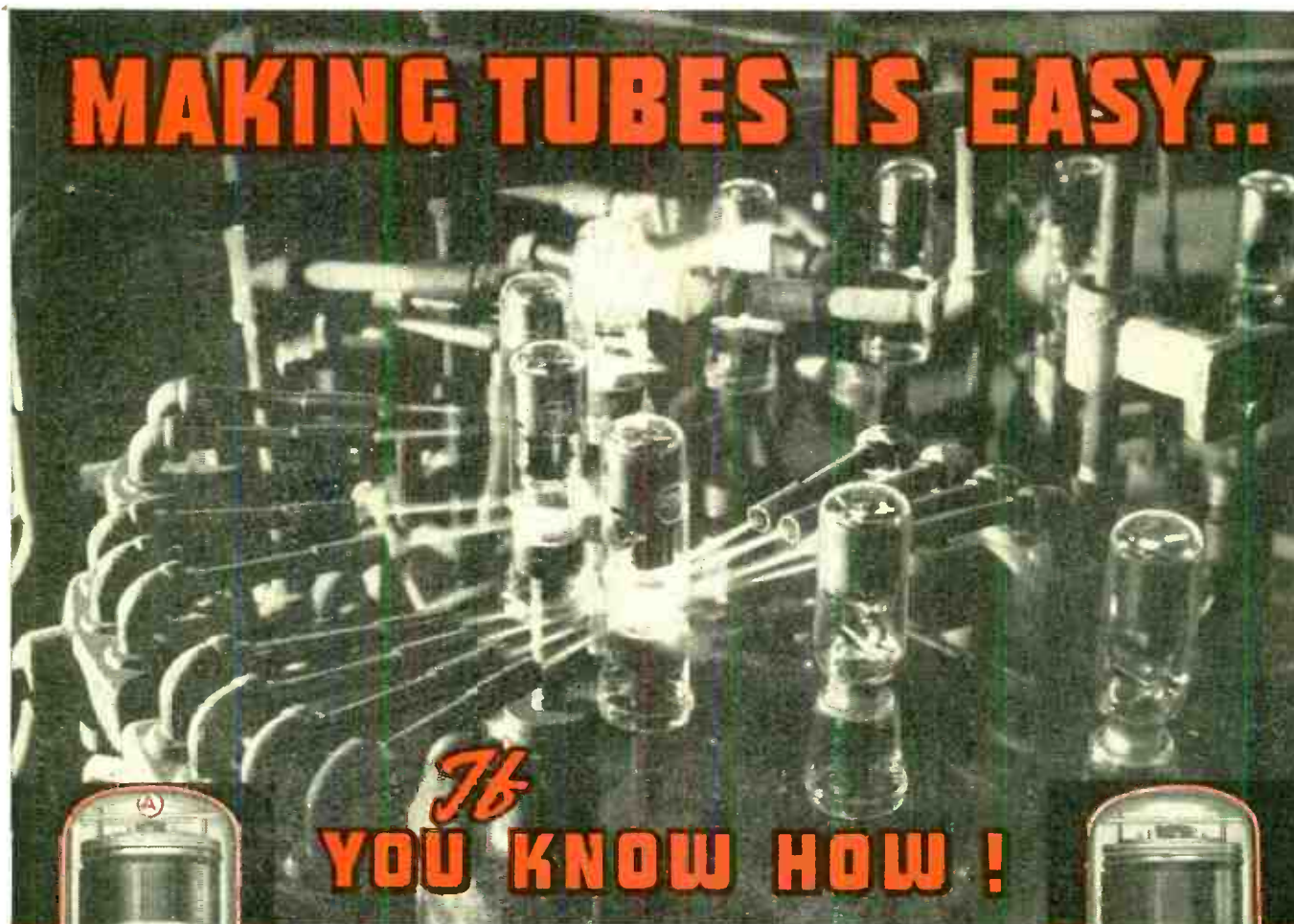


# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, AUGUST 13, 1947



**YOU KNOW HOW!**

## GLASS—FLAME—SEAL

Glass — flame — seal. Sounds easy. Just slip a glass bulb down over the mount assembly. Then by cleverly directed gas flames seal bulb and stem flare together.

Yes, there is a catch in it. A directed flame applied to glass may cause severe thermal shock. Local expansion and contraction then result in strain or fracture. Such thermal shock must be avoided by gradually raising the temperatures of both bulb and stem before hitting them with intensely hot flames. Without scientific control, permanent strains would be set up which might cause cracks — immediately or at some future time. The finished tube would become an "air leaker" and useless.

As this multihead rotary sealing machine indexes, fingers of gas flame — mixed with air delicately proportioned to achieve the proper temperature — warm, shape, and seal bulb to flare. Because it is shielded from the flames by the bulb, the stem is preheated before loading. This preheat temperature is maintained throughout sealing by hot air blown up under the flare. The continual stream of hot air also shapes the seal. Concentrated flames cut off the bulb cullet. In high speed operations, the sealing and subsequent exhaust operations are performed on the same machine.

A precision machine carefully controlled by the glass expert makes this working with glass easy. Gives you a combination which assures you once again of trouble-free performance from your Hytron tubes.



- A Outer bulb
- B Mount
- C Stem
- D Flare
- E Exhaust tube



Sealed-in mount ready for exhaust. Cullet (F) cut off by gas flames is discarded.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

# HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS





# TEMPLE DOES IT AGAIN!

A  
Top-performing  
**SUPER HETERODYNE**

for only

**\$12.95**  
(walnut)



MODEL G-418

## The TEMPLE "SUPER"

Yes, a smart-looking, top-quality, genuine Super Heterodyne of medium size (not a midget), in a non-breakable cabinet. Highly sensitive, selective and powerful. Famous Temple quality. Packed eight (8) to a carton. Available in 4 colors—walnut, ivory, Chinese Red, powder blue.



*The Value-Scoop of the Year!  
priced for Volume sale with a*

**TOP-HIGH RETAIL PROFIT MARGIN**

*you can't afford to overlook  
ORDER YOURS TODAY!*

**TEMPLETONE RADIO MFG. CORP.**  
NEW LONDON, CONN.

Executive Offices — 220 E. 42nd St., New York, N.Y.

Some Territories still available for salesmen. Write. Give details.

**"Where FM also means Finest Made"**

## Manson Succeeds Garceau As Head Of RMA Ad Group

COMMITTEE IS ENLARGED

Stromberg-Carlson Official to Assume New Duties Next Monday—Farnsworth Veteran Has Headed Activity for 7 Years.

WASHINGTON, D. C., Friday — Stanley H. Manson, public relations manager of the Stromberg-Carlson Co., Rochester, N. Y., today was appointed chairman of the Radio Manufacturers Association Advertising Committee, succeeding John S. Garceau, advertising manager of Farnsworth Television & Radio Corp., Ft. Wayne, Ind., who has resigned after seven years service in the RMA post. Mr. Manson's appointment was announced by Paul V. Galvin, president of Motorola, Inc., Chicago, as chairman of the RMA Set Division within which the committee functions.

As chairman of the subcommittee in charge of the RMA "Radio-in-Every-Room" campaign, Mr. Manson has been active in the committee's sales promotion activities. He will assume the chairmanship at the next meeting of the Advertising Committee on September 9 at the Roosevelt Hotel in New York.

Mr. Galvin also announced that the committee has been enlarged because of the expanding activities of the committee. Victor A. Irvine, advertising manager of Motorola, Inc., was appointed vice chairman.

The Advertising Committee is now completing plans for observance of National Radio Week, October 26 to November 1, an annual event inaugurated with the National Association of Broadcasters in 1945 at the end of the war. The Radio-in-Every-Room campaign, for which RMA appropri-

(Continued on Page 26)

## 103 Million Tubes Made in 6 Months

WASHINGTON, D. C., Monday — More than 100 million radio receiving tubes have been produced during the first six months of 1947, despite a recent decline below the record output earlier in the year, the Radio Manufacturers Association reported today.

June production of 15,057,109 receiving tubes showed a slight gain over May's output of 14,575,237. Of the June total, 9,150,113 were for new sets; 3,396,071 were for replacements; 2,435,906 were for export; and 75,109 for government agencies.

The half year output of 103,362,432 included 66,371,204 for new sets; 23,920,166 for replacements; 12,804,197 for export; and 266,865 for government agencies.

## SUBSTANTIAL SALES REPORTED AT WESTERN SUMMER MARKET

RADIO INSTRUMENTS AND APPLIANCES ARE EXHIBITED

Large Buyer Registrations Highlight Annual Trade Show in San Francisco—Wide Selection of Radios Displayed—Furniture Type Cabinets Featured—FM Receivers and Wire Recording Instruments Stressed by Pacific Coast Trade Exhibitors.

SAN FRANCISCO, CALIF., Monday — New sales records and heavy, widespread buyer registrations highlighted the Western Summer market conducted last week at the Western Merchandise Mart in this city. Thousands of dealers and buyers from the Western states attended as did tradesmen from other sections of the country, from Canada, Alaska, Latin America and the Islands of the Pacific.

In addition to radios and appliances, exhibitors also presented housewares, furniture and other home goods. The official opening of the Mart's new \$2,000,000 addition was also held during the week.

For the first time since the war, the Mart returned to its original departmental showings in the seven major divisions of the home goods business. Showings were keyed by trends to quality merchandise, fine craftsmanship and coordinated design in groupings.

New radio models introduced during the mart featured a wide selection of styles from compact leather cased portables to the ultimate in high style console combinations. Influenced by the modern trend, furniture type cabinets in console and table models featured light wood finishes, simple lines and decorative accents of leather, brass or lacquer. Traditional cabinets were noted for the fine workmanship on carving and grillwork.

Most of the new models are equipped for FM, and a feature of radio equipment in this field was a new low priced

FM adapter shown for the first time.

Highlights of sound equipment were the commercial wire and tape recorders which are now being made available for home and business use. A few of the new radio models shown included both record players and wire recording.

Major appliance lines continue to be dominated by coordinated styling designed for one unit operation in kitchen and utility rooms. Improvements have been made in home freezing units and a greater variety of sizes and styles is now available in the market.

Many new innovations have been in-

(Continued on Page 19)

## DISTRIBUTORS REPORT BIG SALES GAINS FOR FIRST HALF OF YEAR

WASHINGTON, D. C., Saturday—Appliance and specialties distributors throughout the country reported for June a sales increase of 73 per cent over the corresponding month of last year. However, June sales were 2 per cent below the volume in May, 1947.

For the first six months of this year these distributors enjoyed an average increase in sales of 85 per cent. Radio and electric appliance wholesalers are included in this classification.

## New Tube Expected to Aid Developments in Television

PALO ALTO, CALIF., Thursday — Development of a new type radio tube which will make it possible to amplify simultaneously as many as 300 black and white television broadcasts was announced here today by Dr. Lester M. Field, Standard University electrical engineer.

The new "traveling wave" type tube doubles the ability of earlier models to cover a wide range of frequencies and handle huge volumes of radio traffic, it was pointed out.

Dr. Field declared that the tube was a radical departure, eliminating those features of previous tubes which restricted them either to low amplification or few channels. The slender, foot-long tube is capable of amplifying 250,000 telephone conversations simultaneously or 100 color telecasts.

The Stanford University scientist said that the new tube may be a big

step forward for commercial television. The vast number of frequencies it covers will enable many television stations to operate simultaneously without interfering with each other's signals. With further development, Dr. Field said it could cut down costs of television sets by reducing the number of amplifying tubes needed.

He added that the new tube also provides a method by which long-distance telephone lines could be replaced by a chain of radio relay stations.

Work on the tube was begun last year in the Bell Telephone Laboratories by Dr. Field and Dr. John R. Pierce, and was continued here by Dr. Field under a grant from the Office of Naval Research. A wartime discovery by R. Kompfer at Oxford University in England supplied the principle for the tube.

## Radio Exports Hit By Latin-America Import Barriers

THREAT TO U. S. A. SALES

All Countries in Area Impose Restrictions Except Cuba and Venezuela — Dollar Balances Crux of Situation.

The restrictions imposed on imports of radio sets by Central and South American countries, with the exception of Cuba and Venezuela, constitute a serious threat to the foreign sales volume by this industry, Max Abrams, treasurer of Emerson Radio & Phonograph Corp., New York, declared last week. The full effect of the ban imposed during June on imports of radios, refrigerators, automobiles and other "luxury" items by most Latin-American countries is being felt acutely in this country, Mr. Abrams, who is in charge of Emerson's export operations, revealed.

Mr. Abrams pointed out that Latin-American governments are accomplishing their aim of conserving dollar balances by restricting imports of stipulated items in two ways as follows:

1—Issuance of necessary import licenses only to those who can secure dollars without affecting the official Government reserve.

2—Classification of commodities with import priority given products considered essential.

Peru has clamped an absolute embargo on radio imports, Mr. Abrams said. That country has ruled that dollars may not be used for radios regardless of whether or not they cut into government reserves. Turning to the second point, Mr. Abrams said:

"Unfortunately, radio has been clas-

(Continued on Page 22)

## TRADE LEADERS MEET ON AUG. 26

WASHINGTON, D. C., Saturday—Liaison committees of the Radio Manufacturers Association and the National Association of Broadcasters will assemble to discuss mutual problems on August 26 in this city.

The RMA group will be headed by Max F. Balcom, president, of Sylvania Electric Products, Inc., and R. C. Cosgrove, of Crosley, past president, who is also chairman of the RMA committee. President Justin Miller and General Manager A. D. Willard, Jr., will head the NAB delegation.

Among the topics scheduled for discussion are plans for National Radio Week, October 26 to November 1, which is co-sponsored by the two trade associations; the "Radio-in-Every-Room" campaign, and FM and television developments.



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Discontinued 1919

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## Credit Controls

With Regulation W, the credit control act governing installment purchases on radios, major appliances and automobiles, scheduled to end November 1, credit leaders are wasting no time in planning new time-payment policies to be adopted once government control is abolished.

Principal proposal thus far advanced by a representative organization is that announced last week by the American Bankers' Association, which will forward to member banks shortly a schedule of down payments and maturities "intended to keep installment loans on a sound basis after November 1." Prepared by the American Bankers' Association consumer credit committee, the schedule will be offered only as a guide, it was emphasized.

As far as radio sets, radio-phonograph combinations and television receivers are concerned, the ABA recommends a 25 per cent minimum down payment, plus installation costs on television sets, all for an eighteen-month period.

For new household appliances, minimum monthly payments of \$7.50 were suggested, with minimum down payments of \$15. Such payments on refrigerators, gas and electric ranges, washing machines and irons, the guide said, should be at least 20 per cent of the total price over a maximum thirty-six-month period.

Under Regulation W, a one-third down-payment is necessary and the maximum time for liquidating a loan is fifteen months.

"Excessive debt should not be made attractive and merchandised in easy pay-

ments," a spokesman for the bankers' group declared. "The days of a dollar down and a dollar a week should not return. From an economic standpoint, merchandise is not actually sold unless it is paid for and retained by the buyer. To encourage people to buy goods that they cannot afford would be both wasteful and destructive to the American economy and is not sound banking."

As is pointed out in the American Bankers' Association announcement, these proposals are being offered only as a guide, and radio and appliance tradesmen will be privileged to make whatever arrangements they deem sound and practical with banks and other financial institutions for time-payment sales of their products. Installment sales were largely responsible for the mass production and mass selling activity in the radio and appliance industry before the war and are destined to play a vital role in the success of this business in the years ahead.

The mass market must be tapped in order to assure sales that will absorb the tremendous production capacity of our plants. The bulk of the mass market—as far as radio sets, television receivers and major appliances are concerned—must be sold on time-payments.

## Purchasing Power

Personal income in this country rose to a new record annual rate of \$193,000,000,000 during the month of June, the United States Department of Commerce reported last week. This rate was \$1,200,000,000 higher than the previous high record, that of March of this year.

Personal income includes wage and salary receipts, net incomes of proprietors and partnerships, dividends and interest, net rent, and other types of individual income. Personal income in May was at an annual rate of \$191,500,000,000. The Commerce Department attributed the rise in June primarily to increased wages and salary receipts, and greater agricultural net income. The increases in wages and salaries were attributed mainly to a continued moderate expansion of factory payrolls.

Some 60,000,000 workers are now employed in this country, an all-time high in the number of wage-earners.

What do these figures mean in relation to the radio and appliance business? They mean that purchasing power today is far greater than at any previous period.

Naturally, prices are higher for all products, but each wage earner has considerably more purchasing power in dollars and cents than before the war. Despite all allegations that the worker has less left over at the end of each week than he did under pre-war conditions, the record shows that the banks are still loaded with billions in savings and bond holdings are at an all-time high. These facts are true barometers of purchasing power.

This nation's standard of living is on a

much higher scale today than ever before in history. A higher standard of living reflects higher purchasing power and greater ability and desire to buy new radios, combinations, television sets and appliances.

## Real Demand

Some illuminating facts have been revealed in a consumer analysis of the St. Paul area, conducted by the St. Paul "Dispatch-Press."

The analysis included a survey of the radio and phonograph market, and among various other things disclosed was that the folks in St. Paul, Minn., are highly interested in television, despite the fact that it will probably be some time before video programs will be available to them.

In answer to a question: "In a new radio, which of the following features will you want?" and listing regular broadcasting, short wave, FM, television and automatic record changers in that order, the automatic record changer came out at the head of the list. And, believe it or not, television was in second place—ahead of FM.

It can safely be said that only a handful of residents in the Twin-Cities region have ever seen a television set in action. However, the publicity which has been forthcoming about the marvels of this new service and the magic and natural appeal of this new art have struck home with a substantial percentage of the population in that Northwestern city. They want television, and from the results of the analysis, they will buy television sets when video programs become available to them. From the present rate of new station openings and construction of television transmitters, this can't be too far off.

## Television Promotion

The Philco Corp. advertising campaign in behalf of its television receivers has focused the attention of television as a currently operating service to millions of persons located in areas now being served with video programs. Similar promotions have been conducted by other manufacturers in the past.

These campaigns, especially with dealer tie-ins, serve to promote the merchandise of all manufacturers, although the sponsoring firm is naturally the principal beneficiary. There are millions of prospective television set buyers, and the more advertising they see, the more sets will be sold.

Although direct results of this promotion have not yet been determined, it is a virtual certainty that this type of all-out effort will play an important role in gaining for television a place among the nation's major industries. At this stage of the industry's development, any type of sound and wholesome television advertising is beneficial to the trade in general, and should be welcomed by all dealers, distributors and manufacturers, no matter which lines they represent.



## PHILCO INTERNATIONAL ANNOUNCES SHIFTS OF EXECUTIVE PERSONNEL

### NAME HEADS OF DIVISIONS

**Roy Sherman Will Direct Radio Activities — Hans Stauder Will Continue as General Sales Manager of Export Organization.**

Philco International Corp., of New York, has instituted a major reorganization and strengthening of its executive departments, in order to meet the demands of increased activity, it was announced last week by Dempster McIntosh, president of the corporation. The reorganization, which is effective immediately, involves the following appointments:

Roy Sherman has been appointed manager of the radio division in charge of sales of home radios, radio-phonographs, television, auto radios, and battery radios.

Frederick Willard, as manager of the refrigerator division, is in charge of sales of refrigerators, freezers, air conditioners, electric ranges, and Maytag washers.

Henry Manson is manager of the appliance division and will take charge of the newly acquired Knapp-Monarch line of electric appliances and chemical insecticides.

Frederick Grosse, as manager of the parts and accessory division, will have charge of all service parts for Philco products and the entire line of Philco accessory products.

Alex Ketterson is now manager of the order service division, and, with his staff, will be responsible for the processing of all orders received.

John Noble, as general traffic manager, is in charge of the export shipping of all products exported by the Philco International Corp.

Continuing in their present posts are Hans Stauder, general sales manager; Ovid Riso, advertising and sales promotional manager, and John Hofinga, comptroller.

## ALLEN B. DUMONT LABS. ACQUIRES MORE SPACE

FAIRLAWN, N. J., Thursday—The Allen B. DuMont Laboratories, Inc., of Passaic, N. J., and New York, has just leased 34,500 sq. ft. of ground floor manufacturing space in the building at Wagaraw road, in Fairlawn, owned by the Einsen-Freeman Co., Inc.

DuMont plans to use the space to increase production of television equipment. The firm also operates a plant in Clifton.

## Abel Kessler, of UST, Father of a Baby Boy

Abel Kessler, public relations director of United States Television Mfg. Corp., New York, became the father of a baby boy, born last week. This is the first addition to the Kessler family.

## U. S. Television Opens Jersey Service Dept; Adds Two Sales Reps

Announcement of a New Jersey sales and service organization for the United States Television Mfg. Corp., of New York City, has been made by Hamilton Hoge, president of UST. A demonstration show room has been set up at 80 West Jersey street, in Elizabeth, N. J., where the service organization will operate under the firm name of UST of New Jersey.

L. Robert Fisher, of Linden, N. J., has been named service manager for the New Jersey area. He will make his headquarters at the office in Elizabeth. Mr. Fisher has been an engineer in television for over ten years and was formerly a field engineer for the Allen B. DuMont Laboratories.

Perrin F. Shaw has been appointed New Jersey sales representative for United States Television. He will operate directly from UST's head offices at 3 West Sixty-first street, New York. Mr. Shaw is a resident of East Orange, N. J.

The appointment of Joel Goodman as UST sales representative for Westchester County, New York, was also made known. Mr. Goodman will also work out of UST's main office.

## RADIO DEPARTMENT IN BASEMENT STORE OPENED BY A. & S.

The new Abraham & Straus basement store in Brooklyn was formally opened on Monday with a gala housewarming, which will continue for the balance of the week. No department or service which one might reasonably expect in a modern upstairs' department store has been overlooked in the expansion of this basement store, according to Nelson J. Miller, merchandise manager.

The store boasts an area of 140,000 square feet, and like an upstairs' department store, the A & S basement store will offer complete staple merchandise assortments every day, plus bargain values from time to time.

The Home Center covers 25,400 sq. ft. of space and will merchandise radios, refrigerators, washers, stoves, vacuum cleaners, and other such appliances, in addition to furniture, floor coverings and other home furnishings. A number of display rooms will be decorated for home atmosphere.

## Stromberg-Carlson Co. Opens Atlanta Office

ATLANTA, GA., Friday — Stromberg-Carlson Co., Rochester, N. Y., has opened an office in the Connally Building, in this city. William L. Mollands, who has been Southeastern sales representative for Stromberg-Carlson, is manager of the new office.

## EMERSON ANNOUNCES SERVICING POLICY ON TELEVISION MODELS

### \$60 CHARGE ESTABLISHED

**Will Cover Installation and Maintenance — Emerson Television Service Corp. Formed to Handle This End of Business.**

A \$60 installation and service policy for Emerson Radio and Phonograph Corp. home television receivers has been put into effect by the company with the formation of the Emerson Television Service Corp. Announced by Durman D. Israel, vice president in charge of engineering and production, the plan calls for the servicing of all Emerson sets, at the outset, by the newly formed subsidiary.

Mr. Israel indicated that the new organization is designed to service Emerson television receivers direct from the factory until such time as the trade itself can arrange to set up its own service units.

At the time of the delivery of an Emerson television receiver, Emerson Television Service Corp. will issue an "Emerson Television Owner's Service Contract," which assumes all responsibilities, including the installation of an antenna, the television receiver, and the servicing of both for a period of one year. Service covers the replacement of parts and tubes, including the picture tube, as may be required to repair or maintain the receiver in normal working order for a period of one year.

The cost of installation, including a year's service, is \$60 and is billed with each receiver by the dealer. This fee represents the net charge for the installation. When a dealer sells and delivers a set, he notifies the Emerson distributor, who in turn initiates the request on the service corporation for the installation.

## MACY APPOINTS TRACY ASS'T BUYER OF RADIOS

The appointment of John Tracy as assistant radio buyer at R. H. Macy & Co., New York, was announced last week. In his new post he will assist Major David Davis, corporate radio buyer for the store. Mr. Tracy was adjustment manager of the radio department before the war, and more recently served as assistant buyer of bedding.

## Miami, Havana Vacations On Launderall Program

In connection with a special Launderall sales promotional campaign, M. Mitchell Gruhn, president of the Colen-Gruhn Co., Inc., New York, distributor of Launderall automatic washers, announced this week that an eight-day vacation trip to Miami and Havana will be awarded to dealers in a sales campaign conducted during the period between August 1 and December 15.

## SONORA EXHIBITS NEW MODELS AT WINDY CITY DISTRIBUTOR MEETING

### SIX FM SETS WERE SHOWN

**New Presentation Includes FM-Phono Consoles and Shortwave-Phono Combinations — Also Many Table Sets Displayed.**

CHICAGO, ILL., Friday — The Sonora Radio & Television Corp., of this city, exhibited ten new models, ranging from AM-FM radio-phonograph consoles to table sets and a combination bedlamp and radio known as the



Model WLRU-219 FM-Phono Console

"Nightingale," at a distributor meeting held here last week, Joseph Gerl, president, announced yesterday.

Included in the new line are four AM-FM consoles. The cabinets come in a variety of styles with light and dark wood finishes. All of these four models have built-in di-pole antennas for



Sonora Bedlamp-Radio Model

FM reception as well as built-in loops for standard broadcasting. The latest low-pressure pick-up and long-life needles are incorporated in the automatic record changers, Mr. Gerl said.

Model WLRU-219 has a ribbon-striped mahogany veneer cabinet and two disc storage compartments. With nine tubes and selenium rectifier, it retails at \$270.

Model WLRU-220 is contained in a modern cabinet constructed of Primavera wood and has two record storage compartments. With nine tubes and selenium rectifier, it sells for \$280.

Model WLRU-245 comes in a hand-rubbed, walnut veneer cabinet and also

(Continued on Page 15)



## HYTRON RADIO EARNS \$43,854 IN 5 MONTHS; TO MARKET SUN LAMP

SALEM, MASS., Friday — For the five months ending May 31, 1947, Hytron Radio & Electronics Corp., of this city, not including its wholly owned subsidiary, Air King Products Co., Inc., Brooklyn, N. Y., reports net sales of \$2,029,925.02 and net earnings after federal taxes of \$43,854.96. As of May 31st, current assets including tax refund claim were \$2,350,188.29 and current liabilities \$962,700.67. The tax refund claim amounting to \$287,532.69 was paid by the Government in full in July.

Hytron expects to be in substantial production of its new sun lamp by the end of August. As was true with radio receiving tube production throughout the industry, Hytron's production of such tubes in June and July was less than during the earlier months of the year. Scheduled production for August and the following months of 1947 will also be at a reduced rate. Nevertheless, Hytron's total sales during the second half of 1947 because of anticipated expanding sales of the new sun lamp should exceed the first half, it is reported.

Although Air King has been on a profitable operating basis for the last several months, operating losses earlier in its fiscal year coupled with year-end inventory write-offs probably will result in an operating loss for the fiscal year as a whole, an official of the company stated. Any operating loss for the year, however, will be substantially offset by a carry-back for refund of past taxes.

## New G-E Clock Radio Is Delivered In New York

Max Culpepper, radio sales manager of the General Electric Supply Corp., New York distributor, announced this week that his firm has received quantity shipments of the new General Electric Model 60, clock-radio, which retails at \$39.95 in a brown plastic cabinet.

The unit contains a superheterodyne radio with four tubes plus rectifier and a self-starting and self-regulating electric clock with an alarm device which can turn on the radio at any selected time. The radio also operates independently of the clock.

## Philco Now Promoting Projection Television

The Philco Corp. television receiver advertising campaign launched several weeks ago continues at top speed, with the initial announcement over the week-end of the Philco projection type video set. This instrument offers a picture 15x20 inches and is being displayed by the company's television receiver dealers.

The initial announcement on the projection model was in the form of full page newspaper advertisements coupled with a list of dealers.

## Transvision Meeting . . .



DISTRIBUTORS watch demonstration of Transvision's new twelve-inch television kit at a recent distributor meeting held at the Waldorf-Astoria Hotel, New York. Herb Suesholtz, general manager of Transvision, Inc., New Rochelle, N. Y., is shown near the center bending over and pointing to the screen of an assembled kit. Dave Kubrick and Irv Brown, eastern sales representatives of Transvision, are shown left to right behind the booth describing an exhibit to a visiting distributor. The meeting, which took two days, was followed by a three-day public showing of the twelve-inch and seven-inch video kits and other Transvision products, including a television screen enlarging lens. So many thousands of people were crowded into the exhibition halls that large numbers had to be turned away at the request of the Waldorf management, H. J. Gold, advertising director for Transvision, reported, following the recent presentation.

## FRANK KELLEY LEAVES TIMES SQUARE STORES

Times Square Stores, New York radio, appliance and auto supply chain, announced this week that Frank J. Kelley, radio and major appliance buyer, has resigned. Mr. Kelley said that he would make known his future plans shortly.

Before joining Times Square Stores, he was a civilian employe of the United States Civil Service Commission with the Office of Price Administration.

Well known in the appliance field, Mr. Kelley was for three years, buyer of major appliances and housewares for Gimbel Bros. in Pittsburgh. He has also held a similar post with William Taylor Sons Co., Cleveland.

## UNUSUAL OPPORTUNITY!!

Manager wanted for New England wholesale distributor of nationally advertised radio and appliance lines. Experience in this field with a proven record of sales absolutely essential. This position requires a combination of executive and sales ability. Applicant must be fully capable of directing a sales force and getting substantial results. Salary is liberal plus additional bonus on total sales. Must live in Boston or vicinity. Only those giving full qualifications and record of experience in first application will be considered. Box 929.

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

## ZENITH RADIO NAMES ASSOCIATED DIST. IN SOUTHERN TERRITORY

CHICAGO, ILL., Monday — The appointment of Associated Distributors, Inc., of Birmingham, Ala., as Zenith distributor for Alabama and Western Florida was announced today by H. C. Bonfig, vice president and director of sales for Zenith Radio Corp., this city.

"The management and personnel of Associated Distributors, Inc., have built an enviable reputation as wholesalers in their territory, and we are happy to welcome them into the Zenith family," Mr. Bonfig said in his announcement.

Luther S. Hart, president, and Wesley L. Greer, vice president of Associated Distributors have long been active in the electrical appliance field in Alabama. Mr. Hart started his business career as a sales employe of the Frigidaire branch in Birmingham, and subsequently spent fourteen years in the electrical department of Moore Handley Hardware Co., Inc., in Birmingham. Mr. Greer also has long been in the electrical appliance and supply field and was also with Moore Handley Co. prior to going into business with Mr. Hart.

The third officer of the concern, C. F. Seale, who is secretary and treasurer, re-joined his former employers after spending three years in the armed forces.

## New Knoxville Store

KNOXVILLE, TENN., Friday — Gay Street Radio & Appliance Co., which operates a store at Gay and Union street, announces the opening of a new radio and appliance store at 712 South Gay street. —B.

## THE TRAVELER

Stephen Nester, president of Duotone Co., Inc., New York, phonograph product manufacturer, expects to leave this week for Hollywood on a two-week business trip.

Charles E. Cohn, president of Standard Arcturus Corp., Newark, N. J., is expected back at his desk soon following a vacation in Connecticut.

David F. Goldman, general manager of the Arvin-Salmanson companies in New York, Boston and Baltimore, is leaving his New York office August 15 for a vacation until after Labor Day.

Gordon Carbonneau, of Carbonneau Industries, Grand Rapids, Mich., made a one-day flying trip to New York last week and while here conferred with S. A. Shaw, local factory representative for the firm.

Harry Byrne, sales manager of Audio Industries, Michigan City, Ind., spent several days in New York last week in the course of a tour of several important eastern markets in behalf of the firm's line of record players.

Mort Gellard, factory sales representative of Philadelphia, Pa., was a visitor at the Tele-tone Radio headquarters in New York this week to discuss merchandising plans for the new Tele-tone models in his territory.

Nate Hast, of the Hastercraft Corp., Chicago, is planning to spend several days in New York this week.

Edward M. Bieber, general manager of the International Meritone Products Co., New York, returned last week from a business trip to Switzerland where phonograph needles are manufactured for his company.

## JOHN MECK DEVELOPS \$19.95 FM CONVERTER

PLYMOUTH, IND., Monday — John Meck Industries, Inc., this city, has just announced the development of an FM converter for use on any AM radio set to retail at \$19.95. According to John Meck, president of the firm, the new converter will be merchandised through usual dealer and jobber channels.

"This entirely new device offers owners of 50 million radios the noise elimination and tonal range of FM programs at phenomenal low cost," Mr. Meck declared. "It presents the radio dealers with a selling opportunity unequalled in radio history."

An elaborate advertising and promotion plan in behalf of this device is scheduled to get under way in September.

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



## MODELL'S OPENS NEW RADIO AND APPLIANCE SELF-SERVICE STORE

What is believed to be the first self-service retail radio and appliance store in this country has just been opened by Henry Modell & Co., operator of the Modell chain of establishments in New York City. The first of Modell's self-service radio stores is at 243 West Forty-second street in Manhattan.

This store has been operated as a surplus war goods outlet for several years, but the radio and appliance department is new. Henry Modell, a pioneer radio tradesman, heads the Modell operation, with his brothers Eugene and Saul Modell, also radio veterans, in charge of the radio and appliance activities.

"The self-service idea permits a customer to come in and browse around leisurely—with no high pressure put on him," the Modell brothers declared.

Another self-service Modell radio and appliance department will be opened during the first week in September at 381 Fulton street, Brooklyn. A television studio will be opened in the Brooklyn store. Modell's also operates a radio store at 280 Broadway, Manhattan, where the Andrews Sisters are scheduled to appear on Friday in connection with a Decca promotion.

Another radio store is planned at 204 Broadway, with others in sight within the near future.

Eugene and Saul Modell will leave next week for a three-week buying trip which will take them to the Pacific Coast. They plan to buy a minimum of \$100,000 in radio and appliance merchandise during their sojourn.

## RMA EXPORT GROUP PLANNING PROMOTION

WASHINGTON, D. C., Monday—The RMA Export Committee, enlarged because of the postwar expansion of radio exports, will consider plans for further promotion of export trade and will consider problems raised by recent foreign barriers against U. S. radio imports at a meeting August 19 at the Stevens Hotel in Chicago.

Exports of American-made receivers and components have risen rapidly since the war, and a new record high is expected in 1947. However, some countries which have been heavy importers of U. S. radio equipment, notably Mexico, have recently taken steps to bar or curtail American imports to conserve their dollar credit balances.

Appointment of James E. Burke, export manager of Stewart-Warner Corp., Chicago, as chairman of the committee was announced this week by RMA President Max F. Balcom. He succeeds A. D. Keller, of the Federal Telephone and Radio Corp., New York, who resigned the RMA post recently.

## Bankruptcy Petition Filed

A petition in bankruptcy was filed last week by the Acme Radio Corp., 3960 Third avenue, New York.

## RCA Victor Announces Table Model Victrola For Use in Classroom

CAMDEN, N. J., Friday—A new table model Victrola, specially designed for schools and offering for the first time console-instrument performance in a reproducer of table model proportions, has been announced by W. H. Knowles, general manager of the RCA Victor Educational Sales Department.

"This New Victrola classroom senior model has been designed to provide school classrooms with a phonograph tailored to their specific needs," Mr. Knowles said in announcing the instrument. "It marks another milestone in RCA Victor's efforts to provide schools with the finest in music reproduction, an activity which reaches back to 1911 when this company pioneered in music appreciation in schools. This latest development makes it possible for educators to replace outworn prewar phonographs with a low cost specialized instrument with high quality reproduction such as has never before been obtainable in a table model phonograph."

Console quality has been achieved in this table model phonograph by a 12-inch speaker and large amplifier which provide outstanding tone quality in an instrument of compact proportions.

## John Clarke Coit Is Dead; Former Radio Set Maker

ST. PETERSBURG, FLA., Monday—John Clarke Coit, former head of the old United States Radio & Television Corp. of Marion, Ind., died here yesterday at the age of seventy-five. The company formerly manufactured radio receivers.

Mr. Coit served as president of the Radio Manufacturers Association in 1931-32, and was also at one time head of the Simmons Hardware Co., St. Louis.

## Sam Katz In Third Place In Bridge Tournament

Sam Katz, of Eastern Electrical Supply Co., Newark, N. J. radio and appliance distributing organization, and his partner, Peter Leventritt, finished in third place in the Masters Pairs world championship of the American Contract Bridge League conducted last week at the Hotel St. George in Brooklyn, N. Y. The Katz-Leventritt combination led the field after the first day's play. This is the most coveted honor in bridge circles.

## Lehr Executives To Attend Bendix Baltimore Meeting

Paul Lippmann, sales manager of Lehr Distributors, Inc., New York, announced last week that he, Ben Lehr, treasurer of the firm, and Gene Lobell, advertising and promotion manager, will attend the Bendix Radio Division's national distributor meeting to be held August 25 and 26 in Baltimore. Nine of Lehr Distributors' salesmen will also make the trip.

## RADIO, LATEST THEME OF "MARCH OF TIME"

The March of Time, monthly film featuring current events and the nation's industry, will have as its September subject, the radio industry. Scheduled for national release on September 5 this film is entitled, "Is Everybody Listening?"

While emphasis is laid upon the broadcasting end of radio, there are many scenes of interest to the radio set industry. One of the sequences features a visit to a retail radio store, namely Haynes-Griffin, New York. Familiar faces to the trade that are viewed in this scene are George P. Lohman, president, and John G. Zitis, manager of the radio and appliance department, of the Haynes-Griffin organization. The FCC commissioners Durr, Walker, Jett, Wakefield and the commission head Denny, are seen at one of their legislative sessions.

The setup of the large and small radio stations, the Hooper rating, favorite radio stars Jack Benny, Bob Hope, Walter Winchell, Fred Allen, in action and every type of program from the quiz to the public service program also make up this issue of the March of Time.

## APOLLO DISTRIBUTING ADDS TO ITS STAFF

NEWARK, N. J., Friday—Three men have just been added to the staff of the Apollo Distributing Co., this city, distributor of Crosley radio, television and home appliances and other lines in northern New Jersey and Orange and Rockland counties in New York, it was announced by Fred Goldberg, treasurer and general manager.

Jack Edelson has rejoined the Apollo organization, having served the company for twelve years before the war. He is widely known among New Jersey retailers.

Joe Hollander has also been added to the sales staff. He has fifteen years of experience in retail merchandising.

Irwin Rosenberg, with a wide background of advertising and promotion, has joined the Apollo organization as advertising director.

## Everett B. Boise Named Hytron Sales Engineer

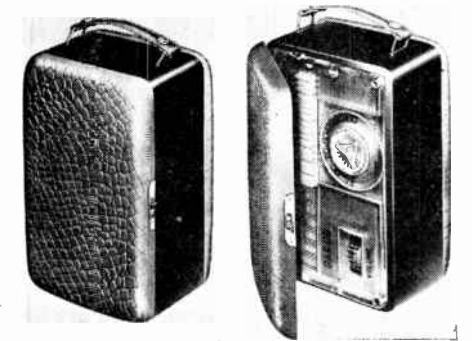
SALEM, MASS., Friday—Vinton K. Ulrich, chief commercial engineer of Hytron Radio & Electronics Corp., national manufacturer of radio tubes, sun lamps and electronic equipment today, announced the appointment of Everett B. Boise as Hytron's sales engineer in the New York and Mid-Atlantic area.

Mr. Boise brings a wealth of sales and engineering experience to his new task. For eleven years he was with National Union, recently as their Chief Commercial Engineer.

He secured his basic engineering education from Rensselaer and early in his career was associated with RCA License Laboratory A. F. Van Dyck and David Grimes.

## PERSONAL PORTABLE, CLOCK-RADIO SHOWN BY GAROD CONCERN

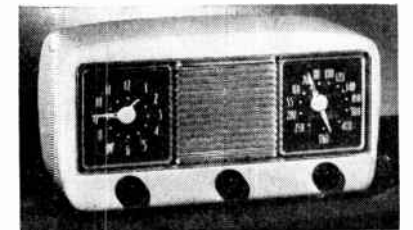
Two of the featured receivers introduced by Garod Radio Corp., of Brooklyn, at its national distributor meeting held at New York's Park Central Hotel recently were the "Radalarm,"



Starlet Portable

clock-radio combination, and the "Starlet" personal radio.

The "Radalarm," Model 5R31, shown herewith, is a clock-radio combination housed in a two-tone plastic cabinet. This superheterodyne receiver is designed so that when the controls are



Garod Radalarm

set one can be awakened to the music of his favorite program. It also can be set to turn itself off at a predetermined time. This set retails at \$39.95.

Garod's new 3½ pound personal portable is called the "Starlet." Pictured here, it is shown both open and closed. This receiver is turned on by opening the lid. Housed in a two-toned base, the back and front panels of which are of alligator-grained plastic, this model retails at \$29.95 less batteries. It has a specially designed Alnico V speaker, a hidden loop antenna contained in the cover, and it utilizes a 1½ volt A battery and a 67½ volt B battery.

Both these models are now in full production, a company spokesman said.

## EMERSON NAMES NEW W. MICHIGAN JOBBER

Announcement has been made by Charles Weisser, Emerson Radio's national sales manager of the appointment of Radio Electronic Supply Co. as Emerson's western Michigan distributor. The company's office and warehouse are located at 443 South division avenue, Grand Rapids, Mich.

Emil J. Rissi, vice president of the company, is in charge of sales activity for Emerson radio. He has started his campaign with the introduction of the new 1948 Emerson models which were recently introduced to the trade.



## PREDICTS 18 MILLION COMBINATIONS IN USE WITHIN FEW YEARS

SEES DEMAND STILL RISING

**Richard A. Graver, Admiral Vice President, Expects Normal Demand Will Be Three to Four Times Pre-War Level.**

CHICAGO, ILL., Friday — Normal demand for radio-phonograph combinations will soon be three to four times the pre-war level, Richard A. Graver, vice president of Admiral Corp., today predicted in a statement to dealers.

While only 6,000,000 families now have facilities for playing phonograph records, a survey by Admiral reveals, there probably will be 18,000,000 radio-phonographs in use within a few years. In addition, other factors will increase the usage of radios with automatic record-changers, Mr. Graver declared.

"A number of conditions contribute to the increasing demand," he stated, "besides a higher level of consumer purchasing power. With children's records becoming increasingly popular, the phonograph is now a necessity for the whole family. Many homes will have two or three units—one for the parents, one for the teen-agers, one for the younger children. New housing will eliminate the doubling up of families, thus creating additional demand. Institutions of all types are finding the phonograph an invaluable aid. Increasing leisure time is giving many people more time to spend in the home. Improved technical quality of automatic record-changers, reproduction systems and phonograph records gives more satisfaction with greater convenience.

"These and other factors, our survey shows, are leading to a steady increase in demand. We find that 57 per cent of all present radio-phonographs are owned by families having incomes of less than \$3,000 a year, so that the economic level of utilization is low—giving us a very high potential. The estimate that 18,000,000 radio-phonographs will soon be in use in the United States alone seems to be a conservative one," he concluded.

## Russell Larson Named Spiegel's Radio Buyer

CHICAGO, ILL., Friday — Spiegel's retail store, this city, has announced the appointment of Russell C. Larson as radio and major appliance buyer. Mr. Larson formerly served as manager of the radio and major appliance department at Spiegel's store on Sixty-third street. He succeeds Robert Rowan, who resigned last week.

## Twinboro Assignment

Twinboro Refrigerator Service, Inc., 127-14 101st avenue, in Ozone Park, N. Y., made an assignment last week to Edward L. Dublin, 245 Hawthorne street, Brooklyn.

## Use of Television in Industry Is Advanced By Development of New Type Camera Tube

HARRISON, N. J., Friday—The use of television to observe dangerous operations in industry and elsewhere has now been made economically feasible with the introduction of a new, small television camera tube by the Tube Department of the Radio Corp. of America. The RCA-5527 Iconoscope, as the new tube, is called, is itself relatively inexpensive and is designed to be used with compact, simple and low-cost television equipment.

Two inches in diameter, the new tube has greater sensitivity and signal output than previous iconoscopes of this size. It provides a satisfactory picture when the light on the subject to be televised is 500 to 1000 foot candles which is roughly equivalent to the light now used in present studio telecasting and which can be obtained with three 200-watt lamps placed four feet from the subject. The resolution capability of the new tube is 250 lines; under favorable conditions, this produces a picture about equal to a newspaper photograph in quality.

The low cost of the tube and the associated television equipment for it make it especially suitable for use by schools in the demonstration of television principles, and for laboratory experiments.

War-born techniques resulting from experiments with military tubes contributed substantially to the design of the new tube. The greater sensitivity, for example, is the result of a new method of mosaic treatment which permits the transmission of a greater amount of light to the photosensitive surface. The greater signal output is obtained by the use of a high-capacitance mosaic which was impractical with the older type construction. Low-frequency response is improved by the use of a direct contact to the mosaic signal plate instead of capacitive coupling.

Contrasting the relatively simple and inexpensive equipment required for the operation of the new television tube as compared to large types of camera tubes, RCA technicians pointed out that the new tube uses electrostatic deflection eliminating the need for costly magnetic deflection coils and circuits. In addition, since the mosaic is perpendicular to the axis of the electron gun, keystone circuits are not required. The small area of the mosaic permits the use of a low-cost lens in the camera unit such as the lens of the 35-mm camera having a speed of 3.5 or greater.

## Frank Gelb Is Appointed By County Appliance Co.

MOUNT VERNON, N. Y., Friday—Jack Klarman, president of the County Hardware Corp. and County Appliance Co., this city, announced yesterday that Frank Gelb has been appointed general merchandise manager for the two organizations. Mr. Gelb was formerly the buyer of appliances and housewares for both Abramson's and Ramson's, in Flushing, L. I.

## GIANT SERVICE CHART OFFERED TO TRADE BY SPRAGUE PRODUCTS CO.

NORTH ADAMS, MASS., Friday—A giant wall chart for use in busy service shops is now being offered to the trade by Sprague Products Co., North Adams, distributing organization for



Sprague Giant Wall Chart

Sprague capacitors and Koolohm resistors.

Lithographed in colors, size 22x28 inches, the chart includes handy service application data; diagrams and descriptions of common circuit troubles involving capacitors and their remedies; general replacement data on electrolytics; formulas; transformer, resistor and capacitor color codes; schematic symbols, and other related invaluable information. Everything is arranged for quick, easy reference and popular service types of Sprague capacitors and Koolohm resistors are illustrated.

The wall charts are now in the hands of Sprague distributors throughout the country and servicemen can obtain free copies from them on request.

## Ben Joseph To Be Host To New England Jobbers

BOSTON, MASS., Friday—A special showing of the Ferret line of test equipment for radio parts distributors and their salesmen is scheduled to be held for three days beginning Tuesday, August 19, at the Hotel Statler, this city with Ben Joseph as host.

The Ferret line is manufactured by the Coastwise Electronics Co., Los Angeles, Calif., and is represented in the eastern territory by Ben Joseph, 258 Broadway, New York. At the conclusion of this show, Mr. Joseph will complete his tour of all the New England states, calling on jobbers in the interest of the several manufacturers whom he represents, including Mueller Electric Co. of Cleveland.

## G-E IS REORGANIZING MARKETING SECTION OF APPLIANCE DEPT.

BRIDGEPORT, CONN., Thursday—In order to serve an expanding market and keep pace with rising production, the marketing organization of the General Electric Co.'s Appliance and Merchandise Department has been reorganized, H. L. Andrews, vice president and general manager of the department, announced here today.

Under the new set-up, all of the department's marketing activities will be coordinated under a manager of marketing, C. R. Pritchard, whose former position as general sales manager of the department has been eliminated. A. M. Sweeney, formerly manager of major appliance sales has been appointed manager of all appliance sales; C. W. Theleen, previously manager of traffic appliance sales, is now assistant manager of appliance sales. J. H. Crawford continues in his former capacity as manager of construction materials sales.

## Electrical Group Names A. Joseph Ansley to New Position in New England

WASHINGTON, D. C., Friday—A. Joseph Ansley, 44 Buswell street, Boston, has been appointed field director for the National Electrical Retailers' Association in the New England states, according to C. C. Simpson, managing director.

Mr. Ansley has been associated with the electrical appliance industry in the Boston and New England territories for the past twenty-five years in various capacities with both retailing and wholesaling establishments.

As field director for the National Electrical Retailers' Association, Mr. Ansley's duties will be to assist in the organization of local chapters and to work for the promotion, expansion and protection of the interests of electrical retailers in his assigned territory.

In his new position, Mr. Ansley will work closely with NERA Regional Governor William C. Shields, of the Shields Electric Co., Boston.

## Jack Weber Tours Coast Visiting Manufacturers

Jack Weber, head of Jack Weber Associates, New York, currently is on a visit to the West Coast, where he is contacting a few of the manufacturers whom he represents here in the East.

Mr. Weber, a veteran of over twenty years in the radio field, represents the Universal Microphone Co., Inglewood, Calif.; Kaar Engineering, Palo Alto; Electronic Measurements Corp., New York, and Regent-Savoy Electrical Mfg. Co., New Rochelle.

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



# AMAZING NEW MERCHANDISING PLAN

Helps YOU Sell Television Sets These 12 Ways!



- DISPLAYS
- SALES LITERATURE
- ELECTRIC SIGN
- CO-OP ADS
- PROGRAM SERVICE
- DIRECT MAIL
- WINDOW STICKER
- 16 PAGE BOOKLET
- UST TELE-NEWS
- PROMOTION KIT
- LEAD SERVICE
- MAT SERVICE

## DEALERS - ACT NOW! CASH IN ON TERRIFIC DIRECT MAIL CAMPAIGN TO TAVERNS, CLUBS, BARS

UST's 14-way promotion plan for taverns and restaurants is recognized as television's most unusual selling campaign! Over 41,000 licensed liquor licensees are now receiving broadsides, letters, countless facts, testimonials on UST's Tavern sets. . . Already three-fourths of all BIG PICTURE projection sets in public places are UST . . . over 500,000 persons every week see UST Tavern sets!

If you act quickly, your name can be listed as an Authorized UST Dealer in this campaign. Don't miss out—write now for information about becoming a UST DEALER!



**FREE! FREE! FREE!**

Send for a 16-page booklet, HOW TO SELL TELEVISION SETS PROFITABLY. A must for any television dealer. Send card or letter to Dept. C (Dept. D for Radio & Tel. Retail), United States Television Mfg. Corp., 3 West 61st St., New York City. Circle 6-4255. (All prices protected under Feld-Crawford Act. Prices 5 per cent higher west of the Rockies).

Another "first" from the United States Television Mfg. Corp., the "One Year Ahead" company . . . **first** in "Big Picture" projection television . . . **first** in the stores with "Big Picture" sets for home and clubs . . . **first** with a GIANT SCREEN fully 3 1/3 square feet! And now first again with big scale merchandising aids for television dealers!

- 1—COMPLETE SALES LITERATURE  
Illustrating the various UST home sets; in both modern and period styles; FREE.  
Dynamic UST Tavern broadside shows actual screen-size picture, fully 3 1/3 square feet; dozens of testimonials, pictures of bar crowds; FREE.
- 2—POINT-OF-SALE DISPLAYS.  
Two beautiful two-color easel displays illustrate both the Telesonic and the Tele-Symphonic; FREE.
- 3—COMPLETE MAT SERVICE.  
Logotypes, illustrations, slogans, selling points, and trade marks; FREE.
- 4—UST TELE-NEWS.  
Periodic newsletter for UST Dealers; packed with valuable sales suggestions and latest television news; FREE.
- 5—16 PAGE BOOKLET; "HOW TO SELL TELEVISION SETS PROFITABLY!"  
Jammed from cover to cover with facts about America's newest growth industry; tells you who to sell television to first; what they will ask you; how to demonstrate; countless other tips for you and your sales force; As many as you need for sales staff; FREE.
- 6—WEEKLY PROGRAM SERVICE.  
Keeps you informed about all programs in your television area; an invaluable guide to help you demonstrate properly! FREE.
- 7—WINDOW STICKER. FREE.
- 8—LEAD SERVICE.  
and general Consultation service; FREE.
- 9—PROMOTION KIT.  
Complete set. All dealer aids and units of the 12-way merchandising plan in one kit . . . a packaged "sales talk", for salesmen. FREE.
- 10—CO-OPERATIVE ADVERTISING PLAN.  
Cost shared with UST.
- 11—CONTINUOUS DIRECT MAIL CAMPAIGN.  
YOU are listed. Shared Cost.
- 12—ELECTRIC SIGN.  
Unusually attractive sign reminding your customers night and day you are authorized to carry the full UST line. 8 colors!

*"One Full Year Ahead"*



★ **UNITED STATES TELEVISION** Mfg. Corp.

3 West 61st Street, New York 23, N. Y.  
Circle 6-4255



If you want  
**SOMETHING  
BETTER**  
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# DeWALD

A FAMOUS NAME IN **RADIO** SINCE 1921



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

*A Quarter-Century of Proven Quality*

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

## BOSTON, MASS.

**Hotpoint Line Pushed  
New Pressure Cooker  
Eastern Opens Drive**

BOSTON, MASS., Monday—Dealers in G-E Hotpoint major electrical appliances will welcome the news that this Chicago affiliate of General Electric Co. has a huge new expansion program involving twenty million dollars designed to step up many fold the present rate of \$100 million and on completion will permit production annually of 600,000 electric ranges, 250,000 water heaters and 100,000 dishwashers. The new \$10 million dollar range plant will permit

present facilities to be used for water heaters. A feature of the plan is dual and equal sales promotion of the Hotpoint line with the General Electric line under the dynamic leadership of Hotpoint's new president James J. Nance.

The Hotpoint line is distributed by General Electric Supply Co. with warehouses and sales center building in the principal trading centers. Dealers will also have the advantage of concentrating buying of many other sales items on a year-round basis from their G-E Supply source. Eventually, it's planned to have 10,000 dealers carrying Hotpoint and covering the field even into the smallest towns. Sales promotions will be of a scope and design to put the Hotpoint name on a par with any other name in major electrical appliances.

Incidentally, a survey made by Hot-

point in 1945 disclosed that consumer preference for electric irons named Hotpoint although these irons haven't been made since 1932. While dealer demand quotas for Hotpoint appliances extend well into 1948, it's expected that after the huge war-born pent up demand for appliances returns to normal, that consumer acceptance of Hotpoint as a top-level name will be of great benefit to their dealers over the long view picture.

While General Electric and Hotpoint washers and ranges will have interchangeable parts, the finished products will have different styling and mechanical sales features. In consumer advertising, Hotpoint will feature a complete Hotpoint kitchen, rather than individual sections. The line now includes ranges, automatic dishwashers, garbage disposal units, sinks, utility cabi-

nets, automatic and wringer type washers, clothes dryers, refrigerators and home freezers. By having two major brand lines, G-E can give a protected franchise to twice as many dealers in one area, and go beyond the saturation point of consumer acceptance for one brand name.

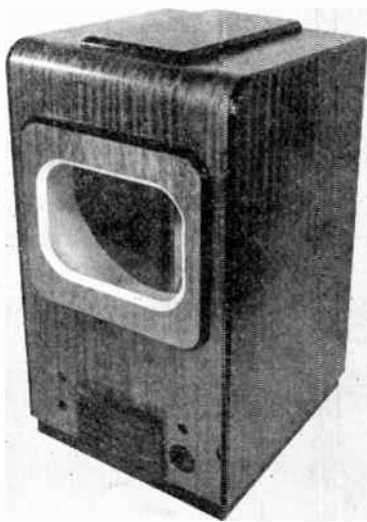
In the late Fall, General Mills will have a companion piece for its popular electric iron, in a new type pressure cooker, which seals automatically with a bi-metallic cover with edge venting, thus eliminating the usual central venting valve. Apointer gauge indicates to twenty lbs. and automatically releases overpressures. Pressure reduction can be made at the stove, eliminating water-cooling.

Westinghouse has a new semi-circle

(Continued on Page 22)

## CONVERSION TELEVISION CABINETS

For 15" Cathode Ray Tube  
and  
For 20" Cathode Ray Tube



Television Cabinet for 15" Cathode Ray Tube

Television Cabinet for 20" Cathode Ray Tube

Cabinets also available for 7", 10", and 12" cathode ray tubes, with or without shaft holes.

Also manufacturers of all types of replacement cabinets and speaker baffles.

### B. R. Z. CABINET CO.

649 BROADWAY

BROOKLYN 6, N. Y.

*We Are Happy to Announce  
Our Appointment As*

**EXCLUSIVE SALES REPRESENTATIVES**  
For the Entire New England States for



Manufacturers of a Complete Line of High Quality  
Consoles With AM and FM, Automatic Radio-Phono-  
graph Record Changers, Table Models and Portables.

**DEALERS**

Inquire about our  
**ATTRACTIVE PRICES  
& DISCOUNTS**

**DISTRIBUTORS**

**DESIRABLE  
TERRITORIES  
OPEN**

WRITE — WIRE — PHONE

## FREDERICK P. ALTSCHUL

95 North Washington Street

Boston 14, Mass.

Tel: Lafayette 0665





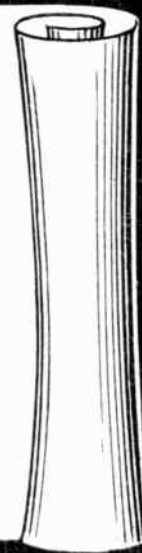
# GENERAL ELECTRIC

170-FIA-8850

*Electronic*

## RADIO TUBES

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



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



### FIRST FM RADIO SETS MADE BY G-E APPEAR IN TORONTO STORES

OTHERS TO BE SEEN SOON

John Millen & Son Named Distributor for Duo-Therm — J. A. Dove Named by Stromberg-Carlson — Other Trade Notes.

TORONTO, ONT., Friday — First Frequency Modulation domestic radio receivers made their appearance in Toronto this week. T. Eaton & Co. offered for immediate delivery General Electric's new combination FM-AM and shortwave radio-phonograph unit. The set retails for \$1195. While FM in Toronto is still in its infancy, a broader station selection for listeners is predicted for next year. At present, only one station is operating in the Toronto area, and that carries the regularly broadcast programs of CBS's key station in this area, CBL.

While General Electric is the first brand to be offered to those interested in FM, other manufacturers in this area are known to be ready to introduce and market their sets within the next few months. Many producers are said to be waiting for the Canadian National Exhibition to open later this month to introduce their models.

John Millen & Son, Ltd., has been named distributor for Duo-Therm fuel oil furnaces. Distribution will be handled through a John Millen subsidiary, Electric Appliances, Ltd., a concern already distributing Duo-Therm space heaters and water heaters.

The Stromberg-Carlson Co., Ltd., of this city, has appointed John A. Dove as sales manager of the firm's radio department. Mr. Dove has been associated with the radio industry for the past twenty-five years and is a member of the Quarter Century Radio Club of the Radio Institute of Canada. Various changes are also contemplated to take place in this firm's advertising department. Appointment of a new advertising manager is pending.

Canadian General Electric has begun its advertising in connection with the new tank-type of vacuum cleaner.

Full pages in both color and black and white in national publications remind readers to "watch for the new G-E tank-type cleaner." Features of the vacuum are a four-way cleaning action, nozzle toe regulator, streamlined eye appeal, efficient power, eccentric brush adjustment and feather weight. Display of models through G-E dealers is expected to coincide with this firm's exhibit at the Canadian National Exhibition.

A newly-formed company, Bailey Industries Corp., has taken over Knowles of London, manufacturer of sundries, and will operate it as a division of the firm. The corporation will be situated in Toronto, where a new head office building is currently under construction together with complete warehouse facilities. Coolerator refrigerators, Orley deep freezers and the new Collman "58" electric shavers will be among the products distributed. The firm is headed by Dorothy V. Bailey and the sales divisions will be directed by D. D. Martin and A. E. (Ted) Lombard.

Marking a change in policy that became greatly abused during the immediate post-war period, manufacturers of radios in this area are now enforcing a regulation that dealers have radio repair departments. The move, in keeping with the demand for sets, is designed to ease small furniture and "other nondescript stores" out of the retail radio sales picture. This attitude appears to be directed purely against city franchise seekers, and will not affect rural dealerships which are frequently held by combined furniture and undertaking establishments.

Recently brought to the fore in a directive to sales managers in this area, investigation revealed that the policy had been, or was being adopted collectively by several concerns here. Legitimate radio and appliance shop dealers were said to have been the instigators of this change in their effort to obtain more merchandise in many lines for their own stores. During the past few months, one manufacturer reported rejecting at least half a dozen applications for franchises on the grounds that stores did not have radio repairmen on the premises, or adequate connections for such work with free lance repairmen.

—WM. A. FREEMAN.

### DEALER MEETING FOR BENDIX CAMPAIGN HELD BY CLEVELAND FIRM

CLEVELAND, OHIO, Saturday — Northern Ohio Appliances, Inc., this city, last week announced its participation in the nation-wide Bendix "Million Dollar" sales campaign. The announcement was made during a meeting at the Hotel Carter before a crowd of over 600 Bendix dealers and salesmen by C. J. Laufersweiler, president of the distributing firm.

The program was outlined to the

group by W. A. Becker, Midwestern sales manager of Bendix Home Appliances, Inc., of South Bend, Ind., who explained the large display of Bendix appliances and numerous other products which would be given away to dealers and salesmen as part of the program. He also said that forty-five automobiles would be given away nationally and that twenty all-expense trips to New Orleans would be awarded to dealers in the territory of Northern Ohio Appliances at the end of the promotion.

All present at the meeting were served a buffet supper and listened to the music of a three-piece combination during the dining period.

**LOOK  
to  
WARD**

for  
**OUTSTANDING  
FM  
Antennas**

Ward FM antennas stand head and shoulders above the field for value. Available in straight or folded dipole types (with or without reflector kit), they adapt easily to varying individual requirements. Providing the maximum electrical efficiency needed for finest FM reception, they are easy to install securely. Their trouble-free operation assures you extra profits. Write for free catalog today.

# WARD

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

*Aerials*

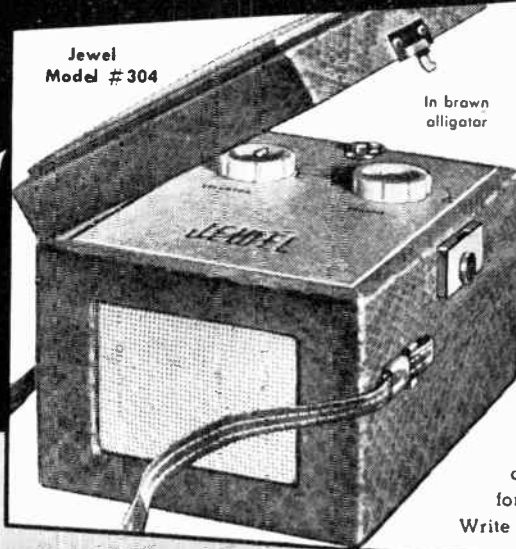
EXPORT DEPARTMENT: C. W. Brandes, Manager, 4900 Euclid Ave., Cleveland 3, Ohio  
IN CANADA: Atlas Radio Corp., 560 King Street W., Toronto 1, Ontario, Canada



# JEWEL PIXIE

the **REMARKABLE PORTABLE** battery radio

What Features!  
What Style!  
What Performance!



PLAYS WITH  
LID OPEN  
OR CLOSED

4-TUBE  
SUPERHET  
CIRCUIT

BUILT-IN  
LOOP  
ANTENNA

6½" HIGH  
4¾" WIDE  
4½" DEEP

A few territories are available for distributors. Write immediately.

**SELLS FOR ONLY \$19.95\***

LESS BATTERIES  
\*5% higher west of Rockies.

What a selling sensation! It plays with lid open or closed—weighs only 3½ lbs. with batteries—has "Deep Voice" sound chamber, 3½" Alnico 5 PM speaker—covers broadcast band; 540 to 1600 KC—adjustable shoulder strap or hand strap—in brown alligator leatherette—and it's priced **REALLY LOW!** Uses standard, easy-to-get, low-priced batteries. "PIXIE" is a truly **REMARKABLE PORTABLE!**

**JEWEL RADIO CORPORATION**  
583 Ave. of Americas, New York 11, N.Y.

## TWO NEW DISTRIBUTOR FIRMS OPEN DOORS IN SAN FRANCISCO AREA

WILL JOB NATIONAL LINES

United Distributing Co. and A. L. Alpers Sales Co. Join Industry — Have Formal Openings.

SAN FRANCISCO, CALIF., Saturday—An energetic new firm came into existence when United Distributing Co., was organized. The concern made its

formal debut yesterday when doors of the spacious premises at 1345 Mission street were thrown open. Celebrating the occasion open house was kept, and refreshments were served all day to the many visitors, who in turn expressed their congratulations by the numerous floral gifts. United Distributing Company will function as factory representatives and distributor of radios and appliances.

The owners are Messrs. Zerach and Martin. Advertising and sales promotion manager is John D. Griff, well known in the radio field due to his connection with Associated Radio Distributors over a period of several years.

United Distributing Co., has been appointed factory representative for Air King radios, and Automatic radios for the states of California, Utah, Nevada and Arizona. The firm already has seven salesmen covering the California territory. A branch office is being established in Salt Lake City, and negotiations are pending to appoint capable sales representatives in other centers.

According to John Griff the Tom Thumb model of the Automatic line has taken California by storm. Introduced a scant few weeks ago, this little personal portable has firmly entrenched it-

self in the public's favor, as proven by the great quantity of repeat orders being received. Currently displayed in the show-room are several different Tom Thumb models, two Air King radio-phonograph consolettes, and a variety of Air King table models. Expected by September 15 are samples of the new Air King console combinations, plus wire recorder.

The establishment of United Distributing Co., consists of a handsome show-room and four private offices in the front. In the rear is the service department and warehousing facilities.

To A. L. Alpers, his A. L. Alpers Sales Co. is more than a business, as he explains: "It's a dream come true." All his life he worked for others. He had been sales manager with an eastern wholesale house, then did his stint with the armed forces and later worked for Hallcrafters, but his goal was always to set up his own business. At last this became a reality. Alpers Sales Co. handles DeLuxe records, Ambassador and Huckster records; phonographs and a full line of record accessories. The firm has just been appointed distributor for Signal and Lee radios. A. L. Alpers Sales Co. has its headquarters on the coveted fourth floor of the Western Merchandise Mart.

Mr. Griff says that now the market is being scrutinized with a view of taking on a line of major home appliances either as distributor or as manufacturer's representative.

Pilot radios and Pilotone records have been generally well received, however it took the Pilotuner to really make dealers and the public Pilot cognizant. Bernard Golbus, owner of Golbus Sales Co., California representative of Pilot products, looking over the stack of orders from such top houses as Sherman-Clay & Co., Brauner's in Oakland, and others of such high repute, exclaimed: "Now, we have really arrived!" He continued to say that Breuner's sold out within a week its entire stock of Pilotuners, and other dealers report that they are about ready for repeat orders. Golbus Sales Co. has moved to very handsome new premises on the fifth floor of the Mart.

F. K. Graff has been appointed appliance sales manager for the Fresno office of General Electric Supply Corp., it was announced by C. W. Goodwin, Jr., district manager.

H. Lockwood has been appointed manager of the radio department of Kahn's in Oakland. Prior to his present position, Mr. Lockwood was assistant manager of H. C. Capwell's radio department.

E. Lloyd Sutton has resigned as manager of Frank Edwards Company's radio and appliance division. He will attend Market Week but after that he plans to go on a vacation.

Coast Radio Supply Co. has been incorporated and henceforth will be known as Emerson Radio of California, Inc. H. E. Lapkin is president of the corporation. —GISELA NEY.

## BOSTON JOBBERS and their salesmen

Are Cordially Invited to a **SHOWING**

of the NEW and COMPLETE line of

## "FERRET" TEST EQUIPMENT

at the **HOTEL STATLER**  
Boston, Mass.

TUESDAY, AUGUST 19th,  
10 A. M. to 6 P. M.  
WEDNESDAY and THURSDAY,  
AUGUST 20-21  
6 P. M. to 10 P. M.

## BEN JOSEPH

Eastern Representative and Warehouse Stock  
Coastwise Electronics Co., Inc.  
258 Broadway, New York 7, N. Y.

## Emerson RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

## S. E. SCHULMAN CO.

801 South Wabash Avenue  
Chicago, Illinois

**IT'S NOT A MIRAGE!**



**ALL TYPES OF TUBES CAN BE HAD NOW**

You can supply your trade with a diversified line of tubes from the stocks of Standard Arcturus and its W.A.A. surplus. It will pay you now and in the future to align yourself with the oldest name in radio tubes.

**Mail Coupon Now!**

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

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





# RADIO DISTRIBUTOR FRANCHISE AVAILABLE!

*In Several  
Important  
Markets*

Policy change of a well known set manufacturer makes available this attractive proposition, if interested, write or wire.

## SALES MANAGER

Box 915  
RADIO & Television WEEKLY  
99 Hudson St., New York 13, N. Y.

## 'PHONE VISION' VIDEO HOLDS MUCH INTEREST FOR CHICAGO PUBLIC

MANY SEEK NEW SERVICE

Thousands of Inquiries Received Following Announcement — Advantages Are Outlined.

CHICAGO, ILL., Monday—An inkling of the impression that the first announcements of Zenith's "phone vision" video has had on the public was given by a company spokesman to this correspondent. "It is literally true," he said, "that as soon as the news of our 'phone vision' development was made public, we received thousands of telephone calls asking that we sell sets immediately to those calling. Of course, they did not realize that, while the set itself is perfected, as shown by our public demonstrations, there are many steps yet to be worked out before this form of entertainment is ready for public presentation.

"The delay, if it may be called that, is not at all due to any difficulties in physical production of these receivers in our factory, but rather to the many decisions and preparations that must be worked out by those who will offer the entertainment, such as the motion picture producers and the telephone company, which will play an important part in the transmission of 'phone vision' video.

"Under the circumstances, we feel reasonably sure that it will be a matter of from six months to a year before everything will be in readiness, and 'phone vision' will be a universally accepted form of television, with the many innovations and opportunities for top-notch entertainment which it will offer.

"One thing that seems in some measure to have been overlooked by the public is that the owner of a 'phone vision' receiver will be able to receive ordinary television, the same as with any other set not equipped for this special type of broadcasting. Such an owner thus will occupy a superior position, for he will have everything that ordinary television puts on the air, plus the 'box office' advantages that will be his via 'phone vision'."

Commenting on what this new development will mean to the rest of the industry, the spokesman said: "Commander McDonald takes the stand that anything so outstanding as 'phone vision' should not be restricted to any one manufacturer. For that reason, other makers of video sets will be licensed to incorporate in their receivers the key that will co-ordinate the two sections of the picture, one broadcast by air and the other via phone wires. He feels that the whole public is entitled to the best that television has to offer, and that every manufacturer who wishes to make and sell 'phone vision' receivers is entitled to his share of the market."

He repeated that, as was said in early announcements, the cost of a receiver of the new type will be no great-

er than that of ordinary sets now on the market. Questioned as to what the probable cost of the special service will be, for "phone vision" programs, he stated: "There is much to be worked out along that line, hence it is really impossible to set a figure at this time. However, it is quite apt to work out that 'phone vision' broadcasts of, let us say, a newly-released top grade motion picture, will be about the price of admission to a theatre showing that picture. Then, of course, when it is viewed by two or more persons in a home, the cost comes down proportionately for each person. In addition, there is the advantage of being able to see the picture without leaving home and undergoing the inconvenience of attending a crowded theatre.

"Another point is that, in this country, there are millions of persons who, for one reason or another, do not go to the movies more than once or twice a year. 'Phone vision' video is going to make regular customers of these people, right in their own homes. Zenith knows that it has brought out something of distinctive added value to the whole field of entertainment, and each day proves to us that the public believes in it, just as we have from the very beginning."

Announcement of two new table models of Phonolas was made by David Torchin, manager of the Chicago office of Waters-Conley Co. The first, the Model E-10 Acoustic Phonola, was described by Mr. Torchin as "an inexpensive version of higher-priced models." It has a throw-back tone arm, a self-starting rubber-mounted electric AC motor, and is encased in a simulated two-tone leather covering. It measures 12 3/4 x 10 x 5 1/4 inches, and its shipping weight in the carton is 8 1/4 pounds. This model lists at \$9.95 and is intended for use by both grown-ups and children who want an efficient record player at a low cost.

The other new Phonola, Model K-10, has a two-tube precision-built amplifier with 5-inch speaker, and is powered by a self-starting rubber-mounted electric AC motor. It is built of lightweight aluminum, has an on-and-off switch, volume control, and is covered with two-tone simulated leather. Its size is 12 3/4 x 10 x 5 1/4 inches, weighs 8 1/2 pounds in its shipping carton, and lists at \$19.95.


Mr. Torchin stated that these two numbers are coming off the production line now, and that his firm will back them up with a big promotional campaign. He emphasized that they will make highly appealing items for record departments, toy stores, jewelry shops, and appliance and furniture outlets that want to offer something of good quality and low price.

The Illinois Condenser Co., of 1616 North Throop street, has announced a supplement to its catalog, mailing of which is now getting under way. Louis Coleman, sales manager, said that the addition covers the Illinois lines of paper by-pass condensers, and universal mounting plate condensers of the twist prong type. Illinois will start a sales promotion campaign, he said, on

(Continued on Page 14)

# SNYDER

## MIKE STANDS



<p>MODEL MS-1 ILLUSTRATED LIST PRICE <b>\$860</b></p>	<p>HEAVY DUTY MS-5 LIST PRICE <b>\$1050</b></p>
---	---

The quality appearance of Snyder Mike Stands is reflected in the beauty of design and finish.  
Shown is MS-1 two-section telescopic 30" to 60" triple chrome staff. Rich grey crackle finish 10" base with chrome trim.

**OTHER MODELS**  
18" Banquet Mike Stand . . . \$2.95  
8" Desk Mike Stand . . . \$1.95  
WRITE FOR FREE ILLUSTRATED CATALOG.

MANUFACTURERS . . . START TO FINISH

# SNYDER

ANTENNA-GINEERS  
PHILADELPHIA 40, U. S. A.  
EXPORT DIV. ROBURN AGENCY, INC., N. Y. 7  
Metropolitan New York Distrib. H. L. Delis Inc.



## 'PHONE VISION' VIDEO HOLDS MUCH INTEREST FOR CHICAGO PUBLIC

MANY SEEK NEW SERVICE

Thousands of Inquiries Received  
Following Announcement —  
Advantages Are Outlined.

(Continued from Page 13)

the items covered in the catalog addition, and offered his belief that jobbers will welcome the news that these condensers are now available from his firm.

A continuing strong demand for International oil heaters and for Grand Home ranges was voiced by Roy Whipple, president of Wakem & Whipple, Chicago distributor. He also reported insistent orders for the two new models of Wilcox-Gay Recordios — 6842M and 6845W. First shipments are being made this week, Mr. Whipple stated, of the new Clarion personal radio receivers, and many advance orders have been received for it. This individual set, listing at \$44.95 with batteries, is a three-way receiver of light weight, with a light gray covering.

Mr. Whipple, in company with a friend, Bob Pruitt, leaves August 30 on a 5,000-mile trip through the West that will take them to many points of great scenic beauty and which will afford both of them opportunity to indulge in a mutual hobby—that of picture-taking, including motion pictures in natural color. They will return to Chicago on October 10.

Dealers of the S. E. Schulman Co., Emerson distributor here, attended a three-day meeting this week at the Schulman offices, at 801 South Wabash avenue. The occasion was to show them the new Emerson products, first revealed to distributors two weeks ago, so that the dealers could familiarize themselves with the new models and prepare their sales campaigns.

The meeting was in charge of Rube Schoenberg, general manager for the Schulman company. The firm's dealers in northern Illinois were shown the Model 560 portable battery radio, listing at \$19.95 less batteries; the Model 547 AC-DC receiver, with solid ivory plastic case, also listing at \$19.95; the Model 548 portable automatic record player, listing at \$59.95; Model 545 table television receiver, at \$375, and the Model 551-A three-way portable, at \$49.95 less batteries. This portable has a cover that, when closed, completely encases the set.

Mr. Schoenberg stated that all the Schulman operations are now housed in the quarters at 801 South Wabash. When furniture was part of the firm's line during the war, a warehouse on South Racine avenue was used, but this has been sold, and now the Emerson radio and video sets, Coolerator refrigerators and the Super-Flame oil stoves are all under the same roof with the company's business offices.

The Signal League, honorary organization of wartime electronics manufac-

turers and military communications officers, has awarded its first distinguished service citation to Phil S. Hanna, Chicago Daily News financial writer. This is the first time the League has awarded this citation, which was established in 1946.

Mr. Hanna was cited "for his editorial inspiration, encouragement and support of the electronics industry during the war year, for his faith in the Midwest's capacity to produce vitally

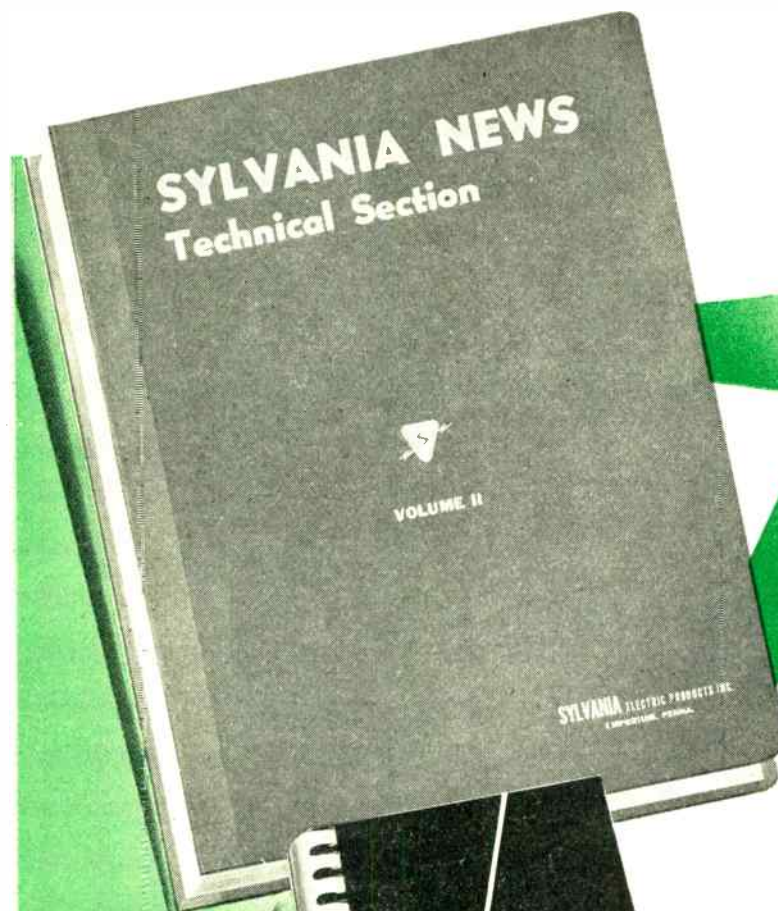
needed military communications equipment, for his assistance in promoting harmony between labor and management and for his belief in the future of electronics industry in the Midwest." He contributed "in a generous manner," the League board said, "to the spirit of co-operation in the electronics industry here, which enabled Chicagoland manufacturers to produce nearly 40 per cent of all the communications equipment used by the armed forces

in many theatres during World War II.

The old and new board of directors of the Radio Parts and Electronic Equipment Shows, Inc., will meet at French Lick Springs Hotel, French Lick, Ind., August 13, 14 and 15. According to Kenneth C. Prince, executive director, the outgoing directorate will wind up the business of the 1947 show, and the new board will complete plans for the 1948 show, to be held in Chicago. —W. D. MORRIS.

# MAKE YOUR SERVICE

## —with these Technical Hints



**220**  
**TECHNICAL SECTION**  
**BINDER**

Containing all back issues of Technical Sections from May, 1935. Vol. 1 (May 1935 to Jan. 1941) \$1. Vol. 2 (Jan. 1941 to date) \$1.

**202**  
Complete data on Sylvania Receiving Tubes . . . . . 85c



Once again Sylvania brings you a carefully selected group of technical aids which they honestly believe will help make your job easier.

These expertly compiled technical manuals, service guides and shop aids are based on Sylvania's many successful years of experience in the radio field. They will improve the speed and efficiency of your service work. Naturally, this will permit you to repair more sets every day and increase the volume of your service work.

So—why not get the *most* out of your store? First, handle a full line of Sylvania tubes—the finest line of radio tubes made. Second, invest the few cents necessary to obtain this splendid group of technical hints—and see how much they repay you in increased sales.

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



# SYLVANIA

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



### Maytag Announces Heavy Increase in Total Sales

NEWTON, IOWA, Friday — Fred Maytag, 2nd, president of the Maytag Co., washing machine manufacturer of this city, announced this week that the company's dollar volume for the first six months of this year exceeded \$25,000,000. The figure, reported to be a record, is more than double Maytag's

sales for the first half of 1946 and in excess of the total volume of sales for any previous year except four.

#### TRADE ITEM

CHICAGO, ILL., Friday—The Ohmite Mfg. Co. announced yesterday that net sales throughout the world were thirty-seven per cent greater for the firm during the first six months of this year than during the corresponding period of 1946.

### C. R. Turner Is Promoted By Proctor Electric, Phila.

PHILADELPHIA, PA., Saturday—The Proctor Electric Co., of this city, announced this week that C. Roger Turner has been appointed director of research. He was formerly assistant to the director. Joining the company in 1940, Mr. Turner originated many features in Proctor products.

### SONORA EXHIBITS NEW MODELS AT WINDY CITY DISTRIBUTOR MEETING

SIX FM SETS WERE SHOWN

New Presentation Includes FM-Phono Consoles and Shortwave-Phono Combinations — Also Many Table Sets Displayed.

(Continued from Page 5)

has two record storage compartments. Containing nine tubes and a selenium rectifier, it lists at \$275.

Model WERU-254 is a lower-priced FM-phonograph console. It contains eight tubes with rectifier tube and lists at \$179.95 in a modern walnut veneer cabinet. A record storage compartment is provided.

Two AM-shortwave radio-phonograph consoles were also announced. Model RMR-245, in a hand-rubbed mahogany cabinet with two record storage compartments, retails at \$240. It contains eight tubes with a rectifier. Model WTRU-245, in a walnut veneer cabinet with record storage compartment, retails at \$149.95 and contains seven tubes with rectifier.

A table model radio-automatic phonograph was also announced. In a walnut veneer cabinet with roll-over top effect, it contains five tubes with rectifier and retails at \$89.95.

Two FM table sets were shown. Model WEU-240, with eight tubes, including rectifier, retails at \$62.95 in an ivory plastic cabinet, and Model WEU-262, in a walnut plastic cabinet, retails at \$59.95.

The "Nightingale," Model WCU-246, is a combination bed lamp and radio. Retailing at \$29.95, it contains a five-tube set and a non-glare reading lamp. Sonora also announced a four-tube table radio to retail at \$19.95 in an ivory plastic cabinet.

### C. W. Strawn Resigns RCA Post in Detroit; To Launch Own Firm

DETROIT, MICH., Friday—Charles W. Strawn, veteran radio merchandising executive, recently resigned as vice president of the RCA Victor Distributing Corp., of this city. He plans to form a new distributing organization of his own here.

Mr. Strawn has been associated with RCA Victor for nine years and before that he was with the Buhl Sons Co. Associates of Mr. Strawn at RCA Victor Distributing tendered him a farewell dinner last week.

#### TRADE ITEM

NEW MILFORD, CONN., Friday — A fire this week damaged the building occupied by the radio repair shop and apartment of John Grey, this city. Partially insured, damages were listed at \$10,000.

# JOB EASIER!

## and Shop Aids



HELPFUL "HINTS" BOOKLETS  
For Radio Servicing—Free!

- 204 Service Hints
- 226 Radio Tube Hints
- 227 Radio Circuit Hints
- 228 Radio Equipment Hints

353  
RADIO SYMBOL GUIDE  
Made of durable plastic.  
Adds neatness to your  
schematics. 25¢ each.

211  
CHARACTERISTICS SHEET  
Characteristics of Sylvania  
tubes and panel lamps  
with tube base views. Free!

351  
"LOCK-IN"  
TUBE PULLER  
35¢ each.

238  
COLOR CODE CHART  
Resistor Values and  
Ohms Law. Free!

# ELECTRIC

FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS





## RECORD NOTES

### BUHL CONCERN NAMED BY COLUMBIA RECORDS AS NEW DISTRIBUTOR

DETROIT, MICH., Monday — Appointment of the Buhl Sons Co., this city, as exclusive distributor for Columbia Records, Inc., of Bridgeport, Conn., in eastern Michigan and the northern counties of Ohio, was revealed by C. H. Buhl, president of the distributing concern.

Mr. Buhl reported that with the assistance of Jack Hein, sales manager of Columbia Records, Inc., his firm was installing the most modern methods and equipment better to serve the Columbia dealers in this territory.

A. R. Morey, manager of the major appliance division at Buhl's, has supervised the setting up of personnel to handle this new franchise, it was also announced.

### Victor Recording Pact Is Signed by George London

CAMDEN, N. J., Tuesday — James W. Murray, vice president in charge of RCA Victor activities, announced yesterday that George London, concert and operatic bass-baritone, had been signed by RCA Victor to an exclusive Red Seal contract.

Mr. London is a member of the well-known Bel Canto Trio, which recently signed an RCA Victor recording contract.

### Musicraft Names Hayward

Musicraft Records, Inc., New York, announced here last week that Henry P. Hayward, a veteran in the radio and transcription engineering field, has been named producer for all Musicraft recording discs.

### DUOTONE ADDING NEW JUKE BOX NEEDLE AND TWO OTHER PRODUCTS

A new osmium alloy juke box needle said to be much more efficient than many osmium needles now on the market was announced this week by Stephen Nester, president of Duotone Co., Inc., New York phonograph product manufacturers. Called the "Duo-Coin", the new alloy needle can be obtained in either straight or curved types.

Mr. Nester said that in tests conducted by the Sherry Amusement Co., New York juke box operator, the "Duo-Coin" needle was found to last four times as long as other osmium needles and to reduce surface noise, considerably.

A cuing device for record manufacturers to use in making the eccentric grooves at the center of records that trip automatic record changers, was also announced by the Duotone Co. Costing \$150 dollars the device comes complete with advance ball and lens and a post for attaching it to recording machines.

An improved model of the professional recording head manufactured by Duotone was also announced. The frequency range of the head has been extended so that it is capable of reproducing sounds from 8,000 to 10,000 cycles with equalization. The recording head has been selling at a net price of \$150 dollars and the improvement was brought about without increasing the price, it was said.



DISTRIBUTED IN

**RENO**

Area

BY

**EDWARD F. HALE CO.**

Reno, Nevada

MANUFACTURED BY

*Audio INDUSTRIES*  
MICHIGAN CITY, INDIANA

### "Electrical City" New Firm in Atlanta, Ga.

ATLANTA, GA., Monday — A new outlet for electrical appliances, phonograph records, hardware, etc., is "Electrical City," which opened for business recently at 1929 Peachtree road, N.E.

The management of the new firm says it will stock many electrical appliances, including RCA Victor and Zenith radios, Stromberg-Carlson, Westinghouse appliances, General Electric products, Emerson and Motorola, Bendix washers, ironers and driers, also Columbia, Capitol and Decca records. —B.

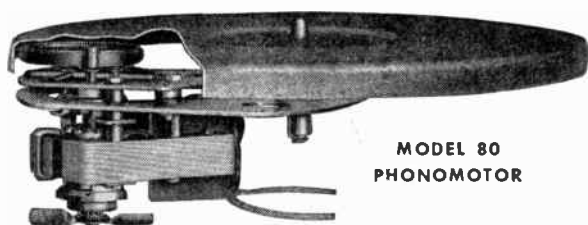
### Peerless Album Planning Co-operative Ad Campaign

Norman Ravis, president of Peerless Album Co., New York, announced this week that a co-operative advertising campaign will be run on the firm's line of "Protecto-Flap" record albums during the months of September, October and November. Four, one and two column album ads will be supplied to dealers requesting them, and 50 per cent of the cost of the ads will be paid by the Peerless Co.



## MOTORIZED WITH alliance MOTORS

The famous Model 80 "Even-Speed" ALLIANCE PHONOMOTOR drives most of the turntables, record changers and recorders for the radio-phonograph industry!



MODEL 80 PHONOMOTOR

WHEN YOU DESIGN ... KEEP

**alliance**

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO



Model 800 \$29.50

- Single Dial Control
- Fast, Quiet Action
- Automatic Operation
- Minimum Record Wear
- Small Mounting Space

### SALES, SALES and MORE SALES!

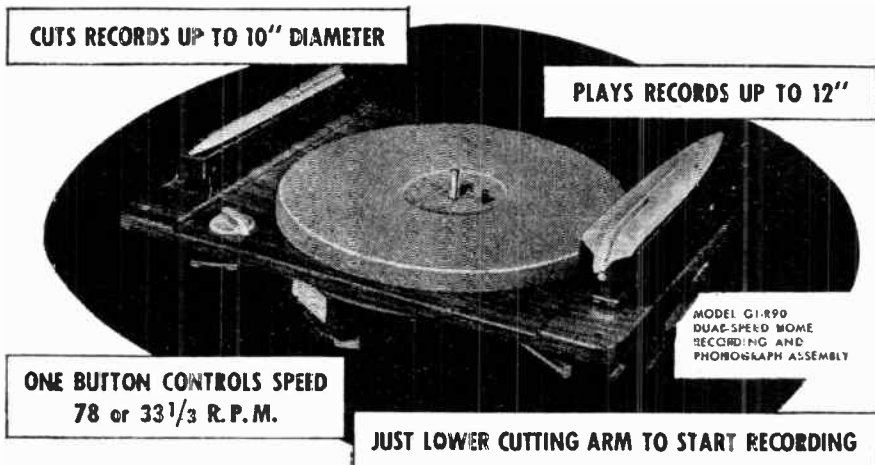
That's the sweet chorus you'll hear when you use VM Model 800! Demonstrate its performance quality and operating convenience. Then mention the low price. Every prospect will become a sale.

**VM CORPORATION**  
BENTON HARBOR • MICHIGAN

Ask for Bulletin RT-2



*Smooth* RECORDING . . . *Smooth* PLAYBACK WITH GI



**DUAL-SPEED**

**HOME RECORDING ASSEMBLY**

You'll get quick response when you offer your customers this simple, dependable, Dual-Speed Home Recording Assembly.

It's simple as ABC to operate, with high-quality recording and fine reproduction. The sturdy, *Smooth Power* mechanism will stand up faithfully under hard home use—and it's remarkably low-priced to help you build volume sales.

Send for details. Ask us for complete



information on the GI-R90 Home Recording and Phonograph Assembly—and on our complete line of Phonomotors, Recorders and Combination Record-Changer Recorders.



DEPT. MW • ELYRIA, OHIO

**Toledo Appliance Dealers Association Meets Soon to Plan for Fall Activity**

**ORGANIZATION HOLDS MID-SUMMER OUTDOOR GATHERING**

**Sales of Major Appliances Said to Be More Than Double This Time Last Year — Television, Expected Before End of Year, Eagerly Awaited — July Business in All Lines Active After June Slump.**

TOLEDO, OHIO, Monday—The Toledo Appliance Dealers Association, instead of the usual monthly meeting held indoors, adjourned to picturesque North Shores on the banks of Lake Erie, recently, where a picnic was held. The attendance was large, according to Louis Norton. The local association was joined by a number of members of the National Electric Retailers Association, with which a number of appliance dealers are allied.

Fall meetings of the association will get under way early in September and the group has in formation a comprehensive program destined to further the interests of all appliance merchants, Mr. Northon opined.

Major appliance sales here are 200 per cent to 300 per cent greater than they were last year at this time. And as one merchant put it, they would be still larger—but we are advising customers who are very FM and Television conscious to put off buying a new radio until the 1948 sets are all on the floor.

Television will be a reality here towards the end of the year according to those close to the new Toledo Blade station as well as those at WSPD and other Toledo broadcasting stations.

Donald Karg, head of the Graydon Electric Co., large General Electric dealer, stated July business has picked up after a June lull. People are buying now believing that prices will not decline, but may advance. Everybody wants FM and not a few would purchase television sets if they were available locally, in spite of the high cost.

Graydon is hooking in with the housing situation with its Parson line of kitchen cabinets and sinks ready to install in the new home. The idea has caught on in a big way, Mr. Karg stated.

H. B. Richard, in charge of the radio department of Shank-Cobley Inc. distributor of Garod radios in thirty Ohio and three Michigan counties, stated the distribution is going very well for Garod as well as Diamond Tempo rec-

ords which the firm also distributes.

Mr. Richards attended the New York showing of the new Garod held at the Park Central Hotel. The 1948 line is outstanding he reports. Interest in FM is growing every day on the part of customers, all of whom want the very latest radio and are willing to wait a short time for a new set, he says.

L. J. Archambeau, vice president and general manager of the Buckeye Appliance and Sports Equipment Co., distributor of Bendix radios in the tri-state area, stated the recent open house for customers was attended by more than 400 dealers and co-workers.

Carl Weissenberger, president and Mr. Archambeau, will attend the Bendix radio showing of the 1948 line to be held in Baltimore August 21, 22 and 23. The house has broadened its appliance activities and will launch an early Fall drive in the near future.

Louis Norton, head of the Norton Hardware Co., distributor in the Collingwood district of General Electric appliances, stated business is so good that there is never enough dish washers, washers or kitchen equipment to fill orders. Mr. Norton spent his vacation fishing and gardening.

J. Harold Beat, manager of the record and radio shops of the J. W. Greene Co., stated Fall planning has the spotlight at the store. Nominal stocks of Capeheart, RCA Victor, Zenith, Motorola, Westinghouse and Emerson are now upon the floors. Everyone is in-

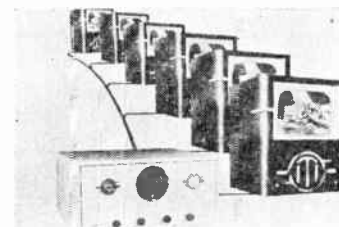
terested in FM and desire it, he says.

Mr. Beat, back from his vacation, reported a fine time. Janice Santelli of the records, spent her vacation traveling, and Sam Santelli, her father and manager of the Greene Small Goods department tried to hook the big fish.

—JACK SCHLACHTER

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

**Television Innovation**



TWO-UNIT CONSTRUCTION permitting the viewing screen to be located independently of the control unit, which can be situation elsewhere more advantageously, is one of the major features of the tavern television receivers being manufactured by Industrial Television, Inc., Ntuley, N. J. These sets also make provision for any number of viewing screens and sound systems from one control point.

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*Serving New Jersey Dealers for More than Forty Years*



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**RADIO AND TELEVISION INC.**

244 Madison Avenue, New York 16, N. Y.

*"The Plymouth"*



## SEATTLE FIRM USING NOVEL SALES METHOD TO CONTACT DEALERS

IS BIG AID TO SELLING JOB

**Herb Zobrist, Gilfillan and Garod Distributor, Tells Plan of Keeping in Touch With Trade.**

SEATTLE, WASH., Friday — Herb E. Zobrist, Gilfillan and Garod distributor, is sending out a weekly sales letter to approximately 1,500 Pacific Northwest dealers. It is a mimeographed affair using hand-drawn illustrations and typewritten text detailing items of interest both from a stock and sales standpoint.

"Tubes and condensers are the backbone of our business. From that special type of business, we have grown into a general, all-around electronic and appliance distribution house with parts playing a mighty important part in our scheme of things," said Mr. Zobrist, who added "and we consider our news letter just about the most important thing we do."

"In our section of the country, we

are in touch with about 1,100 operators who run service facilities and many of those also sell radios. About 600 are radio dealers and carry either Gilfillan or Garod sets. Some of that number carry other makes, too. Then of the remaining 400 dealers, there are those who specialize in electronic devices, records, or appliances.

"It is generally understood that about half the selling price of an automobile is involved in selling. And I think about half of the price of a radio when purchased by the consumer is in its sale. Therefore, selling is and will become an important item with dealers.

"In a broad way, I feel that all distributors should do a good selling job for their factories and that by doing it, they will help the radio industry. The more conscious the public is in regard to recreational value of radio, the better the whole industry will be and that, of course, means profit-wise.

Ted Hoyt is sales manager for the Zobrist firm. He directs the publication of the weekly bulletin that involves as many as a dozen sheets of letter size paper. Factory specials are given particular prominence. Odd-lots are cleaned up through it. Special combination deals are listed and small hard-to-get electronic items listed. In addition, Mr. Hoyt usually leads his bulletin with news items of general interest for the quick reading of his dealers.

"We have found our weekly news letter, one of our most valuable sales weapons. It helps our outside men by keeping contact with the firm between calls. And it stimulates our dealers by

letting them know what other dealers are doing. No question but that the radio business in this section has been in a slump, but an improvement has recently been noted and the Fall boom should start before September," said Mr. Hoyt.

Mr. Zobrist is enthused with television possibilities here in about a year. He reports that two touring caravans, one RCA and the other Farnsworth, are heading in this direction. He predicts the adaptation of television to department store selling, to industrial fields and believes that the television sets will obsolete as many of the pres-

ent radio sets as radio did the phonograph.

Of RADIO and Television WEEKLY, Mr. Zobrist said, "I believe that it is the most valuable publication reaching my institution weekly and I comb its pages regularly." —DUD BROWN.

### TO GATHER THE NEWS FOR YOU—

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

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**12SQ7 28c ea. net**  
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It's the Signal EMPRESS!

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

- Powerful 5" Alnico No. 5—1.47 Oz. Speaker
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- No Warm-up Time—Plays Immediately (no rectifier tube to heat up)
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- Weighs Only 5½ lbs. . . . With Batteries that will last an average of 100 Hours
- Size 10"x3½"x5¾"
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- 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.



# RADIO CEMENTS & SOLVENTS

*"Serve the Serviceman!"*

**RADIO CEMENT** Especially for repair of cones, voice-coils, etc. In 4 oz., 8 oz., 1 pt., and 1 gal. sizes.



**RADIO CEMENT IN TUBES** Handy to use. Apply directly to work. Attractive display cartons of 12



Since 1929 JFD Products have set the standards for quality in the Radio Parts Industry.

JFD Cements and Solvents, and allied products, are recognized by servicemen everywhere, as the finest obtainable for general radio repair work.

Attractively and conveniently packaged for fast sales.

LITERATURE ON REQUEST

**RADIO SOLVENT** Loosens cement. A universal cleaner. In 4 oz., 8 oz., 1 pt., and 1 gal. sizes.



**J. F. D. Manufacturing Co.**  
 4111 Ft. Hamilton Parkway Brooklyn 19, N. Y.





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## BUSINESS PICK-UP IN SOUTHERN CALIFORNIA FORECASTS BIG SALES

LOS ANGELES, CALIF., Friday — With increased sales in all radio and appliance lines reported throughout the southern California area, distributors and dealers are predicting the largest Fall and Winter volume of business ever experienced in this area.

Roach-Driver Co., distributor of Majestic radios and records, announces the appointment of Don Redmond as general sales manager. Mr. Redmond has been associated with the home entertainment field for many years, having served in various capacities with Westinghouse in Seattle, Philco and with the RCA-Victor distributor here.

Dealers will find him anxious and ready to work with them in promoting Majestic lines and the Reynolds line of refrigeration which the Roach-Driver Co. also distributes.

On July 29, Majestic introduced to Los Angeles the first nationally-advertised brand featuring wire recording to be shown here. This is a table model radio-phonograph combination complete with microphone. The radio has seven tubes and the outfit sells for \$169.50.

All these sets received by the Roach-Driver Co. were immediately moved to dealers' floors and have proved to be a valuable traffic builder. Customers are impressed by the amazing fidelity of performance and with the fact that the recording on the mile-long wire can be erased and the wire used over and over again.

The following artists have just been signed by Majestic for recordings to be made here: Artie Wayne, who was formerly with Freddie Martin; Marta Tilton, who formerly recorded for Capitol Records, and Eddie Howard, who last month broke Freddie Martin's record at the Coconut Grove here.

MGM's Record Album No. 4 "The Unfinished Dance," was previewed at the Academy Award theatre here on the evening of July 30, together with the premiere showing of the motion picture of the same name from which the music in the album has been taken. The album will be ready for release to dealers on August 15.

The premiere was held under the auspices of Sues, Young & Brown, distributor of Zenith radios and MGM records. By special invitation, representatives of dealers handling MGM records were treated to a gala Hollywood premiere evening, at which were also present many of those responsible for the production and success of the picture. These included Director Henry Koster, Producer Joe Pasternack, and the stars, Margaret O'Brien, Cyd Charisse, Karin Booth and Danny Thomas.

New Admiral television sets, using a

larger screen than the present models, are expected to arrive here for delivery early in October.

The first radio-phonograph-television combinations are expected to be here for delivery by the end of this year.

Mr. Horn feels that with Admiral's 1948 advertising budget many times more than it has ever been before, this line will have achieved its place among the leading national lines in the country. Plans have already been made for the Fall radio program, which will be a major comedy audience-participation gag-and-gift show.

Irving Atkins has been engaged to manage Admiral's West Coast advertising campaign.

In addition to the advertising furnished by Admiral, the Herbert H. Horn Co. is organizing its own advertising and layout department for the benefit of dealers. Through this department, dealers may have all the help they need in planning local advertising. The service will be, of course, without cost to the dealer.

With the acquisition of the Libby-Owens glassware line, the Simplex Ironer, Universal traffic appliances, the Flexal line of pressure cookers and other major nationally advertised lines which already include Admiral and Sunbeam, the Horn Co. is rapidly becoming a specialty jobbing house, handling only leading lines of proven merit.

—S. M. BOOKEE.

## SUBSTANTIAL SALES REPORTED AT ANNUAL WEST COAST MARKET

(Continued from Page 3)

corporated in small appliance lines. New developments in portable electric cooking equipment are particularly interesting. A combination broiler, roaster, grill and rotisserie grill with adjustable plates for toast, waffle making and frying, and an individual light weight cooking unit were among the products.

New heating equipment, particularly portable units, held a major point of interest at the new showings. Units included panel type hot air circulators in woodwork finishes, moveable circulating heaters which can be converted to air conditioners, and radiant heat units for simple home installation.

## 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**

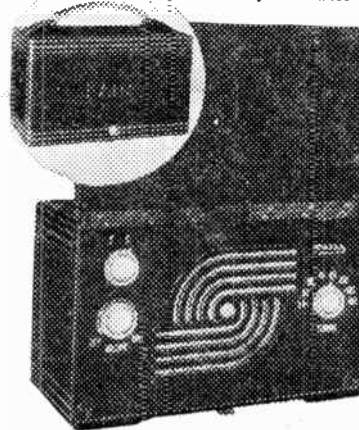
480 Lexington Avenue  
 New York 17, N. Y.

PLAZA 3-4585

DISTRIBUTORS OF THE FAMOUS

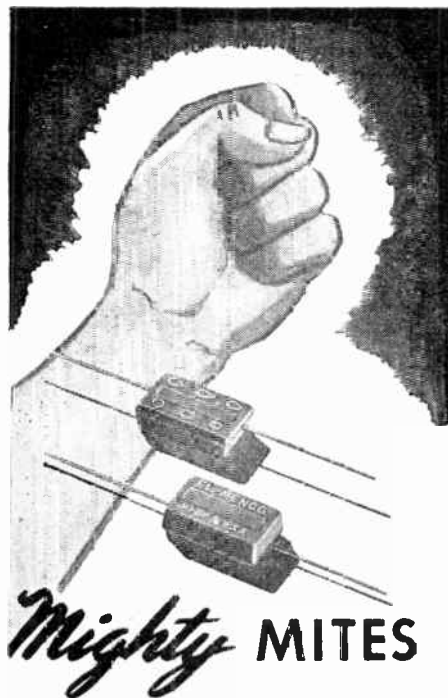
**FADA Radio**

Model P80 'Personal'  
 3 Way Portable



Radio's most sensational low priced Personal Portable. Most anywhere... Battery or AC-DC.

DEALERS! Write for Catalog and Prices  
**STONE DISTRIBUTING CO.**  
 713 Pine Street St. Louis 1, Mo.



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.

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

## MANUFACTURER'S REPRESENTATIVES WANTED

Manufacturer of a quality line of radio components has several choice territories available to aggressive representatives who are thoroughly familiar with the radio jobber trade. Address Box 918, RADIO and Television WEEKLY 99 Hudson St. New York 13, N. Y.





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

# hallicrafters

*The Radio Man's Radio*

THE HALLICTRAFTERS 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 . . .



## Progress of British Radio, Television To Be Reflected in Forthcoming Exhibit

SHOW SCHEDULED FOR OCT. 1 TO 11 AT OLYMPIA, LONDON

Video Advances Will Be Prominently Displayed — British Manufacturers Report Substantial Increase in Export of Radio Equipment — American Tradesmen Invited to Attend British Radio Show.

LONDON, ENGLAND, Thursday—The new technical advances that have enabled Britain to maintain her lead in television will be seen for the first time at a big radio exhibition to be held in Olympia, London, October 1 through October 11.

These advances are due primarily to the British war-time development of radar—a development which, in its turn, was based to a considerable extent on the pioneering work of Britain's scientists before the war. At the outbreak of war there were 20,000 television sets in regular use in the United Kingdom. When transmission was again resumed in 1946, the country was, thanks to the war-time advances, still well ahead in technique; her television receivers, for example, showed a new brilliance and stability and proved to be more simply controlled than before the war.

Overseas visitors to Olympia will be able to see these new advances for themselves, for, in addition to a display of television equipment, there will be a BBC studio where visitors can watch television broadcasts being made.

Britain's war-time radar developments have by no means been applied solely to the production of domestic television equipment. Radar sets themselves continue to play a big role as navigational aids.

In the air, too, Britain has found many peace-time applications for her war-time radio and radar developments, and these will also be seen at Olympia.

British radio shares with television in the success achieved during those first post-war years. Today there are 100,000 men and women in Britain entirely engaged in the manufacture of radio equipment which is being sold all over the world. In 1946, the first full post-war year, exports of British

radio equipment had a value of nearly £8 millions (\$32 millions) as compared with £2 millions (\$8 millions) in 1938.

Towards the end of the year it was at the rate of £1 million (\$4 millions) a month, or one-third of the total production of this industry.

One reason for the vast overseas demand for British radio equipments is that they will work in any climate—from the Equator to the Poles. They are specially tested for the conditions and climates in which they will operate: equipment for the tropics, for example, is hermetically sealed and special insulation and other materials are used to guard against corrosion and fungus—growing damp.

For many years also British manufacturers have made sets specially for listening to British overseas shortwave programs, and the making of sets for particular countries abroad is a regular practice.

Local listening habits and conditions are studied and dials marked with appropriate station names.

In addition to the wide range of domestic radio and television equipment displayed at Olympia, many other developments will be shown. Among these are: the use of miniature components, a new two-way speech system for police use, equipment used in the Royal train in South Africa, the all-glass construction of tubes, portable test sets incorporating instruments which hitherto could be used only in the laboratory and new electronic industrial processes which are both time and labor saving.

This fifteenth National Radio Exhibition will be the foreign buyer's first opportunity of seeing under one roof the products of all sections of this important British light industry. Special

arrangements are being made for the convenience of overseas visitors. An "Export Center" in Olympia will, for example, provide lounges, offices, telephones, cable facilities, guides and interpreters. Members of the British Radio Industry Council will be at hand to give advice, and visits to exhibitors' factories will be arranged for those interested.

Visitors from overseas are asked to inform the Radio Industry Council, of 59 Russell Square, London, W. C. 1, of their intention to come and, if possible, the date of their arrival. Those who are interested but unable to attend will be sent the catalog and any other information they require.

### Republic Appoints Rep

DUMONT, N. J., Monday—Republic Television, Inc., manufacturer of television kits today announced the appointment of Land-C-Air Sales, New York, as representatives for the entire East Coast from Virginia to Maine.

## 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.

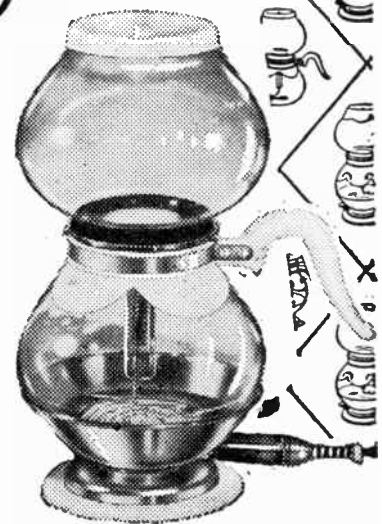
New Jersey  NEWARK DISTRIBUTOR

**SILEX**  
GLASS COFFEE MAKERS

*Leaders in Coffee Making*

Leaders because they always make a better tasting cup of coffee! Leaders in sales volume, too, because sillex is recognized merchandise backed by powerful advertising and consumer acceptance.

**SILEX**  
Coffeemaker  
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in JERSEY at EASTERN



**EASTERN Electrical SUPPLY CO.**

287 Halsey Street

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### BEAUCAIRE Inc.

114 MONROE AVENUE

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Distributor of

**PHILCO**

Radios - Refrigerators - Freezers

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Electric Water Heaters

**GRAND**  
Gas Ranges

**BENDIX**

Washers - Ironers - Driers

**AMERICAN CENTRAL**

Kitchens

**EUREKA**

Vacuum Cleaners - Cordless Irons

**PROCTOR**  
Small Appliances

**SETH THOMAS**  
Clocks



**Jensen MANUFACTURING COMPANY**  
 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS  
 IN CANADA — COPPER WIRE PRODUCTS, LTD., 81 King Street, West, Toronto  
*Specialists in Design and Manufacture of Fine Acoustic Equipment*

## San Diego Radio and Appliance Bureau Hears Report of Television Experiments

RESULTS OF RECEPTION FROM LOS ANGELES ARE TOLD

Experiments Conducted With a Variety of Receivers Indicate That Some Areas Receive Clearer Pictures Than Others, Especially If Located at High Points — Proper Antenna Installation Necessary.

SAN DIEGO, CALIF., Saturday — Now that the power of television transmission in Los Angeles has been greatly increased, television reception in the San Diego area is entirely satisfactory on an experimental basis, Ivan Lauritzen, chairman of the Electronics Division of the Bureau of Radio and Electrical Appliances of San Diego County and manager of the radio division of Coast Electric Co., told the nearly fifty radio technicians and service repairmen assembled for the Bureau's Electronics Division meeting held Wednesday evening, July 23.

In a brief and concise summary, Mr. Lauritzen revealed the results of exhaustive experiments which have been conducted by local technicians during the last ten weeks to determine whether television reception from Los Angeles is commercially practical and to determine what quality of program and reception will be acceptable to the public.

The San Diego experiments, he said, were conducted with a variety of receivers: One RCA five-inch; one General Electric 12-inch; one Army radar receiver rebuilt for television; one 20-inch Dumont; and four 7-inch kits designed for home assembly.

The experiment showed that the Point Loma and Mission Hills, Mt. Helix and La Jolla areas produced pictures with clear definition of detail, variation of contrast, and without any interference. In the El Cajon boulevard and Loma Portal areas a stable picture was obtained with good contrast, but was occasionally marred by noise or other interference. In the Kensington Heights and National City regions, the experimenters were able to

receive a picture with good contrast, but occasional momentary loss of synchronization and more frequent indications of noise or r. f. interference.

In the University Heights, North Park, Chula Vista and downtown areas the experimenters were able to receive the test pattern, but more than half the time the picture was lost due to loss of synchronization or strong interference. The experiments, Mr. Lauritzen declared, covered sufficient time to allow definite conclusions and were not arrived at after just one day or one night at any location.

Among the most important factors to good reception are the elevation at which the experiment is conducted, and more exactly, the elevation of the antenna above sea level rather than its elevation above the ground, and proper installation of a good antenna.

In general, therefore, we cannot say that television reception from Los Angeles is good enough to consistently get interference-free reception in any but the highest elevations, or where the conditions are affected by proximity to the water front or by a very elaborate antenna installation and a receiver with an RF amplifier stage," Mr. Lauritzen stated.

"It is the unanimous opinion of all those who have conducted the San Diego experiments that no two locations will give the exact same results, and that to handle television as a commercial enterprise, great care in the selection of locations for consistent results is mandatory. It is agreed that there are plenty of locations in San Diego where Los Angeles television can be received to the satisfaction of your customer, but one cannot determine those locations other than by making actual tests in each case where you intend to sell that receiver.

"It is probably impractical for every dealer to equip himself to make those tests, and it is recommended that those of you who will specialize in television installations and service be prepared to make those tests and installations, for a fee, of course, for dealers that

are not so equipped. By equipment I mean the physical materials and technical knowledge required to actually make the field strength measurements and installations and the personnel and liability insurance necessary to protect all parties concerned.

"Public interest in television will surprise you. The mere fact that action from a remote source can be viewed in ones living room is more exciting and more wonderful to our neighbors than was the advent of the crystal sets and the first loud speakers twenty-five years ago. Our experience has been that the public does not demand or even expect perfection in television. In the course of our experiments anyone of us could have had an intensely interested viewing audience of a dozen people any night regardless of reception conditions, and if we had been interested in sales, plenty of business could have been written on the spot," he added.

In referring to the use of television kits in conducting the experiments, Mr. Lauritzen had this to say:

"The availability of kits will provide the radio serviceman with means to learn the techniques of television receivers in a practical manner.

"There is nothing about television that the competent radio technician cannot assimilate, and those of you who want to qualify yourselves to service television receivers will be the natural heirs to a new field of electronic service that should be every bit as lucrative as the sound business, for example. Provision has already been made to include television service study

in the advanced classes of your vocational school.

"We just want to make it clear that television is here for those who have a reasonable suitable location, will permit a proper installation, and will not demand perfect reception every night in the week."

Mr. Lauritzen's report was followed by a brief talk by Ben Penners, of Western Communications, who briefly outlined the principles to be followed in the installation of a television antenna.

Preceding Mr. Lauritzen's talk was an address, "Some New Developments in Component Parts and Their Application," by Leon Podolsky, design engineer of the Sprague Electric Co., of North Adams, Mass. Mr. Podolsky discussed the principles of condenser construction and outlined some problems which have been overcome in attaining low-resistance connectors, moisture-proof condensers and the development of condensers able to withstand high temperatures. He also discussed the development of electrolytic condensers, the improvements in the mica condensers, the research program being conducted on dielectrics, how the capacity of resistors has been increased through development of ceramic covering for wires, and problems overcome in developing small-size filters.

—LAURAN G. CLAPP

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

**Keene Jackson Company**  
 MANUFACTURERS REPRESENTATIVE  
 GLENDALE, CALIFORNIA  
 KEENE S. JACKSON  
 GLENDALE, CALIFORNIA

WHAT

*Adjust-a-Cone*

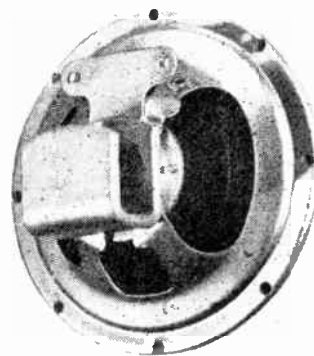
MEANS TO YOU . . .

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

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

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

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



LOOK FOR THE U-SHAPED COIL POT

Write for Catalog

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

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

**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.



**MILLO** *Your "Q" for Quality*

Selling to:  
INDUSTRIAL FIRMS  
SCHOOLS  
AMATEURS  
SERVICEMEN, ETC.

**NATIONAL DISTRIBUTORS of  
RADIO and ELECTRONIC  
EQUIPMENT**

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

## SALES MEETINGS ARE ORDER OF THE DAY IN PHILADELPHIA SECTOR

WHOLESALEERS ARE HOSTS  
Peirce-Phelps Firm and Emerson of Pennsylvania Among The Firms That Played Host.

PHILADELPHIA, PA., Monday — Peirce-Phelps, local distributor, was host to the national sales organization of the Proctor Electric Co. at a breakfast meeting held in the concern's dining room on Friday, August 1. The Proctor sales force of approximately fifty persons attended the affair following a four-day sales convention held by the Proctor Electric Co. at Shawnee-on-the-Delaware.

The purpose of the Peirce-Phelps meeting was to familiarize the manufacturer's sales force with the distributor's plans for promotion and increased sales of the Proctor products.

The meeting was addressed by J. T.

O'Brien, small appliance sales manager for Peirce-Phelps, and Newton Missell, director of the sales training division, who outlined the wholesaler's plans for training dealers' small appliance sales personnel on the best methods of selling Proctor appliances.

Emerson Radio of Pennsylvania is scheduling a number of special dealer meetings in towns of the outlying districts to introduce the new 1948 radio line. These exhibits of the new Emerson merchandise will be held in Allentown, Harrisburg, Lancaster, Scranton, Wilkes-Barre, York and Hazleton, as well as other major cities in their territory. The entire distributor's sales sector will be covered with special showings during the month of August.

Dealer purchases and sales based on the initial meeting held in Philadelphia, at the Emerson radio headquarters, have been excellent. Outstanding demand has been for the two new Emerson portable models, Model 560 and Model 547, both of which retail for \$19.95. Due to the tremendous demand for these receivers, the distributor has placed shipments on a strict allocation basis.

Paul Knowles, salesman in the southern New Jersey territory for the RCA Victor record division of Raymond Rosen & Co., arranged a special party, held last Thursday at Atlantic City's Steel Pier in honor of Perry Como and Charlie Spivak, both RCA Victor recording artists.

Mr. Knowles issued invitations to the party to his dealer-friends in the entire New Jersey shore-line area and also arranged for special admission to the Pier of all disc jockeys who interviewed both recording stars.

Supporting the local appearance of Perry Como for the first time in more than six years, Paul Knowles secured the co-operation of all RCA Victor record dealers for special window displays and also considerable store promotion featuring the many records released by this popular vocalist.

The General Electric Supply Co. sales force has been increased with the addition of William Bitzer, to handle the downtown Philadelphia sales district, and James Burk, who will contact the company's dealer organization in the southern New Jersey area. Mr. Burk was formerly sales training manager of the Philadelphia Electric Co.

Irvin Milton, formerly a manufacturer's representative, has been placed in charge of the Farm Equipment Department.

—SOL SHERMAN.

Eastern has another \$3000 cash award for the best show-windows displaying Presto pressure cookers. Presto also has a series of ad mats, window streamers, etc. to tie-in with this July and August promotion. Eastern is also putting over much favorable publicity for its RCA sound systems.

Northeastern Distributors, Inc. reports that its Thor Gladiron ironer dealers who make "live" demonstration in the store or home are enjoying a much greater sales volume, and it's not too hard, due to the easy portability of Thor ironers. —FRANK PRAY.

## RADIO EXPORTS HIT BY IMPORT BARRIERS

(Continued from Page 3)

sified as a non-essential item in most countries which do not have an actual embargo, with the consequent severe restriction on imports from the United States."

Mr. Abramson placed the entire world export dollar volume of the Emerson organization for 1947 at 10 per cent of its total or \$3,000,000.

Cuba and Venezuela have not as yet imposed any embargo or restrictions on radio imports because they have an excess of exports over imports and consequently a satisfactory dollar balance, it was pointed out.

**FADA Radio**  
**THE LOW PRICED RADIO SENSATIONS OF 1947**



**FADA 3 WAY PERSONAL PORTABLE P80 \$34.95**



**FADA TABLE MODEL 740 \$17.95**



**FADA TABLE MODEL 711 \$29.95**

*Metropolitan Distributors*

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

## BOSTON, MASS.

(Continued from Page 10)

lamp tube which opens new application of design for fluorescent lamps. It's rated at 18 watts and 2500 hours of life. Special fixtures permit their use in circle-type reading lamps. Token quantities are now available.

The Eastern Co. announces a sales campaign for Bendix Home Laundry dealers involving a million dollars of awards. Dealers who want to take a trip to Montreal can do so by selling two Bendix washers per week during the campaign. Four a week lets two in an organization go on this four day trip. Dealers who sell three Bendix's a week can celebrate New Year's in New York City. Major expenses for two people are paid covering a well packed amusement itinerary.

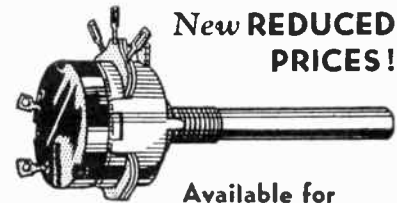
For dealers selling four a week there's a wonderful airplane trip to Bermuda in January with Bendix paying for top-quality accommodation and entertainment on this week-long jaunt.

Retail salesmen also are eligible for awards including automobiles, trips to Bermuda, complete Bendix Home Laundries and De Luxe washers, totalling twenty-seven in the first contest group based on nation-wide participation.

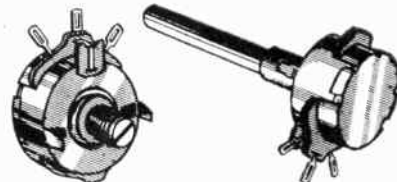
**Manufacturers—  
Jobbers—**

### VOLUME CONTROLS

**New REDUCED PRICES!**



**Available for IMMEDIATE DELIVERY**



### POTENTIOMETERS and Tone Controls

*Specially designed for Television. All ohmage.*

Write for literature and quantity prices — or phone: COrtlandt 7-2919

**AMERICAN VOLUME CONTROL CORP.**  
115 Liberty Street  
New York 6, N.Y.



## RADIO-COMBINATIONS ARE FIRST CHOICE OF PUBLIC IN ST. LOUIS

DISPLAY NEWEST MODELS  
Majestic Line Will Be Presented  
on August 24 — New Sparton  
Challenger Draws Interest.

ST. LOUIS, MO., Monday—The radio-combination which so many people have been waiting for—a set which incorporated within it a radio, a record changer, and a wire recorder—will be introduced to the St. Louis market within a couple of weeks, according to an announcement by Adolph Gross, of the Recordit Corp., local distributor for the Majestic line.

This new combination is a table model set, has seven tubes, and comes equipped with a spool of wire ready for fifteen minutes of recording. Extra spools will be available. This new three-way combination will retail at \$165.

The general buying public will be let in on this story on August 24, when several large St. Louis firms will run good-sized ads about this set and the other new models in the Majestic line. The new wire-recorder combination set will be available in quantity, Mr. Gross indicated, and all regularly franchised Majestic dealers will have them as well as samples of the other new models. Among the new sets to be featured is an eight-tube AM-FM Radio-Phonograph combination in a beautiful period cabinet, to retail at \$229.95.

Mr. Gross, who just returned from a business-vacation trip to California, was also enthused about the way in which the Majestic records have taken hold in the city. In the nation-wide survey made recently, of records best liked by the disc jockies, Eddy Howard's Majestic pressing of "To Each His Own" was voted the greatest all-around record of the year, as well as the best popular record. On the classical side, a recording by Alfred Newman and orchestra for Majestic was judged to be the best-liked classical record, and Newman's album was the best-liked classical album of the year.

The entire staff of Recordit is enthusiastic over the newest addition to Majestic's recording stars, Dick Farney, already nicknamed the "Bing from Brazil."

Mr. Gross and his executive staff are planning to attend the Majestic regional sales conference to be held in Kansas City, Mo., August 15. It is expected that new additions to the line will be discussed at that time.

G. B. K. Auf Der Heide, general manager of Whe-Gro Co., Missouri distributor for Sparton radios, has announced that the new "Challenger" Spartons have already caught on with the public.

Most of the other distributors are still waiting for the green light from the factories. The continued heat wave in the area resulted in sell-outs of almost every portable radio on the market. Television sets received an unusual boost from the promotion accompanying the formal opening of the Post-Dispatch's KSD-TV. Most radio distributors and dealers were looking forward

to an excellent Fall season on all sets. At Cardinal Distributors, Inc., H. J. Fuchs, president, reported that he has been distributing the Olympic line of radios, and has now decided to consider taking on a number of others, includ-

ing the Federal line. Mr. Fuchs reports an unusual interest also in the Duchess washer and the Filter-Queen vacuum cleaner on which Cardinal has exclusive distribution franchises.

—H. G. MELLMAN.

## Fire At Quad Radio Plant

BOURBON, IND., Sunday — A fire destroyed most of the factory portion of the Quad Corp., radio parts manufacturing plant here with a heavy loss.

**MANUFACTURERS! DISTRIBUTORS! WHOLESALERS!**

# LEONARD ASHBACH COMPANY

*America's Largest Tube Jobber*

## PRESENTS ITS 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.
2300	—1A7GT	\$.59	14000	—6J6	\$.30	2000	—7C5	\$.49	6000	—12BE6	\$.40
1700	—1N5GT	.59	1650	—6K7	.48	2000	—7C6	.55	3000	—35W4	.29
1400	—1H5GT	.49	5000	—6SA7GT	.49	5800	—7B6	.49	2100	—50B5	.48
2000	—1LA6	.90	6000	—6SQ7GT	.40	6200	—7Q7	.49	1400	—35Z5	.35
500	—1LD5	.75	3000	—6SC7	.55	8000	—7N7	.49	8000	—35L6	.44
1900	—1LC6	.85	500	—6SF7	.55	3000	—7E5	.49	1800	—50L6	.44
4400	—1LN5	.75	4500	—6L6	.87	2000	—7Y4	.49	1200	—50A5	.55
3700	—1R5	.45	2900	—6L6GA	.80	3000	—7F7	.55	1400	—35Y4	.39
1500	—1S5	.40	800	—6SD7	.35	1800	—12SR7	.45	3000	—14Q7	.45
1900	—1T4	.40	800	—6SN7	.48	2000	—12SL7GT	.55	3300	—14A7	.48
3700	—3Q5	.65	12000	—6SH7	.30	5000	—12SQ7GT	.40	2000	—14B6	.45
800	—3A4	.35	2300	—6SL7	.60	8000	—12SK7GT	.40	700	—46	.48
2600	—5U4G	.45	2000	—6V6GT	.49	4000	—12SA7GT	.50	400	—9003	.25
4000	—5Y3GT	.33	2000	—6J5GT	.39	12000	—12SN7	.30	1350	—955	.45
1700	—6AG5	.50	2000	—6K6GT	.45	3000	—12C8	.30	4000	—SP30	.30
1500	—6AL5	.30	4000	—6SK7	.40	8000	—12A6	.40	3300	—SP45	.40
1800	—6H6	.39	1900	—6J5	.39	3000	—12H6	.30	2300	—OY4	.38
23000	—6C4	.38	4000	—6SJ7	.48	2000	—12AT6	.40	1000	—77	.45
1400	—6C5	.45	5000	—7A7	.49	2000	—12J5GT	.39	800	—27	.40
1600	—6K7GT	.48	2000	—7B4	.49	3000	—12BA6	.40			

And Hundreds of Other Types. Send us Your Requirements

## LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS



# AEROPPOINT "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.

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

PRICE \$1.50

\* Write for FREE sample.

## PROMOTIONAL DRIVE WILL BE CONDUCTED BY MUSIC INSTITUTE

AN ALL-INDUSTRY EFFORT

L. G. LaMair, President of Lyon & Healy, Reveals Details of the Vast Project to Get Under Way Soon — Plan Being Studied.

CHICAGO, Ill., Thursday — Beginning an intensive campaign to regain an important place for music in American life, the Music Institute of America today announced selection of organizations to conduct public relations and market research activities.

The recently created Institute, a non-profit educational organization serving all phases of the music industry, will conduct the promotional and educational drive aimed at enabling more children and adults to participate in musical activities. About \$80,000 will be spent the first year.

To conduct the public relations program the Institute has selected Harry Coleman & Co., Chicago firm which now includes among its clients such well-known organizations as Stewart-Warner Corporation, United Wallpaper, Inc., Gamble-Skogmo, Inc., Investors Syndicate, and Ohar Inc.

A preliminary study of conditions affecting the music industry's plans for expansion will be made by A. S. Associates, New York. Headed by Archibald Bennett, pioneer and crusader for scientific accuracy in research

surveys, this firm has conducted studies for a large number of leading corporations and industries. Dr. Albert Haring, professor of marketing at Indiana University and former president of the American Marketing Association, is serving the Institute as counsel on marketing.

Guided by the findings of the Bennett surveys, the Coleman organization will direct long-term activities designed to increase interest in music among millions of children and adults who can begin to play instruments or develop musical tastes; to increase the prominence of music in educational systems, community recreation programs, institutions, civic organizations and other groups; and to establish the benefits of music as a constructive outlet for leisure time and personal expression.

Backing this campaign are most of the important segments of the music industry. The Music Institute of America is governed by a board of trustees comprising representatives from groups of retailers, piano manufacturers, band instrument manufacturers, musical merchandise wholesalers, sheet music publishers, radio manufacturers, and musical accessory and merchandise manufacturers.

In announcing selection of the public relations and research organizations, L. G. LaMair, chairman of the board of trustees of the Institute, and president of Lyon & Healy, Inc. Stores, said:

"Despite increases in population, purchasing power and leisure time during the past 30 years, there has been a steady decline in the number of

people who personally participate in music. Despite the fact that music is a need inherent in everyone's personality, it has become less and less common in American life, while other interests with far less natural appeal have been booming. It is urgent, for the welfare of our nation as well as for this industry, that something be done immediately to return music to the people.

"Music is wholesome, it is universal, it is a constructive outlet for leisure time. As a result, it is most needed in this age when Americans are living in high tension, when lack of emotional expression is making many people neurotic and contributing to the increase in juvenile delinquency. We have much to contribute to America by returning music to its people, at the same time we rebuild a great industry and contribute to the economic welfare of the nation."

Headquarters for the Music Institute of America will be established soon, LaMair said. Both research and public relations activities will begin immediately.

### TO GATHER THE NEWS FOR YOU—

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

## Zenith Names Jobber In Birmingham, Ala., Sector

BIRMINGHAM, ALA., Monday —

Announcement is made by James H. McKee, district manager of the Zenith Radio Corp., of the appointment of L. S. Hart and Wesley L. Greer as associate distributors of Zenith radio products in the Birmingham and Montgomery territory.

Formerly with the Moore-Handley Hardware Co., Mr. Hart and Mr. Greer formed their own company, Associated Distributors, Inc., 1720 Second Avenue South, two years ago and have been handling Zenith products along with Youngstown kitchens' equipment since. Their territory takes in most of Alabama and West Florida.

—B.

## CLOSING OUT our stock of LIBERTY CARILLONS

"The Voice of the Cathedrals"

AT DISTRIBUTOR COST

All Liberty Carillons are in original factory boxes. All brand new

**ELECTRICAL SUPPLY CO.**

201 Magazine Street, New Orleans 8, La.

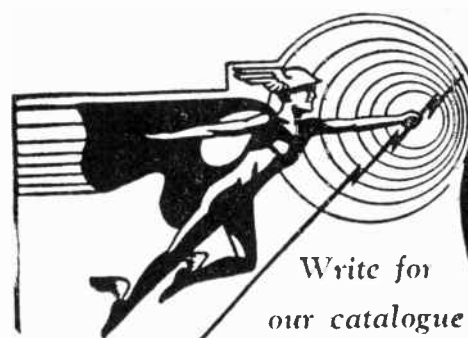
## IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

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



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 Connecticut Only

## STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

### COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

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



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

- Shelvaor Refrigerators
- Frostmaster Frozen Food Cabinets



• Television Receivers

- AM-FM Radios
- Gas and Electric Ranges

**APOLLO DISTRIBUTING CO.**

Apollo Bldg. 15-17 Shipman St., Newark 2, N. J.

## HARTFORD AREA HAS INITIAL VIDEO SETS; RECEPTION IS GOOD

SEVERAL MODELS OFFERED

Over 300 Dealers Attend Dinner to Hear Bendix Plans of Promotion — Washing Machines Are Demonstrated.

HARTFORD, CONN., Tuesday — Television sets for immediate delivery and installation in Greater Hartford are now being offered for sale by the Wethersfield Appliance Co., 677 Silas Dean Highway, in Wethersfield. These are the first television receivers to be placed on sale in this part of the state.

While several electronics enthusiasts in this territory, using sets of various types, have been receiving telecasts for some time, receivers for installation in Greater Hartford by television engineers have not previously been offered by any local retail outlet.

The commercial model, identical with the receiver in use in a number of New York bars and restaurants, offers the largest projection screen now available, with a picture 25 by 19 inches, or 475 square inches. Telecasts from this model may be seen at one time by as many as 800 people, according to the manufacturer. The commercial model also is equipped with radio and the cabinet is covered with maroon leatherette.

While not all locations in Connecticut are "eligible" for television, telecasts can be received successfully in many areas scattered throughout the

Greater Hartford area. George B. Kaplan, of the Wethersfield Appliance Co., said.

Pointing out that television signals travel in a straight line, differing from radio waves which follow the earth's surface, Mr. Kaplan said factors determining "reception eligibility" include elevation of the proposed reception site, the absence of high degree noises, and the azimuth of the site in relation to New York television broadcasting stations.

"Satisfactory reception, with normal aerial installation, is now being obtained by television set owners in the Greater Hartford area," Mr. Kaplan stated. "Our television engineers are prepared to survey any proposed location; if the location is approved, we will install a television receiver and guarantee satisfactory reception."

More than 300 retail appliance dealers from Hartford and suburban Connecticut areas attended a dinner on Thursday evening at the Hotel Bond, at which time the details of a Bendix automatic washer sales promotion were outlined by Harold P. Bull, New England regional manager of Bendix Home Appliances, Inc., of South Bend, Ind.

A. M. Palmer, General Electric Home Laundry expert, gave a G-E All-Automatic Washer demonstration on the stage of the appliance department of Brown Thomson's department store.

Featured in the demonstration were two General Electric models, the G-E All-Automatic Washer, priced at \$334.70, and the G-E Wringer Washer, for \$144.95.

Brown Thomson's is offering immediate delivery on a limited quantity of both items.

—JOHNNIE COX.

## BETHLEHEM, PA.

BETHLEHEM, PA., Monday—Demonstration of the new Bendix automatic home laundry has been going on during the past couple of weeks. Dealers authorized by the manufacturer are: M. W. Allam, of 514 West Broad street; Haber's, 309 South New street; Hartley's, of 509 West Broad street; Manson's, at Third and Taylor streets, and Phillips Music Store, of 24 East Third street.

Plans are going ahead to equip the city schools system with broadcasting facilities for programs of community interest before the Fall term opens on September 8th. Edwin Hartman, radio instructor at Technical High School, will set up committees comprised of his students taking radio instruction, to aid in the installation of equipment in the school workshop.

Outstanding stage productions, musical concerts, pageants and holiday programs will head the list of entertainment. Local radio retailers will thus find a new demand for receivers by the many residents interested in the wealth of local talent.

The Eastern Light Co., 520 Hamilton street in Allentown, has announced

that it now has for immediate delivery brand new home freezers of the following makes: Victor, Harder, Tyler, Elco, Leonard, Hotpoint and Philco.

Luke T. Cunningham, proprietor of West Side Electric Service, 522 West Broad street, has been increasing his stock in view of the fact that he is the only radio and electrical dealer in his immediate neighborhood. Besides doing all types of electrical contracting and repairing, he also is the authorized dealer for Norge, Universal and Westinghouse lines.

—GEORGE STATLER.

## Lucian Kahn Dies; Was Stove Concern Executive

CINCINNATI, OHIO, Friday — It was learned here today that Lucian L. Kahn, former vice president and treasurer of the Estate Stove Co., Hamilton, Ohio, died this week at his home in San Francisco.

Mr. Kahn had been active with his company until last January, when the firm was sold to the Noma Electric Co.

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

## SAM M. HARPER

Manufacturers' Representative

A cooperative sales organization traveling four men in the twelve north eastern states and producing results—in sales.

Representing; — John Meck Industries Inc.,  
Audar Inc.,

Celebrating Our Sixteenth Anniversary

215 Fulton Street

WO 2-9779

New York 7, N. Y.

## BERNAT SALES CO.

Manufacturers' Sales Representatives

Serving the Jobber Trade in the Middle West With

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

624 SO. MICHIGAN AVE.

HARRISON 1844

CHICAGO, ILL.

## LIKE ATTRACTS LIKE

Manufacturers and distributing agencies who have certain clearly defined policies pointing to the ultimate in consumer satisfaction, quite naturally gravitate toward each other. Dealers recognize this uniformity of effort and line up with such groups. In Northeastern's eastern Massachusetts and southern New Hampshire territory, the following "leaders in their line" clearly point to the fact that "like attracts like:"

- ZENITH • THOR • GIBSON
- GRAND GAS RANGES
- M-G-M RECORDS • QUAKER HEATERS
- SCOTT-ATWATER OUTBOARD MOTORS
- NATIONAL SEWING MACHINES
- BRUSH SOUNDMIRROR
- NU-ENAMEL • PABCO
- CALCINATOR • G.E. Traffic Appliances
- ELGIN KITCHEN CABINETS
- SANI-WAY Electric Garbage Eliminators
- LEWYT CLEANERS

## NORTHEASTERN DISTRIBUTORS, Inc.

588 COMMONWEALTH AVE.  
BOSTON 15, MASS.

Phone COM. 3455



## CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

**ELECTRIC APPLIANCE LINES WANTED FOR WHOLESALE DISTRIBUTION**—Large radio and appliance distributor, operating in New England, Baltimore and Washington territories, desires one or two important major and traffic appliance lines. Present annual volume over two million dollars. Territories are covered thoroughly by personal sales contacts with leading department, furniture, hardware and appliance stores. Ample warehousing facilities available, also thoroughly organized service departments. Your proposition will be held strictly confidential. Reply immediately to Box No. 922, RADIO and Television WEEKLY.

**SALESMEN and SIDELINE SALESMEN WANTED** by Manufacturers and Originators of Record and Album Hassocks. Also a complete line of Record Carrying Cases, Storage Albums and Accessories. Our line includes many hot items for the Phonograph and Radio Trade; also Department and Furniture Stores. Inquire: P. O. Box 406, Mt. Vernon, N. Y.

**MANUFACTURER'S REPRESENTATIVES** wanted in various sections by old-time manufacturer of portable sound cases, wall baffles and speaker baffles. Sold to jobbers and manufacturers only. Reply Box 925, RADIO and Television WEEKLY.

**FOR SALE**—Radio and Record Store, excellent location, large New Jersey town, reasonable. Excellent opportunity for right party. Write for further details. Box 924, RADIO and Television WEEKLY.

**WANTED — CABINET MOULDS** — We are looking for two cavity compression radio cabinet moulds. Rush samples and prints with all other details. Would consider purchase of chassis dies for the above cabinets. Box No. 923, RADIO and Television WEEKLY.

**WANTED**—Manufacturers' Representatives to sell 3-tube automatic portable phonographs retailing at \$39.95 on direct-to-dealer basis. Territories open Boston, Upper New York State, Pittsburgh, Atlanta, Texas. Box 916, RADIO and Television WEEKLY.

**RADIO TUBES** — Offer 6,000 RCA 35L6 Radio Tubes at 40c ea. Packed in cartons of 100. F. O. B. New York warehouse. Box No. 927, RADIO and Television WEEKLY.

**LINES WANTED**—Visiting the West Coast; would like to contact some well-known manufacturers for representation in the East. Can be contacted at Hotel Mayfair, Los Angeles, August 18-19, and Clift Hotel, San Francisco, August 20-21. Jack Weber, Jack Weber Associates, 210

### BUYER RADIOS MAJOR APPLIANCES

15 years' experience buying and promoting both for department and chain stores. Experience includes substantial volume operation.

Available September 1 for any territory. Will welcome interview.

Address Box 931

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

**ESTABLISHED DISTRIBUTOR** — Seeks capable salesman for Manhattan to handle standard line of phonographs and accessories — Full or side line. Replies confidentially treated. Box 930.

**RADIO MANAGER WANTED** — National distributor wants manager to cover 9 branches in Middle West on complete line of home radios. Write giving full details, experience and income desired. Box 917, RADIO and Television WEEKLY.

### MFRS. REPS. WANTED ALSO SALESMEN WANTED

By well-known N. Y. television receiver manufacturer. Expanding fast in every city with a television station. Box No. 897, RADIO and Television WEEKLY.

### WIRE AT MILL PRICES

Hearing Aid—Single and Twisted Pigtail 50 Strands .002  
Hookup—Vinyl and Rubber Insul.  
Send for List—Box 861  
RADIO and Television WEEKLY

**OFFERING TO DEALERS** — 5-tube Ivory Plastic Superhet Radios, \$12.95 net. Best buy in USA. Large stock tubes at low prices. Arvedon Electric Supply, 73 Portland St., Boston, Mass.

**FACTORY REPRESENTATIVES WANTED** — To establish jobber-dealer distribution for quality-at-price line of table and portable phonographs and combinations. New production facilities permit this first change in our merchandising policy in 14 years. Established representatives in all parts of country to be appointed. Write, giving lines you carry and your jobber list. Box 928, RADIO and Television WEEKLY.

**FOR SALE** — Universal Coil Winder Model 84B; 2—Vibration Tables (Horizontal and Vertical); 2000—3BP1 Cathode Ray Tubes; Work Tables; Tubes; Pots. Call or write. Mr. Katz, 242 W. 55th St., New York, 4th Floor. Circle 5-9440.

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

## GARCEAU SUCCEEDED BY MANSON AS HEAD OF THE RMA AD UNIT

(Continued from Page 3)

ated \$50,000 this year, will reach its climax this Fall coincident with National Radio Week's observance.

The committee was organized in December, 1940, and Mr. Garceau has been its only chairman until Mr. Manson's appointment. During the past seven years the committee has directed a variety of sales promotion activities and enlisted the cooperation of several allied trade associations in industry projects.

Following is the complete roster of the committee:

Stanley H. Manson, chairman, Stromberg-Carlson Co.; Victor A. Irvine, vice chairman, Motorola, Inc.; Clare Blaklee, Wilcox-Gay Corp.; Guy C. Cyr, Noblitt-Sparks Industries, Inc.; John S. Garceau, Farnsworth Television & Radio Corp.; P. G. Gillig, Emerson Radio & Phonograph Corp.; John F. Gilligan, Philco Corp.; Frank V. Goodman, Andrea Radio Corp.; E. L. Hadley, Bendix Radio Division; H. Lance, Sentinel Radio Corp.;

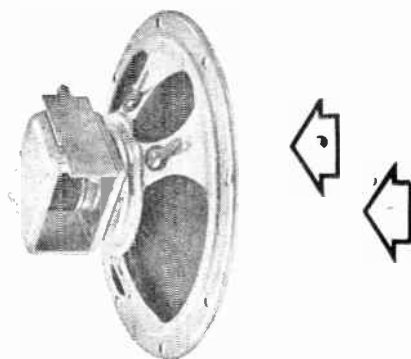
Wm. E. Macke, Zenith Radio Corp.; S. D. Mahan, Crosley Division, Aveco Mfg. Corp.; W. B. McGill, Westinghouse Radio Stations, Inc.; J. J. McLoughlin, Warwick Manufacturing Corp.; K. T. Milne, Delco Radio Division; L. B. Pambrun, Majestic Radio & Television Corp.; L. E. Pettit, General Electric Co.; George E. Rakovan, International Detrola Corp.; Percy L. Schoenen, Olympic Radio & Television, Inc.; Kenneth W. Sickinger, Stewart-Warner Corp.; N. H. Terwilliger, Sparks-Withington Co.; J. M. Williams, RCA Victor Division of RCA.

### Allied Appliances Takes Over Memphis Building

MEMPHIS, TENN., Monday—Allied Appliances Distributors, Inc., headed

Dependability

Performance



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



by R. W. Bomar, president with V. Powell as vice president has just signed one of the largest distributor leases negotiated recently in Memphis with the firm taking over the former U. S. Rubber Co. building at 713 Linden. The lease is for five years. There are 26,000 square feet of floor area.

The firm was founded in Memphis two years ago and has a staff of eighteen, and five salesmen. It distributes in counties around Memphis, Motor Products deep freezers, F. L. Jacobs Laundevall automatic washing machines, Majestic radios and record players and small appliance items. —G.

● CABINETS  
● RECORD-CHANGERS  
● FM  
● STANDARD BROADCAST

# Farnsworth

Television • Radio • Phonographs

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



# 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**

ESTABLISHED 1946

**WEEKLY**

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.  
Arc Radio Corp. . . . . Brooklyn, N. Y.  
Automatic Radio Mfg. Co. . . . . Boston, Mass.  
Aviola Radio Corp. . . . . Phoenix, Ariz.  
Belmont Radio Corp. . . . . Chicago, Ill.  
Bendix Radio Division . . . . . Baltimore, Md.  
Bowers Battery & Spark Plug Co. . . . . Reading, Pa.  
Brunswick Radio & Television Division of  
Radio & Television, Inc. . . . . New York, N. Y.  
Crosley Division—Avco Mfg. Corp., 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 Laboratories, Inc. . . . . Indianapolis, Ind.  
Electro-Tone Corp. . . . . Hoboken, N. J.  
Emerson Radio & Phono. Corp. . . . . New York, N. Y.  
Espey Manufacturing Co. . . . . New York, N. Y.  
Fada Radio & Elec. Co. . . . . 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.  
Jewel Radio Corp. . . . . New York 11, N. Y.  
Lear, Inc. . . . . Grand Rapids, Mich.  
Majestic Radio & Telev. Corp. . . . . Elgin, Ill.  
Meck Industries, John . . . . . Plymouth, Ind.  
Motorola, Inc. . . . . Chicago, Ill.  
Noblitt-Sparks Industries, Inc. . . . . Columbus, Ind.  
Olympic Radio & Television . . . . . Long Island City, N. Y.  
Philco Corp. . . . . Philadelphia, Pa.  
Pilot Radio Corp. . . . . Long Island City, N. Y.  
RCA Victor Division, RCA . . . . . Camden, N. J.  
Regal Electronics Corp. . . . . New York, N. Y.  
Remler Co. . . . . San Francisco, Calif.  
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.  
Templeton 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.  
Wartwick 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 Division—Avco Mfg. Corp., Cincinnati, Ohio  
Gibson Refrigerator Co. . . . . Greenville, Mich.  
Jacobs Co., F. L. . . . . Detroit, Mich.  
Noblitt-Sparks Industries, Inc. . . . . Columbus, Ind.  
Philco Corp. . . . . Philadelphia, Pa.  
Trilmont Products Co. . . . . Philadelphia 3, Pa.  
Wittie Mfg. & Sales Co. . . . . Chicago, Ill.

## Electronic Tube Supplies

Eisler Engineering Co. . . . . Newark, N. J.  
Engineering Co., The . . . . . Newark, N. J.  
North American Philips Co. . . . . New York  
RCA Tube Division . . . . . Harrison, N. J.  
Sylvania Elec. Products, Inc. . . . . Emporium, Pa.

## Electronics Manufacturers

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

## Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. . . . . Chicago, Ill.  
Alliance Mfg. Co. . . . . Alliance, Ohio  
Apex Radio & Television Corp. . . . . New York, N. Y.  
Audio Industries . . . . . Michigan City, Ind.  
Capitol Records, Inc. . . . . Hollywood, Calif.  
Columbia Recording Corp. . . . . Bridgeport, Conn.  
Continental Electronics . . . . . Brooklyn 22, N. Y.  
Daval Co. . . . . 19 W. 44th St., New York, N. Y.  
Davidson Mfg. Co. . . . . Eatonton, Ga.  
Decca Records, Inc. . . . . New York, N. Y.  
Disc Co. of America . . . . . New York, N. Y.  
Duosonic-New York . . . . . Bronx 55, N. Y.  
Duotone Co. . . . . New York, N. Y.  
Dynavox Corp. . . . . Long Island City, N. Y.  
Electronic Devices Co. . . . . New York 1, N. Y.  
Garrard Sales Corp. . . . . New York, N. Y.  
General Industries Co. . . . . Elyria, Ohio  
Gramavox Radio & Phono. Co. . . . . New York City  
Hamilton Associated Industries . . . . . Chicago, Ill.  
International Detrola Corp. . . . . Detroit, Mich.  
International Merit Prod. Corp. . . . . New York, N. Y.  
Jackson Industries, Inc. . . . . Chicago, Ill.  
Jensen Industries, Inc. . . . . Chicago, Ill.  
Majestic Records, Inc. . . . . New York, 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 52, N. Y.  
Presto Recording Corp. . . . . New York, N. Y.  
RCA Victor Division, RCA . . . . . Camden, N. J.  
Recordisc Corp. . . . . New York, N. Y.  
Recotom Corp. . . . . New York, N. Y.  
Sonata Electronics Corp. . . . . Chicago 5, Ill.  
Sonora Radio & Television Corp. . . . . Chicago, Ill.  
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. Torman & Co. . . . . Chicago 8, Ill.  
Tone Products Corp. of America . . . . . New York, N. Y.  
Universal Microphone Co. . . . . Inglewood, Calif.  
V-M Corporation . . . . . Benton Harbor, Mich.  
Waters Conley Co. . . . . Rochester, Minn.  
Webster-Chicago Corp. . . . . Chicago, Ill.  
Wilcox-Gay Corp. . . . . Charlotte, Mich.

## Radio and Electronic Tubes

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

## Radio Parts Manufacturers

Aermotive Equipment Corp. . . . . Kansas City, Mo.  
Aerovox Corp. . . . . New Bedford, Mass.  
American Condenser Co. . . . . Chicago, Ill.  
American Volume Control Corp. . . . . New York  
Astatic Corp. . . . . Conneaut, Ohio  
Cinaudagraph Speakers, Inc. . . . . Slater, Mo.  
Coronet Electric Co. . . . . Chicago, Ill.  
Cosmic Radio Corp. . . . . New York, N. Y.  
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.  
Hillburn Electronic Products Co., New York 13, N. Y.  
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.  
Oxford Electric Corp. . . . . Chicago, Ill.  
Perfection Electric Co. . . . . Chicago, Ill.  
Permoflux Corp. . . . . Chicago, Ill.  
Phiko 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.  
Springle Products Co. . . . . New York, N. Y.  
Sprague Electric Co. . . . . No. Adams, Mass.  
Sylvania Elec. Products, Inc. . . . . Emporium, Pa.  
United Speakers, Inc. . . . . Los Angeles 23, Calif.  
Universal Microphone Co. . . . . Inglewood, Calif.  
V-M Corporation . . . . . Benton Harbor, Mich.  
Vitamate Co., The . . . . . New York 23, N. Y.  
Ward Products Corp. . . . . Cleveland, Ohio

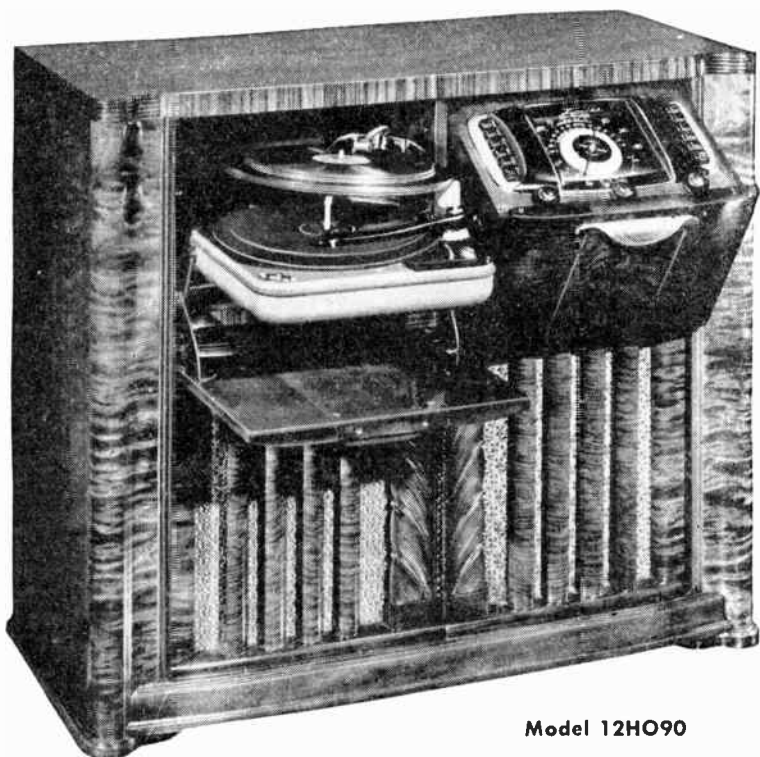
## Radio and Parts Wholesalers

All State Distributors, Inc. . . . . Newark, N. J.  
Apollo Distributing Co. . . . . Newark, N. J.  
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.  
Arvin-Salmanson Co. of New England, Boston, Mass.  
Arvin-Salmanson Co., Inc. . . . . Baltimore, Md.  
Ashbach Co., Leonard 152 W. Huron St., Chicago  
Beaucaire, Inc. . . . . 114 Monroe Ave., Rochester, N. Y.  
Berman Co., Inc., Henry O. . . . . Baltimore, Md.  
Bernat Sales Co. . . . . 624 S. Michigan Ave., Chicago  
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. . . . . 142 Liberty 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.  
Park Radio Service . . . . . 130 Cedar St., N. Y. C.  
Peter Jackson Co. . . . . Chicago 40, Ill.  
Robbins Co., Chas. W. . . . . 853 Broadway, New York  
Sanford Electronics Corp. . . . . New York, N. Y.  
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.  
Seaboard-Ronley Corp. . . . . New York, N. Y.  
Stern & Co. . . . . Hartford, Conn.  
Stone Distributing Co. . . . . St. Louis, 1, Mo.  
Wakem & Whipple, Inc. . . . . Chicago, Ill.  
Walker-Jimieson, Inc. . . . . Chicago, Ill.  
Wolfe Radio Co., Ben . . . . . 14 W. 17th St., New York



*Compare them all... Zenith is still*  
**THE STYLE LEADER**

*31 years experience in Radionics Exclusively  
 pays off for you with sales-making features!*



Model 12HO90

Zenith radios and radio-phonographs, long famous for their leadership in engineering and in performance, are today equally noted for leadership in style and value. The features that are most important in prospects' minds are *Zenith*-developed features. That's why value-wise shoppers insist on Zenith—the originator—and will not accept imitations or substitutions. That's why Zenith is first in demonstrability, first in performance, first in style, first in *value*. That's why Zenith is the most wanted radio-phonograph on the market . . . why Zenith radios and radio-phonographs are so *easy to sell*.

**Here Are The Style  
 and Value Features  
 Your Customers Want**

- **TILT-OUT CONTROL PANEL . . .** This Zenith design, now widely copied, brings the entire control panel into an accessible, easily viewed position.
- **E-Z-OUT PHONOGRAPH . . .** A touch of the phonograph door glides the entire record-changer unit out within easy reach.
- **FLAT-TOP CABINET . . .** The entire top may be used for flowers, vases, books or decorative pieces. There are no lids to lift to operate either the radio or the phonograph.
- **AMPLE RECORD STORAGE SPACE . . .** The big storage compartment in the Zenith console combination cabinets is an important feature. Show it to your prospects!
- **THE COBRA TONE ARM . . .** The tiny filament gently floats in the record grooves, reproducing every note, every shading.
- **SILENT-SPEED RECORD CHANGER . . .** Changes both 10- and 12-inch records intermixed, so as to provide an almost continuous flow of music.
- **ZENITH—ARMSTRONG FM . . .** FM at its best—wide-band, true fidelity, static-free FM as developed by Major Armstrong and Zenith engineers.
- **THE RADIORGAN . . .** Radio's most demonstrable tone control. 64 different tonal effects provide just the tone emphasis desired.

**Keep An Eye On**



*Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.*