

RADIO AND TELEVISION

ELECTRONIC  NEWS

WEEKLY

NEW YORK, WEDNESDAY, JUNE 11, 1947



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



Guidance ... by the better informed men in the industry

Your RCA Tube Distributor is usually better informed, more progressive. In addition to his own experience, he has the benefit of counsel from RCA's field merchandising specialists. These men cover the nation's trade fronts . . . keep distributors up to date on management strategy, market trends, sales methods, and technical information.

Backing up the field representatives are top-flight RCA personnel, constantly studying marketing and distribution problems.

And, in turn, your RCA distributor makes it his business to help you get the right answers to your own business problems.

Your identification with RCA brings you unquestioned customer acceptance . . . prestige . . . quality products . . . and engineering leadership. Seasoned *guidance* is one more big reason why—you're in the lead with RCA.

So, push RCA Tubes and watch your business grow!

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

ANNOUNCING the ML-5604

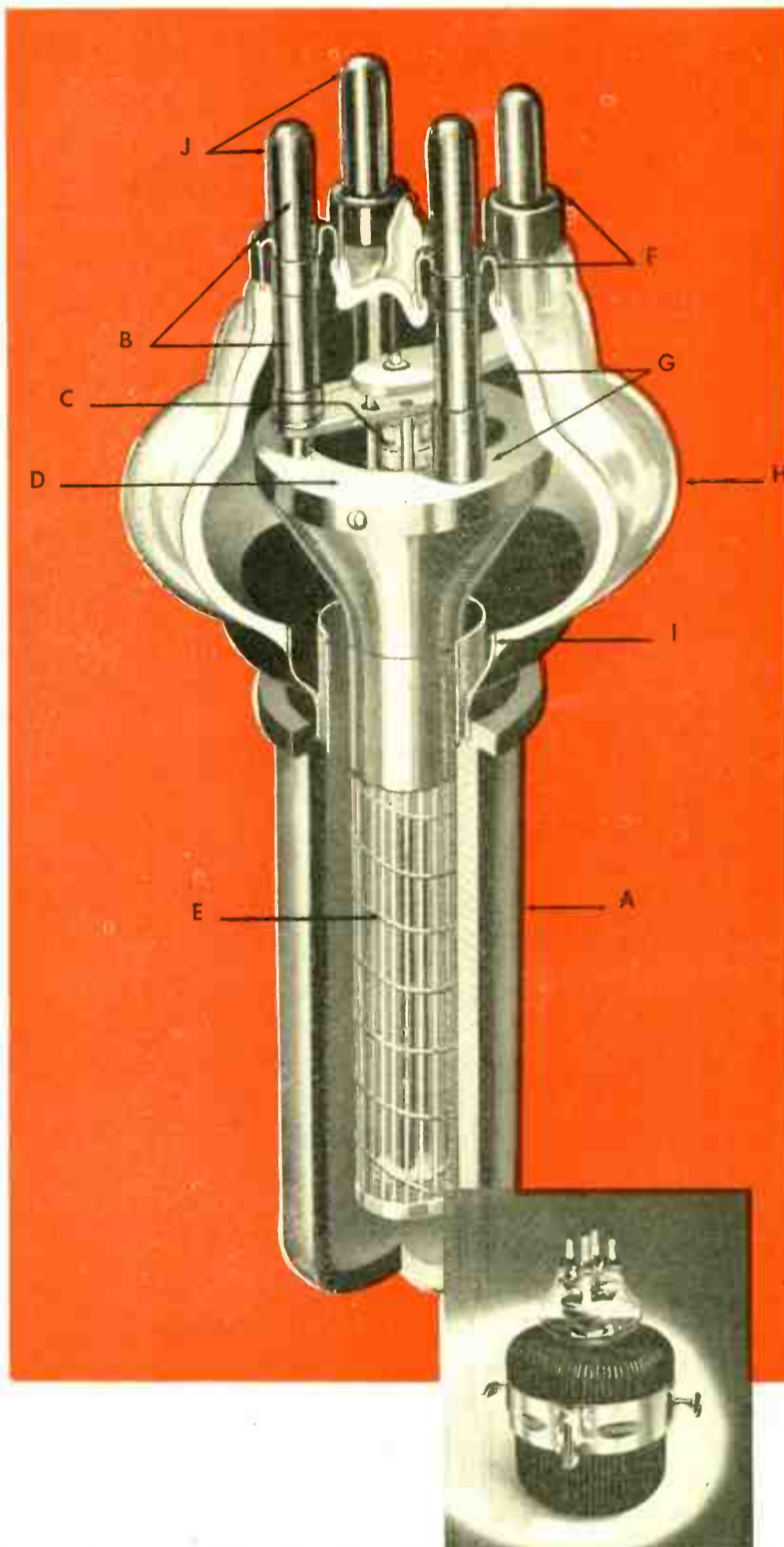
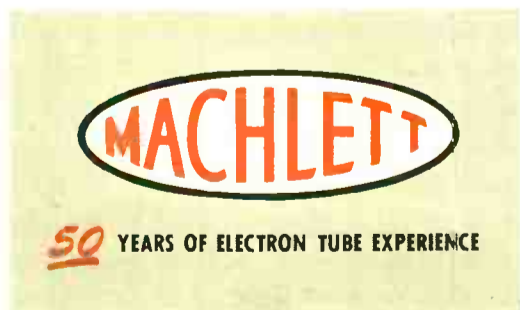
(water cooled type ML-5619)

Specially designed to meet the severe conditions of RF heating service

Machlett Laboratories now makes available, for early delivery, two new tubes—the ML-5604 for forced air cooling and the ML-5619 for water cooling—both specifically designed to withstand the rigorous and non-uniform operation inherent in industrial heating applications. In the development of every feature of these tubes, such conditions as widely varied loads, severe vibration, heavy irregular physical shocks and operation by personnel untrained in electronics, have been given full consideration.

- A.** Heavy wall high conductivity copper anode—specially processed.
- B.** One piece high conductivity copper grid and filament support terminals... for maximum strength, minimum lead resistance and elimination of electrode distortion.
- C.** Improved filament spring design. Minimizes bowing and increases filament life.
- D.** Chemically cleaned, vacuum fired internal parts for longer life and stable operation.
- E.** Stronger self-supporting grid for uniform electron control.
- F.** Rugged kovar grid and filament seals.
- G.** Rigidly supported grid and filament assemblies. Glass surfaces completely shielded against electron bombardment and radiant filament energy.
- H.** Glass contour provides long leakage path and more efficient cooling.
- I.** Rugged kovar plate seal located in air stream.
- J.** Gold plated contact surfaces. Insure permanent low contact resistance.

These completely new tubes are an outstanding contribution to industrial electronics. They may, of course, also be used for communications purposes. For further information, write Machlett Laboratories, Incorporated, Springdale, Conn.



ML-5604 TRIODE R.F. HEATING OSCILLATOR AND POWER AMPLIFIER

Filament Tungsten
Voltage 11.0 a.c. Volts
Current 180 Amperes
Starting: The filament current must never exceed 270 Amperes, even momentarily.

AMPLIFICATION FACTOR: 18.5

DIRECT INTER-ELECTRODE CAPACITANCES:

Plate to Grid 25 mmfd
Plate to Filament 1.25 mmfd
Grid to Filament 30 mmfd

COOLING: Minimum air flow through radiator

750 c.f.m. @ 1.25" back pressure.
Minimum air flow of 15 c.f.m. from 3" nozzle on center of dish.

OPERATION:

Minimum ratings, Absolute values:

D.C. Plate Voltage (Note 1) 10000 max. Volts
D.C. Grid Voltage -200 max. Volts
D.C. Plate Current 2.75 max. Amperes
D.C. Grid Current4 max. Amperes
Plate Input (Note 2) 27.5 max. KW
Plate Dissipation (Note 3) 10 max. KW
Max. Frequency for full rating 30 mc
Max. Anode Temperature 230° C
Max. Glass Temperature 160° C

(Note 1): For operation below 5 mc, 12,500 max. D.C. plate volts may be used.

(Note 2): For operation below 5 mc, Plate Input may be 32.5 KW max.

(Note 3): Plate Dissipation water-cooled (Type ML-5619) 20 KW max.

Joe Hendrickson Made Farnsworth Manager of Sales

VÖGEL AND ROGERS RESIGN

Vice Presidents Leave Ft. Wayne Manufacturing Firm — Glenn Kuffer Appointed New Branch Manager in Chicago District.

CHICAGO, ILL., Thursday—E. Joseph Hendrickson, manager of the Chicago office distributing branch of Farnsworth Television & Radio Corp. since 1938, has been appointed national sales manager of the Farnsworth sales divi-



E. Joseph Hendrickson

sion and will make his headquarters at the factory in Fort Wayne, Ind., it was announced here today. In this post, he succeeds Ed McCarthy, who was obliged to relinquish his duties because of ill health.

"Joe" Hendrickson, as he is familiarly known in the trade, has been associated with Farnsworth for many years and for a brief period directed the company's national sales. He is a pioneer in the radio industry.

Glenn C. Kuffer, who entered the

(Continued on Page 30)

Emerson Radio's Net Gain Large

The Emerson Radio & Phonograph Corp. and its subsidiaries reported for operations covering the twenty-six weeks ended May 3 a consolidated net profit of \$1,131,466, after all charges including \$500,000 inventory reserve and \$839,346 provision for taxes.

This profit is equivalent to \$2.83 a share of common stock and compares with \$343,910, or 85 cents a common share earned in the twenty-six weeks ended May 4, 1946, when the tax bill was only \$230,633.

INTENSIVE SELLING EFFORT NECESSARY, DEALERS TOLD

Radio Industry Makes Plea For Removal of Excise Tax

CALLED PRACTICAL MEANS OF REDUCING PRICE OF SETS

Joseph Gerl Acts as Spokesman for Radio Manufacturers' Association — Supported by Television Broadcasters' Association, FM Association and National Association of Broadcasters — Says Continuation of Tax Would Hamper Development of Television and FM.

Retailers Strive For Cooperation With Producers

CONCLUDE 3-DAY MEETING

Appliance Dealer Association Representatives Seeking Aid From Manufacturers in Solving Mutual Distribution Problems.

CHICAGO, ILL., Thursday—A strong plea for cooperation between manufacturers and dealers in solving their mutual distribution problems was voiced by the twenty-one retailers attending the National Electrical Retailers Association's three-day meeting of dealers and manufacturers concluded yesterday at the Morrison Hotel, here.

The sessions included a two-day joint meeting of the association's board of governors, policy committee, and committee on manufacturer-wholesaler relations, during which they prepared for presentation to manufacturers the association's recommendations for improvement of relations between manufacturers, wholesalers and dealers.

Presiding at the meeting was NERA President Paul Kees, of Kees Appliance Co., Madison, Wis. Assisting Mr. Kees were NERA Managing Director C. C. Simpson and Vice President Herb Names, of Herb Names, Inc., Denver, Colo., who is also a member of the NERA board of governors and chairman of the manufacturer-wholesaler relations committee.

In presenting the association's recommendations to all radio and appliance manufacturers, Mr. Names stated that the National Electrical Retailers Association is fully cognizant of the need for positive cooperation from dealers as well as manufacturers and distributors, if they are to solve their mutual problems.

Mr. Names emphasized that the presentation of the dealers' viewpoint on these problems was the considered thinking of retailers from coast to coast

(Continued on Page 27)

WASHINGTON, D. C., Friday—The Radio Manufacturers Association, supported by organized broadcasters asked the House Ways and Means Committee today to repeal the 10 per cent excise tax on radio receivers and phonographs.

RMA was joined in its appeal by the National Association of Broadcasters, the FM Association, and the Television Broadcasters Association.

Joseph Gerl, chairman of the RMA Excise Tax Committee and president of the Sonora Radio & Television Corp., of Chicago, headed the RMA delegation.

Removal of the manufacturers' excise tax at this time, Mr. Gerl told the committee, is the only practical means of reducing radio set prices to the consumer and thus responding to the plea of President Truman for lower prices.

The other two alternatives, he said, are (1) to cut wages or (2) to lower production costs by increasing labor efficiency.

"Cutting wages today is not only impossible but undesirable," Mr. Gerl said. "Our own employes are our customers, and curtailing purchasing power cannot help but hurt the radio industry."

The radio industry is just now entering the stage where labor efficiency, which fell sharply after V-J Day, is showing some improvement, Mr. Gerl said.

"But we still find productivity from 20 to 30 per cent below the prewar average," he added. "We cannot, there-

(Continued on Page 10)

Philco Will Present New Radio Products

ATLANTIC CITY, N. J., Tuesday—New radio products, recently developed in the Philco laboratories, will be introduced by the Philco Corp. to its national distribution organization at the three-day convention to be staged here June 16 to 18. The convention will be held at the Claridge Hotel and the first business meeting will get under way at 8:30 P.M. on Monday, June 16.

Top Philco officials will present the company's new products and outline sales, promotion and advertising plans for the merchandising of the line.

LaMair Re-named NAMM President

OTHERS ARE HONORED

Music Merchants Conclude Annual Convention — Seek to Develop New Markets—7,318 Attend Trade Show.

CHICAGO, ILL., Friday—Music merchants will have to resort to old sales techniques, as well as new, for business from now on, Albert Haring, well-known economist and professor of marketing at Indiana University, told members of the National Association of Music Merchants, Inc., at their convention and show which came to a close yesterday at the Palmer House, this city. That not only applies to music dealers, Professor Haring said, but to retailers of other products as well.

In a precedent-breaking election, Louis G. LaMair, head of the Lyon & Healy chain of radio-music stores in this city, was re-elected president of the NAMM. A total of 7,318 merchants from every section of the country and from many foreign lands attended the gathering, which was highlighted by an elaborate exhibit. Every type of musical product including radios, television sets, phonographs, records, needles and accessories was on display for the four-day show.

Dealers were cautious in buying, since most of them have felt the decline in sales during the past few months. However, all conceded that this situation

(Continued on Page 26)

RMA CONVENTION ON IN CHICAGO

CHICAGO, ILL., Tuesday—Radio industry operations under normal production conditions will be discussed at the three-day convention of the Radio Manufacturers Association scheduled to open this morning at the Stevens Hotel, here.

The annual membership luncheon will be held on Thursday and Brig. Gen. David Sarnoff, president of RCA, will address the banquet Thursday night. A new RMA president will be elected to succeed R. C. Cosgrove, of Crosley, who is retiring after directing the association for three years.

RADIO AND TELEVISION WEEKLY

Established 1916

THE TRADE'S ONLY WEEKLY

Published Every Wednesday

99 Hudson Street New York 13, N. Y.

VOL. 63—No. 24

JUNE 11, 1947

EDWARD H. DAVIS Publisher
CY KNELLER Editor
SIDNEY E. DAVIS Manager

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

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 Conrey; Detroit, Mich.: Lon Allison, Hartford, Conn.: John A. Cox; Kansas City, Mo.: Elsie Wright; Los Angeles, Calif.: S. M. Bookee; 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.

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

Cable Address: "REGIBID" Western Union Code.

An Industry Task

Despite all the talk from Washington and other sources requesting price reductions on merchandise, the fact remains that price cuts are not in the cards at the present time. And the sooner the general public is made aware of the true situation, just that much sooner will business pick up in the radio trade and in other industries that have been hit during the past few months.

President Truman's speech on April 21, asking for lower prices, had a marked effect on consumer buying, since the public had the impression that prices would drop immediately, and began to wait for things to happen. As Melville Clark, president of the Clark Music Co., Syracuse, and former head of the National Association of Music Merchants, Inc., recalled last week at the NAMM convention in Chicago, "The day after the President's speech, we did the smallest business in recent years. I'd estimate our sales in all of May were 50 to 60 per cent less than in April."

This is one result of the Administration's campaign for lower prices, and similar cases have been reported from other industries as well. It is only natural for people to want merchandise at lower prices, and when they have even the remotest idea that prices will be cut, they simply wait it out. And that's just what has been happening in many cases. Customers have been waiting for prices to drop.

It's common knowledge that profits in many industries have been greater than ever during the past year or two. But a perusal of the record of radio manufacturers reveals that this industry has not been riding the profit gravy train. Labor costs in general have more than doubled since the pre-war days and costs of raw materials and parts

have likewise skyrocketed. On top of this is the fact that labor efficiency in radio plants—and other factories as well—is far below the pre-war standard. In other words, workers are receiving twice as much pay and turning out less merchandise. And, furthermore, radio prices aren't too much over the pre-war levels.

How anybody can reduce prices under such conditions, perhaps only a Solomon can answer. But that's what the public expects and that's what some groups still continue to clamor for.

A survey just concluded by the National Industrial Conference Board indicates that a majority of executives believe there can be no important price reductions before the end of the year. The poll revealed that manufacturers of primary products and metal products do not expect declines this year, while about one-quarter indicated that increases may be unavoidable. The report also observed that there is little evidence of belief that demand would be stimulated by lower prices, and some producers felt that declines might depress demand by resulting in more cautious buying policies and expectation of further price cuts. Electrical machinery and supplies producers, among others, look for higher prices.

One way to stem the present wave of buyers' resistance is some sort of concerted industry action designed to reassure the consumer that prices will not be lowered because such action is a virtual impossibility during a period of soaring wages and other high costs. The public must be reassured that a purchase today will not penalize the customer. The public must be told that nothing will be saved by waiting for prices to drop.

The immediate need is for dealers, distributors and manufacturers to convey to the public the idea to buy now since nothing will be saved by waiting. The nation's purchasing power is still greater than ever before; earnings continue at a record rate and the demand still exists for every type of radio—table sets, portables, combinations, FM models and television receivers.

Manufacturers can produce lower price models, but quality must be sacrificed if this is to be done.

Apartment Antennas

One of the largest New York City real estate concerns, representing many apartment houses in the West Side of Manhattan, last week notified tenants that the owners of these apartments will not permit the installation of television antennas on the roofs or protruding from windows. The notice points out that permission for such installation will be refused "until such time as some scientific method has been perfected for a master television antenna," and calls attention to this fact to persons interested in purchasing video receivers for the home.

The apartment house antenna situation has been hampering sales of video receivers

in New York and other large metropolitan centers for several months, and despite the fact that a satisfactory "interim plan" has been developed for such aerials by the Television Broadcasters' Association, most home owners still prohibit the erection of outside antennas. One large realty organization, however, announced a few weeks ago that it has accepted the TBA "interim plan."

Unfortunately, most realty concerns and apartment house operators are not being kept informed of the latest developments covering television antennas. The TBA "interim plan" calls for the temporary installation of a limited number of conventional dipoles until such time as a master antenna system can be fully developed, tested and installed. It provides for the sharing of one or more television dipoles by tenants owning television receivers. Its adoption will not in any way mar the appearance of an apartment house, although the latest realty concern convert to the antenna ban indicates in its notice to tenants announcing its stand that the present antennas would actually ruin the appearance of a house.

The industry will perform a vital service to the development of television if it will apprise realty operators of the true facts covering apartment house antennas. A better way still to remove this problem would be the development of an indoor antenna—one that can be erected in a closet—or a loop such as has been perfected for FM.

Just as long as the ban exists on the installation of outdoor apartment house antennas for television receivers just so long will tens of thousands of apartment house dwellers be deprived of the benefits of video reception in the home. And just so long will the industry be deprived of tens of thousands of good prospects for home receivers.

The magnetism of television is such that some housewives are complaining that their husbands are constantly at the club or elsewhere on nights when boxing bouts or other sporting events are telecast. The installation of video sets in homes would permit these "wayward" men to view these events via a television instrument in the confines of their household instead of in some club or tavern where television is a featured attraction. This infant industry is certainly unwilling to contribute to marital controversies, if such happens to be the case at the present time.

LETTERS

SABA RADIO CO.
15 Queens Road
Bombay 4, India

May 9, 1947

Editor,
RADIO and Television WEEKLY

Dear Sir:

I find your Weekly very interesting and look forward to receive it regularly. We in India have some papers like yours, but your long experience in publishing a paper of this type in India is entirely lacking in our country.

Sincerely yours,
S. W. Shah, Proprietor

Network Broadcasting of Television To Become a Reality in Two Months

Regular network broadcasting of television programs, long heralded, will become a reality within two months, it was disclosed last week with the announcement by the American Telephone and Telegraph Co. that on August 1 it would make intercity video transmitting facilities available to broadcasters on a commercial basis. Tariffs covering rates to become effective on that date were filed with the Federal Communications Commission by the company.

For some time experimental television transmission over intercity coaxial cables has been furnished between New York and Washington without charge to broadcasters. With tests of this facility completed, the way is now clear for commercial operations over this route, and, as additional routes are equipped for television service, over expanding networks. It is anticipated that such networks will develop in much the same manner as the present networks for sound radio programs have grown from the early wire hookups of the 1920's.

Intercity video channels for television broadcasts will be provided by the Bell System over both coaxial cable and radio relay facilities. Four thousand miles of coaxial cables have now been placed

for use in furnishing telephone service. It is expected that this mileage will grow to 6,500 by the end of 1947 and to more than 9,000 miles by the end of 1948. By the addition of proper equipment, these channels could be adapted for video transmission.

Two additional one-way video channels will become available along the New York-Washington route by the middle of 1948. Television facilities can also be extended Southward to Richmond and Northward to Albany during that year. Coaxial cables are being extended to many other cities throughout the country and, as the broadcasters' plans become better crystallized, television equipment can be added within a reasonable period for such cities as Atlanta, Miami, New Orleans, Dallas, Fort Worth, El Paso, Los Angeles, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago and St. Louis.

Experimental radio relay facilities, with television possibilities, will be available in both directions between New York and Boston in the latter part of 1947. Another radio relay system, to link New York and Chicago, is projected by the Bell System, supplementing the coaxial cables which by then will be in service, between those two points.

Farnsworth V.P. SEES SLIM PROSPECT FOR REDUCED PRICES ON QUALITY MODELS



SPECIAL ADMINISTRATIVE assignments will be handled by D. M. Allgood, who was recently elected a vice president of Farnsworth Television & Radio Corp., Ft. Wayne, Ind. He will also assist in the coordination of the activities of the radio, electronics and manufacturing departments at Farnsworth. (Complete story appeared in June 4 RADIO and Television WEEKLY).

TRADE OUTLOOK IS BRIGHT

Magnavox Executive Is Optimistic Over Prospects for Quality Radio-Phono Field — Nation's Buying Power at High Level.

CHICAGO, ILL., Thursday — Prospects of price reductions in the quality radio-phonograph field are remote today, Frank Freimann, executive vice president of the Magnavox Co., said here last night in an address during the annual convention of the National Association of Music Merchants.

"At Magnavox we see no hope whatever of reduced prices in the face of greatly increased labor and material costs," he declared. "We are, however, continuing our fight to keep prices at present levels through efficient manufacturing and distribution methods."

Mr. Freimann's talk was a feature of the annual dinner staged by the company for Magnavox dealers from all sections of the United States. Long term prospects are exceedingly good in the quality radio-phonograph field, he said. Independent surveys support the company's own survey showing that one out of every four families wants a radio-phonograph.

"Last year the industry produced approximately 700,000 radio-phonographs," he said, "and it is apparent that even with maximum production capacity, it would be a matter of years before the supply could catch up with the unsatisfied urge to buy."

As to the purchasing power of the United States people, cash buying of radio-phonographs is at an all time peacetime high, and the nation's credit remains an untapped reservoir, Mr. Freimann continued. He cited the fact that more radio recordings are now sold every day than were sold in a full week in 1937, showing the broadened interest in recorded music.

PHILCO INTRODUCES FIRST 1948 MODEL, AN FM TABLE RADIO

PHILADELPHIA, PA., Friday—Production and deliveries to distributors are getting under way on the new Philco Model 482 table radio, first 1948 model to be announced and the first "all-feature" table receiver with "Advance FM" plus standard and shortwave reception, according to Fred Ogilby, sales manager of the Radio Division, Philco Corp.

"We consider the Philco 482 to be the finest table radio we have ever produced," Mr. Ogilby declared. "It is the first to include the new 'Advanced FM system.'"

Utilizing eight postwar radio tubes plus a rectifier, the Philco 482 incorporates improved superheterodyne circuits for clear powerful pickup of even small and remote stations. The output from its modern beam power pentode audio system is greatly stepped up, with three watts of undistorted volume.

Another new feature consists of 10 electrically operated pushbuttons of the "push-to-get" type that simplifies tuning for the user. Also there are separate tone controls for treble and bass, affording continuously variable tonal harmony to suit the listener. The price of the Philco 482 table radio is \$149.95, complete with built-in triple aerial system, AM-FM-shortwave.

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

Gilbert Kunz Appointed To Radio-Appliance Post At Sears, Roebuck & Co.

PHILADELPHIA, PA., Friday—R. J. Doherty, Eastern retail field officer of Sears, Roebuck & Co., has just announced the appointment of Gilbert Kunz as merchandise manager of hard lines for all Eastern zone cities in the company's chain. In this post, he will be in charge of radios, records, major appliances, housewares, sporting goods and other allied lines.

Mr. Kunz, who has been merchandise manager of the Sears, Roebuck store in Union City, N. J., replaces Alfred H. Wakman, who has resigned from the chain store organization to become merchandise manager of the J. A. Williams Co., Pittsburgh distributing concern.

C. G. Remo Named To Post With F. L. Jacobs, Detroit

DETROIT, MICH., Monday—The F. L. Jacobs Co. here, manufacturer of Laundrell washing machines, announced today the promotion of Clyde G. Remmo, former assistant sales manager, to the position of sales manager of the appliance division. He succeeds J. W. Stigall who resigned recently.

T. R. Buttrick, formerly in charge of distribution in the appliance division, has been promoted to the post of assistant sales manager, and the vacancy created by his promotion has been filled by the appointment of M. H. Powless,

JEROME UNGER NAMED BUYER FOR GOLDBLATT

CHICAGO, ILL., Friday—Appointment of Jerome Unger as radio buyer for the Goldblatt Bros. organization, this city, was revealed this week. He succeeds Stanley Glaser, who has resigned after serving for eighteen months as the Goldblatt radio buyer.

Mr. Unger was formerly assistant to Max Millman, merchandise manager.

Earl Funderburk To Post With Shaw Co., Charlotte

CHARLOTTE, N. C., Friday—O. N. Shaw, president of the Shaw Distributing Co. here, announced this week that Earl E. Funderburk is now a member of the firm's sales organization.

Mr. Funderburk has broad sales experience and also has worked in the newspaper circulation field and as service manager for a large motor company, the announcement stated. During World War II he saw active service with the Seventh Air Force in the Pacific theatre.

Missouri "Reps" To Hold Jobber-Producer Meeting

KANSAS CITY, MO., Friday—The Missouri Valley Chapter of The Representatives has scheduled a Fall jobber-manufacturer conference which will be held November 13 to 15 in this city, it was announced recently following a dinner and business meeting of the chapter at the home of Herb Roes, 629 East Seventy-first Terrace.

RADIO AND APPLIANCE RETAIL VOLUME GAINS OVER FIGURES IN 1946

WASHINGTON, D. C., Thursday—Independent radio and musical instrument stores reported a 50 per cent increase in sales in April compared with April, 1946, the Department of Commerce revealed yesterday. However, the volume for April was 3 per cent under that of March of this year.

For the first four months of 1947, these radio-music retail shops reported a 62 per cent increase in business over the corresponding period of last year.

Household appliance dealers reported a 47 per cent increase in sales in April over April, 1946; a 65 per cent gain for the first four months of this year over the corresponding period of 1946, and a 5 per cent increase in April over March of this year.

REFRIGERATOR SALES HOLD LEAD IN MANY STORES OF BOSTON

SUPPLY IS BELOW DEMAND

Buying of Radios Shows a Slight Decline Since Advent of Warmer Weather — Several Establishments Now Running Sales.

BOSTON, MASS., Monday—With the advent of warmer days, retail trade in radios and some appliances, as usual has dropped off. However, despite the higher 1947 prices for refrigerators, they continue to sell as fast as they arrive.

At Keenan Radio, on Stuart street, today, was unpacked a Gibson refrigerator, whereupon, apparently from nowhere, three interested prospects gathered around, and in no time, one was being signed up. Keenan's, one of Boston's most progressive radio and appliance stores, has a splendid stock of almost everything. There are no scarcities at Keenan's.

At Berman's Stuart street store, business was humming also. As one of Boston's biggest newspaper advertisers in radio, and with a huge stock for sale at reasonable prices, this activity is to be expected.

New England Cycle & Radio Co. one of Boston's pioneer radio stores, is featuring a small AC/DC plastic case radio named "Plymouth" at under \$15 as a leader, though it also has a splendid stock of big-name radios, including the several makes of console phonoradios which were so scarce only a short

(Continued on Page 23)

Garod Electronics Adds Three New Distributors

Three new distributors have just been appointed by the Garod Electronics Corp., Brooklyn, N. Y., manufacturer of Garod radios, it was announced last week by Lou Silver, sales manager.

The new distributors are: Radio Products Sales Co., 238 West Fifteenth street, Los Angeles, Calif., to cover Southern California; Southern Woodware and Hardware Co., 2409 Morris avenue, Birmingham, Ala., for the entire state of Alabama; and Capital Bedding Co., Allentown, Pa., for Berk, Schuylkill, Lehigh and Northampton counties in Pennsylvania. The latter firm is a branch of the Capital Bedding Co. in Harrisburg.

Alex Richman Appointed To Staff of Colen-Gruhn

Alex Richman has been appointed sales representative for the Bronx territory for the Colen-Gruhn Co., 387 Fourth avenue, New York, it was announced last week by Murray Gruhn, president of the firm. Mr. Richman was formerly Eastern sales manager for the Stansen Co., Chicago. The Colen-Gruhn firm distributes appliances in the metropolitan New York area.

ROSKIN DISTRIBUTORS AUGMENTS ITS STAFF

HARTFORD, CONN., Monday—Roskin Distributors, Inc., radio and appliance distributor here, announced today, that two members of its staff have been shifted to new posts within the firm and that two new men have been appointed in anticipation of heavy Summer and Fall activity.

Irving D. Lyons, formerly in charge of advertising and sales promotion, has been advanced to the post of sales manager of the traffic division; Thomas Haley, formerly office manager in charge of the housewares division, has been promoted to field agent of the traffic division; David Pinto, recently discharged from the Air Corps, has been appointed to the sales staff of the specialty division, and Nathan Solomon has been placed in charge of sales promotion work at Roskins.

Extensive building alterations are now going on at the Roskin Building, 48 Winthrop street, M. Grabell, general sales manager, said.

Herbert C. Elwes Named To RCA Executive Post

CAMDEN, N. J., Friday—The appointment of Herbert C. Elwes as manager of commercial sound sales in the RCA Engineering Products Department has been announced by J. R. Little, manager of distributed products section of the department.

Mr. Elwes was formerly merchandise manager in the RCA theatre equipment section. In his new position he will direct sales of industrial sound systems for schools, factories, hotels, and other institutions, and "packaged" sound systems for smaller establishments. Sales of intercom systems, coin-operated radios, and wire recorders will also be under his supervision.

Motorola Displays New Sets At New York Meet

Motorola, Inc., of Chicago, displayed its 1947 line of home and auto radios to eastern distributors at a meeting held this week at the Park Central Hotel in New York.

Company executives present at the meeting included P. V. Galvin, president of Motorola; E. H. Wavering, vice president of the automotive division; W. H. Stellner, vice president of the home radio division; W. H. Kelley, sales manager, and Vic Irvine, advertising manager.

George Rosen In Baltimore Post With Tele-Tone Co.

John S. Mills, vice president of the Tele-Tone Radio Corp., New York, announced that George Rosen, 40 Hopkins place, Baltimore, has been appointed sales representative for the firm in the Baltimore and Washington areas. He will also cover Virginia and the Carolinas. Mr. Rosen was formerly a distributor for Air King products.

NATIONAL DEBUT OF TOP TEN DISCS HELD AT NAMM GATHERING

The national debut of Top Ten Records, recordings made by top radio comedians by Audience Records, Inc., of New York, took place at the National Association of Music Merchants Show in Chicago last week.

The Audience delegation at the show was headed by C. P. Jaeger who was assisted by Don Coplin, associate publicity director. Much interest in this new type of recorded entertainment was shown by the thousands of record dealers in attendance at the show, Mr. Jaeger reported.

The Monitor Equipment Corp., which shared with Audience in its participation at the show, will handle the national distribution of these albums.

NOBLITT-SPARKS FIRM HAS NEW \$14.95 RADIO

COLUMBUS, IND., Friday—A table model superheterodyne radio, which is priced to retail for \$14.95, was announced last week by Noblitt-Sparks Industries, Inc., of this city, manufacturer of Arvin products.

Gordon T. Ritter, director of sales, said that he believed no other manufacturer had as yet marketed sets of comparable quality at this price.

The new model, designated No. 444 and encased in a non-breakable brown finished cabinet, is similar to Model 444-A, now retailing at a higher price, he said.

Downward revisions on three other Arvin radio sets also were announced. Walnut Model No. 544, with a bakelite cabinet, now retails at \$19.95; the Model No. 552, also in walnut bakelite, at \$24.95, and Ivory Model No. 552-AN, at \$26.95.

Times Square Stores Will Open New Unit

The new Times Square store at Schermerhorn street and Flatbush avenue, Brooklyn, will be opened today (Wednesday) with a reception for manufacturers, distributors and other invited guests. G. J. Seedman, president of the Times Square Stores Corp., will serve as host.

The stores in this chain sell radios appliances, records, automotive equipment and allied products. The latest addition to the chain comprises 20,000 sq. ft. of floor space.

Philco Products Shown At Memphis Home Exhibition

MEMPHIS, TENN., Monday—J. G. McDonald, president of McDonald Bros., Philco distributors here, announced today that the firm's display of radios, refrigerators and freezers at the recent Memphis Home Show was highly successful with many orders resulting. Approximately 100,000 visitors attended the show.

RCA ANNOUNCES \$450 CONSOLE VIDEO SET

CAMDEN, N. J., Monday—RCA Victor announced today that it will commence shipments this week to the trade of a console model television receiver having a retail price of \$450.

Henry G. Baker, general sales manager of the RCA Victor Home Instrument Department, revealed that this set has a ten-inch picture tube, automatic station selector covering all thirteen television channels and the "Eye-Witness" picture synchronizer. Other features include a twelve-inch Electrodynamic speaker, twenty-six receiving tubes and three rectifiers in addition to the picture tube, which provides at 52-sq. inch picture. A fee of \$65 will cover set installation and a year's maintenance and service.

Les Kelsey Resigns Hallicrafters Post

CHICAGO, ILL., Thursday—Les L. Kelsey, veteran radio merchandising executive, has resigned as vice president of the Hallicrafters Co., this city, to become vice president of the Dayton Acme Co., Cincinnati, it was learned here this week. The Dayton firm manufactures scales, cash registers and related products.

Mr. Kelsey is widely known in the radio industry and has been with Hallicrafters for several years. He was formerly for many years head of radio set sales for the Stewart-Warner Corp.

BELMONT RADIO BUYS FACTORY IN CHICAGO

CHICAGO, ILL., Thursday—The Belmont Radio Corp., this city, subsidiary of the Raytheon Manufacturing Co. has just purchased the plant here formerly occupied by the Fisher Co., juvenile furniture manufacturing concern. Barton Fisher will continue as general manager of the plant, it was revealed.

Bert Rice Sales Manager At Majestic Brands, N. Y.

L. L. Suritz, president of Majestic Brands, Inc., New York distributor of Majestic radio and record products, announced last week that Bert Rice has been appointed sales manager.

Mr. Rice recently resigned as radio sales manager for Krich-Radisco, of Newark, New Jersey distributor of radios and electrical appliances.

Electronic Devices Co. Makes an Assignment

The Electronic Devices Co., 601 West Twenty-sixth street, New York City, manufacturer of radio sets, made an assignment of assets last week to Thomas E. Zoda, 12 Yale terrace, West Orange, N. J. The firm is a New Jersey corporation.

WM. J. KELLY JOINS STROMBERG-CARLSON RADIO SALES DIVISION

ROCHESTER, N. Y., Friday—William J. Kelly, for nine years Eastern district manager of the McGraw Electric Co., has joined the Stromberg-Carlson



William J. Kelly

radio sales division as district merchandiser, according to C. J. Hunt, radio and television sales manager. Mr. Kelly will cover the metropolitan area and the Eastern seaboard as far South as Virginia.

A graduate of Villanova College, where in 1930 he was awarded a Bachelor of Science degree in Economics, Mr. Kelly has been in electrical appliance sales the last sixteen years. He spent two years as a retail radio and appliance salesman for the New York State Electric and Gas Co. before becoming a factory representative for the Edison General Electric Appliance Co. In 1936 he was appointed division sales and service manager for New York State Electric and Gas Co. and in 1938 joined McGraw Electric.

Mr. Kelly is an ardent golfer and deep sea fisherman. His clubs are the Vestal Hills Country Club of Binghamton, the Elks, and the Knights of Columbus.

ADMIRAL OPENS PLANT FOR SMALL RECEIVERS

HARVARD, ILL., Thursday — Admiral Corp. yesterday opened its new assembly plant for small radios in Harvard. R. A. Graver, vice president, in an informal ceremony presented the first radio to come off the line to John L. McCabe, mayor of Harvard.

The plant was built by Admiral to handle much of the production of its small sets. Harvard is 80 miles Northwest of Chicago, where Admiral has its two main plants and a cabinet factory. The company recently acquired another cabinet plant in Shelbyville, Ind.

THE TRAVELER

Herb Brennan, vice president of the Associated Stores, Tampa, Fla., operator of a chain of radio and appliance retail shops in Florida, returned yesterday to his headquarters after spending several days in New York. He was accompanied by Mrs. Brennan.

Dr. C. B. Jolliffe, executive vice president of the RCA Laboratories, was a commencement speaker at the University of West Virginia, Morgantown, W. Va. last week.

Max G. Goldberg, head of the Servel Products Co., New York, maker of screw machine products and metal stampings for the radio trade, will celebrate his twenty-fifth wedding anniversary on June 21. Mr. and Mrs. Goldberg will cruise to Bermuda in celebration of the event.

John S. Holmes, president of the Warwick Mfg. Corp., Chicago, maker of Clarion radios, is expected back at his headquarters this week from a business trip to South America.

G. H. Bromberg has been named advertising and sales promotion manager for the Chicago branch of Bendix Home Appliances, Inc.

A. M. Wiggins, research director of Electro-Voice, Inc., Buchanan, Mich., maker of acoustic products, has just returned from a survey of developments in Germany.

Reau Kemp, sales head of the Warwick Manufacturing Corp., Chicago, is currently on a week's vacation. He is spending his time in hunting and fishing.

Price Rise Announced For Some Frigidaire Products

DAYTON, OHIO, Friday—P. M. Bratten, general sales manager of the Frigidaire Division, General Motors, announced Friday that prices would be increased on some Frigidaire products. Attributing the increase to an 11 per cent rise in labor costs, and additional material costs, he said the increase would be four and one half per cent on the company's household refrigerator line and approximately three per cent on its electric range line.

RCA Declares Dividend On Cumulative Preferred

Following the meeting of the board of directors of the Radio Corp. of America held last Friday in New York, Brig. General David Sarnoff, president, announced that a dividend of 87½ cents per share has been declared on the outstanding shares of \$3.50 cumulative first preferred stock, for the period from April 1 to June 30, 1947. The dividend is payable July 1 to holders of record at the close of business June 16.

NATIONAL RECORD RETAILERS' ASSOCIATION CONDUCTS INITIAL GATHERING IN CHICAGO

CHICAGO, ILL., Monday — During last week's NAMM show in Chicago, the first meeting of the Temporary Board of Governors of the newly formed National Record Retailers Federation was held.

Included among the resolutions adopted was a demand for all record companies to allow their dealers a uniform return privilege and to grant a 100 per cent return for full credit on all broken and defective records and albums at regularly specified intervals.

Further, that all records on authorized returns be sent to local distributor from whom they were purchased. Also all "Package Deals" offering records with other merchandise be discontinued by the record companies. Record companies were urged to register their products in those states where Fair

Trade Laws exist and to try to maintain prices in states where the laws did not exist. Recommendations for the improvement of the recording quality of records were made.

The organization adopted a code of ethics that would promote ethical merchandising, good relationships between the retailer and record companies as well as between the retailer and the public.

The next Board of Governors meeting will be held at the NAMM convention in Chicago in 1948. Officers of the organization are Michael Alexander, president; A. A. Gettlin and J. C. Bradburn, vice presidents, and Louis Perlman, recording secretary. The Board of Governors is composed of F. Ryall, E. R. Jones, M. Chamberlain, J. A. Atchison, C. H. Davis and L. Nogi.

DISTRIBUTOR CHANGES SEEN IN PHILADELPHIA

PHILADELPHIA, PA., Monday — The distribution of Motorola radios has been changed recently with Goldner Bros., long-time local distributor, liquidating its entire distribution business and retiring from the wholesale appliance business.

The distribution of Motorola radios will now be handled through the factory representative, Edward L. Pincus, now acting as general manager for the Motorola Philadelphia Co. The headquarters of the Motorola organization remains at 50 North Fifth street, which was the old headquarters of the Goldner Bros. organization.

The same dealer organization which had supported Motorola radios and products is going along with the present distributor, reported Mr. Pincus. He stated, that with considerable merchandise now becoming available, it is planned to begin a steady advertising and promotional program for the Motorola radios.

Newest addition to the organization is Herbert Moyer, formerly associated with the Elliott-Lewis Distributing Co. and also employed previously by the Franklin Hardware Co. Mr. Moyer will serve as credit manager for Motorola Philadelphia which will cover southern New Jersey, Philadelphia and upstate Pennsylvania as well as Delaware.

Slap & Lasky has been appointed exclusive distributor of Cinderella washers, manufactured by the Cinderella Mfg. Co., Jackson, Mich.

Another new line to be handled by the aggressive new distributing firm of Slap & Lasky is the Bee-Vac vacuum cleaner, manufactured by the Birtman Mfg. Co. The Bee-Vac cleaner will retail for \$59.95. It includes an upright model and a tank model, both available with all attachments.

An outstanding radio sales job on the Temple line, also distributed by Slap & Lasky, is being done on the "Vacationer" model. This is a two band portable. Dealer reception has been ex-

cellent and it is anticipated that large sales will result from the scheduled advertising program.

—SOL SHERMAN.

ENGINEERING SESSION HELD BEFORE FCC ON VIDEO TRANSMISSION

WASHINGTON, D. C., Monday — Sixty-five commercial television stations are now authorized by the Federal Communications Commission, it was pointed out today at the informal engineering conference held by the FCC on the prospect of television network program transmissions by means of microwave or coaxial cable systems. Of this number, six are licensed and fifty-nine have received construction permits.

Eleven television stations are now on the air regularly. Also, nine applications are pending. Television service to thirty-seven cities in twenty-four states, including the District of Columbia, is proposed in current grants and applications. California leads all the states with a total of thirteen grants or applications, followed by New York, Ohio and Pennsylvania in order mentioned.

The Television Broadcasters Association, through its Washington counsel, submitted a brief to the FCC stating its objections to a proposal to shift television relay facilities from 1295-1425 mc. to 1750-1880 mc. TBA pointed out that much development work has been completed on the channels already assigned and that television might be set back a year if the change is approved.

Emerson Export Head Starts Extensive Trip

Joseph Kattan, general export sales manager of Emerson Radio and Phonograph Corp., New York City, left on Monday by air for a month's visit with Emerson distributors in Central America. Mr. Kattan's itinerary includes Cuba, Mexico, Guatemala, Panama, Venezuela, Curacao, Dominican Republic, and Puerto Rico.

NEW AM-FM CONSOLE COMBINATION, ADDED TO RCA VICTOR LINE

CAMDEN, N. J., Friday—A new medium-priced RCA Victor FM-AM radio-phonograph combination console was announced this week by Henry G. Baker, general sales manager of the RCA Victor Home Instrument Department.

The instrument (Model 610V2) combines the new RCA Victor FM reception with a Victrola phonograph with roll-out automatic record changer and silent sapphire pickup, and standard broadcast radio with an all-enclosed control panel and push-button tuning, in a cabinet of contemporary design in walnut, mahogany or blonde. The console also features the "Golden Throat" tone system, and enough record storage space for more than a dozen albums. Suggested retail price of the new instrument is \$325 in walnut, \$330 in mahogany, and \$340 in blonde mahogany.

"Because of the many unusual features of this instrument, we are convinced that it represents one of the highest values on the market today," Mr. Baker said.

In addition to a built-in "Magic Loop" antenna for AM reception, a separate, built-in dipole antenna is provided in each instrument for FM. This receiver can be operated with all panels closed, an external jewel light at the base of the cabinet front indicating when the set is in operation. A 12-inch electro-speaker is used. Top of the cabinet is stationary, permitting the operator to leave ornaments in place when tuning the instrument or placing records.

CARSON PIRIE OPENS BIG APPLIANCE DEPT'

CHICAGO, ILL., Friday—Carson Pirie Scott & Co., large Loop department store, announced yesterday the opening of a new major household appliance section which has been laid out in the shape of a fan with each division devoted to a certain type of appliance.

This novel floor lay-out plan is designed to provide the most convenient arrangement of equipment for display and demonstration, a store spokesman said. Connections have been supplied so that almost the complete line of merchandise may be demonstrated. As many as twenty-five washing machines can be shown at one time, he said.

Edward Maged Now With University Speakers, N. Y.

University Loudspeakers, Inc., New York, announced yesterday that Edward Maged, formerly sales engineer with the David Bogen Co., Inc., is now a member of its staff.

Mr. Maged's first assignment at University is to merge the sales engineering, sales promotion and advertising departments into one unit.

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

PERMOFLUX TO MARKET SPEAKER, OTHER PARTS THROUGH DISTRIBUTOR

GLENDALE, CALIF., Thursday—L. M. Heineman, president of Permoflux Corp., has just announced the inauguration of the Permoflux line of speakers, transformers, pick-ups and



L. M. Heineman

microphones to the jobber trade. Two complete factory plants will continue to serve the eastern and western territories, the eastern plant at 4900 West Grand avenue, Chicago, and the western plant at 236 South Verdugo road, here.

"Permoflux has decided to enter the jobber field," Mr. Heineman said, "because we feel that we have the most complete line of loudspeakers ever offered the jobbers. We are able to supply this complete line due to the varied types and sizes of speakers which Permoflux designs for and supplies to the radio set manufacturers."

Permoflux, in addition to the standard line of permanent magnet and electro magnet speakers, will have a high-fidelity deluxe line and a complete stock of matching output transformers.

Like all of Permoflux's electronic and acoustical products, the jobber line will be engineered to the highest performance standards, Mr. Heineman stated. Because of modern and efficient manufacturing methods and quality control systems, a uniformity in production of acoustical devices has been shown in the past and will continue in the future, it was stated.

MOTO-RADIO IS NAMED TRAV-LER DISTRIBUTOR

CHICAGO, ILL., Thursday—The Trav-Ler Radio Corp., this city, has appointed the Moto Radio Distributing Co., 5732 Baum boulevard, Pittsburgh, Pa., as distributor of Trav-Ler radios and phonographs in the territory comprising Pittsburgh and the surrounding territory, it was announced here yesterday by I. Edelstein, vice president of the manufacturing concern.

The Moto Radio Distributing Co. has been established in Pittsburgh for some time and merchandises electrical appliances in addition to radios.

Intelligent Marketing and Good-Will Essential to Industry, Speakers Say

DON MITCHELL AND R. S. PEARCE ADDRESS UTILITY MEN
Sylvania President Stresses Need for New Vision and Imagination for Creation of Greater Markets for American Goods—General Electric Official Scores Methods Employed by Some Business Groups.

ATLANTIC CITY, N. J., Thursday—Executives of Sylvania Electric Products, Inc. and General Electric Co. were among the speakers at yesterday's annual meeting of the Edison Electric Institute here.

Don G. Mitchell, president of Sylvania, discussed the importance of marketing to the nation's economic welfare, and Robert S. Pearce, vice president of G-E, criticized the methods employed by the National Association of Manufacturers in telling industry's story to the public.

Production is no longer a problem for American industry, Mr. Mitchell declared. At the same time, he termed marketing the greatest challenge facing this nation's business.

More efficient production methods will help to lower prices, the Sylvania president said. However, to move goods, industry will be obliged to employ aggressive selling methods. "To bring to market profitably a vastly greater production than ever before is not a problem that can be solved by the old rules," Mr. Mitchell said. "For the job ahead, we need new vision, new imaginations, new daring and new methods."

"As production increased over the past two years, the picture began to change from an insistent demand to a price strike or some other form of buyer reluctance. Today we are in a

recession. Already prices have begun to break and buying resistance has stiffened to such an extent that in some lines where the need is great, such as housing, sales have suffered tremendously.

"There is still a backlog of desire. People have merely changed from eager buyers at any price to cautious purchasers who will be won only by worthwhile values and intelligent marketing. Now is the time to encourage your commercial departments to get going, particularly in those markets where you have had little or nothing to sell for the last five years. It takes time to build up sales momentum."

In his address, Mr. Pearce declared that if American business is to win converts to its way of thinking, it must rely more upon personal contacts than persuasion directed to the masses through mass media. "The people will never know business with a big 'H' through such methods," he said.

Mr. Pearce urged the addition of less imposing but more realistic activities on a community level—some back yard conferences where you slip over to the neighbor's after work and let him get to know you. He recommended as the first step in such a program of "humanizing industry" the practice adopted by General Electric of first informing employes who can speak with authority to the man next door.

TAXES ON APPLIANCES HELD DISCRIMINATORY

WASHINGTON, D. C., Monday—Excise taxes on electric and gas home appliances were declared discriminatory by Charles T. Lawson, chairman of the excise tax committee of the National Electrical Manufacturers Association, when he appeared last week before the House Ways and Means Committee. Taxes are levied on some products and not on others in almost identical classifications, he said.

Mr. Lawson, who is vice president of the Nash-Kelvinator Corp., maintained that if there is no possible way to eliminate excise taxes, then all kindred items, whether electric or not, should be taxed equitably. As examples of present tax inconsistencies in the major appliance field, he pointed out that while electric flatirons, used in millions of homes are taxed, electric ironing machines, selling for more than ten times as much are untaxed.

Also exempt, he said, are vacuum cleaners, washing machines and electric or foot-driven sewing machines. Electric and gas-operated household refrigerators are taxed while ice refrigerators and electric home freezers are not. Electric, gas and oil cooking stoves are

taxed, he added, but not wood and coal stoves.

These taxes, Mr. Lawson continued, make sales to low-income purchasers more difficult and are a burden to businessmen, especially the small businessman, who has to bear a large portion of the cost of collection by employing highly trained personnel to interpret the complicated regulations, compile records and make returns.

Trade-In Allowance Back In Vacuum Cleaner Field

Trade-in allowances on used machines have been revived by New York City and New Jersey distributors and dealers of Premier Vacuum cleaners, it was learned last week.

This allowance, discontinued since May 1942, has been reinstated because the trade is "not only selling against orders," a spokesman for New York distributor said. All brands of cleaners are now off allocation or approaching the point where supply will equal demand, he said.

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



YOU GET ALL THREE FROM

Admiral

in the...

New

MIRACLE Tone-Arm

*The greatest advance in high fidelity record reproduction
since the invention of the automatic changer!*

Now . . . based upon a wartime secret formula, Admiral engineers have developed an ultra sensitive energy converter. Encased in a permanently sealed all-plastic cartridge, which snaps into Admiral's "Miracle" Tone Arm, this record playing sensation requires no coil, crystal, filament or special tube. Reproduces complete bass to treble tone range with amazing fidelity at both high and low volume. Bans needle scratch, hiss, "talk-back." See and hear it, today . . . ask your Admiral distributor.

Admiral Corporation { World's Largest Manufacturer of Radio-Phonographs
with Automatic Record Changers

Radio Industry Makes Plea For Removal of Excise Tax

(Continued from Page 3)

fore, look for much cost saving in this direction.

"A cut in Federal excise taxes remains the only practical alternative which the industry has to brake the upward trend in prices."

Mr. Gerl declared that continuation of the radio excise tax will hamper the development of FM and television broadcasting and may push radio prices higher than at present. The tax is an excessive burden on the industry, administratively is difficult to collect, yields a relatively low percentage of excise tax returns, and is a serious deterrent to radio's use as an informational and educational medium, he declared.

"The 10 per cent manufacturers' excise tax on radios and phonographs—and all the component parts associated with such equipment—has the practical effect of increasing prices, thereby directly decreasing sales, production and employment in radio factories," Mr. Gerl continued.

"In the case of FM, where the industry is especially anxious to produce FM sets in quantity at the lowest possible price—and where the FM stations are

most anxious to increase the size of FM audiences—the tax is equally harmful since it tends to increase prices and thereby discourages the purchase of FM sets. This obviously works to undermine the efforts of the Federal Communications Commission in encouraging the growth of FM stations and FM audiences."

While television receivers alone are not subject to the excise tax, Mr. Gerl pointed out that sound reception equipment that forms a part of the combined radio-television set is taxed.

"The days when a radio was considered a luxurious addition to a well furnished home are probably gone forever," the RMA spokesman said. "Today radio is a necessity for most families."

The radio industry has always been a low-priced, mass production industry, Mr. Gerl continued, and it is believed that removal of the excise tax would result in greater production and employment—"all of which, by augmenting the incomes of companies and individuals, should result in greater tax income to the Federal Government."

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

Exclusive Wholesale Distributor
of DYNAVOX
 for the Metropolitan New York Area
 including the counties of New York, Bronx, Kings, Queens, Richmond and Nassau and Suffolk counties in Long Island.

SANFORD ELECTRONICS CORPORATION
 WHOLESALE DISTRIBUTORS

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

Mrs. Peterson Appointed To Boston Appliance Post

BOSTON, MASS., Monday — Mrs. Madeline Peterson is now home service director for White's Electrical City, the store announced today. In this newly created post, she will supervise the demonstration of electric washers, gas and electric and other appliances.

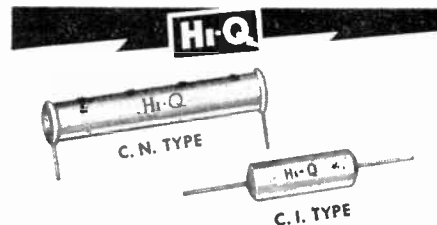
Mrs. Peterson was formerly a demonstrator for an appliance manufacturer.

Williams College Awards Degree To Charles Wilson

WILLIAMSTOWN, MASS., Sunday—Charles E. Wilson, president of the General Electric Co., received the honorary degree of Doctor of Laws at the 157th commencement ceremonies of Williams College, held here today.

Isaac F. Ham Is Dead

Isaac F. Ham, New York representative and application engineer of the York Corp., manufacturer of refrigeration and air conditioning equipment at York, Pa., died yesterday at Columbia-Presbyterian Medical Center, New York. He represented the York Corp. here for thirty-five years.



CERAMIC CAPACITORS
ELECTRICAL REACTANCE CORPORATION
 FRANKLINVILLE, N. Y.



THE FINEST NAME IN AMPLIFIED PHONOGRAPHS

Dynavox

The SWINGMASTER
 Outstanding for low-priced entertainment... Compact, 2 tubes, 110V AC, 60 cycles... High-fidelity crystal pickup... 5" Alnico V Speaker... Console quality tone... Handsomely designed 2-tone solid wood cabinet... Truly an achievement in popular phonographs.

The BOLERO... Model AP-514
 Acclaimed for Performance! A beautiful Phonograph, rich in quality, tone, and design... Plays 12-10" or 10-12" records... 3 tubes... 110V AC, 60 cycles... Milwaukee foolproof automatic record changer... 6½" Alnico V Speaker.

Housed in a deluxe portable case with automatic stay hinges. Covered with lustrous DuPont simulated leather.

Dynavox CORPORATION
 40-05 21 ST., LONG ISLAND CITY I, N. Y.

A few territories still available. Write for particulars.

SOLD THROUGH AUTHORIZED DISTRIBUTORS

MULTIPLY YOUR MOVES WITH alliance MOTORS

BE WISE MOTORIZE

● Millions of Alliance Phonomotors made for the radio industry bring mass-production "know-how" to the manufacture of Alliance Powr-Pakt Motors... motors from less than 1-400th h.p. on up to 1-20th h.p.

And so, besides driving turntables, record changers and tuning devices, Alliance motors are vital power links in modern operations which call for more motion — remote control — automatic action!



alliance MOTORS IN MIND

WHEN YOU DESIGN... KEEP alliance MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

MILWAUKEE

MILWAUKEE, WIS., Monday — Paul B. Reed, of the Perfex Corp., has been elected chairman of the Milwaukee section of the American Society of Refrigerating Engineers. Other officers include J. H. Mikula and E. J. Kocher, vice chairmen; A. Huenecke, secretary, and F. E. Gaedeke, treasurer.

There is a move now on in the Milwaukee city common council to license refrigerator repairmen. A proposed ordinance would make a license necessary for all persons "installing, altering, repairing, servicing or adding to any mechanical refrigeration unit," with a few exceptions allowed.

Arthur H. Gossfeld, associated with the Froemming-Gossfeld Co. for the past fifteen years and widely known in music store circles, has joined the Broadway House of Music, 727 North Broadway. Active in the music business since 1918, Mr. Gossfeld began his work with the old William A. Kaun Music House.

The three Schuster stores drew large crowds at a recent radio and appliance exposition, featuring Westinghouse radio receivers and appliances. Public reaction was reported excellent.

Hugh W. Randall, president of the J. B. Bradford Co., attended the National Association of Music Merchants' convention in Chicago. Mr. Randall is a member of the board of directors and of the executive committee.

More than 100 Milwaukee businessmen are planning a Spring Trade Tour of Wisconsin cities in the interests of all Milwaukee business lines.

Philco portable radios are enjoying a nice sale at the National Radio & Appliance Store, 201 W. Wells street. With the vacation season now at hand, these sets are attracting much favorable interest.

A new Wisconsin concern is Madison Sales, Inc., of Madison, with 180 shares of stock at \$100 per share. The firm will operate an automatic radio vending service. Incorporators include Philip Plath, Louis Anthon and Harold J. Sherry.

A nice window display of record albums is attracting much public interest at the Reible Record & Appliance Shop, Beaver Dam. Nice displays and persistent advertising have given the proprietor, William Reible, a large and steady clientele, both in recordings and in radio and appliance sales.

The Radio Service Co., Madison, has built up a large radio following with three 15-minute programs each week, featuring the records of popular dance bands. In addition to radio and record sales, the company also does a large business in all types of recordings.

—BERT REICHERT.

TO GATHER THE NEWS FOR YOU—

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

Sam F. Arn, Jr., Named Majestic Service Head

ELGIN, ILL., Thursday — Sam F. Arn, Jr., has been appointed service manager for Majestic Radio & Television Corp., this city, it was announced this week by E. A. Tracey, president. Mr. Arn joined Majestic during the

latter part of the war, in the capacity of project engineer in charge of Navy Radar and special weapons engineering. Since the conclusion of the war, he has been in charge of frequency modulation design for the Majestic firm.

Mr. Arn succeeds Paul Sperling, who is rejoining the Atomic research project at Los Alamos, N. M.

Dynamic Sales To Market A Larger Television Kit

Sid Teich and Dr. M. Berinsky, head of Dynamic Sales, Brooklyn, announced last week that they have a new and larger television kit in preparation which they will market in the near future.

A ♠
Lear Radio-Phonograph, table model in hand-rubbed mahogany veneer. AC superheterodyne. Alnico speaker for fine tone and volume. Automatic record-changer plays 10" and 12" records.

A ♣
Lear "Chairside" Radio-Phonograph, only 30" high. In handsome mahogany veneer. World-wide bands. AC superheterodyne. Automatic record-changer. Record storage. De Luxe Alnico speaker floated in special "breathing" chamber.

a pair of Aces

From their first appearance, these two "Aces" of the Lear line have caught buyers' eyes. Good sense told them here were buys that represented sound radio values. Now we have to keep stepping to supply enough of them.

That's true of all Lear Radios. People like their looks. They listen. They buy.

It's because deep-rooted quality shows up clearly in their performance. All our habits for fine manufacture — learned through 17

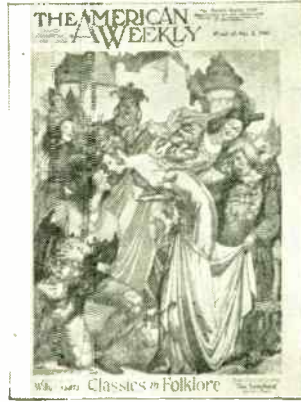
years of building aircraft radios — can't help but be reflected in these home radios.

So dealers are finding Lear Radios sell easily — and, most important, stay sold. They're not harried by constant calls for service.

Yes, the Lear Franchise really pays off. Maybe you'd like all the details about it. If so, write LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N. W., Grand Rapids 2, Michigan.

Coming! The Lear recorder — "The Wire that Remembers"

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



1,000,000,000 MESSAGES



Largest List of National Magazines Ever Used
 Never before in the radio industry has there been such a mass advertising schedule in leading national magazines.

Emerson

In a continuous, hard-hitting series of dramatic advertisements—with powerful point-of-sale promotion—Emerson Radio is promoting the merchandising and profits of all Franchised Dealers.

Lead with the

EMERSON RADIO AND PHONOGRAPH CORP., New York 11, N.Y.



WATCH FOR THE MONTHLY FEATURES IN FACTORY MAILINGS



BACKING NEW LOW PRICES

Featuring Emerson Radio Sets of the Month

Every week — every month — it spotlights a selected group of Emerson Radio sets and boosts the entire line.

Radio



Supplementing the recent announcement of NEW LOW PRICES of selected models, this campaign is a VOLUME BUILDER for the entire trade. Ask your Emerson Radio distributor how you can capitalize it.

Leader in '47

WORLD'S LARGEST MAKER OF SMALL RADIO



TIE UP WITH THIS MIGHTY PROMOTION IN YOUR BEHALF



CLEVELAND FIRM HAS NEW FM ANTENNA FOR APARTMENTS, STORES MULTIPLE - OUTLET DEVICE

**Claim Made That Single Antenna
Will Accommodate From 50 to
Several Hundred FM Sets.**

CLEVELAND, OHIO, Monday—From fifty to several hundred FM sets can be used on a single multiple-outlet antenna which has just been developed by the Industrial Electronics, Inc., a subsidiary of the Brownie Radio Service Co., 1825 East 18th street, here.

This new antenna is especially designed for apartment houses and department stores where a large number of FM sets might be in use and where it would not be feasible to erect the special antenna required for good FM reception, for each set.

The initial installation, consisting of fifty outlets, is now under way in a department store, according to Maurice Kopf, general manager of the company, and several more installations are being contemplated.

While the local company which engineered the new antenna will make installations within a fifty mile radius of Cleveland, the installation will be available at other points in the nation by means of a packaged set-up containing all of the necessary materials and in-

structions which would enable any competent radio man to install it.

The importance of a good antenna for FM radio sets was brought out in a recent poll conducted by one of the newspapers here. It was revealed that there are now between 4,000 and 5,000 FM sets in Cleveland, and that 87 per cent of these are getting unsatisfactory reception. None of the 87 per cent have an outside antenna, while the 13 per cent which reports good reception all have outside antenna for their sets.

Engineers of the electronics concern have been working on the multiple-outlet FM antenna for the past year under Mr. Knopf's supervision.

Currently, they are developing a similar system to permit the use of a large number of television sets on one antenna which is expected to be completed in a matter of months.

A new dealer participation radio program featuring Temple radios was recently instituted here under the sponsorship of the K. & F. Distributing Co., reports Morris Friedman.

Two, 15-minute programs of recorded music are broadcast each day from station WHK, with one of ten local retailers of Temple radios plugged on each program.

The ten participating dealers are Greene Rug Co., Grossberger Furniture Co., Summers Electrical Appliance Co., Forest Hills Appliances, Inc., Jack Belkin Furniture Co., Bedford Radio, Janas Bros. furniture, Cole Furniture Co., Home & Industrial Heating Co. and the Halle Appliance Co.

K. & F. Distributing Co. has added

several new items to its line including fans and heating equipment, Harrison steel kitchen cabinets and water heaters, and Boro wood kitchen cabinets.

Four new men have also been added to the sales staff recently. These are William Walsh, in the Akron territory; Robert Steffens, in the Mansfield territory; H. Clay Baker, and Kari Morlock, in the Cleveland area.

—EVELYN BAILING.

Appliance Wholesalers Sales Up Over Last Year

WASHINGTON, D. C., Wednesday—Sales by independent wholesalers of appliances and specialties during the month of April were 73 per cent ahead of volume reported by these firms in the same month of 1946, according to figures just released by the Bureau of the Census of the Department of Commerce. April volume was 14 per cent ahead of March, 1947.

Independent wholesalers of all type reported a sales gain of 24 per cent in April over April, 1946, and a 2 per cent gain in April of this year as compared with March.

For the first four months of this year, independent appliance and specialties jobbers showed gains averaging 94 per cent over sales for the first four months of last year, and inventories were up 87 per cent in April compared with April, 1946.

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

TRAVEL WITH
TRAV-LER

RADIO

Headquarters for
FLORIDA

For Details of the
TRAV-LER LINE
CONSULT

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

Birkel-Richardson Co. Opens Branch Outlet

LOS ANGELES, CALIF., Friday—The Birkel-Richardson Co., local radio-music retail organization, has opened a branch store in Alabama, it was announced this week. The store is located on Main street, and will be managed by R. S. Fischer. Radio, records and musical instruments are featured.

Known the World Over!





















LEADING manufacturer of phonograph pickups and cartridges. The Astatic Corporation has for years supplied many leading manufacturers with these important parts. Engineers generally, therefore, are familiar with Astatic products . . . their dependable construction . . . and operating efficiency. If you are interested in special literature concerning Pickups, Cartridges, or Microphones, check and mail this advertisement with your name and address.

THE Astatic CORPORATION
CONNEAUT, OHIO
IN CANADA - CANADIAN ASTATIC LTD. TORONTO, ONTARIO

Astatic Crystal Devices Manufactured under Brush Development Co. patents

SPOT CASH

To Manufacturers — Jobbers — Dealers
for

SURPLUS RADIOS

[ALL TYPES]

and LARGE ELECTRICAL APPLIANCES

In Original Cartons

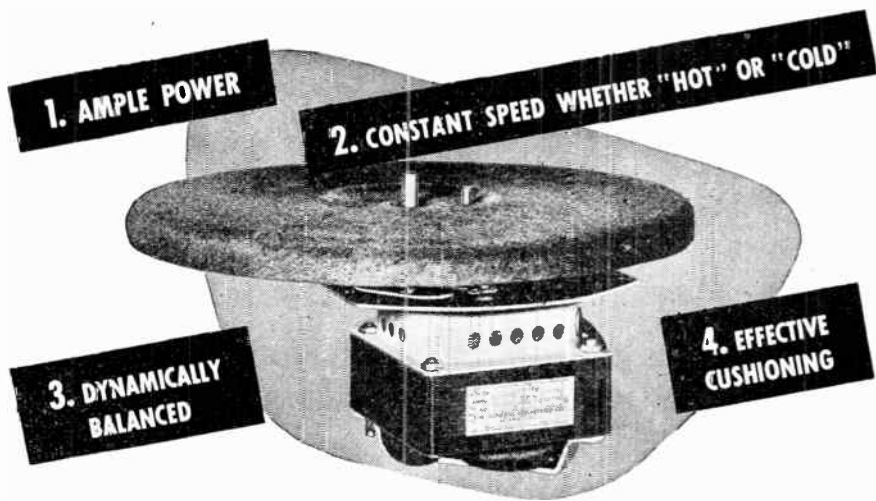
No Quantity Too Large or Too Small

Financial References: Harvard Trust Co., Cambridge, Mass.

WRITE — WIRE — or PHONE

FREDERICK P. ALTSCHUL

95 Washington St., North Boston 14, Mass.
Phone: LAfayette 0665



Model GI-RM4 Recording Motor (78 RPM)

Smooth Power ... AND PLENTY OF IT!

These four important features of GI-RM4 Recording Motors assure high recording fidelity, because:

1. AMPLE SMOOTH POWER meets every recording (or play-back) requirement.
2. CONSTANT SPEED, whether motor is "hot" or "cold" prevents instantaneous speed changes.
3. DYNAMICALLY BALANCED . . . each rotor is dynamically balanced in special built instruments.
4. EFFECTIVE CUSHIONING throughout motor guards against vibration dangers.

Send for details on additional advantages of GI-RM4 Recording Motors . . . and on the complete Smooth Power line of phonomotors, recorders and combination record-changer recorders.



DEPT. MW • ELYRIA, OHIO

NEW TELEVISION AND RADIO RECEIVERS CENTER OF INTEREST AT MUSIC MERCHANTS' EXHIBITION

STRIKING RECEPTION DEMONSTRATIONS ARE FEATURED

RCA Victor, Musitron, United States Television, Pilot Radio, Wilcox-Gay, General Electric, Ansley, Hallicrafters, E. M. Ward, Audar, Brush, Freed, Bendix and Others Demonstrate Their Wares.

CHICAGO, ILL., Friday—The 1947 trade show and convention of the National Association of Music Merchants, held in the Palmer House, here, June 2 to 5, was big—big in size, in quality, in attendance, and in the number of new products shown for the first time. The allied trade groups poured out a wealth of exhibits that filled the big fourth floor exhibition hall, the club floor, and the sixth, seventh and eighth floors of the hotel.

With particular reference to the exhibits of the radio and television manufacturers, a tour of the showings revealed the following:

RCA Victor gave what was probably the most striking demonstration of the show, to point out the faithfulness of reception and reproduction of its radio receivers. In a special audition room was set up a grand piano, a "Crestwood" RCA Victor receiver, and a small low-powered broadcasting unit. In another part of the hotel was another grand piano, tuned exactly with the one in the audition room. For purposes of demonstration the talents of Misses Marie Carlisle and Barbara Wayne, NBC and CBS piano team, were utilized, one playing in the studio, the other in the audition room.

The two young ladies alternated in playing the same number at the same time, without a break. The audience was asked to close their eyes and guess when each was playing, since the studio pianist was heard via the portable broadcasting unit in the audition room. No difference was discernible to most of the audience at each demonstration—a tribute to the "Crestwood" and to the striking similarity of style of the two pianists.

The Musitron Co. of Chicago featured its new model 102 portable electric phonograph, characterized by Jerry Rissman, sales manager, as "truly a portable," due to its light weight. It lists at \$22.95. Another Musitron

product was an inexpensive record demonstrator with new static permanent needle and Q. T. M. cartridge. It has a stipple finish, highly resistant to scratching and other abuse that might come from use in record store booths.

U. S. Television Mfg. Corp., New York, showed its complete new 1948 line, including receivers designated by Lance C. Ballou, Jr., promotion manager, as utilizing the largest screen offered by the industry—29x19 inches in size. One of these—the Tavern-Telesymphonic—includes a radio receiving AM, FM and short wave, but without record changer, and listing at \$1,995. The Telesonic home consoles, listing at \$895, include AM, FM, short wave and record changer. In this case the screen is also 25x19 inches in size, a total of 475 square inches.

New items in the exhibit of Pilot Radio Corp., Long Island City, N. Y., included the model 521 table radio with AM and FM, listing at \$107.50, and, among older models, the 411 table model AM and short wave, the 571 and 572 three-way portables with AM and short wave, and the 704 table model in beetle-ware plastic with AM and short wave.

The pride of the Wilcox-Gay Corp., Charlotte, Mich., was its very new "Coronet" model 7D42 home recorder, a beautifully housed console job with two turntables—one for recording, the other for automatic record changing, with eleven-tube radio, four of which are multi-purpose. This product permits microphone recording, radio recording, phonograph and public address system. Deliveries on this model are expected in September at a list price of \$575.

General Electric featured its "Musaphonic" line of consoles with AM, FM, short wave and record player. This line is being sold direct to dealers by G. E. It is housed in a number of beautiful cabinets, the most outstanding being the "Westchester," of white ash, with a "basket weave" design on the two large

front doors. This cabinet originated in California, and the model in this case will sell at approximately \$850.

New in the display of Webster-Chicago Corp. was the model 65 portable record changer, and the model 66 portable amplifier and speaker, each listing at \$49.95, and \$52.45 west of the Rockies. The model 65 is this firm's model 56 mounted in an attractive luggage-type carrying case, playing ten 12-inch or twelve 10-inch records with the cover closed. It plays through a radio or amplifier system, and weighs twenty-four pounds. The model 66 portable amplifier

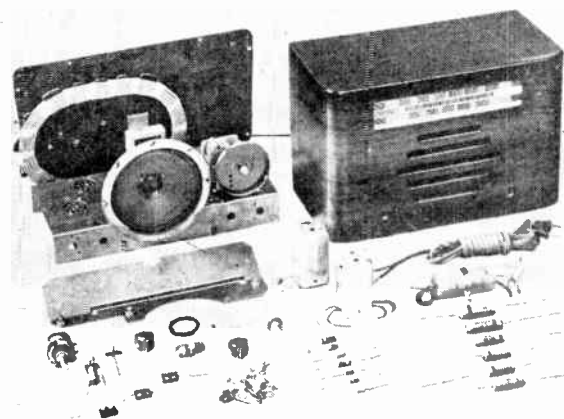
and speaker has an eight-inch speaker and four-tube amplifier.

Something distinctly new was the Dynatone piano of Ansley Radio Corp., Trenton, N. J. This instrument, as explained by J. Cameron Gordon, sales manager, is an electronic piano, can be played in conventional style, incorporates in a lower right-hand position an Ansley radio for AM, FM and short wave; automatic record player in the lower left-hand portion of the cabinet, with Webster changer, and lists at

(Continued on Page 18)

CUSTOM BUILT ELECTRONIC RADIO KIT

5-TUBE AC-DC SUPERHETERODYNE



Handsome Walnut Veneer Cabinet 11 3/4 x 7 1/4 x 5 3/4

High Gain Built-In Loop
5" Alnico # 5 PM Speaker
Complete Wiring Instructions
Pictorial Diagrams
Schematic Diagrams

Made to Illustrate
Basic Receiver Design
and
Servicing

List Price **\$24.95**

MR. JOBBER:

This item is ideal for sale to
RADIO SCHOOLS • BOY SCOUTS
RADIO CLUBS and
VOCATIONAL SCHOOLS,
etc.

Individually Boxed

Sold Through
Authorized Jobbers
and Distributors Only

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

CONNELLY TO HANDLE BENDIX RADIO LINE IN SEATTLE AND SPOKANE

BALTIMORE, MD., Thursday—Appointment of the F. B. Connelly Co. as distributor of Bendix radios in the Seattle and Spokane, Wash., territories has just been announced by J. T. Dalton, general sales manager for radio and television, Bendix Radio Division, Bendix Aviation Corp., this city.

Operations are headed by Kenneth A. Connelly, president, and Frank C. Porter, vice president and general manager, from their Seattle headquarters. In order to serve the territory adequately on Bendix radio, the Connelly organization is opening a Spokane subsidiary to be known as F. B. Connelly Co. of Spokane. Frank G. Connelly is head of the Spokane concern and Keith Davis is manager of the radio department.

This sixty-year-old wholesale organization is highly organized on a divisional basis, Mr. Dalton declared. The radio division will travel its own salesmen and handle its own promotion and advertising under Mr. Davis. The home facilities of the organization are among the finest, Mr. Dalton stated. A modern building opened last October contains complete office and warehouse facilities.

Open house will be held for all radio dealers in the Seattle territory on June 16-17.

Although the F. B. Connelly Co. has an extensive Oregon operation under W. L. Bowden, vice president and general manager, Bendix Radio will retain its present wholesaler in that region, the Household Distributing Co., Portland, Ore., Mr. Dalton announced. The Connelly concern also distributes major appliance lines. In addition to Seattle and Spokane, Connelly will also provide Alaskan distribution for Bendix radios.

Elliott P. Henry Joins Herald-Tribune's Staff

Elliott P. Henry has joined the national advertising staff of the "New York Herald-Tribune" and will assist John Crockett on classifications covering radio, television, tobacco magazines, newspapers and advertising agencies, it was announced this week.

Mr. Henry was formerly labor relations manager for the Wright Aeronautical plant in Wood Ridge, N. J., and prior to the war was a member of the advertising agency of Clements, Thomas & Hardy, Inc. He was with the advertising sales staff of "House Beautiful" and "Better Homes and Gardens" for thirteen years.

Makes Assignment

The Pyramid Refrigeration Co., Inc., 1311 Myrtle avenue, Brooklyn, N. Y., household appliance concern, has assigned its assets to Bernard Weinstein, 15 Brighton Fourth Terrace, Brooklyn.

U. S. TELEVISION URGES A REDUCTION IN PRICES BY PARTS SUPPLIERS

The United States Television Manufacturing Corp., New York, has written to all of its suppliers requesting that they make every effort to reduce prices "as a means of re-stabilizing our national economy." The company points out that it has reduced the prices of

its television receivers to the public in response to the challenge of President Truman to lower prices.

"While our price reductions are now an accomplished fact, the real success of our effort must inevitably depend upon the co-operation of our suppliers," the letter states.

"Since we have found that increased production and an improved and regular flow of material deliveries to us has resulted in markedly lowering our overhead costs due to elimination of

constant stoppages on the line and lessened procurement expense, unabling UST to come out with equal profits at the lower price, we are sure that the same condition obtains in our suppliers' plants.

"We therefore make the urgent plea on behalf of the buying public and increased production, that your quotation reflect the trend we are so determinedly trying to achieve. Our new policy has already been greeted with marked success."



ARVIN

TWO NEW



RETAILERS ASSISTING IN COAST PROMOTION FEATURING FM RADIO

SAN FRANCISCO, CALIF., Saturday—A special FM promotion and demonstration just concluded in this city by the Philco Corp. in cooperation with Station KJBS-FM, here, has been concluded with excellent results, it was revealed today by John B. Parsons,

Western division merchandise manager for Philco. "They came, they listened, they bought," is the way Mr. Parsons tells his story on the promotion in which the factory, the local distributor—Thompson & Holmes, Ltd. and several retailers cooperated.

Extensive newspaper advertising was employed during the drive. Dealers participating included Sherman Clay, which operates a chain of quality radio-music shops on the Pacific Coast; Charles Brown & Sons, 813 Market street; Of-

fenbach's, 1452 Market street, and Long's.

Station KSBJ is the first commercial FM station in the San Francisco Bay area.

Zenith Shipments High

CHICAGO, ILL., Thursday — The Zenith Radio Corp. shipped \$11,900,000 worth of radios, at retail value, during the month of April, the company announced this week.

JOHN KING IS FETED AT FAREWELL DINNER BY RCA ASSOCIATES

LANCASTER, PA., Thursday — A farewell party in honor of John King, Jr., manager of the local Radio Corp. of America plant, who has been transferred to a similar post at the Harrison, N. J., RCA Victor tube factory, was held Monday night at the Hotel Brunswick, here, with more than 100 guests in attendance.

W. H. Painter, of the sales department, served as toastmaster, and several short addresses were delivered by associates. Earl M. Wood, manager of manufacturing at the Lancaster plant, paid tribute to Mr. King's loyalty to the company and his efforts toward making the local plant the best of its kind in the world.

Douglas Y. Smith, who succeeded Mr. King as manager here, spoke of the latter's accomplishments here during the past five years. Harold Vance, manager of the industrial sales department, and Dr. Dayton Ulrey, head of the engineering department, both spoke of Mr. King's co-operation with their departments in the production of tubes.

Communications were read at the dinner from L. W. Teegarden, vice president of RCA in charge of the Tube Department, and H. F. Randolph, manager of manufacturing of the RCA Victor Tube Department. Both sent congratulations to the guest of honor on his promotion to the managership of the Harrison plant. Mr. King was presented with a number of gifts by his associates.

G-E Making High-Powered Television Transmitter

SYRACUSE, N. Y., Friday — The General Electric Co. transmitter division in this city will supply the highest powered television transmitter now made and other basic television station equipment to WGN, Inc., for its new video transmitter site on top of the Tribune Tower, Chicago.

Receipt of the order, which exceeds \$225,000, was announced here today by Philip G. Caldwell, sales manager of the division. Now in production, this transmitter will enable programs to be projected for a radius of forty-five miles.

WGNA expects to have a test pattern on the air by late October and to be ready for limited commercial operation by January, according to Carl J. Meyers, director of engineering for WGN, Inc.

Receiver Is Appointed For Lynbrook Retailer

A petition in bankruptcy has been filed against Wilbert H. Smith, trading as the Model Home Appliance Co., 281 Merrick road, Lynbrook, L. I., retail radio and appliance firm. Federal Judge Byers has appointed Kenneth Vought, 8 W. Merrick road, Freeport, receiver in bond of \$1,000.

THESE NEWEST ADDITIONS
to the Arvin line have

Eye-Appeal

Play-Appeal

Price-Appeal

They'll be fast-stepping numbers
in this fast-moving line.

Lowellies

● The Arvin 140-P — a hot number in any weather! The market is big as all outdoors and the low price is an added charm! Top, bottom and grille are metal, finished in silver-grey in pleasing contrast to the tan middle section of weather-proof, crack-proof laminate. Four miniature tubes plus rectifier. Model 140-P—List \$34.95 plus batteries.

● The Arvin 150TC — Here's a winner in any company! The most in radio in the least space at the lowest price. Time-proven, dependable automatic record changer. Five miniature tubes plus rectifier. Heavy-duty 5 1/4" Alnico V PM speaker. Resistance-coupled R.F. stage. Beam power output. Unique chassis design provides greatest compactness and handy service accessibility. Beautiful cabinet in either full-grained mahogany or walnut veneer with artistic escutcheon and control knobs. Overall size only 14 7/8" wide by 16 5/8" deep by 9 1/2" high. Model 150 TC (walnut or mahogany veneer)—List \$89.95. *All prices slightly higher in zone 2.*

ARVIN SETS THE PACE :: LEAD WITH ARVIN!



... the name on many fine products from

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA



The ARVIN Mighty Mile—Lowest priced superhet on the market today, with unbreakable cabinet. Brown only \$14.95, Ivory \$15.95.

The ARVIN 544 — Beauty, performance, compactness and low price sell this model like hot-cakes! Walnut only \$19.95, Ivory \$21.95.



The ARVIN 552 — Plays its way into anybody's heart, and pays its way over and over on your sales floor! Walnut \$24.95, Ivory \$26.95.

The ARVIN 664 — This favorite is truly a radio for "upstairs, downstairs, all thru the house." You'll like the way it sells! Walnut \$29.95, Ivory \$36.95.

P I L O T R A D I O

YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS

NEW TELEVISION AND RADIO RECEIVERS CENTER OF INTEREST AT MUSIC MERCHANTS' EXHIBITION

STRIKING RECEPTION DEMONSTRATIONS ARE FEATURED

RCA Victor, Musitron, United States Television, Pilot Radio, Wilcox-Gay, General Electric, Ansley, Hallicrafters, E. M. Ward, Audar, Brush, Freed, Bendix and Others Demonstrate Their Wares.

(Continued from Page 15)

\$1,250. A feature of the piano is that its volume can be lowered for practicing, or to keep from annoying neighbors. Another Ansley innovation was the "Salem" model radio-phonograph console combination with AM and FM. A unique feature of this set is an arrangement whereby, at push of a button, the record player, rolls out within reach, and rolls back at another push. This operates by an electric motor that acts only when the set is turned on.

The Hallicrafters Co. displayed its "Dreamboat" combination console, which will sell at around \$1,000. This all-in-one embodiment of electronic versatility incorporates a radio receiver for AM, FM, short wave in the 5.8-18 range and spread bands 9-12 and 15-18, and featuring automatic frequency control on FM; record player handling intermixed records, and wire recorder that records from records, radio and microphone.

E. M. Ward Co., Chicago, displayed two Fox record cabinets. One was a single-tier cabinet, 20 inches high, in mahogany, walnut, harvest and ebony lumber (not plywood), the other a double-tier cabinet 31 inches high, in lined oak, harvest, mahogany, walnut and ebony, listing at \$59.50.

In addition to its full established line of portable, table and floor model radios and combinations, the feature of the Stromberg-Carlson exhibit was this firm's new television receiver. Like all products from the Rochester factory, the video set exhibited typical Stromberg-Carlson quality, and was the focus for a constant flow of television-conscious dealers, distributors and other manufacturers.

In this connection it is pertinent to repeat an observation made concerning television during the NAMM show. Lance C. Ballou, of U. S. Television, stated that he had been impressed by the number of dealers seeking franchises for video receivers in territory where television reception is not yet available. It is evidence, he said, of the awareness of dealers as to the coming importance of this art, and the part it will play in their business when television reaches their communities.

Audar, Inc., Argos, Ind., displayed its model RE-8 portable disc recorder. This item is designed for making recordings of voice and music on acetate discs, and includes the Audar High Fidelity re-

coding-playback amplifier, at speeds of 78 and 33 $\frac{1}{3}$ RPM. It lists at \$129.95. Another product of this firm which is enjoying big sales are its ivory and black plastic models of a four-tube and rectifier small radio, the former listing at \$16.95, the latter at \$14.95. It is an AC-DC receiver with built-in antenna.

Another new recorder was that of the Brush Development Co., Cleveland. Called the "Soundmirror" magnetic ribbon recorder, it utilizes a ribbon that can be "erased" and used over indefinitely. Twin caps permit recording of either one hour or $\frac{1}{2}$ hour on the same reel of tape, with a frequency response of over 9,000 cps on a $\frac{1}{2}$ -hour reel, and of over 4,000 cps on a 1-hour reel. The recording ribbon may be cut and spliced with "Scotch tape," and spliced sections cannot be detected when played back. This recorder also comes in a portable setup with the same features as described.

This show was the occasion for the announcement by Freed Radio Corp. of a reduction in price on its New World Hepplewhite model 32 radio-phonograph combination to \$695, and on the New World Sheraton model 30 to a like figure. These are AC sets. Introduced at this time was the former as an AC-DC set, listing at \$750, and the latter for AC-DC at a list price also of \$750. These are both 21-tube sets, including rectifier and tuning indicator, handling AM, FM and international short wave, and record player with Garrard DeLuxe automatic mixer record changer.

Bendix Radio Division of Aviation Corp. showed its 12-tube period model 1217-B, at \$379.50, and the 8-tube model 1518 at \$329.50. These are console radio-phonograph combinations, and demonstrations by E. J. Dykstra, manager of the Bendix Chicago office, proved their quality of output and undistorted tone at full volume. They incorporate reception of AM, FM and short wave radio.

—W. D. MORRIS.

Cardinal Electronics Co. Distributing Lee Radios

The Cardinal Electronics Co., of 1454 Plimpton avenue, Bronx, N. Y., is now distributing radios in the Bronx, Westchester and Connecticut areas, the firm announced this week.

The Lee 400, a set which retails at \$12.95, has been receiving a warm reception from dealers, it was said,

McDAVID, BIRMINGHAM, MARKS ANNIVERSARY; SALES HIT NEW HIGH

BIRMINGHAM, ALA., Friday—The R. P. McDavid Co., Inc., which distributes radios and electrical appliances in this area, announced this week that Bill Carroll has been appointed city sales manager and that the company just celebrated the thirteenth anniversary of its founding by completing the biggest sales year in its history.

Mr. Carroll is widely known in the electrical appliance field in the South. For the past eleven years he has been sales supervisor for the Birmingham Electric Co., a public utility here.

The R. P. McDavid Co., was incorporated in 1934 with a capital of \$5,000,

four employes and one major line. It now has a net worth of over \$170,000, has forty-seven employes and represents twenty-three manufacturers, Robert P. McDavid, president, said. Resident salesmen are maintained in Florence, Birmingham, Montgomery and Mobile.

A quota goal set at 2 $\frac{1}{4}$ million dollars in sales is being sought by the company for 1947, and a banquet is planned on June 30 to celebrate the achievement of the first half year's quota. It was also stated that during April, R. P. McDavid completed the largest month in its history, selling a total of \$215,527 worth of radios and appliances.

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

Where Do Little Battery Plugs Come From?

IMMEDIATE DELIVERY



J.F.D. is today one of the foremost manufacturers of popular battery plugs in America. Huge production facilities enable us to make IMMEDIATE DELIVERIES on all of the popular type replacement and general purpose battery plugs now in use, in quantities LARGE or SMALL! Our engineers are glad to help with special plug problems.

WRITE FOR DESCRIPTIVE LITERATURE

Jobbers' Assortment

MODEL BP-2000

Contains 2000 battery plugs. All types, properly assorted according to demand. Housed in 2-drawer all-metal cabinet. All technical data, battery plug schematic diagrams, and "Locator Chart" included. Room for 3000 plugs in this cabinet!

Model BP-2000 List Price Value \$235.85

Famous Servicemen's Kit

MODEL PB-100-MC

J.F.D.'s most popular kit with radio servicemen and dealers. Contains an assortment of 100 battery plugs, for practically every plug-in battery, including plugs with Fahnestock-type clips. Useful technical bulletin and plug schematic diagrams included. Housed in attractive metal box with hinged top. Can hold up to 300 plugs!

Model BP-100-MC List Price Value \$12.22

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

TRAINING PROGRAMS FOR SALES PERSONNEL HELD IN KANSAS CITY

EXPECT A BUYERS' MARKET

Graybar Electric Holds Classes on Hotpoint — Frigid - Automatic Washer Expected.

KANSAS CITY, MO., Saturday — District salesmen of the Graybar Electric Co. attended a three-day training program held by Hotpoint in this city, June 2 to June 4. The program, which was directed by Miss Elizabeth Lyman, home economist from the Hotpoint factory, was designed to give sales representatives thorough training in the use of sixteen Hotpoint appliances.

"Our fifteen district salesmen were taught to use the appliances just as customers will use them," Walter C. Dehold, merchandising manager of the lo-

cal office of Graybar, said. "The training course requires them to wash clothes, iron shirts, store foods in deep-freeze units, cook meals and eat the pies they bake. The purpose of the program is to teach our salesmen how to teach dealers who must instruct customers in the operation of appliances they buy."

The classes are the first of their kind to be held by Hotpoint in Kansas City since before the war. Earlier in the year, managers received similar training at the factory.

A farm equipment show for dealers in the Manhattan, Kans., territory was held May 27, by the local branch of the General Electric Corp. Six dealers attended the conference, which was directed by J. A. Watson, farm equipment specialist of General Electric.

C. J. Allen, district manager of Frigidaire Sales Corp., reports that the spotlight of interest in his organization is now on the new Frigidaire automatic washer which will be released locally early this month. District salesmen are now contacting dealers in the territory served by the local office to let them know when they may expect some of the new items for their stores. Later this month, dealers will be invited to presentation and training conferences at the Frigidaire Building in North Kansas City.

The program outlined for pre-sales promotion on the new washers has three purposes: to train dealers in sales promotion and demonstrations, to give service crews complete courses on repair and maintenance and to provide dealers with an adequate stock of parts for service departments.

"We believe," Mr. Allen said, "that a good way to present successfully a new item is to give the first users a lot of attention to help them secure maximum satisfaction from their purchases. They, then, will advertise to other potential users."

The local office of Frigidaire is still in a sellers' market, Mr. Allen said. Dealers' lists are as large as they were at the first of the year, and a real buyers' market is not expected before the last quarter of 1947.

T. Lewis Jones, plant extension engineer for the western Missouri and eastern Kansas area of the Southwestern Bell Telephone Co., has been elected chairman of the Kansas City section of the Institute of Electrical Engineers. The Kansas City section covers western Missouri and eastern Kansas.

DEALER NAME AND ADDRESS HERE

The above is Jensen Ad Mat No. 11 prepared for dealers to use in local publications. Available on request.

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

Other officers elected are: J. E. Barfield, St. Joseph, Mo., vice chairman, and P. A. Haas, Kansas City, Kans., secretary-treasurer.

Dave Burgard is now directing sales promotion for the local branch of General Electric Supply Corp. James McNaughton, who has been in this position, is now in the sales territory.

Walter C. Dehold, merchandising manager of Graybar Electric Co., is spending the first two weeks of June on a fishing trip in Minnesota.

Kenneth G. Gillespie, manager of Jenkins' wholesale division, is in Oklahoma City to meet with Jenkins dealers there. —ELSIE WRIGHT.

Allen Schimmel Married; On Staff of Dale Dist'g

Allen Schimmel, member of the sales staff of the Dale Distributing Co., Inc., New York, is at present on a honeymoon trip through New England. He covers Brooklyn for Dale.

Mr. Schimmel was married on June 1 to Miss Florence Robelman and will make his home in Brooklyn after his return. The bridegroom served two and a half months in the Coast Guard during the war and saw considerable action in both the European and Pacific theatres of war.

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

farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

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

Up-to-the-minute Directories of AM · FM · TV Stations with weekly addenda supplements are included in the services of

RADIO NEWS BUREAU

Martin Codel, Editor

Publisher of:

Television Digest and FM Reports

1519 CONNECTICUT AVE. N.W. ● WASHINGTON 6, D. C.

Powerful RCA VICTOR promotion builds



FM-AM

Two different methods of radio broadcasting are now in use. First, the standard kind—technically called AM or Amplitude Modulation; second, the newer FM or Frequency Modulation. This outstanding new table set brings you both—the great variety of standard programs plus the clear, quiet, static-free beauty of FM radio! Available in smooth brown or ivory-finish plastic, or in fine wood veneers.

RCA Victor 68R3



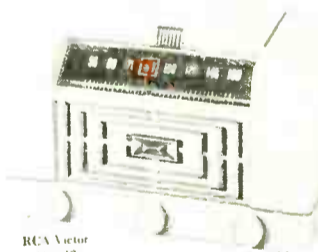
With the
“Golden Throat”
 you hear both kinds of radio
 in full tonal beauty

FINEST TONE SYSTEM IN RCA VICTOR HISTORY

This synthesizes the “Golden Throat”—RCA Victor’s exclusive 3-Way Acoustical system. Precision-engineered for each different model, this thrilling development reproduces the full, clean depth and brilliance of both AM and FM radio—and in the Victrola radio-phonograph of record, too. It is explained technically in a booklet attached to RCA Victor instruments.

AM

For AM radio—that’s the regular, standard kind of broadcasting—this graceful, little table set is extra selective, extra sensitive. Colorful, easy-to-read, straight-line dial, built-in antenna and ground, 2-point tone control. Cased in smooth, Antique Ivory-finish plastic for bedside or breakfast table, or in a variety of more formal cabinet styles.



RCA Victor 66X12

—ONLY RCA VICTOR MAKES THE VICTROLA
© 1947 RCA Victor Division of Radio Corporation of America

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

OVER 44 MILLION READERS EVERY MONTH see sparkling RCA Victor advertisements in Life, Look, Collier’s, and the Saturday Evening Post. People right in your neighborhood—potential customers of yours—are learning about . . . thinking about . . . wanting to own one of these superb radios and Victrola radio-phonographs.

See the latest RCA Victor advertisement (shown here) featuring the 68R3 and the 66X12 in:

- Life—June 23
- Look—June 10
- Collier’s—June 21
- Saturday Evening Post—June 21



“MUSIC AMERICA LOVES BEST” stars Robert Merrill every Sunday on 118 NBC stations. Over 6 million listeners from coast to coast enjoy his glorious baritone voice . . . are sold RCA Victor instruments and recordings by Announcer Ken Banghart’s warm, friendly commercials.

Listen to the RCA Victor Show—“Music America Loves Best”—build *your* sales and profits. Tune in your nearest NBC Station—2:00 P.M., E.D.T.—this Sunday.

ONLY RCA VICTOR MAKES THE VICTROLA

a steady volume of sales for you!

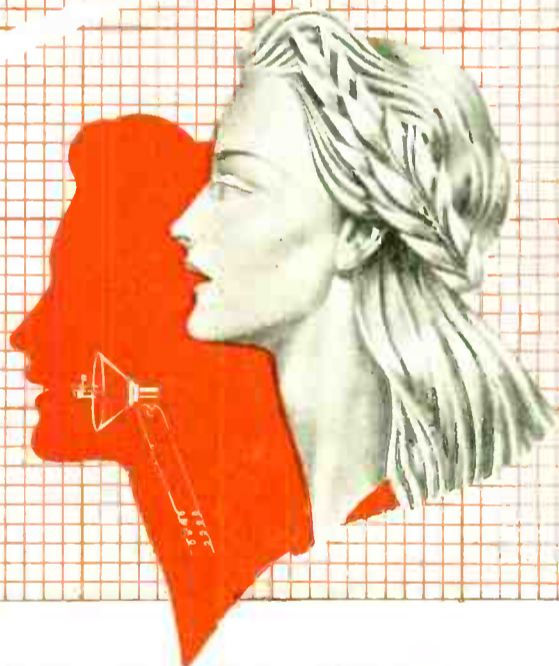


THE DEALER CO-OPERATIVE ADVERTISING CAMPAIGN helps you advertise to your customers. Here are newspaper mats featuring RCA Victor radios and Victrola radio-phonographs, all especially designed to meet your individual requirements. The variety of sizes and amazing flexibility of these advertisements makes it possible to fit every budget.

Radio commercials, billboard advertisements and suggestions and materials so you can produce your own advertisements, round-out this dynamic campaign. See your distributor for your copy of "Here's How to Use RCA Victor Dealer Co-operative Advertising," and details on how RCA Victor helps you advertise to build your sales volume.

WHAT A HELP to your sales program! Full-color and black-and-white advertisements in four of the nation's top magazines . . . "Music America Loves Best," the famous RCA Victor Show on 118 NBC stations . . . the dynamic Dealer Co-operative Advertising Campaign . . . beautiful display merchandise. All especially designed to build an even stronger demand for RCA Victor instruments. A demand that will last!

Take full advantage of this powerful RCA Victor promotion. Put the display merchandise and the co-operative advertising to work for your store. You'll be rewarded with sales and steady big-dollar profits.



You are cordially invited to the
RCA VICTOR DISPLAYS
at the
**NATIONAL ASSOCIATION
OF MUSIC MERCHANTS
CONVENTION**

PALMER HOUSE
CHICAGO, ILL.
JUNE 2-7



ROOM 893
ROOM 14
(Private Dining
Room Floor)

BOOTHS 90-91

DRAMATIC PROMOTION PLUS THE

"Golden Throat"

mean steady profits for you from RCA Victor's greatest line of instruments. Listen to these radios and Victrola radio-phonographs. Notice the pure, rich tone produced by the exclusive "Golden Throat" acoustical system.

Bring the full effect of your advertising and RCA Victor promotion right into your radio department. Put the attractive RCA Victor display and identification properties to work today! They'll remind your customers that you have the instruments they've been looking for—RCA Victor. Contact your distributor for your supply of this material.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



Walco Sapphire Needle Sets World's Record In Long-Playing Test

NEWARK, N. J., Friday—A new world's record for the life of a phonograph needle was announced today by Electrovox Co., Inc., this city, pioneer manufacturer of jewel-tipped phonograph needles. A single Walco sapphire needle played one record a total of 43,000 times, after which microscopic examination of both needle and record revealed that neither was unduly worn, the company declared.

This test was conducted by an independent concern whose engineers were anxious to determine the playing life of a permanently installed sapphire needle on its new pickup, needle pressure of which is four grams.

The turntable and pick-up were put in motion on January 4 of this year and they ran continuously day and

night for three months for a grand total of 43,000 plays. During that time, three sets of turntable bearings were burned out and quickly replaced, but both the single Walco sapphire and the record remained intact.

Webster-Chicago Needles Shipped in New Packages

CHICAGO, ILL., Friday—The Webster-Chicago Corp.'s nylon phonograph needles are now being shipped in individual, transparent cases which resemble a jeweler's display, it has been announced by the company.

Designed for the effective counter display, the case protects the needle's jeweled tip and is compact enough to fit in pockets or purses. The base section of the case is made of red plastic. The transparent part is a tight-fitting plastic hood which snaps on the base, it was said.

Record Makers Reducing Import of Indian Shellac

NEW DELHI, INDIA, Friday—Indian Government sources announced recently that the shellac industry in India, which exports large quantities of raw lac to the United States, is faced with a severe crisis because of the discovery of new synthetic resins also in the United States.

American record companies are now producing discs from synthetic resins or plastics which are not much costlier and are unbreakable. In order to counter the blow, the Indian shellac industry may lower prices and carry on research to enable production of records that are unbreakable and free from surface noise when produced with natural shellac.

Perlmuth-Colman Starts Second Quarter Century

LOS ANGELES, CALIF., Monday—Perlmuth-Colman and Associates, west coast manufacturers' representative in this city, announced today that it is starting its twenty-fifth year in business.

Jack Perlmuth, founder of the firm, began as a sales representative in 1923. Since then his organization has grown to a point where it covers all the Western States and maintains large warehousing facilities.

Technical Information Is Issued by Phillips

The following articles are contained in the current issue of Philips Research Reports, published by the Philips Laboratories in Holland, according to an announcement made Monday by the North American Philips Co., New York.

The articles are: "Hardening Of Metals By Internal Oxidation"; "Radiation And Heat Conduction In Light-Scattering Material," Parts II and III; "An Improved Method of Coupling (electron) Valves At Ultra-Short Waves," and "Interference Problems In Frequency Modulation."

Musicraft Has Album By Maurice Rocco Available

Musicraft Records, Inc., New York, announced last week that an album by Maurice Rocco, well known for his "Rockin' Rhythm" style, is now available.

Among the eight titles in the album are: "Somebody Loves Me"; "On the Sunny Side of the Street"; "Rose Room" and "Easter Parade."

DEALERS



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

The World's Most Complete Line Of Inter-Communication

Are your "palms itching" for bigger profits, easier sales, faster turnovers? Then look into what Talk-A-Phone has to offer.

Talk-A-Phone is tops in value. Tops in the very latest inter-communication advancements. "HAS EVERYTHING." Backed by National advertising. Out in front in demand.

Ask Your Jobber

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



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

A COMPANY IS KNOWN BY THE COMPANY IT KEEPS

TEMPO *Record Company of America*

SALUTES ITS DISTRIBUTORS!

13. SAVIERS

SECOND AT WEST ST.
RENO, NEVADA

Exclusive TEMPO Record Distributor

14. POST & LESTER

10 CHESTNUT STREET
HARTFORD 5, CONN.

Exclusive TEMPO Record Distributor

WRITE DIRECT FOR NEW TEMPO CATALOG

OVER 1000
TEMPO TUNES
RECORDED

TEMPO
CUSTOM
MADE
RECORDS

RECORDED BY
DIRECT ELECTRONIC
PROCESS

TEMPO Record Co. of America • 8534 Sunset Blvd. • Hollywood 46, Calif

W. Russell Getty
TEMPO ATLANTIC INC.
76 West Chelton Avenue
Philadelphia 44, Pa.

D. J. MacKillop
TEMPO SOUTHERN
11 Avondale Road
Avondale Estates, Georgia

AMPLIFIER
For Call System or
Phono. Amplifier
\$1.95
Compact, wired ready to operate
Uses 35Z5-50L6
25% Deposit Required
N. J. INDUSTRIAL CO.
309 Elm Street Newark, N. J.

ULTRATONE PHONOGRAPHS

DISTRIBUTED IN
NEW ORLEANS
Area

BY
Southern Radio Supply Co.
New Orleans 19, Louisiana

MANUFACTURED BY
Audio INDUSTRIES
MICHIGAN CITY, INDIANA

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 **SIGNAL LOOP**—picks up weakest stations with least amount of noise.

- Powerful 5" Alnico No. 5—1.47 Oz. Speaker
- Uses 5 Flashlight Cells and 67½ V. Batteries
- 1 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"x5¼"
- 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!
Some Territory Still Open

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

Abraham Landay, Kin Of Former Radio Men, Dead

Abraham Landay, member of the Landay family which was prominent in the radio and phonograph industry for years, died last week.

He is survived by five brothers, Max, Maurice, James, Archibald and Ben. The first four named operated the Landay Brothers retail shops and were also active in the radio, phonograph and record distributing business. Max is at present a manufacturers representative on the Pacific Coast.

Also surviving are the deceased's wife, a son and daughter and a sister. Funeral services were held Sunday at the Barnet Memorial Temple, Paterson, N. J., and burial was in Mount Carmel Cemetery, Cypress Hills, Long Island.

Receiver Asked

A petition in bankruptcy was filed on Monday against the Acme Radio Corp., 3960 Third avenue, New York City.

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

REFRIGERATOR SALES HOLD LEAD IN MANY STORES OF BOSTON

(Continued from Page 6)

while ago.

At Krey Music Co. around the corner on Washington street is featured the low priced "Tele-Tone" battery electric portable. Inside, several clerks were wrapping up phonograph records which are also active.

Shield Electric Co., 153 Franklin street is running a gigantic inventory clearance with heavy newspaper advertising, offering many well known small electric appliances. The Knapp-Monarch line is well favored with many dealers.

Hub Cycle and Radio Co. at 596 Commonwealth avenue, has just taken on the "Amity" fire extinguisher which sells at under \$10 and is being sold to many radio-appliance stores as a Summer sales booster. Amity has a "sure fire" sales promotion program and well designed "silent salesman" display material.

A very useful accessory to the delivery and installation of refrigerators has just appeared on the market again, according to a circular received from the Eastern Co., Leonard and Kelvinator distributor. It's the "Slingabout" padded canvas casing made by Webb Mfg. Co., Fourth and Cambria streets, Philadelphia. It's water repellent, quickly put on or taken off, and fitted with two vertical and two horizontal webbed belts permitting easy and safe handling by the installation man. They sell at a nominal price, and are made to fit most all models of major electric appliances, including electric stoves and home freezers. To keep net costs down, sales are made direct by the factory.

The Eastern Co. announces that June 18 and 19 it will hold two important merchandising sales clinics covering Bendix washers, dryers and ironers. RCA Victor has at last released its much heralded FM radios. The first will be table models which include the AM band, two with plastic cases and two with wooden cases. New techniques of engineering will be employed, using seven tubes plus the rectifier, and with the four watts output tone quality compatible with FM is assured. This 68-R series is equipped for easy addition of a record player, and has a built-in antenna for each band.

—FRANK PRAY.

FACTORY REPRESENTATIVES WANTED

for New England area. Excellent earnings assured. Aggressive young radio company doing a high volume business wants to improve and expand representation in the New England states for the purpose of giving dealers better service. Reply

Box #895

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

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
- 7C5
- 7C6
- 7C7
- 7E7
- 7F7
- 7N7
- 7Q7
- 7Y4
- 7Z4
- 14B6
- 14Q7
- 35Z3
- 50A5
- 14AF(XXD)
- 14A7(12B7)

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. 4429

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.



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 . . .



SEATTLE DISTRIBUTOR SEES A BIG FUTURE IN RADIOS, APPLIANCES

SEATTLE, WASH., Friday—"A distributor has to sleep with his dealers now", is the manner in which Herb E. Zobrist, Gilfillan and Garod representative here views the present marketing situation. "It was not long ago that they cluttered our floors pleading and praying, but those days are over."

Mr. Zobrist has just returned from a trip that carried him through the principal appliance and radio manufacturing centers of the East. A week was spent in each of several centers including New York, Boston, Philadelphia and Chicago. Business in the West, he contends, is better than it is in the eastern section of the country.

In Philadelphia, he attended the Small Appliance Show. Then on to New York where he visited the RCA-Victor, Sylvania and Masco headquarters as well as independent record manufacturers, particularly those concerned with the industrial field.

While in Chicago, he attended the Radio Parts Show viewing the display of new products and discussing various phases of the business with National Electronic Distributors Association members and those associated with the Radio Manufacturers' Association.

"It is my conclusion that there is plenty of opportunity in our business. That is evidenced by what I saw in wire-recording alone. It certainly offers a big new field for distributors and dealers alike. But, at the present time, I'm of the opinion that there is more business to be had in appliances, than in radio, particularly in this market. As a distributor for Conlon washers and ironers, I have received several carloads of products and they have vanished since I returned from the East. I wish that were true of radios, right now", is the report of Mr. Zobrist yesterday.

It is the opinion of Mr. Zobrist that caution must be exercised at the present time in the conduct of business. "There is some over production. That may be seasonal. Prices appear about right. But markets are unsteady. There is a shifting of population and that is not tourist traveling either. The

Fall business looks good—mighty good. New merchandise, new buyers add up. And there is added interest in the 'Ham' section of our operation."

While in the East, Mr. Zobrist signed the Hallicrafter line for Washington and concluded an arrangement with President Raleigh Sherwood through James Backer, the Seattle agent, that promises to produce quite a traffic in receivers and transmitters.

Mr. Zobrist reports having named Ralph Snider as sales promotion manager of his company to work with and directly under Ted Hoyt, sales manager.

"We are urging our dealers to inaugurate an aggressive program in the handling of all lines that we represent. Any help we can give is theirs for the asking. Besides the national advertising, we want our dealers to spend their own money in directing window displays, the use of direct-mail and even the point-of-contact selling.

"It is our observation that when the public gets cautious, our dealers get the same way. We have to show courage and then back them up. I think that there is plenty of business for the dealers who go after it. I know that our good merchandisers want more merchandise. Our cautious dealers are slow in re-ordering. This is a time for selling and we are going to have to sell a lot harder before we get through. A few years from now, I expect these days to look rosy in retrospect," is the way Mr. Zobrist summed up his feelings on his return to Seattle.

DUD BROWN

An Invitation

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

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

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

Placement Bureau RADIO-TELEVISION INSTITUTE

480 Lexington Avenue
New York 17, N. Y.

PLAZA 3-4585



DETROIT'S "FIRST"

IN CONVENIENCE · COMFORT · QUALITY

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

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

800 ROOMS WITH BATH FROM \$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 | BENDIX
Washers - Ironers - Driers |
| SPEED QUEEN
Washers - Ironers | AMERICAN CENTRAL
Kitchens |
| CLARK
Electric Water Heaters | EUREKA
Vacuum Cleaners - Cordless Irons |
| GRAND
Gas Ranges | SETH THOMAS
Clocks |
| | PROCTOR
Small Appliances |

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-597 TOWN and COUNTRY
3-WAY PORTABLE—Operates on AC-DC or batteries. Easy-slide disappearing cover.

LACK OF SALESMANSHIP DEPLORED BY LEADERS OF WEST COAST TRADE

CAUSES A LOSS IN VOLUME

Slackening of Sales Laid to Lack of Progressive Methods in the Demonstration to Public.

SAN FRANCISCO, CALIF., Friday —Radio sales have slackened here but according to W. E. Derbyshire, merchandising manager of Graybar Electric Co., Ninth and Howard, there is nothing wrong with the radio business, in this territory at least, except the lack of salesmanship. Money is plentiful, and people are willing to buy if convinced that they are getting their money's worth.

However, dealers and their staffs

have become so used to having merchandise snapped up the minute it became available, that now, that the public has become more scrutinizing as to values. They are confronted with the necessity to demonstrate the special merit of a given product, and that is when they fail in their sales "know-how."

While salesmanship has become a prime factor today in selling radios, in major home appliances the demand is still far beyond supply. At Graybar, a dealer recently came in who had booked orders for five hundred Hotpoint electric stoves and is getting just a small fraction of them. He was told changes are slim that his orders could be filled in full in the appreciable future. Apparently Eastern manufacturers have not yet realized growth of the West, both as to population and purchasing power and allocations are sadly out of proportion. Graybar Electric Co. is distributor for Bendix Radios and Hotpoint products.

Crosley range have really taken hold, according to Edward J. Rising, manager of the Radio and Appliance Division of California Electric Supply Co., Folsom at Twelfth street. Other cheerful contributions made by Ed Rising were: "There is no slackening in Crosley radio sales, either in consoles or table models. As to Frostmaster, we can sell all we can get hold of, and we are getting substantial shipments of them."

Kaemper-Barrett, exclusive Admiral distributor in northern California, is holding a five-day preview of the new 1947 Admiral radios, June 9 to 13 inclusive, at Kaemper-Barrett's beautiful new building at 1850 Mission street. Featured will be a new FM console radio-phono combination, with the new Miracle tone arm and high-speed record changer.

According to R. W. Newell, advertising and sales promotion manager of Kaemper-Barrett's, after conclusion of the showing held here a series of others will follow it up in other northern California cities.

Cliff S. Bettinger, western division manager of Philco Corp., recently returned from a transcontinental trip.

The main purpose was to confer with eastern executives of Philco, but then Mr. Bettinger made several stop-overs to call on his western distributors. In order to gain first-hand knowledge of how business in the East and the Midwest compares with business in his own territory, Mr. Bettinger visited prominent retailers in New York, Chicago and Buffalo. From the information gleaned, Mr. Bettinger concludes that conditions are better in the West, and response to advertising is far greater here than in other regions.

Mr. Bettinger revealed that a huge advertising campaign is to be launched soon in the interest of the Philco freezer chests, tying in with Philco distributors here, in Portland, Seattle and Denver. In conjunction with the advertising program, a home economist is to be engaged who will conduct educational meetings with various groups.

Union Ice Co., with headquarters in San Francisco, and fifty-five depots throughout the State of California, has been drawn into the Philco orbit. It has developed the slogan that "the greatest preservation of food is with ice refrigeration and a Philco Freezer."

GISELA NEY

5000 KEN-RAD
12SQ7 28c ea. net
Manufacturers Pack In Lots of 100
PETER JACKSON CO.
5040 RAVENSWOOD AVE.
CHICAGO 46, ILL. LON. 4431

Howard Radio Co. Shows FM Sets At Boston Meet

BOSTON, MASS., Friday — Herman Smith, eastern representative of the Howard Radio Co., Chicago, displayed and discussed the new Howard FM models at a dealer meeting held last Wednesday at the Hotel Bradford, here. Several hundred Eastern Massachusetts dealers attended.

Emerson

RADIO

Headquarters for
Northern Illinois

For Details of the
Emerson Dealer Franchise
Consult

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

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.

BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

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

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.





Distributed Exclusively by

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

ARVIN-SALMANSON CO. of New England, Inc.
700 BEACON STREET KENmore 5178 BOSTON 15, MASS.
Entire New England Territory

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



Intensive Selling Effort Necessary, Dealers Told

(Continued from Page 3)

could be rectified by more aggressive selling and promotion.

George L. Byerly, president of the Byerly Bros. Music Co., Peoria, Ill., was elected to serve again as vice president; Hugh F. Randall, of Bradford's, Milwaukee, Wisc., was named secretary, and E. D. Turner, Jr., of the Sherman Clay Co., San Francisco, Calif., was elected treasurer.

The NAMM members voted to reelect Mr. LaMair, who has headed the music industry's promotion program and spearheaded its plans for the re-

juvenation of this business. Formation of the Music Institute of America, to help create and develop new markets for the industry, was announced by Mr. LaMair. The Institute will spend \$100,000 during its first year of existence and this may be increased to as much as \$400,000 annually in future years. Market research and public relations will be carried out by the Music Institute of America.

A marketing consultant will be engaged by NAMM to direct the promotional program to be conducted by the Music Institute of America, it was revealed by Mr. LaMair and Mr. Mills during a press conference. It was also reported that seventy-one new members were added to the association's roster during the convention and show.

In order to carry out the new promotion program, members unanimously approved a dues increase on a sliding scale depending upon the volume of business each member's establishment handles. The increase totals about one-tenth of one per cent of sales volume.

In addition the association elected eight members from a nominating committee's list of eighteen recommended for the board of directors. Those elected were: S. H. Almanrode, J. & S. Music Co., Shreveport, La.; Ted Brown, Brown Music Co., Tacoma, Wash.; Arthur E. Godfrey, Williams Piano Co., Sioux Falls, S.D.; C. W. Gould, Gould Music Store, Minneapolis, Minn.; Stuart D.

Julius, Julius Music House, York, Pa.; B. E. Neal, Neal-Clark Co., Buffalo, N. Y.; William R. Richardson, Birkel-Richardson Co., Los Angeles, Calif.; J. M. Wylie, Wylie Piano Co., Fargo, N. D.

Recognizing that the current trade show, with the latest improved models in all types of musical instruments, was in preparation for an emphasized sales campaign, Prof. Haring analyzed the economic prospects for the last half of 1947.

Emphasizing that stores were faced with a buyers' market—where the customer is right for a change—Prof. Haring said Americans have enough cash but "there is considerable doubt about their willingness to buy.

"Certainly they will not walk into the store and demand goods in the quantity in which it will be available," the economist declared. "Real selling effort will be necessary. The revival and use of the selling tools of the 1930's, plus improvements developed since that time, will definitely be necessary to make sales for the last half of 1947 equal or exceed those for the last half of 1946."

In a discussion on television, Norman C. Lindquist, vice president of Television Advertising Products, Inc., this city, painted a rosy picture for the future of the video art. He predicted that "every large radio manufacturer and most of the smaller ones do now, or will make television sets because "they can't afford not to."

He said that at the end of April there were some 36,890 television sets in use, distributed as follows: New York, 22,890; Philadelphia, 4,000; Chicago, 3,000; Detroit, 2,500; Los Angeles, 2,500; Washington, 1,100; Schenectady,

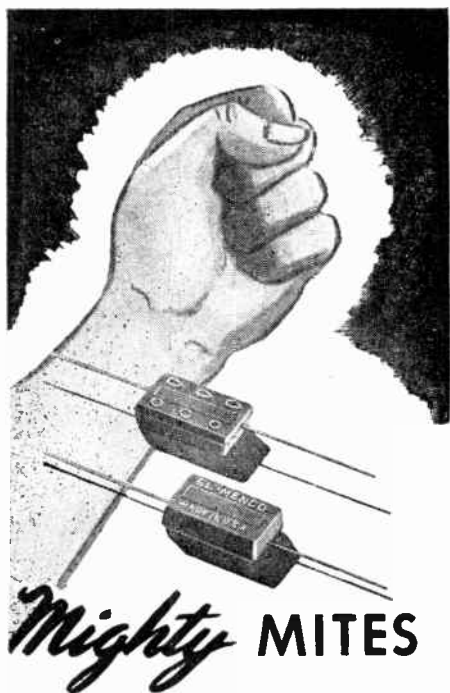
550 and St. Louis, 350, and estimated that at the present time at least 10,000 additional receivers have been produced.

He warned the dealers not to underestimate the importance of their selling job. "You are on the ground floor of a rapidly growing industry that will undoubtedly become one of America's greatest," Mr. Lindquist said.

John W. Anderson, president of the American Fair Trades Council, warned retailers against using brands for "loss leader" items, because the practice leads to wage cuts and depression.

New decorating styles are just around the corner for the home of tomorrow, Mrs. Mildred Kirschner, home decorating advisor for the National Association of Music Merchants, told the convention.

William A. Mills, executive secretary of NAMM, reported that the pre-convention membership is approximately twice that of last year.



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

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

SEND FOR YOUR COPY OF THE LATEST CATALOG

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

WHAT

Adjust-a-Cone

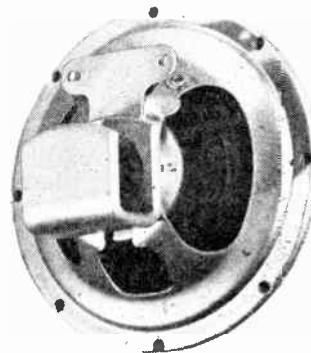
MEANS TO YOU . . .

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-SHAP. D COIL POT

Write for Catalog

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

QUAM-NICHOLS COMPANY, 33rd Place at Cottage Grove, Chicago 16, Illinois

JOBBER!

A New Addition to the
ELLAR WOODCRAFT
Line

**Cabinet for
Television Kit**

Made of finest selected grain wood with a beautiful hand-rubbed walnut finish. Built-in support for cathode ray tube.



Overall Dimensions: 17 1/8" deep;
19 1/4" wide and 15 3/8" high.

List Price: \$30

Attention Radio Jobbers

Buy your cabinets direct from
the manufacturer

ELLAR WOODCRAFT CORP.
431 W. 28th St., New York 1, N. Y.
LOngacre 5-4578

Retailers Strive For Cooperation With Producers

(Continued from Page 3)

who have their feet firmly on the ground, and understand and appreciate the seriousness of the problems now facing the industry.

"We should like to remind all electrical manufacturers, however," he stated, "that these problems are not problems whose solution rests entirely on the shoulders of the retailer."

"On the contrary," he said, "we believe these problems are equally important to manufacturers and distributors. If we are going to have a strong electrical appliance industry in this country, then manufacturers and distributors must of necessity develop and support a sound, substantial dealer segment of our industry."

Included in the subjects covered by the association's recommendations were: franchises, advertising helps, builder sales, "functional 40 in '47," service, trade diversion, descriptive tags, rural electrification, fair trade prices, price cut and model protection, installation costs, trade-ins and tie-in selling.

Among the comments made by manufacturers was the expression that the conference was extremely timely. They further indicated their opinion that NERA was starting off on a good program to improve relations between all segments of the industry, and they pledged their cooperation to the association's program.

Stating that the conference with manufacturers at this time was in no way an attempt to by-pass the wholesalers, Mr. Simpson said that through the association's organization set up in local areas and states, they intend later to have smaller conferences with distributors, with a view toward improving relations and eliminating some bad practices which have crept into the industry.

Manufacturers represented at the NERA Chicago conference were: Hotpoint, Inc., Landers Frary & Clark, Gibson Refrigerator Co., Zenith Radio Corp., Thor Corp., Admiral Corp., Conlon Corp., Nutone, Inc., G-M Laboratories, Inc., Philco Corp., Farady Electric Corp., Mullins Mfg. Corp., Waage Mfg. Co., Silex Co., Edwards & Co., Tyler Fixture Co., Barlow & Seelig Co., Nash-Kelvinator Corp., Pressed Steel Car Co., and Proctor Electric Co.

NERA leaders attending the conference, in addition to those already named, were: Harold Taylor, L. C. Taylor Co., Pasadena, Calif.; Wendel Lewis, Klode Furniture Co., Milwaukee, Wisc.; Victor Joerndt, Radio Electric Appliance Co., Kenosha, Wisc.; John Wernicke Hubbard Hardware Co., Flint, Mich.; Bob Shelley, Bob Shelley Appliances, Atlanta, Ga.; L. V. Morris, Morris Dept. Store, W. Liberty, Ia.; W. C. Shelds, Shields Electric Shop, Boston, Mass.; Geo. Roth, Paramount Radio Shop, Omaha, Nebr.; John G. Toennes, Woodman Engineering Co., Jefferson City, Mo.; C. E. Price, Price Bros., Los Angeles, Calif.

Also, Julius Kovach, Paramount Good Housekeeping Shop, Racine, Wisc.; K. J. Stucky, Stucky Bros., Ft. Wayne, Ind.; Frank Moran, Ohio Appliance Co., Toledo, O.; Gunna Smidt, Chas. V.

Weise Co., Rockford, Ill.; Chas. E. Chambers, Fix-It Shop, Toledo, O.; H. A. Butow, Butow Electric Shop, Janesville, Wisc.; E. O. Kuehn, General Radio & Supply Co., Belleville, Ill.; James Lee Pryor, Pryor Appliances, Wilming-

ton, Del.; M. E. Brunderman, Brunderman Appliances, Chicago.

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

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.

PHONE—WIRE—WRITE

ORDERS WILL BE FILLED IN ROTATION RECEIVED

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

CHECK THESE SENSATIONAL PRICES !!!

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
3000	1A7GT	\$.59	2100	6K7	\$.48	2000	7C6	\$.55	6000	12BA6	\$.40
2000	1N5GT	\$.59	5000	6SA7GT	\$.49	5800	7B6	\$.49	5000	35W4	\$.29
2000	1H5GT	\$.49	6000	6SQ7GT	\$.40	6200	7Q7	\$.49	5000	50B5	\$.48
1200	1L4	\$.30	3000	LSC7	\$.55	8000	7N7	\$.49	5000	35Z5	\$.35
4000	1LA6	\$.90	1500	6L6	\$.90	3000	7E5	\$.49	10000	35L6	\$.44
500	1LD5	\$.75	2900	6L6GA	\$.80	2000	7Y4	\$.49	3000	50L6	\$.44
3300	1LC6	\$.85	800	6SD7	\$.35	3000	7F7	\$.55	1700	50A5	\$.55
5000	1LN5	\$.75	12000	6SH7	\$.30	1800	12SR7	\$.45	1400	35Y4	\$.39
7000	1R5	\$.45	2300	6SL7	\$.60	2000	12SL7GT	\$.55	3000	14Q7	\$.45
4000	1T4	\$.40	2000	6V6GT	\$.49	5000	12SQ7GT	\$.40	3300	14A7	\$.48
400	3Q5	\$.65	2000	6J5GT	\$.39	8000	12SK7GT	\$.40	2000	14B6	\$.45
1600	3A4	\$.35	2000	6K6GT	\$.45	4000	12SA7GT	\$.50	700	46	\$.48
2900	5U4G	\$.45	4000	6SK7	\$.40	12000	12SN7	\$.30	8000	9003	\$.25
8000	5Y3GT	\$.33	1900	6J5	\$.39	3000	12C8	\$.30	1350	955	\$.45
4100	6AG5	\$.50	4000	6SJ7	\$.48	8000	12A6	\$.40	7000	SP30	\$.30
3000	6AL5	\$.25	8000	7A7	\$.49	3000	12H6	\$.30	6000	SP45	\$.40
4000	6H6	\$.39	500	7A8	\$.65	2000	12J5GT	\$.39	5000	OY4	\$.38
1900	6C5	\$.45	4000	7B4	\$.49	6000	12BE6	\$.40	1000	77	\$.45
20000	6J6	\$.30	2000	7C5	\$.49	6000	12AT6	\$.40	2000	27	\$.40
2000	6K7GT	\$.48									

And Hundreds of Other Types. Send us Your Requirements

LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS

*Finest Name
in
Radio
Phonographs*

Brunswick **RADIO PANATROPE**
IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

Manufactured by **RADIO AND TELEVISION INC. • 244 Madison Avenue, New York 16, N. Y.**

LOS ANGELES

LOS ANGELES, CALIF., Friday — Pursuing a policy of giving the consumer real value and the dealer a sound merchandising policy, the Remler Co. of San Francisco is making headway in the distribution of its line in southern California. Three basic numbers are in-

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.

cluded in the present Remler schedule.

W. H. Hoffman, Remler representative in this territory finds that in the short time that Remler has been back on the local market, there is an amazingly gratifying amount of interest in the name on the part of the public. Space ads in the metropolitan papers featuring the new "Scottie" convertible, have brought customers' inquiries to dealers.

The Remler ads list dealers grouped under location headings or cities. These dealers are selected according to a careful plan whereby exclusive franchises are guaranteed in definite areas for the protection of the franchised dealer. Mr. Hoffman advises that some good locations in the southern California territory are still open for franchise on this protected basis.

Delivery is expected to begin this month on the next important item in the Remler line. This is the versatile automatic phonograph-radio combination which can be used as either a table or chairside model.

Next on the schedule for delivery is the Remler Console with FM. Mr. Hoffman is particularly happy about the way the cabinets are coming through. Made in Remler's own factory, with piano-hinge hardware, their finish compares favorably with high-grade furniture.

Evidence of "selling" on the part of dealers has already been seen. House-to-house crews, telephone solicitation of service work and even home demonstration of radios and appliances are common practices. When the policy of "the

best for the least" becomes known to the public, a great deal of the stubborn resistance that has been resulting in a buyers' strike should be eliminated.

This changed attitude of "giving the best for the least" is also noted by Charles Sexton, of Radio Products Co., who has just returned from the East. Mr. Sexton believes that the public is getting value for its money today, particularly in radio.

Mr. Sexton states that the first shipment of Belmont's new television receiver is expected to arrive here the middle of June, when dealers will be sampled.

Field test of this 21-tube table model television set have proven better than expected, the set bringing in the thirteen channels available here with amazing clarity.

Walter S. Harmon, who, together with "Doc" Powers, has just returned from a trip through the East, where he visited factories which he represents here and also attended the Radio Parts Trade Show in Chicago.

"Doc" Powers, the other half of this combination, is now in the East.

—S. M. BOOKEE.

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

Decca Declares Dividend

The directors of Decca Records, Inc., New York, last week declared a quarterly dividend of twenty-five cents per share on capital stock, payable June 30 to stockholders on record June 16.

**Attention
Manufacturers
Radios and Appliances**

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

For Complete Information
Communicate With

**Fred C. Collins
Cohara Merchandise Co.**

299 Madison Avenue
New York 17, N. Y.
Telephone: PLaza 9-3830

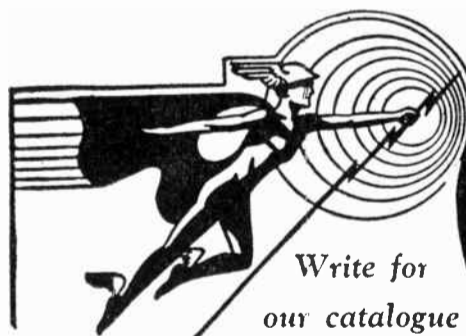
IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

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



Write for
our catalogue

IMMEDIATE SHIPMENT

Wholesale

**RADIO
PARTS**

HENRY O. BERMAN CO., Inc.

Electronic Distributors

12 E. Lombard Street

Baltimore 2, Md.

LEx. 7002

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

STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

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

Aeropoint "88"

The World's Finest Phonograph Needle

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



PRICE \$1.50
★ Write for FREE sample.

AERO NEEDLE COMPANY, 619 N. MICHIGAN AVE., CHICAGO 11, ILL.

DESERT COUNTRY FERTILE FIELD FOR SALE OF RADIOS AND ALL ELECTRIC APPLIANCES

EARSTOW, CALIF., Wednesday—Russell Riley, of the Riley Electric Co., 220 Main street, this city, is ably assisted by a capable staff, including W.

Dr. Ralph L. Power, Los Angeles radio counsellor, is journeying east via motor and will contribute notes on radio shops enroute. More will follow later in RADIO and Television WEEKLY.

(Red) Bowen, now a desert dweller and head of the service department. During the war, he was an Army Signal Corps civilian inspector for equipment. Of course static is the big desert radio bugaboo. Red combats it with devising automatic noise eliminators. He says, also, that permeability tuning on the cheaper sets is no good in the desert lands. Besides the surrounding community, Riley Electric also serves the auto tourists on highways 66 and 91. Just outside the town is the marine

base for surplus and storage purposes, largest in the west. The Indian workers, especially, are radio minded and good customers. Though most of them speak excellent English, for trading purposes they are inarticulate except for grunts and sometimes a groan or two.

Riley started the business back in 1925. He carries all Frigidaire products. Good selling appliance items include washers, water heaters, deep freeze, fans, irons, vacuum cleaners, stoves, electric stoves and refrigerators. Products of Hoffman Radio Corp., Los Angeles, sell well out here. Most of the natives 'go for' walnut finish in cabinets rather than the new blonde wood. There is some business in changing sets into AC. But most ranches have electrical current. Thus battery set sales are slow. Portables, this time of year, get good play.

Riley's retail sales gather strength but their panel and pick-up trucks are busy all the time, probably proving that

in the service line his greatest profit shows up.

WINSLOW, ARIZ., Friday—Navajo Music Co., 111 West Second street, this city, is operated by Roy Caviness, ably assisted by his wife and high-school-age son. They have resided here six years. Eighteen months ago they opened shop with limited capital and have built up a thriving business and a \$10,000 stock.

He frankly says that reception during the daytime is pretty poor. Night hours on chain programs are okay. So he turned to the Indian trade for there are a score of tribes on nearby reservations including Lagunas, Navajo, Hopi, Apache, and others. Their places have no electricity. So the Navajo Music Co. sells them portable radio phonographs, battery operated, and of course an excellent side line for records.

While this is a real profit maker, he also conducts good business for sheet music, musical instruments, popular records and a repair service. The record

business includes singles and many album sets. Victor, Decca and Columbia are best sellers in the region.

He carries Gibson Easy Washers and reports an increasing demand. Clocks, electric irons and a few other appliances are also stocked.

SANTA ROSA, NEW MEXICO, Monday—Bob Brown Radio and Electric Sales and Service here features Westinghouse and Sentinei lines. He has cut down the bugbear of overhead by sub-renting part of his shop to a jeweler and circulating library. There is a lot of competition in the town. The laundry sells washers. The local power company sells radios and the chain auto accessory stores handles car sets. The lumber yard, furniture store, hardware company and drug store all sell radios. So Bob is thriving on competition. He does the service work for all the firms locally that sell radio receivers.

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

LEADERS

In Their Line

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

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

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

NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.
BOSTON 15, MASS.



REMINGTON REGISTERS!

More and More Sales for You!



There's no doubt about it—Remington Rand engineers have crashed through with a line of electric shavers that is sweeping the market—backed by a powerful national advertising campaign. There's the new, post-war REMINGTON FOUR-SOME with the "Blue" Streak twin shaving head and the REMINGTONTHREE-SOME. Get them! Stock up NOW!

In Jersey
Eastern Sells Remington

EASTERN Electrical SUPPLY CO.

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

MILO

Your "Q" for Quality

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
AMATEURS
SERVICEMEN, ETC.

NATIONAL DISTRIBUTORS of
RADIO and ELECTRONIC
EQUIPMENT

MILO

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

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

SALESMEN — Prominent New York appliance distributor requires two top-notch sales representatives. Write, giving experience and salary expected. Box 893, RADIO and Television WEEKLY.

PARTS MANAGER — Large Eastern distributor with excellent franchises interested in sales manager to head up radio parts department. Complete knowledge of radio parts required. Salary commensurate with ability. Send full resume. Box 890, RADIO and Television WEEKLY.

EXPERIENCED EXECUTIVE with successful commercial background in electronic and export fields seeks position with progressive company in radio or allied industry. Box 891, RADIO and Television WEEKLY.

RADIO SET MANUFACTURERS — Are you looking for a live-wire distributor covering New York Metropolitan area, Westchester County and lower Connecticut? Any portion of this territory considered. Box 892, RADIO and Television WEEKLY.

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

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.

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.

UNUSUAL OPPORTUNITY

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

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.

COIL WINDER WANTED — Stevens No. 25 or equivalent, ot rent or buy. Box No. 887, RADIO and Television WEEKLY.

ATTENTION! ELECTRONICS AGENTS — A new, high quality signal generator backed by a nationwide advertising campaign; territories available. Address Box No. 877, RADIO and Television WEEKLY.

6J5GT TUBES 33c, RK-60 full wave Rectifier 24c, 100 lots. 5CP7 \$1.90, new, quar. **LECTRONIC RESEARCH**, Howell and Hegerman Sts., Philadelphia 24, Pa.

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

RADIO SALESMEN

Experienced—Wanted—Great Opportunity to make money offering dealers sensational values—so they can make real markups. Reply giving experience and territory you are now covering. Drawing account against commission. **FREDERICK P. ALTSCHUL**, 95 Washington St., North Boston 14, Mass.

VARIABLE CONDENSERS

420-162 2 gang superhet. Samples \$1.25 lots of 100—85c ea. **Ryan Sales Co.**, Burlington, Vt.

Joe Hendrickson Made Farnsworth Manager of Sales

(Continued from Page 3)

Farnsworth Chicago office in November, 1944 as an expeditor of materials, succeeds Mr. Hendrickson as Chicago branch manager. Mr. Kuffer will be assisted in sales efforts here by "Chuck" Lloyd, formerly with the E. M. Ward Co. and the Pilot Radio Corp., and by George Stayart, formerly with the Zenith Radio Corp. Mr. Lloyd will cover the Southern section of Chicago and suburbs, and Mr. Stayart will cover the Northern half of the city and its adjacent suburbs.

FORT WAYNE, IND., Thursday—The resignations of E. H. Vogel, vice president in charge of sales, and J. P. Rogers, vice president and treasurer, were announced today by E. A. Nicholas, president of the Farnsworth Tele-

vision & Radio Corp., of Fort Wayne.

Mr. Vogel stated that he plans an extended vacation, after which he will return to the East to engage as a consultant in the radio and television industry. Mr. Rogers has not yet announced his future plans.

Both have been associated with Farnsworth practically since the company was organized. Mr. Vogel formerly held executive posts with the General Electric Co. and the RCA Victor Division, while Mr. Rogers was an official of the Crosley Corp. before joining Farnsworth.

SALESMEN

To Sell Television Receivers

To Dealers in:

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

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

Box 856
RADIO and Television WEEKLY
99 Hudson St., New York 13, N. Y.

Look! Manufacturers—Jobbers—Dealers LOWEST PRICES IN THE CITY

Complete Kit for Portable Phono only \$9.95 in Lots of 25; Includes Leatherette covered cabinet; 3 tube amplifier, crystal pick-up; speaker and motor.

3 tube portable phono with automatic crescent record changer only \$29.95. Corrugated cartons with fillers and cushions, size 18"x15"x12" for delicate merchandise, originally 55c now only 25c.

3 tone leatherette cabinets, for record changers, only \$4.95.

3 tube amplifier, neatly wired only \$2.25.

Midget portable phono cabinets in beautiful colors \$2.50.

Phono motors; Pickups; Tubes, Etc., at low prices.

Special Prices for Quantity Export Orders

Write, Wire Box 891

RADIO & Television WEEKLY

99 HUDSON STREET

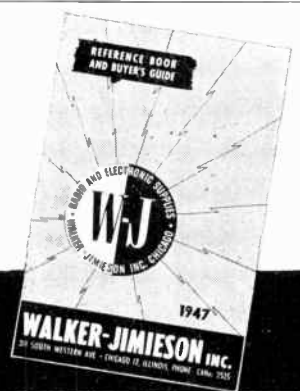
NEW YORK 13, N. Y.



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.

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

WHERE TO BUY . . . WHERE TO SELL

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

Where the Magnitude
Of Selling Power
Is Reflected

RADIO AND **TELEVISION** **WEEKLY**
ESTABLISHED 1914

A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.
Air King Radio Brooklyn, N. Y.
Ansley Radio Corp. Trenton, N. J.
Automatic Radio Mfg. Co. Boston, Mass.
Aviela 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.
Electronic 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.
Fada Radio & Elec. Co. Belleville, N. J.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
Freed Radio Corp. New York, N. Y.
Garod Radio Corp. Brooklyn, N. Y.
General Electric Co. Bridgeport, Conn.
Globe Electronics Corp. New York, N. Y.
Hallicrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
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.
Philo 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.
Philo 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, N. Y.
RCA Tube Division Harrison, N. J.
sylvania Elec. Products, Inc. Emporium, Pa.

Electronics Manufacturers

Bendix Radio Division Baltimore, Md.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electronic Corp. of America Brooklyn, N. Y.
Emerson Radio & Phono. Corp. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
Garod Electronics Corp. Brooklyn, N. Y.
General Electric Co. Schenectady, N. Y.
Phileo Corp. Philadelphia, Pa.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
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.
Duozone 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.
Recotone Corp. New York, N. Y.
Sorata Electronics Corp. Chicago 5, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
Tempo Record Co. of America Hollywood, Calif.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Universal Microphone Co. Inglewood, Calif.
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

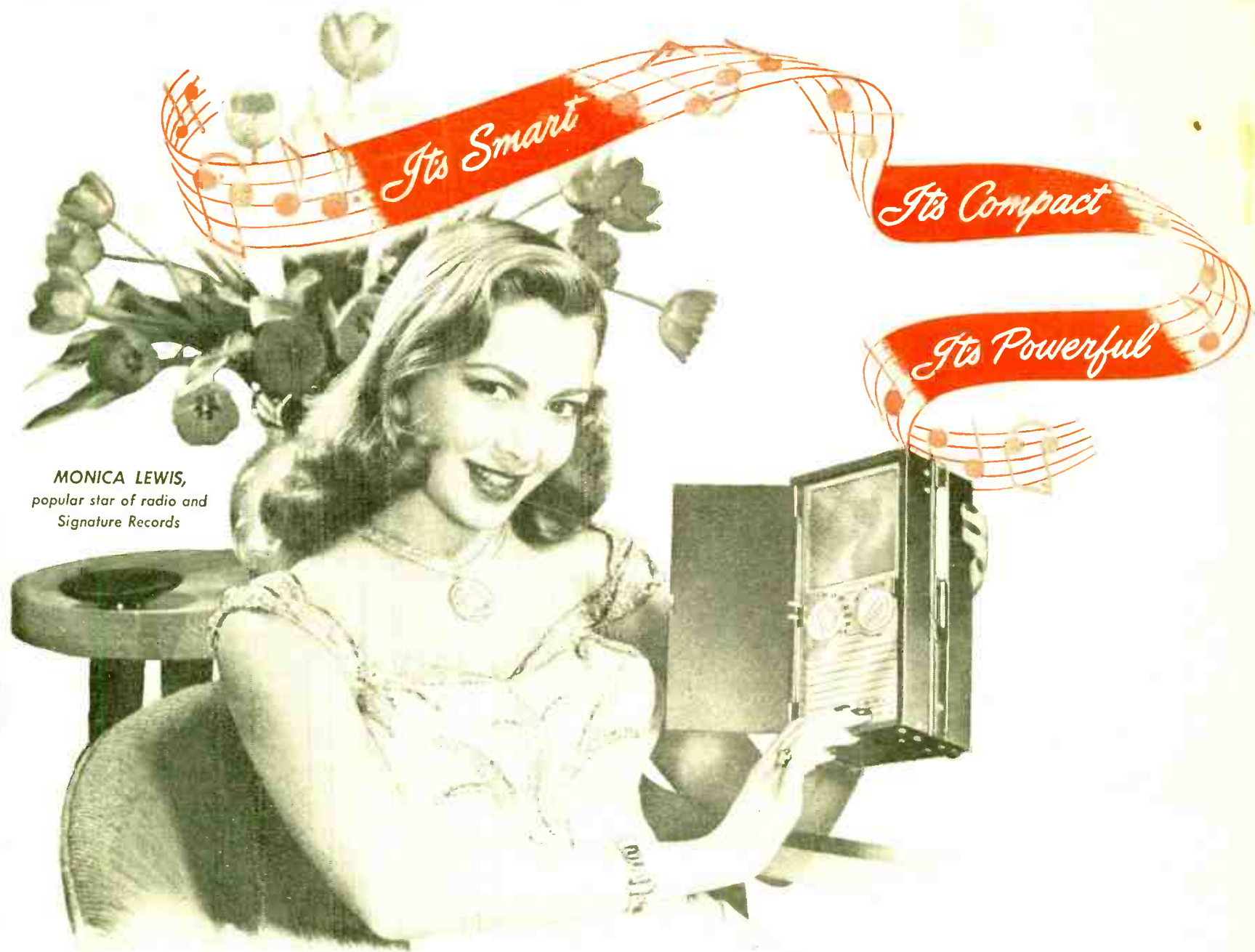
Emerson Radio & Phono. Corp. New York, N. Y.
DuMont Labs., Inc., Allen B. Passaic, N. J.
General Electric Co. Schenectady, N. Y.
Hytron Radio & Electronics Corp. Salem, Mass.
Ken-Rad Tubes Owensboro, Ky.
Machlett Labs., Inc. Springdale, Conn.
National Union Radio Corp. Orange, N. J.
North American Philips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

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Cinaudagraph Speakers, Inc. Slater, Mo.
Coronet Electric Co. Chicago, Ill.
Dumont Electric Co. New York, N. Y.
Electrical Reactance Corp. Franklinville, N. Y.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
Electronic Laboratories, Inc. Indianapolis, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Illinois Condenser Co. Chicago 22, Ill.
Insuline Corp. of America, Long Island City, N. Y.
International Resistance Co. Philadelphia, Pa.
JFD Manufacturing Co. Brooklyn, N. Y.
Jensen Manufacturing Co. Chicago, Ill.
Legri S. Company New York, N. Y.
Merit Coil & Transformer Corp. Chicago, Ill.
Oxford Electric Corp. Chicago, Ill.
Philo 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.
Springle 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
Beucaire, Inc. 114 Monroe Ave., Rochester, N. Y.
Berman Co., Inc., Henry O. Baltimore, Md.
Brooks Radio Dist. Corp. New York, N. Y.
Bruno-New York, Inc. New York, N. Y.
Central Queens Elec. Sup. Corp. Brooklyn, N. Y.
H. L. Dalis, Inc. New York
Eastern Electrical Supply Co. Newark, N. J.
Electronic Distributing Co. Miami, Fla.
Emerson-New Jersey, Inc. Newark, N. J.
Emerson-New York, Inc. New York, N. Y.
Emerson Radio of Pennsylvania Philadelphia, Pa.
Emerson Radio of Washington Washington, D. C.
Everybody's Supply Co. Philadelphia, Pa.
Faybill Dist. Co. 81 Leonard St., New York, N. Y.
Fada of New York, 928 Broadway, New York, N. Y.
Grossman Radio & Elec. Co. New York 6, N. Y.
Hedco Distributors, Inc. Chicago 40, Ill.
Igoe Brothers, Inc. Newark, N. J.
Krich-Radisco, Inc. Newark, N. J.
Lake Shore Electronics Chicago, Ill.
Legri S. Company New York 25, N. Y.
Milo Radio & Electronics Corp. New York, N. Y.
Northeastern Distributors, Inc. Boston, Mass.
Peerless Radio Distributors Jamaica, N. Y.
Peter Jackson Co. Chicago 40, Ill.
Robbins Co., Chas. W. 853 Broadway, New York
Sanford Electronics Corp. New York, N. Y.
Schuman 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



MONICA LEWIS,
popular star of radio and
Signature Records

Plus sales . . . with the ideal gift for all occasions!

*New 3-way
Personal
Radio*



RING up extra sales by selling this attractively priced 3-way G-E personal radio as a gift for graduation, for birthdays, for every occasion. Every one of your customers going on a vacation is a hot prospect, too.

It's a set you can sell with pride. Plays on a-c, d-c, or batteries. Gang condenser tuning. Amazing tone. Sturdy case—smart as a Hollywood fashion—remarkably low-priced.

For full information, see your G-E Radio Distributor or write to Electronics Department, General Electric Company, Bridgeport, Conn.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL  ELECTRIC

175-F6

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION