at 412 Main street, that city.

Mr. Dunkly has been associated with the radio industry for many years, and for a brief period served as general manager of John J. Gross, Inc., New York radio distributing concern. He was formerly with Atwater Kent, Radio Corp. of America, General Electric and the Rex Cole, Inc., wholesale appliance concern in New York.

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

AID TO DEALERS BY DISTRIBUTORS IN CHICAGO IS SEEN AS BIG FACTOR IN INCREASED SALES

NO LET-DOWN IN BUSINESS IS ANTICIPATED BY JOBBERS

Leonard Ashbach Co. Outlines Methods Used Which Have Brought Excellent Results — New Item Added to Line — R. Cooper Co. Says May Was Best Month in History — A. J. Nelson Joins Merit Firm.

CHICAGO, ILL., Monday—It is not difficult to hear complaints about the present condition of business in the radio industry, but a sensible analysis of the situation leads to the inevitable conclusion that those complaints come from manufacturers, distributors and dealers who consistently refuse to recognize that the hysterical pitch of the immediate postwar period could not last forever.

On the other hand, it is equally possible to find members of the industry who tell you unhesitatingly that things are good with them, and they give as the reason the fact that they are going after business, are offering good merchandise, and are seeking customers, rather than waiting for customers to hunt them out.

In the latter class may be mentioned Leonard Ashbach, president of the Leonard Ashbach Co. of Chicago, distributor of Garod and Meck radios, and Lascho radios and refrigerators. "We haven't got a kick in the world," he stated. "Business is extremely good with us, due to our formula of offering compelling merchandise at compelling prices. We acknowledge that part of our job as distributor is to be of active help to our dealers, and not simply to ship what they order and then stop. No, we originate promotion ideas for them, we furnish them with selling displays, we give them timely merchandise, and we don't consider our part of the deal finished until that merchandise moves out of a dealer's store."

Mr. Ashbach cited approvingly a new item just added to his firm's line—the Lascho five-tube superheterodyne radio with built-in loop antenna, listing in white plastic at \$16.95, and in black plastic at \$14.95. These radios are made for Ashbach by the John Meck Co. at Plymouth, Ind. "The \$14.95 radio is one of the things I mean," Mr. Ashbach said. "There is an item with all the water squeezed out of it. It is a big

(Continued on Page 20)

SONORA RADIOS MOVE FAST AT ALA. EXHIBIT

BIRMINGHAM, ALA., Monday—The Deep South Supply Co., featured Sonora radios and combinations and Deepfreeze home freezers in its display at the Alabama Retail Hardware Association's Annual Convention held here recently.

The company announced last week that it was the most successful exhibit that it had participated in since before the war. Orders taken at the booth oversold the quantity of Sonora's eight tube console on hand.

R. P. McDavid, secretary and treasurer, and Claude Lee, salesman, were among the men from the Deep South Co. who managed the booth.

ANDREA CORP. ADDING THREE VIDEO MODELS

The Andrea Radio Corp., Long Island City, N. Y., which has been in the television field since 1938, is now getting into production on three postwar models, featuring a twelve-inch video tube of "daylight brightness" and approximately seventy-five square inches of screen, Frank A. D. Andrea, president, announced last week.

Deliveries are scheduled for July. The first models will be consoles, including AM and FM radio, one with an automatic record changer. A table model is also ready for production. Later, a projection type model will be marketed.

The most important feature of the new sets is said to be the extreme brightness of the tube, according to Frank Goodman, sales manager. The Andrea sets do not require a darkened room for satisfactory reception, he said.

List price of the table model is \$695, the console is priced at \$795, and the console combination at \$995.

Texas Electric Shows Stewart-Warner Line And Other Products

FORT WORTH, TEX., Thursday—The Texas Electric Co.'s exhibit of new post-war electrical products attracted approximately 140,000 persons here recently.

Traffic jams requiring the services of two attendants were created by the crowds around the Stewart-Warner booth, which featured the new "Video-rana" console television receiver. Also included in the display of the Stewart-Warner radio line were new FM-AM console combinations, FM-AM table sets, AM consolettes and the "Air Pal" AM midget radio.

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

In New Buying Post

WASHINGTON, D. C., Friday—Lester A. Ferguson, formerly radio, appliance and television buyer for the Mayer Furniture Co., this city, has been named buyer of the floor covering department, a company announcement revealed. No new buyer has as yet been appointed for radios, television and appliances.

Lily Pons Lauds G-E Combination



AFTER PLAYING one of her favorite recordings on the new General Electric Model 417-AM-FM radio-phonograph combination for Paul L. Chamberlain, manager of sales for the General Electric Co. Receiver Division, Lily Pons, star of the Metropolitan Opera Co., declared that "this is the most perfect record reproduction I have ever heard." Miss Pons is shown here with Mr. Chamberlain.

Jack Clune Recuperating After an Appendectomy

J. J. (Jack) Clune, who was recently appointed merchandise manager of the Air King Products Co., Inc., Brooklyn, N. Y., is recuperating at his home in Rego Park, Long Island, following an appendectomy.

Mr. Clune became ill while attending the Radio Parts Show in Chicago earlier this month and was rushed home by airplane on the day after close of the exhibit. The operation was performed on the following morning. He was discharged from the hospital last week and expects to get back on the job shortly. Mr. Clune joined Air King after spending seventeen years with the National Union Radio Corp.

Dale Co., New York, Shows New Admiral Set Models

Dale Distributing Co., Inc., which handles Admiral radios in the New York area, held a luncheon and show for dealers last Tuesday and Wednesday at the Hotel McAlpin, in this city, to introduce Admiral's new line of table and console model radio and phonograph combinations and other models.

Sidney H. Rogovin, regional manager and other representative of the Admiral Corp., Chicago, were present.

Irving Aronoff Named To Post at A. & S., Brooklyn

Sidney Solomon, general merchandise manager of Abraham & Straus, Brooklyn department store, announced this week that Irving Aronoff has been appointed acting buyer of radios and records. Mr. Aronoff was formerly an assistant to Mr. Solomon.

FCC PLANS MEETING ON WAVE BAND USES

WASHINGTON, D. C., Friday—The Federal Communications Commission is scheduled to hold an engineering conference here on June 10 and 11, to determine technical problems in the utilization of frequencies between 42 and 88 mc, it was announced last week.

The Commission, which will hear and present evidence on the problem, is particularly concerned about the feasibility of sharing television channels with non-Government fixed and mobile services, with particular references to co- and adjacent channel interference.

Interference from amateurs in the 50-54 mc. and from others in the 42-44 mc. and 72-76 mc. bands are among the subjects to be discussed. Receiver characteristics, such as selectivity and local oscillator radiation, will also be examined.

Hungarian Tenor Under Contract With Columbia

BRIDGEPORT, CONN., Friday—Miklos Gafni, a young tenor, who has been called the "Hungarian Caruso" in musical circles, recently signed an exclusive recording contract with the international division of Columbia Records, Inc., Edward Wallerstein, president of the company, announced last week.

Mr. Gafni's first recordings for Columbia will be an album of Hungarian songs, followed by Italian and German albums. After an unpublicized debut at Town Hall in New York last February, Mr. Gafni received unusually good notices in the papers and became an American success overnight, it was declared. He is well known in Europe.

PHONOGRAPH MEN OF PHILADELPHIA OPEN A NOVEL AD CAMPAIGN IS "CLICK TUNE OF MONTH"

Is Initiated by Raymond Rosen & Co. — Participated in by Many Quaker City Dealers.

PHILADELPHIA, PA., Monday—The first monthly "Click Tune of the Month" was selected by the Phonograph Operators Association of Eastern Pennsylvania and Southern New Jersey at a banquet held at Palumbo's Cafe on Monday evening. The tune selected was "Chic Baba Baba" and it was the RCA Victor recording by Perry Combo that won the top honor as the outstanding tune of the month, by vote of more than 200 phonograph operators and their guests.

Future selections of the "Click Tune of the Month" will be held at the "Click" nightclub, home of the nation's outstanding bands, with young music fans acting as judges and selecting the best tune by applause after listening to the month's best recordings.

The entire program for the "Click Tune of the Month" was originally suggested by Harry Bortnick, advertising and sales promotion manager for Raymond Rosen & Co., who worked out the initial details with William King, president of the Phonograph Operators Association; Jack Sheppard, vice president; Jim O'Brien, business manager, and Al Freeman, publicity manager for the "Click" club.

Following the original suggestions of Harry Bortnick, a meeting of the executives of the Phonograph Operators Association arranged the manner in which the "Click Tune of the Month" should be chosen.

Raymond Rosen & Co. is continuing its aggressive RCA Victor record promotion campaign also arranged an "Amateur Disc Jockey Contest" with radio station WFIL. The radio station will devote twenty-five hours of publicity to the contest with entry blanks being made available only at RCA Victor record dealers' stores. Special streamers and promotional material have been released to dealers, together with a suitable advertising program. The campaign will continue for a month with winners receiving prizes of RCA Victor radios and record albums as well as special opportunities to act as disc jockeys on WFIL.

Peirce-Phelps invited its retail dealers organization to breakfast at the firm's headquarters recently to an early morning demonstration of the Proctor iron, toaster and other Proctor products.

In addition to the Proctor demonstration and sales meeting, Peirce-Phelps held dealer meetings in Philadelphia to introduce the new Admiral radio models. These included the Admiral console combination 7C62 retailing at \$129.95; Admiral console combination 7C73 selling at \$280.95 with AM and FM as well as a table model at \$19.95. Both Admiral combination have the new "Miracle Tone Arm" record player with an osmium needle and fine reception.

A full page advertisement on the Bendix-Automatic Home Laundry was run in the Sunday Inquirer with more than 100 dealers listed in the advertisement.

Elliott-Lewis, major appliance distributor, has announced that the Continental Frequency Modulation network reached Philadelphia via the WFIL-FM station. This network will provide live talent programs from 7 to 7:15 P.M. with Norman Black and his string en-

semble, as well as other leading programs at later hours.

The Stromberg-Carlson radio distributor is now making plans to release a large quantity of the FM sets in this territory, an Elliott-Lewis official, announced. Increase of the FM stations in this section with more than 6 already in operation is expected to create greater demand for radio sets with FM hands, it was stated.

—SOL SHERMAN.

New Rise Stevens Album Is Available To Dealers

BRIDGEPORT, CONN., Monday — Columbia Records, Inc. has scheduled for early June delivery of an album of "Songs of Victor Herbert" by Rise Stevens and a single Shvedoff's "Exchange of Diplomatic Notes Between the Turkish Sultan and the Zaporozhsky Cossacks" by the Don Cossack Chorus.



Your RAYTHEON DISTRIBUTOR will be glad to explain how you can qualify as a Bonded Electronic Technician.

RAYTHEON MANUFACTURING COMPANY
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO, ILLINOIS

WEST COAST FIRMS STEP UP ACTIVITIES IN SALES PROMOTION

START ADVERTISING DRIVE

**Kaemper-Barrett Leads the Way
in Plugging Admiral Products
— First New Armchair Zeniths
Displayed by H. R. Basford Co.**

SAN FRANCISCO, CALIF., Friday — Kaemper-Barrett, 1850 Madison street, with showroom in the Mart, exclusive distributor of Admiral products, is currently sponsoring an intensive advertising campaign, in conjunction with its franchised retailers in behalf of the Admiral radio-phonograph console combination, equipped with Miracle tone arm, which is claimed to be the greatest advance in fidelity record production since the invention of the automatic record changer. Admiral model 70-62 retails at \$134.95, and, according to Ed J. Halliday, Kaemper-Barrett's sales manager, retailers report that the campaign is a great success. Ed Halliday continued: "They say that this high-quality, low-priced radio is just the stimulus the industry needed."

Kaemper-Barrett has just taken on an additional product. The firm has been appointed exclusive distributor for Airette portable air conditioner, which works equally well reducing or increasing room temperature. Airette is manu-

factured by Airette Manufacturing Co., 1041 No. Sycamore avenue, Los Angeles, and 2555 Bellevue avenue, Detroit.

H. R. Basford Co., with main office at 425 Second street, and showroom at the Mart, distributor of Zenith radios, Columbia records, Tappan and Gibson products, etc., has just received the first new Zenith armchair radio phonograph model 12H-091E. Kent M. Weaver, of the Basford sales department has been demonstrating and explaining it with great enthusiasm. This new Zenith armchair model has twelve tubes, both the low and high FM bands, and is also equipped for short-wave reception. A unique feature is the electric push-button which opens the phonograph compartment, and when loaded with records, the doors automatically slide back into place. The model displayed has a bleached mahogany cabinet, is a very handsome piece of furniture.

Philip L. Rudden, one of the "Reps," well known parts manufacturers' representative, has branched out into the finished products field, and has been appointed factory representative for Symphony Radio Co., Los Angeles. Phil Rudden conducts business under two firm names. Headquarters for the long established component parts business is the Western Radio & Electric Co., located at North Fourth street, San Jose. Activities in connection with Symphony radio are managed under the name of the Crescent Co. The crescent firm occupies space 210 at the Western Merchandise Mart.

The two first Symphony radio models, introduced this month, are already

proving immensely popular. One is a four-tube superheterodyne, personal portable, available in brown, red, or ivory cases. They retail at \$19.95 each, and Phil said emphatically: "The demand is much greater than the supply." The other model, which also met with most encouraging dealer and consumer acceptance right away, is a six-tube console radio-phonograph combination, with automatic record changer in solid mahogany cabinets, with space for record storing and is priced to retail at \$119. By Fall, Symphony Radio Co., will offer video table models.

Sam Solat is the sole owner of the Symphony manufacturing plant, and also owns his own cabinet factory in Hollywood. Mr. Solat is well known in the East, and has been for years a radio manufacturer in New York. The business in Los Angeles was established about three years ago.

Phil Rudden is so encouraged with his success with Symhony radios that now he is very much interested in taking on a line of home appliances.

—GISELA NEY.

MUSIC INDUSTRY SEEKS ADDITIONAL MARKETS

(Continued from Page 3)

hind the Music Institute of America, Mr. LaMair revealed that an industry survey will be conducted to develop an expanded market for musical merchandise. He cited the candy, carpet, coffee, bowling and bicycle industries for successful promotions of this type, and pointed out that this nation's high standard of living and the inherent love for music will assure success for this drive. This project will also render a service to mankind, Mr. LaMair added.

Other convention highlights yesterday included the opening of the General Electric Co. permanent exhibit at the Merchandise Mart, which coincided with the opening of the show, and the RCA Golden Throat demonstrations being conducted at scheduled periods each day.

Visiting merchants exhibited unusual interest in the various television receiver displays featured by a number of manufacturers.

Mr. Mills revealed that a survey of ninety record manufacturers indicates that 400 million phonograph records will be made this year, compared with 275 million during 1946.

Store operation clinics will be conducted today. Tomorrow morning, Dr. Albert Haring, a noted economist, will address the convention on the subject "The Business Outlook," while J. W. Anderson, head of the American Fair Trade Council, will speak at a special Fair Trade Luncheon on "Fair Trade Pricing for the Music Business." A series of promotion clinics will be conducted Thursday. Subjects to be covered are: promoting high bracket merchandise, records and store promotion.

The new NAMM board of directors will convene Thursday noon and the annual industry banquet will be held in the grand ballroom of the Stevens Hotel on Thursday evening.

RADIO TUBES

Standard 90 Day Guarantee
Ready to Ship—2% for Cash

5Y3GT
1L4
1R5
1T4
6BA6
12AT6
12BA6
12BE6
35W4
50B5
80

26¢ each

In lots of 100
less than 100 31c

OY4
3A4
5Y4G
6F6GT
26
27
35Z5GT
41
56

31¢ each

In lots of 100
less than 100 36c

1A5GT
1H5GT
1U4
1U5
1S5
1V
3Q4
3Q5GT
3S4
5U4G
5W4GT
6A7
6C6
6C8G
6H6
6J5GT
6J7G
6SA7GT
6SK7GT
6SQ7GT
6U7G
6V6GT

6K6GT
6X5GT
6Y6G
12A8GT
12J7GT
12K7GT
12Q7GT
12SA7GT
12SK7GT
12SQ7GT
12SR7
14X7
25Z5
25Z6
35L6
39/44
47
50L6GT
76
77
84/6Z4

36¢

Ea—in lots of
100. Less than
100 41c.

1A7GT
1C6
1N5GT
6B7
6A8GT
6G6
6SG7GT
6SN7GT
7A4
7A7
7AF7
7B6
7B7
14AF(XXD)
14A7(12B7)

7C5
7C6
7C7
7E7
7F7
7N7
7Q7
7Y4
7Z4
14B6
14Q7
35Z3
50A5

41¢

Ea—in lots of
100. Less than
100 46c.

OZ4
7X7(XXFM)
32L7GT
117Z6GT

61¢

Ea—in lots of
100. Less than
100 66c.

70L7GT
117L7GT

81¢

Ea—in lots of
100. Less than
100 86c.

Subject to Prior Sale

Premier Radio Tube Co.

1804 Winnemac Avenue
Chicago, Ill. LON. 4129

TRAV-LER Radio Distributors

New England, New Jersey and
Metropolitan New York Territory

LARGE SHIPMENTS OF TRAV-LER PORTABLES
RUSHED BY AIRPLANE FOR OUR DEALERS



We Offer IMMEDIATE DELIVERY on the
FASTEST-SELLING, LOWEST PRICED PORTABLE

\$19.95 less batteries

Write for catalog and details of complete Trav-Ler Line

PARK RADIO SERVICE, Inc.

Harry Antin, President

130 Cedar Street

Cortlandt 7-9070-1

New York, N. Y.

BETHLEHEM SCHOOLS TO INSTALL RADIOS PRIOR TO THE FALL OPENING

STUDENTS TO AID PROJECT

Station WGPA Is Co-operating — Fine Address Is Heard by Engineers — Several Stores Reduce Prices — Other Trade Notes.

BETHLEHEM, PA., Saturday — A plan to install radio broadcasting facilities in all secondary public schools in the city before Fall was revealed by school officials and executives of Station WGPA, co-operating on the project. Students of radio at the Technical High School will aid in installation and preparation of equipment, and outstanding stage productions and musical concerts will head the entertainment. According to John W. Hedge, chairman of the newly-appointed radio policy committee and superintendent of schools, the most important feature of the service will be "introduction of the school to the public, direct to the homes of the entire community."

The Lehigh Valley Section of American Institute of Electrical Engineers met on Friday and heard George Keenan, chief engineer for Pennsylvania Power and Light, speak on the Sunbury steam electric station. This new plant, when finished, will be the largest and most modern anthracite-burning electric power plant in the world, he said. The first section, of 150,000 kilowatts, will be working late in 1948; and the second, of 100,000, late in 1951. Construction of this immense plant two miles below Sunbury, on the west bank of the Susquehanna River, is, according to Mr. Keenan, one of his company's major steps toward improvement of service for electricity consumers in the central eastern Pennsylvania territory, as well as for business and for industry.

During the recent Chamber of Commerce drive to enlist 400 new members, electrical dealers were among the very first to sign up. Earliest of these included Willey Bros., Kempler Bros. Music Co. and the Lipkin Furniture Co. Major objectives of this campaign for memberships was to secure additional funds for an expanded program of activities. The present membership of the chamber is about 1,000.

Sol J. Phillips celebrated the twenty-seventh anniversary of his music store with a very successful sale, at 24 East Third street. Among the new products he features these days is the G-E "pop-up" toaster, attracting interest because it is made in this area. As for radios, Mr. Phillips says, "We can't promise the customer anything definite, but we keep getting Zenith, RCA, Philco, G-E and others in all the time, and so can offer a pretty good selection."

Warrent A. Crouthamel, manager of the B. F. Goodrich store at 121 West Fourth street, has also reduced prices, so as to move his large variety of merchandise. He's cut prices on table model combinations as much as 25 per cent. Last week he received a long-awaited

shipment of Admiral "Duo-Temp" refrigerators.

Robert Greene and L. M. Fraivillig have cut prices 10 to 50 per cent on thirty different items, including portable record players and fluorescent lighting fixtures, at their Green Light, Main and Broad streets. They are now showing the first table model FM receiver in Bethlehem—the Pilot. Also Westinghouse and RCA Victor portables. So far, few portables have been displayed

around town, and those that were bore the names of well-known, established makers. This in spite of the fact that the vacation season is close at hand.

—GEORGE STATLER.

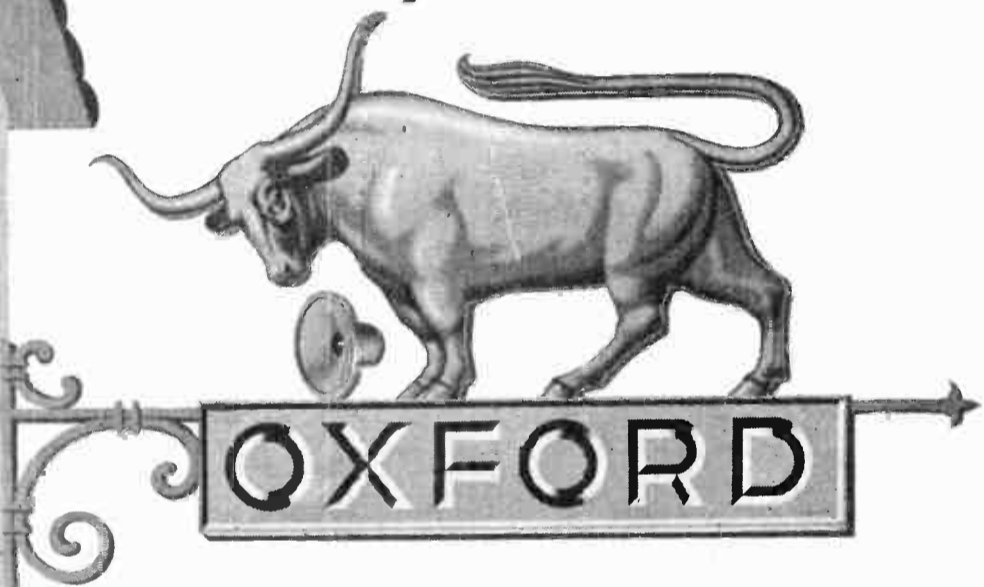
Alpha Circus Exhibit Creates Trade Interest

Officials of the Alpha Wire Corp., 50 Howard street, New York, who returned

last week from the Radio Parts Show in Chicago, reported that the Alpha exhibit created considerable interest among show visitors. This exhibit was in the form of a circus and consisted of a carousel and ferris wheel utilizing the various colors of wire produced by Alpha.


The Alpha party which greeted the many friends of the firm at the show included Peter Bercoe, A. E. Bernardik and Sam Schaeffer.

The MARK of Fine Speakers



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



RECORD NOTES

AUDIENCE RECORDS HAS SEVEN ALBUMS AVAILABLE TO TRADE

Audience Records, Inc., today held a gathering of the press to present the first seven Top Ten albums that are now available to the record dealers.

The seven comedy albums, which had been recorded before actual studio audiences but not taken from broadcasts, included the works of the following comedians: Jack Benny, Edgar Bergen and Charlie McCarthy, Burns and Al-

len, Eddie Cantor, Ed Gardner (Duffy's Tavern), Fibber McGee and Molly, and Freeman Gosden (Amos 'n' Andy).

Highlights of the first seven albums are: Ed Gardner's Two Top Gruskin routine; Kinffish (Amos 'n' Andy) selling Andy insurance; Jack Benny and his violin solo, and a visit to the Fibber McGee and Molly home.

Paul Warwick, president of Audience Records, and C. P. Jaeger, vice president, were on hand at this gathering.

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

WEBSTER-CHICAGO HAS NEW RECORD CHANGER

CHICAGO, ILL., Monday—The Webster-Chicago Corp., here, recently announced a portable record changer retailing at \$49.95.

Designated Model 65, the record changer is contained in a Burgundy leatherette covered luggage case with the turntable and changer in matching color. It can be used with either radio or external speaker system and will play a full stack of twelve 10" or 12" records with the removable cover closed, it was stated.

The weight of the new model is 24 pounds. Both power and pick-up cords are supplied with the unit which operates on 105-125 volt 60 cycle current and may be easily converted for 50 cycle operation.

COLUMBIA BUILDING PLANT IN HOLLYWOOD

HOLLYWOOD, CALIF., Monday—President Edward Wallerstein, of Columbia Records, Inc., announced last week that work has been started on the company's new plant in this city, which is scheduled to be producing records by the end of the Summer.

Standing at the corner of Robertson and Beverly boulevards, the new plant will contain the latest in record manufacturing equipment. Modern recording studios and executive offices will be added at a later date. Present plans call for the employment of several hundred persons.

Disc Records Has Folk, Jazz Albums Available

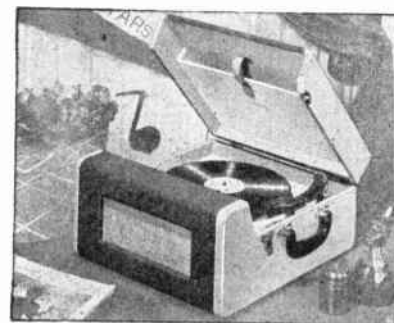
Moe Asch, president of the Disc Co. of America, New York, announced on Monday that three albums of folk and cowboy songs and a jazz album are now available for dealers.

They are: "Midnight Special," by Leadbelly, with Cisco Houston and Woody Guthrie; "America's Favorite Songs," Vol. 2, by the Smokey Mountaineers; "Cisco Houston, Cowboy Songs," and "The Four Strings," jazz quartet, supervised by Mary Lou Williams.

Walker-Jimieson Named Sonora Disc Distributor

A report from the New York City offices of the Sonora Radio & Television Corp. revealed that Walker-Jimieson, Inc., well-known Chicago distributing firm, had taken on the Sonora record line as of May 15, 1947.

The Walker-Jimieson concern is located at 311 South Western avenue and also carries a complete line of radio and electronic supplies.



NOT \$5.00—NOT \$4.00—BUT...
**ONLY \$3.50 FOR THE FAMOUS
DUOTONE RUBY!**

**RUNS RINGS AROUND ANY OTHER
RUBY-TIPPED NEEDLE SELLING
UP TO \$5.00. AGAIN, DUOTONE
SKILL AND KNOW-HOW PAYS OFF!**

JUST compare the Duotone Ruby, feature by feature. It's easy on expensive recordings—plays for months and months with minimum surface noise—reproduces every tone with lifelike brilliance. Frankly, it's a \$5.00 value for only \$3.50!

Your customers get perfect performance and you get a generous slice of the permanent needle market—at a handsome profit.

Brother, you can't miss on this deal! The price is right, the profit is right, and Duotone is right behind you with eye-catching packages, colorful displays, and attractive folders.

So stock the Duotone Ruby—push it—and watch your inventories take a nose-dive. Now!—contact your distributor, or write direct for details and prices.

KEEP DUOTONE UP FRONT!



DUOTONE

DUOTONE COMPANY
799 Broadway, New York 3, N. Y.
Stephen Nester, President

EXPORT DEPARTMENT: American Steel Export Co., Inc., 347 Madison Ave., New York 17, N. Y.



DISTRIBUTED IN
LOUISVILLE
Area

BY
**Appliance Distributors,
Incorporated**
Louisville 2, Kentucky



Take a Peek
UNDERNEATH...

MODEL 50

... and you'll see why Webster Record Changers give such smooth dependable performance. The Webster mechanism is *simple*... has fewer parts to wear out or require adjustment... gives flawless service that is, truly, "The Choice of Music Lovers".

TWO TIER
BONDED
CONSTRUCTION

WEBSTER CHICAGO
5610 Bloomingdale Avenue Chicago 39, Illinois

G. S. PERKINS HEADS GENERAL ELECTRIC CO. SALES OF MUSAPHONIC

SYRACUSE, N. Y., Monday—G. S. Perkins has been appointed sales manager of General Electric's deluxe line of receivers, the Musaphonic, it was announced by Paul L. Chamberlain, manager of receiver division sales in the company's Electronics Department. Mr. Perkins has been receiver representative for northern California and Nevada. He will have his headquarters at the G-E Bridgeport, Conn., plant until the receiver division moves to its new location at Electronics Park, Syracuse, later in the year.

Mr. Perkins has been identified with retailing and wholesaling activities for twenty years, particularly radio. He was first employed by General Electric in 1935 when he joined the G-E Supply Corp. He was engaged in merchandising work there until May 1941 when he entered active naval service, returning to the G-E Electronics Department district office in San Francisco in June, 1946.

Always an enthusiast in amateur radio and naval communications reserve activities, Mr. Perkins was assigned as Cable and Radio Censor in San Francisco after Pearl Harbor was attacked, and was soon given command of that office in Los Angeles. On his return to civil life, he held the rank of captain in the Army.

CALL FOR TAX CUT ON SOME GAS APPLIANCES

Several briefs calling for immediate repeal of excise taxes on certain gas appliances have been completed by the Gas Appliance Manufacturers Association and will be submitted to the House Ways and Means Committee this week, Harold Massey, assistant managing director of the group, just disclosed in New York.

The appliances which the association is seeking to have exempted are domestic and commercial gas cooking ranges and automatic gas water heaters, he said. No separate attempt to remove excise taxes on refrigerators is being made since all refrigerator manufacturers are seeking this removal on the ground that these products are necessities, not luxuries.

"It is the accepted theory that excise taxes are to be levied on luxuries rather than necessities," Mr. Massey said. "It is difficult to comprehend how a gas range or a water heater can possibly be placed in the same category as a fur coat, jewelry or perfumes."

He contended further that excise taxes on gas appliances are discriminatory since no such tax is levied on vacuum cleaners and other appliances.

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

Shortwave Portable Set Used for Rescue at Sea

"I'll never go to sea again without a radio that has a shortwave band," Third Engineer D. T. Ernesti of the ill-fated tanker Fort Dearborn told Reporter Gerry Burnett, of the Honolulu Advertiser. The ship broke in two at sea on March 12, and he with nineteen others spent five and one-half days on

the half ship before they were rescued. "We had no way of knowing whether 'Sparks,' who was in the bow section, had a chance to get off an SOS," Ernesti said. "But my shortwave portable soon brought in the answers. It was the only one of three radios we had working that would receive anything other than standard broadcasts."

When a Navy rescue crew brought the survivors into port at Honolulu, Ernesti carried his Zenith shortwave por-

table. The Navy crew had objected to additional weight in the life-boat but relented when Ernesti said: "No radio, no rescue."

Dividend by Decca

Directors of Decca Records, Inc., last week declared a quarterly dividend of 25 cents a share on outstanding shares of capital stock, payable on June 30 to stockholders of record on June 16.



THE FARNSWORTH CHIFFONADEL CONSOLE - Brilliant photograph radio in a cabinet of only eight boards—prized master of the Farnsworth line. Short wave, standard and FM, Frequency Modulation reception. Triple and bass tone controls. Automatic record changer. Beautifully finished in rich mahogany.

DEPEND ON *Farnsworth for Fidelity*



THE FARNSWORTH CHIFFONADEL (MODEL 64-264) - Finger dip convenience - all phonograph and radio controls accessible from your seat. The modern retractable basses, big set circuit and 3 point suspension record changer. In cabinet or genuine South American prime veneer.



TELEVISION TABLE MODEL - Brilliantly engineered by Farnsworth, television's pioneer. Covers all commercial television channels in both upper and lower groups. Clear, sharp picture on 18 inch. - on 24 inch table. AM radio also available. Compact modern cabinet.



MODEL EP-350 - A world of radio entertainment wherever you go. Like the best portable in the world, long lasting historical. Use it also as a home table radio on either AC or DC. Built-in automatic change, auto tuning. Kinetophone. Handmade, light-weight, easy to carry.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

**ADVERTISING LIKE THIS
MEANS MORE PROFIT FOR
THE FARNSWORTH DEALER**

Appearing in the June 23 issue of Life Magazine

Next month, LIFE Magazine will place this Farnsworth message—in striking full color—before its 22,500,000 readers. People interested in new radios will identify these outstanding models... will read anew of Farnsworth fidelity and quality... will note that the Farnsworth dealer has been selected for "his integrity, his willingness and ability" to serve

them expertly. Thus, through quality advertising of its quality line, Farnsworth creates more business for the Farnsworth dealer... re-emphasizes the value of the Farnsworth franchise. Farnsworth Television and Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth

Television · Radio · Phonograph-Radios

Farnsworth Radio and Television Receivers and Transmitters · Aircraft Radio Equipment · Farnsworth Television Tubes · Mobile Communications and Traffic Control Systems for Rail and Highway · The Farnsworth Phonograph-Radio · The Capehart · The Panamuse by Capehart

ELECTRICAL LEAGUE OF PITTSBURGH HOLDS MEMBER-DEALER MEET

INTERESTING TALKS HEARD

Pittsburgh Housewares Club Will Hold First of a Series of Summer Golf Tournaments June 10.

PITTSBURGH, PA., Monday—The Electric League recently held a member and dealer meeting in the Urban Room of William Penn Hotel. Harry B. Payor, sales manager of Landers, Frary & Clarke, spoke on the subject of "The Electric Water Heater Grown Up." He presented an interesting opportunity in this field for aggressive salesmanship. Joe Mihm, sales manager of the C. R. Rogers Co., introduced Mr. Payor.

The Pittsburgh Housewares Club will hold the first of a series of Summer Golf Tournaments on June 10, at the Churchill Valley Country Club. A large attendance is expected, as this is the first qualifying round for the club's championship trophy.

The Wholesale Merchants' Association will hold its twelfth Merchandise Mart on July 21, 22, 23, at the William Penn Hotel. The hotel's entire seventeenth floor has been reserved for major electric appliances, and new radio displays will be a feature of special interest to the trade.

Station WPIT, the sixth standard wave broadcaster in Pittsburgh, is now on the air, daytimes. It has been granted an FM license, and shortly expects to be granted full-time operation. The studios are located in the old Americus Building on Smithfield street.

In addition to the RCA production of Victor discs in nearby Canonsburg, another new industry has been added to the Pittsburgh territory. The Corning Glass Co. has embarked on a half-million dollar construction project at Charleroi, to expand its plant to production of television tubes. The plant now employs about 2,300 workers and the television department will require about 300 more.

Leroy L. Williams, president of the J. A. Williams Co., Zenith radio and appliance jobber, has announced the appointment of Quincy P. Carvel as sales promotion manager. Mr. Quincy is long and favorably known in the appliance field, having been for many years vice president and sales manager of Electric Products Co., local pioneer in distributing Frigidaire products. During the war he was training specialist with the War Manpower Commission.

Aaron M. Jaffe, treasurer and general manager of the same concern, announces the appointment of Alfred R. Wagman as merchandise manager, succeeding Jacob Blatt, who has heard the call of the West Coast. Mr. Wagman has just resigned as merchandise manager of all hard lines for the eastern zone of Sears, Roebuck & Co. stores. He has had a broad experience in merchandising and sales promotion in the field as well as in the Chicago operation. For a period of three years Mr.

Wagman served in the Army in connection with merchandising "Post Exchanges" and was discharged with the rank of major.

—E. M. MARKS.

Harry Slater, head of the Cardinal Electronics Co., distributor of Steelman phonographs and Lee radios, located at 1454 Plimpton Avenue, in Bronx, N. Y., flew to attend the NAMM convention at Chicago's Palmer House, June 2-5.

SERVICE CLINICS HELD BY FIRM IN CAROLINAS

CHARLOTTE, N. C., Monday—O. N. Shaw, president of the Shaw Distributing Co., here which handles radios and household appliances in the two Carolinas, announced last week that his firm has completed a series of six installations and service clinics with its retail dealers on Coleman oil heating equipment.

The clinics, conducted by Loyd McIninch, of The Coleman Engineering Department, Wichita, Kan., were held in Charlotte, Greensboro, Winston-Salem and Lumberton in North Carolina, also Columbia and Greenville in South Carolina for over three hundred dealers and their installation men.

Arrangements were handled by J. L. Ruidisill who was assisted by E. E. Funderburg, salesman, and M. L. Richey, service engineer of the Shaw Distributing Co. which also distributes.

IT PAYS!



FREE!

This attractive display, for window use, is approximately 3½ feet high. It's an eye-catcher . . . and sales catcher! Also miniature size, 11" high, for counter or window use. Available only from your Sylvania Distributor.



Get this low-priced weatherproof service banner, today! Size 46" x 28". For truck, shop, window! 40¢ each, 3—\$1.00.



Standing 14½" high, 10¾" wide and 7" deep, this colorful display is fitted with a flasher unit that lights the message every other second. A must for your window! Only \$2.00.




FREE!

Green and white decal for store doors or windows. See your Sylvania Distributor.



FREE!

Authentic dummy carton in standard and giant (20") sizes. At your Sylvania Distributor.



SYLVANIA

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

**MASTERS MART MARKS
TENTH ANNIVERSARY
BY SALES CAMPAIGN**

Masters Mart, 66 West Forty-eighth street, New York, which does a heavy business in radios and electrical appliances, is conducting an unusual direct mail advertising campaign in connection with its tenth anniversary.

A two-color broadside being mailed

to 100,000 patrons contains cartoons from the "New Yorker" and "Electrical Merchandising" magazines along with a page of clippings and headlines concerning attempts to lower prices, reproduced from various newspapers.

The page of clippings is headed by a caption stating that "It takes more than headlines to lower dollar signs." The broadside emphasizes that Masters Mart is not "pledging" or "promising" to lower prices but is pointing to its ten-year-old policy of consistently low price

tags, Alfred M. Stein, advertising manager, said.

Featuring the slogan, "Brand Names are Grand names and Masters Mart parades them all for you," the broadside shows all of the trade marks of products handled by the store arranged so as to form the numeral ten, calling attention to the tenth anniversary of the firm.

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

**BENDIX AVIATION CORP.
SIX MONTHS' EARNINGS
AGGREGATE \$2,888,433**

ACTIVITY IN RADIO NOTED

Malcom P. Ferguson, President, Says Company Has Achieved a "Notable Place" in Competitive Home Radio Field.

SOUTH BEND, IND., Thursday—Net earnings of Bendix Aviation Corp. for the first six months of the current fiscal year, ended March 31, 1947, were \$2,888,433, Malcom P. Ferguson, president revealed at the annual meeting of stockholders held here yesterday.

Equivalent to \$1.36 per share of common stock, these net earnings compare with a net loss of \$1,020,119 for the comparable period of the last fiscal year, which was after a refund of \$7,400,000 representing carryback of unused excess profits credits, and after appropriating \$2,307,732 of the reserve for contingencies. The latter appropriation was to cover expenses in connection with postwar reconversion and other costs attributable to the war period.

Net income for the first half of the current year is after provision of \$1,271,439 for Federal income and excess profits taxes, and the appropriation of \$316,247 from the reserve for contingencies, it was stated.

Mr. Ferguson told stockholders that the company's present sales volume is almost equally divided between automotive, aviation and other types of products, each classification representing roughly a third.

He compared the current allocation with the corporation's position before the war when, based upon an average of the years 1937-39, sales to the automotive industry represented almost two-thirds, aviation volume one-third, and sundry items approximately a seventh of total volume.

He explained that the principal factor in expansion of the sundry classification was the new lines of Bendix radios and radio-phonograph combinations for consumer sale. He said that the undertaking "has meant a determined drive on a big and highly competitive market. Yet in a relatively short space of time Bendix Radio has achieved a notable place."

**Bagdad Firm Specializes
In Installations of Video**

James Saltzman, Bagdad Television Corp., New York City, today revealed that his firm had made over 1,000 television installations since June of 1946. All installation work will be handled from the Bagdad factory at 1738 Jerome avenue, Bronx, N. Y.

Milt Grudin, well-known television engineer is in charge of all servicing. The Bagdad firm maintains a fleet of trucks and cars for maintenance purposes, and a complete up-to-date service department.

The retail outlet at Forty-second street will continue to specialize in television sales, Mr. Saltzman stated.

**- IDENTIFY YOUR STORE
WITH THESE NOMINALLY PRICED AND
FREE SELLING AIDS**

Take full advantage of these specially prepared sales aids—it pays! High quality store identification is one of the best means of notifying your customers of the type of radio service you are prepared to offer. And when these attractive displays show that you're selling the finest line of radio tubes made—well, you have the ideal way to build up sales.

One of the finest of these identification items is the electric clock shown on the right. It has a Telechron movement sealed in oil; case in brown crinkle finish with silver-colored rim around face! Only \$8.50 including tax.

ORDER ANY OF THESE ITEMS FROM YOUR SYLVANIA DISTRIBUTOR or write SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.



SUPPLEMENT SYLVANIA'S GRAND ADVERTISING CAMPAIGN with the sales aids shown. Life, Collier's, Saturday Evening Post, with a combined weekly circulation close to 12,000,000, carry ads that sell you, your products and service.

To profit from this national sales campaign, use these tested, "on the spot" selling aids.

ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

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.

Newsy Trade Notes Of Birmingham Area

BIRMINGHAM, ALA., Monday — The Steel City Supply Co. has been appointed distributor of the new Signature records for Alabama and western Florida. In charge of the Steel City Supply record department is R. B. Boylen, an Army veteran.

"The new RCA Victor unbreakable children's sets are going strong," reports Tommy Thompson, manager of the record department of R. P. McDavid & Co., Inc. "Of course, the desirability of unbreakable kiddie records is obvious, as they are more likely to get broken and interrupt the continuity of a series—85 per cent of children's discs are being tied up in album series."

Winston White is the new manager of radio and musical merchandise at the Austin Music Co., succeeding J. J. Coker.

On May 24, the Pizitz department store announced a modernization and remodeling program to cost more than \$1,000,000, construction to begin May 27. The plan calls for installation by Westinghouse Electric Co. of modern

large escalators operating up and down on the first four floors of the seven-story building. Builders estimate that the stairways, which will be the only ones in Alabama moving up and down, will be in operation by October 1.

The Pizitz radio and appliance department on the sixth floor was modernized about a year ago. Among expensive radio combinations featured at present by Pizitz is the 1948 Musaphonic, which sells for \$825.

A two-way radio system, operated under permit of the Federal Communications Commission, for the police department of Bessemer, a city with a population of approximately 23,000 in the Birmingham district, went on the air May 19. Seven units have been installed, five for the police and two for the fire department. Three other cars will be fitted with the equipment for the police department when it is received, Chief of Police Lacey Alexander stated.

Long-Lewis Hardware Co. will hold open house at the Tutwiler Hotel, May 28, to introduce the new line of Admiral radios and electric ranges. Also dealer meetings will be held early in June at the Whitley Hotel, in Montgomery, and the San Carlos Hotel, in Pensacola.

—S. A. MAXWELL.

MANY DEALER ORDERS ON NEW CLARION SET

Radio dealers visiting the Warren-Connolly showroom in New York last week were unusually interested in a small table model Clarion radio which is said to contain a full size chassis and other features of larger sets at a low price.

John E. Neumann, divisional sales manager of the Warwick Mfg. Co., Chicago, maker of Clarion radios, was present in the showroom last week. He said that during the first few days it was available, dealers placed orders for approximately 350 of the new model.

The set contains a full size superheterodyne chassis, No. 5 Alnico speaker, five tubes including rectifier and a

loop antenna. It is priced at \$17.95 in a black plastic cabinet and at \$19.95 with a special baked enamel finish.

Also guests at the Warren-Connolly showroom this week were M. G. O'Hara, vice president and director of sales for the Norge division of the Borge-Warner Corp. and Charles McMahan, advertising and public relations director of Norge.

Frank Sule Is Appointed Manager of Bame's, Inc.

ATLANTA, GA., Friday—I. M. Bame, head of Bame's Inc., local radio, record and appliance store, has announced the appointment of Frank Sule as manager. He has been with the store some time.



Geiger-Counter X-ray SPECTROMETER

The Norelco Geiger-Counter X-ray Spectrometer makes possible investigations of the basic atomic structure of matter, offering powerful aid in material analysis, product development control and research. Ask for complete data.



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

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

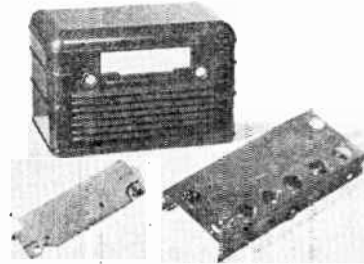
Aerials

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

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.

**ELECTRICAL LEAGUE
 OF MILWAUKEE HOLDS
 ANNUAL GOLF MEET**

MILWAUKEE, WIS., Tuesday—The Electrical League of Milwaukee will hold its annual golf tournament and dinner party at the Merrill Hills Country Club, June 4, with members of the Wisconsin Radio, Refrigeration and Appliance Association and the Electrical Maintenance Engineers of Milwaukee invited to attend.

On the committee in charge of the event are Ted Markworth, general chairman; Lee Pittenger, golf chairman; John Staff, Jr., Frank Price, Leu Lessenich, Les Shull and William Lisch. Nels Christopherson is secretary of the League.

Charles Lehrkind, eighty-two, former buyer for the Frankfurth Hardware Co., 521 North Plankinton avenue, died unexpectedly at Minneapolis, May 21. He had moved to Minneapolis after his retirement from the Frankfurth firm last November.

New FM radio equipment will be installed at Juneau for the Dodge County police system in the near future, at a cost of \$3,616.50.

The Federal Communications commission has approved a new FM radio station, subject to approval of engineering details, by William F. Huffman, at Wisconsin Rapids.

At Madison, A. P. Lundholm, city electrical inspector, has been elected president of the City Employees' Union.
 —BERT REICHERT.

**Magnavox Co. Announces
 500% Increase in Earnings**

FORT WAYNE, IND., Friday—Richard A. O'Connor, president of the Magnavox Co., here announced that the firm earned \$2,150,998 during the fiscal year ended February 28. This figure is five times greater than the previous year.

The earnings provide for dividends of \$4.30 a share on 500,000 shares of capital stock, compared with \$1.03 a share for the preceding year. Sales for the fiscal year totaled \$24,013,812.

**STANDARDS DRAWN UP
 FOR ELECTRON TUBES**

Standards for a number of types of electron tubes were formulated by the Joint Electron Tube Manufacturing Council and have been published as joint Radio Manufacturers Association and National Electrical Manufacturers Association Standards, the NEMA announced in New York last week.

Dimensional characteristics were established for electron tube bases, caps and terminals and also for accessories comprising bases, caps and such other parts that mate with sockets or connector attachments. This standard is covered in NEMA publication No. 500.

Standards for dimensional characteristics for water-cooled transmitting tubes is covered by publication No. 501.

Standards outlining dimensions of electron tubes such as acorn types, miniature types, metal types, metal-enclosed glass types and other glass types may be found in publication No. 502.

Specified dimensions and tolerances for ring gauges for checking maximum and minimum base and sleeve diameters in electron tubes are covered in publication No. 503. Alignment gauges used to govern the spacing and alignment of base contacts and other factors are also covered in No. 503.

**Treasury Report Shows
 Rise in Radio Production**

A steep production rise in the radio, record and appliance fields was indicated by figures on taxes collected during April which the Treasury Department released last week.

Taxes collected on radio sets, components and phonographs totaled \$5,382,255 during April. In April 1946, the total collected was \$2,009,486. During this April, the taxes collected on records was \$822,336, a rise from \$348,193 during the previous April.

The total tax collected on electrical gas and oil appliances during April was \$7,403,522, compared with \$2,253,272 the previous April. Taxes on refrigerators and air conditioners were \$3,523,167 and \$726,367 during the same periods.

**Dryer, Washer and Ironer
 Added to Frigidaire Line**

DAYTON, O., Wednesday—Three new products have been instituted by the Frigidaire Division of General Motors Corp., this city, it was announced last week. The products are an automatic electric washer, electric ironer and electric clothes dryer.

E. R. Godfrey, general manager of Frigidaire, made the announcement at

a meeting of 250 company district sales managers in Dayton.

Formerly, Frigidaire production was limited to refrigerators, electric ranges, water heaters and home freezers.

**Radio Merchandise Sales
 Names Representative**

Radio Merchandise Sales, Inc., New York, announced recently that Salescrafters, Inc., Chicago, has been made a representative for its products.

New Jersey  **NEWARK**
DISTRIBUTOR

**In Jersey
 Eastern Sells SCHICK!**



Add Schick Electric Shaver to the long list of great names in electrical merchandising that Eastern supplies. The first choice among electric shavers—a self-seller everywhere — is going greater than ever before. Stock up now!

**THE AMAZING, NEW
 SCHICK Shaverest
 AVAILABLE NOW!**

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

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



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FM RADIO SETS FOR CARS IN MINNEAPOLIS SEEN AS POSSIBILITY

MINNEAPOLIS, MINN., Thursday—Further promotion of frequency modulation radio and broadcasting was carried out in the Twin Cities last week by WTCN, 50 k. w. outlet of ABC in this area.

WTCN, which offers FM programs regularly, experimented again with FM reception on street cars in the Twin Cities. Members of engineering groups in Minneapolis and St. Paul were the guests of WTCN and the Twin Cities Rapid Transit Co. on a test run during which the FM broadcast was made.

Jimmie Fidler, widely-known Hollywood radio commentator and columnist, who was in the city, joined in the demonstration and expressed considerable interest in its procedure. Several more experiments will be undertaken and there is the possibility that in the future FM reception units will be installed in the Minneapolis and St. Paul trolleys for entertainment of passengers.

Motor Power Equipment Co., Crosley-Bendix distributor in the Northwestern territory, has completed the transfer of its office and warehouse to

its new quarters at 2446 University avenue from 2234 University. Both of these locations are in St. Paul.

In its new building, Motor Power is able to consolidate its offices and warehouses under one roof, A. S. Dunning, vice president and general manager of the concern, declared. The company is awaiting completion, within the next two months, of a new \$61,000 warehouse.

Air-Way Electric Appliance Corp., of Toledo, Ohio, has re-opened its Twin Cities sales distribution center, which was suspended during the war years. J. E. Kypke was re-appointed manager of the branch, which is located at 345 Loeb Arcade Building, at Fifth street and Hennepin avenue, in Minneapolis.

Reinhard Bros., Northwest distributor of Zenith radios, reports that the Zenith line of merchandise is receiving dealer and consumer acceptance far beyond even the fondest expectations of the firm. Zenith's Cobra Head radio-phonograph combination has won a host of admirers for itself and is one of the most popular units sought after by the buying public. Dealers who carry the Zenith line report they can't stock enough to meet consumer demand.

Reinhard's new MGM record department is taking hold in this area in excellent fashion, too, it is reported by Jim Pause, firm spokesman. The new platter department is being kept quite busy filling orders being received.

—JACK WEINBERG.

KANSAS CITY FIRMS ANNOUNCE EXPANSION

KANSAS CITY, MO., Monday—The Superior Electric Co., repair and service concern at 3120 Main street, has announced plans to erect a one-story building on a recently purchased 75-foot frontage on Grand avenue, south of Twenty-eighth street.

The building, which will supply 50,000 square feet of space, will occupy fifty feet of the frontage, leaving the remainder of the property for parking space.

Midwest Utilities Co., Inc., St. Louis, has leased the first floor storeroom of a two-story building located at 1606 Main street, which will be used as quarters for a branch distributing office. The concern handles appliances, silverware, china and similar products.

A four-story brick building at the northwest corner of Twenty-third and McGee has been purchased by the Kansas City Stove Co. for a warehouse.

The building, which has a frontage of fifty feet on McGee, will provide approximately 24,000 square feet of storage space for the purchaser, a retail appliance store located at 4600 Troost, in the south central business district of Kansas City.

Directors of the Kansas City Merchandise Mart, Inc., have declared an initial dividend of 25 cents a share on its \$10 par common stock, payable on June 15 to stock of record April 30. Outstanding are 21,000 shares, which are owned by about 330 stockholders, including the Building Corporation of the Advertising and Sales Executive

Club, which is the largest stockholder, having 4,500 shares.

The Mart completed its first year on April 30. During the year, additional property for future development was purchased and the building at Twenty-second and Grand was remodeled.

—ELSIE WRIGHT.

Guy C. White Appointed To Rackliffe Sales Staff

NEW BRITAIN, CONN., Friday—Appointment of Guy C. White as a member of the sales staff of the Rackliffe Distributing Co., of 114 Franklin Square, in this city, has just been announced by Everett Smith, vice president. He is covering Fairfield and New Haven counties for the Rackliffe concern, which distributes radio and appliance products.

Mr. White has had considerable experience in selling and was formerly associated with the finance business and in real estate. He is a director of the Shelton, Conn., Kiwais Club and active in fraternal circles in that area.

M. A. Suarez, Buenos Aires representative of Press Wireless, the Summit Radio Co., Swedish Iron & Steel, and the Colorescent Corp., is currently touring the Midwest territory with Sidney Storch, president of the Summit Radio Co.

FADA Radio Point-of-Sale DISPLAYS FOR FADA DEALERS



Hit the Bull's Eye!

Neon Clocks, Signs, Streamers, Display Stands

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

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

ALUMINUM PULLEYS
 $\frac{3}{8}$ " to $1\frac{1}{2}$ " O.D.
 Drive Shaft Assemblies
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For Details of the
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 CONSULT

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



GENERAL ELECTRIC

Electronic

RADIO TUBES

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



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



APPLIANCE DEALERS' ASSOCIATION OF TOLEDO REVIEWS ACCOMPLISHMENTS AT RECENT MEET

TOLEDO, OHIO, Monday—The Toledo Appliance Dealers Association, according to president Frank Moran, had a gala time at its May meeting at the Maumee River Yacht Club. This was a dinner meeting and Ladies' Night and was well attended.

Business wasn't discussed too much, Louis Norton, reviewed the accomplishments of the association, also the margin of profit on appliances which should

be around 40 per cent compared to other products.

Delegates to the National Electric Retailers Association meeting in Chicago at the Hotel Morrison, June 2, 3, and 4, were elected. President Frank Moran and Frank Rogers, Maumee, Ohio, member will represent the association. The Toledo Appliance dealers may join up with the National Electric Association, Mr. Moran reported.

The sale of major appliances throughout the Toledo, Tri-state area is very large compared to a year ago. Volume is up 300 per cent to 400 per cent in more than one store. Kitchen sinks, ranges and laundry equipment are particularly active.

Radio sales are not as brisk as washers. Customers are looking forward to a possible decline in price for one thing and to a change in models about the middle of the Summer.

The Gerlinger Equipment Co., distributor, held a three day open house and Spring showing during the past week. More than 800 dealers and employees from Toledo and northwestern Ohio attended the showing and demonstration.

Ed. Jacobs was there from Gibson; Jerry Klintworth; Clifford Hunt, sales manager of Stromberg-Carlson; O. J. Long, of Quaker Oil Heater; Larry Diemend, Motor Products Corp., maker of Deep Freeze; C. W. Rexford, Apex Electrical Mfg. Co., maker of Apex washers and ironers, and Don Galloway, were also on hand.

At the meeting, the new Gerlinger radio display and demonstration room on the mezzanine was formally opening. This is an innovation in radio demonstration. It makes possible radio receiving at its very best Mr. Gerlinger pointed out.

Gordon Campbell, sales manager of the V. J. McGranahan Distributing Co., wholesaler, stated the house has added two representatives to its sales staff in order to promote business now that the flow of goods is more plentiful. Harry Reeves, widely known to the trade is the new Toledo man and Robert Martin has been added to the sales staff of the Dayton branch house.

An ironite meeting and demonstration was held at the Hillcrest Hotel recently. Hal Biddle, sales manager from the factory, and Dick Gottlieb, district representative were in charge. Cleo Foley explained the product.

V. J. McGranahan, is back at his desk after several days spent at the Zenith factory in Chicago. He is enthusiastic about all of the Zenith models and stated the outlook for a large Spring and Summer is decidedly bright. "We are getting back to normal, so let's go," he said.

L. J. Archambeau has been appointed sales manager of the Buckeye Appliance and Sports Distributing Co.

The Lasalle & Koch Co., large department store recently opened its Garland Court. Here, a complete apartment is shown along with the newest in appliances and radio. W. P. Ries is appliance manager, Robert A. Cox is housewares buyer and Kenneth Culpert is record buyer. The store is undergoing extensive improvements.

The Freetz-Hold Corp. was incorporated this week by Harold A. James, E. A. Sandwisch and E. J. Hepburn. The firm will deal in refrigeration equipment.

Unique Music Publishers, which will edit and publish music scores, was incorporated by John M. Mahoney, Arthur N. Mindlinger and Nathan Greenberg. 250 shares of stock were issued.

Mechanical Appliances, incorporated for 400 shares of no par value stock, will produce and sell automotive appliances, according to Claude R. Barker.

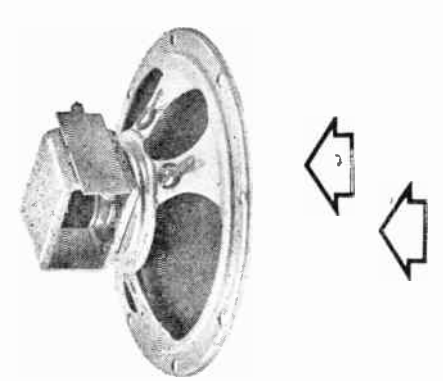
A. J. Nellis, sales manager of the Walding, Kinman & Marvin Co., distributor, stated sales are three times more than last year. Kitchen cabinets and sinks are particularly active. The trade is looking forward to new radios and new prices which are expected in July, Mr. Nellis stated.

—JACK SCHLACHTER.

Store Demonstration Signal Booster Offered By L. S. Brach Concern

NEWARK, N. J., Thursday—The L. S. Brach Mfg. Corp., 200 Central avenue, this city, has just developed a new Puratone signal booster for use by radio dealers. With the use of this booster, dealers can provide noise-free demonstrations of AM, FM and television programs, according to Brach officials. It carries AM, FM and television antennas all on the same mast and is easily installed on the roof of any building. A shielded coaxial cable runs directly from the mast to the concealed amplifier on the display floor.

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.



WHAT
Adjust-a-Cone
MEANS TO YOU . . .

The patented Adjust-A-Cone construction provides a method for precision centering of the voice coil in every Quam Speaker before it leaves the factory.

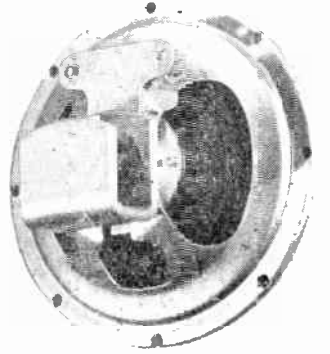
Rubbing voice coils, so frequent with speakers of conventional construction, are practically eliminated in Quam Speakers.

With ordinary speaker construction, such precision is almost impossible, even under the most ideal production methods, and, as a result, the slightest warping or expansion of the cone may produce a rubbing voice coil.

Always specify Quam Speakers for finest performance and long, trouble-free service.

LOOK FOR THE U-SHAPED COIL POT
Write for Catalog

QUAM *Adjust-a-Cone* **SPEAKERS**
QUAM-NICHOLS COMPANY, 33rd Place at Cottage Grove, Chicago 16, Illinois





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

hallicrafters

The Radio Man's Radio

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

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



AID TO DEALERS BY DISTRIBUTORS IN CHICAGO IS SEEN AS BIG FACTOR IN INCREASED SALES

NO LET-DOWN IN BUSINESS IS ANTICIPATED BY JOBBERS

Leonard Ashbach Co. Outlines Methods Used Which Have Brought Excellent Results — New Item Added to Line — R. Cooper Co. Says May Was Best Month in History — A. J. Nelson Joins Merit Firm.

(Continued from Page 8)

value for the retail customer, the price to the dealer permits an interesting markup, and it provides the right antidote for any possible faling off in a store's business, for it enables a dealer to meet and beat competition. In the two or three weeks that these have been offered to our dealers, we have sold more than 3,000 of them."

Another high-value radio mentioned by Mr. Ashbach was the Garod three-way portable, listing at \$39.95 less batteries. "The drive that is being put behind this portable is going to sell them by the thousands," Mr. Ashbach said, "for let it not be forgotten that people still have money to spend, and they

will buy good merchandise when it is offered to them."

The sales of Lashco refrigerators, he stated, have exceeded all expectations, adding that if his firm does not take another order for them before the first of next year, it will still be impossible to make delivery on those already sold.

In this connection he announced that the 1948 Lashco refrigerator will be presented next month, and that all orders for the 1947 model will be filled with the new 1948 line. Brochures on the 1948 Lashcos are now in preparation.

The firm's tube business is holding up in pleasing fashion, due, Mr. Ashbach said, to the variety, quality and price of the tubes offered, and to the excellent results gained from advertising carried consistently on them in this paper.

As a final note, Mr. Ashbach stated that dealers who are really making an intelligent effort to push their merchandise often find themselves unable to handle the influx of customers. Some inevitably walk out, he stated, and it is other aggressive dealers who can sell them. "We make every effort to help our dealers get those people into their stores," he said. "Whether they buy Ashbach merchandise or not, is beside the point. If they buy other merchandise we still feel that we have got them to at least look at our lines—and our sales testify that in many cases looking means buying."

Similar optimism was voiced by Gordon Hough, radio and television sales manager of R. Cooper, Jr., Inc., distributor of General Electric products. "The solid reputation of G.E. radios and video sets carries a lot of weight with the buying public," Mr. Hough stated. "As proof I can truthfully say that the month of May was one of the biggest in our history from the standpoint of sales. Especially pleasing to us has been the business done by our dealers outside the Loop and in the suburban areas, and as the public becomes more familiar with television, the already big demand for sets will unquestionably show a widening that will justify our faith in G.E. receivers and television itself."

Appointment of Bruce Cummings & Associates of Chicago as representative in Illinois and southern Wisconsin was announced by Al Schaar, sales manager of the Talk-A-Phone Co., 1512 South Pulaski, Chicago. Mr. Schaar also stated that his firm's complete De Luxe line of intercommunicating systems is

now approved by the Underwriters' Laboratories—the first time, he declared, that this has been done by any "intercom" manufacturer, and a fact of much importance to jobbers and dealers.

Mr. Schaar's firm was among the exhibitors at the recent Parts Show at the Stevens Hotel here, and he said that the new Talk-A-Phone model KR-505 five-station intercom system, displayed at the show, met with a cordial reception by dealers, and that many sales resulted during the week of the show.

Also another pleasing response to the query: "How's business?" was that of John Crockett, sales manager of Merit Coil & Transformer Corp., 4427 North Clark street. Mr. Crockett said: "There is always business for those who can and will sell, and it can be made to go farther and faster if intelligent effort is put behind it. In our case, I am happy to say that the past two months have been the best in our history, and we anticipate even a more favorable future. The answer to a high level of profitable sales is to turn out a good product, price it fairly to all concerned, and then get behind it and sell it with everything you've got. You'll find you then don't have time to worry about poor business—you're too busy getting out the orders."

Mr. Crockett announced the appointment as representatives for his firm of the A. J. Nelson Co., P. O. Box 224, Denver. This, he said, completes the list of representatives for Merit, and gives the firm nation-wide distribution with a total of twelve representatives, utilizing thirty-four men to tell the story of Merit products to manufactur-

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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 \$2⁷⁵

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

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

CROSLEY

SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

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

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

BEAUCAIRE Inc.
114 MONROE AVENUE ROCHESTER 7, N. Y.

Distributor of

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

ers and dealers throughout the nation. Radio Electronic Co., of 2069 North Lincoln Avenue, is busy at this time on orders from four different concerns for private-label, coin-operated radios, according to Winton Neal, president of the firm. They are six-tube AC sets, he stated, with six-inch speakers and slide-rule dial. They are intended primarily for use in hotel rooms, giving guests their choice of a wide range of stations at a nominal fee. Mr. Noel stated that his firm is preparing to turn out of the AC-DC type, with inverters assembled in the coin boxes.

With the furniture end of its business now a thing of the past, the S. E. Schulman Co. is now back 100 per cent distributing Emerson radios and television receivers. As part of a drive on the Emerson 1002 dual-purpose radio receiver, the Schulman company utilized the services of Ernie Simon, "disc jockey" on one of the Chicago radio stations. Simon is widely known for his way of kidding his sponsors, but for ten days his only reference to the Schulman promotion was to burst forth every now and then with an exclaimed "Ten-oh-two!" during the program. After teasing his listeners for ten days, he told what it meant. According to Rube Schoenberg, general manager of the Schulman concern, it was good advertising and has paid off in a noticeable increase in sales of the 1002.

—WALLACE D. MORRIS.

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

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.

REGULAR TELEVISION BROADCAST BEGUN BY LOS ANGELES STATION FIVE-DAY-A-WEEK SHOWING

Special Initial Show Is Also Given by Station W6XAO — Hoffman Showing a New Series.

LOS ANGELES, CALIF., Friday—"Queen for a Day," the first radio network feature to be regularly televised here, started recently when Don Lee television station W6XAO began presentation of the morning fun-fest.

"Queen for a Day" starring Jack Bailey as M. C. will be televised on a Tuesday-through-Friday schedule each week with W6XAO using the latest in studio equipment for the remote pick-up from Earl Carroll's in Hollywood.

The program was scheduled jointly by Harry R. Lubcke, Don Lee Television director, Mr. Bailey and Jim Morgan. Final details of the operation were worked out last week when radio sponsor Philip Morris & Co. Ltd. and Miles Laboratories for Alka-Seltzer, indicated their approval.

W6XAO took the wraps off its new video equipment Saturday May 24 to do a special show, its first remote sports event since the war it was announced by Willett H. Brown, vice president and general manager of the organization.

The occasion was the Fabela-Chavez, Alfredo Escobar fight at the Hollywood American Legion stadium, both contestants being regarded as top-notch battlers. The fight was staged by the Sportsmen's Club, of which attorney Jerry Giesler is honorary chairman for benefit of the Los Angeles Tubercular Sanatorium at Duarte.

Larry Finley gave the blow-by-blow commentary, with Tony Lafrano doing the between-rounds chatter for the orthicons.

Hoffman Radio Corp., 3761 South Hill street, is now delivering its B-500 Series. This series consists of four phonograph combinations, any of which is available in the same cabinet.

The first of the series is the B-501, which has an AM radio and a Webster-56 changer, and sells at \$289.50.

The B-502 has FM and AM and also uses the Webster-56 changer and is priced at \$359.50.

The B-503, which AM Radio has the Musical-home recorder. This professional-type recorder uses the Musicord changer and sells at \$359.50.

B-504 has AM and FM besides the Musicord and is priced at \$399.50.

All four models of this series are available in modern cabinets finished in mahogany, blonde oak or walnut.

Two new numbers on the Sonora line now being delivered are going nicely,

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 SIGNALOOP—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
- 4 Tubes, 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.

says E. W. Potter, of the Nelson R. Thomas Agency, distributor.

One is the junior-size table combination designed for use in children's rooms. In white plastic, this contains a five tube radio and a single record player and is priced just under \$50.

The other is the five-tube. In a two-tone masonite case with plastic trim, this attractive portable can be used on either AC or DC current or its own batteries and has a dry selenium rectifier. It is priced at \$52.20.

—S. M. BOOKEE.

Electronics Distributing Opens Large Showrooms, Warehouse in Atlanta

ATLANTA, GA., Friday—Electronics Distributing Co., Inc., here, which handles Farnsworth radios in the major portion of Georgia, has moved into larger quarters on Peachtree place at West Peachtree street and has greatly expanded its merchandising operations, Cody Laird, president announced yesterday.

The new offices and showrooms are flanked by a large warehouse with easy street access, speeding up service to the firm's dealers, Mr. Laird said.

Claude A. Almand, formerly with the York Supply Co., Dayton, Ohio, is handling the Farnsworth line for the Electronics company under the direction of

Harry H. Hurt, vice president and general manager. R. H. Dobbs, Jr., is secretary-treasurer.

In addition to Farnsworth radios, the firm also distributes General Mills and other brands of electrical appliances.

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

Emerson

RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

S. E. SCHULMAN CO.

801 South Wabash Avenue Chicago, Illinois

BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

- DeWALD Radio
- MICRO-LITE Flashlights
- ARNOLD Electric Clocks
- WINDSOR Luggage
- ECKENROTH Musagrand Record Cabinets
- SONATA Phonographs
- CONVERSA FONE Inter-Coms

624 SO. MICHIGAN AVE.

HARRISON 1844

CHICAGO, ILL.



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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



INDUSTRY'S OUTLOOK WILL BE CONSIDERED AT RMA CONFERENCE

(Continued from Page 3)

day, June 12. FCC Chairman Charles R. Denny has been invited to speak, but it is now doubtful whether he can leave the International Telecommunications Conference at Atlantic City.

Following is the complete convention program:

TUESDAY—JUNE 10 Meetings

- 10:00 A. M.—Advertising Committee (Set Division). Chairman, John S. Garreau.
- 10:00 A. M.—Amateur Radio Committee. Chairman, Lloyd A. Hammarlund; Vice Chairman, Robt. Sprague.
- 10:00 A. M.—Surplus Disposal Committee. Chairman, M. F. Balcom.
- 10:00 A. M.—Speaker Section. Chairman, George R. Haase.
- 12:30 P. M.—RMA Committees Luncheon. Informal.
- 2:00 P. M.—Excise Tax Committee. Chairman, Joseph Gerl; Vice Chairman, A. H. Gardner.
- 2:00 P. M.—Engineering Committee

- on Power Transformers. Chairman, Dr. Arni Helgason.
- 2:00 P. M.—Legislative Advisory Committee. Chairman, John W. Van Allen.
- 2:00 P. M.—Purchase Orders Committee. Chairman, Ben Abrams.

WEDNESDAY—JUNE 11

- 10:00 A. M.—Set Division Executive Committee. Chairman, Paul V. Galvin.
- 10:00 A. M.—Tube Division Executive Committee. Chairman, M. F. Balcom.
- 10:00 A. M.—Transmitter Division Executive Committee and Section Chairmen. Chairman, S. P. Taylor.
- 10:00 A. M.—Parts Division Executive Committee and Section Chairmen. Chairman, J. J. Kahn.
- 10:00 A. M.—Industrial Relations Committee. Chairman, G. W. Thompson; Vice Chairman, R. T. Borth.
- 12:30 P. M.—Informal Luncheon of RMA Board of Directors and Committee Members.
Address: "RMA 'Radio-in-Every-Room' Promotion"—Fred Eldean, of Fred Eldean Organization, Inc.
- 2:00 P. M.—RMA Board of Directors. President R. C. Cosgrove, Presiding.
- 2:00 P. M.—Credit Committee. Chairman, E. G. Carlson; Eastern Vice Chairman, Wm. V. Paul; Western Vice Chairman, Edw. Wolf.
- 2:00 P. M.—Export Committee. Chairman, A. D. Keller; Vice Chairman, J. E. Burke, Presiding.
- 2:00 P. M.—Industry Statistics Committee. Chairman, Frank W. Mansfield; Vice Chairman, H. P. Alspaugh.
- 2:00 P. M.—School Equipment Committee. Chairman, Lee McCanne.
- 2:00 P. M.—Service Committee. Chairman, W. L. Parkinson; Vice Chairman, Harry A. Ehle.

THURSDAY—JUNE 12 Annual Membership Meetings

- 10:00 A. M.—Set Division. Chairman, Paul V. Galvin.
- 10:00 A. M.—Tube Division. Chairman, M. F. Balcom.
- 10:00 A. M.—Transmitter Division. Chairman, S. P. Taylor.
- 10:00 A. M.—Parts Division. Chairman, J. J. Kahn.
- 10:00 A. M.—Amplifier and Sound Equipment Division. Chairman, H. W. Bennett.
- 12:00 Noon—Informal Reception. RMA Members and Guests.
- 12:30 P. M.—Annual RMA Membership Luncheon Meeting. Grand Ball Room.
Presiding: President R. C. Cosgrove and Secretary Bond Geddes.
Official Guest: Hon. Charles R. Denny, Chairman of Federal Communications Commission.
Address and Annual Report: President R. C. Cosgrove.
Annual Financial Report: Treasurer Leslie F. Muter.
Convention Committee Report: Chairman Leslie F. Muter.
- 2:00 P. M.—New RMA Board of Directors; Election of Officers and Reorganization.
- 2:00 P. M.—Traffic Committee. Chairman, R. C. Colton; Vice Chair-

- man, E. F. Stecher.
- 7:00 P. M.—RMA Industry Banquet: (Cocktail Party, 6:30 P. M.)—Grand Ballroom.
Address: "The Outlook for the Radio Industry"—Brig. Gen. David Sarnoff, President, Radio Corp. of America.

FRIDAY—JUNE 13

- RMA Convention Golf Tournament — Radio Industries Golf Club of Chicago—Calumet Country Club.

Luncheon: 12:30 P. M.; Dinner: 7:30 P. M.

AMPLIFIER
For Call System or
Phono. Amplifier
\$1.95
Compact, wired ready to operate
Uses 35Z5-50L6
25% Deposit Required
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It will pay you—
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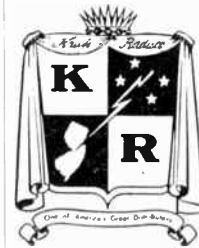
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SEATTLE FIRMS CLAIM 'HAM' BUSINESS NOW IS GROWING RAPIDLY

AMATEURS' TRADE SOUGHT

Portable Sets Having Heavy Play Throughout West Coast Territory — Cabs Install Radios.

SEATTLE, WASH., Friday — Pat Reid, one of the most active radio operators in the city, reports that "Hams" are showing increased interest in things radio. "Don't know what to ascribe it to, but more of the "Hams" call in our shops, browse around more, buy more, plan more and are evidently doing more. Chances are that they have time on their hands, for business is not booming as it was a time ago," he said. Mr. Reid operates the Radio Products Sales Co., a firm that is diversified in its activities.

One of the liveliest lines handled by Radio Products is Fada, which is distributed in this locality by the Radio Products concern. The territory is not large, but it represents almost a million population and is concentrated in and around Seattle.

According to Wm. J. Klamm, assistant to Mr. Reid, the A-C, D-C Fada battery portables are the liveliest number at the present time in the line. "We find the set has a wide appeal. It is hot with campers, fishermen and youngsters. Dealers like them because they sell. If we had camera types, they'd even be hotter."

The Radio Products staff reported that there has been a reduction in prices here. Table models have been reduced. Consoles are up and the demand persists for good sets. "But," said Mr. Reid, "buyers want a console if it is FM and possesses a record player. Then, if we had plenty of them, I suppose the price would also slide and the customers would be looking for television sets."

With such a large "Ham" trade, Radio Products also enjoys a good service trade. "Most of our troubles seem to be over," reports Mr. Klamm. "We have parts or substitutes. And there are few sets on the shelf now. Incidentally, once again we have good servicemen, too. It will be a long time before we forget the war days."

Another line of popular radios distributed by Radio Products Co. and one over which the boys enthuse, is the Setchel-Carlson line. The firm boasts of the fine workmanship and good reception that the sets provide. Officials say that they do not get too many from the factory and for that reason, the set is in a favored position as far as demand is concerned.

With Puget Sound boasting the largest pleasure boat registration of any American Coast Guard district, it is only natural that Radio Products is doing considerable business in the radio-telephone ship-to-shore and ship-to-ship installations. It seems that Karr and Islop are two popular sets of this type being handled and the staff reports a steady run of business in the service. Not only are pleasure boats figuring in the sales, but commercial boats, such

as tugs and fishing craft are being equipped.

Through the "ham" section and parts department, the firm has been in close contact with the Farwest Cab Co., the taxicab service that recently installed

Galvin products in its fleet of cabs. "Report reaching us from the drivers are to the effect that the installations are proving very profitable. The fares have increased and miles of runs have been saved. Phil Duryea has been doing

the installing for Radio Telephone Co. and the Farwest fleet is now nearly 100 per cent equipped. Some of the other taxi firms are reported to have made application for the short-wave service.

—DUD BROWN.

MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!

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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These Tubes Are Guaranteed Nationally Known Brands—Not
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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									

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COMBINATIONS GIVEN HEAVY PROMOTION BY MANY BOSTON STORES

SINCE STOCKS ARE LARGER

Radio - Phonographs in All Price Ranges Having a Good Play in Hub City — Bendix Is Plugged.

BOSTON, MASS., Monday — Now that console type radio phonographs are reaching dealers in sufficient quantity to advertise, many dealers are putting heavy sales promotions on moderately priced models with allegedly telling effects since many prospective customers have had the idea that console combinations are very high priced—and many of them in the deluxe models still are.

The RCA Victor 67V1 is one favorite with advertisers, selling under \$200 and having good tone quality and plenty of eye value.

The Howard chairside phono-radio, a new and moderate priced Zenith combination is also a good model for advertising featuring.

Hunt-Marquardt, Inc., 664 Commonwealth avenue, distributor of Lear radios is featuring a new and attractive combination in blonde mahogany at under \$200 and also shows a portable for battery or house current with three tuning bands, acclaimed as "The Pilot's favorite" since Lear, in wartime, was an outstanding maker of airplane radio.

The three Wm. Leavans furniture stores in Boston, Quincy and Medford are featuring the Bendix console at the regular price of \$179.95 and giving with each, as an inducement, five Decca albums of popular singing entertainers, which are contained in the record storage space below.

One of the most impressive sales promotions to appear since after the war appeared in the Sunday Herald, May 25 in a page spread featuring the Bendix Automatic Laundry, consisting of the well known washer plus the new automatic ironer and the clothes dryer. The advertisement was run by the Jordan Marsh department store which has the three unit Bendix Laundry groups on display in the new main floor appliance center.

Dave Rockman, advertising and sales promotion manager of the Eastern Co., Bendix distributor, says that there's co-operative advertising money for all other Bendix dealers. Eastern also states that during the Summer months it will be closed on Saturdays and that on other days it will be open from 8:30 A.M. to 5:15 P.M.

There's so many manufacturers and radio supply dealers who say that the wire shortage still prevails, that we are noting the big wire surplus sale by the Alden Products Co. of Brockton, Mass. which has hundreds of thousands of feet of coded radio hook-up wire at bargain prices, presumably over-runs of harnesses and assemblies for well known manufacturers. It also has a wide variety of radio tube caps with leads.

—FRANK PRAY.

TIMES SQUARE STORES HOLDS SALES MEETING

Heading the list of speakers at the Times Square Stores Thirty-Seventh Annual Sales Convention held recently at the Hotel Edison, New York, G. J. Seedman, president of the radio and auto supply chain, declared that the country is putting itself in the curious position of a prosperous society talking its way into a depression cycle.

Mr. Seedman added, however, that inevitable price reductions from manufacturers should help stabilize the economy. He pointed to the firm's new store in downtown Brooklyn as evidence of its continued faith in the future.

Among the executives of New York distributing organizations who gave educational sales talks to the assembled salesmen at the convention were: Paul McNulty, of Times-Columbia; David Wagman, radio sales manager of Bruno-New York; J. Goldman, Arvin-Salmanson Co., and Walter Brunner, and Tom

Gardiner, of the Warren-Connelly Co. Frank Oberdorfer, of MGM records, and William Cone, factory representative of RCA Victor, also spoke.

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

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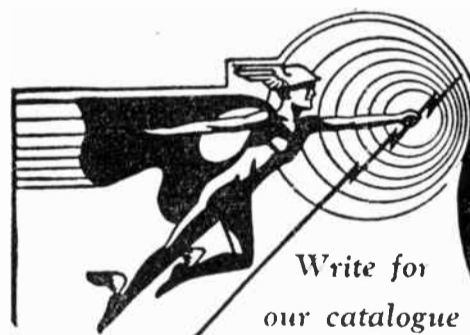
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An impartial Consumers National Testing Laboratory has made tests on numerous phonograph needles and has proclaimed Aeropoint "88" as the best of those tested.

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MUSICRAFT STARTING BIG SALES CAMPAIGN

Musicaft Records, Inc., New York, announced that it is entering upon an extensive sales promotion campaign following a reorganization of its board of directors and refinancing of the company.

Jack Meyerson, one of the new directors, has been elected president of Musicaft, it was also announced. Mr. Meyerson resigned an executive position with Decca Records, Inc., after being with that firm since its inception fourteen years ago in order to accept his new appointment.

The new board of directors also includes William A. Shea, of the law firm of Tucker and Shea, who will also serve as chairman of the board and general counsel; Robert O. Buck; Warren W. York, of Warren W. York Co., and Irving M. Felt, who was chairman of the board of the predecessor company.

With two modern integrated plants at Ossining, N. Y., and Los Angeles, Calif., and with an extensive catalog and artist roster in the popular, classical and children's fields, Musicaft

plans to increase considerably its share of the record market, it was stated.

Electronic Enterprises Appoints Art Cerf & Co.

NEWARK, N. J., Friday—A. Szerepany, sales manager for Electronic Enterprises, Inc., 65 Seventh avenue, this city, announced the appointment of Art Cerf & Co., 744 Broad street, Newark, as manufacturers' sales representative to handle the firm's transmitting, special purpose, and the ham tube line, contacting distributor and industrial accounts. He will cover New England, New York, New Jersey, Delaware, Maryland, and Eastern Pennsylvania.

Electronic Enterprises, Inc. has recently expanded its tube production facilities in order to more fully cover requirements in the transmitting tube line.

SOUTH BEND, IND., Thursday — Charles E. Klein has been appointed divisional sales manager for the Pittsburgh area of Bendix Home Appliances, Inc., it was announced today by W. F. Linville, general sales manager.

INCREASED PRODUCTION ENABLES VOX RECORDS TO LOWER DISC PRICE

George H. Mendelssohn, president of Vox Records, New York, announced last week that increased production has enabled the firm to reduce the price of all its twelve-inch shellac records to one dollar.

The new setup brings the Vox Label into a competitive position with all other classical lines, he said. The price difference will be offset by Vox in agreements with its distributors and dealers.

The addition of the following distributors in the company's nationwide expansion movement was also announced. They are: ARA, St. Louis; Crowe-Mar-

tin, southern Texas; Mercury Record Distributors, Chicago and Minneapolis, and Stone Distributing Co., Miami. This brings the total of Vox distributors to twenty-two. Negotiations for additional franchises are still under way.

Philly Station Purchases Television Transmitter

PHILADELPHIA, PA., Thursday—Purchase of a five kilowatt transmitter and complete studio and field television equipment from the Radio Corp. of America was announced yesterday by Kenneth W. Stowman, television director for Radio Station WFIL, this city. The station is expected to be opened some time in the Fall and will be operation on Channel No. 6.

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

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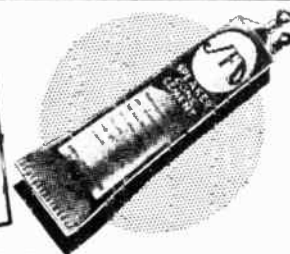
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RADIO - PHONOGRAPH and TELEVISION CABINETS. Small or large. The Acme Cabinets of Bridgeport, Conn. Made to your design. New York office: 58 Cortlandt St. Tel.: Worth 2-8215. Mr. M. Klein.

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13,000 50L6 outputs, 2500 Ohm primary, 2.4 Ohm secondary, or can be used for 3500 Ohm primary, 3.2 Ohm secondary. Mounted in 1/2"x1/2" clinch-type channel. Primary leads 7", secondary leads 2 1/2". Price, in lots of 2,000, 34 cents each; price, in lots of 400 or multiples thereof, 36 cents each. Available for immediate delivery. **EMPIRE COIL CO., INC.**, 238 Huguenot St., New Rochelle, N. Y. Tel.: N. R. 2-3194.

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.

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Pennsylvania Group To Meet in September

PHILADELPHIA, PA., Monday — The Federation of Radio Servicemen's Association of Pennsylvania will conduct its first annual convention in this city September 19 to 21, it was announced by David Krantz, president. The meeting was originally scheduled for June 14-15. An exhibition of radio

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.

parts and test equipment will be staged in conjunction with the convention.

A test clinic for servicemen will be staged during the meeting with the cooperation of the Radio Manufacturers Association and the National Electronic Distributors Association.

A parts coordinating committee will outline plans for the the exhibition and clinic at a meeting to be held this week under the direction of Robert N. Baggs, sales manager of the merchandise division of the International Resistance Co., this city, committee chairman.

Garod Is Marketing Table Set, Phono Combination

The **Garod Radio Corp.**, of Brooklyn, is introducing a new low-priced table model radio and a small plastic cabinet radio-phonograph, it was announced last week.

The table set is designed to meet consumer demands for a lower priced full size radio and will retail for \$19.95. Called the "Ensign" it is said to have many of the features of higher priced sets including superheterodyne circuit, four tubes plus rectifier, loop antenna and Alnico speaker.

The "Companion" radio-phonograph is available in ivory, walnut or pastel colored plastic. It has five tubes, crystal pickup and a "Featherweight" tone arm which is said to assure protection of the finest records. Its dimensions are 14 1/2" wide x 7 1/4" high and 11 1/2" deep.

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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.
Espy Manufacturing Co. New York, N. Y.
Faca Radio & Elec. Co. Belleville, N. J.
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.
Hallcrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
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.
Signal Electronics, Inc. New York, N. Y.
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.
Ductone 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. E. 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 Works, Inc. Newark, N. J.

Radio Parts Manufacturers

Aeromotive Equipment Corp. Kansas City, Mo.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Cinacograph 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.
Insulire 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.
Oxfora Electric Corp. Chicago, Ill.
Philco Corp. Philadelphia, Pa.
Pyramid Electric Co. Paterson, 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.
Sprirling 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.
Universal Microphone Co. Inglewood, 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
Beancaire, 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.
Mile 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 Co., Ben 14 W. 17th St., New York

In January we reported--

DEALERS SAY

STEWART-WARNER SETS ARE EASIER TO SELL
and they'll be still easier throughout 1947!

Everywhere people know Stewart-Warner know ever to sell... exciting new mod- AM-FM sets, radio-phono-

Now customer preference proves it!



FOR THE BUYERS' MARKET! Stewart-Warner has priced these superior FM models for the buyers' market. Richer in features... greater in values you can demonstrate... this FM line has real customer acceptance. It offers *you* attractive discounts. Both are vital points in today's changing market.

THE MUSIDORA—today's superior FM-AM console radio-phonograph. Full-cycle AC tonal range. Improved FM circuit, intermix record changer, 2 built-in Radair Antennae, 2 roomy compartments. Just *listening* reveals the difference!

Only Stewart-Warner gives you
Strobo-Sonic Tone!



THE FALLADEERS—today's superior FM-AM table radios. Brilliant reception for all FM and standard programs. AC-DC, 7 tubes *plus* rectifier, PM dynamic speaker, 2 built-in Radair Antennae.

THE CONSOLETTA—new AM radio-phonograph. Smooth, full-cycle AC performance. Handles 12 records automatically. Four quickly detachable legs quickly convert this set into a table or chairside model.

A Model for Every Purpose—a Radio for Every Room

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