

RADIO & TELEVISION RETAILING



*The Sales Future of '51
Depends on
AVAILABILITY and SALES-ABILITY
in the DEALER'S STORE!*

- TELEVISION
- AM - FM
-
- ELECTRICAL APPLIANCES
-
- RECORDS & PHONOGRAPHS
-
- RECORDERS
-
- SERVICING & SOUND

STATISTICS & FORECAST in This Issue—

January • 1951 CALDWELL CLEMENTS, INC.

HERE'S THE OPENING SHOT

IN AIR KING'S BIG NATIONAL AD CAMPAIGN FOR '51!

You haven't seen television at its best
until you've seen...

AIR KING



HUGE, LIFE-LIKE 20" SCREEN...

...with the sharpest, clearest picture ever...
thanks to Air King's advanced design.

HIGH FIDELITY FM SOUND...

...to bring studio realities into your home.

CABINET CRAFTSMANSHIP...

...that rivals the artistry of
best decorative furniture.

There is television as you had hoped some day to have it...
thrilling, flawless performance in both picture and sound!
available cabinets... masterpieces by Air King, one of America's oldest
and most experienced television manufacturers
with thirty years of know-how in radio and electronic development.
Before you buy any television set be sure to see and hear Air King...
the set that gives you all of the most advanced features!

AIR KING



...has everything!

AIR KING PRODUCTS COMPANY
EXPANDED TO NEW YORK

A DIVISION OF HYTRON RADIO & ELECTRONICS CORP. 170-53rd ST., BROOKLYN 32, N.Y.

*Powerful ads in Life
and the Saturday
Evening Post!*

This big full-page COLOR ad will
appear in the
Jan. 22 issue of **LIFE**

Thousands of LIFE
and SATURDAY EVENING POST
readers right in your own community will
see plenty of Air King Advertising during 1951...
continuous barrage of big, hard-selling ads that
will do a bang-up job of pre-selling Air King for you.

BUT THAT'S NOT ALL! Air King is ready
with a MERCHANDISING PLAN that will bring these
new customers into your store. It's powerful! It's
dramatic! It's complete! Gives you everything you
need...NEWSPAPER MATS—RADIO SPOTS—24
SHEET POSTERS—DISPLAYS—and a full line of
other promotional material! Ask your dis-
tributor today about the AIR KING
MERCHANDISING PLAN!

AIR KING

...has everything!

SEE AIR KING
FIRST
CHICAGO FURNITURE SHOW
JANUARY 8 THRU 19

Preview of the complete Air King
Line for 1951
1454 Merchandise Mart Bldg.

AIR KING PRODUCTS CO., INC., 170-53rd ST., BROOKLYN 32, N.Y.

RADIO & TELEVISION RETAILING

IN THIS ISSUE

JANUARY, 1951

Including "RADIO & TELEVISION"
"RADIO & TELEVISION TODAY"
and "ELECTRICAL RETAILING"

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Publishers also of TELE-TECH

★ *AM, FM, Television*

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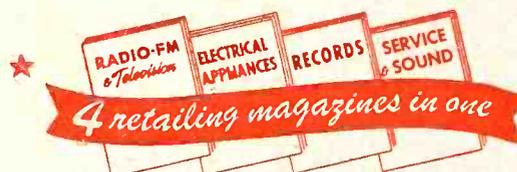
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Photo Credit

Ewing Galloway

Cover



CALDWELL-CLEMENTS, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

BIGGER

SCREENS!



17"

17C101. 17" rectangular black tube. Genuine mahogany or blond veneered cabinet with finely figured doors and swivel casters—easy to turn.

You can put your confidence in—

GENERAL



ELECTRIC

RADIO & TELEVISION RETAILING • January, 1951

SHARPER PICTURES!

THAT'S WHAT YOUR CUSTOMERS WANT



BLACK-DAYLITE TELEVISION

Now, General Electric meets the overwhelming demand for life-size, lifelike G-E Black-Daylite Television with three big-screen sizes, 16, 17 and 19-inch. Blond and mahogany veneered cabinets to cover all tastes. Every technical advance, pioneered or developed by General Electric is featured in these superb re-

ceivers, making them outstanding in today's TV market. It's a pleasure to offer your customers exactly what they want, backed by a name they can believe in. For the complete story on these big-screen models, see your G-E television distributor today or write to the *General Electric Company, Receiver Division, Syracuse, New York.*

16"



16C113. 16" rectangular black tube. Genuine mahogany veneered cabinet.



16T5. 16" rectangular black tube. Compact cabinet—hand-rubbed, genuine mahogany veneered.



16K1. 16" rectangular aluminized black tube. 3-speed automatic phonograph, FM-AM radio. Genuine mahogany or modern blond veneered console.



16C103. 16" rectangular black tube. Genuine mahogany or modern blond veneered cabinet.

19"

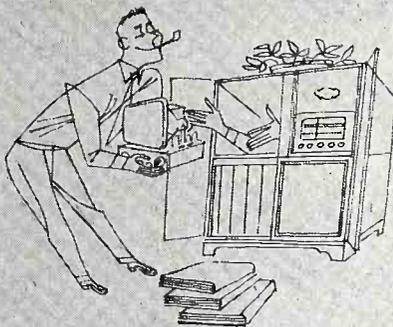


19C105. Elegant console—super life-size pictures. 19" black tube. Superb, hand-rubbed, genuine mahogany veneered cabinet with finely figured doors. Mounted on swivel casters.

Magnavox

**cordially invites you
to come in and see the
latest Magnavox instruments
during The Winter Market
January 8-19
at the new Magnavox
Permanent Chicago Showroom
Room 1116 • Merchandise Mart**

Handy place for
television, too!



King-sized pictures
as big as life!



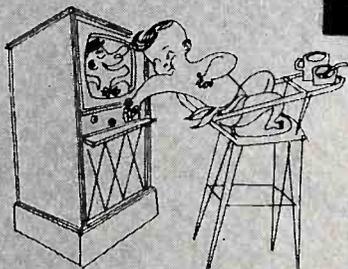
Pampers treasured records!

Better sight, better sound, better buy

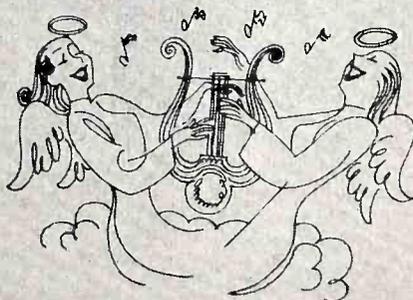
the magnificent
Magnavox

television - radio - phonograph

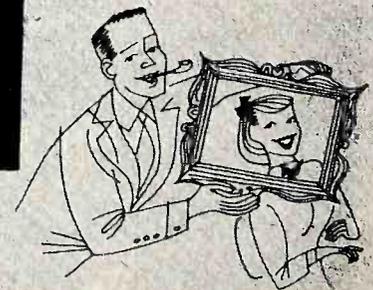
The line that has everything



Simple tuning!



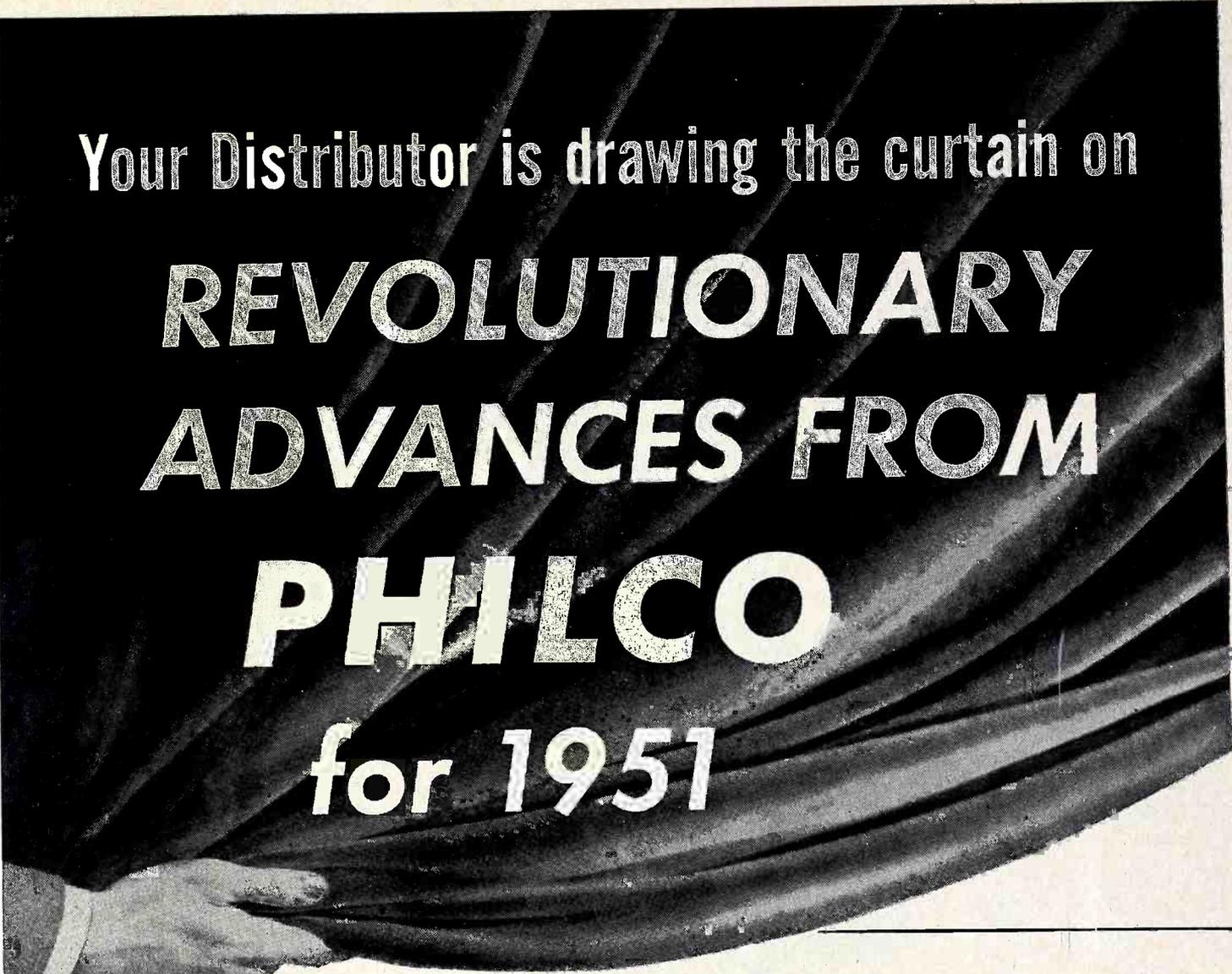
Out-of-this-world sound!



Clearest pictures!

THE MAGNAVOX COMPANY • FORT WAYNE 4, INDIANA

RADIO & TELEVISION RETAILING • January, 1951



Your Distributor is drawing the curtain on

**REVOLUTIONARY
ADVANCES FROM**

PHILCO

for 1951

in REFRIGERATORS
... ELECTRIC RANGES
... AIR CONDITIONERS
... BALANCED BEAM TELEVISION
... RADIOS and RADIO-PHONOGRAPHS

Now, all across the nation Philco Distributors are showing new Philco products that will make appliance history in 1951.

Here, from Philco, you'll see no mere face lifted lines—no carry-over collections of refurbished old models. The new 1951 Philco lines are new from the ground up. New in concept and design, new in engineering and features—they are the planned result of a *multi million dollar* retooling

program that started right back on the drawing boards.

Yes, again in 1951, the driving force for progress is *Philco Advanced Design*... bringing you your biggest opportunity for appliance volume and profits.

See and decide for yourself—that more than ever before this is the line and the year to *Concentrate on Philco*, the most profitable franchise in the appliance field.

Westinghouse SCORES AGAIN WITH

INTRODUCING 7 new models

Maintaining Westinghouse Reputation

for dependability and extra performance . . . Full-service backing . . . Continued fair profits.

in addition to the greatest demand line in Westinghouse history to peg every popular TV bracket.



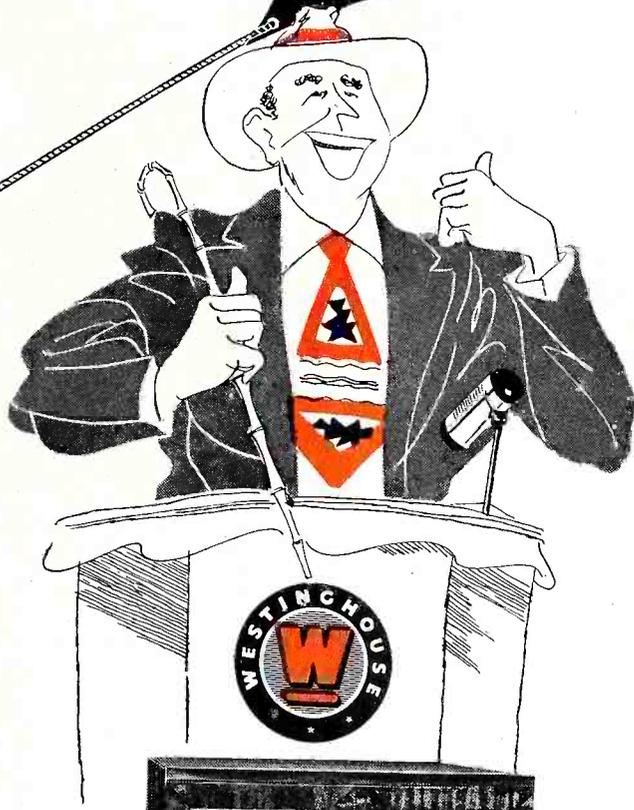
639T17, the Fenway
... 17" table TV in blonde "frosted" oak.



635T17, the Dorset
... 17" table television in mahogany color plastic.



640T17, the Andover
... 17" screen in mahogany cabinet.



642K20, the Stratton
... 20" screen—mahogany finish console with full doors.



643K16, the Carlton
... 165 square inch, 16" tube pictures. Mahogany finish.



641K17, the Brentwood
... 17" screen in mahogany finish console.

STANDOUT DEALER LINE

STARRING

Single Dial Tuning

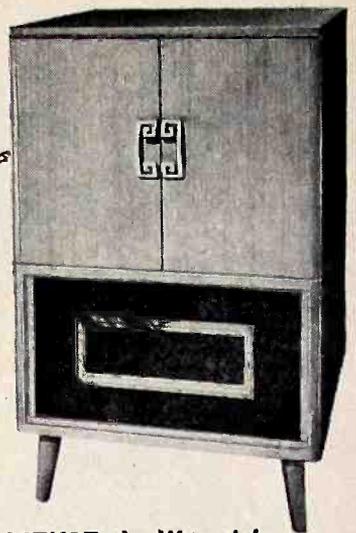
The greatest TV feature of them all . . .
practically demonstrates itself, plus
all the regular new features.



638K20, the Copleigh
... 20" mahogany
console.



628K16, the Hampden
... 16" pictures in a console
finished in mahogany.



647K17, the Warwick
... 17" pictures in modern
"frosted" oak console.



646K17, the Shelton
... 17" screen in mahogany
finish console.

Plus New '51 Radio Line
... complete, including table
models, portables, and radio-
phonographs.

Initial Showing

January 8 through 19
Space 542B
American Furniture Mart
Chicago, Illinois



633C17, the Manorcrest
... Sharp 17" pictures, 3-speed
phonograph, AM-FM radio in
mahogany finish.

YOU CAN BE SURE... IF IT'S

Westinghouse

WESTINGHOUSE ELECTRIC CORP., TELEVISION-RADIO DIVISION, SUNBURY, PA.

"The Set the Experts Own"

hallicrafters

precision television



TELEVISION CAMERAMAN!

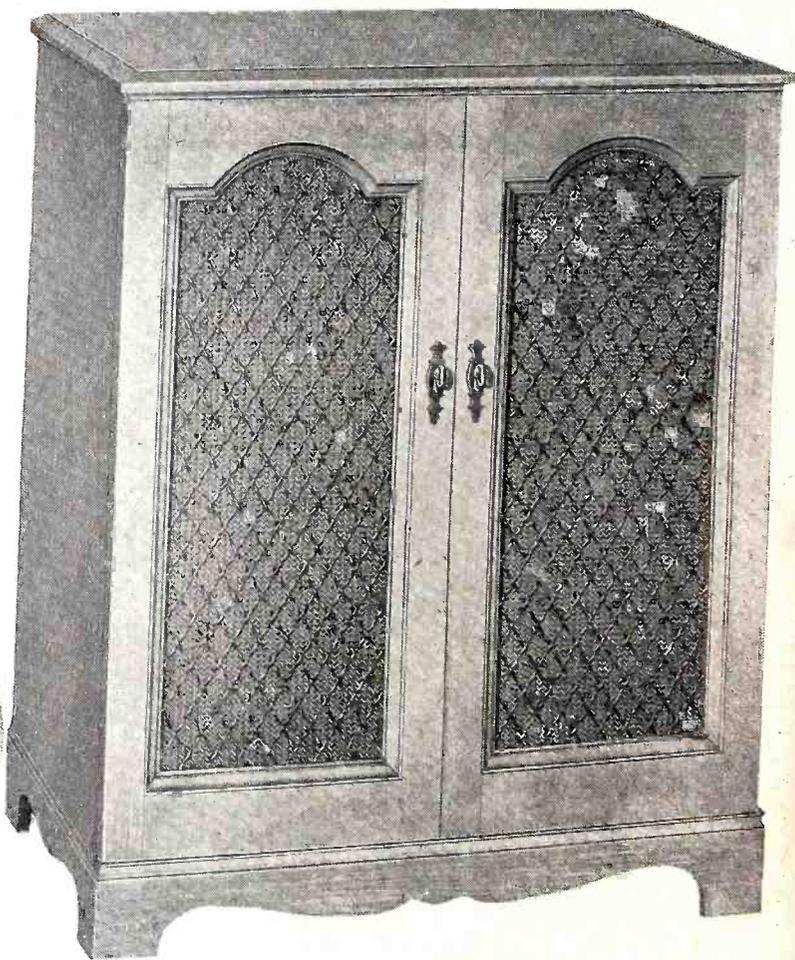


TELEVISION DEALER!



TV SERVICE ENGINEER!

ONLY
HALLCRAFTERS
HAS THE
\$2,000,000
**dynamic
tuner**



The 890 "PROVINCIAL"
in Honeyed Maple

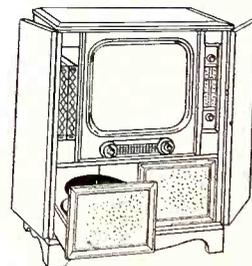
For their *own* homes .
for their *personal* television
pleasure, the experts buy
Hallicrafters!

Their judgment is by comparing,
with *their* own eyes. *You*, too, can see
what the experts see, PRECISION performance!

Hallicrafters exclusive "Dynamic Tuner" brings you
television's **CLEAREST** picture, with 2 to 4 times greater
sensitivity than other leading sets.

hallicrafters TV
THE SET THE EXPERTS OWN!

- 20" Rectangular
Black Tube TV
- AM Radio
- 3-Speed
Phonograph



the hallicrafters co.

WORLD'S LEADING MANUFACTURER OF PRECISION RADIO & TELEVISION • CHICAGO 24, ILLINOIS

RADIO & TELEVISION RETAILING • January, 1951

Every month

FORCEFUL CONSUMER ADVERTISING BOOSTS YOUR SALES OF G-E TUBES!



Full-page, eye-catching ads like this appear regularly in

LIFE

THE SATURDAY EVENING

POST

HERE'S a tube "first" that will put you first in volume, profits, and neighborhood prestige. Feature G-E tubes on your shelves; display them prominently on your counter. Your G-E tube distributor (better phone him, it's quicker) gladly will help you tie in with this national advertising. Or wire or write *Electronics Department, General Electric Company, Schenectady 5, New York.*

Inside story of television's NEW LOOK

This is a great "New Look" in radio-tele- vision—powerful, bright, so vivid, so clear, so big, so exciting, so wonderful! It's the "black" rectangular tube, developed and made available to the whole industry by General Electric.

Not only do you get more colorful pictures, but this amazing rectangular tube is also possible...

...long-lasting
GE TUBES
for Radio-Television

"Finest any set can have!"

GENERAL ELECTRIC

You can put your confidence in—

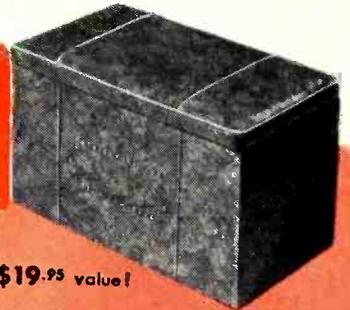
GENERAL  ELECTRIC

UNIVERSAL

...WITH A GREAT CLEANER OFFER

It's New and It's Different!

You make full profit on the cleaner
and you even make a profit
on the premiums!



A \$19.95 value!

THIS BEAUTIFUL VINYLITE HASOCK-CHEST AND TV SEAT

Solves cleaner storage problem. Holds cleaner
and all attachments. Handsome, comfortable
extra TV seat or hassock for any living room.



Cleaning attachments
including hose, wands
and three nozzles.

This Famous, Full-size
UNIVERSAL
All Metal TANK CLEANER
complete with attachments shown



THIS "ROLL-A-VAC" CARRIER AND STORAGE UNIT

Cuts cleaning time 25% by
keeping attachments handy...
one trip to and from storage.
Beautiful chrome frame, rub-
ber-tired wheels, heavy duck
back. Stair glide and rubber
feet on a sturdy metal base.

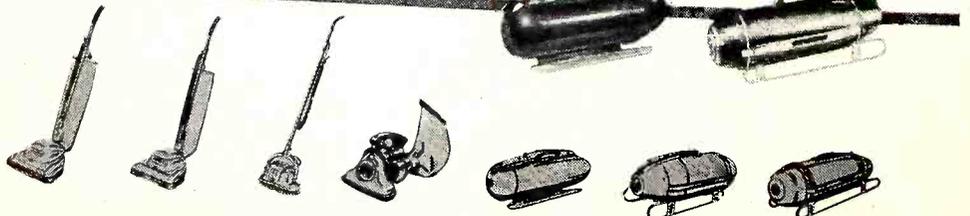
A \$19.95 value!



This same offer
made with Universal Cleaners
VC 6702 and VC 6700 at
slightly higher prices.

All this
FOR AN AMAZING
\$74.90
for Cleaner and Chest or Carrier

**America's
Most Complete Line
of Home Cleaning
Equipment**



Leads Again!

A GREAT PROMOTION TO BUILD MORE SALES FOR YOU!

LOOK...at the offer of your life!

Standard, Full-Size All-Purpose
UNIVERSAL TANK CLEANER
complete with attachment's shown

Cleaning attachment's include 8-foot hose, 2 high-angle wands, 1 carpet and 1 drop-down jet, 1 production tool.

PLUS YOUR CHOICE

For the Sensationally Low Price of \$74.90

NO MORE THAN YOU'D EXPECT TO PAY FOR THE CLEANER ALONE!

See your Universal dealer today

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Use Beautiful

Roll-A-Vac Carrier and Storage Unit

Saves 25% of your cleaning time by keeping attachment's always at your finger-tip. Shows ever-rolling in a 12" x 18" roll. Cleaning device found with just add, big rubber-tyred wheels, heavy-duty track.

Sold separately at \$39.00

Universal Deluxe Tank Cleaners are also available with either "Roll-A-Vac" Carrier or Hand-Carrier at slightly higher cost.

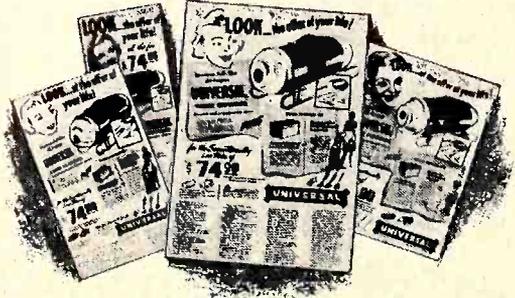
PLUS a Hard-Hitting **KEY-MARKET** newspaper advertising program

in **Look**, **Saturday Evening Post** and other national magazines

See your **UNIVERSAL** distributor today!
Get set now to clean up on cleaner sales this Spring!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Eight reasons why

THE COMMERCIAL CREDIT PLAN

should be YOUR plan in '51



1. WHOLESALE FINANCING

The COMMERCIAL CREDIT PLAN provides you with the financing you need to keep your floor and warehouse stocks at their best level . . . for better sales. Quick deliveries close sales. With COMMERCIAL CREDIT financing you can "have it in stock."

2. FAST CREDIT APPROVAL

Not every one of your prospects is a good credit risk . . . but every one is a good potential sale. COMMERCIAL CREDIT'S elaborate and nationwide facilities make it possible to provide quick and sound credit decisions. Good sales will *not* be lost through superficial credit rejections.

3. LIFE INSURANCE PROTECTION

Here is an important selling and protection feature. Under COMMERCIAL CREDIT'S PLAN the unpaid balance is cancelled in the event of purchaser's death. (Not available in California.)

4. PROPERTY INSURANCE PROTECTION

Another important sales feature is that the unpaid balance is cancelled in the event of damage to, or loss of, the merchandise . . . as defined in the policy.

5. AUTOMATIC SALES FOLLOW-UP

Your time payment customers are your best *prospects*. COMMERCIAL CREDIT'S automatic sales follow-up keeps you informed as to the credit status of your time payment customer.

6. TESTED COLLECTION SERVICE

From COMMERCIAL CREDIT'S long experience, trained personnel know how to handle collection of time payment sales without endangering the good will of your customer. With the COMMERCIAL CREDIT PLAN you have no collection worries.

7. NATIONWIDE SERVICE

Many potential customers are people who have lived in your neighborhood only a short time. Also, time payment customers may change their residence before payments are completed. It is important that you have the credit and other facilities of COMMERCIAL CREDIT'S 300 offices throughout the United States and Canada.

8. BUILDS CUSTOMER GOOD WILL

The COMMERCIAL CREDIT PLAN is "SALES" Service as well as more efficient financing. Our success depends on helping you get more customers and keeping your customers satisfied. Because the COMMERCIAL CREDIT PLAN offers MORE advantages to both the buyer and the seller, it is used by MORE dealers to finance MORE home appliance sales than any other national financing plan.

To help you make

...MORE SALES...MORE PROFITS

...MORE SATISFIED CUSTOMERS

Phone, wire or write the COMMERCIAL CREDIT office nearest you. Our representative will gladly show you how the COMMERCIAL CREDIT PLAN can serve you better.

Choose and Use the

COMMERCIAL CREDIT PLAN



COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$100,000,000
 . . . more than 300 offices in principal cities of the United States and Canada

New DuMont Steadibeam* . . .

always a clinching sales point

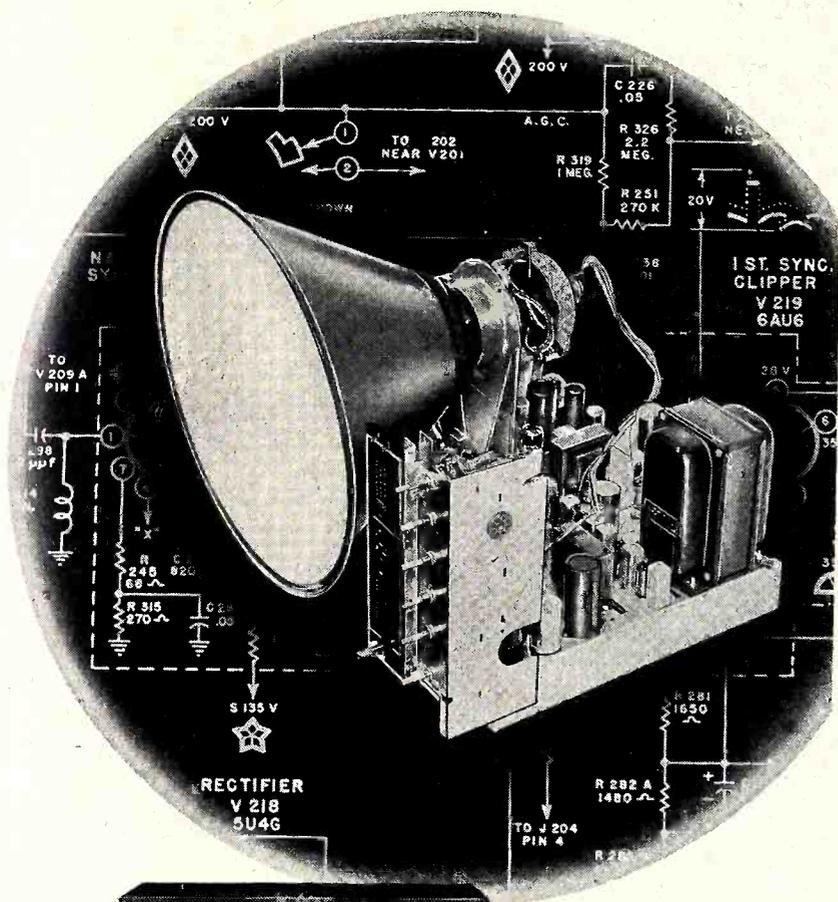
One of the pet peeves of television set owners is the program disturbance sometimes caused by moving planes, trains, autos, buses, trolleys, or tropospheric disturbances.

This is where the new Du Mont Steadibeam comes to the rescue. All Du Mont Telesets* without exception have this automatic signal compensator, the most advanced form of automatic gain control in the television industry today.

The Du Mont Steadibeam positively insures uniform signal strength, whether the station is distant or nearby. It compensates automatically for rapid or slow variations in signal, due to any of the hazards mentioned above as well as many others. It retains picture brightness, for example, despite variations as great as 100 to 1!

It is an advantage that makes Du Mont Telesets easier to sell. It is one of those wanted features that a set owner brags about to his friends and neighbors. And that means more Du Mont sales for you.

The new Du Mont Steadibeam, like the Du Mont Sensituner,* the Du Mont Signallock,* the Du Mont Extra tubes, is one of the many Du Mont plus values that result in better performance, longer set life, lower service cost, more satisfied customers.



The DU MONT TARRYTOWN, with 17-inch Rectangular tube, combining TV, AM-FM radio, 3-speed phonograph.

You'll do better with Du Mont—Television's most coveted franchise

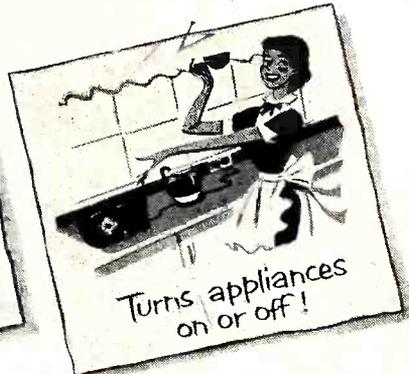
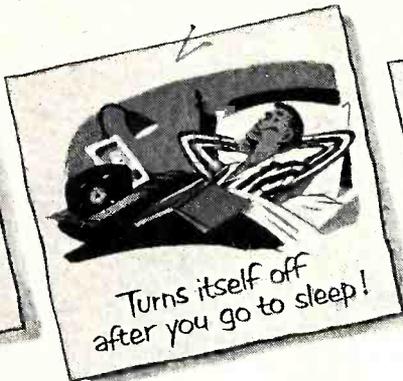
DU MONT *first with the finest in Television*

*Trade Mark

Copyright 1950, Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network, 515 Madison Avenue, New York 22, N. Y.

BIGGEST PUSH IN HISTORY

Here's why owners call it the
WORLD'S MOST USEFUL RADIO!



CLOCK-RADIO

★ No more worry about falling asleep and leaving the radio and light on...no more waking to jangling alarms...no more getting out of a cozy bed to turn the radio on or off. Not with the famous General Electric Clock-Radio. It's the world's most useful radio, ideal for everyone, every room. So popular it outsells all other makes *combined!* Of course it's a fine-toned G-E radio—plus a G-E electric clock that tells time even in the dark. In four stunning colors, *all at the same low price!* Get yours today!

General Electric Company, Electronics Park, Syracuse, N. Y.

CHOICE OF COLORS
 ALABASTER IVORY
 CONGO BROWN
 PERSIAN RED
 PORCELAIN WHITE

ONE LOW PRICE ..
\$34.95*

World's most useful radio. 5 tubes. Brings in distant stations. In Congo brown. Model 535 \$39.95*

**Wake-up-to-music" Clock-Radio. In Alabaster ivory or Congo brown. Model 510 \$29.95*

*Slightly higher West and South. subject to change without notice



Full color pages in LIFE and POST with 40 million readers!

You can put your confidence in—

GENERAL  **ELECTRIC**

ON G-E CLOCK-RADIOS

All-out promotion to break all sales records for all time!

AMERICA'S #1 Favorite gets the works in February. That's the month POST and LIFE, with 40 million readers, break out with a smashing 4-color page on G-E Clock-Radios. 147 newspapers will carry great big ads right down to the retail level. For radio and for TV screens, special spots and films are available to tie-in your store. And for use in your store,

there's a terrific turnabout display table, a deluxe shadow box, a brand new idea in window displays, streamers, folders, display cards, etc. Quantities of all the promotion material come to you, ready to go to work. Cash in on the World's Fastest Selling Radio! See your G-E radio distributor, or write *General Electric Company, Receiver Division, Syracuse, N. Y.*



Looks as deluxe as a jewel!

Exquisite Shadowbox Display—permanent, sturdy, made of metal, glass and molded wood. Self-illuminating. Perfect for window, counter, floor display.



147 newspapers yell value!

Big, dominating factory-paid ads in 147 markets are scheduled for 1951. Biggest local newspaper campaign in G-E Clock-Radio history.



Giant clock dial says time to buy!

Giant clock hands and sales features, die-cut and ready to paste on your window without obstructing view. Dozens of other uses inside your store.



Slickest silent salesman yet!

It's terrific! Revolving, turnabout table—displays 7 G-E Clock-Radios with all sales features. Sets up in 5 minutes. Only 33" high!



Tested TV and red hot radio spots!

Striking, new TV film commercials now at all TV stations. Proved radio spots to tie-in your store with this great campaign.

Get the whole ball of wax today!

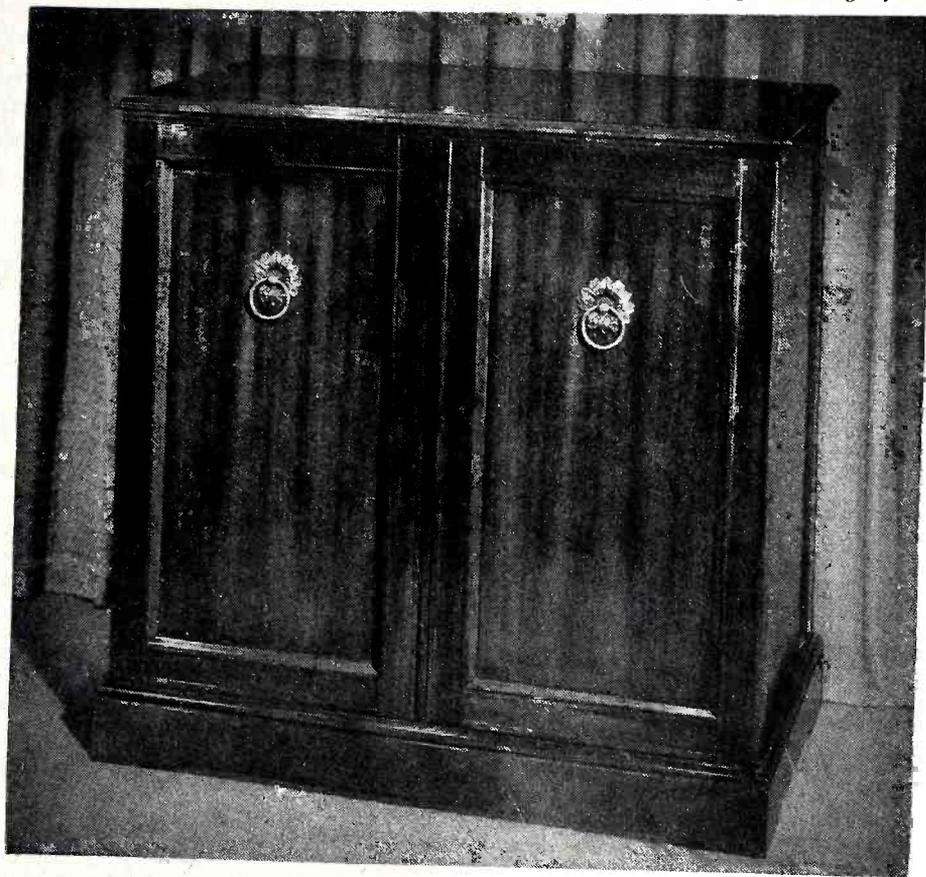
Your G-E radio distributor has the whole works ready to deliver to your store. Streamers, folders, display cards, mats, scripts, everything you need.



You can put your confidence in—

GENERAL  ELECTRIC

The Capehart "Saratoga"—17-inch picture—AM-FM Radio—3 way phonograph—Mahogany or Bisque finish



WHEN IN CHICAGO . . . VISIT THE

Capehart

TELEVISION SALON

at the Merchandise Mart

A most comprehensive collection of superior television instruments—incorporating the latest technical developments known to the television industry, the world-famous Capehart Symphonic-Tone System, and the handsomest, most luxurious cabinetry available anywhere today! We believe it will be greatly to your advantage to view this display and demonstration at your earliest convenience.

Permanent Display Room 1118



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana
An Associate of International Telephone and Telegraph Corporation

TAKE A
TIP FROM
TORCHY

JONES TV STORE

"HE SELLS THAT FINE OLYMPIC LINE!....."

Now - BIG 20" Picture at a new **LOW** Price!



Here's really *big* news... Olympic's great new 20" Rectangular TV sets, which so many of your customers have been waiting for. New super-powered chassis, engineered for superb picture definition and contrast. Specially designed for maximum range, with fine performance even in extreme fringe areas. *The price?* ...surprisingly reasonable... in line with Olympic's super values.

Olympic
America's Favorite
TELEVISION



Model 970, above, Olympic's 20" table-top leader, shown mounted on swivel base. Model 969, left, features 20" tube in a magnificent console with doors.

OLYMPIC RADIO AND TELEVISION, INC., LONG ISLAND CITY, NEW YORK
See these and other Olympic values at the Furniture Show
Space 118-119, 17th Floor, American Furniture Mart, 666 Lakeshore Drive, Chicago

WEBSTER-CHICAGO'S NEW

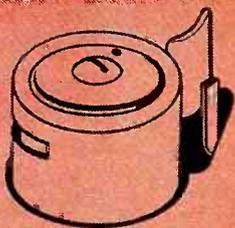
Electronic Memory



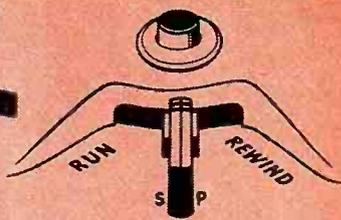
Another  Product

WIRE RECORDER with

- **New Non-Spill Recording Head**
- **New Positive-Control Lever**
- **New Console Response**



NON-SPILL RECORDING HEAD—An engineering triumph, adds life to your wire and eliminates forever threat spilled or tangled wire.



POSITIVE CONTROL LEVER—For ease of operation, integrated with a new braking system, it prevents operating errors.



CONSOLE RESPONSE—New sound chamber construction eliminates distortion and provides life-like "highs" and "lows."

THESE features have *customer-appeal* and they mean even more sales for you! Remember, no other home wire recorder offers you these exclusive, sales-building features. You know that when you sell the Webster-Chicago Electronic Memory Wire Recorder you are selling the one magnetic recorder that has *already gained* public recognition and acceptance.

The NEW "288" is now rolling off the assembly lines at unprecedented rates and they are all equipped with the three latest developments in magnetic recording.

1-Non-Spill Recording Head, the fool-proof magnetic recording head that eliminates spilled and tangled wire.
2-Console Response for unequalled tone fidelity and
3-Positive Control Lever for new simplicity and ease of operation and quick, sure stop and start action. In addition, an integrated emergency braking system adds another control to assure the finest recording with a minimum of wear and maintenance.

Your customers are learning about these new features through a complete national advertising program. There is a tremendous cooperative advertising campaign for you, too! See your nearest distributor today!

WEBSTER-CHICAGO

5610 W. Bloomingdale Ave., Chicago 39, Ill.

For More Sales Concentrate in

Pictorial Review

THE ONE GREAT SUNDAY MAGAZINE WHICH

LETS YOU CHOOSE YOUR MARKETS

-a la carte



ONLY IN PICTORIAL REVIEW can you buy from 1 to 10 of America's richest "key" markets *separately* . . . put the full mighty sales pull of a great Sunday Magazine to work for you in that individual market where it will benefit you most. And, to multiply the effect of your advertising, you get such effective sales aids as these:—
Color reprints at cost in any quantity you desire for salesmen's portfolios, or trade or consumer mailings. *Easels* for reprints of your advertisements to use as point-of-sale displays. *Broadsides* . . . your advertisement and three pages of editorial matter . . . with dealer's imprint, supplied at cost. Among radio and television advertisers that have used PICTORIAL REVIEW during 1950 are the following: Admiral, Sylvania, G. E., Motorola, Arvin, R. C. A., Victor, Zenith and Dumont. Why not tie your product to this proven sales-power now?

Total 10-Market Circulation Takes Your Advertising To Over 6,000,000 Families With the Sunday Issues Of:—

Seattle Post-Intelligencer
San Francisco Examiner
New York Journal-American
Baltimore American Detroit Times
Los Angeles Examiner
Milwaukee Sentinel
Boston Advertiser
Pittsburgh Sun-Telegraph
Chicago Herald-American

A HEARST PUBLICATION Represented Nationally By HEARST ADVERTISING SERVICE

There's a Ready Market



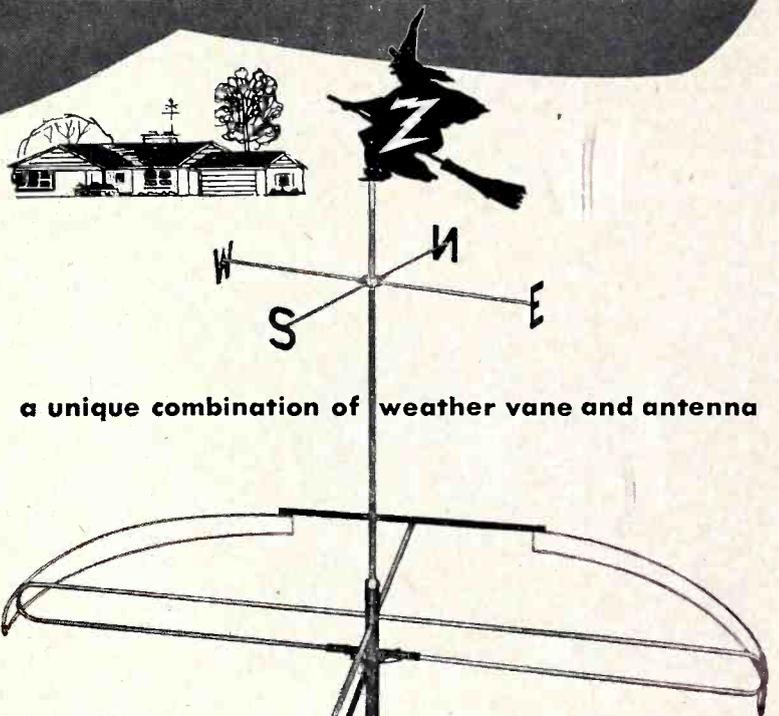
a fine PROFIT for you...in

Zenith's spectacular new Hollywood Antenna Vane

ZENITH DOES IT AGAIN . . . with the Hollywood Antenna Vane that outmodes unsightly antenna installations. Yes, here's really a BRAND NEW item that's both artistic and efficient . . . and that's bound-to-SELL . . . for it reflects one's pride of ownership in his home.

STRIKINGLY NEW . . . GENUINELY UNIQUE . . . there's a large and immediate market for the Hollywood Antenna Vane, for present TV home owners everywhere will want it. AND TV prospects will ask you about this decorative installation every time! Stock it . . . PROMOTE it . . . and you'll realize a mighty handsome PROFIT from carrying it!

The Weather Vane unit is topped by a legendary witch of storybook fame and "rides high" over the inconspicuous IN-Line Antenna which fits parallel to the chimney top or roof. The antenna functions efficiently on both high and low television bands.



a unique combination of weather vane and antenna

Your sales will come from these 4 groups...



1

TV purchaser who is sales-receptive to a new and beautiful antenna and can be "stepped up" on the difference on installation cost.



2

TV Owner who prides himself on the appearance and beauty of his home.



3

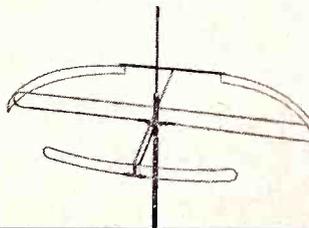
TV Owner who would like to replace the unsightly antenna installation that mars his home.



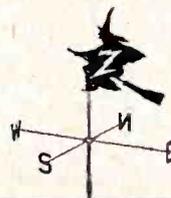
4

TV Owner who would otherwise prefer "poor reception" to having an "unsightly" outside antenna.

the ANTENNA. Skillfully engineered in Zenith's laboratory . . . the antenna insures fine television reception in suburban areas and metropolitan centers.



the WEATHER VANE. A sturdy Black Anodized Aluminum unit . . . it stands 13 inches high. The cross arms measure 23 inches across . . . and the entire unit, of course, is rust-proof.

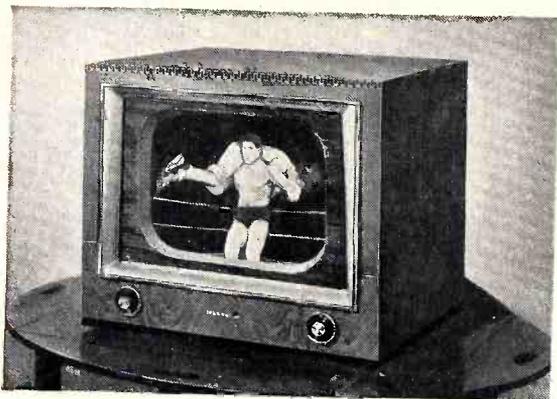


ZENITH
RADIO CORPORATION
6001 Dickens Ave.
Chicago 39, Ill.

SYLVANIA

SELLS ON SIGHT-AND SOUND!

Great OLD Name in Electronics
Great NEW Name in Television



SYLVANIA 17" Table Model. Super-powered chassis, Movie-Clear* pictures. Studio-Clear* sound, static-free. Exclusive wide-angle, non-glare features. Built-in tunable antenna. Provides for phonograph attachment. Choice of three cabinets: Blond, Mahogany, Walnut—all Sundberg-Ferar styled!



*Sylvania Trademark

WHY ARE SO MANY PEOPLE going into television stores and saying: "I didn't know Sylvania makes Television Sets! They must be good sets!"

Because the buying public has been confused by all the claims and counterclaims—all the technical terms that mean nothing to the consumer.

The public has been groping. People want a name they can trust. Sylvania is that kind of name.

PEOPLE KNOW:

- 1 That Sylvania's 50 years of electronics experience means unsurpassed engineering skill.
- 2 That, as one of the oldest and largest tube-makers, Sylvania has been intimately associated with Television since its inception. It has supplied and is supplying tubes to many of the greatest and most exacting manufacturers of Television Sets.
- 3 Now that Sylvania has a Television line of its own, people know that this company has staked its reputation on the dependability of its sets.

Sylvania is a Name with Built-In Integrity.

Buyers accept it. They never have to ask: "Is that a good set?"

And the beauty and character of Sylvania furniture designs complete the sale—on sight!

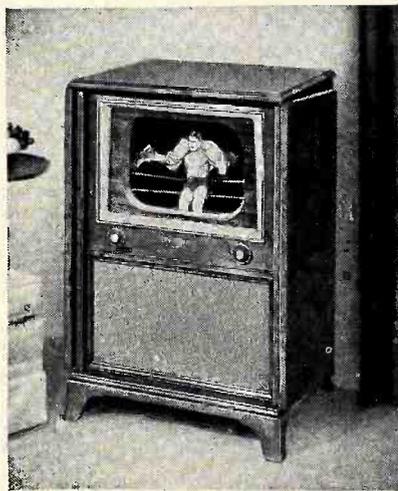
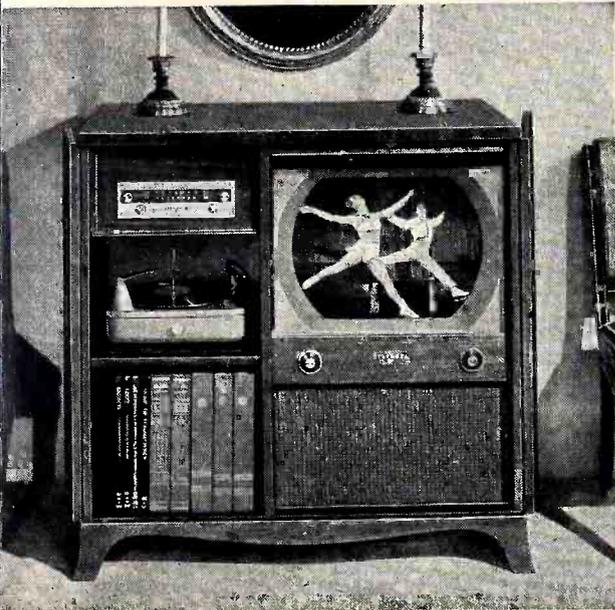
Sylvania is the new, fresh, exciting note in Television Merchandising. It adds lustre to any store's display. Many merchants find Sylvania their prize demonstrator. It adds profits to any store's merchandising.

Put your faith in a Name the Public Trusts!

SYLVANIA ELECTRIC PRODUCTS INC., RADIO AND TELEVISION DIVISION, 254 RANO ST., BUFFALO, NEW YORK



SYLVANIA 19" Mahogany DeLuxe Console Combination. Your "concert-grand"! Designed by Cedric Errol Millspaugh. Life-size BIG pictures, Rock-Steady, Movie-Clear*. Three built-in antennas. AM-FM radio of unmatched tone quality. Automatic "pull-out" record changer for all speeds. This is the ultimate in home entertainment!



SYLVANIA 17" Mahogany DeLuxe Console, with doors. Big Mello-Tone* screen that gives you *everything*. Wonderful wide-angle, non-glare viewing. Studio-Clear* sound. Built-in antenna. Only two front control positions. Provides for phonograph attachment. Available in Walnut.



SYLVANIA 19" Mahogany DeLuxe Console, with doors. Life-size big picture gives Rock-Steady, Movie-Clear* entertainment. Exclusive "picture-framing," wide-angle and non-glare features. Studio-Clear* tone that's static-free. Beautiful cabinets by Sundberg-Ferar, also available in Blond.

SYLVANIA

Established 1901—Fiftieth Anniversary Year

Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps. Fixtures, Sign Tubing, Wiring Devices; Light Bulbs; Photolamps; Television Sets.

"First" for '51!

4

**great Columbia
releases to keep your
post-holiday sales up**

Prades Festival

DIRECTED BY

PABLO CASALS

10 magnificent single LP Records. One of the greatest recording projects ever undertaken—the heart of the Bach Commemorative performances at Prades, France. 33½ LP Records ML 4345, through 4354.

SAINT-SAËNS:

CARNIVAL OF THE ANIMALS
New Verses by
OGDEN NASH

NOEL COWARD with
ANDRE KOSTELANETZ
and his ORCHESTRA

33½ LP Record ML 4355 (Coupled
with Ravel: Mother Goose Suite).
Or 78 rpm Album Set MM-966

"NEW MOON"

By Oscar Hammerstein II and Sigmund Romberg

STARRING

ELEANOR STEBER and NELSON EDDY

Chorus and Orchestra conducted by Leon Arnaud

8 famous hit selections

33½ LP Record ML 2164 or 78 rpm Album Set MM-975

MENDELSSOHN:

CONCERTO in E MINOR

for Violin and Orchestra

ISAAC STERN, Violin, with The Philadelphia Orchestra,
Eugene Ormandy, Conductor

33½ LP Record ML 4363 or 78 rpm Album Set MM-973

NOW NATIONALLY ADVERTISED

In a full list of great class publications including Time, News-week, New Yorker, Esquire, Better Homes and Gardens, House Beautiful, House and Garden, Seventeen, Holiday, Redbook, Cosmopolitan, American, Atlantic, Harpers—with a tremendous audience of record-conscious readers totalling more than 45 million! Supported by a Full-Scale Promotion and Merchandising Program.

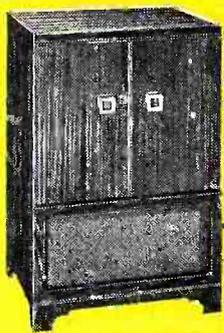
COLUMBIA
LP RECORDS

First, Finest, Foremost in Recorded Music

SELL

You can ~~see~~ the difference!

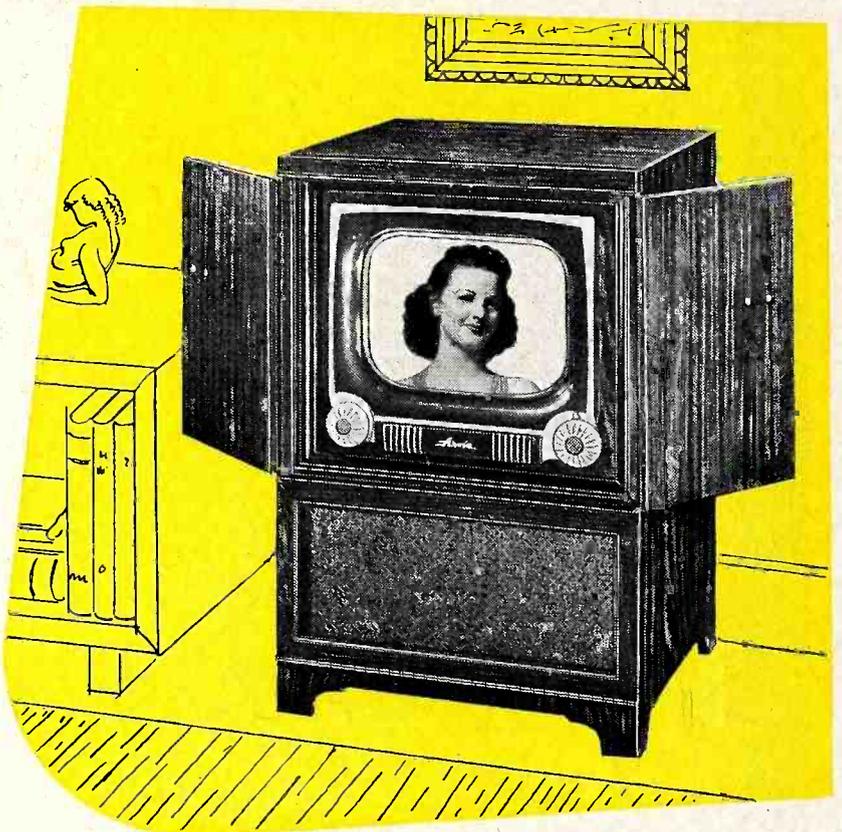
● Famous Arvin 16"
Console Model 4162 CM
\$349⁹⁵
(in blond \$369⁹⁵)



Never has any one television set combined such high quality and peak performance! It represents the farthest-forward progress of TV to date! Superb cabinet styling in imported mahogany veneer (or Limed Oak) with exquisitely beautiful appointments in gleaming crystal lucite

and finish-o'gold. Both share these outstanding features:

- Rectangular No-Glare Black Tube
- Gated automatic gain control for minimum picture disturbance
- Town-country switch for rock-solid stability in town or out in fringe areas
- Straight AC circuit, 26 tubes including rectifiers
- Exclusive Arvin Velvet Voice tone system
- Powerful electro-dynamic speaker
- Continuously variable tone control
- Phono-jack and built-in antenna
- Super-powered for peak performance everywhere



Arvin

"America's Distinguished Television Set"

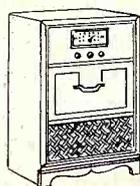
Write for distributor's name!

ARVIN INDUSTRIES, Inc., Columbus, Indiana
(Formerly Noblitt-Sparks Industries, Inc.)

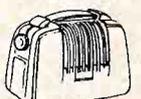
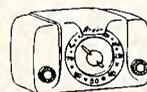
See this history-making Arvin at **SPACE 441-442 American Furniture Mart — Jan. 8-19**

Other models from \$129.95. Prices subject to change without notice. All prices plus Federal excise tax and warranty. Prices slightly higher in Zone 2.

All 1951 Arvin television receivers are designed for easy conversion to receive color broadcasts transmitted under established FCC standards.



ARVIN ALSO OFFERS AMERICA'S MOST COMPLETE RADIO LINE — Prices from \$15.95 up!



A BLUE RIBBON LINE



IN BLUE RIBBON STORES

Here's why the biggest stores
in the biggest markets

push **BENDIX TV**

The picture with the Billion Dollar* background

*You Can
Do Business with*

BENDIX

SOUNDLY BUILT—

Because Bendix Television is built to maintain one of the finest reputations in American industry, you can bank on it to maintain yours as well. Built from a background of electronic experience unsurpassed in the field, it offers you and your customers a picture that wins every comparison and a record of reliability that stands alone. Styling is in key—marked by a smart simplicity that makes a Bendix cabinet fit easily into any decorative scheme. From every standpoint, it is a line you can sell with pride and confidence.

SOUNDLY BACKED—

Because Bendix Television is a division of one of America's largest industrial organizations, you can count on Bendix to be here when keener competition has had its way with bull market manufacturers. That is why leading stores put so much selling time and advertising space behind Bendix Television. An investment in Bendix not only pays off today—its future is among the finest in the field.

SOUNDLY SOLD—

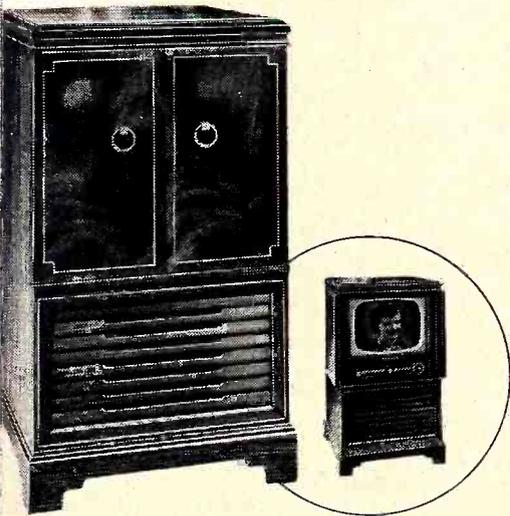
Because Bendix restricts its line to popular picture sizes and a few proven cabinet styles, it is one of the easiest lines to stock and sell. Bendix adds to this ease by maintaining stocks in a country-wide chain of warehouses, only hours away from any store. Freight prepaid to you . . . quick turnover styles and prices . . . and discounts bigger than many and big as any add to a profit picture that buyers call the most attractive in the industry. Get the facts—there is still room for quality dealers in a few top markets.

GET THE COMPLETE STORY—

VISIT BENDIX:

Space 545D, American Furniture Mart, January 8 through 18

Space 481, Western Furniture Mart, February 5 through 9



AVIATION CORPORATION HAS DESIGNED AND BUILT BILLIONS OF DOLLARS WORTH OF RADIO, TELEVISION, AUTOMOTIVE, RAILROAD, MARINE, AVIATION, AND INDUSTRIAL EQUIPMENT, INCLUDING ELECTRONIC DEVICES FOR SUCH ADVANCED FIELDS AS RADAR AND GUIDED MISSILES. FAMOUS FOR RELIABILITY IN EVERY MAJOR INDUSTRY, THE BENDIX NAME GIVES YOU THE FINEST PLEDGE OF QUALITY IN TELEVISION.

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION • BALTIMORE 4, MARYLAND

Colliers

Pathfinder

ERONY

I'M THE
BOY OF THE DAY
By Ray Robinson

**103,000,000 ads
for V-M tri-o-matic
PHONOGRAPHS
in 1951!**

CASH IN ON THIS TREMENDOUS IMPACT!

Fourteen national magazines, with a combined monthly circulation of over 12,000,000 will carry ads consistently for V-M tri-o-matic phonographs! That means thousands of pre-sold prospects for you to work on! Don't miss this golden opportunity for extra profits. Back up this consistent national advertising by making full use of the complete V-M sales promotion package—generous cooperative advertising program, a complete series of matted newspaper ads, full-color counter displays, full-color banners, folders and brochures. There's everything you need to turn prospects into sure sales. Act now, to get your share of this big plus business in '51. See your jobber or representative for complete details!

V-M CORPORATION

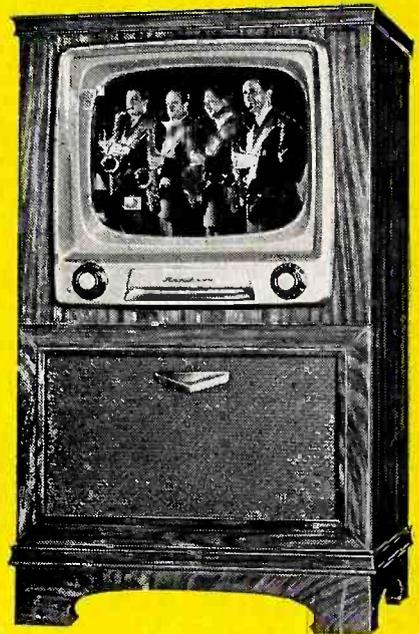
Benton Harbor, Michigan

Tailored for Dealer Profits!

NEW 1951

Raytheon TV

Dependably Built for Dependable Performance



THE STARLIGHT—Model RC-1720—17" rectangular TV, fine AM radio, all-speed record player in spacesaving mahogany cabinet, 23 3/4" wide, 40" high, 18 1/4" deep. 22 tubes, 2 rectifier tubes, 1 crystal. Keyed Automatic Gain Control and Automatic Frequency Control, built-in antenna, exclusive one-knob tuner.

Visit us at the Furniture Market

RAYTHEON DISPLAY

Stevens Hotel, Room 600,

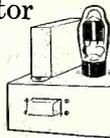
601, 601-A, January 8 to 19



NEW 1951 MODELS! Sparkling new models with plenty of beauty-appeal lead off the 1951 Raytheon line—tailored for dealer profits! For full information, contact your Raytheon distributor or write us! Do it now!

NEW BIGGER ADVERTISING! Eye-catching 4-color ads—big, dominant pages—in LIFE, POST, GOOD HOUSEKEEPING—will be telling over 40,000,000 consumers that "You buy DEPENDABILITY when you buy RAYTHEON TV"! And you get a complete promotion package for more sales!

NEW COLOR PROTECTION! Every Raytheon TV set comes equipped so that a connector for a color adapter can be installed for a small fee. Thus you can assure your prospect that Raytheon is ready for color TV when he wants it!



ATTENTION: RAYTHEON DEALERS!

The Raytheon "5-Point Plan" for increased sales, bigger profits, is now coming off the press! Complete, factual, understandable, invaluable! Watch for your copy!



THE RANCHO—Model M-1712—17" rectangular TV. Durable maroon plastic fabric-covered table model, 19 3/4" wide, 19 3/4" high, 18" deep.



THE CONSTELLATION—Model C-2006—big 20" rectangular TV, fine mahogany console cabinet, 26 3/4" wide, 38" high, 22 1/2" deep.

One Complete Price with Full Dealer Mark-Up!

To assure you full mark-up—and to simplify a sales-killing price structure—suggested resale prices on Raytheon TV will be "total" prices, including manufacturer's excise tax and liberal 1-year warranty on parts and picture tube. One of many reasons why...

IT PAYS TO PUSH



List prices range from \$269.95 to \$695.00. Slightly higher West and South.

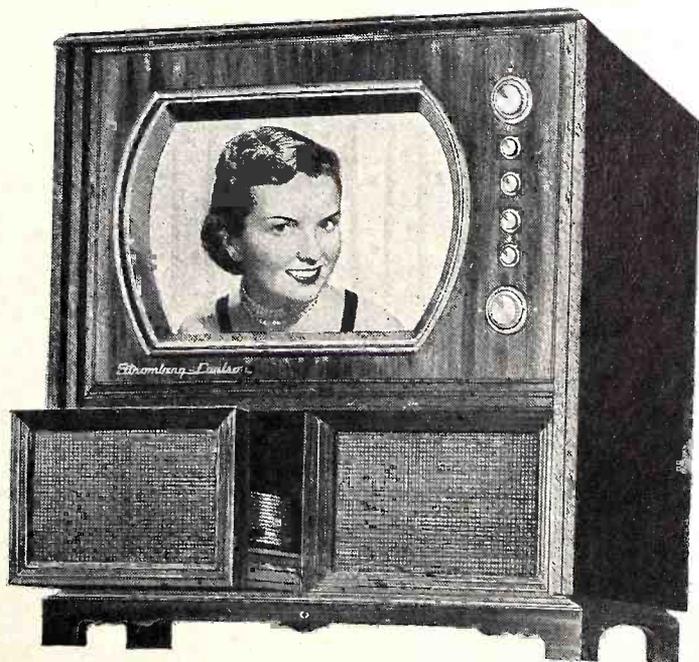
BELMONT RADIO CORPORATION, 5921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of Raytheon Manufacturing Co.

NOW! Two 24's! A console and a combination with

24 inch television

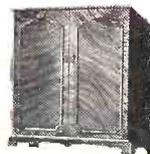
by **STROMBERG-CARLSON**

The RADCLIFFE
Magnificent, new console... Huge 24-inch tube—356 square inches... as large as a full size newspaper page. Includes famous Stromberg-Carlson features—exclusive long-life tuner... 12-inch concert-type speaker... special noise-free circuits. Beautiful period cabinet, mahogany veneers, completely hand-rubbed. 45½" high, 37½" wide, 23¾" deep.



The STANCLIFFE

Complete home entertainment instrument that's also ideal for schools, clubs, auditoriums. 24-inch television picture... high-fidelity AM-FM radio... 3-speed automatic phonograph... all the other famous Stromberg-Carlson engineering features. Exquisite period cabinet, decorator-designed, completely hand-rubbed. In Honduras mahogany veneers. 46" high, 38" wide, 26" deep.



*"There is nothing finer than a **STROMBERG-CARLSON**"*

Stromberg-Carlson Company, Rochester 3, N. Y. — In Canada, Stromberg-Carlson Co., Ltd., Toronto

RADIO & TELEVISION RETAILING

Including "RADIO & TELEVISION,"
"RADIO & TELEVISION TODAY,"
and "ELECTRICAL RETAILING"

D. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

PRE-CHRISTMAS SLUMP IN SALES OF TV, APPLIANCES due to number of factors including: Tightened credit controls, earlier panic-buying which saturated many homes with products, color-TV (on television sets); waiting by many to buy at Christmas time. Christmas season was terrific, however, and is expected to break all records.

THE CONFUSION OVER PRICES OF TV SETS which existed in stores in the pre-Christmas market has just about died down. While it lasted, the price-changing business provided many a headache, as manufacturers, always highly competitive, waited until the last minute to see what the other fellow was going to do.

SINCE 1940, 13½ MILLION OLD CUSTOMERS have died, more than 17 million marriages have taken place and more than one-third of all present families in the United States have been formed, points out the Vacuum Cleaner Manufacturers' Assn.

"AS THE GOVERNMENT MOBILIZATION program is stepped up during 1951, it is expected that shortages will become even more critical, resulting in greatly decreased television and radio production. Even optimistic guesses place 1951 production at no more than six million television receivers—a million and a half fewer than in 1950. On the other hand, shortages and higher wages are certain to mean higher prices. So, even with fewer television receivers to sell, the dollar volume of sales should still be fairly high."—Benjamin Abrams, president, Emerson Radio & Phonograph Corp.

ALL OVER THE COUNTRY, DEALERS are using increased classified ad space trying to get experienced salesmen and technicians. Manpower situation grows more critical daily.

WITH STEEL AND OTHER MATERIALS becoming tighter, the Appliance Mfg. Co., Alliance, Ohio, has postponed all plans for new 1951 models of Duchess washers. Stating, however, that the company will not reduce its advertising or sales production, F. W. McGrath, vice-president, said that "even though sheet steel (as predicted by some authorities) may be less obtainable by anywhere from 25% to 45% by the middle of 1951, there is the certainty of highly competitive selling in a quite indefinite future."

SHORTAGE OF RECEIVING TUBES for the service trade is seen to be due not only to a general shortage of tubes, but also to the fact that the replacement market is getting a minimum from tube makers in favor of new sets. Replacement needs in 1950, estimated at between 10% and 15% of the tubes in use, were between 65 and 100 million tubes. However, only about 60 million were sold to the replacement market. With government purchases likely to increase in 1951, the service trade is likely to be worse, rather than better off next year with respect to getting tubes for repairing TV and radio sets.

EARLY WINTER STORMS IN MANY SECTIONS of the country damaged or ruined millions of TV antennas. Servicemen were swamped with calls for repairs; new installations.

"WE MUST SELL HARD IN 1951," B. C. Neece, vice-president Landers, Frary & Clark, told members of the National Electrical Manufacturers Assn., at a recent meeting. He said that "It is the consensus of our members that decreased consumer demand for major appliances will be a greater factor in limiting 1951 production than will the diversion of materials to preparedness needs."

LOOK FOR CURTAILED PRODUCTION on room air conditioners in 1951, with manufacturers concentrating on refrigerators. Fairly large inventory of air conditioners now on hand, but watch it go when the hot weather sets in next summer.

"FEDERAL RESTRICTIONS OF THE USE of essential metals already are affecting the radio-television industry and in the coming year will contribute to a large reduction in the output of radio and television receivers."—Frank Freimann, president of the Magnavox Company.

USED TV SETS, ON SALE on "radios rows" in large Eastern cities, have just about disappeared; the few still left fetching fancy prices to be salvaged for parts and tubes.

SCARCE TUBES, EAGERLY SOUGHT AFTER, continue to be sold to dealers at consumer list prices, and higher. Unbranded tubes showing up in many markets.

What's Ahead!—in Radio,

THE COLOR-TV SITUATION NO LONGER an important factor at the retail sales level. Shortly after the FCC approval of the CBS system, sales did slump in many sections, and a lot of very low-priced receivers were purchased as "interim" sets. Nowadays, consumers are telling dealers they are buying to get in ahead of the possible shortages forecast in the news.

LATE XMAS BUYERS OF TV SETS bought many receivers with "temporary" installations at the last minute. It will be late this month before the majority of such sets will be permanently installed.

SEEMS LIKELY THAT 4,500,000 PHONOGRAPHS of all kinds, including those in combinations will be sold in 1951 if manufacturers can produce that number.

"SOME APPLIANCES, AND I CAN'T TELL WHICH at this time, may be off more than others. It may well be that some products may even exceed the 1950 volume they achieved." J. H. Ashbaugh, vice-president Westinghouse Electric Corp., speaking of the year 1951.

40% REDUCTION IN PRODUCTION OF TV sets, predicted by John S. Meck, president of Meck and Scott. The shortages, Meck believes, "will create the danger of a black market in television unless all of us exert every possible control."

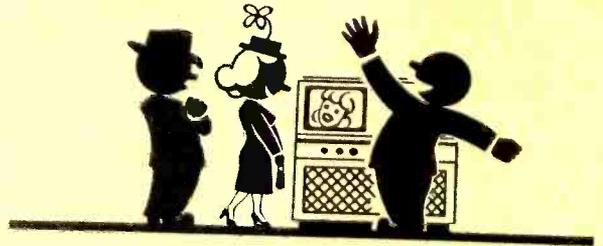
"EVERYONE AGREES THAT THE LACK OF ADEQUATE wiring has more to do with delaying growth of electrical service to the public, and therefore, the sale of electrical products, than any other element."—Charles T. Lawson, vice-president, Nash-Kelvinator Corp.

Today's Efficient, Ethical Distributor—

- Helps his dealer in selling, advertising, financing, display and servicing
- Will not dilute local markets by setting up too many outlets
- Will make fair adjustment of damaged, defective merchandise
- Will not sell his products to unauthorized buyers, such as consumers
- Will not play "favorites", but will distribute fairly to all
- Will not force unprofitable assortment deals on his retailers
- Will call on dealers frequently—make after-sale visits as well
- Will not knowingly overload dealer nor sell him products unsuited to locality
- Will give retailer advance information on coming new models, price changes
- Will thoroughly test all products before accepting them for sale to dealer

TELEVISION SETS IN USE reached 11 million by January 1, 1951. Rate of increase is very likely to slow down considerably due to shortage of sets in 1951. Stations on the air wound up the year at 107, an increase of only nine over a year ago. Network facilities, however, increased greatly during 1950, with 47 of the 63 market areas now reached by network programming.

BECAUSE OF COSTS RISING ALL ABOUT THEM, customers are spending cagily, but very few prospects say television sets are priced too high; feel that the purchase of a receiver is a sound investment from all angles.



SEEMS SAFE TO PREDICT THAT many models of TV sets, radios and electrical appliances will be available in good supply during first quarter of 1951, and that such merchandise will have to be sold. Smart manufacturers, wholesalers and dealers are going ahead with plans to keep sales promotion activities at high levels.

WITH TV NO LONGER A NOVELTY, CONSUMERS ARE paying much more attention to such things as tone of sets, cabinetry, and additional services such as AM and FM radio, phono jacks and built-in phonographs. Though the trend is certainly toward bigger pictures, this feature alone is far from being the chief determining factor in sales.

FRB HAS MADE AN INTERPRETATION on how Regulation W applies to free-trial or demonstration activities of dealers. The Regulation requires dealers in such cases to collect the specified down-payment within ten days after delivery of the article for trial. They usually allow 30-days trial. FRB solved the problem simply from an administrative viewpoint. The dealer collects the down payment within ten days after delivery for trial or demonstration. If the customer is satisfied at the end of the 30-day trial period, the regular terms of Regulation W apply. If he is not, the dealer returns the down payment to the customer. FRB did not explain how a dealer is supposed to get the customer to put a sizable amount of cash on the line to be held in "escrow". That, presumably, is his problem.—From bulletin to dealers by The Electric Institute, Washington, D. C.

Appliances, Records and Television

OUTLOOK FOR MORE TV STATIONS IN 1951 IS DIM. Although FCC most likely will lift the freeze and allocate new permits, shortages of materials will probably slow down (if not altogether prohibit) construction. This means that UHF will probably not be an important factor for some time to come. Color TV, if it emerges from legal snarls, will also be stymied by shortages, is likely to be deferred "for the duration."

ALL SALES RECORDS WERE BROKEN in 1950 in merchandising electric coffeemakers of all types—glass and metal. 4,000,000 units were sold at a retail value of \$60,000,000.

"MUCH HAS BEEN SAID ABOUT THE NECESSITY for curtailment of consumer credit which should result from reinstatement of Regulation W. The fact is that recent statistics of the Federal Reserve Board show that the total volume of consumer credit outstanding was less in proportion to the total volume of retail sales than in 1941."—A. E. Duncan, chairman of the board, Commercial Credit Co.

"WITH TELEVISION PARTS SOON TO BECOME SCARCER than they already are, the person lucky enough to own a set may well become an object of envy in 1951."—Frank A. D. Andrea, president, Andrea Radio Corp.

RTMA COMMITTEE WANTS SINGLE PARTS SHOW. A resolution by the RTMA parts division executive committee favors the holding of a single cooperative, not-for-profit trade show for distributors in 1951 and thereafter. Says Jerome J. Kahn, president of the Radio Parts & Electronic Equipment Shows, Inc.: "I am sure that within the present framework of our Show Corporation, with its representatives of both supplier and distributor trade groups, and with the wholehearted support and cooperation of all these sponsoring associations, the industry can continue to conduct the Show along the lines endorsed in the RTMA resolution."

THE AUTOMATIC TUMBLER DRYER, for drying the family washing indoors, does more than banish the clothesline. More important, fundamentally, it takes the weather, once and for all, out of the question of whether it is going to be possible to do the washing on any particular day.—Dallas Times Herald.

MAIN REASON DEALERS GRIPED SO ABOUT the pre-Christmas sales slow-down is because many cannot cope with such slumps, even though they are of short duration, because of large overhead due to increased costs of doing business.

NEDA SHOW SCHEDULED FOR AUGUST. Convention chairman, Louis W. Hatry has announced that the NEDA jobber show will be held in Cleveland on August 28, 29 and 30. Mr. Hatry has disclosed that 48% of last year's exhibitors have indicated that they want the same space for '51. He says that the majority of these have asked for additional space.

"IF YOU NEED ANYTHING MADE OF METAL, buy it right now!", advises George H. Scott, president, Vacuum Cleaner Mfrs.' Assn., and president Scott & Fetzer Co. "As we come to the end of 1950, the question is whether production of automatic washers will be so limited by availability of materials as to drop behind our industry's sales pace or whether, conversely, the effect of installment curbs and other influences will contribute to a buyers' market. The depth and magnitude of the armament program will give the answer."—Parker H. Ericksen, chairman automatic washer div., American Home Laundry Mfrs.' Assn.

PHONOGRAPH PLAYERS AND CHANGERS were manufactured in greater numbers during 1950 than any previous year. Three speeds, originally said to have caused "confusion" and slow down in the record business, are actually seen to have spurred business. This is partly due to the fact that many people who had stopped buying records and allowed their old



changer to fall into disrepair, decided to give discs another whirl when they heard about the advantages of the new ones. Although about 10 manufacturers are known to make lion's share of players and changers, it is estimated that about 400 brand names appear before the public on players and combinations.

FUTURE EVENTS OF INTEREST TO READERS

- | | | |
|--|--|--|
| Jan. 14-17: Annual Convention of the NARDA, Stevens Hotel, Chicago, Ill. | Show, Grand Central Palace, New York, N. Y. | Grand Central Palace, N. Y. |
| Jan. 18-25: Annual January Housewares Show, Navy Pier, Chicago, Ill. | Feb. 5-9: Western Winter Market, Merchandise Mart, San Francisco, Calif. | May 21-23: 1951 Parts Distributors Conference and Show, Stevens Hotel, Chicago, Ill. |
| Feb. 5-8: Automobile Accessories | Mar. 19-22: IRE Annual Convention, Hotel Waldorf-Astoria and | Aug. 29-31: Pacific Electronic Exhibit, Civic Auditorium, San Francisco, Calif. |

More best-sellers join the

RCA VICTOR MILLION PROOF Television

**New Picture Pick-up, other features are
your assurance of fastest turnover**

Yes! The new RCA Victor "Million Proof" line offers better-than-ever sales opportunities. *Every set has the new RCA Victor Television Pick-up for best possible reception . . . anywhere!*

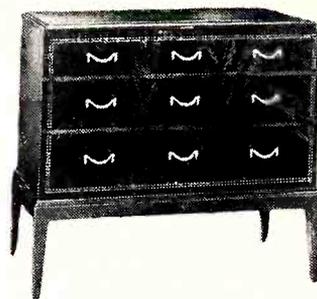
The RCA Victor Eye Witness Picture Synchronizer promises steady screen image—actually "locks" picture in place.

In sound, too, RCA Victor is tops! Hear the models with Extended Tone Range. It provides truer, more realistic listening.

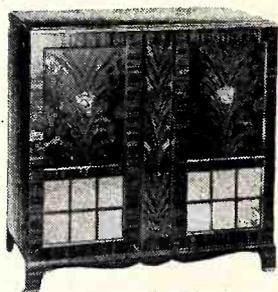
The "Golden Throat" tone system—unsurpassed for beauty and clarity—balances all parts *exactly*.

And don't forget the beautiful cabinetry that goes into all RCA Victor television sets. Your customers actually get fully finished mahogany at no additional cost!

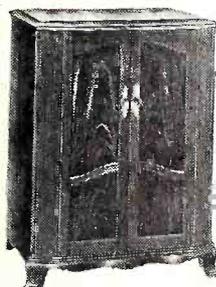
It all adds up to the surest-selling, fastest-turnover television line you can promote: the RCA Victor "Million Proof" line.



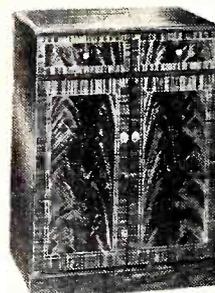
The Winston. Attractive new combination. Has both "Million Proof" television and a "Victrola" 45 phonograph.



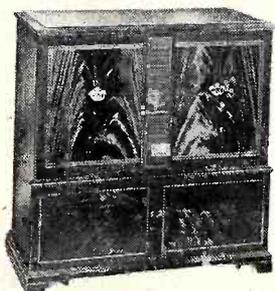
The Fairfax. "Million Proof" television *plus* AM radio, "Victrola" 45 record changer and a 33 $\frac{1}{8}$ -78 changer.



The Provincial. Popular version of a successful style. Provincial-style cabinet houses "Million Proof" television.



The Regency. Richly-finished console. Clear, steady "Million Proof" television with pictures "locked" in place.



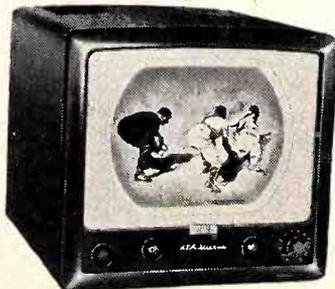
The Hartford. "Million Proof" television, AM-FM radio, "Victrola" 45 changer and a 33 $\frac{1}{8}$ -78 changer. Extended tone range.



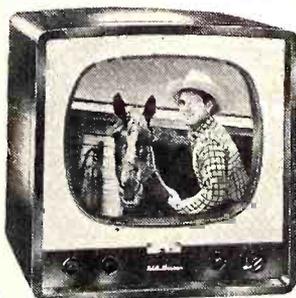
The Kent. The different television—in a convenient furniture ensemble. Sharp, steady "Million Proof" pictures.



The Highland. Console shows "Million Proof" pictures to best advantage. All in finely styled cabinet.



The Bentley. Attractive table model, lowest-priced RCA Victor "Million Proof" television.



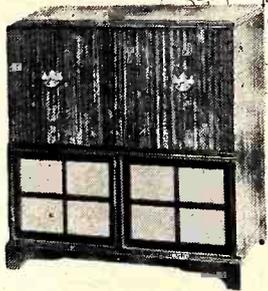
The Newport. RCA Victor table model for real value. Sparkling "Million Proof" television.



The Hillsdale. Console houses big "Million Proof" pictures. Superb cabinetry.

Line!

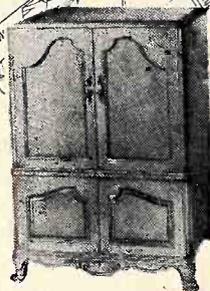
"The television that's made a Million Friends!"



The Somervell. Popular combination. Television, AM radio, "Victrola" 45 record changer and a 33 1/8-78 changer.



The New Fairfield. Superb RCA Victor console. Clear "Million Proof" television, beautiful cabinetry, phono-jack.



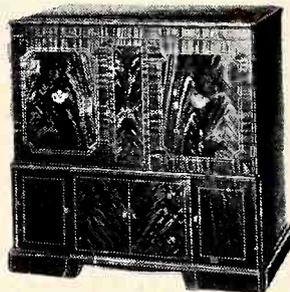
The New Provincial. New RCA Victor console. Features television in beautiful cabinetry, with phono-jack. 19-inch.



The Rutland. "Million Proof" television, AM-FM radio, "Victrola" 45 changer, 33 1/8-78 changer. Extended tone range.



The Northampton. English style cabinet makes beautiful furniture. Console has clear "Million Proof" television.



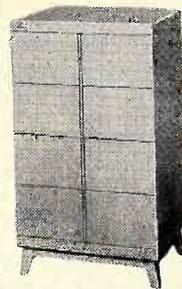
The Sedgwick. Television, AM-FM radio, "Victrola" 45 changer—33 1/8-78 changer. Extended tone range. 19-inch.



The York. RCA Victor's largest screen size in a compact table model. Matching Console base is optional, extra. 19-inch.



The Kingsbury. Console, modernly styled. "Million Proof" pictures are actually locked in place... clear and steady.



The Modern. Console. Cabinet swivels on base, offers best "Million Proof" television view from any angle.



RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T. M. Reg. U. S. Pat. Off.

RCA VICTOR—World Leader in Radio... First in Recorded Music... First in Television

Industry Statistics on Radio, Television,

Data Covers Year Ended December 31, 1950

	Total Investment	Annual Gross Revenue	Number of Employees	Annual Payroll
Radio and TV manufacturers (1200).....	\$105,000,000	\$1,500,000,000	135,000	\$ 280,000,000
Radio and TV distributors, dealers, etc.....	500,000,000	2,500,000,000	200,000	600,000,000
Broadcasting stations (3,046), including talent costs.....	203,000,000	496,000,000	*40,000	260,000,000
Commercial communication stations	75,000,000	17,000	60,000,000
Listeners' radio and TV sets in use (101,000,000).....	5,000,000,000	†1,000,000,000

* Regular staff—not including part-time employes, artists, etc., who number at least 20,000 more.
 † Annual operating expense for listeners' sets, for tube replacements, electricity, servicing, etc.

PRODUCTION OF CIVILIAN RADIO SETS — 1922 TO 1950

Year	Total Civilian Radio Sets Manufactured		Total Civilian Tubes Manufactured		Automobile Sets Manufactured		Total Radio Reception Equipment	Auto Sets in Use	Homes with Radio Sets	Total Radio Sets in Use in U. S.	At Close of
	Number	Retail Value	Number	Retail Value	Number	Retail Value	Value	Number	Number	Number	Year
1922	100,000	\$ 5,000,000	1,000,000	\$ 6,000,000	\$ 60,000,000	260,000	400,000	1922
1923	550,000	30,000,000	4,500,000	12,000,000	151,000,000	1,000,000	1,100,000	1923
1924	1,500,000	100,000,000	12,000,000	36,000,000	358,000,000	2,500,000	3,000,000	1924
1925	2,000,000	165,000,000	20,000,000	48,000,000	430,000,000	3,500,000	4,000,000	1925
1926	1,750,000	200,000,000	30,000,000	58,000,000	506,000,000	5,000,000	5,700,000	1926
1927	1,350,000	168,000,000	41,200,000	67,300,000	425,600,000	6,500,000	7,000,000	1927
1928	3,281,000	400,000,000	50,200,000	110,250,000	690,550,000	7,500,000	8,500,000	1928
1929	4,428,000	600,000,000	69,000,000	172,500,000	842,548,000	9,000,000	10,500,000	1929
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	\$ 3,000,000	496,432,000	12,048,762	13,000,000	1930
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	100,000	14,000,000	15,000,000	1931
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	250,000	16,809,562	18,000,000	1932
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	500,000	20,402,369	22,000,000	1933
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	1,250,000	21,456,000	26,000,000	1934
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	500,000,000	2,000,000	22,869,000	30,500,000	1935
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	370,000,000	3,500,000	24,600,000	33,000,000	1936
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	5,000,000	26,666,500	37,600,000	1937
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	6,000,000	28,000,000	40,800,000	1938
1939	10,500,000	354,000,000	115,000,000	114,000,000	1,200,000	48,000,000	375,000,000	6,500,000	28,700,000	45,300,000	1939
1940	11,800,000	450,000,000	130,000,000	143,000,000	1,700,000	60,000,000	584,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	460,000,000	87,700,000	94,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	59,340,000	1941
1942	4,400,000	154,000,000	17,000,000	19,000,000	350,000	12,250,000	360,000,000	9,000,000	30,800,000	56,000,000	1942
1943	22,000,000	25,000,000	75,000,000	8,000,000	32,000,000	58,000,000	1943
1944	500,000	20,000,000	30,000,000	35,000,000	85,000,000	7,000,000	33,000,000	57,000,000	1944
1945	14,000,000	700,000,000	190,000,000	200,000,000	1,200,000	72,000,000	105,000,000	6,000,000	34,000,000	56,000,000	1945
1946	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	900,000,000	7,000,000	35,000,000	60,000,000	1946
1947	16,000,000	700,000,000	200,000,000	230,000,000	2,800,000	200,000,000	1,100,000,000	9,000,000	37,000,000	66,000,000	1947
1948	10,000,000	500,000,000	200,000,000	350,000,000	3,500,000	240,000,000	950,000,000	11,000,000	40,000,000	74,000,000	1948
1949	14,000,000	650,000,000	380,000,000	615,600,000	4,060,000	261,874,000	1,500,000,000	14,000,000	42,000,000	81,000,000	1949
1950	2,800,000,000	17,000,000	45,000,000	90,000,000	1950

Figures for sets give value with tubes in receivers. Whereas in normal years, replacement tubes have run 25% to 40% of total tube production, the figure for replacement is currently between 15% and 20%. All figures are at retail values. (Statistics Copyrighted by Caldwell-Clements, Inc.)

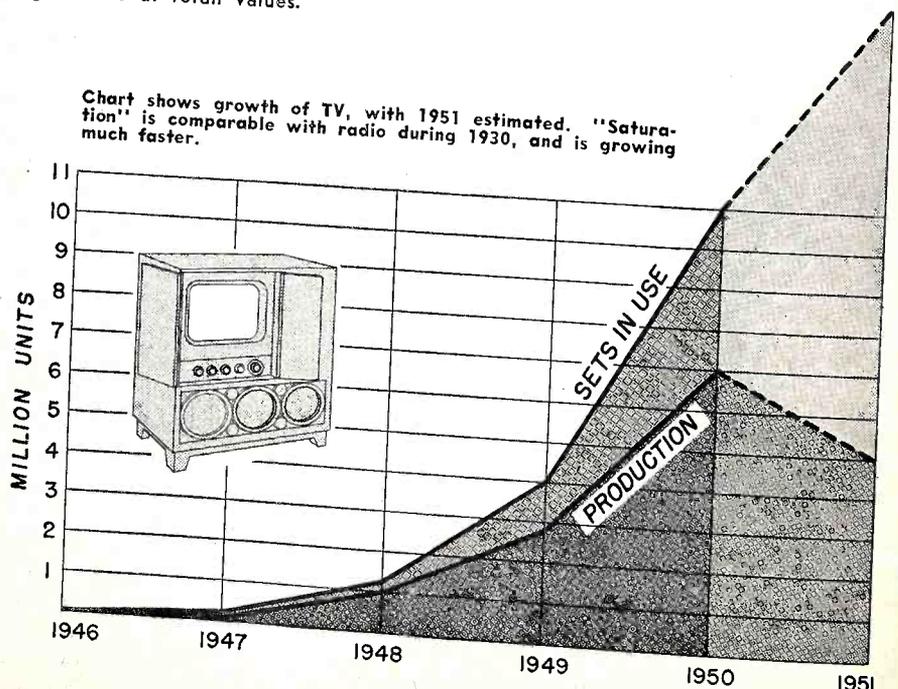
TV Receivers Sold During 1950

Table models	3,570,000
TV only consoles, consolettes.....	2,730,000
Combinations with FM and/or AM	140,000
Combinations with phono.....	560,000
Total	7,000,000

TV-Receiver Sales 1946-1950

Year	Number	Retail Value
1946	10,000	\$ 5,000,000
1947	250,000	100,000,000
1948	1,000,000	350,000,000
1949	3,000,000	950,000,000
1950	7,000,000	2,149,000,000
Total to date.....	11,260,000	\$3,554,000,000

Chart shows growth of TV, with 1951 estimated. "Saturation" is comparable with radio during 1930, and is growing much faster.



Service, Parts, Phono Records

ANNUAL BILL OF U. S. FOR RADIO-TV

Sales of time by broadcasters, 1950.....	\$ 496,000,000
Talent costs	80,000,000
Electricity, batteries, etc., to operate radio and TV receivers	101,000,000
14,000,000 radio receivers, at retail value.....	380,000,000
7,000,000 television receivers, at retail value.....	650,000,000
Phonograph records 199,000,000.....	2,149,000,000
226,000,000	
Radio repairs and supplies:	
60,000,000 replacement tubes.....	96,000,000
Radio-TV parts, accessories, etc.....	200,000,000
Labor	250,000,000
	\$4,527,000,000

RADIO AND TV SETS IN U. S.; WORLD

	January 1, 1951
United States homes with radios.....	45,000,000
Secondary sets in above homes.....	24,000,000
Sets in business places, institutions, etc.....	4,000,000
Automobile radios	17,000,000
TV Sets	11,000,000
	TOTAL sets in the United States..... 101,000,000
Total radio sets in rest of world:	
North America, 7,000,000; South America, 7,000,000; Europe, 61,500,000; Asia, 12,000,- 000; Australia, 2,500,000; Africa, 2,000,000	92,000,000
	TOTAL sets in world..... 193,000,000

GENERAL STATISTICS — AS OF JANUARY 1, 1951, THERE WERE:

LICENSED RADIO STATIONS

Total AM Broadcast Stations Operating.....	2,259
Total FM Stations Operating.....	680
Total Television Stations Operating.....	107
Population Served by TV Programs January 1, 1951.....	95 million people
Total special service stations: marine, aeronautic, railroad, industrial, public safety, mobile, etc.....	384,000
Radio operators licensed.....	700,000
Amateur stations	88,000

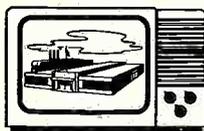
Total turntables in use as of January 1, 1951:

78 RPM only	15,400,000
33 RPM only	1,065,000
45 RPM only	2,450,000
78-33 RPM	400,000
3-Speed	2,600,000
	TOTAL in use
	21,915,000

1950 PRODUCTION OF RADIO, TV, FM, PHONOGRAPHS, RECORDS, RECORDERS, TUBES, ANTENNAS

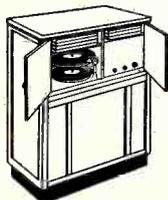
TELEVISION

Total Units	Retail Value
7,000,000	\$2,149,000,000



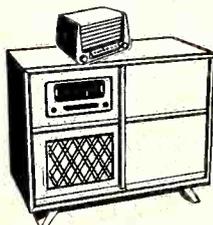
PHONOGRAPHS

(Players; combinations)
Total Units 5,750,000



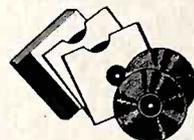
RADIO

Type	Number Units	Retail Value
Table	6,770,000	\$147,586,000
Console	1,210,000	162,140,000
Portable	1,960,000	78,400,000
Auto	4,060,000	261,874,000
	Total	\$650,000,000



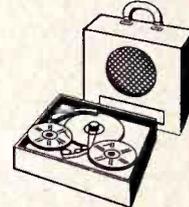
RECORDS

Total Units	Retail Value
198,886,500	\$226,131,200



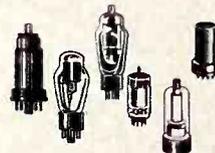
HOME RECORDERS

(Wire, Tape, Disc)	
Total Units	Retail Value
250,000	\$50,000,000



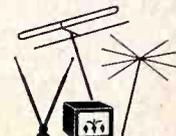
TUBES

Total Units	Retail Value
380,000,000	\$615,600,000



TV ANTENNAS and ACCESSORIES

Retail Value \$125,000,000



4-Field Forecast for '51—

Television, AM, FM, Records, Phonographs.

TV SALES FOR 1951

(Estimated)

TV Receivers 5,000,000
 Retail Value \$1,500,000,000
 (Including tax and warranties)

RADIO

(Estimated for 1951)

All receivers, including AM, FM, combinations, table models, nidgets, auto radio & portables: 8,000,000 units, at a retail value of \$400,000,000

PHONOGRAPH RECORDS

(Estimated sales for 1951)

184,000,000 units at a retail value of \$258,000,000

ELECTRICAL APPLIANCES

(Estimated for 1951)

Refrigerators	4,550,000 @	\$1,245,000,000
Freezers	555,000 @	192,295,000
Washers	3,325,000 @	586,000,000
Ranges, el.	1,400,000 @	345,000,000
Vac. cleaners	2,600,000 @	155,000,000

Electric Housewares 30 to 45% below 1950

SERVICE OF HOME RADIO & TV SETS INCLUDING COMBINATIONS, PHONO PLAYERS AND AUTO RADIOS

(Estimated for 1951)
 \$275,000,000

TV SETS IN USE

End of 1951
 15,000,000

HOME RECORDERS

(Estimated sales for 1951)
 All types, wire, tape, disc:
 150,000 units, at a retail value of \$28,000,000



In 1951, Look for —

- Wage and price controls.
- Curtailed production—fewer models.
- Increased costs all along the line.
- Fairly high levels of production in first quarter of year.
- Heavy demand on service and maintenance departments.
- Some shortages to be licked by substitutions.
- Manufacturers to maintain competitive positions at retail level to prevent brand-switching.

State of the Market

Recorders. Electrical Appliances. Servicing and Sound

Looking Ahead at the New Year

Every business man in this field, whether he's a manufacturer, a wholesaler or a dealer is in line to face many a tough problem in 1951. Because the entire picture is changing daily, with new shortages and bottlenecks cropping up every day, the man who wants to plan for the future is up against something like trying to figure out what "The Thing" is. It's really baffling, and the situation wasn't clarified in the least by the late November lag in sales at the retail level in the very face of what appeared to be almost certain shortages lead ahead. While it's true that Christmas business really went over the top this year to break all records, it's equally true that fairly large inventories of some products were carried over into the New Year.

The business men who went through 1950 with its summer slump, scare-buying spree, late Autumn sales slow-down, and such things as the color-TV decision, the stiffened Regulation W, the excise tax and what-have-you are now facing another paradoxical situation. It's like this: On the one hand, it seems certain that many products will be in short supply before '51 ends. On the other hand, dealers everywhere are finding out that they have to sell to move merchandise in what may be presently described as a lukewarm demand market at the consumer level.

Shape of Things to Come

But 1950's business is water over the dam. '51 is the year ahead, so let's set down some of the things that appear now as being more than likely to happen in this New Year of ours:

For one thing, there will be fewer models in lines of TV sets, radios, and electrical appliances as more material goes for our national defense.

For another, there will be price increases as costs of raw materials and labor mount. (Unless, of course, we get price and wage controls.)

Production of radio-TV products and appliances may continue at fairly high levels during the first quarter of the year, and will be bolstered by partly finished and finished products

carried over in inventory from the previous year.

Barring radical changes in present defense demands, or more acute shortages of certain materials, we can probably produce 5,000,000 television receivers; 8,000,000 radios.

It is estimated, that over the whole picture, electrical appliance production will be cut by about 30%, and this cut will not be evenly distributed among products, as some will exceed that figure; others will drop below it. Some manufacturers believe that certain units will be made in numbers exceeding the 1950 rate.

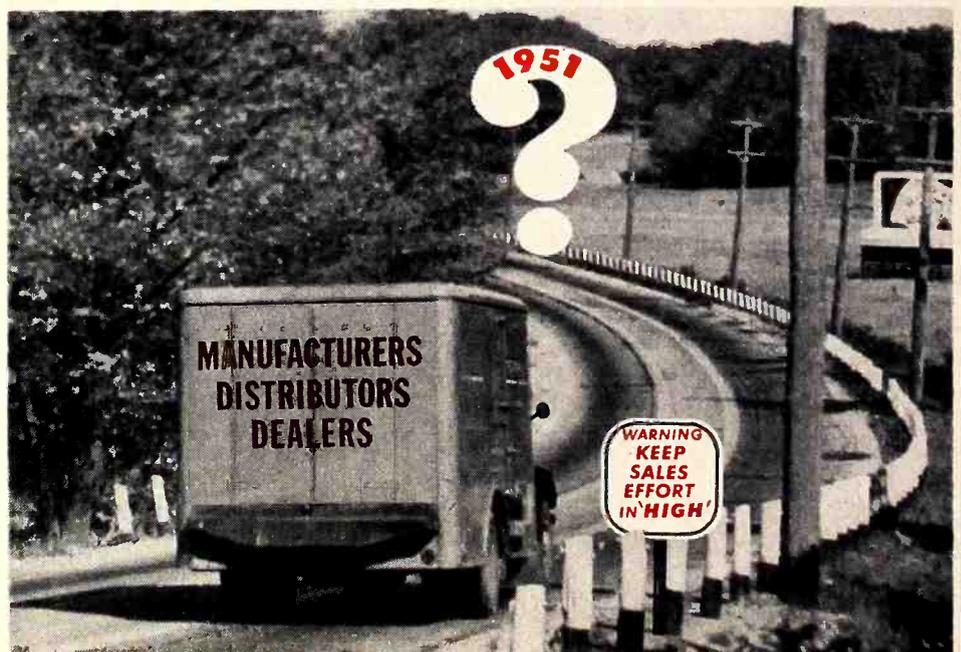
At the retail sales level, production, such as that estimated in the foregoing paragraphs is big business in anybody's language, and if such high rate of manufacturing can be maintained, dealers will find it necessary to sell aggressively because they will probably run into resistance to high prices, and other factors such as rising costs of living, strict credit controls and higher taxes.

Already, leading manufacturers are making drives to maintain competitive positions in the consumer market, trying to retain good merchants who will sell actively. Recalling the wave

of brand-switching which went on after World War II, manufacturers are continuing heavy advertising campaigns, and hanging on to the desirable retail outlets they now have, and are seeking new ones as well.

Service requirements will be very large in 1951, with retailers finding it increasingly difficult to get good mechanics; adequate replacement parts. As with manufacturers, dealers will be able to lick many shortages by substitutions of materials and replacement parts. As defense effort increases, heavy demands will be placed on PA and inter-com equipment installation and maintenance services.

In these critical times, national defense comes first. Each must do his part. The grave situation we are facing calls for courage, sacrifice, increased effort. And it also calls for the maintenance of public morale in serving consumers, and in keeping business on a sound economy. Defeatist attitudes will get us just nowhere as we face the New Year with its many uncertainties. The same good old American Spirit which has carried us through so many emergencies in the past will bring us through the present one as well.



Electrical Appliance

Production Statistics for 1950

Estimated by **RADIO & TELEVISION RETAILING** for 12 Months
Ending Dec. 31, 1950. Figures Are Totals for Industry

LARGE APPLIANCES	Total No. of Units	Total Retail Value '50	ELECTRIC HOUSEWARES	Total No. of Units	Total Retail Value '50
REFRIGERATORS (Household Electric) Sizes from less than 5 cu. ft. to 13 cu. ft. and over	6,500,000	\$1,780,000,000	BLANKETS, ELECTRIC	600,000	\$18,000,000
FOOD FREEZERS (Home, Farm)	925,000	320,125,000	BROILERS, ELECTRIC	250,000	3,000,000
AIR CONDITIONERS (Compressor types)	550,000	90,000,000	CLOCKS, ALL TYPES.....	8,000,000	40,000,000
LAUNDRY EQUIPMENT			COFFEE MAKERS, ELECTRIC (Metal-glass—automatic and non-automatic)	4,000,000	60,000,000
Washers, Automatic 1,800,000 \$450,000,000			FANS (all types)	4,500,000	61,000,000
Washers, non-automatic (wringer, spinner) 2,800,000 \$383,000,000			HEATERS, SPACE, ELECTRIC (with and without fans— portable)	1,800,000	15,000,000
Washers, midget 125,000 \$4,250,000	4,750,000	837,000,000	HEATING PADS	2,000,000	12,000,000
IRONERS	400,000	52,000,000	HOT PLATES	900,500	4,600,000
CLOTHES DRYERS	350,000	84,000,000	IRONS, HAND (Automatic, non-automatic, steam and travel)	8,000,000	88,000,000
RANGES, ELECTRIC (Household, portable, non- portable)	2,000,000	490,000,000	LIQUEFIERS	600,000	20,000,000
VACUUM CLEANERS (Hand and uprights, tanks)	3,700,000	222,000,000	MIXERS, FOOD	1,800,000	55,000,000
DISHWASHERS	350,000	84,000,000	ROASTERS	400,000	16,000,000
DISPOSAL UNITS	300,000	40,500,000	TOASTERS Automatic 4,500,000 Non-automatic 500,000	5,000,000	100,000,000
WATER HEATERS Domestic (all sizes)	1,300,000	165,000,000	WAFFLE IRONS, SANDWICH GRILLS (Including "Com- binations")	2,500,000	37,500,000

ROSTER OF APPLIANCE MAKERS (Number in business as of Jan. 1, 1951)

Refrigerators	21	Washing Machines	38	Clocks, electric	15
Food Freezers	45	Disposal Units	19	Broilers	29
Vacuum Cleaners (Including private brands)	49	Dishwashers	13	Food mixers	20
Ironing Machines	19	Irons, hand	43	Blankets	12
Ranges, Electric	23	Fans, electric	48	Coffee makers	47
		Toasters	37	Space heaters	59



Revere

Tape Recorder

REPORT CARD

Features	<i>Exciting</i>
Quality	<i>Extraordinary</i>
Value	<i>Exceptional</i>
Profits	<i>Excellent</i>

MODEL T-100
\$169⁵⁰
 COMPLETE

Dealers High in Praise of New Source of Extra Profits

Every way you look at it, the Revere Tape Recorder scores top marks! Dealers everywhere are quickly recognizing the advantages of adding this sensational sales-producer to their present lines. Not only does it provide a new source of extra profits, but as a new business stimulant and creator of live store traffic, it has few equals. No wonder dealers from coast-to-coast, reporting phenomenal sales, are so enthusiastic about this remarkable equipment.

A tremendous market of live prospects

Every day, more and more people are discovering the many advantages of owning a Revere Tape Recorder. The fun of recording children's voices and home talent . . . adding music and commentary to home movies . . . capturing radio programs for future enjoyment. Schools, churches, and

clubs—business and professional people—musicians and students—all are your prospects!

Single demonstration sells it!

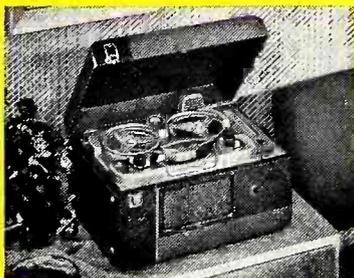
There's magic in a demonstration of the Revere Recorder. Your customers will enjoy hearing their voices in crystal clarity, marvel at such outstanding features as the fast rewind and forward speeds . . . erasable, re-usable magnetic tape . . . easy-to-operate controls . . . time and footage indicator . . . and powerful, constant speed motor. Every inch a professional instrument in appearance and performance—yet remarkably low-priced. A single demonstration is often all that is necessary to register an immediate sale.

Capture your share of extra-profits from this wide-open, fast-growing market by featuring Revere Magnetic Tape Recorders now. Write for complete information.

REVERE RECORDER-RADIO COMBINATION

Tape recorder plus a glorious toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit, built-in antenna.

Model TR-200 \$209⁵⁰
 complete



REVERE CAMERA COMPANY • CHICAGO 16

Revere
Magnetic Tape
RECORDERS

Satisfied Customers Help Business Grow

How One Dealer Built Up a Thriving Radio-TV-Appliance Store



Refrigerators and TV sets share sales floor at Yonkers Radio, Yonkers, N. Y.

In all these activities, Halmos' easy smile and sincere manner did much to win new customers. His convincing sales talks, too, have contributed much. It doesn't take long to realize that Halmos knows what he's talking about, and, as he himself says, "If you know your business well, you can't help but make it successful."

Helping his convincing manner is the fact that Halmos carries only those lines in which he himself has complete confidence. With customer satisfaction playing such an important part, he feels that the first neces-



Owner Halmos (at left) uses office at rear of store while Mrs. Halmos does the bookkeeping.

• From a radio repair shop with used records as a side line, to a prospering radio-TV-appliance business grossing sales of about 150 thousand dollars a year is the success story of Yonkers Radio of Yonkers, New York.

When Theodore Halmos started Yonkers Radio eight years ago, he was a one-man business, doing radio and appliance repairs and selling used records. Gradually, Halmos built up his business, first acquiring some new record franchises, then adding a few radios. Then television sets were added, along with refrigerators, washing machines, ironers, vacuum cleaners, and small appliances.

This record of steady growth was made possible by a steadily growing

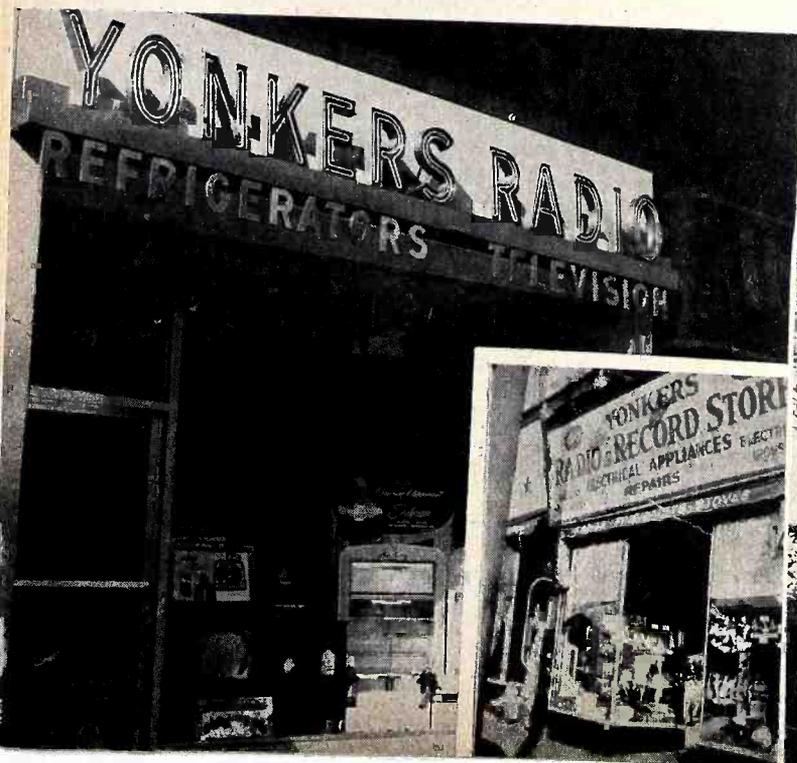
list of satisfied customers and an ever expanding reputation for good service. A member of veteran's and civic organizations, ex-GI Halmos used his personal contacts to gain leads and sales. Adding some nearby religious organizations and church groups to his list of satisfied customers led to further sales. His goal was not merely to gain new customers, but also to keep well satisfied those he already had. Customers successfully held became continuing sources of leads through their recommendations to their friends. Rather than a steady "stream" of customers, Halmos developed an ever expanding "pool," always holding and re-serving his old customers.

sary step is to sell the customer an item which will really give him the satisfaction he desires. When selling a product in which he himself has confidence, Halmos can give it his "personal recommendation," and mean it; and because he has taken pains to gain a reputation for satisfaction, this "personal recommendation" carries a lot of weight.

Invaluable aid is also supplied by his wife, who not only keeps the books and records straight, but is on hand to present the woman's viewpoint for

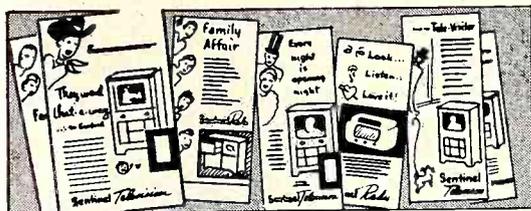
(Continued on page 90)

Below, left: New no-reflection store front puts the whole store "in the front window." Inset shows front of old Yonkers Radio store. Below, right: Ample show space permits easy viewing of sets.

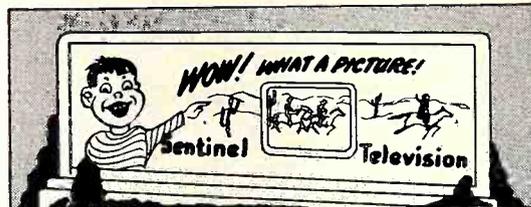


Two-Fisted

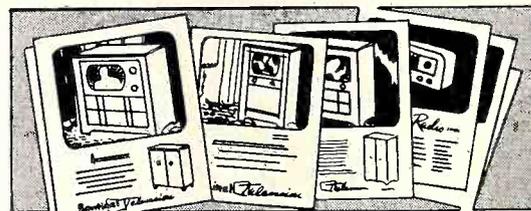
Cooperation



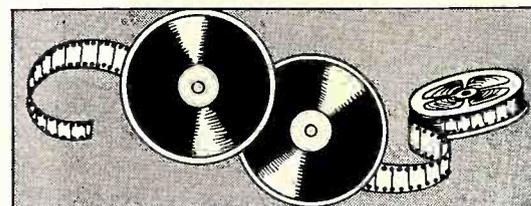
Newspaper advertisements that pull'em in!



Painted bulletins with powerful punch-lines!



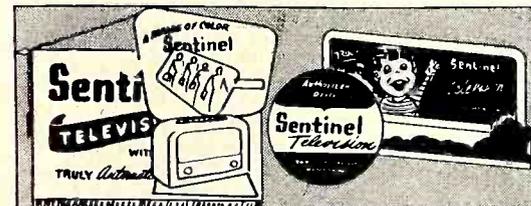
Catalogs and spec sheets that close sales!



Radio, movie and TV announcements!



Folders that develop leads and win prospects!



Displays that tease, tempt and stop traffic!

Products that

SNUB

Service Calls!

Promotions that Pack
a Real Sales

Wallop!

Sentinel is profitable far beyond its obvious good markup and freedom from price footbaling — because “*Sentinel sets SNUB service calls*” is far more than a catchy slogan. Dealers in your own “neck of the woods” (ask your *Sentinel* distributor for their names) will tell you it’s a proved profit FACT. It makes *Sentinel* a money-maker for you.

And there’s an array of hard hitting merchandising material that has a terrific impact and will drive customers into your store. All of the sure, sound, profitable promotion and publicity material to produce sales for you.

For complete details, contact your *Sentinel* distributor, or *Sentinel* direct, IMMEDIATELY!

Sentinel

Radio and Television

Sentinel Radio Corporation, Evanston, Illinois

Disc Sales Upswing in '50, '51

Phonograph Boom Paces Accelerated Tempo of Platter Sales—New Speeds Show Gains

• It's not so long ago that many people were ordering the large economy-size funeral bouquet for a dying phono record industry, as a decline in disc sales coincided with the first bloom of TV.

Taking a new lease on life, however, disc sales in 1950 surpassed 1949 and almost reached the level of 1948, to prove that "it ain't necessarily so" that TV would mean the demise of records.

To those who really had confidence in the vitality of this home entertainment medium, the news comes as no surprise. In the past 50 years, the American people have absorbed several new entertainment mediums, each of which was alleged to be able to supplant all of its predecessors.

There is an important point for consideration in this connection, and that is that the record-phonograph industries had never "saturated" the country. Unlike radio, which had wormed its way into over 90% of U. S. homes (24 million of which have more than one), the phono industry still had and has new worlds to conquer.

Furthermore, as some discerning figures in the industry had deduced, TV was not the only thing wrong with record sales. The records themselves could stand improvement. We

have had considerable improvement recently and, with 30 months of 33's and about 21 months of 45's, the results speak for themselves. It has come about as we said in these pages in January 1949, speaking of the three speeds, "Though the situation is widely viewed with irritation and alarm, it may, after all, prove to be the shot in the arm that the record business needs."

We do not mean to imply that the new speeds are the only factors involved. Strangely enough, the intense promotion given to the new speeds also improved business on the old speed. This is, first of all, because this promotion made the public conscious of records, stimulated store traffic. Secondly, it also brought about some improvements in 78's, both as to tonal fidelity and to the incorporation of materials which resist breakage.

Children's Records Ahead

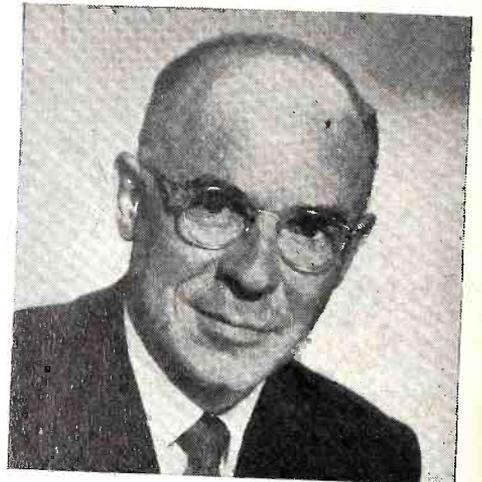
Another factor which has been important in records is the growth of the kiddie disc field. More record firms have gone after this business, more and better material is being put on records, more promotion is being directed at the kiddie market, and more dealers are taking advantage of the salability of this type merchandise.

As a result, not only have more children's records been sold, but also more kiddie phonographs. Naturally, the more phonographs in homes, the more records that can be sold; and also, naturally enough, kiddie phonographs will also play adult records.

We have mentioned the importance of kiddie records to the sale of kiddie phonographs. Similarly, the two new speeds have generally stimulated the

Sees Very Strong Record Year in 1951

A statement from Edward Wallerstein, president, Columbia Records, Inc.



The year 1950 has finished very strongly for Columbia Records and, conditions beyond our control permitting, we look forward to a very strong year in 1951.

All types of instruments to play records are still in great demand and apparently in short supply. This is, of course, encouraging and supports our ideas as expressed in the first paragraph.

sale of players, changers and combinations. A tremendous conversion problem faced the industry and the public two years ago, with practically nothing but 78 record-playing equipment in homes. As the public has become interested in the long-playing records, and the compact 45's, they have turned to 3-speed players and changers in large numbers.

As a matter of fact, 1950 was the biggest year that the phonograph industry has had since the introduction of electric phonographs, and possibly the biggest ever. Almost 6 million players, changers and combinations went into U. S. homes last year, of which about 4½ million are able to play one or both of the two new speeds.

It is obvious that this factor was important in selling a lot of records last year, and will also be important this year.

Coexistent with the accelerated

1951 Looks Like Another "Record" Year for the Disc Industry

By Paul A. Barkmeier, vice-president and general manager RCA Victor Record Department.



Barring fluctuations in supplies of raw materials, brought on by changing world conditions, the outlook for the phonograph record industry in 1951 is excellent.

According to statistics compiled by RADIO & TELEVISION RETAILING magazine, which appear elsewhere on these pages, the record industry during 1950 achieved a sales volume in ex-

cess of \$226 million dollars. This represents an appreciable increase over the previous year.

The new year should produce an even greater volume for several reasons. A great new market, demanding more and more records prepared specifically for the younger record fans, is rapidly developing.

Typical of the growth of this market is the jump in RCA Victor sales of children's records from 3.5% of the company's total record volume in 1949 to 10% of the total in 1950.

Another factor is that there will be more television sets going into homes this year. Television, by virtue of its mass dissemination of music, is rapidly joining radio as one of the best friends record dealers have. This is indicated by the parallel increase in television and phonograph record sales for 1950 over those of 1949.

We believe, too, that in the next 12 months the 45-RPM record-playing system will make great gains toward its ultimate goal as the standard system for the vast majority of record buyers. Last year, according to the statistics referred to above, 35% of all records sold were 45-RPM records. The conventional 78 RPM records accounted for 57.5%. Considering the growing wealth of talent now available on the "45" disc, and the fact that the "45" system will soon begin to receive considerable support from the operators of coin phonographs, we believe it very likely that those percentage figures will be reversed by this time next year.

1950 Production Figures Records and Phonographs

	Units		Dollars		Breakdown by Speeds
Pops	130,560,000	(66%)	\$130,297,860	(57.6%)	33-1/3 14,416,500 units (7 1/2 %) ***
Classical	30,826,500	(15%)	67,708,340	(29.9%)	45 71,078,000 (35 %)
Kiddie	37,500,000	(19%)	28,125,000	(12.5%)	78 113,392,000 (57 1/2 %)
Total	198,886,500		\$226,131,200		Total 198,886,500

Detailed Breakdown in units

Pop singles, shellac	61,282,000
Pop singles, 45	36,878,000
Pop albums, shellac	19,299,000 *
Pop albums, LP	4,000,000
Pop albums, 45	9,200,000 *
Classic albums, shellac	10,410,000 **
Classic albums, LP	10,416,500
Classic albums, 45	10,000,000 **
Kiddie, shellac	22,500,000
Kiddie, 45	15,200,000
Total	198,886,500

PHONOGRAPH PRODUCTION 1950

Single play 78 RPM only	1,200,000
Single play 3-speed	800,000
33-1/3 players and changers	300,000
3-speed changers	1,450,000
45 RPM changers	2,000,000
	5,750,000

For total turntables in use, see page 39

*Indicates total number of records in these albums; actual number of shellac albums is 6 million, of 45 albums 3 million.

**Indicates total number of records in these albums; actual number of shellac albums is 2,083,333, and of 45 albums 2 million.

***May be considered the equivalent of approximately 64 million shellac records

pace of sales in 1950, several record companies instituted favorable return "deals" which encouraged dealers to get a lot of dead wood off their shelves, and put them into a more favorable position for stocking salable merchandise and improving their profit position.

A Look at the Future

Even if it weren't for the war, a forecast for this year would present difficult questions, due to the three speed situation. In 1950, 78 RPM lost considerable ground to both 33 1/3 and 45 unitwise and dollarwise. In the dollars category, 78's got just about half the money.

So the trend is well established (away from 78's), and the large sales of 3-speed instruments in '50 make it certain that this trend will continue. It's just a question of how long the transition will take. We do not believe that the complete elimination of 78's will come in a hurry. It is usually the case in a situation like this that the initial gains are high, and then the rate levels off somewhat as different levels of the buying public are attacked. It is likely that 78's, which accounted for almost 60% of the units in 1950, will be still as much as 40% in 1951; that they will cease to be an important factor in the sales picture by 1953.

As for 45's and 33's, the former will predominate due to the nature of their recorded material. That is, 45's are a more natural replacement for 78's in the pop single field, which is always the lion's share of the business. 33's seem to be fairly well entrenched in the album field, to which the single record with up to 45 minutes of recording time is especially suited. Although it appears that

classical music has been cutting a bigger swath since LP's first were introduced, it is obvious that pops will always be tops. Therefore, there will be more 45's sold than 33's, unitwise; and as 45's encroach more and more on 78's, they will also assume a dominant position dollarwise. We feel, however, that the long-playing records will continue to dominate the classical field. As for the 7-inch 33's, it seems apparent that the public has not yet accepted them in the pop field with the sort of enthusiasm with

which they have bought forty-fives.

So far, we have been forecasting the *nature* of the business this year, and not the extent of it. We believe that, had it not been for the war, record and phono sales would have continued on the increase this year.

Phonograph production will, however, be cut back due to restrictions on the use of copper, aluminum, etc. How much of a cutback, of course, nobody knows, but if it were as much as 50% it would still make a pretty
(Continued on page 63)

1950 A Banner Year for Decca; Optimistic Outlook for 1951

A statement from Milton R. Rackmil, president Decca Records, Inc.



Early in 1950 I made the statement that I viewed the future of the record industry with definite optimism. At year's end, it became obvious that, if anything, I underestimated the potentialities. For Decca in 1950 enjoyed one of its banner years. From dealers all over the country we have received the same comment, namely, Decca continues to maintain its reputa-

tion as the producer of America's fastest selling records.

We're gratified to hear these comments, because Decca has always had the utmost consideration for the dealer. We know his problems, and we strive at all times to help him. We have never attempted to overload him with merchandise nor have we forced him to carry burdensome inventories. This policy will not change.

But what about 1951? Will the business continue its upsurge? Will it remain in its present healthy state? What will be the effects of world entanglements? These are the questions, naturally, that are being asked by America's many record dealers. Well, I have never been accused of being a star-gazer. My personal feelings are based solely on facts. 1950 saw the sale of some 5,000,000 phonographs. This certainly was one of the industry's greatest years in that respect. It means that a vast new record market has been created. This new group of record buyers plus the tremendous market created in past years should mean another banner year for the entire industry in 1951, provided production is not curtailed by either government or material shortages. However, it's worth while noting that during the last war, through the use of substitutes and great manufacturing ingenuity, we continued to manufacture millions of records monthly. We are quite hopeful that, if need be, we can continue to do so through any future emergency.

In closing, may I once again extend Decca's hand of cooperation to America's dealers.

Ideas to Boost Disc Sales

Merchandising Plans Which Dealers Across the Country

Have Found Successful in Selling More Records



Disc jockey show in their window builds disc business for The Music Box, Billings, Montana. Here KBYM deejay Bob McCann interviews a Campus Queen candidate, Lorraine Ness.

• A novel tie-in with a radio disc-jockey show has paid off in spades for The Music Box, progressive radio-record-music store in downtown Billings, Montana.

The sales potential represented by a deejay to a retailer of phonograph records is obvious, and many dealers have exploited this angle by buying time on such "shows."

John Billings and Mel Hansen, proprietors of The Music Box, have gone this idea one further, however. They have arranged to have the disc jockey put on his show right in their store window. Although Billings, Montana is not fortunate enough to be reached yet by TV, The Music Box offers them radio that you may watch as well as listen to. The feature has proved an important traffic stopper, and a record sales builder.

In the three short years The Music Box has been operating, the growth of the business has keyed itself right along with that of Montana's "growin'est city." The firm has expanded from a single aisle and counter of the original store to the 1000 feet of sales stimulating floor space they now occupy. From a single window and no traffic they have advanced to full width double front, all glass, on one of the busiest streets in the city.

Separate departments, all on the same floor, are maintained for each of the three record speeds. A sheet music department is also displayed across one corner. Musical instruments are shown in glass cases with plush covered shelves. Several sound-

insulated listening booths for records are located at a quiet corner of the store and a special auditioning room is provided for pianos.

For years it has been the policy of KBYM, one of Billings' two radio stations, to arrange a broadcast from somewhere downtown from time to time. It didn't take The Music Box long to sense the potentialities in this idea. The disc jockey needs records and The Music Box needs traffic. A happy combination was arranged whereby KBYM, for a nominal fee, would place their most popular disc jockey program, "The Waxworks," in the front window of The Music Box. People stop to watch, and many, seeing the neatly arranged musical stock inside, are reminded of their own

needs in this line. Others come in to watch and listen, with the same end result. It's a novel scheme that pays off for these up and coming Montana retailers.

• Catering to the needs and desires of their community has produced profits for Ken and Ray Dobler, San Diego retailers of radio, TV, appliances and records. In a location surrounded by a high proportion of people who speak foreign languages, the Dobler Brothers have spent nearly 20 years proving that such a spot can be very profitable.

Furthermore, they are demonstrating that fishermen, cannery workers and the other Spanish speaking people of their community respond wholeheartedly to sound business practices. Techniques developed by the Dobler brothers in their store at 2146 Logan Avenue, San Diego will apply equally well in almost any type of community.

From their first month of operation, when they chalked up the handsome gross of \$13., the partners have concentrated on service as a means of maintaining customer contact and to bring in leads on prospective appliance purchasers. And they've always had a gimmick or two for building up store traffic.

One of their earliest successful stunts, long since abandoned, was a ham radio station at the rear of the original tiny showroom. Giving people the idea that these boys must know their business to understand such intricate equipment, this promotion sold many radio sets.

(Continued on page 106)

The Dobler brothers store in San Diego has successful record department based on catering to the local demands of their community. Below, sales girl Louise Garcia speaks Spanish and English equally well, and this customer is learning that she also knows music.



really new!

the

"allways"

by Jewel



"allways" dials right
finger-tip control
whether at home or
while carrying.

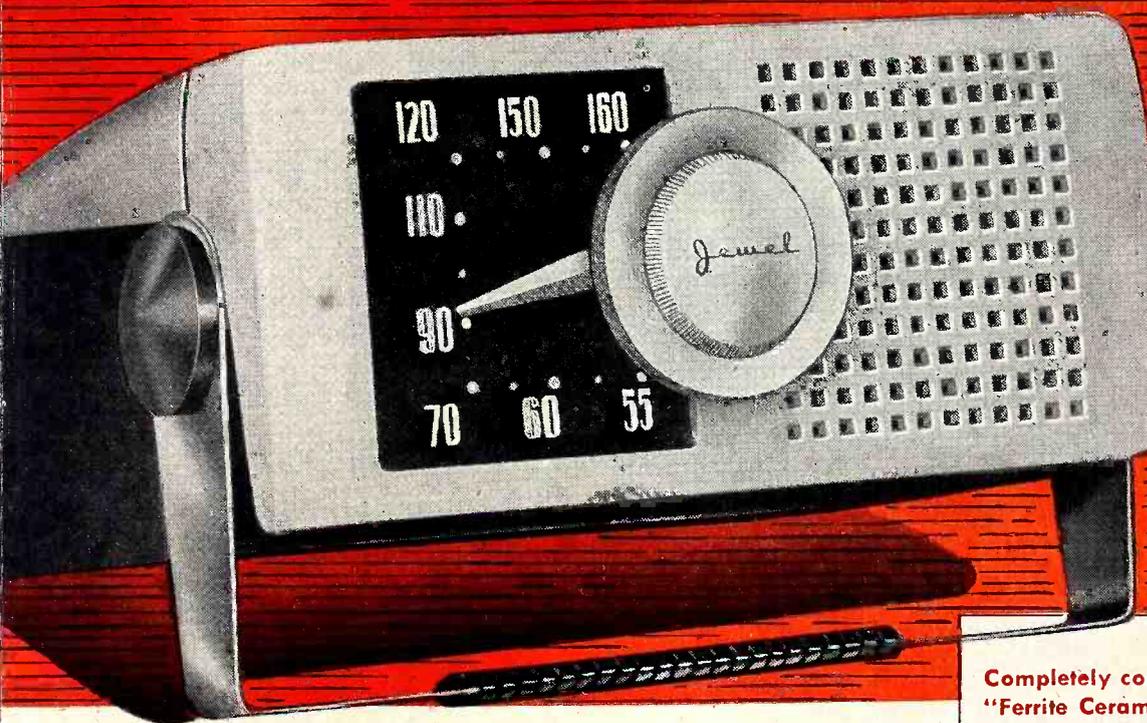
"allways" sound-focuses right
whether used as table model or
portable with quality-directed
sound.

"allways" styled right
to fit every decor in every
home and everywhere you
go.



PORTABLE

AN
AMAZING NEW
ANTENNA
FEATURE!



Completely concealed! Magnetic
"Ferrite Ceramic" core antenna.

Perfected by Jewel, amazing Magnetic "Ferrite Ceramic" Core Antenna (sketched above) gives many times the sensitivity and selectivity of usual built-in loop aeriels. Made of "ceramic-like" metals, it rejects undesirable electrostatic noise waves, receives clear electromagnetic waves . . . practically free of noise distortion. With permanently concealed Magnetic "Ferrite Ceramic" Core Antenna, Jewel Model "Fifty-Fifty" is equally sensitive in upright carrying position and easel table position. Eliminates bothersome pop-up gadgets, lids and rods!

"allways" — the new table-portable radio sensation — is a favorite with better dealers everywhere. Revolutionary new swing-away handle rests in easel position making an exquisite table model. Swings upright into easy-carrying position. Highly stylized cabinet is of deluxe two-tone ivory and maroon plastic with highly polished brass handle. Also available in solid colors. Operates on AC-DC or battery. . . Instant tuning while carrying. Another remarkable "first" by Jewel's internationally known designer.

Jewel RADIO CORPORATION
10-40 45TH AVENUE, LONG ISLAND CITY, N. Y.

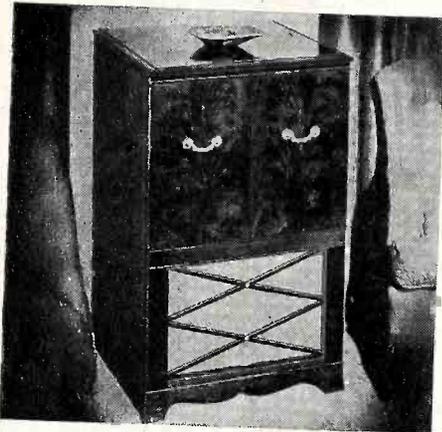
This single model **50 50** means sales always . . . "allways" all seasons!

New Radio and TV Sets

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Sparton TV SETS

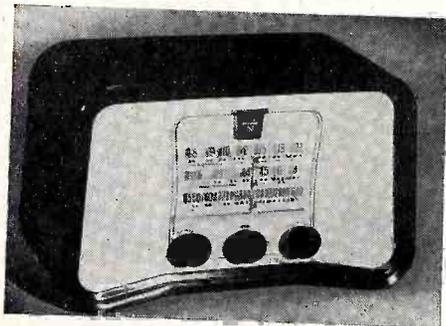
The new Sparton TV line includes 17-inch console models: Gramercy, in mahogany (5152), at \$329.95, in blonde (5153), at \$339.95, in limed oak (5154), at \$349.95; the Sheffield, shown here, in mahogany (5155), at \$359.95, in blonde (5156), at \$369.95, and in limed oak (5157), at \$379.95; the Rutledge, (5158) in mahogany, at \$379.95; the Lynbrook, in mahogany (5076), at \$329.95, and in



blonde (5077), at \$339.95; and the Ardmoor, in mahogany (5079), at \$359.95, and in blonde (5080), at \$369.95. Two 19-inch consoles are the Carnegie, in mahogany (5085), at \$479.95, and in blonde, (5086), at \$489.95. Seventeen inch combinations include: the Nassau, in mahogany, (5182), at \$519.95, and in blonde (5183), at \$529.95; and the Westmont, in mahogany (5088), at \$459.95, and in blonde (5089), at \$469.95. New models use the regular Sparton 26-tube chassis, keyed AGC and built-in antennas. Sparton Radio-Television, 2400 E. Ganson St., Jackson, Mich.—RADIO & TELEVISION RETAILING.

Murphy RADIO LINE

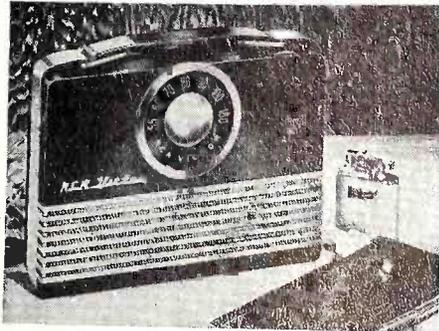
A new line of British made radios has been introduced into this country. The



three new models are the 152, shown here, 5-tube set receiving broadcast and 2 short wave bands; the 154, 5-tube set receiving broadcast and seven short wave bands; and the 156, 6-tube set receiving broadcast and seven short wave bands. International Manufacturers, Combination Export Managers, 519 International Trade Mart, New Orleans, La.—RADIO & TELEVISION RETAILING.

RCA PORTABLE RADIO

A new personal portable has been announced, the model B-411. Smaller than a standard novel, it weighs less than three pounds, batteries included. Chassis and antenna are within the same closed case; all controls are exposed. Case is a deep brown plastic.



Uses one RCA VS036 battery and one RCA VS016 battery. List price without batteries is \$29.95. RCA Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

Trad CLASSROOM TV

A new model, known as the Trad D-250, has been announced. The set has a 19-inch direct view picture, and features remote control. Designed for use in schools, clubs, etc. Trad Television Corp., 1001 First Ave., Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

Kent TV LINE

Highlighting the new Kent TV line is the model #911-L, available in 19 or 20-inch model. Leather doors are tooled in 22 karat gold. Cabinet comes in mahogany as well as a variety of colors. Kent Custom-Craft, 808 Driggs Ave., Brooklyn N. Y.—RADIO & TELEVISION RETAILING.

Hammond TV TABLE

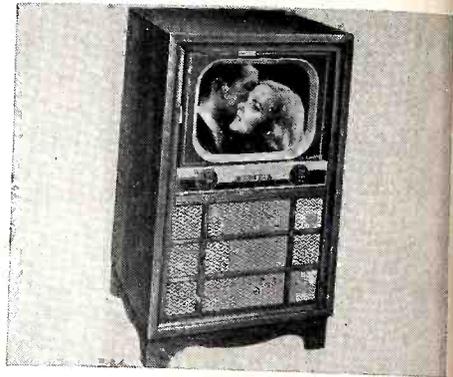
A new television table with revolving top has been announced. Available in red mahogany, walnut and korina blonde finishes. Strengthened by steel



corner braces, the table features steel rollers. Table top is 22 x 22 inches. The Hammond Desk Co., Hammond, Indiana.—RADIO & TELEVISION RETAILING.

Air King TV SETS

Two new TV models have been introduced: Model 16C5, shown here, and



a 20-inch rectangular tube console, model 19C1. The 19C1 features a mahogany veneer cabinet and gold metal grille work. Air King Products, Co., Inc., 170 53rd St., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING.

Arthur NEW TV SET

A new TV-radio-phono unit features a 16-inch rectangular black face tube, AM and FM radio, and a Garrard 3-speed automatic record changer. Available in cordovan mahogany, blond mahogany, blond or ebonized oak, or lacquer in any desired color. List price is \$895. F. B. Arthur Modern Interiors Showroom, 1027 First Ave., New York 22, N. Y.—RADIO & TELEVISION RETAILING.

Scott "CROYDON"

A radio-phono-TV console combination, the "Croydon", has been added to the line. Featuring AM-FM radio and



3-speed record changer, this model includes a 16-inch black-face rectangular tube TV set. Priced at \$565 complete, it is also available for \$329.50 in an Add-a-Vision model for later installation of the television chassis. Cabinet is dark mahogany, with two full-length doors and record storage space. Phonograph compartment is the lift lid type. Scott Radio Laboratories, Inc., 4541 Ravenswood, Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

NOW WILCOX-GAY HAS- POWERFUL NATIONAL ADVERTISING

... that "pinpoints" the professional recorder market!

FOURTEEN SPECIALIZED MARKETS
FOURTEEN POWERFUL PUBLICATIONS
... that dominate these special markets!



Wilcox-Gay
TAPE RECORDER
Model 1B10



Wilcox-Gay
TAPE-DISC RECORDER
Model 1C10



THIS "PINPOINT" ADVERTISING MEANS MORE FULL PROFIT SALES FOR YOU

This month Wilcox-Gay launches a powerful national advertising campaign aimed at the most profitable, non-competitive market in Electronics — the semi-professional Recorder market. This is "pinpoint" selling that penetrates each special market group backed by the finest line of top quality, low-priced portable Tape and Disc-Tape Recorders ever built by Wilcox-Gay . . . pioneers who have stayed first in recording instruments.

WILCOX-GAY'S NEW NATIONAL ADVERTISING REACHES THESE IMPORTANT MARKETS

COLLEGES — Better methods for speech and music training
PHYSICIANS — Faster, more efficient patient diagnosis
PSYCHIATRISTS — Better diagnosis through recorded interviews
BUSINESS EXECUTIVES — Conference recording speeds business decisions
MUSICAL EDUCATION — The Recorder is important to the musician
SCHOOL ADMINISTRATION — The Recorder brings new advantages to the Schools
INDUSTRY — Industrial leaders discover better ways thru recording
HOSPITALS — Recorders find wide application in diagnostic work

CHURCHES — Recorders have every-day uses in church activities
SPEECH TRAINING — The most efficient method of voice training yet discovered
ADVERTISING EXECUTIVES — Important aid in production of radio and TV shows
BAND INSTRUMENT TRAINING — Students make better progress through recording
BUSINESS OFFICE — The new way of handling conference and field reports
SALES EXECUTIVES — A recognized method of modern sales training

WILCOX-GAY CORPORATION Charlotte, Michigan

"Maid" to Order Method to Sell More Appliances

**Prove to Your Customers That Better Equipment
Will Keep Their Help Happy; Increase Output of Work**

• The other day a woman brought a battered-up vacuum cleaner to a dealer's store. "These maids!" she exclaimed. "They don't care how they treat other people's property. The cord's broken again, and I just had it fixed a short time ago, you remember. And the cleaner really isn't very old."

In this particular case, as in similar ones taking place all over the country, it turned out that (1) the cleaner hadn't been repaired recently, and (2) that the cleaner was, in fact, quite old, having been purchased in 1937.

Letting Off Steam

The foregoing episode is familiar to every dealer, whether the customer brings in a vacuum cleaner, and iron or a table appliance. It doesn't mean that women bringing in such beaten-up appliances and claiming misuse, recent or too frequent repair or rapid wearing out of the product are dishonest. Usually, they are just letting off steam over the annoyance of having to hold up housework to bring the product in for fixing. Often, too, they are having

In the
"Maid" to Order
Method
Your Sales Start
in the
Service Department

"maid trouble," a Number One topic in any gathering of women.

Nowadays, it's hard to find a good maid, and it's harder to keep one, and so armed with this knowledge the dealer is in a position to sell a lot of *maid-saving appliances* if he'll go about it the right way. More often than not, housewives will force domestic servants to work with appliances they themselves wouldn't touch with a 10-foot pole. Often new maids become discouraged and quit because

they are handed a flock of patched up, inefficient products to work with.

The dealer who knows how to tell housewives the right kind of sales story—that *maids will be happier and will turn out more work* with efficient appliances, can trade in a lot of the old stuff that's brought to him for repair. In so doing, he will make more profit for himself, and will certainly create a lot of customer good-will.

An honest technique must be approached to the subject of keeping the help "put" and happy with modern appliances. The dealer shouldn't take sides in outright favor of the servant because it's often the case that the maid is flagrantly careless and destructive. But the dealer can point out that it would take a pretty calloused individual to intentionally manhandle a shiny new appliance—purchased expressly for her use.

There's Money in It

There's money in selling the happy servant angle. It's a good idea to bring to the home-maker who probably never thought of it. It's a good idea for the dealer as well, because it increases his sales volume, and can serve, too, in eliminating many a headache in trying to keep on repairing junk.

You'll get a number of salesmen and dealers to agree that a large percentage of servant-staffed homes are equipped with worn out, hard-to-operate appliances.

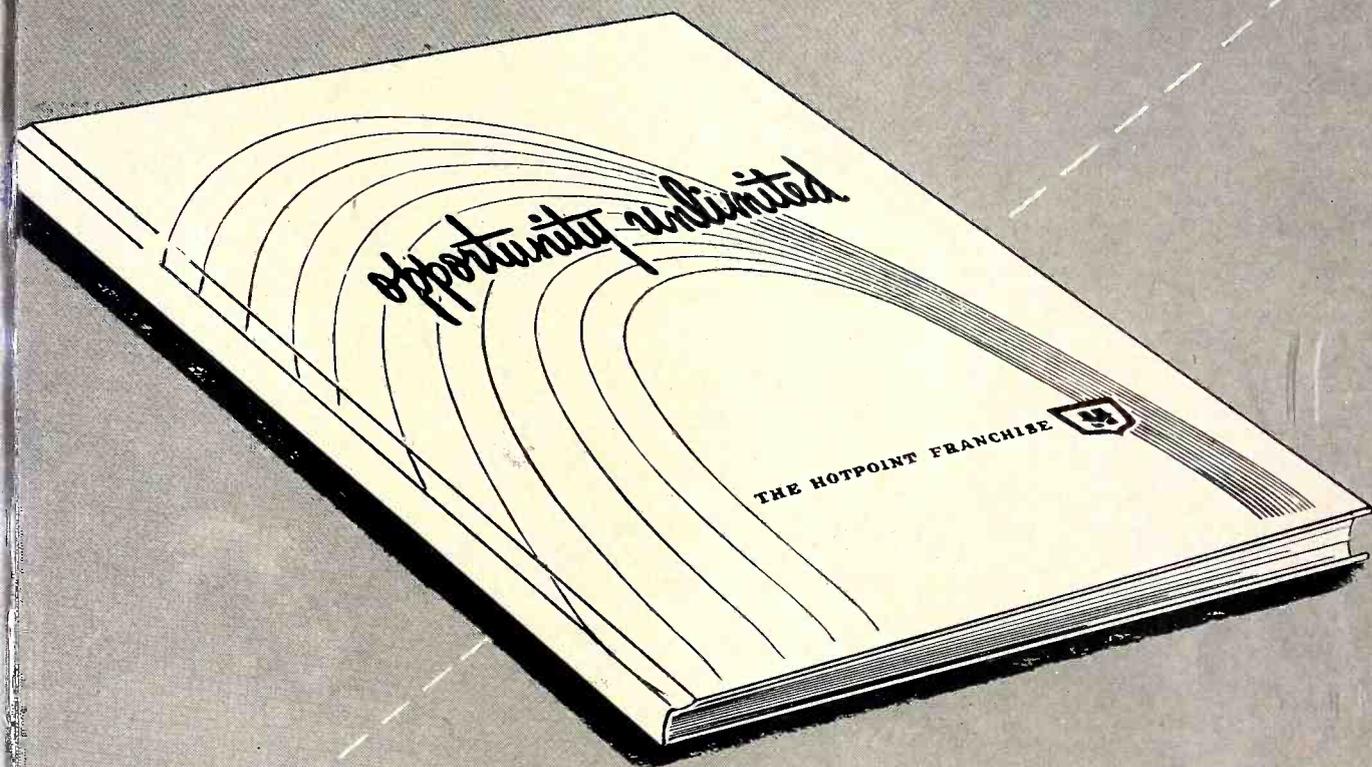
So make a drive to replace the old junk coming into your service department. Tell your customers that there's a magic formula for getting servants to take pride in their work and to do more of it through new labor-saving devices for the home. And when we're speaking of new appliances, we don't simply mean those small ones that the housewife drags in for repairs, but other appliances such as washers and ironers, refrigerators, ranges, sewing machines, clothes dryers, dishwashers, disposal units, water heaters and fans, to mention but a few. Servicers in the home know the products that need replacing. It's up to the dealer to capitalize on this project made to order to keep maids happier, and more productive in performing their household chores.

TELL YOUR CUSTOMERS



That a good maid is hard to find—hard to keep
That new, maid-saving products will result in pride
of operation and more work done

Good Advice For Good Dealers



DON'T SIGN ANY FRANCHISE UNTIL YOU READ THIS BOOK

Before you sign any major electric appliance franchise, you owe it to yourself to review "Opportunity Unlimited". In it you will find an interesting portrayal of all the advantages available to you in the Hotpoint Dealer's Franchise.

Nowhere else will you find an appliance franchise so replete with year-round profit opportunities. Nowhere else will you find a retail sales philosophy so beneficial in profitably amplifying your major appliance markets. Nowhere else will you find an appliance line so complete—a line to fill the needs and demands of all your customers at all times.

Talk to your Hotpoint distributor now, and have him show you "Opportunity Unlimited". You'll discover you made a wise decision.



Switch to Hotpoint!

FOR FULL LINE LEADERSHIP

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS • CABINETS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS

Hotpoint Inc.

(A General Electric Affiliate)
5600 W. Taylor St., Chicago 44, Illinois

New Electrical Appliances

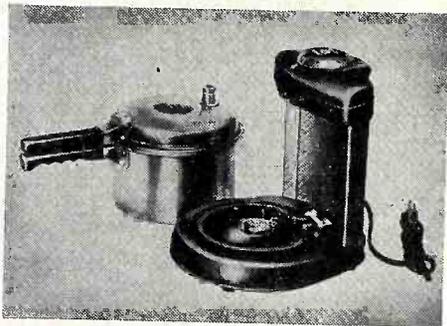
GE KITCHEN APPLIANCES

The new line includes 3 new refrigerators with freezing compartments at the top; 4 standard refrigerators with side-mounted freezing compartments, 2 refrigerator-food freezers, and 2 chest-type freezers. All models have been restyled. Leading the line is model LF-10, priced at \$359.95. Other "across-the-top" models list for \$299.95 and \$329.95. Standard refrigerators are priced at \$219.95; \$209.95; \$249.95; and \$269.95. Refrigerator-food freezers list at \$439.95 and \$479.95; food freezers at \$349.95; and \$419.95.

Other kitchen appliances announced were a top-loading dishwasher, model UC-110, priced at \$299.95; an electric roaster, in a new improved model, at \$39.95; and a new line of electric ranges. There are the standard size ranges: Liberator, \$449.95; Stratoliner, \$389.95; Airliner, \$289.95; Stewardess, \$229.95 and Leader, \$209.95; and the apartment house models A21, with 3 units, \$169.95 and A41, with 4 units, \$179.95. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Proctor PRESURMAT

A new automatic, self-venting electric pressure cooker has been introduced. It includes a heat controlled electric stove with Hi and Lo Brown indications on the cooking dial, a 60-minute electric timer, and a four-quart pressure



saucepan. It automatically times the cooking operation from the time the desired pressure is reached, and automatically cuts off electricity at the end of the time, then vents itself slowly. Cooks at either 10 or 15 pounds pressure. For AC operation only, it is rated at 1400 watts. List price is \$39.95. Proctor Electric Company, Philadelphia, Pa.—RADIO & TELEVISION RETAILING.

Oxford PANEL LAMPS

A new complete line of miniature lamps has been announced. The line includes radio panel lights, flashlight bulbs, indicator lights, etc. Special lamps are also available. Oxford Electric Corp., 3911 South Michigan Ave., Chicago 15, Ill.—RADIO & TELEVISION RETAILING.

Hotpoint 1951 LINE

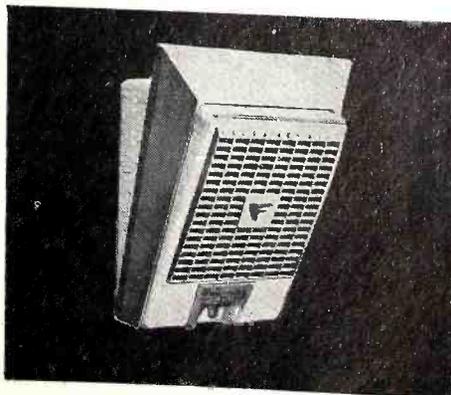
The new line of major appliances includes a clothes dryer, model LD-3, which condenses the moisture in the air instead of discharging it into the room; eight new electric ranges, headed by the lighted pushbutton models; nine new refrigerator models (model ED87-5 shown here), featuring separate doors for the frozen food compartments on



the 8.7 and 10.6 cu.ft. models; two new freezers, a 15 and a 23 cu.ft. model; and a new garbage disposal unit, shorter and more compact than previous models. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Fresh-nd-Aire "WALL-AIRE"

Latest addition to the Fresh-nd-Aire line is a combination heater-fan in a case designed to hang on the wall. May be used as hair or clothes dryer, cooling fan, heater, etc. A built-in rack pulls out to form a drying rack for small pieces of clothing. Is supplied with an extra bracket so that it may be taken from one room to another. Fastens



to wall by a special sponge rubber adhesive; no nails, hooks, etc. List price, including Federal Tax, is \$39.95. Fresh-nd-Aire Co., 221 North La Salle St., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

Westinghouse 1951 LINE

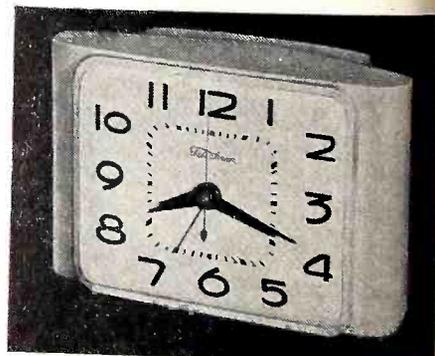
Nine new refrigerators and five electric range models have been announced in the 1951 line. The refrigerators include three models with "Frost-Free" automatic defrosting and three additional full-width freeze chest models. All models, including three other vertical freeze chest models, mark the introduction of shelves on the door and removable egg keepers. The five new electric ranges feature "Color-Glance" rotary controls and a high speed surface cooking unit, a combination deep well cooker and surface unit with 2,000 watt rating, and a new sealed oven with a removable bottom tray. Electric range prices range from \$409.95 for the deluxe Commander model, \$179.95 for the Rancho model. Refrigerator prices range from \$429.95 for the 10 cu. ft. model to \$209.95 for a six cu. ft. vertical freeze chest model. Westinghouse Electric Corp., Appliance Division, Mansfield, Ohio.—RADIO & TELEVISION RETAILING.

Oster KNIFE SHARPENER

Double action electric knife sharpener which sharpens both sides of the blade at the same time. Designed to give a hollow-ground edge. List price is \$12.95. John Oster Mfg. Co., 1 Main St., Racine, Wisc.—RADIO & TELEVISION RETAILING.

Telechron CLOCKS

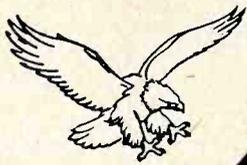
Two new electric clock models have been announced. The Imp, alarm clock



shown here, and the Jubilee, a kitchen wall clock, are regularly priced at \$4.95 plus tax. Both clocks feature curved shatterproof crystals. Telechron Corp., Ashland, Mass.—RADIO & TELEVISION RETAILING.

Clear-Vu TV LAMP

Recently announced TV lamp is 19 inches high with eight spiral louvers concealing a 15-watt fluorescent tube. Overall modernistic design is finished in crackle-bronze. List price is \$9.95. Maxilume Company, 125 W. Hubbard St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.



Majestic

MIGHTY MONARCH OF THE AIR

Style and Beauty

SELL THE WOMEN!

and it's women who decide 75% of all retail sales!

The New MAJESTIC "Mastercraft" Line was styled
in the women in mind" — says Miss U. S. Television.

Miss Adams, Miss U. S. Television, expresses the opinion
of the average American woman when she says, "In these
days of beautiful receivers MAJESTIC has the answer to every
woman's requirements for style, beauty and value. I think
you will find it easier than ever to sell MAJESTIC."

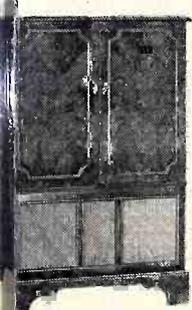
These are gracious Traditional cabinets . . . authentic French
Provincial . . . and the best of modern designs. Mahoganys
and Blondes . . . some with AM-FM, Radio-Phonograph, and
some with 3-speed Phonographs alone. Here are "visions"
of television that are unsurpassed in value!

TOP STYLING + TOP PERFORMANCE = DOLLAR PROFITS!
At last, you have a dramatic sales story in magnificent
beauty as well as electronic supremacy. Start promoting
the "Mastercraft" Line now . . . contact your MAJESTIC
distributor for this million dollar Style-Profit Package.

19" TRADITIONAL
Model 902 with full
doors. 203 sq. inches.
Mahogany or Blonde.



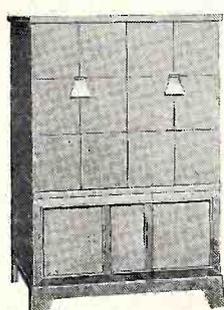
Closed-view Model 902



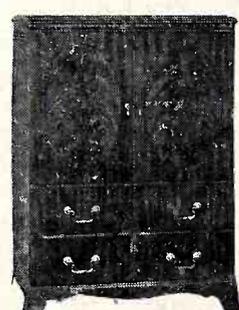
17" TRADITIONAL
Model 7P1 with 3-speed rec-
order changer. Hand-rubbed
finish.



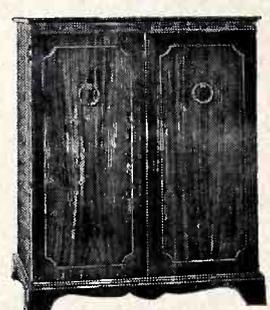
17" FRENCH PROVINCIAL
Model 7P2 with 3-speed rec-
order changer. Beautiful Fruit-
wood Finish.



17" MODERN
Model 7P3 with 3-speed rec-
order changer. Blonde Mahog-
any Console.



17" TRADITIONAL
Model 7PR12. TV, AM-FM Ra-
dio-3-speed record chang-
er. Mahogany or Blonde.

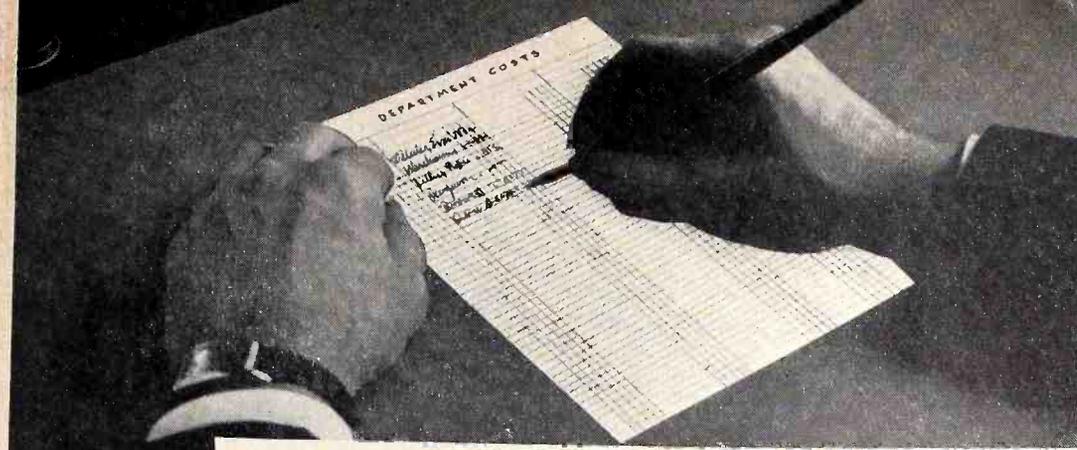


19" TRADITIONAL
Model 9PR8. TV, AM-FM Ra-
dio-3-speed record chang-
er. Mahogany or Blonde.

EVERY MAJESTIC TV SET IS EQUIPPED WITH "COLOR CONTROL" FOR ANY ADAPTER AND/OR CONVERTER.

Majestic RADIO and TELEVISION

DIVISION OF THE WILCOX-GAY CORPORATION
70 WASHINGTON STREET • BROOKLYN 1, NEW YORK



Know Your Costs

Inventory Control Helps the Distributor

Keep His Business on a Profitable Basis

By H. A. POPE, Credit Mgr., National Union Radio Corp., Orange, N. J.

• More and more jobbers are recognizing the need of keeping fully informed regularly regarding the financial status of their business. Inventory control which had heretofore been considered as not necessary or important, has now been adopted by many distributors. As an example of the importance of inventory control, in some cases it has taken as long as two years to work off excess inventory accumulated in 1946. As you know, working capital is the excess of current assets over current liabilities. Usually four items comprise current assets: cash, accounts receivables, inventory and marketable securities.

Working capital has two functions—to finance the investment in receivables and inventory, and to act as a cushion to absorb a drain of losses when losses cannot be circumvented. A company whose working capital is made up almost entirely of inventory is obviously not so good a credit risk as a company that has a good bank balance and liquid receivables. You cannot pay your bills with inventory. When your sales drop, your income declines. If your working capital is all inventory, you have a problem. The reduction in sales and income may result in inadequate cash to meet your bills. The sales decline causing this condition also makes it

more difficult to convert the inventory into cash when you need it most.

More money is lost as a result of over-inventoried conditions than any other circumstance, for if you must obtain cash, you will have to reduce prices to move the inventory. I told the members of the Tri-State Chapter of "NEDA" and also the New York Chapter in Albany, that the two-sink-holes for your cash are slow accounts receivables and heavy inventory. So watch closely these items in your business.

Television has entered the electronic field and is here to stay. The distributor now has to stock new items in addition to those he presently carries for radio receivers, and some of the new items are relatively costly. The prudent jobber will make careful plans for the working capital necessary to finance this additional inventory.

Here are a few ratios indicating the investment of capital:

(1) Cash to current liabilities—cash divided by current liabilities approximate standard 10 per cent, varies widely with volume of business activity.

(2) Quick ratio—cash divided by current liabilities. This is a test of current or working capital position and ability to meet current bills.

(3) Current ratio—current assets divided by current liabilities. A measure of current working capital position—less important than above mentioned ratios.

(4) Working capital turnover—net sales divided by net current assets. This gives you a

measure of trading efficiency and indicates turnover of working capital. There is no standard, but the higher the better.

Your business can roughly be divided into six activities: Sales, shipping and receiving, buying, credit supervision, and miscellaneous.

Costs to look for in sales: Your sales personnel can be paid in three ways: (1) Straight salary, (2) Straight salary and bonus, (3) Drawing account and commission, (4) Straight commission. In addition to salesmen's compensation, they have car expense or an expense account. Now you should give this phase of your business careful study to arrive at the best method of compensation and expenses, so as to secure maximum sales at minimum expense.

Salesmen are always telling you that so and so is selling at low prices, not that they are deliberately mis-stating, but they are being taken in by the customer or improperly interpreting his statements. The problem of meeting competition by selling at cut prices is an important matter for you to watch, and it is sometimes caused by erroneous or biased advice from your salesmen.

It's Your Money

While your salesmen are your eyes and ears, and are essential to keep you informed as to what your competitors are doing, keep in mind that it is your money and your business when it comes to selling at lower prices or buying substantial inventory. A sale is not a sale until the cash is in the bank, and it might be better to have smaller sales but a larger gross profit. If you do sell at lower than regular prices, be sure that you will do enough extra volume and receive prompt payment, so that you will make a profit.

Shipping and receiving costs: First you have your shipping and receiving personnel whom you undoubtedly pay on a salary and bonus basis. Next you have your delivery costs. Sometimes truck costs can be more expensive than having delivery made by a regular truckman. If you operate your own truck, you have the interest on the investment of the initial cost, depreciation, insurance, gasoline, oil, and garage. In the New York area delivery by an outside trucking firm averages \$1.03 a package. Operation of your own truck costs at least \$125 to \$250 a week. Therefore, to at least break even a distributor in that area should deliver weekly at least 250 packages.

Other shipping and receiving costs are your so-called hidden costs such as breakage, pilferage, returned merchandise not being checked properly (thus making replacements necessary at a loss to you) and freight and express bills not being checked for proper rates.

(Continued on page 107)

Mr. Distributor—

1. Are you adequately and properly financed?
2. Do you have adequate records, and are you obtaining the maximum benefits from them?
3. Do you know where you are going?
4. Are you a good housekeeper?
5. Are you aware of all your responsibilities?

Fada 1951 TV

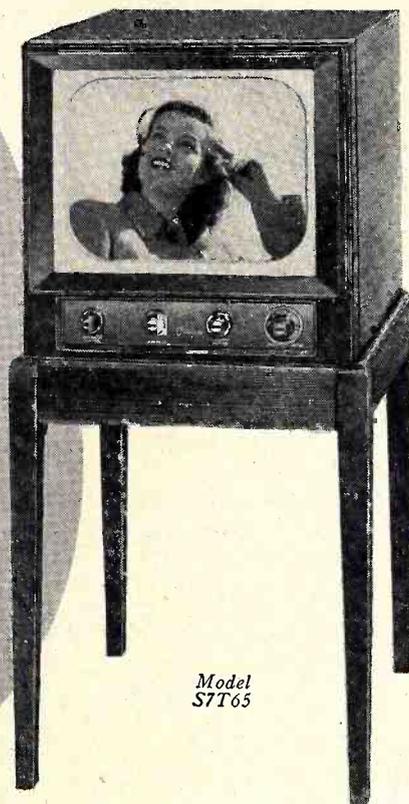
**BIG SCREENS!
BIG VALUES!**

Model S20C10 with its 20 inch rectangular glare-free filter glass tube is the Console value for 1951. Exquisite front control side door Deluxe cabinet. Clear, sharp pictures with FM sound that is unmatched with its 10 inch concert grand speaker. Built-in "FADA-SCOPE" antenna. It's the last word in BIG screen televiewing . . . it's the last word in beauty.



Model S20C10

See the new 1951 Fada TV line that is breaking all sales records . . . Ask the Fada Jobber in your territory for further details.



Model S7T65

BRAND NEW 17 INCH RECTANGULAR TUBE TABLE MODEL TV RECEIVER

Model S7T65—Beauty, superior performance and really BIG, BIG 17 inch rectangular screen televiewing. Here is a plastic moulded picture frame front with mahogany veneer table model cabinet. Built-in "FADA-SCOPE" antenna. Matching table available. A sensational performer in all areas.

Model S7C70—A DeLuxé console with 17 inch rectangular glare-free filter glass tube. The cabinet of lovely mahogany veneer features the amazing tilt-back angle front panel for more comfortable viewing. It's a dream set to fit the furnishing of any room. Built-in "FADA-SCOPE" antenna. Big 10 inch "Alnico V" concert quality speaker. Superb FM sound system. Fast automotive gain control.



Model S7C70

"Pioneers in Radio and Electronics Since 1920"

FADA RADIO & ELECTRIC CO., INC., BELLEVILLE, NEW JERSEY

Success in Offering "Electrical Valentines"

Dealer Campaign Promoted in Ads, Show-Window Displays, Telephone Canvass

• Getting an early start on St. Valentine's Day, actually beginning promotion two weeks following January 1, and building promotion around the slogan "Give Her an Electric Valentine" has helped to sell a record volume of these items each year for Halle's, major appliance dealership in Colorado Springs, Colorado.

For St. Valentine's Day, Simon Halle, head of the store, devotes no less than 4 large display windows to electric housewares, with 3 banks of successively higher levels showing the items which experience has taught him are most desired as St. Valentine Day gifts. Included are electric coffeemakers, electric clocks, toasters, mixers, and wafflemakers, which sell in approximately that order for the event. Each is displayed on a doily of bright-red gloss-finish paper, cut in heart-shape, contrasting with white crepe paper, which covers the display steps. Heart-shaped signs at the back of each window display repeat the "Give Her an Electrical Valentine" slogan in all 4 windows.

Once a week, preceding the holiday, a 2-column, 6-inch ad, headed with the same slogan, is run in the Colorado Springs newspaper. Copy states "In our complete electrical housewares department, you will find the most wanted appliances." Below are listed four leading nationally-advertised lines carried by the firm, and a list of gift items suggested by the store, incorporating personal radios, coffeemakers, automatic irons, wafflemakers, blankets, mixers, toasters, bedlamps, vacuum cleaners and clocks. One of the most important pointers in the ad is the inclusion of the statement "We will lay away your choice and gift wrap," according to Halle. "We find that the ability to provide on-the-spot gift wrapping, using high quality materials, and packaging which disguises the nature of the contents, has a lot to do with influencing

Fleet of service trucks stands in front of the impressive Halle store.



Give "Her" an
Electrical
Valentine

In our complete

ELECTRICAL HOUSEWARES

DEPARTMENT

you will find the most wanted appliances.

- GENERAL ELECTRIC
- HAMILTON BEACH
- Blankets
- Waffle Irons
- Automatic Irons
- Coffee Makers
- Personal Radios
- SUNBEAM
- TOASTMASTER
- Toasters
- Mixers
- Vacuum Cleaners
- Bed Lamps
- Clocks

WE WILL LAYAWAY YOUR CHOICE and GIFT WRAP

HALLE'S

119-121 North Nevada
Main 1905



Electrical gift drive brings this firm 30 to 50 additional sales each year.

the husband to give his wife an electrical gift, rather than the proverbial box of candy," Halle said. "We make a specialty of doing the gift wrapping out in the open, where passersby see it through the window, and buy so large a choice of wrapping materials that we can scarcely fail to please the

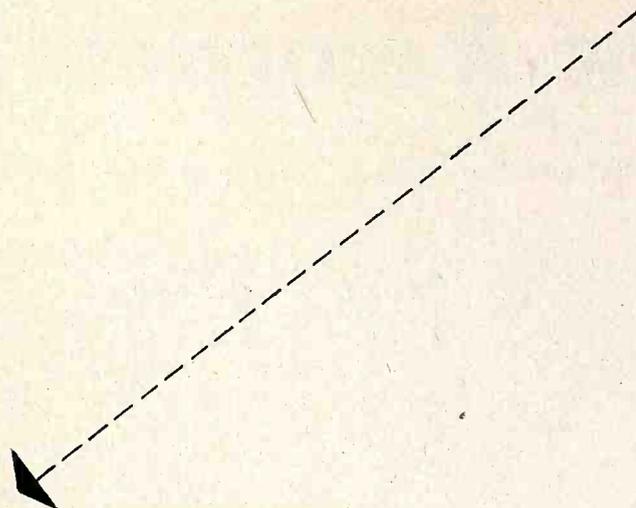
customer. Putting a round item, such as a percolator in a square box, or using a variegated variety of cartons, so that the gift recipient can scarcely guess what the contents may be, provides a lot of surprise value, which most husbands well appreciate."

Along with the 6 to 8 newspaper ads which are run for St. Valentine's Day, plus the display windows, Halle's salesmen telephone recent major appliance buyers, who are classed as newlyweds, or better-income prospects, and, upon getting the husband on the telephone, suggest that he augment the electrical living comforts of his home, with a surprise electrical housewares gift for his wife. Carefully selecting prospects thus 'phoned where a known possibility of sales exists, has resulted in anywhere from 30 to 50 additional gift sales each year.



17" TV CONSOLE

THE SHEFFIELD. Turns shoppers into buyers. Big 17" rectangular black tube. Model 5155, mahogany; 5156, blonde; 5157, limed oak. \$359.95 Mahogany (Including Federal Excise Tax)



S C M P



17" TV, RADIO, PHONOGRAPH

THE NASSAU. Champion in styling, value. Big 17" black-tube TV, AM-FM radio, 3-speed automatic record player. Model 5182, mahogany; 5183, blonde. \$519.95 Mahogany (Including Federal Excise Tax)

— more valuable than ever

In these days of set and component part shortages, plus inflated consumer demand, Sparton dealers are reaping real benefits from the SCMP—Sparton Cooperative Merchandising Plan.

For under SCMP all of Sparton's production goes fairly and exclusively to its relatively small group of dealers at protected prices.

In short, the tougher the sledding, the more valuable the Sparton franchise, because it works for Sparton dealers.

NATIONALLY ADVERTISED IN *LIFE* AND *NEWSWEEK*

Radio-Television's Richest Franchise

AT THE SHOW!

Don't miss the new 1951
Sparton Television and Radio
models at the Chicago Show



SPARTON SHOWROOM

Space 509-B

American Furniture Mart

January 8 to 19



New Recorder Sales Angle

"Wiresponse Club" Suggests Profitable Promotional Plan for Dealers



Dealers who have had their stores designated as "Wiresponse Club" headquarters are stressing wiresponse for keeping in touch with loved ones and friends. Thousands of couples such as this one use wiresponse to record messages to children away at school.

• The urge of millions to hear the voices of friends and relatives many miles away—at a cost of a few cents an hour—is being turned into a hard-selling campaign for magnetic recorders. To stimulate the use of wire and tape recorders for exchanging messages and conversation over great distances, Webster-Chicago Corporation has organized a "Wiresponse Club."

Now international in scope, the club has about 1,000 members, in every state in the union and 20 foreign countries. W-C officials expected the membership to reach 1,500 last month.

It has been found that for every member enrolled in the club, at least one new wire or tape recorder prospect is created as the member's enthusiasm spreads to friends and associates.

Area Headquarters

Webster-Chicago is working through dealers to set up Wiresponse Club headquarters in each area. The headquarters is the dealer's store. Dealers can get decals for their windows which identify the store as Wiresponse Club headquarters; brochures for their own mailing list. Direct mail advertising of the club has proved very profitable, dealers who have undertaken it report.

Some dealers are making speeches and demonstrating the idea before large groups, aiming at recruiting new members who will buy wire recorders. It is not necessary to own a Webster-Chicago wire recorder to

become a member of the club. It is necessary only that the new member have access to a wire recorder. Dealers have found, however, that new members who start out with the idea of using a friend's recorder invariably buy their own soon afterward.

The club was officially set up last May when a Webster-Chicago employe approached the firm with the suggestion that the many avid wire recorder users who were recording wire messages for distant friends and relatives might like to be officially organized and expand their wiresponse.

Recording Hobby

There was no doubt that people were eagerly taking up wiresponse on their own. The rapidly developing interest in recording hobby discussions on wire spools and circulating them made the idea feasible. The Chicago firm worked up a list of 52 different hobbies and subjects for discussion and sent it to recent purchasers of wire recorders with an inquiry as to whether they would like to join such a club. The list includes such widely varied hobbies and interests as records, flying, hypnotism, stamp collecting and philosophy.

Those joining the club are requested to indicate any of the listed subjects about which they would like to wiresponse and to specify any particular city, state or country to which they would like to direct their wiresponse. Webster-Chicago then consults its file of wiresponse club members in that particular area and

selects a member with interests similar to those of the new member. The new member is given the name of the party and the two then communicate by wiresponse.

Although the club was started for and gained its name from the use of wire recorders, the idea works equally well with tape recorders. Webster-Chicago is keying its promotion to this idea, too, now that it has a tape recorder on the market, introduced last Fall.

Dealer Publicity

The idea has such dramatic possibilities that some dealers have been able to obtain good publicity for their store and the product through news stories on the club. A Circleville, Ohio, newspaper, for example, carried a long story relating how a young French war bride was able to talk to her mother in France regularly, by wiresponse.

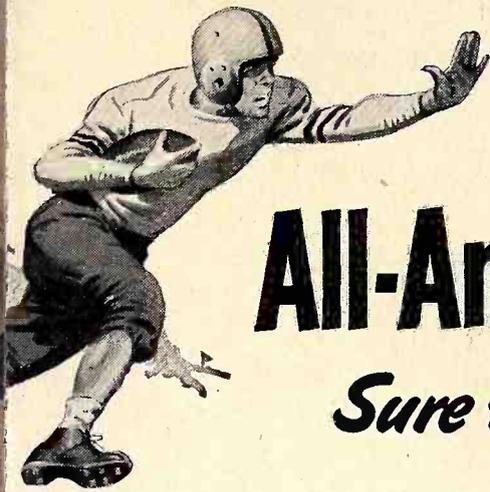
Any dealer can find some interesting use a Wiresponse Club member is making of his wire recorder, according to officials of the manufacturing firm, and obtain newspaper publicity on it. Separated relatives and loved ones keeping in contact with each other through wiresponse have provided good human inter-



The "Wiresponse Club," a wire recorder merchandising idea, originated by Webster-Chicago Corporation, has a particular appeal for persons with distant relatives and friends with whom they like to keep in touch. Here, three "Wiresponse Club" members listen to a recorded message from a far-off friend.

est stories repeatedly in this way. Webster-Chicago is participating on a cooperative basis on advertising of the club placed by the dealers and this, too, has been a good stimulant for the dealer's wire recorder sales, firm officials report.

Now certain that the Club is a success, the firm is circularizing another 10,000 recorder owners.



It's Here... Zenith's Brilliant, All New

All-American TV Line-Up

Sure to Score! Sure to Win!

With the **BIG Line... BIG Pictures... BIG Features**
America Wants Most in Television

HERE'S THE "kickoff" for the fastest selling television you've ever known!

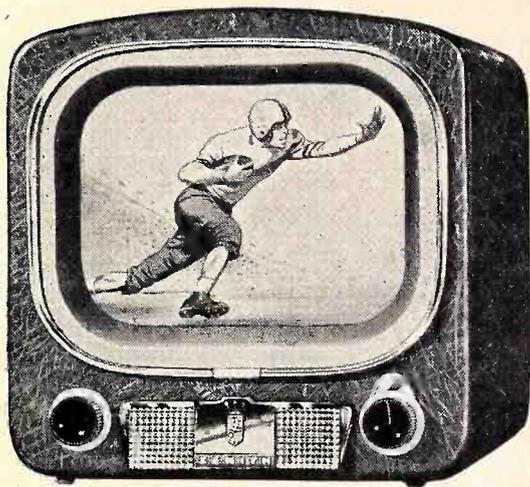
Thrillingly new 1951 Zenith... with superbly designed cabinets—the most beautiful in television—each one a masterpiece of quality and good taste in new, exclusive "years ahead" Zenith features... and big, new, amazingly life-like pictures that make this the most exciting Zenith line ever!

Here—available on all models—is the sensational Zenith® "Crazy Bones" Remote Control

to change station, picture and sound *automatically* from clear across the room. Here the spectacular Zenith 2-in-1 Screen—with two picture shapes, Giant Circle or Rectangular Type, in ONE set. Here also is the super-powerful, "Super-Range" Chassis... transforming even weak and distant signals into pictures of outstanding new clarity, definition and steadiness. ALL in competitively priced models that make Zenith quality—the finest in television—easy for everyone to own.

Heavily, Powerfully Advertised in the Nation's Leading Magazines

The biggest and best magazines in America will carry the "big value" story of these magnificent new Zeniths. So don't wait. Call your Zenith Distributor now, today. Get your order in. Get your sales promotion material. Get excited because you're ready for your best year with ZENITH!



New Zenith "Burton" TV Table Model. Beautifully finished Mahogany Pyroxylin cabinet with gracefully curved top and sides. New 154 sq. in. Rectangular "Blaxide" Tube.

Team Up with these "Most Wanted" Television Features. You'll find them ALL in Zenith and Nowhere Else!

Zenith's new Giant 238 sq. in. screen—wider than a newspaper page!

Zenith's "Super-Range" Chassis—reaches out for stations. Tunes even weak signals into clear pictures!

Zenith's Reflection-Proof Screen—bans window and room light reflections!

Zenith's Blaxide Picture Tube—brings out far richer contrast and clarity!

Zenith "2-in-1" Screen—gives you two picture shapes in one set—Giant Circle or rectangular type!

Zenith Pre-Tuned Built-in Antenna—works where many others fail!

Built-in Provision for Tuner Strips to Receive Proposed Ultra-High Frequencies on Present Standards.

©1950



Zenith "Hawthorne" TV-Radio-Phonograph. Cabinet of genuine Mahogany veneers with full length screen. 165 sq. in. Reflection-Proof Screen.



New Zenith "Byron" TV Console. Distinguished 18th Century cabinet of genuine Mahogany veneers and selected hardwoods. Giant 238 sq. in. Reflection-Proof Screen.



New Zenith "Wordsworth" TV-Radio-Phonograph... Blonde modern cabinet in Gold Coast Afara solids and veneers. 165 sq. in. Reflection-Proof Screen.

Zenith is No. 1 for '51!

Superiority you can see
 Quality you can trust

Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radionics® Exclusively
 Also Makers of America's Finest Hearing Aids



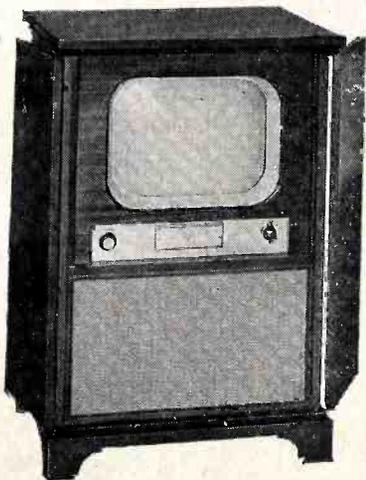
count the
Extra Advantages

of a
SCOTT

**"Distinguished Dealer"
Franchise!**

These Points Mean PLUS BUSINESS!

- 1 Scott "Distinguished Dealers" are profit protected through controlled distribution.
- 2 The Scott retailer discount, today, gives you an unmatched margin of profit.
- 3 Scott offers a complete line of television sets, radio-phonographs and television-radio-phonograph combinations to satisfy every quality and value-wise prospect!
- 4 The Scott name is synonymous with product perfection and progress the world over. Consumers buy Scott instruments with confidence!
- 5 The Scott franchise gives its dealers a complete supply of selling aids, in national magazine and cooperative advertising, local selling aids, and powerful promotions!
- 6 If you want these important selling advantages, investigate the Scott franchise now! Certain territories are open to dealers who qualify!



*the Wentworth
by SCOTT*

21" and 17" model rectangular tube sets with coaxial speaker, separate audio-amplifier and dual tone control. Rich, lustrous, mahogany finish with 2 full-length doors.

SCOTT Radio Laboratories, Inc.
4541 North Ravenswood Ave., Chicago 40, Illinois

At last - the perfect
REPLACEMENT NEEDLE!



The Genuine...
the Enduring...

DUOTONE
"diamond"

* FOR POPULAR
TYPE SINGLE NEEDLES
(Others Slightly Higher)

Here's the needle that lasts and lasts and lasts! The new Duotone Diamond Replacement Needle with wear-resisting qualities that protect records from the ravages of "flats" and other wear-distorted needle shapes. The Duotone Diamond is the nearest thing to a really permanent needle ever produced—outplays, outwears and costs less per playing than any other type made. For the first time, Duotone offers these professional quality needles at a price every record enthusiast and music lover can afford!

Duotone offers Needle Replacement Service for any Standard Make Pickup Cartridge!

Duotone will replace worn needles in any standard cartridge with an enduring diamond tip. Send in your needles for prompt, guaranteed service. Remember, every order you get is an extra large profit diamond needle sale!



Experts Agree!

It must be good! Audio and recording specialists are agreed on diamond as the only practical, economical needle for modern record players. Ask now for complete details on Duotone Diamonds, the only professional type needle at a popular price!

Famous for Phono
Needles, Recording
Needles, Discs, and
Quality Sound
Accessories

DUOTONE
COMPANY INC.
Keyport, New Jersey

Canadian Representative: CHARLES W. POINTON, TORONTO, CANADA
Export Division: AD. AURIEMA, INC., NEW YORK CITY, N. Y.

Disc Sales

(Continued from page 47)

year when compared with the years prior to 1950. As for records, let us look back to the last war and see what happened:

	Record sales
1939	50 millions
1940	75 millions
1941	100 millions
1942	125 millions
1943	130 millions
1944	138 millions
1945	148 millions

It is apparent that, in spite of a shortage of materials, record sales grew like wildfire during the war. It is significant to note that, prior to 1941, record sales hadn't reached 100 million since 1928.

The growth of vinyl-type records perhaps presented new problems in the materials shortage situation, but general opinion seems to be that if we can't get vinyl, we can get some pretty good substitutes.

Therefore, it seems apparent that the most important factor in this year's sale of records is the dealer himself. How much do you want to sell? We feel that the dealer selling records can probably do better in 1951 than in 1950 if he puts the right kind of effort behind it. And if there is to be a shortage of the bigger ticket items, such as TV sets and refrigerators (and we are pretty certain of this), then it seems obvious that this may be a time for additional promotion of records.

Capehart Distributor

Bi-State Distributing Corp., Des Moines, Iowa, has been appointed distributor for Capehart television and phonograph-radios. E. Patrick Toal, Capehart's director of sales, announced recently.

J. Grigsby Writes Book

B. J. Grigsby, well known to the earlier generation of radio men as the president of the old Grigsby-Grunow Co., Chicago, has just written and published a little book for youngsters and oldsters entitled, "The Adventures of The Ducky-Wucky Family", an unusual nature story of a family of Mallard ducks, a cycle of their family life and the hazards they encounter. B. J. Grigsby is publishing this book himself and has agreed that any profits from the sale of the first edition will be given the Girl Scouts of Chicago of which his daughter is a director. The retail price is \$1.25 prepaid from his office, suite 827-59, 120 South LaSalle Street, Chicago 3, Ill., or from book stores.

Raytheon Bonded Dealers

The Electrical Supply Corp., 1739 Massachusetts Ave., Cambridge, Mass., distributor of Raytheon tubes in the Boston area, recently launched the first of a planned series of Bonded Dealer meetings. Lewis A. Crosby, president of the Electrical Supply Corp., reported that this meeting was a great success and that the Bonded Program was enthusiastically received by all the dealers present.

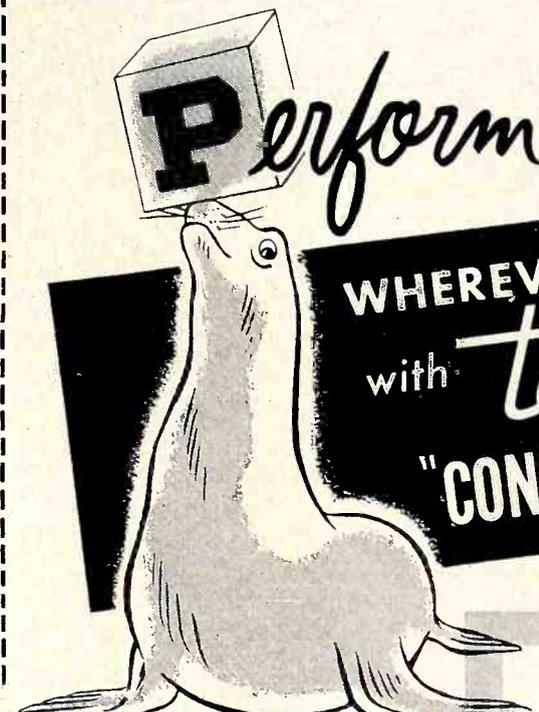
New Workshop Reps

Three new representatives have been announced by Ken S. Brock, commercial

sales manager of The Workshop Associates, Inc. They are: Instrument Sales Co., 3947 W. Lawrence Ave., Chicago, Ill.; Chas. H. Dolfuss, Jr. & Co., Film Exchange Bldg., Cleveland, Ohio, and J. J. Hagerty Co., 1223 Longfellow Ave., Royal Oak, Mich.

Littelfuse Dispenser

Littelfuse Inc. of Chicago has added to its merchandising aids for parts jobbers, a new revolving counter dispenser which will hold up to 3,600 fuses. The dispenser consists of two metal frame drums with slide channels which dispense fuses from either top or bottom.



Performance

WHEREVER YOU ARE
with *Telrex*
"CONICAL-V-BEAMS" TM*

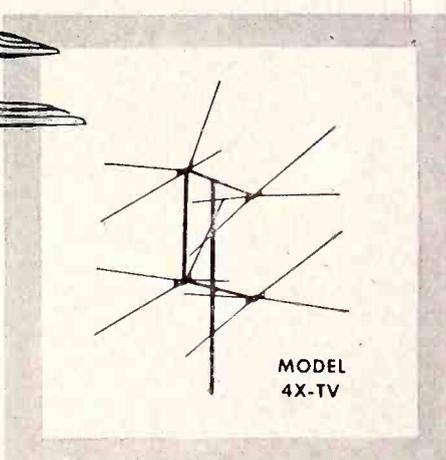
America's Finest TV Antenna —

Telrex "Conical-V-Beams" are engineered to perform where others fail, whether near or far from the TV station.

ACTUAL PERFORMANCE COUNTS!

It takes more than extravagant claims to produce results. That's why Telrex has over a million "Conical-V-Beam" installations all over the nation.

Install a "Conical-V-Beam" today — you'll be installing them every day thereafter because you can



MODEL
4X-TV

*REGISTERED
TRADE MARK

"See the Difference"

Conical-V-Beams
are produced
under Patent
No. 2518297

telrex INC.

CONICAL-V-BEAMS

AMERICA'S
STANDARD OF
COMPARISON

ASBURY PARK 2, N. J.

THE SKILL
TO DESIGN
THE FACILITIES
TO PRODUCE
THE ABILITY
TO DELIVER

QUALITY

You Can Always Depend On

Because...

They're Produced by the World's Largest
Manufacturer of Both Antennas & Rotators



C·D·R TELE-ROTOR

HEAVY DUTY MODEL

This heavy-duty TELE-ROTOR has no match! It's more powerful... turns any TV antenna array under any weather conditions! Recommended by servicemen everywhere because of its dependable, TROUBLE-FREE performance. Handsome control cabinet gives quick, easy control... indicates antenna position instantly.

Model TR-2... rotator with "Compass Control" cabinet having illuminated "perfect pattern" dial... (Uses 8 wire cable)
..... \$44.95

Model TR-1... rotator and control cabinet with end of rotation light... (Uses 4 wire cable)
..... \$39.95

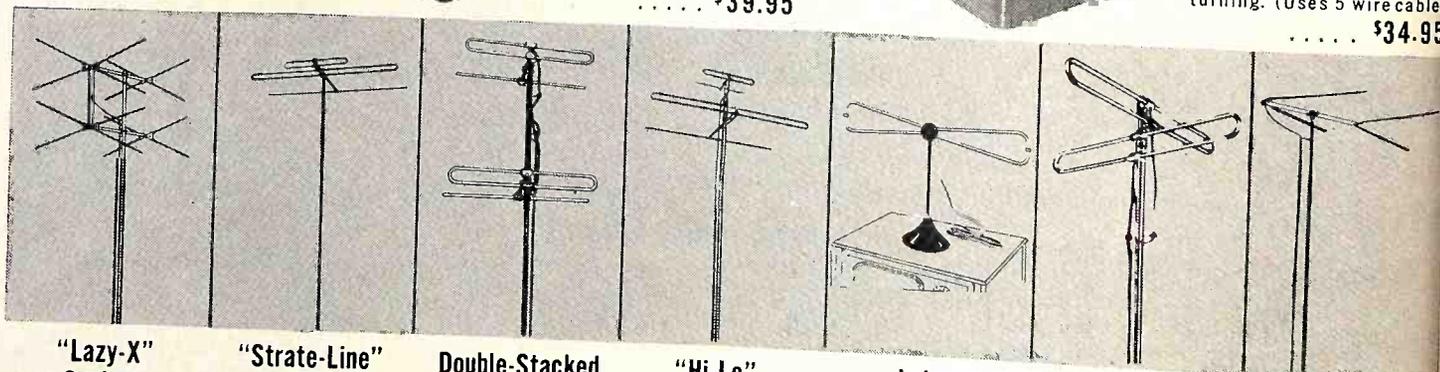


C·D·R TELE-ROTOR CUB

New TELE-ROTOR CUB for average installations. Same husky motor as heavy-duty TELE-ROTOR. **FASTEST, EASIEST ROTATOR TO INSTALL.** All-In-Line design... with true in-line thrust between antenna and mast. 3/4" STEEL shaft rotates on case hardened steel ball... in-line reamed oilless bearings. Plastic control cabinet offers easy, accurate control.

Model 502-A... rotator with control cabinet having indicating meter for "hairline" tuning. (Uses 5 wire cable)
..... \$44.95

Model 501-A... rotator with control cabinet having end of rotation signal. Light flashes every 7.2° showing antenna is turning. (Uses 5 wire cable)
..... \$34.95



"Lazy-X" Conicals

"Strate-Line" Antennas

Double-Stacked Arrays

"Hi-Lo" Antennas

Indoor Antennas

FM Antennas

"Super-Vee" Antennas

You Can't Beat a RADIART
Antenna on a TELE-ROTOR
IT'S TOPS



IT'S RIGHT WHEN IT'S RADIART

THE RADIART CORPORATION
CLEVELAND 2, OHIO



- ROTATORS
- VIBRATORS
- TV ANTENNAS
- AUTO AERIALS
- POWER SUPPLIES

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Service Outlook for 1951

Materials May Be Scarce, But Business Will Not Be; Know-How

Of Both Technical and Business Nature Seen Important

Nobody knows *exactly* what will happen in our industry during this coming year, but there are all kinds of predictions, rumors and weather signs, and they all have one thing in common: they are bad.

That is to say, the supply situation is expected to be bad, and it's merely a question of how bad.

The servicing dealer had a foretaste of the shortages which will face the industry this year even before his colleague who only sells but does not service. For, although there was enough merchandise around to sell up until Christmas, the shortage of parts and tubes had already become serious enough to cause alarm.

But although you don't know whether your supply of parts and tubes for 1951 will be cut 25%, 50% or 100%, you can be sure it will be cut. Obviously this does not mean that you are going to throw up your hands and say, "I can't run a business under conditions like this!"

If service is your business, you've got to keep on running it to eat. If you went through this before (1942-46), you have some idea of what this implies. If you're a postwar newcomer, you've got a lot to learn, and fast. Either way, you're going to have to give the gray matter a hard workout.

Premium on Experience

Somebody once made the remark that a serviceman who is short on test equipment must be long on brains and know-how. Adapting this idea to fit the situation, we might say that when a serviceman is faced with a shortage of replacement parts and tubes, he will need more ingenuity to do his job.

Knowledge, experience and inventiveness being at a premium, the service technician should surround himself

with as many good tools as he can: that is, test equipment, service notes, tube substitution manuals, etc. And he should continue his self-study at every opportunity from the wealth of good literature available, expanding his knowledge of theory, and keeping abreast of the latest developments, circuits and techniques. An interchange of information through associations can also be helpful.

The second way in which the service dealer can attempt to insure his future financial security is through his relations with the public. When replacements were scarce and high priced during the last war, the tendency on the part of some service shops and service departments was to give slow service, charge what the traffic would bear, and turn away all customer complaints with the crack, "Don't you know there's a war on!"

Need Good Public Relations

After four years, the industry is still suffering to some extent from the poor public relations which resulted from these practices on the part of some of the dealers. The unfavorable light in which TV servicemen are viewed today by a number of consumers is due in no small part to this bad taste lingering on from the past. Even if we weren't facing a critical period, the service profession could well stand to improve its public relations. But even more than ever, now, such a program is called for when conditions will contribute to strained relations.

How can the serviceman protect consumer relations? First, by making realistic promises about delivery, and religiously keeping those promises. Second, by doing good work and using the most and the best replacements he has on hand: if the job calls for a 3-watt resistor, for instance, and you

have ten 2-watts and only one 3-watt, use the part called for and worry about the next 3-watt job when it comes. Don't save something just because it is scarce—it doesn't do anybody any good on your shelves. Third, charge only a fair price (your normal markup above cost) regardless of the scarcity of the item. And if, unavoidably, the price is still one which is apt to cause customer resistance, explain the situation to the customer in advance. That is, apologize for it: you're sorry you must charge \$6.00 for a tube which you used to sell for \$4.00, but unfortunately, due to the shortages, your own cost has gone up.

Explain Shortages

Fourth, if it's necessary to make a substitution or an omission, due to shortages, explain this to the customer. And it would be a good idea to make a note of it on the bill, to avoid future question.

These are but a few of the ways to keep customers coming back. They are not unusual or ingenious, but just plain common sense practices which most dealers are already doing. We mention them merely to emphasize that they will be more important than ever in 1951.

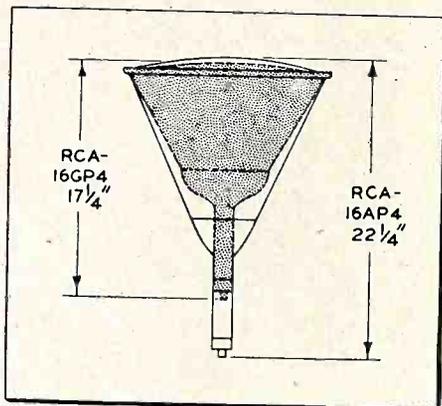
Finally, you must keep a careful watch on your own business operations in a rising market which has an inflationary trend. Watch your own costs carefully. Be sure not to "give away" merchandise at the "old prices." Don't pay too much for hard to get items—the selling price to your customers may be more than the traffic will bear, and you'll be stuck for the difference. In general, then, watch all your P's and Q's to keep in the black in '51, and to take advantage of all the service business that there will be to be done.

Many Technical Advances

Smaller sets with larger pictures produced in great numbers;

• A glance at the "Trends in the New TV Receivers" in our October (1950) issue and a mental comparison with similar facts of a year previous showed that many changes had taken place in a year. Of the models available in 1950, 80% had 16-inch or larger tubes, 72% used the inter-carrier IF system, 82% had built-in antennas, the average tube complement of all models was 21 tubes plus 3 rectifiers, and the average price was at least \$100. below 1949.

There was an established trend toward giving "more and more for less and less" which reached its peak in the manufacturer showings in June of last year, when everyone was settling down for a nice, slow summer. The Korean news of June 24 quickly brought an end to the downward trend of both prices and sales.



The "short" 16-inch tube, RCA 16GP4.

Since that time, production and sales have been at a break-neck pace, tempered by growing shortages of tubes, resistors and other components.

Whoever conceived the term "gutless wonder" coined a phrase dear to the hearts of servicemen. Nurtured as they were on the wide-open simplicity and generally faultless performance of the 630, servicemen and service-minded dealers were quick to jump to the conclusion that the transition from 30 tubes to 20 tubes meant a return to the kind of construction and performance that they were resigned to in the 5-tube AC-DC radio set. This feeling bears a little close examination, however.

The 630 (and its contemporaries) was, and still is, a jewel. It could stand improvement, however. For one thing, its high channel sensitivity wasn't too wonderful; nor was its selectivity and interference rejection too sharp on any channel. For another thing, the chassis was large physically; the power drain was fairly large; and some components,

such as the power transformer, the 5U4's and the 6BG6, were running full blast, practically to their maximum limits.

It was possible, without adding tubes, to redesign the front end for higher sensitivity and selectivity. With better tubes in both front end and IF's, coupled with the better tuner, it was possible to use fewer IF's. This meant better performance in spite of fewer tubes. Adequate stability was possible in the deflection circuits with fewer tubes; and a tube could be saved here and there by the use of dual tubes (such as 1 tube for two video amplifiers, and 1 tube for both ratio detector and first audio). Also, by the use of direct coupling to the kine, it was possible to eliminate the DC restorer, while at the same time incorporating AGC without an additional tube. With all these savings, economies could be effected in the low voltage power supply. A set incorporating all these economies need not be given the derogatory description of "gutless wonder." It could very well outperform its predecessors.

These shortcuts were, of course, for the most part made during 1949. It was during that year the smaller set cut its teeth, and in 1950 it was pretty well taken for granted. Even smaller sets appeared in 1950, and pretty well proved their worth.

1949 started off with the 16-inch tube (16AP4). 1950 started off with the "short" 16-inch tube (16GP4), the 19-inch, and the 16-inch rectangular. All these tubes incorporated deflection angles from 65 to 70 degrees, considerably wider than previous practice (50 to 54 degrees), and ushered in a new era. For one thing,

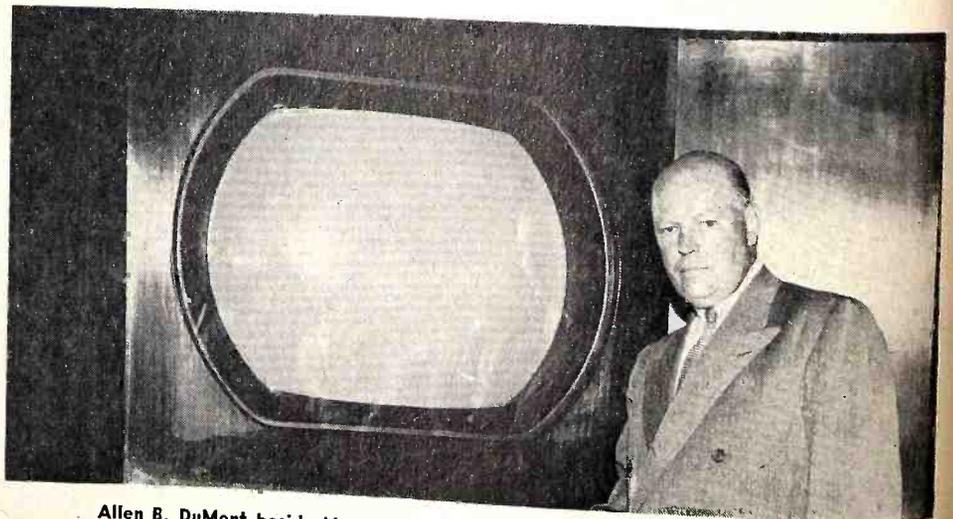


The first 16" rectangular, Hytron 16RP4.

they started a new deluge of tube types and sizes, and rumors of many more (17-inch, 19-rectangular, 20-rectangular, 21-inch, 23-inch, 30-inch, etc.). See "Wide Angle Deflection for TV," January 1950 issue RADIO & TELEVISION RETAILING, and "Rectangular Faced Picture Tubes," April 1950 issue.

With the keynote of 1951 being shortages, it is very reasonable to expect a trend toward standardization and limiting of types available in new models.

The short, wide-angle tubes needed new wide-angle yokes and focus coils, and also more deflection power. Since the 6BG-8016 deflection-high voltage system had gone about as far as it could go, new deflection and high voltage tubes were developed and a new transformer utilizing a ceramic core. The latter had taps to adjust



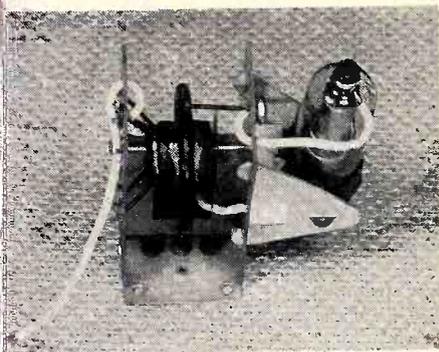
Allen B. DuMont beside his experimental 30-inch tube, largest direct-view CRT.

Made in TV During 1950

1951 poses many problems, including shortages and color.

or high voltage for 8-inch to 19-inch tubes. See "Universal TV Sweep Transformer," March 1950 issue RADIO & TELEVISION RETAILING.

The tapped high voltage transformer could find a new application for color TV (more of this later) should that art continue to develop despite the shortage situation. The reason for this is as follows: Being designed as a tuned circuit, the horizontal deflection-high voltage system operates at reduced efficiency when changed from its standard frequency (15,750 cps) to the CBS color frequency (29,160 cps). As a result, the high voltage drops and the picture size is somewhat reduced. It is possible to design a "two-way" set (monochrome-color), however, in which a different tap on the high voltage transformer is used for color.

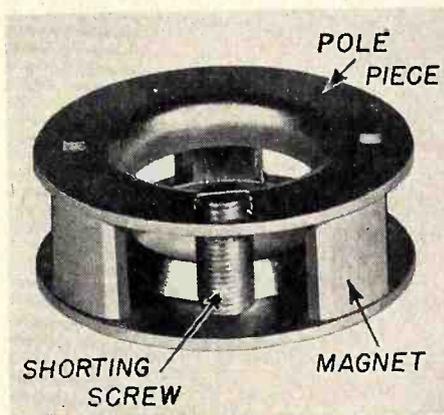


GE ceramic-core sweep transformer.

PM focus magnets, as predicted in this magazine in April 1950, became widely used during 1950. This provided focus relatively independent of regulation in the low voltage power supply, as well as effecting savings in manufacture due to the elimination of wiring-in. An improvement during the year provided a mechanical focus adjustment outside of the back cover of the set, where it could easily be reached. See "TV Focus with A Permanent Magnet," April 1950 issue RADIO & TELEVISION RETAILING.

PM ion traps had already been pretty well established when 1950 started, but there was a great increase in the use of "single" magnets due to a redesign of the gun structure in the "short" tubes.

"Direct drive" was introduced in the deflection systems of TV sets, effecting some additional savings as well as improved efficiency. More will be said about this in a forthcoming article, but it can be simplified to the following analogy: if we could remove the audio output transformer



Quam-Nichols PM focus magnet.

from an audio amplifier and drive the speaker direct from the plate of the output tube, we would have "direct drive." In the TV set, we have a combination horizontal output transformer and high voltage transformer. In direct drive sets, there will be a (simplified) high voltage transformer but no output transformer. The deflection yoke can be considered as the voice coil in the comparison.

Several new models appeared in 1950 providing "remote control" for tuning and adjustment of the TV receiver. These are for the most part "de luxe" high priced receivers, and will probably not be produced during 1951 due to shortages.

Color TV probably created the outstanding news during 1950, but cannot be considered an accomplished commercial fact as yet. There is a possibility that the "war economy" in which we will be living during 1951 will slow down development and expansion of this field without regard to its merits or demerits.

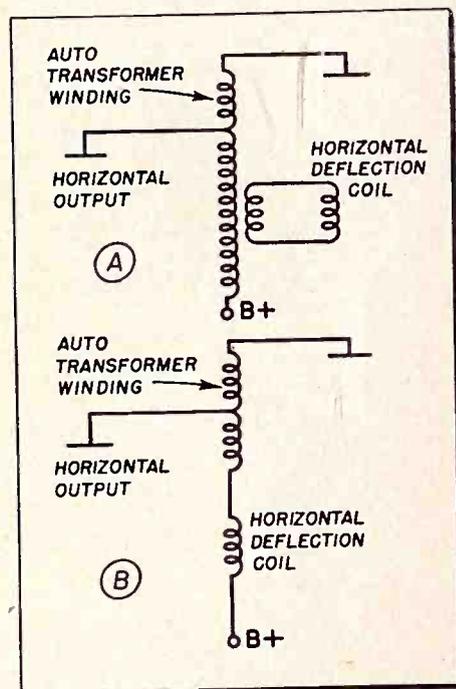
Big news in color came in the first half of 1950 when RCA announced completion of initial stages of development on its tricolor direct-view tube. This held promise of being the



The RCA 3-color tube for color TV.

key to unlock the color problem, which had hitherto been experimenting in two directions which held little promise as commercial products: a mechanical color disc, or a projection system using three kinescopes.

As is history now, however, the FCC decided to stamp its approval on the color disc without awaiting commercial completion of an all-electronic system using the tricolor tube. As this art (color TV) progresses, it is inevitable that a system using this tube will ultimately become the standard. Meanwhile, however, we have our choice of adapters, converters, "companion sets," etc., and the



(A) Conventional and (B) Direct drive for TV horizontal deflection. Courtesy RCA.

promise of a "color drum," as well as hints of even simpler mechanical ways of producing a 3-color picture.

Germanium crystal diodes, although not a new development in 1950, came in for increased use in TV sets during that year. Their increased use is predicted for 1951 due to the shortage of tubes. See "Crystal Diodes Replace Tubes in New TV Sets," November 1950 issue RADIO & TELEVISION RETAILING.

Perhaps it is significant to mention, in a review of the developments of 1950, that many servicemen and dealers have reported an abnormal amount of breakdowns on new TV sets late in the year. If that is true, (that is, if it is not due merely to the fact that twice as many sets were

(Continued on page 78)

Using an Oscilloscope

The Visual Method Affords Speed and Accuracy Not Possible With Point-to-Point
Presented Here Was Extracted from Chapter 15 of John Rider's New Book,

by John Rider and Seymour D. Uslan

• The oscilloscope is used for studying audio systems as well as the demodulation or detection process (in radios). In such a case, it is usually convenient to apply a signal of known characteristics, from an appropriate signal generator, rather than to use a received and detected signal. Various types of audio signal generators are available; they may deliver a constant-frequency sine wave, manually adjusted, or a rapidly varying frequency to cover a frequency band, automatically controlled and repeated at a constant "sweep" frequency, or the output may be a square wave rather than sinusoidal; the advantage of the square wave will be discussed later in the chapter. Other special types are available as well.

A simple setup is shown in Fig. 15-9. The signal generator may be any one of several types. The use of

a sine-wave generator will be assumed here. The generator is adjusted to some convenient level, such that the first stage of the audio amplifier will not be overloaded. If the amplifier is designed to work with an ordinary phonograph crystal pickup, the input voltage should not exceed approximately 1 volt. If it is designed for service with a low-level microphone, or phono-pickup of the variable reluctance type, output should not exceed 0.1 volt.

Basic Test Setup

Unless the attenuator of the signal generator is properly designed, and used, the amplifier input stage may be overloaded, which will give erroneous indication of distortion. If the amplifier has a high impedance input, and the generator output impedance is low, the generator will form a

shunt on the amplifier input circuit so that the amplifier, when tested, will not be working under normal conditions. To overcome this defect in the test procedure, an isolating resistor may be used, as shown in Fig. 15-9, between the signal generator and the amplifier.

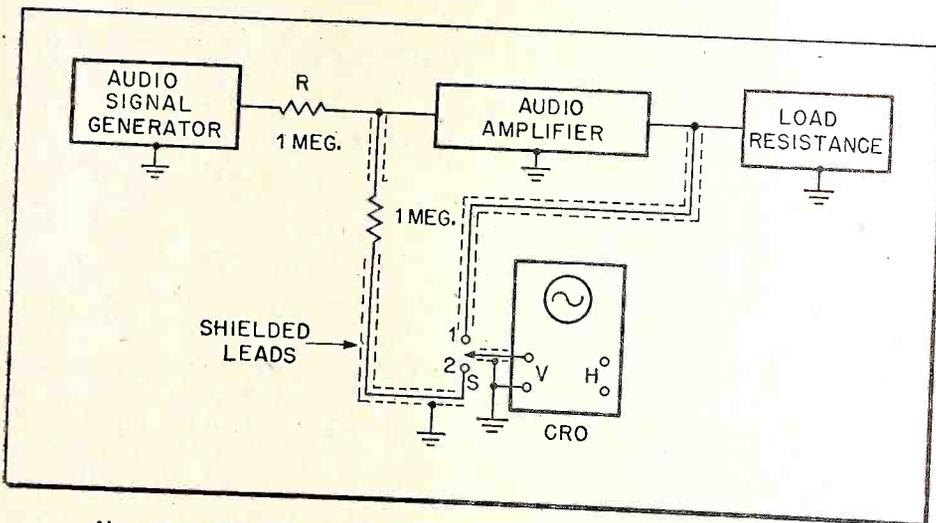
The presence of capacitance in the input impedance of the amplifier may result in a high frequency voltage drop across R. This effect can be corrected by shunting R with a capacitor of about .001 mfd. The adjustment should be made so that there is essentially constant voltage across the input circuit of the amplifier as the frequency of the generator is varied.

If the generator is a simple variable-frequency type, it may be set by hand to a number of convenient test points such as 40, 120, 240, 400, 2400, 4000, 8000 and 10,000 cps to cover the audio range. The height of the trace (sine wave) on the oscilloscope should be relatively constant for a constant input voltage.

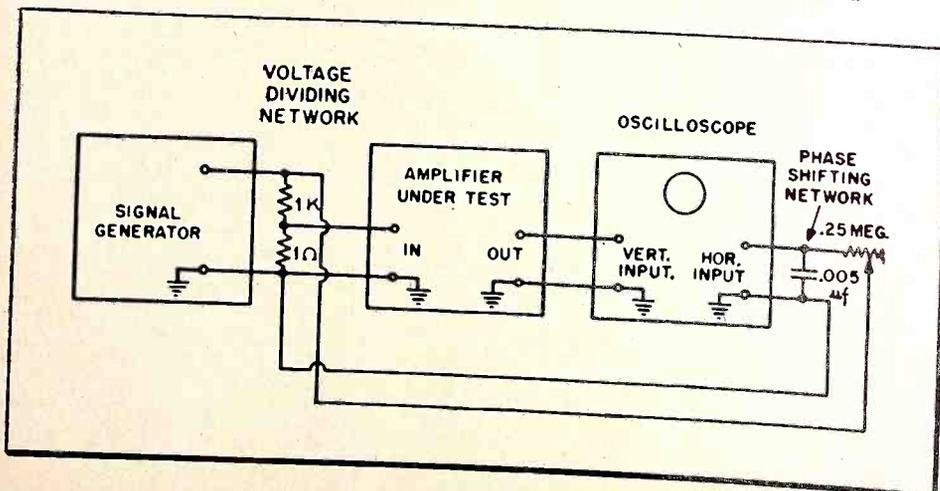
As some generators vary widely in output voltage over the audio band, it is good practice to check the generator output. This may be done by shifting the oscilloscope input directly to the generator output terminals.

When the generator is a sweep sine-wave type, its frequency is automatically varied at, perhaps, 30 times per second. The sweep may extend down to zero and up to as high as 10,000 cps, depending upon the design. Using this form of generator, the external sweep of the oscilloscope is synchronized with the sweep circuit voltage source in the generator. In this way, an automatic plot of the frequency response curve is secured.

There are amplitude, frequency and phase distortions to be considered. Using the circuit of Fig. 15-9, and assuming the use of a simple sine-wave generator, the waveform of the input and output signals can be compared by the use of switch S. It is important that the input and output impedances of the amplifier be like those obtained under working condi-



Above: Fig. 15-9. Basic test set-up; below, Fig. 15-52 with phase shift network.



* John F. Rider Publisher, Inc., 480 Canal St., New York 13, N.Y.

This 992-page book contains approximately 3000 illustrations and covers the theory and operation of oscilloscopes, applications, schematics, and a compilation of 1600 complex wave forms. Without a doubt it will be the serviceman's bible on 'scopes and their uses.

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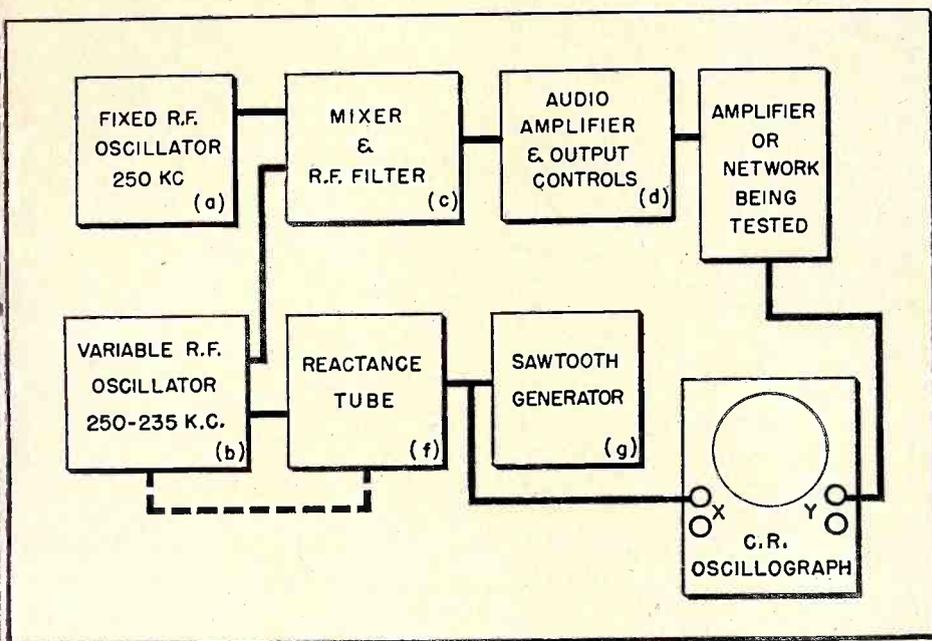


Fig. 15-46. Block diagram of beat-frequency sweep generator.

as shown in Fig. 15-11. The value of the potentiometer P may be about 1 megohm. As the potentiometer resistance is very high, its load-shunting effect is negligible. The arm setting is adjusted so that the height of the trace, with the vertical gain untouched, is approximately the same as that obtained for the input circuit waveform.

Sweep Frequency Testing

The tedious task of point-by-point determination of the frequency characteristic can be eliminated and immediate display of the curve presented by a rather simple means. If the audio oscillator supplying the signal is made to vary its frequency automatically, over the desired range, and at the same time cause the deflections on oscilloscope screens to present frequency, then the audio output applied to the vertical deflection system will produce a visual characteristic curve. Basic arrangement of such system is shown in diagram Fig. 15-31.

The audio band may be swept continuously from 20 to 20,000 cps, or other frequency bands, according to the design of the generator. The various types of apparatus vary somewhat in details of construction and operation.

Beat-Frequency Generator

The patterns obtained using an audio sweep generator of the beat frequency type are somewhat different (for practical rather than theoretical reasons) from those secured with a photo-electric-type generator or mechanically driven unit. It is therefore worthwhile to consider some of the fundamentals involved in the generation of an audio sweep using this type of equipment.

If the frequency of the audio output voltage is varied repetitively over the range sufficiently often, a means is provided of continuously viewing the

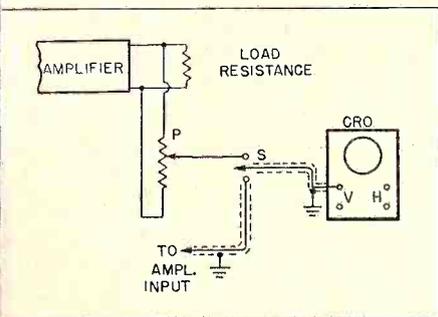
(Continued on page 98)

tions, if worthwhile information is to be obtained.

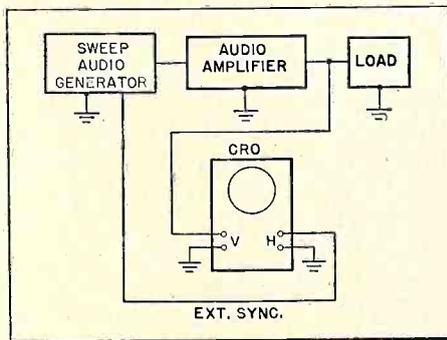
It may be mentioned, however, that the use of a sine wave for distortion testing, with an oscilloscope, is not very effective, since, at ordinary volume levels, the ear will indicate distortion before it becomes apparent on the screen. Therefore, relatively large amounts of distortion may be produced before the condition becomes evident by observation of the pattern. At loud signal levels, however, the

oscilloscope is more sensitive as an indicator of distortion than the ear.

Consideration must also be given to the relative difference in signal power levels and voltages at the input and output of an amplifier. If the voltage, for example, is 0.1 volt at the input and 10 volts at the output, the vertical gain control of the scope will need to be reset as the instrument is shifted from input to output. To compensate for this defect, a voltage divider may be placed in the circuit

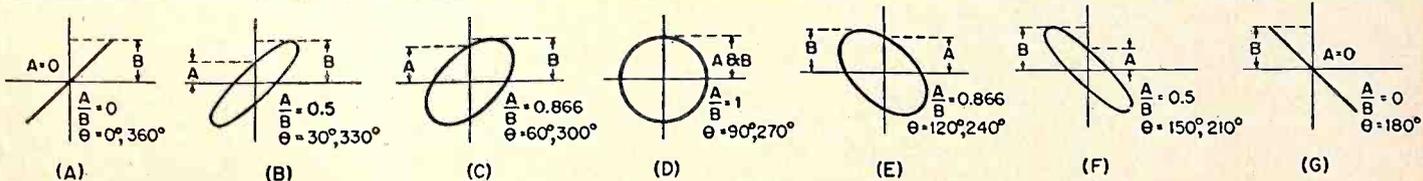


Above: Fig. 15-11. Adjusting trace size.



Above: Fig. 15-31. Using sweep generator.

Below: Fig. 15-53. Phase comparison.



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Diana Lynn says:

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RADIO TELEVISION SERVICE

SYLVANIA TUBES
RADIO AND TELEVISION PICTURE

Paulette Goddard says:

"I'm especially particular about the quality of my radio and television reception. That's why I call the Sylvania Service men. It's a name and reputation you see in top spots."

For peak performance from your radio or television set, be sure to call the Sylvania Service men, who show this trademark Sylvania tubes that have the most sensitive and sensitive service.

RADIO TELEVISION SERVICE

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RADIO AND TELEVISION PICTURE

Patrice Munsel says:

"I'm just about the best and picture quality of my television set... my radio, too, must sound just right. That's why when it comes to service I call on an expert... the dealer who displays the Sylvania sets."

Now, too, you can enjoy true-to-life radio performance, and have television calling the experts who display this same quality Sylvania tubes.

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SYLVANIA

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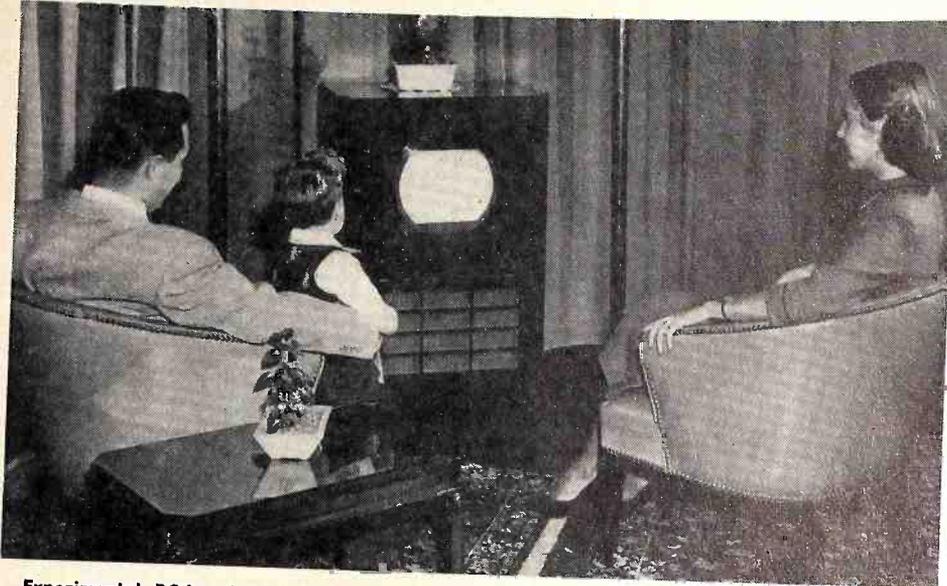
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Improved RCA Color TV Shown

Latest Demonstration Seen to Be Answer to Previous FCC Objections



Experimental RCA color-TV receiver using 3-gun tricolor direct-view kinescope as shown in recent (December 1950) demonstrations in Washington, D. C.

• RCA engineers demonstrated their all-electronic, compatible color-TV system to industry leaders in Washington, D. C. on December 5, 1950, registering many improvements over previous showings earlier last year.

As described in these pages in the May 1950 issue, the RCA system shown last April utilized either a three-gun tricolor kinescope with a 46-tube receiver or a single-gun tricolor tube with a 37-tube receiver. The experimental 3-color tubes shown at that time employed 351,000 dots, 117,000 of each color. No adapters or converters were shown at that time.

At the December demonstration three types of sets were shown: color sets, a black-white set converted to color, and a "slave" color unit for use with black-white sets. The tri-color tubes have been improved by increasing the number of dots from 351,000 to approximately 600,000. The color receiver employed 43 tubes, and controls were simplified from earlier models. In the black-white set, the 16-inch tube was replaced with a tricolor kinescope, and the extra components, including 13 tubes, were mounted on a shelf at the back of the cabinet.

Cross-section of opinion of the picture on RCA's new color receiver indicated that (1) adequate color fidelity is here, even for the most delicate flesh tints. (2) That picture texture and detail are satisfactorily provided by the 600,000 color dots of the new screens. (3) That picture brightness, now doubled or tripled, is ample, and comparable with best 1951 black-white. (4) That color-receiver operation is stable and needs no adjust-

ment. (5) That no flicker, color breakup or misregistration is noticeable on closest scrutiny. And (6) That new circuitry provides greater simplicity in both receivers and transmitters.

In short, it has now been demonstrated that engineers know how to deliver bright, clear, sharp, color-true, all-electronic pictures, which being "compatible" can also be received on any present set as good black-white. Thus, when stations can get ready to start color broadcasting (say in one or two years), color programs can make an easy and economically safe transition from black-white reception, as the audience converts or adds color receivers.

No Filter Needed

As explained in our previous article on RCA color, the first tricolor tubes suffered a 40% loss in light output due to the use of a red filter in front of the picture tube to strengthen the reds. This was due to the low efficiency of the red phosphors available. Thus the light measured from that tube (with filter) was about 7 foot lamberts. A new red phosphor developed since then has permitted elimination of this filter, and the recent demonstration showed a brightness of 20 foot lamberts.

As to stability of the color receiver, observers report that no adjustments were made during the entire 45-minute demonstration.

Concerning the picture size, it is apparent from a casual consideration that there is no limitation with the direct-view color kinescope. The read-

er will remember that this unit comprised a screen composed of an orderly array of small closely spaced aluminum phosphor dots arranged in triangular groups of three (red-emitting, green-emitting and blue-emitting). Between the guns and this screen is a perforated mask containing one hole for each of the groups of three on the screen (on the new tube this would have about 200,000 holes) arranged so that the electrons from any one gun can strike only a single color phosphor. With about 600,000 phosphor dots on the screen and 200,000 holes in the mask, it is apparent that the larger the screen, the easier it would be to construct, since the spacing would be larger.

The converter and the "slave" set provided satisfactory color pictures, although RCA's Dr. Jolliffe, in presenting them, commented that neither was more than 75% as good as a complete new color-TV receiver.

Color Decision Not Affected

Dealers, servicemen and the public will want to know what effect this latest improvement will have on the color situation. It must be pointed out that the December 5 demonstration was not presented for the FCC, and that as far as that agency is concerned, its October (1950) decision selecting the CBS field-sequential color system still stands until it has been requested to consider a better one. And then, it must be convinced that the new system is better before any changes are made in the standards as now promulgated.

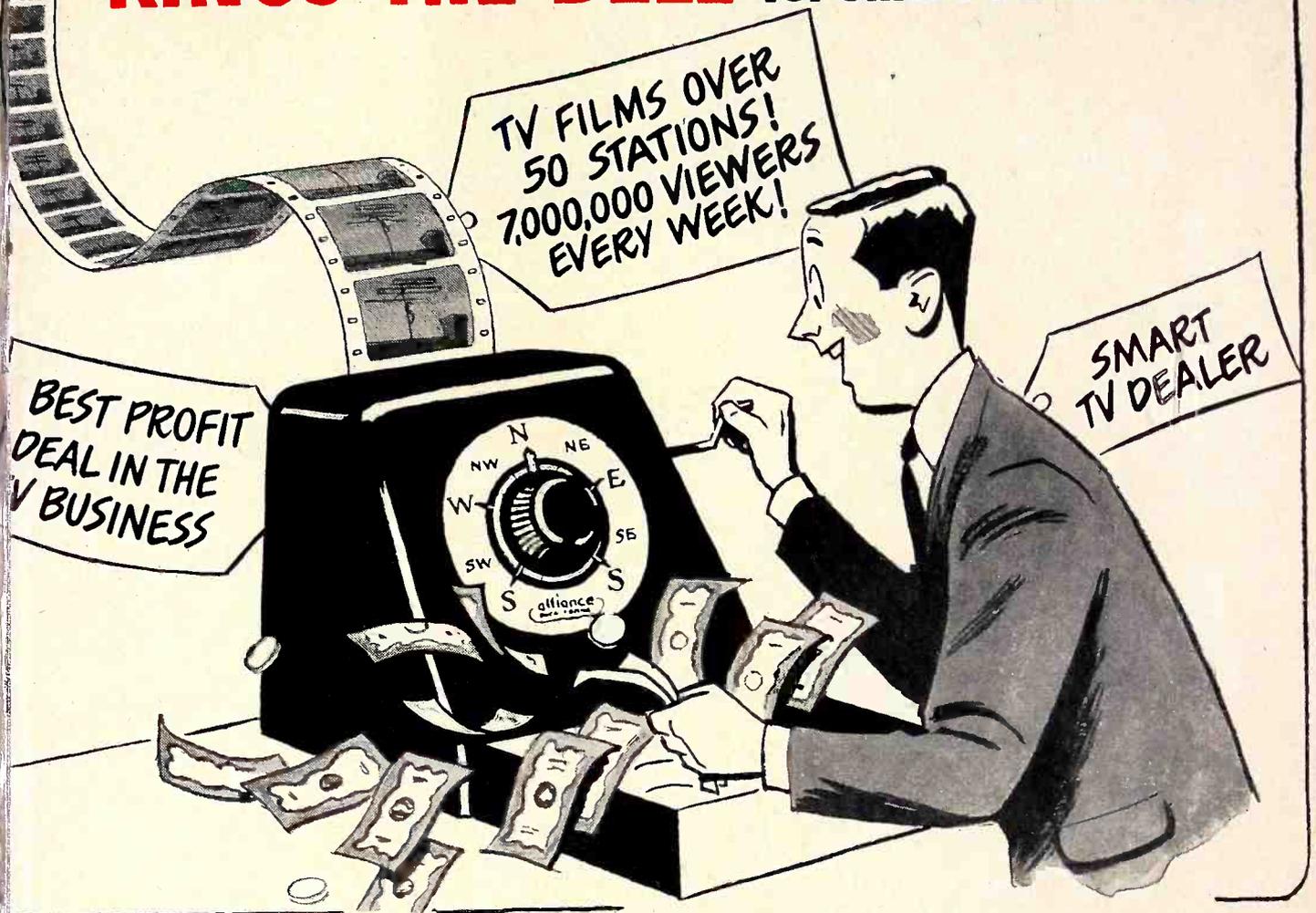
As to the present state of RCA color, RCA officials themselves described their equipment as "experimental color television receivers." Concerning its readiness for commercial development, Dr. Jolliffe stated, "We do not pretend that RCA color is perfect, any more than black and white television has attained perfection. . . . The great virtue of this all-electronic system is that it offers opportunity for continuing improvements. It does not have the limitations inherent in incompatible systems."

For more detailed descriptions of the RCA and CBS color systems, the reader is referred to following articles which appeared in **RADIO & TELEVISION RETAILING**:

"How RCA's New Color TV Works," May 1950; "CBS Color TV System," October 1950; "Color TV Questions and Answers," November 1950; "Converters for Color TV," December 1950.

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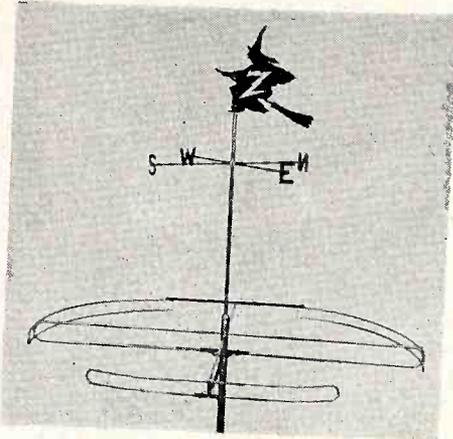
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Television Technician

Section of RADIO & TELEVISION RETAILING

Zenith TV ANTENNA

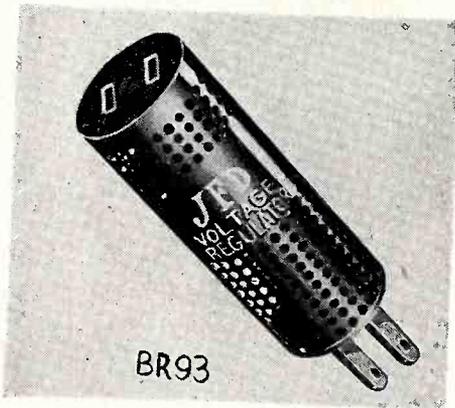
The Hollywood Television Antenna Vane is designed to give efficient TV reception while at the same time providing an attractive addition to the



home. It is a combination weather-vane and an in-line antenna designed for all-channel operation. Retail price is \$39.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

JFD VOLTAGE REGULATOR

Engineered to maintain line voltages at a constant level, the 93-7 voltage regulator is designed to help produce steadier TV pictures. The unit plugs into the wall, and the receiver line cord



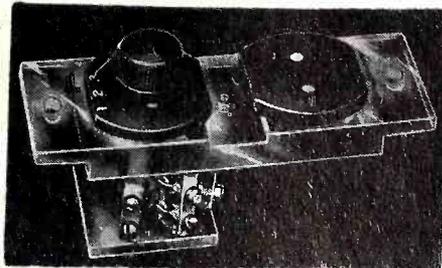
plugs into it. Voltage drop is said to be negligible at 110 volts, but increases as line voltage increases. 93-7 is rated at 300 watts and 93-8 at 375 watts. JFD Mfg. Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

GE PICTURE TUBE

This firm is starting production on a 20-inch rectangular tube designated the 20CP4. It is magnetic focus and deflection, direct-view, all-glass picture tube for TV. Features include a single field ion trap and a neutral density face-plate. Maximum anode voltage is 18,000. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Mosley FLUSH SOCKETS

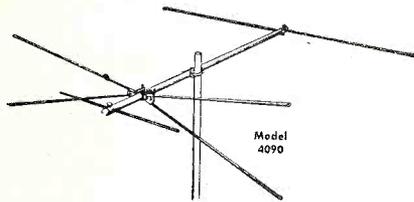
The firm has added new units to its line of flush mounted sockets for use in TV installations. All units fit standard electrical outlet boxes and receptacle plates. Sockets are provided to accom-



modate a simple antenna lead-in, an installation with two antennas, a switch-and-socket combination for use with three antennas, and sockets for four and five-wire rotators. Catalog is available on request. Mosley Electronics, 2125 Lackland, Overland, Missouri.—RADIO & TELEVISION RETAILING.

Walsco TV ANTENNA

The "Signal King" is a new conical-type antenna with an in-line director added to improve gain on the high band. Ease of assembly and of stacking



is said to be assured by its simplified, though rugged construction. A patented insulator is guaranteed unbreakable under all conditions. Walter L. Schott Co., 9306 Santa Monica Blvd., Beverly Hills, Calif.—RADIO & TELEVISION RETAILING.

Du Mont PICTURE TUBE

This firm is now delivering the new 20CP4 rectangular TV picture tube with bent-gun and dark face-plate. Overall length is 21-7/16" and picture size is 17 x 12 3/4". Deflection angle is 70 degrees, maximum anode voltage 18,000. Allen B. Du Mont Laboratories, Inc., 750 Bloomfield Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING.

Taco GUY ANCHOR

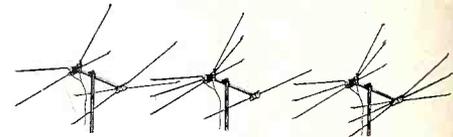
Model 867 guy anchor is designed to allow free rotation of mast after guy wires are attached. Made of heavy-gauge steel, it provides strength necessary for high installations where guy wires are necessary while antenna is being oriented. It also obviates re-installation should orientation be necessary at a later date. Technical Appliance Corp., Sherburne, N. Y.—RADIO & TELEVISION RETAILING.

Centralab "H" PAD

An H-pad for attenuation of TV signals at the antenna terminals in the presence of strong local signals has been developed in printed circuit form. The pad has 4 terminals and is inserted in 300-ohm line between antenna and receiver. Four types are available and provide insertion losses of 10, 20, 30 and 40 DB respectively. Where necessary, several H-pads can be mounted on a rotary selector switch. Centralab Div., Globe-Union Inc., 900 E. Keefe Ave., Milwaukee 1, Wis.—RADIO & TELEVISION RETAILING.

Channel Master TV ANTENNAS

The Tri-Cone conical antenna line with "notch-lock action" is designed so that elements can't twist loose. The antennas may be assembled in a variety of styles to fit local requirements, in single bay and stacked versions. Avail-



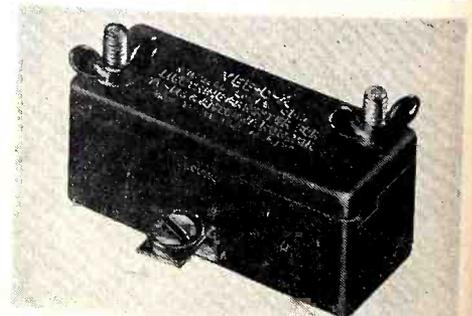
able with butted tubing (model BM716B) or seamless tubing (model BM316), tri-cone antennas have formed-Phenolic insulators for high impact resistance and better insulation. Channel Master Corp., Napanoch Road, Ellenville, N. Y.—RADIO & TELEVISION RETAILING.

Anchor TUBE SLEEVE

Development of a new type mounting and insulating ring and sleeve for the 17" rectangular metal tube has been announced. These are for the purpose of insulating the metal cone of the tube, which is at a high potential. Specially engineered models are available for all round and rectangular metal picture tubes. Anchor Industrial Co., 533 Canal St., New York, N. Y.—RADIO & TELEVISION RETAILING.

Vee-D-X ARRESTER

The RW-200 lightning arrester for TV is similar in design to the 4-wire RW-204, but is constructed with 2 saw-tooth contacts instead of 4. The arrester

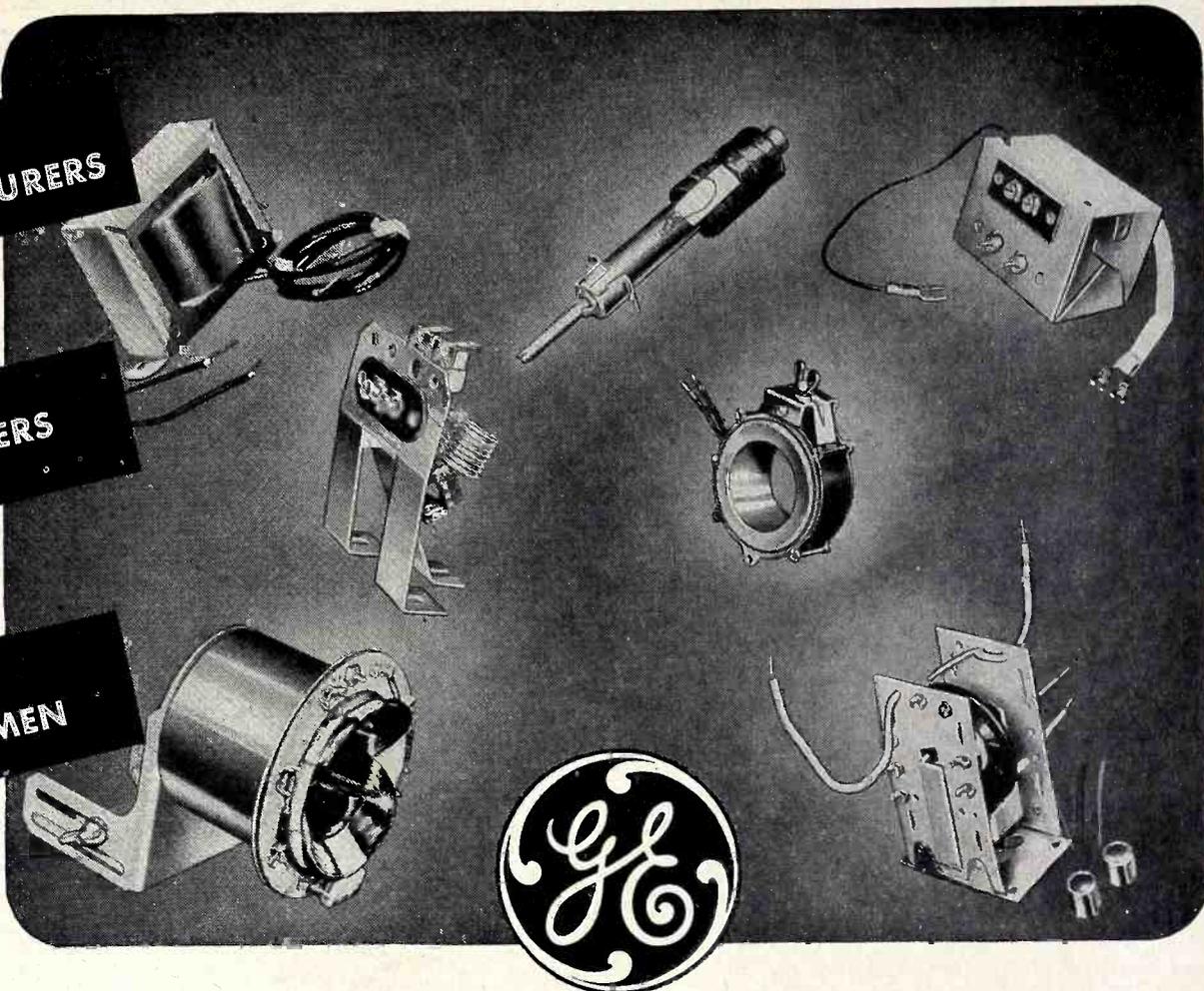


is said to provide positive protection for all standard installations and lists for \$1.25 LaPointe Plascomold Corp., Windsor Locks, Conn.—RADIO & TELEVISION RETAILING.

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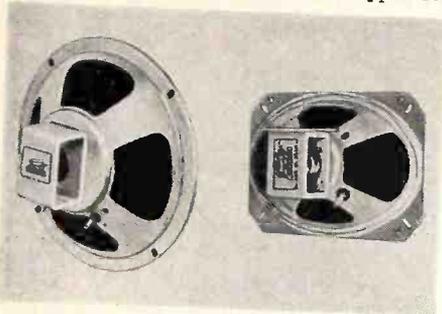
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Oxford SPEAKERS

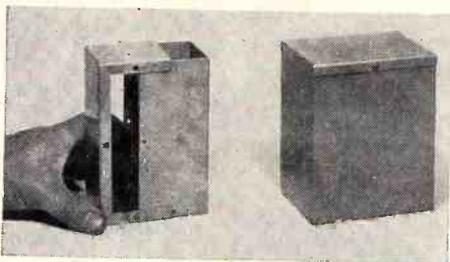
Eight new speakers have been added to the line: model 3CMWS—weather-proof speaker; 6CMWS—weatherproof speaker; 82FVS—pin cushion type for



auto replacement; models 46V45S, 60A-45S, 80A45S, 10E45S and 12E45S—electro-dynamic speakers. Further information may be had from Oxford Electric Corp., 3941 S. Michigan Ave., Chicago 15, Ill.—RADIO & TELEVISION RETAILING.

Insuline ALUMINUM CASES

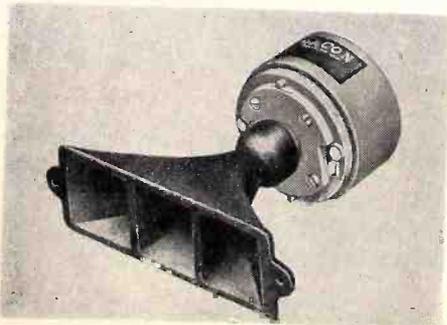
A series of two-piece aluminum cases, particularly designed for electronic equipment requiring complete shielding is called the "Flexi-Mount" line. They are available in 13 sizes from 2 3/4 x 2 1/8 x 1 5/8 inches to 17 x 5 x 4



inches in either natural aluminum or gray hammertone. The interlocking sections of the cases are accurately formed for snug fit and are fastened together by self-tapping screws. Insuline Corp. of America, 3602 35th Ave., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Racon TWEETER

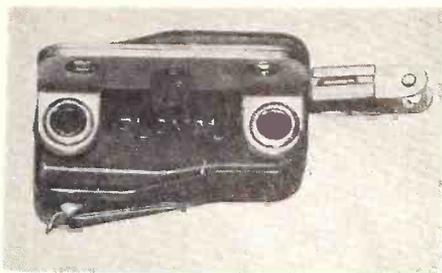
Model CHU-5 is said to provide uniform response to 12,000 cps, and is designed for use with a cone speaker and divider network in a hi-fi audio system



handling 25-30 watts. Crossover frequency is 1500 cycles, list price \$30.50. Racon Electric Co., Inc., 52 E. 19th St., New York 3, N. Y.—RADIO & TELEVISION RETAILING.

Titone PHONO PICKUPS

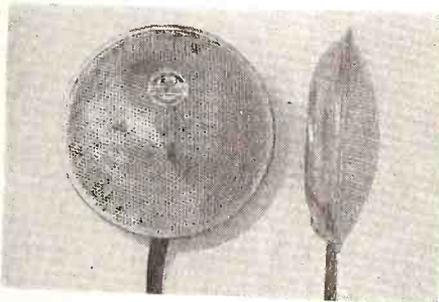
Two new ceramic phono pickups are announced: The "Playal" can be used with three types of needles, the 1-mil, the 3-mil and the "truncated" needle for both microgroove and standard records. The "Turnover" provides two sep-



arate needles, a 1-mil and a 3-mil, selected by flipping a lever. These pickups are said to provide wide frequency response, low needle talk and long record wear, and they are unaffected by humidity and temperature changes. Sonotone Corp., Elmsford, N. Y.—RADIO & TELEVISION RETAILING.

Wright-Zimmerman SPEAKER

The model 300 reproducer is a tiny new dynamic-type pillow speaker. Outside dimensions are: diameter 3", depth



7/8". Four models are available with impedances of 3.2, 2000, 10,000 and 100,000 ohms. Wright-Zimmerman, Inc., New Brighton, Minn.—RADIO & TELEVISION RETAILING.

Scott HI-FI AMPLIFIER

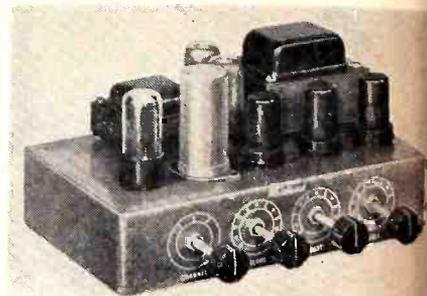
The new type 210-B "Dynaural" amplifier is said to be substantially lower in price than the older 210-A. Utilizing nine tubes including rectifier, the 210-B has a flat response from 12 to 22,000 cps, extremely low harmonic and intermodulation distortion, and hum level 84 DB or more below full output. An automatic loudness control and the Scott noise suppressor are also included. Herman H. Scott, Inc., 385 Putnam Ave., Cambridge 39, Mass.—RADIO & TELEVISION RETAILING.

Industrial Devices TESTER

The 400PT potential tap consists of a thin plate which slips over the prongs of a standard Edison plug and provide two tip jacks for phone tips. With this device, an appliance may be tested with a voltmeter while the appliance is plugged in and operating. Industrial Devices, Inc., Edgewater, N. J.—RADIO & TELEVISION RETAILING.

Rauland-Borg AMPLIFIER

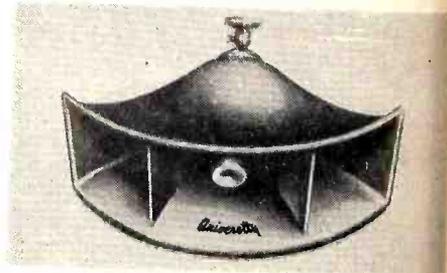
Model 1810 is a new low-cost 10-watt amplifier, equipped with 3-position input selector switch for magnetic or crystal pickup and auxiliary high level



input. Frequency response is 40-20,000 cps, plus or minus 1 DB. Both bass and treble boost and cut are provided. Rauland-Borg Corp., 3523 Addison St., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

University PAGING SPEAKER

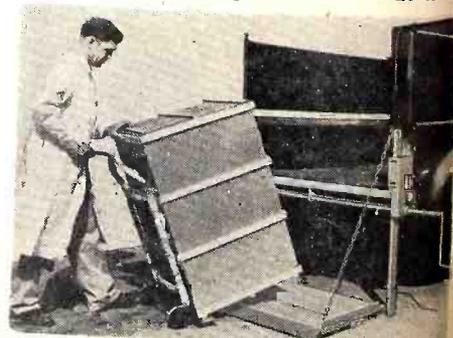
The Cobra-12 has an input capacity of 12 watts and a frequency response of 250-10,000 cycles, and is designed for wide angle dispersion of sound in



the horizontal plane. Size of the mouth of the speaker is 20" x 9", dispersion angle 120 degrees x 60 degrees. University Loudspeakers, Inc., 80 South Kensico Ave., White Plains, N. Y.—RADIO & TELEVISION RETAILING.

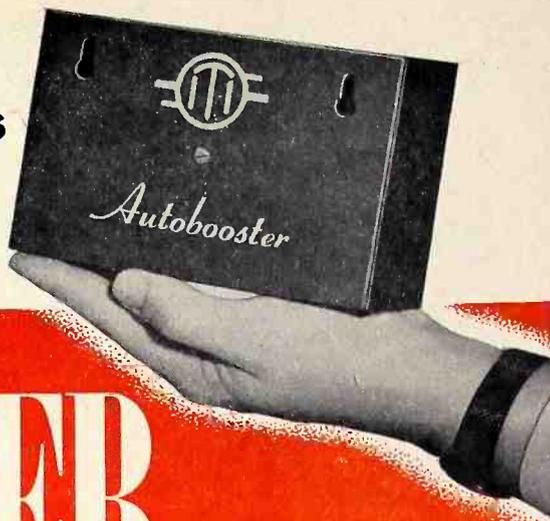
Venco TAILGATE LOADER

This one-man tailgate loader for 1/2, 3/4 and 1 ton pickup trucks is designed to save time and labor, and provide protection against damage to merchandise and injury to personnel. A 28 x 48



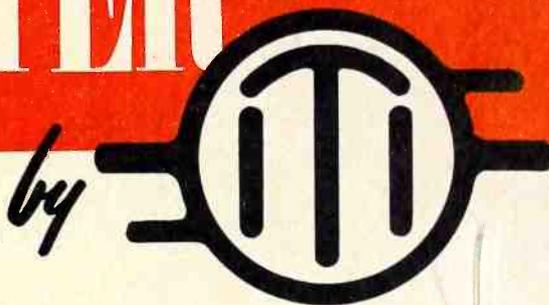
inch platform is used to raise loads of up to 600 pounds onto the truck bed. When not in use, it closes flush with the truck. For specific information, send model, year and tonnage of truck to W. K. Vogel, The Ven Corp., 2832 Newell St., Los Angeles 39, Calif.—RADIO & TELEVISION RETAILING.

Here's the **BOOSTER** that says
"YES" to all your demands...



the New
AUTOBOOSTER

THE *FULLY AUTOMATIC* TV-FM BOOSTER



Here at last is a TV Booster that gives you gain up to nine times, full band width for undistorted video and audio on all channels, plus — the newest development in booster design — completely automatic operation.

The ITI AUTOBOOSTER turns itself on and off and is automatically tuned by the normal operation of the TV receiver. No confusing array of knobs — no unsightly mess of wires — You can install the ITI AUTOBOOSTER in the back of the receiver, out of sight. You get all the improved performance, all the fine picture quality that this precision-engineered booster can give you with none of the trouble of tuning, none of the exposed wiring usually involved in booster operation.

Customer acceptance is assured, too, because no customer instruction is needed. After it's installed, all you can see is the improved picture.

- ✓ **AUTOMATIC ON-OFF**
- ✓ **AUTOMATIC TUNING**
- ✓ **CONCEALED INSTALLATION**
- ✓ **SINGLE OR DUAL INPUT**
- ✓ **HIGH UNIFORM GAIN**



WRITE FOR SPECIFICATION SHEET
 ORDER AUTOBOOSTER FROM
 YOUR JOBBER TODAY!

**BUY THE BOOSTER
 THAT SAYS "YES"
 to all your PROBLEMS**

LIST
\$39.95
 F. O. B.
 CLIFTON, N. J.
 Plus Taxes

BOOSTER CHECK LIST

AUTOBOOSTER	OTHER BOOSTERS TESTED					
	A	B	C	D	E	F
Automatic On-Off	YES	YES	NO	NO	NO	NO
Automatic Tuning	YES	NO	NO	NO	NO	NO
Concealed Installation	YES	NO	NO	NO	NO	NO
Full Bandwidth (All Channels)	YES	NO	YES	YES	NO	YES
Amplifies FM Band	YES	YES	NO	NO	YES	NO
Single or Dual Input	YES	NO	NO	NO	NO	NO
Gain 19db on Low Channels 2 - 6 FM	YES	NO	NO	NO	NO	NO
Gain 14 db on High Channels 7 - 13	YES	NO	NO	NO	NO	NO
Made by a TV Receiver Manufacturer	YES	NO	NO	NO	NO	NO

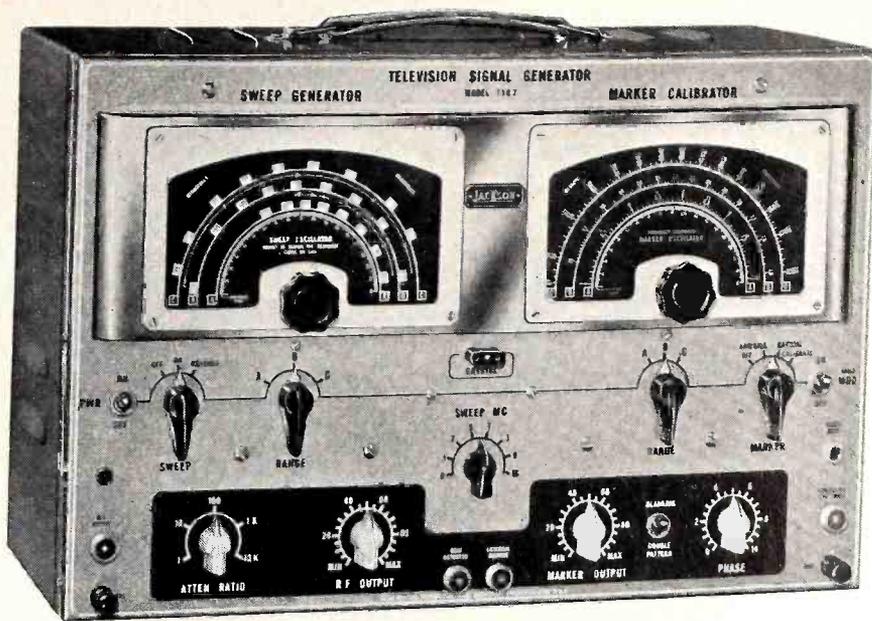
**THE ONLY TV BOOSTER
 DESIGNED AND MADE BY A
 TV RECEIVER MANUFACTURER**



INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVE. - CLIFTON, N. J. - GRGregory 3-0900

this makes TV alignment simple
from **End to End**



the **NEW** Jackson Model TVG-2

Service men the world over buy Jackson instruments for accuracy and simplicity of operation And why not? Just look at the features incorporated in this new '51 model Television Generator:

- Continuously variable sweep frequencies over all TV and FM bands
- Reversible single response pattern with base line or double pattern
- Adjustable sweep width from 100 KC thru 18 MC
- Marker Calibrator continuously variable from 100 KC thru 216 MC
- Separate Crystal Oscillator for use either as a marker or calibrator
- Video Modulation Jack provides for picture or pattern modulation
- Marker Calibrator IF frequencies all on highly stable fundamentals
- Multiple shielding of attenuators and circuits insures low leakage
- Complete Sweep and Marker Generators in one beautiful instrument
- Styled to match the famous Jackson Model CRO-2 Oscilloscope

Truly another "Service Engineered"
electronic instrument.

Ask your Jackson Distributor
or write for free bulletin.

JACKSON

Electrical Instrument Co. Dayton 2, Ohio
In Canada: The Canadian Marconi Co.

TV During '50

(Continued from page 67)

installed in a month as in any earlier period), then it may well be considered as somewhat of a failure in quality control due to stepped up production, and possibly also the introduction of substitute parts bought "hand-to-mouth" in a scarce market. That is, it is not necessarily due to poor design, and as a matter of fact, is most likely not due to that cause. It may seem, on the face of it, that this information is no consolation to the person fixing the receiver, but the distinction is really an important one. It is much easier to find and correct a broken down component than it is to redesign a faulty circuit.

In considering the outlook for 1951, we have several times mentioned the word "shortages." We have already had shortages (in the second half of 1950) which were due partly to a high production rate which gobbled up all available parts and needed more, plus some scare buying and hoarding. We have been told that production for the government will really get under way during 1951, and already allocations of some critical basic materials have started to affect us. The outlook for 1951 is one big question mark, but at least one important industry figure has guesstimated a 1951 TV production figure which is about 45% below the 1950 total. Without a doubt, in order to get out as many sets as possible, manufacturers will consolidate their lines to a few of the more basic models, those which are most salable. In addition, they will attempt to conserve critical materials and components to the best of their abilities while still preserving their reputations. Fewer, simpler models can only be to the advantage of the service trade.

Developments in UHF and color, which would complicate rather than simplify receivers, are apt to proceed slowly for the time being, due to the above reasoning.

New Tel-O-Tube Reps

Samuel Kagan, president of Tel-O-Tube Corp. of America, manufacturers of cathode ray tubes, has announced the appointment of A. Sidney Hardy, 4238 Power's Ferry Road, N.W., Atlanta, Ga., to represent the company in the southeastern territory. S. M. Levin, Main P.O. Box 405, St. Louis, Mo., another newly appointed Tel-O-Tube rep will handle the St. Louis territory.

Waters Conley Moves

It was announced recently that the Waters Conley Co. has moved to a new address at 362 West 57th St., New York 19, N. Y.

THE BIG 4



AIR COOLED TELEVISION BALLASTS



Choice of Manufacturers for ORIGINAL Equipment

Cash in on the growing TV ballast replacement market. You can't go wrong when you use the EXACT TV Ballast ORIGINALLY Used by the Manufacturers themselves. Models for EMERSON, MOTOROLA, TELE-TONE, BELMONT, STEWART-WARNER, PILOT, and others.

LIST PRICE **\$2.25** Each

FROM JFD

WORLD'S LARGEST SINGLE SOURCE OF TV ANTENNAS and ACCESSORIES

TV Voltage Regulators



FOR REALLY STEADY TV PICTURES

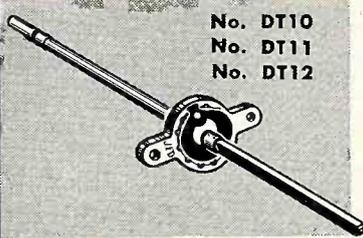
Produces steadier TV pictures despite line voltage changes. Male and female connections. Operates on either 110v AC or DC. Plugs in between the TV set line cord and outlet. Recommended for use with all leading makes of TV sets: RCA, DUMONT, PHILCO, ADMIRAL, EMERSON, ZENITH, etc. Model 93-7, 300 watts. List price, each **\$2.85**
Model 93-8, 375 watts. List price, each **\$2.85**



DETENT SWITCH CONTROLS

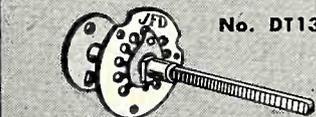
- ★ DURABLE BRASS SPRING
- ★ BRASS and PHENOLIC SHAFTS

JFD has the most complete line of Detent Switches on the market . . . exact replacements for RCA, Emerson, Admiral, Teletone and other TV sets. Designed for RCA Tuners used in 630, 700 and 721 type chassis. Available with or without locating plates. Write for FREE Replacement Reference Chart No. 60R.



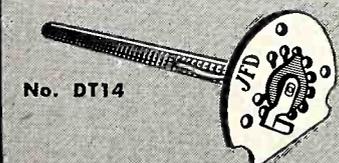
No. DT10
No. DT11
No. DT12

No. DT10 . . . Short shaft, complete with locating plate. (Replaces RCA part No. 71463.)
No. DT20, without locating plate.
No. DT11 . . . Long shaft, complete with locating plates. (Replaces RCA part No. 72743.)
No. DT12 . . . Extra long shaft, complete with locating plate. (Replaces Admiral part No. 76B14 used in entire Model Series No. 30A and 8C.)
No. DT22, without locating plate.



No. DT13

(Designed for use with RCA TV Tuner part No. 71531—Replacement Type 201E1.)



No. DT14

No. DT13 . . . All phenolic shaft, complete with locating plate. (Replaces RCA part No. 73440.) Designed for use with RCA Tuner Replacement Types No. 74941, 73435, 74571.

No. DT14 . . . All phenolic shaft, complete with locating plate, for new RCA TV sets. (Replaces RCA part No. 75162.)

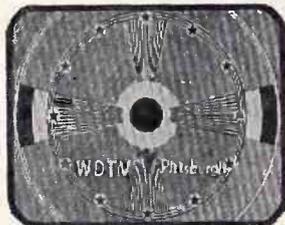
Write for FREE Replacement Reference Chart #60R



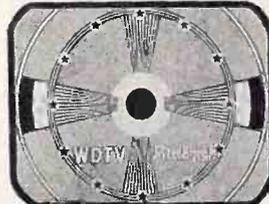
"Clear Beam" WAVE TRAPS

"YOU CAN SEE THE DIFFERENCE!"

JFD "Clear Beam" Wave Traps filter out FM image and amateur harmonic interference easily and effectively. Simply attach universal mounting bracket to television cabinet or chassis, then attach lugs to antenna input terminals. Result: clear, bright pictures with sustained signal strength. List, **\$2.75**



Without JFD Wave Trap



With JFD Wave Trap

- BR 106-10-30 Traps out amateur Harmonic Interference from 14 and 28 mc bands.
- BR 106-80-110 Traps out FM Image Interference.
- BR 106-30-60 Traps out 30-60 mc amateur Harmonic Interference.
- BR 106-60 90 Traps out 60-90 mc. Diathermy Interference.



MANUFACTURING CO., Inc.

6107 16th Ave., Brooklyn 4, New York
FIRST in Television Antennas & Accessories

Write for Complete Catalogue of JFD Television Antennas and Accessories, No. 58G

Another CROWN First!

CROWN'S ELECTRIC EYE® Flash Indication



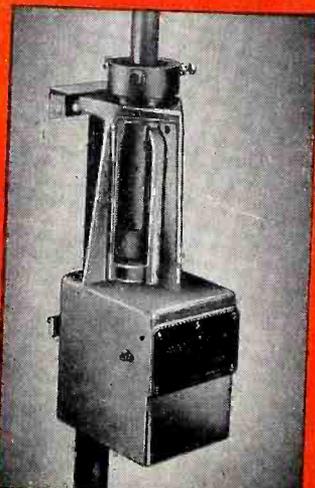
Flashing Light Indicates Antenna Location

Everyone who has seen it, has given "Rave" notices to this sensational new type indicating antenna rotator. And it sells at a remarkably low price.

Crown's electric eye indicator flashes 2 times for East, 3 times for South, 4 times for West, and continuously for North (end of rotation). Intermediate points (NE, NW, SE, SW) flash once.

Best of all, you get the famous Crown rotator Drive Unit, generally conceded to be the most carefully built, skillfully engineered unit on the market today. Electrical stops . . . life-time lubrication . . . electrically safe . . . ball-bearing equipped . . . simplified installation . . . machine cut gears . . . yes, Crown has all the features.

GET YOUR SAMPLE ORDER MAILED TODAY.



LIST PRICE 44.95
Compass indication model **52.95**

CROWN®
Antenna Rotator

Crown Controls Co., Inc.
New Bremen, Ohio

(patents pending)

Promoted by Crosley



The promotion of Harry E. McCullough (above) to manager, radio and television sales section, for the Crosley Division of Avco Corp., has been announced by W. A. Brees, Avco vice-president and Crosley general sales manager.

Starrett Ad Program

After a month's absence, Miss Adele Godnick has returned to her position as advertising and publicity manager for Starrett Television Corp., 601 West 26 St., N. Y. Miss Godnick's return spearheads an intensive advertising and promotional campaign planned for distributors and dealers.

Smith Succeeds Sparks

John J. Smith was recently elected as president of the Sparks-Withington Co., Jackson, Mich. His election took place at the annual meeting of directors of the television and auto accessory manufacturing firm. He succeeds Harry G. Sparks, general manager of the company since 1935 and president since 1943.

Appliance Executive



R. F. Doyle, above, has been appointed executive vice-president and general manager of the Appliance Manufacturing Co., Alliance, Ohio, makers of Duchess, Ace, Aristocrat, and several private brands of washing machines.

New Catalogs, Booklets, Bulletins & Pamphlets

Tube Dept., RCA, Harrison, N. J. A new service parts directory lists replacement parts and schematics for 56 RCA Victor TV models made between 1946 and June 1950. The new directory, Form SP-1007, contains 80 pages and is available from RCA tube and parts distributors. The 1951 edition of the RCA Reference Book, the "pocket directory" of basic data on RCA tubes, electronic components, test equipment, batteries and miniature lamps, has been shipped to RCA tube and parts distributors for sale to radio service dealers, technicians and engineers. The reference book is also a diary, calendar memo, address book and world atlas. This year's book has more pages than previously, and contains many features not heretofore included.

Pyramid Instrument Corp., 49 Howard Street, New York 13, N. Y. A sixteen-page annual No. 110, "How to Make Your Work Easier with the Amprobe," the pocket-size snap-on volt ammeter, is now available by writing the firm. The booklet describes the functions of the new tool for anyone who installs, repairs, services or maintains electrical equipment. It also describes some of the many jobs on which this instrument can save time and trouble, and explains details of how to use it and how to read the scales.

M. A. Miller Mfg. Co., 1169 E. 43rd Street, Chicago 15, Ill. A new 40-page pocket catalog covers the Miller line of replacement needles for use in phonograph pickups, listed by pickup manufacturer, complete with installation instructions, together with other valuable tips and service information pertaining to needles. Available by writing direct to the manufacturer.

Veller Electric Corp., Easton, Penna. has issued a revised edition of their popular 20-page pocket manual of soldering entitled "Soldering Tips." The book contains time saving methods, do's and don'ts, fluxes and solder tables, etc., with step-by-step illustrations. Copies may be had by sending 10¢ direct to the firm.

Sheldon Electric Co., 98 Coit St., Longton 11, N. J. "Television Misinformation" is a periodical pamphlet published by this manufacturer of TV picture tubes, and is designed to correct some of the misinformation rampant in the TV industry. Dealers and service men alike will find it both interesting and amusing. Free subscription may be had by writing the firm.

Newcomb Audio Products Co., 6824 Hollywood Ave., Hollywood 38, Calif. A complete new catalog of Newcomb portable sound equipment for schools, churches, clubs and recreational activities is available free of charge. All models are illustrated and thoroughly described with detailed specifications.

Satisfied Customers

(Continued from page 44)

the benefit of feminine customers.

A technician at heart, Halmos still uses servicing as an important part of the business. His understanding of technical functions and requirements, along with his ability to handle a tough servicing job himself, if necessary, help him to keep customers happy and satisfied. And Halmos firmly believes that there's nothing better for building more sales than a satisfied customer.

Both members of the Halmos team

are quite pleased with their new store. The slanted show window eliminates glare and reflections and permits easy viewing of the entire inside of the store. This, in effect, places the entire show floor "in the front window." The unusual wall paper design, too, adds to the attractiveness of the store. Because of the way it reflects light, it appears to change pattern when viewed from different parts of the store. A small office and "counter" is partitioned off at the rear of the store. The basement provides storage space and room for the service department, the place, says Halmos, where a job well done does so much toward assuring customer satisfaction.

just when you want it,

TRAD gives you the year's crack TV

promotion!

TRAD

16" CONSOLE

\$219.95

LIST PRICE

all taxes included, less full discounts



**RUB YOUR EYES AT THESE
SELLING FEATURES:**

- Built-in color converter jack and switch.
- 22 tubes, including CRT.
- Built-in phono jack and switch.
- Co-channel sound.
- 12" speaker.
- All mahogany cabinet, decorator's finish.

TRAD makes this sizzling set available too for private brand use and promotions.

TRAD

*Write, wire, phone, or come on horseback
But quickly contact*

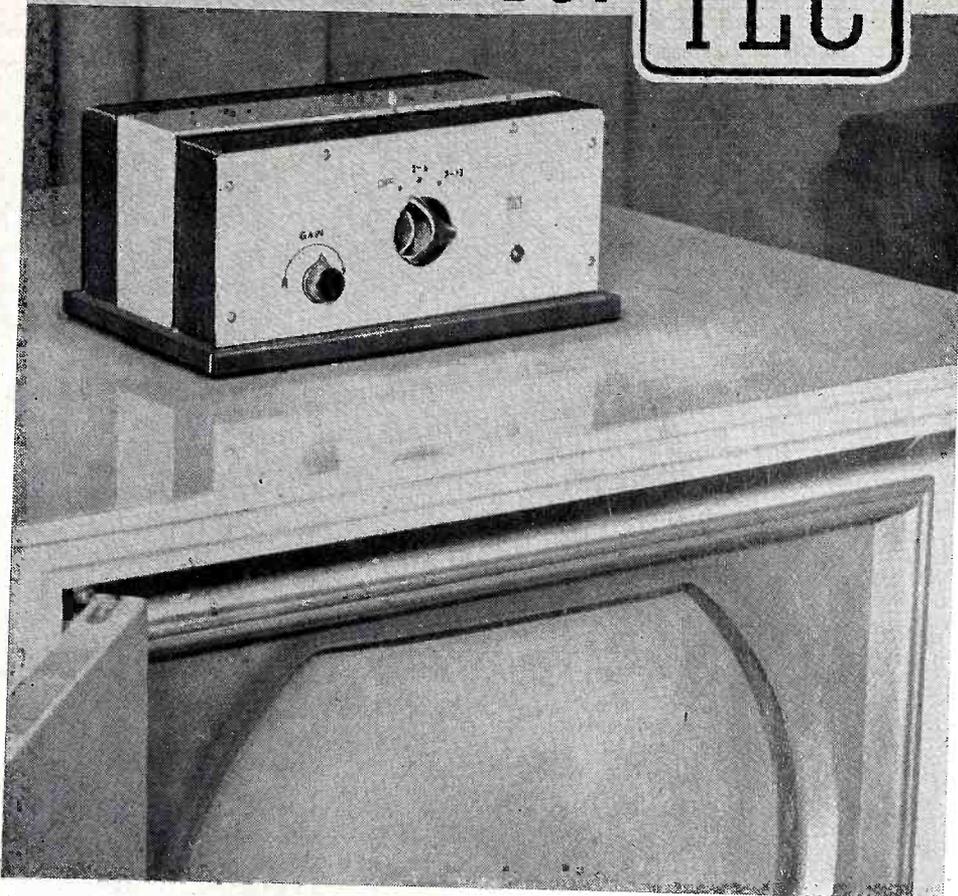
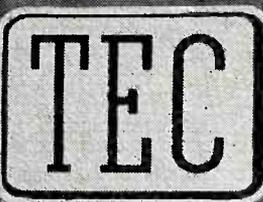
TRAD TELEVISION CORP.

*Manufacturers of TV sets that sell fast, stay sold, and
send in the customers' neighbors for sets of their own*

Asbury Park, New Jersey

Asbury Park 2-7447. In New York, phone WOrth 4-1197

RATED TODAY'S **BEST BUY**



UNTUNED TELEBOOSTER

Model S-505

4950

(Shown on top of TEC's New 19" Receiver)

The S-505 is the same finely engineered design originally rated as "the Best Buy" among all the leaders. However, with a desire to make a "Better Buy"—the engineers at TEC have added a gain control and other electrical improvements. The gain control was found essential to reduce gain on some channels where the extreme gain of the S-505 blocked the front end. The S-505, a fringe area must, is available for immediate delivery. The wide-band flat response of this untuned Booster is ideal for inter-carrier sets for equal amplification of both picture and sound.

TELECOUPLER*

MODEL S-501

The TEC TELECOUPLER* S-501 is the answer to multiple set operation from one antenna. Designed to operate 4-300 ohm or 8-75 ohm sets simultaneously, the S-501 can be cascaded to serve up to 12-300 ohm or 24-75 ohm sets—ideal for apartments. The S-501 matches 300 or 75 ohm sets in any combination and will operate with Hi or Lo antennas. Each antenna outlet is completely independent with no interaction. Now the dealer can operate all his sets at once and give the customer a true comparison to choose his set. The S-501 is ideal for small apartments, Radio dealers, and other multiple installations.



INDUSTRIAL TELEBOOSTER*

MODEL S-503A

The S-503A is a wide band booster covering channels 2 through 13 without any switching and was specifically designed for use with the S-501 telecoupler in low signal areas.



Write for Complete Bulletins R-2

*T. M. REG. AND PAT. APP.

TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.
IN CANADA THE AHEARN & SOPER CO. LTD. OTTAWA

New TV Receivers

Sparton TABLE TV SETS

Table model TV sets in the Sparton line include the Whitney, shown here, 17-inch model in mahogany cabinet (5101) at \$279.95, in blonde (5102)



\$284.95, and in limed oak (5103) at \$289.95; the Berkeley, 17-inch set in Duron-mahogany (5104) at \$249.95; the Belmar, 17-inch set in mahogany (5025) at \$279.95, and in blonde (5026), at \$284.95. Sparton Radio-Television, 2400 E. Ganson St., Jackson, Mich.—RADIO & TELEVISION RETAILING.

Hallicrafters 16-INCH TV

A new 16-inch rectangular tube table model TV set has been added to the line. Called the model 810C, it features a black picture tube, color-circuit con-

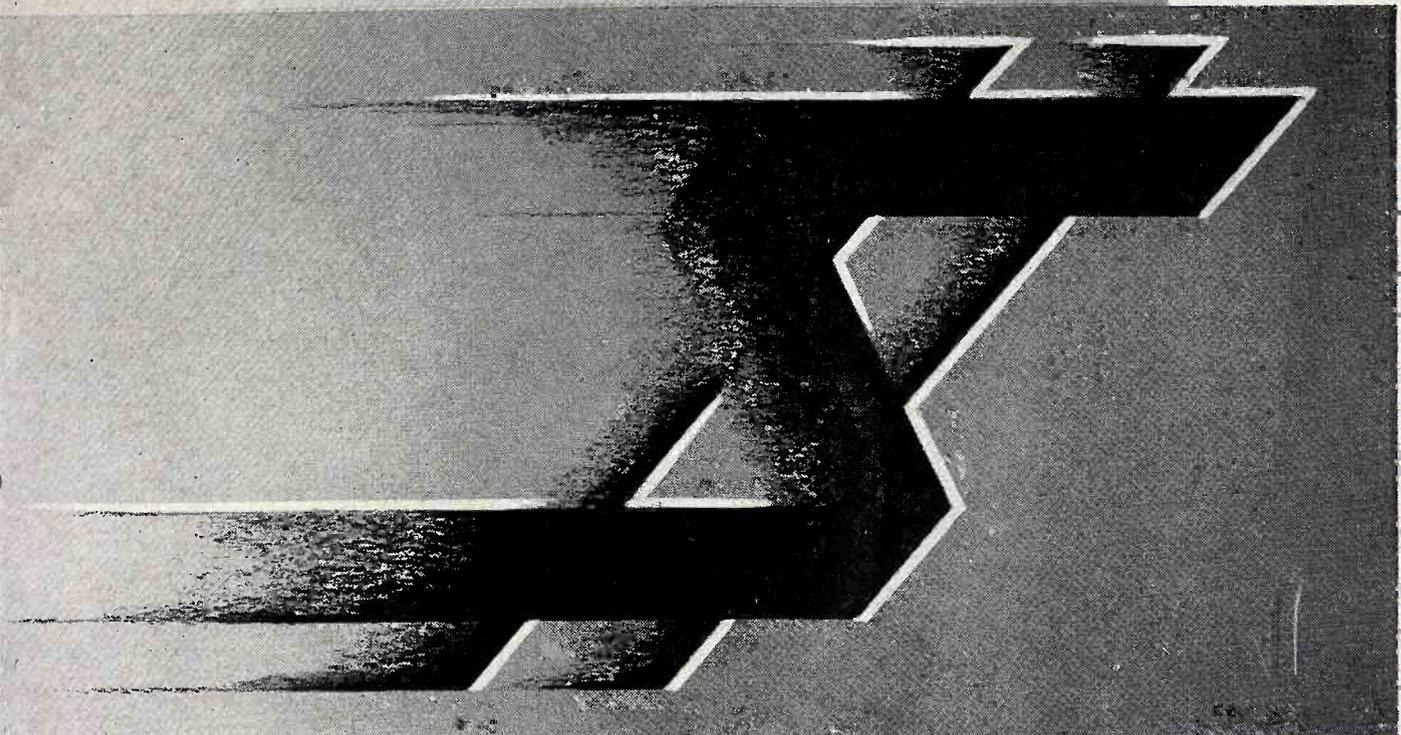


nectors, and cabinet in brown leatherette 19" wide, 19 1/2" high, 19" deep. List price is \$239.95. The Hallicrafters Co., 4401 W. 5th Ave., Chicago 24, Ill.—RADIO & TELEVISION RETAILING.

Transvision TV SETS

The new television line includes the Empire, shown here, with full length doors and 19" picture, FM radio and 3-speed phono; the Georgian No. 4, in traditional mahogany or blonde oak cabinet, with features similar to the Empire. Other models include: the Waldorf Console, two piece console consisting of TV set and matching base with drawer for 3-speed phono; the Georgian No. 1, 19" console; the Banner, rectangular tube console; the Waldorf, compact table model. Transvision, Inc., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

Today... "Speed" is spelled with a dollar sign!



...and you can spell it that way with

Radion

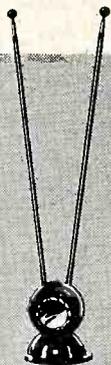
Whatever simplifies and speeds your operations, these days, saves profits that otherwise seep away. *Radion* holds that profit-line for you. Saves time on every installation—often saves hours on a single job. Saves time in making sales because *Radion* brings in that picture—sure, sharp and clear—cinches many orders in a jiffy. Add that dollar sign to YOUR \$ales and \$ervice—mail the coupon!

THE RADION CORPORATION

1137 Milwaukee Avenue, Chicago 22, Illinois

Over 1,000,000 sold!
The **METROPOLITAN—TA-49**

The industry standard, Model TA 49, with lead-in line. 3-section telescoping dipoles. Individually packaged. Six to a master carton. Shipping weight, 11 pounds. LIST PRICE, \$6.95.



The aristocrat of indoor antennae!
The **COSMOPOLITAN—TA-55**

Uniquely beautiful FOTO-TENNA. Handsome brown leatherette, 11" x 14" closed, opens to app. 22½" x 14". Complete with lead-in wire. Individually packaged. Packed 12 to a master carton. Shipping weight, 22 lbs. LIST PRICE \$7.50.



SPEED PAYS

Get Profit-Facts Today!

THE RADION CORPORATION

R-1

1137 Milwaukee Ave., Chicago 22, Illinois

For money-making data on RADION products, check here:

Metropolitan No. TA-49 Cosmopolitan No. TA-55

Name.....

Company.....

Address.....

City.....Zone....State.....

For Greatest
TV Picture Quality



AMPHENOL
—INLINE*
TV ANTENNA

* Reissue Patent Number 23,273

Manufacturer, dealer, serviceman alike benefit when the customer receives the greatest picture quality that his set can produce. Customers expect a good picture on all channels when they purchase a TV set—but even the most expensive set cannot produce a better picture than the antenna brings to it.

Exhaustive laboratory and field tests have proved that the AMPHENOL Inline Antenna gives higher, more uniform gain over the entire TV spectrum. Its full 12-channel coverage insures fine reception for all future, as well as all existing, stations in any area.

Give your customer TV picture quality right from the time of installation by recommending an AMPHENOL Inline Antenna and you will build customer satisfaction.

Send for "The Antenna Story"—a sincere discussion of TV antennas based on actual field tests.



YOURS FOR THE ASKING . . .

AMPHENOL

AMERICAN PHENOLIC CORPORATION

1830 SO. 54TH AVENUE

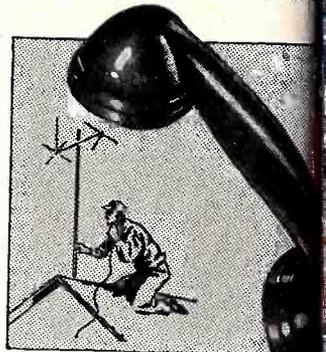
CHICAGO 50, ILLINOIS

NOT THIS WAY!



MAKE ACCURATE TV INSTALLATIONS WITH WHEELER Sound Powered PHONE

No MORE GUESSWORK, compasses, trick signaling. Now your man-at-the-set talks *directly* to the man-at-the-antenna *while adjusting!* Results: Accuracy, speed, convenience, more jobs per day, and fewer customer call-backs. These add up to MORE PROFITS!



WHEELER Sound Powered PHONE are truly portable because *no outside power is needed* to pick up the phone and start talking. They're tough and need no maintenance. At the low price, you can't get without the advantages? See your jobber or write for information.

ELECTRICAL CHARACTERISTICS:

No batteries or power supply—voice actuated element. Permanent magnetic field generates power • Operates over conductor metallic or single wire and ground return circuit. Satisfactory operation up to 25 miles with #16 twisted wire—up to 15 miles with #19 twisted • High fidelity transmission—no frying or crackling • 1 Year Guarantee • \$19.95 List price, per phone

WHEELER

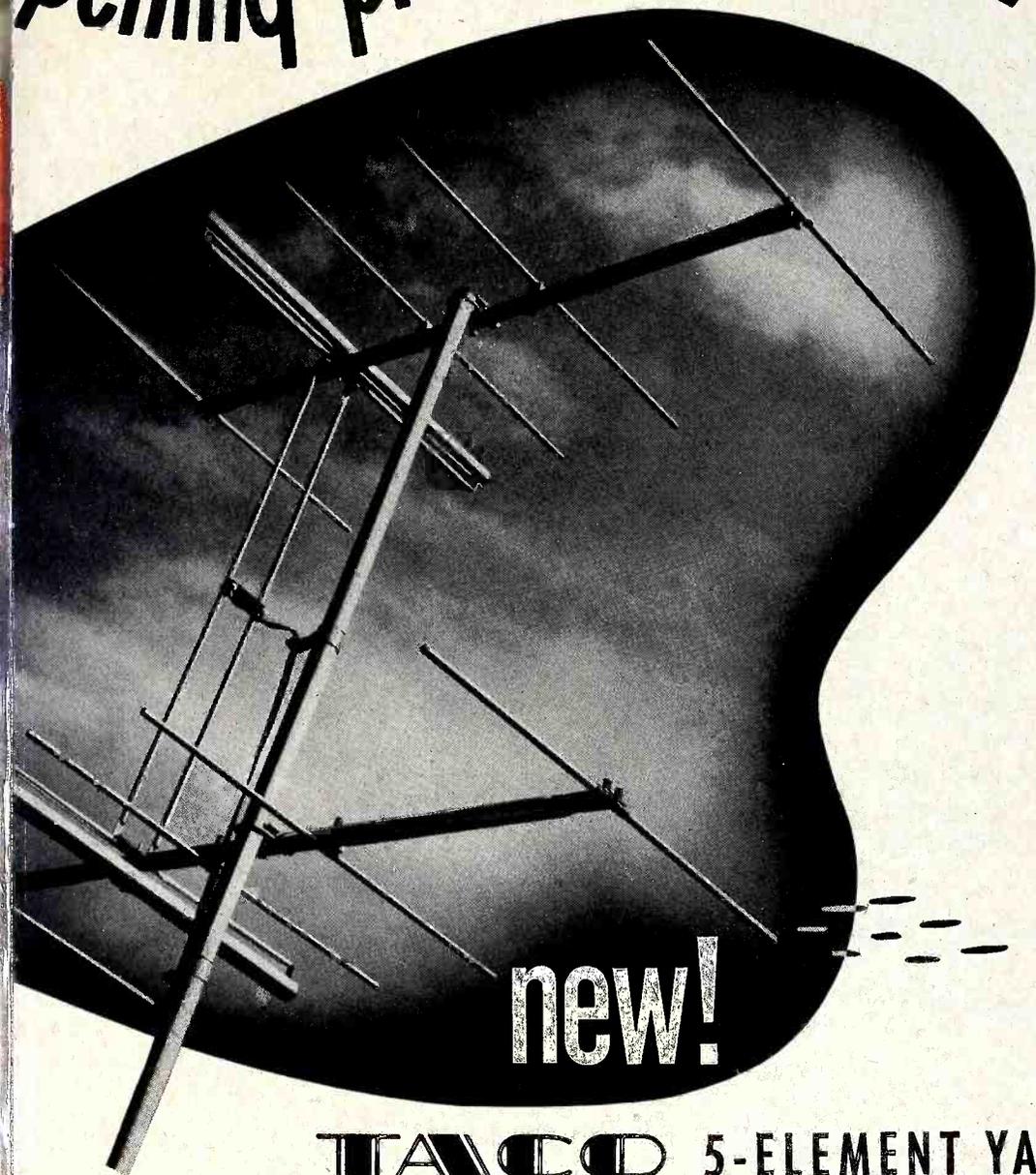


INSULATED WIRE CO., INC.

1102 E. AURORA ST. WATERBURY 20, CT.

DIVISION OF THE SPERRY CORPORATION

Opening profitable new TV areas.



new!

TACO 5-ELEMENT YAGI

OPENs TV sales areas beyond present limits. Picks up where 4-element antennas leave off in fringe area reception. Extra director steps up gain and minimizes interference. Two-diameter antenna element increases bandwidth.

Available for any channel—high or low-band.

High-band is "Click-Rig" assembled (snaps in place in less than 1 second). Low-band is TACO "Jiffy-Rig" assembled. Can be stacked for extra-high gain. Special harness available to permit use of one lead-in for several high and low-band antennas.

RADIO & ELECTRONIC EQUIPMENT

TACO

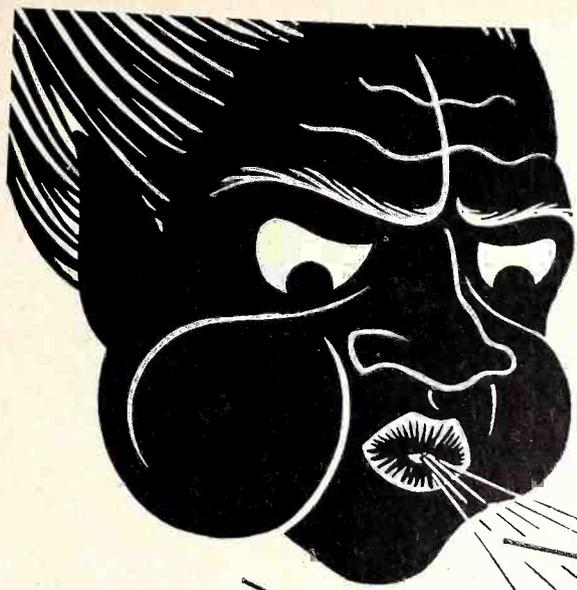
TECHNICAL APPLIANCE CORPORATION

BERBURNE, N. Y. IN CANADA: STROMBERG-CARLSON CO., LTD., TORONTO 4, ONT.



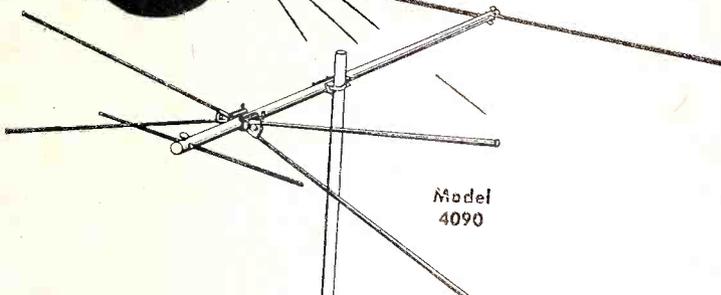
**SEND TODAY
FOR CATALOG 32.**

Complete technical information on antenna types. Curves and directivity patterns.



WALSCO

*—in any
climate,
anywhere...*

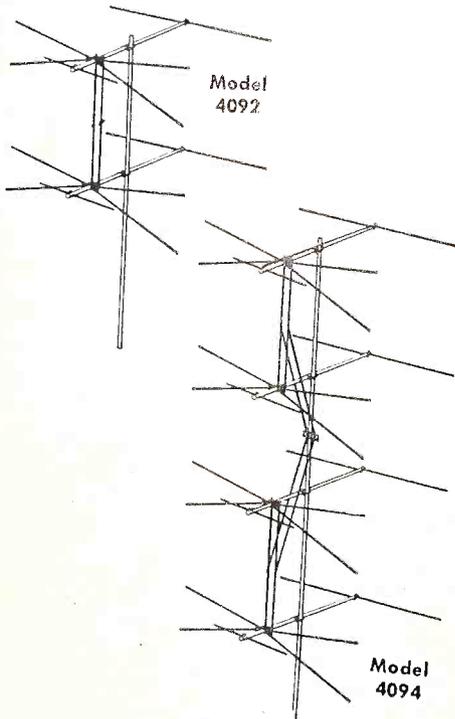


Model
4090

**INSTALL IT
and FORGET IT**

new WALSCO SIGNAL-KING

No fear of costly "call backs" that eat up a dealer or installer's profit. In any climate, anywhere... the new WALSCO Signal King antenna provides sharper, clearer response over entire TV spectrum. Rugged aluminum alloy construction for elements, cross-arm and mast. Corrosion resistant. All steel parts are cadmium plated to AN specifications.



Model
4092

Model
4094

NOTHING LIKE IT ANYWHERE...

- High gain on all channels — no weak spots. Excellent for fringe areas.
- Entirely new insulator guaranteed unbreakable under all operating conditions. Outstanding and lasting dielectric properties.
- Marine type aluminum alloy elements, reinforced and closed ends.
- Assemble in a jiffy (less than 2 minutes).

Write for Information Bulletin No. 51

WALTER L. SCHOTT CO. Beverly Hills, Calif. • Chicago 6, Ill.

Phonos & Records

Wilcox-Gay RECORDERS

Two new recorders have been added to the line. Model 1C10 Recording disc recorder shown here, provides full hour of tape recording, as well as disc recording. It comes in a lightweight carrying case and weighs



pounds. Another recorder announced, model 1J11 Recordette-3, is slightly larger than a portable typewriter. It provides for 3-speed recording and playing. Includes a radio, making it a radio-3-speed phono and recorder. Wilcox-Gay Corp., Charlotte, Mich.—RADIO & TELEVISION RETAILING.

Audio Master PHONO

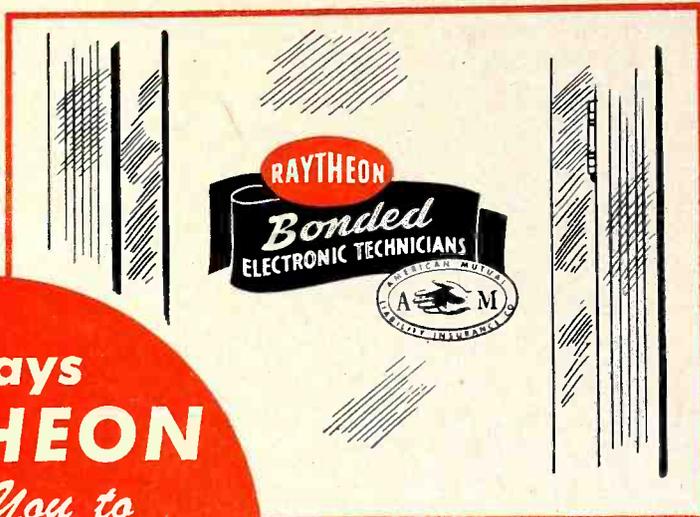
A redesigned version of the Audio Master transcription playback machine has been announced. This 3-speed player plays all sizes of discs from 4 inches to 17 1/2 inches. Eight inch speaker is detachable, is supplied with a 10-foot cord. Microphone jack recently built in to the machine makes it a P.A. system with audience capacity of about 500 persons. Earphone jack is also built in. List price is \$64.50. Audio-Master Co., 425 5th Ave., New York, 16, N. Y.—RADIO & TELEVISION RETAILING.

RCA PHONOS

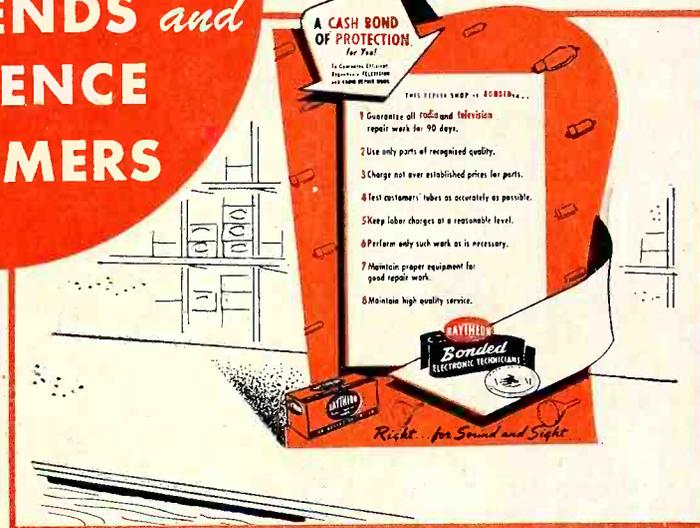
Two new phonographs have been announced, a compact portable model and a specially decorated model for children. The portable, model 45-EY-3 shown here, lists for \$34.95 and weighs



less than 13 pounds and measures 7 1/2" high, 11 1/2" wide and 11 1/2" deep. The children's model, 45-EY-15, lists for \$29.95. Both automatic 45-RPM models play up to 50 minutes with one touch of a button. RCA Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.



4 ways
RAYTHEON
Helps You to
WIN FRIENDS and
INFLUENCE
CUSTOMERS



...e RAYTHEON *Bonded* ELECTRONIC TECH-
 AN PROGRAM provides four compelling
 to create customer confidence—Certificates,
 ification Cards, Creed Displays and Decals.
 ed Dealers who use these service-business
 ers to identify themselves as capable, de-
 able technicians are finding them positive
 ction against the recent attacks on the integ-
 f Television and Radio Service companies.
 you're a Raytheon *Bonded* Dealer, promi-
 y display your *new 1951 Certificate*—be sure
 men use their *Identification Cards*. Ask your

Raytheon Distributor for more *Creed Displays*
 for window and counter use, and get enough
Bonded Decals to adorn every window and door.
 These *Bonded* pieces are as important to your
 business as the tools in your kit.

If you're not a Bonded Dealer, better get in
 touch with the Raytheon Distributor in your lo-
 cality. Find out if you can qualify for the Bond!
 If you can, this great program that cash-protects
 your 90-day guarantee on TV and Radio repairs
 is yours *absolutely free*, because *the Bonded Pro-
 gram is Raytheon's investment in your future!*

HERE ARE MORE WAYS TO INFLUENCE CUSTOMERS!
RAYTHEON'S TERRIFIC COLLECTION OF
SALES AND SERVICE AIDS!

ILLUMINATED TEST PATTERN CLOCKS • METAL OUTDOOR SIGNS • EDGELIGHTED
 SIGNS • DUMMY TUBE CARTONS • DISPLAYS • JUMBO TUBE CARTONS • SHOP
 TICKETS • STATIONERY • REPAIR STICKERS • SHIPPING LABELS • TUBE DATA
 CHARTS • AND MANY OTHERS

SEE YOUR RAYTHEON DISTRIBUTOR ABOUT THEM TODAY!



Excellence in Electronics

**RAYTHEON MANUFACTURING
 COMPANY**

Receiving Tube Division

Newton, Mass., Chicago, Ill.
 Atlanta, Ga., Los Angeles, Calif.

RADIO AND TELEVISION RECEIVING TUBES • CATHODE RAY TUBES
 SPECIAL PURPOSE TUBES • SUBMINIATURE TUBES
 MICROWAVE TUBES

COPYRIGHT 1951

Rollie Sherwood Promoted By Hallicrafters

William J. Halligan, president of The Hallicrafters Company has announced the appointment of Rollie J. Sherwood as vice-president in charge of sales. Mr. Sherwood has been general manager since 1946.

New Trav-Ler TV Set

Announced is the new Trav-Ler model 20A50, a de luxe console, having a 20-inch tube. Retail price is \$399.95 including tax and one year parts warranty.

Raytheon Ad Campaign

In its Public Service campaign being conducted in 44 newspapers to tell "the truth about all television," the Belmont Radio Corp., manufacturer of Raytheon TV explains the reasons why a television set needs proper installation and service.

District Sales Managers

The appointment of Stanley J. Marks and L. L. Finch as district sales managers for Freed-Eisemann television consoles was announced by Arthur Freed, president, Freed Radio Corp., New York.

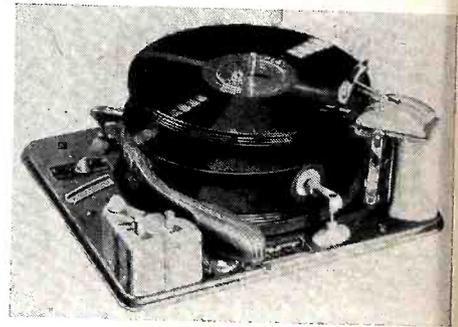
New Receivers and Phono Players

Sparton RADIOS

The new Sparton radio line includes: #130, 5-tube AC-DC set in black plastic case, priced at \$24.95; similar models 132 in maroon and 139 in ivory at the same price; #141, 8-tube AM-FM table model in mahogany cabinet, at \$79.95; #142, similar model in blonde, at \$84.95; and #152, AC-DC portable in maroon case, \$24.95. Sparton Radio-Television, 2400 E. Ganson St., Jackson, Mich.—RADIO & TELEVISION RETAILING.

Markel "PLAYMASTER"

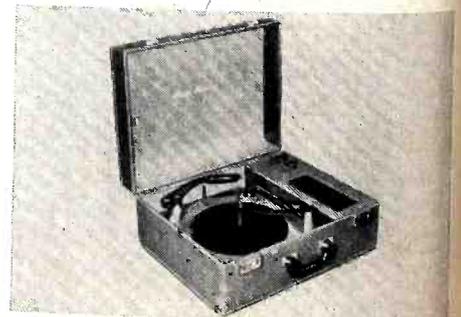
Improved version of the "Playmaster" record player has been announced. This new model features a new trip mechanism for playing non-standard and imported records; heavier turntable bearings; new automatic stop; and separate set-down adjustments for both 10 and 12 inch records. Plays automatically



one side of any stack of records, any size in any speed, and one or both sides of all 10" and 12" records. Model 74 fits most radio-phonograph-TV combinations; model 75, with a wood finish cabinet base, attaches to any radio or TV receiver. Markel Electric Products, Inc., 145 Seneca St., Buffalo 3, N. Y.—RADIO & TELEVISION RETAILING.

Music Master PHONOGRAPH

Latest addition to the line is the model 167, shown here, portable 3-speed automatic record changer and amplifier. Features dual needle arm, full range tone and volume controls.



Plays all sizes in all speeds. Luggage type case is covered in pig grain leatherette, equipped with lock and key. Tone Products Corp., 225 W. 17th Street, New York, N. Y.—RADIO & TELEVISION RETAILING.

Easy-Up Presents

NEW 4-Way ROOF MOUNT

FOR TV ANTENNA MASTS

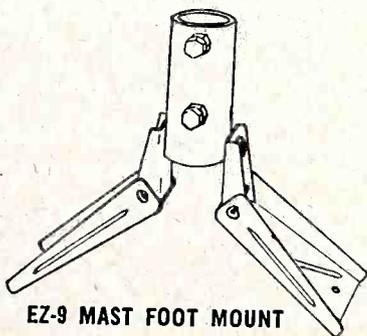
Strong • Simple
Inexpensive • Rustproof
Tips up from 4 sides
Fits practically all needs

The new EZ-9 Mast Foot Mount fits peaked, pitched or flat roof. Anchors mast up to 1½" OD, by two ⅜" bolts with lock-nuts. (Companion model EZ-9A fits masts up to 2" OD.) Extra heavy-duty construction — all-steel (no welds), hot-dip galvanized overall for positive weather-proofing. Permits tipping mast up from any of four sides. It's everything you want in a roof mount.



DEALER PRICE
Model EZ-9 **\$195**
(1½") only
EZ-9A (2") \$2.37

By the makers of Easy-Up Towers and complete line of pole accessories including Guy-Wire Clamps, Thimbles, Pole Rings and other Mast Foot Mounts.



EZ-9 MAST FOOT MOUNT

Easy-Up Tower Co.

RACINE • WISCONSIN

"Never Before has Man Obtained
SO MUCH for SO LITTLE
as from a TELEVISION SET"

If a Television Set were selling for \$2,500 today, you would be laying away your money to buy one—to see the great cultural, news, educational, sports and entertainment programs now being telecast.

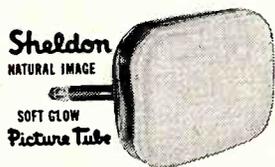
You certainly should buy a good, large screen television set—at the present prices of \$100 to \$400. You'll really be living—if you own a set.

Leave it to the engineers, the experimenters, the industrial users and the "firsters" to buy Color Television now. They'll spend the necessary years to develop it to the same stage of PERFECTION and SIZE that Black and White is today. When it is perfected to your satisfaction, you will buy a color set also.

By that time you will have bought 2 or 3 Black and White Television Sets from your dealer—a three-television-set-home will be the normal thing.

WHILE THEY'RE STILL AVAILABLE AT YOUR DEALER

BUY A TELEVISION SET TODAY



SHELDON ELECTRIC COMPANY

Manufacturers of Sheldon "TELEGENIC" Television Picture Tubes

A Division of ALLIED ELECTRIC PRODUCTS INC.

Irvington 11, New Jersey

Nathan Churebitin PRESIDENT

SHELDON TELEVISION PICTURE TUBES • SPRING-ACTION PLUGS & CUBE TAPS • SHELDON ALUMINIZED REFLECTOR FLOOD & SPOT LAMPS
 SHELDON INFRA-RED HEAT LAMPS • SHELDON PHOTOFLOOD AND PHOTOSPOT LAMPS • SHELDON & FLASH FLUORESCENT LAMP STARTERS
 SHELDON RECTIFIER BULBS • TAPMASTER EXTENSION CORD SETS • TAPMASTER RUBBER CUBE TAPS

© ALLIED ELECTRIC PRODUCTS INC.



This advertisement appeared as a full page in many of the leading newspapers, with a total circulation of over 6,000,000, and will appear in many others.

Whether by coincidence or not, wherever this ad appeared, it helped to sell Television Sets.

DEALERS, JOBBERS! Ask your set manufacturer for reprints (18" x 23", full newspaper size) for use as a window display. **DEALERS, SERVICEMEN!** Ask your set distributor or parts jobber for reprints.

SET MANUFACTURERS, DISTRIBUTORS, PARTS JOBBERS! Write us for **FREE** reprints.

New TV Set Announced

A 17-inch rectangular tube TV set made by Air Marshal Corp., 12 E. 44 Street, New York City, features a hand rubbed mahogany cabinet (table model), built-in directional antenna, and two-knob control. The list price is set at \$199.95.

UTC Sales Manager

It was announced recently that Hank Russell has taken over as United Transformer Company's new general sales manager. He replaces Ben Miller, who has retired. The firm is located in New York City.

Sheldon TV Ads

Sheldon Electric Co., Irvington, N. J., is sponsoring full page advertisements in leading newspapers throughout the country promoting the sales of TV sets. Using the headline, "Never Before Has Man Obtained So Much for So Little as From a Television Set", Sheldon points out that television, at any price, is a bargain today. It holds no brief for or against color when it says that if color "is perfected to your satisfaction, you will buy a color set also." This advertisement also plays up the point that two or more television sets in every home should be the normal thing.

New Products

Wheeler PHONE SETS

Sound-powered telephone handsets are designed to simplify TV installation and orientation, as well as permit more efficient work to be done. The phones require no battery or power supply, but simply a two-wire conductor connecting the phones, or single wire and ground return. Voice actuated element in permanent magnet field generates power. Operates satisfactorily up to 25 miles with #16 wire, up to 15 miles with #19. Two phones are required, one for installation man on the roof, one for use at the receiver. F.O.B. factory price per phone \$12.50. Wheeler Insulated Wire Co., Inc., 1102 E. Aurora St., Waterbury 20, Conn.—RADIO & TELEVISION RETAILING.

Hi-Lo INDOOR TV ANTENNA

The design of this all-channel indoor TV antenna aims to overcome what the manufacturer feels are shortcomings of other existing types, namely that physical size limitations preclude the use of a full-size low-band antenna. The Hi-Lo Spiral type consists of a high-band dipole enclosed in a low-band spiral. The latter, due to its coil-like configuration, can accommodate greater length in smaller space. The two sections are capacitively linked but insulated from each other, and are said to reinforce each other on both bands. Thus the maker states the antenna achieves high gain on both bands without adjustment of rods or coils or switches, and at the same time is compact in size and affords a good match to the receiver. Hi-Lo TV Antenna Corp., 3540 N. Ravenswood, Chicago, Ill.—RADIO & TELEVISION RETAILING.

MP MUSIC MASTER

A new radio-phono model, the "Music Master", has been announced. With separate acoustical cabinet for the speaker, the set features an AM-FM tuner, amplifier and 3-speed record changer. Record player can be operated manually or as a drop changer for all speeds and sizes, or will play both sides in sequence of 7" and 12" at 33 $\frac{1}{3}$ and 78 RPM. Cabinet finish available in the dark mahogany and light finishes similar to the 17" Westport and Redding television receivers recently announced. All units are designed so that the TV and radio-phono cabinets may be coupled at the speaker. Price is \$415 in dark mahogany; \$435 in light finish. Price for the control unit only is \$375 in dark mahogany and \$385 in light finish. MP Concert Installations, Fairfield, Conn.—RADIO & TELEVISION RETAILING.

Snaider PORTOJECTOR

A TV projection portable slave unit, which operates from any size TV set, will produce pictures as small or as large as desired, up to 9 x 12 feet. Attaches with a length of 72 ohm cable, no other modifications needed. Snaider Television Corp., 540 Bushwick Ave., Brooklyn 6, N. Y.—RADIO & TELEVISION RETAILING.



**SELL
POWER
PLUS!**

THE NEW *Rauland* "Green Gem" 60 WATT P. A. AMPLIFIER

You can "give the gun" to the new RAULAND Bi-Power (biased power) amplifier without a sign of "crack-up" even at peak output. Here's complete P. A. application, brilliant styling, maximum flexibility. Features 4 mike inputs (each convertible for use with low-impedance mike by use of a plug-in transformer); 2 phono inputs with dual fader; true electronic mixing and fading on all 6 inputs; separate bass and treble tone controls; provision for remote mixing of 3 mikes. Housed in new dark green hammerloid cabinet, with metallic bronze control panel set in a perforated aluminum finish front section.

SPECIFICATIONS:

Power Output: 60 watts at 5% or less total harmonic distortion, measured at 100, 400 and 5000 cycles. 85 watts peak output.

Gain: Mike—130 db (2 meg); 120 db (100,000 ohms); 120 db (150 ohms). Phono—83 db (1/2 meg). Voltage required for rated output: High imp. input—.005; low-imp.—.0004; Phono—.5 volts.

Frequency Response: ± 1 db, 40 to 15,000 cps.

Output Impedances: 4, 8, 80 (70 volts), 250, 500 ohms.

Hum and Noise Level: 70 db below rated output (unweighted).

Tubes (15): 5-6SQ7, 2-6SC7; 2-6SN7GTA; 2-6L6; 2-5U4G; 2-5Y3GT.

The new RAULAND 1960 P. A. Amplifier gives you high-power to sell, along with complete P. A. facilities, maximum flexibility, superb tone and distinctive styling—the plus selling edges you want. Available for immediate delivery. Get the full details today on the new "Green Gem" Bi-Power Amplifier!

See your RAULAND-BORG Distributor for full information on the complete years-ahead RAULAND "Green Gem" Public Address Line. Build a solid, profitable Sound business around RAULAND's dependability and quality.

Electroneering is our business

SOUND
EQUIPMENT

Rauland

INTER-
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, Ill.

You get all five

...with RCA Batteries

- 1. Top Brand Acceptance**
- 2. Radio Trade Distribution**
- 3. Completely Rounded Line**
- 4. Radio-Engineered Quality**
- 5. Super Selling Aids**



No other battery line offers you all five of these important selling advantages. That's why RCA is the *one* brand holding *first* place in the profit picture.

Backed by "the greatest name in radio," RCA Batteries enjoy unparalleled consumer acceptance . . . and RCA Batteries give you a clear selling field because they're distributed primarily to the radio trade.

Starting now — push RCA Batteries and watch your business grow!

See your RCA Battery Distributor for fast, reliable service.



The battery for the Radio Trade!



RADIO CORPORATION of AMERICA
RADIO BATTERIES
HARRISON, N. J.

Sylvania TV Appointees

Howard Riordon, formerly vice-president and controller of Colonial Radio Corp. has been appointed general manufacturing manager of the Radio and Television Division of Sylvania Electric Products, Inc. The announcement was made by Arthur L. Chapman, general manager. J. K. McDonough, general sales manager, at the same time announced the appointment of Bernard O. Holsinger as assistant general sales manager. Holsinger has been advertising and sales promotion manager for Sylvania Radio and Television since June, 1949.

NEMA Elections

Gordon T. Ritter, director of sales, electric housewares division, Arvin Industries, Inc., was elected chairman of the electric housewares section of the National Electrical Mfrs. Association. R. M. Oliver, general merchandise manager, Landers, Frary & Clark, was elected vice-chairman of the section.

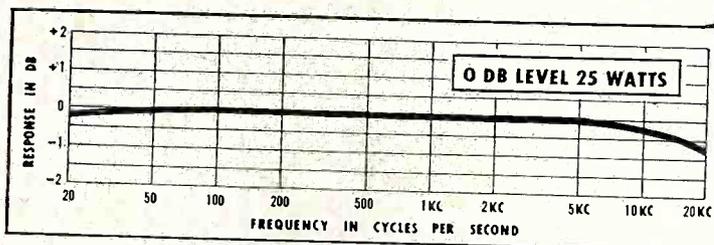
B. P. Neece of New Britain, Conn., vice-president, Landers, Frary & Clark, was elected chairman of the major appliance division. Reese Mills of Mansfield, Ohio, assistant manager of Appliance Sales, Westinghouse Electric Corp., was elected vice-chairman.

Hotpoint Kitchens

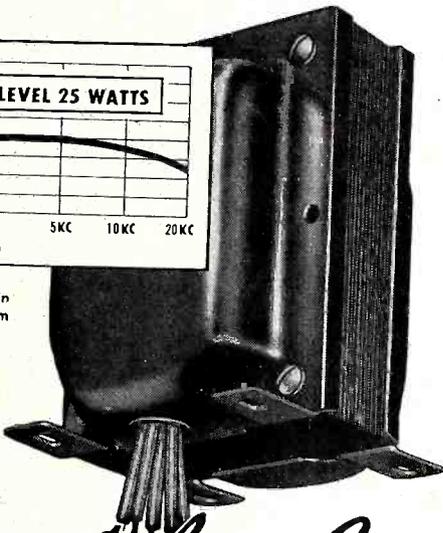


Evan Moon, (center) appliance department manager, Joske's, San Antonio, inspects test kitchens at Hotpoint headquarters. Edward R. Taylor, Hotpoint's general sales manager, (left) and D. E. Anderson, manager of key accounts, explain that automatic dishwashers are getting new attention in the appliance departments of leading stores.

STANCOR High Fidelity OUTPUT TRANSFORMERS



Curve represents an average response of the ten transformers in this series. Units used for this test were drawn at random from current Stancor stock.



±1db FROM 20 TO 20,000 cps

Premium Quality at Low Cost

Stancor has taken advantage of the most advanced design and manufacturing practices to bring you a series of output transformers combining outstanding audio response with very moderate cost.

Extensively interleaved "trifilar" windings, extremely tight coupling, and careful electrical balance result in audio fidelity to please the most critical specialist. An inexpensive, but thoroughly practical, type of mounting is used since elaborate shielding is not required at the audio output power level.

Listed part numbers have a maximum power level rating of 50 watts and provide a wide selection of impedances for popular amplifier applications.

PART NO.	PRI. IMP. (P-P) IN OHMS	SEC. IMP. IN OHMS*	MAX. PRI. D. C. PER HALF	NET PRICE
A-8050	1500	8, 16	200 ma	\$10.86
A-8051	2500	8, 16	150 ma	10.86
A-8052	3000	8, 16	175 ma	10.86
A-8053	5000	8, 16	150 ma	10.86
A-8054	9000	8, 16	100 ma	10.86
A-8060	1500	500	200 ma	10.86
A-8061	2500	500	150 ma	10.86
A-8062	3000	500	175 ma	10.86
A-8063	5000	500	150 ma	10.86
A-8064	9000	500	100 ma	10.86

For complete specifications and prices of more than 450 stock part numbers, including other high fidelity transformers, see the current Stancor catalog. Ask your distributor for a copy or write direct.



STANDARD TRANSFORMER CORPORATION 3586 ELSTON AVENUE, CHICAGO 18, ILLINOIS

GE 20-Inch TV Tube

It was recently announced that General Electric will soon start production on a 20-inch rectangular picture tube. Designated as the 20CP4, the new tube is a magnetic-focus and deflection, direct-view, all-glass tube with 217 sq. in. screen.

New Book Firm Name

Murray Hill Books, Inc., technical division, publishers of the Ghirardi and other technical books will now operate under the name: Rinehart Books, Inc., Technical Division. The new corporation will continue to maintain offices at 232 Madison Ave., New York 16, N. Y.

Pathe President

Pathe Radio and Television Corp., has announced the election of Sidney A. Joffe as president, succeeding A. H. Stobbe. Joffe had been serving as vice-president and general manager.

VEE-D-X Sales Manager



Jerome E. Respass, president of the LaPointe-Plascomold Corporation, Windsor Locks, Conn., announced today the appointment of Frederick A. Hess, above, as sales manager for VEE-D-X TV antennas and accessories.

Admiral Display



This "Blacklighted" painted bulletin of Admiral Corporation was unveiled recently in San Francisco. The display, a 12½ X 53" picture-framed bulletin, is illuminated for a 2½ second interval by regular incandescent lighting. Then the bulletin is illuminated by 16 ultraviolet reflectors. Under this illumination the TV screen at the left of the copy area glows and the faces of the family group at the right glow as if lighted by the television screen itself.

Loewi Heads Committee

Commander Mortimer W. Loewi, director of the DuMont Television Network, has been appointed chairman of the national TV Committee for Brotherhood Week, February 18-19. It was announced by Eric Johnston, general chairman of Brotherhood Week. This marks the first time a television committee has been organized to enlist the participation of networks, individual stations, executives, producers, writers and actors for the national observance, said Johnston.

Sells Interest in Ansley

It was announced recently that Bernard Fein, president of Ansley Radio and Television, Inc., has sold his interest in the company to a group headed by T. Stewart Harris, a director of the company. Fein has resigned as president. It was also announced that Fein has acquired the stock interest of the Harris group in Trenton Products Company, which manufactures all Ansley cabinets and is national sales distributor for Ansley products. Fein plans to expand Trenton Products to include an electronic manufacturing division.

HiFi Demonstrator



Demonstrating high fidelity custom music components Allied Radio Corp. of Chicago has successfully used the "Auditioner" push-button console switching system. It can instantly select and play any one of over 371,000 different custom component combinations.

Du Mont Jobber Panel

Formation of a distributor panel which indirectly will have a voice in establishing Du Mont policies in such important matters as cabinet styling, prices, advertising, sales promotion, volume, methods of shipment and service was announced by Walter L. Stickel, national sales manager, receiver sales division, Allen B. Du Mont Laboratories, Inc.

In making this announcement Stickel declared, "The formation of this panel is a great innovation as far as the television industry is concerned. It will mean a step towards closer harmony and gives credence to the fact

that we at Du Mont along with our distributors have a closely integrated and coordinated association."

Three Millionth Tuner

Another milestone in the expanding TV industry was reached when Standard Coil Products Co., Inc., of Chicago, Los Angeles, and Bangor, Michigan, shipped its 3-millionth TV tuner. It was stated that over 75 TV set manufacturers use the Standard tuner. This represents over 40% of all the TV sets made today for which the Standard tuner is used as their front-end assembly.

quality controlled!

eureka meets the demand for the perfect TV tube

when it comes to unexcelled picture tube performance, just one great name stands out for —

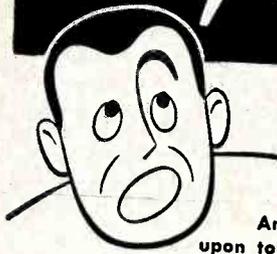
- ✓ greater clarity
- ✓ longer service
- ✓ proven quality
- ✓ technical skill

The name "Eureka" is your personal guarantee of the finest in picture tube production. The sum total of Eureka's vast electronic skill and resourcefulness is aimed squarely at ultimate customer satisfaction. Every component part is carefully prechecked for maximum efficiency. That's why Eureka Cathode-Ray Tubes are truly dependable.

Write or phone for complete information on 14, 16, 17, and 20 inch rectangular tubes.

EUREKA TELEVISION and TUBE CORPORATION
 Manufacturers of Cathode-Ray Tubes and Electronic Products
 69 Fifth Avenue, Hawthorne, New Jersey • Telephone Hawthorne 7-3808

31,475



There are 31,475 models covered completely in RIDER TV-AM-FM-PA-MANUALS.

And you may be called upon to service any one of these models . . . today . . . tomorrow . . . next week. Make sure you have the BEST servicing information—when you need it. Complete your RIDER MANUAL Library now. RIDER MANUALS—PROVEN BEST BY 21 YEARS OF TEST.

In TELEVISION
5 RIDER TV MANUALS
★ **10,544 Pages** *
★ **1,849 Models**
* Equivalent of 8 1/2 x 11 ins. size

RIDER P.A. MANUAL
★ **2,024 Pages**
★ **1,285 Models**

In AM-FM-Auto Radio-Phono
21 RIDER MANUALS
★ **31,382 Pages**
★ **28,341 Models**

These comprise the world's greatest compilation of ACCURATE — AUTHENTIC — RELIABLE Servicing Information . . . as furnished by the Service Departments of the Manufacturers themselves. And all of it is yours . . . at the astonishingly low cost of LESS THAN 1c PER PAGE!

Plus an **EXTRA** feature that is exclusive with **RIDER TV MANUALS**

CIRCUIT ANALYSIS . . . descriptions of important functions within the receiver . . . pertinent data originating from the manufacturers and presented by RIDER in a manner which makes this added information a valuable aid to the servicing technician—as well as a practical education in the actual design of television receivers.

John F. Rider Publisher, Inc.
480 Canal Street New York 13, N. Y.

See Your Jobber For **RIDER MANUALS**
PROVEN BEST BY 21 YEARS OF TEST

Brach Rep Appointed

The Brach Mfg. Corp., 200 Central Ave., Newark, N. J. has appointed the F. C. Somers & Co., City Bank Bldg., 18 and Grand Aves., Kansas City 8, Mo., as their representative in the Missouri Valley.

Servicemen Plan National Association

Thirty-two delegates from 29 service associations met in the Victoria Hotel in New York City recently to consider the proposition that a national association of radio-TV service technicians be formed. As a result of a favorable reaction in the group present, a temporary organizing committee was formed and a meeting planned in Washington, D.C. January 28 to which technicians from all over the country are invited to have a voice in the formation of the association. Purposes of the association are to give the serviceman a voice in national electronic circles, to give the serviceman collective national representation before the public, and to educate the public as to what to expect of the serviceman. It is planned that this will be an association of associations, rather than of individuals, and where possible will include state federations rather than local associations. Members of the temporary organizing committee are: Dave Krantz, chairman (he is chairman of the Pennsylvania association FRSA), Max Liebowitz, vice-chairman (he is president of the New York State association ESFETA), and Norman Chalfin, secretary (he is executive secretary of the New York City association ARTSNY).

Lecture on TV Servicing

Jack Whiteside, chief engineer in charge of electronic developments at Simpson Electric Co., Chicago, is going on a 5-month tour—presenting an illustrated lecture, "Television Servicing" to servicemen throughout the country. His talk deals with specific problems of servicing and with use of the Simpson instruments which he has specialized in developing. Speaking dates are being sponsored by the leading parts jobbers in key areas.

Simpson FIELD STRENGTH METER

This field strength meter for TV is said to facilitate TV antenna installation and orientation, since it is possible to determine location, height, orientation and antenna type which produce the greatest signal strength. Unit includes a 12-channel Standard Coil TV tuner coupled to a VTVM. A stepped attenuator is provided, as well as a phone jack and input for either 300 or 75 ohm line. Readings are directly in microvolts. Simpson Electric Co., 5208 W. Kinzie, Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

WHY

See **WHY** Rider Manuals are **BEST BY TEST**. See **WHY** they are most economical in the long run. See **WHY** they are most popular with competent servicemen.

RIDER TV MANUALS

➔ Offer you the very same information which the service department of the original receiver manufacturer uses. There is no greater **accuracy, authenticity, completeness of detail.** NOBODY, but RIDER, can make this statement!

➔ Include understandable descriptions of the circuit action. In the five RIDER TV MANUALS there are **731 pages of such extremely valuable instructional information**—telling you **HOW** the circuit functions. NOBODY, but RIDER, furnishes so much of this kind of data . . . all of it necessary for successful and profitable TV servicing!

➔ Presents you with no less than **293 pages of signal waveforms**—so vital to rapid trouble diagnosis in picture i.f., sound i.f., video, sweep and sync circuits. NOBODY, but RIDER, offers you anywhere near this amount of absolutely indispensable information!

➔ Incorporate fully **337 pages of official, accurate unpacking and installation data.** NOBODY, but RIDER, brings you as many of these helpful, time-saving instructions!

➔ Give you the **most complete coverage of the manufacturers' receiver output**—not just pilot models—but **ALL** production runs with **ALL** of the changes. NOBODY, but RIDER, puts all of the data . . . so thoroughly, so completely . . . at your fingertips!

Prove, To Yourself, That Rider Manuals

ARE BEST COMPARE!

Check the completeness of RIDER MANUALS. The five RIDER TV MANUALS contain 10,544 pages. Compare them with any other service. Compare not only listings of model numbers, but all of the information contained which is of value in servicing a receiver. RIDER AM-FM MANUALS contain 31,382 pages. The PA MANUAL contains 2,024 pages.

John F. Rider Publisher, Inc.
480 Canal Street New York 13, N. Y.

Complete your Rider Manual Library! If any volumes are missing, order a replacement today!

New Phoenix Facilities

Phoenix Electronics, Inc., Lawrence, Mass. manufacturers of a complete line of Speed-Tennas, Speed-Mounts and hardware, has expanded its operations. Recently it moved to larger quarters and set up a streamlined production and assembly line staffed by skilled workers. Phoenix then installed its own plating division.

Zetka TV Picture Tubes

Meyer Bonuck, newly elected president of Zetka Television Tubes, Inc. of Clifton, N. J. announced that production of Zetka TV picture tubes is being stepped up considerably by the addition of new equipment of the most modern type. Additional production facilities are now being negotiated for to keep up with the demand for tubes bearing the Zetka label. Rounds as well as rectangular tubes are being made in 16", 17", 19" and 20".

New Oxford Sales Rep

John Proctor, Jr., general sales manager of the Oxford Electric Corp., 3911 S. Michigan Ave., Chicago, has announced the appointment of M. P. Mack, 1427-16th St., Denver, Colo., as jobber and distributor sales representative in the Rocky Mountain area.

News of the Reps

As their first group assignment, members of the newly activated Empire Chapter of the Representatives of Radio Parts Manufacturers, operated the information center at the recent RTMA-IRE Radio Fall meeting, at Syracuse, N. Y. The Empire Chapter now boasts twelve senior members and six associate members.

RCA Service Package

The RCA Service Company has announced the creation of a special service "package" that will offer purchasers of RCA Television Antennaplex Systems a complete service coverage, ranging from a preliminary survey and layout of the proposed installation to follow-up maintenance. Administered by a specially trained corps of commercial engineers, the new service has been established to meet the growing demand by hospitals, hotels, and apartment houses for the multi-outlet television antenna installation.

Heart of the "package" is the corps of Antennaplex technicians, located in key RCA television service branch offices, who are qualified to administer the survey-to-operation service and also train additional specialists as they are needed.

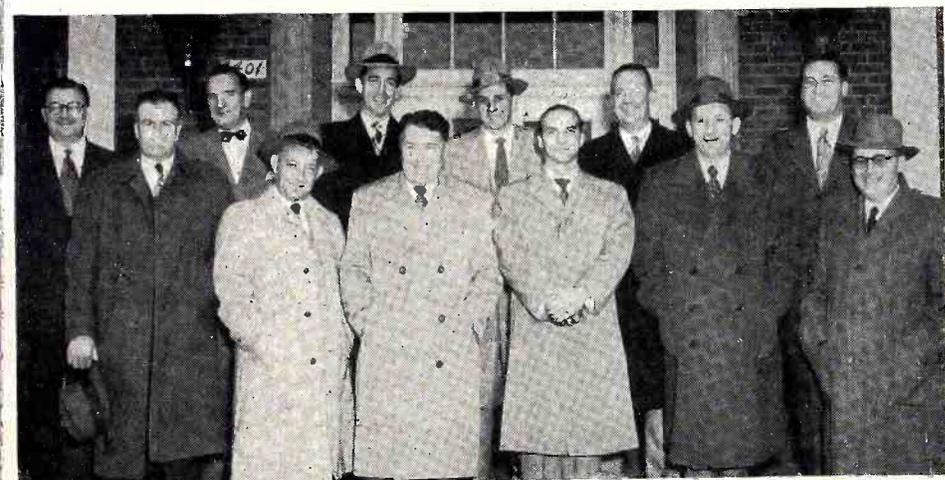
New Tube Plant

A subsidiary of Philco Corp., Lansdale Tube Co., with its main plant and laboratories in Lansdale, Pa., has purchased a site at Frederick, Md., for a new plant for the manufacture of critically short electronic tubes for the Armed Forces and essential civilian requirements, it was announced by William Balderston, president of Philco.

Sylvania Names White

H. Allen White, formerly associated with the geophysical instrument development laboratories, Magnolia Petroleum Co., Dallas, Tex., has been appointed sales service engineer for the Radio Tube Division, Sylvania Electric Products Inc., according to R. W. Andrews, merchandising manager.

Winners in Hallcrafters Dealer Franchising Contest



Pictured in front of the main Hallcrafters plant in Chicago are the ten winning television salesmen in Hallcrafters recent "Cover The Country" dealer franchising contest. Left to right: Paul Eckstein, Hallcrafters television sales manager; William H. Dold, Christian Shiedler Co., Detroit; LeRoy L. Gustafson, G. M. Nutter Co., Cleveland; D. H. Anderson, A. F. Epting Appliance Co., Charlotte, N. C.; John J. Calvin, Harry Knodell Distributing Co., Cincinnati; William Roddy, Appliance Wholesalers, Inc., Detroit; Ray Palmer, Century Distributing Co., Minneapolis; Fred B. Ressler, All-State Distributors, Newark; William Hallenbeck, Thomas Distributing Co., Los Angeles; Harold Romm, Elliott-Lewis Corp., Philadelphia; R. H. Sherwood, general sales manager, Hallcrafters, and Maurice P. Spanogle, Republic Distributing Co., Grand Rapids.

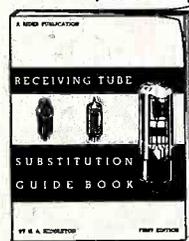
Beat the Tube Shortage!

This Sensational New RIDER Book Shows You HOW to Do It!

RECEIVING TUBE SUBSTITUTION GUIDE BOOK

by H. A. Middleton

For AM-FM-TV Receivers and Allied Equipment!



URGENT! Receiving tubes are very scarce... and will get scarcer. There is a wide scramble for every type of tube, and you can't always get what you need. What can you do when you can't find a tube replacement? How can you get a set working again? How can you substitute one tube for another?

HERE!

HERE Are The Answers To All Tube Problems!

- 2500 Radio And TV Tube Substitutions Are Listed!
- TV Receiver Filament Wiring!
- Heater Substitution Wiring Instructions!
- Tube Types Classified By Functions!
- And A Wealth Of Other Priceless Data!

Here the serviceman will find 2500 radio and TV tube types systematically listed in numerical sequence with accompanying wiring instructions for making the substitutions. There are views of original and substitute tube sockets, and clear explanations for whatever changes may be necessary. In this, one of the most important servicing books ever published, and certainly a most timely one right now, the serviceman will find the way to turn out jobs that would otherwise remain on the shelf because of lack of proper tubes.

EXTRA! EXTRA! In addition to tube information... this sensational book contains material on Cathode-Ray Tube Characteristics, Complete Tube Characteristics Chart, Ballast Tube Data, Pilot Light Information, Resistors—Capacitors—Transformer Color Codes, Transformer Substitution, Fixed Condenser Substitution, and Converting Farin Radio for Electrified Operation.

208 Pages in Heavy Durable Paper Cover. 8½ x 11 inches. Only **\$2.40**

10 DAY MONEY BACK GUARANTEE
Make this book **PROVE** its value!
Unless you agree that it is the best investment you've ever made—return it, and we will refund your money.

Rush This Coupon Today

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Please send me.....copies of "RECEIVING TUBE SUBSTITUTION GUIDE BOOK" at \$2.40 per copy. I am enclosing check money-order in the amount of \$..... If, within 10 days, I am not satisfied—I will return the book(s) in good condition, for refund.

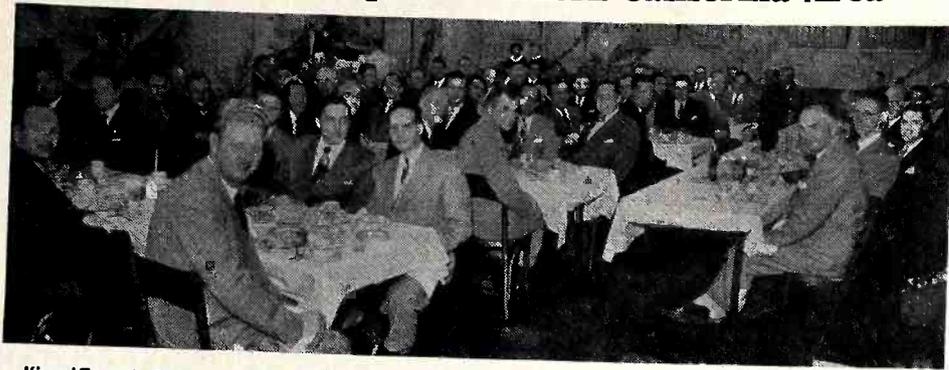
Name.....

Address.....

City..... Zone..... State.....

1

Jobber Entertains Reps in Southern California Area



Kieruff and Company played hosts to the Representatives in the southern California area recently at a dinner in the Roger Young auditorium in Los Angeles. The occasion was to celebrate the largest year in Kieruff history with an appropriate holiday dinner including turkey and all the trimmings. The West Coast Reps are really enjoying themselves.

Sales Celebration by Emerson Radio of Florida



To celebrate the biggest month in sales for Emerson Radio and Television, Irving Witz, president of Emerson Radio of Florida, gave an informal cocktail party at the Sans Souci Hotel, Miami Beach. Among those present were, (seated l. to r.) Edward Mason, Sears; Sam Mufson, Jefferson Stores; Morris Sarnow, Armor Radio Stores; Lew Abrams, Emerson Radio Co. of New York; James Ritter, Richards Dept. Store; Ray Friedman, Emerson Radio Co. of Florida; Edwin McCue, Dixie Tire Co.; Irving Witz, president of Emerson Radio Co. of Florida; I. H. Mims, Goodyear stores. Standing: A. Resch, Dixie Tire Co.; Hem Olson, Olson Radio Store; Carl Morris, Goodyear Stores.

Officers of New Phono Mfrs. Assoc. Sign Charter



Most of the members of the newly formed Phonograph Manufacturers Association (40-05 21st St., L. I. C. 1, N. Y.) are shown witnessing the signing of their charter. They are (seated, left to right): Joseph Dworken, secretary-treasurer, and president of Dynavox Corporation; Roland Kalb, president, and vice-president of Steelman Phono & Radio Co., Inc.; Ben Birns, vice-president, and president of Sonic Industries. Standing (left to right): Alfred H. Suekoff, secretary-treasurer, Electronic Creations, Inc.; Isadore Rothman, secretary-treasurer, Herold Radio & Television Mfg. Co., Inc.

Cordiner Heads GE

The election of Ralph J. Cordiner, of New York, as president of the General Electric Company to succeed Charles E. Wilson, named as chairman of the new Defense Mobilization Board, was announced Dec. 16. Mr. Cordiner, who has been associated with GE for 24 years and has served as manager of five of the company's departments during that period, has been executive vice-president and a director of the company since 1949. He assumes his new duties immediately.

Decca Price Raise

Decca Records has raised prices on discs of all three speeds due to rising costs of labor and materials, it was announced late last month. 78 and 45 RPM records were boosted from 75 to 85 cents, plus federal excise tax. The 5000 series 10-inch Black Label 33 $\frac{1}{3}$ RPM long playing records were raised from \$2.85 to \$3.00, including tax. Other records prices remain unchanged.

Dillon to New Post

Victor Olson, president, Olson & Co., Philadelphia exclusive distributors for Allen B. Du Mont Labs, Inc., announces the appointment of Anthony Dillon to the newly created post of merchandising manager.

NEDA Show in August

The National Electronic Distributors Association will hold its annual show in Cleveland, August 28, 29 and 30.

The special educational sessions which were so successful last year are now being discussed and will be programed at a meeting between 28 electronic manufacturers and the NEDA advisory council early this month. These educational forums for the jobber will become a permanent part of the NEDA plan.

Scheduled hours for the three day show have already been set. Tuesday, the first day will open at 9 in the morning and close at 4 in the afternoon. Scheduled sessions for Wednesday and Thursday are from 9 until 10:30 AM and from 2:20 until 6 PM.

Blackstone Distributor

Blackstone Corp., Jamestown, N. Y. manufacturers of household washers, ironers and dryers, has announced the appointment of Tubbs Electric Co., 165 So. Post St., Spokane, Wash., to distribute its products. This area was formerly handled for Blackstone by True's Distributing Co.

Kalmus Sales Manager

Jack Covell, president of Exclusive Sales Corp., national distributors for Natalie Kalmus Television, has appointed Zarmond "Zee" Goodman as general sales manager for the corporation. For the past year and a half, Goodman has been vice-president in charge of sales for Tele-tone.

NEW INDICATOR ION TRAP

*A
Rauland
"Exclusive"*



Speeds Service—Builds Profits

Rauland's new Indicator Ion Trap is winning the cheers of more service men and dealers every day—because of the time and trouble it saves in Ion Trap Magnet adjustment, and because it eliminates mirrors and guesswork.

Now it's a matter of seconds to adjust the ion trap magnet with absolute precision. The service man simply moves the magnet until the signal glow is reduced to minimum.

This important new Rauland development is incorporated in all Rauland tubes produced today—as a feature of Rauland's new Tilted Offset Gun. This gun offers the additional advantages of using only a single Ion Trap Magnet and of maximum sharpness of focus.

Only Rauland offers this advanced feature—one of half a dozen post-war developments from Rauland.

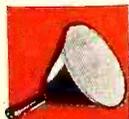
For further information, write to . . .

RAULAND

The first to introduce commercially these popular features:

- Tilted Offset Gun
- Indicator Ion Trap
- Luxide (Black) Screen
- Reflection-Proof Screen
- Aluminized Tube

THE RAULAND CORPORATION



Perfection Through Research

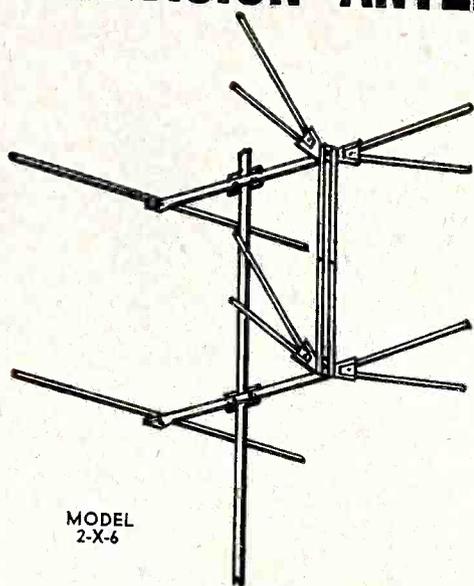
4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



Announcing the . . .

TELEVISION ANTENNA SENSATION

of the Season!



MODEL
2-X-6

S/C LABS STACKED CONICAL

- Newly Engineered for **Maximum Efficiency**
- Novel Mounting Arrangement—the Simplest Yet!
- Designed for Easy 3rd Element Accommodation.
- Now offered at a Smashing Low Price that means **MORE SALES—LARGER PROFITS for YOU!**

WE MANUFACTURE A COMPLETE LINE OF TV ANTENNAS & ACCESSORIES FOR EVERY TYPE OF INSTALLATION.

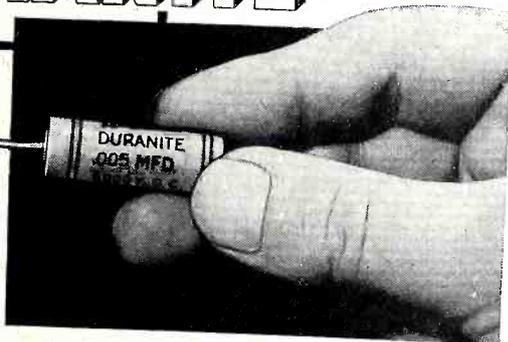
Sold Thru Jobbers — Some Distributorships Still Open

INQUIRIES INVITED

S/C LABORATORIES, INC.

37-39 George Street • Newark 5, N. J.

DURABLE DURANITE



• Durable! That's why Duranite tubulars are so popular. This radically different molded capacitor features Aerolene, the new impregnant; new processing methods; new Duranite molded casing.

Drop, bang, scratch—no damage to that durable Duranite casing. Unaffected by high temperatures. Immune to high humidity. Stock them well in advance if you wish—no shelf deterioration. Pigtales won't

pull out. Definitely, the durable Duranite.

See Your Jobber . . .

Insist on Duranites for durable tubulars. Ask your local distributor for latest Aerovox catalog featuring many new capacitor types and extended listings.

CAPACITORS • VIBRATORS • TEST INSTRUMENTS



For Radio-Electronic and Industrial Applications

AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A. • Sales Offices In All Principal Cities
Export: 41 E. 42nd St., New York 17, N. Y. • Cable: AEROCAP, N. Y. • In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

New Battery Line



L. H. Harriss, sales manager, Burgess Battery Company, shows new batteries in the Burgess line, together with promotional material.

Philco Continues the Don McNeill TV Show

John F. Gilligan, vice-president, advertising of Philco Corp., has announced that Philco has renewed its sponsorship of the full hour of the Don McNeill TV Club which is telecast from Chicago, over the facilities of the American Broadcasting System.

New Circle-X Reps

A. DeLaski, sales manager for Circle-X Antenna Corp., has announced that Northwest Sales, 301 Commerce Building, St. Paul, Minn., and A. Sidney Hardy & Associates, 4238 Powers Ferry Rd., N. W., Atlanta, Ga., have been appointed as manufacturer's representatives.

New Best Vue Home

Best Vue Products, manufacturers of TV antennas and accessories, has announced the removal of its factory and offices to 240 North 10th St., Brooklyn, N. Y. Milton Gold, president, stated that increasing demand for the Best Vue line of antennas necessitated the move from their former New York factory.

Thomas Sales Executive



M. J. Alexander, above, has been named general sales manager of Thomas Electronics, Inc., 118 Ninth St., Passaic, N. J.

Du Mont Service Contracts

To protect owners of Du Mont television sets from financial failure of service organizations with which the set owners have service contracts, Allen B. Du Mont Laboratories, Inc., has announced that its authorized service organizations and authorized servicing dealers will in the future be required to maintain escrow accounts in banks to cover every contract customer.

Ernest A. Marx, general manager of the Du Mont receiver sales division, who made the announcement, said that the Du Mont service organizations and servicing dealers would be notified of the new requirement immediately.

"They will have to give us notarized proof that they are maintaining the escrow accounts," said Marx, "and name the banks in which the accounts are maintained. Failure to do this will mean that their Du Mont authorization will be promptly rescinded."

To New Headquarters

Radio Service Laboratory of New Hampshire and Maine, distributors, recently announced its 20th anniversary celebration and the grand opening of its new warehouse and wholesale showrooms, at 670 Chestnut St., Manchester, N. H. This new home will serve the states of New Hampshire and Vermont. Other outlets of the firm are located in Portland and Bangor, Maine.

NEW BOOKS

Howard W. Sams of Indianapolis, publisher of "Photofacts" radio-TV service data for technicians, has recently brought out two new books for the service trade. "Radio and Television Industry Red Book" is the second edition of this important encyclopedia of replacement parts information covering AM, FM and TV receivers and radio-phonographs. Sectional nature of the book simplifies locating the desired information. Some of the separate sections provided are: radios and amplifiers 1938-48, radios and amplifiers 1948-50, postwar TV sets, vibrator-powered receivers 1938-50, battery-powered receivers 1938-50, selenium rectifier replacement listings for postwar equipment, and volume control replacement listings. Covering approximately 20,000 models, and listing components from 19 replacement manufacturers, the book numbers over 600 pages and sells for \$3.95. "Automatic Record Changer Manual Vol. 3" covers the latest multispeed changers as well as wire and tape recorders made during 1949 and 1950. Continuing a feature of previous volumes, the manual lists changers both by manufacturer and by the radio or TV set brands and models in which it appears, with cross-indexing. The familiar Sams' "exploded views" are incorporated for easy identification of parts. Volume 3 covers 44 different changers and recorders and numbers 286 pages. Price is \$3.00.

Kisco Dealer Program

J. W. Kisling, president of Kisco Co., Inc., 2400 DeKalb St., St. Louis 4, Mo., fan manufacturers, has announced 1951 plans for a powerful "Dealer Assistance" program aimed at consumers across the country. Kisco will make use of giant 30" by 22", 3-color newsprint broadsides bearing the dealer's imprint, which will be available to the dealer without cost. Another feature of the Kisco 1951 program is their interesting free brochure, "Bouquets of Profits," which is full of helpful sales ideas and which is available to any dealer upon request.

New Aerovox Carton for Hi-Q Ceramics

No hunting for ceramic capacitors; no small pieces going astray; no shopworn goods; inventory at a glance; virtually automatic re-ordering. Radically different packaging is now being used for Aerovox Hi-Q Ceramics, in place of the usual envelopes. The Aerovox window carton holds five ceramic pieces of the given type and value. The re-order tab tears off as the re-order reminder. And when the carton is empty, it can be used for screws, nuts, washers, etc.



Music—sweet music to his ears!

And why not? A satisfied customer has telephoned—yes, actually telephoned—to thank this service-dealer for the swell repair job on his TV sets.

Your customers may not take the trouble very often to do this, but you can bet your last dime that a *dissatisfied* customer will lose no time in telling you what he thinks. This means call-backs on which you lose time, money, and reputation.

The trick, of course, is to eliminate call-backs. Unfortunately, you can't eliminate them *all*. But, you can keep them to a minimum by using only parts on which you can stake your reputation.

Look at any tube marked TUNG-SOL. There is the same tube—the same performance standards—the same dependability

which eight out of ten leading set manufacturers use for initial equipment. All TUNG-SOL tubes are made to meet their requirements. So, when you make replacements with TUNG-SOL tubes, you're putting back into the set the same high quality with which it left the factory.

This TUNG-SOL "one standard" policy safeguards your service work, your prestige and your profit.

Tell your distributor's salesman you'd *rather* have TUNG-SOL tubes.

TUNG-SOLLAMPWORKS INC., NEWARK 4, N. J.
Sales Offices: Atlanta, Chicago, Dallas, Denver, Detroit, Los Angeles, Newark



ONE STANDARD—The best that can be made—

For Initial Equipment and Replacement

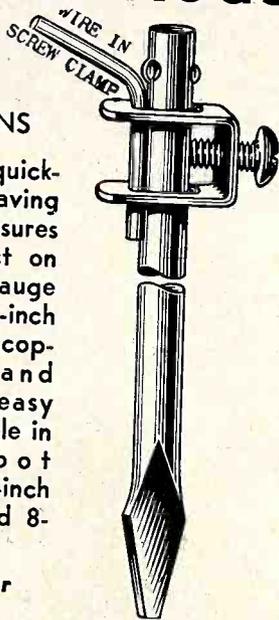
PREMAX

THE FASTEST SELLING Ground Rods

For TV AND OTHER INSTALLATIONS

With a new quick-acting, time-saving clamp that insures positive contact on #4 to #14 gauge conductor. 3/8-inch solid steel rods, copper plated and pointed for easy driving. Available in 4 and 6-foot lengths. Also 1/2-inch rods in 5, 6 and 8-foot lengths.

At your Jobber



PREMAX PRODUCTS
DIVISION CHISHOLM-RYDER CO., INC.

5109 Highland Ave., Niagara Falls, N. Y.



Just between US . . .

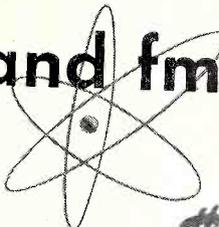
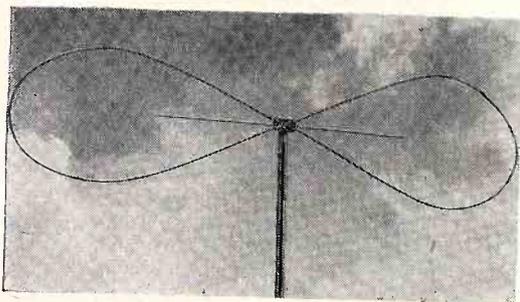
When customers demand *quality* in television cabinets, TV manufacturers naturally turn to **TELECABINETS** for the finest in craftsmanship and distinctive design. And you'll be pleased to find that quality **TELECABINETS** are *competitively priced!*

All sturdily constructed of 3/4" stock throughout, **TELECABINETS** are available in uniquely styled walnut, mahogany, Chinese Chippendale and inlaid leather models.

Tell us your requirements
Visit our showroom

TELECABINETS, Inc.
155 Suffolk Street, New York, N. Y.
ORegon 3-3527

13 channels and fm radio



\$2.95

SUGGESTED LIST

Here's the quality antenna that solves all your primary area problems! The Tel-a-Ray Butterfly requires no assembling or adjusting — just mount it to the mast. Built for endurance, the Butterfly eliminates call-backs — builds new customers by keeping old customers happy. All 13 TV channels and FM radio — at a suggested list of \$2.95! Write for information today.

- Send information about the Tel-a-Ray Butterfly
- Send information about the complete Tel-a-Ray line

NAME.....
ADDRESS.....
CITY..... STATE.....

Tel-a-Ray
ENTERPRISES, INC.
P.O. BOX 332R • HENDERSON, KY.

Boost Disc Sales

(Continued from page 48)

Since the store is located some distance from the main business section, the local telephone company decided there should be an office in the area where residents could pay their bills. The Doblere's application to operate the office was accepted, and for several years now collecting telephone bills has meant a steady stream of prospective customers every month.

The record department is not only successful in its own right, but brings in much extra business due to its reputation. Catering to the tastes of local people led the Doblere's to install a complete line of Spanish records. They have a wide selection which is available nowhere else in town, and which brings in customers from points outside of their normal trade territory.

Approximately half of the record volume falls into the Spanish category. The Doblere's have found that there are two prerequisites for success in their specialty. First, of course, is the necessity for a clerk who speaks the language fluently. Then it's necessary that he be intimately familiar with the various types of Spanish music and have the stock available to meet the demands.

The Doblere's carry approximately 5000 records in stock. They are following a very conservative policy which prevents overstocking on many hits before the sales potential has been determined. Advertising is naturally directed toward the group to whom the department appeals. This means taking space on programs for the local celebrations commemorating Spanish holidays, programs for the Mexican theaters, and trailers for screen projection in the theater itself. Although the firm customarily discounts contract paper with a local bank, collections are made at the store to maintain all-important customer contact. In addition, customers frequently shop around the sales room before leaving.

"One of our most important departments is repair service," comments Ken Doblere. "I can honestly say that it returns a good profit, in addition to building up public confidence and increasing appliance sales." The partners now feel that they are well prepared for any eventuality growing out of the confused international situation. Their service department, of course, took on a new importance during the time in the last war when it was impossible to get appliances.

By exploiting every possible angle to get customers into their store and keep them coming, and by tailoring every phase of the business to meet local demands, the Doblere's are assuring themselves of continued success.

Know Your Costs

(Continued from page 56)

Buying costs: I presume your purchasing agent is paid on a salary and bonus arrangement. Overbuying can be expensive. Do not let your purchasing agent overbuy, anticipating rising prices, if the merchandise is plentiful. When the market is rising, your customers will pay the increase. But if merchandise is going to be hard to secure, and you know you can sell it, then plunge and buy all that you can afford to purchase. Have your purchasing agent buy merchandise currently needed so that you will have in hand merchandise immediately available for your trade, and not be out of stock of popular items.

Office costs: This includes salaries and bonus, legal expense, stationery, taxes, advertising, insurance, accounting, inventory, and sales records. Be sure that your office work is properly divided, otherwise the time of some of your employes may be wasted. In a small organization train one or two people so that they can do several jobs.

Credit supervision: Cost: salary and bonus. Your credit man should be one of the best employes you have and should know at all times what is going on in all departments of your organization. Your credit man should not be influenced by the salesmen and believe all they tell him about their accounts. He must be able to determine what is fact and what is fiction. Likewise he must not be too optimistic, otherwise your credit losses will be too large. On the other hand, if he is too conservative, he will lose your business. Your business can stand credit loss without harm of 1/2 of one per cent of sales.

Under **miscellaneous costs** you have your fixed expenses which include rent, light, heat, telephone, bookkeeping machines, adding machines, typewriters, depreciation and upkeep.

Now sum up your costs in these six classes of your business and you have a pretty accurate idea of what it costs you to run your business. It also enables you to know the amount of business you must do to reach the break-even point. In any business operation the break-even point is reached when the gross profit for any given period exactly offsets all expenses of the business for the same period. Now if your gross profit is 30 per cent and this profit remains constant month after month, it is very simple to chart your break-even point. Take your expenses, divide by gross profit of 30 per cent and multiply by 100. You then have the sales volume you must do to reach the break-even point.

I urge that at least once a year, preferably every six months, you have your books examined by an outside auditing firm. I feel the money paid

for such a report is well spent, because if you are losing money or if expenses are increasing too rapidly, the sooner you discover it, the sooner you will stop it.

Knowing the various costs I have just told you about, you can chart your progress each month. No elaborate or costly system is necessary. Jot down all your costs for each department and figure the percentage of each department's cost against net sales. Do this monthly, and you will immediately see whether costs in your different departments are going up, going down, or remaining constant.

Scott "ADD-A-VISION"

Added to the "Cressy," the first three-way combination offered by Scott, which previously offered an add-a-vision version, are the "Chippendale" radio-phonograph with 21-inch television or space for it; the "International Cressy," featuring short wave; and the "Croydon" with 16-inch picture tube. The "Cressy" models, formerly with 16-inch tubes, now offer 17-inch pictures. All three-way combination units are available in add-a-vision models, in which the TV chassis can be added later. Scott Radio Laboratories, Inc., 4541 Ravenswood, Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

NEW, ADVANCED DEVELOPMENT in Radio Switch-Timers

Here's your chance to offer your customers something new and better in alarm clock radios. The new Sessions switch-timer clock movements feature the "Tru-bel" ten-minute reminder—a pleasant sounding bell specially tuned to penetrate right through the sound of radio music or speech. "Tru-Bel" gently coaxes the soundest sleeper to rise and shine—if he should "cat-nap" ten minutes after his radio turns on. It's a great improvement over harsh, rasping buzzers.

These new Sessions Switch-Timer movements have no center disc—no stereotyped similarity to other radio clock movements. The low speed motor

is "kitten-quiet" without annoying buzz from high speed gears.

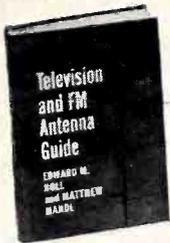
Other features include: "Sleep-Slector" lullaby switch on some models to turn radio off automatically after an interval of up to 90 minutes; automatic radio shut-off 1 1/2 to 2 hour after timer turn-on (for the forgetful), 15 amp. switch (UL approved). Manufacturer can choose front or back controls, round or square bezel, etched or screened numerals, luminous or in any color. Dial and hand styling to specifications. All movements factory tested and guaranteed for one year.

● Ask your distributor's salesman about the availability of these new Sessions movements on his line of alarm-clock radios.

Sessions SWITCH TIMERS

FORESTVILLE, CONNECTICUT

Ready in January



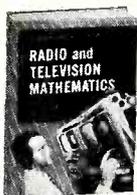
TELEVISION AND FM ANTENNA GUIDE

by E. M. Noll & M. Mandl

Here is all the information and practical instruction you need in order to be sure of getting the most out of any antenna system, with a minimum of testing and readjustment. It gives —

- The characteristics, dimensions, and special advantages and disadvantages of ALL VHF and UHF antennas and allied equipment.
- NEW information on NEW types of antennas recently tested by the authors.
- Definite installation procedures—how to determine the right type of antenna for the particular site; how to locate space loops; how to determine signal strength, etc.
- Practical directions for mounting antennas on different types of roofs or on window sills; how to install transmission lines to minimize noise and avoid standing waves; use of booster amplifiers, input systems, etc.
- Clear, practical explanation of all essential principles—impedance matching, loss factors, etc. Handy tables and all other information useful in selecting and installing any type of antenna for best results.

Have you seen



RADIO & TELEVISION MATHEMATICS

A Handbook of Problems and Solutions

by Bernhard Fischer

Completely worked-out samples of every calculation commonly required in radio, television, and industrial electronics work of all kinds. Shows what formulas to use, what numerical values to substitute, each step in solution. Conveniently arranged and fully indexed for quick reference on any problem.



TELEVISION FOR RADIOMEN

by E. M. Noll

The outstanding book on television for servicemen. Clear, non-mathematical explanations of the operating principles and function of every part and circuit; complete instruction in installation, alignment, adjustment, and trouble-shooting

SEE THEM ON APPROVAL

The Macmillan Co., 60 Fifth Ave., New York 11

Please send me a copy of the books checked below. I agree to remit in full or return the books within ten days without further obligation.

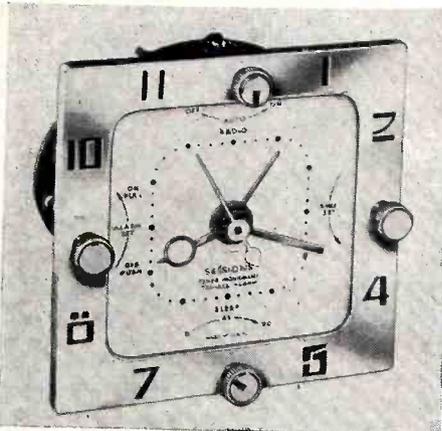
- TV & FM Antenna Guide, \$5.75 (prob.)
- Radio & Television Mathematics, \$6.00
- Television for Radiomen, \$7.00

Signed.....

Address.....

New Products for Resale and Use by Dealers

Sessions Switch-Timer



The new Sessions switch-timer clock movements feature the "Tru-Bei" ten-minute reminder—a specially tuned bell which rings ten minutes after radio turns on. Features include: lullaby switch on some models to turn radio off automatically at any present time up to 90 minutes; automatic radio shut-off 1 1/2 to 2 hours after timer turn-on, 10 and 15 ampere switches.

Eicor TAPE RECORDER

A two speed conversion unit, which permits two full hours of use from a standard 7" reel of tape, is offered. Designed as part of the newest Eicor Tape



Recorder, shown here, the unit permits recording at 3 3/4" per second and 7 1/2" per second reproduction. The recorder itself has a 5-tube amplifier and 6-inch speaker. Eicor Inc., 1501 W. Congress, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Globe RECORD ALBUM

The Long Play Record Album is designed specifically to protect and store LP records. Heavy, transparent pockets hold the record with its envelope. The envelope, with data and program notes, remains permanently fixed in the album. The record slides out of a side instead of the top. This keeps out harmful grit and dust. Style LP-1000 holds five 12-inch records, lists at \$4.50, style LP-500 holds five 10-inch records, is priced at \$3.75. The attractive leather-type album simplifies grouping of LP's as to symphonies, concertos, etc. Globe Album Co., 3811 Third Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

When your customers want the best

--specify
ANTENNAS by
PHILSON

Dealers throughout the country have been quick to realize that Philson automobile and TV antennas prove themselves Best By Test.

Write for Free illustrated catalog now!

PHILSON

The LEADER for Value, Performance and Quality.

MANUFACTURING CO., INC.

60-66 SACKETT STREET BROOKLYN 31, N. Y.

ARE YOU MISSING THIS "PLUS" BUSINESS?



Sell Extension Speakers, when you install TV in Bars, Cocktail Lounges, Etc.

There are additional profit possibilities in every commercial TV installation, when you sell the advantages of extension speakers—and LOWELL Speaker Baffles! Many Bar and Restaurant owners are now buying larger TV screens, to provide good visibility for more patrons; be sure you emphasize the importance of extending the sound range, too!

Lowell Extension Speaker Baffles are ideal for the purpose—easily installed, low in price, attractively designed and finished in any colored lacquer to match surroundings. Lowell Speaker Baffles assure UNIFORM SOUND REPRODUCTION in all directions, give excellent low level response, have "floating conical action." Lowell Baffles are available in all sizes from 6" thru 15", in AL (for low ceilings) and BL (normal ceilings) Models, shown above.

For complete details and prices, write for new catalog covering complete line of Lowell Baffles, for all sound installations.

LOWELL METAL PRODUCTS Corporation

1531 Branch Street, St. Louis 7, Mo.

which will survive and can be revived. Despite the somewhat hectic history of the original acetate recordings of the 1938 concert, the quality of the LP's is quite good. As for the quality of the music, the listener will be impressed with its terrific drive, buoyancy and enthusiasm. The success of Columbia's Dance Parade series and the LP "Dance Date" releases during the past year were a fitting prelude to the revival of one of the best dance bands of all times, the Goodman band. There is no doubt of the permanent appeal of good dance music, and we could be seeing a lot more of this in the near future.

MGM Records, in cooperation with MGM pictures, recently sponsored a nationwide "Annie Get Your Gun" window display contest, offering cash prizes to dealers and theatre distributors who would cooperate in setting up record shop window displays on the diskery's sound-track album from "Annie" tying in with local engagements of the movie. Photo shows second-prize winning dealer-exhibitor combination, Irving Randolph (second from left) of the Band Wagon Music Shop, East Orange, N. J. and Bernie Grosso, assistant manager of Loew's State theatre, Newark, N. J. receiving their prize checks from Dick Dowitt (left), sales manager of Zenith Radio Corp. of N. Y., MGM rec-

Doings of Interest in the Disc Field

ord distributors, and Sol Handwerker (right) MGM records advertising and promotion director. First-prize winning dealer was Oscar Mecum of Chicago's Hudson-Ross Co. Third prize went to H. Brockman of St. Louis' Uptown Music Shop. Simultaneously



MGM Award Winners

with the announcement of winners in this contest, MGM Records sent notices of a new window contest based on its sound-track album from "Pagan Love Song" to the more than 10,000 record dealers in the country. The new contest will close April 16, 1951.

National Records has announced the signing of Kate Smith to an exclusive recording contract. One of the most popular and well-known women in America, Miss Smith has a coast-to-coast Mutual network daily radio show and a daily hour show on the NBC TV network. Her first releases for National are "Little Bitty Baby" backed by "The Same Lord," and "Ave Maria" backed by "The Lord's Prayer."

Victor Records to New York

To effect closer coordination of RCA Victor Record Department sales, merchandising, and promotional activities with Artists and Repertoire functions now located in New York, top executives of the Department will shift their headquarters from Camden, N. J., to New York, it was announced recently by Paul A. Barkmeier, vice-president of RCA and general manager of the department.

New Wurlitzer Store

Earl C. Payton, vice-president and manager of the retail stores division of the Rudolph Wurlitzer Co. has announced the opening of its new Mont Clare store at 2505 N. Harlem Ave., Chicago.



BATTERY ELIMINATORS BRING HOME THE BACON!

GET YOUR BIG SHARE OF THE BATTERY MARKET



Model "S"
with Selenium Rectifier
Filtered hum-free performance; Selenium rectifier—no tubes; Low operating cost, uses only 11 watts; Easily slips into battery space; Standard battery plug, sockets.

Converts Battery Radios to AC All-Electric

Over two million battery radios in city and rural areas offer you big profit opportunities. Converts any 1.4 volt, 4 to 6 tube battery radio to an efficient hum-free AC receiver, plugs into a 115 volt, 50/60 cycle outlet. ELECTRO BATTERY ELIMINATORS assure years of dependable hum-free reception at very low cost. Also available for 220 volt service. Guaranteed for three years.



Patent Pending
New Lowest Cost "BJ" Junior
1 to 12.5 amps., 6 volts continuous duty; 25 amps. intermittent; 3 to 9 volts at other loads; AC ripple less than 0.4 volts at 6 volts DC 8 amps. Heavy-duty selenium rectifiers, transformer, choke.

Tests, Demonstrates 6 Volt DC Radios from AC Lines

... also relays, 'phone circuits, instruments, for battery charging, electroplating, other low voltage uses. Patented conduction cooling doubles rectifier power rating, provides lowest cost per ampere output over any type and dissipates over 3 times the heat. Supplies ample power for operating push-button solenoid radios. Service-proved to withstand high overloads. Recognized for top quality and dependability.

Model "B" Heavy Duty DC Power Supply 1 to 20 Amps Also Available.

Send for Complete Literature

ELECTRO PRODUCTS LAB'S, 4499 SJ Ravenswood Ave., Chicago 40

In Canada—Atlas Radio Corp., Ltd. Toronto

FOR STEADY PROFITS IN

RADIOS PHONOGRAPHS COMBINATIONS

RADIO-PHONOGRAPH



has everything your customer demands: quality . . . top-flight engineering . . . smart styling and a wide variety of models!

Order Now!

Write, wire or phone for your nearest distributor!

STEELMAN PHONOGRAPH & RADIO co., Inc.

30 Anderson Place, Mt. Vernon, N. Y.

MOunt Vernon 4-3135

Steelman—"America's oldest maker of electronic phonographs exclusively"

"HAVE YOU HEARD THE SOUND OF QUALITY?"



NEWCOMB SOUND IS BETTER

- Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rack and panel equipment.
- Write today! Circle items of interest and indicate whether you are a Dealer, Parts Jobber or Sound Specialist.
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1951 TELEVISION CYCLOPEDIA

A "MUST" FOR EVERY RADIO-TV MAN!



Have hundreds of time-saving, money-making TV facts at your finger-tips . . . 750 fact-packed pages cover every phase of Television! Over 450 illustrations, charts and diagrams! All complete, easy-to-understand . . . all in alphabetical order and cross-indexed for quick reference. It's yours for 7 days' Free Trial!

BRAND NEW 750 PAGES 450 ILLUSTRATIONS

Helps You Get Ahead Faster in TV

The NEW 1951 COYNE TELEVISION CYCLOPEDIA tells you why things happen . . . how to handle any TV problem . . . and does it quickly! Covers alignment, amplifiers, antennas, frequencies . . . UHF and COLOR TV . . . converters and adapters . . . television r-f traps and every other TV fact. Includes a complete explanation of what Test Patterns are . . . how to use them to adjust TV sets . . . with dozens of actual Test Patterns. Mathematics is limited to easy grade-school arithmetic. Formulas are simplified. Everything explained in detail.

SEND NO MONEY! Just mail coupon for this book. Have TV Cyclopaedia for 7 days. Then send either \$5.95 plus postage or return book and owe nothing. Act now!

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() Check here if you are enclosing \$5.95. We pay postage. 7-day Money-Back Guarantee.

Appoint Jack Williams

Jack M. Williams has been appointed advertising and sales promotion manager of the RCA Victor home instrument department, it was announced by Allan B. Mills, general sales manager of the department. Williams has served as special assistant to the company's director of public relations for the past year.

Air King Production

D. H. Cogan, president of Air King Products Co., Inc., Brooklyn, N. Y., manufacturers of TV sets, radios and wire recorders, announced that production schedules on television for the first quarter of 1951 would be maintained. The procurement of material has been committed for and suppliers have promised deliveries.

Simpson's 5th Factory

Wallace Carroll, president of Simpson Electric Co. of Chicago announced recently the leasing of a new plant at 932 Benton St., Aurora, Ill. This makes a total of five factories now turning out panel instruments and test equipment for Simpson. Three factories are in Chicago and the fourth was opened at Lac du Flambeau, Wis., 4 years ago.

Two Arvin Distributors

Distribution of Arvin TV receivers, radios and appliances will be handled in the state of Georgia by the Georgia Appliance Co., 1405 Spring St., N.W., Atlanta. Merchants Distributors, Inc., 1312 Boylston St., Boston, Mass., has been appointed to handle distribution of Arvin TV and radio sets in Boston and eastern Massachusetts.

Recordaid, Inc., P. O. Box 5765, Philadelphia 20, Penna. "Recordaid" monthly catalogs are designed to assist dealers in stocking and selling records. All discs, regardless of label or date of issue, are listed in one place, simplifying the dealer's or record clerk's problem in locating a particular request or order. New releases are added each month, and the catalogs are sold on a subscription basis. "Classical Recordaid" lists all classical music (with 3 speeds) alphabetically, with complete cross-indexing by title and composer. Concertos, symphonies, overtures, etc. are listed in special sections (as well as alphabetically). "Popular Recordaid" has similar features for popular discs, with an extra section for popular albums. An added feature is the inclusion of inventory labels, completely printed and gummed, covering new releases. A new feature of this firm is "Long Playing Recordaid," a special catalog listing all classical and popular 33-1/3 RPM records. Reprints of this catalog are available for sale to customers. All three of the catalogs (Classical, Popular and Long Playing) are complete in themselves every month. There are no loose-leaf pages to add.

More TV Protection

with the New Improved . . . R. L. DRAKE



Completely redesigned—

the New Improved R. L. Drake High Pass Filter affords the video amplifier, I. F. bandpass and signal channels more protection against strong radio frequency interference (zero to 50 mc.) generated by:

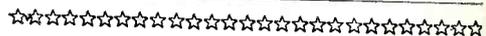
- Amateur Radio Transmitters
- Shortwave Broadcast Stations
- X-ray and Diathermy
- Industrial R. F. Heating
- Auto Ignition and Motors
- Neon Lights, Appliances, etc.

\$5.95 LIST
 Discounts to dealers, servicemen and amateurs

Two models available—TV-300-50HP for 300-Ohm Twin Lead and TV-72-50HP for Small 72-Ohm Coax.

R. L. DRAKE CO.
 11 Longworth St., Dayton 2, O.

See them at your distributor or write us for details



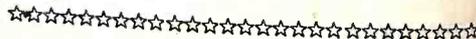
CLOSING DATES FOR

RADIO & TELEVISION RETAILING

- 5th** of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
- 10th** of preceding month for complete plates only—no setting
- 1st** of month—Publication Date.

Cancellations not accepted after 5th of preceding month..

Caldwell-Clements, Inc.
 480 LEXINGTON AVENUE
 NEW YORK 17



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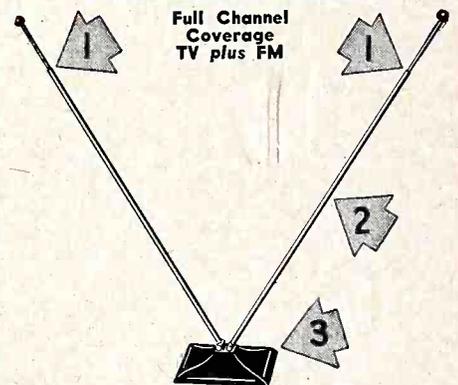
While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

GOLDEN WAND INDOOR Television ANTENNA

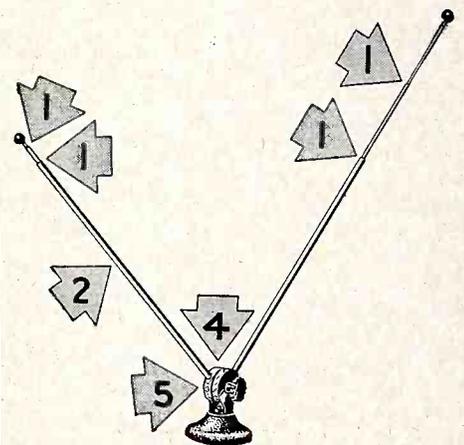
Check THESE 5 EXCLUSIVE FEATURES POINT BY POINT!

1. Phosphor bronze shims at all telescoping joints for better electrical contact. Constant tension; jamless telescopic action.
2. Admiralty brass dipoles for better electrical conductivity. Stronger; will not rust or corrode.
3. Polystyrene base for better insulation. Terminals completely housed to prevent lead breakage.
4. Terminals completely housed. No strain on terminals, hence breakage of wires impossible.
5. Polystyrene insulators for better insulation.

2 POPULAR MODELS



MODEL 50TV—2-section polished finish dipoles. Automatic friction holds dipoles at any angle. Walnut-mahogany polystyrene base, felt padded, heavily weighted. Will not tip when fully extended. Slot in base for mounting on wall, window frame or ceiling. Harmonizes with any set or furnishings. Supplied with 300-ohm lead-in. **LIST PRICE \$6.95**



MODEL G84TV—3-section satin finished dipoles. Adjustable friction holds dipoles at any angle. Heavily weighted, felt-padded base, gold finished. Harmonizes with any set or room. Supplied with 300-ohm lead-in. **LIST PRICE \$6.95**

Write for literature. Sold by leading distributors.

PEERLESS PRODUCTS INDUSTRIES
820 N. PULASKI RD., CHICAGO 51

On RTMA Committee

Kenrick Lippitt, chief engineer of Technical Appliance Corp., Sherburne, N. Y., manufacturers of Taco antennas and accessories, is now serving with the RTMA 31C committee on receiving antennas. The duties of the committee include setting up standards to be adopted by antenna manufacturers whereby performance figures will be based on predetermined factors, thus attaining figures that may be intelligently evaluated by the trade.

Scott Dealer Aid

"Scott Notes," a monthly house organ for the sales personnel of dealers, is being sent to dealers by Scott Radio Laboratories. It contains articles and illustrations on selling methods, product features, how sales personnel in various Scott outlets are using effective sales approaches, and other material of help and interest.

DuMont "WESTBURY II"

A new 19-inch TV set has been announced, the "Westbury II". It includes FM radio and a jack for phono attachment. Traditional cabinet is of mahogany veneer with full length doors. List price is \$625 in mahogany. Allen B. DuMont Laboratories, Inc., 515 Madison Ave., New York 22, N. Y.—RADIO & TELEVISION RETAILING.

RCA Contest Winners Announced by Tube Dept.



Receipt of Custom Fords by first prize winners in the RCA Radio Battery "Get the Facts" contest was the occasion for these happy smiles. The winners were Ray J. Becker (extreme left), battery dealer salesman of Sioux Falls, South Dakota, and Verne Larson (extreme right), distributor salesman for Warren Radio Supply, Sioux Falls. Shown with them are Louis Warren (second from left), of Warren Radio Supply, and Joe Fleming, RCA field representative.

Duosonic PORTABLE PHONO

A new portable 3-speed automatic phonograph has been introduced, the model 117. Plays up to 12 records at one loading. Case is covered in simulated leather; includes lock and key. Sonic Industries, Inc., 221 W. 17th St., New Greene Street, New York, N. Y.

Plasticronics VIDEO CHAIR

A portable television chair has been introduced, the "small fry video chair." Made of Vinylite plastic, it inflates like a beach toy. Suction action of the design causes it to grip the floor, so that it will not tip over. List price is \$2.50. Plasticronics, Inc., 54 Greene St., N.Y.C.

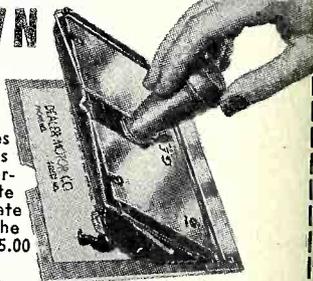
RADIO AND TELEVISION SUPPLIES

UNITED EASTERN ELECTRIC SUPPLY CO.
205 Main Street, Hempstead, L.I., N.Y.

No Experience Needed to

PRINT YOUR OWN POST CARDS

The GEM STENCIL DUPLICATOR saves money . . . gets results quickly! Hundreds of uses for every type of business and organization. We ship the GEM complete with all supplies, Guide Board for accurate printing and 60-page Book of Ideas of the special low price of only \$8.50 (a \$15.00 value)



FREE TRIAL OFFER

Our 21st Year

Use the GEM FREE at our expense! SEND NO MONEY. Write and complete GEM outfit will be sent you postpaid. After ten days, send us only \$8.50 or return the GEM. You must be satisfied! WRITE TODAY.

Bond Equipment Co. Dept. 53 • 6633 Enright St. Louis Mo.

HAVE YOU A JOB FOR A TRAINED TECHNICIAN?

We have a number of alert young men who have completed intensive training in Radio and Television Repairing. They learned their trades thoroughly by working on actual equipment under personal expert supervision. If you need a trained man, we invite you to write for an outline of our course, and for a prospectus of the graduates. No fees, of course. Address:

Placement Manager, Dept. P110-10

COMMERCIAL TRADES INSTITUTE

1400 Greenleaf

Chicago 26

Modern Displays Need LIGHTED MOTION!

New Action Display—
Way to Boost
Your Sales!

WASSON

Roto-Sho

ELECTRIC TURNTABLES



- Lights turn with table
- 18" Turntable revolves 3 times a minute
- Carries up to 200 lbs.
- Sturdy, steel construction
- Operates on A.C. only

The oldest name in turntables . . . Model 712 ROTO-SHO illustrated here revolves 3 times a minute. Permits novel, self-contained lighting effects and operation of electrical devices while table is in motion. Build-up Fixtures available too! Write TODAY for full information and complete ROTO-PRODUCTS catalog.

GENERAL DIE AND STAMPING CO., 262-TV Mott St., New York 12
Integrity Since 1919

**THE
DISTRIBUTORS'
\$3,000,000,000
MARKET**

●
150,697,000
Population

●
47,000,000
Families

●
38,000,000
Wired Homes

●
6,000,000
Farms

●
39,710,000
Automobiles

●
30,000
Primary Dealers

●
25,000
Secondary Dealers

●
50,000
Servicemen

●
85,000
Amateurs

●
100,000
Experimenters

●
700,000
Licensees FCC

●
3,046
AM-FM-TV Stations

●
70,000
Factories

●
55,000
Institutions

●
plus
Government
Purchases

1951

Caldwell-Clements

**DISTRIBUTOR
DIRECTORY**

of the

RADIO

TELEVISION

ELECTRONIC

APPLIANCE

Industries

PRICE The ease or
the arranged alpha-
s, and all activities are shown
ple, if the first letter in the group
end of a line is letter "T" it indicates
tributor of television sets and other mer-
the first letter is "P" it means that the
ly a distributor of parts and maintenance
possibly sells at retail also. An asterisk

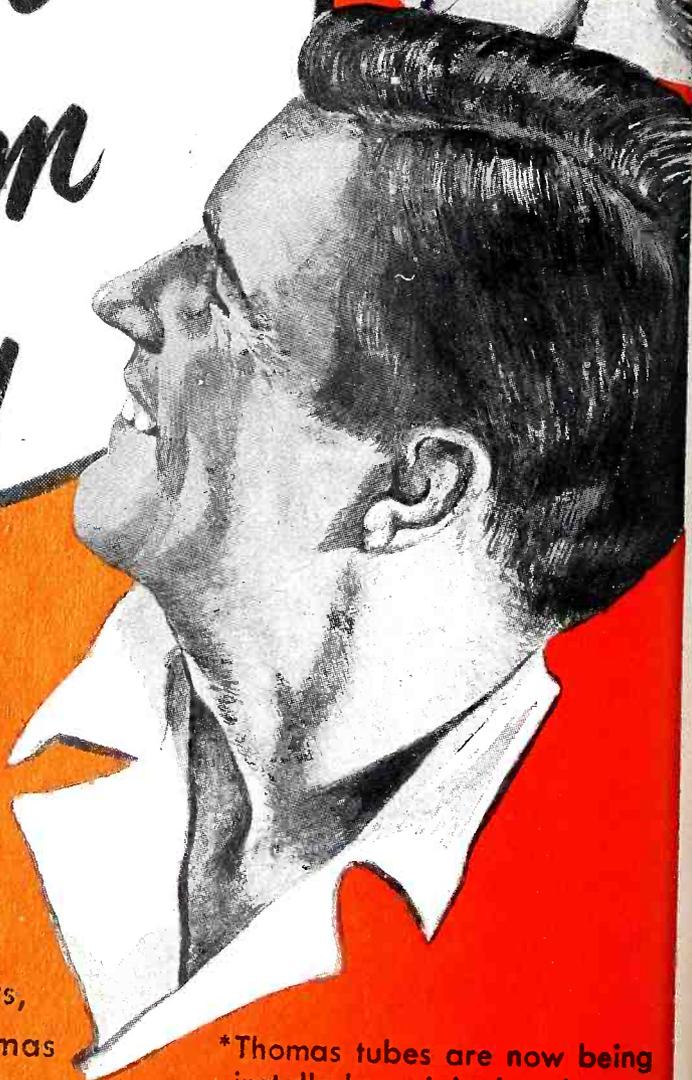
im-
is
faithful service to
turers, has been the key
field. Because the distribu
well and are sensitive to th
the industry's indispensable minute men.

To the manufacturers, distributors and m-
representatives who cooperated so wholeh
this original research, we want to express ou
preciation.

YOUR CUSTOMERS...



To keep 'em
keep 'em
happy



And there's no better way of assuring your customers solid, family-wide enjoyment of their television receiver than with a Thomas picture tube.

For every day, more retailers, manufacturers, and servicemen are proving that a Thomas tube, as original* or replacement equipment, means complete customer satisfaction and just good business.

...ing on receiver equip-
ment. If you need a trained
an outline of our course, and
es: No fees, of course. Address:

...cement Manager, Dept. P110-10

COMMERCIAL TRADES INSTITUTE

Greenleaf

Chicago 26

*Thomas tubes are now being installed as original equipment by major receiver manufacturers in the United States.



- Lights turn with table
- 18" Turntable revolves 3 times a minute
- Carries up to 200 lbs.
- Sturdy, steel construction
- Operates on A.C. only

Performs effects and devices while Build-up Fixture. Write TODAY for and complete catalog.



GENERAL DIE AND STAMPING CO., 262-TV Mott St.,
Integrity Since 1919

RADIO & TELEVISION RETAILING

"RADIO & TELEVISION TODAY"
Including "RADIO & TELEVISION"
and "ELECTRICAL RETAILING"

D. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

Now . . . a Who's Who of Distributors!

**Wholesalers Girding for Great Problems in Soaring Dollar Volume—
Welcome Aid of New Directory with Long Range Plan and Purpose.**

In presenting the industry with its first and only complete directory of TV-appliance distributors, RADIO & TELEVISION RETAILING is charting a new course in distribution—exploring a new world in the sense that the region of its effort is seething with new activities in which there is great need of new guides and new working tools.

Scarcely had the editors finished their preliminary compilations when national defense took a firmer hold on the industry and gave the Distributor Directory a new note of helpfulness. Under the state of emergency proclaimed by the President, the directory is even more necessary and more useful.

Compilation of the Distributor Directory was a long, painstaking and anxious job, encountering all of the great problems that spring from new conditions in the field. Foremost was the functional change that followed the industry's sudden rise to multi-billion dollar stature. But the directory also had to record, or at least reflect, the entrée of new capital and new personnel, all seeking a share in the television dollar.

Planning on the principle that ACCURACY and COMPLETENESS are absolute essentials, RADIO & TELEVISION RETAILING went direct to the original sources of distribution data—first the manufacturers and then the distributors themselves. Each supplied a check on the other. To be certain of getting a sound, active roster, every listing was verified three ways: (1) RADIO & TELEVISION RETAILING's own lists; (2) lists furnished by manufacturers, and (3) questionnaires returned by distributors.

Since a directory is only as valuable as the ease or convenience in using it, all listings are arranged alphabetically by states and cities, and all activities are shown by symbols. For example, if the first letter in the group of symbols at the end of a line is letter "T" it indicates the firm is a distributor of television sets and other merchandise, but if the first letter is "P" it means that the firm is primarily a distributor of parts and maintenance equipment and possibly sells at retail also. An asterisk

at the end of the line signifies that the distributor is a member of the National Electronic Distributors Association (NEDA).

We ask our readers to look upon the directory as merely the first step in the compilation of a permanent and continuing roster of distributors. Compilation work will continue apace with the growth and changes in the field in order that the basic records may include additional names, omissions if any, and changes in the specialized activity of distributors.

The Need of a Merchandising Mobilization

Because the distributor is faced with a new tempo in his business and radical new conditions in marketing, he must accept the "facts of life"—must make a decision which many merchandise distributors have already made. He must ask himself whether he is going to be a real distributor, performing all of the functions of a distributor and protecting his own customers (radio-appliance-record dealers, servicemen and sound specialists) or whether he is going to give the same discounts, prices and treatment to consumer buyers.

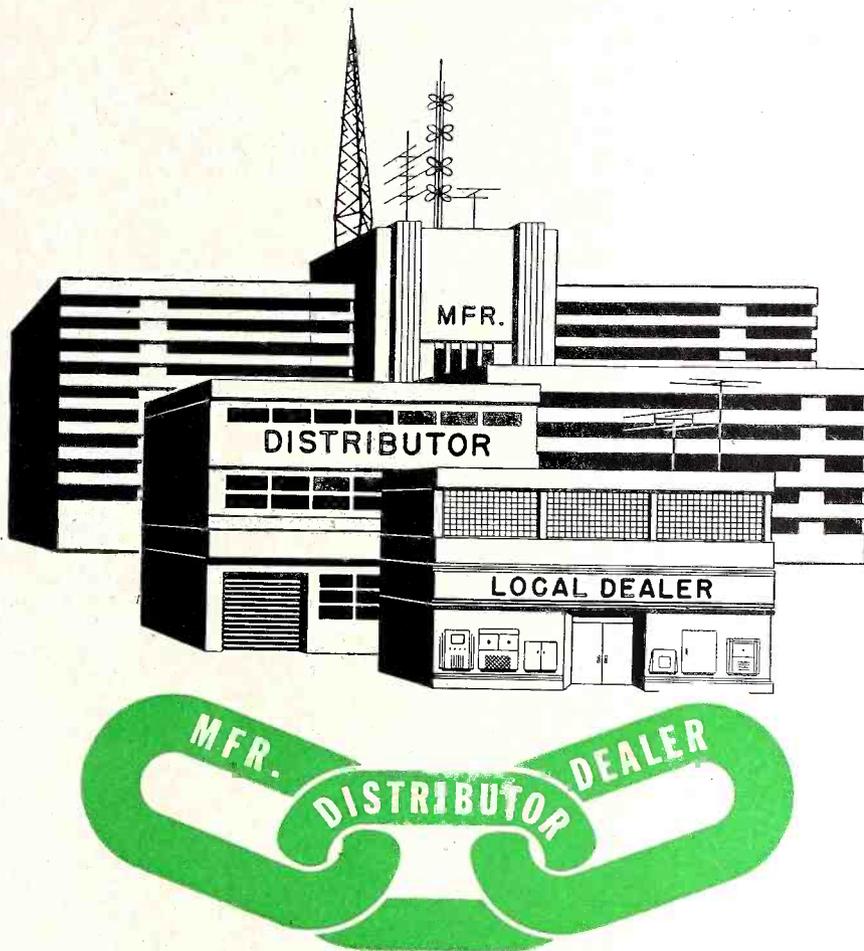
The TV distributor must remember that, today, he is a brand new entity to the extent that he has a rapid acceleration of dollar volume in a field where styling is a decisive factor and lines are "perishable" if distribution policies are unsound or too slow-acting in moving one's inventory.

While the publishers' aim has been to fill one of the important voids in merchandising and distribution, it is also a tribute to the great body of distributors whose faithful service to the retail trade and the manufacturers, has been the keystone of distribution in this field. Because the distributors know their markets so well and are sensitive to the slightest trend, they are the industry's indispensable "minute men."

To the manufacturers, distributors and manufacturers representatives who cooperated so wholeheartedly in this original research, we want to express our deep appreciation.

The Television Distributor's in TV, Radios, Electronic

**With Mobilization, Nationwide TV and Color Coming, the Wholesaler Must
Expand for Complete Service to the Nation and the Home, Through Dealers**



As Essential Link Between Manufacturers and Dealers, Distributor Must Plan Every Aspect of Big Business in TV and Radio Sales, Replacement Parts, and Electrical Appliances

• There are tremendous opportunities ahead in every territory for the distributor who has the foresight and ability to build a complete TV-electrical distribution outlet with adequate plant, complete inventories, and trained personnel. With nationwide TV and color-TV coming, the television distributor will become the key factor in the multi-billion-dollar business in television and radio receivers, parts, electrical appliances, phono records, players, recorders, and public address equipment.

The television distributor must plan to take an even more active part in this big business of TV and radio sales, replacement parts and electrical devices. The public's amazing acceptance of TV has raised the radio-TV wholesaler into a position of greater importance, involving added responsibilities and facilities, and more inti-

mate relationship with the merchandising efforts of the dealers. New set sales and replacements will provide the distributors' dealers continuing contacts with home-millions for selling more appliances, more repair and maintenance service, spiralling the distributors' business even higher.

Let's look into the varied activities of the modern distributor, and examine the reasons for his growth from a one-time mere seller of parts and products to the retailer to an institu-

tion performing a great variety of services to manufacturer and dealer.

Today's wholesaler does much more than merely distribute merchandise, for, in addition, he distributes advertising to his dealers, he distributes sales and service training, dealer-aid material; he distributes top-of-the-field market knowledge and speedy adjustment service to his customers. The good jobber is the fast-moving link between the manufacturer and the dealer. Just as the merchant selects products he knows are suited to the needs of those in his community, so the distributor buys merchandise he knows the dealer can sell, and handle with a minimum of service.

Sales and Service Training

Again taking into consideration the tremendous size of the industry, it will be readily seen that the distributor is not just necessary, but *vital* necessary today to handle the volume of mass-produced products. His warehouse facilities greatly reduce the amount of space needed by the manufacturer, yet at the same time he makes it possible for retailers to buy in small enough quantities to prevent top-heavy inventories, and also to permit the dealer to buy one or two items to test in his local market. In addition to financing the dealer, the efficient distributor is set up to advise the merchant on the latter's money problems, where to get capital for expansion, how to get the best floor-planning deals, and to give expert advice in many other directions.

In wholesaling circles today there's a marked trend toward heavy emphasis on sales and service training—always desirable but now a pressing problem of the trade. Never before has so much money and time been spent for this purpose. As a result, remarkably beneficial results have been attained. Progressive distributors hold numerous sales and service

VAST OPPORTUNITIES AHEAD

FOR THE DISTRIBUTOR WHO WILL

Discard Old-Time Methods

Build a Complete TV-Electrical Sales Promotional Organization

Maintain an Adequate Plant, Complete Inventories, Trained Personnel

Tremendous Future - - Parts & Electrical Appliances

...ics. They stage dealer get-to-
...thers to demonstrate new products,
...d they employ field demonstrators
...work with dealers.

The modern show-rooms set up by
...any of the country's leading distribu-
...tors have helped dealers to arrange
...better merchandising displays of their
...own. Such closer relationships be-
...tween jobber and dealer have resulted
...in greater consumer satisfaction and
...a sharply reduced bounce-back rate.
All of the foregoing is presented to
...make a very strong case for the exist-
...ence of the distributor as the most
...economical and fastest way to get
...products from the manufacturer to
...the retailer, and not to claim that the
...present system is perfect, or that dis-
...tributors are lily-white guys who can
...afford to sit smugly over businesses
...that are so perfect that they have no
...need for improvement. However, the
...good jobber knows where the faults
...are, and will do all in his power to
...correct them. The efficient, honest
...distributor knows that the money
...comes from the dealer. And he knows
...that unless he can retain the latter's
...friendship through fair-dealing he'll
...eventually lose the dealer as a cus-
...tomer. One can draw an accurate
...comparison between the jobber and
...the dealer and the dealer and the cus-
...tomer when it comes to the need for
...good public relationships and square-
...footing.

Improved Operation

It is the feeling of a great many
...people in this business that vast im-
...provements have been made in the
...distributing field since the end of
...World War 2. There's been a marked
...decline in back-door selling, in over-
...loading of dealers and in other mer-
...chandising evils. Right after World
...War 2, dealers all over the country
...protested vociferously against "fa-
...voritism," wholesale prices to con-
...sumers, unprofitable assortment deals
...and what-have-you, and, of course, in
...all too many instances they were
...right. By contrast, it is interesting
...to note what happened in the short-
...supply situation right after Korea.
...Very few complaints of unfair treat-
...ment were voiced, and many dealers
...felt that their suppliers did their
...best to divide scarce merchandise
...fairly. A number of big distributing
...organizations closed down for a few
...days in order to set up equitable al-
...location plans.

The TELEVISION DISTRIBUTOR

Through New Set Sales and Replacements Provides His Dealers Con-
...tinuing Contacts with Home-Millions for Selling Electrical Appliances

- Provides Warehousing Facilities
- Helps Finance the Dealer's Inventory
- Helps the Dealer with Advice on His Money Problems
- Furnishes Advertising Material to the Dealer
- Advertises to the Public to Help the Dealer Sell
- Initiates Promotional Campaigns
- Distributes Sales Training and Dealer Aid Material
- Furnishes Service Information, Training, Advice, Facilities
- Helps Fight Merchandising Evils
- Provides Showroom Where Dealer Can Select Merchandise
- His Product Exhibits Are Models for Dealers to Follow

The vastly improved relationships
...between jobber and dealer resulted in
...no small measure from the firm de-
...termination of leading wholesalers to
...make drives against merchandising
...evils within their ranks. A few years
...ago, codes of ethics were announced
...by numbers of jobbers, and lived up
...to for the most part. Associations, too,
...have helped in making the distribut-
...ing business cleaner and better.

Still another reason for more co-
...operation and better understanding
...between the distributor and merchant

can be attributed to the stabilization
...and improvement of salesmanship.

Just as the dealer has to live with
...his customers, the distributor also
...must live with his—the dealers. He
...sells as an expert, and as a friend.

The gigantic task facing distribu-
...tors today is being capably handled.
...They know and realize the value of
...good dealerships, and are trying to
...serve these accounts so that out of
...such cooperation will come mutual
...financial benefit, cordial relationships
...and a firmer business foundation.

TV Paces Tremendous Industry Growth

Public's Amazing Acceptance of TV Has Sud-
...denly Spotlighted Radio-TV Jobber's Key Position

1938	1950
6 million radios—\$210,000,000	14 million radios...\$ 640,000,000
33 million replace- ment tubes 40,000,000	7 million TV sets 2,149,000,000
Radio service parts and labor 105,000,000	60 million replace- tubes 96,000,000
Total\$355,000,000	Radio-TV service parts and labor.. 450,000,000
	Total\$3,345,000,000

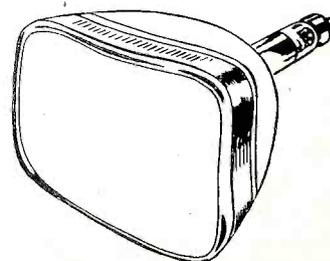
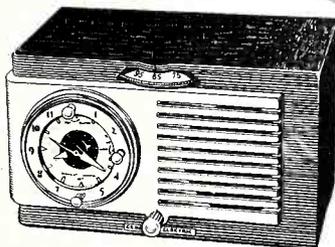
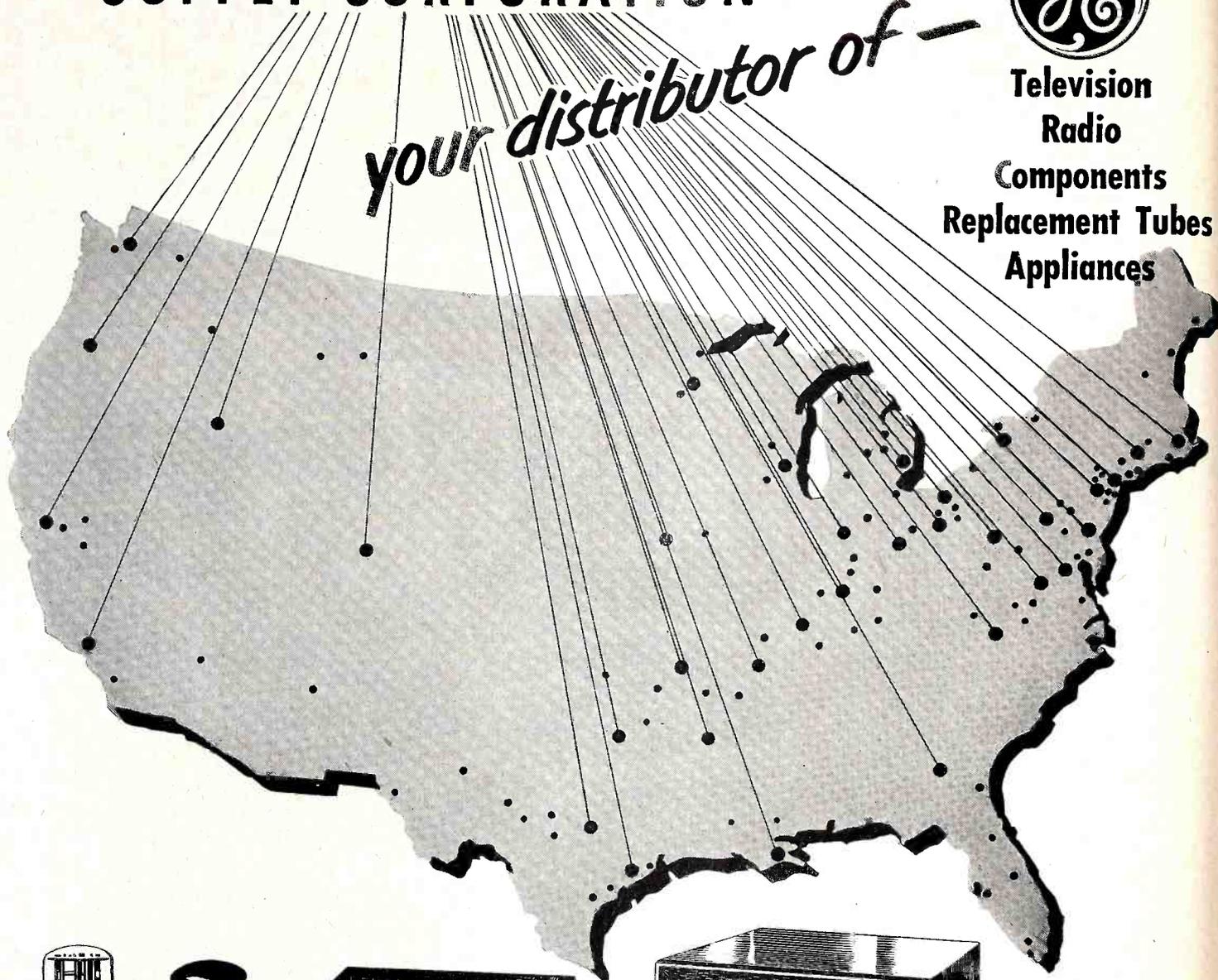
1000% Growth in the Radio Industry Has Paid Off to Aggressive, Forward
...Looking TV Distributors. As TV Becomes Nationwide, a Six-billion Dollar Industry
...Is in the Offing. Distributors Who Have Not Yet Been Reached By TV Must
...Plan Ahead if They Are to Assume Their Proper Place in This Big Business.

GENERAL ELECTRIC SUPPLY CORPORATION

your distributor of —



Television
Radio
Components
Replacement Tubes
Appliances



★ General Electric Supply Corporation—
is a pioneer wholesaling organization with
nationwide distribution facilities.

★ Thousands of dealers benefit daily from
General Electric Supply Corporation's fine
facilities, convenient warehouse stocks, business
counsel, sound policies and technical advice.

GENERAL ELECTRIC SUPPLY CORP., GENERAL OFFICES, 1260 BOSTON AVENUE, BRIDGEPORT 9, CONN.

1951

Caldwell-Clements

DISTRIBUTOR DIRECTORY

of the RADIO • TELEVISION • ELECTRONIC • APPLIANCE Industries

A Buying Guide for Retailers and Servicemen
A Distribution Guide for Manufacturers

CONTAINS

Names of firms
Addresses
Owners or managers
Telephone numbers
Products sold
Members, N.E.D.A.

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SYMBOLS USED

T—Television
R—Radio
P—Parts
S—Sound
E1—Major appliances
E2—Electrical housewares
M—Records & Accessories
*—Member, N.E.D.A.

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Distributors are listed alphabetically under states and cities

ALABAMA

ANNISTON
Radio Dist & Supply 1029 Gurnee G R Dickert 4010 PSTRM

BESSEMER
Bessemer Radio Supply 114 N 20 St C E Falkner Jr Owner 9231 P

BIRMINGHAM
Ack Radio Supply 2205 3 Ave N E C Atkerson Owner 4-0588 PSTR
Air Engineers Inc 1529 2 Ave P B Pepper TRE1E2P
Alabama Appliance 13 & 1 Ave N TRP
Alabama Florida Dist Co 604 N 9 St L F Horn Pr 4-7437 TRE1E2
Auto Service 1916 S 4 St H S Banton 3-4102 PSTR
Birmingham Electric Battery Ave B & 23 Sts E D Henley Pr TE1
Clark & Jones 1601 2 Ave S H S Jones Pr 4-4529 TRE1E2
Clary Co James W 2024 4 Ave N James W Clary 4-2488 PSTRM*
Electric Constructors 3000 3 Ave S D M Clayton Pr 3-3243 TRE1E2
Forbes Distributing 2600 3 Ave C D Mitchell Buyer 3-4105 PSTR
Graybar Electric 1529 1 Ave N J A Taylor Mgr E1E2
Gulf States Appliance 2215 3 Ave N S Kronenberg 4-6769 TMP
Hart-Greer 1625 2 Ave S L S Hart Pr TP
Lewis Supply 1023 N 19 St B Lewis Owner 7-1148 PSTRE1E2
Long-Lewis Hardware 804 4 Ave N W E Lacey Mgr 3-9235 TRE1E2

RCA VICTOR



McDavid & Co R P 1430 2 Ave S R P McDavid 7-7166 TRE1E2PM

Moore-Handley Hdw 27 S 20 St W W French Jr Pr 7-4121 TRE1E2
Radio Parts & Equip 1909 5 Ave N P S
Reid Dist 1724 5 Ave N J Reid Owner 4-8652 PSRM
Steel City Supply 600 N 7 St R F Hall 4-0433 TRE1E2
Watts-Newsome 1705 1 Ave N J P Newsome TRE1
Wimberly & Thomas Hardware 1809 1 Ave S TRE1E2

DECATUR
Radio & Television Sup 717 Bank St W W Mock Owner 2231 PSTRM

DOTHAM
Hand Supply 705 S Oates St P
Signal Radio Supply 243 E Troy St J P McKinnon 4-0360 PSTR

JASPER
Ramco Radio Supply 20 St & 2 Ave S E Stevens Owner 244 PSTR

MOBILE
Emrich Radio Supply 656 Dauphin St C E Emrich 8-2596 PS
Harris Supply 10 N Water St T O Cooper VP 2-0541 PSRE1E2

RCA VICTOR



McDavid & Co R P 120 Water St T D Haas GM 8-1691 TRE1E2PM

McGowin Lyons Hdw P O Box 1209 J D Terrill VP 2-8721 PSTRE2
Moore Handley Hardware See Birmingham
Nelson Radio 451 St Louis St P G Baucum PR 2-0411 PSTRME1E2*

MONTGOMERY
Loeb Hardware 120 Commerce St RE1E2
Nolin-McInnis 205 Commerce St D M McInnis 7323 PSTR
Southeastern Radio Parts 210 N Court St See Atlanta Ga
Teague Hardware 132 Commerce St W R Watson PS
Walther Bros Inc 115 Commerce St J P Walther 2-0369 TRPS

TUSCALOOSA
Allen & Jemison L R Moore 8-2781 PSTR*

(Directory continued on next page)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

ANNISTON—Radio Distrib & Supply Co 1029 Gurnee St
BIRMINGHAM—Auto Service Co 1916 4th Ave South
James W Clary Company 2024 North 4th Avenue
Reid Distributing Co 1724 Fifth Avenue North
DOTHAM—Hand Supply Company 705 South Oates St
MOBILE—Nelson Radio & Supply Co 263 St Louis St
MONTGOMERY—Nolin-McInnis Inc 205 Commerce St
Teague Hardware Company 132-134 Commerce St
Walther Brothers Company 113 Commerce Street
TUSCALOOSA—Allen & Jemison Company

FADA

Pioneers since 1920

Far your local distributor
write or wire FADA
Belleville, New Jersey

Editorial listings in lightface; advertiser's listings in boldface with side rules.

ALABAMA (Continued)

In Alabama it's  **FOR RESISTORS & VOLUME CONTROLS**
YOUR DISTRIBUTORS ARE

BIRMINGHAM—Ack Radio Supply 2205 3rd Ave N
James W Clary Co 2024 Fourth Ave North
Forbes Distributing 2600 Third Avenue
Reid Distributing 1724 Fifth Avenue North
MOBILE—Harris Supply Company 10 N Water Street
McGowin-Lyons Hardware Co Post Office Box 1209
Nelson Radio & Supply 451 St Louis Street
MONTGOMERY—Nolin-McInnis Inc 205 Commerce St
Southeastern Radio Parts Company 210 Court St
Teague Hardware Company 132 Commerce Street
Walther Bros Inc 115 Commerce Street
TUSCALOOSA—Allen and Jemison

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

ARIZONA

PHOENIX

Appliance Distr 213 S 11 Ave Rene Larriva 8-4893 TRE1E2
Arizona Hdw 47 E Jackson St A C Burandt Buyer 8-5331 TRE1E2
Arizona Mercantile 10 E Jackson Howard Bendalin 3-0815 TRE1
Arizona Wholesale Supply 505 W Madison E A Thomas TR
Black & Ryan 630 W Washington St L S Black 3-2802 TRE1
Dalis Bros 528 W Jefferson St M E Dalis PS
Electrical Equipment 140 S 1 Ave Sam Kahan Pr 3-3186 TRE1
General Electric 441 W Madison L C Reuscher 4-1116 TRE1E2P
Graybar Electric 434 W Madison E Leavy 3-6131 TRE1E2
Jennings Co Al 607 W Washington St TR
Krohn & Co E H 113 W Jefferson E H Krohn 2-3708 TRE1E2

RCA VICTOR 

Midland Specialty 233 S 11 Ave W W Hessler Mgr TRPSM

Momsen-Dunnegan-Ryan 11 E Buchanan TRE1E2
Radio Parts of Ariz 36 W Madison St Kenneth Sloan 4-3862 PS*
Radio Spec & Appl 401 W Jackson St PS*
Southwest Wholesale Radio 126 S 2 St H A Middleton 2-6530 PSM
Western Radio & Engr 1915 E Washington PS
Westinghouse Electric 315 W Jackson St F G Waite TRE1E2

TUCSON

Appliance Distributors P O Box 1470 G A Larriva 3-7583 TRE1E2
Elliott Electronics 418 N 4 Ave M E Elliott PS
Standard Radio Parts 551 N 4 Ave F H Miller G M 3-2545 PSM
(Directory continued in next column)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

PHOENIX—Radio Parts of Arizona 36 W Madison St
TUCSON—Standard Radio Parts 551 North Fourth Ave

In Arizona it's  **FOR RESISTORS & VOLUME CONTROLS**
YOUR DISTRIBUTORS ARE

PHOENIX—Dalis Bros 532 West Jefferson Street
Elliott Electronics
Radio Parts of Ariz 36 West Madison Street
Southwest Wholesale Radio & Appl Co 126 S 2nd St
Western Radio & Eng'g Co 1915 E Washington St
TUCSON—Elliott Electronics 418 North Fourth Avenue

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

In Arkansas it's  **FOR RESISTORS & VOLUME CONTROLS**
YOUR DISTRIBUTORS ARE

FORT SMITH—Wise Radio Supply 1001 Towson Street
LITTLE ROCK—Carlton Wholesale Radio 109 W 9th St
Southern Radio Supply 1417 Main Street
David White Radio Supply Co 1222 Main Street
TEXARKANA—Lavender Radio Supply Co 520 E 4th St

ARKANSAS

BLYTHERVILLE

Blytheville Radio 112 S 1 St Glenn Teague Owner 4467 PSTRM

FORT SMITH

Interstate Electric See Shreveport La
Mulhollan Co Paige E 12 N 3 St P E Mulhollan TRE1
Williams Hardware 4 & Rogers H R Summers Buyer 2-5011 TRE1
Wise Radio Supply 1001 Towson J E Wise Owner 8926 PSTR*

JONESBORO

Mills-Morris Co See Memphis Tenn

9 1/2 out of 10 TV Fuses are



LITTLE ROCK

Arkansas Radio & Appl 307 E Markham J H Hunt Jr Pr 2-4155 RE1E2
Carlton Wholesale Radio 109 W 9 J R Carlton 9248 PS
Connerly Distr 1201 E 2 A R Connerly Jr Owner 7917 TRE1E2
Cross Co Cage 714 E 4 St Cage Cross Owner 5-9169 TRE1
Fones Bros Hardware 2 & Rock St R H Baker Pr 5-8234 TRE1E2
General Electric 601 E Markham St C O McFadden 5-5328 RE1E2P
Graybar Electric 417 Byrd St J C English Mgr TRE1E2
Home Appliance Distributors 114 E Bridge St John Rule 5-0291 TR
Lyon Co Frank 208 E Markham St Frank Lyon Pr TRE1E2
Meyer Bros Drug 200 E Market St Purcell Smith SM TR
Orgill Bros & Co 103 Rector St H G Duffey TRE1
Southern Radio Supply 1417 Main J O Russell Partner 5-8887 PSR*
Thurman Supply 115 W 11 St Paul Thurman Pr 7308 TRP
White Radio Supply David 1222 Main David White Pr 5-0555 PSTM*
Wright Service Co 2 & Broadway Fred Bragg Jr Mgr 2-6143 TRE1

NORTH LITTLE ROCK

Rye Wholesale 113 W Washington Ave TR

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

PARAGOULD

Martin Wholesale 1207 W Kingshighway J R Martin 4279 PSR

TEXARKANA

Interstate Electric Co See Shreveport La
Lavender Radio Sup 520 E 4 Joe Lavender Owner 2-9981 PSTRME2*
(Directory continued on next page)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

BLYTHERVILLE—Blytheville Radio Supl 112 S First St
LITTLE ROCK—Southern Radio Supply 1417 Main St
Thurman Supply Company 115 West 11th Street

CIRCULATION

of this

DISTRIBUTOR DIRECTORY

34,000

DISTRIBUTOR DIRECTORY

In California it's
YOUR DISTRIBUTORS ARE



FOR RESISTORS
& VOLUME
CONTROLS

ALHAMBRA—Coast Electronic Supply Co 527 Main St
BAKERSFIELD—Jack C Arbuckle 523 E 19th Street
BERKELEY—Kaemper-Barrett Dealer Supl Company
EL CENTRO—Ira Huffman 1124 West Main Street
FRESNO—Jack C Arbuckle 2330 Kern Street
 B J DeJarnett Wholesale Company 223 Fulton St
 Kierulff and Company 498 North Fresno Street
 Leo J Meyberg Company
GLENDALE—Weatherford Co 6919 San Fernando Road
HOLLYWOOD—Hollywood Rad Supl 5606 Hollywood
 Pacific Radio Exchange 1407 Cahuenga Boulevard
 Yale Radio Electric Company 6616 Sunset Blvd
LONG BEACH—Scott Whlsale Radio Supl 266 Alamitos
LOS ANGELES—Calif Elec Supl 11801 W Pico Blvd
 Gough Industries Inc 819 East First Street
 Henderson Company 630 North Alvarado Street
 Henry Radio Shop 11240 West Olympic Street
 Kierulff and Company 820 West Olympic Street
 Los Angeles Ham Shack 6813 South Hoover Street
 Leo J Meyberg Company 2027 South Figueroa St
 Papel Brothers 2405 East Fourth Street
 Radio Parts Sales Co 5220 South Vermont Street
 Radio Products Sales Inc 1501 South Hill Street
 Radio Specialties Co 1956 South Figueroa Street
 Radio Television Supply Co 341 West 18th Street
 Ravenscroft Company 2320 South Hill Street
 Shelley Radio Company 2008 Westwood Boulevard
 Universal Radio Supply Co 1729 S Los Angeles St
 Western Electromotive Co 5544 West Pico Blvd
 Western Electronic Supply Corp 7005 Melrose St
OAKLAND—W D Brill Co 198 Tenth Street
 Electric Supply Company 149 Twelfth Street
 Millers' Radio & Television Supply 336 E 8th Street
PALO ALTO—Zack Radio Supply Co 225 Hamilton Ave
PASADENA—Dow Radio Supply Co 1759 E Colo St
 Empire Electronic Distributors Inc 37 E Union St
RIVERSIDE—Massey's Radio Supply 2902 Eighth St
SACRAMENTO—C C Brown Co 1714 Tenth Street
 Dunlap Wholesale Company 2001 D Street
 E M Kemp Company 1115 R Street
 Sacramento Electric Supply Co 1219 South Street
SAN BERNARDINO—Elec Equip Dis 1123 W Base Line
SAN DIEGO—Coast Electric Co (2 stores) 744 G Street
 Electronic Equipment Distributors 1228 2nd Avenue
 Shanks and Wright 2045 Kettner Boulevard
 Western Radio & Television Supply 1415 India St
SAN FRANCISCO—Associated Rad Distrs 1251 Folsom
 C C Brown Company 61 Ninth Street
 Kaemper-Barrett Dealer's Supply Co 1850 Mission
 Leo J Meyberg Company 33 Gough Street
 Pacific Wholesale Company 116 "O" Street
 Smith & Crawford 1345 Mission Street
 Zack Radio Supply Company 1428 Market Street
SAN JOSE—Frank Quemant 161 W San Fernando Street
SANTA BARBARA—Channel Radio Supply Co 434 State
SOUTH GATE—Mac's Radio Supl 8320 Long Beach Blvd
STOCKTON—B J DeJarnett Wholesale Company
 Dunlap Wholesale Radio Co Inc 27 North Grant St
VENTURA—Dealer's Wholesale Supply 1610 N Ventura

SYLVANIA
DISTRIBUTORS
AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

EL CENTRO—Ira Huffman Co 1125 West Main Street
FRESNO—DeJarnatt Whol Radio Parts 1260 Van Ness
 Kierulff & Company 725 "L" Street
LONG BEACH—Fred S Dean Co 969 American Avenue
LOS ANGELES—Figart's Rad Supl Co 6320 Com Sloat
 Henderson Company 630 North Alvarado Street
 Kierulff & Company 822-830 West Olympic Blvd
 Minthorne Music Company 2920 West Pico Blvd
 Radio Product Sales Company 1501 South Hill St
 Radio Television Supply Company 341 W 18th St
 Ravenscroft Company 2320 South Hill Street
 Shelley Radio Co 2008 Westwood Blvd Westwood
 Western Electronic Supply Corp 7005 Melrose Ave
OAKLAND—W D Brill Company 198—10th Street
 Electric Supply Co 149 12th Street
 Miller's Radio & TV Supply 188—12th Street
PASADENA—Electronic Supl Corp 150 West Green St
SACRAMENTO—C C Brown Company 1714 Tenth St
 E M Kemp Company 1115 R Street
SAN BERNARDINO—Elec Eq Distrs 1123 W Base Line
SAN DIEGO—Coast Electric Company 744 G Street
 Electronic Equipment Distrs 1228 Second Avenue
 Radio Parts Company 1045 11th Avenue
SAN FRANCISCO—C C Brown Company 61 Ninth St
 Smith & Crawford 1345 Mission Street
 G M Popkey Co Inc 458 Brannan St
STOCKTON—DeJarnatt Whol Radio Pts 515 N Hunter



For your local distributor
write or wire FADA
Belleville, New Jersey

CALIFORNIA

ALHAMBRA
Coast Electronic Supply 527 W Main St Sol Papel AT 9-4361 PS*

BAKERSFIELD
Arbuckle J C 523 E 19 St See Fresno

BURBANK
Dean Co Fred S 919 N Victory Blvd See Long Beach
Valley Electronic Supply 1302 W Magnolia F C Eckert CH 6-7446 PS

EL CENTRO
Electric Supplies Distr See San Diego
Huffman Ira 1125 W Main PS
Imperial Hdw E Anderson Jr VP 20 TRE1E2

FRESNO
Arbuckle J C 2330 Kern 4-6555 PSR
Billings Wholesale 2232 Tulare H H Billings 3-9691 TRPSE1
DeJarnatt Wholesale 223 Fulton St B L DeJarnatt 2-2153 TRPSE1E2
General Electric 1234 O St W L Duncan 4-4746 RE1E2P
Graybar Electric 101 Van Ness B R Cole RE1E2
Kierulff & Co 725 L St See Los Angeles
Kinney & Faust 1717 Van Ness E E Faust 3-8541 TRPE1E2
Meyberg Co Leo J See San Francisco
Ports Mfg Co 3265 Belmont M P Ports 3-6728 P
Westinghouse Electric 2608 Calif Ave J B Harvey RE1E2

GLENDALE
Hagerty Radio 6826 San Fernando R T Hagerty CH 8-2453 PSTR
Weatherford R V 6919 San Fernando Rd ST 7-1571 PS*

HOLLYWOOD
Pacific Radio Exchange 1407 Cahuenga Blvd I Phillips HU 2-1393 PSTR
Yale Radio Electric 6616 Sunset Blvd R W Yale GL 4169 PS
(Directory continued on next page)

Tel-a-Ray ENTERPRISES, INC.
 BOX 332D
 HENDERSON, KY. | Manufacturers of Long Range
 TV and FM Antenna Systems

9 1/2 out of 10
TV Fuses are **LITTELFUSE**

In 1951
the Spotlight Will Be On
THE AMAZING CLEAR-CHANNEL
Tele King
PERFECTED TELEVISION
From Coast to Coast
The Buying Swing is to Tele King

So. California Distributors
U. S. GRANT SUPPLY COMPANY
2900 East 11th St., Los Angeles, Cal.

CALIFORNIA (Continued)

INGLEWOOD

Acorn Radio 599 S LaBrea R Levinson OR 8-3613 PSTR

LONG BEACH

Dean Fred S 969 American Ave 6-5281 PS
Gough Industries 828 W Anaheim St See Los Angeles
Graybar Electric 17 & Daisy C F Parks TRE1E2
Lynde Electronics Larry 1526 E 4 St 7-4807 PSTR
Scott Radio 266 Alamitos Ave H H Scott 6-1452 PSRM*
S & K Sales 110 Ocean Blvd Hans Kahn TR

LOS ANGELES

Calif Electronic 11801 W Pico Blvd BR 2-2126 PS
Ceazan Co J N 1700 S Figueroa J N Ceazan PR 5401 TRE1E2
Century Distributing 1335 S Grand Ave J H Weisman RI 7-9101 TRP
Corwin Co 1147 S Hope L W Corwin RI 0385 TRE1E2
Dunkle Radio Parts 2506 W 8 St PS
Figart's Radio 6320 Commodore Sloat L J Pelham YO 6218 PSTRM
General Electric Supply 700 Turner L J Perkins MA 7141 TRE1E2P
Gough Industries 819 E First P G Gough MA 6-2474 TRE1E2
Grant Supply Co U S 2900 E 11 St AN 3-7171 TRE1
Graybar Electric 210 Anderson H L Harper AN 3-7282 TRE1E2
Henderson Co 630 N Alvarado R A Henderson DU 2-8301 PS
Henry Radio 11240 W Olympic Ted Henry BR 2-2917 PSTR
Hollywood Radio 5606 Hollywood HO 9-7296 PSMTR
Horn Herbert H 915 S Mateo St MA 9-3211 TRE1E2
Kerwin Co James J 1525 S Flower St PR 5323 TRE1E2
Kierulff & Co 820 W Olympic Leo Barsoian RI 7-0271 TRPSME1E2
Los Angeles Ham Shack 6813 S Hoover R Earnstein PL 1-9687 PSTR
Los Angeles Radio Supply 5261 W Pico Blvd A Risberg YO 4161 PS
Martin Distr 2303 S Union Ave M Marinack PR 7258 PS



Meyberg Co Leo J 2027 S Figueroa RI 7-4451 TRPSME1E2

Minthorne Music 2920 W Pico Blvd H Tronick PA 2177 PS
Pacific Telecoin Corp 1776 S Robertson Blvd TE 0-4676 TR
Papel Bros 2605 E 4 St B Papel AN 2-5151 PSM
Quality Television 1235 E Olympic R F Gibson PR TR 9761 TP
Radio Equip Distr 312 W Pico Blvd Ed Spigel PR 9151 PS*
Radio Parts Sales 5220 S Vermont B Morel TW 9178 PSTRM
Radio Products Sales 1501 S Hill C F Sexton PR 7471 PSTR*
Radio Specialties 1956 S Figueroa R R Legg PR 7271 PSTR
Radio TV Supply 341 W 18 St J H Moulit RI 9131 TRPS
Ravenscroft Co 2320 S Hill St J G Magner Pr 1317 PST
Shane Inc Harry L 160 W 33 H L Shane Pr RI 5241 TRE1E2
Shelley Radio 2008 Westwood Blvd J F Shelley AR 7-6741 PS
Sues Young & Brown 3636 S Bronson AX 3-6231 TRE1E2
Thomas Distr Co 201 S Anderson A R Thomas AN 3-7545 TRE1E2
Thomas Co Ray 1601 S Hope L R Swenson PR 6331 TRE1M
United Radio 1356 S Flower St P J Lavin PR 0563 P
Universal Radio 1729 S Los Angeles St P Kudler PR 5245 PSTR*
Western Auto Supply 1100 S Grand Ave M Weiby PR 9311 TR
Western Electronic 7005 Melrose J Waring WE 3-5581 PSTRE2
Western Electromotive 5544 W Pico Blvd WE 1-1766P
Westinghouse Electric 905 E 2 St L G Berger MA 9-4161 TRE1E2
Wood & Cies Distr 2034 E 48 St W H Cies LO 8-3431 TR

OAKLAND

Altschuler Co Cass 6038 Telegraph Ave J D Altschuler PS
Brill Co W D 198 10 St W D Brill TE 2-6100 PS*
Electric Supply 149 12 St E Feige HI 4-7011 PSTRM*
General Electric 53 & Hollis E W Garcia OL 3-4433 TRE1E2P
Graybar Electric 222 9 St M L Wilkins TRE1E2
Millers Radio & TV Supply 336 E 8 St TW 3-3848 PSME2*
Westinghouse Electric 711 E 8 St H N Muller TRE1E2
Wenger Co E C 1450 Harrison E C Wenger GL 1-1020 PSTRM

PALO ALTO

Zack Radio Supply 225 Hamilton Ave See San Francisco

PASADENA

Dow Radio 1759 E Colo St N G Dowdell PR SY 3-1196 PSTR
Electronic Supply 150 W Green St S M Berezin VP RY 1-7188 PSTRM
Empire Electronic 37 E Union St E Rimy SY 6-0121 PSTRM

POMONA

Acorn Radio & Electric See Inglewood

RIVERSIDE

Massey's Radio Supply 2992 8 St H C Massey PS

SACRAMENTO

Broili-Parks Co 2225 19 St G M Parks GI 2-2983 TRPE1E2
Brown Co C C 1714 10 St J Halliday GI 3-5931 PS
Dalco Appliance 6 & Q Sts J L Nicolay GI 2-3861 TRE1E2
Dunlap Wholesale Radio 2001 D St See Stockton
General Electric Supply 1131 S St E M Ames GI 3-9001 TRE1E2P
Graybar Electric 1900 14 St A R Fryklund RE1E2
Kemp Co E M 1115 R St E M Kemp GI 3-4668 PSTRM*
Sacramento Electric Supply 1219 S St R McDearmon PSR*
Westinghouse Electric 1730 14 St K H P Jones Br Mgr TRE1E2

SAN BERNARDINO

Bagley Co Geo H 1216 D St 2-5581 PSTR
Electronic Equip Distr 1123 W Base Line T B Thomas 8-2721 PSTRM
Inland Electronic 843 Colton Ave E L Sampson 6-5571 PSTR*

SAN DIEGO

Ceazan Co J N 1945 E Harbor Dr See Los Angeles
Century Distr See Los Angeles
Coast Electric 744 G St D Siebenhaler FR 6373 PSTRME1E2*
Distributors Inc 541 2nd Ave G M Cramer TRE1E2
Electric Supplies Distr 435 2 Ave S L Hall PR MA 9161 TRE1E2
Electronic Equipment Distr 1228 2 Av T B Thomas FR 6547 PSTRM*
General Electric 668 3 Ave O G Thompson FR 6641 TRE1E2P
Gold E Distr 1905 E Harbor Dr Wm Goldy FR 9-0231 TRE1E2
Gough Industries 3255 5 Ave G L Porter WO 0659 TRE1E2
Graybar Electric 720 State R T Redfield FR 1361 TRE1E2
Harris Inc R E 131 W Ash St TRE1E2
Kierulff & Co See Los Angeles
Radio Parts 1045 11 Ave F Zurek MA 2091 PS
Shanks & Wright 2045 Kettner Blvd L C Simon FR 9-0176 PSTRM
Thomas Distr See Los Angeles
Western Radio & TV Sup 1415 India St C Steinhauer FR 6333 PSTR
Wood & Cies Distr See Los Angeles

SAN FRANCISCO

Advance Automatic Sales 1350 Howard St Louis Wolcher HE 1-1750 TR
Assoc Radio Distr 1251 Folsom C C Roarke HE 1-0212 PS*
Basford Co HR 235 15 St C P Eggleston PR MA 1-8545 TRE1M
Beck Co R M 90 9 St UN 1-2025 P
Brown Co C C 61 9 St MA 1-7000 PSTRE1*
Calif Electric 1585 Folsom St E L McDonnell PR UN 3-2020 TRE1
Century Distr 1111 Front St S J Cooper YU 2-1480 TRPS
Dalco Appliance 685 7 St V S Dallman PR UN 3-4500 TRE1E2
Edwards Co Frank 382 6 St F Edwards MA 1-9700 TRE1E2
Emerson Radio of Calif 1111 Front St TR
Farwell Fletcher Co 221 11 St J H Fletcher T
General Appliance Co 369 Fell St MA 1-7778 TR
General Electric 1201 Bryant St D W P Larnach UN 3-4000 TRE1E2P
Graybar Electric 1750 Alameda R W Kimberlin MA 1-5131 TRE1E2
Kaemper & Barrett 1850 Mission J T Barrett MA 1-6625 PSTRE1E2
Lancaster Co W J 1045 Bryant St W J Lancaster UN 3-2880 TR
McCormack & Co 450 9 St D F McCormack UN 3-3300 TRE1



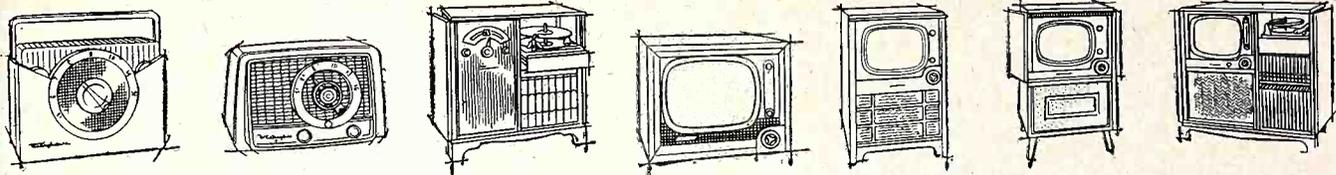
Meyberg Co Leo J 33 Gough St A H Meyer MA 1-3400 TRE1E2M*

(Directory continued on page 127)

In 1951
the Spotlight Will Be On
THE AMAZING CLEAR-CHANNEL
Tele King
PERFECTED TELEVISION
From Coast to Coast
The Buying Swing is to Tele King

San Francisco Area Distributors
PIONEER APPLIANCE COMPANY
1355 Market St., San Francisco, Cal.

Carried by Good Distributors Everywhere
Jensen LOUDSPEAKERS
JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



YOU CAN BE SURE...IF IT'S

Westinghouse

FULL PRODUCT LINES IN

- TELEVISION AND RADIO
- FULL MAJOR APPLIANCE LINE
 - ELECTRIC HOUSEWARES
- APPLIANCE SPECIALTIES
- LEADING NAME BRAND LIGHTING PRODUCTS

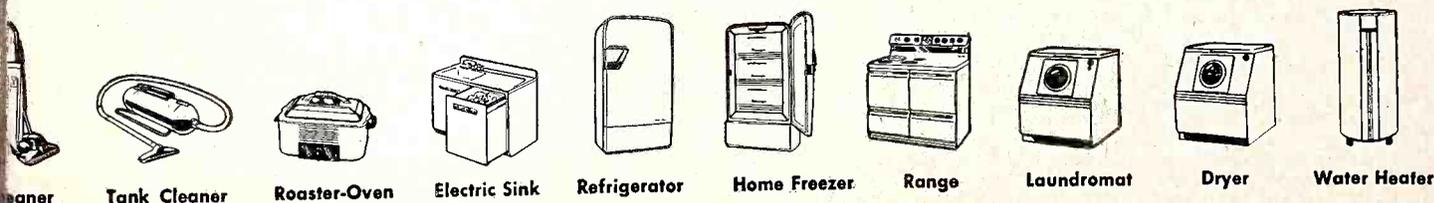
Complete Merchandising Assistance in 107 Locations

EVERY IMPORTANT DISTRIBUTION POINT

★ ★ ★

Westinghouse Electric Supply Co.

SEE DIRECTORY LISTINGS FOR NEAREST LOCATION



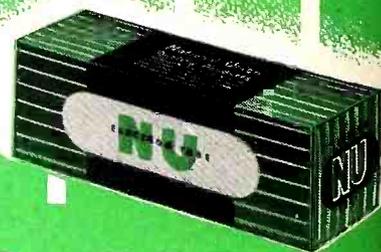
ON LONG ISLAND

817 EXPERTS**SPECIFY****renew**
with **N.U.****premium quality tubes****PETE CHANKO SAYS:**

**Chanrose Distributors
Jamaica, N. Y.**

Servicemen and Service Dealers are our customers and we carry the products they want. From the very beginning, we have featured N. U. tubes because N. U. pioneered in designing and building tubes to meet the serviceman's strictest requirements. Uniform, reliable, properly designed for interchangeability, N. U. tubes solve every service problem. And, backed by N. U.'s cooperative management, helpful service aids and advertising, N. U. tubes are profit-makers for both us and our 817 customers.

- RADIO AND TELEVISION RECEIVING TUBES
- VIDEOTRON TELEVISION PICTURE TUBES
- PANEL LAMPS
- TRANSMITTING AND SPECIAL PURPOSE TUBES

**NATIONAL UNION RADIO CORP.**

Main Office: 350 Scotland Rd., Orange, N. J.

Research Division: Orange, N. J. • Plants: Newark, N. J. — Hatboro, Pa.

DISTRIBUTOR DIRECTORY

CALIFORNIA (Continued)

Pacific Telecoin Corp 1337 Mission S H McConnell MAY 1-5656 TRE1M
 Pacific Wholesale 116 O St Ed Tilton UN 1-4843 TRPSE1*
 Pioneer Appliance 1355 Market St UN 3-2000 TR
 Popkey Co 458 Braman PS
 San Francisco Radio 1282 Market St Geo Weiss UN 3-6000 PS*
 Schwalb Co 1190 Bryant St R D Schwalb MA 1-2309 TRE1E2
 S & K Sales 450 Bryant St DO 2-3890 TR
 Smith & Crawford 1345 Mission St H G Smith UN 1-5206 PSTR*
 Thompson & Holmes 650 2 St S D Paine EX 2-8154 TRE1E2
 Westinghouse Electric 201 Potrero Ave C R Matthews TRE1E2
 Wholesale Radio & Elec 140 9 St A J Rapoport HE 1-3680 PSTRE2*
 Wood & Cies Distr 274 Brannan See Los Angeles
 Zack Radio 1426 Market V N Zachariah Pr MA 1-1426 PSTR*

JOSE

Peninsula TV & Radio 881 S 1 St H W Bundlie CY 4-8781 PSM
 Quement Frank 161 W San Fernando CY 4-0464 PSM*

ITA ANA

Radio & TV Equip PO Box 1644 F C Hall KI 2-6741 PSRT

ITA BARBARA

Channel Radio Supply 434 State St V Shannon 2-3429 PS
 Gough Industries 404 State St See Los Angeles

ITA ROSA

Santa Rosa Electronics 205 Sebastopol Ave P A Boberg 4486-W P

ITH GATE

Mac's Radio Supply 8320 Long Beach Blvd BB McNeal KI 4111 PSTR

CKTON

DeJarnatt Wholesale See Fresno
 Dunlap Wholesale Radio 27 N Grant C W Dunlap PR 7-7909 PSTR*

ITURA

Dealer's Whol Supply 610 N Ventura Ave E L Lombard MI 3-6147 PS

Standard COIL PRODUCTS CO., INC.
"THE STANDARD TUNER"—"THE STANDARD BOOSTER"
 SEE STANDARD COIL JOBBERS

COLORADO

ORADO SPRINGS

Murray Radio 502 W Colorado Ave D B Murray Owner 5946 PSR

VER

Austin & Son 1819 Wazee St J Austin Owner AC 4545 TR
 Boyd Distributing 20 W 13 Ave C H Boyd Owner AC 2631 TRME1E2
 Clark Co Robert F 3062 Blake St W Terry Pr KE 2344 TRE1M
 Davis Bros P O Box 5010 Terminal Annex TRE1E2
 Electric Acces 1963 Stout St H J Lenicheck Owner AC 2761 PSTRM
 Fistells Radio & Elec Sup 1047 Broadway PS
 Flaks Merchandise 1848 Arapahoe St TR
 General Electric Supply 1429 18 St J H Walter SM KE 6301 RE1E2P
 Graybar Electric 104 Wazee S B Hardin Mgr RE1E2
 Hassco Inc 1745 Wazee H A Kucker SM KE 8151 TRE1E2

RCA VICTOR 
 Hendrie & Bolthoff 1635 17 St J N Crosswy Pr KE 4111 TRPSM

Inter-State Radio 1639 Tremont R N Swanson TA 5347 PSR
 Larson Distributing 550 Lincoln St O L Larson Pr AC 5717 TR
 Marcus Bros 2101 15 St Simpson Marcus Pr AL 2001 TRE1
 Niles Radio 505 14 St S R Robinson AL 5033 PSTRE1M
 Radio Products Sales 1237 16 St W Nettles Partner CH 6591 PSTRM
 Savage & Son PO Box 5546 Tom Savage Owner KE 3136 RE1E2
 Sweeney Co B K 1601 23 St KE 6211 TE1E2M
 Walker Radio L B 854 Broadway L B Walker AC 4826 PSTRM*
 Western Appli 201 S Cherokee W G Thompson Buyer RA 4611 TRE1
 Western Supply See Salt Lake City Utah

AND JUNCTION

Radio & Electronic Supply 540 Ute Ave F DeWeese Mgr PS

BLO

Walker Radio Co L B See Denver Colo

In Colorado it's **IRC** **FOR RESISTORS & VOLUME CONTROLS**
 YOUR DISTRIBUTORS ARE

DENVER—Electric Accessories Company 1963 Stout St
 Inter-State Radio & Supply Co 1639 Tremont Street
 Niles Radio Company 505 Fourteenth Street
 Radio Products Sales Company 1237 Sixteenth St
 L B Walker Radio Company 854 Broadway
 PUEBLO—L B Walker Radio Company

SYLVANIA
DISTRIBUTORS
 AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

DENVER—Interstate Rad & Supl Co 1639 Tremont Pl
 PUEBLO—L B Walker Radio Company 218 West 8th St

9 1/2 out of 10
 TV Fuses are



Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

CONNECTICUT

BRIDGEPORT

D'Elia Electric 1330 Fairfield Ave C A D'Elia Pr 3-0193 TRE1E2P
 General Electric 335 Kossuth St C H Bell SM 6-1621 TRE1E2P
 General Mdse & Hdwe 35 Middle St B Pecks PA 6-2179 TRE2
 Hatry & Young 1700 Main St A Kaufman Mgr PSTR*
 Tower Co B M 366 Faireld Ave A P Tower Pr 6-3881 TRE1E2
 Waldhaus Co L N 1132 Norman St L N Waldhaus Owner 5-7985 PSTR

HAMDEN

Spinney Co B H 957 Dixwell Ave W J Davies 7-3594 TR

HARTFORD

Beacon Light & Supply 108 Allyn St B Singer Owner 7-8237 TRE2
 Capitol Light & Supply 6 Huntley Pl A S Cart 7-8115 TRE1E2
 Emerson Radio 84 Flower St Morton Cherof Owner 7-5288 TR
 General Electric Supply 2964 Main St C H Bell SM 2-4115 TRE1E2P
 Hatry & Young 203 Ann St L W Hatry Owner 7-1881 PSTR*
 Moses Radio Electronics 54 Flower St S Moses Owner 7-7247 PSM*
 Orkil Inc P O Box 208 O P Kilbourn Pr TR
 Post & Lester 10 Chestnut St P J Carr 7-9155 TRE1M

RCA VICTOR 
 Radio & Appliance 673 Conn Blvd L K Roth Pr 8-6544 TRPSME1
 (Directory continued on page 129)

SYLVANIA
DISTRIBUTORS
 AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

BRIDGEPORT—Hatry & Young Inc 1700 Main Street
 HARTFORD—Hatry & Young Incorporated 203 Ann St
 NEW HAVEN—Hatry & Young Inc 77 Broadway
 NEW LONDON—Hatry & Young of New Ldn 428 Bank
 STAMFORD—Hatry & Young Incorporated 97 Main St
 Stamford Radio Supply 562 Atlantic Street
 WATERBURY—Hatry & Young Inc 89 Cherry Street

Standard COIL PRODUCTS CO., INC.
"THE STANDARD TUNER"—"THE STANDARD BOOSTER"
 SEE STANDARD COIL JOBBERS

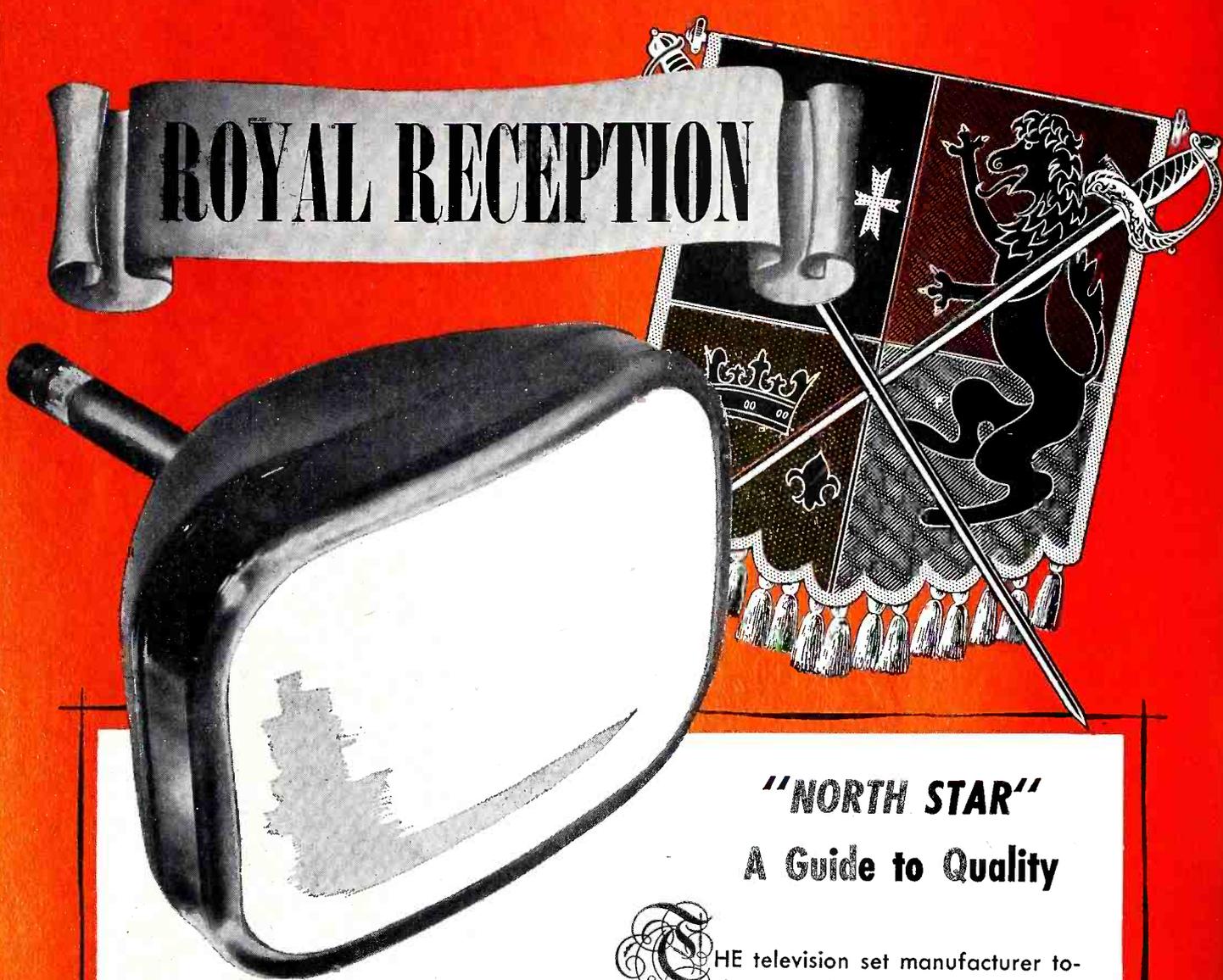
BRIDGEPORT—Hatry & Young 1700 Main Street
 HARTFORD—Emerson Radio of Conn 84 Flower St
 Hatry & Young 203 Ann Street
 Moses Radio Electronic Co 54 Flower Street
 Roskin Incorporated 48 Winthrop Street
 R G Scelli 1347 Main Street
 NEW HAVEN—Thomas H Brown Co 15 Whiting Ave
 Hatry & Young 77 Broadway
 NEW LONDON—Hatry & Young 428 Bank Street
 WATERBURY—Bond Radio Co 439 Main Street West
 Hatry & Young 89 Cherry Street



Tel-a-Ray ENTERPRISES, INC.

BOX 332D
 HENDERSON, KY.

Manufacturers of Long Range
 TV and FM Antenna Systems



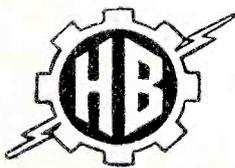
ROYAL RECEPTION

"NORTH STAR" A Guide to Quality

THE television set manufacturer today occupies a unique and challenging position. Millions of American families in the coming years will be purchasing receivers. The pleasure and enjoyment they will experience from a clear beautiful picture is beyond measuring. As the manufacturer continues to provide this quality and this enjoyment, his set is predestined to gain an enviable name and an ever widening demand.

We feel here at Haydu that the care and materials that go into a set will largely determine the sales and growth of a company. As we have visited various plants, the attention to detail and the engineering efforts being made assure us that the receiver producer realizes this too.

We produce the Haydu "North Star" picture tube with these things in mind. With the finest engineering and the best equipment we provide our customers a tube which will "star" their set. The North Star receives and provides a Royal Reception.



HAYDU BROTHERS

PLAINFIELD, N. J.

• LOS ANGELES, CAL.



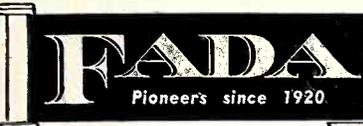
DISTRIBUTOR DIRECTORY

CONNECTICUT (Continued)

Roskin Distr 48 Winthrop St Samuel Roskin Owner 7-0161 TRE1E2
 Sceli & Co R G 1347 Main St R G Sceli Pr 2-1144 PSTRM
 Seaboard Distributors 110 Ann St O L Cavallo Buyer 2-5682 TM
 Stern & Co 210 Chapel St F E Stern Pr 7-5166 TRE1E2M
 Westinghouse Electric Supply 185 Ann St W C Dole Mgr TRE1E2
 Wood-Alexander & Co 555 Asylum St G R Wood Pr 7-8125 TRPE1

NEW BRITAIN

United Radio Supply 53 E Main St Vic Morrell 3-2731 PSTR*



**For your local distributor
write or wire FADA
Belleville, New Jersey**

NEW HAVEN

American Distributors 76 Franklin F G Cook SM 5-3161 TRE1E2
 Amrad Co 843 Grand Ave A Bettigole 8-4508 P
 Brown Co Thos 15 Whiting Ave T H Brown PS*
 Congress Radio 207 Congress Av L B Bettigole Owner 8-6365 PSTRM
 Dale-Conn 140 Ferry St G R Wolf TRE1E2
 Electronic Sales 353 Crown St A S Pincus 8-0161 TRE1
 General Electric 74 Forbes Ave P Damato Mgr 4-2556 TRE1E2P
 Hatry & Young 77 Bdwy A Fraulo Mgr 7-5923 PSTR*
 Mowry Sales 152 Brewery St TR
 Plymouth Electric 393 Chapel St R J Mailhowe Pr 7-0291 TRE1E2M
 Spinnney Co B H See Springfield Mass
 Tower Corp H M 60 County St W G Miller Pr 8-4189 TR
 Westinghouse Electric 240 Cedar St J K Silver Br Mgr TRE1E2

**9 1/2 out of 10
TV Fuses are**



NEW LONDON

Hatry & Young 428 Bank St W E Aikins Buyer 6684 PSTR*

STAMFORD

Hatry & Young 97 Main St J Christian PSTR*
 Stamford Radio Supply 562 Atlantic St G W Morton 4-2752 PSTR

**In 1951
the Spotlight Will Be On**

THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

Conn., Western Mass., Distributors

SEABOARD DISTRIBUTORS, INC.

110 Ann Street, Hartford, Conn.

WATERBURY

Bond Radiq Supply 439 W Main St Raymond Fulliero 3-2149 PSTR*
 General Electric 23 Nichols Dr P Damato Mgr 4-2143 TRE1E2P
 Hatry & Young 89 Cherry St J H Smith Jr 5-1181 PSTR*

In Connecticut it's  **FOR RESISTORS & VOLUME CONTROLS**
YOUR DISTRIBUTORS ARE

BRIDGEPORT—D'Elia Electric 1330 Fairfield Avenue
 Hatry & Young Inc 1700 Main Street
 L N Waldhaus 1132 Norman Street
HARTFORD—Hatry & Young Inc 203 Ann Street
 R G Scell and Company 1347 Main Street
NEW BRITAIN—United Radio Supply 53 East Main St
NEW HAVEN—Amrad Company 843 Grand Avenue
 Congress Radio Company 207 Congress Avenue
 Hatry & Young Inc 77 Broadway
NEW LONDON—Hatry & Young Inc 428 Bank Street
STAMFORD—Stamford Radio Supply Co 562 Atlantic St
WATERBURY—Bond Radio Supply 439 West Main St
 Hatry & Young Inc 89 Cherry Street

DELAWARE

WILMINGTON

Almo Radio See Philadelphia Pa
 Garrett-Miller Co 4 & Orange Sts Reese Repp TRE1E2
 General Electric 18 & Market C 1 Disney 5-5561 TRE1E2P
 Graybar Electric 1005 W 4 St L E McIntyre Mgr TRE1E2
 Radio Electric 3 & Tatnall Sts S Furman Mgr 6-8864 PSTR
 Westinghouse Electric 400 S Market St W J Cashin TRE1E2
 Wilmington Jobb & Distr 5 & French Sts E Freeman PR 8-4169 TR

(Directory continued on next page)

In Delaware it's  **FOR RESISTORS & VOLUME CONTROLS**
YOUR DISTRIBUTORS ARE

WILMINGTON—Almo Radio Company 6th & Orange Sts
 Radio Electric Service Co Third & Tatnall Streets

**SYLVANIA
DISTRIBUTORS
AT YOUR SERVICE**



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

WILMINGTON—Radio Elec Serv Co 4th & Tatnall St

Standard COIL PRODUCTS CO., INC.
"THE STANDARD TUNER" — "THE STANDARD BOOSTER"
SEE STANDARD COIL JOBBERS

WILMINGTON—Radio Electric Thrd & Tatnall Streets

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

CIRCULATION

of this

DISTRIBUTOR DIRECTORY

34,000

DISTRICT OF COLUMBIA

WASHINGTON

American Wholesalers 5 & W Sts NE T Privot Mgr M1-1414 TRE1E2
 Capitol Radio Wholesal 2120 14 St NW W B Jones HO-0800 PSTRM
 Electronic Wholesalers 2010 14 St NW J S Forti HU-5200 PS*
 Emerson Radio of Wash 1522 14 St NW Sam Schack HU 7255 TRPS
 Fairfax Distr 702 H St NW ST-1480 TR
 General Electric 705 Edgewood NE JW Belt HU-6800 TRE1E2P
 Graybar Electric 60 Fla Ave NE F F Jasperson Mgr AD-4800 TRE1E2
 Greber Dist Co 930 F St NW Jos Greber RE-7129 TRE1
 Kaufmann-Washington 1215 Kenilworth NE LU 1-2100 TRE1E2M
 Kenyon Radio Supply 2020 14 St NW H Cohn Owner CO 3161 PSM*
 Malco Wholesalers 472 L St NW A A Alperstein Pr ST-4343 TRE1
 Mid-Atlantic Appliance 2046 W Va Ave NE LA 6-5500 TRE1E2
 Morris Sales Edgar 712 13 St NW G F Knidley VP NA 1031 TRE1E2
 Rucker Radio Wholesale 1312 14 St NW L C Rucker MI 8554 PSRM*
 Silberne Ra & Electronics 3308 11 St NW M Silberman HO-7671 PS*
 Simon Distributing 615 Penna Ave NW J H Simon RE 2180 TRE1E2

RCA VICTOR 

Southern Wholesalers 707 Edgewood St NE HU-3422 TRMPs

Sun Radio 938 F St NW W M Pelz Buyer ME 3500 PSTR
 Washington Appliance Distr 1832 M St NW F R McGregor ST 9160 TR
 Washington Wholesalers 2053 Va Ave M L Krewer LA 6-9100 TRE1
 Westinghouse Electric 1216 K St NW N C Lease NA-9700 TRE1E2
 Zamoiski Co Jos M 2122 24 PL NE C J Zamoiski FR-9936 TRE1E2P

(Directory continued in next column)

In District of Columbia it's



FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

**WASHINGTON—Capitol Radio Whlrs 2120 14th St N W
 General Electric Supply Co 705 Edgewood St NE
 Rucker Radio Wholesalers 1312 14th Street NW**

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

**WASHINGTON—Capitol Radio Whol 2120 14th St N W
 Rucker Radio Wholesalers 1312 14th Street N W**

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



9 1/2 out of 10 TV Fuses are



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 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

DAYTONA BEACH—Hammond-Morgan 228 Volusia
JACKSONVILLE—Radio Parts Company 712 Main St
Thurow Distrs Inc 15-17 E Church PO Box 4885
LAKELAND—Radio Accessories Co 1054 S Florida Ave
MIAMI—Emerson Radio of Florida Inc 131 NE 10 St
Thurow Distrs Inc 420 SW 8th Ave PO Box 4741
Walder Radio & Appliance Co 1809 NE Second Ave
ORLANDO—Hammond-Morgan Inc PO Box 3162
Radio Accessories Company 71 East Church Street
Thurow Distrs Inc 129-133 S Court PO Box 2241
PENSACOLA—Grice Radio & Elec Supl 358 E Wright
Gulf Electric Supply Company 115 E Gregory St
TALLAHASSEE—Thurow Distributors Inc PO Box 962
TAMPA—Radio Accessories Co 135-37 S Franklin St
Thurow Distrs Inc 134-136 S Tampa St PO Box 1529
WEST PALM BEACH—Goddard Distrs 1309 N Dixie
Thurow Distrs Inc 308 S Olive Ave PO Box 3050

FLORIDA

DAYTONA BEACH

Hammond-Morgan Inc 228 Volusia Ave See Orlando

FT. MEYERS

Kinkade Radio Supply See Tampa

GAINESVILLE

Baird Hardware 1 SE 1 St CA Pound Pr 8531 TRPSE1E2

9 1/2 out of 10 TV Fuses are



JACKSONVILLE

Cain & Bultman Inc 335 E Bay F M Bultman Pr 5-0482 TRE1E2
 Emerson Radio of Fla 803 Main St TR
 Empire State Distr 800 E Bay EK Rudolph GM 5-9641 TRE1P
 Everitt Corp Security Warehouse RM Everitt Jr Pr TR
 General Electric 530 E Forsyth R R Barnes 5-6363 TRE1E2P
 Graybar Electric Co 12 & Main Sts RB Sayre 6-7611 TRE1E2
 Kinkade Radio Supply See Tampa
 Major Appliances 536 E 4 St 4-3330 TR
 Peaslee-Gaulbert Corp See Louisville Ky
 Radio Parts 712 N Main St PS
 Seaboard Dist Co 402 E Bay St TR

RCA VICTOR 

Southern Hdw 11 S Newnan St R H Cowan Pr JA 3-5761 TRPSM

State Distr Co 700 E Union St CB Brichwood SM 2-2800 TRE1
 Thurow Distributors 15 E Church St F Mitchell 5-3727 TRE1PSM
 Towers Distributing 2014 W Beaver St TRE1
 Westinghouse Electric 37 S Hogan St V F Fox TRE1E2

(Directory continued on next page)

OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.

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THE AMAZING CLEAR-CHANNEL
Tele King
 PERFECTED TELEVISION
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Miami Area Distributors
PAN-AM ELECTRIC SUPPLY CO.
 1900 E. Miami Court, Miami, Fla.

DISTRIBUTOR DIRECTORY

FLORIDA (Continued)

LAKELAND

Radio Accessories See Orlando

MIAMI

Gain & Bultman See Jacksonville
E Coast Radio & TV 914 N Miami Ave Saul Tashman 82-1341 PSTR
Electric Sales & Appl 1550 NE 2 Ave D R Thurman TRE1P
Electronic Supply 61 NE 9 St A Seidler PR 9-4503 PSTRM
Emerson Radio of Fla 131 NE 10 St Ray Friedman 2-4188 TR
Flagler Radio, Co 1068 W Flagler St R H Lehfeldt PR 3-1425 PS
General Electric Supply 811 NW 1 Ave CR Murpury Mgr TRE1E2P
Graybar Electric 875 NW 1 T E Powell Mgr 2-3168 TRE1E2
Herman Radio Supply 1745 NE 2 Ave Harvey Herman 2-8147 PSTR*
Household Appliance 150 NW 21 St T Pritikin PR 9-2431 TRE1
McDonald Electric Co 367 NW 6 St R S McDonald PR 3-8675 TRE1E2
Major Appliances 925 W Flagler St W Reynolds 3-6423 TRPE1
Pan-American Electric 1900 E Miami Ct TR
Peaslee-Gaulbert Corp 152 NE 11 St See Louisville Ky
Radio Parts Inc 1209 NE 1 Ave E V Seidler PR 2-7441 PSTR

RCA VICTOR



Sea Coast Appliance 36 NE 21 St S Glaser PR 9-1761 TRE1PSM

Thurrow Distributors 420 SW 8 Ave H F Frick BR Mgr 9-6571 TRE1P
Walder Radio Appl 1809 NE 2 Ave R J Schneider 3-222 PSTRM*
Westinghouse Electric 11 NE 6 St GH Wygant Br Mgr TRE1E2
Wholesale Appliances Inc 965 SW 8 St J B Koger Pr 9-6161 TRE2M

ORLANDO

General Electric 523 N Garland R J Brindel 2-1377 RE1E2P
Graybar Electric Co 533 W Central Ave H E Smither TRE1E2
Hammond-Morgan Inc 9 S Terry St C E Morgan 2-5833 PS
Radio Accessories 65 E Church St E C Amerman 8909 PS
Thurrow Distributors 129 S Ct St Cecil Ritch BR Mgr 6606 TRE1P

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JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



PENSACOLA

Grice Radio Electronic 358 E Wright F G Grice Jr 8-5812 PSR
Gulf Electric Supply 115 E Gregory St C L Taylor 6146 PSE2
Hundley Distributing 1110 N 13 Ave W W Hundley 5457 TRPE2
Lewis-Bear Co 404 S Palafox St R H Kahn RE1E2
Thurrow Distributors 23 W Romana St See Jacksonville

ST. PETERSBURG

Cooper Radio Co 648 2 Ave N C B Cooper Owner 7-7120 PSMR
Graybar Electric 1900 1 Ave R L Munro Mgr RE1E2
Morley Radio Elec Supply 1615 16 St S J A Braun Mgr TRE1E2
Welch Radio Supply 408 9 St S W D Welch Owner 7-8655 PSR

SARASOTA

Morley Electric Supply 944 Main St S E Benjamin 2718 TRE1E2

TALLAHASSEE

Thurrow Distr 739 N Monroe St H M Carpenter 2-1263 TRPSE1E2

TAMPA

Brooks Supply Co 4410 N Armenia Ave R
Byars-Forgy Inc 105 E Twiggs St W H Forgy M 1828 RE1
Cain & Bultman See Jacksonville

RCA VICTOR



Electric Supply 106 S Franklin St W J Pinkston 2-3745 RPSME1

Emerson Radio of Fla 209 Franklin St R
General Electric Supply 512 S Morgan T H Cherry 2-1805 RE1E2P
Graybar Electric 416 Ellamae St R S Robinson M-2601 RE1E2
Kinkade Radio Supply 402 Fortune St E T Kinkade Pr PSR
L & L Distributors P O Box 5658 W W Leavine Owner 2-1849 RE1E2
Major Appliances Inc 419 Ellamae Ave 2-9422 R
Peaslee-Gaulbert Corp See Louisville Ky
Radio Accessories See Orlando
State Distributing 209 S Franklin St Tom Simmons RE1
Thurrow Distr 434 S Tampa St H M Carpenter Pr 2-1885 RPSE1E2M
Westinghouse Electric 417 Ellamae Ave E L Houston RE1E2

W. PALM BEACH

Goddard Distributors 1309 N Dixie N Goddard Buyer 2-2989 RE1E2M
Thurrow Distributors 509 Clematis St F VonGeysro Jr 8560 RPS

Tel-a-Ray ENTERPRISES, INC.

BOX 332D
HENDERSON, KY.

Manufacturers of Long Range
TV and FM Antenna Systems

In Florida it's **IRRC** FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

FT MYERS—Kinkade Radio Supply Co 1042 Jackson St
GAINESVILLE—Baird Hardware Company
JACKSONVILLE—Kinkade Radio Supply 1402 Laura St
Thurrow Distributors Inc 15 East Church Street
LAKELAND—Radio Accessories Co 1054 S Florida Ave
MIAMI—Electronic Supply Company 61 NE 9th Street
Herman Radio Supply Company 1745 NE 2nd Ave
Thurrow Distributors Inc 420 SW 8th Avenue
Walder Radio & Appliance Co 1800 NE Second Ave
ORLANDO—Hammond-Morgan 9 South Terry Street
Radio Accessories Company 65 E Church Street
Thurrow Distributors Inc 120 South Ct Street
PENSACOLA—Grice Radio & Elec Supply 358 E Wright
ST PETERSBURG—Cooper Radio Co 648 Second Avenue
Welch Radio Supply 408 Ninth Street
TALLAHASSEE—Thurrow Distributors 730 N Monroe St
TAMPA—Kinkade Radio Supply 402 Fortune Street
Radio Accessories Co 134 South Franklin Street
Thurrow Distributors Inc 134 South Tampa Street
WEST PALM BEACH—Goddard Distrib 1309 N Dixie St
Thurrow Distributors Inc 509 Clematis Street

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

GAINESVILLE—Baird Hardware Company

FADA For your local distributor write or wire FADA
Pioneers since 1920 Belleville, New Jersey

GEORGIA

ALBANY

Specialty Distributing Co See Atlanta
Westinghouse Electric 610 N Washington St. H L Edge Jr RE1E2

ATLANTA

Atlanta Phonograph Co 27 Pryor St SW J C Luttrell WA-3380 PSM
Beck & Gregg 217 Luckie St NW J L Williams WA-2010 RE1E2P
Brown Distr 731 Glenn St W J C Brown Pr RA 6137 TRE1
Concord Radio Corp 265 Peachtree St WA-5140 PSTR
Cowan-Boze Co 224 Nelson St SW P J Carroll SM WA-8640 TR
Economy Auto Stores 1130 Bankhead Ave NW Edward Walkley Pr TR
Edwards-Harris 258 Peachtree St E H Edwards LA 5668 TRE1E2
Electric Sales 209 Walton St NW TRE1E2
Electrical Wholesalers 229 Whitehall F H Dendy CY-3431 TRE1E2
Garvin Electric Co 69 Forsyth St NW B J Garvin PS
General Electric 172 Haynes St SW D M Clarke Jr MA-3811 TRE1E2P
Georgia Appliance 1405 Spring NW H Thomas Pr AL-8805 TRE1E2P
Georgia Distributors 754 Ponce de Leon H H Hurt Pr EM-5681 TR
Graybar Electric 333 North Ave NW AD Hammond Mgr TRE1E2
Hopkins Equipment 418 W Peachtree A H Crook Pr CY-8505 TRE1E2
Kenrow Inc 451 Bishop St NW Vance Woodcox HE-7524 TR
Martin Dist Co CS 250 Peachtree St NW TR
Peaslee Gaulbert 300 Peters St SW M O Mosteller AL-8611 TRE1E2
Schiffer Distr 316 Ivy NE M S Schiffer Owner LA-8656 TRE1E2
Southeastern Ra Parts 442 W Peachtree NW W M Grigsby LA-7536 PS
Specialty Distr 425 Peachtree NW M E Warren AT-4406 PSTR
Westinghouse Electric 1299 Northside Dr NW W A Emerson TRE1E2

RCA VICTOR



Yancey Co 340 Peachtree St NW J D Yancey MA-7337 TRE1E2PSM

(Directory continued on next page)

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

ATLANTA—Specialty Distr Co 425 W Peachtree Street
COLUMBUS—Radio Sales & Service Co 1326 First Ave
MACON—Specialty Distributing Company 513 Arch St
SAVANNAH—Specialty Distr Co 411 E Broughton St

GEORGIA (Continued)

AUGUSTA

Prestwood Electronics 708 Reynolds J G Prestwood 4-5444 PS*
Specialty Distributing Co See Atlanta

COLUMBUS

Radio Sales 1326 1 Ave Ralph Julius Buyer 2-0482 PSTR*

MACON

Hatcher Co A S 586 3 St B R Shipp VP 106 TRE2
Specialty Distributing Co 539 Arch St See Atlanta Ga
White Radio Guy 654 Mulberry St Guy White Owner 6077 PSTR

FADA For your local distributor
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Belleville, New Jersey

SAVANNAH

Frank Corp 322 Broughton St W R
General Electric 301 E Bay St C H Roberts Mgr 8143 RE1E2P
Graybar Electric Co 2601 Whitaker St R L Wear Mgr RE1E2
Peaslee-Gaulbert Corp 532 Indian St J D Ivey RE1E2
Ray Distributing Co 237 W Broad St F A Ray 4-4361 R
Southeastern Radio Parts 38 Montgomery St See Atlanta
Specialty Distributing Co 411 E Broughton St See Atlanta
Tuten & Long 410 E Bay St R Tuten PS
Westinghouse Electric 580 Indian St F B Hickman Br Mgr RE1E2

RCA VICTOR

Yancey Co 666 Indian St Jack King Radio Mgr 4-1611 RE1E2PSM

(Directory continued in next column)

In Georgia it's IRC FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

ALBANY—Specialty Distributing Co 104 Pine Avenue
ATLANTA—Southeastern Rad Prts Co 442 W Peachtree
Specialty Distributing Co Inc 425 W Peachtree NW
The Yancey Company 340 West Peachtree NW
AUGUSTA—Specialty Distributing Co Inc 644 Reynolds
COLUMBUS—Radio Sales & Service Co 1326 1st Avenue
MACON—Specialty Distributing Co Inc 513 Arch Street
SAVANNAH—Southeastn Rad Parts Co 38 Montgomery
Specialty Distributing Co Inc 411 E Broughton St

SYLVANIA DISTRIBUTORS AT YOUR SERVICE

Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

ALBANY—Specialty Distributing Company 104 Pine St
ATLANTA—Beck & Gregg Radio Co 217 Luckie St
Electrical Wholesalers 229 Whitehall Street SW
Garvin Electric Company 69 Forsyth Street NW
Georgia Appliance Company 1405 Spring St NW
Specialty Distributing Co 425 Peachtree St NE
AUGUSTA—Prestwood Electronics Co Inc 708 Reynolds
Specialty Distributing Company 644 Reynolds St
COLUMBUS—Radio Sales & Service Co 1326 First Ave
MACON—Specialty Distributing Company 513 Arch St
SAVANNAH—Specialty Dist Co 223 Broughton St East

9 1/2 out of 10 TV Fuses are LITTELFUSE

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OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.

IDAHO

BOISE

Craddock Radio Supply 1522 State St R V Craddock 4948 PSRM*
General Electric Supply 618 S 4 St M M Saville Mgr 4343 RE1E2P
Graybar Electric Co 14 & Idaho Sts L M Smith Mgr RE1E2
Idaho Hdw & Plumbing PO Box 547 R
Kopke Electronics Co 119 Peasley St H E Kopke 7208 PSR*
Strevell-Paterson 126 SW Temple St G A Rogers Pr 4-6461 RE1E2
Westinghouse Electric 710 Front St H H Falkner 7611 RE1E2

IDAHO FALLS

Schwendiman Distr 380 E St Rex Schwendiman Owner 2470W RPS

POCATELLO

Billmeyer's Wholesalers C R Billmeyer Owner 698 RPE1E2

(Directory continued on next page)

In Idaho it's IRC FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

BOISE—Craddock's Radio Supply 1522 State Street
Kopke Electronics Company 119 Peasley Street

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

BOISE—Kopke Electronics Company 119 Peasley Street
POCATELLO—Billmeyers-Wholesalers 240 S Arthur

Tel-a-Ray ENTERPRISES, INC.
BOX 332D HENDERSON, KY. Manufacturers of Long Range TV and FM Antenna Systems

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DISTRIBUTOR DIRECTORY

ILLINOIS

BELLEVILLE

Lurtz Electric 210 N Illinois St E C Lurtz Owner 942 PSTRM*

BENTON

Lampley Radio 802 N McLeansboro U R Lampley 105 W PSTR

BLOOMINGTON

Alverson Sales 217 E Front St H L Alverson 2838-0 P*
Arbuckle Electronic, J W 626 W Oakland J W Arbuckle 5323 -0 PS

CALUMET CITY

Chaunceys Inc 136 Pulaski Ave TO 2-5688 PS*

CARRIERS MILLS

O'Keefe Distributing Clyde O'Keefe Pr 2321 TRE1E2

CHAMPAIGN

Radio Doctors 340 N Hickory PS

CHICAGO

Allied Radio 833 W Jackson A Brodsky PA HA 1-6800 PSM*
Alter Co Harry 1728 S Michigan Ave H Alter Pr WA 2-3250 TRE1
American Sales 1811 W 47 St Ted Wilson Pr YA 7-0656 P
Appliance Dists 444 Lake Shore Dr Tom Carey WH 4-2800 TRE1E2P
Arvin Dists 150 N Wacker Dr W. E. Skinner Br Mgr FR 2-5873 TRE2
Bard Co J F 220 W Locust St SU 7-6076 T
Belmont Distr 153 W Huron St H V Schwartz G M WH-4-1300 TR
Bercraft Corp 4440 N Clark St B W Citron Owner LO 1-8996 TRE1E2
Bowman & Co J G 515 E 75 St J G Bowman Owner TR 4-8070 PS*
Chaunceys Inc 4737 W Chicago Ave P H Chauncey Pr ES 8-0830 PS*
Chauncey's Distributing Corp 1327 W 79 St
Chicago Radio Apparatus 415 S Dearborn St HA-7-2276 PS
Chicago Radio Prod 5453 S Halsted R M Shlaes Owner BQ 8-4202 PS
Clayton Radio 2754 N Ashland T Dopke Owner GR 7-1075 PSTR
Concord Radio 901 W Jackson Blvd J Branum Buyer HA 1-0422 PS
Cooper Jr Inc R 836 S Canal St R T Cragg WA 2-7000 TRPE1E2
Electric Supply 701 W Jackson AN 3-5225 TRE1E2
Gaskin Distr 6015 S Major Ave TRE1E2
Graybar Electric 850 W Jackson Blvd CA 6-4100 TRE1E2
Green Mill Radio 145 W 111 St N Westerfeld PU 5-9840 PSTR
Howard Electronic Sales 3149 W Fullerton Ave EV 4-1844 PSM
LaSalle Appliance Distr 743 N LaSalle St Mo 4-3144 TR
Lowenthal Co T R 1205 Sherwin T R Lowenthal Owner RO 4-0784 P
Lukko Sales 5024 Irving Park Rd W O Schoning Pr CE 3-4800 PSTR
Mann Co H U 1230 W Jackson Blvd TA 9-5100 TE1E2
Midwest Electronics 6907 N Western Ave W C Braun RO 1-1160 PS
Morts Radio Shack 630 W Randolph St ST 2-3868 PSTRM
Motorola-Chicago Co 1330 W Washington Blvd TA 9-8800 TRE1
Mykroy Inc Central & State NE 1-8211 PS
Nation Wide Radio 572 W Randolph St J. E. Bass DE 2-6509 PS
Newark Electric 323 W Madison St S Poncher Pr ST 2-2950 PSTR
New World Dists 540 N LaSalle St Jerome Markoff MO 4-3435 TE1
Philco Dists 548 N Lake Shore Dr A Tepper SU 7-2525 TRE1E2
Pilgrim Distr 910 W Jackson Blvd I Wicks GM MO 6-7065 PS*
Pioneer Radio 1921 Belmont Ave G Gromnes Owner BU 1-8720 PS

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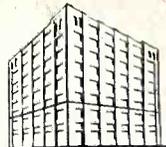
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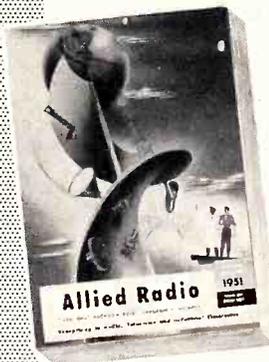


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Address.....

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NEWARK ELECTRIC COMPANY
323 WEST MADISON STREET
CHICAGO 6, ILLINOIS

ILLINOIS (Continued)

Radio Parts Co 612 W Randolph H Ceaser DE 2-2530 P*
Radio Parts Distr 925 E 55 St Fred Nagle VP BU 8-1611 P
Radio Parts Outlet 4305 N Lincoln Ave D Skord WE 5-7781 PSTR
Radio Television Supply 4343 W Armitage HU 9-3311 PSRM

RCA VICTOR



RCA Victor Distr 445 N Lake Shore Dr WH 4-4600 TRPSM

Remco Inc 545 N LaSalle St R E McGreevy Pr SU 7-9560 TRE1M
Sampson Co 2244 S Western Ave Peter Sampson Pr VI 7-6363 TRE1M
Schulman Co S E 512 S Michigan Ave WA 2-3080 TR
Sentinel TV Sales 401 N Leavitt St L S North Pr MO 6-6110 TR
(Directory continued on next page)

In Illinois it's

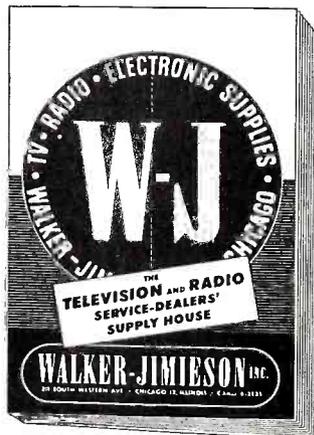


FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

- BELLEVILLE—Lurtz Electric Co 210 North III Street
- BLOOMINGTON—J W Arbuckle 626 West Oakland St.
- CALUMET CITY—Chauncey's Inc 136 Pulaski Avenue
- CHAMPAIGN—Radio Doctors 340 North Hickory Street
- CHICAGO—Allied Radio Corp 833 West Jackson Street
- Chauncey's Inc (2 stores) 4737 W Chicago Avenue
- Lukko Sales Corporation 5024 Irving Park Road
- Nation Wide Radio 572 West Randolph Street
- Newark Electric Co 323 West Madison Street
- Star Electronic Distributors Inc 7736 S Halsted St
- Walker-Jimieson Inc 311 South Western Avenue
- DANVILLE—Allen Electric Co 18 E North Street
- DECATUR—York Radio Supply Corp 801 N Broadway
- DIXON—Illinois Appliance Company 407 W First Street
- KANKAKEE—Radio Doctors Supl House 220 E Station
- MT CARMEL—Wabash Radio Distributing 700 Plum St
- PEORIA—Herberger Radio Supply 136 First Street
- Klaus Radio & Electric Company 707 Main Street
- Ross Radio 1915 Main Street
- QUINCY—Cooper Supply Company 935 Main Street
- ROCKFORD—H & H Electronic Supl 510 Kishwaukee
- Mid-West Associated 506 Walnut Street
- ROCK ISLAND—Tri-City Radio Supply 1919 4th Avenue
- SPRINGFIELD—Harold Bruce 120 North First Street
- Wilson Supply Company 108 West Jefferson Street

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Name

Company

Address

City Zone State

DISTRIBUTOR DIRECTORY

ILLINOIS (Continued)

Star Electronic Distr 7736 S Halsted St J E Snyder HU 3-8441 PS
 Stewart-Warner Sales 1826 Diversey Pky GR 2-5080 TR
 Stromberg-Carlson Sales 564 W Adams St J A Fry SM ST 2-4234 TR
 Television Distrs 401 N Leavitt St L North PR MO 6110 TR
 Triangle Industries 600 W Adams B M Cohn AN 3-5060 TRE1E2
 U S Radio & Television 6602 S Ashland Ave WA 5-4111 PS
 Walker-Jimieson 311 S Western Ave R E Walker CA 6-2525 PSTR*
 Westinghouse Electric 113 N May St Henry Czech TA 9-5000 TRE1E2
 Whitehall Distrs 506 N Dearborn Norman Weinstein WH 4-3344 TR
 Zenith Radio Distr 912 W Washington Blvd HA 1-7474 TRM

DANVILLE

Allen Electric 18 E North St N E Reed Buyer 408 PST
 Westinghouse Electric 603 N Gilbert St W T Gibson TRE1E2

DECATUR

Crum Distr 260 East Wood St R R Crum Owner 3-7776 TRE1E2S
 Loughnane & Co 802 Water St A P Loughnane 2-4187 PSTRE1
 York Radio Supply 801 N Broadway Al Schaar 3-3484 PS

DIXON

Illinois Appliance 407 W 1 St PS

(Directory continued on next page)

SYLVANIA
DISTRIBUTORS
 AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

CALUMET CITY—Chauncey's Rad & TV Supl 136 Pul Rd
 CHICAGO—Chauncey's Inc 4737 West Chicago Ave
 Chauncey's Distributing Corp 1327 W 79th St
 Pilgrim Distributing Co 910 West Jackson Blvd
 DECATUR—York Radio Supply Corp 801 N Broadway
 MOLINE—Lofgren Distributing Co 1202 Fourth Ave
 PEORIA—Pilgrim Distributing Co 801 S Adams Street
 QUINCY—Cooper Supply Company 935 Maine Street
 ST. JACOB—Michael's Electrical Supply Company
 SPRINGFIELD—Wilson Supply Co 108 W Jefferson St
 TUSCOLA—Moulden Distributing Company

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 JOLIET, ILL.



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ILLINOIS (Continued)

- JACKSONVILLE
Baptist Radio & TV 419 S Mauvaisterre W G Baptist Owner 34 PS
- JOLIET
Joliet Radio Supply 470 N Chicago Ave P
- KANKAKEE
Radio Doctors Supply 220 E Station St G A Changnon 2-4726 PSTRM
- MATOON
Furste Auto Supply 1622 Broadway Fred Homann SM TR
- MOLINE
Lofgren Distr 1202 4 Ave Joe Kehoe Owner 436 PSTR*
- MT. CARMEL
Wabash Radio Distr 700 Plum St S F Liddle Owner 728 PSTR
(Directory continued on next page)

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

- BENTON—Lampley Radio Company
CHICAGO—Allied Radio 833 West Jackson Street
Chauncey's Inc 4737 West Chicago Avenue
Lukko Sales Corporation 5024 Irvine Park Road
Mykroy Incorporated Central and State Streets
Newark Electric Company 323 W Madison Street
Walker Jimison Inc 311 South Western Avenue
DECATUR—Loughnane & Co 802 North Water Street
KANKAKEE—Radio Doctors Supply 220 E Station St
OAK PARK—Melvin Electronics 321 Madison Street
PEORIA—Appliance Distributors 803 South Adam St
SPRINGFIELD—Bruce Wholesale Radio 120 N 1st St
Wilson Supply Company 108 West Jefferson Street

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JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

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& PARTS

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Dept. RW-51
901 W. Jackson Blvd.
Chicago 7, Illinois

DISTRIBUTOR DIRECTORY

ILLINOIS (Continued)

OAK PARK

Melvin Electronics 321 Madison St M F Brown VI 8-3960 PS
Television Supply 103 S Oak Park Ave J F Bory Pr PS

PEORIA

Appliance Distr 803 S Adams St Robert Griffin TR E1E2 P
Bernard Distr 100 E State Bernard Venezky 6-7697 TRM
Graybar Electric 704 S Adams St W W Smilde Mgr E1E2
Herberger Radio Supply 136 1 St H B Herberger PS*
Johnston-Moody Co 1805 Main St W B Pierson 4-7148 TRE1

RCA VICTOR



Klaus Radio & Elec 707 Main St Henry Klaus 4-8274 TRPE1E2M

Pilgrim Distr 801 S Adams St Robert Fuentes Buyer 4-5998 PTR*
Ross Radio 1915 Main St P
Tri City Radio 1919 4 Ave Walter Crouch SM TR
Westinghouse Electric 412 S Washington St C G Ward TRE1E2
Williams Inc 828 S Adams St N B Williams Pr 3-4446 TRE1E2M
Yeomans Distr 734 Main St A M Yeomans Owner 6-4626 TRPSME1E2

QUINCY

Cooper Supply 935 Main St R L Cooper 237 P
Crescent Electric Supply 217 N 3 St See Dubuque Iowa
Tenk Hdwe 121 S 5 St N B Getty Pr 60 RE1E2

ROCKFORD

Del Distr 810 22 St H S Weiser Pr 4-9516 TR
General Electric 810 20 St S E Smith Mgr 5-0551 TRE1E2P
H & H Electronic Supply 510 Kishwaukee St E A Hubbell PS
Mid-West Associated 506 Walnut A F Ahlstrand 4-5843 PM
Westinghouse Electric 323 S Main St J E Watts Br Mgr TRE1E2

(Directory continued on next page)

**9 1/2 out of 10
TV Fuses are**



Distributors . . .

Even though just published, this directory is now being revised under our plan of continuing compilation. If you find omissions or errors, please write to Directory Editor, Caldwell-Clements, Inc., 480 Lexington Avenue, New York 17, N. Y.

Representatives . . .

For your free listing in the Directory of Representatives to be published in an early issue, please send us your name, address, lines handled and territory covered. Mail to address given above.

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ROGERS PARK 4-0784

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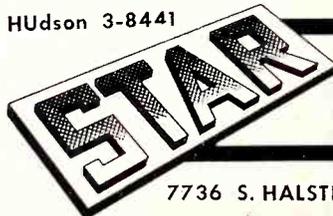
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ILLINOIS (Continued)

ROCK ISLAND

B & M Elec Dist 2211 3 Ave Wm Zukerman Owner 8-4585 TRPE2
 Frankel Electro 2532 5 Ave Larry Frankel Owner RI 6-6477 TR
 Schmiers Distr 228 18 St T
 Tri City Radio 1919 4 Ave Max Laity Owner 8-5681 TRPSME1*

ST. JACOB

Michael's Elec Supply C P Michael Owner 32 P

SPRINGFIELD

Bruce & Co Harold 120 N 1 St PS
 General Electric 1007 E Jefferson W R McCauley 2-1722 TRE1E2P
 Wilson Supply 108 W Jefferson St G E Wilson Owner 3-6918 PSTR*

STERLING

Hardware Products Locust St O W Small Mgr MA 70 TRE1E2

TUSCOLA

Moulden Distr 106 W N Central Ave R B Moulden 163 PSTRM

URBANA

Electronic Parts 219 W Main St PS
 (Directory continued in next column)

**SYLVANIA
 DISTRIBUTORS
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Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

BLOOMINGTON—Stansifer Radio 343 South Rogers St
EVANSVILLE—Indian Artophone
FT WAYNE—Warren Radio Co 1716 S Harrison Street
INDIANAPOLIS—Radio Distr Co 1013 N Capitol Ave
 Van Sickle Radio Supply 102 S Pennsylvania Street
KOKOMO—George's Radio & Appl 125 N Buckeye St
MUNCIE—Standard Radio Parts 1104 South Walnut St
SOUTH BEND—Radio Distr Co 432 South Carroll Street

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INDIANA

ANDERSON

Peerless Elec Supply See Indianapolis
 Seybert Radio Supply 1331 Main St M S Seybert 2-3167 PSTRM

ANGOLA

Lakeland Radio Supply 525 S West St H H Stevenson 70-X PSTR

BLOOMINGTON

Stansifer Radio Co 343 S Rogers St 2-2831 PS

COLUMBUS

Williams Co H A 334 5 Ave H A Williams PS

CROWN POINT

Hub Distributors 106 N Main St J B Kolling 110 PS*

ELKHART

Radio Service Hdqrs 725 S Main K W Ullrich Owner 2-1208 PSTRM

EVANSVILLE

Boetticher & Kellogg 1-15 Fulton Ave J F Kirwer Pr 3-1121 RE1E2
 Castrup Radio Supplies 1014 W Franklin P H Castrup 2-7618 PSTRM
 General Electric 422 NW 7 St L M Williams Mgr 5-5274 RE1E2P
 Graybar Electric 1709 E Columbia St N S Muse Mgr TRE1E2
 Indian Artophone PS
 National Battery Co NW 4 & Bond Sts P
 Ohio Valley Sound 11 NW Riverside Carl Wolf 5-9243 PSTR
 Small & Schelosky Penn & Market A P Schlimmer SM 2-4112 TRE1E2
 Wesco Radio Parts 428 Penna E O Hoff 2-2141 PS
 Westinghouse Electric 201 NW 1st C E Hoskinson Br Mgr TRE1E2

FORT WAYNE

Appliance Merchandisers 802 Hayden St M E Kumle E-7377 TSE1E2
 Maumee Sales Inc 7000 Lima Rd N M Graham Mgr A-0230 TRE1E2P
 Pemberton Labs 236 E Columbia St F W Pemberton E-1812 PSTRE1E2
 Protective Electrical 130 W Columbia A C Spiegel TRPE1E2
 Radio Equipment 1817 E Wayne J H Sunderlin PR A-4226 TRE1E2P
 Ross Engineering Co 236 W Main St K D Rose Owner A-2433 PS
 Wall Distributing Co 239 Pearl St Herb Wall E-2027 TRPS
 Warren Radio Co 1716 S Harrison St N H White PS*
 Wayne Hdw Co 614 S Harrison O M Woods PR TRE1P
 Westinghouse Electric 610 S Harrison R B Mowe TRE1E2

GARY

Cosmopolitan Radio 524 Washington St GA-7746 PS
 Eng'g Spec 900 W Ridge Rd E M Kirkland Pr 4-1117 TRE1E2PM
 Sa-Clar Distributors 620 W 5 Ave C E Hasler 7638 TRE1

HAMMOND

Graybar Electric Co 5830 Calumet Ave John Lieski Mgr TRE1E2

HUNTINGTON

Leader Television & Radio 65 W State St Eben Lash 518 TR

INDIANAPOLIS

Appliance Distr 421 E Market P C Cullom Owner LI-5374 TRE1E2

RCA VICTOR



Associated Distr 210 S Meridian L E Randle Pr LI-2593 TRE1E2M

Capital Paper 1201 W Washington S C Kahn Pr LI-7557 TRE1E2
 General Electric Supply 326 W Ga EH Wiederrrecht LI-8445 TRE1E2P
 Gibson Co 433 N Capitol LI-3321 TRE1
 Graybar Electric 1300 W 16 St T H Beecher Mgr AT-2351 TRE1E2
 Griffith Distributing 321 W Maryland C E Rimp IM-5486 TRE1E2
 Hoosier Radio Supply 701 N III St H R Ull LI-3010 PS
 Indiana Distributors 321 E Wash St R J Ewbank Pr IM-4588 TR
 Kiefer-Stewart Co 122 S Senate Av W T Ferguson GM LI-4321 TRPS
 McKee Distributing Co 208 S Penna St At-1301 TR
 Meunier Radio Supply 524 N III St F J Meunier LI-8884 PS
 Peaslee-Gaulbert 1401 Stadium Dr H T Litteral IM-3371 TRE1M
 Peerless Electric 122 S Meridian H E Rasmussen Pr RI-2361 TRE1
 Radio Distributing 1013 N Capitol St L M Bannon LI-2441 PSTRM
 Radio Equip 1010 Central Av H A Hollibaugh VP RI-6453 TRE1E2M
 Rodefelf Co 614 N Capitol Ave A H Rodefelf PR LI-8331 TRE1PS
 Servies Inc 2110 Northwestern Ave Wayne Servies WA-2481 TR
 Terre Haute Radio 912 N III St LI-8970 PSTR
 Van Sickle Radio Supply 102 S Penna St E Van Sickle LI-8488 PSM*
 Western Distributing Co 938 N Meridian RI-8301 TR
 Westinghouse Electric 139 S Penna C G Lammers MA-3301 TRE1E2

KOKOMO

George's Electronic 125 N Buckeye St W E George Owner 6771 P
 Williams Wholesale Distr Vaile & Diamond St R
 (Directory continued on next page)

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER" — "THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

EVANSVILLE—Ohio Val Sound Serv 11 NW Riverside
FORT WAYNE—Warren Radio Co 1716 S Harrison St
INDIANAPOLIS—Radio Distributing Co 1013 N Capitol
MARION—Myers Radio Supply 1609 South Boots Street
RICHMOND—Rinehart Incorporated 511-13 Main Street
SOUTH BEND—Comm Sound & Radio Co 528 E Colfax
TERRE HAUTE—Archer & Evinger 1348 Wabash Ave

DIANA (Continued)

LAFAYETTE

Holmes Radio Supply 217 Main St H B Holmes PR 3498 PSTRM
Lafayette Radio Supply 408 North Robt Hiatt Mgr 5217 PSTR
Van Sickle Radio Supply See Indianapolis

MARION

Central Electronic Co PS
Mobile Radio Supply 610 N Baldwin Ave H W Oliver 5734 PS

MUNCIE

General Electric 204 E Willard St P D Loser Mgr 6614 TRE1E2P
Radio Supply of Muncie 305 N Madison St A L Braun Pr 7351 PSTRM
Standard Radio Parts 1104 S Walnut St H K Fisher 8522 PSTR

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PERU

Clingaman Radio & Sound 814 W Main Cecil Clingaman 9151 PSTRM

CHMOND

Fox Sound Equip Co Forrest Fox 2-4676 PS
Rodefald Co 96 W Main A H Rodefald TRE1E2P
Wayne Auto Supply 1013 Main St TR

SOUTH BEND

Cloud Bros 110 E Western R M Cloud Partner 6-0395 TRE1E2
Calfax Co 802 S Main St Richard Augustine 6-5548 PSTR
Commercial Sound & Radio 528 E Colfax Ave PS
Femco Distributing 1603 Prairie Ave F E Miholich 4-3116 TR
McCaffery Co 216 Wayne St J J McCaffery Pr TRE1E2
Medema & Sons Peter J 1508 Mishawaka Av PJ Medema 2-5647 TRE2
Radio Distributing 432 S Carroll Wm Davidson 3-1119 TRPSM
Radio Equip 1202 S Lafayette J H Sunderlin Pr 6-7161 TRE1E2
Republic Electric 1126 S Lafayette H W Schoenueve 6-2493 TRE1P
Ridge Co 315 W Jefferson E L Ridge Pr 4-3143 TRP
South Bend Electric Co 439 E Colfax St J A Linger SM TRP

Tel-a-Ray ENTERPRISES, INC.
BOX 332D HENDERSON, KY. Manufacturers of Long Range TV and FM Antenna Systems

TERRE HAUTE

Advance Electric 545 N 6 St R H Taylor SM TRP
Archer & Evinger 1348 Wabash Ave R E Archer CR-7757 PSTRM
Hulman & Co 9 & Wabash Ave V E Lamb-Buyer C-4334 TRE1E2
Terre Haute Radio 501 Ohio St Chas Goss Prop C-4772 PSTR
Walker Electrical Supply 126 S 3 St Jos Walker Pr TRP

PARAISO

Bowman Jess 257 W Lincolnway J E Bowman Owner 427 PS*
(Directory continued in next column)

In Indiana it's **IRRC** FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

ANDERSON—Seybert's Radio Service 1331 Main Street
ANGOLA—Lakeland Radio Supply 525 S West Street
BLOOMINGTON—Stansifer Radio Serv 343 S Rogers St
COLUMBUS—H A Williams Co 334 Fifth Avenue
CROWN POINT—Hub Distributors 106 N Main Street
EVANSVILLE—Castrup's Rad Ser Supl 1014 W Franklin
Ohio Valley Sound Company 11 NW Riverside Street
Wesco Radio Parts 428 Penn Street
FT WAYNE—Fembleton Laboratories 236 E Columbia
Warren Radio Company 1716 South Harrison Street
GARY—Cosmopolitan Radio Co 524 Washington Street
INDIANAPOLIS—Meunier Radio Supply Co 524 N III St
Radio Distributing Co 1013 North Capitol Avenue
Rodefald Company 614 North Capitol Avenue
Terre Haute Radio & P A Co 912 N Illinois Street
Van Sickle Radio Supply 102 South Penn Street
LAFAYETTE—Holmes Radio Supply Co 217 Main St
Lafayette Radio Supply Inc 627 Main Street
MUNCIE—Radio Supl of Muncie Inc 305 N Madison St
PERU—Clingaman Radio Co 814 West Main Street
RICHMOND—Rodefald Co 96 West Main Street
SOUTH BEND—Commercial Sound & Rad 528 E Colfax
Radio Distributing Company 432 South Carroll St
TERRE HAUTE—Archer & Evinger 1348 Wabash Ave
Terre Haute Radio & P A Company 501 Ohio Street

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TV Fuses are

IOWA

BURLINGTON

Crescent Electric Supply See Dubuque
Union Supply Co C E Anderson Pr 1414 TRE1E2P

CEDAR RAPIDS

Communications Engr Co PS
Gifford-Brown Inc 106 1 St S W Kenneth Brown PSTR*

COUNCIL BLUFFS

World Radio Labs 744 W Broadway L 1 Meyerson Owner 7795 PSR*

DAVENPORT

Crescent Electric Supply See Dubuque
Federal Distributing 736 Federal St Wm Brown TRE1
Graybar Electric Co 206 E 5 St E L Johnson TRE1E2
Midwest-Timmermann 114 Western Av B J Kerper 3-1801 TRE1E2P*
Onthank-Davidson Co 726 Federal St F E Davidson 7-5288 TRE1E2M

RCA VICTOR 

RCA Victor Distr 1235 W 5 St Kermit Magers 7-9189 TRPSM

Sieg Home Supply Co 312 E 5 St R R Englehard Pr 3-3645 TRE1
Westinghouse Electric 402 E 4 R F Baumgartner Br Mgr TRE1E2

DES MOINES

Bi State Distr 210 St 8-4868 PE1TR
Brown-Camp Hdw Co 1 & Elm Sts W L Englebrecht VP 4-5131 TRE1
Brown Heating & Equip 616 E Grand Ave TR
Consumers Supply 6 & NY Sts E C Muelhaupt GM 3-0595 TR
General Electric 513 E Court Ave E H Rex Mgr 4-0156 TRE1E2P
Gifford-Brown Inc 1326 Walnut St D D Gifford Pr 3-1257 PSTR*
Graybar Electric 24 11 St L C Esthus Mgr E1E2
Hawkeye Sales Co W R Clark 2-5656 TRE2
Iowa Radio Corp 1212 Grand Ave L M Tesdell 2-8197 PSTR*
Midwest-Timmermann Co See Davenport
Onthank Co G W 10 & Mulberry Sts G W Onthank TRE1P
Radio Trade Supply 1224 Grand Ave C Lassaux 4-8909 PSTR*
Roycraft-Iowa Co 1520 Walnut St D H Lipsey Pr 3-4255 TRE1E2
Schneiderhahn Co A A 319 SW 5 St E C Gummersbach Pr TRE1

RCA VICTOR 

Sidles Co 912 Locust St C H Krause Mgr 4-2245 TRPE1E2

Sorenson Co H E 100 SW 1 St H E Sorenson Owner 4-6267 TRE1E2PS
Westinghouse Electric 1400 Walnut St M M Welton TRE1E2

DUBUQUE

Boe Distributing 498 N Grandview N H Boe Owner 1492 PSTRM*
Crescent Electric Supply 765 Iowa St T B Schmid Pr TRPSE1E2
Renier Radio TV Co 531 Main St J J Renier 976 TRPSM

(Directory continued on next page)

In Iowa it's **IRRC** FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

BURLINGTON—Union Supply Company
CEDAR RAPIDS—Gifford-Brown Inc 106 1st Street SW
COUNCIL BLUFFS—World Radio Labs Inc 744 W Bway
DAVENPORT—Mid West-Timmermann Co 114 Western
DES MOINES—Gifford-Brown Inc 1326 Walnut Street
Iowa Radio Corporation 1212 Grand Avenue
Radio Trade Supply Company 1224 Grand Avenue
DUBUQUE—Boe Distributing Co 498 N Grandview
FT DODGE—Ken-Els Radio Supply Co 501 1st Avenue
SIoux CITY—Duke's Radio Company 209 6th Street
Power City Radio Company 513 7th Street
WATERLOO—Ray-Mac Supply Co 613 Water Street

9 1/2 out of 10 **LITTELFUSE**
TV Fuses are

SYLVANIA 
DISTRIBUTORS AT YOUR SERVICE
Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

BURLINGTON—Union Supl Co WOW Bldg 4 & Wash'n
CEDAR RAPIDS—Gifford-Brown Inc 106-08 1st St SW
DES MOINES—Gifford-Brown Inc 1216 Grand Avenue
Radio Trade Supply Company 1224 Grand Avenue
H E Sorenson Company 100 SW 1st Street
DUBUQUE—Boe Distributing Co 498 N Grandview Ave
SIoux CITY—Dukes Radio Company 114 W 4th Street

IOWA (Continued)**FORT DODGE**

Ken-Els Radio Supply 501 1 Ave K L Stinagel WA 3880 PSTR*

MASON CITY

Crescent Electric Supply See Dubuque

NEW LONDON

Burkhardt & Co PS

OTTUMWAFriday-Lynch Co 429 W 2 St R
Radio Trade Supply 434 W 2 St P


Tel-a-Ray ENTERPRISES, INC.
BOX 332D
HENDERSON, KY. | Manufacturers of Long Range
TV and FM Antenna Systems

SIOUX CITYBrown Radio Supply 3332 Concordia Drive K R Brown 7-1179 P
Crescent Electric Supply See Dubuque
Dukes Radio Co 209 6 St W O Ducommun Owner 5-5056 TRPM*
Knapp & Spencer Co 3 & Nebr Sts TR
McDonald Ay Co 110 4 St F W Hammer 8-5576 TRE1
Power City Radio 513 7 St 5-5992 TRE1PS*
Westinghouse Electric 1005 Dace St D A Dickey Br Mgr TRE1E2


FADA For your local distributor
Pioneers since 1920 write or wire FADA
Belleville, New Jersey

WATERLOOCrescent Electric Supply See Dubuque
Cutler Hardware Co 400 Sycamore St TR
Farnsworth Radio & TV 623 Jefferson St R L Bernard 6682 PSTRM
Ray-Mac Supply Co 613 Water St H W Rayburn PS*
Westinghouse Electric 300 W 3 St J R Beeger Br Mgr TRE1E2*(Directory continued on next page)***Standard COIL PRODUCTS CO., INC.****"THE STANDARD TUNER"—"THE STANDARD BOOSTER"****SEE STANDARD COIL JOBBERS**

BURLINGTON—Crescent Electric Supply
CEDAR RAPIDS—Communications Engineer Company
Gifford-Brown Company 106 First Street S W
DAVENPORT—Midwest Timmerman 114 Western Ave
DES MOINES—Bi-State Distributing Corporation
General Electric Supply 513 East Court Street
Gifford-Brown Company 1326 Walnut Street
Iowa Radio Corporation 1212 Grand Avenue
NEW LONDON—Burkhardt & Company
OTTUMWA—Friday-Lynch Radio Co 429 W 2nd Street
WATERLOO—Ray Mac Supply 613 Water Street

9½ out of 10**TV Fuses are**

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

**CIRCULATION**

of this

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GETTING electronic tubes, parts and equipment for industrial research and development engineers is a highly developed specialty here at CHAUNCEY'S. Our procurement experts are well known, well liked among manufacturers, and well trained in the job they have to do. That's why CHAUNCEY'S *Emergency Service* is rapidly becoming headquarters for more and more industrial buyers of electronic parts and equipment. If you need speedy, intelligent, *friendly* cooperation . . . an *experienced* organization well qualified and equipped to serve you better, mail or wire your orders to us. We'll consider them as merchandise needed in an emergency.

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CHAUNCEY'S Inc.
4737 WEST CHICAGO AVE.
CHICAGO 51, ILLINOIS
"GOOD MEN WITH GOOD LINES TO SERVE YOU BETTER"

**we've begun to dig . . .**

for data needed in compiling the

*1951 Caldwell-Clements***DIRECTORY OF REPRESENTATIVES**

As we start the spade work on a new Directory of Representatives—vowing we'll make it more comprehensive than any ever published, even by ourselves—we invite the cooperation of "Reps" in making the directory a model of accuracy and completeness, helpful to Representatives and manufacturers alike.

The mail man will soon bring each representative a questionnaire to double-check his name, address and activity. Its prompt return, properly filled out, will be the basis of free listings and, of course, greatly appreciated.

If any Representative fails to receive a questionnaire, we hope he will drop us a line asking "where's mine?"

Soon after the presses start rolling, the industry will have a worthy companion to the Distributor Directory which you will find in this issue of RADIO & TELEVISION RETAILING.

CALDWELL-CLEMENTS, INC., 480 Lexington Ave., New York 17, N. Y.

KANSAS

ATCHISON
Blish Mize & Silliman Hdw Co FS Johnson TRE1

KANSAS CITY
Gaines Co John G 2201 Grand Ave John Gaines Owner BA-4888 TRE1

PITTSBURG
Pittsburg Radio Supply 103 N Broadway J C Forman PS

FADA For your local distributor
Pioneers since 1920 write or wire FADA
Belleville, New Jersey

SALINA
Western Distribrs 227 Santa Fe St S H Byquist Owner 7-0561 PSMR*

TOPEKA
Acme Radio Supply 516 Quincy St K R Stapleton PS
Costelow Co J A 125 Kansas Ave 3-6598 PSRM
Overton Electric Co 522 Jackson St S D Thacher 3-3261 PSTR*
Thompson Hdw Co WAL 229 Kansas Ave TRE1

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS 

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

WICHITA
Amateur Radio Equip 1215 E Douglas E R McCorkle 4-3579 PSTR
Excel Distributors 118 W 2 St H H Plunkett Owner 4-4783 PSTRE1*
Foraker Distributing 110 E 2 St H F Foraker 4-6844 TRE1E2
General Electric 801 E 1 St J H Tietze 5-0628 TRE1E2P
Graybar Electric 424 N Rock Island Ave E F Linnerson TRE1E2
Hennigh's Inc 436 S Emporia St O W Hennigh Owner TRE1
Inland Distributors See Kansas City Mo
Interstate Distr 1236 E Douglas J D Pottenger 4-6318 TRE1E2PS*
Long Co S A 232 N Market St R L Wood GM 3-2271 TRE1
Loyal Distributors 255 N Water St J C Jennings GM 3-7211 TR
Mayflower Sales 315 N Water St M B Lasky Owner 3-7242 RE1E2
Radio Supply 1125 E Douglas St D F Wyatt Owner 7-5218 PSTR

RCA VICTOR 

RCA Victor Distributing 351 N Water G Bahl GM 7-1156 TRMP5

Westinghouse Electric 233 S St Francis Ave H A Smock TRE1E2
Wichita Bldg Mat 418 Commerce R K Nighswonger 3-4256 TRE1E2
(Directory continued on next page)

In Kansas it's **IRC** FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

PITTSBURG—Pittsburg Radio Supply 103 N Broadway
SALINA—Western Distributors 227 Santa Fe Street
WICHITA—Amateur Radio Equip Co 1215 E Douglas
Interstate Distributors Inc 1236 E Douglas Street
Radio Supply Company 1125 E Douglas Street

SYLVANIA DISTRIBUTORS  AT YOUR SERVICE

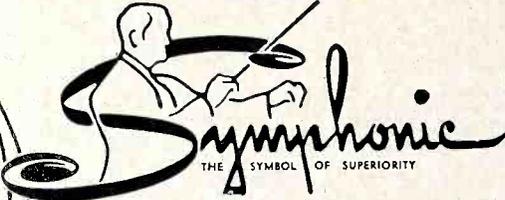
Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

SALINA—Western Distributors 227 North Santa Fe
TOPEKA—Overton Electric Co Inc 522 Jackson Street
WICHITA—Interstate Distrs Inc 1236 E Douglas St

Standard COIL PRODUCTS CO., INC.
"THE STANDARD TUNER"—"THE STANDARD BOOSTER"
SEE STANDARD COIL JOBBERS
TOPEKA—Acme Radio Supply 516 Quincy Street
WICHITA—Hennigh's Inc 436 S Emporia Street

9 1/2 out of 10 TV Fuses are **LITTELFUSE**

CONSUMER AND DEALER ACCEPTANCE

 THE SYMBOL OF SUPERIORITY

RECORD PLAYERS

FIRST CHOICE
with more than 350 leading radio, record player and appliance distributors from coast to coast!



Varsity Trio #539 one of the 17 Symphonic models

TOP DOLLAR VALUE

TOP QUALITY

TOP PERFORMANCE

... everything your customers want!

- superb tone quality
- faithful reproduction
- plays all speeds, all sizes
- proven and accepted nationally

BY THE MAKERS OF AMERICA'S FOREMOST LINE OF QUALITY RECORD PLAYERS

SYMPHONIC RADIO & ELECTRONIC CORP.
160 WASHINGTON STREET, NORTH BOSTON 14, MASS.

NATIONAL DISTRIBUTION

NATIONALLY ADVERTISED

KENTUCKY

ASHLAND

Ashland Radio Supply 2125 Winchester Ave O P Whitton 3125 PS
Williamson & Co Ben 1539 Greenup Ave RP

GLASGOW

Crescent Radio Supply 222 Leslie Ave Leonard Deloteus 449 PS

HARLAN

General Electric Supply Hoskins St J E Brumbach Mgr 815 RE1E2P

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



LEXINGTON

Electronic Distributors 134 W 3 St C E Frazier Prop LD-37 PSTR
General Electric 309 N Ashland Ave M McKinney 2-1887 TRE1E2P
Ky Radio Supply 376 E Main W R Davis 2-3373 PSTR
Radio Equipment Co 480 Skain Ave A A Abraham PSTR*

LOUISVILLE

Burks & Co P1 911 W Broadway P I Burks JA-7323 PSTRM
Cooper-Louisville Co 305 W Main St S J Rapier Pr JA-7381 TRE1
Electric Appl Distr 1601 S 1 St E A Carney Pr CA-1461 TRE1

RCA VICTOR



Ewald Distr Co 309 S 9 St G R Ewald JA-8227 TRE1E2SPM

Falls City Supply 315 Roland Ave JA-3820 TR
Foster Dist Co 409 W Main St TR
Fulmer of Ky Arthur 130 S Floyd St Arthur Fulmer TR
General Electric 2311 S Brook R H Warren CA-3651 TRE1E2P
Graybar Electric Co 624 Myrtle St C H Brown Mgr TRE1E2
Kentworth Corp 726 W Main St J F Williams AM-1806 TRE1
Otis-Hidden Co 6 & Main L C Spillman Pr JA-7232 TRE1E2
Peerless-Gaulbert Corp 226 N 15 St J A Means Pr JA 7221 TRE1E2
Peerless Electronic 912 S 2 St C C Baines JA-0295 PS*
Price Distr 131 W Main St J A Price Pr JA-4396 TRE1E2
R-K Distr 801 W Catherine R B Knollenberg CL-9601 PSTR
Stratton & Terstegge 104 N 15 St H Harlow SM TRE1E2
Sutcliffe Co 609 W Main St J Gerber TRE1M
Tafel Electric Supply 329 W Main St Paul Tafel Jr TRE1E2S
Universal Radio 533 S 7 St W R R La Vielle Pr JA-1413 PSTRM*

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"
SEE STANDARD COIL JOBBERS

NEWPORT

Apex Distr Co 506 York St J D Roell Partner AX-1949 PSTRE2M

OWENSBORO

Central Electronic Supply 600 W 3 St Ed Stanley 3-6727 PS*

PADUCAH

Strickland Distr Co 113 N 2 St I H Strickland Owner 734 TRE1E2
W Ky Electronic Supply 1205 Bdw C H Hall Partner 4503 PSM

(Directory continued in next column)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

LEXINGTON—Kentucky Radio Supl Co 376 E Main St
LOUISVILLE—P I Burks & Company 911 W Broadway
NEWPORT—Apex Distributing Company 506 York St
PADUCAH—W Kentucky Electronic Supl Co 1207 Bway

Tel-a-Ray ENTERPRISES, INC.

BOX 332D
HENDERSON, KY.

Manufacturers of Long Range
TV and FM Antenna Systems



9 1/2 out of 10
TV Fuses are

LITTELFUSE



In Kentucky it's

IRC

FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

GLASGOW—Crescent Radio Supply 222 Leslie Avenue
LEXINGTON—Electronic Distributors 134 W 3rd Street
Radio Equipment Company 480 Skain Avenue
LOUISVILLE—P I Burks & Company 911 W Broadway
Ewald Distributing Co 309 South 9th Street
Peerless Electronic Equipment Co 912 S 2nd St
R & K Distributing Company 801 W Catherine
Universal Radio Supply Co 533 S 7th Street
NEWPORT—Apex Distributing Company 506 York St
OWENSBORO—Central Elec Supply Co 600 W 3rd St
PADUCAH—West Kentucky Elec Supply Co 1205 Bway

LOUISIANA

ALEXANDRIA

Brown-Roberts Hdw Supply 1810 3 St 8851 TRE1E2
Central Radio Supply 509 Monroe R K Andrews 8485 PSTR*

BATON ROUGE

Electronic Supply Co 1751 N 21 St L T Hepler 2-0517 PS
La Radio/TV Distr 1042 North Blvd C A LeBlanc Pr 3-9671 PSTRM
Ole Miss Supply 110 S 19 St C R Hargroder Mgr 3-4035 PSTR

FADA

Pioneers since 1920

For your local distributor write or wire FADA
Belleville, New Jersey

LAFAYETTE

Butcher Bros 113 W Main PS
Radio Electronic 1419 Cameron St R G Thibodeaux 3168 PSTRM*

LAKE CHARLES

Wholesale Radio Equip 104 Ryan St F A Keys 6-5991 PSTRM

LAKE PROVIDENCE

Schneider & Sons 215 Lake St F H Schneider Jr PS*

MONROE

Hale & McNeil 301 Pine St L L Hale Partner 988 PSTRM*

NEW ORLEANS

Allen Supply Co Wm B 1601 Orleans Ave W B Allen PS*
Bell Radio Supply 2625 Tulane Ave PS
Columbia Radio & Supply 3940 3 St C E Davidson UN-2731 PSTR*
Crescent Radio & Supply 1428 Baronne S L Lemarie CA-3112 PSR

RCA VICTOR



Electrical Supply 201 Magazine St L L Hirsch Pr RA-7272 TRPSMEZ

Electronic Sup & Eng'g 205 N Broad St J J Zammit AU-7787 PSTRM
General Electric 733 Tchoupitoulas J A Hofheinz MA-2011 TRE1E2P
Graybar Electric 601 S Peters St W A Moorefield Mgr TRE1E2
Industries Sales 2927 Jackson Ave W H Bramblett CH-3721 TRE1E2
Interstate Electric 1001 S Peters F B Stern VP CA-8541 TRE1E2M
Lehleithner Co Geo H 4640 S Carrollton St AU 8741 TRE1
Light Fix & Elec 307 Tchoupitoulas C C Langwith RA-8233 TRE1E2
Maritime Electric 615 Commerce St TR
Modern Appliance 4300 Wash B M Myers Jr Pr UN-6311 TRE1E2
Ole Miss Supply 901 Carondelet St E K Moore Mgr TU-3555 PSTR
Patterson Co C T 800 S Peters St R L Simpson Pr RA-4211 TR
Pee-Jay Radio 2306 Tulane Ave P J Nami Jr Owner AU-0807 PSTRM
Radio Parts 807 Howard Ave 1 J. Levi PS
Radio Specialty Corp 3119 S Carrollton Ave L Cristadoro Pr TRE1
Shuler Supply 407 Dryades St W A Schuler RA-2166 PS*
Southern Music & TV 536 Baronne S N Collenberg VP TU-7125 TP
Southern Radio Supply Co 407 S Roman St A Schadler PS*
Stratton-Baldwin 700 Tchoupitoulas A A Demarest RA-7281 TRE1
United Distributors 510 Poydras St O H Rasch Pr CA-5611 TRE1
Walther Bros 714 Howard Ave Henry Walther Jr Pr CA-7731 TRE1PS
Westinghouse Electric 2538 Poydras J R Smith Br Mgr TRE1E2
Woodward Wight Co 451 Howard Ave L C Deckbar Pr Ra-1231 TR
(Directory continued on next page)

In Louisiana it's

IRC

FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

ALEXANDRIA—Central Radio Supply Co 509 Monroe
BATON ROUGE—Electronic Supply Co 1751 N 21st St
LAFAYETTE—Radio-Electronic Supl 1419 Cameron St
LAKE PROVIDENCE—F H Schneider & Sons 215 Lake
NEW ORLEANS—Crescent Radio & Supl 1428 Baronne
Shuler Supply Company 407 Dryades Street
SHREVEPORT—Electronics Company 311 Market St
Koelemay Sales Company 220 Crockett Street

DISTRIBUTOR DIRECTORY

LOUISIANA (Continued)

SHREVEPORT

Dunckelman-Pace 1417 La Ave J K Dunckelman 2-8453 RE1E2PS
 Electronics Co 311 Market St M L Dickinson Buyer 3-7162 PS
 General Electric 206 Market St J C Griffith Mgr 5209 RE1E2P
 Graybar Electric Co 90 Fannin St A W Sheeler Mgr E1E2
 Interstate Electric 630 Spring St H M Bizzell 3-6131 TRE1E2PM
 Koelemay Sales Co 220 Crockett St J M Koelemay 3-4256 PS*
 Ogilvie Hdw Co 217 Jones St TR
 Tri-States Distr 203 Crockett St A R Graves Pr 3-0534 TRE1E2
 Westinghouse Electric 120 Caddo H L Turner Jr 3-0583 TRE1E2
 (Directory continued in next column)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

ALEXANDRIA—Central Radio Supply Co 509 Monroe
 BATON ROUGE—Electronic Supl Co Inc 1751 N 21st St
 Louisiana Radio & TV Distributors 1042 North Blvd
 LAFAYETTE—Radio Electronic Supl 1419 Cameron St
 LAKE CHARLES—Whol Radio Equip Inc 104½ Ryan
 MONROE—Hale & McNeil North Third & Pine Streets
 NEW ORLEANS—W B Allen Supply Co 1609 Orleans
 Bell Radio Supply Company 826 North Broad Ave
 Crescent Radio & Supply Inc 1428 Baronne Street
 Electronic Supply & Eng Service 205 N Broad Ave
 Interstate Electric Company 1001 South Peters
 Pee Jay Radio Electronic Inc 2306 Tulane Avenue
 Radio Parts Incorporated 807 Howard Avenue
 Shuler Supply Company 415 Dryades Street
 Walther Brothers Company Inc 714 Howard Ave
 SHREVEPORT—Dunckelman-Pace 1417 Louisiana Ave
 Koelemay Sales Company 220 Crockett Street

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

9½ out of 10
 TV Fuses are



In 1951
 the Spotlight Will Be On

THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

New Orleans Area Distributors

MARITIME ELECTRIC COMPANY

615 Commerce St., New Orleans, La.

MAINE

AUBURN

Radio Supply Co 26 Cross St C C Coffin Buyer 4-5486 PSR*

AUGUSTA

Westinghouse Electric 90 Water St J B Blackburn Br Mgr RE1E2

BANGOR

General Electric 840 Hammond St E L Hall Mgr 7331 RE1E2P
 Radio Service Lab 76 Exchange St R G Basbas 7396 PSR
 Westinghouse Electric 175 Broad St C J Libby Br Mgr RE1E2

PORTLAND

Brown Co Frank M 12 Free St P T Brown Pr 3-4791 P TRE1E2
 Cole Co C B 40 Elm St C B Cole Pr 3-6787 TRE1

RCA VICTOR



Cressey & Allen 35 Commercial St H S Holmes 3-0288 TRSM

Day's Inc 489 Congress St TR
 Farrar Brown Co 494 Forest Ave C Olsen Pr 4-6409 TRE1E2
 General Electric 94 Commercial St C H White 2-0131 TRE1E2P
 Graybar Electric Center & Comm Sts H J Scully 3-1761 TRE1E2
 Hub Cycle & Radio 81 Franklin St R S Crapo 2-4679 TRE1PS
 Maine Electronic 13 Deer St L D Chipman Buyer 4-0301 PS*
 Nelson & Small 68 Union St I E Small Buyer 4-1484 TRE1E2M
 Radio Service Lab 45 A Free St Del O Pion 3-0297 PSTR

(Directory continued on next page)

In
 Maine it's



FOR RESISTORS
 & VOLUME
 CONTROLS

YOUR DISTRIBUTORS ARE

BANGOR—Radio Service Laboratory 76 Exchange St
 PORTLAND—Maine Electronic Supply Co 13 Deer St
 Radio Service Laboratory 45A Free Street

9½ out of 10
 TV Fuses are



SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

BANGOR—Radio Service Laboratory 76 Exchange St
 PORTLAND—Frank M Brown Company 8-16 Free St
 Maine Electric Supply Corporation 13 Deer Street
 Radio Service Laboratory 45A Free Street

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

RADIO SUPPLY CO., INC.

26 CROSS STREET
 AUBURN, MAINE

Wholesalers of

Electronic Supplies
 Fada, Setchell-Carlson Radios
 Webster-Chicago, Recorders & Players
 Stromberg-Carlson Sound

MARYLAND

BALTIMORE

Baltimore Gas Light 111 E Lombard St E W Cowman MU-7670 TRE1
 Barclay Electronics 3323 Gwynn Falls Pkwy H Borenstein LI-8850 P
 Berman Co Henry O 10 E Lombard St H O Berman Pr LE-7002 PSTR
 Desser Distr Co 1601 W Mt Royal Ave LA-5515 TR



D & H Distributing 25 S Liberty David Schwab Pr SA-4506 TRPSM

Electrical Products 11 S Howard St R Goldman VP SA-1070 TRP
 General Electric 1500 Barclay St R L Snyder LE-3565 TRE1E2P
 Graybar Electric 100 South St B F Neal Jr Mgr TRE1E2
 Kann-Ellert Electronics 9 S Howard St M Kann SA-4242 PS*
 Kaufmann Sons D Mount & Cole E L Kaufmann ED-3900 TRE1E2M
 Legum Distributing Co 108 Light St Edgar Legum LE-5500 TRP
 Lincoln Sales 1307 St Paul St Henry Altpeter SM VE-2450 TRE1
 Lytron Distr Co 1338 W North Ave C R Pollard PST
 Mitchell Co J B 117 Market Pl H M Ford Pr P1 6790 TRE1
 Radio Electric 5 N Howard J J Bagliani LE-3835 PSTR*
 Seth & Co Stephen 876 Park Ave H J Berwanger SA-8100 TRE1
 Shepherd Electric Co 13 E Lombard St C C Vogel Pr LE-0370 TR
 Simon Distributing Corp 128 W North Ave LE-2067 TRE1
 Spartana Co A R 239 N Gay St PL-8954 PS
 Westinghouse Electric 2415 W Franklin J C Given LO-4400 TRE1E2
 Wholesale Radio Parts 311 W Baltimore B Freeland MU-2134 PS*
 Zamoiski Co Jos M 110 S Paca St C J Zamoiski Pr LE-5630 TRE1E2M
 Zimmerman Wholesalers 301 Baltimore Ave PS

9 1/2 out of 10 TV Fuses are **LITTELFUSE**

CUMBERLAND

Zimmerman Wholesalers 162 Bedford St M Fleming PS*

HAGERSTOWN

Zimmerman Wholesalers 114 E Wash G O Zimmerman 408 PSTR*

Carried by Good Distributors Everywhere
Jensen LOUDSPEAKERS
 JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

SALISBURY

ArtCraft Elec Supply Calvert & Baptist N Cohen 6151 PSE1
 Dealers Radio Supply 219 Highland Ave PS

SILVER SPRING

Rucker Radio Wholesalers See Washington D C
 (Directory continued in next column)

In Maryland it's **FOR RESISTORS & VOLUME CONTROLS**
YOUR DISTRIBUTORS ARE

BALTIMORE—Henry O Berman Co Inc 10 E Lombard
 Kann-Ellert Electronics Inc 9 South Howard Street
 Lytron Distributing Company 1338 West North Ave
 Radio Electric Service Company 5 N Howard Street
 A R Spartana 239 North Gay Street
CUMBERLAND—Zimmerman Wholesalers 162 Bedford
HAGERSTOWN—Zimmerman Wholesalers 114 E Wash
SALISBURY—Dealers Radio Service Co 219 Highland
SILVER SPRINGS—Rucker Radio 8049 13th Street

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

BALTIMORE—Henry O Berman Co 10 E Lombard St
 Radio Electric Service Co 5 North Howard Street
CUMBERLAND—Zimmerman Wholesalers 162 Bedford
HAGERSTOWN—Zimmerman Whole 114 E Wash
SALISBURY—Art Craft Elec Supl Co Calvert & Baptist
SILVER SPRING—Rucker Radio 8049 13th Street

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

BALTIMORE—Barclay Elec 3328 Gwynn Falls Pkway
 Henry O Berman 10 East Lombard Street
HAGERSTOWN—Zimmerman Whlstr 114 E Washington

MASSACHUSETTS

BOSTON

Adams Distr 70 Brookline Ave R B Knapp Jr CO 7-2940 TRE1E2
 Admiral Corp 857 Commonwealth Ave E M Perkins AL 4-3700 TRE1
 Allied Appliance 111 Berkeley St S D Lane HA 6-6400 TRE1E2M
 Arvedon Electric 73 Portland St A Arvedon LA 3-6588 PSTRE2M
 Burke Co J H 39 Brighton Ave J H Burke Pr AL 4-4050 TRE1P
 DeMambro Ra 1111 Common Ave J DeMambro 7-2701 PSTRM*
 Emerson Radio 790 Commonwealth Ave G B Conner CO 6-2512 TR
 Equipment Distr 594 Newbury St A Zises Pr CO 6-5324 TRE1
 General Electric 145 N Beacon G B Colesworthy AL 4-5300 TRE1E2P
 Gerber Radio Supply 1900 Columbus Ave N Gerber GA 7-0411 PSTR*
 Golumbo & Co J J 119 Commonwealth Av J J Golumbo ST 2-8956 TRP
 Graybar Electric 287 Columbus Ave E E Martin KE 6-4567 TRE1E2P
 Hatry & Young 42 Cornhill A Cramer Pr LA 3-2546 PSTR*
 Herman Co Louis M 885 Boylston St L M Herman CO 7-5620 PS
 Hub Distr 596 Commonwealth Ave M Beckwith KE 6-6900 TRE1E2
 McAllister L J 243 Columbus Ave CO 7-2500 TR
 Major Appliance 11 Deerfield St R G Paine Pr CO 6-2304 TRE1

(Directory continued on next page)

FADA For your local distributor
 write or wire FADA
 Belleville, New Jersey
 Pioneers since 1920

PROOF OF PERFORMANCE

Still representing the original lines with which we started plus a few selected additions. Our Industrial Sales Engineering and Jobber Sales Division's, each with qualified and experienced personnel, offer constant and thorough SERVICE in all six New England States.

Our 26 years experience in the electronic field will serve you best.

HENRY P. SEGEL
 Company

143 Newbury St., Boston 16, Mass.

Phone: KEnmore 6-3012, 6333, 9755

In 1951
 the Spotlight Will Be On
 THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

Mass., N. Hamp., Vermont Distributors

MASS. GAS & ELEC. SUPPLY CO.

191-195 Friend St., Boston, Mass.

DISTRIBUTOR DIRECTORY

MASSACHUSETTS (Continued)

Mass Gas & Electric 191 Friend St CA 7-7149 TR
 Mayer Co A W 893 Boylston St A W Mayer CO 7-5530 PSTR*
 Maytag-Gray 1104 Commonwealth Ave H S Gray Pr LO 6-9600 TRE1
 Merchants Distr 1312 Boylston Max Katz KE 6-4780 TRE2
 Metro Distr 884 Commonwealth Ave M D Archer BE 2-6800 TRE1E2
 Millhender Distr 619 Atlantic Ave SO 8-9100 TRE1E2
 Northeastern Distr 588 Comm Ave A Ullman Pr CO 7-2000 TRE1E2
 Radio Shack 167 Washington St M Deutschman CA 7-8522 PSTR*
 Radio Wire Television 110 Federal St Don Edward Mgr HU 2-7850 PS
 Sager Electric 201 Congress St R A Sanderson LI 2-2281 RPEZ
 Taylor Distr 26 Brighton Ave P Taylor Pr AL 4-6860 TR
 Wahn Distr 674 Commonwealth Ave H B Vaughan CO 7-5200 TRE1
 Westinghouse Electric 95 Brookline C R Savage CO 7-3100 TRE1E2

BROCKTON

Ware Radio Supply 913 Centre St C G Ware Owner 4101 PSTR*

CAMBRIDGE

RCA VICTOR 
 THE MASTERS VOICE

Eastern Co 620 Memorial Dr Alan Steinert Pr TR 6-4720 TRE1E2PM

Electrical Supply 1739 Mass Ave L A Crosby Pr KI 7-6646 PST*

FALL RIVER

Ross & Co E A 73 Troy St E A Ross 3-7878 PSTR

HOLYOKE

Springfield Radio 93 High St 2-8302 PS

LAWRENCE

Hatry & Young 262 Lowell St N T Cookson 2-0603 PSTR*

LOWELL

McCartin Co F P 181 Market St F P McCartin Owner 9751 PSE2

FADA For your local distributor
 write or wire FADA
 Pioneers since 1920
 Belleville, New Jersey

LYNN

Des Roberts Elec 24-60 Mt Vernon H J Des Roberts LY 5-0015 PS

MELROSE

Melrose Sales 407 Franklin St L K Scott Owner ME 4-3821 PSR*

NATICK

Willett Radio Supply 11 Court St M W Willett PS*

NEW BEDFORD

Beckman Co C E P W Gifford Buyer 6-8201 PSTR*
 Ross & Co 1663 Purchase St See Fall River

NEWTON CORNER

Arvedon Elec Supply See Boston

9 1/2 out of 10
TV Fuses are



PITTSFIELD

Pittsfield Radio 41 West St J V Rumbelow 2-0901 PS*

SOUTH BOSTON

Millhender Distr 297 Dorchester Ave See Boston

SPRINGFIELD

Cardee Distr 65 Main St E S DeMeyer Pr 3-7801 TRE1E2
 Cushing T F 349 Worthington St 6-1197 PS*
 Del Padre Assoc LL 14 Wight PL 9-5658 PSM
 General Electric 484 Worthington 4-8255 E E Fournier TRE1E2P
 Graybar Electric 32 Patton St H O Edoff Mgr TRE1E2
 Hatry & Young 169 Spring M Dressler Pr 6-3833 PSTR*
 Interstate Distr 214 Birnie Ave 3-7827 J N Margolis Pr TRE1E2
 Millhender Dist Inc See Boston
 N E Service Center 851 State S M Boyd 7-3752 TRE2PS
 Spinney Co R H 153 Plainfield O W Jenkins Buyer 4-8284 TRP
 Springfield Radio 405 Dwight St L A Richmond Owner 2-3411 PSTR*
 Springfield Sound 147 Dwight St R K Lyman SM 7-3425 PS*
 Tarbell-Watters 144 Chestnut L H Tarbell Pr 6-1841 TRE1E2
 Western Mass Distr 1 Belmont Ave H Fleischman 6-6374 TRPE1
 Westinghouse Electric 46 Hampden J E Hall Br Mgr TRE1E2
 Zimmerman Co M W 12 Park St M W Zimmerman TR

Tel-a-Ray ENTERPRISES, INC.
 BOX 332D
 HENDERSON, KY. Manufacturers of Long Range
 TV and FM Antenna Systems

TAUNTON

Dean & Co David B 85 Cohannet St D B Dean Owner 4-4117 PSTRM

WORCESTER

Coghlin Electric 155 Summer St T G Leary TRE1E2
 DeMambro Radio 729 Main St See Boston
 Graybar Electric 108 Grove St H G Rappel Mgr TRE1E2
 Radio Electric Service PS
 Radio Electronic Sales 46 Chandler St J C Manooq 7-5671 PSTR*
 Radio Maintenance 19 Central St A Joseph Buyer 6-8311 PSTR*
 Westinghouse Electric 17 Mulberry St M J Stone Br Mgr TRE1E2

(Directory continued on next page)

In Massachusetts it's **IRC** FOR RESISTORS & VOLUME CONTROLS
 YOUR DISTRIBUTORS ARE

BOSTON—DeMambro Rad Supl Co 1111 Commonwealth Hatry & Young of Mass Inc 42 Cornhill Street A W Mayer Company 893 Boylston Street Radio Shack 167 Washington Street Radio Wire & Television Inc 110 Federal Street
BROCKTON—Ware Radio Supply Co 913 Centre Street
CAMBRIDGE—The Eastern Co 620 Memorial Drive Electrical Supply Corp 1739 Massachusetts Avenue
FALL RIVER—E A Ross & Company 73 Troy Street
HOLYOKE—Springfield Radio Company 93 High Street
LAWRENCE—Hatry & Young of Mass Inc 262 Lowell
NEW BEDFORD—C E Beckman Co 11-35 Commercial E A Ross & Company 1663 Purchase Street
PITTSFIELD—Pittsfield Radio Company 41 West St
SPRINGFIELD—T F Cushing 349 Worthington Street Hatry & Young Inc 169 Spring Street Springfield Radio Company 405 Dwight Street Springfield Sound Company 147 Dwight Street
TAUNTON—David B Dean & Company 85 Cohannet St
WORCESTER—De Mambro Radio Supply Co 729 Main Radio Electronic Sales Company 46 Chandler Street Radio Maintenance Supply Company 19 Central St

SYLVANIA DISTRIBUTORS
 AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

BOSTON—DeMambro Rad Supl Co 1111 Commonwealth Hatry & Young of Massachusetts 42 Cornhill St A M Mayer Company 895 Boylston Street
HOLYOKE—Springfield Radio Company 93 High St
LAWRENCE—Hatry & Young of Lawrence 262 Lowell
LOWELL—Frank P McCartin Company 181 Market St
NEW BEDFORD—C E Beckman Co 10 Commercial St
SPRINGFIELD—Hatry & Young of Spgfd 169 Spring
WORCESTER—DeMambro Radio Supl Co 222 Summer Radio Electronic Sales Company 46 Chandler St

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

BOSTON—De Mambro Radio Supl 1111 Commonwealth Hatry & Young 42 Cornhill Street
NEW BEDFORD—C E Beckman Co 11-35 Commercial
SPRINGFIELD—T F Cushing 349 Worthington Street L L Del Padre 14 Wight Place Hatry & Young 169 Spring Street
WORCESTER—De Mambro Radio Supply 729 Main St Radio Electric Service Radio Maintenance Supply 19 Central Street

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

CIRCULATION
 of this
DISTRIBUTOR DIRECTORY
34,000

MICHIGAN

ANN ARBOR

Purchase Radio 335 S Main St PS
Wedemeyer Electronic 215 N 4 Ave G Wedemeyer 2-4457 PS*

BATTLE CREEK

Electronic Supply 185 W Michigan A C Cain Buyer 8644 PS*

BAY CITY

Kinde Distributing 504 Washington St PS

DETROIT

Appliance Wholesale 1749 Lafayette R. Schneider WO 5-2222 TRE1
Brennan Appl 5237 Grand River TY 5-1864 TRPE1E2
Buhl Sons Co Foot Adair St LO 7-4000 TRPM
Crandall Wholesale Co 2705 W Warren C C Crandall TY 7-4700 TR
Daybert Distr 2287 E Jefferson R Parkans LO 8-2110 TRE1E2
Domestic Wholesale 3962 Cass Ave D W Burke Jr TE 1-4120 TR
Duffy & Co M N 2040 Grand River Ave WO 3-2270 PSTR*
Electrical Spec 872 W Milwaukee R A Wallace TR 1-7070 TRE1E2
Erickson Electronic 21 Henry E E Erickson WO 1-2608 PSTR
Falk Distributing 9339 Grand River Ave TE 4-0625 TR
Ferguson Radio 622 W Baltimore C T Ferguson TR 4-0100 PS*
General Electric 680 Antoinette T C Diggles TR 5-9400 TRE1E2P
Gen'l Electronics Distr 8540 Grand River Max Falk PSTR
Graybar Electric 55 W Canfield E R Yonkers TE 1-5500 TRE1E2
KLA Labs 7422 Woodward S L Almas Pr TR 4-1100 PS*
Knight Distributing 6539 Linwood E Knight TY 6-0040 TRS
Merchants Wholesale Distr 8600 E 7 Mile Rd TW 2-6400 TR

RCA VICTOR 

Morley Bros 5943 Second Blvd G J Bentley GM WO 3-8621 TRPSM

Motorola-Detroit 4490 Cass E A Holsten VP FA 1-1200 TRE1
Pan-American Distr 3731 Woodward B Berman TE 3-1830 TRM
Peninsula Distr 3146 E Jefferson R M Whyte VP LO 7-7202 TRE1
Radio Distributing 100 Selden G N Tobias Pr TE 1-1224 TRE1E2M
Radio Electronic 1112 W Warren Ted Rissi TE 2-5611 PSTR*
Radio Specialties 456 Charlotte St C G Poosch TE 2-0800 PSM*
Radio Supply & Eng 85 Selden Ave P R Hinton PR TE 1-3171 PSTR

RCA VICTOR 

RCA Victor Distr 7400 Intervale N A Corbett TE 4-3500 TRPSM

Reno Radio Co 1341 Broadway E Spilker WO 2-6851 PS
Republic Supply 424 W Jefferson WO 1-9450 TRE2
Specialties Distr 525 E Jefferson L F Turnbull WO 2-6111 TRE1
State Distributing 1627 W Fort St WO 5-6890 TR
Westinghouse Electric 547 Harper H I McConnell TR 5-8450 TRE1E2
West Side Radio Supply 6724 Michigan Ave TA 5-2184 PS

ESCANABA

Delta Hardware 400 Ludington S Lundberg 200 TRE1E2
Earle Appliance Distr 814 First Ave N F A Earle 2946 TRE1E2
Felton Radio 1608 Ludington O F Felton Owner 2855 PSTR
Graybar Electric 2424 Kansas Ave E C Bryden Mgr TRE1E2

FLINT

Lifsey Distributing 730 N Saginaw A B Lifsey PS*
Michigan Distributing 710 E 5 St TR
Radio Tube Merchandising 508 Clifford C E Philpott 4-3654 PSTR*
Shand Radio Specialties 203 W Kearsley E H Shand 2-9714 PSTR*
Silkworth Distr 1659 N Saginaw W W Silkworth Pr 9-8633 TRE1E2
Westinghouse Elec 2330 N Dort Hwy W L Howlett 4-8623 TRE1E2

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS 

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

GRAND RAPIDS

Bursma Radio Supply 72 Grandville M C Bursma GL 4-6159 PS
B & W Distr 212 Grandville Ave SW F J Broucek 9-4452 TR
Dygart Distributing Ionia & Fulton Sts TR
General Electric 41 Market Ave SW W J Richter 9-3244 TRE1E2P
Graybar Electric 432 Monroe Ave NW H G Cook Mgr TRE1E2
Independent Distr 12 Campau NW F C Sparks Pr 9-8243 TRE1
Kent Wholesale Distr 209 Division Ave S H Fik 6-8322 TR

RCA VICTOR 

Morley Bros 25 Ottawa Ave SW C W Puehl GM GL 6-5391 TRPSM

(Directory continued on next page)

OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.

In 1951

the Spotlight Will Be On

THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

Detroit Area Distributors

FALK DISTRIBUTING CO.

9339 Grand River Ave., Detroit, Mich.

**RADIO-ELECTRONIC
SUPPLY CO.**



Announcing...

*the opening of our new building
for our Grand Rapids Branch
at 505 Jefferson Avenue, S.E.*

The steady growth of the company in the Grand Rapids area has made these new quarters necessary. The expansion is indicative of our faith in the future of the jobbing business. We now provide the most modern and efficient facilities for serving all the needs of the service trade in the trading area.

RADIO-ELECTRONIC SUPPLY CO.

505 Jefferson Avenue, S.E., Grand Rapids, Mich.

DISTRIBUTOR DIRECTORY

MICHIGAN (Continued)

GRAND RAPIDS (Continued)

Radio Distributing 7 Ionia St J W Miltgen 8-1453 TRE1
 Radio Electronic Supply 505 Jefferson E J Rissi 9-4611 PSTR*
 Radio Equip Co 134 Grandville SW C M Gillis GL 6-9551 TRE1E2
 Radio Parts 720 Division Ave S R J Post 5-5420 PS
 Republic Distributing Co 19 LaGrave H W Merrill 9-4214 TRE1E2M
 State Distr 31 Ionia Ave NW T J Peters Pr GL 6-1755 TR
 Westinghouse Electric 511 Monroe J W Carson 9-4664 TRE1E2
 White Distr J A 211 Ottawa Ave NW J A White Owner TRE1
 Wholesale Radio 317 S Division P E Kilmer GL 6-1432 PS
 Wolverine Appl Distr 920 Monroe NE C W Strawn Pr 9-8361 TRE1

HIGHLAND PARK

Hi-Park Distributors 155 LaBelle Ave W J Stock TO 8-9409 PS

JACKSON

Electric Wholesale Supply 2503 E Michigan TR
 Fulton Radio Supply 707 Blackstone-St GM Fulton 7687 PS*

KALAMAZOO

Electronic Supply Corp 906 E Mich Ave See Battle Creek
 General Electric 112 Parkway S K Young Mgr 3-2645 TRE1E2P
 Mich TV Distributors 703 W North St W W Putney 5-2935 TR
 Ralston Co Ralph M 201 N Park St R M Ralston 5-0188 PS
 Stevens Radio Parts 713 Portage D Stevens 2-5720 PSTR*

LANSING

Electric Products Sales 427 E Michigan F C Reason 24-123 PSTR*
 General Electric 428 N Grand F S Goodell 2-0677 TRE1E2P
 Graybar Electric 125 E Shiawassee J D Ackers Mgr TRE1E2
 Major Appliance 728 E. Shiawassee J G Chapman TR
 Motorola-Detroit 1611 Kalamazoo E J C Potter TR
 Offenhauer Co 227 W Washtenaw St N L Offenhauer 2-9896 PSTR*
 Schaberg-Dietrich Hdw 430 N Larch St TR
 Van Dervoort Hdw 126 E Michigan ER Van Dervoort 5-9415 TRE2
 Wedemeyer Electronic 2005 E Mich Ave PS*

**9 1/2 out of 10
 TV Fuses are**



LAURIUM

Northwest Radio 435 Tamarack St W Jackson Mgr 797 PSTR*

MANISTEE

Gardner Radio Supply 332 River St W Gardner 1260 W2 PS

MUSKEGON

Fitzpatrick Elec 444 Irwin K W Fitzpatrick Pr 2-6621 PSTR*
 Industrial Elec Supply 1839 Peck St Wm Hall Owner 2-6019 PSTR*

PONTIAC

Electronic Supply 248 E Pike Rd H G King PS*

SAGINAW

Fischer & Sons J G 1019 E Genesee E Germain 2-4182 TRE1E2
 General Electric 125 Davenport H D Garber Mgr 3-6474 TRE1E2P

Morley Bros 125 N Washington R C Morley Jr Pr 8121 TRPSM

Orem Distributing 801 E Genesee Ave D W Orem Jr PS
 Radio Parts Water & Millard Sts R D Edwards 2-9192 PS
 Saginaw York Ref 1751 E Genesee Ave L W Beaver Pr 3-5444 TRE1

SHEBOYGAN

Straits Distributors 200 S Main St Wade Bogard 960 PSTRE2

YPSILANTI

Silkworth's Distributors 10 E Mich D M Silkworth 720 TRE1E2
 (Directory continued in next column)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

ANN ARBOR—Wedemeyer Electronic Supl 215 N 4 Ave
 DETROIT—Ferguson Radio Supl Co 622 W Baltimore
 Radio Specialties Company 456 Charlotte Avenue
 FLINT—Shand Radio Specialties Co 203 W Kearsley
 GRAND RAPIDS—Radio Elec Supl Co 443 S Division
 JACKSON—Fulton Radio Supl Co 265 W Cortland St
 KALAMAZOO—Stevens Radio Parts 713 Portage Street
 LANSING—Wedemeyer Elec Supply 2005 E Michigan
 MUSKEGON—Fitzpatrick Elec Supl Co 444 Irwin Ave
 PONTIAC—Electronic Supply Co 248 East Pike Street
 SAGINAW—Radio Parts Company Millard & Water Sts

ANN ARBOR—Wedemeyer Elec Supply Co 215 N 4th
 BATTLE CREEK—Elec Supply Corp 185 W. Michigan
 DETROIT—M N Duffy & Co 2040 Grand River Avenue
 Ferguson Radio Supplies 622 W Baltimore Street
 Radio Electronic Supply Co 1112 W Warren Street
 Radio Specialties Company 456 Charlotte Street
 Radio Supply & Engineering Co 85 Selden Avenue
 West Side Radio Supply 6724 Michigan Avenue
 ESCANABA—Felton Radio Co 1808 Ludington Street
 FLINT—Shand Radio Specialties 203 W Kearsley Street
 GRAND RAPIDS—Radio Elec Supply Co 505 Jefferson
 Radio Parts Inc 720 Division Avenue
 HIGHLAND PARK—Hi Park Distrs 155 LaBelle Ave
 JACKSON—Fulton Radio Supply Co 707 Blackstone St
 KALAMAZOO—Electronic Supl Corp 906 E Mich Ave
 Ralph M Ralston Company 201 N Park Street
 Stevens Radio Parts 713 Portage Street
 LANSING—Offenhauer Company 227 W Washtenaw St
 Wedemeyer Electronic Supply Co 2005 E Mich Ave
 LAURIUM—Northwest Radio of Michigan 435 Tamarack
 MANISTEE—Gardner Radio Supply 332 River Street
 MUSKEGON—Fitzpatrick Elec Supply Co 444 Irwin
 Industrial Electric Supply Co 1839 Peck Street
 PONTIAC—Electronic Supply Co 248 E Pike Road
 SAGINAW—Orem Distributing Co 801 E Genesee Ave
 Radio Parts Company Water & Millard Streets

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

BATTLE CREEK—Elec Supl Corp 185 W Michigan St
 DETROIT—General Electric 680 Antoinette Street
 Motorola-Detroit 4490 Cass Street
 Radio Distributing Company 100 Selden Street
 Radio Specialties Company 456 Charlotte Street
 FLINT—Lifsey Distributing Co 730 N Saginaw Street
 Radio Tube Merchandising Co 508 Clifford Street
 GRAND RAPIDS—Bursma Radio 72 Grandville Street
 Radio Parts Incorporated 720 Division Avenue
 Wolverine Appliance Distributing Co 920 Monroe
 JACKSON—Fulton Radio Supply 707 Blackstone Street
 KALAMAZOO—Elec Supply Corp 906 E Michigan Ave
 LANSING—Major Appliance 728 E Shiawassee Street
 MUSKEGON—Fitzpatrick Elec Supply 444 Irwin Street
 SAGINAW—Radio Parts Co Water & Millard Streets

MINNESOTA

DULUTH

Bonn Co Lew See Minneapolis
 General Electric Co 102 W Mich F A Greffin ME 827 RE1E2P
 Graybar Electric 320 W 1 St P D Barber Mgr TRE1E2
 Great Lakes Auto 302 E Superior E Johnson Pr 2-0841 TRE1E2
 Kelley-How-Thomson 309 S 5 Ave W A G Thomson Pr ME 5881 TR
 Marshall-Wells S Lake Ave H W Johnson 2-3981 TRE1E2
 Northwest Radio Supply 109 E 1 St PSR*
 Popkey G M 10 E 1 St PS
 Stark-Besser Radio Supply 109 S Lake Ave PSTR
 Westinghouse Electric 308 W Michigan F G Johnson TRE1E2

MANKATO

Southern Minn Supply 2 & Main G A Ellis Buyer 4501 TRE1E2P

MINNEAPOLIS

American Distr 63 S 4 H W Olson Fl 4843 TR
 Bauman Co 3033 Lyndale Ave S R R Bauman HI 1745 PSTR*
 Beamish Co W R 1612 Harmon Pl AT 2484 TRE1
 Bonn Lew Co 1211 LaSalle Lew Bonn MA 8281 PSTRE2*
 Bregenzler Distr 1607 Hennepin Ave G Bregenzler Fl 4422 TR
 Century Distr 318 N 3 W C Allen Owner F12768 TRE1
 Coast to Coast Stores 29 S E Main H J Kantrud VP MA 5561 TRE1E2
 Elcon Products 413 S 4 St G F Nye Pr LI 7041 TRE1E2
 Electronic Center 107 3 Ave N D H Watschke TR LI 8678 PS
 Foster Distr 1122 Harmon PL G W Forster VP LI 5667 TRE1
 Gamble-Skogmo 15 N 8 St MA 0281 PS
 General Electric 63 S 13 St H J Hurley Mgr BR 3266 TRE1E2P
 Graybar Electric 824 S 4 St C H McClean Dist Mgr GE 1621 TRE1E2

Hayer Co F C 300 Wash Ave N F C Hayer Pr MA 2501 TRE1E2PSM
 Janney-Semple-Hill 20 S 2 St AT 6191 TRE1E2
 National Bushing & Parts 1221 Harmon Pl MA 8264 TR
 Northwest Radio & Electronic 52 S 12 St D S Goode BR 5173 PSR*
 Popkey 206 E First St
 Radio Electric Supply 2451 Nicollet M R Iversen GE 7733 PSTR
 (Directory continued on next page)

MINNESOTA (Continued)

MINNEAPOLIS (Continued)

Radio Maintenance Co 3016 1/2 S 27 Ave C Lauzon DR 7546 PS*
 Reinhard Bros 11 S 9 St K J Davis Buyer GE 2681 TRE1M
 Roycraft Co 1625 Hennepin R B Cohen Pr AT 2394 TRE1E2SM
 Southern Minn Supply See Mankato Minn
 Spencer Inc Geo 444 Stinson Blvd S U Ferbend ST 8621 TRE1
 Stark Radio Supply 71 S 12 St F D Stark Pr MA 4524 PSTR*
 Sterling Electric 31 S 5 St E A Lindquist MA 4571 TRE2
 Westinghouse Electric 515 S 7 A C Kacher Br Mgr MI 6515 TRE1E2

ROCHESTER

Southern Minn Supply See Mankato Minn

ST. PAUL

Bonn Lew Co See Minneapolis
 Campbell & Stenson 2441 University S E Stenson Pr NE 6318 TR
 Electronic Distr 856 Raymond Ave G. W. Bauman Pr PR 3911 PSTR*
 Farmers Union Central Exchange P O Box G NE 7501 R
 Farwell-Ozmun-Kirk Jackson/Kellogg Blvd GA 7651 TRE1E2
 General Electric Supply 174 E 6 St P J Fisher GA 7351 TRE1E2P
 Graybar Electric 464 Robert St L E Luckman Mgr CE 7491 TRE1E2
 Hall Electric 386 Minnesota T O Hall CE 5549 PS*
 Motor Power Equip 2446 University NE 4544 TRE1E2
 Murphy Distr 2232 University H D Gibson Buyer NE 6527 TRE1E2
 Northwest Radio Supply 352 N Exchange GA 3801 PS
 Speedometer Service & Acc Co 251 W Kellogg Blvd CE 6393 TR
 Stark Radio Supply 246 W Kellogg Blvd CE 1994 PSTR*
 Westinghouse Electric 253 E 4 St J L Fitch Br Mgr GA 7441 TRE1E2

(Directory continued in next column)

**SYLVANIA
 DISTRIBUTORS
 AT YOUR SERVICE**



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

MINNESOTA

DULUTH—G M Popkey Co 206 E First Street
 MINNEAPOLIS—Northwest Rad & Elec Supl 52 S 12th
 ST. PAUL—Northwest Radio & Elec Supl Co 194 W 4th

In Minnesota it's



**FOR RESISTORS
 & VOLUME
 CONTROLS**

YOUR DISTRIBUTORS ARE

DULUTH—Lew Bonn Company 228 East Superior Street
 Northwest Radio 52 South Twelfth Street
 G M Popkey & Company 10 East First Street
 Stark Besser Radio Supply Co 109 South Lake Ave
 MANKATO—Southern Minnesota Supl Co 2nd & Main
 MINNEAPOLIS—Lew Bonn Company 1211 La Salle St
 Electronic Center Inc 107 Third Avenue North
 Gamble-Skogmo Inc 15 North Eighth Street
 Northwest Radio & Electronic Supl Co 52 S 12th St
 Stark Radio Supply Company 71 South Twelfth St
 ST PAUL—Lew Bonn Company 141 West Seventh Street
 Electronic Distributing Company 856 Raymond Ave
 Northwest Radio & Elec Supply Co 352 Exchange
 Stark Radio Supply Co 246 West Kellogg Blvd

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

DULUTH—Northwest Radio & Elec Supply 52 S 12th St
 MINNEAPOLIS—Northwest Rad & Elec Supl 52 S 12th
 ST PAUL—Electronic Distr Co 856 Raymond Avenue

FADA For your local distributor
 write or wire FADA
 Pioneers since 1920 Belleville, New Jersey

**9 1/2 out of 10
 TV Fuses are** 

Carried by Good Distributors Everywhere
Jensen LOUDSPEAKERS 
 JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

MISSISSIPPI

BILOXI

United Novelty 111 W Division St C J Hurley PS

GREENVILLE

Goyer Supply Co P O Box 652 J L Wood Buyer 8151 TRE1E2PS
 Mills-Morris Co See Memphis Tenn

JACKSON

Cabell Electric 422 S Parish St O V Wise PS*
 Ellington Radio 816 S Gallatin PS
 General Electric 610 Gesco Pl V J Balling Mgr 2-3618 RE1E2P
 Graybar Electric Co 154 E Porter St A N Saexon Mgr E1E2
 Industrial Supplies Highway 80 W PS
 Mills-Morris Co See Memphis Tenn
 Orgill Bros W M Clancey RPS
 Ryan Supply 212 S State St Thad Ryan SM R
 Southern Distributors 1400 Terry Rd J K Raffety Pr 2-3456 PS
 Swan Distributing 717 W Monument St L A Swan Jr Pr 5-8487 PS
 Westinghouse Electric Supply 325 S Farish E O'Steen Br Mgr RE1E2

MERIDIAN

Griffin Radio & Supply 2511 8 St E L Griffin 6174 PS
 Radio Supply Co J K Hagemeyer Owner 8802 PSR
 Ryan Supply 814 21 St S C Agnew R

(Directory continued on next page)

In Mississippi it's  **FOR RESISTORS
 & VOLUME
 CONTROLS**
YOUR DISTRIBUTORS ARE

GREENVILLE—The Goyer Supply Co P O Box 652
 JACKSON—Southern Distributors Inc 1400 Terry Road

**SYLVANIA
 DISTRIBUTORS
 AT YOUR SERVICE**



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

JACKSON—Southern Distributors 330 W Capitol Street
 MERIDIAN—Griffin Radio & Supply Co P O Box 1404

In 1951
 the Spotlight Will Be On
THE AMAZING CLEAR-CHANNEL
Tele King
 PERFECTED TELEVISION
From Coast to Coast
 The Buying Swing is to Tele King

Kansas City Area Distributors
PLATTNER COMPANY
 2406 McGee Street, Kansas City, Mo.

DISTRIBUTOR DIRECTORY

MISSOURI

- BUTLER**
Henry's Radio 211 N Main St PS
- CAPE GIRARDEAU**
General Electric Supply 402 S Sprigg J D Tillman Mgr 805 RE1E2P
Suedekum Electronic Supply W R Caldwell Buyer 757 PSR*
- CLAYTON**
Varney & Co Fred 34 N Central F Varney Owner PA 1394 TR
- JEFFERSON CITY**
Central Mo Distr 325 E Capitol R J Garrett Owner 6-9814 PSTRE1*
- JOPLIN**
Brotherson Co M 515 N Byers M Brotherson Owner 1596 PS*
Four State Radio 201 Main W P Norman Owner 979 PSTR*
General Electric Supply 922 Penn Ave J W Davis Mgr 5622 TRE1E2P
Mardick Distributing Co 521 Va St PS
Myers Hdw Co 1027 Va St Wm Myers TR
- KANSAS CITY**
Burststein-Applebee 1012 McGee J A Burststein PR BA 1155 PSTRE2M*
Columbian Electrical 2603 Grand Ave A S Blue VP GR 1001 TRE1E2
Continental Electric 1321 W 13 L R O'Donnell Pr GR 1180 TRE1E2
Federal Distr 2556 McGee Trafficway G C Towle Pr VI 4483 TRE1M
General Electric 2101 Broadway G A Schlosser HA 7447 TRE1E2P
Graybar Electric 1644 Baltimore Ave W Frazier TRE1E2
Henshaw Radio Supply 3619 Troost T Henshaw Owner WE 5551 PSTR
Inland Distributors 1616 Grand I E Hurwitt PR VI 4845 TRE1E2
Lee Wholesale 2045 Main St L J Shaper PR BA 1870 TRE1E2
McGee Radio 1422 Grand Ave A H Keler Owner VI 9045 PSTR*
McPike Inc 7 & Central VI 1800 TR
Manhattan Radio 1732 Grand Ave C Goebel Pr VI 9776 PS*
Mayflower Sales 2012 Baltimore A Hicks HA 8408 TRE1E2
Meyer Jewelry 1105 Grand Ave L R Meyer PR VI 2986 TRE2
Motor Radio Co 2440 Charlotte St C H Hill PR BA 2510 TRPS
Plattner Co 2406 McGee St TR
Potter Radio 1314 McGee St K Potter GR 9999 PS
Radiolab 1612 Grand R M Smith Owner HA 0171 PSR

RCA VICTOR 

RCA Victor Distr 2113 Broadway L Williams VP HA 0300 TRE1MPS

Ryan Distr Co G W 1810 Grand Ave G W Ryan PR GR 2552 TRE1
Southwest Distr 2026 Broadway A Harris PR VI 2-6235 TRE2
Star Distributing 110 W 18 St W A Zweifel Mgr VI 2030 TR
Superior Distr 2305 Pennway J H Wemberly Jr PR VI 0151 TRE1M
Wolfe Distributors 321 Southwest Blvd T J Wolfe PR BA 0556 TRPSM

- N. KANSAS CITY**
Davis Paint Co 1305 Iron St TR
- POPLAR BLUFF**
Tri-State Radio 118 Bartlett St V W Zumwalt Owner 2821 PS
- ST. JOSEPH**
Acme Radio Supply 110 N 9 Glenn Stapleton PSMR
American Electric 116 N 4 St TRP
St Joseph Radio & Supply 922 Francis St PS
Wyeth Co 2 & Jules TRE1E2

9 1/2 out of 10 TV Fuses are LITTELFUSE 

- ST. LOUIS**
ARA Distr 2300 Olive St H Frohlichstein PR CH 5000 TRE1E2M
Artophone Corp 700 Rosedale H S Schiele PR CU 1700 TRE1E2M
Ashe Radio Co Walter 1125 Pine St W Ashe CH 1125 PS*
Broadwell & Co 3005 Locust St J R Broadwell PR LU 7996 TR
Brown Radio 3924 Washington Tom Brown PR NE 2259 PSTRM
Brown Supply 2800 Pine St N S Brown PR JE 6161 TRE2
Cardinal Distributors 7155 Manchester St ST 1971 TR
Crest Corp 6417 Manchester W Schmidt PR ST 9628 TE1
Crosley Distributing 3228 Locust St W J O'Brien LU 5839 TRE1
Disco Distr 2843 Washington Blvd RW Morrison PR OL 3300 TRE1
Ebinger Radio & Supply 2211 Gravois Ave M Ebinger GR 2150 PS*
Fridley Bros 2911 Washington Blvd A M Fridley NE 5868 TRE1E2
General Electric 2653 Locust St R C Lemon NE 3000 TRE1E2P
Gordon Co J C 1118 Pine St CE 4777 PS
Graybar Electric 2642 Washington Ave C S Powell NE 4700 TRE1E2
Hirschbuehler Co J C 621 N 1 St CE 8528 TRE1
Hollander & Co 3900 W Pine Blvd H S Hollander PR FR 6412 TRE1

RCA VICTOR 

Interstate Supply 24 S 10 St DE Neiswander GM CH 2325 TRE1MPS*

James & Co 710 N 12 St W D McKelvey VP GA 6757 TRS
Mayflower Sales 816 N 11 St M B Lasky PR CH 0500 TRE1E2
Napper Radio 3117 Washington Ave JE 0074 PS
Phone Craft Co 3904 Olive W J Craft NE 4266 PS
Radonics 5040 Easton Ave S Machtinger RO 7311 PSR*
Roth & Co J N 1828 Locust St CH 8668 TR

(Directory continued on next page)

Standard COIL PRODUCTS CO., INC.
"THE STANDARD TUNER"—"THE STANDARD BOOSTER"
SEE STANDARD COIL JOBBERS

- JEFFERSON CITY**—Central Missouri Dis 324 E Capitol
JOPLIN—Four State Radio Supply 201 Main Street
KANSAS CITY—Burststein-Applebee 1012 McGee Street
Mayflower Sales Company 2012 Baltimore Street
McGee Radio Company 1422 Grand Avenue
Radiolab Distributors 1612 Grand Avenue
ST LOUIS—Artophone Corporation 700 Rosedale Street
Walter Ashe 1125 Pine Street
Ebinger Radio & Supply Company 2211 Gravois Ave
Mayflower Sales Company 816 North 11th Street

In Missouri it's **IRC** FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

- CAPE GIRARDEAU**—Suedekum Electronic Supply Co
JEFFERSON CITY—Central Missouri Dis 324 E. Capitol
JOPLIN—Four-State Radio & Supply Co 201 Main St
KANSAS CITY—Burststein-Applebee Co 1012 McGee St
Radiolab 1612 Grand Street
POPLAR BLUFF—Tri-State Rad & Supl 118 Bartlett St
ST LOUIS—Walter Ashe Radio Company 1125 Pine St
Ebinger Radio & Supply Co 2211 Gravois Ave
Interstate Supply Company 24 South Tenth Street
Radonics 5040 Easton Avenue
Van Sickle Radio Company 1113 Pine Street
SPRINGFIELD—Stout's Radio Supply 700 Boonville St

SYLVANIA  Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

- JEFFERSON CITY**—Cent Missouri Dist Co 325 E Cap
JOPLIN—Four-State Radio & Supply Co 201 Main St
KANSAS CITY—Radiolab 1612 Grand Avenue
ST. LOUIS—Ebinger Radio & Supply 2211 Gravois Ave
Napper Radio Company 3117 Washington Blvd
Radonics 2218 South Jefferson Avenue
Radonics 5040 Eastern Avenue
SPRINGFIELD—Stout Radio Supply 700 Boonville St

DO YOU HAVE B-A's
148 PAGE 1951
FREE CATALOG?



Complete Guide to the Latest Products of Top Makers in Radio, TV, Sound and Recording Fields

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1012-14 McGee St.
Kansas City 6, Mo.

Send FREE NEW B-A Catalog

Name
Address
City..... Zone..... State.....

BURSTEIN-APPLEBEE CO.

MISSOURI (Continued)

Schwander Co 3920 Olive St J Schwander NE 5000 TR
 Shapleigh Hdw 900 Spruce St MA 3400 RE1E2
 Stanley Distr 3041 Locust St Sam Hollander LU 4880 TRP
 Toler Radio Co Ralph 4855 Easton Ave R A Toler Owner RO 9169 PS
 Van Sickle Radio Co 1113 Pine St O H Griffiths CH 1814 PS*
 Westinghouse Electric 5049 Fyler Ave J C Cox Jr SW 2000 TRE1E2

SPRINGFIELD

Cooper Supply Co Harry 605 Sherman Ave O M Griffith 2-4411 TR
 Four States Distr 700 E Brower Max Van Hook GM 2-9311 TRE1E2
 General Electric 1301 W Webster F I McDaniel Mgr 2-1722 RE1E2P
 Hayes Automotive 306 S Jefferson T L Hayes Owner 6-3548 TR
 Link Motor Supply 415 E Olive C H O'Reilly 4-6411 RE1E2
 Ozark Motor & Supply PO Box 1247 G R Hayden GM 2-2771 TRE1E2
 Reed Radio & Supply Harry 805 Boonville Ave 4-0753 PSTR*
 Stout's Radio Supply 700 Boonville H E Stout PSTR



Tel-a-Ray ENTERPRISES, INC.
BOX 332D HENDERSON, KY. Manufacturers of Long Range TV and FM Antenna Systems

Carried by Good Distributors Everywhere



Jensen LOUDSPEAKERS
 JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



FADA For your local distributor write or wire FADA
 Pioneers since 1920 Belleville, New Jersey

MONTANA

BILLINGS

American Appliance Co 2511 Montana Ave R
 Central Distributing PO Box 1551 R J Williams Owner 8447 RPM
 Electronic Supply 214 11 St W D C Ostler 2727 PSR
 General Electric 2710 Montana H R Ellerby Mgr 9-4559 RE1E2P
 Marshall-Wells F Tinseth Br Mgr R
 Midland Implement 2303 Montana 3155 C A Rahn PR RE1E2



RCA VICTOR

Northwestern Auto 420 N Bdwy CO Campbell PR 3146 RE1E2PSM

Taylor Distr Co 4148 1 Ave S A V Larson 5000 R

BUTTE

Ellis Paint 910 S Ariz St R
 General Electric 900 E Front St L F Carmody 2-2314 RE1E2P
 Graybar Electric 604 E Aluminum St E J Hoff Mar RE1E2
 Smitty's Electronics 126 W Bdwy G J Smith Sr 2-6583 PSR
 Treasure State Gas & Elec 827 S Montana J J Kirby 2-2400 R
 Westinghouse Electric 949 S Montana R P Grace Br Mgr RE1E2

GREAT FALLS

Great Falls Paper 600 2 St S J J Flaherty PR 7671 RE1E2
 Lindgren Co Geo 16 4 St NW Geo Lindgren Jr 8721 PS
 Midland Implement Co See Billings
 Music Service 204 4 St S R
 Smitty's Electronics See Butte
 Treasure State Gas/Elec 15 St N & Smelter F C Jones VP 8874 R

HELENA

Latus & Co DN 1531 Nat'l Ave DN Latus Owner 1411 RE1E2

MISSOULA

Missoula Drug 218 E Front St R
 Northwest Distr 509 S Higgins Veon Peters Owners 4311 PSR
 (Directory continued in next column)

In Montana it's



FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

BILLINGS—Electronic Supply Co 214 Eleventh St W
BUTTE—Smitty's Electronics 126 West Broadway
GREAT FALLS—Geo Lindgren & Co 16 Fourth St NW
 Smitty's Electronics 114 First Avenue South
MISSOULA—Northwest Distributors 509 S Higgins St

9½ out of 10 TV Fuses are



LITTELFUSE

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

BUTTE—Smitty's Electronics 126 West Broadway
GREAT FALLS—George Lindgren & Co 109 Central

NEBRASKA

GRAND ISLAND

Unjted Appliance Dist 716 S Elm St Geo Keggin SM R

LINCOLN

General Radio & Television 322 S 12 R
 Hicks Radio 1422 O St H E Hicks 2-7561 PSR*
 Leuck Radio Supply 243 S 11 L F Leuck 2-6797 PSR*

OMAHA

Bi-State Distributing 911 Douglas St P C Hauser TR
 Electric Fix & Supply 1210 Harney St H G Carlson PR JA 3050 TRE1
 Enterprise Electric Co 1103 Farnam St R
 (Directory continued on next page)

In Nebraska it's



FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

LINCOLN—Leuck Radio Supply 243 South Eleventh St
OMAHA—J B Distributing Company 2857 Farnam St
 H C Noll Company 2226 Harney Street

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OMAHA—Bi-State Distributing Corp 911 Douglas Street
 Electric Fixture & Supply 1210 Harney Street
 Omaha Appliance Company 18th & St Marys Street
 Radio Equipment Company 2820 Farnam Street

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THE AMAZING CLEAR-CHANNEL
Tele King
PERFECTED TELEVISION
From Coast to Coast
The Buying Swing is to Tele King

Omaha Area Distributors
WEINER TIRE & SUPPLY CO., Inc.
 1324 Capitol Ave., Omaha, Neb.

DISTRIBUTOR DIRECTORY

NEBRASKA (Continued)

General Appliance 1001 Harney St Morris Levy PR WE 4620 TRE1E2
 General Electric 914 N 18 St O J Stone JA 0456 TRE1E2P
 Graybar Electric 1120 Capitol Ave D L Harper TRE1E2
 JB Distributing 2857 Farnam J H Brown Owner AT 5525 PSTRM*
 KK Co Inc 806 S 16 St H K Ekberg Pr WE 4545 TRE1
 Major Appliance 1101 Jackson M S Livingston Pr JA 4722 TRE1E2
 Maloney Dist 1219 Farnam St J F Maloney Owner AT 1654 TRE1
 Mid America Appliance 718 S 16 St T Hard HA 9222 TR
 Mueller & Selby 1024 Farnam St P D Selby WE 4114 TR
 National Sound Equip 1212 Farnam St TR
 Noll Co H C 2226 Harney H C Noll Owner AT 1500 PSTRE1
 Omaha Appliance 18 & St Marys P W Jacobs AT 3440 PSTRM
 Radio Equip 2820 Farnam E H Nestander Pr AT 7700 PSTM*

RCA VICTOR



Sidles Co 502 S 19 St H B Sidles Pr WE 1322 TRE1PSM

Weiner Tire 1324 Capitol H H Weiner WE 1333 TRE2
 Westinghouse Electric 117 N 13 St E E Morton TRE1E2
 Wright & Wilhelmy 10 & Jackson W F Baily AT 1362 TRE1E2

SCOTTSBLUFF

Joachim Radio 1913 Broadway B Daugherty 109 PSTR

YORK

Radio Supply Box 320 R A Krebs Owner 37 PS

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NEVADA

LAS VEGAS

Metcalf's Radio 207 N 3 W F Metcalf 5585 PS
 Saviers Electric Products 101 E Charleston E J Schmidt RE1E2

RENO

Distributor Associates PO Box 1108 F N Bender 2-2800 RE1
 E M Kemp Co PS
 Osborne & Dermody 253 Chestnut J Hadwin Buyer 2-6957 RE1E2
 Saviers Electric Products 640 Sierra C E Saviers Pr RE1E2
 (Directory continued in next column)

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 & VOLUME
 CONTROLS

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RENO—E M Kemp Company

SYLVANIA

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AT YOUR SERVICE



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 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

LAS VEGAS—Saviers Electrical Products Corp
 RENO—Saviers Electrical Products Corp 640 Sierra

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Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

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 TV Fuses are



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CONCORD

Evans Radio 10 Hills Ave C B Evans Owner 1702 PSTRM*

DOVER

American Radio Corp 510 Central Ave R L Fox PS*

MANCHESTER

Auto Elec Serv 21 Dow St W Erskue Buyer 5-6921 TRE1E2S
 DeMambro Radio 1308 Elm St See Boston Mass
 General Electric 57 Bedford St D W W Dailey 5-5418 TRE1E2P
 Graybar Electric 103 Hampshire P A Dorn Mgr TRE1E2
 Radio Service Lab 670 Chestnut St A A Livesque 4-4303 TRP*
 Westinghouse Electric 147 Hanover W A Rossiter Br Mgr TRE1E2

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 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

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 MANCHESTER—DeMambro Radio Supply Co 2308 Elm
 Radio Service Laboratory 1191 Elm Street

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 Kearns Inc Harrisburg & Atlantic F Kearns Pr 5-3233 TRPS*
 M H Sporting Goods Co 1701 Atlantic Ave See Philadelphia Pa
 Radio Electric Service Co of Pa 406 N Albany See Phila Pa

BELLEVILLE

Fada of N J Inc 525 Main St R W Eisler GM 2-5680 TR

BRIDGETON

Joe's Radio Shop 67 S Pearl St J Deal 251 PSTR*

CAMDEN

General Radio 207 N Bdwy W A Beringer Mgr WO 4-8383 PS
 Radio Electric 513 Cooper St See Philadelphia Pa

CLIFFSIDE

Nidisco Cliffside Inc 658 Anderson Ave See Jersey City

CLIFTON

Eastern Radio 637 Main Ave PS
 (Directory continued on next page)

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New Jersey Distributors
TELE KING CORP. of NEW JERSEY
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NEW JERSEY (Continued)

EAST ORANGE
 International Distr PS
 Teldisco 444 William St Col E Bloomer TR

HACKENSACK
 Trade Radio Sales 14 Essex St Paul Wieland DI 2-2104 PSTR

JERSEY CITY
 General Electric 157 Tonnele Ave J N Klein JO 2-3620 TRE1E2P
 Hallmark Electronic 529 Communipaw H C Miles DE 2-9696 PSTR
 Nidisco 713 Newark Ave J Mihalic JO 2-2360 PSTR

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NEWARK

Admiral Corp 497 NJ Railroad Ave R Howard BI 2-5400 TRE1
 All State Distributors 30 Warren Pl S Koenig MI 2-7795 TRE1E2M
 Apollo Distributing 15 Shipman B Walsh GM MI 2-7266 TRE1E2
 Beller Electric 301 Plane St R Beller Pr MA 3-0141 TRE2
 Continental Sales 195 Central J Stantley Pr MA 2-0884 PSTRM*
 Electronic Marketers 415 Halsey St R G Fletcher MA 3-2516 TPS
 Emerson-New Jersey Inc 985 Broad St I Sarlin Mgr MA 2-2217 TR
 Federated Purchasers 114 Hudson St P Barr MA 3-4005 PS
 General Electric 221 Frelinghuysen D N Klein BI 2-1600 TRE1E2P
 Golden Distributing 33 Elizabeth B Golden Mgr BI 2-5252 TRE1E2
 Gross Distr of NJ 49 Edison Pl A P Hummers MA 2-8028 TRE1E2
 Igo Bros 35 Halsey St P J Igoe Pr MI 3-9135 TRE1E2

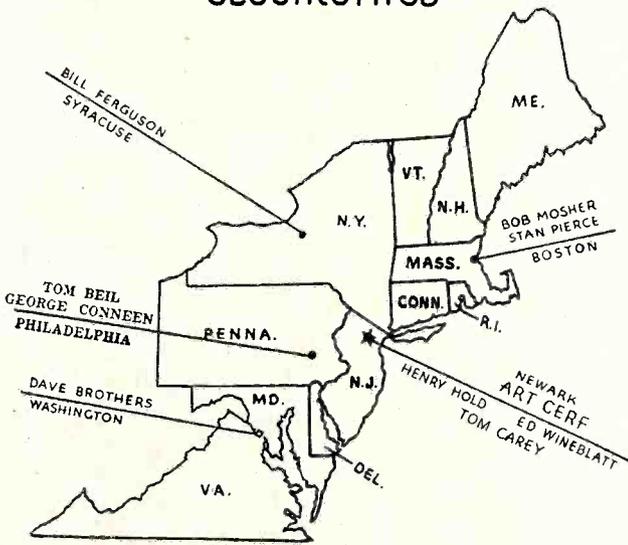
RCA VICTOR 

Krich-New Jersey 428 Elizabeth Wm Cone VP BI 8-7408 TRE1E2PSM*
 Latham Co E B 1010 Broad St E B Latham VP MA 2-0550 TRE1E2
 Lippman Co Aaron 246 Central Av AL Lippman Pr MI 2-3065 PSTM*
 (Directory continued on next page)

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 Motorola-New York 177 Central Ave F Millman MI 3-2680 TR
 Mytelka & Rose 1020 Broad St D J Mytelka Pr MA 3-6272 TRE1
 O'Loughlin & Co 88 Washington A K Spears VP MI 3-8200 TRE1E2
 Radio Wire Television 24 Central G Taylor MA 2-1661 PS
 Tele-King of NJ 50 E Peddie St J Shafron BI 8-8502 TRE1E2
 Variety Electric 601 Broad St MA 2-6760 PS
 Westinghouse Electric 528 Ferry G S Hasbrouck MI 2-3450 TRE1E2

NEW BRUNSWICK

William Radio 1861 Woodbridge L Axelrod 2-4908 PST

NORTH BERGEN

American Distributing 6335 Hudson Blvd F J Hogan UN 5-8027 PSTR

ORANGE

Zenith Radio of N Y 579 Scotland Rd OR 2-4000 TRM

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TV Fuses are**



PASSAIC

Nidisco Passaic See Jersey City

PATERSON

General Electric 563 E 31 D N Klein VA 4-5100 TRE1E2P
 Jersey Electronic Distr 301 Grand F Rosenstein LA 4-3134 PS*

PERTH AMBOY

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PHILLIPSBURG

Williams Co C B 154 S Main St C B Williams 5-1245 PSTR*

RED BANK

Monmouth Radio 404 Shrewsbury W D Bradley 6-3300 PS

TRENTON

Allen & Hurley 23 S Warren St L H Allen 3-0386 PST
 Cooper Sales Co 113 Factory St M A Cooper 2-8008 PS
 Nidisco Trenton See Jersey City
 United Tire Stores 547 S Broad H Fineburg 5-1461 TRE1E2
 Westinghouse Electric 745 E State R H Colborn 5-5421 TRE1E2
 (Directory continued in next column)

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 Kearns Inc Harrisburg & Atlantic Avenues
 M & H Sporting Goods Co 1701 Atlantic Avenue
 Radio Electric Service Co 406 North Albany Ave
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 Radio Electric Service Company 513 Cooper Street
HACKENSACK—Trade Radio Sales Co 14 Essex Street
JERSEY CITY—Hallmark Elec Corp 529 Communipaw
NEWARK—Continental Sales Company 195 Central St
 Electronic Marketers Inc 415 Halsey Street
 Federated Purchaser Inc 114 Hudson Street
 Krich-New Jersey Inc 428 Elizabeth Street
 Aaron Lippman Company 246 Central Avenue
 Radio Wire Television Inc 24 Central Avenue
NEW BRUNSWICK—Wm Rad Supl 1861 Woodbridge
PATERSON—Jersey Electronic Distr Co 301 Grand St
PERTH AMBOY—Bennett's Radio Supplies 327 Maple
PHILLIPSBURG—Carl B Williams 154 South Main St
TRENTON—Allen & Hurley 23 S Warren Street

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Electronic Products
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Transmitting Tubes
Panel Lamps**

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CAMDEN—Radio Elec Serv Co of Penna 513 Cooper St
CLIFTON—Eastern Radio Corporation 637 Main Avenue
JERSEY CITY—Hallmark Elec Corp 592 Communipaw
NEWARK—Admiral Corp Newark Dist NJ Railroad Ave
 Continental Sales Company 195 Central Avenue
NORTH BERGEN—American Dist Co 6335 Hudson Blvd
RED BANK—Monmouth Radio Supl Co 404 Shrewsbury

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BRIDGETON—Joe's Radio Shop 67 South Pearl Street
CAMDEN—General Radio Supply 207 N Broadway St
 Radio Electric Service 513 Cooper Street
EAST ORANGE—International Distributing
NEWARK—Emerson-N J Incorporated 985 Broad St
RED BANK—Monmouth Radio Supl 404 Shrewsbury St
TRENTON—Allen & Hurley 23 South Warren Street
 Cooper Sales Company 113 Factory Street

NEW MEXICO

ALBUQUERQUE

Appliance Distr 517 S Dartmouth St See El Paso Tex
 Boyd Distributing 306 E Lead St P K Boyd 6143 TR
 Cunningham Distr 701 W Coolidge J E Cunningham Pr 2-1663 TRE1
 General Electric 820 N 1 St F A Dunn 6443 TRE1E2P
 Iffeld Co Charles Box 1309 TR
 Korber & Co J 200 N 2 St C M DeWitt Buyer 7711 TRE1E2

RCA VICTOR



Midland Specialty Co 121 E Tijeras Ave See El Paso Texas

Miller Supply Co J 211 W Coal Ave J Miller 2-3450 TRE1E2
 Momsen-Dunnegan-Ryan 409 N 1 St See El Paso Texas
 Radio Equipment 523 E Central Av A A Thomas Owner 2-5681 PSTR
 Walker Radio L B 114 W Granite Ave PS
 Zork Hdw 1414 N 12 St R Dreyer VP 3-2288 TRE1E2

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SANTA FE

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Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps**

ALBUQUERQUE—J Miller Supply Co 211 West Coal St
 Radio Equipment Company 523 East Central Street
 L B Walker Radio Company 114 W Granite Street

NEW YORK

ALBANY

Albany Appliance Distr 28 Howard St TR
 Crosley Distr 30 Lodge St Ralph Dade Jr Mgr 6-7691 TRE1
 FT Orange Radio 642 Bdw D Marks Buyer 5-1594 PSTR*
 Havens Electric 311 Hudson Ave H E VanAlstine TRE1E2
 Henzel-Powers 294 Broadway R G Powers VP 5-2351 TRE1E2
 Hudson Valley Asbestos 170 Central Ave M A Pursell 4-6197 TRE1E2
 Reines-Freeman 201 Jay St B Reines Pr 5-2364 TRE1E2
 Roskin Bros 1827 Bdw B J Roskin TRE1E2M

RCA VICTOR



RTA Distr 36 Bdw-Menands H Garbrilove Pr 5-7346 TRE1E2PSM

Rudisco Inc 182 Washington Ave C F Russo Pr 5-3556 TRE1
 Spinney Co B H 97 N Bdw G L Garry 5-3339 TR
 Taylor Co E E 465 Central Ave E E Taylor Owner 2-3860 PSTR*
 Tri-State Distr Colonie/Montgomery C G Houghtaling 4-8156 TRE1E2
 Westinghouse Electric 454 N Pearl E B Stearns 4-9135 TRE1E2

AMSTERDAM

Adirondack Radio 32 Guy Park W J Hintle 73 PSTR*

AUBURN

Dare's Radio Supply 22 E Genesee St H E Dare 2-0441 PSTR*
 Onondaga Supply See Syracuse

(Directory continued on next page)



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ELECTRONIC EQUIPMENT

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NEW YORK (Continued)

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Broome Distr Co 221 Washington St RE1E2
City Electric See Syracuse
Federal Radio Supply 188 State St H B Green PS*
L & K Electric 72 State St H M Long 2-7261 RSE1E2

RCA VICTOR



Morris Distr 195 Water St M Horowitch Pr 4-2461 RE1E2PSM

Westinghouse Electric 87 Chenango St J R Place Br Mgr RE1E2

BUFFALO

Bergman Co W Oak & Eagle S J Levy Pr MQ 6300 TRE1
Bickford Bros 165 Ga St I Nadritch VP MO 3535 TR
Bisen Electric 1137 Main E R Arundell Jr LI 8447 TR
Buffalo Electric 75 W Mohawk A W Nystrom PA WA 4420 TRE1E2
Dymac Inc 2329 Main St A J Dybowski Mgr PA 2300 PS*
Fay-San Distr 1669 Main B L Kulich Pr SU 1300 TRE1
General Electric 960 Busti Ave E D Crosby EL 5100 TRE1E2P
Genesee Radio Parts 205 Genesee E Pufpaff Owner CL 1970 PS*
Graybar Electric 180 Perry K L Thielscher WA 3700 TRE1E2
Gladco Distr Main & Niagara C H Luhman 2721 TR
Hex Mfg 48 Exchange K Learman Owner MO 8800 TRE2
Lee Distr 350 Seneca St R E Henrich VP MO 7921 TR
Mutual Appliance Distr 122 Clinton T P Begy WA 3010 TRE1E2
Progress Distr 151 Genesee W T Hardy CL 3553 TRE2
Radio Electric Prods 677 Michigan E A Boyer CL 6454 PS
Radio Equipment Corp 147 Genesee St PSTR

RCA VICTOR



RCA Victor Distr 1209 Bdwy E E Hart VP FI 1209 TRSPM

Scheller Radio 269 Oak St PS
Schwartz Co C F 397 Minn Ave C F Schwartz Owner UN 2565 TRE2
Standard Electronics Distr 1497 Maine L J McTaggart GA 5000 PS
Strauss Co Joseph 25 High L J Strauss GR 9222 TRE1
Teleco Inc 1618 Main TR
Western Merch Distr 130 S Elmwood E G Ingraham PR CL 5242 TRE1E2M

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Buffalo Area Distributors

MUTUAL APPLIANCE DISTRIBUTORS

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are known
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Eimac
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Rauland



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Mueller

RAYTHEON



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TRIPLET

SILVER



OHMITE



Simpson

ASTATIC



B&W



Taylor Tubes

ALTEC
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-5335, -5322

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lines

1951

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COHOES
Empire State Wholesalers Saratoga & Ontario Sts Irving Flax TR

CORTLAND
Cortland Auto Supply 12 Court St PS
Winchell Radio Supply 37 Central Ave C A Winchell 1600 PSTR

CROTON-ON-HUDSON
WRO Radio Lab 6 Hamilton Ave W R Osborn CR 1-3743 PSTR

ELMIRA
Barker Rose & Kimball 511 Baldwin D T Craver 9115 RE1E2
Brady Supply 255 State J J Brady 9191 RE1E2S
Harrison Co F C 108 W Church St F C Harrison 7921 PS*

FLUSHING see Long Island

FREDONIA
Barker C R 45 W Main 2-6059 PSTR

GLENS FALLS
Ray Distr 284 Glen St J J Goetz 2-1017 PSTR*

HEMPSTEAD see Long Island

HICKSVILLE see Long Island

ITHACA
Stallman of Ithaca 123 S Tioga A C Stallman IT 42297 PSTR*

JAMAICA see Long Island

JAMESTOWN
Johnson Radio & Electronic 48 Harrison C L Johnson 33-965 PSTR

KINGSTON
Arace Electronic Distr 23 Henry St Michael Arace 6622 PSTR*
Canfield Supply 534 Bdwy R Shortell 1701 TRE1E2

MALONE
Pond Electric 123 E Main St B O LeDuc PS
(Directory continued on next page)



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Manufacturers of Long Range
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MASLINE RADIO & ELECTRONICS

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22-28 West 21st Street, New York City

DISTRIBUTOR DIRECTORY

NEW YORK (Continued)

MIDDLETOWN

Certified Radio Supply Frank Persico 5970 PSTR
L & S Radio Sales 132 North St D Shohet PS
Roskin Bros 27 W Main St J Roskin TRE1E2M

MOUNT VERNON

B Davis Co Inc 22-26 S 3 Ave B Davis Owner MO 8-4610 TRE1S
Davis Radio Distr 50 E 3 St MO 7-9758 PS*
Radelco Inc 246 W 1 St N P Michaelson MO 8-6173 PSTR

NEWBURGH

Chief Electronics 248 Washington St see Poughkeepsie
Newburgh Distr 145 S William S Rosenblum 4830 TRE1E2
Shapiro Distr 315 Bdwy Hyman Shapiro Pr 501 TRE1E2
Westinghouse Electric 26 Liberty St R E Roberts Br Mgr TRE1E2

NEW ROCHELLE

Appliance Distr 49 Lawton St L H Streger Pr NE 2-0144 TRE1

(Directory continued on next page)

Distributors . . .

Even though just published, this directory is now being revised under our plan of continuing compilation. If you find omissions or errors, please write to Directory Editor, Caldwell-Clements, Inc., 480 Lexington Avenue, New York 17, N. Y.

Representatives . . .

For your free listing in the Directory of Representatives to be published in an early issue, please send us your name, address, lines handled and territory covered. Mail to address given above.

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NEW YORK (Continued)

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Admiral Corp 625 W 54 St J T Hodgins VP PL 7-7500 TRE1E2
Apex Electronics Sales 225 W 17 St Al Jacobs WA 9-7650 TRM
Arrow Electronics 82 Cortland M Goldberg DI 9-4714 PS*
Barth Feinberg 17 Union Sq W AL 5-7060 TRE1E2
B & D Distr 639 Tompkins Ave R Malnati Prop GI 7-2660 Rosebank
Staten Island PSTR
Belle Electronic Corp 385 4 Ave E Weintraub MU 9-3990 TRE1
Ben-Her Industries 11 W 42 St Herman Smith CH 4-1642 T
Bonafide Radio 89½ Cortland St D Goldner WO 2-5960 PS
Bronx Wholesale Radio 470 E Fordham Rd E Zezek FO 4-4662 PT

RCA VICTOR



Bruno-New York 460 W 34 St I Sarnoff VP LO 4-2425 TRE1PSM*

Campbell Parts Distr 323 W 48 St PSTR
Colen-Gruhn 387 4 Ave M M Gruhn Pr MU 9-6363 TRE1E2
Cons Radio Sales 768 Amsterdam Ave D Goldberg AC 2-2560 PS*
Crosley Distr 1775 Broadway I M Sandberg PL 7-4400 TRE1E2
Dalis Inc H L 175 Varick St AL 5-3000 PS*
Emerson-New York 111 8 Ave L Abrams Pr WA 9-2264 TR
Empire Distr 125 E 46 St PSTR
Fairmont Sales Co 2042 E 177 St PS
Federated Purchaser 66 Dey St M I Epstein DI 9-3050 PSTR*
Fischer Distr 118 Duane St M Fischer BA 2-1511 PSTM*
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General Electric 585 Hudson M C Culppeper AL 5-3300 TRE1E2P
Graybar Elec Natl Hdqr 420 Lexington G T Bryant SM TRE1E2
Graybar Elec Eastern Dist 180 Varick St G F Frost Mgr E1E2
Gross Distr 216 W 14 St B Gross Pr WA 4-5900 TRE1S
Harrison Radio 225 Greenwich Ben Snyder Mgr BA 7-7777 PS
Harvey Radio 103 W 43 St H E Sampson Pr LU 2-1500 PS
Hobb Electrical 541 W 34 St Sam Miller LA 4-9200 TRE2
Hugo Radio TV Parts 1275 Webster Ave PS
Jacobs & Rogovin 601 W 26 St Rene Jacobs Pr WA 4-1800 TRE1
Kurzon Inc Joseph 112 W 31 St J Kurzon PE 6-5281 RE2
Lafayette Concord See Radio Wire Television
Latham & Co E B 250 4 Ave L E Latham Pr AL 4-2200 TRE1E2
Leonard Radio 69 Cortlandt St S Schugar CO 7-0315 PS*
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Midway Radio & TV 60 W 45 St H C Kahn MU 7-5053 P
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Radio Wire Television 542 E Fordham Rd FO 7-8813 PS
Red Arrow Sales Co 63 E Broadway PS
Royal Eastern Elec 38 W 21 St J D Sweeney Pr CH 2-3200 TRE2
Sanford Electronics 157 Chambers C Ollstein Pr DI 9-0550 TRE2M*
Slate & Co 2755 Webster R Slate LU 4-0614 PS*
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Ardisco Television 360 Furman E L Mayer Pr UL 5-4560 TRE1E2
Benray Distr 485 Coney Island B Weitzner Mgr BU 7-9650 PS
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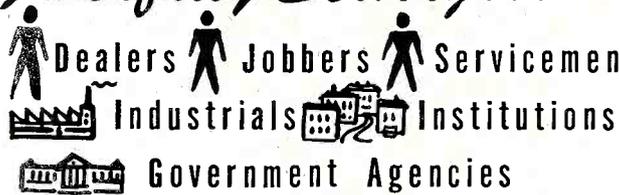
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 Pendletons PO Box 208 W G Pendleton Buyer 7216 TRE1

WASHINGTON
 Jowdy Distr 110 N Respass St M Jowdy Owner 40 PSTRE2

WINSTON-SALEM
 Brown-Rogers-Dixon 5 & Cherry Sts C E Dixon 2-8002 TRE2
 Dalton-Hege Radio 340 Brookstown Ave H L Dalton 2-5141 PSTR*
 Graybar Electric 955 Brookstown Ave J W Van Dorsten Mgr E1E2
 Williams & Son C R 211 S Liberty St TRE1PS

In 1951
 the Spotlight Will Be On
 THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION
 From Coast to Coast

The Buying Swing is to Tele King

North & South Carolina Distributors
L. W. DRISCOLL, INC.
 1229 W. Morehead St., Charlotte, N. C.

NORTH DAKOTA

BISMARCK
 Dakota Electric Supply See Fargo N Dak

FARGO
 Bristol Distr 419 N P Ave J N Johnson Buyer 5851 PSTR
 Dakota Electric 1017 4 Ave N J D Farnham 2-3301 TRE1E2PS*
 Dakota Hardware 627 N P Ave TRE1
 Fargo Glass & Paint 648 N P Ave E J Schonberg Pr 4441 TR
 Haggarts Service 1534 1 Ave N C H Arnold TRE1

RCA VICTOR



Hayer Co F C 814 1 Ave N E D Somes Br Mgr 9310 TRPSM

Larson Co 806 N P Ave L M Larson Pr 2-3253 TRE1E2
 Nash-Finch Co 903 4 Ave N E O Rudd Buyer 7763 TRE1
 Radio Equipment 602 N 2 Ave Ted Shields 5462 PSTR
 Reinhard Bros 301 N P Ave A C Reinhard Jr Pr TRE1PS
 Westinghouse Electric 109 Roberts St E R Schoonover TRE1E2
 Wolter Electronic 307 N P Ave E H Wolter Owner 4886 PSM

GRAND FORKS
 Dakota Electric Supply See Fargo

MINOT
 Dakota Electric Supply See Fargo
 McFall Radio 5b N Main St R K McFall Partner 42-217 PSR
 Maytag Electric John Iverson 23-116 PSRE1M
 Reinhard Bros See Fargo

WILLISTON
 Maytag Electric 115 Main St See Minot

In North Dakota it's

IRC

FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

FARGO—Bristol Distributing Co 419 North P Avenue
 Dakota Electric Supply Co 1017 Fourth Ave North
 Radio Equipment Company 602 North Second Ave
MINOT—Maytag Electric Company

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

FARGO—Radio Equipment Co 620 Second Ave North

9 1/2 out of 10 TV Fuses are

LITTELFUSE

OHIO

AKRON
 Dyke Motor Supply 372 S Bdwy C H Edwards BL 8191 TRE1E2
 General Electric Supply 225 E Mill M N Snyder FR 8195 TRE1E2P
 Graybar Electric 185 Carroll N W Zilch Mgr E1E2
 Main TV Supply 1013 N Main H Havenstein WA 2117 PS
 Mook Electric Supply 422 S Bdwy H H Smith Br Mgr TRE1E2
 Olson Radio Warehouse 73 E Mill St PS
 Sacks Electric Supply 605 S Main St C Kromer JE 8196 TRE1E2
 Sun Radio Co 110 E Market St R H Berkey PS*
 Warren Radio Co 479 S Main St A S Bacon PS*

ALLIANCE
 Dyke Automotive 144 E Main St TR

ASHTABULA
 Morrison's Radio Supply 331 Center St R M Morrison 37-106 PS*

CANTON
 Armstrong Radio Supply 1226 2 St SE F L Armstrong PS
 Burroughs Radio 711 2 St N W A M Burroughs 5-0273 PSTR*
 Canton Hardware 1221 3 St N E J W Aiken 5-0191 TRE1E2
 Fall Radio Supply 2424 Tuscarawas St F S Fall 5-8451 PSTR
 General Electric Supply 123 6 St S W H B Fisher 4-5187 TRE1E2P
 Mook Electric Supply Cleveland & 5 St H M Mook Pr TRE1E2
 Sommer Electric 818 3 St NW H D Sommer PSTR

CHILLICOTHE
 Chillicothe Hdw & Supply 148 N Hickory St B M Segal 2136 PS

CINCINNATI
 B & B Electric 1015 Broadway Jack Davis TR
 Bimel Co 2600 Colerain Ave Fred Bimel TRE1
 Chambers Electronic Supply 1667 Central Pkwy E L Chambers PSTR*
 (Directory continued on next page)

OHIO (Continued)

General Electric Supply 215 W 3 St W H Taylor GA 1750 TRE1E2P
 Graybar Electric 115 W McMicken Ave L B Westfall TRE1E2
 Griffith Distr 2410 Gilbert Ave C W Hyde PR TR
 Herrlinger Distr 15 & Vine R S Herrlinger CH 7273 PS*
 Holub & Hogg 1400 Sycamore St David Hogg CH 7974 PSTR
 Home Products 707 Sycamore F L Kahn DU 5730 TE1
 Hughes-Peters 1128 Sycamore G L Baker GM DU 7625 TRE1E2PS*
 Johnson Electric Supply 317 Sycamore St C W Johnson Jr PR TRE1E2
 KTM Distr 228 W 7 St E C Klingman VP MA 3033 TS
 Lockie & Glenn 2110 Gilbert Ave E M Glenn WO 3396 TR
 Modern Distr 1415 Walnut St P W Pugh SM PA 1160 TRE1E2
 National Distr 911 Race St N B Hunt DU 8700 TP
 Oberrecht-Harten Distr 7374 Reading Rd R P Harten VP RE 5053 TR

RCA VICTOR 

Ohio Appliances 659 E 6 St R Euchenhofer PR DU 5430 TRPSM

Peaslee-Gaulbert 924 McLean St G L Patterson GA 4264 TE1
 Radio Supply Co 1220 Jackson St G A Stifel PS*
 Roel Distr J D 1400 Central Pkway PSTRE2M
 Schuster Electric 321 E 8 St J E Schuster PS*
 Steinberg's 633 Walnut St Jule Burnett CH 1880 PSR*
 Television Distributors 412 W 7 St P Waldman T
 Tri-State Distr 8 & Broadway J C Clinkenbeard TRE1
 United Radio 1314 Vine St I S Horwitz CH 6530 PSR
 Westinghouse Electric 3011 Stanton Ave W B Meek TRE1E2
 Williams & Martin 49 Central Ave J C Martin PR MA 1827 TRE1

(Directory continued on next page)

 **Tel-a-Ray** ENTERPRISES, INC.
 BOX 332D | Manufacturers of Long Range
 HENDERSON, KY. | TV and FM Antenna Systems

 **FADA** For your local distributor
 Pioneers since 1920 | write or wire FADA
 Belleville, New Jersey

In 1951
 the Spotlight Will Be On
 THE AMAZING CLEAR-CHANNEL
Tele King
 PERFECTED TELEVISION
From Coast to Coast
 The Buying Swing is to Tele King

Cincinnati, E. Ind., N. Ken. Distributors
KTM DISTRIBUTORS, INC.
 228 North 7th St., Cincinnati, Ohio

BURROUGHS RADIO COMPANY

Distributors of

RADIO • TELEVISION PARTS

ANTENNAS • BOOSTERS

BATTERIES • TEST EQUIPMENT

ASSOCIATED ELECTRONIC SUPPLIES

CANTON and MANSFIELD • OHIO

711 SECOND STREET, N. W.
 CANTON 3, OHIO
 DIAL CANTON 50273-50274



218 E. SECOND STREET
 MANSFIELD, OHIO
 DIAL MANSFIELD 16916-45966

In
Ohio it'sFOR RESISTORS
& VOLUME
CONTROLS

YOUR DISTRIBUTORS ARE

AKRON—Olson Radio Warehouse 73 East Mill Street
Sun Radio Company 110 East Market Street
Warren Radio Company 479 South Main Street
ASHTABULA—Morrison Radio Supply 331 Center St
CANTON—Armstrong Radio Co 1226 Second Street SE
Burroughs Radio Company 711 Second Street NW
Sommer Electric Company 818 Third Street NW
CINCINNATI—Chambers Elec Supl 1667 Central Pkwy
Holub & Hogg 1400 Sycamore Street
Hughes-Peters Inc 1128 Sycamore Street
Radio Supply Company 1220 Jackson Street
Schuster Electric Company 321 East 8th Street
United Radio Inc 1314 Vine Street
CLEVELAND—Broadway Electric Supl 6209 Broadway
Goldhamer Inc 2239 East 14th Street
Northern Ohio Laboratories 2073 West 85th Street
Olson Radio Warehouse of Cleveland 2020 Euclid
Pioneer Radio & Supply Co 2115 Prospect Ave
Progress Radio Supply 413 Huron Road
Radio & Electronic Parts Corp 3235 Prospect Ave
Winteradio Inc 1468 West 25th Street
COLUMBUS—Hughes-Peters Inc 111 East Long Street
Thompson Radio Supplies 182 East Long Street
DAYTON—Hughes-Peters Inc 300 West Fifth Street
Srepco Inc 135 East Second Street
Stotts-Friedman Company 620 South Main Street
LIMA—Lima Radio Parts Co 641 North Main Street
Warren Radio Company 222 East Elizabeth Street
MANFIELD—Burroughs Radio Company 218 E 2nd St
MARIETTA—Marietta Radio & Elec Supl 221 2nd St
PORTSMOUTH—Sound Electronics Supply 931 7th St
SPRINGFIELD—Eberle Radio Supply 522 W Main St
Srepco Inc 119 West Main Street
STEUBENVILLE—Hausfeld Radio Supply 116 N 3rd St
TOLEDO—H & W Auto & Radio 26 North 11th Street
Warren Radio Company 1320 Madison Avenue
WARREN—Radio Specialties 136 Pine Street SE
YOUNGSTOWN—Ross Radio 325 Federal Street
ZANESVILLE—Thompson Radio, Supls 135 S Sixth St

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



In 1951

the Spotlight Will Be On

THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

Cleveland Area Distributors

IRVING LEON COMPANY

1436 West 25th St., Cleveland, Ohio

OHIO (Continued)**CLEVELAND**

Arnold Wholesale 5209 Detroit Ave R C Hager Pr OL 1-3600 TRP
Broadway Electric 6209 Broadway E A Metnes DI 1-8500 PSTR
Brown Inc Edgar A Carnegie G E 40 St EN 1-5000 TRE2
Burdick Co H W 1010 Euclid Ave CH 1-6040 TRE1
Cleveland Wholesalers 4403 Superior UT 1-9777 TRE1P
Emerson Radio of Ohio 4800 Prospect M Gennis PR HE 1-1822 TR
Frankelite Co 1425 Rockwell D Frankel PR MA 1-3213 TR
General Electric 4958 Woodland F J Seelie HE 1-7280 TRE1E2P
Goldhamer Inc 2239 E 14 St J Goldhamer CH 1-1690 PSTR
Graybar Electric 1010 Rockwell W E Henges CH 1-1360 TRE1E2
Kane Co 2621 E 9 St J M Kane PR TO 1-6560 TRE1E2M
Leon Co Irving 1436 W 25 St MA 1-9046 T

RCA VICTOR

Main Line Cleve 5005 Euclid Ave H M Williams EX 1-1800 TRE1PSM

M & M Co 5200 Prospect Ave R F Stump PR EN 1-5200 TRE1E2P
Midland Electric 2152 Superior J U Walker SU 1-2125 TRE1E2
Northern Ohio Appl 1609 E 21 St B F DeGroot TRE1P
Northern Ohio Labs 2073 W 85 St H A Tummonds WO 1-2756 PSTR
Nutter Inc G M 2905 Chester Ave Glenn Nutter TO 1-1654 TRE1
Olson Radio Warehouse 2020 Euclid Ave P J Olson PST
Pioneer Radio 2115 Prospect Ave H J Farr Jr PR SU 1-9411 PS
Progress Radio 413 Huron Rd CH 1-5630 PS
Radio & Electron Pts 3235 Prospect L W Schwartz UT 1-6060 PSTR*
Ramsey Bennett 430 Huron Rd E R Ramsey TO 1-6070 TE1E2
Refrigeration Sales 1127 Carnegie F H Biewener SU 1-8500 TRE1
Skinner & Co J J 6523 Euclid J J Skinner PR EN 1-0901 TRE1E2
Strong-Carlisle-Hammond 2801 St Clair H G Frank MA 1-9165 TRE1P
Taylor G W 2157 Fairhill Rd SW 1-5442 PS
Tecca Distr 220 St Clair N W M Tecca SU 1-4380 TRE1E2
Television Distr 3600 Ridge Rd E R Crane ME 1-7100 T
Westinghouse Electric 1809 E 22 J G Lee TO 1-5660 TRE1E2
Winteradio 1468 W 25 St R L Kline MA 1-9383 PSTR*
Worthington Geo 802 St Claire Ave NW CH 1-1600 TR

COLUMBUS

American Sales 33 N Grubb St E C Brauning VP FL 1721 TRE1E2
Appliance Distr 145 N Front St E A Brown AD 3161 TRE1P
Bennett Distr 39 E Chestnut W W Bennett AD 6216 TRE1P
Callander-Lane 82 N Grant Ave D G Callander FL 1781 TRE1
Cornell Co 227 N 3 St T
Electric Supply 134 E Long Geo Boller FL 1508 PSTR*
General Electric 146 N 3 St R E Franck AD 3221 TRE1E2P
Graybar Electric 3 & Chestnut C E Furber TRE1E2
Hughes-Peters 111 E Long St N W Wright MA 4356 TRE1E2P*
Kane Co 168 N 3 St M E Blazer MA 1301 TRE1E2M
Luethi & Welch 73 E Naghton St C H Luethi PR AD 4711 TR
McCleery-Carpenter 301 N 3 St H E Fell PR FL 3871 TRE1E2
M & M Co 327 E Broad St AD 9414 TRE1E2P

RCA VICTOR

Ohio Appliances 243 N 4 St E L Foster VP MA 5118 TRE1E2MP

Scioto Sales 232 N 3 St E F Smith VP MA 744* TR
Television Distr 135 N Front St Henry Tobin TR
Thompson & Hamilton 211 N 4 St G L Thompson MA 2363 TRE1E2
Thompson Radio Supplies 182 E Long St J C Nagle MA 7434 PS*
Tracy-Wells 175 N Front St TR
Vogel Distr 529 E Town St K Vogel MA 2354 TR
Westinghouse Electric 266 N 4 St J A O'Rourke TRE1E2
Whitehead Radio 124 E Long R C Whitehead AD 1784 PS*

DAYTON

Allied Supply 359 W Monument W V Homan MI 9833 TRP
American Sales 400 Linden T Goldenberg KE 3721 TRE1E2
General Electric 601 E 3 St C Fortenbaugh HE 5861 TRE1E2P
Graybar Electric 332 W Monument A J Fischer TRE1E2
Home Products 627 Salem Ave TA 7469 TE1
Hughes-Peters 300 W 5 St J Dittes MI 8555 TRE1E2P*
Kiefaber Co W H 40 Keewee St TR
Larkin Co M D 115 E 3 St M D Larkin AD 8231 TRE1E2
McGranahan Distr V J 117 S Perry G G McCallister TRE1
Martin Electric 310 E 2 St J P Martin PR FU 5141 TRE1E2
Miami Valley 127 N Patterson G E Schumacher PR HE 1135 TRE1
Moore Equip 226 W 3 St W C Moore PR AD 3124 TRE1

RCA VICTOR

Ohio Appliances 430 Leo St W V Wright VP MI 0343 TRPSM

Srepco Inc 135 E 2 St H E Ruble PS*
Stotts-Friedman 620 S Main St J D McCay MI 8373 PS
Television Distr 830 Gas/Elec Bldg E L Lehnus T
Thompson & Hamilton 118 S Ferry See Columbus
Westinghouse Electric 226 W 5 St R J Greuser TRE1E2
Yonts Radio & Appl 535 E 3 St H T Manoff VP HE 6777 TRE1E2

EAST LIVERPOOL

D & R Radio Supply 631 Dresden St See Steubenville
(Directory continued on next page)

DISTRIBUTOR DIRECTORY

OHIO (Continued)

ELYRIA

El-A-Co 235 Lodi St B R McArtor 2169 PS

LIMA

Electric Supply 206 E Market TR
Hutch & Son 125 S Elizabeth J W Hutchinson 9-8411 PSTR
Larkin Co M D see Dayton
Lima Radio Parts 639 N Main K H Richie 6-6551 PS*
Northwestern Radio 121 S Elizabeth PS
Warren Radio 222 S Elizabeth St R J Bay 7-2011 PS*

MANSFIELD

Burroughs Radio 218 E 2 St A M Burroughs 1-6916 PSTR*
Hartman-Spreng TR

MARIETTA

Marietta Radio & Elec 221 2 St H W Gluff 1677 PSR

MARION

Bell Radio Supply 527 N Main St P S Bell 2-5513 PS

MASSILLON

Martin Co M H 50 Charles Ave SE M H Martin 8586 PSR

NEWARK

Williams Wholesale 42 S 3 St C A Sutton 4085 TRE1E2

**9 1/2 out of 10
TV Fuses are**



PORTSMOUTH

Hibbs Hwd Co 733 5 St L A Shelton 85 TR
Sound Electronic Supply 931 7 St W L Fuller Jr 2700 PSR

RAVENNA

Dyke Motor Supply see Akron

SALEM

Dyke Motor Supply 127 Penn Ave TR

SPRINGFIELD

Eberle's Radio 522 W Main J L Eberle 3-8552 PSTR
Srepc 119 W Main St see Dayton
W W Electric 320 W Main St J W Brunk PR 3-6434 TRE2

STUEBENVILLE

D & R Radio Supply 156 S 3 St J L Glover 2-5011 PSTR
Hausfeld Radio 116 N 3 St J Krojcovic 2-4391 PS*

TOLEDO

Arnold's Furnace & Equip 612 LaGrange W M Arnold MA 4116 TR
Bernarr Distr 1034 Grand Ave TRP
Bogart Co H G 217 Cherry H G Bogart PR MA 6283 TRE1
Buhl Sons 1001 Main C D Rush TR
Christian-Shiedler 2001 Adams F Christian AD 9139 TR
Commercial Electric 1301 Adams N C Goldman MA 5287 TRE1
Gerlinger Equip 1001 Adams St R A Gerlinger AD 7208 TRE1
General Electric 28 N St Clair G M Callender AD 5104 TRE1E2P
Graybar Electric 1700 Canton T C Bush TRE1E2
Howard's Electronic 135 17 St H H Torrence FA 0006 PS
H & W Auto & Radio 26 N 11 St C R Thomson MA 2112 PS
Kane Co 1926 Canton Ben Kane MA 1156 TRE1E2M
Lifetime Sound Equip 911 Jefferson W H Manoff MA 5643 PSM
McGranahan Distr V J 1920 N 13 V J McGranahan AD 5266 TRE1

RCA VICTOR



Main Line Distr 380 S Erie J Cohan PR GA 4996 TRMPS

For the finest in
TV MAST EXTENSIONS
AND OTHER TV ACCESSORIES

CONTACT

The **TOWERS** Corporation

3332 EAST 55TH STREET • CLEVELAND 4, OHIO

Toledo Appl 1924 Linwood Ave R G Cohn MA 1287 TRE1E2
Toledo Merchandise 31 S Superior Don Rolli Pr MA 5168 TRE1E2
Toledo Radio Spec 1215 Jackson H C Hawley AD 5828 PSTR*
Walding-Kinnan-Marvin 332 Summit A R Waite Pr MA 7155 TRE1
Warren Radio 1320 Madison Owen Smith Owner PS*
Westinghouse Electric 1225 Ind St W M Kline TRE1E2
Wold Radio & Appl 1014 Madison M N Isaacson GA 5216 TRE1E2

WARREN

Radio Specialties 136 Pine S E Mrs Anna Jantson 2-5780 PSTR*

YOUNGSTOWN

Appliance Wholesalers 807 Market St TH Calpin 4-5297 TRE1E2M
Cavanaugh Co 928 W Rayen Ave TR
Dorrance Supply 225 N Champion R G Dorrance PR 4-7211 TRE1
General Electric 265 W Rayen Ave C J Woodward 4-1111 TRE1E2P
Graybar Electric 602 W Rayen Ave W C Robinson TRE1E2

RCA VICTOR



Hamburg Bros 360 E Federal St Carl Hamburg 3-2101 TRMPS

Hood Electric 128 W Rayen Ave F W Wauschek 4-0255 TR
Moock Elec Supply 242 W Wood St W J Cook TRE1E2
Radio Parts 309 W Commerce S Spolane 3-2181 PSTR
Ross Radio 325 W Federal James Ross 3-3783 PSTR*
Wilkins-Leonard Hdw 27 E Federal TR

ZANESVILLE

Thompson Radio Supplies 135 S 6 St C D Thompson PS
(Directory continued on next page)

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

AKRON—Olson Radio Warehouse 73 East Mill Street
CANTON—Burroughs Radio Co 711 Second St NW
Fall Radio Supply 2424 Tuscarawas Street West
CINCINNATI—Holub & Hogg 1400 Sycamore Street
CLEVELAND—Arnold Whise Corp 5209 Detroit Ave
Olson Radio Warehouse 2020 Euclid Avenue
Pioneer Radio Supply 2115 Prospect Avenue
Progress Radio Supply Company 413 Huron Road
Gordon W Taylor 2157 Fairhill Road
COLUMBUS—Electronic Supply Corp 134 E Long Street
Hughes-Peters 111 East Long Street
Thompson Radio Supplies 182 East Long Street
DAYTON—Srepc Incorporated 135 East Second Street
Stotts-Friedman Company 620 South Main Street
LIMA—Warren Radio Company 222 S Elizabeth Street
MASSILON—M H Martin Co 50 Charles Avenue SE
SPRINGFIELD—Eberle's Radio Supply 522 W Main St
Srepc Incorporated 119 West Main Street
TOLEDO—Bernarr Distributors 1034 Grand Avenue
Lifetime Sound Equipment Co 911 Jefferson Street
Warren Radio Company 1320 Madison Street
ZANESVILLE—Thompson Radio Supplies 135 S 6th St

**SYLVANIA
DISTRIBUTORS
AT YOUR SERVICE**



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

AKRON—Warren Radio Company 479 South Main St
ASHTABULA—Morrison's Radio Supply 331 Center St
CANTON—Armstrong Radio Supply 216 2nd Street S E
Burroughs Radio Company 711 Second Street N W
Sommer Electric Company 1818 Third Street
CHILlicothe—Chillicothe Hardware & Supl 21 E 2nd
CINCINNATI—United Radio Inc 1314 Vine Street
CLEVELAND—Goldhammer Inc 2239 East 14th Street
Pioneer Radio Supply Company 2115 Prospect Ave
Radio & Electronic Parts Corp 3235 Prospect Ave
Winteradio Inc 1468 W 25 Street
COLUMBUS—Electronic Supply Corp 134 E Long St
Thompson Radio Supplies 218 East Gay Street
DAYTON—Srepc Inc 135 East Second Street
LIMA—Warren Radio Company 222 S Elizabeth Street
MANSFIELD—Burroughs Radio Co 218 E Second Street
MARION—Bell Radio Supply 527 North Main Street
PORTSMOUTH—Sound Elec Suplrs 7th & Findlay Sts
TOLEDO—Warren Radio Company 1320 Madison Ave
YOUNGSTOWN—Ross Radio Co 325 W Federal St
ZANESVILLE—Thompson Radio Supplies S Sixth St

OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.

OKLAHOMA

MUSKOGEE

Muskogee Electronic 231 Court S J Lemons Owner 2834 PS*

OKLAHOMA CITY

Appliance Distr 2 N W 11 St G A Hales Owner 79-0528 TRE1
Capitol Distr 1017 W Reno C, E Rogers Buyer 7-7672 TRE1E2



Dulaney's 825 N W 2 St L T Dulaney 3-9461 TRPSME1

Electronic Supply 212 N W 10 St PS
Foster Co M L 118 E Grand St TR
General Electric 127 E Calif St A F Clark 3-5475 TRE1E2P
Lynch & Co S H 900 N Western Ave Wayne Copeland TR
McDermott Inc Tom P 101 E Grand St G M Nielson Mgr 7-8982 TR
Maxwell Co Leo 814 N W 4 St L Maxwell Pr TRM
Mee Co Wm 120 E Grand Ave Wm Mee Jr Owner 7-6611 TRE1
Miller-Jackson 111 E Calif Ave TRE1E2PSM*
Modern Building 1701 N W 5 St L E Cox 2-6422 TR
Modern Distr 29 E Grand R J Wissinger 79-1523 TR
Radio Supply 724 N Hudson J E Barnett Owner 3-3409 PS*
Southwest Radio 3 NE 8 St J P Stewart Jr 7-8535 TRE1E2M
Titus Wholesale 16 W Calif St W E Titus TR
Westinghouse Electric 850 NW 2 St R B Millerborg TRE1E2
Wolfe Distr 710 NW 2 St T G Wolfe Owner 7-4542 PSME1E2TR

FADA For your local distributor
write or wire FADA
Pioneers since 1920 Belleville, New Jersey

TULSA

Electronic Supplies 219 E 1 St J M Schuman Owner 4-6129 PS
General Electric 14 N Guthrie St F G Ross Mgr 3-6121 TRE1E2P
Graybar Electric 2406 E 12 St F L Cummings Mgr TRE1E2
Industrial Electronics See Dallas Texas
Looboyle Inc 300 Court Arcade Bldg G M Loucks 4-9141 TR
McDermott Inc Tom P 1400 S Boston T P McDermott 3-9188 TRE1
Nelson Electric 526 N Main St Willis Chihak PA 5-1241 RE2
Oklahoma Tire & Supply 8 N Cheyenne St TRE1
Patterson Radio 211 E 13 1/2 V Patterson Owner 5-3179 PSTR*
Radio Inc 1000 S Main E R Durham PS*
Ridleys Inc 214 E 10 St R P Ridley Pr 54-5158 PS
S & S Radio 721 S Detroit V J Goss Partner 54-5264 PSTR*
Westinghouse Electric 307 E Brady St H F Lindstrom TRE1E2

(Directory continued in next column)

OREGON

EUGENE

Carlson Hatton & Hay 94 E 10 St F C Carlson 4-2401 PSRE1E2*
Eoff Electric 556 Charnelton St SA 3-9251 TRE1E2PS
Gilbert Bros 424 Charnelton St See Portland
Graybar Electric 2180 6 Ave W H O Colburn Mgr E1E2
United Radio Supply See Portland

KLAMATH FALLS

R F Supply 2367 S 6 St R P Lungreen Owner 6572 PSR

MEDFORD

Walker Co Verl G PO Box 1586 V G Walker Owner 2-4558 PSM*

PORTLAND

Appliance Wholesalers 600 NW 14 R G Masters AT 6584 RE1PSM
Central Distr 1131 SW Washington St H M Barthel BR 2544 TRPS
Connolly Co F B NW 12 Ave F C Porter VP CA 1755 RE1E2
Electrical Distr 140 NW 14 Ave K G Cooke BR 1227 TRE1
Eoff Electric 509 NW 10 St Asel Eoff AT 9651 TR
General Electric 300 NW 14 St W T Durkin BR 0651 RE1E2P
Gilbert Bros 826 SW 2 Ave M Holtzman BR 5641 RE2
Graybar Electric Park & Flanders Sts J Reine Mgr E1E2



Harper-Meggee 1506 NW Irving J E Gollihur GM CA 4231 TRPSM*

Home Makers Supply 824 SW 18 Ave TR
Johnson Co Lou 422 NW 8 Ave L M Johnson BR 6411 PSTRE1E2
Marshall-Wells 1420 NW Lovejoy Harry Hatfield SM TRE1E2
Northwest Radio 717 SW Ankeny St Isaac Bloom AT 1021 PSTR
Pacific Stationery 414 SW 2 Ave L Hunter PR CA 4221 TRPS
Pacific Telecoin 2313 NW Lovejoy See San Francisco Calif
Portland Radio 1300 W Burnside St G B Paine PS*
Stubbs Electric 33 NW Park O B Stubbs Owner BR 5404 RPSE1E2*
Tracey & Co 937 N W Gilson H V Childs PSRM*
United Radio 22 NW 9 C J Douglass Buyer BE 6323 PSTR*
Westinghouse Electric 815 NW 12 Ave R H Sroufe Br Mgr TRE1E2

Tel-a-Ray ENTERPRISES, INC.
BOX 332D HENDERSON, KY. Manufacturers of Long Range TV and FM Antenna Systems

SALEM

Eoff Electric 156 N Front St Ellis Von Eschen 3-9251 TR
Gilbert Bros 355 N High St See Portland
Morrow Radio 1051 S Commercial St R E Morrow 3-5955 PSTRM
United Radio Supply 976 S Commercial See Portland

(Directory continued on next page)

9 1/2 out of 10 TV Fuses are LITTELFUSE

SYLVANIA DISTRIBUTORS AT YOUR SERVICE
Radio Tubes TV Picture Tubes Electronic Products Test Equipment Transmitting Tubes Panel Lamps
OKLAHOMA CITY—Radio Supl Corp 724 North Hudson
TULSA—Industrial Elec Supply 1124 E Fourth St
Radio Incorporated 1000 South Main Street

In Oklahoma it's YOUR DISTRIBUTORS ARE IRC FOR RESISTORS & VOLUME CONTROLS

MUSKOGEE—Muskogee Elec Supply Co 231 Court St
OKLAHOMA CITY—Electronic Supl Co 212 NW 10th St
Miller-Jackson Company Inc 111 East Calif Ave
Radio Supply Inc 724 North Hudson Street
TULSA—Patterson Radio Supply Co 211 East 13th St
Radio Inc 1000 South Main Street
S & S Radio Supply 721 South Detroit Street

Standard COIL PRODUCTS CO., INC.
"THE STANDARD TUNER"—"THE STANDARD BOOSTER"
SEE STANDARD COIL JOBBERS

Carried by Good Distributors Everywhere
Jensen LOUDSPEAKERS
JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

In Oregon it's YOUR DISTRIBUTORS ARE IRC FOR RESISTORS & VOLUME CONTROLS

EUGENE—Carlson Hatton & Hay Inc 94 East 10th St
United Radio Supply Inc 117 West Eighth Street
KLAMATH FALLS—R F Supply Co 2367 South 6th St
MEDFORD—Verl G Walker P O Box 1586
PORTLAND—Appliance Wholesalers 600 N W 14th St
Central Distributors 1131 SW Washington Street
Harper-Meggee Inc 1506 NW Irving Street
Lou Johnson Company 422 N W Eighth Avenue
Northwest Radio Supply 717 S W Ankeny Street
Pacific Stationery Wholesale Radio 414 S W 2nd Ave
Portland Radio Supl (2 stores) 1300 S W Burnside
Stubbs Electric Company 33 N W Park Street
Tracey & Co Inc 937 N W Gilson Street
United Radio Supply Inc 22 N W Ninth Avenue

SYLVANIA DISTRIBUTORS AT YOUR SERVICE
Radio Tubes TV Picture Tubes Electronic Products Test Equipment Transmitting Tubes Panel Lamps

EUGENE—Carlson Hatton & Hay Inc 96 East Tenth Av
KLAMATH FALLS—R F Supply 2319 South 6th Street
MEDFORD—Verl G Walker Co 205 West Jackson
PORTLAND—Central Distrs 1135 S W Washington St
Northwest Radio Supl Co Inc 717 S W Ankeny St
Stubbs Electric Company 33 N W Park Avenue

Standard COIL PRODUCTS CO., INC.
"THE STANDARD TUNER"—"THE STANDARD BOOSTER"
SEE STANDARD COIL JOBBERS

DISTRIBUTOR DIRECTORY

PENNSYLVANIA

ALLENTOWN

Bell Chas L Co 14 & Gordon Sts C L Bell 3-5101 TRE1E2
Clark Dist Co 106 Hamilton St R Clark 4-9308 TRE1E2
Federated Purchaser Inc 1115 Hamilton J Berliant 3-7441 PSR
General Elec Supply 1249 Liberty St H J Keegan 3-5206 TRE1E2P
Graybar Electric Co 1941 Hamilton St W L Hall TRE1E2
Luckenbach & Johnson Tilghman & St Charles 4-6235 TRE1E2P
Philadelphia Wholesale Penn & Green Sts J O Weiss 9624 TR
Radio Electric Service Co 1042 Hamilton St PS
Westinghouse Electric Supply Co 745 Union Blvd R E Richards TRE1E2

ALTOONA

Dibert Radio Inc 1713 Union Ave F E Dibert 2-8830 TR
Electric Appliance Dist 906 Green Ave TR
Hollenback's Radio Supply 2221 8 Ave W L Hollenback 6171 PSTR*
Kennedy's Radio Supply 1500 7 Ave 3-6768 PSTR
Radio & Motors Service 800 Chestnut Ave G L Good 7178 TRE1E2P

BEAVER FALLS

Reliable Motor Parts 1700 7 Ave H Ganelin 867 TRE2P

BELLEFONTE

Jack Wilkinson P

BETHLEHEM

Buss Radio Electric Supply 61 E Broad St R S Buss 7-3151 PS*

BUTLER

Barrons Radio Supplies 116 E Jefferson St A B Barron 5930 PTRE2

EASTON

Federated Purchasers 701 Northampton St PS
Radio Electric Service Co 918 Northampton St 2-1551 PSTR

ERIE

Duncombe J V Co 1011 W 8 St J V Duncombe 23-546 PSTR*
General Electric Supply 824 E 9 St T E Kuryla 2-6488 TRE1E2P
Jordan Electronic Co 1130 German St R W Jordan 2-2462 PST*
Pennsylvania Sales 1569 W 38 St W P Webster PR TR
Warren Radio 12 & State M H Levin 2-4333 TRPS*
Westinghouse Electric Supply 1820 State St D R Poher TRE1E2
Young Bros Electronics 1909 Peach St E T Young 2-2379 PRE1E2

GREENSBURG

General Electronic Distr P

(Directory continued on next page)

S.S. FRETZ, JR., INC.

*Exclusive Wholesale
Distributors*

INTERNATIONAL HARVESTER

Home Refrigerators and
Home and Farm Freezers

LECTRO-HOST Electric Ranges and
Water Heaters

CHRYSLER AIRTEMP Heating and
Air Conditioning

STEWART WARNER Radio and
Television Sets

COOLAIR BREEZE Conditioning
Systems

ODIN Gas Ranges

CLEVELANDER Gas Ranges

QUICK HEAT Gas and Oil Space
Heaters and Cook Stoves

OAKLAND Coal and Gas Space
Heaters

ELGIN Kitchens

MONITOR AERATOR Washers

HOBART-KITCHENAID Automatic
Electric Home Dishwashers

BLACKSTONE Automatic and
Wringer Washers, Dryers and
Ironers



S.S. FRETZ, JR., INC.

870 North 28th Street
Philadelphia 30, Pa.

STevenson 7-3400

In 1951
the Spotlight Will Be On
THE AMAZING CLEAR-CHANNEL
Tele King
PERFECTED TELEVISION
From Coast to Coast
The Buying Swing is to Tele King

Beaver Falls Area Distributors
RELIABLE MOTOR PARTS CO.
1700 Seventh Ave., Beaver Falls, Pa.

STUART F. LOUCHHEIM CO.

1229 North Broad Street, Philadelphia 22, Penna.

EXCLUSIVE DISTRIBUTOR

COLUMBIA Records

ABC Washers & Ironers

ZENITH Radio & Television

FEDDERS Room Air Conditioners

MIMAR Comfort Control Products

HAMILTON Gas & Electric Clothes Dryers

GENERAL ELECTRIC Traffic Appliances and Vacuum Cleaners

SERVEL Gas Refrigerators & Gas Water Heaters

PENNSYLVANIA (Continued)

HARRISBURG

Blessing Co John A 48 N Cameron St L H McGuire 4-7047 TRE1E2
Brawley Distr Broad & Penn Sts 3-3963 T
Excelsior Radio Co 17 & Derry Sts Harry L Myers 5-8261 TRE1E2

RCA VICTOR



D & H Distr 311 S Cameron St H Spector 5-7327 TRMPSE1E2

Graybar Electric 1039 S 13 St W H Naudascher Mgr TRE1E2
Knerr Chas G 317 S Cameron St 5-7151 TRE1E2
Lehigh Valley Distributors See Hazelton
Ott Distributors 38 & Derry Sts TR
Peirce-Phelps 25 S 10 St Ralph Douglas TRE1
Radio Distributing 140 S 2 St R M Peffer 4-0139 PSTR*

HAZELTON

Cerullo Elec Supply 39 S Vine St O E Gicking 1296 TRE1E2
Lehigh Valley Distr Broad & Lincoln O J Mannen 6110 TRE1E2
Moyer Electronic Supply 758 N Locust St W C Boyer 5961 PSTR

JOHNSTOWN

Baker Radio Electric 111 Johns St H B Baker PS*
Cambria Equipment 17 Johns St A J Reid 6-1291 TRE1E2PS*
Dick's Automotive 633 Napoleon St J C Vibostok 71-263 TRMP
General Electric Supply 80 Hickory St R R Mathias 2-1225 TRE1E2P
Westinghouse Electric 75 Hickory St L I Haller 8-1293 TRE1E2

KITTANNING

Dyke Automotive Stores See New Kensington

LANCASTER

Barbey Co George D 29 E Vine St C G Wetzel PSTR
Eshelman Supply Co 110 N Water St M E Wolf 8183 PS
Raub Supply Co James & Concord Sts C E Whitman TRE1E2
York Radio & Refrig Parts 519 W King St See York

LEBANON

Barbey Co George D 821 Quentin Rd PSTR

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

McKEESPORT

Barno Radio Co 927 Walnut St G J Barno 2-2533 PSTR

NEW CASTLE

La Mark Corp 218 E Washington St L Perelman 2417 TRE2
Midwestern Electric Supply 241 W Grant St J R Colaluca 4682 PSTR

NEW KENSINGTON

Bearer Electric Supply 1017 5 Ave J K Bearer 76 PSTRE2
Dyke Automotive Stores 2011 9th St R G Walker 1331 TR

NORRISTOWN

Kratz Brothers Kohn & Oak Sts PS

PHILADELPHIA

A C Radio Supply 1539 W Passyunk J R Branca HO 2-9379 PSTR*
Adams Frank 155 N 13 St RI 6-9757 PS
A G Radio Parts 3552 N 17 St A Gumula SA 2-0505 PS*
Allied Elec Appl Parts 3640 Elder F L Zuschlag BA 9-8800 PS*
Almo Radio Co 412 N 6 St M Green WA 2-5153 PSTR*
Barnett Bros 117 N 7 St J R Barnett LO 3-3947 PSTR*
Burns Inc Judson C 31st & Oxford R P Burns ST 4-5600 TRE1
Cass Philip Co 40 N 5 St E G Heller LO 3-9100 TRE1E2
Consolidated Radio 612 Arch St G F Hall LO 3-7871 PSTR*
Elliott-Lewis 16 & Hamilton T H Lewis Jr LO 4-2000 TRE1E2
Emerson of PA 223 N Broad A I Witz LO 4-3350 TR*
Franklin Electric 529 Arch W T Walker Jr LO 3-7842 TRE1E2
Fretz Jr SS 870 N 28 St W. J. Heggie ST 7-3400 TRE1E2
Fruchter Adolph & Sons 48 N 2 St L Fruchter LO 3-4271 TE1E2
General Electric 429 N 7 St J S Burdsall MA 7-5700 TRE1E2P
Graybar Electric 910 Cherry St J A Mayer WA 2-5405 TRE1E2
Herbach & Rademan 522 Market N O Rademan MA 7-0575 PS*
Home Products Sales 2530 N Broad S Blumberg BA 7-7500 TR
Lazar Radio Nat 4231 Lancaster N Lazar BA 2-5604 PSTR*
Louchheim Co Stuart F 1229 N Broad H A Doull ST 2-2100 TRE1E2M
M & H Sporting Goods 512 Market M M Oberst LO 3-2587 PST*
Motorola-Philadelphia 120 S 30th E L Pincus EV 2-4900 TRPE1
Neuber Herbert K 1207 Race St H K Neuber SP 4-2125 PSTR
Olson & Co 2514 N Broad V E Olson BA 3-8100 T
Peirce-Phelps 437 N 5 St J T Peirce MA 7-7000 TRE1E2
Penn Electronic Parts 5303 Frankford A S Dinunno JE 5-1533 PS*
Philadelphia Distr 232 N 11 H A Ellis WA 2-1148 TRE1
Philadelphia Wholesale 46 & Girard Ave W D Harris GR 7-0200 TRE1
Philco Distr Inc 2030 Upland Way G B Fadden GR 7-7000 TRE1
Radio Electric Serv 701 Arch St J Stern LO 3-5840 PSTR*

RCA VICTOR



Rosen & Co Raymond 32 & Walnut Sts R Rosen EV 2-5000 TRPME1E2*

Steinberg & Co 2520 N Broad A D Steinberg BA 3-9400 PSTR*
Trilling & Montague 2401 Walnut H Montague LO 4-3300 TRE1
Westinghouse Electric 141 N 11 St L M Cronson WA 2-8950 TRE1E2
Wile Eugene G 218 S 11 St R H Wile KI 5-8370 PSTR*

In Pennsylvania it's **IRC** FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

- ALLENTOWN—Federated Purchaser 1115 Hamilton St
Radio Electric Service Company 1042 Hamilton St
- ALTOONA—Hollenback's Radio Service 2221 8th Ave
- BEAVER FALLS—Reliable Motor Parts 1700 7th Ave
- BELLEFONTE—Jack Wilkinson
- BUTLER—Barron Radio Supply 118 East Jefferson
- EASTON—Federated Purchaser Inc 701 Northampton
Radio Electric Service Company 918 Northampton
- ERIE—JV Duncombe Company 1011 West Eighth St
Jordan Electronic Company 1130 German Street
- GREENSBURG—General Electronic Distributors
- HARRISBURG—Radio Distributing Co 140 S Second St
- HAZLETON—Moyer Elec Supl Co Inc 758 N Locust St
- JOHNSTOWN—Cambria Equipment Co 17 Johns Street
- LANCASTER—George D Barbey Co 29 East Vine St
Eshelman Supply Company 110 North Water Street
- LEBANON—George D Barbey Co 821 Quentin Road
- NEWCASTLE—Midwestern Elec Supl 241 W Grant St
- NEW KENSINGTON—Bearer Elec Supply 1017 5th Ave
- NORRISTOWN—Kratz Brothers Kohn & Oak Streets
- PHILADELPHIA—Almo Rad Co (2 stores) 412 N 6th St
Consolidated Radio Corporation 612 Arch Street
Herbach and Rademan 522 Market Street
M & H Sporting Goods Company 512 Market Street
Radio Electric Service Company 701 Arch Street
Raymond Rosen & Company 32nd & Walnut Sts
Albert Steinberg & Co 2520 North Broad Street
Eugene G Wile 218 South Eleventh Street
- PITTSBURGH—Cameradio Company 963 Liberty Ave
M V Mansfield Company 937 Liberty Avenue
John Marshall Company 201 Anderson Street NS
Tydings Company 632 Grant Street
- POTTSTOWN—George D Barbey Co 111 N Washington
- POTTSVILLE—Moyer Elec Supl 330 East Norwegian St
- READING—George D Barbey Co 2nd & Penn Streets
- ST MARYS—B & R Electric Company 26 Railroad St
- SCRANTON—General Radio & Refrig 701 Adams Ave
Fred P Pursell 548 Wyoming Avenue
- SHARON—Sharon Elec Supply Company 1344 E State St
- UNIONTOWN—Zimmerman Wholesalers 39 E Fayette
- WILKES BARRE—General Radio Elec 287 S Main St
Radio Service Company 346 South Main Street
- WILLIAMSPORT—Lowry Electric Co 643 Elmira St
Williamsport Radio Supply 518 West Third Street
- YORK—Eshelman Supply Company

DISTRIBUTOR DIRECTORY

PENNSYLVANIA (Continued)

PITTSBURGH

Allied Electric Supply 1201 Forbes B Samuels EX 1-0200 TRE1E2
 American Hardware Supply 41 Terminal Way TRE1E2
 Anchor Distr 955 Liberty H W Goldstein GR 1-7700 TRE1E2S
 Biggare & Co 307 Clark Bldg TR
 Cameradio Co 963 Liberty Ave S Zions PS*
 Danforth Co 6500 Hamilton Ave I W Danforth EM 1-2700 TRE1E2M
 Doubeday-Hill Elec Co 110 7 St TRE1E2
 Dyke Motor Supply 800 Webster Ave TR
 Electric Products 5929 Baum Blvd F Hoyt MO 1-7200 TR
 General Electric 32 Blvd of Allies AT 1-3975 TRE1E2P
 Graybar Electric 900 Ridge Ave D Wallace AL 1-4100 TRE1E2
 Gunther Co H U 1013 Penn Ave TR

RCA VICTOR



Hamburg Bros 305 Penn Ave E A Hamburg GR 1-1925 TRMPE1E2

Keps Electric 638 Grant St E J Kelsky GR 1-7126 TRE1E2
 Kim Electric 111 Smithfield St M Kimball GR 1-5217 TRE2
 Ludwig Hommel & Co 600 2 Ave AT 1-3141 TRE1P
 Mansfield Co M V 937 Liberty Ave F C Corbin GR 1-4175 PSTRM
 Marlu Distributing 5934 Broad St TR
 Marshall Co John 201 Anderson St PST*
 Miller Co J E 5748 Baum Blvd EM 1-4500 TRE1E2
 Minsky Bros 109 3rd Ave L Minsky GR 1-7755 TR
 Moto Radio Distr 5732 Baum Blvd G P McCutcheon MO 1-2822 TE1
 Pittsburgh Auto Equip 5808 Baum Blvd MO 1-5300 TRE1
 Pittsburgh Products Reedsdale & Fontella AL 1-3400 TRE1
 Radio Parts Co 929 Liberty Ave PS*
 Rogers Corp C R 5210 Liberty Ave E T Chafant MA 1-4700 TRPE1E2
 Superior Distr 5124 Liberty Ave M Bloom TRE1*
 Tydings Co 632 Grant St W S Potter AT 1-9260 PSTR*
 Westinghouse Electric 209 W General Robinson N TRE1E2
 Williams Co J A 401 Amberson Ave L L Williams TRM
 Woodwell Co Joseph 201 Wood St W Russell TRE1E2

POTTSTOWN

Barbey Co Geo D 111 Washington St R E Moyer PSTR

POTTSVILLE

Biehl's Inc 500 Centre St G W Biehl 162 TRE1
 Moyer Electronic Supply 330 E Norwegian C W Moyer 3742 PSTR*
 Schneider Distributors L R 370 Centre St TRE1
 Schuylkill Electrical Distr 1806 W Norwegian TR

Tel-a-Ray ENTERPRISES, INC.

BOX 332D
HENDERSON, KY.

Manufacturers of Long Range
TV and FM Antenna Systems

READING

Barbey Co George D Penna St & 2nd G D Barbey PR RE 7451 PSTR
 B O R Radio Co 217 Chestnut St N H Gibson TRE1
 General Electric 447 N Front H J Keegan 4-2169 TRE1E2P
 Graybar Electric 22 S 3 St T J Hopkins TRE1E2
 Westinghouse Electric 4 & Elm Sts R E Richards TRE1E2

ST. MARYS

B & R Electric 26 Railroad St W J Fleming Owner 6755 PS*

SCRANTON

General Electric 204 Monroe Ave H J Keegan 5104 TRE1E2P
 General Radio & Refrig 701 Adams W Gerstein 7-5033 PSTRE1E2
 Morris Distributing 616 Mulberry St L Shiffner 4-2982 TRE1E2PSM
 Penn Electrical Engineering 517 Ash St G F Smith 8175 TRE1E2
 Pursell Fred P 548 Wyoming Ave K J Watson 3-0123 PSTR
 Scott Co Chas B 119 Franklin Ave L L Scott Jr 2-8221 TRE1E2
 Scranton Electric Construction 625 Conne'l Bldg F J Platt TR
 Scranton Radio & Television 519 Mulberry St D W Mack 3-1259 PSR*

SHARON

Sharon Electronics Supply Co 1344 E State St 6501 PS

STATE COLLEGE

Haller Raymond & Brown 401 Clay St R V Reiff Jr 6701 TP

SUNBURY

Big Boys Distributing Co 132 S 2 L Friedman 990 TRE2

TOWANDA

Scott Chas B Co See Scranton

UNIONTOWN

Zimmerman Wholesalers 39 E Fayette St G Zimmerman PS*

WILKES-BARRE

RCA VICTOR



D & H Distr Co Inc 251 S Main St J Bennett 3-6181 TRMPE1E2

General Electric 85 E Union St H J Keegan 2-5106 TRE1E2P
 General Radio & Electronic 287 S Main St B Gerstein 3-1778 PSTR
 Kile-Jacobs 134 N Washington St A C Kile 3-6179 TRE1E2
 Radio Service 346 S Main E Shuster 3-7713 PSTR
 Wall Co R B 56 E Union St TRE1

WILLIAMSPORT

Lowry Electric Co 643 Elmira St F W Lowry 27841 TRE1E2P
 Neyhart's Inc 141 W 3 St L F Finkler 5141 TRE1
 Westinghouse Electric Supply Co 348 W 4 St L A Wood TRE1E2
 Williamsport Radio Supply 518 W 3rd St J B Voelkner 7696 PSTRM*

YORK

Careva Corp 517 E Prospect J A Spyker 8-1528 TRE1
 Eshelman Supply Co see Lancaster
 J R S Distributors 644 W Market St J D Strauss PS
 J F S Distributors 146 W Market St J D Strauss P*
 Westinghouse Electric Ogontz St & 6 Ave L A Wood TRE1E2
 York Radio & Refrig Parts 263 W Market St C Sheffer 4-2669 PSTR*
 (Directory continued on next page)

SYLVANIA DISTRIBUTORS

AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

ALLENTOWN—Radio Elec Serv Co 1042 Hamilton St
ALTOONA—Hollenback Radio Supply 2221 Eighth Ave
BEAVER FALLS—Reliable Motor Parts Co 1700 7th Ave
BUTLER—Barron Radio Supply 116 E Jefferson Street
EASTON—Radio Elec Serv Co 016 Northampton Street
ERIE—J V Duncombe Co 1011 West Eighth Street
HARRISBURG—Excelator Radio Co 17th & Derry Sts
 Radio Distributing Company 140 South Second St
HAZELTON—Moyer Elec Supl Co 758 N Locust St
LANCASTER—George D Barbey Co 622 Columbia Ave
PHILADELPHIA—Emerson Rad of Penna 225 N Broad
 Motorola-Philadelphia Company 120 N 30th St
 Radio Elec Serv Co of Penna 3412 Germantown Ave
 Radio Elec Serv Co of Penna 5030 Market Street
 Radio Elec Serv Co of Penna NW Cor 7th & Arch Sts
PITTSBURGH—Cameradio Company 043 Liberty Ave
 M V Mansfield Company 937 Liberty Avenue
 The John Marshall Company 201 Anderson Street
POTTSTOWN—Geo D Barbey Co 111 N Washington St
POTTSVILLE—Moyer Elec Supl Co 330 E Norwegian St
READING—George D Barbey Co 2nd & Penn Streets
ST MARYS—B & R Electric Company
SCRANTON—Fred P Pursell Co 548-550 Wyoming Ave
SUNBURY—Big Boys Auto Parts Co 123-129 S 2nd St
UNIONTOWN—Zimmerman Wholslrs 55 Morgantown St
WILKES-BARRE—Radio Service Co 346 South Main St
 R B Wall Company 58 East Union Street
WILLIAMSPORT—Williamsport Rad Supl 518 W 3rd St
YORK—J R S Distributors 644 West Market Street

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

ALLENTOWN—Federated Purchaser 1115 Hamilton St
 Radio Electric Service 1042 Hamilton Street
EASTON—Radio Electric Service 018 Northampton St
ERIE—Warren Radio Inc 12th & State Streets
LANCASTER—Eshelman Supply Co 110 N Water Street
 York Radio 619 West King Street
PHILADELPHIA—A C Radio Supply 1539 W Passyunk
 Allied Electric 3640 Elder Street
 Almo Radio Company 412 North Sixth Street
 Penn Electronics Parts 5303 Frankford Avenue
 Albert Steinberg & Company 2520 N Broad Street
PITTSBURGH—Hamburg Bros 305 Penn Avenue
 Radio Parts Company 029 Liberty Street
 Tydings and Company 632 Grant Street
READING—Geo D Barbey Second & Penn Streets
YORK—J R S Distributors 644 W Market Street
 York Radio 263 West Market Street

9 1/2 out of 10
 TV Fuses are



FADA

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For your local distributor
write or wire FADA
Belleville, New Jersey

OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.

RHODE ISLAND

PROVIDENCE

Adams Distr 116 Broadway W M Morton DE 1-9200 TR
 Ballou Johnson & Nichols 128 Dorrance St DE 1-8320 TRE1E2
 Capital Dist 557 Broad St TR
 Choquette & Co 45 Mathewson St C E Choquette UN 1-2754 TRE1
 DeMambro Radio 90 Broadway Edward DeGroat JA 1-5600 PSTR*
 Dandreta & Co Wm 129 Regent Ave A J Marrese UN 1-2800 PSR
 Eastern Co 229 Georgia Ave See Cambridge Mass

RCA VICTOR 

Eddy & Co 43 Hospital St E V Egavian Pr GA 1-2045 TRPSM

Edwards Co W H 94 Broadway W H Edwards PS
 Feldman Co 1 365 Charles St Isadore Feldman Owner JA 1-9650 TRE1
 General Electric Harris Ave & Acorn St GA 6523 TRE1E2P
 Graybar Electric 194 Richmond St T A Purcell DE 8100 TRE1E2
 Lynch Inc R U 9 Federal St E E DeGroat Pr Un 1-4800 TRE1
 Mascon 15 Stevens St B R Albert Owner JA 1-3617 TR
 Milhender Distr See Boston Mass
 Moore Co John J 92 Broadway J J Moore Pr JA 1-9035 TRE1
 Providence Electric 110 Empire St S I Cohen Pr DE 1-9751 TRE1E2
 Rhode Island Distr 280 Richmond St J S Shepard Pr GA 1-6770 TR
 Television ACC House PS
 Tracy & Co 80 W Exchange St H R Tracy Pr GA 1-6424 TRE1E2
 Tri-State Wholesalers 17 Lyman St S J Schiff Pr DE 1-1960 TRE1
 Westinghouse Electric 233 Harris Ave R N Chapman BM TRE1E2
 (Directory continued in next column)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

PROVIDENCE—DeMambro Radio Supl Co 90 Broadway W H Edwards Company 94 Broadway

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

PROVIDENCE—William Dandretta 129 Regent Avenue De Mambro Radio Supply 90 Broadway Street W H Edwards Company 94 Broadway Street Television Accessory House

In Rhode Island it's  **FOR RESISTORS & VOLUME CONTROLS**
YOUR DISTRIBUTORS ARE

PROVIDENCE—William Dandreta & Co 129 Regent DeMambro Radio Supply Inc 90 Broadway W H Edwards Incorporated 94 Broadway

9 1/2 out of 10 TV Fuses are



SOUTH CAROLINA

CHARLESTON

Allison-Erwin See Charlotte N Car
 Cannon Distr 198 E Bay St N L Cannon 2-4108 TR
 Franke & Co C D 170 Meeting St TRE1E2
 Gas Engine & Electric 280 Meeting P M Minus CH 9818 TRE1E2
 Hough-Wylie See Charlotte N Car
 Perry-Mann Electric 165 Meeting St W M Perry TRE1E2P
 Radio Laboratories 215 King St PS
 Wholesale Radio 121 Anson St PS

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

COLUMBIA

Allison-Erwin See Charlotte N Car
 Associated Distr 822 Gervais St L Strasburger 6412 TRE2
 Brown-Rogers-Dixson 804 Gervais St F R Dixon TRE2
 Dixie Radio 1700 Laurel St B Krell 2-5358 PSM*
 Electrical Appliance 1917 Laurel St James Warlick TRE1E2
 Electronics Inc 1513 Taylor St PS
 Graybar Electric 710 Lady St J H Littleton Jr Mgr E1E2
 Horlacher & Barrett 1909 Main St J B Horlacher 2-5395 PSTR
 Hough-Wylie See Charlotte N Car
 Perry-Mann Electric 901 Taylor St W L Perry 2-4375 TRE1E2P
 Southeastern Radio Parts See Atlanta Ga
 Westinghouse Electric 915 Lady St O C Rhodes Br Mgr TRE1E2

FADA  **For your local distributor write or wire FADA Belleville, New Jersey**
Pioneers since 1920

FLORENCE

Carolina Auto Supply See Charlotte N Car
 Florence Radio 223 Cheves St W K Stoner Buyer 4243 PSTR

GREENVILLE

Allison-Erwin See Charlotte N Car
 Bates Radio P B Byrum SM TR
 Carolina Radio 225 W Washington St E L Flinkingshelt 2-6740 PST
 Dixie Radio 22 Richardson St J W Poag PS*
 Gilliam Radio 117 W Coffee F F Gilliam 2-1332 PSTR
 Perry-Mann Electric See Columbia
 Westinghouse Electric 226 Pendleton St R E Hallman TRE1E2

SPARTANBURG

McElhenney Co 204 St John St H E McElhenney 6309 PSTR
 Montgomery & Crawford PO Box 1597 TRE1E2

(Directory continued on next page)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

CHARLESTON—Wholesale Radio Supl Co 272 Meeting COLUMBIA—Dixie Radio Supply Co 1715 Main Street GREENVILLE—Carolina Rad Supl 227 W Washington Dixie Radio Supply Co 22 South Richardson Street SPARTANBURG—McElhenney Rad Sup Hse 204 St John

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

COLUMBIA—Dixie Radio Supply Co 1700 Laurel Street Horlacher and Barrett 1909 Main Street GREENVILLE—Dixie Radio Supl Co 22 Richardson St Gilliam Radio Company 117 West Coffee Street

In 1951

the Spotlight Will Be On

THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

Providence, New London Area Distributors

PROVIDENCE ELECTRIC CO.

110-114 Empire St., Providence, R. I.

DISTRIBUTOR DIRECTORY

In South Carolina it's



FOR RESISTORS
& VOLUME
CONTROLS

YOUR DISTRIBUTORS ARE

CHARLESTON—Radio Laboratories 215 King Street
COLUMBIA—Dixie Radio Supply Co 1700 Laurel Street
Southeastern Radio Parts 1513 Taylor Street
GREENVILLE—Carolina Rad Supl 225 W Washington
Dixie Radio Supply Company 22 Richardson Street
Gilliam Radio Company 117 West Coffee Street
SPARTANBURG—McElhenney Rad Supl Hse 204 St John

*9 1/2 out of 10
TV Fuses are*



Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

In South Dakota it's



FOR RESISTORS
& VOLUME
CONTROLS

YOUR DISTRIBUTORS ARE

ABERDEEN—Danielson Bros Co 202 S Lincoln Street
RAPID CITY—Power City Radio Co 427 St Joe Street
SIOUX FALLS—Power City Radio Co 209 S First Ave
WATERTOWN—Burghardt Rad Supl 124 1st Ave NW

SOUTH DAKOTA

ABERDEEN

Burghardt Radio Supply 102 S 2 See Watertown
Danielson Bros 202 S Lincoln Ave PS
Graybar Electric 224 1 Ave SE D G Hubbard Mgr TRE1E2
Reinhard Bros 317 S Lincoln St See Minneapolis Minn

MITCHELL

General Motor Equipment TR

RAPID CITY

Hills Gas & Appliance 427 St Joe St E C Murray PR 2802 TR
Power City Radio See Sioux Falls

SIOUX FALLS

Crescent Electric Supply 417 N Phillips Ave See Dubuque
Graff Motor Supply 122 W 7 St Gordon Graff 2425 TR
Larson Hardware 600 N Main Ave TRE1E2
Lippert Co L C 221 S 1 Ave L C Lippert PR 4-4001 TRE1E2
Power City Radio 209 S 1 Av W B McKenzie Owner 4-4077 TRE1PS*
Reinhard Bros 225 S 11 St H C Hoffman 4-6061 RE1E2
Rudning-Robertson 800 N Main Ave J R Rudning 4-6058 TRE1

RCA VICTOR



Warren Radio Supply 109 S Ind Ave L C Warren 8-6051 TRPSM*

WATERTOWN

Burghardt Radio Supply Box 41 S L Burghardt Owner PSTR*
Larson Electrical 18 1 Ave NE See Hudson Wisc
(Directory continued in next column)

**SYLVANIA
DISTRIBUTORS**

AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

ABERDEEN—Burghardt Radio Supply 102 S Second St
SIOUX FALLS—Warren Radio Supply 115 S Indiana Av
WATERTOWN—Burghardt Rad Supl Dakota Warehse



Tel-a-Ray ENTERPRISES, INC.

BOX 332D
HENDERSON, KY.

Manufacturers of Long Range
TV and FM Antenna Systems

TENNESSEE

BRISTOL

Clark Radio Supply 15 1/2 Bank St PS
Graybar Electric 29 5 St R L Coward Mgr E1E2
Interstate Hardware J T Cecil PS
McClung & Co C M See Knoxville

CHATTANOOGA

Bryant & Trimble 100 Market St A E Trimble Owner 6-2703 TRE1
Curle Radio Supply 825 Cherry St C E Curle 6-4729 PSMT*
General Electric 112 W 13 H W Christian 5-4571 RE1E2P
Graybar Electric 1222 Carter St J R Feeney Mgr E1E2
McClung & Co C M See Knoxville

RCA VICTOR



Radio & Appl Distr 323 W Main M H Hays Pr 7-6541 TRPSME1E2

Southern Furniture Sales 701 Broad St R C Fowler Pr TR
Specialty Distributing 709 Chestnut A A Sterk Mgr PSTR
Standard Appliance 618 Broad St TRE1
Tri-State Supply 1148 Market St C C Bowers Pr 7-5581 TRE1
Whol Furniture & Appl 1420 Chestnut W H Ray Jr 6-0189 TRE1E2

JACKSON

Rush Co L K 103 Highland L K Rush Owner 2-4731 PSTR*

JOHNSON CITY

General Electric 425 W Walnut H W Christian 3117 RE1E2P

KINGSPORT

Chem City Radio & Elec Co of Tenn See Knoxville
Radio Electric Supply 210 Cherokee St James Camp PSTR

KNOXVILLE

Bomar Appl 520 Western Ave M Balitsaris VP 2-1181 TRE1PS
Bondurant Bros 906 Sevier Ave Wright Brown Buyer 3-9144 TRE1E2
Bryant & Trimble 322 W Magnolia C S Sexton 4-7441 TRE1
Chem City Radio & Elec 12 Emory Pk J A Gettman Pr 4-3641 PS*
General Electric 701 W Jackson H W Christian 5-2104 RE1E2P
Graybar Electric Henley & Union C C McGraw TRE1E2
Hahn Electronic Supply 424 E Scott NE W R Hahn 4-9905 PSMT
House-Hasson Hdw 757 Western J W Hasson VP 4-2521 TRE1E2

RCA VICTOR



McClung & Co C M 501 Jackson F Trevena 2-1161 TRPSME1E2

Roden Electrical 808 N Central H D Roden 3-0491 PSR*
Southern Furniture Sales 418 Gay E L Fielden 2-6107 TRE1E2
Tri-State Supply 2451 N Bdway C W Bowers Mgr 5-2121 TRE1
Valley Appliances 1528 Island Home A A Atkins Pr 4-0723 TRE1E2
Wholesale Furniture & Appl 105 W Jackson 2-3601 TRE1E2

(Directory continued on next page)

In Tennessee it's



FOR RESISTORS
& VOLUME
CONTROLS

YOUR DISTRIBUTORS ARE

CHATTANOOGA—Curle Rad Sup & Sd Serv 825 Cherry
Specialty Distributing Company 709 Chestnut St
KINGSPORT—Chemcity Radio & Electric Company
Radio Electric Supply Company 210 Cherokee St
KNOXVILLE—Chemcity Radio & Elec 12 Emory Park
C M McClung & Company Inc 501 Jackson Street
Roden Electrical Supply 808 North Central Street
MEMPHIS—Bluff City Distributing Co 905 Union Street
Lavender Radio Supply Company 1012 Union Ave
W & W Distributing Company 647 Madison Avenue
NASHVILLE—Braid Electric Co 1100 Demonbreun St
Currey's Wholesale Distributors 1600 McGavock St
Electra Distributing Company 1914 West End Ave
Randolph & Cole 1516 Church Street

**SYLVANIA
DISTRIBUTORS**

AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

BRISTOL—Interstate Hardware Company Inc
CHATTANOOGA—Curle Rad Supl & Sd Serv 825 Cherry
Specialty Distributing Co 709 Chestnut Street
KNOXVILLE—Chemcity Radio & Elec Co 12 Emory Pk
Roden Electrical Supply Co 806-808 N Central Ave
MEMPHIS—Bluff City Distributing Co 905 Union Ave
Orgill Brothers & Co 10-56 West Calhoun Avenue
NASHVILLE—Braid Electric Co 109 Eleventh Ave S
Randolph & Cole Inc 1516 Church Street

FADA

For your local distributor
write or wire FADA
Belleville, New Jersey

Pioneers since 1920

TENNESSEE (Continued)

MEMPHIS

Adair Appl & Supply 664 Union G D Adair 5-2748 TRE1E2
Bluff City Distr 905 Union A L Cowles 38-1676 PS*
Boyd Electronic 1153 Union I H Boyd Owner 2-5565 PSE1E2
Crenshaw Co 42 W Iowa St J H Baine Jr 9-6691 TRE1
Forrest Distr 285 W Trigg H W Forrest Owner 39-2657 TR
Fulmer Inc Arthur 296 Monroe Ave Fred Bottom Pr TR
General Electric 500 S Front H W Christian 37-5531 TRE1E2P
Graybar Electric 484 S Front St J W Horne Mgr TRE1E2
Lavender Radio Supply 1012 Union Ave. See Texarkana Texas
McDonald Bros 994 S Bellevue J W McDonald Pr 9-2771 TRE1E2

RCA VICTOR 

McGregor's Inc 1071 Union Ave J M McGregor Pr 36-3301 TRPSM

Mill-Morris 171 S Dudley C Ross Buyer 36-3351 TRE1E2S
Miss Valley Furniture 37 E Carolina Ave TR
National Rose 80 W Va J H Patton Jr VP 39-4661 TRE2M
Orgill Bros 10-52 W Calhoun K W Orgill 5-2471 TRE1E2P
Shobe Inc 1195 Union Ave N S Shobe Owner 32-3411 TRPSE1E2
Stratton Warren Hdw 37 E Carolina Ave TRE1E2M
Swift Tire 971 Union Ave TR
Westinghouse Electric 845 N Main E A McDermott Br Mgr TRE1E2
Woodson & Bozeman 482 Union 37-9331 TRE1PSM
W & W Distr 647 Madison Ave L M Brown 37-4629 PSTR

MILAN

Mill-Morris See Memphis

FADA For your local distributor
Pioneers since 1920 write or wire FADA
Belleville, New Jersey

NASHVILLE

Appliance Distr 1923 Church St G J Fortescue Pr 42-5656 TRE1
Better Home Products 22 10 Ave S W M Fike Pr 5-4724 TR
Braid Electric 1100 Demonbreum B S Gambill Pr 42-6511 TRE1E2PS
Capitol Radio & TV 432 3 Ave N H Eskind 5-0475 TRE1P
Cumberland Distr 1206 Demonbreum St TR
Currey's 1600 McGavock K Currey Owner 4-0553 TRE1E2PS
Electra Distr 1914 W End Ave I Silver PS*
Gambill Distr 117 9 Ave N Russell Campbell 5-2727 TRE1E2
General Electric 128 6 Ave S H W Christian 5-6331 TRE1E2P
Graybar Electric 315 8 Ave S H B Hall Mgr TRE1E2
Hermitage Electric 1402 Church St TRE1E2

RCA VICTOR 

Keith-Simmons PO Box 1030 A L Carr Pr 4-1761 TRPSME1E2

Lipscomb & Co H G 138 2 St N TRE1E2
McWhorter-Weaver 178 2 Ave N L J Mulhall 42-2656 TRE1E2PS
Moore-Handley Hdw Craighead & L & N RR See Birmingham Ala
Perry Co J L 815 9 Ave N J L Perry 4-1821 TRE1E2
Phillips & Burtorff 217 3 Ave N TR
Radio & Appliance 4 Cummins Station J R Andrews TRE1E2PS
Randolph & Cole 1516 Church St G T Randolph Owner PS
Southeastern Appl 1015 S 6 St R A Coleman Jr 4-1855 TRE1
Tafel Electric 401 6 Ave S Paul Tafel 42-7305 TRE1E2
United Service 1515 Bdwy E Voorhees Mgr 6-8161 TRE1S
Wholesale Furn & Appl 309 S 1 R H Morrison Owner 5-1165 TRE1E2

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

CHATTANOOGA—Bryant & Trimble 100 Market Street
Specialty Distributing Company 708 Chestnut St
KNOXVILLE—Chemcity Radio & Elec 12 Emory Park
C M McClung and Company 501 Jackson Street
NASHVILLE—Electra Distr Co 1914 West End Ave

TEXAS

ABILENE

General Electric 190 Locust R M Randerson Mgr 2-2827 TRE1E2P
R & R Electronic 802 Walnut W J Wright 4-9544 PSTRM*

AMARILLO

Amarillo Hdw 600 Grant St E W Hardin Pr RE1E2
General Electric 701 E 5 Ave A F Clark 2-3285 RE1E2P
Graybar Electric 601 E 2 St L P Bell Mgr E1E2
McDonald Auto Supply 2 & Tyler S Thatcher 2-1213 R
Morrow-Thomas Hdw 316 Polk St RE1E2
Nunn Electric Supply 105 Polk St C D Hare Pr RE1E2
R & R Electronic 416 W 10 H E Brown 3-4513 PSR*
Thomsen's Wholesale 910 W 6 R F Thomsen Jr Owner 6618 RE1E2
Westinghouse Electric 99 Taylor R G Scott Br Mgr RE1E2
West Texas Radio 1026 W 6 Ave E Bland Mgr 2-3179 PSRM*

**9 1/2 out of 10
TV Fuses are**



AUSTIN

Graybar Electric 214 E 3 St E L Copeland SM E1E2
Hargis Co 706 W 6 St P Hargis 8-6618 PSTRE2*
Standard Radio 309 Lavaca J E Moore Jr Owner 7-9421 PSTR

BEAUMONT

General Electric 1295 Pearl St C I Leslie Mgr 4-6435 TRE1E2P
Graybar Electric 1070 Fannin St L A Haley Mgr TRE1E2
Hall Inc R C & L F See Houston
Montague Radio 760 Laurel L E Montague Owner 4-5697 PSTRE2*
Westinghouse Electric 265 Cypress V R Gonzales Br Mgr TRE1E2

Carried by Good Distributors Everywhere

Jensen LOUDSPEAKERS

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



BROWNSVILLE

Electronic Equip & Eng'g See Corpus Christi

CORPUS CHRISTI

Electronic Equipment & Eng'g 1310 S Staples 2-8662 PSTRE1E2*
General Electric PO Box 68 W V Fisk Mgr RE1E2P
Graybar Electric 1311 Agnes St R E Broyles Mgr E1E2
Modern Radio Supply 308 S Staples St PS
Westinghouse Electric 110 N Staples C M Reynolds TRE1E2
Wicks-DeVilbiss 513 S Staples G C Wicks 8285 TRPSM*

DALLAS

RCA VICTOR 

Adleta Co 1914 Cedar Springs E C Adleta Pr 7-7576 TRPSME1E2

Alexander Motor 2121 Pacific Ave Oliver Black RI 5531 TR
All-State Distr 2407 Ross J H Klein Owner RI 1295 PSRM*
(Directory continued on next page)

In 1951

the Spotlight Will Be On

THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

Nashville Area Distributors

PHILLIPS & BUTTORFF MFG. CO.

217 Third Ave. N., Nashville, Tenn.

DISTRIBUTOR DIRECTORY

TEXAS (Continued)

Blackwell Co Paul PO Box 7322 DI 8456 TR
 Capitol Distr 1030 Dragon L H Skillman ST 2292 TRE1E2
 Crabtree Radio 2608 Ross H C Crabtree RI 3059 PSTRM*
 Dallas Electric 1800 Magnolia RI 5396 PRE2
 Dobbs of Dallas 1507 Ross F Dobbs RI 1311 TRM
 General Electric 1811 N Lamar G B Richardson RA 2201 TRE1E2P
 Graybar Electric 400 S Austin G T Marchmont RA 6452 TRE1E2
 Harrison Equipment 6234 Peeler PS
 Higginbotham-Pearlstone 1701 N Market L L FASTER RA 2213 TR
 Industrial Electronic 6234 Peeler J W Stanfield Pr 3-8122 PSR
 Lone Star Wholesalers 1911 Griffin J J Shea Pr RI 9863 TRE1E2
 Lynch & Co S H 2101 Pacific St S H Lynch Pr 5151 TR
 Marlin Associates 2401 Main St C Metzger RA 3401 TRE2
 Meletio Electrical Preston & Young J Meletio R 9594 TR
 Peaslee-Gaulbert 2700 Canton St M E Joyce CA 0277 TRE1E2
 Porter-Burgess 815 N Pearl V N Burgess RI 5164 TRE1E2



Tel-a-Ray ENTERPRISES, INC.

BOX 332D *Manufacturers of Long Range*
HENDERSON, KY. *TV and FM Antenna Systems*

Radio City Distr 720 S Austin R W Hill Pr PR 0381 TRE1
 Ra-Tel 2409 Ross Ave PR 8689 PS*
 Rogers Leche & Wickman 122 Howell H M Wickman RI 6318 TR
 Shield Co 1122 Jackson St See Ft Worth
 Southern Radio 3221 Ross Ave See Little Rock Ark
 Southwestern Co 1202 Dragon W G Medaris Pr PR 4841 TRE1PM
 Southwestern Drug PO Box 179 J Bradshaw VP PR 8751 TR
 Southwest Radio 1820 N Harwood RI 6272 PSTRM*
 Texas Wholesalers 1719 N Harwood W J Schnelle Pr RA 9031 TRE1
 Texoma Wholesale Jewelry 400 N Akard St RI 1731 TR
 Westinghouse Electric 601 Latimer C M Mackey RA 2401 TRE1E2
 Wholesale Electronic 2800 Ross Ave VI 0796 PSR
 Wilkinson Bros. 2406 Ross Ave E Wilkinson Pr 1571 PSR*
 Williams W Batt 1801 Wood St PST

DENISON

Denison Radio 310 W Woodard Cecil Hardy 45 PSTR*

EL PASO

Appliance Distr 1409 Texas W Lawson Pr 2-2686 RE1E2
 Crouch Appliance 1301 Texas J J Crouch 3-2407 RE1
 General Electric 300 Dallas St D U Gaston Mgr 3-3407 RE1E2P
 Graybar Electric 427 San Antonio Woodie Gare 2-8381 RE1E2
 Irion Co. 2158 Mills St C H Irion 2-3815 RE1E2
 Krohn Co E H 113 E Overland RE1E2
 Mathias & Co Albert 111 S Mesa Ave S Mayer Pr RE1M

RCA VICTOR



Midland Specialty 425 W San Antonio J M Regottaz 3-2401 RPSME1

Momsen-Dunnegan-Ryan P O Box 240 G Momsen 4-5557 RE1E2PMS
 Reeves Radio Supply 720 N Stanton T M Reeves 3-5752 PSR
 Sunland Supply 1200 E Missouri L Salzman Pr 3-0461 RMS
 Tri-State Music 220 N Stanton W T Blackwell Owner 3-3663 RM
 Walz Co W G 500 San Francisco 3-1677 PSE1
 Zork Hdw 115 San Francisco Geo Wells 2-3621 RE1E2

FORT WORTH

Electronic Equipment 917 Florence St PS
 Ft Worth Battery 615 Lamar St Bob Wilkerson 2-9208 TR
 Ft Worth Radio 1201 Commerce T L Carleton FO 7106 PSTRM*
 General Electric 409 Jones St H L Davis Mgr FA 5385 TRE1E2P
 Graybar Electric 1107 Foch St V R Young Mgr E1E2
 Scooters Radio Supply 509 Commerce S Tonahill FO 8448 PS*
 Shield Co 1122 Jackson H P Hedges RA 3903 TRE1E2
 Southwestern Drug T T Maxwell TR
 Suttons Electronics 601 Commerce Wm Sutton ED 3915 PSTR*
 United Appl Texas & Florence W W Slaughter Pr 2-7071 TRE1E2
 Westinghouse Electric 205 NE 7 St W E Knapp Jr Br Mgr TRE1E2
 West Texas Appl 800 Calhoun K J Scharfenberg FO 0581 TRE1

GALVESTON

Hall Inc R C & L F 1803 Tremont See Houston

HARLINGEN

Wicks-DeVilbiss See Corpus Christi
 Hayes Radio Supply 1115 W Harrison Tom Hayes PSR

FADA

Pioneers since 1920

For your local distributor
write or wire FADA
Belleville, New Jersey

HOUSTON

Automatic Distr 100 Jackson W M Wood Owner CA 0261 TRE1E2P
 Beyer & Co A R 1319 Polk A R Beyer PS
 Coastal Equipment 2015 Congress Ave F G Atwater Pr TR
 Covington Distr 34 N Hamilton R H Penick VP CA 0326 TRE1E2P
 Crumppacker Distr 1200 National E Crumppacker TRPS
 Dickerson Appliances Lynn M & M Bldg TR
 Franklin Co Robt E 1905 Chartres R E Franklin CA 0194 TRS
 General Electric 1312 Live Oak St H C Briggs FA 3121 TRE1E2P
 Geophysical Supply 1311 Dallas Ave PS
 Graybar Electric 1702 Cullen Blvd R H Lloyd AT 4571 RTE1E2
 Hall Inc R C & L F 1219 Carolina R C Hall CA 9231 PSTR*

Harrison Equipment 1422 San Jacinto W M Harrison AT 6315 PS
 Houston Radio Clay & LaBranch L T Holland Pr CA 6261 PS
 Lenert Co 2213 Congress R H Lenert CH 2663 PTR
 Marlin Associates 3420 McKinney See Dallas
 Moore Bros 3401 Milam J W Dwyer Mgr JU 4175 TRP
 Peaslee-Gaulbert 2910 McKinney R E Peake CA 0277 TRE1E2
 Radio Parts 1422 Polk David Applebaum Pr 7976 PSTR*
 Readers Wholesale 414 Washington H Reader CA 0393 TRE1PM
 Royal Distr 2211 Commerce J O Kirkpatrick CH 3562 TRE1P
 Sound Sales & Eng'g 1614 Fannin St PS
 Southwestern Drug P O Box 1639 J Foster Br Mgr TR
 Sterling Radio 1616 McKinney H M Spolane Owner PR 2311 PSR*
 Straus-Bodenheimer 1513 Prairie D H Straus Pr 5188 TRE1E2

RCA VICTOR



Straus-Frank 4000 Leeland R D Straus VP CA 1201 TRPSM

Walsh & Co J A 3215 McKinney J W Walsh Pr CE 9481 TE1E2
 Westinghouse Electric 1903 Ruiz St T W Cunnea Br Mgr TRE1E2

LAREDO

Guarantee Radio 1314 Iturbide M Flores Owner 3101 PSTR
 Pan American Electronic 413 San Agustin Ave PS
 Radio & Electronic Supply 1219 Lincoln St PS

LUBBOCK

Anderson-Young 2002 Clovis Rd J M Young Owner 8581 RE2
 Edwards Distr 1607 Ave G R R Tibbetts RE1
 General Electric 221 Ave H A W McLaughlin Mgr 5569 RE1E2P
 Midland Specialty 1405 Ave A See El Paso
(Directory continued on next page)

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER" — "THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

In Texas it's



FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

ABILENE—R & R Electronic Company 802 Walnut St
AMARILLO—R & R Electronic Co 416 West Tenth St
 West Texas Radio Supply 1026 West Sixth Avenue
AUSTIN—The Hargis Company 706 West Sixth Street
 Standard Radio Supply Inc 309 Lavaca Street
BEAUMONT—Montague Radio Distr 760 Laurel Street
CORPUS CHRISTI—Elec Equip & Eng 1310 S Staples
DALLAS—All State Distributing Co 2407 Ross Street
 Industrial Electronic Supply Co 6234 Peeler Street
 Southern Radio Supply 3221 Ross Avenue
 Southwest Radio Supply Co 1820 N Harwood Street
 Wholesale Electronic Supply 2800 Ross Avenue
 Wilkinson Brothers 2406 Ross Avenue
EL PASO—Midland Specialty 425 W San Antonio Street
 Reeves Radio Supply 720 North Stanton Street
 W G Walz Company 500 San Francisco Street
FORT WORTH—Fort Worth Rad Supl 1201 Commerce
 Scooter's Radio Supply Company 509 Commerce St
 Bill Sutton's Wholesale Electronics 601 Commerce
HOUSTON—Geophysical Supply Co 1311 Dallas Avenue
 Harrison Equipment Co 1422 San Jacinto Street
 Straus-Frank Company 4000 Leeland Street
LUBBOCK—R & R Supply Company 706 Main Street
MCALLEN—Rio Radio Supply Company Box 108
SAN ANGELO—Gunter Company 22 West Conche Street
SAN ANTONIO—Modern Radio Supply 635 Soledad St
 Straus-Frank Company Post Office Box 600
TYLER—Lavender Radio Supply Co 503 E Oakwood St
 Radio Service Supply Company 111 University St
WACO—The Hargis Company 1305 Austin Street
WICHITA FALLS—Mooney Radio Supply 1104 Grace St

SYLVANIA DISTRIBUTORS



Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

AT YOUR SERVICE

ABILENE—R & R Electronic Co 1074 North First St
AMARILLO—R & R Electronic Co 416-18 W 10th Street
AUSTIN—The Hargis Co 706 West Sixth Street
BEAUMONT—Montague Radio Distrib Co 760 Laurel
CORPUS CHRISTI—Elec Equip & Eng Co 1310 S Staples
DALLAS—All-State Distributing Co 2407 Ross Avenue
 Industrial Electronic Supply 6234 Peeler St
 Southern Radio Supply 3221 Ross Avenue
 Wholesale Elec Supply 3002 Ross Avenue
 Wilkinson Brothers 2406 Ross Avenue
EL PASO—Midland Specialty Co 427 W San Antonio St
FORT WORTH—Ft Worth Rad Supl Co 1201 Commerce
 Bill Sutton's Wholesale Electronics 601 Commerce
HOUSTON—Harrison Equipment Co 1422 San Jacinto
 Sterling Radio Products Co 1802 McKinney Avenue
 Straus Frank Company 4000 Leeland Avenue
LUBBOCK—R & R Supply Company Inc 706 Main Street
SAN ANTONIO—Mission Radio Inc 814 South Presa St
 Radio & Television Parts Co 118-120 Seventh Street
TEXARKANA—Lavender Radio Supply Co 522 E 4th St
TYLER—Lavender Radio Supply Co 110-114 Swann St
WACO—The Hargis Company Inc 1305 Austin Street
WICHITA FALLS—Mooney Radionic Supl Co 1104 Grace

TEXAS (Continued)

Nunn Electric 25 & Texas Ave C D Hare Pr 2-8781 RE1E2P
 R & R Supply 706 Main R C Hewett GM 5737 PS*
 Shield Co See Ft Worth
 West Texas Radio 100 7 Ave See Amarillo

LUFKIN

East Texas Electric See Winnsboro

MC ALLEN

Rio Radio Supply Box 168 F H Bergh 1708 PSR

SAN ANGELO

Gunter Distr 22 W Concho R C Gunter 6793 PSRE1E2

SAN ANTONIO

Alamo Distr 515 N Main H L Roper Buyer GA 7337 TRE1E2
 General Appliance 1201 E Houston C S Ely Buyer GA 8266 TRE1E2M
 General Electric 1801 Broadway H C Albrecht Mgr GA 1261 TRE1E2P
 Graybar Electric 1401 N Hackberry J Emmett Mgr E1E2
 Hendrix Co E G 321 S Flores E G Hendrix FA 8228 TRE1
 Krisch-Delavan 602 S Medina A J Krisch CA 6181 TRE1
 Lynch & Co S H 241 Broadway See Dallas
 Mission Radio 814 S Presa H M Fischer Pr GA 8323 PSTRM*
 Modern Radio 635 Soledad St PS
 Olsen Radio 412 Pereida St Harold Olsen PS
 Peaslee-Gaulbert 1324 S Flores D Berryhill GA 0201 TRE1
 Radio & TV Parts 118 7 St M J Chelkowski FA 5329 PSR*
 Rio Radio Supply 818 San Pedro St See McAllen
 Rowles Sales 533 Delaware W C Rowles Pr KE 7145 TRE1E2
 San Antonio Drug P O Box 1231 Edwin Dickson TR
 Shankle Co Perry 1801 S Flores P Shankle Pr FA 5191 TRE1E2P
 Southern Equip 210 W Commerce E E Edge VP GA 9101 TRPE1E2
 South Texas Appl 641 S Flores J B Pollock Pr FA 5131 TRE1E2S
 Standard Distr 227 E Cevallos A Epstein CA 7128 TR



Straus-Frank P O Box 600 J R Straus Pr FA 0101 TRPSM

Thiele Inc Joe 1226 E Houston J Thiele GA 2491 TRE1E2
 Van Hoogenhuyze Hdw Wm P O Box 29 N F Van Hoogenhuyze TRE1E2
 Westinghouse Electric 1211 E Houston L J Clay Br Mgr TRE1E2

SWEETWATER

Midland Specialty See El Paso

TEXARKANA

Lavender Radio 520 E 4 St Joe Lavender Pr 2-9981 PSTRME2*

TYLER

Lavender Radio 503 E Oakwood See Texarkana
 Radio Serv Supply 111 University D R Bryan Buyer 4-4441 TRPSE2
 Wadel-Connally Hdw P O Box 2013 W B Connally TRE1E2

VICTORIA

Hayes Radio See Harlingen

WACO

General Electric 217 S 4 St E R Robbins Mgr 2-1611 TRE1E2P
 Hargis Co 1305 Austin St F L Kutzenberger Mgr 3-7052 PSTR*
 Southwestern Drug Raymond Simpson Sundry Buyer TR

WICHITA FALLS

Clark & Gose Radio 1203 Ind Ave PS*
 Mooney Radio Supply 1104 Grace J B Mooney 2-7505 PSRME2*
 White's Auto Stores 1509 Lamar W E White 2-5411 TRE1E2

WINNSBORO

East Texas Electric Supply Box 145 Fred Bithnell 249 TRE1E2

UTAH

OGDEN

Ballard & Carter 2428 Grant Ave C E Ballard 4604 PSTRM
 Iverson Radio Co 265 25 St Wayne Iverson 6286 TRPS
 Lowe Co Geo A 101 21 St 6631 TRE1

SALT LAKE CITY

Bintz Co W H 433 W Third South St C C Bintz Pr 3-5821 TRE1M
 Central Radio Supply 47 E Fifth South St PS



Flint Distr Co 216 W Second South St L B Flint Pr 3-8863 TRPSM

General Electric 310 W Second South E M Boggess 3-3911 TRE1E2P
 Graybar Electric 336 N Third West S B Cooper Mgr TRE1E2
 Jackson Distr Co 115 S W Temple J M Jackson Owner 5-2906 TRE1
 Lloyd Co Walter B 51 S Second West W B Lloyd 3-3825 TRE1E2
 O'Loughlin's Radio 113 E Third South Sybil Beck 4-5051 PSTRM
 Radio Supply 157 Motor Ave R S Stevenson Owner 5-2817 PSTRM
 Ross Inc S R 1212 S State S R Ross 6-8607 TRPS
 Salt Lake Hdw Co 105 N Third St Owen Thomas TRE1M
 Smith-Morley Co 55 S Second West St V A Smith Pr TRE1E2
 Standard Supply 531 S State G W Stillman GM 4-7727 TRPSE1E2M
 Strevell-Paterson Hdw P O Box 1048 G A Rogers TRE1E2
 Valley Distr 2604 S State John Larson 8-0761 TR
 Western Gas Appl 751 W Eighth South H A Fresne Pr 3-3885 TRE1
 Western Sup 357 W Second South H W Eskuiche Pr 3-5818 TRE1E2
 Westinghouse Elec Supply 210 Rio Grande John Longden TRE1E2

(Directory continued in next column)

In Utah it's **IRC** FOR RESISTORS & VOLUME CONTROLS
 YOUR DISTRIBUTORS ARE

OGDEN—Ballard & Carter 2428 Grant Avenue
 SALT LAKE CITY—Standard Supply Co 531 S State

Carried by Good Distributors Everywhere
Jensen LOUDSPEAKERS
 JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

SYLVANIA DISTRIBUTORS AT YOUR SERVICE
 SALT LAKE CITY—Standard Supply Co 531 So State St
 Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

9 1/2 out of 10 TV Fuses are **LITTELFUSE**
VERMONT

BURLINGTON
 Hagar Hdw & Paint 164 St Paul St G I Hagar VP 71 TRPE2
 Vermont Hdw Co 180 Flynn Ave J C Arnold Pr TRE1E2PSM
 Westinghouse Elec Supply 208 Flynn Ave R P Shaw Br Mgr TRE1E2

RUTLAND
 Oakman Elec Supply 12 Wales St A Manger Buyer 594 TRPSE1E2
 Vermont Elec Supply Co 143 West St TR

ST. JOHNSBURY
 Hagar Hdw & Paint Co 13 Portland St See Burlington Vt

SYLVANIA DISTRIBUTORS AT YOUR SERVICE
 BURLINGTON—Hagar Hdwre & Paint Co 164 St Paul
 Radio Tubes
 TV Picture Tubes
 Electronic Products
 Test Equipment
 Transmitting Tubes
 Panel Lamps

Standard COIL PRODUCTS CO., INC.
 "THE STANDARD TUNER"—"THE STANDARD BOOSTER"
 SEE STANDARD COIL JOBBERS

RUTLAND—Oakman Electric Company 12 Wales Street

VIRGINIA

ALEXANDRIA
 Lindsey-Nicholson Corp 101 King St Wallace Lindsey 0067 TRE2

ARLINGTON
 R & M Radio 2701 Wilson Blvd M L Beeton Jr OW 7503 PSTR*
 Rucker Radio Wholesales 1906 N Moore St See Washington DC

BRISTOL
 Bristol Radio Supply 31 Moore St PS
 Service Appl Co Moore & Scott Sts W M Schlipf Pr N 4350 TRE1E2

CHARLOTTESVILLE
 Piedmont Elec Supply 411 E South St T W Hopkinson 2-5991 PS

DANVILLE
 Womack Elec Supply 502 Craghead St C A Womack 4620 PSTR*
 (Directory continued on next page)

FADA For your local distributor write or wire FADA
 Pioneers since 1920 Belleville, New Jersey

DISTRIBUTOR DIRECTORY

VIRGINIA (Continued)

GRUNDY

Buchanan-Williamson Supply R R Ave. & Main St PSRE1E2

LYNCHBURG

Eastern Electric Co 920 Commerce St H Vassar 2-3497 PSTRE1
Lynchburg Battery & Ign Co 406 5 St C L Newcomb Pr 2-1236 PSTR

NEWPORT NEWS

General Supply Co 3510 Huntington Ave PS

NORFOLK

Ashman Distr Co 807 Granby W G Ashman Buyer 2-5656 TRPSE1E2*
Bowers Wholesale Corp 1605 Granby St G H Bowers Pr 2-5604 TE1
Duval Distr Corp See Richmond Va
General Elec Supply Co 709 E 26 St R B Baldwin M 2-7183 TRE1E2P
Goodman Elec Supply Co 258 Bank St S Goodman 4-9233 TRE1E2
Graybar Electric 333 W 21 St L E Burford Mgr TRE1E2
Norfolk Distr Co Fayette St at Lynnhaven Ave H L Snyder TR
Radio Equip Co 821 W 21 St R F Priest Jr PS*
Radio Parts Distr 128 W Olney Rd G B Thomson 2-5711 PSTRE1E2*
Radio Supply Co 711 Granby St H B Bennett 2-1866 TRPSE1*
Schultz Geo J 639 W 24 St TR
S & K Sales Co 814 W 45 St F E Kahn TR
Trant Inc R F 912 W 21 St F L Waller VP 2-2683 TRE1
Westinghouse Elec Supply 2600 Hampton Blvd N F Watt, Jr TRE1E2

RCA VICTOR



Wyatt-Cornick Distr 951 W 21 St Tom Bayless 2-7677 TRPSM

PETERSBURG

Virginia Battery & Ign 21 E Bank St J J Romey Mgr 2812 PSR

RICHMOND

Bowman Inc L O Cary & 9 Sts Louise O Bowman 7-4016 TRPE1
Commonwealth Sales Corp 1601 Summit E T Moore 84-2401 TRE1M
Consolidated Sales 1408 Roseneath Rd M Klein VP 5-2803 TRE1
Cottrell Jr W C 408 E Main St W C Cottrell Jr 3-2402 PS
Crump Co B T 1310 E Franklin St P A Seaton Sr 7-1941 TRE1M
Duval Distr Corp 1221 Admiral St H G Duval Pr 2-2805 TRE1
General Elec Supply 401 E Canal St J G Kerr 3-8331 TRE1E2P
Goldberg Elec Products 5 N 13 St TR
Graybar Electric 10 S Sixth St L H Fields TRE1
Johnston Co DR 1315 E Cary St D R Johnston 7-3617 PS
Johnston-Gasser Co 3023 W Marshall St J H Gasser 6-9405 PS*
Lee Distr Co 1126 North Blvd E A Walter 6-1531 TR
Mattson's Inc 519 W Broad St K A Minter Jr 3-6011 PS
Meridian Electronic Equip 608 W Broad St A J Dere 2-8460 PS
Radio Supply 3302 W Broad St W D Jenkins 6-3831 TRPSE1E2M*
Reliable Home Equip Co 118 S 6 St TRE1E2
Richmond Hdwe Co 101 S 14 St W D Stuart Pr 3-0163 TRE1E2
Tillier Corp A R 959 Myers St A P Dodge VP 5-7401 TRE1E2
Tower-Binford Elec & Mfg 4 & Cary Sts J B Dunn 2-9011 TRE1E2
Westinghouse Elec 511 E Byrd St W F Watt Jr 3-0111 TRE1E2
Winfree Supply Co 800 W Cary St R W Winfree PS*

RCA VICTOR



Wyatt-Cornick Inc Grace at 14 Sts J M Wyatt Jr 3-1945 TRPSM

ROANOKE

Auto Spring & Bearing Co 100 W Luck Ave G E Johnson 5544 RE1E2
Baker Sales Co H C 19 Franklin Rd A B Geer 9209 PSTRM*
Dixie Appliance Co Box 525 T H Lambdon 7362 TRPSE1E2M
General Electric 515 Norfolk S W H E Rothwell 3-1564 TRE1E2P
Graybar Electric 601 Salem Ave W E James E1E2
Lee Distributing 201 2 St N E 2-6127 TR
Leonard Electronic 131 Center Ave N J Leonard 3-9339 PSR*
Marshall & Deyerle Inc 204 5 St S W TRE1E2
Nelson Hdwe Co 17 E Campbell Ave R L Mason 3-2482 TRSE1E2
Westinghouse Elec Supply 732 1 St S E N F Watt Jr SM TRE1E2

STAUNTON

Hartley & Co M A 327 N Central Ave M A Hartley 5-2333 PSTRE1E2
Southern Elec Corp 14 E Johnson St L J Kiger 5-8221 PSTRE1E2

WINCHESTER

Leonard Electronic Supply 23 N Braddock St See Roanoke Va
(Directory continued on next page)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

ARLINGTON—Rucker Radio 1906 N Moore St
DANVILLE—Womack Elec & Supl 502-504 Craghead St
LYNCHBURG—Eastern Electric Co 920-22 Commerce St
NORFOLK—Radio Supply Company 711 Granby Street
PETERSBURG—Virginia Batt & Ignit Co 35 E Bank St
RICHMOND—Radio Supply Company 3302 W Broad St
ROANOKE—Auto Spring & Bearing Co 116 Luck Ave W
Leonard Electronic Supply Co 106 S W 2nd Street
STAUNTON—Southern Electric Co 14 East Johnson St
WINCHESTER—Leonard Elec Supl Co 23 N Braddock

In Virginia it's **IRC** FOR RESISTORS & VOLUME CONTROLS
YOUR DISTRIBUTORS ARE

ARLINGTON—Rucker Radio Wholesalers 1906 N Moore
LYNCHBURG—Eastern Electric Co 920 Commerce St
NORFOLK—Radio Supply Company 711 Granby Street
RICHMOND—Johnston-Gasser Co 3023 W Marshall St
Radio Supply Company 3302 West Broad Street
ROANOKE—Leonard Electronic Supply 131 Center Ave
STAUNTON—M A Hartley & Co 327 N Central Avenue
Southern Electric Company 14 East Johnson Street
WINCHESTER—Leonard Elec Suply 23 N Braddock St

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Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

In 1951
the Spotlight Will Be On
THE AMAZING CLEAR-CHANNEL

Tele King

PERFECTED TELEVISION

From Coast to Coast

The Buying Swing is to Tele King

Virginia Distributors

GEORGE J. SCHULTZ, INC.

639 West 24th St., Norfolk, Va.

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

9 1/2 out of 10
TV Fuses are



OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.

WASHINGTON

BELLINGHAM
Waitkus Supply 110 Grand Ave Stanley Waitkus 273 PSTRM

EVERETT
Pringle Radio & Elec 2514 Colby Ave R A Pringle PS

SEATTLE
Alaska Ra Sup 1844 Westlake N N J Rauch Pr AL 8777 PSTRE1E2M
Associated Industries 1752 Rainier Ave A M Jagoe MI 4400 PS
Coast Radio Corp 110 University St W D Hayes MA 9133 PS
Columbia Distr Corp 2601 Market St J W O'Neill SU 1300 TRE1E2
Commercial Appl Co 1534 1 Ave S F L Hawkins Pr EL 2285 TRE1E2
Connelly Co F B 1015 Republican St K Connelly Pr SE 4155 TRE1E2
Garretson Radio Supply 2235 2 Ave B W Garretson SE 7347 PST
General Radio Inc 100 Wall St R F Fjelstad Pr EL 4784 PS*
General Elec Supply 1212 1 Ave S A M Fletcher SE 6400 TRE1E2P
Gilbert Bros Inc 222 2 Ave S See Portland Ore
Graybar Electric King & Occidental J P Lawton MU 0123 E1E2



Harper-Meggee 960 Republican E S Carter Pr SE 5100 TRPSME1E2*

Love Elec Co 318 Westlake N James Love Pr MA 6574 TRE1M
Marshall-Wells Co 1258 1 Ave S C R Marlow SE 7447 RE1E2
Northern Radio Co 314 Bell St EL 0315 PS
Northwest Appl Distr 3433 Airport Way & Spokane EL 8178 TR
Radio Products Sales 1214 1 Ave H Wandling Mgr MA 1035 PSTR*
Radio Telev & Appl 510 Westlake N F T Brien MA 0787 PSTRE1E2
Rogers Co E K 2225 5 Ave E K Rogers Owner MA 3192 TRE1E2
Schwabacher Hdwe Co 401 1 Av S EL 2683 TRE1E2M
Seattle Hdwe Co 501 1 Ave S C H Black Pr MA 7020 TRE1E2
Seattle Radio Supply 2117 2 Ave G A Reeves Pr SE 2345 TRPSE1E2*
Stateside Radio & Telev 419 Denny Way E D Sablin SE 4455 TR
Sunset Elec Co 300 Westlake N SE 1533 PSE1E2
Washington Distr 115 Madison W A Nagel Pr EL 0305 TRE2
Western Electronic Supply 2609 1 Ave H T Horn Pr SE 2913 PSR*
Westinghouse Elec Supply 1051 1 Ave S Jewell EL 7001 TRE1E2
Zerega Distr Co 515 Westlake N Emanuel Zerega MU 2525 TR
Zobrist Co Herb E 2121 Westlake Av H E Zobrist MU 2121 PSTRE1*

SPOKANE
Columbia Elec 123 S Wall E A Johnston Pr R1 3131 RE1E2PSM
Connelly Co F B See Seattle
Frank's Radio Supply 161 S Adams F M Coates Pr MA 8108 P
Gemberling R H 121 S Monroe St RPS
General Distr 340 W Trent J B Kelly MA 8681 RE1
General Elec Supply 122 S Monroe St E Z Coman MA 4288 RE1E2P
Graybar Elec Co 152 S Post St V E McCain Mgr E1E2



Harper-Meggee N 734 Division I G Albert GM BR 5793 RPSME1E2

Inland Empire 110 S Wall L K Vallandingham MA 9285 RE1E2
Marshall-Wells Co 131 E Main St E F Hughes SM R
Northwest Electronics N 102 Monroe J P McGoldrick MA 9289 PSR
Prudential Distr S 151 Stevens D S Cohn MA 2208 RE1E2
Spokane Paper & Sta 152 S Jefferson W L Barnes MA 3316 RE1E2
Standard Sales Co 1219 W 1 Ave PSR
Taylor Distr Co E 206 Augusta R W Ford Mgr R
True's Distr Co 521 E Sprague MA 2397 R
Tubbs Elec Co C A Tubb Pr MA 9141 RE1E2
Westinghouse Elec Supply N 1023 Monroe H L Vincent RE1E2
(Directory continued in next column)

Carried by Good Distributors Everywhere

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SYLVANIA DISTRIBUTORS AT YOUR SERVICE

Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

BELLINGHAM—Waitkus Supply Co 110 Grand Avenue
EVERETT—Pringle Radio & Electric Co 2514 Colby Av
SEATTLE—Associated Industries 1752 Rainier Ave
General Radio Incorporated 100 Wall Street
Seattle Radio Supply Inc 2117 Second Avenue
Herb E Zobrist Company 2125 Westlake Avenue
SPOKANE—Columbia Electric & Mfg Co South 123 Wall
Standard Sales Company West 1219 First Avenue
TACOMA—C & G Radio Supply Co 2502-6 Jefferson Ave
WALLA WALLA—Kar Radio & Elec Co 12th & Pine Sts
YAKIMA—Lay & Nord 112-118 South Second Street

9 1/2 out of 10 TV Fuses are LITTELFUSE

In Washington it's

FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

BELLINGHAM—Waitkus Supply Co 110 Grand Ave
EVERETT—Pringle Radio Wholesale 2514 Colby Ave
SEATTLE—Coast Radio Corp 110 University Street
General Radio Incorporated 100 Wall Street
Harper-Meggee Incorporated 960 Republican Street
Radio Products Sales Company 1214 First Avenue
Radio Television & Appliance 510 Westlake Street
Seattle Radio Supply Inc 2117 Second Avenue
Western Electronic Supply Company 2609 1st Ave
Herb E Zobrist Company 2121 Westlake Avenue
SPOKANE—Columbia Elec & Mfg Co 123 S Wall Street
R H Gemberling 121 South Monroe Street
Harper-Meggee Incorporated 734 Division Street
Northwest Electronics Co North 102 Monroe Street
Standard Sales Company 1219 West First Avenue
TACOMA—C & G Radio Supply 2502 Jefferson Street
WALLA WALLA—Kar Radio & Elec Co P O Box 676
YAKIMA—Lay & Nord 112 South Second Street

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER" — "THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

TACOMA
C & G Radio Supply Co 2502 Jefferson L R Norberg BR 3181 PSR*
General Elec Supply 2316 S "A" St J R Tilley BR 8454 RE1E2P
Graybar Elec Co 2112 A St R J Franzen Mgr E1E2
Stewart Co A T 743 Broadway A T Stewart BR 3174 PSR
Westinghouse Elec Supply 1930 Pacific Av A F Shean BR 8417 RE1E2
Wible Radio Supply 909 Tacoma Ave Chas Wible BR 7551 PSRM*

WALLA WALLA
Kar Radio & Elec Co PO Box 676 M W Barber 4572 PSR

WENATCHEE
Pringle Radio Wholesale 417 King St PS

YAKIMA
Lay & Nord 112 S 2 St Jack Wood 8175 PSR
Westinghouse Elec Supply 13 S 7 Ave E G Whitlock Br Mgr RPS
Yakima Wholesale Radio 206 S 8 Ave Ewald Lemke 4670 PRSM

WEST VIRGINIA

BLUEFIELD
Bluefield Furniture Co Princeton Ave & Raleigh St TR
Bluefield Hdwe Co 400 Bluefield Ave C D Blevins 5131 TRE1E2
Dixie Appl Co 233 Bluefield Ave TRPSE1
Superior-Sterling Co 200 Bluefield Ave C E Lilley VP TRE1E2
Whitehead Radio Co 367 Bluefield Ave M J Spiro PS*

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CHARLESTON
Bond-Rider-Jackson 1210 Wilson St M Bond Jr 3-5541 TRE1E2
Capitol Light Co 619 Va St W Louis Colker Pr 3-0163 TRE2
Charleston Elec 914 Kanawha Blvd E J T Morgan 6-0321 TRE1E2M
Charleston Wholesale Furn Co 1326 Wilson St TR
Chemcity Radio & Elec 103 Clendenin St T A Lawrence 2-8151 PS*
Eskew-Smith & Cannon Box 1626 D M Giltman Pr 2-1171 TRE1E2
Hicks Radio Supply 1641 7 Ave PS
Jones-Cornett Elec Co 2526 E Washington See Welch
Kyle & Co R H 1353 Hansford St R H Kyle Pr 6-0671 TRE1E2
Mountain Electronics 708 Bigley Ave R N McClure 3-5105 PSTRM
Thomas-Field & Co 902 Virginia St F A Thomas Pr TRE1E2
Virginian Elec Inc 57 Michigan Ave E D Knight 6-0631 TRE1E2P
Wilson Radio Distr 2520 E Washington Calvin Wilson 3-3451 TR

CLARKSBURG
Osborn Machinery Co 424 N 4 St C G Fleming Mgr 4-5636 TRE1E2
Trenton Radio Co 791 W Pike St See Morgantown
Utility Co Stiles St Earl Victorson VP 4-6388 TRE1E2
Westinghouse Elec Supply 315 N 4 St E L Charles TRE1E2
White Elec Co 903 W Pike St PS

HUNTINGTON
Allegheny Home Appl 1801 Adams Av D F Hudson Jr 3-6802 TE1E2
Electronic Supply 422 11 St Nelson White 8779 PSTR*
Emmons-Hawkins Hdw 1028 3 Ave M W Dugan Pr 9151 TRE1E2P
Huntington Wholesale Furn 740 8 Ave G W Hanshaw Pr 5197 TRE1
King & Irwin Inc 314 11 St E F Irwin 3-7194 PS*
Tri State Appl Co 200 9 St Arnold Irwin 3-6406 TRE1E2
(Directory continued on next page)

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For your local distributor write or wire FADA
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Pioneers since 1920

DISTRIBUTOR DIRECTORY

WEST VIRGINIA (Continued)

RCA VICTOR



Van Zandt Supply 1123 4 Ave R K Van Zandt Pr 5193 TRPME1E2

West Va Elec Supply 550 3 Ave Herbert Colker SM 3-6423 TRE2

MARTINSBURG

Plummers Radio & Elec 308 W King St R H Plummer 3821 PSTRE1

MORGANTOWN

Trenton Radio Co 300 Grant Ave J H Trenton 4-4141 PS

PARKERSBURG

A E Supply Co 520 7 St TRE1
Randle & Hornbrook 536 7 St V M Randle 8-3391 PSTRE1M
Sound Electronic Supplies See Portsmouth Ohio

WELCH

Jones-Cornett Elec Co P W Jones Pr 66 RE1E2

WHEELING

Front Co 1114 Water St TRE1
General Elec Supply 1422 Main St A W Hoke Mgr 2555 TRE1E2P
General Electronics Distr 26 10 St O E Johnson PR 5738 PSM

RCA VICTOR



Hamburg Bros 360 National Rd Jules Harr GM 727 TRPSM

Rogers Co Earle 12 & Main Sts Earle Rogers TRE1E2
Off-Heiskell Co 19 & Jacob Sts H G Roth 927 TRE1E2P
Westinghouse Elec Supply 1803 Eoff St B W Brandfass TRE1E2
Wheeling Radio Supply 924 Market St A W Conaway PSE1E2M

WILLIAMSON

Persinger Supply Co A P Persinger Pr 2121 TRE1E2S
(Directory continued in next column)

In West Virginia it's



FOR RESISTORS & VOLUME CONTROLS

YOUR DISTRIBUTORS ARE

BLUEFIELD—Whitehead Radio 367 Bluefield Avenue
CHARLESTON—Chemcity Radio & Elec 103 Glendenin Mountain Electronics Company 708 Bigley Avenue
CLARKSBURG—Trenton Radio Co 791 West Pike St
White Electric Company 903 West Pike Street
HUNTINGTON—King & Irwin 314 Eleventh Street
MORGANTOWN—Trenton Radio Co 300 Grant Avenue
PARKERSBURG—Randle & Hornbrook 536 Seventh St
WHEELING—General Electronic Distr 26 10th Street

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

CLARKSBURG—Trenton Radio Co 902 Virginia Street
HUNTINGTON—Electronic Supply Co 422 11th Street
WHEELING—Wheeling Radio Supply 924 Market St



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SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

CHARLESTON—Chemcity Rad & Elec 103 Clendenin St
CLARKSBURG—Trenton Radio Co 791 W Pike Street
HUNTINGTON—King & Irwin Inc 314 11th Street
MORGANTOWN—Trenton Radio Co 300 Grant Avenue
PARKERSBURG—Randle & Hornbrook 536 Seventh St
WHEELING—Wheeling Radio Supply 924 Market St

9 1/2 out of 10 TV Fuses are



WISCONSIN

APPLETON

Appleton Radio Supply 1217 N Richmond H W Techlin 3-3345 PSTR
General Electric Supply 116 W Harris E H Evans AP 6400 TRE1E2P
Valley Radio Distr 518 N Appleton St C H Lemcke 3-6012 PSTRM

ASHLAND

Garnich & Sons Hdw Co 400 7 Ave W A Garnich 2 TRE1

CHIPPEWA FALLS

Bushland Radio Specialties R W Bushland 6052 PSTR

EAU CLAIRE

Larson Electrical J H 402 Water St See Hudson
Southern Minn Supply 409 S Barstow St See Mankato Minn

GREEN BAY

Morely Murphy Co 200 S Washington St W S Stiles Pr TRE1E2
Neslo Electronic Distr 308 N Chestnut St F J Olsen AD 661 PSTR
Northern Radio & TV 708 S Broadway B C Deadman HO 586 PSTRM*
Popkey Co G M 716 Main St See Marinette
Westinghouse Elec Supply 619 Main St L A Myrand Br Mgr TRE1E2

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Jensen LOUDSPEAKERS



JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38

HUDSON

Larson Elec Co 106 Walnut St J H Larson Pr 248W PSTRE1E2

LA CROSSE

Roosevelt Co W A Front & Vine Jack Brindley 4-2082 TRE1E2
Stark Radio Supply 133 S 6 St R P Platz 2-3186 TRPS

MADISON

Crescent Elec Supply 123 N Blount St See Dubuque Iowa
Radio Distr 701 E Johnson St B C Deadman 6-5935 PSTR*
Satterfield Radio 326 W Gorham A W Satterfield 6-0267 PSTR*
Westinghouse Elec Supply 1022 E Washington Ave H E Toll TRE1E2

MANITOWOC

Harris Radio Corp 115 N 10 St H E Sterman Pr 9313 PSTR*

MARINETTE

Popkey Co G M Main at 9 St G M Popkey 2-3823 TRPS

MILWAUKEE

Acme Radio Supply 510 W State St F H Lingnor MA 8-0641 PSTR*
Admiral Corp 2941 N Humboldt R O Hebenstreit FR 2-4600 TRE1E2
Central Radio 1723 W Fond du Lac W S Ciganek WE 3-2982 PSTR*
Electro-Pliance 2458 W Lisbon W F Seemuth DI 2-9240 TRPSE1E2*
General Elec Supply 190 N Bdwy R C Deuster DA 8-5400 TRE1E2P
General Utilities 647 W Virginia B M Winsberg BR 2-7567 TE1
Graybar Elec Co 180 N Jefferson R J Harkins MA 8-1946 TRE1E2
Greusel Distr 808 N Market F W Greusel MA 8-1310 TRE1E2
Lappin Elec Co 1022 N 5 St D C Lappin Pr DA 8-7878 TRE1E2
Marsh Radio Supply 526 W State St E E Marsh DA 8-1320 PSTRE1*
Morley-Murphy 5151 W State St S L Stiles GL 3-7200 TRE1E2M
Pritzlaff Hdw Co John 333 N Plankinton Ave MA 8-1965 TR
Radio Parts Co 538 W State St C M Brown MA 8-4048 TRPS*
Radio Specialty 829 N Bdwy A Van Antwerpen MA 8-2060 TRE1E2
Roth Appl Distr 647 W Virginia W H Roth Pr BR 1-1111 TRE1
Sievert Distr 1415 W Mitchell C Sievert OR 2-5000 TRE1E2
Standard Elec Supply 1045 N 5 St L H Siegel BR 2-4720 TRE2
State Distr Co 3500 W Pierce A DeB Gains EV 3-6200 TRE1

RCA VICTOR



Taylor Elec Co 112 N Broadway J A Taylor BR 1-5400 TRE1PSM

Turnock Co Charles E 336 W State St C E Turnock MA 8-6584 PS
Westinghouse Elec Supply 546 N Broadway R E Lovdal TRE1E2

(Directory continued on next page)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

APPLETON—Appleton Radio Supl Co 1217 N Richmond
MADISON—Satterfield Radio Supply 326 W Gorham St
MARINETTE—G M Popkey Company Main at Ninth St
MILWAUKEE—Radio Parts Co Inc 538 West State St

Standard COIL PRODUCTS CO., INC.

"THE STANDARD TUNER"—"THE STANDARD BOOSTER"

SEE STANDARD COIL JOBBERS

CHIPPEWA FALLS—Bushland Radio Specialties
RACINE—Superior Radio Parts 908 State Street

WISCONSIN (Continued)

RACINE

Standard Radio Parts Co 1244 State St J A Swanson 4-3634 PSR*
Superior Radio Parts Co 908 State St R H Campbell 4-7890 PS

SHEBOYGAN

Honold & LaPage 11 & Ky Ave P H Honold Pr 5544 TRE1E2
Koopsell Co J J S 9 at Commerce F W Koopsell 3646 TRE1E2PS
Nitze's 1129 N 8 St 9531 PS

SUPERIOR

Central CoOperative Wholesale TR

WAUSAU

Radio Service & Supply 615 3 St Geo Hablewitz 3272 PSTR*



FADA
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Belleville, New Jersey

In Wisconsin it's



**FOR RESISTORS
& VOLUME
CONTROLS**

YOUR DISTRIBUTORS ARE

- APPLETON**—Appleton Rad Sup 1217 N Richmond St
Valley Radio Distributors 518 N Appleton Street
- GREEN BAY**—Neslo Elec Distr 308 N Chestnut Street
Northern Radio & Television Co 708 S Broadway
G M Popkey Company 716 Main Street
- LA CROSSE**—Stark Radio Co 71 South 12th Street
- MADISON**—Radio Distributors 701 E Johnson Street
Satterfield Radio Supply Co 326 W Gorham Street
- MARINETTE**—G M Popkey Main at Ninth Street
- MILWAUKEE**—Central Rad Parts 1723 W Fond du Lac
Electro-Pliance Distributor 2458 West Lisbon St
Radio Parts Company 538 West State Street
Charles E Turnock Company 336 West State Street
- WAUSSAU**—Radio Service & Supply Co 615 Third St

WYOMING

CASPER

Schulte Hdwe Co 228 S Centre St RE1

CHEYENNE

Houge Radio & Supply 2008 Carey Ave C A Houge 6398 PSR*
(Directory continued on next page)

**SYLVANIA
DISTRIBUTORS
AT YOUR SERVICE**



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

CHEYENNE—Houge Radio & Supply Co 2008 Carey Ave

In Wyoming it's



**FOR RESISTORS
& VOLUME
CONTROLS**

YOUR DISTRIBUTOR IS

CHEYENNE—Houge Radio & Supply Co 2008 Carey

**9 1/2 out of 10
TV Fuses are**



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Jensen LOUDSPEAKERS

JENSEN MFG. CO., 6601 S. LARAMIE, CHICAGO 38



OMISSIONS

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DYNAMIC SERVICE!

That's what
CALDWELL-CLEMENTS PUBLICATIONS
provide to the

RADIO TELEVISION ELECTRICAL and ELECTRONIC DEFENSE INDUSTRIES

1. **TELE-TECH**—National engineering magazine of research, development, manufacturing and operation in the multi-billion-dollar TV-radio, communication and electronic defense industries.
2. **RADIO & TELEVISION RETAILING**—Leading merchandise and maintenance magazine on the home front serving the nation's dealers in TV-radio, electrical appliances, records, service.
3. **DISTRIBUTORS' DIRECTORY**—The only complete national directory of TV-radio-appliance distributors ever published. Packed with exclusive statistics on nearly 3,000 TV-radio-appliance suppliers.
4. **REPRESENTATIVES' DIRECTORY**—Annual listing of manufacturers' representatives, by state and alphabetical, who sell engineering equipment and components to jobbers. Coming soon.

CALDWELL-CLEMENTS, INC.

480 Lexington Ave., New York 17 • PLaza 9-7880

201 N. Wells St., Chicago 6, Ill.

2506 W. 8th St., Los Angeles 5, Calif.

Be Sure There Are Other Boosters on the Market!

BUT... Your fringe area customers will more

than THANK

YOU

for

selling

ANCHOR

THE
FINEST TWO-STAGE
TV
Pre-Amplifier
EVER MANUFACTURED

List Price

\$49.50

Only ANCHOR can provide your customers with ALL of the most Ultra-Modern advantages for consistent, top-notch, long-range TV reception. Here's why!

- ANCHOR has the highest gain of any TWO-STAGE BOOSTER.
- ANCHOR has the highest Signal to Noise Ratio.
- ANCHOR is the only non-regenerative unit available. The unit that is not returned.
- ANCHOR'S Single Knob Construction is so convenient, for Booster is turned on and can be switched and tuned all on the same knob.
- ANCHOR'S New and Revolutionary method of construction of the RF Stage (Pat. Pend.) is the only real engineering advance in Boosters in recent years.
- ANCHOR'S TWO-STAGE BOOSTER is modernly styled with streamlined plastic escutcheon, soft mahogany leatherette finish.
- IMPORTANT! ANCHOR'S TWO-STAGE BOOSTER is often the answer to installation difficulties well within the normal TV areas where their New Single Stage Model fails to give complete satisfaction.

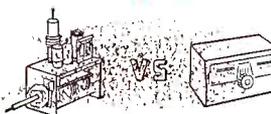


ANCHOR'S TWO-STAGE BOOSTERS NOW ROLLING OFF PRODUCTION LINE

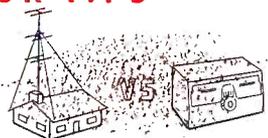
Yes, the finest TWO-STAGE Pre-Amplifier is no longer a promise but a reality..and what a reality! When you receive your first order be sure to study the instruction book which accompanies each ANCHOR TWO-STAGE Model ARC-101-100. You Retail Dealers will soon enjoy a tremendous promotional campaign backing all ANCHOR BOOSTERS so be sure YOU know all the answers. We'll send you the customers.



ANCHOR TIPS



ANCHOR employs a totally new method of construction of the RF Stages in maximum gain with best possible Signal to Noise Ratio. When the noise factor was measured in DB it actually showed up better than the best TV tuner tested at the Hazeltine Laboratories.



Your customers will thank you if you don't make an antenna installation that is too hazardous and costly when you can give them a more satisfactory installation at a profit to yourself with an ANCHOR BOOSTER.

OVER
100 MILES
CONSISTENT
TV RECEPTION



Field tests made by independent service engineers have proven the Anchor Booster can give consistent top-notch TV reception over 100 miles. This is not a possibility but a FACT! This, of course, will extend TV sales to many untapped markets.

ANCHOR
RADIO
CORP.

375 SO. 41. LOUIS. AVE.

CHICAGO 23, ILLINOIS

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE

CHICAGO 23, ILLINOIS

ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

WISCONSIN (Continued)

RACINE

Standard Radio Parts Co 1244 State St J A Swanson 4-3634 PSR*
Superior Radio Parts Co 908 State St R H Campbell 4-7890 PS

SHEBOYGAN

Honold & LaPage 11 & Ky Ave P H Honold Pr 5544 TRE1E2
Koopsell Co J J S 9 at Commerce F W Koopsell 3646 TRE1E2PS
Nitze's 1129 N 8 St 9531 PS

SUPERIOR

Central CoOperative Wholesale TR

WAUSAU

Radio Service & Supply 615 3 St Geo Hablewitz 3272 PSTR*



FADA
Pioneers since 1920

For your local distributor
write or wire FADA
Belleville, New Jersey

In Wisconsin it's



**FOR RESISTORS
& VOLUME
CONTROLS**

YOUR DISTRIBUTORS ARE

- APPLETON—Appleton Rad Sup 1217 N Richmond St
Valley Radio Distributors 518 N Appleton Street
- GREEN BAY—Neslo Elec Distr 308 N Chestnut Street
Northern Radio & Television Co 708 S Broadway
G M Popkey Company 716 Main Street
- LA CROSSE—Stark Radio Co 71 South 12th Street
- MADISON—Radio Distributors 701 E Johnson Street
Satterfield Radio Supply Co 328 W Gorham Street
- MARINETTE—G M Popkey Main at Ninth Street
- MILWAUKEE—Central Rad Parts 1723 W Fond du Lac
Electro-Pliance Distributor 2458 West Lisbon St
Radio Parts Company 538 West State Street
Charles E Turnock Company 336 West State Street
- WAUSSAU—Radio Service & Supply Co 615 Third St

WYOMING

CASPER

Schulte Hdwe Co 228 S Centre St RE1

CHEYENNE

Houge Radio & Supply 2008 Carey Ave C A Houge 6398 PSR*
(Directory continued on next page)

**SYLVANIA
DISTRIBUTORS
AT YOUR SERVICE**



Radio Tubes
TV Picture Tubes
Electronic Products
Test Equipment
Transmitting Tubes
Panel Lamps

CHEYENNE—Houge Radio & Supply Co 2008 Carey Ave

In Wyoming it's



**FOR RESISTORS
& VOLUME
CONTROLS**

YOUR DISTRIBUTOR IS

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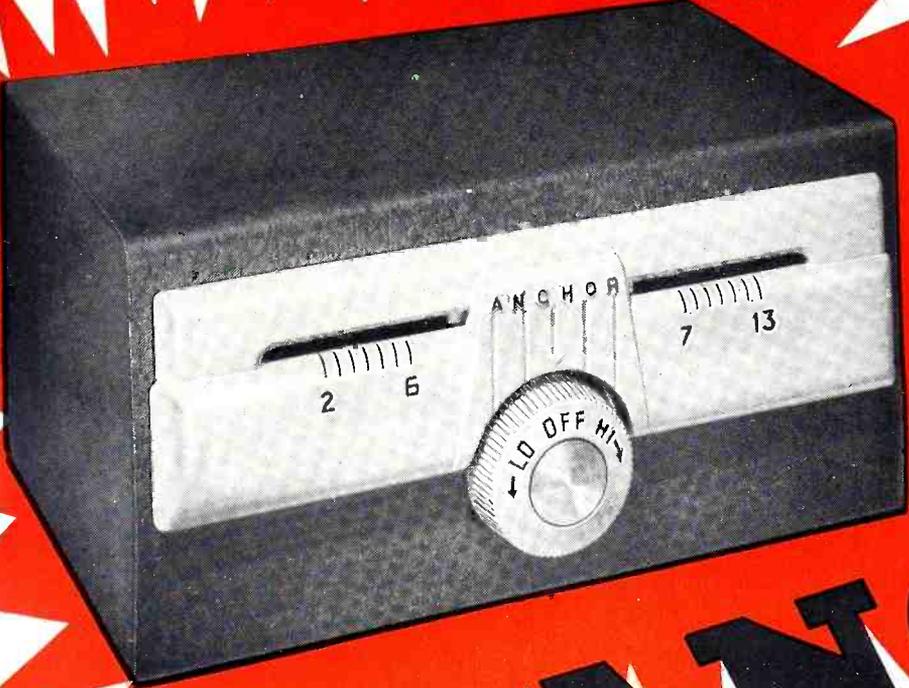
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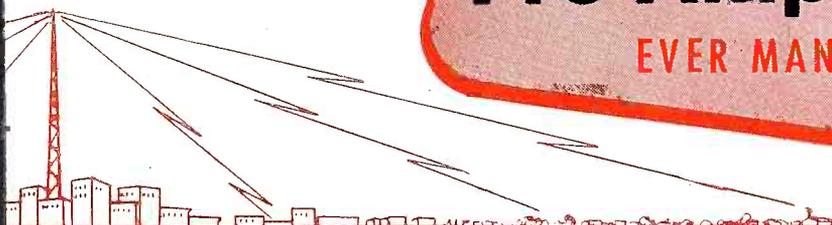
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- ANCHOR has the highest gain of any TWO-STAGE BOOSTER.
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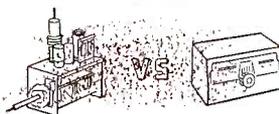


ANCHOR'S TWO-STAGE BOOSTERS NOW ROLLING OFF PRODUCTION LINE

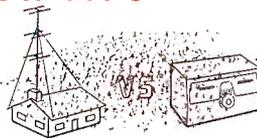
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OVER
100 MILES
CONSISTENT
TV RECEPTION



Field tests made by independent service engineers have proven the Anchor Booster can give consistent top-notch TV reception over 100 miles. This is not a possibility but a FACT! This, of course, will extend TV sales to many untapped markets.



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