

CALDWELL-CLEMENTS'

RADIO & TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing



1952

1922

30 Years of
Radio

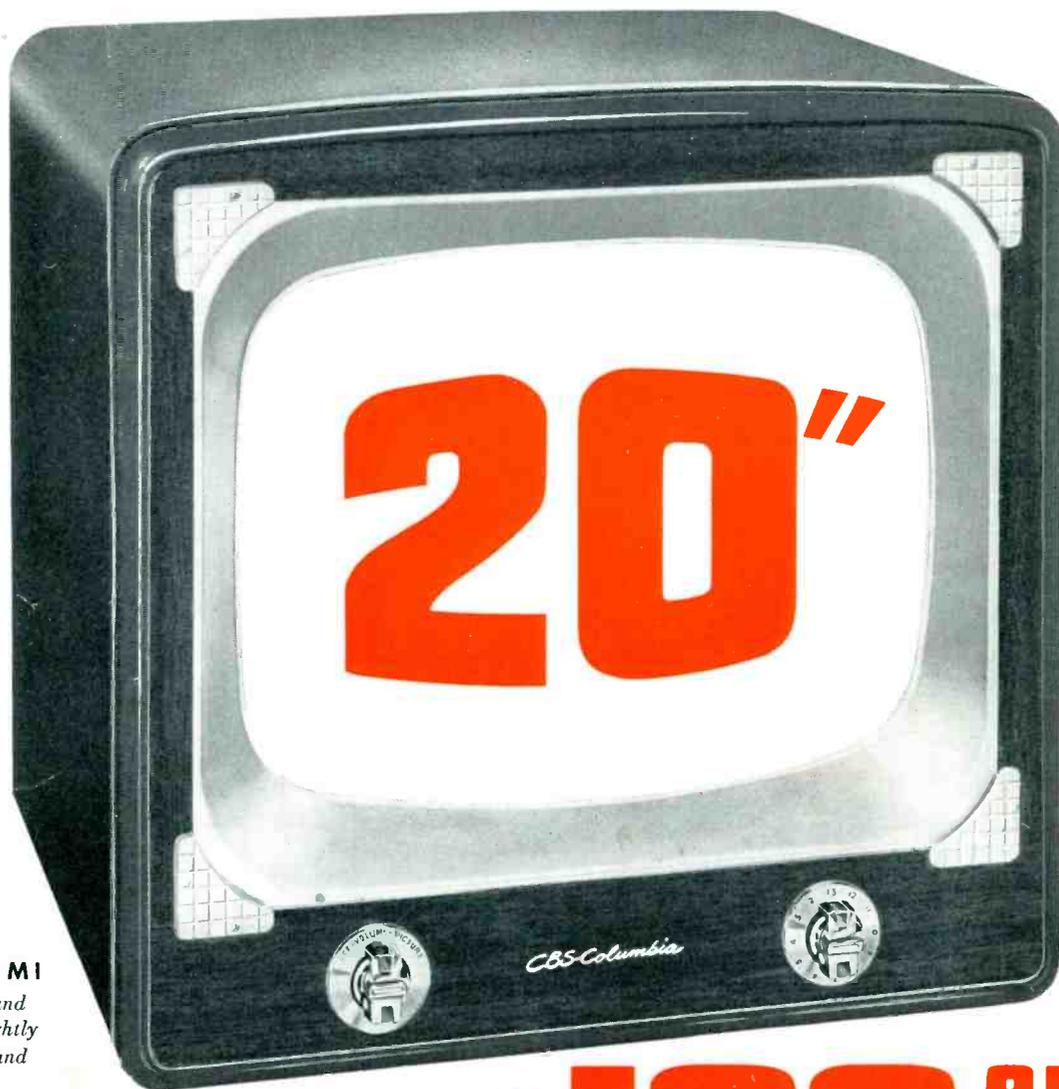
Y 7/5
JAN
UK11
LA14

Matthews Radio,
Box 116,
Spring Arbor, Mich.

January • 1952

Including
DISTRIBUTORS DIRECTORY

CBS-COLUMBIA



MODEL 20 M1

**Plus F. E. T. and
Warranty. Slightly
higher South and
West.*

\$199⁹⁵ *

First with

CUSTOM TUNING[®]

Model 20 M1, like *all* CBS-Columbia receivers can be
"Custom-tuned"[®] for the neighborhood in which it is installed.

CBS-Columbia



CBS-COLUMBIA INC., 170-53RD STREET, BROOKLYN 32, N. Y.

RADIO & TELEVISION RETAILING

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

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Publishers also of TELE-TECH

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Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y.

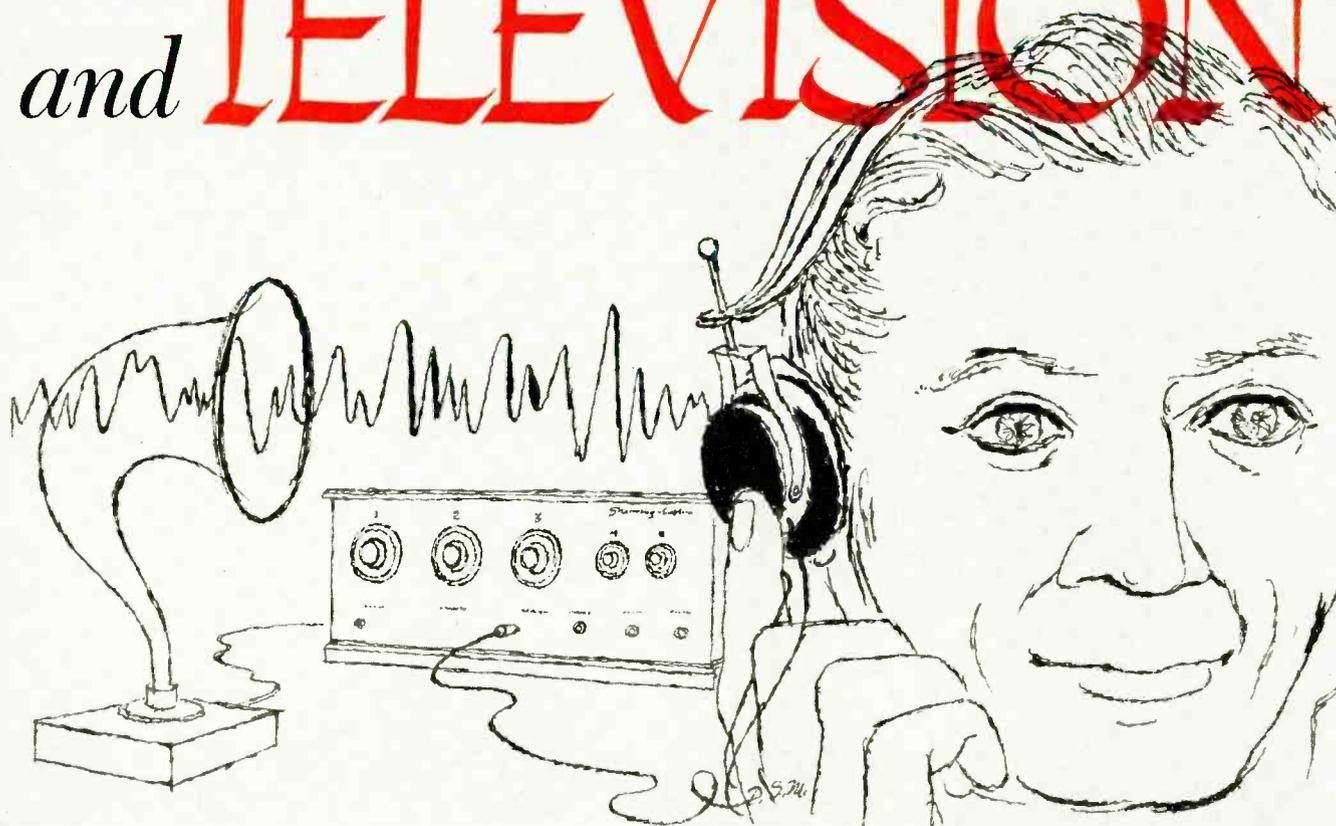
Stromberg-Carlson

celebrates

30 YEARS -

in RADIO

and TELEVISION

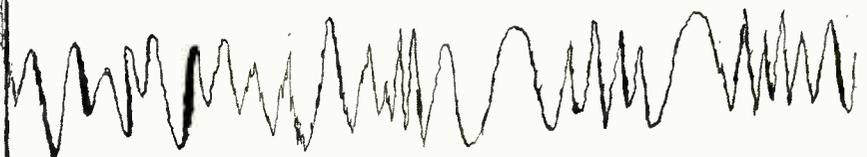
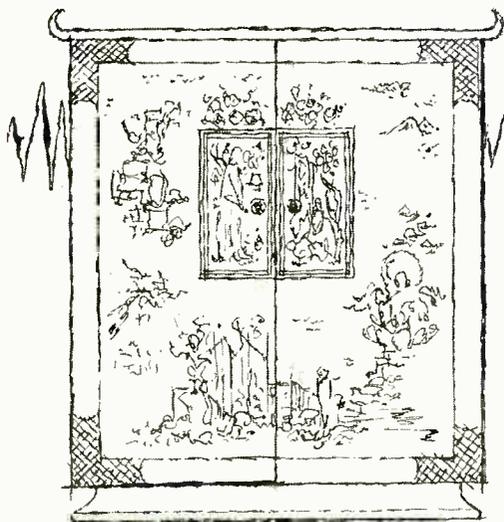


30 YEARS-

Thirty years is a long, long time in radio. Only three other radio-TV set manufacturers who produced in 1922 are in the industry today. No one has more experience in producing quality instruments than Stromberg-Carlson.

In 1922, Stromberg-Carlson already had 28 successful years of experience in the telephone business. This background of telephone know-how has been invaluable, enabling Stromberg-Carlson, right from the start, to do things just a little bit better . . . to keep several strides in front . . . to be the quality leader.

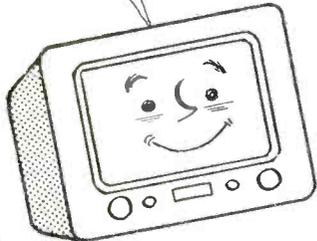
In 30 years Stromberg-Carlson has pioneered many important firsts—developments that are fundamental to the radio and television we know today. But what we are most proud of is this: Over the years Stromberg-Carlson has consistently created instruments of such dependability and beauty that today millions agree, “There is nothing finer than a Stromberg-Carlson.”



“There is nothing finer than a
STROMBERG-CARLSON®”

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

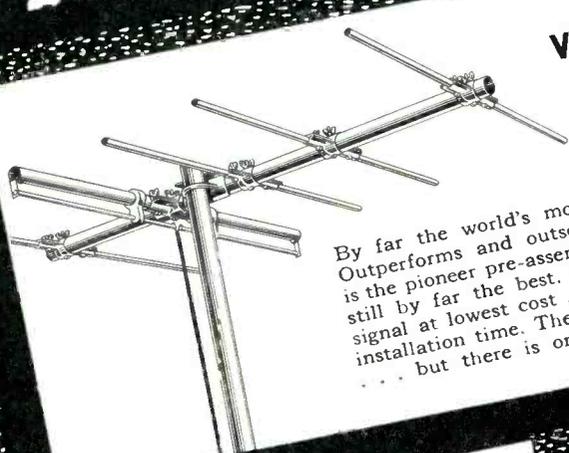
I work best with a Vee-D-X



For the SHARPEST CLEAREST PICTURES

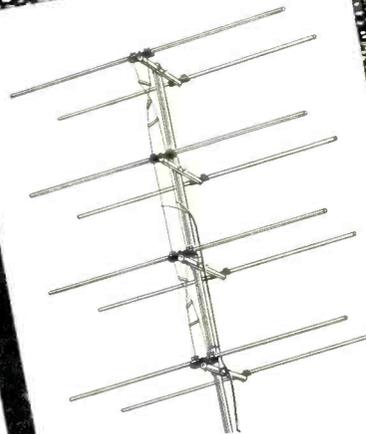
IN TELEVISION 

INSTALL
Genuine
VEE-D-X
the world's most powerful
TV ANTENNAS



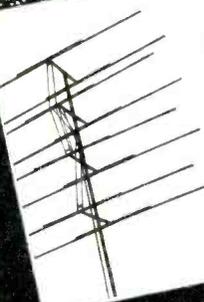
VEE-D-X JC

By far the world's most popular Yagi. Outperforms and outsells all others. It is the pioneer pre-assembled Yagi — and still by far the best. Provides powerful signal at lowest cost . . . with minimum installation time. There are many copies . . . but there is only one "JC" Yagi.



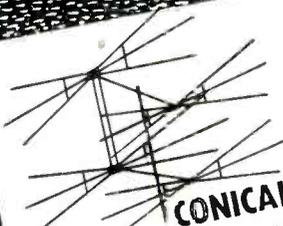
COLINEAR

Here is the lowest priced 4-bay array ever manufactured. High gain all-channel performance. Pre-assembled construction. The ideal antenna where powerful multi-channel reception is required.



the SUPER

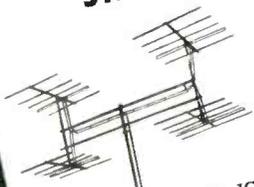
Highest gain and most powerful all-channel television antenna ever manufactured. Holds every record for long distance reception. The Super is a four-bay, full wave, 32 element stacked array of extra heavy construction. Sharp beam angle minimizes ghosts, noise and co-channel interference.



CONICALS

VEE-D-X conicals are built up to a standard — not down to a price. They feature interchangeable elements and the VEE-D-X universal bracket, which makes possible 18 combinations to meet your specific area requirements.

STACKED ARRAYS for extra gain



4-stacked side-by-side JC array provides highest possible gain in hilly and mountainous terrain. Powerful long distance reception.



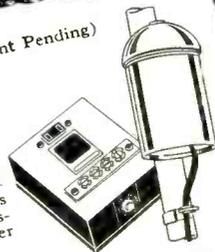
Double-stacked JC array with half-wave spacing. Provides additional gain and better signal-to-noise ratio.



4-stacked vertical JC array ideal for long distance reception areas with relatively flat terrain.

ROCKET BOOSTER (Patent Pending)

A powerful single channel mast-mounted booster that delivers powerful gain. Easy to install and low in price. Amplifies signal at antenna height where most favorable signal-to-noise ratio exists. Uses single 300 ohm transmission line. No special power cable needed.



THE LaPOINTE-PLASCOMOLD CORPORATION
Windsor Locks, Connecticut

DOMESTIC SERVICE
 Check the class of service desired; otherwise this message will be sent as a full rate telegram

FULL RATE TELEGRAM	SPECIAL
DAY LETTER	NIGHT LETTER

WESTERN UNION

FILED	LETTER TELEGRAM
DAY	
VICTORY LETTER	DAY LETTER

W. P. MARSHALL, PRESIDENT

NO. WORDS, L. OF SVC.	PD. OR COLL.	CASH NO.	CHAR. LETTER & ROUTE	TIME FILED

GET SET
FOR THE MOST DRAMATIC
FEATURE PACKED VALUE PACKED
PROFIT PACKED
PRODUCTS IN APPLIANCE HISTORY...

It's PHILCO Again in 1952

- ★ ADVANCED DESIGN REFRIGERATORS
- ★ AIR CONDITIONERS ★ ELECTRIC RANGES
- ★ BALANCED BEAM TELEVISION
- ★ RADIOS AND RADIO-PHONOGRAPHS

ENTHUSIASTIC Philco distributors throughout the nation are now raising the curtain on the most revolutionary advances in the appliance industry. New in engineering concepts... new in designs... new in features... and, again, unmatched in quality, performance and consumer appeal.

Yes, once again, Philco offers the very finest of products, and the *greatest merchandising and profit opportunities* in the industry.

Get set for the big news of 1952. See for yourself why Philco for '52 is the most profitable, all-year-round franchise in the appliance business.

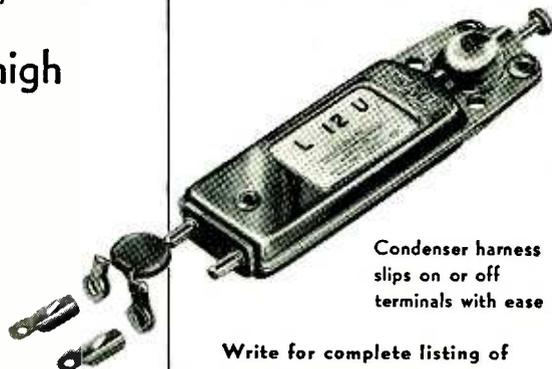


AMAZINGLY VERSATILE NEW ASTATIC L-12-U CRYSTAL CARTRIDGE

Leave condenser
harness on for low
output (1.2 volts) . . .
or slip it off for high
output (4.0volts)
to replace over
125 standard
78 RPM Cartridges



LIST PRICE . \$4.95
Code ASWSF



Condenser harness
slips on or off
terminals with ease

Write for complete listing of
78 RPM Cartridges which
the L-12-U replaces.

AT LAST, here is the first completely satisfactory answer to a long-felt need! You can now replace most standard 78 RPM cartridges with one, single model . . . and get reproduction guaranteed to better or equal the previous unit. It's the newly perfected Astatic Dual-Output L-12-U Crystal Cartridge which puts this modern replacement magic at your fingertips. Think of the savings in time and trouble . . . the streamlining of old problems, all the way from inventory to installation! Try the new Astatic L-12-U at the first opportunity . . . you'll adopt it at once as your number one standby.

FEATURES:

1. Stamped steel housing.
2. Needle chuck limiting feature which restricts motion of the chuck both radially and lengthwise, prevents dislocation of chuck, and protects against crystal breakage from rough handling and when changing needle.
3. Dual-output, 1.25 or 4.0 volts at 1,000 c.p.s.
4. Range to 5,000 cycles.
5. Minimum needle pressure, 1 oz.
6. Net weight, 19 grams.
7. Furnished with complete installation instructions and listing of cartridges the L-12-U replaces.



Astatic Crystal Devices manufactured under Brush Development Co. patents.

Reps Honor NEDA



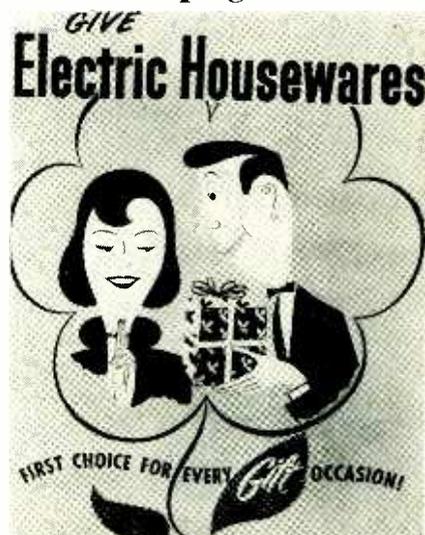
Plaque being presented to Charles Ollstein, president of the N. Y. Chapter, National Electronics Distributors Association and head of Sanford Electronics Corp., by James Pickett, president of N. Y. Chapter of the Reps, betokens appreciation by the Reps of pleasant relations with NEDA. Presentation was made at recent stag dinner of the Reps. On left is N. Y. Rep, Dan Bittan.

Speakers at '52 Convention

The 1952 annual convention of the National Appliance and Radio Dealers Assn., to be held January 13-15 at the Conrad Hilton Hotel, Chicago, will include talks by Dr. Allen B. Du Mont, president, Allen B. Du Mont Laboratories, Inc.; Raymond J. Hurley, chairman of the board of Thor Corporation; Thomas F. Joyce, vice-president and general manager, Raymond Rosen & Co., Philadelphia distributor; William F. Kelly, senior vice-president, The Pennsylvania Co.; Glen McDaniel, president, Radio-Television Mfrs. Assn., and R. M. Mitchell, general sales manager, Whirlpool Corp.

Walter G. Muhlback, president, The Institute of Cooking and Heating Appliances, is scheduled to speak as are M. R. Norton, chairman of the Edison Electric Institute Dealer Cooperation Committee; Fred D. Ogilby, vice-president in charge of sales, television and radio division, Philco Corp., and D. A. Packard, sales manager, Nash-Kelvinator.

NEMA Campaign Poster



This 3-color poster has been introduced by the Electric Housewares Section of NEMA, sponsors of the Electric Housewares Gift Campaign, to help dealers spur more sales during Spring 1952. Full campaign plans will be presented to dealers at the January Housewares Show in Chicago.



Interview with an Eagle!

Among trademarks, the Majestic eagle is a celebrity, as five million Majestic set owners the world over will readily agree.

Well, the other day, Radio & Television Retailing's star reporter interviewed the Majestic Eagle on television and said,

"CONGRATULATIONS. We hear it's your 30th Anniversary, and you're mightier than ever in the fine values of the Majestic line."

"CONGRATULATIONS YOURSELF," the eagle replied. "It's your 30th Anniversary too, and you're mightier than ever in the affection and interest of your readers."

Speaking of values, the Majestic 1952 line starts at \$179.95 for a 17" table model.

AN OPEN INVITATION

Full line of Majestic Radio & Television, and Wilcox-Gay Recorders will be on display in our Chicago showrooms, 743 No. La Salle St., during the January Furniture Market, January 7 through January 18.



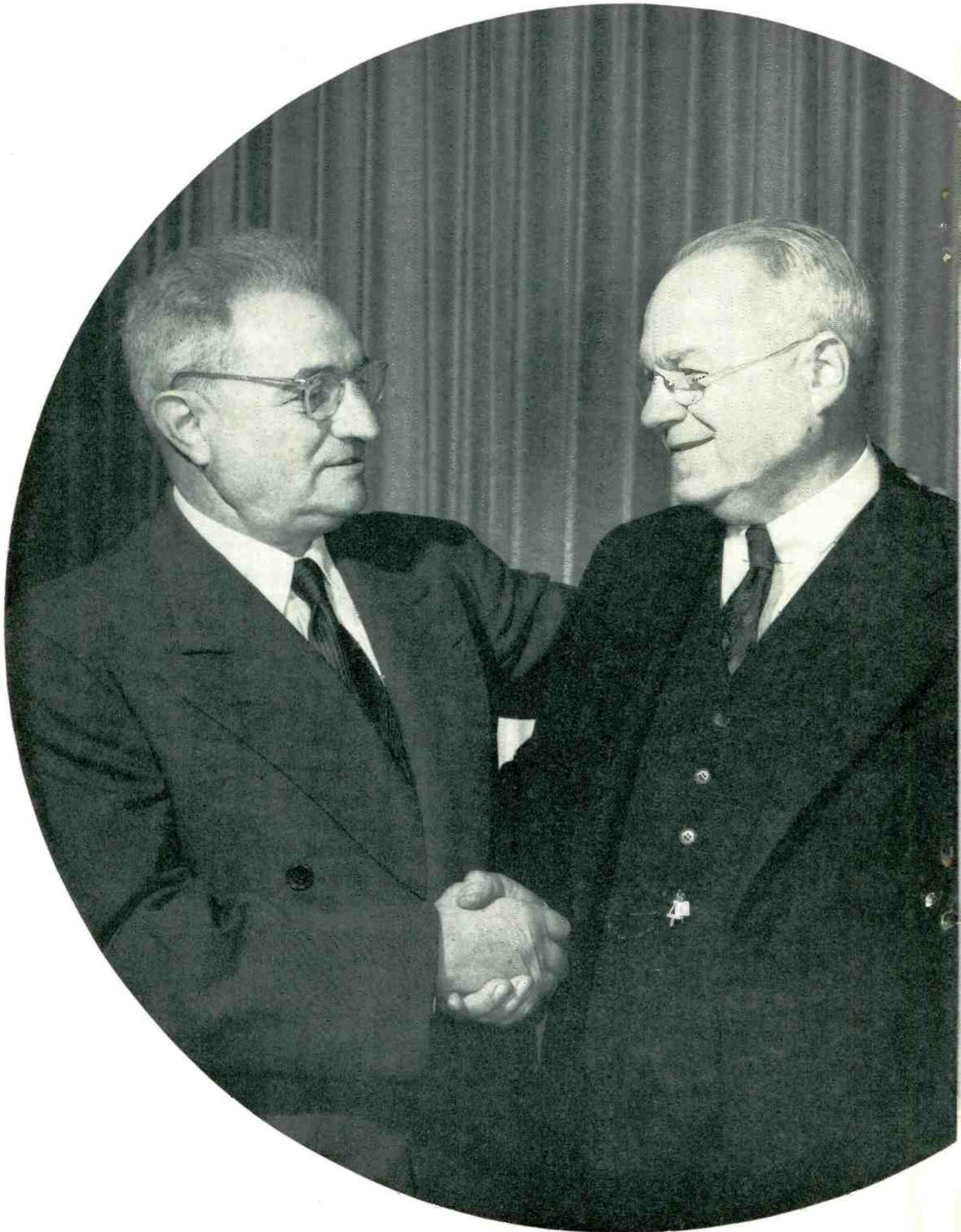
Majestic

MIGHTY MONARCH OF THE AIR

NOW MIGHTIER THAN EVER

MAJESTIC RADIO & TELEVISION, division of THE WILCOX-GAY CORP. • 385 FOURTH AVE. • NEW YORK 16

RADIO & TELEVISION RETAILING • January, 1952

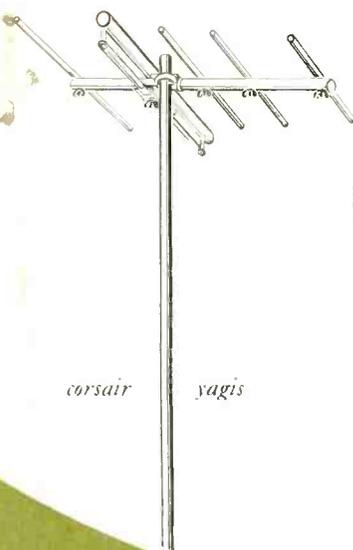


“During our 22 years
in the electronics industry,
Radio & Television Retailing
has been instrumental in our growth-
just as you, Dr. Orestes H. Caldwell, have been
instrumental in making radio, TV and
electronics one of the greatest industries
in the world. Please accept my hearty
congratulations on your

30 years

in the publishing business.”

Julius Finkel, president, JFD Manufacturing Co., Inc.

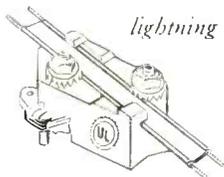


corsair

yagis



“little giant”



lightning arrester



tuck-away booster

Catalogs & Bulletins

Minnesota Mining and Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn. has made available a 16-page illustrated booklet entitled "Sound Ideas for Business and Industry" which shows 20 ways that tape recording is saving money, materials and manpower for business and industry. It also shows how tape recording works and how tape can be edited, erased and re-used. The booklet is available on request to the company.

Sprague Products Co., North Adams, Mass.: The 4th edition of the Sprague TV Replacement Capacitor Manual contains accurate, up-to-the-minute capacitor replacement data on a total of 1561 receiver models by 63 manufacturers. This manual shows complete, set-by-set listings of original equipment capacitors and their recommended Sprague replacements. Rating data and manufacturer's part numbers are listed for the original capacitor, while Sprague catalog numbers and electrical specifications are given for the replacement unit. Free copies of the new manual, publication M-481, are available from local

Sprague distributors, or may be obtained directly from Sprague Products Company, North Adams, Mass. on receipt of 10¢ to cover mailing and handling.

Astron Corporation, 255 Grant Ave., East Newark, N. J., manufacturers of capacitors and RF interference filters: Catalog AC-3, which offers educational information on performance data and test characteristics should prove helpful to all users of capacitors and filters. Listed and illustrated are the comprehensive line of dry electrolytic capacitors, along with all applicable engineering data. The newly developed Astron Type AQ capacitors, for operation at 125° C without derating, are presented for the first time. RF interference filters (radio noise suppressors) are listed and illustrated, with drawings, attenuation charts and other design aids. Requests for catalog AC-3 should be forwarded (on organization letterhead) to the manufacturer.

Bell Sound Systems, 555 Marion Road, Columbus 7, Ohio: A new 20-page catalog covers the complete line of Bell sound equipment, including amplifiers, loud speakers, tape recorders, PA systems, intercoms, etc. Complete specifications as well as illustrations are provided for all equipment listed. Catalog will be sent on request direct to the firm.

Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.: A new wall chart of Impedance Mismatch and Line Loss versus Line Impedance and Line Length has just been announced. It is available free to sound specialists and audio installation engineers. Ask for chart 107.

Remington-Rand, Inc., South Norwalk, Conn.: The booklet "Television Interference" is a collection of articles by Phillip S. Rand, of Remington-Rand, Inc. The articles are the result of extensive research in the Remington-Rand Laboratory for Advance Scientific Research, at South Norwalk, Connecticut. Dealers and Servicemen who desire a copy may write direct to Mr. Rand at the Remington-Rand Laboratory, Wilson Avenue, South Norwalk, Conn.

Pyramid Instrument Corporation, 49 Howard Street, New York 13, N. Y.: A 16-page manual, No. 504, entitled "Servicing with the Amprobe" is available to the industry on request. Case histories, told in the words of actual servicemen and other experts, show how the Amprobe saves time and effort in locating trouble, and prevents the shutting down of operating equipment. A copy of Manual No. 504 may be had by writing to the Pyramid Instrument Corp.

(Continued on page 18)



NEW GOODLINE AIRLEAD has everything you want!

- Sharp, clean, "snow-free" pictures.
- Correct impedance for "ghost-free" reception. Nominal 300 ohms.
- Lower in cost than other leadlines purported to accomplish same results.
- Correct spacing for minimum radiation loss—Less than 1% of operating wave length.
- Fully insulated—approved by safety experts.
- Pure, unadulterated polyethylene insulation — specially treated by our chemists for extreme weather.
- High-efficiency conductors: Flexible, stranded — to insure long life.
- Easily installed — with standard insulators.
- Packaged in convenient lengths: 100', 250', 500', 1,000', 2,500'.
- AT YOUR DEALERS, or Write For Free Samples and Literature.

*Patent Pending *Trade Mark U.S. and Foreign Patents Pending
EXCLUSIVE LICENSEE AND SOLE MANUFACTURER

Don Good INC.

1014 FAIR OAKS AVENUE
SOUTH PASADENA, CALIFORNIA

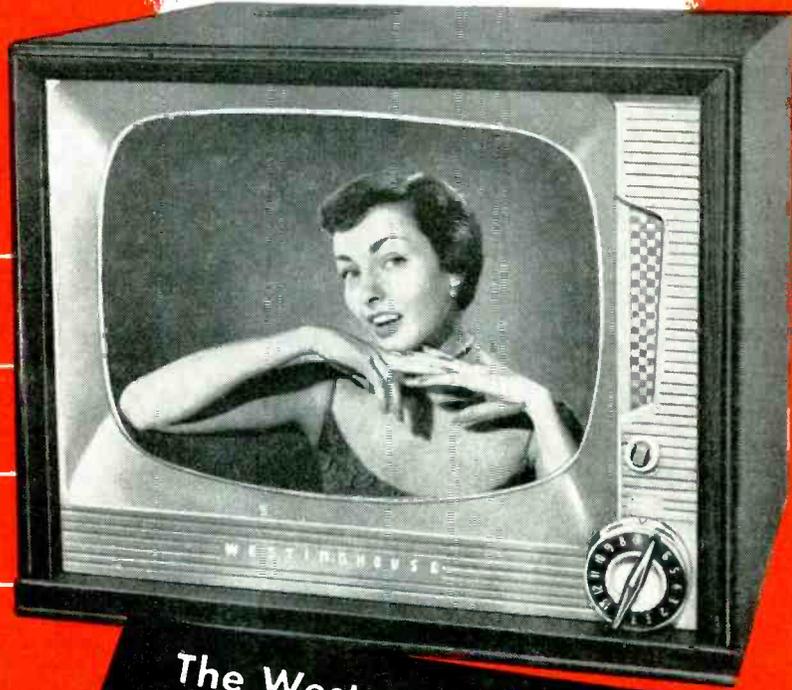
OTHER OUTSTANDING GOODLINE PRODUCTS:

VARIABLE TELETRAPS - 2: Highly effective for eliminating interference from FM STATIONS, and DIATHERMY and AMATEUR SIGNALS within its tuning range.

HI-PASS FILTER: Eliminates or greatly reduces interference picked up by I. F. AMPLIFIER or TV RECEIVER—interference arising from strong, local low-frequency fields: X-Ray, Diathermy Equipment, Neon Lights, Etc., Etc.

Looking for a Happy Marriage?
1952
Westinghouse

TELEVISION and RADIO
So Easy to Live with!



This streamlined TV line adds up to *sound year-around profits*. No other line consistently provides so many plusses to the dealer.

Superior performance resulting from new sensitivity—ideal for fringe dealers.

More saleable features than ever before claimed by any line.

The outstanding record for freedom from service.

Consumer acceptance that speeds sales for you.

Your distributor has now scheduled early showings of new style models featuring 16, 17, 21 and 24 inch pictures and table, clock and portable radios.

INITIAL SHOWING
FURNITURE MART
ROOM 542B, CHICAGO
JANUARY 7 TO 18

The Westmore, MODEL 676T21
 Has all the new Westinghouse features including dual glare elimination you can convincingly demonstrate. Plus new, improved Electronic Clarifier and Famous Single Dial Tuning.

PLUG-IN UHF RECEPTION
 It's a Westinghouse exclusive. No one can touch it. Plug it in and there is UHF... right on the Single Dial... no extras... no lost channels!



YOU CAN BE SURE... IF IT'S Westinghouse

Sponsors of WESTINGHOUSE STUDIO ONE, America's top television dramatic show!

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



25th

6 BIG SELLING ADVANTAGES FOR TV DEALERS IN '52

<p>THIS ADDS 40% TO YOUR SALES TERRITORY!</p>	<p>1 Reserve power for top reception in the big "unsold fringe" markets.</p>
<p>THIS GETS THE BUYERS WHO DEMAND PROOF!</p>	<p>2 From Maine to California—in actual side-by-side comparisons—proved the standout picture in the toughest reception areas.</p>
<p>THIS BRINGS IN THE BUDGET MINDED (AND WHO ISN'T?)</p>	<p>3 More picture—bigger and better picture per dollar than ever before.</p>
<p>THIS SELLS THE WOMEN, TOO!</p>	<p>4 Fine-furniture cabinetry—veneered in genuine mahogany or natural blond woods—not plastic or metal.</p>
<p>THIS CATCHES ALL BUYERS!</p>	<p>5 Costs less to service—say independent service companies.</p>
<p>THIS IS A DEFINITE SALES-PLUS!</p>	<p>6 General Electric—the quality name of the industry. Leader in television for 25 years. Here is a name your customers believe in.</p>

OTTO GRAHAM, star quarterback, Cleveland Browns



● Handsome console model. Veneered in genuine mahogany and front framed with attractive native hardwood moldings. 17-inch screen. Concealed, easy-moving casters. Model 17C112. **\$299.95***

GARRY MOORE, TV star of "The Garry Moore Show"



● Half-door console with genuine hand-rubbed mahogany veneer. Distinctive 18th Century design. Non-marking, concealed swivel casters. Big 17-inch screen. Model 17C114. **\$349.95***

FRED WARING, director of the "Fred Waring Show"



● Charming contemporary console of genuine mahogany lacquer-finished veneers. Non-marking, easy-moving casters concealed in base. Large 17-inch screen. Model 17C117. **\$319.95***

GEORGE MIKAN, star of the Minneapolis Lakers



● Lovely open-faced console in contemporary design. Genuine mahogany veneers. Large 20-inch screen. Concealed casters in base. UHF plug-in on back of set. Model 20C105. **\$369.95***

Anniversary Values!

Here's selling power that only G-E 25th Anniversary Values can bring you! Not on prices alone—but on quality . . . more picture per dollar, more beauty, plenty of reserve power. Here are extras you can demonstrate! Extras you can prove! Extras that clinch sales! All backed up by hard-hitting, full-page national advertisements and sales promotion. It's a powerful advertising push—geared to your market—made to draw traffic to your store! For the whole big G-E 25th Anniversary sales story, be sure to call your G-E television distributor today!

General Electric Company, Receiver Department, Syracuse, New York

You are cordially invited to General Electric's 25th Anniversary Showing of G-E Radio and Television sets at the Furniture Show in Chicago, Jan. 7th through 18th, in the Merchandise Mart, Suite 1123.

DOAK WALKER,
Detroit Lions halfback



BOB FELLER,
ace pitcher, Cleveland Indians



▲ Smart 17-inch table model. Genuine mahogany veneered cabinet with beautiful satin finish. Model 17T5. **\$259.95***

▲ Modern table model, veneered in genuine mahogany. 17-inch screen. Felt feet on base prevent marking. Model 17T4. **\$249.95***



BLACK-DAYLITE TELEVISION

● Distinctive, new table model with 17-inch screen. Genuine mahogany veneered cabinet with lovely lacquer finish. Felt feet on base. Model 17T7. **\$269.95***



DENISE LOR, TV vocalist
on "The Garry Moore Show"

▲ Beautiful example of fine furniture in a 20-inch screen table model. May be used with or without its sturdy legs. UHF plug-in on back of set. Consolette Model 20T2. **\$299.95***



JOANNE
WHEATLEY,
featured on the
"Fred Waring Show"



1927

G-E scientist Dr. Alexanderson develops the world's first home TV set.

1952

General Electric celebrates a quarter century of television leadership with the finest sets, the greatest values in television history!



*All prices include Federal Excise Tax. Installation and picture tube protection plan extra. Prices subject to change without notice, slightly higher West and South.

You can put your confidence in—

GENERAL



ELECTRIC

Rauland - the Original

LOW FOCUS VOLTAGE ELECTROSTATIC TUBE

**Perfected in Rauland Electronics Laboratories,
this tube that gives edge-to-edge sharpness of focus
without coils and magnets is proved and ready
as the materials pinch becomes painful**

BETTER in all ways! Gives better over-all focus—hair-line sharpness from edge-to-edge—with NO critical materials for focusing . . . and **STAYS SHARP** under considerable variation in line voltages.

REQUIRES NO re-engineering of present television chassis . . . NO added high voltage focus circuit . . . NO added receiver tubes . . . NO additional components except an inexpensive potentiometer or resistor.

FOCUSES by using D.C. voltage already available in the receiver.

ELIMINATES focusing coils and magnets . . . saves critically scarce copper and cobalt.

• • •

This new Rauland development is now available in substantial quantities in 17 and 20 inch rectangular tubes. For further information, address . . .

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS

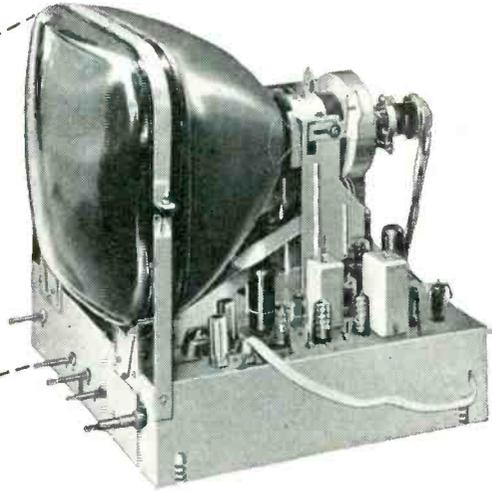


Made to Order for Today's Market

The Line with the Two-Fisted Sales Wallop



Magic Interlace



ROBERTA QUINLAN TV STAR

Magic Interlace makes visible and properly spaces both sets of broadcast lines instantly and automatically.

This picture is coarse, dull, and incomplete because the set shows only one of the two series of horizontal lines.

1. The Industry's Longest Range

The Bendix* Long-Range chassis is first in fringe area reception! In many instances when other sets have produced snow-obscured pictures that flutter, fade and fuzz, Bendix Long-Range Television has pulled in a sharp, clear, consistent picture. A set that can do this opens vast new market potentials for you. All that is needed is a demonstration of Long-Range Bendix Television. It's like seeing television for the first time! We can prove it, too! See the line and get the facts at the Winter Show. If you can't make it, write for details of this great new line.

2. The Industry's Most Compelling Demonstration



20K2—This high-quality model has a 20" rectangular, inclined non-reflecting picture tube with Magic Interlace and easy tuning.



C-182—This sophisticated model features a 17" chassis with automatic gain control . . . Magic Interlace . . . long range reception.



T-171—This 17" set is housed in a hand-rubbed mahogany veneer cabinet. Features full-scope built-in antenna and Magic Interlace.



20C2—The big 20" picture and magnificent cabinetry of this model will appeal to the most discriminating buyers.



17K2—This 17" console features the life-like pictures of Magic Interlace and the ability to bring in clear pictures in fringe areas.



C-172—All the charm and beauty of an original French Provincial together with Magic Interlace on its 17" rectangular tube.

See them at—

- Space 545D—American Furniture Market
January 7th—18th
Chicago, Illinois
- Space 466—Western Furniture Market
February 4th—8th
San Francisco, California
- 3rd Floor—Southern Furniture Market
January 21st—February 2nd
High Point, North Carolina

*REG. U.S. PAT. OFF.

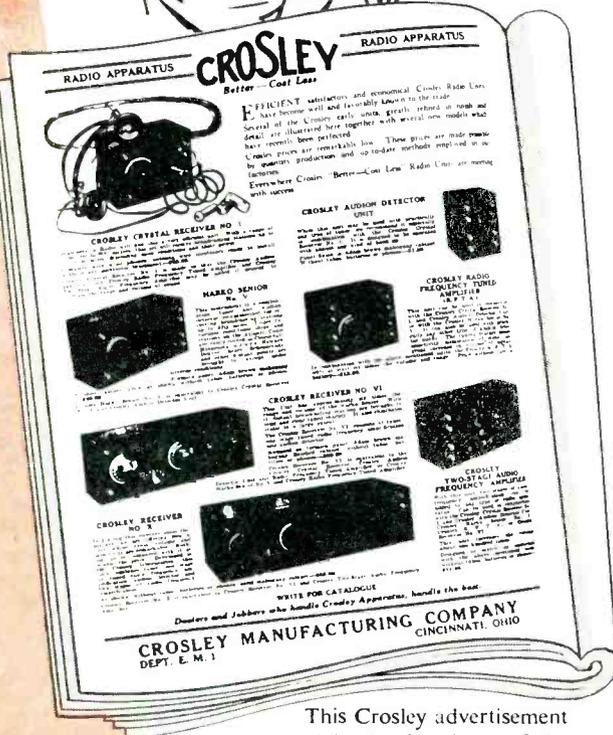
THE PICTURE WITH THE BILLION DOLLAR BACKGROUND

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.

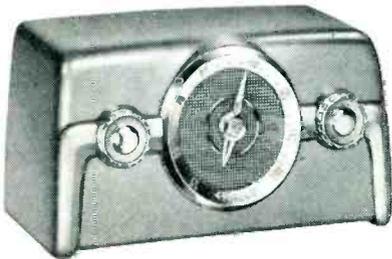
BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION • BALTIMORE 4, MARYLAND

PACING AN INDUSTRY

from Crystal Sets . . .



This Crosley advertisement appeared in the first issue of the publication now known as RADIO & TELEVISION RETAILING. That was in January, 1922—and of all the advertisers in that issue, Crosley is one of the few still in the radio manufacturing business today . . . and more successful than ever!



New 1952 Crosley Coloradios—console-tone performance is combined with sparkling beauty of styling. In a choice of appealing colors which started the widespread trend toward color in small radios.



New 1952 Crosley Portables—strikingly designed, compact, with powerful performance. One of many beautiful models that fit every purse and purpose. Operates on A.C., D.C., or battery. A range of colorful designs.

FROM radio's earliest pioneering days of crystal-and-headphone . . . up through the decades of superhets, Neutrodyne, short wave, D.C., A.C., F.M., and all the other milestones leading to the electronic triumph of television . . . Crosley has played a vital role in the history of this industry's ascendancy. For Crosley was virtually *born* with the radio business, starting in 1921 when the historic Crosley "Ace" Model put radio within reach of all America for the first time!

Crosley Pioneers in Broadcasting

To achieve better programming and transmission, Crosley opened the nation's third commercial radio station in 1922. Today Crosley's facilities for the continued study and improvement of broadcasting, telecasting, and receiving include "The Nation's Station", WLW, with its A.M., F.M. and television facilities—and its affiliate stations. Thus, on *both* ends of the radio and television business, Crosley research and advancements have been continuous.

Joins AVCO

Since 1945, Crosley has been a part of AVCO—one of the great corporations of America. The vast consumer acceptance enjoyed by Crosley products has been combined with tremendous financial and manufacturing resources to the ever-increasing benefit of distributors, dealers, retail salesmen and consumers everywhere.

Crosley advancements in radio and television through 30 pioneering years prove why year after year, now, as in the past . . .

**THE PACE-SETTING IDEAS
ARE COMING FROM CROSLY!**

THROUGH 30 PIONEERING YEARS!

to the Modern Miracle of...

CROSLEY Duo-Frequency TELEVISION

Now! Climaxing 30 years of research and development in the field of electronics engineering—and achieving a new high in styling-leadership—Crosley presents the outstanding television line for 1952!

COMPARE!

- ★ Take a long look and see how unbelievably clear and steady a TV picture can be.
- ★ Find out what real power can do to get good reception from stations near and far.
- ★ Discover how easy tuning can be with one-knob control — just like tuning a radio.
- ★ Learn how a specially designed built-in dual antenna can cover all channels, get clear pictures on every station.
- ★ See how advanced engineering can virtually eliminate interference, keep picture from fading.
- ★ Listen and hear how true to life sound can be.
- ★ Find out what 30 years of electronics experience can mean in dependable performance year after year.
- ★ See how beautiful master-crafted cabinets can be.



The Enrico Caruso—

Model DU-20 PDM. Georgian combination. 20-inch picture tube. Hand-rubbed mahogany veneer.



The John Philip Sousa—

Model DU-17 TOB. Modern table model. 17-inch picture tube. Blond wood finish. (Mahogany veneer model, DU-17 TOM.)

CROSLEY

Division



Cincinnati 25, Ohio

BETTER PRODUCTS FOR HAPPIER LIVING

Television • Radios • Shelvador® Refrigerators • Shelvador® Freezers • Sinks • Food Waste Disposers • Electric Ranges • Electric Water Heaters • Steel Kitchen Cabinets

Now! EXTRA POWER!

FOR SINGLE CHANNEL RECEPTION . . .



**GIVES EQUAL GAIN
TO A
DOUBLE-STACKED
5 ELEMENT
YAGI ARRAY**

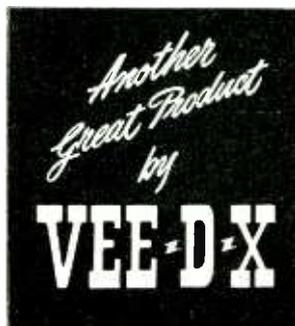
VEE-D-X engineers have perfected this entirely new 8 element Yagi to meet the increasing demands throughout the trade for a single bay antenna that produces as much gain as a stacked Yagi array, yet lower in cost, easier to install, and better in appearance.

at lower cost!

ONLY **12⁵⁰** LIST
CHANNEL 7-13

Long John is the answer.

- Costs less than a double-stacked array
- Faster, easier to install than stacked arrays
- Better roof-top appearance
- Higher front-to-back ratio
- eliminates co-channel interference
- Full 6 megacycle band width
- Rugged pre-assembled construction



THE LAPOINTE-PLASCOMOLD CORPORATION
Windsor Locks, Connecticut

Gentlemen:

Send me complete information on Long John

NAME

COMPANY NAME

STREET

CITY ZONE..... STATE.....

JOBBER'S NAME

Catalogs & Bulletins

(Continued from page 10)

Standard Transformer Corp., 3580 Elston Ave., Chicago 18, Illinois: Now available is the new Stancor Output Transformer Chart (Stancor 375) which lists 129 of the most frequently used output transformers and the tubes with which they should be used. This handy Stancor guide simplifies the selection of the proper transformer for use as replacement in radio receivers or in the construction of audio amplifiers. In almost all cases more than one transformer is listed so that there is a choice of mounting types, and the application, class and operating characteristics of the tube and transformer are shown in ready reference form. The chart lists tubes, use, class, watts, load resistance in ohms and the correct Stancor output transformer to be used with each tube.

General Cement Mfg. Co., Rockford, Ill.: Catalog No. 155 is a 64-page illustrated listing, complete with illustrations, specifications and prices, of the G-C line of radio-TV products, including radio chemicals, alignment tools for radio and TV, radio hardware, and radio and TV service aids. Catalogs are available to all radio-TV servicemen free of charge.

Mosley Electronics, 2125 Lackland Rd., Overland, Missouri: Catalog 51-52 is an 8-page colored catalog showing the complete Mosley line of low-loss TV antenna accessories, including antenna switch, lead-in sockets, distribution system, flush mounted sockets, transmission line plugs, open wire spacers, etc. Catalog is available on request.

Oxford Electric Corporation, 3911 South Michigan Avenue, Chicago, Ill., manufacturers of Oxford speakers, announces its new catalog is available for the industry. Completely illustrated in three colors, the catalog lists all information on the complete Oxford line which includes permanent magnet speakers, electro dynamic speakers, and speakers for TV replacement, auto radio replacement, public address, intercoms, and outdoor weatherproof applications. Complete data is given on the Oxford line ranging from 2" to 15" units. Copies of the catalog are available without obligation from Oxford Electric Corp.

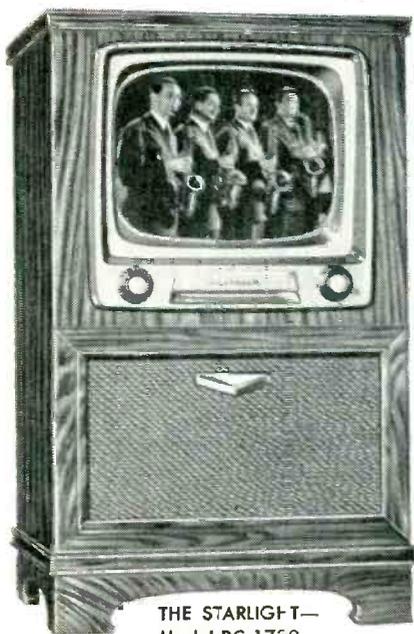
South River Metal Products Co., Inc. of South River, New Jersey has released a new catalog on antenna mounts and accessories, with illustrations, diagrams and specifications of the complete line. Included are the very latest developments of this firm. Dealers, servicemen and jobbers may write for a copy direct to South River.

BIGGEST BUY IN TV TODAY!

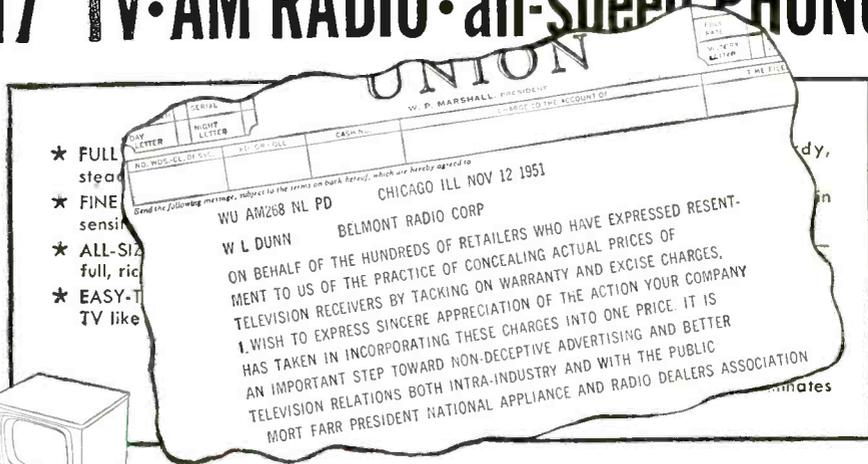
Raytheon tv

3-way combination

17" TV • AM RADIO • all-speed PHONO



THE STARLIGHT—
Model RC-1720



- * FULL steady
- * FINE sensitive
- * ALL-SIZE full, rich
- * EASY-TV like

\$369⁹⁵

RETAIL
INCLUDING
FED. EXCISE TAX.
1 YR. WARRANTY
NO EXTRAS

NOW ONLY

TELL IT! SELL IT! PROFIT!

Belmont Radio Corp., Subsidiary of RAYTHEON MFG. CO.
5921 W. Dickens Ave., Chicago 39, Ill.

© Belmont Radio Corp.



SEE US AT THE FURNITURE SHOW
JAN. 7-18, SPACE 1755-56
FURNITURE MART, CHICAGO

COMPARE THIS RAYTHEON VALUE

WITH OTHER BRANDS OF COMPARABLE QUALITY

Brand "A"..... \$399.95	Brand "D"..... \$429.95
Brand "B"..... 379.95	Brand "E"..... 549.95
Brand "C"..... 395.95	

YOUR CUSTOMERS SAVE FROM \$10 to \$180 OR MORE!



DEALER'S REPORT

3-way protection

Webster-Chicago dealers report that no other manufacturer of phonographs, record changers, magnetic recorders and magnetic tape, protects them in these three important ways.

1 Webcor products are sold only through bonafide dealers. Authorized dealers sell Webcor products knowing that "fly-by-nights" cannot get Webster-Chicago products by just "asking for it."
2 Consumers cannot buy Webcor products at anything but the suggested retail prices. No price-cutting, no special discounts and unwarranted "sales" undermine Webcor products. The dealer's profit margin is fully protected.
3 The dealer who sells Webcor products and the dealer who installs Webcor products is backed up and protected by a 36-year record of *maintained* quality. Webster-Chicago quality is the kind of quality that builds the reputation of the dealer—and builds repeat business, too.

Webcor[®]
by WEBSTER-CHICAGO 

WEBSTER-CHICAGO CORPORATION, CHICAGO 39

Owners of Olympic TV *FIRST* to get *UHF!*

Olympic owners in Connecticut area receiving UHF telecasts from Station KC2XAK NOW!

Today, families in the Bridgeport area of Connecticut are enjoying the benefits of sharper, clearer pictures on their UHF-equipped Olympic TV sets.

All that was required was the simple insertion of an inexpensive UHF tuning strip into the turret-type tuner built into every Olympic Futura Chassis TV set.

Olympic's Connecticut dealers are enjoying ever-increasing volume and profits as more and more people learn about—and demand the advantages of UHF television received with America's favorite set—Olympic.

UHF will hit your area sooner than you may think!

You can sell Olympic today—your customers will be ready for superior field-tested UHF reception. Write Olympic today and learn all the field-tested and proven sales and merchandising techniques that are enabling Olympic dealers to cash-in on UHF right now!



Mr. and Mrs. William Sadler of 194 Klondike St., Stratford, Conn., settle down to an enjoyable evening of UHF-TV with their Olympic Monte Carlo.



Frank Rappa and Family, 1207 North Avenue, Bridgeport, Conn., enjoy sharper, clearer picture on their UHF-equipped Olympic 20" Windsor.



The Minotti Family of 416 Edison Road, Trumbull, Conn., tune in channel 4 and get a crystal-clear picture. Set is Olympic Fairview.



Olympic
America's Favorite
TELEVISION

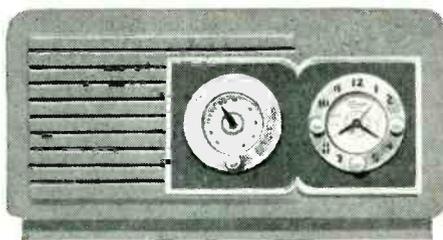


See
**Olympic Futura
Chassis TV**
**AMERICAN
FURNITURE MART**
Spaces 92-93 17th Floor

Olympic Radio & Television, Inc., Olympic Bldg., Long Island City 1, N.Y.



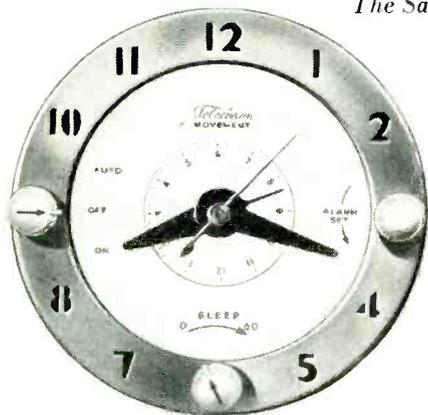
are your radio sales napping?



**bring 'em to life with
Clock Radios
that have *Telechron*[®] timers!**

Every room in every home can use a radio with a Telechron clock timer. That gives you an idea of the new market opened by the clock radio.

And the Telechron organization is stimulating sales by aggressively promoting consumer acceptance of clock radios with Telechron timers through four-color full-page advertising in such magazines as *Life*, *The Saturday Evening Post* and *Better Homes and Gardens*. There's no better known trademark in electric timing than Telechron . . . known for accurate, dependable, long-lasting performance. It's a name that builds sales for you. So be sure the clock radios you stock are equipped with Telechron timers. Telechron Department, General Electric Company, 141 Homer Avenue, Ashland, Mass.



Used as an alarm clock, this C-57 Telechron clock-radio timer automatically switches radio on at preset time. Approximately 10 minutes later insistent alarm sounds to make sure heavy sleepers wake up. The "sleep switch" enables you to drift off to sleep with music—the radio shuts off automatically later. Many clock radios have an outlet that turns on electric appliances any time up to 10 hours after setting.

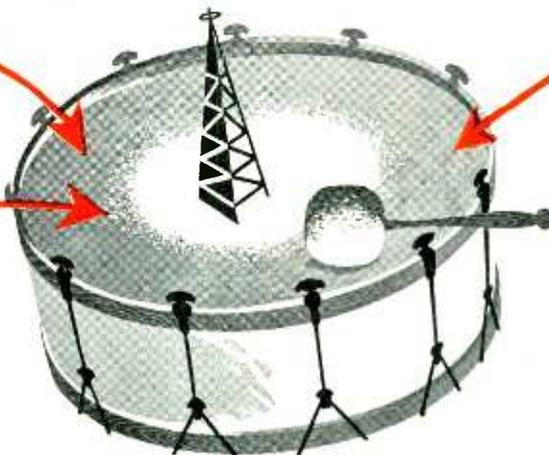


Get Out! Out! Out! and you'll make money

with SYLVANIA TV

TRIPLE
YOUR TERRITORY
HERE IN THE
FRINGE AREAS

ALL THIS,
AND THE TERRITORIES
YOU SHARE WITH
COMPETITION TOO!



IT'S ANOTHER
TELEVISION
BOOM!

HOW FAR ARE YOU WILLING TO GO TO MAKE REAL MONEY NOW?

PEOPLE won't buy television sets right now? What people? The ones that came in and bought them off the floor without a demonstration? People that lived where most any receiver would do so that even though you sold plenty of them you still got a lot of hard competition? Those were great days to be selling any TV line.

And the great days and big profits are coming back again for Sylvania dealers. We know that *it will be sooner than you think* with Sylvania.

Read what an Allentown, Pa. woman said:



"I just had to write and tell you how pleased we are with our 1951, 17-inch Sylvania.

"Living in a 'fringe area' we hesitated buying a set until something could be done about eliminating this trouble, but with the possibility of not being able to buy a set until after the crisis—we plunged and am I happy we did.

"We are envied by our neighbors for our excellent reception. Our neighbors represent 10 to 15 different television companies and it is necessary for them to use boosters, in order for them to get some likeness of a picture on Channel 10. Our Sylvania without a booster brings Channel 10 in so sharp. One

But why wait a minute? *Right now* there are rich profits to be made, as large as there ever were in the business, if you sell the tremendous new market that is wide open in the "fringe area."

The Sylvania line is the one line that guarantees you can offer clear "fringe area" reception. These people haven't bought, or aren't satisfied, but they want TV. What a sales opportunity!

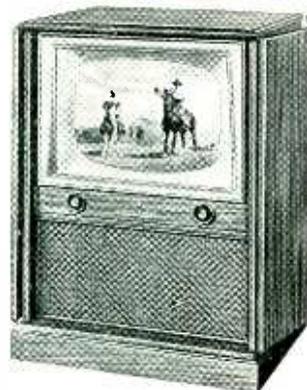
gets Channels 3 and 6 so sharp and clear one imagines they are sitting in a movie theatre. "My neighbor informed me today he was going to turn his set in for a Sylvania..."

And we get letters like this from every "fringe area"

Get *OUT* Now. Hit that "canvas" and come back like a champion. Those people are just waiting to be shown. One set on a street will sell a neighborhood. Get out where there's no real competition for Sylvania. You'll make yourself some real money and you'll make yourself some real friends.

DISTRIBUTORS, You Triple your Market with Sylvania TV.

"FRINGE AREA" DEALERS, forget those Main Street moans—there's gold in those suburbs.



AND SYLVANIA IS THE BEST BUILT SET ANYWHERE

Look at these Features:

Movie-Clear*
Pictures

Studio-Clear*
Sound



Picture—Sylvania picture tube—the finest black tube made—sharp from edge to edge with sharp, clear definition from black to white... **Chassis**—Bigger, runs cooler, lasts longer. A minimum of 20 tubes, plus picture tube and four rectifiers... **Interference Eliminated**—Exclusive Sylvania "Triple-Lock" keeps picture in, interference out... **Perfect Interlace**... No high voltage shorts—Picture tube high voltage is *barrier-insulated*... Big speakers, fool-proof controls—Built-in Antenna... No-glare tilt face plate... Equipped for quick conversion to UHF...



Cabinets—A luxury line of cabinets with eye-appeal that starts to sell them from the window and on the floor before you demonstrate.

Ask your service man about Sylvania. It's the service man's line.

A complete line—Television Combinations, Consoles, Table Models and Radios.

*Sylvania Trademark

Write, Wire or Phone TODAY!
CASH IN ON THIS MARKET
Get Out and Get it in!

SYLVANIA

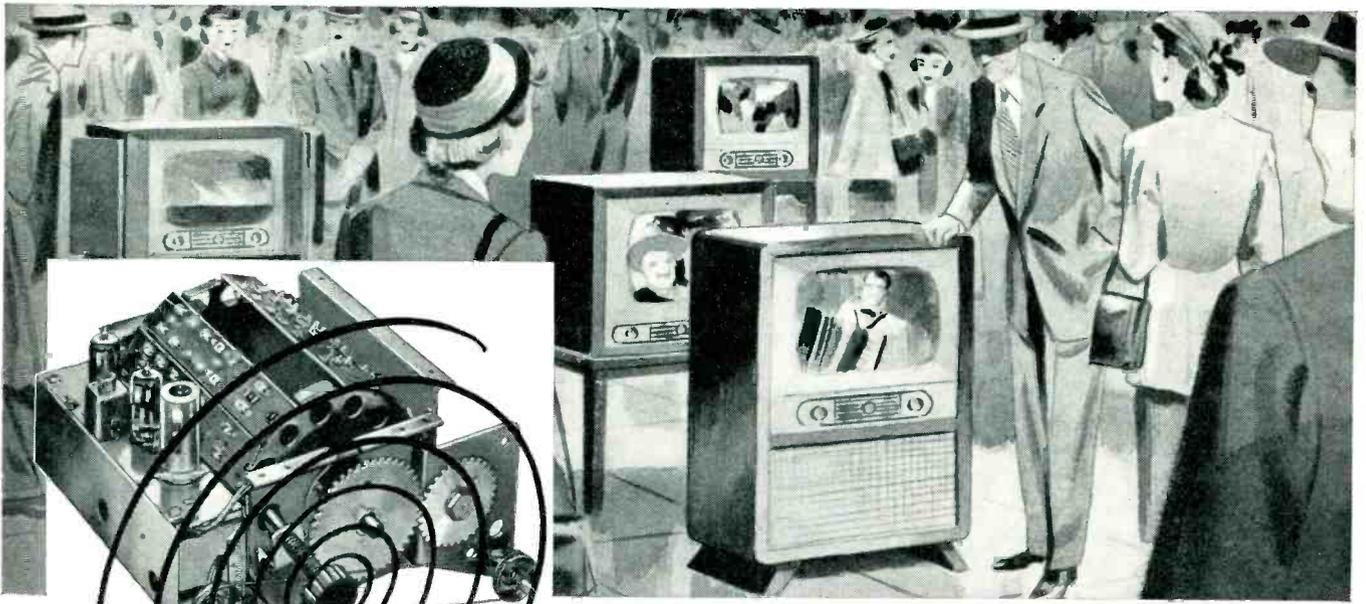
RADIO & TELEVISION DIVISION
254 RANO ST., BUFFALO, N. Y.
VICTORIA 2450

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

DOUBLE YOUR ZENITH SALES WITH JUST 10 MAGIC MINUTES!

You Can, WITH EXCLUSIVE **ZENITH**
REG. U. S. PAT. OFF.

Custom Tuning



Only Zenith has it!

and Zenith has it on every 1952 model. It's a Zenith exclusive that really means something to television prospects. Thanks to a special "Bulls Eye Tuner Knob"—built into Zenith's famous Miracle Turret Tuner—every 1952 Zenith can be custom tuned—on every individual station—for the customer's individual location!

And custom tuning is permanent—yet it's simple! You can do it—any of your men can do it—with just a few minutes' practice!

Now you can get MORE sales—INSURE customer satisfaction—PROTECT your profits—with just 10 minutes installation time!

Now—in 1952 Zenith television—comes a magic formula spelling far more business for you!

For Zenith—and Zenith alone—gives you this sales-packed, profit-packed provision for custom tuning. It's quick, simple, complete, convenient—*permanent!* Just 10 minutes of your time at installation gives your prospects a feature they'll buy on the spot. A feature that can *double* your Zenith sales—that saves you hour upon hour, dollar after dollar of the costly "call-back" servicing you ordinarily waste for dissatisfied customers.

All that for just 10 minutes installation time? **RIGHT!** It's Zenith custom tuning—the ten magic minutes of television. See your Zenith distributor about it today!



Zenith Radio Corporation, Chicago 39, Illinois • Also Makers of Fine Hearing Aids

*Just wait
till you see the*

**RCA ROOM
AIR CONDITIONER**



YOU ARE IN FOR A PLEASANT SURPRISE
... about a product and a merchandising plan that will open an entire new field of sales and profit for you. Your RCA Victor Distributor

will tell you when he will have the first showing of this, the final word in room air conditioning. He'll tell you of the greatest sales opportunity since TV. It won't be long, now!

RCA Victor
Division of Radio Corporation of America





EIGHT WAYS BETTER!

- ① Wholesale Financing
- ② Fast Credit Approval
- ③ Life Insurance Protection
- ④ Property Insurance Protection
- ⑤ Automatic Sales Follow-up
- ⑥ Tested Collection Service
- ⑦ Builds Customer Good Will
- ⑧ Nationwide Facilities

Commercial Credit financing "know-how" **improves dealer prospects for 1952**

The **COMMERCIAL CREDIT PLAN** is designed to *protect your profits* and to help you *close more sales*. After many years of working closely with thousands of distributors and dealers on the financing of millions of home appliances, **COMMERCIAL CREDIT** has gained the respect of dealers and customers alike. You can depend on **COMMERCIAL CREDIT** for *financing as usual* during times of plenty, times of shortage . . . in war, peace, prosperity or depression. As a result, *the COMMERCIAL CREDIT PLAN is used to finance more appliance sales than any other national financing plan*. Ask your distribu-

tor for a copy of **COMMERCIAL CREDIT's** book "For More Sales, More Profits, More Satisfied Customers" . . . or phone the **Commercial Credit** office nearest you.

COMMERCIAL CREDIT CORPORATION

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

NOW! THE MOST CHALLENGING SALES IDEA IN TELEVISION



NOW FOR 1952 . . .

another great merchandising first for Sparton dealers, representing the most challenging sales idea in TV retailing today . . . Sparton Cosmic Eye Television!

Not a "me too" gadget. Not a trumped-up engineering gimmick to further befuddle TV buyers. But a vigorous merchandising theme to help you sell the flawless performance in Sparton, the set that *stays* sold. Look at the two-way impact.

Cosmic Eye and your customers

Now, into the midst of all the clutter, claims and counter-claims comes a vivid, yet sensible, presentation of TV performance . . . Sparton performance "so clear, steady and true it's like having an eye in the sky!" A refreshing national advertising theme to give Sparton still more prominence and prestige with your prospects. Cosmic Eye will be featured twice a month in the *Saturday Evening Post* and *Newsweek*, monthly in *Holiday* all through '52.

Cosmic Eye and you

Now, as a Sparton dealer, you tap a whole new field for exciting, vigorous local merchandising, limited only by your imagination: displays, promotions, selling themes, all focused on the Cosmic Eye medallion tag (right) on your Sparton models, all supported by Sparton performance.

See your Sparton District Merchandiser for all the details today. And see Sparton Cosmic Eye Television at the Show.

Sparton Cosmic Eye Television for '52



Cosmic Eye Medallion

Every 1952 Sparton Cosmic Eye television model will feature this new Sparton Cosmic Eye medallion tag, symbol of superb television performance for your customers. Symbol of sales that *stay* sold for you. *Promote it!*



20" console—The Bedford
Model 5290

THE SUPERB

Sparton

THE SET THAT STAYS SOLD

SPARTON RADIO-TELEVISION • JACKSON, MICHIGAN

7,000,000

**new customers for
America's TV dealers
delivered by**

**Get your share of
7 million extra customers
for the first time brought
within telecast range by
Emerson Area Engineering**



THEY'RE NEW CUSTOMERS! EXTRA CUSTOMERS! Emerson Area Engineering—which makes possible television *specialty engineered for each and every viewing area*—gives you added miles of customers in every direction.

See and compare for yourself the performance of the new super-powered Emerson TV. Emerson's Area Engineered Television loves 'show-me' businessmen. Call your Emerson distributor

this minute and he'll put into action what we can only put into words here.

He'll show you how Emerson field engineers thoroughly check performance in each viewing area . . . how design engineers take every special field condition into consideration . . . and how Emerson television is individually adjusted for absolutely best reception *right in each viewing area.*

Call your Emerson distributor now!



17-INCH CONSOLE ▶

Emerson model 701. Super-powered Emerson long-distance circuit for better fringe area and strong-signal area performance. Built-in antenna. Front bezel removable for cleaning picture tube. Mahogany veneer cabinet.

◀ 20-INCH TV

Emerson model 709. Super-powered long-distance circuit specially engineered for fringe and high-signal area reception. Built-in *Super-Fringe Compensator* for peak performance in any location. Mahogany veneer cabinet.



17-INCH TV

Emerson model 700. Fringe area performer with exclusive Emerson long-distance circuit. Built-in antenna. Removable front bezel for cleaning picture tube and glass. Available in hand-rubbed mahogany veneer or blonde modern cabinet.

Emerson LIFE-TESTED Television and Radio

EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.



Be Sure

There's nothing a TV dealer wants more than a satisfied customer! Satisfied customers build a dealer's reputation and insure a large volume of repeat business. There are a number of fine TV sets on the market, so it isn't hard to sell a customer a good set that will satisfy him, providing—and here's where trouble can creep in—that the antenna is bringing the best possible picture to the TV receiver. The TV antenna is like the delicate feelers of a butterfly—it intercepts the broadcast signal and carries it to the receiving set. The best and most expensive sets fail to satisfy unless they are receiving a strong, clear signal. Each TV dealer should know all the essential facts about the various types of antennas and their characteristics and performance. The strength and durability of the antenna should also be considered in order to insure a satisfied customer. Consult your Amphenol Distributor or ask him for your copy of the book "Better TV Picture Quality" illustrated below.

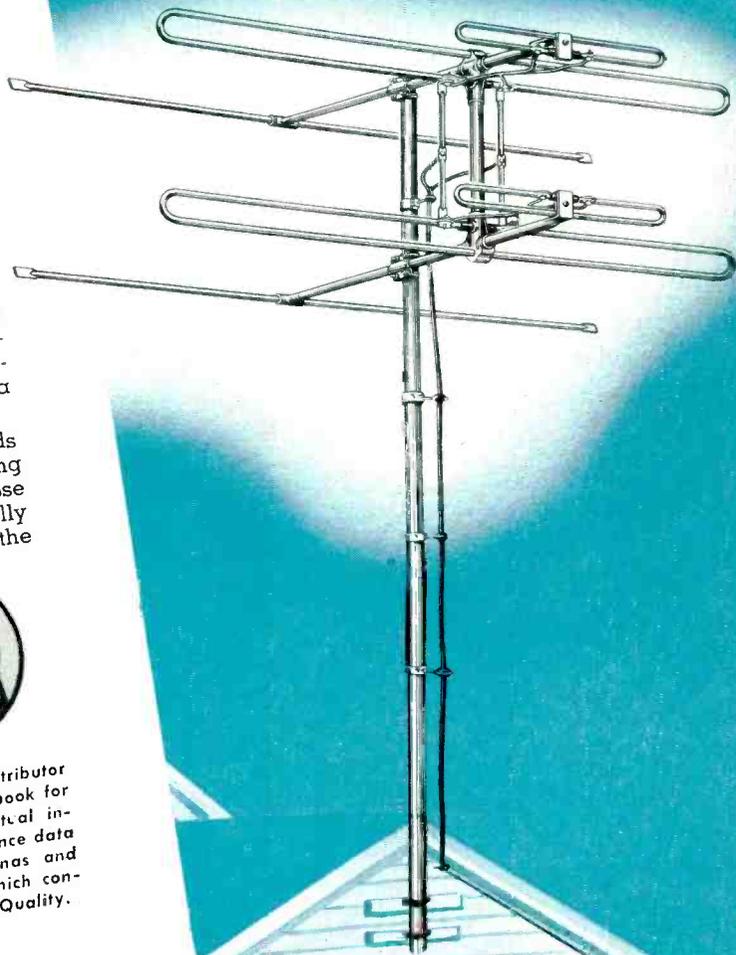
THE AMPHENOL INLINE ANTENNA is a broad-banded antenna with a single, strong forward lobe that permits receiving the strongest, clearest TV signal with the least amount of objectionable interference or reflected images. The **INLINE** Antenna insures peak performance for any TV set.

THE AMPHENOL LIGHTNING ARRESTOR guards against fire hazard caused by lightning. Installing this inexpensive extra protection is one of those "little things" that a customer notices and really appreciates. This type arrestor is approved by the National Electric Code and the Underwriters' Laboratories. Installation is easy, the arrestor is small and compact and it is not necessary to cut or strip the transmission line.



Your regular Amphenol Distributor has a copy of this 20-page book for you. The book contains factual information and test performance data on various types of antennas and discusses all the factors which contribute to Better TV Picture Quality.

AMPHENOL
AMERICAN PHENOLIC CORPORATION
1830 SOUTH 54TH AVENUE • CHICAGO 50, ILLINOIS



Model 438 TVM
The Deerfield
17" Screen



New Sentinel LP* TV SETS that are

ALL LIVE!



Model 443 CVML
The Lauderdale
21" Screen

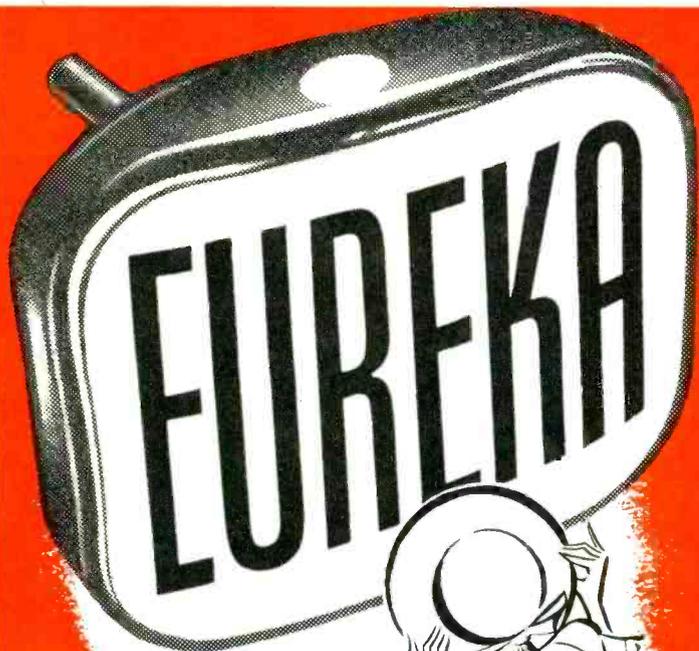


LP MEANS:
LIVING PICTURES
LIVE PROMOTIONS
LOW PRICE

Yes, sir! And most important of all *Sentinel* LP*-TV—means *Lively Profits* for you! Exciting cabinetwork of superb styling and craftsmanship to set feminine hearts a-flutter; *Living Pictures* that bring in TV personalities as they live and breathe; prices that are highly competitive yet definitely profitable and free from the "footballing" so common in this industry today. All this plus traffic-building promotions that pull prospects in so you can prove in side-by-side comparisons that *Sentinel* tops 'em all. Need to know more? Call your *Sentinel* distributor or write *Sentinel* direct—much hurry!

Sentinel

RADIO AND TELEVISION
Evanston, Illinois



A DELIGHT

TO YOUR

Sight!



For television viewing you desire the best possible bright—clear—perfect in want Eureka because are built to the most . . . checked and nothing but the finest!

unequivocally picture . . . detail! . . . You Eureka picture Tubes exacting standards rechecked to give you

For immediate delivery the new 21EP4 and 21FP4
Write or phone for complete information...

**EUREKA TELEVISION and
TUBE CORPORATION**

Manufacturers of Cathode-Ray Tubes and Electronic Products
69 Fifth Avenue, Hawthorne, New Jersey • Telephone Hawthorne 7-3907

the Tele King story for '52

Faster Sales and Bigger Profits!

PRICED *to give you greater net profits!*

Tele King gives you the biggest markup in the industry! With this tremendous margin you can beat local competitive prices, attract more customers and increase your volume. With Tele King you make the big net profits that can't be matched by any other line!

ENGINEERED *for outstanding performance!*

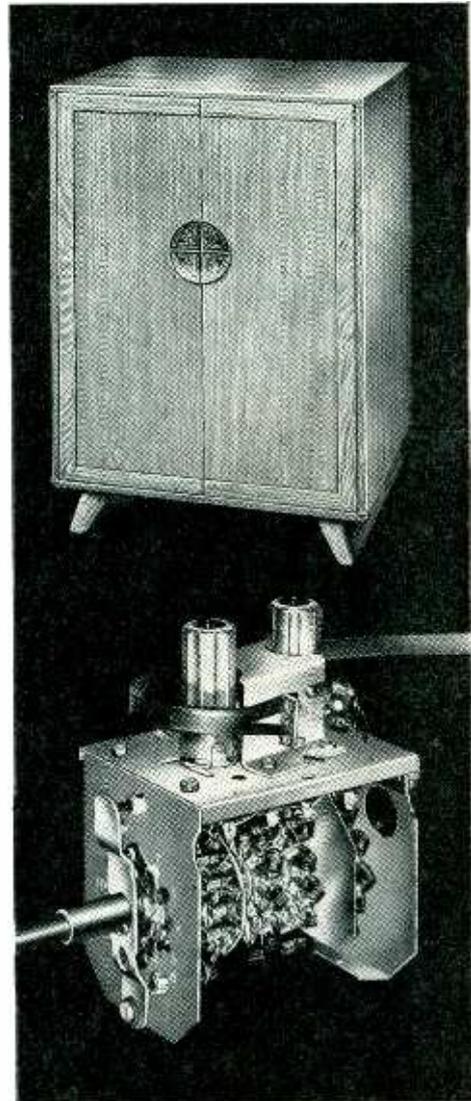
The new Tele King "Clear Channel Tuner" is the greatest advance in television history! Engineered to bring in the sharpest, clearest, steadiest pictures in "difficult" and "fringe" areas! When your customers compare the sensational Tele King picture, they'll quickly agree that Tele King is television at its best!

STYLED *to attract quick sales!*

A group of America's leading furniture designers and decorators have styled Tele King cabinets with incomparable "sales appeal". Each model is a superb example of luxurious cabinetry and magnificent craftsmanship. Tele King is styled to catch the eye and sell fast!

SALEABILITY THAT CAN'T BE BEAT!

Tele King gives you more than markup alone. We back you up with sets that have outstanding "buy-appeal". We know when sets don't move off your floor and you have to make costly repair trips — profits go down the drain! With Tele King you're selling America's No. 1 profit line! Tele King is styled for the greatest consumer acceptance, engineered for service-free performance and priced for quick sales. This unbeatable combination adds up to greater customer satisfaction and more actual net profits for you!



DEALERS:

For information about a Tele King franchise, see your local distributor or write direct to the factory.

DISTRIBUTORS:

A number of distributor franchises are available in choice areas. Write today for complete details.

Tele King

THE BEST IN TELEVISION — AT ANY PRICE!

601 West 26th Street, New York 1, N. Y.

See the new 1952 TELE KING Line at Chicago Furniture Show, January 7 to 17th, 1952 • The Stevens Hotel, Chicago, Illinois

LOOK-NO HANDS!



AUTOMATIC SELF-TUNING

SUPER **Tune-O-Matic** **TV BOOSTER**

- NO SEPARATE BOOSTER TUNING**—automatically boosts signal on any channel
- UNIFORMLY HIGH USABLE GAIN**—across entire band width—with lowest noise factor
- LESS "SNOW," BETTER PICTURES**—extremely low internal noise increases visibility
- EXCLUSIVE BROADBAND CIRCUIT**—4-stage amplification—2 on high bands, 2 on low
- ALL-ELECTRONIC OPERATION**—no moving parts to wear out and cause trouble
- EASILY CONCEALED**—in or behind TV set, or in any other unobtrusive place
- HIGHLY STABLE—DRIFT-FREE—EASY TO INSTALL**

Connect it . . . and forget it! Anyone . . . even a child . . . can get his favorite programs with a clarity of picture and sound like never before . . . on any channel . . . automatically . . . without any booster tuning! Exclusive E-V all-electronic circuit gives superb low-noise performance . . . provides higher *effective* gain on all channels . . . works where others have failed, even in tough fringe areas. Furthermore, the booster can be easily concealed. Installation is quick and easy. Plugs into 60 cycle a.c. outlet. Thousands of installations have proved it completely trouble-free. For more TV pleasure in fringe and primary areas, there is nothing like the E-V Booster! Users prefer it! Dealers say it wins customers!

Model 3000 Super Tune-O-Matic. 4-tube. List. . . \$59.50
Model 3002 Tune-O-Matic. 2-tube. List. \$39.50

SEND FOR FULL DETAILS!

Tenna-Top



First and only all-channel, low-noise, antenna-mounted, self-tuning TV Booster! Easily mounts right at the antenna top, ahead of the lead-in. Automatically boosts the signal, not any local noise interference picked up by the lead-in. Increases signal-to-noise ratio, clearly brings in telecasts you could never get before. Ideal for tough fringe areas or noisy locations in primary areas.

Model 3010 Tenna-Top Booster. List Price \$89.50

Electro-Voice

422 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 E. 40th St., New York 16 U.S.A. Cables: Arlas
TV BOOSTERS • MICROPHONES • HI-FI SPEAKERS • PHONO-PICKUPS

Patent Pending

announcing Jewel



Model 17T8-W1
17 Inch
Mahogany Veneer
Table Model



Model 21T9-1
21 Inch
Mahogany Veneer
Table Model

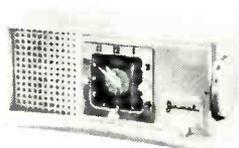
**5 Beautiful Models
Available Immediately
for
Profitable Fast Turnover**

See Us At The
Hotel Blackstone
Chicago
January 7 to 11, 1952

Right...
Model 21C9-2
21 Inch
Mahogany Veneer
Console



FAMOUS JEWEL RADIO LINE ADDS NEW MODELS



In addition to a complete line of smartly styled table models; AC-DC-Battery portables; clock radios and radio-phono combinations... the Jewel Radio line now includes a smart new bed lamp-radio, a new clock radio and an effective "2 band" table model for short wave listeners. Write today for catalogue of complete Jewel Radio and TV lines.

Jewel

... "Nu-Day" TV with "power vision"

...that moves fringe areas back into town!



Model 17T9-1
17 Inch
Mahogany Veneer
Table Model

• Now... into *your* profit picture... comes the brilliant Jewel "Nu-Day" Television line. Years of experience in radio and electronics... combined with the very latest technical advances in television... made it possible for Jewel to perfect "Nu-Day" TV with "Power Vision"... *developed expressly for strongest reception in fringe areas!*

IT'S JEWEL "NU-DAY" TV

...for **PICTURE PERFECTION!** Big, clear, non-fading, non-glaring image... in the popular 17 and 21 inch rectangular black tubes.

...for **ULTRA-ADVANCED CHASSIS DESIGN!** With provision for ultimate installation of UHF and color.

...for **DISTINCTIVELY SMART STYLING!** Striking cabinet designs in the Jewel tradition, created to blend with smart, decorator interiors.

...for **POPULAR PRICE RANGE!** Thorough analysis of TV market data determined our price range... aimed at widest popular acceptance.

...for **NEW PROFITS!** Alert dealers will take advantage of the "value-received" sales power of this new and profitable "Nu-Day" TV line.

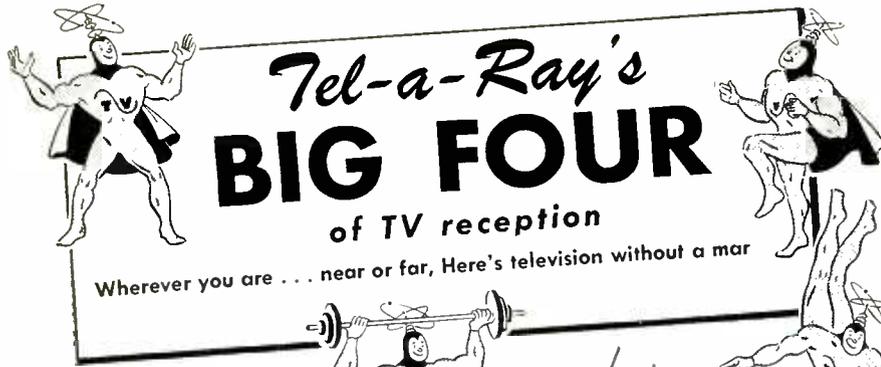


Right...
Model 17C9-2
17 Inch
Mahogany Veneer
Console

"Nu-Day" TV—with "Power Vision"... moves fringe areas back into town!

RADIO CORPORATION

10-40 45th AVENUE, LONG ISLAND CITY 1, NEW YORK



1
Model T and TD Antennas

The antennas that are opening new markets for TV . . . famous for providing clear, stable, interference-free reception at distances up to 200 miles or more. With the Pre-Amplifier, they give up to a 300 times gain over dipole. Rugged, weatherproof construction.

2
Models R and RD Antennas

The middle-distance champions of television . . . providing the finest reception to outer service areas at minimum cost. Like all Tel-a-Ray antennas, they are simplicity itself to install. Same quality construction features as Models T and TD antennas.

3
Butterfly Swivel-Positioned All-Channel Antenna

Tel-a-Ray antenna know-how comes to primary area reception with this high-gain, low-cost antenna. Simple to adjust for best reception . . . self-mounted on three-way bracket for quick installation in any position, anywhere. Priced for the mass market.

4
The Pre-Amplifier

For antenna or mast mounting . . . the only device of its kind . . . dramatically multiplies signal gain while keeping noise at a minimum. Eliminates snow and makes signals strong and stable. A weather-sealed unit guaranteed against weather damage.

HERE'S OPPORTUNITY TO MAKE YOUR PROFITS FAR BIGGER, YOUR WORK FAR EASIER!

With Tel-a-Ray's "Big Four," it's easy to sell television to the huge, wide-open market beyond the service areas. Easy to sell the growing replacement market in primary service areas. Easy to solve reception problems everywhere . . . in a jiffy and without call-backs. These products are in a class by themselves in performance . . . in quality appearance . . . in their construction of the finest corrosionproof materials and unconditional guarantee against wind and weather damage.

Tel-a-Ray, America's most progressive antenna manufacturer, has applied to the FCC to operate a UHF television station on Channel 50 . . . Tel-a-Ray's research engineers, keeping pace with America's fastest-growing industry, have developed an effective UHF antenna. Such progress assures you better television.

Take this opportunity to up your profits with less work. Send the coupon for full information and the name of your nearest Tel-a-Ray distributor.

MAIL TODAY

Tel-a-Ray ENTERPRISES, INC.

P. O. Box 332R, Henderson, Ky.



Yes . . . I'd like descriptive literature on the Tel-a-Ray line and the name of my nearest Tel-a-Ray distributor.

Name.....

Company.....

Address.....

General Electric Co., Electronics Park, Syracuse, N. Y.: General Electric's new, comprehensive television service guide is now available to servicemen, dealers and distributors. This 80-page publication is designed for easy "on-the-bench" reference, each page opening flat, the paper dirt and fingerprint-resistant. This new guide contains schematic diagrams with circuit symbol numbers, tube locations, top and bottom chassis views and cabling diagrams on combination sets, accurate information on 102 General Electric chassis, plus 10 RF tuners used in 86 TV chassis. A picture section identifies every post-war GE television set made from 1945 through present production models including the 24-inch chassis, plus color code charts for resistors and capacitors. The TV Receiver Service Guide is described as a must for every shop that has, or expects to get General Electric sets for servicing. The guide is priced at \$1.00.

RCA Tube Department, Harrison, N. J., has announced publication of the 1952 edition of its yearly reference book on RCA tubes, electronic components, test equipment, batteries and miniature lamps. The handy RCA Pocket Reference Book, which has been issued annually for the benefit of dealers and servicemen, is available from all RCA distributors. Completely revised and expanded to include information on RCA products introduced during the past year, this authoritative book contains complete product listings and comprehensive data on the characteristics, interchangeability, and socket requirements of more than 450 RCA receiving tubes, including kinescopes. It provides similar data on 75 dry batteries. In addition, the reference book offers dealers and servicemen basic data on fundamentals of television, and some helpful hints on television trouble-shooting, compiled by John Meagher, the RCA Tube Department's television service specialist. Other convenient features of the book are a 56-page daily diary for 1952, calendars for 1952-1954, and 16 pages of full-color maps.

Radio Wire Television Inc., 100 Sixth Ave., New York 13, N. Y. (Lafayette Radio) has released its 1951-52 High Fidelity Guide, a 32-page manual and catalog listing high fidelity components of all leading manufacturers, complete radio-phonograph-TV systems, home installations and finished cabinetry. The book also includes a complete explanation of high fidelity, the requirements of a hi-fi system and its components, and how to plan a system. Free copies available by writing Lafayette.

A LEADING PUBLISHER'S
SURVEY SHOWS...

servicemen prefer

Jensen

NEEDLES



2 to 1



The "Jenselector" is Free
See Your Distributor

PICK THE RIGHT NEEDLE

The "Jenselector" will give you the exact needle replacement number for any record player without knowing the model or cartridge number.

No. 32 DEALER PACK

Contains a balanced assortment of 32 needles of the best proven sellers. Needles are available either on cards or in plastic boxes. Complete instructions with each needle.



Here's Why!

- ★ MORE VOLUME
- ★ EASIER TO SELL
- ★ A NEEDLE TO FIT
ANY PLAYER
- ★ SIMPLE SELECTION OF
CORRECT NEEDLE
- ★ COMPLETE CUSTOMER
SATISFACTION

JENSEN—The Oldest Name In Sound Engineering

Jensen

INDUSTRIES, INC., 329 South Wood Street, Chicago 12, Illinois
Canadian Branch: Duplate Canada Ltd., 50 St. Claire Ave., West, Toronto 5, Canada
Export Sales: Scheel International, Inc., 4237 Lincoln Ave., Chicago 18, Ill. Cable: Harscheel

Announcing THE NEW AND TRULY BEAUTIFUL...

Arvin Sleepytimer

Velvet Voice  Clock-Radio

With the New and Exclusive Arvin "Magnetenna"

- A stand-out in clean-lined, fine-style beauty
- World-famous Telechron clock movement
- Telechron Automatic Timer
- Handy outlet for small electrical appliances
- Arvin Radio superhet AC DC circuit (clock in AC 60 cycle only)
- Five tubes including rectifier
- Exclusive "Magnetenna"—the built-in ferrite core rod-type antenna for finest reception from stations near or far
- Automatic volume control
- Magna-Bass amplifier
- Heavy duty permanent magnet type 5-inch speaker

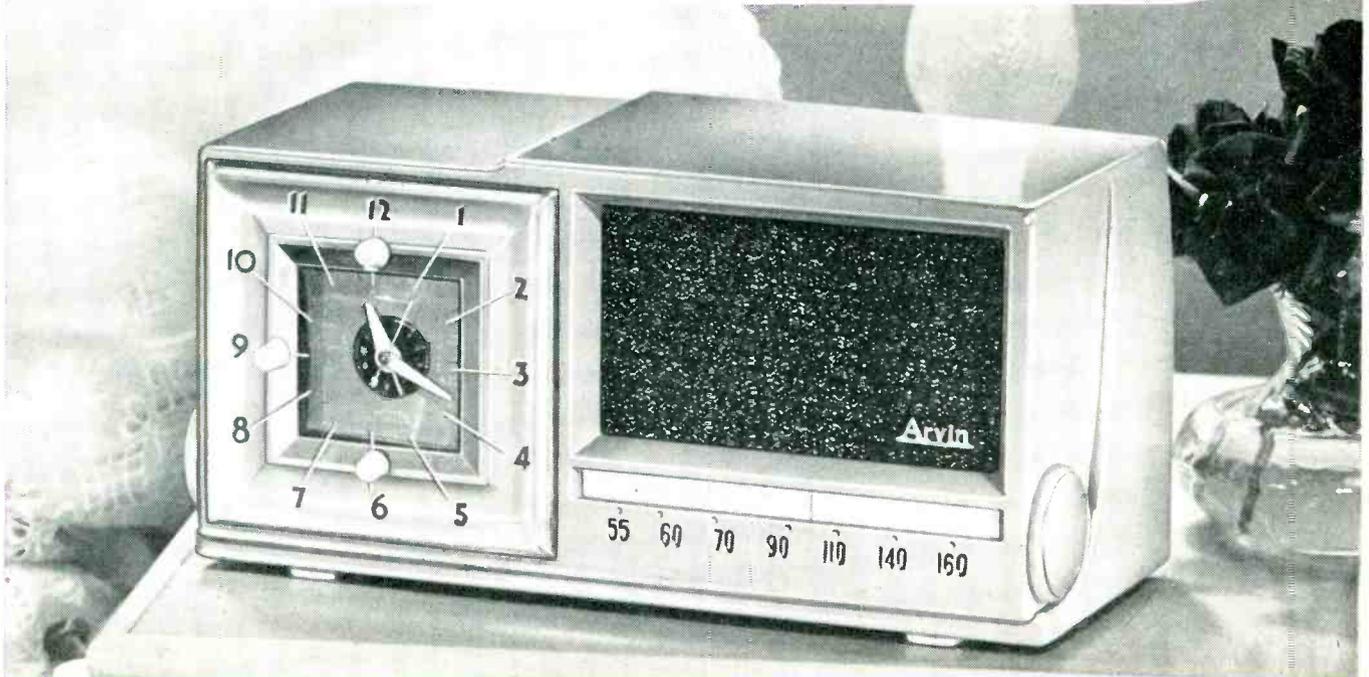
\$39⁹⁵
 Model 657-T,
 Willow Green or Ivory

Radio and Television Division

Arvin Industries, Inc., Columbus, Indiana

ABSOLUTE TOPS IN EVERYTHING BUT PRICE

All prices subject to change in accordance with OPS regulations.



Arvin: AMERICA'S MOST COMPLETE RADIO LINE

16 Models: \$15.95 • \$16.95 • \$17.95 • \$18.95 • \$19.95 • \$22.95 • \$24.95 • \$27.95 • \$37.95 • \$39.95 • \$49.95 • \$59.95 • \$159.95 • \$169.95 • \$179.95



SEE THEM AT THE SHOW! Space 441-2 American Furniture Mart, January 7-18

RADIO & TELEVISION

RETAILING

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

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

LISTLESS MARKET CONTINUES TO PUZZLE (and worry) retailers. Talks with numbers of merchants find the majority believing that the high cost of living is the chief reason for the slow buying rate. A great many dealers also say that business is being spread out too thin by the fact that there are too many stores.

THE PRE-CHRISTMAS CONSUMER in the price-slashing belts wasn't paying a whit of attention to those "Buy Now—Beat-the-Shortage" signs, but the "We-Meet-Discount-House-Prices" ones stopped him dead in his tracks. Such conditions are causing a growing number of dealers to look with new interest on Fair Trade as a solution to the problem, while others see protected territory via franchises as the answer.

BUT IN SPITE OF THE HECTIC CONDITIONS, it seems likely that when the Christmas sales total has been added up it will be satisfactorily large, and well ahead of last year. Business should be good in '52 because reduced inventories, and hand-to-mouth buying by dealers can help put brakes on price-cutting.

AND THEN THERE'S THE SHORTAGE ANGLE. This year, more than a 100 billion dollars will be added to last year's defense outlay of 35 billions, and it certainly makes sense to believe that the huge expenditures will have an impact on production of civilian goods.

MEANWHILE A LOT OF PEOPLE IN TV AREAS don't own receivers, and a great many merchants will tell you that the majority of such TV-less folk are wealthy "sophisticates" who like to assume cynical attitudes toward television. One dealer admitted that the well-to-do scoffers can only be reached by outside selling and home demos, but said he couldn't find the right kind of men to call on them.

SAFEST COURSE FOR THE DEALER TO FOLLOW IN '52: Operate on assumption that all merchandise will have to be sold. . . . Plan to do outside selling. . . . Buy carefully. . . . Drop slow-moving brands. . . . Advertise consistently. . . . Go all-out in expanding and "selling" of service. (This will help increase sales, and can be a source of additional profits.)

TV DOES NOT BANISH RADIO LISTENING from homes, according to a survey conducted by Guide-Post Research in the Pittsburgh district. In TV homes (which comprise 52% of the homes in Allegheny County) a total of 86% of the women interviewed saw TV on the previous day, while 72% listened to the radio. This means that 64% of the women did both.

PORTRAITS OF LEADERS of the radio-TV industry appearing in this 30th Anniversary Issue represent a veritable Who's Who. To lend additional interest, some of the pictures are new—some are early photographs of those who've played prominent parts in building this great business.

EFFORTS TO EASE URBAN TRAFFIC conditions of great interest to merchants. New laws to facilitate the establishment and financing of additional urban off-street parking space were recently enacted by at least 17 states: Arkansas, California, Connecticut, Delaware, Florida, Idaho, Illinois, Indiana, Kansas, Massachusetts, Maryland, Montana, New Mexico, N. Carolina, Rhode Island, S. Dakota and West Virginia.

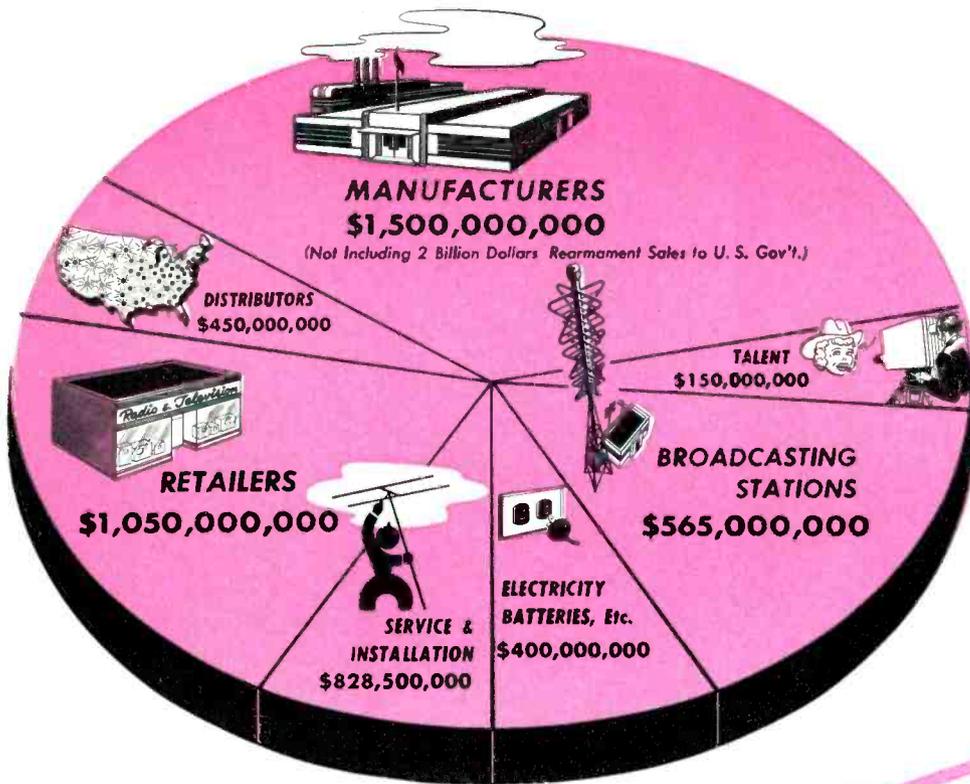
ALL OF THE 164 BOOTHS in Exhibition Hall of the Conrad Hilton Hotel, Chicago, have been sold for the 1952 Electronic Parts Show, May 19-22, Kenneth C. Prince, Show manager has announced. Display room space will also be used on the fifth and sixth floors, as in the past. Drawings for preferred space were held at the Hotel New Yorker, December 14, with more than 200 member-exhibitors and representatives in attendance. All display rooms have been taken.

RETAILERS THROUGHOUT THE COUNTRY report that veteran TV set owners are showing more interest in phono records and the reproduction of music on radio than they have in several years, says John S. Meck, president of Scott Radio Labs.

TRANSISTORS—point-contact transistors will be on a mass-production basis in 1952 and already these units display uniformity and reliability comparable to the vacuum tube. The new "junction transistor" with its advantages of high gain per stage, low noise, and extremely small power consumption (one-millionth watt) is still held back by limitations in the higher frequencies and in pulse circuits, so that considerable experimental work lies ahead. In general, however, transistors' simple construction, sturdiness, long life, low power drain, and resistance to shock and vibration make them ideal for civilian as well as military uses.

THE 1952 DISTRIBUTOR DIRECTORY is in this issue. It is a complete interfiling of radio-TV set distributors, parts jobbers, industrial electronic and appliance distributors with symbols showing their major activities. Useful to manufacturers, wholesalers and dealers for many months to come, this Caldwell-Clements Directory has been compiled by RADIO & TELEVISION RETAILING staff experts from questionnaires sent to distributors all over the country.

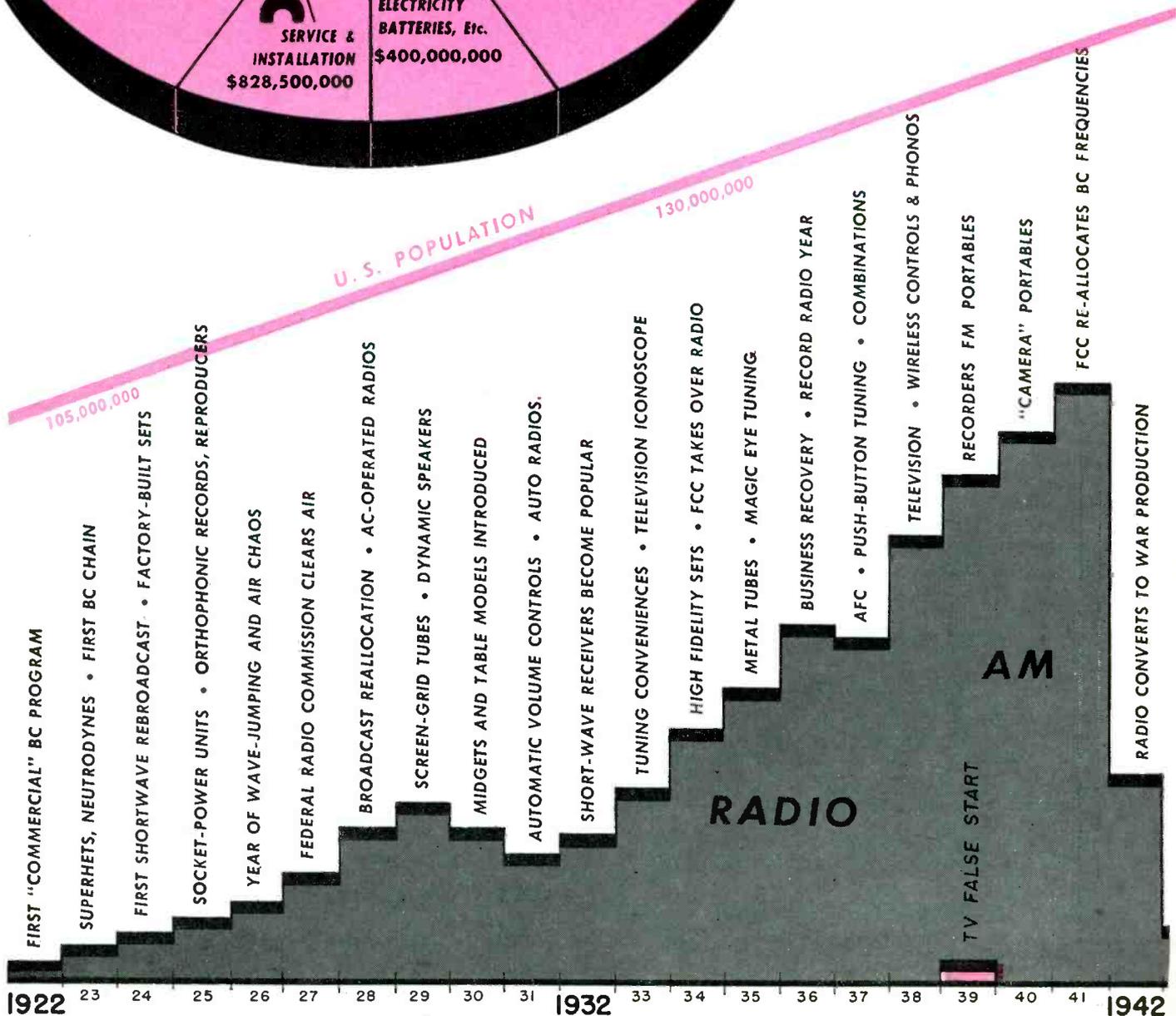
Spectacular Growth of Radio-TV



The Radio-TV Business of 1951

How it was divided among the principal industry groups and services

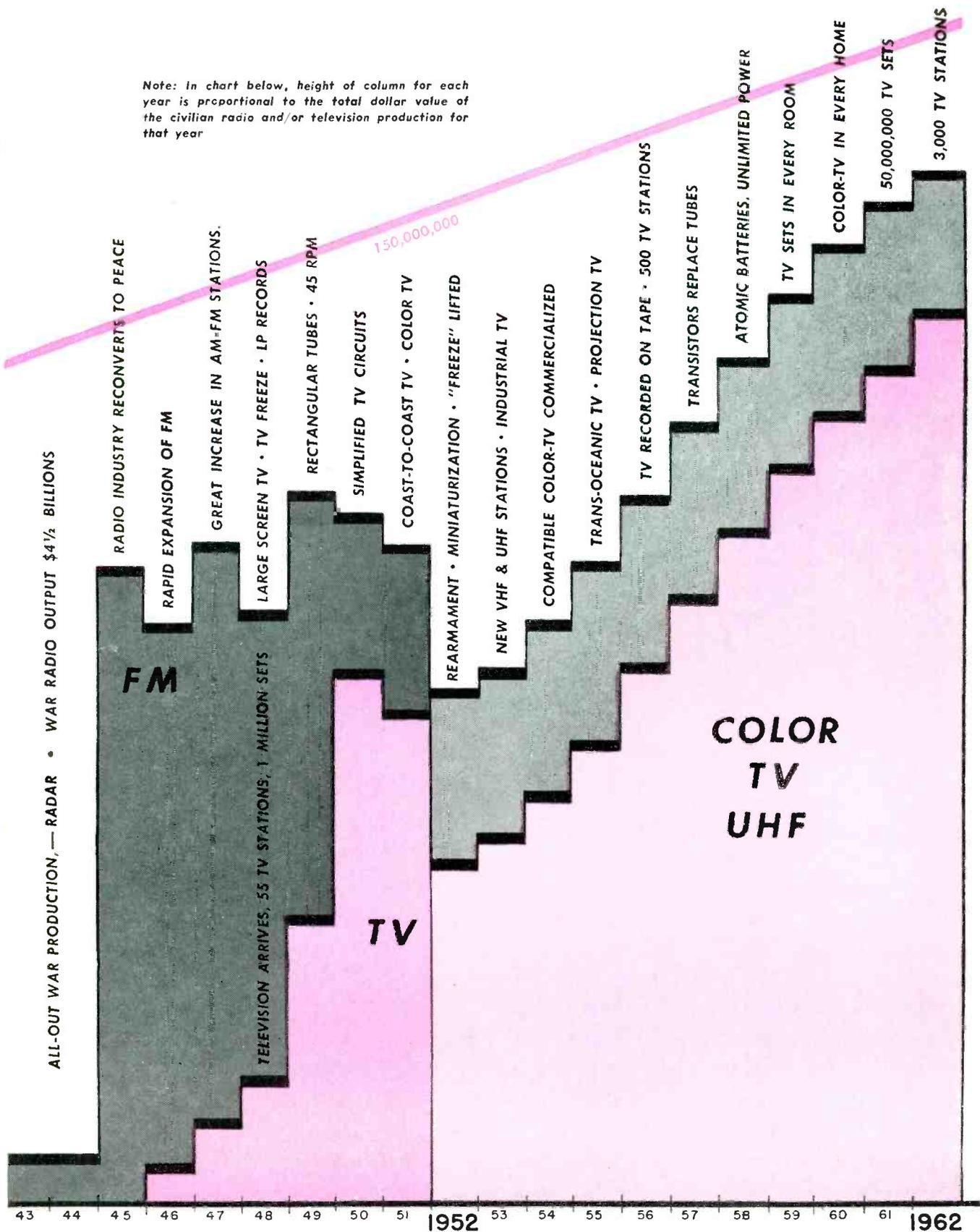
At left is shown radio-TV's 1951 Five Billion Dollar Pie, in which over 500,000 people shared in the year just closed



...Past, Present and Future!

Compiled by O. H. Caldwell and M. Clements, publishers of **RADIO & TELEVISION RETAILING** and **TELE-TECH**, who this year begin their Thirty-first Year of radio-TV-electronic publishing

Note: In chart below, height of column for each year is proportional to the total dollar value of the civilian radio and/or television production for that year





From one of television's



Greatest TV set in TV history. Can now demonstrate on indoor rabbit ear antenna. It's another RCA year.

**F. K. Bartch,
Columbia, Pa.**

The top TV set for 1952. Quality and performance superior to all competition.

**McLaren's,
Mahanoy City, Pa.**

Oh Brother, it's terrific, haven't lost a sale against competition, best TV yet.

**Radio Servicenter,
Harrisburg, Pa.**



Very well pleased—picture quality best of all. Audio Superior.

**Garden Spot Appl.,
Lititz, Pa.**

Dealers report **on RCA VICTOR** *Super Sets with* **Picture Power**

FROM HARRISBURG, PA., where television is challenged to its utmost performance by every receiving problem in the book, come these dealers' reports that Super Sets with Picture Power proved to give the strongest, sharpest picture in TV history.

Picture Power is selling fast . . . opening a new market in these areas where good reception was formerly thought impossible. Here is the startling improvement you've been waiting for to sell the television "hold-out" buyers on your list.

And remember—these enthusiastic reports from poor reception areas mean Super Sets will naturally deliver the ultimate in picture perfection in good areas.

RCA VICTOR—World Leader

toughest testing grounds



Finest picture I have ever seen on a 17-inch set. It is perfect.

**Jac. B. Fisher,
Elizabethtown, Pa.**



This is the finest TV set on the market. Have yet to lose a sale to any competition.

**R. W. McCreary,
Denver, Pa.**

Superior to competitive sets in picture-hold and noise rejection.

**Carl Arnold,
Middletown, Pa.**

For picture and tone as well as power—RCA is in a class by itself.

**Leader's Music House,
Dallastown, Pa.**

It's one swell set. It's the best on the market.

**Longenecker
Pharmacy,
Christinna, Pa.**

RCA Victor Super Set television with Picture Power is tops in every way in our area.

**Hostetter's Radio
& TV Service,
Annville, Pa.**



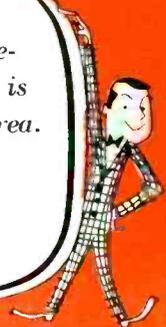
A wonderful line—works without booster, only set that gives satisfactory performances in our area.

**Gettysburg Appl.,
Gettysburg, Pa.**



We at Freed's think the new RCA Victor Super Sets with Picture Power are tops in the industry.

**Freed Motor Co.,
Pottsville, Pa.**



Visit the RCA Showroom, space 510-A at the Chicago Mid-Winter Furniture and Home Furnishings Market—January 7-18... or visit your RCA Distributor.

RCA VICTOR 
DIVISION OF RADIO CORPORATION OF AMERICA

in Radio... First in Recorded Music... First in Television

Radio's Growth—Pioneers

In 1922, radio broadcasting was two years old, having been launched by the Westinghouse station KDKA in 1920. Earlier developments by pioneers such as Marconi, DeForest, Fessenden, Zworykin, Armstrong and Alexander-son, to mention but a few, have paved the way for a great new way of life for people all over the world. About thirty years ago the start of manufacture of sets in factories foreshadowed the end of the home set builder and ushered in the era of mass production and mass enjoyment.

1922 saw vastly improved circuitry such as superregenerative sets, demonstrations of the superheterodyne by Armstrong, and a rapidly growing interest in radio on the part of the public. The first radio chain broadcast took place in '23 and in this same year the neutrodyne circuit was demonstrated.

The radio-TV industry has made phenomenal strides since the days of crystal sets and spark transmitters. A chart appearing in this issue lists the giant steps of the industry, year by year; anecdotes and pictures on other pages bring back memories of the good old days, and statistics, compiled by Caldwell-Clements, since the inception of broadcasting, give the reader an accurate picture of the breath-taking stature of the present industry, along with forecasts of what's ahead in this exciting business.

South's First Radio Show Held in New Orleans



May 29, 1923—Radiola booth at New Orleans radio show held in the Grunewald—now the Roosevelt Hotel, under the auspices of the New Orleans Radio Assn. Booth was designed and prepared by E. T. Jones, then manager RCA wholesale radio department, Electrical Supply Co. (present-day New Orleans RCA distributor). Mr. Jones is at this time sales promotion manager, Engineering Products Dept., RCA Victor Division, Camden, N. J. At the time the photo was taken, RCA was really an office in New York City. Westinghouse and General Electric did the manufacturing of sets and RCA distributed them through Westinghouse and GE wholesalers.

First "Combinations"

It was back in 1922 that Ben Abrams, later to be founder and president of Emerson Radio & Phonograph Co., initiated his long record of radio "firsts" when he early sensed the public need of combining the familiar phonograph with the strange new gadget which Al Smith had described as "the rad-dio." And so, out of the Abrams ingenuity, resulted the first "combination" radio-phonograph.



By 1923, Mr. Abrams had commenced the commercialization of this "combination" idea, and his handsome catalog of that period shows a good looking "combination" in which a hand-lever serves to shift into place in front of the cabinet built-in horn either the radio reproducer or the soundbox of the hand-wound phonograph.

During the same period the merchandising-wise young Abrams also came to the aid of the Westinghouse Company, which, after having launched broadcasting on Harding election night, had afterward become stuck with an overproduction of many thousands of its early radio sets. Armed only with nerve and some borrowed capital, the young entrepreneur from New York, by a nation-wide merchandising effort, quickly sold out the lot, from Boston to San Francisco, simultaneously earning himself a handsome nest-egg approaching six figures!

By 1930, Mr. Abrams had added short wave as a feature of his sets, and meanwhile got ready to put into action his vision of the multi-radio household, or "a radio in every room," by developing simplified low-price receivers for the modest pocketbook. His \$9.95 radio and later his \$6.95 set, while arousing bitter envy among his competitors, undoubtedly made a great contribution to bringing radio into every home and every room. Since that time, the names of Emerson and Abrams have been synonyms for high value and performance in the radio, TV and phonograph fields.

Early Days in Radio

As recalled by E. Alschuler
President, Sentinel Radio Corp.
Evanston, Ill.

My first contact with broadcasting was back in about 1925, when I was peddling Spartan speakers. I called on a chap whose name, I believe, was Reynolds, who said, "How would you like to take a little ride with me, for I have to go out home as it is time for me to do a little broadcasting?" I found that he was running a little radio station from his home; his wife played the piano, he sang, and they put on a little program. You may be interested in making mention of the fact that the name "Spartan," on which I had a trademark, was sold to Sparks-Withington, who after I had started in radio also decided to go into the manufacture of receiving sets.

I also started my manufacturing experience by making mounted Galena crystals, and not knowing a darn thing about it, found that those I made would not work. As I heard that a fellow by the name of Al Slap was making very good crystals, I climbed about four flights of stairs to a loft in an old, broken down building in lower New York City, and found Al Slap with a long apron on. He finally loosened up and explained that I was using lead to hold the Galena instead of woodsmetal. This same Al Slap subsequently went to Philadelphia, and, as you undoubtedly will remember, became an associate of Raymond Rosen and made a considerable success, but unfortunately passed away while still a very young man.

You probably have a record of the first TV broadcasting days and will have some data about a group of radio manufacturers who had been invited by RCA to a special meeting at Radio City, where we were welcomed by Dave Sarnoff on one of the verandas of the upper floor, where we talked into a microphone and a movie was taken. We were then taken downstairs to lunch and shortly thereafter went into an auditorium and were shown the movie on a television receiver which was picking up the TV broadcast which was sent to the Empire State Building and back to Radio City. Why this appealed to me was that it was the first time I personally had ever heard my voice and seen myself talking.

The only comment I can make in accord with your suggestion about radio then and TV now, is that television in my opinion has many, many more times broader prospects than radio had then or now.

Tell of Early Struggles

“Radio Came of Age in '28; Television's Year Is '52

Back in 1928 at its booth at the Public Radio Show held in the Chicago Auditorium, the Sonatron Tube Company—headed by the man who is now board chairman of the company which manufactures Sheldon Television picture tubes—conducted a straw vote poll of visitors on their preferences for either Herbert Hoover or Al Smith. The accompanying photo-



graph shows the tally board indicating the hourly count. At the base can be seen silhouettes of Hoover and Smith. (And, as if we didn't know, the girl at the right is “Miss Radio of 1928”. The other girl remains unidentified.)

Nathan Chirelstein, (in photo), in early days of radio was president of the Sonatron organization and who is currently chairman of the board of Allied Electric Products Inc. of Irvington, N. J., producers of Sheldon television picture tubes, remarked that “Radio came of age in 1928 as a result of the coverage given the Democratic and Republican National Conventions and the subsequent national election.

“We can look forward to the same thing happening for television in 1952. With Coast-to-Coast television a reality and with the tremendous number of sets now in operation, television coverage planned for both political conventions as well as local and national electioneering, television will cascade into maturity as a vital national force”, he added.

As a radio tube manufacturer in 1928 and now as a producer of picture tubes and receiving tubes, Chirelstein pointed out that there is relatively little difference between receiving tube manufacturing processes in 1928 and today. “The only real difference lies in the types, sizes and construction of tubes made today.”

Sprague Firm Founded Quarter-Century Ago

June, 1951 marked the 25th anniversary of the founding of the Sprague Electric Co., (then known as the Sprague Specialties Co., in Quincy, Mass.). Robert C. Sprague who launched the company still serves as its president. At the time he founded the company, Sprague was an officer in the peacetime U.S. Navy. While building crystal and one-tube sets, Mr. Sprague discovered that the tone of a radio could be changed by placing condensers of varying capacity across the loudspeaker. He perfected a device made up of a special condenser which could be adjusted for any one of seven capacity values, and which could be plugged in between the radio set and the loudspeaker. This discovery led to the birth of the Sprague firm.

Important Developments Made by Frank A. D. Andrea

Frank A. D. Andrea was one of the first engineers to grasp the significance of the impact of the national demand for receiving sets. With the foresight of the pioneer, Mr. Andrea developed a “kit of parts” which when assembled “according to directions” would bring broadcasts from far distant cities into the home. This kit of parts was given a name which signified Mr. Andrea's confidence in the future of broadcasting. This name was FADA or Mr. Andrea's own initials. Many persons who read this article will reflect with pride the time they spent putting this kit together and will particularly remember the thrill of their first reception. It was only a step from this kit of parts into the first factory made “Andrea Neutrodyne” complete receiver. This neutrodyne was not an assembled kit, but a mechanically designed and scientifically engineered radio receiver. It was with the advent of the Neutrodyne that Mr. Andrea's business policy was firmly established.

Mr. Andrea was not content to listen to music through ear phones or at best an ear phone at the end of a horn, so he began the development of a loudspeaker which would reproduce voice and music louder and with more realistic reproduction. Thus F. A. D. Andrea's cone speaker of revolutionary design was born. It was thought that radio had reached a high degree of perfection, but progress could not be kept at a standstill, it had to move forward. What was believed to be perfection was an industry in short pants. New developments were yet to come, among them

the newest miracle, “super heterodyne.” Again this was not new to the Andrea organization. It was another manifestation of progress. The super heterodyne was ahead of loud speaker development so it followed in logical order that the development of an entirely new loud speaker began. This was the dynamic speaker which reproduced notes in both treble and bass ranges never heard on speakers



Actual development stage of TRF receiver in Andrea's plant. At Mr. Andrea's left is L. M. Clement, now director of research and engineering, Crosley Div.

of previous design. The newest contribution to “tone reproduction” was Andrea's Dynamic Speaker which set standards of reproduction.

In 1938 the first Andrea TV Kit was offered for sale. This kit was not a group of parts, but a fully engineered piece of equipment which clearly showed the way for further development into factory completed TV receivers. The first factory built Andrea TV receiver was sold and put into operation on April 30, 1939, for the opening of the World's Fair held in New York.

This Portable Is Still Working Perfectly!



Dealer Jack Geier, who is in business in Northridge, California, sent us the photograph of the Kennedy portable, made in 1923. The amplifier is one of Western Electric's first two-stage, push-pull amplifiers. Baldwin made the speaker and the earphones. The receiver is still in good operating condition, reports Geier, who recently picked up Chicago on the Kennedy. Mr. Geier started in radio in 1921.

From Variometers to Video—

Industry's Founders Still Going Strong

By J. P. Quam, board chairman
Quam-Nichols Co., Chicago

When one is forever running into pioneers and "founding fathers" of this industry of ours, who have hardly reached the half-century mark themselves, it becomes quite a chore to reconstruct anything in the way of an industry history that bears the dignity of age and tradition.

At the end of the first World War, my old firm, United Manufacturing Company, went into production on phonograph motors for Brunswick-Balke and others. We were doing



J. P. Quam

quite well until the bottom of that market fell out in the Fall of 1920.

My partner went to Australia about that time but I stayed with United and went into the manufacture of variable condensers, transformers, variometers, loudspeakers, and allied products for the new radio industry which was just getting under way in 1921.

Associated in United were such coming young men as Harry Adler, Bob Arnold, Bill Dunn, Jerry Kahn, Ed Mastney, E. J. (Kelly) Poole, Norman Wunderlich, Paul Zeigler, and a number of others who have made their mark in the industry.

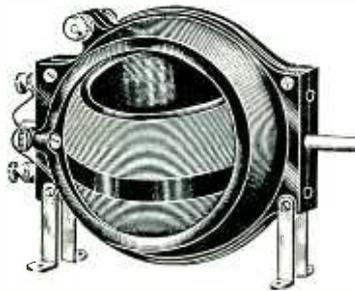
Frank Nichols of the Nichols Steel & Wire Company of Kansas City, and I founded the Quam-Nichols Company in 1929, manufacturing magnetic and dynamic speakers, ground clamps, aerials, tone controls and adapters.

The growth of the speaker industry parallels that of radio and television, keeping step in every instance with the precision engineering and efficient designing required to supply high fidelity audio. Its future—but such thoughts hardly belong in any dissertation on the history of this phase of the industry. Suffice it to say that every time I run into another of those "founders" and pio-

neers of the industry and contemplate their still youthful faces and figures and the almost complete absence of any evidence that age has made any ravages on their energetic careers, I'm convinced that our industry hasn't even achieved the dignity of a substantial "second generation" succession.

Supplied Experimenters in the Early Days

In the early days of radio, experimenters had a tough time getting radio parts, points out J. W. (Jules) Rubin, manager advertising and sales promotion of Allied Radio Corporation, Chicago, a firm known when radio was in its infancy as the Columbia Radio Corp. Writes Mr. Rubin: "There was obviously a need for some agency that would catalog product specifications and uses in detail and then store the parts and equipment of various manufacturers in one central location. That was when Simon and Richard Wexler,



2 items from Allied's 1925 catalog. Cockaday 4-circuit tuner, and a variometer.

founders of Allied, became radio parts distributors. I started to work for the company in 1924. Those were the days of the gooseneck horn and variometer. Crystal sets and Cockaday kits were big sellers. Early Allied catalogs contained about 500 items. Our present \$2,000,000 inventory includes 17,000 separate items obtained from 550 suppliers.

"A. D. Davis, nephew of the Wexlers, who is president and general manager of Allied, took over active management in 1932."

1925 Ad by Distributor

Harry Alter Recommends—

These Two Vacuum Tube Sockets Unusual Quality at Unusual Prices

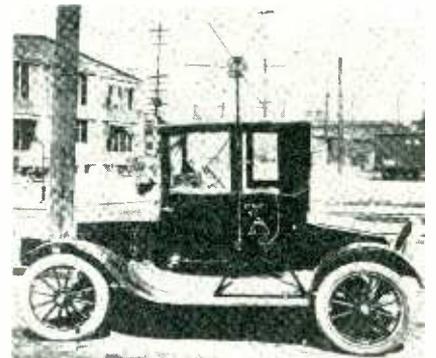
Attractive Dealer Discounts

VERY radio dealer or electrical store with radio stocks should get Harry Alter's "Pocketbook" each month. The "Pocketbook" is a net price catalog containing rock bottom dealer prices on a vast line of electrical material. Lightning buzzers, light or emergency, storage parts, and radio apparatus.

The "Pocketbook" is available for...

Tube sockets were featured by Harry Alter Company, Chicago, in advertisement run in 1925. The Alter firm today is one of the country's largest and most progressive distributing organizations.

Tracking Down That Pesky Interference!



In 1927, the Portland (Ore.) Electric Power Co. used this radio-equipped auto to trace down interference with radio reception in the locality. Believe it or not, equipment in the coupe could be used to find the exact location of disturbing noises.

A Flapper Digs Jive in '25 via a Stewart-Warner



The Stewart-Warner receiver, model 305 was merchandised in 1925. It was a 5-tube TRF set. Note also the feminine trends of the time such as the very daring bobbed hair, and the rolled stockings.

With Never a Dull Moment

Paper Clip, Loudspeaker and Sales Switch

By Charles Golenpaul
sales manager, distributor division
Aerovox Corp., New Bedford, Mass.

My favorite anecdote of the "good old days" concerns itself with a successful "switch" sales technique of the middle 'twenties. One of the smart operators on Murderers' Row decided to use the most popular "super-duper" loudspeaker to bring in the crowd. So the speaker was advertised at a marked reduction in price—a special bargain—just a limited quantity—act fast—and so on.



Charley Golenpaul back in the early 'twenties when he was laying the foundation for the radio parts jobbing trade.

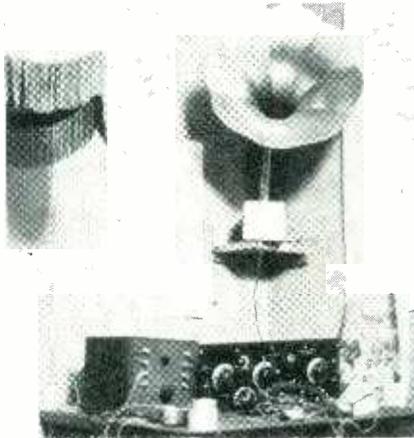
The anxious buyers poured into the store. But the super-duper loudspeaker had a terrible rattle. You just couldn't get clear music. The salesman apologized for the miserable performance, but pointed out that the super-duper speaker was very much overrated and, even at the cut-rate price, let alone the full list price, it was no buy at all. Why, he had a loudspeaker selling for a fraction of that price, which had far better tone quality and never rattled. Like to hear it? Sure. And he turned on the low-priced speaker. It sounded darn good. It didn't rattle. The price was a third that of the super-duper. Most buyers were readily switched to the low-priced deal.

The secret of the rattle was an ordinary paper clip suspended from the drive shaft inside the cone. On certain notes the clip jiggled and set up quite a commotion. Of course the buyer didn't see the clip and couldn't figure out the play. Few buyers insisted on getting the super-duper speaker. So the "switch" worked perfectly.

Now that paper clip story was typical of much of the radio merchandising of those early days. Of course the trade dealt mainly in pennies rather than dollars. No reputations were at stake for little stuff was as yet branded, let alone packaged. Bargain hunters abounded. Most of the available merchandise was surplus

stuff dumped into the hands of scavengers to dispose of. The trade lived for the day with no thought of tomorrow. Eventually the radio parts business became legitimate. It came out of the bargain basement. Men with money and brains and vision became interested in radio parts jobbing. And thus evolved the established radio parts trade as it is known today—all in the space of two decades.

Radioman's First Radio



Curtis A. White, of Wolcott's, Corning, N. Y., sent us the picture of the 1924 Kennedy one-tube set for which he paid \$90. Says Dealer White: "It was the first set around here that had a loudspeaker. The horn is from an old Victor talking machine. I built the two-stage amplifier for use with a loudspeaker. The set and amp. used V199 tubes, which sold for about \$9 each. I made a very costly mistake one night and burned out all the tubes."

Early Clarostat Staff



Clarostat staff of the early 'twenties. Left to right, John Mucher, president; Stephen Mucher (deceased) who ran production and shipping, and Jacob Mucher who designed tools and machinery.

Photographed in 1925!



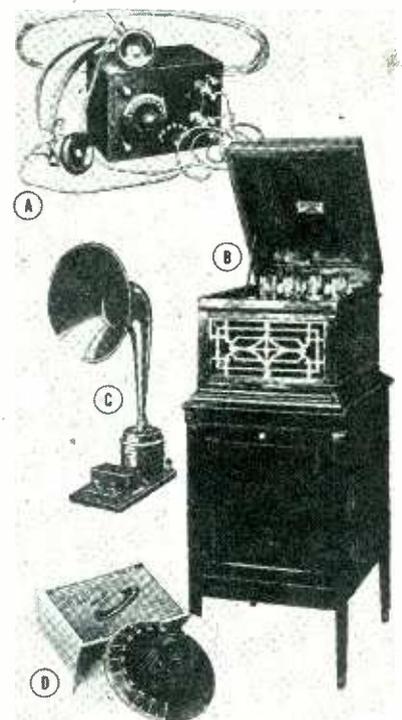
Ben Gross, prominent merchandiser, and head of Gross Distributors, New York City, shown at extreme right. Others, left to right are E. C. Roworth, W. T. Eastwood and J. S. Gibson.

Honoring Dr. Du Mont



Dr. Allen B. Du Mont (left) presented with a testimonial scroll in recognition of his "continuous pioneering, development and inspired leadership" by Mayor Morris Pashman of Passaic, N. J., on the occasion of that city adopting the official slogan of "Passaic, Birthplace of Television."

30 Years Ago!



(A) Crosley crystal receiver sold at \$25, complete with headphones. (B) RCA features this "Aeriola Grand" with stand at \$350. (C) Mag-navox 14-horn. (D) Radion (American Hard Rubber Co.) dial of 1922.

Leaders Who Have Helped



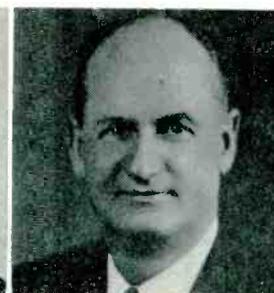
PAUL V. GALVIN
Motorola



H. W. CLOUGH
Belden



ERNEST ALSCHULER
Sentinel



FRED D. WILSON
Capehart-Farnsworth



BENJAMIN ABRAMS
Emerson



COM. E. F. McDONALD, JR.
Zenith



LARRY F. HARDY
Philco



W. L. DUNN
Belmont



DR. ALLEN B. DU MONT
Du Mont Labs.



D. H. COGAN
CBS-Columbia



ROBERT C. SPRAGUE
Sprague Electric



B. A. COFFIN
Hytron



L. H. COFFIN
Hytron



R. E. CARLSON
Tung-Sol



ROSS D. SIRAGUSA
Admiral



J. J. KAHN
Standard Transformer



ERNEST SEARING
IRC



SOL GROSS
Tele-tone



FRANK C. ENGELHART
Kester Solder



JAMES H. CARMINE
Philco



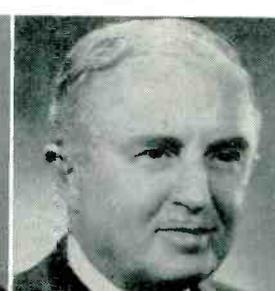
RALPH MUELLER
Mueller Electric



M. H. COGAN
Symphonic Radio



R. C. REINHARDT
Atlas Sound



W. A. READY
The National Co.



JULIUS FINKEL
JFD

Build the Radio-TV Industry



ISIDOR GOLDBERG
Pilot



DR. RAY H. MANSON
Stromberg-Carlson



F. A. D. ANDREA
Andrea



BRIG. GEN. DAVID SARNOFF
RCA



ARTHUR FREED
Freed Radio



RICHARD A. O'CONNOR
Magnavox



DAVID WALD
De Wald



DR. W. R. G. BAKER
General Electric



L. W. TEEGARDEN
RCA



DAVID HOUSMAN
Automatic Radio



LEONARD SCHNEIDER
Decca Records



E. H. VOGEL
General Electric



CHARLES P. CUSHWAY
Webster-Chicago



H. B. RICHMOND
General Radio



FRANK A. POOR
Sylvania



LEONARD ASHBACH
Majestic



J. M. MARKS
Fada



LESLIE F. MUTER
The Muter Co.



OCTAVE BLAKE
Cornell-Dubilier



W. J. HALLIGAN
Hallicrafters



J. M. SPANGLER
National Carbon



WALTER JABLON
Espy Mfg. Co.



JOSEPH GERL
Sonora



JOHN MECK
John Meck Ind.

Additional portraits of pioneers and prominent figures in the radio-TV industry will be found on other pages in this issue.

From Crystal Sets to TV —

Development of Radio Art Likened to Speeding Auto

Following are excerpts from a speech made by Brig. Gen. David Sarnoff at a meeting marking his 45th anniversary in radio:

"As I look back upon the development of the radio art, it seems to me that it might be likened to an automobile going at a very fast speed and passing some of the scenery along the road. Suddenly it is halted by an unexpected vision. The car is put in reverse and you go back. In retrospect, you see all the things that were there before but missed while you were driving at a terrific speed.

"When I started in wireless we did not know about long waves. We used the short ones—150 meters to 200 meters. Then we went to great big towers 400 feet high, and long waves of fifteen to twenty thousand meters. We used big alternators of 200 kw power each. We occupied ten square miles of land for our buildings, towers and transmitters.

"Suddenly someone cried 'Stop and take another look at the short waves'—really short ones—well below one

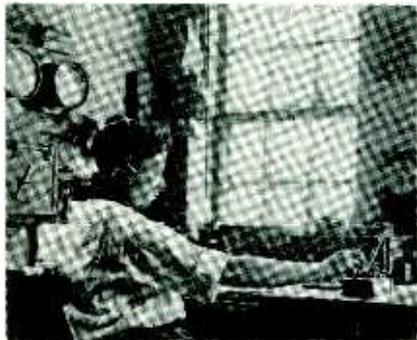


Photo shows David Sarnoff at the age of 17, when he was a wireless operator in 1908, at the Marconi station, Siasconset on Nantucket Island, Mass. A recent portrait of Gen. Sarnoff appears elsewhere in this issue.

hundred meters. We recalled that we had operated short waves twenty years before, but had not tried to use such short ones. So we tried them. What happened? We dismantled the tall towers and put up short poles in their place. We abandoned the alternators and put vacuum tubes in their place. We stopped using long waves and used short waves instead. We moved in reverse gear, but this time looked and paid attention to what we saw on the road. We learned how these short waves really behaved in the spectrum. We learned their characteristics and found that different wavelengths used at different times of the day and night could cover great distances better than long waves, and that they were practically free from 'static' interference.

"The old hands who are here, like Gano Dunn and myself, can remember the days when we worked with crystals called carborundum, silicon, perikon, galena, and cerusite. These crystals were the radio detectors of those days that enabled us to receive wireless signals. When the Fleming Valve, the DeForest audion and the high vacuum tube came to replace these uncertain and unsteady crystal detectors, we hailed them as miracles. We thought then that we had really found the answer for all time of how to detect and amplify radio signals, and how to deal with these infinitesimal bits of energy. And now, a little late in life for some of us, but at the beginning for you younger people, we speak again of crystals for radio. This time it is a germanium crystal. This crystal may, one day, even eliminate the use of tubes as detectors and amplifiers, and who knows what else? So, we are going back to crystals again, but this time we are not guessing—we are patiently researching to learn the limits of their capabilities."

Radio's Rapid Growth

By Ray L. Triplett, president, The Triplett Elect. Inst. Co., Bluffton, Ohio

At the time your magazine first appeared, battery operated radios were the order of the day using A, B & C batteries, following crystal sets, and for the most part were home built. The parts business soon took on a flourishing jaunt, which was at its peak sales mainly in the winter season when new circuits could be tried out for their best performance. The broadcast signals could be carried greater distances, even from foreign shores, and every set builder sought to improve his circuit for superior performance.

Summer months were static months, the time of year when people lived out of doors, away from their sets. It was not until the broadcasting stations took on more operating power, and wave lengths were altered for better geographical location of stations, and improvements in the sets put in their appearance that radio began to grow up as an established industry.

But the parts business was not to last, according to prophecies of the day, with the advent of the factory built set, and the all electric power operated set. Once again these prophecies proved false in the face of the rapid strides the industry was making and seemed certain to emerge into a brilliant future.

I recall how we advertised and sold tube testers in the very early radio days with only a single socket on them to test the one tube generally

used—201-A. Later the second socket appeared for testing the smaller size—199—but still with only four pins.

It would be remiss not to mention the struggle the Radio Manufacturers Association had in those early days to keep going. At the annual meeting, then held during the slow time, association representatives would appear at the booths to demand your attendance at the meetings. "It's your association" they were told, with emphasis, "You'd better put in your



R. L. Triplett

appearance at the meeting to insure a quorum or else." Today, the RTMA is a stalwart institution whose members do business reaching into billions of dollars.

Today, we travel far to see new faces, new things in electronics, with TV the wonder of it all, to stare at and predict what the next thirty years will be like. RADIO & TELEVISION RETAILING and TELETECH will continue, I'm sure, to tell the full story; to have their share in the greater things to come, which will amaze the old timers then just as it has us who have been in it from the beginning.

Early Phonographs

An automatic record changer was brought out in 1927. Known as model 1050 it was made by RCA and was an acoustical job, with a spring-wound motor. In the same year, electric motors and pickups appeared for connection to the audio amplifier of radios. In 1931, a completely electric automatic record changer was announced by Capehart.

Graybar's Nicoll Marks His 40th Anniversary

A. H. Nicoll, president of the Graybar Electric Company, recently celebrated his 40th service anniversary. He started as a sales record clerk in 1911; became a salesman and was elected president in 1942.

Industry Always on the March

TV's Future Lies in the Hands of American Youth

By Commander E. F. McDonald, Jr.,
president, Zenith Radio Corp., Chicago

In the early twenties when radio was young, hams were allocated the commercially "worthless" bands below two hundred meters. They were limited to one kilowatt of transmitting power, and for a time needed it all. Then some of them tried going down in the bucket of short wave, and began to get amazing distance with little power. In 1923 Commander Donald B. MacMillan led one of his many expeditions to the arctic, and allowed me to outfit him with short-wave radio. This was the first arctic expedition so equipped.

Radio in those days was very different from TV today. At that time every major advance in radio was made by some amateur who did not believe that there was anything that couldn't be done until he tried it.



Commander E. F. McDonald, Jr., aboard the Peary in 1925, at the time the expedition's chief radio operator reached Washington from Greenland with Zenith short-wave. In those days, government operated high-power, long-wave station which were muted by the midnight sun.

Also, it was possible in those days to go into the radio manufacturing business with a minimum of plant equipment. Our own business started, as you know, on a kitchen table.

Today, television is a complex, costly science and the technical schools each year are graduating thousands of well-trained youngsters, many of whom go into the large laboratories maintained by all leading manufacturers.

However, the fundamental situation is still unchanged. Many of these college trained youngsters are doing in the laboratories what the untrained kids of a generation ago did in their ham shacks. The eager imagination of youth is still developing new circuits, new applications and

new techniques. Television is big business, but like radio in the golden 20's, its technical future lies in the hands of American youth.

At the End of 1922

There were but 10,000 radio sets on U.S. farms. At the end of 1927, there were 1,600,000 radio receivers in farm homes. . . . Radio sets, "factory-built", totalled 100,000 built in 1922 at a retail value of \$5,000,000. . . . A million home-made sets were produced in 1922. . . . Total of \$60,000,000 (retail) for all sets, parts, and accessories, including batteries was rung up by the industry in '22. The following year, 1923, saw this total jump to \$136,000,000. As of January 1, 1927, there were 2,550 manufacturers of receiving sets and parts in business.

"All-Electric" Sets

Reader Ray Brown, of New York City, sent the editors a copy of the special Radio Fair Section of the New York Evening Journal, of September 19, 1928. Following are some excerpts: Alexanderson's 48-line television system was shown at the Fair. . . . "All-Electric" radio sets were being featured. . . Amrad receivers were being heavily advertised. . . Some other makes: Majestic, Freshman, Colonial, Radiola, Spar-ton, Balkite, Bosch, Lyric, Zenith, Eveready, Freed-Eisemann, Crosley, Atwater Kent, Stewart-Warner, Stromberg-Carlson, Philco, Kolster, Grebe, Steinite.

Early Tape Recording

"A steel band called the 'radiofilm' has been devised by two Austrian inventors to preserve radio programs. The film, by a process of demagnetization, can be made void of previous recordings and used many times." From *Radio Retailing*, Oct. 1925.

Early Recording



Members of the recording orchestra of the Victor Talking Machine Company are shown huddled before a huge horn, predecessor of the mike, in the company's studio in Camden, N. J. Rosario Bourdon, orchestra leader, on platform at extreme left.

We Had "Universal" Type Controls 30 Years Ago!

Reminiscing with John J. Mucher, chairman of the board, Clarostat Mfg. Co., Inc., Dover, N. H.

That I should be more bewildered than you are by the multiplicity of component types called for in today's radio and TV servicing, is pardonable, I hope. For I can look back some three decades to the time when we of Clarostat made just one type of adjustable resistor. That original product, an adjustable compression-type carbon control, provided any resistance value from a few ohms to several megohms by merely twisting the knob several times. No matter what resistance value the user might require—and usually he didn't know himself—we had the answer.

To be sure, we knew little or nothing about radio-electronic engineering beyond Ohm's Law. But we did know mechanical design and tool making. In our Clarostat Plant on North Sixth Street in Brooklyn, we turned out millions—and I really mean millions—of famous Clarostats which made the early B-eliminators and later the first AC receivers feasible.

Over the past thirty years the radio-electronic art has made tremendous strides. Especially with the advent of that modern miracle called a television set. We of Clarostat have had to become electrical and radio and electronic engineers quite as well as still better mechanical designers and tool makers and production men. Our present plant in Dover is a far cry from our little Brooklyn plant of thirty years ago. We have mechanized production far beyond our fondest dreams. I honestly believe that we have more meters for checking our products than could be found among all the radio manufacturers of three decades ago.

Of course, I fully appreciate the complexity of today's radio-electronic art and therefore the need for so many special types. But honestly, fellows, don't you envy those good old days when the famous Clarostat control provided such a wide range of resistance at the mere twist of a knob? That gadget wouldn't do today, because the requirements are far too critical. But at least the idea of a "universal" control still appeals to me. Definitely, "dem was the happy days!"

Founded Sterling Radio

Thirty years ago, H. C. Bonfig, vice-president in charge of sales of Zenith Radio Corp., with his brother-in-law and his father-in-law started the Sterling Radio Company in Kansas City, Mo.

Pioneering Days in Radio-TV

GE Celebrates 25th Anniversary of TV

December marked the 25th anniversary of General Electric in television. On December 16th, 1926, the nation's press reported that a system for transmitting moving pictures by radio had been developed by Dr. E. F. W. Alexanderson, GE consulting engineer.

This startling revelation was based on a paper presented the night before by Dr. Alexanderson at a meeting of the American Institute of Electrical Engineers in St. Louis in which he told of a system he had perfected, using revolving mirrors, to project a television image on a screen.

Ten days later, Dr. Alexanderson was quoted by the press as envisioning the day when "the world may view the Rajah of India on parade, a future world championship boxing

match, or heads of nations may hold a conference by television".

This initial system of TV transmission using revolving mirrors was soon replaced by an improved method utilizing the Nipkow revolving disc. This was about the size of a bicycle wheel and of solid metal, except for a series of 48 small holes drilled in spiral formation about the edge. The image being televised was placed before brilliant incandescent lamps with the revolving disc between it and photo cells. The revolving disc covered the complete image 20 times a second. These variations in light impulses were picked up by the photo cells, which changed them into radio impulses ready for broadcasting, just as sound waves are sent through the ether.

At about this time, Dr. Alexanderson was working on what was to become America's first TV home re-

ceiver. This, about the size of the old style console type phonograph, contained a disc of about the same size as the one used in the transmitter. As the radio impulses through the ether were received, they were changed back into light waves by a specially built high-frequency gas-filled neon tube. As these light waves were projected through the holes in the revolving disc, a picture about three inches square was projected on the receiver.

On January 13, 1928 the first public demonstration of television reception on this set was staged in Schenectady.

To produce a larger picture, Dr. Alexanderson improved on the revolving disc by enlarging the holes and placing a glass magnifying lens in each. This resulted in a received picture 14 inches square, which proved an outstanding attraction at the New

1908 Station in Illinois Used Call Letters "X5"



Bayard H. Clark, of Bayard H. Clark Co., advertising agency, 212 W. Grove St., Lombard, Ill., sent in this picture of old equipment he used to operate "X5". His station antedated the amateur license law, which when enacted changed station first to "9DP" then to "W9DP". Most of the equipment was homemade. On the transmitting side are transformer coil (an old E. I. Co. product); tuning helix with spark gap on top; glass plate condenser in oil; antenna change-over switch; and heavy contacts key. Resonance was achieved by homemade hot-wire ammeter. Receiving equipment included loose coupler; antenna loading coil (for long-waves); rotary and tubular condensers; potentiometer for detectors, silicon, galena and electrolytic detectors, and an H-C headset. A 4-wire antenna extended from a 40-foot mast on top of a barn to an 80-foot water tower a block away.



Dr. Alexanderson and his first home TV set publicly demonstrated on January 13, 1928.

York Radio Show in September, 1928.

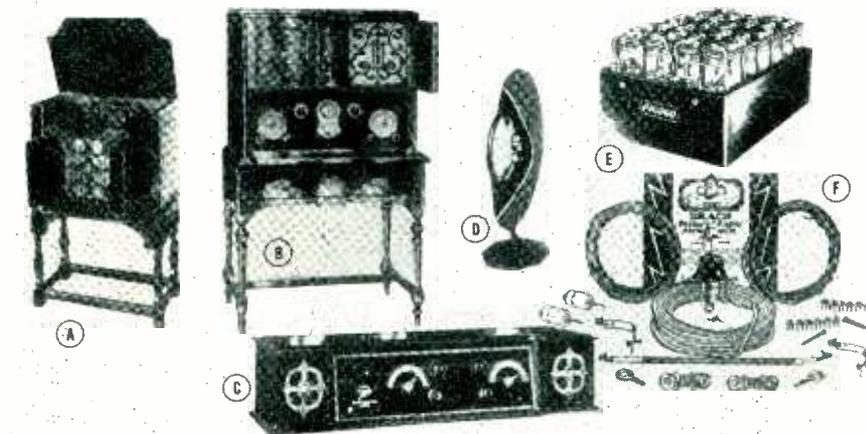
On May 10, 1928, television became a regular part of the program broadcast by WGY, Schenectady. Half hour periods, three afternoons a week, were devoted to sending pictures rather than voice.

In April, 1929, the cathode ray tube was substituted for the revolving disc. This was the forerunner of modern picture tubes as used today.

Dr. Alexanderson's next important development came in May, 1930, when he produced a picture seven feet square on the screen in Proctor's Theater in Schenectady as part of the theater's regular program. A new type receiver was used for this demonstration. It was an unheard of feat to project a TV picture on a large screen. To do this, Dr. Alexanderson built a receiver using a light cell, developed by Dr. August Karolus, for changing radio impulses back to light.

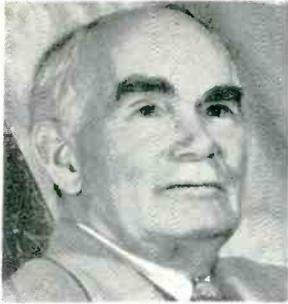
In 1935 high definition pictures of 245 lines were reproduced in the General Electric laboratory. Plans were started for a television transmitter station in the Helderbergs 25 miles from Schenectady, which with alterations and improvements, is still used.

Some Early Radio Receivers and Components



(A) 5-tube Telehone sold at \$225, without accessories, in 1925. (B) 1925 model Stromberg-Carlson. (C) Zenith 6-tube set of 1925, sold at \$230, without accessories. (D) Western Electric's "Hornless" loudspeaker of 1925 retailed at \$35. (E) Built-in charge indicators were featured by Philco in '25. Balls floated when the battery was charged, and sank when it became discharged. (F) L. S. Brach's aerial outfit sold for about \$5 in 1925.

Outstanding Figures in the



DR. LEE DE FOREST



WICKAM HARTER
Centralab



MAJ. E. H. ARMSTRONG



L. A. HYLAND
Bendix



GLENN W. THOMPSON
Arvin



SARKES TARZIAN
Sarkes Tarzian, Inc.



JOHN ERWOOD
Erwood, Inc.



S. RUTTENBERG
Amperite



HELEN A. STANILAND
Quam-Nichols



PETER L. JENSEN
Jensen Ind.



ALEXANDER I. ABRAHAMS
Racon



FRANK B. WALKER
M-G-M Records



A. A. JUVILER
Olympic



JOHN F. RIDER
Rider, Publisher



J. S. KNOWLSON
Stewart-Warner



A. J. SCHMITT
Amphenol



S. N. SHURE
Shure Bros.



GLENN H. BROWNING
Browning Labs.



STEPHEN NESTER
Duotone



P. J. HALLDORSON
Halldorson Co.



A. R. KAHN
Electro-Voice



P. R. MALLORY
Mallory Co.



T. LUNDAHL
Taco



WALTER SPIEGEL
Regal



B. T. SETCHELL
Setchell Carlson

Radio-TV Industry's Progress



PHILO T. FARNSWORTH
Capehart



BERNARD H. LIPPIN
Philharmonic



HAZARD E. REEVES
Reeves Soundcraft



FRANK FREIMANN
Magnavox



LOU SILVER
Majestic



DON FERRARO
Jewel



THOMAS A. WHITE
Jensen Mfg.



IRVING GOLIN
University



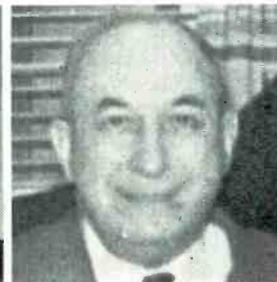
R. A. O'REILLY
Oak Mfg.



KEN HATHAWAY
Ward Leonard



PAUL F. JACKSON
Jackson El. Inst.



MARK & M RYAM SIMPSON
Masco



L. K. WILDBERG
Radiart



F. M. SLOAN
Westinghouse

Beginning of "Sound"

We are indebted to Peter L. Jensen, president, Jensen Industries, for sending us the accompanying photograph from the *San Diego Union*, September 20, 1919, showing a President of the U.S. using a PA system for the first time. The two horns served as giant mouthpieces for the remote microphones. The date is September 19, 1919. According to Mr. Jensen, the event was historical in other ways. Here, for the first time, for a nationally important affair, were used an electronic amplifier (vacuum tubes) and remote mikes together with dynamic speakers developed by Jensen and Pridham who installed the equipment.

From the *San Francisco Bulletin* of December 25, 1915, Mr. Jensen has sent the following extracts from the account of an event at the San Francisco Civic Center, Christmas Eve, 1915, marking the birth of Sound: "100,000 people cheer at Christmas celebration . . . the sound . . . and

here is a truly wonderful fact. Every ear in the entire throng, including people hundreds of yards away, heard every syllable of the speeches and announcements with absolute distinctness. How was it done? Simply the



A first in PA. President Wilson uses a sound system Sept. 19, 1919.

Magnavox. A most remarkable invention. . . . The Magnavox . . . was attached to a familiar small Victrola

and played phonograph records that seemed uttered by a giant." This early sound set-up was also the development of Jensen and Pridham, who made the installation.

The editors of RADIO & TELEVISION RETAILING sent invitations to all companies in the industry to submit "pioneer" material, photographs, etc., but at press time there were still some companies not heard from. To all those "qualified" ones not represented on the pages of historical editorial matter in this issue, the editors express their sincere regrets.

Commercial Development of

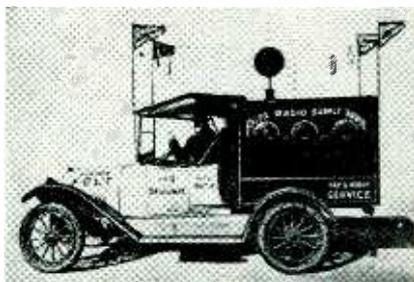
Some Early Prices

In 1926, some table model receivers sold as follows: Crosley, \$38; Amrad, \$60; Andrea, \$300; RCA, \$115; Wells, \$100. And some consoles: Garod, \$400; Stromberg-Carlson, \$365; Federal Tel., \$375; Stewart-Warner, \$400. Most of the models in 1926 used the TRF circuit. Other circuits in use: neutrodyne, regenerative, RF. There were a number of batteryless sets on the market in 1926. Prices of three phono-radio combinations in 1926: Brunswick-Panatropo-Radiola console, \$1,000; Sonora, \$325; Victor "Alhambra 1," with an Orthophonic Victrola, \$325. Other combinations in the Victor line ran as high as \$1,000.

A Quarter-Century Ago—

Radio saturation had reached 24%, and there were 11,000,000 phonographs in use. . . . A Brooklyn dealer made a drive, and sold 85 trickle chargers, netting \$510 gross profit. . . 1927's average table model set sold at \$101; weighed 31 lbs. . . . Consoles averaged \$202. . . . B-Eliminators a big item, selling at around \$40. . . . National Better Business Bureau preparing tentative standards of radio advertising and selling. . . Dr. E. F. W. Alexanderson completed a projection television set. . . Accessories being sold to consumers: Batteries, lightning arresters, A and B power

Right on the Job in 1926!



V. P. Felt, manager of the Felt Radio Supply House, Salt Lake City, advertised his business by decorating his service car as shown. A sign invites folk to phone the store for a free home demonstration.

units, tubes, battery chargers, replacement speakers, time clocks, voltmeters, interference eliminators. . . . RCA reduced the price of its 201-A tube to \$1.75; its type 213 to \$5.

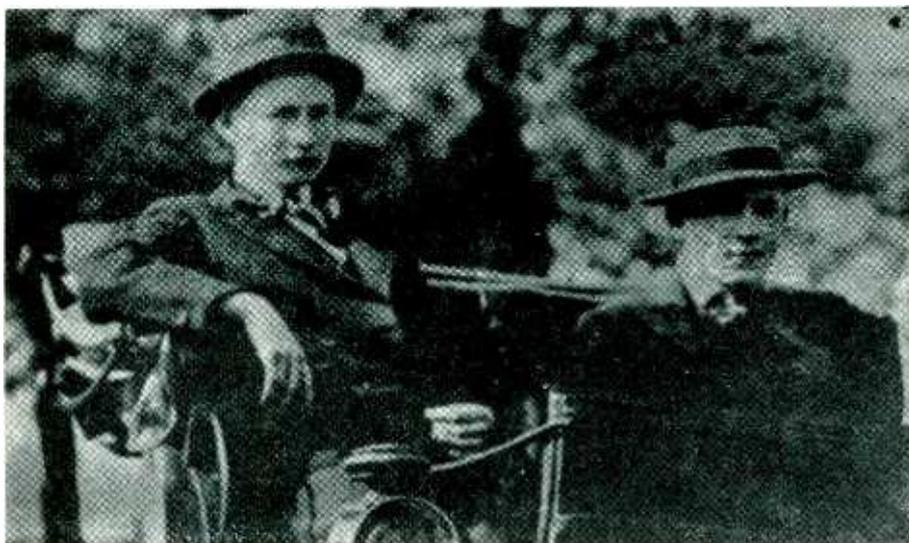
Radio audience estimated at 26,000,000. . . . "Batteryless" sets hitting the market. . . . Coue type speakers selling at about \$12. . . . Victor Talking Machine Company changed hands in \$40,000,000 deal. . . . 79% of New York radio dealers were selling sets on time. . . . Crosley "Pup," a one-tube receiver selling at \$9.75. . . . Ken-Rad degasifying tubes by the new "Arch Method". . . . Following firms were licensed to make Neutrodyne receivers: Amrad Corp.; Carloyd El. & Radio Co.; Eagle Radio Corp.; Freed-Eisemann, Garod, Gilfillan Radio

Corp.; Howard Radio Co.; King-Hinners Radio Co.; Wm. J. Murdock Co.; Stromberg-Carlson; R. E. Thompson Mfg. Co.; Ware Radio Corp.; The Work-Rite Mfg. Co. . . . Controversy over whether remote speakers performed better than those built into sets. . . . Some dealers issuing "service contracts," calling for twelve visits at a flat charge of \$10. . . . F. A. D. Andrea's new set featuring metal shielding. . . . Sprague advertising mid-get condensers.

Some Old Ads and Old Prices in 1926

Some advertisements run 26 years ago: Leslie F. Muter Company offering a complete aerial kit for \$3.50 (sold through jobbers). . . GE advertising Tungar battery chargers. . . Allen-Bradley featuring amplifiers at \$15, and resistance units. . . Stromberg-Carlson sets were "shielded and sealed". . . . Some other names: Perryman (tube makers), Cleartone radios, Grebe Synchronphase, Brandes speakers. . . . Pritchard-Roeber radios. . . Gould Storage Battery Co., Bright Star batteries, General Radio featuring a 4-tube set; Stewart-Warner advertising 8 radio models, 2 speakers, and radio tubes. . . And others: Kolster, Atwater Kent (of course), Crosley, Exide batteries, Federal "Ortho-Sonic" radios. . . . Eveready batteries. . . . Mohawk radios. . . Dubilier B eliminators. . . Thompson radios. . . Bakelite Corp. . . Hayes radios. . . All-American sets. . . Farrand speakers. . . Fada receivers. . . Weston meters. . . Freed-Eisemann sets. . . Alden Mfg. Co. (tube sockets). . . . Air-Way radios, Sangamo Electric Co. radio parts. . . DeJur featuring rheostats. . . Trimm speakers. . . Hytron featuring tubes. . . Ludwig Hommel & Co., Pittsburgh, (wholesalers). Harry Alter Co., Chicago distributors carrying following lines: Radion, Frost, Balkite, Brandes, Remler, All-American, Frost, Dubilier, Benjamin, Rasla, Carter, Gould, Pacent, Premier, Howard, Utah, Allen-Bradley, Weston, Dulce-Tone, Burgess, Jefferson, Erla, Signal, Bremer-Tully.

Walter Evans, J. M. Stone Demonstrate First Portable!



Back in 1915, Walter Evans (future radio head of Westinghouse) and J. MacWilliams Stone (future head of Operadio) gathered some crystal equipment and a box kite into this electric automobile and with "a good many feet of fine antenna wire lifted by the kite," were able to pick up a number of distant stations. Evans and Stone were radio hams in the Hyde Park section of Chicago, and had already spent a season as radio operators on ships. Stone recently changed Operadio's 28-year-old name to Dukane Corporation, more closely identifying the company with its Dukane brands of sound equipment and recorders.

A Phrase Coined in 1925

From the February, 1925 issue of *Radio Retailing*: "The radio in every room idea, inaugurated in his own home two years ago by O. H. Caldwell, editor of *Radio Retailing*, is rapidly being taken up all over the country, especially by hospitals, hotels and apartment houses."

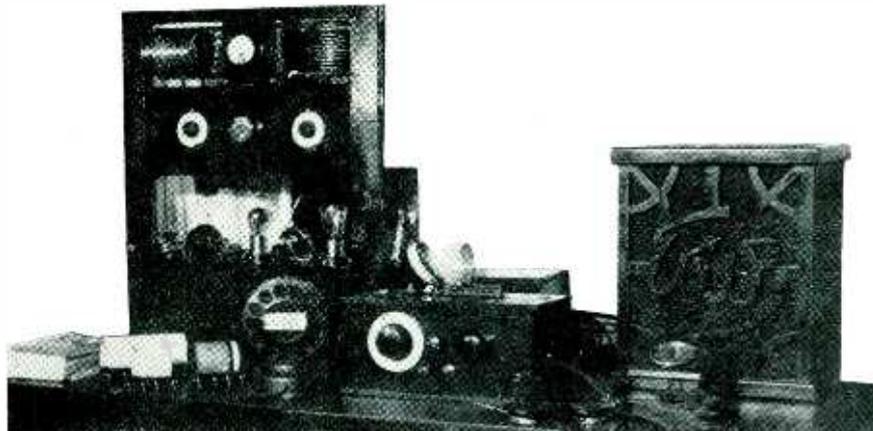
Radio—Building an Industry

21 Years Ago—Radio Executives Played Polo



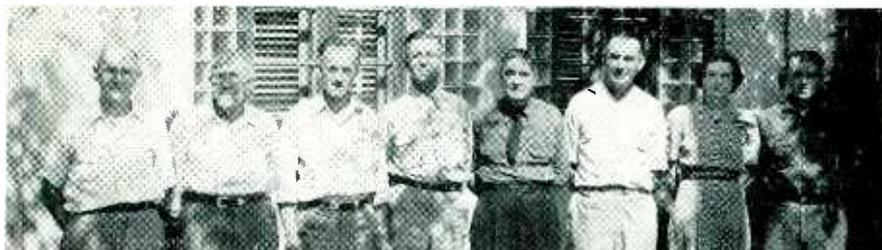
From left to right is the late McMurdo Silver, William (Bill) Halligan, president of Hallicrafters; Larry Chambers, well-known Chicago rep, and Dr. Burton Browne, ad agency president and current secretary of the Radio Old Timers. When this picture was taken, Halligan and Chambers were partners in a firm which represented Silver-Marshall. Dr. Browne was the ad manager.

1922 Transmitter Used By Pioneer Ohio Dealer



Dealer W. W. Brackenridge of Harrison, Ohio writes that he is marking his 47th year in radio, having gone on the air with a spark transmitter in June, 1904. Shown is a picture of the phone and CW Xmitter with which he worked 30 states between 1922-25. Now 64, Brackenridge is still active in the field, and operated his own radio store for 25 years.

35th Anniversary of Phonola Phonographs



The 25th anniversary of Phonola portable phonographs is now being observed by the Waters Conley Co., Rochester, Minn. They first began making phonographs in 1916 when they brought out a portable model with a built-in speaker. Glen M. Waters said in Rochester last November, "In marking our 25th year for Phonola, we are particularly proud that 8 of our foremen have been with us 35 years or longer. In fact, their combined years of experience repre-

sents 376 years of craftsmanship."

Employees at the Waters Conley Co. who all had a hand in the first Phonola portable phonograph 35 years ago are (left to right) Paul Buske, plating, (46 years of service), Albert "Doc" Radke, woodshop, (46 years), Carl Wiesner, machinist, (42 years), Melvin Skogen, shipping, (41 years), Leon Lambert, tool & die maker, (41 years), Harry Nadolski, machining, (39 years), Mina Remarkel, assembly, (36 years), Al Anderson, (35 years).

Dunlop's Almanac of Radio-TV History

Readers who are interested in searching back into radio and television history, and reviewing the long, steady development of radio-electronic principles and events into our present astounding commercialization, will find a veritable mine of valuable information in "Dunlap's Radio and Television Almanac" (Harper, \$4.00) by Orrin E. Dunlap, Jr., former radio editor of the *New York Times*, and since, for many years, vice-president of the Radio Corporation of America. Mr. Dunlap, also a 30-year veteran of radio, and author of many radio books and articles, has long kept personal reference memos of dates and events, and these he now shares with the reader, in a meticulously documented record that becomes a primary reference source for the whole fascinating history of radio and television.

The Dunlap "Almanac" covers not only technical developments but the history-making events in such fields as international affairs, national politics, sports, aviation, the arts, for which radio and television have served as prime channels of public information. The Almanac includes also a record of the officials, past and present, of the various radio and television trade associations, institutes and commissions. A detailed index of names and subjects provides complete cross reference to the chronological history.

The Almanac is illustrated with over sixty "then and now" photographs dramatizing the progress of radio and television.

30 Years a President!



Samuel J. Spector, above, has just rounded out 30 years of continuous and uninterrupted service as president of Insuline Corporation of Long Island City, N. Y. Spector's first "factory" was a tiny loft on Greenwich St., New York. The firm now occupies two large buildings, and employs up to 1,000 workers during peak periods.

Caldwell-Clements' Annual Statistics on Radio,

ANNUAL BILL OF U.S. FOR RADIO-TV

Sale of Time by broadcasters, 1951	\$ 565,000,000
Talent Costs	150,000,000
Electricity, batteries, etc., to operate radio and TV receivers	119,000,000
13,500,000 radio receivers, at retail value	400,000,000
5,600,000 television receivers, at retail value	675,000,000
Phono records 186,000,000, at retail value	2,100,000,000
Phono records 186,000,000, at retail value	200,000,000
Radio-TV servicing and installation	
84 million replacement receiving tubes	141,000,000
750,000 replacement TV picture tubes	37,500,000
Radio-TV component parts, antennas, accessories	300,000,000
Labor	350,000,000
TOTAL	\$4,918,500,000

RADIO AND TV SETS IN U.S.; WORLD

	January 1, 1952
United States homes with radio*	45,850,000
Secondary sets in above homes	30,400,000
Sets in business places, institutions, etc.	6,000,000
Automobile radios	21,000,000
TV sets	15,750,000
TOTAL sets in the United States	119,000,000
Total radio sets in rest of world:	
North America, 8,000,000; South America, 8,000,000; Europe, 64,000,000; Asia, 13,000,000; Australia, 3,500,000; Africa, 2,500,000	99,000,000
TOTAL sets in world	218,000,000

*Note: Caldwell-Clements' figure on "homes" includes every dwelling unit, whether individual or family, and includes permanent residents in hotels, apartment-hotels, and apartment houses.

1951 PRODUCTION OF RADIO, RECORDS, RECORDERS, PHONOGRAPHS, TUBES, BATTERIES

RECEIVING TUBES		RECORDS		RADIO			
Total Units	Retail Value	Total Units	Retail Value	Type	Number of Units	Retail Value	
400,000,000	\$640,000,000	186,000,000	\$200,000,000	Table	6,620,000	\$439,000,000	
PICTURE TUBES		PHONOGRAPHS		Console	810,000		
Total Units	Retail Value	(Players; combinations)		Portable	1,620,000		
6,000,000	\$300,000,000	Total Units 4,000,000		Auto	4,450,000	\$236,000,000	
RADIO BATTERIES		TOTAL TURNTABLES IN USE			Total	13,500,000	675,000,000
Total Units	Retail Value	as of January 1, 1952			FM (included in radio total)	1,890,000 units	
19,000,000	\$50,000,000	78 RPM only	12,400,000	FM (included in TV sets)	500,000 units		
HOME RECORDERS		33 1/3 RPM only	1,000,000	Total FM receivers	2,390,000 units		
(Wire, Tape, Disc)		45 RPM only	2,750,000				
Total Units	Retail Value	78-33	300,000				
175,000	\$31,500,000	3-speed	5,520,000				
		Total in use	21,970,000				

PRODUCTION OF CIVILIAN RADIO SETS — 1922 TO 1951

Year	Total Civilian Radio Sets Manufactured		Total Receiving 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	370,000,000	2,000,000	22,869,000	30,000,000	1935
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	3,500,000	24,600,000	33,500,000	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	91,000,000	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	115,000,000	115,000,000	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	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	56,000,000	1941
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	9,000,000	30,800,000	59,340,000	1942
1943			17,000,000	19,000,000			75,000,000	8,000,000	32,000,000	58,000,000	1943
1944			22,000,000	25,000,000			85,000,000	7,000,000	33,000,000	57,000,000	1944
1945	500,000	20,000,000	30,000,000	35,000,000			105,000,000	6,000,000	34,000,000	56,000,000	1945
1946	14,000,000	700,000,000	190,000,000	200,000,000	1,200,000	72,000,000	900,000,000	7,000,000	35,000,000	60,000,000	1946
1947	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	1,100,000,000	9,000,000	37,000,000	66,000,000	1947
1948	16,000,000	700,000,000	200,000,000	230,000,000	2,800,000	200,000,000	950,000,000	11,000,000	40,000,000	74,000,000	1948
1949	10,000,000	500,000,000	200,000,000	350,000,000	3,500,000	240,000,000	1,500,000,000	14,000,000	42,000,000	81,000,000	1949
1950	14,600,000	721,000,000	383,000,000	644,000,000	4,760,000	248,000,000	2,800,000,000	17,000,000	45,000,000	90,000,000	1950
1951	13,500,000	675,000,000	400,000,000	640,000,000	4,450,000	236,000,000	3,000,000,000	20,000,000	45,850,000	103,250,000	1951

*Total tubes include those used in TV. Replacements accounted for about 25% in 1951.

TV, Service, Parts, Records

PRODUCTION OF TELEVISION SETS 1946-1951

	Total TV Sets Manufactured		Receiving Tubes Used in New TV Sets and for Replacement		Total TV Picture Tubes Manufactured		Total Receiving Sets Manufactured AM-FM-TV	TV Stations on the Air	Homes with TV Sets	Total TV Sets in use in U. S.	At Close of
	Number	Retail Value	Number	Retail Value	Number	Retail Value					
1946	10,000	\$ 5,000,000	350,000	\$ 588,000	20,000	\$ 100,000	14,010,000	5	8,000	8,000	1946
1947	250,000	100,000,000	8,500,000	15,000,000	300,000	150,000	17,250,000	20	250,000	250,000	1947
1948	1,000,000	350,000,000	32,200,000	53,000,000	1,500,000	75,000,000	17,000,000	44	1,000,000	1,000,000	1948
1949	3,000,000	950,000,000	87,000,000	146,000,000	3,500,000	210,000,000	13,000,000	100	4,000,000	4,000,000	1949
1950	7,500,000	2,700,000,000	225,000,000	378,000,000	8,000,000	400,000,000	22,100,000	107	10,400,000	10,500,000	1950
1951	5,600,000	2,100,000,000	161,000,000	270,000,000	6,000,000	300,000,000	19,100,000	108	15,500,000	15,750,000	1951

1951 PRODUCTION OF TV SETS, TUBES, ANTENNAS

TELEVISION RECEIVERS

Type	No. of Units	Screen Size	No. of Units
Table	2,128,000	10" & under	6,000
TV-only Console	2,688,000	12", 15"	400,000
Console with radio	168,000	16", 17"	4,130,000
Console with phono	616,000	19" & over	1,064,000
Total	5,600,000	Total	5,600,000
Total with FM	500,000		

PICTURE TUBES

(including replacements)	No. of Units
10" & under	10,000
12", 14", 15"	350,000
16", 17"	4,390,000
19" & over	1,250,000
Total	6,000,000
Rectangular	90% of total

ANTENNAS and Accessories

Retail Value
\$300,000,000

BOOSTERS

Retail Value
\$60,000,000

LICENSED TV and RADIO STATIONS

Total Television Stations Operating	108	Total special service stations: marine, aeronautic, railroad, industrial, public safety, mobile, etc.	400,000
Population Served by TV Programs	95 million people	Radio Operators Licensed	760,000
Total AM Broadcast Stations Operating	2,290	Amateur Stations	99,000
Total FM Stations Operating	631		

Television Receivers in Use, by Market Areas as of January 1, 1952

These figures are based on the population living within the 0.1 millivolt contour, which has been revised and expanded in accordance with the recent increases in Effective Radiated Power granted a number of the TV stations.

City	Families	Sets Installed	% Saturation	Number of Stations	City	Families	Sets Installed	% Saturation	Number of Stations
Ames, Iowa	212,000	71,600	34%	1	Philadelphia	1,458,000	1,010,000	69%	3
Atlanta	337,500	145,100	43%	3	Pittsburgh	729,200	366,000	50%	1
Baltimore	461,000	365,000	79%	3	Providence	406,100	184,000	45%	1
Binghamton, N. Y.	91,200	48,600	53%	1	Richmond	145,000	100,000	69%	1
Birmingham	274,000	81,500	30%	2	Rochester, N. Y.	235,000	100,900	43%	1
Bloomington, Ind.	49,300	19,100	39%	1	Salt Lake City	83,700	64,200	77%	2
Boston	1,084,000	870,000	80%	2	San Diego	197,700	117,100	59%	1
Buffalo	309,400	252,000	81%	1	San Francisco	1,055,000	290,300	28%	3
Charlotte, N. C.	330,800	105,300	32%	1	Schenectady	322,500	196,000	61%	1
Chicago	1,809,000	1,100,000	61%	4	St. Louis	567,700	352,000	62%	1
Cincinnati	468,000	310,000	66%	3	Syracuse	222,200	155,000	70%	2
Cleveland	872,000	570,000	65%	3	Toledo	300,100	136,000	45%	1
Columbus	354,300	189,900	54%	3	Utica	134,900	61,000	45%	1
Davenport, Iowa	222,200	80,300	36%	2	Washington, D. C.	450,600	325,000	72%	4
Dayton	275,500	164,900	60%	2	Wilmington, Del.	147,000	91,200	62%	1
Defroit	983,500	605,000	62%	3					
Erie, Pa.	92,000	59,900	65%	1					
Grand Rapids, Mich.	194,500	85,650	44%	1					
Greensboro, N. C.	162,100	81,400	50%	1					
Huntington, W. Va.	203,500	64,400	32%	1					
Indianapolis	423,000	184,100	44%	1					
Jacksonville	113,800	45,550	40%	1					
Johnstown, Pa.	336,200	130,100	39%	1					
Kalamazoo, Mich.	166,600	59,700	36%	1					
Kansas City, Mo.	471,900	170,000	36%	1					
Lancaster, Pa.	234,000	126,900	54%	1					
Lansing	206,900	72,600	35%	1					
Los Angeles	1,666,000	1,130,000	68%	7					
Louisville	278,000	120,300	43%	2					
Memphis	269,900	112,800	42%	1					
Milwaukee	373,600	300,000	80%	1					
Minneapolis	457,900	300,000	66%	2					
Nashville	222,000	47,000	21%	1					
New Haven	515,400	201,000	39%	1					
New York	4,219,000	2,840,000	67%	7					
Norfolk	204,200	94,400	46%	1					
Omaha	236,000	104,800	44%	2					

NON-INTERCONNECTED CITIES

City	Families	Sets Installed	% Saturation	Number of Stations
Albuquerque	133,100	12,100	9%	1
Dallas, Ft. Worth	400,000	153,000	38%	3
Houston	307,500	107,000	35%	1
Miami	167,800	84,600	50%	1
New Orleans	257,700	73,450	28%	1
Oklahoma City	259,500	100,000	39%	1
Phoenix	89,600	42,100	47%	1
San Antonio	157,000	60,450	38%	2
Seattle	425,400	165,000	38%	1
Tulsa	152,500	84,000	55%	1
Brownsville, Texas (Matamoros, Mexico)	20,000	10,700	53%	
Total Stations	108	Total TV Sets	15,750,000	
Total Families	28,000,000	Average Saturation	56%	

4-Field Forecast for '52—

Television, AM, FM, Records, Phonographs, Recorders,

• Dealers can plan ahead for this year's business with a much clearer idea of the problems facing them than they could a year ago. At that time they were wondering just what shortages would occur in '51, how serious these shortages would be, and how they would cope with them. What actually occurred, however, was what, to many dealers, was a totally unforeseen shortage, a *lack of customers*.

Most dealers looking back on 1951 are struck with the thought of what a great year 1950 was. Copious explanations are available concerning what the flies were in the ointment of the late lamented 1951, but the real explanation can be found in words that were carried on this page *twelve months ago*: "... dealers everywhere are finding out that *they have to sell* to move merchandise in what may presently be described as a lukewarm demand market at the consumer level." "Lukewarm," you may say, "is the understatement of the year!" But the fact remains that the money was and is there (the banks are full of it) but not the salesmanship.

No Solution in "Deals"

The height of merchandising genius last year was the "deal." Man cannot live on price alone, and the few alert manufacturers, distributors and dealers who came up with some real hot merchandising ideas rang up sales.

What then for 1952? Most analysts of the basic material supply situation agree that the shortages which were expected in 1951 will certainly rear their ugly heads this year. On the other hand, if sales stagger on at the snail's pace which characterized over half of last year, there will probably be plenty around for everybody.

Customers cannot be frightened by rumors any more. They "had it" in late '50 and early '51. Now, even if you could show documentary proof of shortages, they would be inclined to discount it. 1952's customers will have to be vigorously solicited, intelligently and persistently sold, and diligently serviced after the sale.

Radio and TV

TV manufacturers will probably be able to turn out about 80% of what they produced in 1951, which would be 60% of 1950's total. Radio production could hit 81% of last year, which would be 76% of '50. Big ticket consoles, and especially combinations, will be soft-pedaled, due to the large quantity that went begging last year. Lines are being shortened, and in many cases only a few new numbers have been added to the 1951 stable to "sweeten the line." Of course the clamp-down on new tooling after February means that there will be no radical changes later in the year.

In 1952, Look for —

Production below 1951 levels

No radical changes in "new models"

List prices to remain at high levels due to costs, taxes

Competitive angling for customer's dollar in spite of shortages

Generally high level of consumer buying power due to defense work

A good year for the radio-TV-appliance dealer who goes out after the business

Phonographs

Combinations were a drug on the market last year, as before stated, but amplified phonographs (both manuals and automatics) remained active. There are still over 12 million players and changers which are not capable of playing 33's and 45's in homes. Aggressive merchandising in '52 can do much to whittle this down during the year. It is anticipated that there will be adequate supplies available to support dealer promotions.

Records

Phonograph records went ahead last year, as they have for two years running, and topped 1948 sales. The 1947 peak is all that stands between the record industry and an all-time record sale this year. And that peak could be reached. Record dealers proved in '50 and '51 that they can increase dollar volume in spite of having to carry a three-headed inventory of different speeds. Trend, of course, is away from 78's, and aggressive merchandising of 3-speed instruments, as before stated, can hasten the day when disc departments can simplify this inventory problem.

Appliances

Lack of steel due to government purchases and allocations threatens appliance production this year perhaps more than any other factor in our field. Nevertheless, appliances, like TV, found themselves in a buyer's market during most of last year and dealers will probably find that they will keep busy trying to move all the merchandise which is available to them. Combined *dollar* volume of all appliances sold this year could run as high as 80% of last year, or 72% of 1950.

Recorders

Having initially suffered from being introduced at about the same time as TV, and consequently put in the shade by the dramatic medium, television, home magnetic recorders have been gradually forging ahead and (barring material shortages) should assume an important niche in the radio-TV-phonograph field within two or three years. Having so many uses that the average dealer can hardly recite them, the home recorder has lately been scoring with families in a way which might be likened to the photo album pitch. That is, families with babies and small children have discovered the value, as well as the fun, in recording the children's voices periodically and saving the recordings as an historical record. Dealers will do well to exploit this idea to the fullest.

State of the Market

Electrical Appliances, Servicing and Sound

Servicing

Servicing, which in 1951 went ahead of 1950, can go ahead again this year. The only thing which could hold it back is the supply of materials, and with considerable inventories left over from last year, this might not be too serious. The tremendous growth of TV and the high cost of TV installation and service has paced the growth of the servicing industry and will continue to do so for several more years.

All in all, 1952 will add up to what the industry makes it, rather than what limits material shortages will impose on it—and it could be a very good year.

TV SALES FOR 1952

(Estimated)

TV Receivers	4,500,000
Retail Value	\$1,687,500,000

(Including tax and warranties)

RADIO

(Estimated for 1952)

All receivers, including AM, FM, combinations, table models, midgets, auto radio & portables: 11,000,000 units, at a retail value of \$550,000,000

HOME RECORDERS

(Estimated sales for 1952)

All types, wire, tape, disc: 200,000 units, at a retail value of \$37,500,000

ELECTRICAL APPLIANCES

(Estimated for 1952)

Refrigerators	4,000,000	@	\$1,280,000,000
Freezers	750,000	@	262,500,000
Washers	3,000,000	@	516,000,000
Ranges, el.	1,300,000	@	390,000,000
Vac. Cleaners ..	2,500,000	@	200,000,000

Electric Housewares 20% below 1951

PHONOGRAPH RECORDS

(Estimated sales for 1952)

200,000,000 units at a retail value of \$218,000,000

TV SETS IN USE

End of 1952

20,250,000

SERVICE OF HOME RADIO & TV SETS

INCLUDING COMBOS, PHONOS, AND AUTO RADIOS
(Estimated for 1952) \$400,000,000

Pioneers and Pioneering



ARTHUR C. ANSLEY
A. Ansley Mfg. Co.



HERBERT BORCHARDT
Recoton



DAVID BOGEN
Bogen Co.

When Broadcasting Was in Its Infancy



Top, left, early experiments with air-borne antenna. Above, 1923 listening scene. Left, first factory-built home receiver made by Westinghouse in 1921.

The Good Old Days

In 1922, it was common practice for distributors to carry a number of competitive makes, sometimes as many as six receiver brands.

In 1926, dealers were selling sets via the home-trial method, with a great many of them demanding deposits. In order to get good reception, and "distance", which was something just about everyone and his brother wanted, dealers had to install aerials just as many are doing today with home demonstrations of TV.

A Quarter-Century Ago

Headline in *Radio Retailing*: "Saturation Still Far Distant" . . . The National Better Business Bureau came out strongly against "the present methods used in advertising Socket Power Units." . . . Raytheon announced an entirely new type of rectifier, 2½ amps, midget-sized . . . Zetka Labs, Newark, N. J. was furnishing its dealers a counter tube tester free with first order of 150 tubes . . . Cornish Wire offered complete aerial kits at \$1.75 to \$4.50 . . . Some trade names: Sylvania tubes, Slagle radio, Sandar speakers, Wirt speakers, Sonatron tubes, Gold Seal tubes, Elkay radios, Melofonic speakers, Vesta tubes, Pathe loudspeakers.

International Resistance Company, Philadelphia, announced a line of metalized resistors for heavy duty . . . Trav-Ler announced a "one-man" portable (24 lbs) at \$84.25 . . . Case 6-tube console sold at \$235 . . . "Real" AC set brought out by Bosworth . . . Shamrock radios sold at prices ranging from \$55 to \$250 . . . Mohawk announced 24 major refinements over last year in its new receiver line . . . Splittorf brought out 11 models, priced from \$45 to \$1,000 . . . Headline in *Radio Retailing*: "Television as a Future Market."

"Forerunner of TV"



"Portrascope" radio set was made by Hi-Lo Radio Mfg. Co., Chicago. Receiver sold at \$54.50, and customer could put the picture of his choice in the frame. Illustration was sent in by Edwin Mraz, president, Peerless Products, Chicago. Mr. Mraz made the Hi-Lo sets in 1934, in the days before TV.

Phonograph-Record "BEST SELLERS"

Columbia

- 1957-D Lonely Troubadour Through—Ted Lewis and his Band
- 1945-D Oh Miss Hannah China Boy—Paul Whiteman and his Orchestra
- 1958-D Ain't Misbehavin' At Twilight—Kath Etting
- 1882-D I'm the Medicine Man for the Blues Wouldn't It Be Wonderful—Ted Lewis and his Band
- 1929-D Foolishness Esau Buck—Two Black Crocs
- 1927-D Why Did You? You belong to Me—Gwy Lombardo and his Royal Canadians
- 1900-D Am I Blue? My Song of the Nile—Ben Selvin and his Orchestra
- 1837-D Am I Blue? Birmingham Bertha—Ethel Waters
- 1869-D Singin' In the Rain Orange Blossom Time—Utaolee Lee
- 1950-D Selections from Broadway Melody Selections from Hollywood Revue—Ben Selvin and his Orchestra

Victor

- 22027-A Painting the Clouds with Sunshine B Tip-Toe Thru the Tulips With Me—Goldkett's Orchestra
- 22043-A The Wedding of the Painted Doll B Pagan Love Song—Victor Salon Orchestra
- 22004-A Am I Blue B Let Me Have My Dreams—Vat Shikret and the Victor Orchestra
- 22012-A Singin' In the Rain—Arnhem's Orchestra
- B Your Mother and Mine—Shikret and Victor Orch.
- 22037-A Piccolo Pete B Here We Are—Ted Weems and Orchestra
- 22124-A Nanny Side Up B If I Had a Talking Picture of You—Johnny Hamp's Kentucky Serenaders
- 22029-A Heigh-Ho! Everybody, Heigh-Ho B Miss You—Rudy Vallee and His Connecticut Yankees
- 22111-A How Am I to Know?—Arden Ohman and Orchestra
- B After the Clouds Roll by—Busse's Orchestra
- 22113-A Tip-Toe Thru the Tulips with Me B I'm Painting the Clouds with Sunshine—Johnny Hamp's
- 22114-A Gay Love—Leo Reisman and Orchestra B Love—Arden Ohman and Orchestra

Above are hits listed 23 years ago in *Radio Retailing*. Brunswick was featuring such stars as Al Jolson, and Libby Holman, while Edison Records plugged Billy Murray, the Goldman Band and Phil Spitalny.

World's Most Demonstrable Record Player!
ZENITH'S GREAT NEW COBRA-MATIC
with PITCH and TEMPO CONTROL

the easiest operating
 ...simplest...
 all-speed automatic
 record player
 ever invented!



**First to Bring Music Lovers Everywhere Truly
 All-Speed Record Playing Performance from 10 to 85 R.P.M.!**

There's never been anything like it ... For complete, perfectly pitched, effortless "All Speed" record playing enjoyment! For building, BOOMING radio-phonograph sales! The exciting, thrilling Zenith "Cobra-Matic" ... first and only truly all-speed (10 to 85) automatic record player in the world!

**At Last . . . The Music Lover's Dream
 . . . Pitch and Tempo Control**

Unlike any other record player, the Zenith® "Cobra-Matic" plays not only the three standard speeds (33 1/3, 45 and 78 R.P.M.)—but also all intermediate speeds including the proposed new 16 R.P.M. Even cherished old records—the Gold Seals, Colum-

bias, Victors, Brunswicks that were recorded at different speeds—can be played in perfect pitch and with new tonal quality!

The new Zenith "Cobra-Matic" has over 3,000 speeds to let you play any record faster or slower for dancing or accompanying with voice, piano, any musical instrument. Here—for the first time—is a record player that lets your customers satisfy their own idea of musical perfection. BRINGS THEM REAL INSURANCE FOR THE RECORD PLAYING FUTURE!

**All with Two Simple Controls
 A Child Can Operate!**

Unsurpassed, unequalled, too, is the "Cobra-Matic's" really easy, really

simple operation. Just dial one control for record speed . . . the other for record size . . . PLAY! *That's All There Is To It!* One Super-Cobra Tone Arm plays all records, reproduces tonal beauty like no other method you have seen or heard—on a Radionic Wave. No needles, parts, spindles or weights to change or adjust.

See it . . . try it . . . you'll agree! No other record player has or will ever sell so many radio-phonographs—so fast—to so many *waiting, interested, eager* prospects. Be sure you get your share. Contact your Zenith distributor—today!

Available now in a brand new line of 1952 Zenith TV and Radio consoles and table models of outstanding beauty . . . quality . . . Performance!

Only Zenith has it!



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

New Radio, Phono, 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.

RCA Victor NEW TV SETS

Two new TV receivers have been added to the Super Set series. The Covington (17T-172), half-door 17-inch console, is available in mahogany or walnut finish at \$379.50, and in limed oak, at \$389.50. The Caldwell (17T-162),



open face 17-inch console shown here, is also available in mahogany or walnut, \$349.50, and in limed oak, \$359.50. Both models are powered by the new Super Set chassis, most powerful ever built by RCA Victor. RCA Victor Div. of Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

Dean PORTABLE PHONO

Shown here is the model 315, new 3-speed portable phonograph model. Features a single permanent all pur-



pose metal tipped needle. Case is covered in alligator leatherette in assorted colors. Dean Electronic Co., 35 Fifth Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Bendix 1952 TV LINE

A new line of Bendix TV receivers to be introduced this month includes a 17-inch promotional table model, a 20-inch mahogany open face console, 20-inch compact convertible table model in mahogany, a new 17-inch mahogany table model and 17-inch mahogany consoles. Except for the promotional table model, all new sets will have the "Long-Range" chassis. All will have the rectangular non-glare picture tube. Bendix Television and Radio Div. of Bendix Aviation Corp., East Joppa Rd., Baltimore 4, Md.—RADIO & TELEVISION RETAILING.

Magnavox CONCERTO

The "Traditional Concerto" radio-phonograph model 147-M, shown here, measures 29 inches wide, 33 inches high and



17 inches deep. The AM radio has 12-inch speaker with high frequency diffuser. Three speed automatic record changer is built on pull-out drawer. Cabinet is mahogany. List price is \$199.50. Companion model, 274-M, with AM-FM radio, continues in line at \$229.50. Magnavox Co., Beuter Rd., Fort Wayne, 4, Ind.—RADIO & TELEVISION RETAILING.

GE RADIO-PHONOS

Two new radio-phonograph combinations have been introduced. The model 754, shown here, lists at \$279.95 in mahogany cabinet. Model 756, same features but in blond wood cabinet, lists at \$299.95. Both models offer AM-FM radio and 3-speed automatic phono-



graph. Both also have continuous tone control for bass and treble. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Vision Ease TV FILTER

Called "Colormagic," this new filter is used in front of the TV screen. Gives blue, green and flesh tones to regular black and white TV reception. Sizes for 10-inch screens, \$3.95; 12 and 14-inch tubes, \$4.50; for 16 and 17-inch tubes, \$4.95; and for 19 and 20-inch tubes, \$5.95. T.V. Development Corp., Brooklyn 23, N. Y.—RADIO & TELEVISION RETAILING.

Majestic "RADIOLARM"

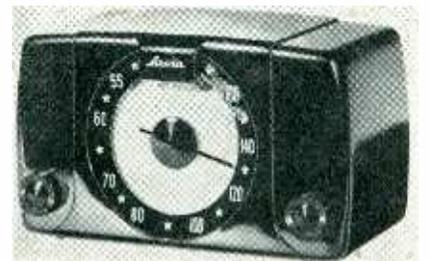
A combination clock-radio has been introduced. Called the model 5C3, the new set lists for \$42.50 in ivory plastic cabinet and \$39.95 in walnut plastic. In addition to its function as a musical alarm, it has an outlet for controlling



electric appliances. Also turns itself off at any preset time. Radio is 5-tube, superhetrodyne. Majestic Radio & TV Div., Wilcox-Gay Corp., 385 Fourth Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

Arvin RADIO SETS

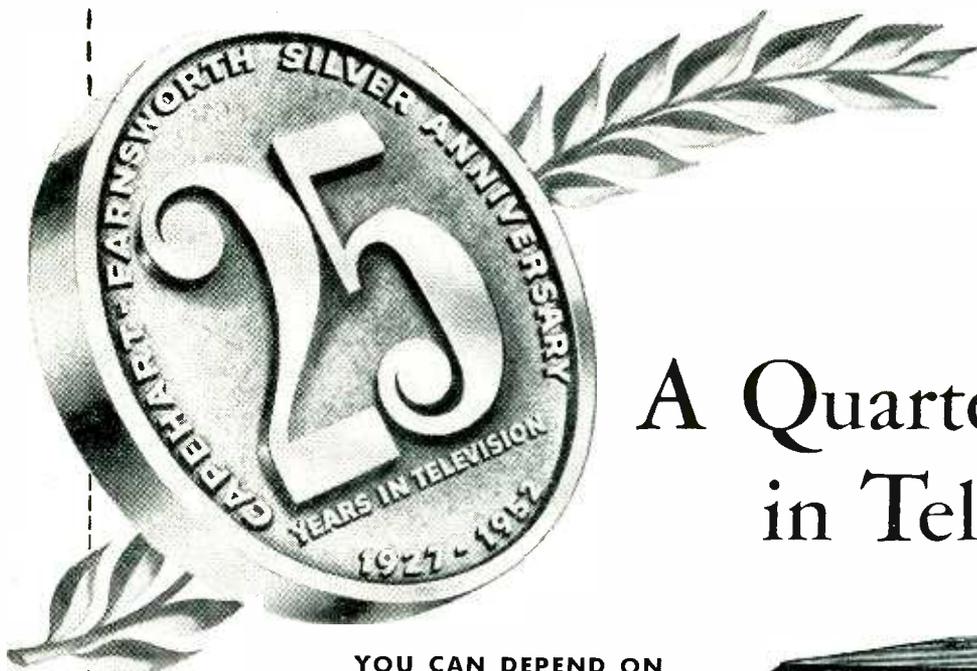
Introduction of a new 4-tube table radio, price reduction of a leading model in the 4-tube line, and addition



of a new 5-tube set has been announced. The new 4-tube set, model 542T, is AC-DC, priced at \$15.95. Ivory colored steel cabinet has black knobs. Price reduction is on the 540T line, the "rainbow radio" in six colors. New list price of \$16.95 represents a \$2 reduction. The new model in the 5-tube line is the 450T-Jet shown here, which lists at \$19.95. Case is black, with white face. Arvin Industries, Inc., Columbus, Ind.—RADIO & TELEVISION RETAILING.

E-V LOUDSPEAKERS

Loudspeaker enclosures of radio cabinets made by Electro-Voice, Inc., feature Lumite woven saran as the grille fabric. Two models, which use this fabric, are the Patrician and the Aristocrat. The Patrician, made of mahogany, is 60" high, 41" wide, and 30" deep. Priced at \$330. The Aristocrat, available in mahogany or bleached cabinet, sells for \$59.70 in mahogany and \$63.60 in blond. Electro-Voice, 422 Carroll St., Buchanan, Mich.—RADIO & TELEVISION RETAILING.



A Quarter Century in Television

YOU CAN DEPEND ON
THE INCOMPARABLE

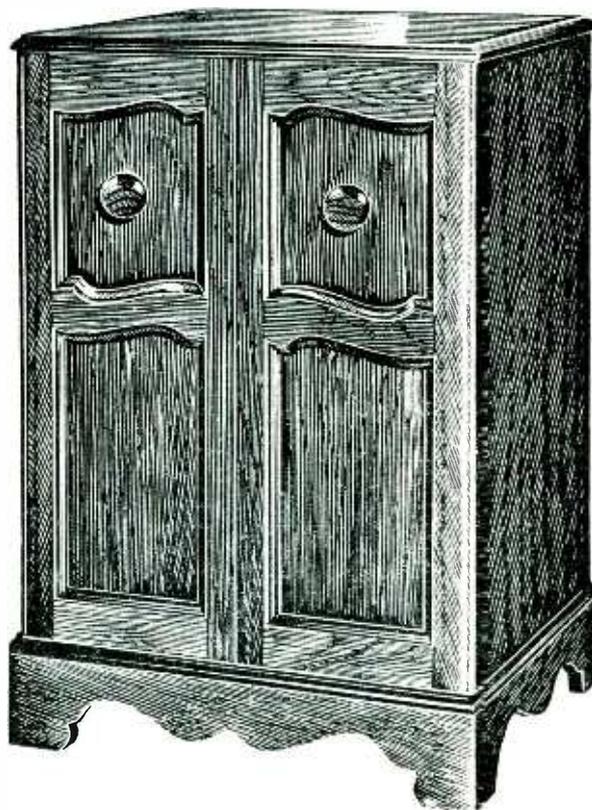
Capehart

'52 marks the 25th anniversary of the first Farnsworth inventions that made today's television possible. The mind that created them has improved, refined, brought them to perfection in only one instrument—the incomparable Capehart.

Here is the key to Capehart's quality leadership. This is why Capehart is the first choice of the cream of your prospects.

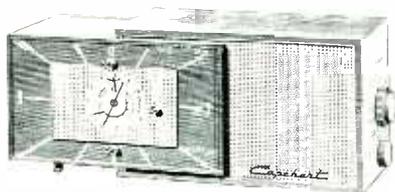
The superiority of the Crystal-Clear picture—the fame of the Symphonic-Tone System—the sterling performance of the Capehart *full power* chassis—the pacesetting quality of Capehart cabinetry—these make Capehart the line it is for *prestige*—and *profits*!

There may be a pathway-to-success Capehart franchise open in your territory. Why not investigate! See your Capehart distributor or write Fort Wayne.



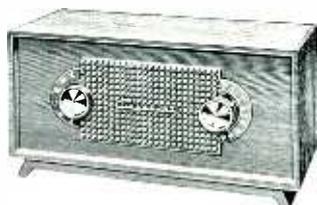
The CAPEHART "Bennington"

20-inch rectangular tube for Crystal-Clear picture. Capehart Symphonic-Tone. Early American in maple finish. Traditional Capehart performance for only \$469⁹⁵*



The CAPEHART Clock Radio

The fastest selling clock radio on the market—the most wanted, the highest-styled now available. Beautiful plastic cabinet in choice of colors. Only \$49⁹⁵

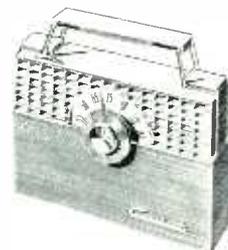


The CAPEHART Table Radio

True Capehart quality in miniature. Distinguished design beyond compare. Unbelievably beautiful tone. Choice of colors. Only \$32⁹⁵

The CAPEHART Personal Portable

Plays where you play. Sets the pace for styling . . . for performance. Light-weight plastic cabinet in choice of colors \$29⁹⁵



*Includes Federal Excise Tax. Warranty and installation extra. Prices for Zone 1.

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

'51 Disc Sales Hit 3-Year High

Trend of Rising Phono Record Dollar Volume Holds Much Promise for '52

• Another banner year was chalked up by the phono record industry during 1951. Sales during the year were higher than in any of the three preceding years, surpassed only by the peak set in 1947. The rise over 1950 volume, together with that of 1950 over 1949, indicates an upswing of business, which, if it continues, could send 1952 sales up to the 1947 level.

Of significance to dealers is the higher dollar volume at a unit volume slightly lower than in 1950. This means higher profits on a smaller inventory. A part of this unit-dollar relationship is accounted for by the generally higher prices which prevailed during 1951. Another factor is the increased trend toward the new speeds. Although phonograph sales fell off slightly, the increase in percentage of 3-speed units in use hastens the day when 78's will be completely replaced by the new speeds, which will go a long way toward reducing the dealer's inventory, costs, and problems.

"Long-Hair" Sales Up

Increased interest was shown during the past year in classical music, which partially accounts for a rise in 33 1/3 RPM sales. Many operas were released, and sold well, despite the necessarily high prices. This rise in "long-hair" disc sales is gratifying, in that it also encourages higher profits on fewer transactions.

Pop albums, as well as classical enjoyed good sales during '51. Sales on some albums reached figures formerly associated only with hit singles. As usual, pop material accounted for the lion's share of total sales. Kiddie record sales were about the same as in 1950.

Disc sales in '51 were good not only as compared to totals of other years, but also showed up quite well when compared to 1951 totals of other items. While some items showed a drop in dollar volume, records were significantly present among those which showed a rise over the previous year. With possible material shortages threatening many other lines, the disc department holds special promise for boosting the dealer's 1952 profits.

Material shortages have not affected disc production thus far, and, unless they become severely acute, are not likely to do so.

Another fact which is further proven by the 1951 sales record is that record sales, rather than being hurt by television, have been helped by it. Definitely higher disc sales were registered in television areas than in non-TV areas. Rather than "doing-in" the phono record, television has joined radio as an active promoter of records.

All in all, in view of the ample supplies of good material which will continue to be available, and the upward sales trend promising excellent results for '52, the dealer will do well to expend every effort in making this year's disc sales reach new highs.

The following statements from some of the manufacturers point out many of the reasons for high hopes for 1952.

RCA Victor Sees Successful Year Ahead

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

From all indications, the year 1952 presents the most optimistic outlook for record sales since the banner years immediately following the last war. The tremendous number of turntables that were sold during 1951



Paul A. Barkmeier

are becoming an increasingly important factor in the market, and with record customers steadily turning to new speeds, there should be no doubt that record sales have a bright future.

A further contribution to the steadily improving sales picture, is the stellar line-up of new merchandise soon to be released. This new merchandise is not only noteworthy for strong commercial possibilities, but remarkable also for its appeal to the discriminating collector.

A number of healthy trends were apparent in the past year that give every indication of being continued and accelerated in 1952. Last year's Treasury of Immortal Performances was an immediate and unqualified success. This year's Treasury promises to duplicate that success. In the pop category, the past year saw the production of a number of million sellers. Plans going forward in our A & R Departments herald another year of these top selling releases.

With this continued output of merchandise of outstanding consumer appeal and the continued strong support of our distributor-dealer organization, we can look forward with confidence to an eminently successful year.

Columbia Predicts Sales Upswing to Continue in '52

By James B. Conkling, president, Columbia Records Inc.

With record speeds stabilized and disc sales on a steady upgrade—Columbia's sales increased 40% during the past twelve



James B. Conkling

months—we expect 1952 to be the dealer's most solidly successful year since the post-war boom peak of 1947.

1. The volume of phonograph production and sales point to a growing consumer market for all categories of records, with long playing disc sales increasing at a particularly gratifying rate. The active buying public for classical music on records has mushroomed in the past year and should continue to flourish in 1952.

In 1952 we believe the dealer's biggest job is to sell more phonographs in order to broaden his sales base. Our continuing studies show that television has helped rather than hindered record sales, and in 1952 dealers can expect to find more record customers than TV set owners.

We also believe that there is still a vast untapped market among the once-in-a-while record-buyers. Aggressive dealer merchandising and promotion can bring these people into stores more frequently. Due to improved production methods, we expect no raw material shortages in 1952. Columbia expects to maintain its present production of highest quality records.

2. Columbia has begun in 1951 and will

1951 Production Figures for Records and Phonographs

	Units	Dollars	
33 1/3 RPM	13,000,000 (7%)	\$ 60,000,000 (30%)	Pops 124,200,000 (66 1/2%)
45 RPM	66,000,000 (35 1/2%)	55,000,000 (27 1/2%)	Classical 27,380,000 (15%)
78 RPM	107,000,000 (57 1/2%)	85,000,000 (42 1/2%)	Kiddie 34,400,000 (18 1/2%)
	186,000,000	\$200,000,000	

PHONOGRAPH PRODUCTION 1951

78 RPM Manual.....	480,000
3-Speed Manual.....	720,000
3-Speed Automatic.....	2,200,000
45 Automatic.....	600,000
Total.....	4,000,000

Turntables in Use as of Jan. 1, 1952

78 RPM only.....	12,400,000
33 RPM only.....	1,000,000
45 RPM only.....	2,750,000
78-33 RPM.....	300,000
3-Speed.....	5,520,000
Total.....	21,970,000

continue increasingly in 1952 to reduce the number of record releases in all categories so that more selective and intensive promotion can be carried out.

3. In the past year the public has proved its readiness to accept new ideas and new personalities on records. We believe that 1952 will find even greater consumer interest in such LP specialties as operas, show albums and collections of unusual recordings by great artists. In the Popular field, we expect to bring you more hits by our gilt-edged stars like Frankie Laine, Doris Day, Jo Stafford and Sammy Kaye, and to continue discovering great new personalities like Tony Bennett, Rosemary Clooney, Guy Mitchell and Johnny Ray.

Capitol Foresees Good Sales for Coming Year

By Glenn Wallichs, president, Capitol Records, Inc.

We at Capitol Records look with optimism towards 1952. Disc sales during 1951 were better than 1950, and indications are that this upward trend will continue during the coming year.

The general reorganization which has been



Glenn Wallichs

taking place within our company, which includes the New York headquarters of the Capitol Records Distributing Corp., in the Mutual Life Building, has shown excellent

results so far, and with its further development in 1952, we can look forward to still more efficient coordination in timing releases, promotion and shipments of discs.

Still another benefit will be derived from the new Capitol Records' New York headquarters, where we will be able to place window displays of Capitol's discs before about fifty thousand persons each day.

All of this points toward higher sales and profits for our dealers during the coming year.

M-G-M Head Optimistic Towards '52 Disc Sales

By Frank B. Walker, general manager, M-G-M Records.

I think the 1952 picture for records is an excellent one. Business, somewhat quiet in



Frank B. Walker

November and December 1951, should pick up considerably and continue strong throughout the first five months of 1952.

Why? Because of full employment, high wages and added interest in all things of an entertaining nature. We have found, down through the years, that recorded music is considered pretty much of an essential during periods of wars or preparations for defense. Some dislocation of employables is caused, which results in increased population in war material centers, and as a result, the newcomers to those areas have a need for entertainment which

may be readily available. This, of course, affects record business.

The factors pertaining to defense business may well carry record business on through the summer with less than the usual summer slump. The latter half of 1952 will see the defense program rolling in high gear, and if this proves to be the case, there must definitely be a cutback in the production of civilian goods, leaving expendable money for those goods which still can be produced without interference to the defense program. The record industry has always found a way of producing its merchandise without interfering in any way with war or defense efforts, and we believe that they will be able to do the same during the entire year of 1952.

We at M-G-M Records are extremely optimistic regarding the future of the record business.

Decca Looks to Higher Record Sales in 1952

By Milton R. Rackmil, president, Decca Records, Inc.

Two years ago I was accused of being overly optimistic when I predicted a rosy



Milton R. Rackmil

future for the entire record industry. At that time the "Battle of the Speeds" was beginning to subside, dealers were first

(Continued on page 68)

35TH ANNIVERSARY

Phonola
PORTABLE PHONOGRAPHS

the finest in portables since 1916

PHONO LA TK — 146

3 speed . . . U. L. Approved

3 tube (including rectifier) amplifier . . . 5" speaker. Volume and tone controls. Smartly styled . . . priced to meet competition.

35 YEARS OF QUALITY

Phonola

TK — 236

Automatic Record Changer

Plays all three speeds. U. L. Approved. 3 tube (including rectifier) precision built high fidelity amplifier. Volume and tone controls. 6" Almico V speaker. Rich two-tone covered case. The aristocrat of portable record changers.

WRITE for details of

Phonola's complete line of acoustic and electronic models. Brilliantly engineered, built with pride of craftsmanship, the 1952 models continue Phonola's 35-year tradition of the finest in true-to-life sound reproduction and mechanical perfection.

WATERS CONLEY COMPANY
ROCHESTER MINNESOTA

'52 Disc Sales

(Continued from page 67)

learning the art of three-speed ordering and inventory, and conditions were hectic, and slow to return to normalcy. Nevertheless, I was certain that the record picture was a bright one. My opinion was based mainly on the tremendous surge of buying in the instrument field. Simple arithmetic made it obvious that a brand new market had been added to the existing one and it spelled "new business." Yes, I was optimistic then, and I still am.

First of all, the sale of phonographs in 1951 almost equalled that of 1950, which was a banner year. As a matter of fact the number of three-speed instruments was actually greater in '51. Second, and this is purely a personal approach, the great Decca catalog has proved itself as a most vital factor in every dealer's business. We're thrilled at the acclaim given to our catalog and we are constantly improving it and adding to its value. 1951 saw Decca emerge as a factor in the classical field with its Gold Label Series. This series will continue to be a regular feature in the coming year. Decca will also strive to bring the finest of show albums to America's dealers. Our albums of "Guys and Dolls," "The King and I," and "Two On the Aisle" have sold on a par with best selling albums in every category. Our popular department is constantly seeking the artists and material that help bring you "America's fastest selling records."

The picture then, in my humble opinion, is that 1952 can and should be a banner year for the entire industry. It is up to the dealer now to carry the ball, and with the proper enthusiasm on the part of all of us, the industry will again reach all-time high.

Duotone Needle Index

As a further merchandising aid to its dealers, Duotone Co., of Keyport, N. J., has announced a new card-file system of packaging its replacement needles. Each needle is mounted on an individual card which has a transparent window for rapid identification. Full installation instructions are printed on the back of each card.

Reeves Names Rogers

Frank B. Rogers, Jr. has been appointed to the executive staff of Reeves Soundcraft Corp. as vice-president in charge of sales, according to announcement by Hazard E. Reeves, president.

Distributor Merger

A merger of J. M. Martin, Houston, Texas distributor of Bendix TV and radio, with M. T. Triggs of the same city has been announced by R. W. For-dyce, general sales manager, Bendix Television and Broadcast Receiver division, Bendix Aviation Corp. The newly organized business, Martin and Triggs, Inc., will continue as the Bendix TV and radio distributor in the area.

GLAMORIZE

YOUR DELIVERIES



The Indians used to wear blankets, but now they wear suits. Deliver your merchandise with clean, fitted NEAL COVERS. Customer won't be looking for scratches which cost you money.

You will feel proud of your merchandise and so will your customer.

IT PAYS DIVIDENDS

ORDER TODAY

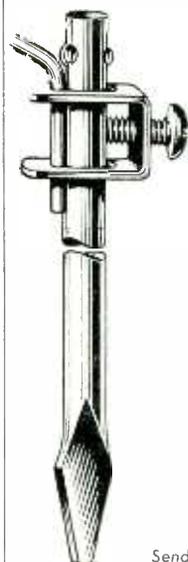
- #300 TV Console Cover 16.50 ea.
- #222 TV Comb. and Range 19.95 ea.
- #350 TV Table Model Cover 9.50 ea.
- #200 Refrig. 4' to 12' Cover 21.95 ea.
- #90LD E-Z-LIFT Kit 12.95 ea.
- #100HD E-Z-LIFT KIT 19.50 ea.

Please send check with order. Shipments at once.
Circular on request

NEAL PRODUCTS CO.
Marlboro 16 Massachusetts



Ground Rods For Civil Defense and TV



New time-saving clamp for No. 4 to 14 wire; solid steel, copper plated; pointed for easy driving. 4' to 8' lengths.



CD ANTENNAS

Land and mobile station antennas for 1 1/2, 2, 6, 10, 20 to 75 meter; also for CAP, etc.

Send For Bulletins

PREMAX PRODUCTS
DIVISION CHISHOLM-RYDER CO., INC.

5209 Highland Ave., Niagara Falls, N. Y.

Serving
you
since
1929

Fidelitone

FOR THE MUSIC TRADE

Fidelitone Conventional and Special-type Phonograph Needles; Fidelitone Recording Wire and Tape.



PERMO-POINT

FOR THE COIN-PHONOGRAPH TRADE

Permo-Point Conventional and Special-type Needles, especially designed and packaged for use in coin-operated phonographs.



IT'S ALL IN THE POINT



CHAMPION OF PERFECTION

PERMO

PERMO

FOR THE COMPONENT PARTS TRADE

Permo Conventional and Special-type Phonograph Needles; Permo Recording Wire and Tape.

MANUFACTURERS

**FOR ORIGINAL EQUIPMENT
MANUFACTURERS**

Conventional and Special-type phonograph needles for original installation by manufacturers of sets, record players and cartridges. First, largest, and preferred source of phonograph needles for original equipment. Permo-pivots and precision parts for instrument manufacturers.

Fidelitone, Incorporated, (a subsidiary of Permo, Inc., and the National-Standard Company) is Permo's source of supply for Fidelitone and Permo Recording Wire and Tape.



PERMO, INC.

6415 RAVENSWOOD, CHICAGO 26, ILLINOIS

MANUFACTURERS OF "FIDELITONE", "PERMO-POINT", AND "PERMO" PRODUCTS

Heads National Carbon



Adger S. Johnson, above, has been appointed president of National Carbon Company, a division of Union Carbide and Carbon Corp., according to an announcement by J. M. Spangler, National Carbon's chairman. Johnson has been vice-president and general manager of National Carbon Co. since May 1950.

CBS-Columbia Expansion

David H. Cogan, president of CBS-Columbia Inc. has announced a five million dollar expansion program with the purchase of approximately 275,000 sq. ft. additional manufacturing space for the production of TV and radio sets. He stated that this is the first step in CBS-Columbia's multi-million dollar expansion program. The new plant is located in Long Island City, New York.

New Workshop Laboratory

New antenna laboratory to be erected by the Workshop Associates, division of The Gabriel Company, Cleveland, Ohio, was announced by Gardiner G. Greene, Gabriel vice-president in charge of electronic divisions. To be located in Natick, Massachusetts, the laboratory is scheduled for completion in mid-1952.

New Jensen Needles

A new line of cutting needles has been announced by Jensen Industries, 329 S. Wood St., Chicago 12, Ill., phono needle manufacturer. The needles are available in a range of prices from 50¢ to \$7.25 with either steel or sapphire points.

Majestic Promotion

Warren W. Frebel has been appointed vice-president in charge of purchasing by Majestic Radio & Television, division of The Wilcox-Gay Corp., it was announced by Leonard Ashbach, president.

Kaye-Halbert Names Two

Harry Kaye, president of Kaye-Halbert Corp., Los Angeles, has announced the appointment of John L. Lyons as general sales manager for Kaye-Halbert. Also announced was the appointment of Ed Altshuler as national marketing director.

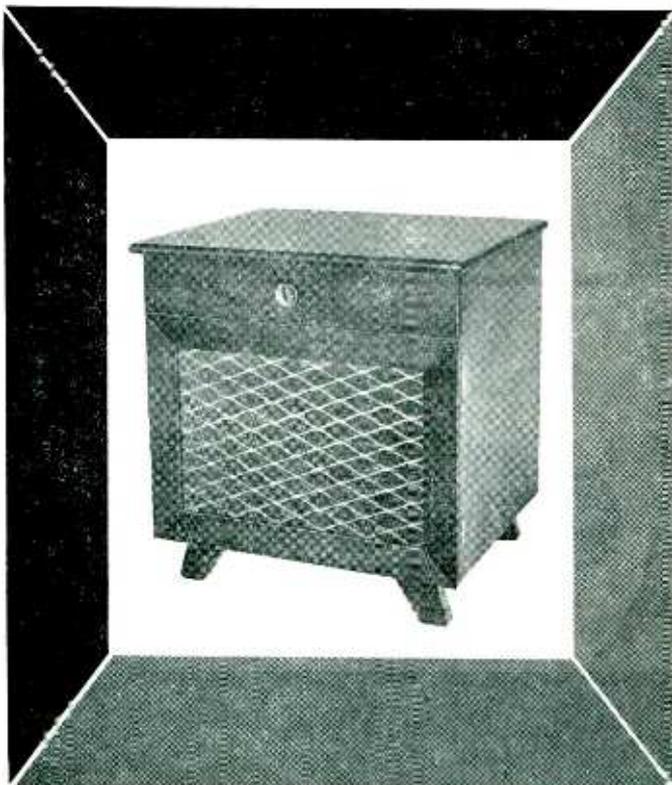
Magnavox Twin Displays



Jerry Ward, division manager of TV and radio-phono sales for Lyon & Healy, Chicago, points out the features of the Magnavox Company's new twin merchandising plaques to salesman Sherman Baron. The twin displays listing "Famous Magnavox Firsts" and "Famous Magnavox Features" are used by dealers as point-of-sales sales aids. Ward is demonstrating their use as easel displays.

Stromberg-Carlson Awards Contest Prizes

Three hand-decorated Chinese Classic TV sets have been awarded to the national winners of Stromberg-Carlson's recent Chinese Classic window display contest. Winner in the Eastern zone was Morris J. Hahn, of Turtle Creek, Pennsylvania. Midwestern zone prize went to Bernard A. Weil, New Orleans, La. Winner in the Far West was Manuel Pedrini of Pedrini Music, Glendale, California.



THE ALL-PURPOSE TELE-TURN BASE

— with Turn Top and added space for Record Player, Record Album, Booster or Radio

DeLuxe Model 105 Tele-Turn Base Designed with front panel door to give added space. Hardwood mahogany finished, seven ply veneer top, living room height—top 20" x 23"—23" high. New Rollator* metal corners, 360° turn top, beautifully finished with 5 coats of durable lacquer.

All Guy Hobbs, Inc., Bases and TV Tables with the Tele-Turn Tops for better viewing and tuning are priced for volume retail sales.

* Patent Pending

SEE US AT THE ST. CLAIR HOTEL
CHICAGO

JANUARY 3rd through 18th

Guy Hobbs, INC.

DALLASTOWN, YORK COUNTY, PENNSYLVANIA

PROFIT OR LOSS?

Which side for you—in '52?

READ THIS SIDE

if you want to

Make MONEY

- + **YOU MAKE**—when you retain your full mark-up with TRAD!
- + **YOU MAKE**—when your competitors are not showing the same merchandise! TRAD limited franchise plan!
- + **YOU MAKE**—when you push a TV line that is priced to sell at least 40% under standard brands! That's TRAD!
- + **YOU MAKE**—when you sell a line of TV that is priced to enable you to meet and beat any kind of competition! That's TRAD!
- + **YOU MAKE**—when you're not high-pressured into accumulating heavy inventories! That's TRAD!
- + **YOU MAKE**—when your low-priced line performs better than most and equal to any! That's TRAD!
- + **YOU MAKE**—when your low-priced line looks as good as any standard brand! That's TRAD!

Write for the success stories of Trad's famous customers from coast-to-coast.

Distributors—some
Key territories
available.



TRAD—Keeps you on the Profit-Side "ALL-ways"

All Trad units are available under your own Private Brand Name or under the Trad name.

The highest quality components known to the TV industry are used in the construction of TRAD chassis.

READ THIS SIDE

if you want to

Lose MONEY

- **YOU LOSE**—when you have to sell at 20-25% off!
- **YOU LOSE**—when an old customer finds that he can buy the same merchandise elsewhere cheaper!
- **YOU LOSE**—when small profits force you to cut down on essential services!
- **YOU LOSE**—when you have to make a large inventory investment to make a negligible profit!
- **YOU LOSE**—when you're put in the position of having to guess at the trend of consumer demand!
- **YOU LOSE**—when you wait for your competitors to act! Today's selling conditions call for leadership!
- **YOU LOSE**—when you demoralize your sales force by not providing them with something "HOT" to sell!—all the time!

SIX NEW **6** MODELS

17" Table Model
17" Console
20" Table Model

20" Console
20" Console—
3/4 doors
24" Console



Write, wire or phone—but contact immediately

TRAD TELEVISION CORP.

1001 First Avenue, Asbury Park, New Jersey
In New Jersey — ASbury Park 2-7447
In New York — phone WOrth 4-1197

Be Sure to Visit the Trad Display at the Palmer House, Chicago, starting January 7th

Latest Product Specifications, Directories, etc.,
that have appeared in RADIO & TELEVISION RETAILING:

Specifications:

Recorders	Apr. '50, p. 62
Room Air Conditioners	Mar. '51, p. 60
Home Radios	Apr. '51, p. 58
Portable and Auto Radios	Apr. '51, p. 56
Washing Machines	May '51, p. 84
Vacuum Cleaners	July '51, p. 67
Refrigerators	Sept. '51, p. 65
Dishwashers	Oct. '51, p. 62
Television Receivers	Nov. '51, p. 42
Ironers	Nov. '51, p. 50
Hand Irons	Dec. '51, p. 42
Clothes Dryers	Jan. '52, p. 80

Directories:

Distributors	Jan. '52, p. 117
TV & FM Antenna Mfrs.	Mar. '51, p. 36
Custom Components Mfrs.	Apr. '51, p. 34
Test Instruments	May '51, p. 100
Electric Housewares	June '51, p. 36
Phono Record Mfrs.	July '51, p. 42
Roster of Representatives	Oct. '51, p. 101

Reference Charts:

FM Coverage Areas	July '50, part II
Battery Replacement Chart	Apr. '51, p. 73
Four Field Statistics	Jan. '52, p. 58
UHF Coverage Areas	Aug. '51, p. 44
TV Sets in Use	Jan. '52, p. 58

New Shure Package

The Shure line of pickup cartridges is now being packaged in distinctive new "push-out" pillbox type individual containers, it was announced by Jack A. Berman, vice-president in charge of sales of Shure Brothers, Inc., 225 W. Huron, Chicago. The new container, designed in the familiar Shure colors of royal blue and red, provides an individual box with the cartridge mounted on a platform which contains the accessories inside it.

Latest Rider Books

The distributors of John F. Rider Publisher, Inc., 480 Canal St., New York 13, N. Y., have received stock of the largest Rider Television volume yet published by the organization. Television Manual Vol. 8. The new volume contains approximately 600 models, the productions of 52 manufacturers. Coverage is for the period June through September 1951. Also announced is the Broadcast Operator's Handbook, second edition, which is now available at the organization's distributors.

New Speaker Firm Formed

The formation of Audicraft Inc. was announced recently by Alan Abrahams, president. The Brooklyn, N. Y. firm, located at 77 South St., will manufacture horn loudspeakers featuring "Fideliflare" horn shape and "Self-Instal" diaphragm assembly. Sales to recognized parts distributors are handled by Arnold J. Siegel.

Du Mont TV Tube Selector

A new version of the Du Mont TV picture tube selector introduced by the cathode-ray tube division of the Allen B. Du Mont Laboratories, Inc., Clifton, N. J., last September, is now being offered to TV servicemen through Du Mont Teletron distributors. Used by over 10,000 servicemen, the Selector has undergone improvements in design to facilitate easier use. In addition, the tube listings have been increased by utilizing both sides of the slide-wheel.

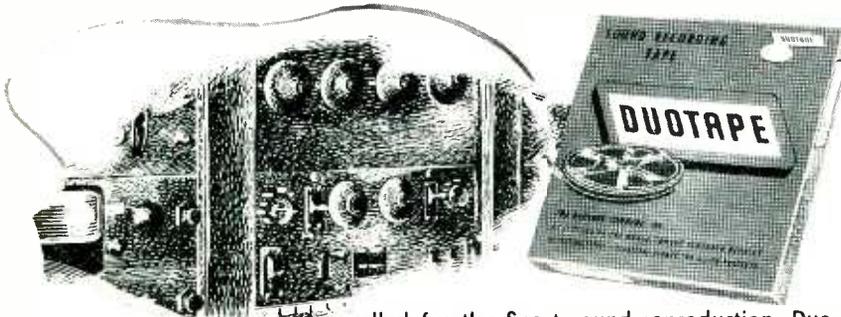
To Sparton Ad Post



Conrad Hill (above) has joined the advertising department of Sparton Radio-Television, Jackson, Mich., as recently announced by W. B. Fors, advertising manager.

DUOTAPE

...A "Sound" Impression...



Unexcelled for the finest sound reproduction, Duotone magnetic recording tape now costs no more than store brands. And now DUOTAPE gives you an extra 25 feet per reel at no additional cost. Note its extra tape recording efficiency and fidelity! Compare the distinctive constructive features of DUOTAPE!

CHECK:

1. **Low Friction-Long Life.** Special film coating protects homogeneity of oxide to insure low surface friction for longer head life.
2. **High Output - Minimum Background.** Uniformity of oxide dispersion and laboratory control of polish eliminates irregularities.
3. **Constant Tracking and Winding.** Special shearing insures no troublesome cutting.
4. **No Snarls or Backlash.** Accurate cut and low inertial wheel makes ideal combination for smooth running tape.



DUOTAPE is available in either plastic or kraft paper base. Plastic base is tough with high tear strength and special smooth finish for uniform coating. Kraft bases are super-calendered for perfect surfacing without fillers.

For complete data on Duotone standard and special tapes for every recording need call or wire for illustrated catalog.

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



DOES IT AGAIN!

**ANOTHER SMASH AD
SUNDAY, JANUARY 27th,
in the AMERICAN WEEKLY**

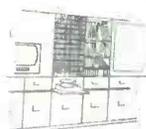
featuring
**V-M tri-o-matic
PHONOGRAPHS**
The fastest-selling phono line on the market today! Everybody's talking about Siesta Switch phonographs!

**TIMED RIGHT TO BOOST
YOUR "FIRST QUARTER" PROFITS**
V-M is going after phonograph sales all year round. Do you want to go along? V-M's powerful national advertising pre-sells thousands of prospects for V-M tri-o-matic Phonographs—the only phonograph with the Siesta Switch!
Prospects are urged to contact a V-M Dealer for their copy of this attractive "Plans Book," showing them how easily a V-M 920 or V-M 971 fits into their home entertainment center. Be sure you're identified as a V-M Dealer. Plan now to make full use of V-M's complete sales promotion package!



* V-M tri-o-matic 920 — Record Changer Attachment that plays through any radio or TV set...only \$39.95

Complete your home entertainment center with a **V-M tri-o-matic®** phonograph



Compact and smartly styled, V-M tri-o-matic Phonographs are ideal for "custom-built" installations. All controls are located at the front, and there's no complicated wiring to do—all you need is an AC outlet!

CHECK THESE FAMOUS V-M FEATURES
Plays all records, all speeds (33 1/3, 45, 78 rpm), all sizes (7", 10", 12"). Automatic intermix of 10" and 12" records of same speed. Positive Record Protection (Patented Spindle Design). Simple, centralized controls. Dual-Needle reversible cartridge. Child-Proof Operation. Automatic tone arm setdown, all size records.

* It's easy to use a V-M 920 here! Just plug the 920 into your Radio, T.V. or Amplifier. Then, plug the 920 into an AC outlet. That's all!



The V-M tri-o-matic 971 has its own pre-amplifying system and plugs into a AC outlet. Use it with an open-shelf desk and you can move the 971 from room to room, when desired. Only \$57.

**This ad goes into
10,000,000 homes,
a readership of
over 24 million,
Sunday, Jan. 27th**



Only V-M has the exclusive, handy Siesta Switch!
No jumping up to turn off your V-M tri-o-matic amplifier after the last record plays! Siesta Switch does it for you automatically, completely, after as much as five hours of uninterrupted music.

MOST OF AMERICA'S famous radio-phonos and T.V.-phono combination manufacturers use V-M tri-o-matic record changers exclusively because of V-M's sound engineering and famous extras.

Compact, completely automatic, you operate changing lid!... \$71.95

FREE! New "Plans Book" shows how easy it is to build a V-M tri-o-matic into your home entertainment center. Has lots of ideas for any living room. Ask your V-M dealer for a copy!
SEE YOUR V-M DEALER NOW!

**Get set now for bigger first-quarter sales, with V-M!
Call your V-M Distributor today for full details!**

V-M CORPORATION BENTON HARBOR, MICHIGAN

A Wonderful
 "NEW
 VOICE"
 for Radio

The New
 QUAM
 CONE SPEAKER



IT'S OUR 30th
 ANNIVERSARY, TOO!

Ads like this (circa 1927) announced the early Quam Speakers. Today's models are being built under the same management and to the same high standards of design and workmanship. They are FIRST FOR ORIGINAL EQUIPMENT! FIRST IN REPLACEMENT FIELD!

Write for catalog today!

QUAM-NICHOLS CO.
 526 E. 33rd PLACE, CHICAGO 16, ILLINOIS

... cords. The amazingly superior to any you have heard before.

Compare This Speaker with Any Other

Selling at TWICE its Price!



QUAM RADIO CORPORATION

9718 Cottage Grove Ave.
 Chicago, Ill., U. S. A.

New Electrical Appliances

Hotpoint NEW MODELS

New 1952 automatic dishwasher models include many new features. Will now hold the largest standard dinner plates and 60 pieces of silverware. Also feature improved washing action and new water inlet system. Include 48-inch combination units as well as under-counter and free-standing types.

Two new electric range models with lighted pushbutton controls, clock type oven timer, and matching automatic time measure, lead the 1952 range models. Dealer shipments in single and double oven styles (models RD14 and RD15) will begin in March. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Mitchell NEW LINE

New air-conditioner line consists of seven models, with four different cooling capacities: 1/3, 1/2, 3/4 and one HP. Other differences are in the operating voltages of the 3/4 and 1 HP models, which are available for 110, 230 and 208 volt operation. New this year are the 3/4 HP, priced at \$419.95 (208 volts), \$409.95 (230 volts), and \$399.95 (115 volts), and the one HP model, priced at \$479.95 (208 volts), and \$469.95 (230 volts). Other models are the 1/2 HP model, at \$329.95 and the 1/3 HP model at \$229.95. Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

GE NEW APPLIANCES

A new food freezer and four new refrigerators have been announced. The freezer, model NA-11J, is 11 cu. ft. size. Has counterbalanced lid, automatic interior lighting, adjustable temperature control, and outside indicator light. Refrigerator models feature shelves built into doors. Refrigerator-freezer combinations are 8 cu. ft. NH-8J, \$467, and 10 cu. ft. NH-10J, \$509.50. Across the top models are: 8 cu. ft. LF-8J, \$356.50, and 11 cu. ft. model LF-11J, \$392.50. General Electric Co., Appliance Div., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Kelvinator REFRIGERATORS

Two models in the new line are equipped with Kelvinator's new "magic cycle," high-speed self-defrosting system. The system permits complete and rapid automatic defrosting without any electrical heating device. Other features include horizontal freeze chests, doorshelves, butter chests, controlled humidity, and color highlights. Sizes range from 7 to 12 cu. ft. The 12 cu. ft. model has two doors, separate freezer called model MT. The 11 cubic foot size, model MA, is one of the two with "magic cycle" feature. The other of these models is the 8 cu. ft. model EA. Other models in the line are the MH, 11.6 cu. ft., EH, 8.3 cu. ft., ES, 9 cu. ft., NH, 7.1 cu. ft., and NS, 7.6 cu. ft. Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Superior's new
 TELEVISION BAR GENERATOR



**THROWS AN
 ACTUAL BAR
 PATTERN
 ON ANY TV
 RECEIVER
 SCREEN!!**

TWO SIMPLE STEPS
 1. Connect Bar Generator to Antenna Post of Any TV Receiver.

2. Plug Line Cord into A.C. Outlet and Throw Switch.

RESULTS—A stable never-shifting vertical or horizontal pattern projected on the screen of the TV receiver under test.

AT YOUR
 RADIO PARTS
 JOBBER

DEALERS
 NET PRICE

only
39⁹⁵



Manufactured and Guaranteed by

SUPERIOR INSTRUMENTS CO.
 227 Fulton Street • New York 7, N. Y.

Write Dept. RR-1 for Catalog of Complete line of Superior Instruments.

Proctor Plant Conversion

Joseph Tiers, sales manager for distributor sales, Proctor Electric Company, has announced that the partial conversion of Proctor's Philadelphia plant to defense work is progressing according to schedule. Manufacturing facilities will soon be available to take care of shortages on certain models of irons and toasters.

Arvin Lowers Iron Prices

Reductions in list prices of Arvin electric irons have been announced. Reductions are limited for January and February only. Models 2100R and 2300 have been reduced \$2 each, to \$10.95 and \$12.95, respectively. Model 2200 remains unchanged. Also announced was a redesigned model of the 2100 iron. The new model, the 2100B, has a black plastic handle and control dial, lists at \$9.95.

To Hoover Sales Posts

Oscar M. Mansager, newly appointed general sales manager of the Hoover Company, has announced appointments to five newly created sales posts. H. W. Hoover, Jr., assistant vice-president, has been named field sales manager. Hoover has selected Hugh J. Murray, Henry M. Newkirk, Frank Litton, and Walter A. Munz as divisional managers.

Universal Display Piece

Universal's "Sleep Shop" electric blanket display is designed to provide the dealer with a complete electric blanket department. The display, in a natural-looking wood-grained composition, is designed to conserve floor space and at the same time to show the blanket line to its fullest extent in an open view of the four different colored blankets in the Universal line, made by Landers, Frary & Clark, New Britain, Conn.

Eureka Williams Elections

Two new members were elected to the board of directors of the Eureka Williams Corp., Bloomington, Ill. The new board members are Denis Regan and David Turk.

Named to Hotpoint Post



Helen Kirtland, above, has been named manager of the Hotpoint Institute, it was announced by Edward R. Taylor, vice-president of Hotpoint, Inc. Move is part of Hotpoint's plans to broaden home service programs for retailers, distributors and consumers.

Chicago Housewares Show

The largest number of exhibitors and household items ever assembled will greet buyers attending the January 1952 National Housewares and Home Appliance Exhibit in Chicago, according to A. W. Buddenberg, executive secretary, National Housewares Manufacturers Association. Both Navy Pier and University of Illinois Drill Hall have been taken over by the NHMA. The exhibit opens Thursday, January 17, and will continue through Thursday, January 24 at 12 noon. It will not be open Sunday, January 20. More than 600 ex-

hibitors will occupy approximately 920 booths in the two buildings. Their displays are expected to be viewed by well over 8,000 buyers.

Roycraft to Distribute Westinghouse Appliances

Officials of the Roycraft Company of Iowa, 1520 Walnut Street, Des Moines, have signed a franchise as a Westinghouse appliance specialties distributor. Serving the state of Iowa, (except the Tri-City area) the new distributor will handle small appliances, fans, vacuum cleaners and electric blankets.



Priced to Sell!

Carillon Dynamic
NEEDLES
for all conventional phonographs

NOW . . . 18 needles for the price of 12 **BUY a dozen . . . get 6 FREE!**

1600-N * . . . List \$2.50

* Available with 3 size radii for:

- 33 1/3 — 45 RPM — # 1600-N (MG)
- 33 1/3 — 45 — 78 RPM — # 1600-N (AG)
- 78 RPM — # 1600-N

For a limited time . . . special "bonus" offer to acquaint you with the newest Miller needle . . . six BUMPER NYLON needles with each 12 you order.

COLORFUL DISPLAY CARD

Multi-colored display card with one needle mounted in transparent box . . . creates business at "point of sale."



MILLER REPLACEMENT NEEDLES

There is a Miller Needle for every replacement need . . .

Sold through jobbers

All Miller and Carillon Dynamic Needles are available from recognized jobbers.

ORDER TODAY!

M. A. Miller Manufacturing Co.
1165-1169 East 43rd Street, Chicago 15, Illinois

Manufacturers of the world's largest line of long-life playback and recording needles
Selected by the world's largest manufacturer of original equipment

Canadian representatives: ATLAS RADIO CORP., LTD., 560 King Street West, Toronto, Ontario, Canada

Quality Proven for Over a Quarter Century!



DEWALD

HIGH-DEFINITION TELEVISION

and Superformance RADIOS

The integrity of DeWALD products is known throughout the world. It's the line that offers trouble-free satisfaction to every customer — makes friends and profits for every dealer. Full 1 year warranty on all TV tubes and TV set parts.

JOBBERs and REPRESENTATIVEs

Some choice territories now available.
Write today for full information.

in RADIO and TELEVISION for SOMETHING BETTER, it's

DEWALD

DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y.

Profit The Indoor Antenna for YOU in '52



Model T-52*

- ▼ **Tops in performance**
- ▼ **Excellent reception on Hi and Lo bands**
- ▼ **No dangling, unsightly wires (lead wire is concealed)**
- ▼ **Two-toned leatherette blends with any TV set**
- ▼ **Creates "impulse buying" — sells itself!**

List Price
\$9.95

Sold through jobbers only!



Tricraft Products Co.
1535 North Ashland Ave., Chicago 22, Ill.

*Licensed by
Hi-Lo TV Antenna
Corp., U. S. Pat.
No. 2,495,579; Ca-
nadian Pats. 1951

Manufacturers of complete line of Television, FM and AM antennas and accessories

New Mitchell Sales Aids On Air Conditioners

Spearheading the Mitchell Mfg. Co.'s 1952 air conditioner sales promotion campaign is a package of 24 sales tools designed to bring advertising and publicity directly to the dealer level, according to Howard Hass, director of advertising for the Chicago company. The package is made up of a selection of items illustrating the company's new line of one-third, one-half, three-quarters and one ton room air conditioners.

Westinghouse Opens New Service Center

A factory-operated Service Center to handle all Westinghouse consumer products from television sets to electric irons in the Greater Cleveland area has opened in Cleveland. All major appliances, electrical housewares, fans, vacuum cleaners, electric bed coverings, television sets and radios, as well as Free-Westinghouse sewing machines will be serviced, reports L. K. Baxter, manager of the service department of the Westinghouse Electric Corporation.

Hotpoint Expansion Plan

A tract of more than 400 acres for industrial development has been assembled by Hotpoint, Inc. at 95th St. and Harlem Ave., approximately 20 miles from the Chicago Loop. The land was procured as a final step in a five year expansion program announced in 1947 and will provide a site for the erection of a 1,000,000 sq. ft. manufacturing facility as soon as defense restrictions permit.

GE Supply Reorganization

The General Electric Supply Corporation is being reorganized to handle the greatly increased business anticipated for the electrical industry in the next three years, Charles R. Pritchard, president, has announced. Outstanding changes in the company include the appointment of four regional vice-presidents, the establishment of 11 new sales districts and more than 70 new places of business, and a finer division of responsibility among district sales personnel.

Coolerator Names Four

As a part of the Coolerator IT&T expansion program, G. L. Rees, sales vice-president, has announced four new Coolerator personnel appointments: L. M. King has been appointed assistant sales manager; H. C. Beresford, Coolerator advertising manager, has been appointed director of advertising and sales promotion; Flora Mae Kortz, appointed as the first Mary Pennant, nominal head of the Coolerator home service department; N. C. Sabee, former Coolerator publicity manager, now appointed manager of sales promotion.

GE Lamp Carton

General Electric's new 10-lamp carton, for miniature lamps, is printed in the familiar blue and yellow colors. The compact carton represents a 28 per cent saving of warehouse, shipping and shelf space. Other features include the new carton's tuck flaps at each end to allow easy access to the inner "platform" on which lamps are nested horizontally.

New Sylvania Tube Plant

Sylvania Electric Products Inc. has announced the official opening of its new Sylvania radio tube plant in Shawnee, Okla. The new plant will manufacture radio tubes of the miniature type.

Tele King Tube Returns

In a recent statement concerning the return of cathode ray tubes with discolored screens, or so-called ion burns, Tele King Corp. stated that the firm would accept only those tubes which conform with RTMA standards for such replacement. This limits eligible tubes to those whose discoloration is visible from a distance of 6 ft., with contrast and brightness controls set for normal picture.

To Kaye-Halbert Post

Spencer Glaspell, formerly service manager of Packard-Bell, has been appointed general manager, Kaye-Halbert National Service Corporation, Los Angeles. Kaye-Halbert is developing an overall plan to provide adequate facilities and trained personnel to service Kaye-Halbert TV sets in Southern California.

Named Du Mont Rep

Jack F. McKinney Sales Co., 1330 North Industrial Blvd., Dallas, Texas, has been named sales representative for the cathode-ray tube division, Allen B. Du Mont Laboratories, Inc., Bill C. Scales, the division's general sales manager has announced.

Allied Sales Staff

A. D. Davis, president of the Allied Radio Corporation, 833 W. Jackson Blvd., national distributor of electronics parts and equipment, has announced a top-level reorganization to handle sharply increasing sales and company expansion. The merchandising and selling team will now consist of Alex Brodsky, merchandising manager; S. H. Levey, sales manager; J. W. Rubin, sales promotion and advertising manager; and L. M. Dezettel, purchasing agent.

Graybar District Manager

W. E. Guy has been named Chicago district manager of the Graybar Electric Company succeeding G. J. Cossman who has retired with more than 51 years of service, A. H. Nicoll, company president, has announced.

Philco Factory Branch

Recognition of the growing demand for all Philco products in the Los Angeles market area has led Philco Corporation to presently establish a factory branch, known as Philco Los Angeles (a division of Philco Distributors, Inc.) effective January 1.

Meck Names Beier

Appointment of George J. Beier as merchandising manager of Scott Radio Laboratories, Inc., was announced by John S. Meck, president. Beier will also serve as merchandising manager for the John Meck Industries division of Scott.

Quam-Nichols Sales Rep

Helen A. Staniland, jobber sales manager of the Quam-Nichols Co., Chicago, has announced the appointment of W. Bert Knight Co., 10373 W. Pico Blvd., Los Angeles, as sales representative for the Quam line of speakers and electronic products in Southern California.

Bendix Names Miller

Raymond E. Miller has been named dryer sales promotion manager for the Bendix home appliances division, Avco Mfg. Corp. Frank S. Ryan, director of advertising and sales promotion announced the appointment.

RECOTON

REPLACEMENT NEEDLES

FIT *all* POPULAR CARTRIDGES

Recoton Replacement Needle Kit #150

Recoton Replacement Needle Kit #550

Recoton Cross Reference Chart

Recoton Simplified Reference Guide "Bible of the Industry"

Recoton Index Cards for Perpetual Inventory Control

and only RECOTON gives you these complete dealer aids for EASY REFERENCE and PROFITABLE MERCHANDISING!

Write today FOR COMPLETE INFORMATION

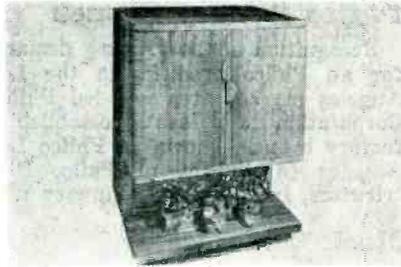
RECOTON CORPORATION

147 West 22nd St. • New York 11, N. Y.

New Products

Masterpiece NEW TV LINE

A new series of specially designed television sets is offered. Line features a 30-tube chassis with 20-inch tube, available in 12 different cabinet woods and finishes, and 6 varieties of color schemes for mask, grill cloths, knobs and door pulls. In all, 432 possible combinations are offered. The set shown is available in limed, African, grey or brown oak, regular, cordovan, toast or



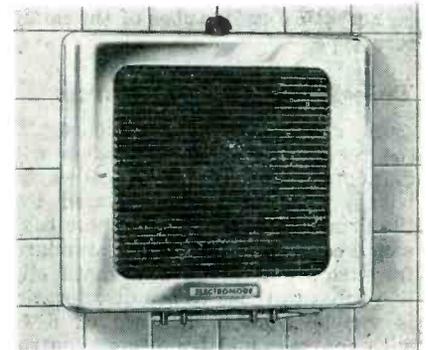
blond mahogany, regular, pickled or platinum walnut, or ebony. List price is \$495 in 24-inch wide cabinet and \$550 in 30-inch wide cabinet. Both cabinets are 24-inches deep and 40-inches high. Masterpiece TV Mfg. Co., 724 Sutter Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Steber ELECTRIC BROODERS

A new 4-page catalog describes and illustrates the line of electric brooders for young livestock. The line includes 1, 3, 4 and 6 lamp units with capacities up to 500 chicks. Prices range from \$7.25 to \$24.00. Steber Mfg. Co., Broadview, Ill.—RADIO & TELEVISION RETAILING.

Electromode HEATERS

Two new electric heaters have been announced. The automatic wall-type bathroom heater, shown, features new louvered grill, with no exposed wires or coils. Has automatic safety shutoff to prevent overheating. Built-in thermostat has a range of 55 to 85 degrees. Also



available with manual control and in choice of chrome or baked white enamel finish. Draws 1320 watts; operates on 110 volts. Also introduced is a wall-type radiant heater. Has highly polished reflector to spread heat in all directions. 1320 watts, operates on 110 volts AC. List price: \$19.95. Electromode Corp., 45 Crouch St., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

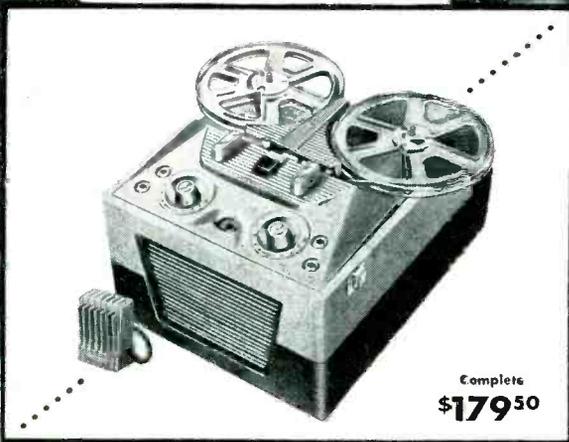
Duchess WASHER

Four new models will be introduced this month. All models have been improved in appearance and features, but no price increase is planned. Improvements include full skirts on all models



and an automatic timer for semi-automatic model A9-O, shown. List prices, in zone 1, are: A5-O, \$114.95; A6-O, \$124.95; A8-O, \$134.95; A9-O, \$154.95. Appliance Mfg. Co., Alliance, Ohio—RADIO & TELEVISION RETAILING.

tops!
IN EYE APPEAL
IN EAR APPEAL



Complete
\$179⁵⁰

ALL NEW PENTRON TAPE RECORDER

The Smartly Styled New MULTI-SPEED combines beauty with incomparable performance . . . the finest in portable recorders. Records anything, plays back instantly with a tone quality equal to the finest FM radio. Big market in homes, schools, churches and business. See . . . Hear the Most Versatile Tape Recorder on the Market Today!

Weights Only 27 lbs. • 2 Hours Continuous Recording or Playback • Editing Key Corrects while Playing • Push-Button 3¾ and 7½" Speeds Plus Super-Speed Rewind and Forward • Automatic Amplifier Equalization in Either Speed • Available with Dual Track or Single Track Heads

MULTI-SPEED
PENTRON
TAPE RECORDER

THE PENTRON CORP. 221-R EAST CULLERTON ST., CHICAGO 16, ILL.

Send me complete information and literature.

Name..... Street.....

Firm..... City..... State.....

**WANT
REAL
ACTION?**

*Get it
in the*

Philharmonic

STORY



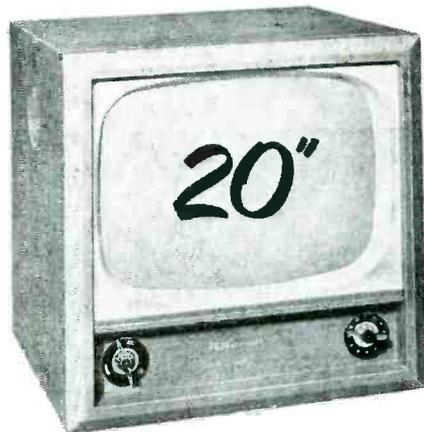
**FOR DISTRIBUTORS, the greatest
SUCCESS STORY ever revealed.**

New PHILHARMONIC plant, added facilities and increased production make the new line now available to exclusive distributors in additional markets.

Loaded with sales records, PHILHARMONIC offers jobbers the best deal in the industry!

PHILHARMONIC Money-Making Values:

- Quadruple-tuned, 3-stage, high gain, wide band width IF amplifier
- Precision turret tuner, simple conversion to UHF
- Simplified two-knob control
- Stabilized horizontal and vertical lock circuits
- Improved fringe area noise immunity
- High fidelity frequency modulation sound channel
- High voltage circuits completely interlocked for safety
- Chassis doubly protected against power-line surges by two independent fuses
- Sharp corner to corner focus
- Simply adaptable to color
- Luxurious cabinetry



See the
complete
PHILHARMONIC Line
for '52,
Hotel Stevens,
Chicago
Home Furnishings
Market
*Distributors, ex-
clusive territories available!*

*Get Sales Action! . . . Get it
with PHILHARMONIC . . . today!*

"An Instrument Worthy of the Name"

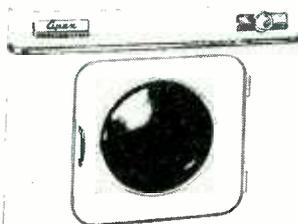
Philharmonic Radio and Television Corp.

MAIN OFFICES and PLANT: NEW BRUNSWICK, N. J.

Selling Features of Current **DRYERS**

APEX Electrical Mfg. Co., Cleveland 10, Ohio.

Two fully automatic models in line. 7006 lists at \$263.95; model 17002-G (Gas) at \$307.95. Capacities, both units, 8 lbs at dry weight. Dimensions: 30" wide X 24 $\frac{3}{4}$ " deep X 36" high. Com-



plete wet wash. Drum turns at 48 RPM. Double doors on front facilitate loading and unloading. Dimensions: 29" wide X 25" deep X 36" high.

selector can be set at low, medium or high. Dry-O-Matic time control is set for any number of minutes by the operator. Automatic signal light on control panel remains on until complete drying operation is finished. Other features: automatic removal of lint, and a new ozone lamp in the drying compartment. Measurements: 36 $\frac{5}{8}$ " high X 31" wide X 26 $\frac{1}{8}$ " deep.

GENERAL ELECTRIC Co., Bridgeport 2, Conn.

Model AD7A retails at \$274. Has a dry-clothes capacity of 9 lbs. Dryer cylinder revolves 50 times per minute. Features adjustable temperature control, time switch, master switch, which stops the cylinder if door is opened during



drying cycle; interior illumination, and ozone lamp. Average washer load of clothes will be damp-dried in approximately 20 minutes or less. Operates on 230 volts, 60 cycle, with current draw of 4600 watts. Dimensions: 36" high X 31" wide X 26 $\frac{3}{4}$ " deep (not including handle.)

HAMILTON Mfg. Co., Two Rivers, Wisc.

960-E, electric retails at \$274.45; model 1025-G (manual-lighting) at \$296.45. 1125-G (gas, automatic) at \$318.45. Features: Hi-Power exhaust system, double-pass lint control, simplified venting; 130-



minute timer; heat-resistant loading porthole; two automatic shut-off controls; precision temperature control. All models have recessed toe space, and following measurements: 27 $\frac{1}{2}$ " deep X 31" wide X 29" high. Electric model available either for plug-in use or 3-wire system.

(More Makes on page 82)

pletely perforated cylinder rotates at 45 RPM. Both types evaporate about 11 lbs of water per hour; both have large capacity lint traps. Model 7006 equipped with $\frac{1}{4}$ HP motor, operates on 220 volts; 4500 watts. Gas model has $\frac{1}{6}$ HP motor, has auto spark ignition, and automatic burner control, with 2 gas safety thermostats. The gas model does not require special wiring.

BENDIX Home Appliances, Div. of Avco., South Bend, Ind.

F-703 gas model retails at \$274.50. F-750, gas, sells for \$296.50. E-804, electric, \$239.95; E-850, electric, \$239.95. Cylinders in all models turn at about 43 RPM. All have reversible doors, capacities of about 18 lbs wet clothes; blow-



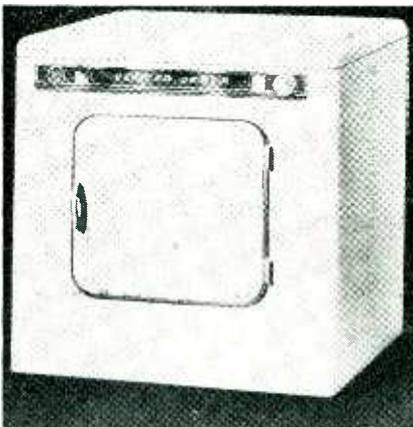
ers turn at 2200 RPM. The F-750 is an automatic, self-lighting type. Both gas models are automatic; have safety shut-offs, and operate on 115 volt, 60 cycles. Electric model E-850 plugs in standard outlets; E-804 is for 220 volts. Dimensions of all Bendix dryers: Width 31"; height 36", depth 25", not including air filter at rear.

BLACKSTONE Corp., Jamestown, N. Y.

Model 190A carries a suggested retail price of \$264 in Zone 1. It requires a 3-wire circuit. The motor is $\frac{1}{6}$ HP, and the current draw is 4600 watts. Two thermostats are featured. Capacity—20

DEXTER Company, Fairfield, Iowa.

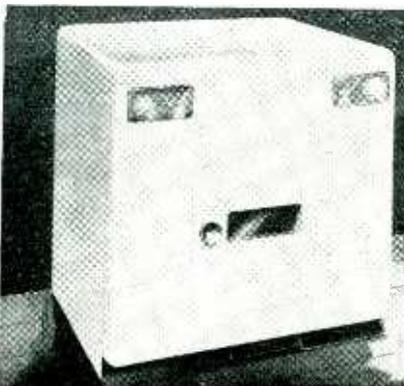
Model 5 sells at \$244.95. Requires 3-wire circuit; clothes capacity—16 lbs wet clothes. Unit occupies floor space



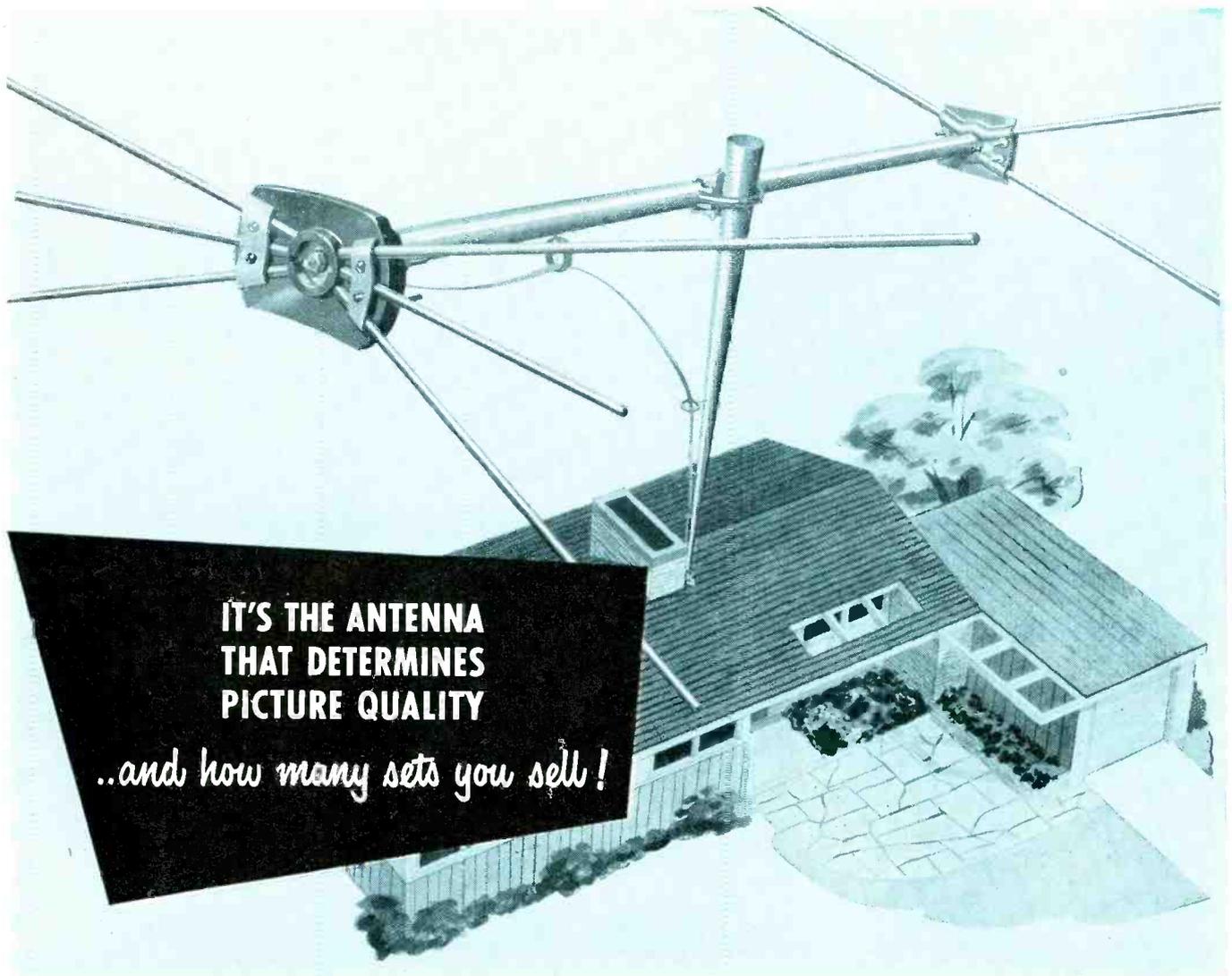
of about 24 $\frac{3}{4}$ " X 30". The cylinder rotates at 48 RPM. Fully automatic, the Dexter features an exclusive vacuum system which draws 90 cu. ft. of air per minute. Does not re-circulate moist air.

FRIGIDAIRE DIVISION, General Motors Corp., Dayton 1, Ohio.

Models TO-60 and TO-61 retail at



\$263.75 (Suggested list prices). TO-60 requires 115/230 volt 3-wire service, while the TO-61 plugs into a regular 115 volt outlet. Both have same operating features, but the latter model requires a longer drying time. New heat



**IT'S THE ANTENNA
THAT DETERMINES
PICTURE QUALITY**

..and how many sets you sell!

Sell the best... Sell Skysweeper!

The selection of antennas for the sets you sell is far too important to leave to someone else. Customer satisfaction is measured in terms of picture quality. And clear, brilliant pictures result only from reaming quality receivers with quality antennas.

To assure the kind of picture that turns today's sale into future sales to friends and neighbors, plan now to standardize upon the Skysweeper* for all your installations.

For here's the antenna that conquers distance... cuts "ghosts" and interference to an irreducible minimum... reaches out and pulls in a strong signal even in difficult locations.

Precision engineered, the Skysweeper is rugged, offers many exclusive advantages including:

- Strong, high-impact polystyrene, reversible head block that permits either a parabolical or conical installation.
- Special corrugated clamps on crossarms and terminal blocks for firm positioning.

If you install your sets yourself, here's the antenna that nets you more profit. It eliminates antenna failures, cuts call backs, speeds installation time.

If you have antennas installed for you, make sure the service organization supplies Skysweepers. You'll have happier customers and *you'll sell more sets!*

Write for this free folder which contains complete information on single, double and four bay models.



*T. M. REGISTRATION PENDING



FERRO ELECTRIC PRODUCTS, INC.

A Subsidiary of Ferro Corporation

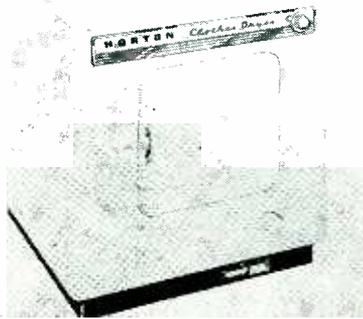
KIRKLAND, ILLINOIS

Selling Features of Current **DRYERS**

(Continued from page 81)

HORTON Manufacturing Co., Fort Wayne, Ind.

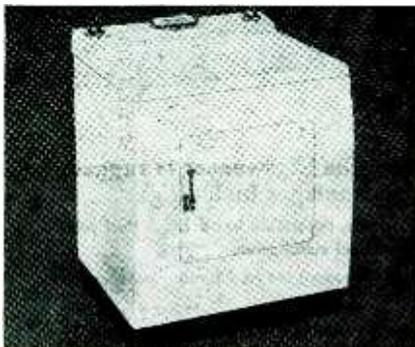
Models G49 (Gas) or E49 (Electric), at \$329.95 and \$268.94, respectively. Fully automatic. Dial can be set for



damp dry or fluffy dry. Has automatic cooling period. Capacity both models, 9 lbs dry clothes; 20 lbs wet clothes. Measurements: 30" wide X 24 $\frac{3}{4}$ " deep X 36" high.

HOTPOINT, INC., 5600 W. Taylor St., Chicago 44.

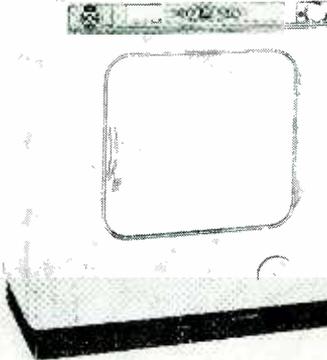
Model LD-3 retails at \$307.19. Fully automatic, this dryer features "Rainbow" drying action. Has automatic timer, automatic temperature control, automatic pump. Tumbler drum revolves 50



times a minute. Water spray continuously cools the air in the condenser chamber under the drum, never touching the clothes. Load capacity—8 lbs dry weight; Cycle time—60 minutes maximum; 15 minutes minimum. Electrical rating—4700 watts; $\frac{1}{6}$ HP motor. Overall dimensions: Height, 39 $\frac{1}{4}$ inches (height to work surface, 36 in.) plus 1 $\frac{1}{4}$ " maximum adjustment; depth, 29 $\frac{3}{8}$ "; width, 31 inches.

SPEED QUEEN Corp., Ripon, Wisc.

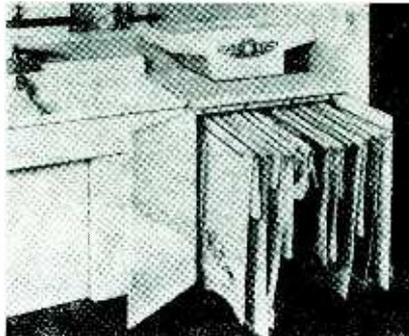
Electric model DE-5 retails at \$239.95; operates on 220 V; 4500 watts. The gas model DG-10 sells for \$307.75. Maximum capacities, 18-20 lbs. wet clothes. Vacuum drying system draws air through clothes, evaporating over 10 lbs. of water per hour. Dial setting determines degree of dryness; automatic shut-off. Extra large 16" feed opening. Full inside visibility without illumination. "Visiport" opening for inspection



of heating element if featured. Dimensions: 36" high x 30" wide x 24 $\frac{3}{4}$ " deep.

TAYLOR Corp., Alliance, Ohio.

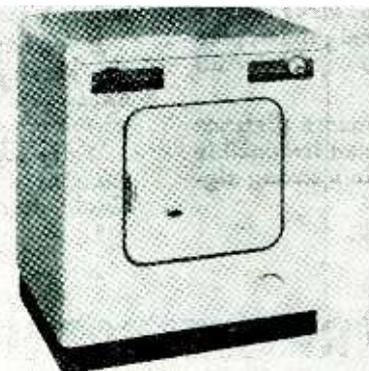
Summer Breeze dryer retails at \$159.95. Draws 1280 watts, and measures 30" wide X 24" deep X 36" high



with 10-inch tall motor-blower housing on top. It is equipped with timer, heater switch, indicator light, safety switch to turn off Sun-lite whenever doors open.

THOR Corporation, Chicago 50, Ill.

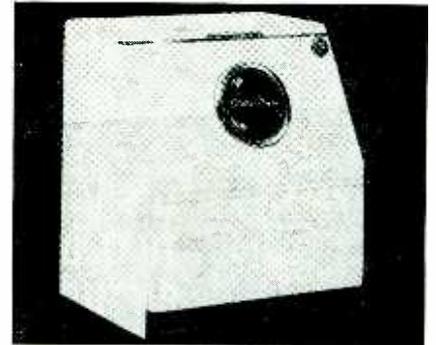
Model 701 lists at \$263.45; model G-701 at \$307.45, both prices include tax. Features of both units include 8 lb capacities (dry weight) rust proof clothes, tumblers thermostat control shut-offs, automatic re-set type thermo-



stats, positive vacuum drying. The model 701 requires a 3-wire circuit (220 volts), and the element draws about 2500 watts. The gas model, G-701 has a universal type burner, automatically ignited by pilot light. Dimensions, both units: 30" wide X 24 $\frac{3}{4}$ " deep X 36" high.

WESTINGHOUSE Electric Corp., Mansfield, Ohio.

Model D-3 retails at \$199.95. Has capacity of 18 lbs of damp clothes. Basket rotates at about 50 RPM. The AC motor is $\frac{1}{6}$ HP, AC only. A shelf door provides a smooth working surface. Has a pop-up lint trap (for use when dryer is not vented). Slanted front. Requires a three-wire, 115/230 volt hookup. The heating element total is 4,800 watts, 230 volts, AC. 1,400 watt element cycles off and on compensating for changes in voltage conditions and room temperatures. Has exclusive "Dry-Dial", marked "dry,"

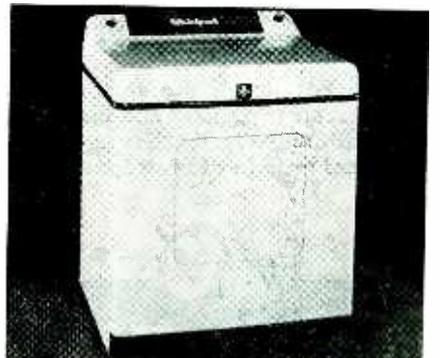


"damp" and "off." After heater automatically shuts off, basket continues tumbling for about 5 minutes, using stored heat. Dimensions: Height, 36-11/16"; width, 31"; depth, 26-11/16", 40-11/16" with door open.

Model D-3A also retails at \$199.95, but plugs into any convenient outlet. Dryer rated at 1,650 watts, AC only. Same size as Model D-3, same motor size as D-3; same type of operation. The D-3A has a Time Dial. The dryer shuts off when the time set is reached. Both models are equipped with a 6-inch fan which pulls fresh air through grille opening over heating element into basket housing. Venting may be from rear or side in both models.

WHIRLPOOL Corp., St. Joseph, Mich.

Electric dryer sells at \$263.95; the gas model at \$318.95. Electric model requires 3-wire service, and draws 4200 watts. Capacities, both units: about 20 lbs wet clothes; dimensions: 36" high



x 29 $\frac{1}{2}$ " wide x 25 $\frac{1}{2}$ " deep. Tumblers rotate at 42 RPM. Both use $\frac{1}{3}$ HP motors. Temperature in both models controlled by adjustable thermostats. Gas model has safety shut-off (two automatic valves).

They're HERE—

PROCTOR

JACKPOT

SPECIALS

You're the winner... every time!

CUT YOUR SELLING TIME IN HALF!

With national advertising, free premiums, fast-working display helps, mailing pieces, informative hang-tags, and a wealth of other aids for you... with scientifically-designed products that out-perform all others... and with the dramatic money-back guarantee as a sales-clincher, Proctor is a sure-fire Jackpot line for you! Be looking for the details on Jackpot Specials—if you don't get them soon, call your Proctor distributor, and get them from him!



A SPECIAL FREE PREMIUM OFFER TO BUILD SALES AND TRAFFIC!

Mary Proctor Ironing Set Offer also includes free direct mail material and free dramatic display!



THREE SPECIAL TOASTER OFFERS, ALL TAILOR-MADE FOR YOU!

Special low-price deals to introduce the new 1476 DeLuxe Toaster with exclusive Crisper and Colorminder. Free display and mailing pieces included.



SPECIAL DISCOUNT OFFER TO BOOST YOUR PROFITS!

Discount offer on the fast-selling Champion Iron helps you make more on every sale of this traffic item!

PROCTOR

PROCTOR ELECTRIC COMPANY, 3rd St. & Hunting Park Ave., Phila. 40, Pa.

Electrical Appliance

Production Statistics for 1951

Estimated by **RADIO & TELEVISION RETAILING** for 12 Months
Ending Dec. 31, 1951. Figures Are Totals for Industry.

LARGE APPLIANCES	Total No. of Units	Total Retail Value '51	ELECTRIC HOUSEWARES	Total No. of Units	Total Retail Value '51
REFRIGERATORS (Household Electric) Sizes from less than 5 cu. ft. to 13 cu. ft. and over	4,900,000	\$1,568,000,000	BLANKETS, ELECTRIC	900,000	\$39,600,000
FOOD FREEZERS (Home, Farm)	1,000,000	350,000,000	BROILERS, ELECTRIC	350,000	7,000,000
ROOM AIR CONDI- TIONER UNITS (Compressor types)	230,000	80,500,000	CLOCKS, ALL TYPES.....	9,000,000	54,000,000
LAUNDRY EQUIPMENT			COFFEE MAKERS, ELECTRIC (Metal, glass, automatic and non-automatic)	4,200,000	55,000,000
Washers, Automatic 1,600,000 \$353,600,000			FANS (all types)	4,000,000	75,000,000
Washers, non-automatic (wringer, spinner) 1,900,000 \$266,000,000			HEATERS, SPACE, ELECTRIC (with and without fans— portable)	1,500,000	17,500,000
Washers, midget 130,000 \$5,750,000	3,630,000	625,350,000	HEATING PADS	2,000,000	12,000,000
IRONERS	380,000	53,450,000	HOT PLATES	1,100,000	5,500,000
CLOTHES DRYERS	400,000	88,000,000	IRONS, HAND (Automatic, non-automatic, steam and travel)	9,500,000	114,000,000
RANGES, ELECTRIC	1,700,000	510,000,000	LIQUEFIERS	650,000	26,000,000
VACUUM CLEANERS	3,000,000	240,000,000	MIXERS, FOOD	1,750,000	70,000,000
(Hand, tanks, uprights)			ROASTERS	600,000	38,000,000
DISHWASHERS	350,000	100,000,000	TOASTERS		
DISPOSAL UNITS	400,000	62,000,000	Automatic 4,000,000		
WATER HEATERS			Non Automatic 500,000 ..	4,500,000	112,500,000
Electric (all sizes)	1,100,000	220,000,000	WAFFLE IRONS, SANDWICH GRILLS (Including "Com- binations")	3,000,000	45,000,000

ROSTER OF APPLIANCE MAKERS (Number in business as of Jan. 1, 1952)

Refrigerators	28	Washing Machines	30	Clocks, electric	12
Food Freezers (Farm, Home).....	45	Disposal Units	19	Broilers	29
Vacuum Cleaners	18	Dishwashers	11	Food mixers	20
Room Air Conditioners	15	Irons, hand	43	Blankets	10
Ironing Machines	19	Fans, electric	40	Coffee makers	47
Ranges, Electric	33	Toasters	32	Space heaters	30

By Popular Demand

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For National Wholesale Distribution**



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STARRETT SUITE – CONRAD HILTON HOTEL – CHICAGO

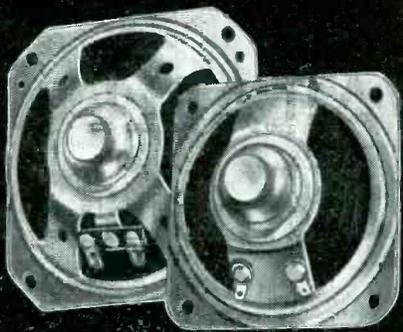
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STARRETT TELEVISION CORPORATION
New York Factory Showroom: 601 West 26th Street

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VIKING
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...foremost
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loudspeakers

Manufactured especially for low-cost replacement and utility applications by Jensen—World's foremost producer of advanced-design loudspeakers—VIKING speakers embody the same engineering and production skills which go into every Jensen product.

Ask for VIKING by Jensen when you need dependable performance at lowest cost—line includes 12 models from 3½" to 12" with 4" x 6", 5" x 7" and 6" x 9" ovals, all P. M. Accessory bracket set solves service installation problems.

Jensen
MANUFACTURING COMPANY
Division of the Muller Company
Export Department at the Factory

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BURTON BROWNE ADVERTISING

To Distribute Arvin

Distribution of Arvin TV and radio sets in central and northern New Mexico has been assumed by the Paul O. Burke Company, 503 South Second Street, Albuquerque, it was announced by Raymond P. Spellman, radio and TV sales manager of Arvin Industries, Inc.

Regal Plans Expansion

The Regal Electronics Corp., organized in 1932, now occupies an entire air-conditioned building of 30,000 sq. ft. at 603 West 130th St., New York City. Additional warehouse space of 140,000 sq. ft. is also maintained. Plans to increase its present production floor space has been announced by Walter Spiegel, president of Regal.

Named Sparton Sales Rep

Howard A. Whipple has recently been appointed Sparton radio-television field sales representative for the Sparks-Withington Co., Jackson, Mich. According to B. G. Hickman, Sparton general sales manager, Whipple's appointment is the first of a new plan to achieve better factory-dealer coordination.

To Standard Coil Post

Arthur Richenthal, attorney, has been elected secretary of Standard Coil Products Co. Inc., Chicago, it was announced by Glen E. Swanson, chairman of the board and president. The move, according to Swanson, was in recognition of Richenthal's outstanding services and contributions to the firm.

Rider Tek-File

Servicemen may now purchase the servicing data of set mfrs. in individual file folders. Rider Tek-File, the new monthly data service, makes available monthly the same type of factory-authorized service data that is published in Rider Manuals. Every month a different selection of Packs will be available at the distributors of John F. Rider Publisher, Inc., 480 Canal St., New York 13, N. Y. Each Tek-File Pack is priced at \$2.00.

New Stromberg Plant

Dedication ceremonies were held recently at the new Stromberg-Carlson sound equipment division building. This remodeled three-story brick building at 1225 Clifford Avenue, Rochester, N. Y., will afford more than double the floor space of the former location on North Goodman Street. Accommodations for approximately twice the number of employees are provided in the new plant set-up.

To Radio Craftsmen Post

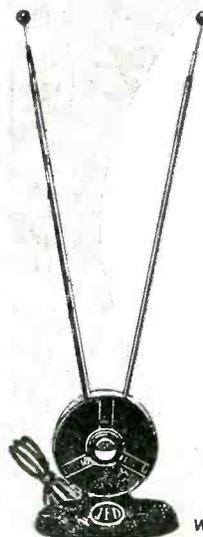
John H. Cashman, president of the Radio Craftsmen, Inc., 4100 No. Ravenswood, Chicago, makers of custom TV and radio chassis and amplifiers, has announced the appointment of Charles G. Gilman as comptroller of the company.

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tone and record equalization.
Permits instant adjustment for
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PIONEERS IN HIGH FIDELITY FOR OVER 20 YEARS

Sylvania Service Manager



The appointment of E. W. Merriam (above) as service manager of the radio and television division of Sylvania Electric Products, Inc., has been announced by John K. McDonough, general sales manager of the division.

RCA Victor Names Two

Appointment of W. L. Rothenberger as manager of the eastern region for the RCA Victor Division, Radio Corp. of America, was announced by C. M. Odorizzi, operating vice-president of the division. Odorizzi also disclosed establishment of the northeastern region, with R. M. Macrae as manager, who will headquarter in Boston.

New Sams Service Book

"Servicing TV in the Customer's Home", a pocket-size book for the TV service technician, published by Howard W. Sams & Co., Inc., Indianapolis, is now in distributors' hands. The book shows how to make on-the-spot repairs, providing practical help to make outside TV servicing really effective and profitable. It sells for \$1.50.

Motorola-NY Execs

Allan G. Williams has been appointed vice-president in charge of operations for Motorola-New York. Williams joins William W. Cone, recently appointed vice-president of sales and merchandising, as an officer of the new organization which became a factory subsidiary of Motorola, Inc., Chicago, effective January 1.

New National TV Tube



Asher J. Cole (left) president of the National Video Corp., TV tube manufacturer, smiles approval as Edgar W. Morse, (center), and C. V. Fogalberg, co-inventors of a new TV tube designed to save copper, compare the old and new components.

Du Mont Tube Guarantee

A new cathode-ray picture tube guarantee providing 100% protection for set makers, for a 6-month period, from the date of actual installation of a receiver in a consumer's home, was announced by Irving G. Rosenberg, general manager, Cathode-ray Tube Division, Allen B. Du Mont Laboratories, Inc., Clifton, N. J. The new guarantee is effective immediately.

New Tax Chart

A new and revised version of the Delbridge Social Security and Withholding Tax Chart has been announced. Available from the Del-

bridge Calculating Systems, Inc., 2502-10 Sutton Ave., St. Louis 17, Mo., the Chart gives the proper deductions which should be made for various paycheck amounts. Computations are based on the new Revenue Act. Price is \$3.50. Available for weekly, bi-weekly, semi-monthly and monthly payrolls.

Dean Sales Upswing

George H. Fass, president and sales manager of Dean Electronic Co., 35 Fifth Ave., Brooklyn, N. Y., phonograph manufacturer, reports that high orders for phonographs indicate low dealer inventory and promise of high sales for 1952.

SHERATON SUPER VIDEO DX TELEVISION REACHES OUT FOR WEAK SIGNALS



Yet costs no more than ordinary sets

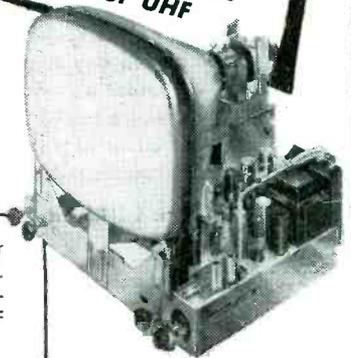
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NEW!
CASCADE CIRCUIT TUNER
Latest TV Development
Minimizes "Snow"
Expressly Designed for
Problem Reception Areas
Adaptable for UHF

The Sheraton Super Video DX

TV receiver will bring in better reception up to 200 miles, without the use of boosters. It will work where other sets have failed . . . in fringe areas with an ordinary antenna—in the city with merely an indoor antenna.

The Amazing High Powered Super Video DX 26-Tube Chassis (Incl. 2-Rect.) with 4-Microvolt Sensitivity—TEN TIMES THE SENSITIVITY OF STANDARD SETS.



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Contact our New York Sales Office—370 Seventh Avenue, Penn Terminal Bldg., New York 1, N. Y.



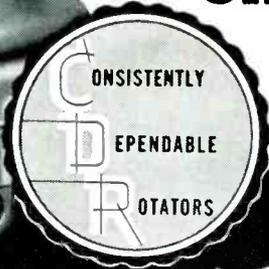
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Any TV Antenna Array Under All Weather Conditions

When your customers want an antenna-turning device, it is YOUR RESPONSIBILITY to sell them one that will do the job best day in and day out...night in and night out! This covers considerable ground... but the TELE-ROTOR fills the bill! STURDY enough to hold any array... POWERFUL enough to rotate it under all weather conditions... DEPENDABLE because it offers long-lasting, uninterrupted service! Give them the best... they'll thank you for your recommendation!

MODEL TR-2... complete rotator with "COMPASS CONTROL" cabinet having illuminated "perfect pattern" dial... (uses 8 wire cable) \$49.95

THE **RADIART** CORPORATION
CLEVELAND 2, OHIO



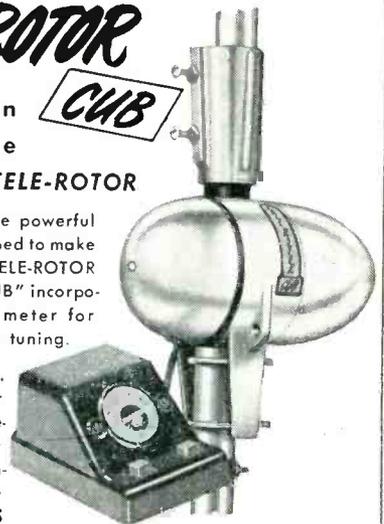
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SOUTH PLAINFIELD, N.J.

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Power To The
Heavy Duty TELE-ROTOR

Featuring the same powerful motor that has helped to make the 'heavy duty' TELE-ROTOR so famous, the "CUB" incorporates a sensitive meter for utmost accuracy in tuning.

MODEL 502B... complete rotator with indicating meter control cabinet for "hairline" tuning... (uses 5 wire cable) . . . \$44.95



SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

Problem Facing Servicers in '52

Good Public Relations, Not Shortages, Top List — Business Expected to be Good

• With television pacing its growth, the industry's income from servicing has registered spectacular gains every year for the past four years and will continue to do so for some years to come.

When sales of new merchandise were at their lowest ebb last year, dealers reported to the roving editors of RADIO & TELEVISION RETAILING that their service departments were the only part of their operation returning a profit.

Thousands of new men have joined the servicing profession; many new dealers and service companies have sprung up, and many merchants who previously had a small service department or none at all now operate a large plant.

In addition, countless service associations have sprung up, gained new strength, and formed regional and national federations. The service profession has produced several voices where heretofore it had none at all.

Shortages Expected

All of this is on the "plus" side of the ledger. There are negative aspects, too. Even though it has always been the butt of much public abuse, the service industry has probably never gone through such a year as 1951. There were countless articles in the local and national consumer press exposing the "gyps" in TV servicing; countless bills were introduced in city and state legislatures to license servicemen and some of them passed.

Also on the negative side is the fact that, due to government purchases of electronic equipment and materials necessary to the manufacture of such equipment, and to government restrictions on the use of materials such as copper, cobalt, etc., there will be fewer of the parts, tubes and other materials necessary to servicing in 1952 in the face of a rising demand for them.

Thus the problems of the industry this year resolve themselves into the

following: (A) To gear the service department to a higher volume of business; (B) Cultivate good public relations, and handle 1952 customers in such a way as to overcome bad prejudices and establish good precedents; and (C) Service sensibly and conserve supplies of replacements so as to be able to handle as many customers as possible in the face of impending shortages.

Handling a greater volume of business while at the same time conserving materials requires a high degree of *skill and efficiency*. Doing more jobs in the same amount of time, but doing them *well* is the only way to achieve higher volume while building and preserving good consumer relations. The untrained man who makes a repair by the "process of elimination" and endless substitutions wastes the employer's time and money and tries the customer's patience. Hiring skilled men is not the only solution to this problem. Skilled men being at a premium, it will often be the problem of the dealer or manager to train men himself. Time and money thus expended will be repaid a hundred-fold in the long run when the trained man starts *saving money* for the boss.

Two-way co-operation between dealer and jobber or distributor is essential to smooth and profitable operation in face of 1952's problems. "Buck-passing" is out. The customer's only wish is to get his set repaired quickly, permanently and reasonably—he's not interested in whose fault it is if this is not accomplished. And in face of the wave of public indignation against inefficiency and dishonesty in radio and TV servicing (fanned to a flame by an unfriendly consumer press) we must consider that keeping the customer happy is the Number One job of the industry this year.

If this job is not done, the industry will not be able to grow in the unhampered "free enterprise" way traditional to our country. Instead it will be haunted by continual attempts

to fetter it with laws written by people who don't know anything about the problems of servicing, and will be continually fighting off attacks on its virtue. It will be like a man trying to read a book while slapping at an army of voracious mosquitoes.

Eight Resolutions

Therefore we believe that the technician should in 1952 resolve to:

1. *Streamline his operation* so as to be able to handle as much as possible of the increased volume of work which will be available.

2. *Work as efficiently as possible*, with as many tools and aids as he can amass, to turn out a volume of good work, fast and reasonably. There is more money to be made in many jobs turned out reasonably than a few high priced ones.

3. *Acquire as much self-training as he can*, hire as highly skilled help as he can get, and train all the help he can get. Never *assume* that the man you hire is expert; make sure.

4. *Utilize materials as carefully as possible*; take good care of the stock on his shelves . . . buy carefully, use care in making replacements, and employ every conservation method possible so as not to be caught without the means to do his business as shortages develop during the year.

5. *Handle every service job* so as to give maximum satisfaction to the customer and build good-will.

6. *Listen to all customer complaints* and try to handle them graciously.

7. *Keep abreast of all public attacks* on his profession, weigh the merits of them, and make sure that he is guilty of none of the offenses.

8. *Support the efforts of his trade association(s)* to bring about better industry relations and better consumer relations.

Keeping these resolutions in the coming year will help the servicer achieve greater volume this year while insuring profits for the years to come.

Servicing DC Reinsertion

Part II. Theory and Testing of Grid-leak and Diode DC Restorers

By Solomon Heller

• Last month, we analyzed the operation of the grid-leak type of DC restorer, and showed how it reinserted the missing DC level into the video signal. The DC restoration process not only restores the video signal's DC level—it also lines up the vertical blanking and sync pulses, so that they attain the same amplitude. This is the way these pulses are transmitted, and this is how they must be received. If the vertical pulses weren't uniform in amplitude, an inadequately-sized vertical blanking pulse might not blank out the cathode-ray tube, causing vertical retrace lines to be seen on the screen.

The necessary lining up of sync and blanking pulses occurs during the same process that restores the video signal's correct DC level. The grid-limiting action of the video amplifier produces the alignment.

Suppose a large-amplitude vertical sync pulse is coming in. Since the pulse is the most positive part of the video signal applied at the video amplifier grid, and the cathode is grounded, the grid will be driven positive, and grid current will flow. The grid current will be relatively large, because the positive pulse is large. It will produce a voltage in the grid cir-

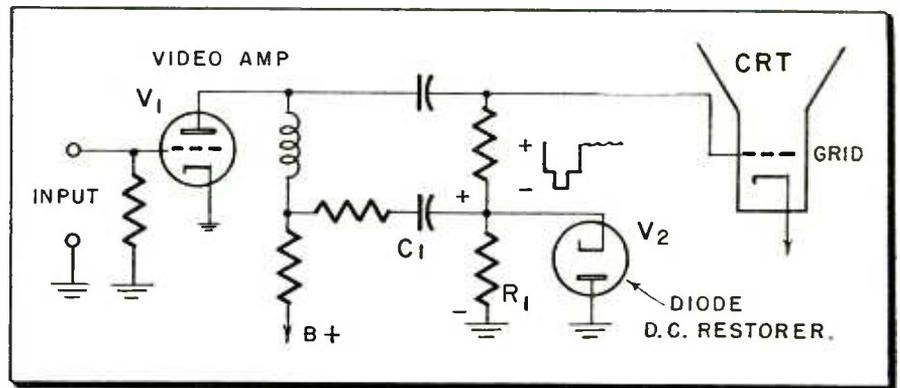


Fig. 1—Simplified sketch of positive diode DC restorer.

cuit that is opposite in polarity to the sync pulse voltage. The net sync voltage will therefore be relatively low.

Say the sync pulse voltage is $+5$ V, and the bucking voltage it produces is -4 V. The net sync pulse voltage will be $+1$ V.

Now let's say that a small-amplitude vertical sync pulse follows its big brother. This pulse will not drive the grid as positive as its predecessor. Less grid current will flow, and the bucking voltage produced will be smaller. Suppose the positive sync pulse voltage is $+2$ V, and the bucking voltage created is -1 V. The net voltage will be $+1$ V.

The two originally unequal pulses are thus lined up, or brought to the same amplitude, by the grid-limiting action. Small-amplitude pulses are bucked least, and large-amplitude pulses are bucked most, causing all the pulses to line up at the same approximate height.

The operation of the diode DC restorer (fig. 1) is basically similar to the grid-leak type of restorer. Negative or positive DC restorers may be employed, depending on the polarity of signal needed for correct CRT operation. The positive DC restorer illustrated in fig. 1 works as follows:

The composite video signal is applied through C_1 between cathode and plate of the restorer (V_2). V_2 will conduct only when its cathode is driven sufficiently negative to its plate

(which is another way of saying that the plate must be driven positive to the cathode), so a negative-going video signal is needed here. During the first few cycles of V_2 's conduction, a positive charge is built up across C_1 , making V_2 's cathode positive to plate. (This positive voltage between cathode and plate is, in effect, a bias voltage.) When the subsequent video signals applied between cathode and plate are large enough to overcome the positive voltage between cathode and plate, V_2 conducts. Only the most negative portions of the composite video signal—i.e., the sync pulses—will be large enough to overcome the bias voltage and cause V_2 to conduct. The resultant DC voltage developed across R_1 will be proportional to the amplitude of the sync pulses. This voltage is in series with the AC signal voltage applied across R_1 . Thus a DC level is added to the video signal.

This DC level is proportional to the DC level originally present in the signal, for the same reasons that the DC voltage developed in the grid of the grid-leak DC restorer is proportional to the signal's original DC level (explained last month).

You may remember that, in our last article, we pointed out that the darker the original background of a signal, the larger is its DC level; the more DC level it loses in passing through RC coupling networks; and the larger the DC level, therefore, that must be restored to it. Also, vice-versa.

This requirement is satisfied by the diode restorer, because the restorer develops a small positive DC voltage when a dark-background, or small-amplitude signal is coming in (see fig. 2). The negative bias between the grid and cathode of the CRT is lowered only slightly by this positive bucking voltage that is formed in the grid circuit. The CRT bias therefore

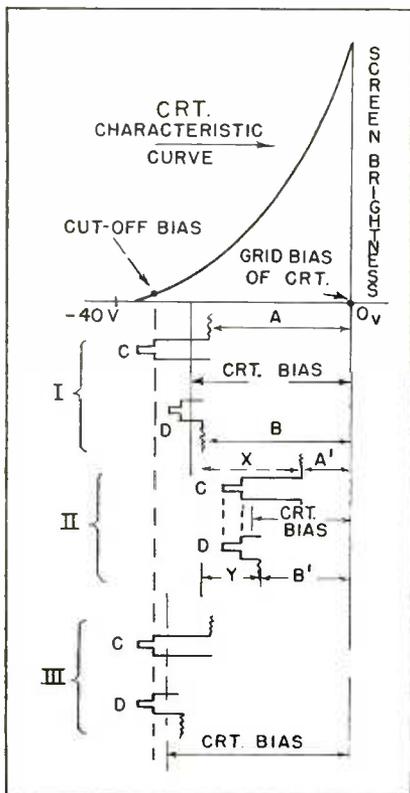


Fig. 2—Effect of diode DC restorer on CRT bias. C represents a large-amplitude or white-background signal; D represents a small-amplitude or dark-background signal. In sketch I, C and D are shown with uncorrected DC levels. Note that the CRT bias gives C a DC level of A; D's level is B. In sketch II, C, bucked by a large DC restoration bias, is reduced to level A'. D, bucked by smaller DC restoration bias, is reduced to level B'. The blanking levels of the two signals are now lined up, but do not reach cut-off. In sketch III, the CRT bias has been adjusted with the brilliance control to bring both blanking levels to cut-off.

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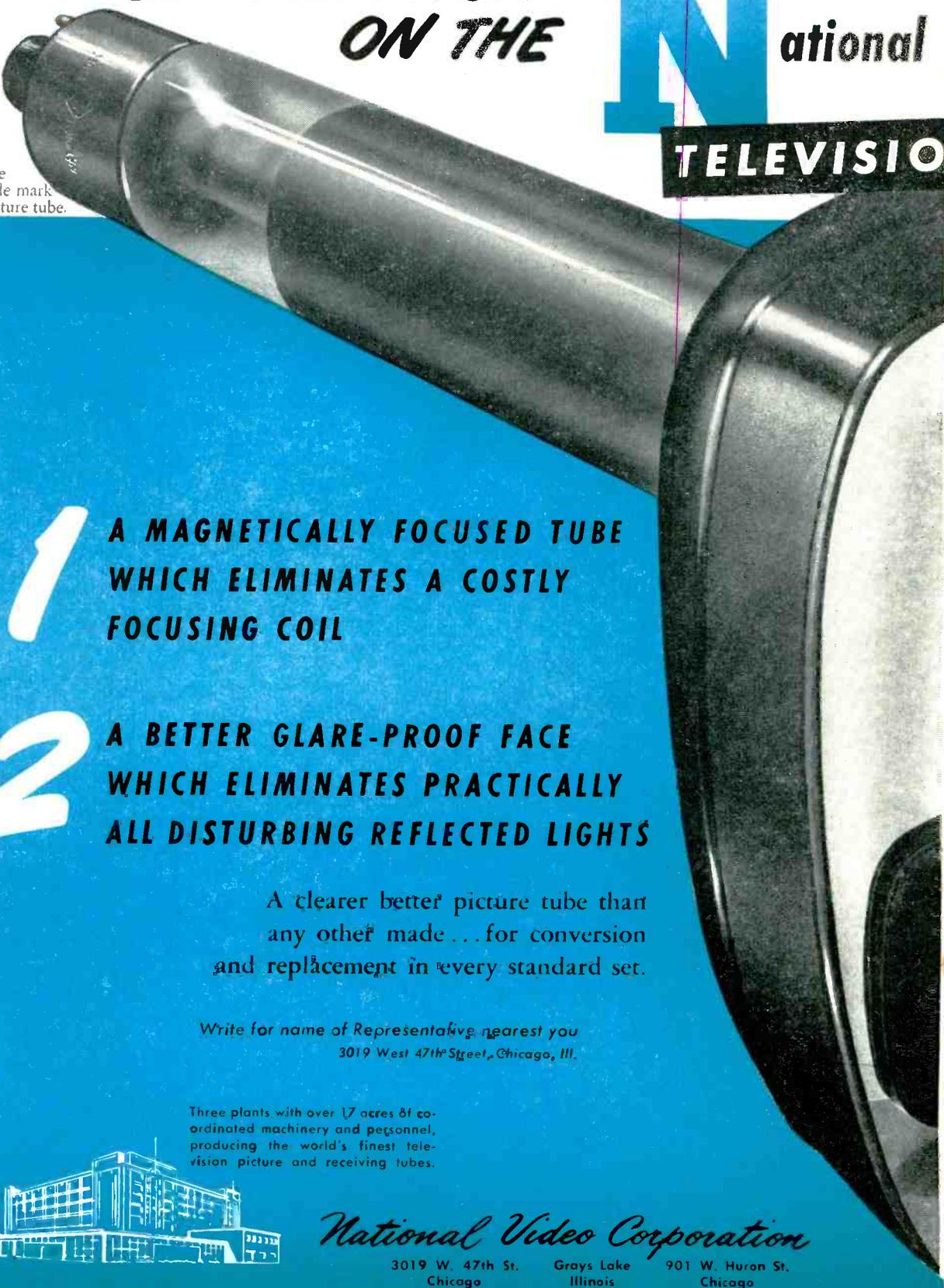
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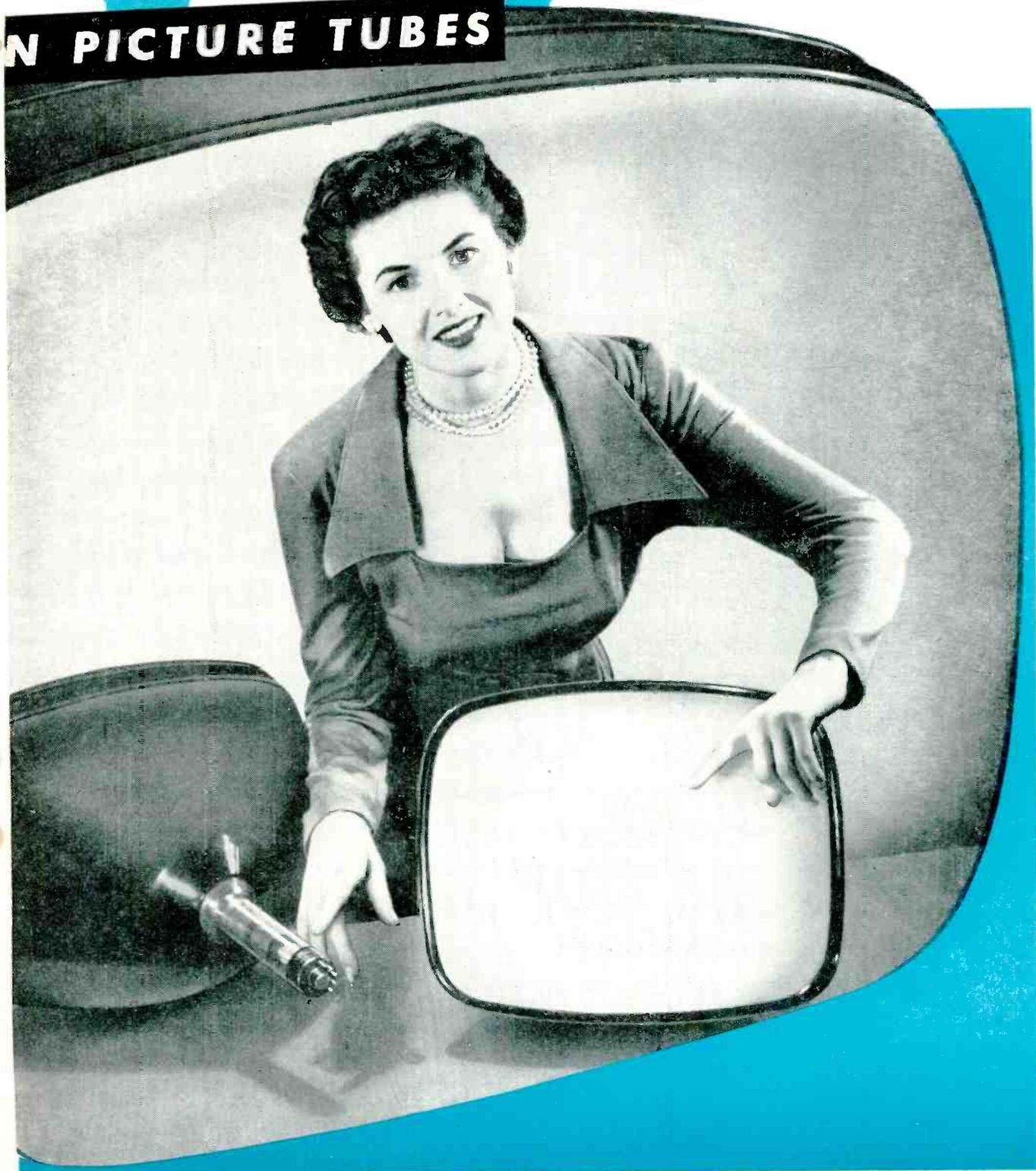
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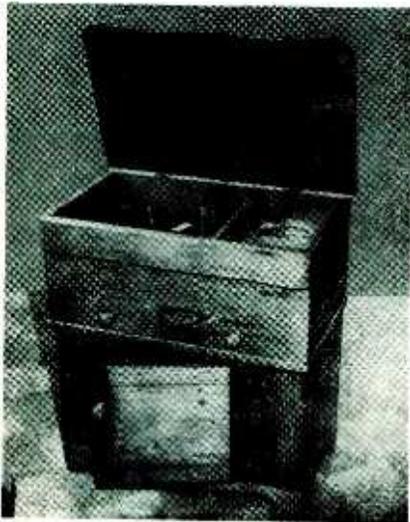
Planning and Installing

The Technician's Eye View of the Choice of Components and the

• There is today a wide choice of components available to the custom builder of home entertainment systems. With the increase in the use of specifically-assembled music setups, more and more manufacturers are turning out new units, so that today a setup may cost from \$100 to \$1000.

There are two basically different approaches to the problem, though they are sometimes combined. First, we have the music-lover, (or the gadget-lover) who wants super high-fidelity, and is willing to pay for it. He wants a Williamson, or maybe a broadcast amplifier. Then there is the customer who wants a system with certain features of convenience, appearance or location not available with complete regular manufactured consoles. He often says, "I want a good set, but I don't care about hearing every last little bit of piccolo notes and surface scratch". A pair of 6V6's will do here.

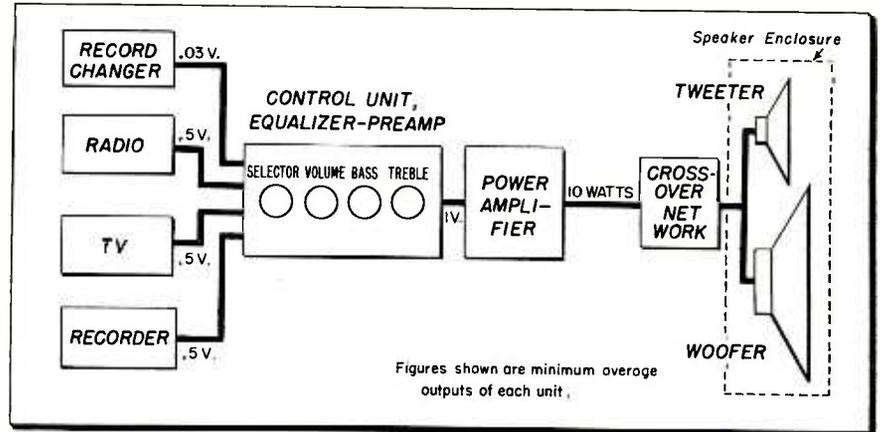
Which *direction* to take when approaching the solution of the customer's problem is primarily the job of the salesman who sets up the sale with the customer. But the solution the salesman outlines, and which the customer expects or hopes for, depends finally on the technician who must initially recommend, and finally select



It is important to get a working arrangement with a local cabinet maker—any woodwork beyond installing slides is not the average radio man's work. Above is an example of high quality cabinet work which can be obtained.

the exact components and assemble them into a smoothly-operating and satisfactory sounding system.

The system should be designed first to solve the customer's one problem or desire. Other requirements of his can be taken care of entirely or to a lesser degree, depending on how they



Above are shown the elements which make up the four major sections of the system: Program Source, Amplifier, Loudspeaker, and Cabinet and/or Speaker Housing. This article will be presented in two parts, and this first installment covers program sources.

conflict with or are compatible with his most important specification. It may be that he has a lot of old, scratchy yet priceless records. He may want to hear them at their best, with no regard for "high fidelity". Give him a sharp cut-off filter and a dynamic noise suppressor, *and teach him how to use them.*

Or perhaps he wants to hear everything on the record, regardless of the background noise and hiss. This man needs a good tweeter, and, of course, a particularly clean amplifier.

Or he may want to shake the floor with organ notes or band music—give him a really heavy duty woofer in a proper enclosure, plenty of bass boost in his amplifier, and isolate it enough from the phonograph.

Whatever his problem, which the salesman should be at pains to carefully pin down, it should be the central consideration which determines what direction the design of the system takes beyond the minimal requirements.

Listed below are minimum requirements to which the average good custom-built system must conform if it is to be satisfactory enough to justify the efforts expended on it:

It should provide easy, foolproof switching from one program source to another. It must have separate and completely independent bass and treble controls, each of which will give some degree of boost or cut, but especially bass boost and treble cut. The power amplifier must have sufficient power output to provide at least ten watts of undistorted power at all frequencies to be reproduced. The amplifier must have sufficient voltage gain, with the volume control less than wide open, to drive the speaker louder than it can ever be desired by the customer, with

any of the program sources to be used. It must be impossible to detect hum from the speaker in a quiet room at a distance of eight feet with the tone controls normal, the volume control at maximum, and any program source connected, but not providing a signal. It must be impossible to cause the system to oscillate or motorboat with any combination of tone or volume control settings and selector switch settings. And, of course, it must solve the customer's number one problem with no question.

We shall attempt to deal with each of the four major sections of the system in turn, separating them as much as is practical. They are, (1) program source, (2) amplifier, (3) loudspeaker, (4) cabinet and/or speaker housing.

The probable program sources may be radio, phonograph, TV sound, and recorder, and may include some of the customer's present equipment. The amplifier and speaker are selected from standard components manufacturers, and the cabinet and/or speaker enclosure are usually designed for the individual installation. It cannot be said too often—get a working arrangement with a local cabinet man; any woodwork beyond installing slides is not the average radio man's work!

It is best to have one standard record changer which is used in most installations, so that the servicing and maintenance of it can be thoroughly understood. It is also desirable to have one crystal and one magnetic cartridge model (each) which are used on all installations. Naturally the needles will be diamonds when the job is expensive enough to justify it—otherwise they will be sapphires, when the magnetic cartridge is used. Precious-metal tips, which usually wear more

Custom Music Systems

Proper Use of Them to Achieve Customer Satisfaction

quickly than jewels, are OK if the set-up is not primarily for tenderly cared-for fine music phonograph records. In such case a two-way crystal cartridge can be employed.

It is absolutely essential that the pre-amplifier be designed to accept and properly amplify the output of the particular cartridge you use. Most pre-amplifiers are designed to operate pretty well with two of the very popular magnetic pickups now in use, but will overload slightly on peaks if employed with a third equally well thought of pickup. This overloading cannot be detected on a meter, since the transient peaks on which it overloads last only a few microseconds. (A long-persistence screen 'scope clearly shows it, though). There are also several excellent but less well-known pickups which require special circuitry to operate at optimum. Some amplifiers have two different inputs, one for each of two different makes of magnetic cartridge (all good amplifiers today which have low level magnetic inputs also make provision for crystal input.) Be certain that the pre-amp of the amplifier will do the right thing by your little pickup. Even with an amplifier which is designed to handle different pickups it is still wise to load the pickup with just the value of resistance (and sometimes capacitance also) specified by the pickup manufacturer. This loading has a considerable effect on the high frequency response of all low level magnetic cartridges.

The accompanying drawing (fig. 1) shows loading for three different popular magnetic pickups. As indicated, the input grid resistor may have to be altered if it is of a value enough to change appreciably the value of the cartridge load. A safe rule to follow is that if the input (grid) resistor of the pre-amplifiers is at least 8 to 10 times as large as the specified load for the cartridge, it need not be changed, for it will not materially affect the total load.

There is little in the cartridge that will require servicing, beyond needle replacement and a quick cleaning out of the magnetic cartridge needle gap occasionally.

A needle pressure gauge must be a standard installation tool, and the needle pressure should be checked twice—in the shop, and again after installation, as the last step in the customer's home. In general it does not hurt seriously, where jewel points are used, to keep the needle pressure a little heavier than recommended by the cartridge maker, if trouble is experienced with groove jumping. It is

not the weight, so much as the shape of the needle and the tracking of the arm and the compliance of the stylus assembly, which wears the record.

If the system is one in which the bass is to be made full use of, and the amplifier and speaker will both really respond at below 45 cycles, changer rumble may become a problem. In such cases a transcription-type table is recommended. In addition, this type of table will give cleaner treble in the "super hi-fi" set-up, because the small rumble in most changers is enough to modulate the signal and thus increase the IM (intermodulation) distortion. In some cases where slides are to be used for the record drawer, it is possible to spend much effort and time vainly trying to make them run so smoothly that the drawer can be opened and shut without disturbing the playing of a long playing disc. Teach the customer to actuate the changing mechanism and to close the drawer before the needle starts playing. Spend the necessary money for good slides. Ones with ball bearings cost about \$3.00. There are cheaper ones on the market which may work adequately if an experienced cabinet man installs them, but the difference in price does not justify their use in most cases.

The radio program signal may be provided by (1) an AM-FM tuner, or (2) an FM tuner (where AM reception provides few, if any, additional stations, but more static, as in many parts of the Southeast), or (3) the customer's present radio—if the qual-

ity of reception is acceptable and it has a transformer power supply, of course.

If the third alternative is employed, the power output tube of the radio should be removed and an adaptor plug and shielded cable made up to take the signal from the grid pin contact of the output socket for the amplifier in the new system. To prevent picking up hum at this point through a ground loop established when the shielded cable touches the chassis or power transformer at the wrong point, use a rubber or cloth covered shielded wire, or secure the cable so that it cannot make random chassis contact.

If FM is used, often a length of 300 ohm line 57 inches long, tapped for the lead-in at its center, can be tacked onto the back of a cabinet or elsewhere out-of-the-way. But remember that any FM antenna (except a turnstile) is somewhat directional, and this may complicate the reception of some one particular station.

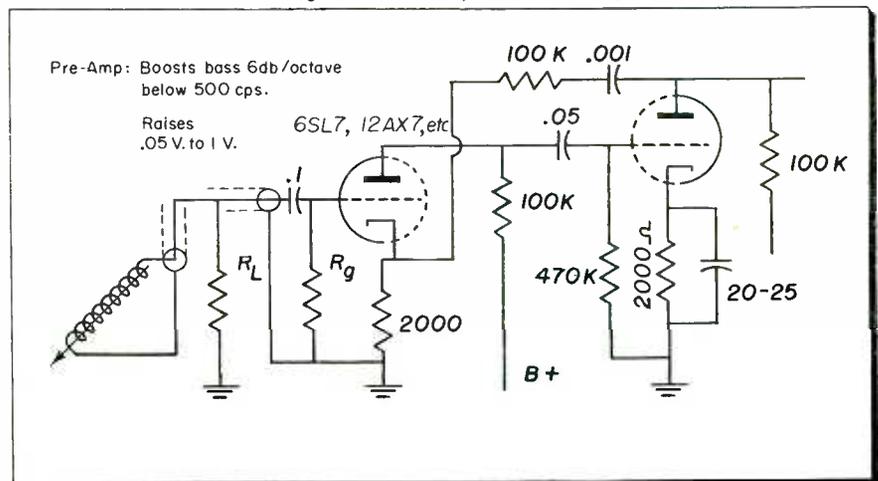
Do not attempt to align FM IF's except with a meter. They should be treated with as much respect as the IF's of a TV set.

If the customer has a TV set at the present time, it can usually be easily adapted to feed its sound through the system. Naturally, it should have a transformer power supply, not a direct connection to the AC line. Do not take the signal from the speaker line of the TV set. Instead use the same procedure prescribed above for taking the signal from a

(Continued on page 102)

Fig. 1: Basic circuit for magnetic preamp. Typical values for R_L are shown below. R_g is computed as explained in text.

	78 RPM	LP
Audak	47,000	15,000
Clarkstan	56,000	5,600
GE	15,000	6,800
Pickering	22,000	3,600

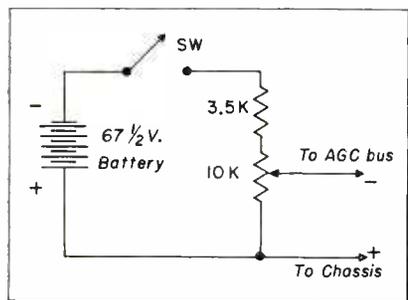


Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

TV Bias Source

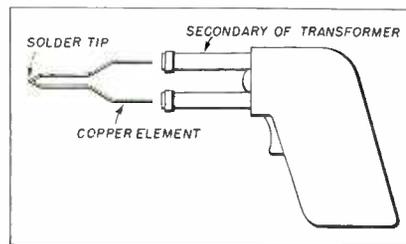
A convenient method of obtaining a fixed bias voltage for use in aligning TV sets is shown. It makes use of a dual control of the type used in TV sets, one section 10K ohms and



the other 3500 ohms. The two sections are connected in series and provide a coarse and a vernier adjustment for accurate control of the voltage. The control I used is an RCA replacement which also has a switch. I use this to break the negative lead of the battery, thus removing the load from the battery when not in use.—Robert Seymour, 567 Elm Grove Drive, Elgin, Illinois.

Soldering Tip

Transformer type soldering guns have become very popular, and I have discovered a few kinks that make them even more useful. The secondary of the transformer develops about one volt. Therefore, just a little copper-oxide (which is a non-conductor) forming on the copper elements sets up a resistance to the current flow and the iron takes much longer than the



rated 5 seconds to heat. One remedy is a new copper element, or to remove and clean often. My remedy is to silver solder the ends of the copper element (the ends that connect to the transformer). Easy-Flow is a good silver solder and can be purchased at any refrigerator parts supply house for a few cents. This solder must be flowed on with a blow torch or Prestolite flame, as it has a flow temperature of about 1200° F. Silver oxide is a good conductor of electricity, so

SHOP HINTS WANTED

Payment of \$5.00 will be made for any service hint or shop kink accepted by the editors as usable on this page. Unacceptable items will be returned to the contributor. Send your ideas to "Technical Editor, RADIO & TELEVISION RETAILING, 480 Lexington Ave., New York 17, N. Y."

the element has plenty of fast heat and lasts indefinitely. Mine has lasted over 6 months of daily use and is still good. A little silver solder on the tip also keeps an iron or gun tinned, as the silver solder has a much higher melting point than lead-tin solder. The transformer-type gun is also a very good demagnetizer—a screwdriver, PM magnet or even a watch passed through the loop while the gun is on is quickly demagnetized.—L. D. Bertetti, Bertetti Bros., Benld, Illinois. Ed. Note: Some gun manufacturers have already protected the gun side of the tip from oxidation. However, Bertetti's hints may be useful to some servicers, since the copper tips are becoming scarce.

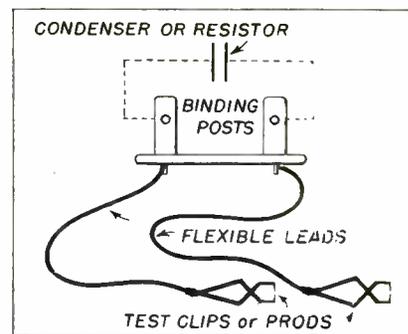
Quick Diagnosis for GE Sets

This TV repair hint can save hours of time in locating an obscure trouble in GE models: 12T3, 12T4, 12C107,

12C108, 12C109, 16T3, 16T4, 16C113, 16C116 and 17T2. The characteristics are: No raster, high voltage OK, CRT filament does not light but checks OK. The remedy is to replace the 1st audio tube, 6SQ7, as it has a cathode to filament short. Willis H. Thomas, Thomas Radio Supply, 205 E. Main St., Urbana, Illinois. Editor's Note: Schematic at bottom of page is of filament circuit of the GE sets that Thomas refers to. The cathode of V20 (not shown) goes to ground, and the filament of the picture tube (V8) is in the ground return for the other tubes. Therefore a short in V20 will in effect "bypass" V8 and produce the symptoms described by Thomas.

Substitute Condensers

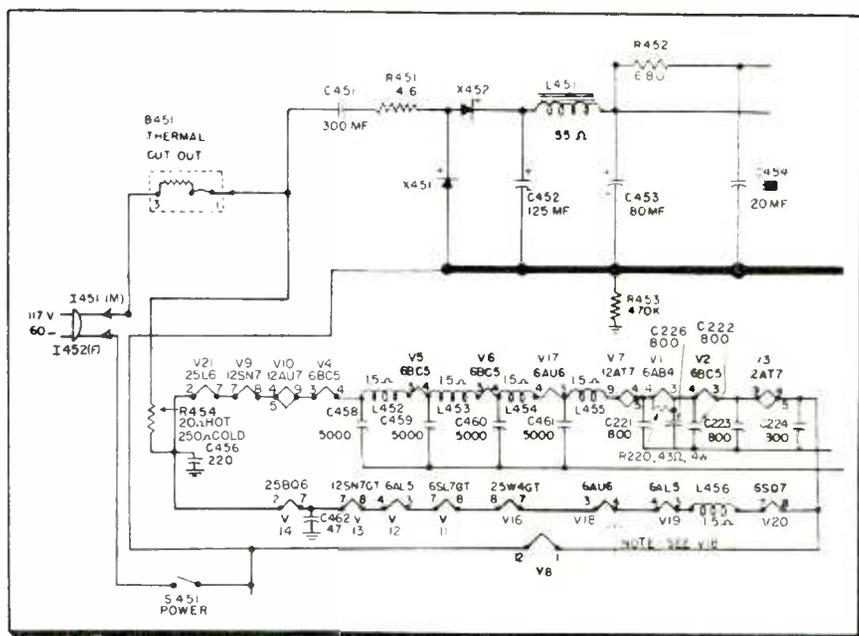
Everyone at some time has found it necessary to substitute a condenser



or resistor in a circuit momentarily to test the part in question. The usual

(Continued on page 101)

Power supply of GE TV receivers referred to above under "Quick Diagnosis for GE Sets."

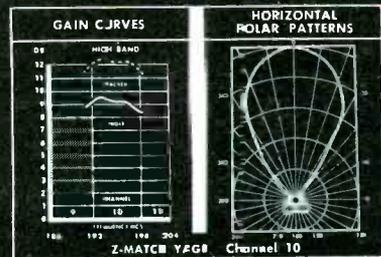


Eliminates mismatch! Outperforms standard Yagis!

Z-MATCH YAGI*

600 Series

Reaches farther for single-channel reception.



- Perfect match to 300 ohm line, single or stacked.
- Wider spaced elements for higher gain.
- 100% gain in stacking!
- Completely preassembled.

How The Z-Match Yagi Works

When antennas are stacked, the center feed bars of the folded dipoles are removed, automatically creating a perfect 300 ohm match for the entire stacked Yagi array. These same center bars are then used as half-wave connecting rods. This means

YOU DON'T PAY FOR STACKING BARS!

*Patent Applied For

developed by

CHANNEL MASTER



For "Far Reaching" Results

There's only ONE

SUPER FAN

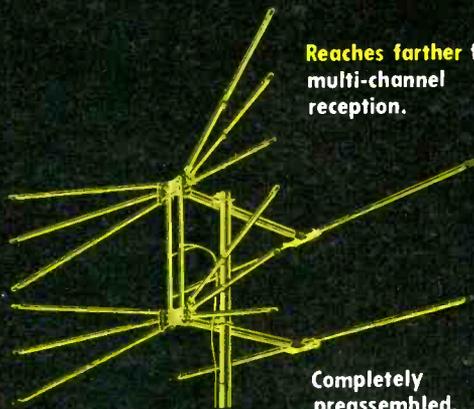
313 Series

The most widely used antenna in the nation.

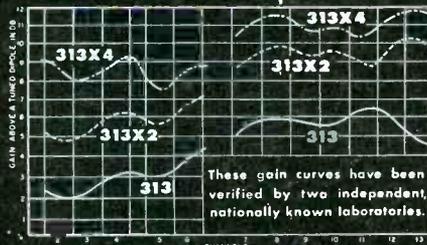
The highest gain broad-band antenna ever developed.

New reinforced fibreglas inserts in all elements and reflectors.

Reaches farther for multi-channel reception.

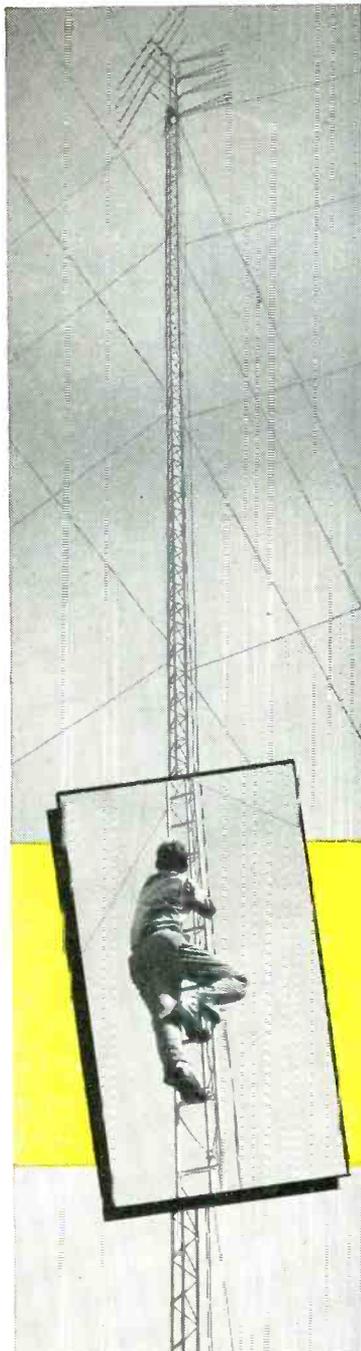


Completely preassembled.



Write for technical literature on these 3 outstanding products.

CHANNEL MASTER CORP. ELLENVILLE, N. Y.



new!

TOWERS

by Channel Master

- Steel tubular uprights.
- Built-in ladder with no obstructions.
- One standard interchangeable section which can be used as a top, middle or bottom section.
- Universal base mount.
- Dual purpose mast or rotator mounting brackets.

SYLVANIA NATIONAL ADVERTISING

5 Stars Endorse Your Business in these Smashing Magazine ads

Jane Russell says:

the finest radio and television service, I advise my friends to depend on the man who displays the Sylvania sign. Believe me, he's a past master at giving sets in splendid shape."



RADIO TELEVISION SERVICE
SYLVANIA RADIO TUBES

June Harvee says:

"I've made a wonderful discovery. When I have trouble with my radios or TV set, I simply call the man who displays the Sylvania service sign. He gives me prompt, courteous and competent repair service. Try him and see if you don't agree."



RADIO TELEVISION SERVICE
SYLVANIA RADIO TUBES

says Leo Durocher:

"Lorraine and I don't fool around with just any radio and TV service. We like an expert who knows how to call things right. That's why we call the man who shows the Sylvania sign."



RADIO TELEVISION SERVICE
SYLVANIA RADIO TUBES

says Ann Blyth

"The smartest man who knows all the answers at least to radio and TV troubles. He's the man who displays the Sylvania radio and television service sign. No matter how far Hollywood or New York, I look for the sign for dependable service."



RADIO TELEVISION SERVICE
SYLVANIA RADIO TUBES

You, too, can enjoy true-to-life radio performance, and keep television reception clear as a polished mirror by calling the expert who displays this Sylvania sign. He uses those extra fine Sylvania Radio and Television Tubes.

SYLVANIA RADIO AND TELEVISION PICTURE TUBES

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

You, too, will appreciate the prompt, dependable service offered by the man who displays this Sylvania sign. He's a trained technician who will spot a trouble instantly with Sylvania's precision test equipment and install long-lasting Sylvania Tubes.

RADIO TELEVISION SERVICE
SYLVANIA RADIO TUBES

SYLVANIA RADIO AND TELEVISION PICTURE TUBES

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

It's right, June! The man behind this Sylvania sign is a radio and television expert. He can banish radio squeaks, television streaks and make your set like new. Of course, he uses Sylvania Radio and Television Tubes... best made anywhere.

SYLVANIA RADIO AND TELEVISION PICTURE TUBES

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

Every one of your prospects will see and read these appealing ads in famous national magazines. These ads recommend your service . . . when you display the Sylvania Service Emblem, shown above. So, make sure these emblems are on your doors, your windows, and trucks. They're FREE from your Sylvania Tube Distributor NOW!

These ads will appear in the 4 famous magazines your prospects read most!



Will Sell Your RADIO-TV SERVICE in '52

Nation-wide weekly TV Show "BEAT THE CLOCK" will sell your service to every TV set owner



You're an "expert, reliable service-man who does a tough job well," Bill Shipley, crack CBS-TV announcer, tells your prospects. And, he adds: "Always look for that Sylvania Service Emblem." That's how the hard-hitting, full-minute commercials on Sylvania's CBS-TV show, "Beat the Clock," put Bill Shipley, Roxanne, and Bud Collyer on your sales staff.

Roxanne and Bud Collyer are seen weekly over CBS-TV in 35 cities... selling your service... when you display the Sylvania Service Emblem.



Make this great national ad campaign pay off in your store

Mail the coupon below for FREE, full-color folder giving complete details about Sylvania's compelling Spring Service Dealer Advertising Program. It contains everything to identify you unmistakably as the dealer advertised in Sylvania's magazine and TV advertising. If you want more business, you can't afford to miss it. But, time's awastin'... get that coupon in the mail NOW!



SYLVANIA

RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

Sylvania Electric Products Inc.
Dept. R-2401, Emporium, Pa.

Please send me full details about Sylvania's powerful business-building campaign for Service Dealers.

Name _____

Street _____

City _____ Zone _____ State _____

THEIR CHOICE IS

Regency

WALLACE E. CARROLL
PRESIDENT SIMPSON ELECTRIC COMPANY
RAY SIMPSON
CHAIRMAN OF THE BOARD
PHOTOGRAPHED IN MR. CARROLL'S HOME



LARGEST SELLING BOOSTER AT ANY PRICE

Andrea 1952 TV LINE

Newest addition to the 1952 TV line is the Gotham, 17-inch rectangular tube table model receiver shown here. Features include hand rubbed mahogany cabinet, FM radio, built-in antenna. List price, including excise tax, is \$314.95. Other models in the 1952 line include the Sutton, 16-inch console with



phono jack and FM radio (model C-VL (16)); the Brewster, 17-inch console, (model C-VL17 in mahogany, BC-VL17 in blonde cabinet); the Fleetwood, 16-inch TV, FM radio, and 3-speed phono combination, (model CO-VL-16); and the Caronia, 19-inch TV, AM and FM radio, 3-speed phono combination, (model CO-VL 19). Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

CBS-Columbia TV Decal



Franchised dealers in the CBS-Columbia TV and radio distribution program will be identified by the colorful blue and gold decalcomania (above) on their store fronts along with other dealer aids prepared by the company. A well rounded campaign on every level has been planned to promote the CBS-Columbia line, according to Edwin Weisl, advertising manager.

Shop Shortcuts

(Continued from page 96)

method is to hold the substitute in your hand, or tack it in with a soldering iron. The test fixture shown enables the servicer to insert a condenser or resistor between two binding posts, and with the aid of two flexible leads and clips, to make positive contact. This eliminates the need for soldering, or the hazard of holding the part. Should it be necessary to make contact at a difficult location, the clips can be clipped on long insulated screwdrivers or regular test prods.—Grant Nonnamaker, Grant's Radio, 6548 Torresdale Ave., Philadelphia 35, Penna.

Arvin Lowers Prices

A \$20 reduction in list prices of two Arvin 21-inch table model TV receivers has been announced. Models 5211TM, mahogany, formerly retailing at \$369.95, now lists at \$349.95, while blond model 5211TB, formerly \$379.95, is now at \$359.95. Prices are effective in Zone I and include federal excise tax, with warranty extra.

Du Mont TV Distributor

Bluefield Supply Company, of Bluefield, W. Va., has been franchised as distributor for Du Mont television re-

ceivers in the West Virginia territory, it was announced by Ernest A. Marx, general manager of the receiver sales division, Allen B. Du Mont Laboratories, Inc.

Video Products and Sheraton TV New Address

Video Products Corp., and Sheraton Television Corp. have announced moving to a new address: 370 Seventh Ave., New York 1, N. Y. This new address houses the N. Y. sales office and showroom for Video Products Corp., and the national sales office of Sheraton Television Corp.

"CONICAL-V-BEAMS"

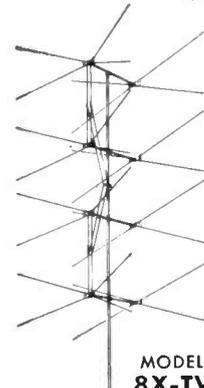
*REGISTERED TRADE MARK





-first CHOICE everywhere!

-for SUPERIOR PICTURE QUALITY
... FULL RANGE AUDIO AND VIDEO
... ALL-WEATHER CONSTRUCTION



MODEL 8X-TV

— WILL OUTPERFORM ANY OTHER ANTENNA OR COMBINATION THEREOF!

— 90% of all Television Antennas being produced today are genuine TELREX "Conical-V-Beams" or imitations thereof!

Because TELREX TV antennas are designed, engineered and field-tested by experts to produce results! You can depend on famous "Conical-V-Beams" for cleaner, sharper pictures, finer sound reception and rugged, weather-durable fabrication that means a lasting antenna installation! Check on the famous TELREX line, today!

THE ULTIMATE IN HIGH GAIN ALL CHANNEL TV ANTENNAS

The TELREX 8X-TV illustrated is the 4 bay stacked array that outperforms all others at remote-from-transmitter locations. "IF THE 8X-TV DOES NOT PROVIDE A USABLE SIGNAL, RECEPTION IS IMPRACTICAL."

"CONICAL-V-BEAMS" are produced under Re-issue Patent No. 23,346

CANADIAN AND FOREIGN PATENTS PENDING





CONICAL-V-BEAMS

AMERICA'S STANDARD OF COMPARISON

ASBURY PARK 2, NEW JERSEY

New JFD Package

The JFD Mfg. Co., Inc., of Brooklyn, N. Y., has introduced a new package design for its AT105 "Little Giant" lightning arrester. Called the "Handi-Pak", the package holds six smaller boxes, each containing one AT105 with hardware and installation instructions.

New ITI Factory Rep

Harold Gray, 220 East 23rd Street, New York City, has been named factory representative for the New York area, it was announced by Industrial Television, Inc., of Clifton, N. J.

To Distributor Post

William H. Jarvis has been named sales manager for Allen B. Du Mont Laboratories, Inc., New Jersey factory distributorship, it was announced by John Hunt, manager.

CBS-Columbia Appointee

D. H. Cogan, president of CBS-Columbia Inc., manufacturing subsidiary of the Columbia Broadcasting System, has announced the appointment of Murray Fiebert as manager of the government contract division of CBS-Columbia.

National Video Reps

Louis Selsor, sales manager of National Video Corp. of Chicago, has appointed the following reps: LeRoy Schenck, Newark, N. J., covering N. Y. State and N. J.; W. C. Hendrickson, Boston, Mass., covering Maine, Conn., Mass., Vermont and N. H.; Howard Fairbanks, Philadelphia, Pa., covering eastern Pa., southern N. J., Del., Md., and Wash., D. C.; Myers & Young, Kansas City, and St. Louis, Mo., covering Mo., Kan., and Neb.; Frank Wedell, Seattle, Wash.; covering Wash., Ore., Mont., Idaho, Alaska, and British Columbia; and Mel Foster, Minneapolis, Minn., covering N. D., S. D., Iowa, and Minn.

Custom Installation

(Continued from page 95)

radio set. In addition to providing a cleaner signal this way, the removal of the power output tube(s) lightens the current drain on the TV (or radio) power supply, and allows it to run cooler.

If the customer has no TV set but wishes to use one, he may use one of the chassis intended for custom work, or almost any good commercial set in its own cabinet.

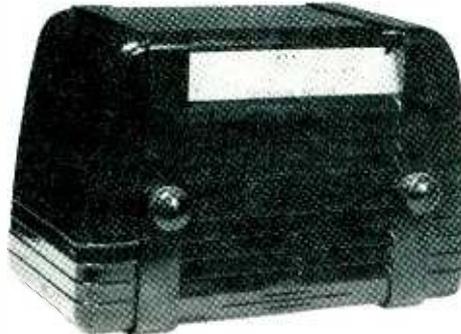
It is not worth connecting the output of the TV or radio set directly to the system loudspeaker in the case of a transformerless-powered radio or TV set. This is because the better speaker will usually merely emphasize the faults of the radio or TV output stage and transformer, whereas the smaller original speaker attenuates both bass and treble, and thus de-emphasizes the distortion and lack of balance which the normal small radio or TV set might display if connected to a high-quality speaker.

With the advent of fairly satisfactory low-priced tape recorders, many families have taken up the use of home recordings for keeping records of the children at intervals as they grow up, and on anniversaries, birthdays, etc. The tape recorders of today usually provide for connection to a better speaker, and for taking a signal from the speaker line of the system for recording either records or radio or TV programs, in addition to their own normal microphone inputs. If the best reproduction of music is desired from a tape recorder incorporated in the system, it is best to be sure that the output signal from the recorder is not taken from its voice coil winding, but instead from a voltage amplifier stage, as discussed above in connection with obtaining the signal from a radio or TV set. The reasons are the same, even though it is true that most tape recorders have better output stages than small radios. Their power output is limited, however, since they are usually intended to be semi-portable machines, and they have rather small speakers.

The New Precision Engineered OAK BOOSTER!

for **TV-FM**
by **OAK ELECTRONICS**
\$39.95

The booster that finally satisfies your demands by succeeding where others have failed. The OAK BOOSTER uses Mallory INDUCTUNER (same as used in Dumont, Crosley and Stromberg Carlson TV sets) in a newly engineered circuit on which patent is pending. Provides variable bandwidth to control adjacent channel interference and reduce noise to a minimum. Uses new "Q" multiplier circuit to increase gain enormously.



▲ KNOB DOES IT:

- Turns on Booster & TV set.
- Changes "Q" of circuit from 50 to 300 thru new "Q" multiplier circuit (See May "Electronics")
- Varies bandwidth from 0.5 MC. to 12 MC.
- Allows gain to be controlled from a low value comparable to any other booster, to a high value no other booster can match.

Other boosters use this knob only for On-Off switch, or to switch from low to high channels. OAK REALLY USES THIS KNOB.

- ✓ Highest gain of any booster
- ✓ Dual Input
- ✓ Dual Output
- ✓ Gain adjustable from front knob
- ✓ Automatic On-Off
- ✓ Variable bandwidth controllable from front panel

Order Oak Booster from your jobber today

SALES REPRESENTATIVES

Atlanta, Ga.
Chicago, Ill.
Cleveland, O.
Fort Wayne, Ind.
Houston, Tex.
Los Angeles
New England
New Jersey
New York City
San Francisco

HENRY BURWELL Co.
JEROME KLEKER Co.
EDWARDS & LOHSE
WALTER BIEBERICH
H. H. WILLISON
CARL A. STONE ASSOCIATES
J. GOSS Co., Arlington, Mass.
JACK BROWN, Bronx, N. Y.
BURLINGAME ASSOCIATES
RUSS HINES Co.

Only Oak has all the features that count.

FEATURES	BOOSTER CHECK LIST						
	Oak Booster	A	B	C	D	E	F
Automatic On-Off	Yes	Yes	Yes	No	No	No	No
Variable Bandwidth	Yes	No	No	No	No	No	No
Amplifies Fm	Yes	Yes	Yes	No	No	No	Yes
75 or 300 Input	Yes	No	No	No	No	No	No
Variable Sensitivity	Yes	No	No	No	No	No	No
Highest Gain 2-6	Yes	No	No	No	No	No	No
Highest Gain 7-13	Yes	Yes	Yes	No	No	No	Yes
75 or 300 Output	Yes	No	No	No	No	No	No
Widest bandwidth of any booster	Yes	No	No	No	No	No	No
Square Wave Type Band Pass Characteristic	Yes	Yes	No	Yes	No	Yes	No

No untuned boosters are rated, as performance is not equal to any tunable boosters.

Write for specifications and discounts

OAK ELECTRONICS
150 Oak Street, Buffalo, N. Y.

Mr. Serviceman!

get a **Real** service-aid
with every Du Mont Teletron!

- The advance version of the old "Cheater-Cord."
- The Tele-Lead gives you a power connection plus a probing light to see into the back of the receiver.
- A double plus value because: With each replacement Du Mont Teletron you purchase from January 1 through February 29, you will receive free a Tele-Lead, and the assurance of a satisfied customer.

a sure double plus value!



the
Tele-Lead

see
your
jobber

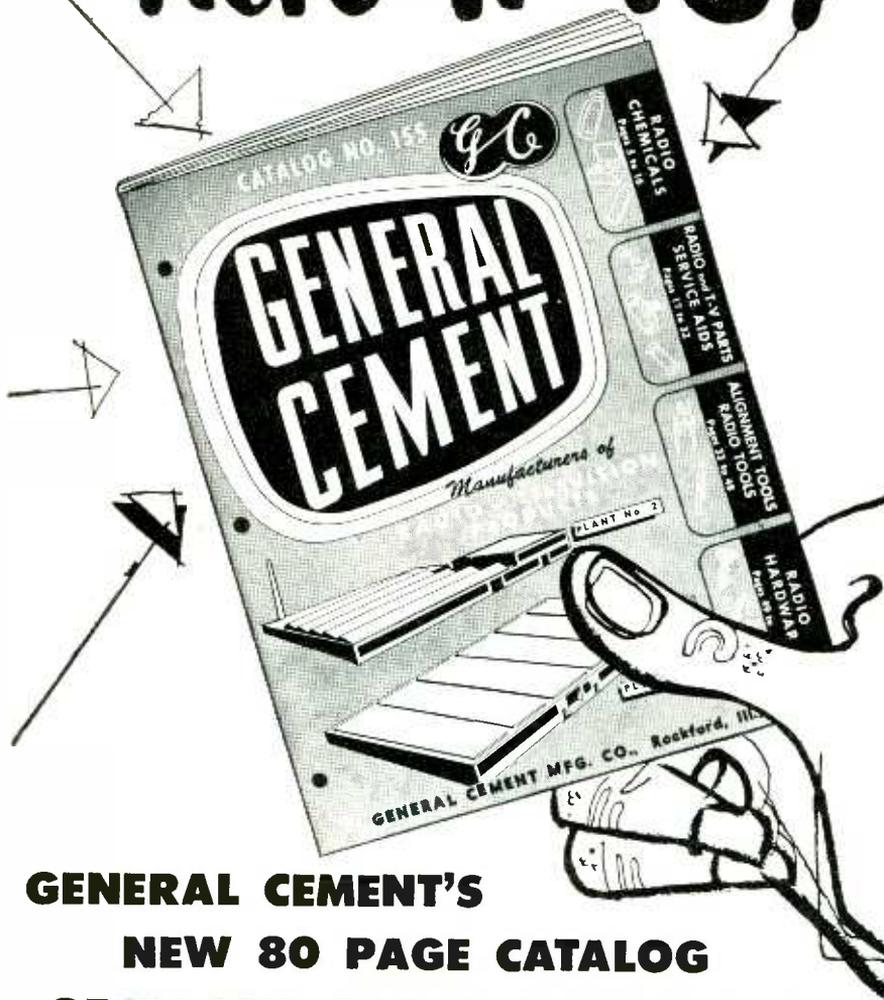
DU MONT

*Teletrons**

*Trade-mark

CATHODE-RAY TUBE DIVISION, ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

Here it is!



GENERAL CEMENT'S NEW 80 PAGE CATALOG OF TV AND RADIO SERVICE NEEDS

80 pages crammed with everything the serviceman needs in the way of radio and TV chemicals, service aids, tools, hardware, antennas, and parts. See your distributor for a free copy or write direct to company.



SPEDEX AUTOMATIC WIRE STRIPPER MODEL 744-I

A heavy duty wire stripper that features a delayed action release which prevents wires from being crushed or bent.



TELEVISION TUBE KOAT No. 49-2

For recoating peeling or scratched picture tubes. Coat inside of TV cabinets to prevent high voltage leaks.



**GENERAL CEMENT
MANUFACTURING
COMPANY**

902 Taylor Avenue
Rockford, Illinois

FREE

Please rush me your new 80 page catalog of TV and Radio Service Needs

Company Name _____

Street Address _____

City _____ Zone _____ State _____

Servicing TV Sets

(Continued from page 91)

symptoms besides those associated with poor DC restoration. That is, if condenser C_{77} (fig. 4) becomes leaky or loses capacitance, smearing may become noticeable in the picture. If C_{77} shorts, no picture or a very weak picture will be seen. If R_{82} increases greatly in value, smearing may occur. If R_{82} opens, no picture or a very weak picture is apt to be seen. If R_{82} short-circuits, no picture will be seen. If R_{82} decreases considerably in value, the picture will become weaker, and smearing may be present.

In the diode DC restorer shown in fig. 5: If R_{82} loses all or most of its value, the absence of DC restoration may be secondary to the weaker picture that will result, since a large loss in R_{82} 's value will reduce the signal input to the CRT. An open in R_{82} will not only impair DC restoration, but is apt to eliminate the picture as well, since the CRT grid return to cathode is opened.

A shorted tube (plate-to-cathode short) will produce the same symptoms as a short in R_{82} . A weak or burnt-out tube will cause inadequate DC restoration. An open or considerable loss of capacitance in C_{77} will result in the transfer of an insufficient input in the DC restorer, causing inadequate restoration.

Sometimes the DC restorer and sync clipper are combined in a single triode (see fig. 7). If trouble develops in such a circuit, the impairment of synchronization is apt to be far more serious than the absence of DC restoration, and the troubleshooter will no doubt be concerned primarily with this first symptom.

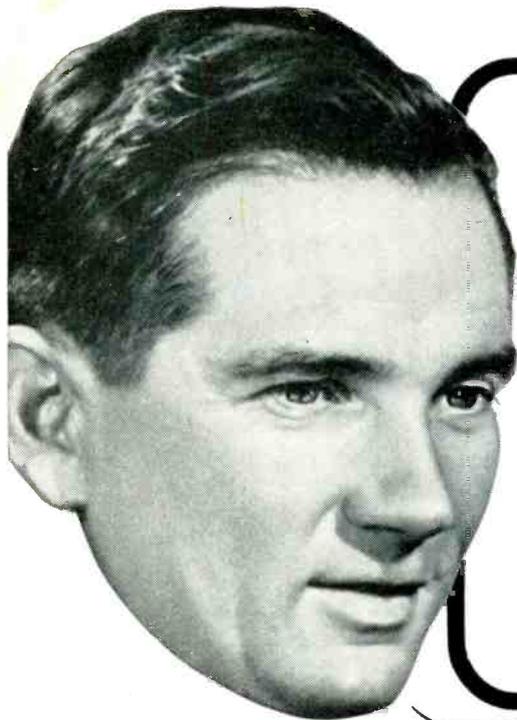
In some receivers, the appearance of retrace lines in the picture may be due, not to a defect in the DC restorer, but to a fault in a special circuit whose job it is to eliminate the vertical retrace lines from the picture.

New South River Reqs

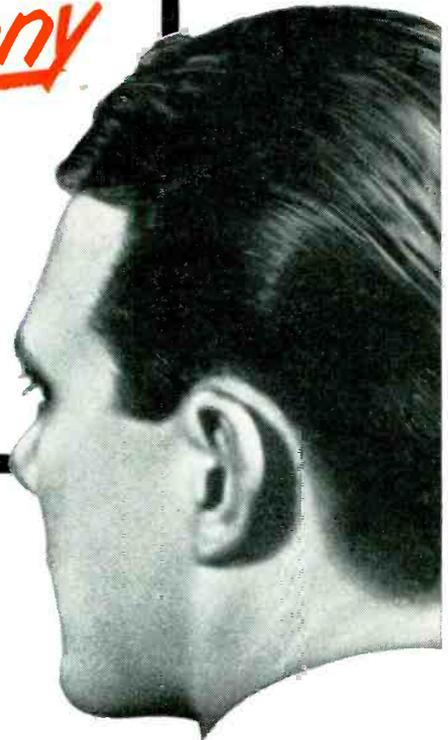
South River Metal Products Co., South River, N. J., has announced the appointment of the following representatives: Gassner & Clark Co., Chicago, Illinois; Anderson Sales Co., Boston, Mass.; Harrison J. Blind, Indianapolis, Indiana; Maury E. Bettis Co., Kansas City, Missouri; Emmet J. Tydings, Pittsburgh, Pennsylvania; D. L. Dale Co., St. Paul, Minnesota; Hal F. Corry, Dallas, Texas; and Harold Jenkins, Lawrence-Elliott Co., Pontiac, Michigan.

To Hytron Sales Post

Fred H. Garcelon has been appointed eastern sales manager for Hytron Radio & Electronics Co., a division of Columbia Broadcasting System, Inc., Salem, Massachusetts.



*How come you
sell so many
picture
tubes,
Sam?*



"I'm using the CBS-Hytron Easy Budget Plan, Joe. My CBS-Hytron distributor gave it to me."



"Tell me more."

"Well, CBS-Hytron's Plan helps me sell TV picture tubes and service to many a customer who just doesn't have \$50 cash. My customer now pays for the job painlessly a few dollars a month. Yet I get my cash right away."

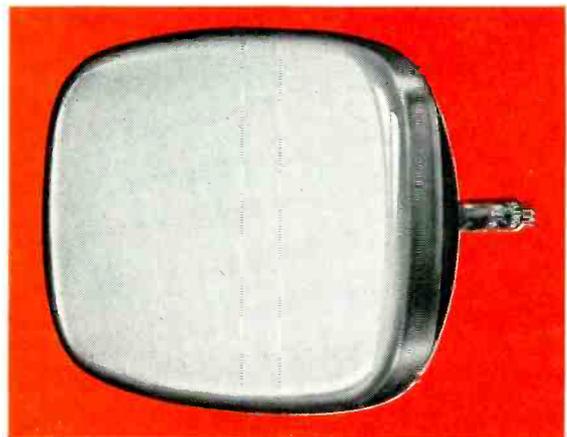


"Fine! How does it work, Sam?"

"Simple. I introduce my customer to the finance company authorized by CBS-Hytron. The finance company does the rest . . . acts as my credit department . . . arranges all details. My customer gets his tube and I get my cash — at once."



"That's swell, Sam! I've sure been losing sales I shouldn't. I need that CBS-Hytron Easy Budget Plan. CBS-Hytron tubes are tops, too. Thanks for the tip. I'll see my CBS-Hytron distributor today."



SAVE THE SALE No need for you to miss a single profitable picture-tube sale . . . just because your customer does not have the cash. Get the details on this original CBS-Hytron service for you. See your CBS-Hytron jobber . . . or mail this coupon . . . today!



MAIN OFFICE: SALEM, MASSACHUSETTS

HYTRON RADIO & ELECTRONICS CO.
SALEM, MASSACHUSETTS

Please rush me details on the CBS-Hytron Easy Budget Plan.

NAME.....
(Please print)

STREET.....

CITY..... STATE.....

Distributor Showroom

Merrick Television Company, wholesale distributor for Queens, Nassau & Suffolk Counties, N. Y., announces the opening of a new factory outlet and showroom for River Edge cabinets, at 225-18 Merrick Road, Laurelton, Long Island, N. Y.

"Reps" Elect Officers

The Chicagoland Chapter of the Representatives of Radio Parts Mfrs., Inc., with president Royal Higgins as chairman, recently held its annual election of officers. Harry Halinton was elected president, Perc Ridley, vice-president, and Karl Engle, treasurer.

Du Mont Replacement Parts Delivery Speeded

A new plan under which replacement parts peculiar to Du Mont television sets will be quickly and readily available to servicemen through jobber channels was announced by E. B. Hinck, sales manager of the electronic parts division, Allen B. Du Mont Laboratories, Inc. The Du Mont replacement items will be packed individually and clearly marked for the serviceman's convenience, as "Original Television Parts". It is expected that the number of parts packaged will increase as the distribution plan widens in scope.

Future Events of Interest to Readers

- Jan. 7-18: Furniture and Home Furnishings Winter Market, American Furniture Mart, 666 Lake Shore Drive, Chicago.
- Jan. 7-18: International Home Furnishings Market, Merchandise Mart, Chicago.
- Jan. 13-15: Nat'l. Appliance and Radio Dealers Assoc. Annual Convention, Hotel Stevens, Chicago, Ill.
- Jan. 13-18: New York Lamp Show, Hotel New Yorker, N. Y.
- Jan. 17-24: National Housewares Show, Navy Pier, Chicago.
- Feb. 4-8: Winter Market, Western Mdse. Mart, San Francisco.
- Feb. 11-12: NAIM Southeastern Regional Conference, Hotel Ansley, Atlanta.
- Mar. 22-Apr. 6: Chicago International Trade Fair, Navy Pier, Chicago.
- May 19-22: 1952 Radio Parts and Electronic Equipment Show, Hotel Stevens, Chicago.
- June 15: Father's Day.
- Aug. 27-29: 1952 Western Electronic Show & Convention, Municipal Auditorium, Long Beach, Calif.
- Sept. 22-25: 3rd National Convention of the National Electronic Distributors Association, Ambassador Hotel, Atlantic City, N. J.
- Oct. 6-10: National Hardware Show, Grand Central Palace, New York.

IT'S THE NEW

ELECTRONIC

AMPLICALL

INTERCOMMUNICATION

One Master Meets

All Intercom

Requirements



NEW FEATURES:

Lifetime "Talk-Listen" Switch
Now with solid silver alloy contacts—increases service life ten-fold. Outlasts the system itself.

Positive "Busy" Signal
Visual type; indicates busy circuits on all types of systems; operates with Remote as well as Master circuits.

Increased Power Output
Master now delivers over 100% more acoustic power; uses new, larger, higher-power speaker.

-
- "Mute" feature eliminates all possibility of cross-talk
- Plug-in type Masters reduce wiring costs by one-third
- Individual locking-type push-button circuits
- Separate incoming and outgoing volume controls
- Balanced line cable can be used for low cost wiring

Sell THE FLEXIBLE SYSTEM THAT FILLS EVERY INTERCOM NEED

NOW—the new 3400 Series AMPLICALL provides a single *universal* Master capable of any type of intercommunication service. You no longer have to stock a confusing variety of systems to meet special intercom requirements. *One AMPLICALL System now does it all*—simplifies your inventory problems—enables you to sell *any* kind of installation easily. And the completely redesigned 3400 Series AMPLICALL brings you new features and selling advantages with special emphasis on better performance and longer trouble-free service. AMPLICALL'S new flexibility, complete dependability, lifelike voice realism and sparkling eye-appeal now give you the biggest selling edge in the Intercom field. Step into the top selling spot with the *flexible* 3400 Series AMPLICALL—the line that makes your Intercom business *profitable!*

See your RAULAND-BORG Distributor for full information on the new 3400 Series AMPLICALL. Build a solid Intercom business around AMPLICALL, the flexible new line you can sell against any competition at a profit!

Electroneering is our business

SOUND
EQUIPMENT

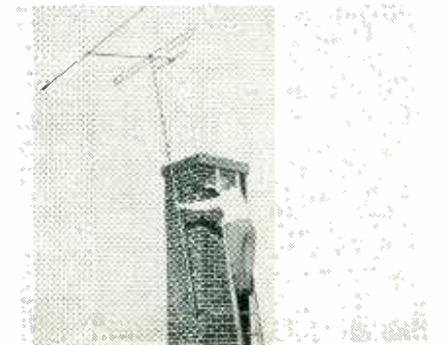


INTER-
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, Ill.

Bud CHIMNEY MOUNT

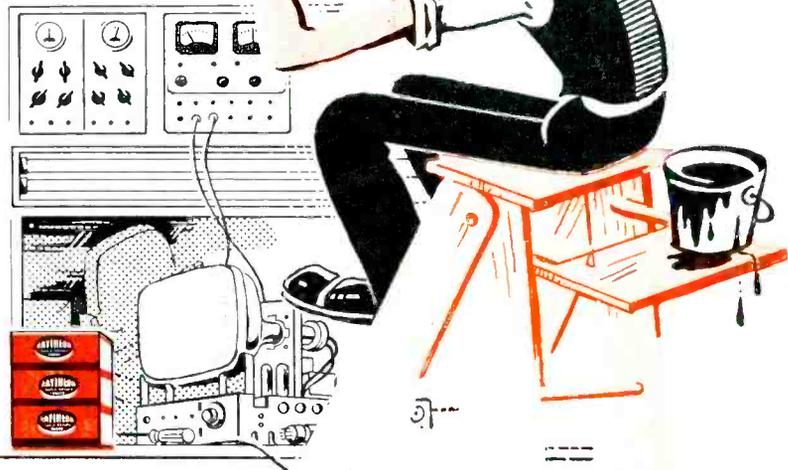
A new chimney type antenna mounting bracket makes possible the entire installation by one man. The "one man" installation is accomplished in the following manner: First the brackets are attached to the chimney by steel straps; next, the antenna is fastened to the



mast and taken to the roof; then the mast is inserted into the lower bracket and tightened; last, the mast and antenna are swung into a vertical position and bolted into the top bracket. For further information regarding the new Bud AM-18 antenna mounting bracket, write Bud Radio, Inc., 2118 East 55 Street, Cleveland 13, Ohio.—RADIO & TELEVISION RETAILING.



**A SERVICE DEALER
IS ONLY AS GOOD AS
HIS WORK**



Today's wary customers are more interested in the *business ethics* of a Television and Radio Service Dealer than they are in his *technical ability*.

They look for a Service Dealer who will treat them fairly, a Service Dealer whose guarantee is sound, and then take it for granted that the results will be satisfactory.

The RAYTHEON *Bonded* Electronic Technician Pro-

gram gives customers just what they are looking for. If you can qualify as a Raytheon *Bonded* Electronic Technician your 90-day guarantee on service and parts is cash-protected by a *bond* issued by the American Mutual Liability Insurance Company. You are presented with a Registered Bond Certificate, Creed Displays and Identification Cards all featuring an 8-point Code of Ethics that will convince the most skeptical customers of your integrity and ability.



Back up your business with the Raytheon *Bond*. Ask your Raytheon Tube Distributor if you qualify for this exclusive business asset. It's yours *at no cost*, if you can.

RIGHT... FOR SOUND AND SIGHT[®]



RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

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

Excellence in Electronics

RECEIVING AND PICTURE TUBES • RELIABLE SUBMINIATURE AND MINIATURE TUBES • GERMANIUM DIODES AND TRANSISTORS • RADIAC TUBES • MICROWAVE TUBES

To Bendix Sales Post

Bendix Television and Radio has appointed Herman S. Sacks of Chicago to a newly created post as assistant general sales manager, it was announced by R. W. Fordyce, general sales manager of the Bendix television and Broadcast Receiver Division of Bendix Aviation Corp.

Sylvania Names Christie

The appointment of David G. Christie as director of employe services of Sylvania Electric Products Inc. was announced by Howard L. Richardson, vice-president in charge of industrial relations.

Spirling TV Promotion

The "Super-Phantom" indoor TV antenna made by Spirling Products Co., Inc., 62 Grand St., N. Y. 13, N. Y., is being promoted over station WOR-TV, New York. Dealer tie-in arrangement is offered whereby merchant's name is flashed on screen.

New Operations Manager

Mervin Marcus has been appointed operations manager of the radio & television department, Krich-New Jersey, Inc., RCA Victor distributor in northern New Jersey, it was announced by Frederic M. Comins, vice-president.

To Distribute Raytheon

G. L. Hartman, general sales manager of Belmont Radio Corp., manufacturer of Raytheon TV sets, recently announced the appointment of Pirson Auto Parts, Inc., Buffalo, N. Y., as Raytheon distributors in eight counties of that state and three counties in Pennsylvania.

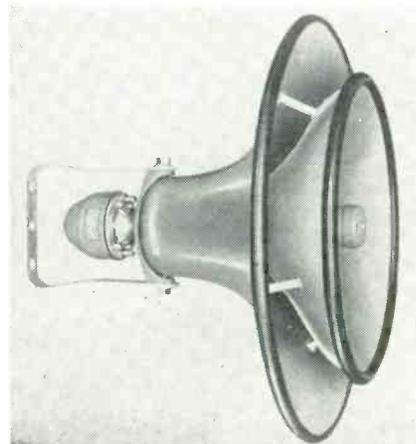
New Loudspeakers

Jim Lansing HF HORN

A new accoustical lens has been announced, model 175 DLH for loudspeaker use. The lens is said to distribute a uniform sound wave over the entire audio spectrum, and to be superior in performance to a multi-cellular horn. The new lens and horn is for use with the Jim Lansing No. 175 high frequency driver. James B. Lansing Sound, Inc., 2439 Fletcher Drive, Los Angeles 39, Calif.—RADIO & TELEVISION RETAILING.

Atlas RADIAL RE-ENTRANT PROJECTORS

Because of their greater air column length, lower frequency cut-off and 360° sound distribution, one of the new improved Atlas Sound Radial Re-entrant Projectors often does a more efficient sound coverage job for large and high noise level areas (such as auditoriums, factories, station waiting room, etc.) than several ordinary directional pro-



jectors, according to the manufacturer. Both models are especially suited for general speech and music applications in industrial, commercial, social and church installations. The RC-6 has a bell diameter of 24 3/4" and an air column length of 4 feet; the RC8 is 28 5/16" in diameter and has an air column length of 5 feet. For free copy of the new Atlas Sound Catalog describing these Radial Re-entrant Projectors and the complete Atlas line, write to Atlas Sound Corp., 1449 39th Street, Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

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MANUFACTURING

LOOK FOR THIS MARK

IT'S THE NEWEST SYMBOL IN TELEVISION AND REPRESENTS THE COMPLETE LINE OF TELEVISION MOUNTING EQUIPMENT.

OUR NEW CATALOG IS JUST OFF THE PRESS. SEND FOR YOUR COPY TODAY!

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325 N. HOYNE AVE. CHICAGO-12
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FOR RADIO-ELECTRONIC INDUSTRIAL APPLICATIONS

In Our 30th year...

As one pioneer to another in the radio trade, Aerovox salutes Radio & Television Retailing on the occasion of the Thirtieth Anniversary for both.

For Aerovox, too, has been serving the radio-electronic industry since 1921. Aerovox has been privileged to blaze the trail with many "firsts" as its contribution to the remarkable progress of the radio-electronic art.

So, with greater production capacity than ever before... with three decades of manufacturing and application background... with outstanding research and engineering facilities — Aerovox confidently looks ahead to still greater things to come.



FOR RADIO-ELECTRONIC INDUSTRIAL APPLICATIONS

AEROVOX CORPORATION
 NEW BEDFORD, MASS., U. S. A.
 Export: 41 E. 42nd St., New York, N. Y.
 Cable Address: AEROCAP, N. Y.
 In Canada: AEROVOX CANADA LTD.
 Hamilton, Ont.

Vee-D-X Sales Promotion

The LaPointe Plascomold Corp., manufacturer of Vee-D-X antenna systems, has initiated a substantially increased advertising and sales promotion program for '52, it was announced by Lincoln N. Kinnicutt, advertising manager. Promotion will include the regular line of Vee-D-X products and a series of major new products that will be released in the near future.

JFD Antenna Sales Up

The JFD Manufacturing Company of Brooklyn, N. Y. has reported that

its daily production of 5,000 indoor antennas is finding an immediate market on the distributor level. The distributors, in turn, have informed Edward Finkel, JFD sales manager, that the consumer demand for the antennas is reaching an encouraging peak.

New Eicor Sales Rep

Eicor, Inc., 1501 W. Congress St., Chicago 7, Ill., has announced the recent addition of Gordon C. LeRoy as new representative for the Eicor tape recorder division. LeRoy will represent Eicor in the state of New York, including New York City.

Sales Are Steady... Profits Are Intact...

WITH TECH-MASTER

CUSTOM BUILT TELEVISION CHASSIS

To that "most important group of quality-conscious customers," to whom quality is of prime importance, Tech-Master has no equal in sight, sound and value. The Tech-Master line has never been subjected to vicious price-cutting and discount-giving so prevalent with ordinary "commercial" and so-called "custom" models. You can sell Tech-Master in confidence... and earn your full margin of profit every time!

The new Gold Medal Series incorporates all the latest Tech-Master features which have made this improved 630 type chassis the standard by which custom TV is measured... performance and service are assured because Tech-Master design and construction are as fine as human hands and brains can produce. Special color converter connections are provided for adoption to any color TV system. U.H.F. channels may be received by simply interchanging tuner strips.

More leading engineers and technicians have chosen Tech-Master for their own use than any other television.



TECH-MASTER

Gold Medal Series

De Luxe Chassis for 16" to 24" Picture Tubes

Model 2430 (Illustrated) Designed specifically for all picture tubes requiring 65 to 70 degrees horizontal deflection (such as 24AP4, 20CP4, 19AP4, etc.) Has quality PM speaker, Universal picture tube mounting brackets, Phono Input Jack... \$189.50

Model 2431P Same as 2430 but with Push-Pull Audio, True Fidelity Output and Universal picture tube mounting brackets... \$199.95

Model 2431C Similar to model 2430 but with continuous tuner Push-Pull Audio, True Fidelity Output and Universal picture tube mounting brackets. Allows complete coverage of both TV and F.M. bands. \$199.95

All chassis completely wired, aligned and tested with all tubes (less picture tube).



TECH-MASTER PRODUCTS CO.

443-445 Broadway • New York 13, N. Y.

Television Technician

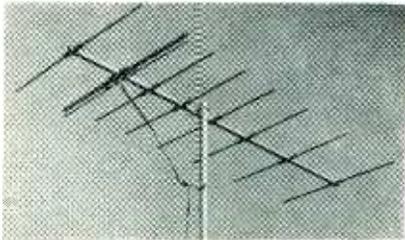
Section of RADIO & TELEVISION RETAILING

GE TV JUMPER CORD

The TV jumper cord, a service aid designed to speed home servicing of TV receivers, serves as a connector between the two parts of the interlock after the back has been removed from the television set, automatically disconnecting the power. It eliminates one of the time-wasting annoyances of home servicing—the location of an outlet after the power has been disconnected. With the new device the serviceman merely removes the back of the set, stands it in some convenient location, and plugs the jumper cord between the two parts of the interlock. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Vee-D-X YAGI

A single-bay 8-element Yagi, the "Long John" (Model LJ), is said to produce 41% more gain than the best 5-element Yagi and to be equal in gain to any 5-element stacked array. Higher



front-to-back ratio eliminates co-channel interference, yet the LJ has the same wide band-width as the Vee-D-X JC. The "Long John" is designed for single channel fringe area reception. LaPointe Plascomold Corp., Windsor Locks, Conn.—RADIO & TELEVISION RETAILING.

Walnut TV ROOF MOUNT

The Wamco #177 Unibase facilitates TV antenna mounting on any type roof: flat, gable or ridge. Bottom plate is supplied flat but can be fitted down over the ridge of a peaked roof. Hinge action of the uni-base permits one-man raising of the assembled antenna, and 360 degree orientation is also provided for. List price is \$3.25. Walnut Machine Co., 1529 South Walnut St., South Bend, Indiana.—RADIO & TELEVISION RETAILING.

Davis RHOMBIC ANTENNA

The Super Rhombic TV antenna is constructed of aluminum alloy elements and is designed for fringe and ghost area reception. Maker states that the unit gives all-channel coverage with a gain of over 12 DB, and has a directivity "beam" of 12 degrees. The Super Rhombic is said to be light in weight, shipped pre-assembled and capable of being installed in a matter of minutes. Davis Electronics, 3047 W. Olympic Blvd., Los Angeles 6, Calif.—RADIO & TELEVISION RETAILING.

Stancor TV COMPONENTS

Deflection yoke DY-10 and horizontal output and high voltage transformer A-8131 are companion units used in direct drive circuits. The two new components have extensive applications and are exact replacements in thirty-four RCA TV models, thirty Emerson models and seven Capehart models. Stancor DY-10 is an anti-astigmatic yoke with cosine windings and nylon insulation, designed to provide a sharp, well-focused picture over the entire CR tube. Specifications and a complete list of TV models for which these components are exact replacements are contained in Stancor Bulletin 389, now available. Standard Transformer Corporation, 3580 Elston Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

G-C PIX TUBE EXTENSION

The new G-C Television Picture Tube Extension No. 8689 makes it possible to remove the chassis without disturbing the picture tube, as the picture tube can be mounted away from the chassis, allowing flexibility in custom-built TV cabinets. It measures four feet in length and is heavily insulated with positive contact receptacles. General Cement Mfg. Co., Rockford, Illinois—RADIO & TELEVISION RETAILING.

Blonder-Tongue BOOSTER

An improved version of the popular B-T Home Antensifier is called Model HA-2-M. This unit is said to be the most powerful, all-channel, fully automatic TV booster on the market. It has no knobs or controls, and goes on and off with TV set operation by means of an automatic, silent thermo-relay power switch. Featuring an improved 4-tube chassis with 4-stage cascaded ampli-



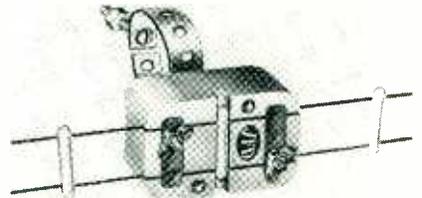
fication, and a push-pull circuit, Model HA-2-M has an average gain of 16 times (24 DB) over all channels. This unusually high gain with the lowest possible noise factor is the result of 2 years of engineering development. Tube complement is 3-6J6 and 1-12AV7. The new B-T Home Antensifier is housed in an attractive and compact metal cabinet, finished in mahogany hammertone. List price remains at \$57.50. Blonder-Tongue Laboratories, 38 N. Second Ave., Mt. Vernon, N. Y.—RADIO & TELEVISION RETAILING.

Littelfuse "ONE CALL KIT"

This new hinged, plastic box is called the "One Call TV Kit" because it provides servicemen with the 9 most needed types of TV fuses and 6 Snap On TV Fuse Holders for replacing blown pigtails. There are 45 fuses in all, packed 5 each, in the new vest-pocket size metal boxes. These boxes each have a fuse size chart printed on the back. The plastic kit is 2½ x 4½ inches in size. Littelfuse Inc., 4757 N. Ravenswood Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

JFD OPEN LINE ARRESTER

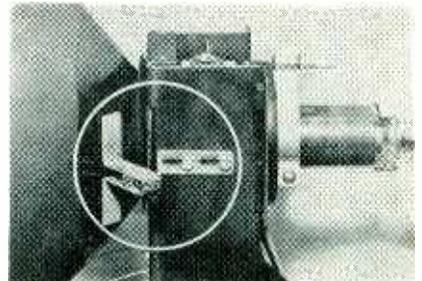
Named the "Open-Line," Model No. AT107 and approximately priced at \$3.75, the JFD arrester has been constructed of high dielectric porcelain. Under its clear polystyrene cover positive contact can actually be seen when in use. Its gripping quality assures no slipping or swaying of any open line. In addition, the JFD "Open-Line" ar-



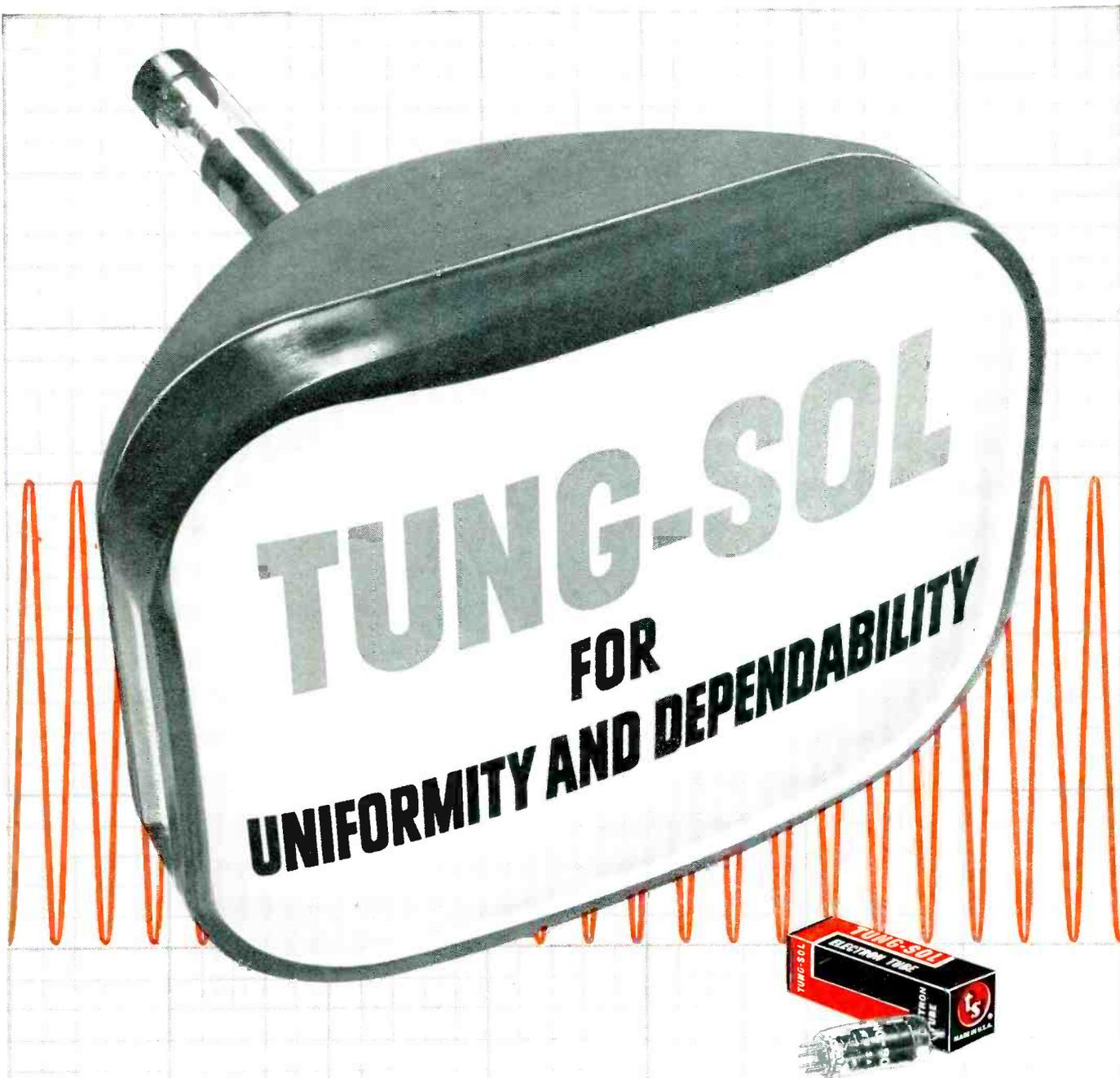
rester is sealed permanently against temperature and humidity changes. Packaged with four feet of ductile aluminum ground wire, the JFD "Open-Line" is equipped with a perforated steel strap for wall, window sill or grounded pipe mounting. JFD Manufacturing Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

All Star PIN CUSHION CORRECTOR

A two-piece pin cushion corrector set called the PK-1 is said to eliminate TV image distortion in the corners of the picture tube caused by errors in the deflection fields and in the picture tube geometry either separately or in com-



ination. The PK-1 achieves correction by providing a magnetic field with the same curvature and strength as the error component of the deflection field but in the opposite direction. All Star Products, Inc., Defiance, Ohio.—RADIO & TELEVISION RETAILING.



REPLACEMENT:

Tung-Sol Tubes keep service standards up to set manufacturers' specifications.

INITIAL EQUIPMENT:

Tung-Sol Tubes meet the highest performance requirements of set manufacturers.

TUNG-SOL ELECTRIC INC., Newark 4, N. J. Sales Offices: Atlanta
Chicago • Dallas • Denver • Detroit • Los Angeles • Newark



Tru-Ohm RHEOSTAT

The new Tru-Ohm power rheostat is designed to provide smooth variation of resistance at extreme operating temperatures. An extra deep core, on which the resistance wire is toroidally wound, provides a more conservative power rating. Resistance values, either uniformly or taper wound are available. Standard resistance tolerance is 10%; tolerances as low as 5% are available. Technical literature, further data and complete catalogs on the full Tru-Ohm line of resistors and rheostats are available upon request. Tru-Ohm Products, div. Model Eng. & Mfg. Co., 2800 Milwaukee Ave., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

Erie MINIATURE CERAMICONS

A new line of miniaturized ceramic capacitors, under the trade name GP3 ceramicons, employ a high dielectric-constant ceramic material. With this material capacitance values as high as .002 mfd. are available on a basic 1/8" x 3/8" long tube, and .005 mfd. on a 1/8" x 5/8" long tube. Baked enamel, clear lacquer, dipped phenolic insulation or low-loss molded phenolic insulation are available. Miniature GP3 ceramicons are flash tested at 1500 VDC, and are designed to withstand 700 VDC life test at 85° for 1000 hours. Write for data sheet to Erie Resistor Corporation, Erie, Pennsylvania.—RADIO & TELEVISION RETAILING.

Majestic TV SETS

Three new TV models have been announced. The table model shown here is model 17T8B1, 17-inch set in cordovan leatherette cabinet. List price is \$199.95. Two other new models are 20-inch consoles: 20CF82, in mahogany cabinet of



Regency design, with 2/3 doors, listing at \$339.95, and the 20F83, in modern designed lined oak cabinet with 2/3 doors, listing at \$359.95. Majestic Radio & Television, Div. of The Wilcox-Gay Corp., 385 Fourth Ave., N. Y. 16, N. Y.—RADIO & TELEVISION RETAILING.

RCA "Treasure Chest"



Russ Jimieson, of the Walker-Jimieson Co., RCA tube distributor in the Chicago area, receives one of the new tube and tool carrying cases, which are being offered by the RCA Tube Dept. in its current "Treasure Chest" promotion. Looking on is Max Branigan, manager of RCA renewal receiving tube sales.

Forms New Rep Firm



Paul W. Nief, above, has announced the formation of Paul W. Nief, Associates, 7 Greenridge Ave., White Plains, N. Y. as manufacturers' representatives and sales consultants. The firm will specialize in representing manufacturers of electronic parts and equipment and also electrical appliances.

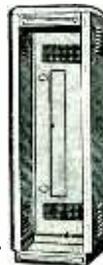


Symbol of Quality

... FOR 30 YEARS

The familiar ICA trade-mark has been the symbol of quality for 30 years, embracing the most comprehensive grouping of products in the Radio, Electronic, Automotive and Television industries.

... we have grown from a tiny loft spot to a huge organization with two giant manufacturing plants as well as warehouses on the West Coast and in Canada. Our manufacturing facilities are vast ... producing thousands of varied products ... from tip jacks to giant transmitting racks.



Main Plant and General Offices

insuline

Corporation of America
36-02 35th Ave.
Long Island City 1, N. Y.



2-Plant Production for Quick Efficient Service

Insuline's new modern auxiliary plant, coupled with the huge production capacity of its main building adds up to faster, more efficient service and quality manufacture.



Over 2000
Items

including TV, Radio, hardware, components, metal goods, accessories and tools.

Write for the latest just-off-the-press catalog No. C-652.

5 insuline divisions

- (1) Electronic Components
- (2) Television Antennas and Accessories
- (3) Auto Antennas and Accessories
- (4) Industrial Specification Production
- (5) Government Contracting

Insuline's varied facilities are available for subcontract orders (industrial or military) covering assemblies, sub-assemblies, completely wired junction boxes, shock mounts, wiring or any similar type of production. Special services also include Screw Machine Work, Stamping, Machining, etc., of materials of any plastic or metal composition.

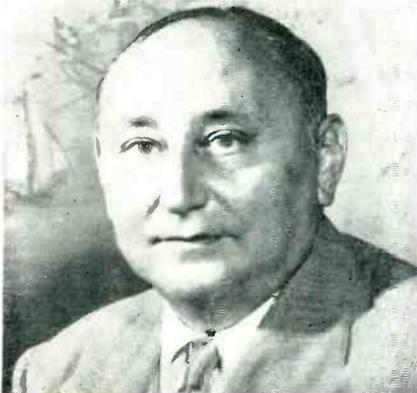
To Westinghouse Post



The appointment of Robert M. Oliver, above, as merchandising counselor for the Westinghouse Electric Appliance Div. has been announced by T. J. Newcomb, sales manager. Mr. Oliver recently resigned as general merchandising manager, electric housewares division, of Landers, Frary & Clark, and prior to his association with Universal, had been vice-president and sales manager of Proctor Electric Co.

Benjamin Joins Jewel As Sales Manager

Don J. Ferraro, president of Jewel Radio Corp., Long Island City, N. Y., has announced the appointment of Milton R. Benjamin as general sales manager. Benjamin was formerly



Milton R. Benjamin

vice-president and national sales manager of Majestic Radio & Television. In his capacity as chief sales executive, he directed sales of television and radio receivers as well as Wilcox-Gay Recordio equipment.

New TV-"Q" Plant Opens



Mayor Louis Bay, left, congratulates Victor E. Havers, president of TV-"Q" Corp., TV picture tube manufacturer, on the opening of a new plant at 170 Fifth Ave., Hawthorne, N. J.

Distributor FM Show

The Hudson Radio & Television Corp., 48 West 48th St., N. Y. 19, N. Y., distributor of sound systems, records and other equipment, is now sponsoring a weekly one-hour program of transcribed classical music over FM station WABF, New York. It is heard Thursday evenings, 8 to 9 P.M.

Tel-O-Tube Buys Test Equipment Firm

Samuel Kagan, president of the Tel-O-Tube Corp. of America, cathode ray tube manufacturer, E. Paterson,

N. J., has announced that his firm has purchased the entire equipment and inventory of the Video Industry Products Company, Paterson, N. J., manufacturers of TV and cathode ray tube test equipment and electronic instruments.

New Emerson Electric Chicago Office Quarters

The Chicago district office of the Emerson Electric Mfg. Co. has recently moved to larger quarters. New location is 1623-25 South Pulaski Road, Chicago 23, Illinois.

MORE TV OUTLETS PER DOLLAR!

AMPLIFIED, ALL-CHANNEL MASTER ANTENNA SYSTEMS

FOR 2 TO 2000 TV SETS

NO Special connectors
NO Matching transformers
NO Engineers
NO Individual channel equipment

INSTALLED WITH THE TURN OF A SCREW

BLONDER-TONGUE systems are based on the use of "no loss" Distribution Amplifiers which split the signal from the antenna into the desired number of outlets... all having the same signal level and picture quality as though each TV set used the antenna alone.

The B-T Automatic, All-Channel systems, using three basic units in any desired number and combination, can be easily installed by any TV service man.

DISTRIBUTION AMPLIFIER, MODEL DA8-1-M
8 TV Outlets
Amplified and Isolated
List Price \$87.50

Model CA-1-M
Commercial Antensifier
(30 Times Gain)
Use As Pre-Amplifier, Line Amplifier or de-luxe Booster
List Price \$77.50

MODEL DA2-1-M
Distribution Amplifier
2 TV Set Outlets
List Price \$39.50

B-T HOME ANTENSIFIER MODEL HA-2-M

Combine these B-T units to serve up to 2,000 sets from 1 antenna.

Finest All-Channel TV Booster. Fully Automatic, 16 Times Gain. In Metal Cabinet
List Price \$57.50

FREE INSTRUCTION BROCHURE ON MASTER ANTENNA SYSTEMS..Write Today. Dept. F-2

Blonder-Tongue Labs., Inc. Mt. Vernon, N. Y.

ATR

For
**AC CURRENT
ANYWHERE**



**STANDARD
AND HEAVY DUTY
INVERTERS**

For Inverting D. C. to A. C. . . .
Specially Designed for operating A. C.
Radios, Television Sets, Amplifiers, Ad-
dress Systems, and Radio Test Equip-
ment from D. C. Voltages in Vehicles,
Ships, Trains, Planes and
in D.C. Districts.

ATR ✓ NEW MODELS
✓ NEW DESIGNS
✓ NEW LITERATURE

"A" Battery Eliminators, DC-AC Inverters
Auto Radio Vibrators

See your jobber or write factory

AMERICAN TELEVISION & RADIO CO.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA-U.S.A.

New Guy Hobbs TV Base

A new television set base, with space for phono and record storage, has been announced by Guy Hobbs, Inc., Dalls-town, Pa. The new cabinet is mahog- any veneer, has two doors. Measures 21" deep, 24" wide, and 22½" high. Cabinet is mounted on casters.

New Symphonic President

Mike H. Cogan, president of Sym- phonic Radio & Electronic Corp., of Boston, has announced that he has sold controlling interest of the com- pany. He will continue with the com- pany in an advisory capacity. A group headed by Max Zimmer, as president, will combine efforts to carry on Sym- phonic tradition.

Eureka Tube Production

Thomas Stave, general manager of Eureka Television and Tube Corp., Hawthorne, N. J., has announced that the firm is ready to deliver 21-inch rectangular TV picture tubes in quan- tity lots.

Setchell Carlson '52 Sets

The 1952 Setchell Carlson television line was recently introduced. Features a new Unit-sized chassis, which con- sists of a base and 8 compact plug-in units. Line also features "Full Face Focus." New chassis is adjustable for ultra high frequency reception. Tube sizes in the line are 17 and 20-inch. The eight models include the Grand- view model, with radio and 20-inch TV, also available with 3-speed record changer, a 20-inch consolette with and without radio, a 17-inch consolette with and without radio, and a 17-inch table model, also with or without radio. All but the 17-inch table model are also available in blond cabinet.

Audar NEW RADIO

Called the "Wall Shelf Radio", model WC-7T is styled to blend with provin- cial or early American furnishings. Cabinet is birch, has four usable draw- ers with "flap-drawer" which covers controls. Seven tube AM radio chassis



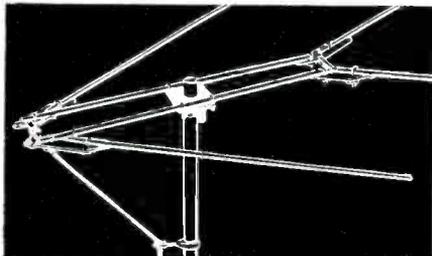
is transformer powered. Speaker is 8-inch, with reflex tone chamber. Set has separate bass and treble controls. Cabinet may be hung on wall or set on desk or bookcase. Measures 28" wide, 7" deep, 20" high. Audar, Inc., P.O. Box 438-M, Pasadena 18, Calif.—RADIO TELEVISION RETAILING.



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Joins Electro-Voice



Larry LeKashman, above, has been appointed vice-president of Electro-Voice, Buchanan, Mich. He was formerly advertising and sales promotion manager of the Tube Department of RCA.

To Sylvania Tube Post



Ralph R. Shields (above), formerly engineer for Sylvania test equipment merchandising has been appointed merchandising supervisor for the television picture tube division, according to an announcement by Raymond W. Andrews, manager, factory sales.

Motorola 1952 TV LINE

Five new television receivers have been added to the 1952 line. Shown here is the model 14P1, 14-inch rectangular tube portable set. Folding dipole antenna plugs into a special socket on top of case. List price is \$199.95.



Other new models include the 20T3, 20-inch table model in mahogany cabinet, \$279.95; 20T3B, limed oak table model, \$299.95; 20-inch console model in mahogany (20K6), \$339.95, and in limed oak (20K6B) \$359.95; and a 17-inch TV-radio-phonc combination in mahogany, 17F11, \$399.95. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

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THE MOST COMPLETE AND COMPACT
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Plus Good-Bad scale for checking the quality of electrolytic condensers.

Specifications:

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Electrolytic Leakage: Reads quality of electrolytics at 150 Volt test potential.

Decibels: —10 Db. to +18 Db. +10 Db. to +38 Db. +38 Db. to +58 Db.

Reactance: 15 ohms — 25 K ohms / 15 K ohms — 2.5 Megohms.

Inductance: .5 Henry — 50 Henries / 30 Henries — 10 K Henries.

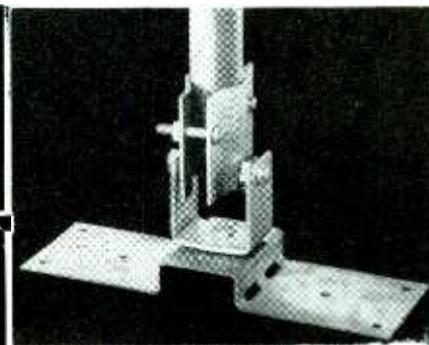
Handsome round cornered molded bakelite case 3 1/2" x 5" x 2 1/4" complete with all test leads and instructions. **\$21.40**

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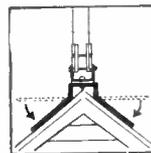
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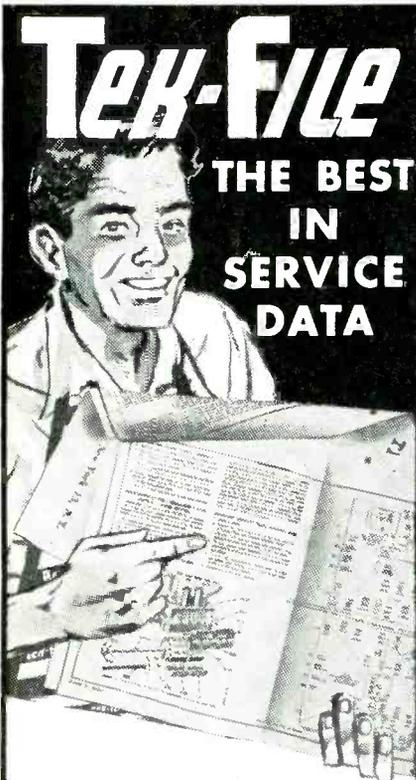
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New TV Lines Introduced

A number of 1952 television lines have been announced. The Magnavox Company has announced its Cavalcade model, 17-inch console combination with AM radio and 3-speed phono, listing at \$398.50 in mahogany cabinet.

Two new 24-inch TV consoles have been introduced by Stromberg-Carlson. Called the Newcastle (324CDM) and the Cathay (324 C5Dec and 324 C5M), they list for \$725, \$795 and \$695, respectively.

A 17-inch open console and a 17-inch table model have been added to the 1952 line by Scott Radio Laboratories. Called the Ravenswood sets, both have mahogany cabinets. Table model lists at \$299, console at \$349.

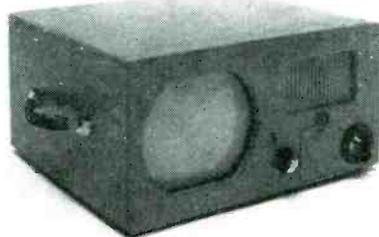
New line announced by Trans-Vue-Jackson includes eight models. Sets range from 17-inch table models to 21-inch console combinations.

New Haydon Sales Reps

Ben Selsby, sales director of Haydon Products Corp., 1801 Eighth Ave., Brooklyn, N. Y., has announced the appointment of the following reps: Max Heidenreich, Media, Inc., 4224 Normandy, Dallas, Texas; Wm. M. Linz, 1335 1/2 Touhy Ave., Chicago 26; Wm. A. Meily, 805 Penn Ave., Plymouth, Ind.; Robert H. Vermilya, 1355 Market St., San Francisco; and Jack Brown, 1631 Walton Ave., New York 52.

Gotham PORTABLE TV

New portable television set shown here measures 19 x 17 x 10 inches. Weighs 29 pounds. Available in top cowhide covered carrying case in gin-



ger, suntan, rawhide and white. Uses GE 8 1/2-inch picture tube. List price in airplane cloth carrying case, \$199.95. Harold Shevers, Inc., 123 West 64th St., New York 23, N. Y.—RADIO & TELEVISION RETAILING.

Argos TV CABINETS

A new line of leatherette table model television cabinets has been announced. Cabinets are ready cut for Radio Craftsman, Tech-Master, Philmore and Mattison 16 or 17-inch chassis and Radio Craftsman 20 or 21-inch chassis. Blank model is also available for other 16 to 21-inch chassis. Dealer costs start at \$25.50 for mahogany or blond models. Argos Products Co., 4753 N. Broadway St., Chicago 40, Ill.—RADIO & TELEVISION RETAILING.



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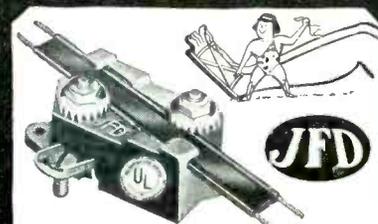
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Radio Dist & Supply 1029 Gurnee G R Dickert 4010 PSTRM

BESSEMER

Bessemer Radio Supply 114 N 20 St C E Falkner Jr 9231 P

BIRMINGHAM

Ack Radio Supply Co 2205 3 Ave N E C Atkerson 4-0588 PST
Air Engineers Inc 1529 2 Ave P B Pepper TRE1E2P
Aia Appliance 1 Ave N 13 St 53-1527 TRE1E2
Aia-Fla Distr Co 604 N 9 St L F Horn Pres 4-7437 TRE1E2
Auto Service Co 1916 4 Ave S H S Banton 3-4102 PSTR
Birmingham Elec Battery Co Ave B & 23 St N E D Henley Pr TE1
Clark & Jones 1601 2 Ave S H S Jones Pr 4-4529 TRE1E2
Clary Co J W 1713 2 Ave S J W Clary 4-2488 PSTRM*
Electric Constructors 3000 3 Ave S D M Clayton Pr 3-3243 TRE1E2
Forbes Distributing Co 2600 3 Ave S 3-4105 PSTR
Graybar Elec Co 1529 1 Ave N L A Womeldorf Mgr 3-4105 E1E2
Gulf States Dist Co 2215 3 Ave N SB Kronenberg Pr 4 6769 TRE1E2M
Hart-Greer Inc 1625 Ave S L S Hart Pr TP
Lewis Supply Co 1023 N 19 St Bernard Lewis 7-1148 PSTRE1E2
Long-Lewis Hardware Co 804 4 Ave NWE Lacey 4-2561 TRPE1E2

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Moore-Handley Hdwe Co 27 S 20 St G E Didcoct Mgr 7-7166 TRE1E2

Nash-Kelvinator Sales 8 S 13 St E1TR
Radio Parts & Equip 1909 S Ave N PS
Reid Dist 1724 S Ave N E T Reid Owner 4-8652 PSTRM
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 810 Bank St W W Mock Owner 2231 PSTRM

DOTHAN

Hand Supply Co 705 S Oates St
Signal Radio Supply Co 243 E Troy St J P McKinnon 4-0360 PST

GADSDEN

Southeastern Radio Parts Co 120 Chestnut St PS

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
Graybar Elec Co 73 Lipscomb St R L Wear Mgr E1E2
Harris Supply 10 N Water St T O Cooper VP 2-0541 PSRE1E2

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McDavid & Co R P 120 Water St T D Haas GM 8-1691 TRE1E2PM

McGowin-Lyons Hdwe P O Box 1209 J D Terrill VP 2-8721 PSTRE2
Nelson Radio 451 St Louis St P G Baucum Pr 2-0411 PSTRE1E2*
Radio Labs 111 N Royal E M Faiver 2-1715 PS

MONTGOMERY

Loeb Hardware Co 120 Commerce St RE1E2
Nolin-McInnis 205 Commerce St D M McInnis 7323 PSTR
Southeastern Radio Parts Co 210 N Court St See Atlanta Ga
Teague Hardware Co 132 Commerce St W R Watson PS
Walther Bros Co 115 Commerce St J P Walther 2-0369 TRPS

TUSCALOOSA

Allen & Jemison L R Moore 8-2781 PSTR*
(Directory continued on next page)

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ALABAMA (Continued)



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ANNISTON—Radio Distributing & Supply Co. 1029 Guinee Street
BIRMINGHAM—Aek Radio Supply Co 2055 Third Ave N Auto Service Co 1916 Fourth Ave South
 Clark and Jones 1601 Second Ave S
 James W Clary Co 1713 2nd Ave S
 Forbes Distributing Co 2600 3rd Ave S
 Reid Distributing Co 1724 Fifth Ave North
 *Steel City Supply Co 600 N 7th Street
DOTHAN—Hand Supply Co 705 S Oates Street
MONTGOMERY—Nolin-McInnis Inc 205 Commerce St
 Teague Hardware Co 132-134 Commerce St
 Walther Bros Co 113 Commerce St
MOBILE—Nelson Radio & Supply Co 263-71 St Louis St
TUSCALOOSA—Allen & Jamison Co

ARIZONA

PHOENIX

Arizona Hdw Jackson & First Sts. 8-5331 TRE1E2
 Arizona Mercantile Co 10 E Jackson St 3-0815 TR
 Arizona Wholesale Supply 505 W Madison E A Thomas TR
 Dalis Bros 630 E Pierce St M E Dalis PS
 Electrical Equip Co 1st & Madison Sam Kahan Pr 3-3186 TRE1
 Gaines Co De B 525 S Central A De B Gaines 2-5664 TR
 General Electric 441 W Madison J L Noveski 4-1116 TRE1E2P
 Graybar Elec 434 W Madison E Leavy Mgr 3-6131 TRE1E2
 Jennings Co A1 607 W Washington St W H Jennings 8-3737 TRE1E2
 Mathias & Co Albert See El Paso Texas



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 Midland Specialty 233 S 11 Ave W W Hessler Mgr TRPSM

Momsen-Dunnegan-Ryan 11 E Buchanan St TRE1E2
 Radio Parts of Ariz 214 S 11 Ave K P Sloan Owner 8-6476 PS*
 Radio Spec & Appl P O Box 2229 PS
 Redmond Supply Co 625 W Madison J E Redmond PM
 Southwest Wholesale Radio 126 S 2 St H A Middleton 2-6539 PSM
 Western Radio & Eng 1915 E Wash St L A Ge Bauer 4-7084 PSE1E2M
 Westinghouse Electric 1110 N 21 Ave W L Constance TRE1E2

TUCSON

Appliance Dist 204 S Park Ave G A Larriva 3-7583 TRE1E2
 Elliott Electronics 418 N 4 Ave T M Elliott PS
 Standard Radio Parts 551 N 4 Ave 3-2545 PSM



ARIZONA

PHOENIX—Radio Parts of Arizona 214 S 11th Ave
 *Radio Specialties & Appliance Corp 305 E Roosevelt
TUCSON—Standard Radio Parts 551 North Fourth Ave

ARKANSAS

BLYTHEVILLE

Blytheville Radio Supply 112 So 1 St Glenn Teague 4467 PSE2

FORT SMITH

Arkansas Radio & Appliance Co See Little Rock
 Carter Electronic Supply Co 805 N 11 St TE Carter 6095 PS
 Interstate Elec see Shreveport La

ARKANSAS (Continued)

Williams Hardware Co 4 & Rogers Ave T F Williams Pr 2-5011 TRE1
 Wise Radio Supply 1001 Towson Ave Bill Engles Buyer 8926 PSME2*

LITTLE ROCK

Arkansas Radio & Appl 307 E Markham J H Hunt Jr Pr 2-4155 RE1E
 Cross Co Cage 714 E 4 St Cage Cross Sr Owner 5-9169 TRE1
 Carlton Wholesale Radio 109 W 9 J R Carlton 9248 PS
 Connerly Distr 1201 E 2 St A R Connerly Jr Owner 7917 TRE1E2
 Fones Bros Hdw 2 & Rock Sts W G Givens 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 Distr 114 E Bridge R E Turner 5-0291 TR
 Interstate Electric see Shreveport La

O'Bannon Bros 409 Shall St O D Cauby 2-2212TE1E2
 Southern Radio Supply Co 1419 Main St J O Russell 5-8887 PSR*

White Radio Supply Co 1222 Main St David White Pr 5-0555 PSTM*

NORTH LITTLE ROCK

Rye Wholesale Co 117 W Washington S K Bradshaw 5-2426 TRE1E2

PARAGOULD

Martin Wholesale Radio 1207 W Kingshighway J R Martin 4049 PS

TEXARKANA

Interstate Electric Co of Shreveport Inc. PS
 Lavender Radio 522 E 4 St Joe Lavender 2-9981 PSTRME2*



ARKANSAS

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BAKERSFIELD

Arbuckle Co Jack C See Fresno
 General Electric 1134 33 St J Thornell Mgr 5-5514 TRE1E2P

BERKELEY

Kaemper & Barrett see San Francisco

BEVERLY HILLS

Electronic Expeditors 9015 Wilshire RH Berns Mgr CR 4-6237 PS

BURBANK

Dean Co Fred S See Long Beach

(Directory continued on next page)

CALIFORNIA (Continued)

EL CENTRO

Huffman Ira 1125 W Main PS

FRESNO

Arbuckle Jack C 2330 Kern St PSR
 Billings Wholesale 260 Fulton St H H Billings 3-9691 TRPSE1
 DeJarnatt Whsle Co B J 223 Fulton B J DeJarnatt 2-2153 TRPS
 General Elec Supply Corp 1234 O St F K Graff 4-4746 RE1E2P
 Graybar Elec Co 101 Van Ness Ave B R Cole Mgr RE1E2
 Kierulff & Co 725 "L" St See Los Angeles
 Kinney & Faust 1740 Van Ness E E Faust Gen Mgr 6-8321 TRPSE1E2



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Meyberg Co Leo J 2930 Butler St A B Pontius Mgr TRPSME1E2

Ports Mfg Co 3265 Belmont Ave M P Ports 3-6728 PS
 Westinghouse Electric 2608 Calif Ave J. B. Harvey Br Mgr RE1E2

GLENDALE

Hagerty Radio 6826 San Fernando Rd R J Hagerty CH 8-2453 PST
 Weatherford Co R V 6921 San Fernando Rd ST 7-1571 PS*

HOLLYWOOD

Hollywood Radio 5606 Hollywood Blvd KJ Rothman HO 9-7294 PS
 Pacific Radio Exch 1407 Cahuenga Blvd I Phillips HU 2-1393 PSTR
 Western Electronic Supply Co 7005 Melrose Ave WE 3-5581 P
 Yale Radio Electric Co 6616 Sunset Blvd R W Yale GL 4169 PSRM

INGLEWOOD

Acorn Radio 599 S LaBrea Ave R Levinson OR 7-6655 PSRM

LONG BEACH

Dean Fred S Co 969 American Ave N W Dean NE 6-4837 PS
 Gough Industries Inc See Los Angeles
 Graybar Elec Co 17 & Daisy Sts C F Parks Mgr TRE1E2
 Ley Co Elwyn W 5550 Dairy Ave E W Ley Owner 2-7408 PSR
 Lynde Electronics Larry 1526 E 4 St 7-4807 PSTR
 Radio & Television Equip Co See Santa Ana
 Scott Radio Supply 266 Alamitos Ave H H Scott Pr 6-1452 PSRM*
 S & K Sales 110 Ocean Blvd Hans Kahn SM TR

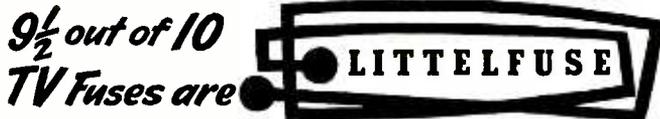
LOS ANGELES

Calif Electronic Supply 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 C Platt RI 7-9101 TRPE1
 Communications Receiver Service 403 N. Hobart St PS
 Corwin Co 1147 So Hope St L W Corwin RI-0385 TRE1E2
 Dunkle Radio Parts 2506 W 8 St PS
 Electronic Expeditors 257 S Spring St MA 6-2004 PS
 Electronic Sound Equip 2319 W 11 G S Koester DU 7-5189 PS
 Federated Purchaser 911 S Grand Ave TR 9-7311 PS*
 Figart's Radio 6320 Commodore Sloat L J Pelham YO-6218 PSTR
 General Elec Supply 700 Turner St L J Parkins MA 7141 TRE1E2P
 Gerstman Dist 414 S Western O S Gerstman Pr DU 8-2238 PTM
 Gough Industries 819 E 1 St P G Gough Owner MA 6-2474 TRE1E2
 Graybar Elec Co 210 Anderson St S W Scott Mgr AN 3-7282 TRE1E2
 Henderson Co 630 N Alvarado R A Henderson DU 2-8301 PS
 Henry Radio Shop 11240 W Olympic Blvd Ted Henry BR 2-1440 PSTR
 Hollywood Radio 5606 Hollywood HO 9-7296 PSMT
 Horn Herbert H Inc 915 S Mateo St MA 9-3211 TRE1E2
 Kerwin James J Co 1525 S Flower St J J Kerwin PR 5323 TRE1
 Kierulff & Co 820 W Olympic C R Kierulff RI 7-0271 TRPSME1E2
 Los Angeles Ham Shack 6813 S Hoover St R Erinstein PL 1-9687 PSTR
 Los Angeles Radio Supply 10215 Venice A J Risberg VE 8-3177 PSTM
 Martin Distr 2303 S Union Ave M Marinack PR 7258 PS



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Meyberg Co Leo J 2027 S Figueroa RI 7-4451 TRPSME1E2



Oak Radio Supply 5531 W Pico Blvd J J Lightner WE 3-9459 PS
 Papel Bros 2605 E 4 St Barney Papel AN 2-5151 PSM
 Quality Television 1235 E Olympic R F Gibson Pr TR-9761 TP
 Radio Equip Distr 1340 So Olive St PR 9151 PS*
 Radio Parts Sales Co 5220 S Vermont Ave B Movel TW 9178 PSR

Arvin Radio and Television
VISIBLE VALUE DISTRIBUTED BY:
 Radio Products Sales 1501 S Hill C F Sexton Pr PR7471 PSTRE1E2*

Radio Specialties Co 1956 S Figueroa E W Armstrong PR 7271 PSTRM
 Radio Television Sup Co 341 W 18 St RI 9131 TRPS
 Ravenscroft Co 2320 S Hill St J G Magner PR 1317 PS
 Shane Harry L Inc 160 W 33 St H L Shane Owner RI-5241 TRE1E2
 Shelley Radio Co Inc 2008 Westwood Blvd J F Shelley BR 2-5639 PS
 Sues Young & Brown 3636 S Bronson AX 3-6231 TRE1E2
 Thomas Distr Co 201 So Anderson N R Thomas Pr AN 3-7545 TRE1E2
 Thomas Ray Co 1601 S Hope St C W Crawford PR 6331 TRE1M
 United Radio & Electronics 1356 S Flower St PR 0563 PSM
 Universal Radio 1729 So Los Angeles Phil Kudler PR 5245 PSTR*
 Western Auto Supply Co 1100 S Grand Ave Max Weiby PR 9311 TR
 Western Electronic Supply 7007 Melrose Ave PS*
 Westinghouse Elec Supply 905 E 2 St A B Darby MA 9-4161 TRE1E2
 Wood & Cies Distr Co 2034 E 48 St LO 8-3431 TR

MODESTO

Dunlap Wholesale Radio Co 126 H St PS

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 Co 140 11 St E Feige HI 4-7011 PSTRM*
 General Elec Supply 53 & Hollis St OL 3-4433 TRE1E2P
 Graybar Elec Co 1911 Union St M L Wilkins Mgr TRE1E2
 Millers Radio & TV 336 E 8 St L N Miller Owner TW 3-3848 PSTME1*
 Wenger Co E C 1460 Harrison St E C Wenger GL 1 1020 PSTRM
 Westinghouse Elec Supply 711 E 8 St M J Conlin TRE1E2

PALO ALTO

Zack Radio Supply See San Francisco

PASADENA

Dow Radio Inc 1759 E Colorado St N G Dowdell Owner PSTRM
 Electronic Supply 2615 E Foothill Blvd Edward Rice SY 6-9211 PSTR
 Empire Electronic Dist Inc 37 E Union St Oscar Miller SY 6-0121 PSTR

POMONA

Acorn Radio & Elec Supply 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
 Coast Radio Co See San Jose
 Dalco Appliance 6 & Q Sts J L Nicolay GI 2-3861 TRE1E2
 Dunlap Wholesale Radio Co 2001 Q St See Stockton
 General Elec Supply 1131 S St E M Ames GI 3-9001 TRE1E2P
 Graybar Elec Co 1900 14 St A R Fryklund RE1E2
 Kemp Co E M 1115 R St E M Kemp GI 3-4668 PSTRM*
 Radio Television Prod 1519 19 St P
 Sacramento Elec Supply 1219 S St R McDearmon PSTRM*
 Superior Sales Co 1808 Q St TR
 Westinghouse Elec Supply 1730 14 St K H P Jones Br Mgr TRE1E2

SAN BERNARDINO

Arrowhead Radio & Television 1212 D St G H Bagley 2-5581 PSTRM
 Electronic Equip Distr 1123 W Base Line R W Woodbury 8-2721 PSRM
 Featherstone Radio & TV 1010 E S J Featherstone 81-1306 PSM
 Inland Electronic 843 Colten Ave E L Sampson 6-5571 PSTR*

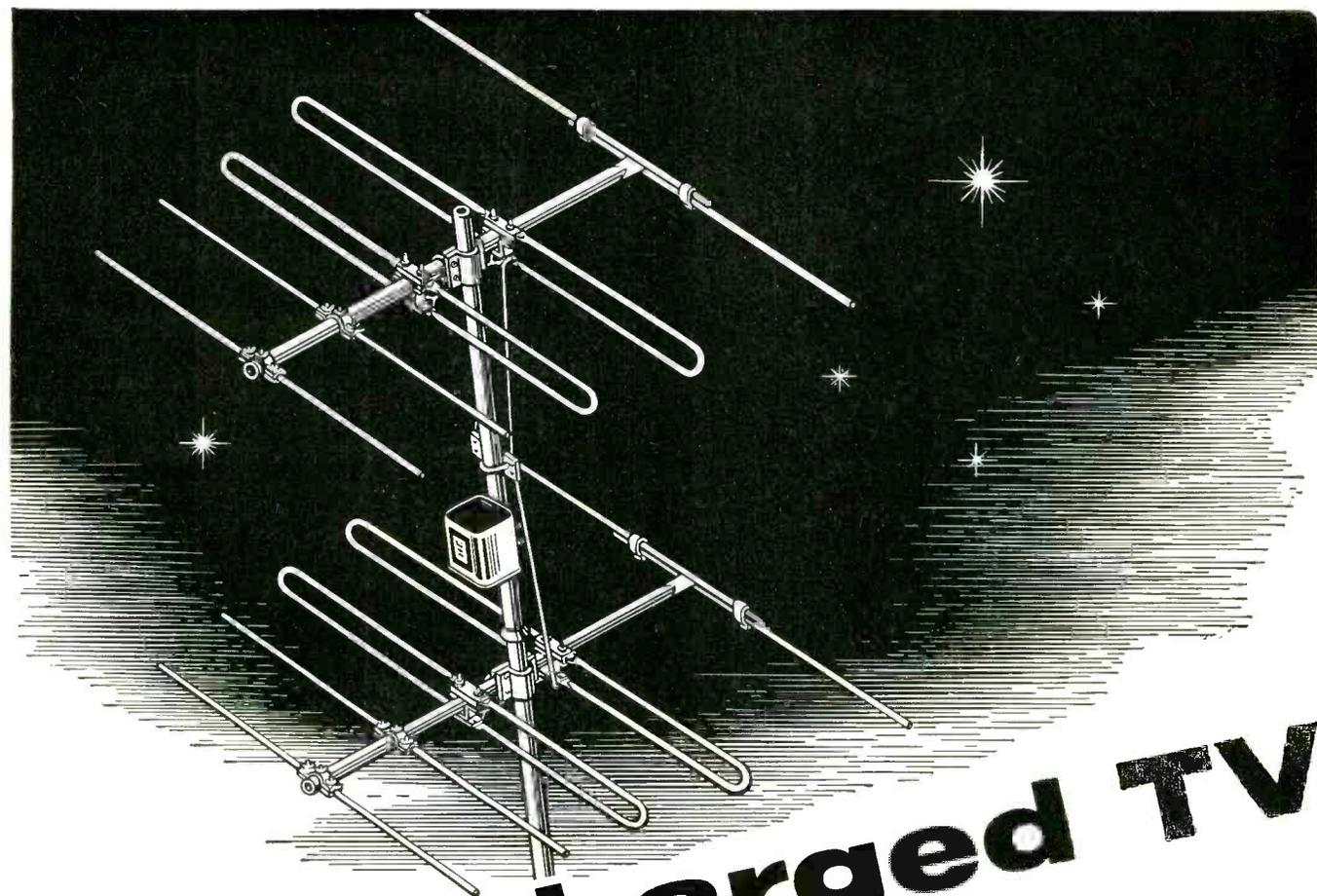
SAN DIEGO

Admiral Corp 1905 E Harbor Dr TR
 Ceazan Co J M 1945 E Harbor Dr See Los Angeles
 Century Distr Co 307 8 Ave R L Covell FR 9-9281 TRPE1
 Coast Electric Co 744 G St R A Kendall FR 6373 TE1E2
 Distributors Inc 541 2 Ave G M Cramer TRE1E2
 Electric Supplies Distr 435 2 Ave S L Hall Pr MA 9161 TRE1E2
 Electronic Equip Distr See San Bernardino
 General Elec Supply Corp 668 3 Ave M A Hoff Mgr FR 6641 TRE1E2P
 Gough Industries Inc 3255 5 Ave G L Porter WO 0659 TRE1E2
 Graybar Elec Co 720 State St R T Redfield FR 1361 TRE1E2
 Harris Inc R E 131 W Ash St TRE1E2
 Kierulff & Co 3791 Park Blvd See Los Angeles
 Lee Distributing Co 820 W Ash Lee Bornstein Owner FR 8965 TE1E2
 Radio Parts 1045 11 Ave F Zurek MA 2091 PS
 Shanks & Wright 2045 Kettner Blvd L C Simon FR 9-0176 PSTRM
 Thomas Co Ray See Los Angeles
 Western Radio & TV 1415 India St C H Steinhauer FR-0361 PST
 Wood & Cies Distr See Los Angeles

(Directory continued on page 121)

SYMBOLS USED IN THIS DIRECTORY

- T**—Television
- R**—Radio
- P**—Parts
- S**—Sound
- E1**—Major appliances
- E2**—Electrical housewares
- M**—Records & Accessories
- ***—Member, N.E.D.A.



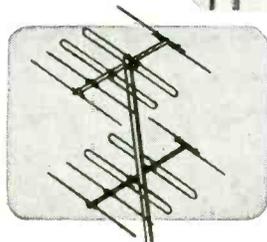
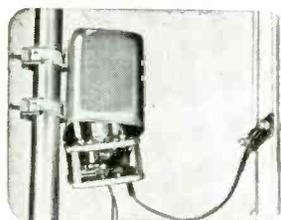
supercharged TV

The Finest--

When Results Count!

Here is the unbeatable Taco team. Made up of the Super 980 Yagi and the Antenna Supercharger this combination offers you 25 db gain *plus* a clarity of signal unparalleled due to the sharp directivity of the antenna and the sharp tuning of the Supercharger.

If it's results you're after -- try this combination!



Taco Antenna Supercharger

A power amplifier mounted up at the antenna. Provides powerful gain with maximum signal-to-noise ratio. Can be used with any good yagi-type antenna, but performs better with the . . .

Taco Super 980 Yagi

Combines all the advantages of the 5-element design with the best features of the Twin-driven design. Tops in gain, directivity and mechanical dependability. (For high-band use Taco 5-element Yagi)

Tacoplex

Distribution systems for apartments, hotels, schools, and community installations.



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ONE TACO AVE., SHERBURNE, N. Y.

Tacoplex Master Antenna Systems, Taco Antennas, Taco Antenna Superchargers Taco Antenna Accessories.
In Canada: Stromberg-Carlson Co., Toronto 4, Ont.

*AVAILABLE AT YOUR TACO DISTRIBUTOR

DISTRIBUTOR DIRECTORY

CALIFORNIA (Continued)

SAN FRANCISCO

Assoc Radio Distr 1251 Folsom St C C Roarke HE-1-0212 PS*
 Basford Co H R 235 15 St MA 1-8545 TRE1M
 Brown Co C C 61 9 St Wm Belfer MA 1-7000 PM*
 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 Co 685 7 St V S Dallman Pr UN 3-4500 TRE1E2
 Ets-Hokin & Galvan 551 Mission St EX 2-0432 S
 General Elec Supply 1201 Bryant St F L Garrison UN 3-4000 TRE1E2P
 Graybar Elec Co 1750 Alameda St R W Kimberlin MA 1-5131 TRE1E2
 Kaemper & Barrett 1850 Mission St CC Smoot UN 3-3080 PSTRE1E2
 Lancaster Co W J 1045 Bryant St W J Lancaster UN 3-2880 TR
 McCormack & Co 450 9 St UN 3-3300 TRE1



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Meyberg Co Leo J 33 Gough St A H Meyer MA 1-3400 TRE1E2M*

Arvin Radio and Television

VISIBLE VALUE DISTRIBUTED BY:

Pacific Wholesale 116 9 St Ed Tilton UN 1-4843 TRPSE1*

Pioneer Appliance 1355 Market George Hornstien Pr UN 3-2000 TE1
 Popkey Co Inc G M 1201 Howard St D W Clark V Pr KL 2-3488 PS
 San Francisco Radio 1284 Market St Geo Weiss UN 3-6000 PS*
 Schwalb Co R D 1190 Bryant St R D Schwalb MA 1-2309 TRE1
 S & K Sales Co 450 Bryant St E R Kunney SM DO 2-3890 TR
 Smith & Crawford 1345 Mission A R Crawford UN 1-5206 PS*
 Television Radio Supply 408 Market St R W Simcock EX 2-2898 PSTR
 Thomas-Diggs Co Inc 1355 Market St HE 1-5433 T
 Thompson & Holmes 650 2 St S. D. Paine EX 2-8154 TRE1E2
 Westinghouse Elec Supply 201 Potrero Ave UN 1-5051 TRE1E2
 Wholesale Radio & Elec 140 9 St HE 1-3680 PSTRE2*
 Wood & Cies Distributing Co 274 Brannon St See Los Angeles
 WRESCO 140 9 St Aaron Rapoport HE 1-3680 P*
 Zack Radio 1426 Market V N Zachariah Pr MA 1-1426 PSTR*

SAN JOSE

Coast Radio Co 266 So 1 St Joe E Levitt Owner CY 5-5141 PSTR
 Peninsula TV & Radio 881 S 1 St H W Bundlie CY 4-8781 PSM
 Quement Inc Frank 161 W San Fernando St CY 4-0464 PSM*

SAN LEANDRO

Styles & Engleman 2255 Bancroft Ave P

SANTA BARBARA

Channel Radio Supply 523 Anacapa St PS
 Gough Industries 404 State St See Los Angeles

SANTA ROSA

Santa Rosa Electro 205 Sebastopol P A Boberg 4485-W PSTRM

SOUTH GATE

Mac's Radio Supply 8320 Long Beach B B McNeal KI 4111 PSR

STOCKTON

DeJarnett Wholesale See Fresno
 Dunlap Wholesale Radio 27 N Grant St C W Dunlap 7-7909 PSTM*

VALLEJO

Walker Co R Lyman 1401 Hiway 40 R L Walker VA 3-5321 PSTRM

VAN NUYS

Western Elec Supply 5246 Van Nuys Lee Schoolman ST 7-2243 PS

VENTURA

Dealer's Wholesale Supply 15 E Simpson St E L Lombard PS

WEST LOS ANGELES

Calif Elec Supply 11801 W Pico W M Fales Owner AR 7-1208 PSTM
 (Directory continued in next column)

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CALIFORNIA

BURBANK—Fred S Dean Co 919 N Victory Blvd
EL CENTRO—Ira Huffman Co 1125 West Main St
FRESNO—B J DeJarnett Wholesale Radio Co 223 Fulton Kierulff & Co 725 "L" St
LONG BEACH—Fred S Dean Co 969 American Ave
 *Scott Radio Supply 286 Alamitos Ave
LOS ANGELES—Figart's Radio Supply Co 6320 Commodore Sloat Dr
 Henderson Co 630 N Alvarado St
 Kierulff & Co 822-830 W Olympic Blvd
 Minthorne Music Co 2920 W Pico Blvd
 Radio Products Sales Inc 1501 S Hill St
 *Radio Products Sales Inc 238 West 15th St
 Radio Television Supply Co 341 W 18th St
 Ravenscroft Co 2320 South Hill St
 Shelly Radio Co Inc 2008 Westwood Blvd
 *Universal Radio Supply Co 1727-31 S Los Angeles
 Western Electronic Supply Corp 7007 Melrose Ave
OAKLAND—W D Brill Co 198 10th St
 *Electric Supply Co 149-12th St
 Miller's Radio & TV Supply 336 E Eighth St
PASADENA—Electronic Sup Corp 2615 E Foothill Blvd
SACRAMENTO—C C Brown Co 1714 Tenth St
 E M Kemp Col 115 R St
SAN BERNARDINO—Electronic Equipment Distributors 1123 W Baseline St
SAN DIEGO—Electronic Equipment Distributors 1228 Second Ave
 Kierulff & Co 3791 Park Blvd
 Radio Parts Co 1045 11th Ave
 *Shanks & Wright 2045 Kettner Blvd
 Western Radio & Television Supply 1415 India St
SAN JOSE—Peninsula Television & Radio Supply Co 881 So 1st St
SAN FRANCISCO—C C Brown Co 61 Ninth St
 G M Popkey Co 1201 Howard at 8th
 *San Francisco Radio & Sup Co 1282-84 Market St
 Smith & Crawford 1345 Mission St
 *Zack Radio Supply 1426 Market St
STOCKTON—DeJarnett Wholesale Radio Parts 515 N Hunter St
VENTURA—Dealers Wholesale Supply 15 E Simpson St

COLORADO

COLORADO SPRINGS

Murray Radio 502 W Colorado Ave D B Murray Owner 5946 PSR
 Walker Radio Co L B see Pueblo

DENVER

Austin & Son 1819 Wazee St J Austin Owner AC 4545 TR
 Boyd Distr Co 20 W 13 Ave C Boyd Owner AC2631 TRE1E2
 Clark Co Robert F 3062 Blake St W Terry Pr KE 2344 TRE1M
 Davis Bros 1628 15 St TRE1E2

Arvin Radio

VELVET VOICE DISTRIBUTED BY:

Electric Accessories Stout at 20 Sts H W Lenicheck RPSM

Fistell's Radio & Elec 1047 Bway D N Fistell MA 3197 PSTRM
 Flaks Merchandise 1848 Arapahoe St TR
 General Elec Supply 1429 18 St J H Walter SM KE 6301 RE1E2P
 Graybar Elec 104 Wazee S B Hardin Mgr RE1E2
 Hassco Inc 1745 Wazee St KE 8151 TRE1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Hendrie & Bolthoff 1635 17 St J N Crosswy Pr KE 4111 TRPSM

Inter-State Radio 1639 Tremont Pl C A Anderson TA 5347 PRS
 Larson Distr 550 Lincoln St J L Larson Buyer AC 5717 TRE1
 McLoud & Co W Clif 5528 E Colfax W C McLoud FR 3067 PSTRM
 Marcus Bros 2101 15 St Simpson Marcus PR AL 2001 TRE1
 Niles Radio Co 505 14 St S R Robinson Owner TA 3462 PSTR
 Radio Products Sales 1237 16 St W E Nettles CH 6591 PSTRM
 Savage & Son P O Box 5546 Tom Savage Owner KE 3136 RE1E2
 Sweeney Co B K 1601 23 St KE 6211 TE1E2M
 Walker Radio Co L B 854 Bway see Pueblo
 Western Appliance 201 S Cherokee L F Skutt Pr RA 4611 TRE1
 Western Radio & Eng 780 Bway see Phoenix Ariz
 (Directory continued on next page)

COLORADO (Continued)

GRAND JUNCTION

Radio & Electr Supply 511 Ute Ave PS

PUEBLO

Pueblo Radio TV Supply 111 Colorado P
Walker Radio L B 218 W 8 St L B Walker 357 PSR*



COLORADO

DENVER—Inter-State Radio & Sup Co 1639 Tremont Pl
PUEBLO—L B Walker Radio Co 218 West 8th St

CONNECTICUT

BRIDGEPORT

Coastal Radio Serv 1559 Stratford Ave A L Litchfield 5-7441 PS
D'Elia Elec 1330 Fairfield Ave C A D'Elia Pr 3-0193 TRE1E2P
General Electric 335 Kossuth St C H Bell SM 6-1621 TRE1E2P
Hatry of Hartford Inc 1700 Main St PSTR*
Tower Co Inc B M 366 Fairfield Ave A P Tower Pr 6-3881 RE1E2
Waldhaus Co L N 1132 Norman St L N Waldhaus Owner 5-7985 PSTR

EAST HARTFORD

Roskin Distr Park Ave Samuel Roskin 89-9361 TRE1E2
Radio & Appliance Distr 673 Conn Blvd 8-6544 PSTRM

HAMDEN

Spinney Co B H 957 Dixwell Ave W J Davies 7-3594 TR

HARTFORD

Beacon Light & Supply Co 108 Allyn B Singer 7-8237 TRE1E2



Capitol Light & Supply 6 Huntley Pl J K Robbin 7-8115 TRE1E2

Emerson Radio 84 Flower St Morton Cherof Owner 7-5288 TR
General Electric Supply 2964 Main St R J Lewis SM 2-4115 TRE1E2P
Hatry of Hartford Inc 203 Ann St L W Hatry 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



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Radio & Appliance 673 Conn Blvd L K Roth PR 8-6544 TRPSME1

Roskin Distr 48 Winthrop St Samuel Roskin Owner 7-0161 TRE1E2
Sceli & Co R G 1249 Main St R G Sceli PR 2-1144 PSTR
Seaboard Distr 110 Ann St O L Cavallo Buyer 2-5682 TM
Stern & Co 210 Chapel St F E Stern PR 7-5166 TRE1E2M
Westinghouse Elec Supply 185 Ann St W C Dole Mgr TRE1E2
Wood-Alexander & Co 555 Asylum St G R Wood 7-8125 TRE1
Yale Radio-Electronics see New Haven

KENSINGTON

Modern Radio Supply Farmington Joseph Adolew Owner 4-0840 PSR

MERIDEN

Henry Lavin Associates P O Box 196 Henry Lavin Owner 7-4555 P

MILFORD

Regent Electronic 1153 Boston Post W B Kessler PR 2-1684 PSTRE1M

NEW BRITAIN

United Radio Supply 53 E Main St Vic Morrell 3-2731 PSTR*
Universal Radio Co 61 E Main St P

NEW HAVEN

American Distr 76 Franklin St H E Blair PR 5-3161 TRE1E2
Amerling Co 537 Whalley Ave R L Jacobs 7-2064 P
Amrrad Co 843 Grand Ave A Bettigole Owner 8-4508 PSR
Brown Co Thos 15 Whiting Ave T H Brown PR PS*
Congress Radio 207 Congress Louis Bettigole Owner 8-6365 PSTR
Dale Conn Inc 140 Ferry St 8-0807 PSTR
Graybar Elec Co 15 Union St N E Olsen Mgr RE1E2
Electronic Sales 353 Crown St A S Pincus 8-0161 TRE1
General Electric Supply 74 Forbes P Damato HO 7-6331 TRE1E2P
Hatry of New Haven Inc 77 Bway A Fraulo 7-5923 PSTR*
Mersick Co C 278 State St Max Katz Pr TR

CONNECTICUT (Continued)

Mowry Sales Corp 152 Brewery St TR
Spinney Co B H See Springfield Mass
Plymouth Elec 393 Chapel St R J Mailhouse Pr 7-0291 TRE1E2M
Schwartz Co Inc Sam 124 State St P
Tower Corp H M 60 County St W G Miller PR 8-4189 TR
Westinghouse Elec Supply 240 Cedar St J K Silver Br Mgr TRE1E2
Yale Radio-Electronics 566 State St H R Berkowitz Owner 6-0834 PS

NEW LONDON

Hatry of New London Inc 428 Bank St W E Aikins 2-4407 PSTR*

STAMFORD

Hatry of Stamford Inc 97 Main St J Christian PSTR*
Stamford Radio Supply 562 Atlantic St G W Morton 4-2752 PSTR

WATERBURY

Bond Radio Supply 439 W Main St Raymond Fulliero 3-2149 PSTR*
General Elec Supply 23 Nichols J E Holland Mgr 4-8090 TRE1E2P
Hatry of Waterbury Inc 89 Cherry St J H Smith Jr 5-1181 PSTR*

WEST HARTFORD

Graybar Elec Co 453 New Park Ave D E Sullivan Mgr RE1E2



CONNECTICUT

BRIDGEPORT—Hatry & Young, Inc 1700 Main St
HARTFORD—Hatry & Young Inc 203 Ann St
NEW HAVEN—*Thomas H Brown Co 106 State St
Dale-Connecticut 140 Ferry St
Hatry & Young Inc 77 Broadway
NEW LONDON—Hatry & Young of New London 428
Bank Street
STAMFORD—Hatry & Young Inc 97 Main Street
Stamford Radio Supply 562 Atlantic St
WATERBURY—Hatry & Young Inc 89 Cherry St

DELAWARE

WILMINGTON

Almo Radio Co See Philadelphia Pa
Delaware Electronics 205 W 4 M Leibowitz Buyer 4-7932 PSTM
Garrett Miller Co 4 & Orange Sts Reese Repp TRE1E2
General Electric 18 & Market C I 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
Wholesale Electronic 411 N Madison St See Swarthmore Pa P
Wilmington Electrical Specialty Co 405 Delaware Ave P
Wilmington Jobb & Distr 5 & French St E Freeman PR 8-4169 TR
(Directory continued on page 124)



DELAWARE

WILMINGTON—Radio Electric Service Co of Pa Inc
Fourth & Tatnall Sts

"first aid" to distribution

✓ **1952 DIRECTORY OF REPRESENTATIVES**
(Radio, Television, Electronic and Electrical Equipment)

A nationwide listing of manufacturers' representatives who specialize in the marketing of engineering, merchandising and servicing products. Published annually in RADIO & TELEVISION RETAILING and TELE-TECH.

✓ **1952 DISTRIBUTOR DIRECTORY**
of the Radio-Television-Electronic-Appliance Industries.

A guide for manufacturers seeking new or wider distribution and a where-to-buy for retailers and servicemen. Published in this issue of RADIO & TELEVISION RETAILING.

CALDWELL CLEMENTS, INC., 480 Lexington Ave., New York 17

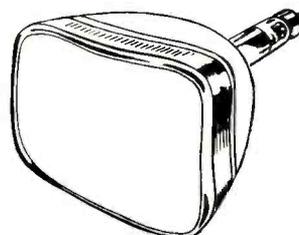
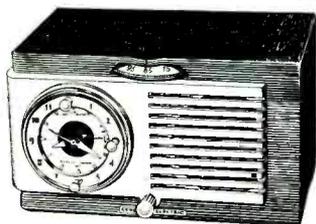
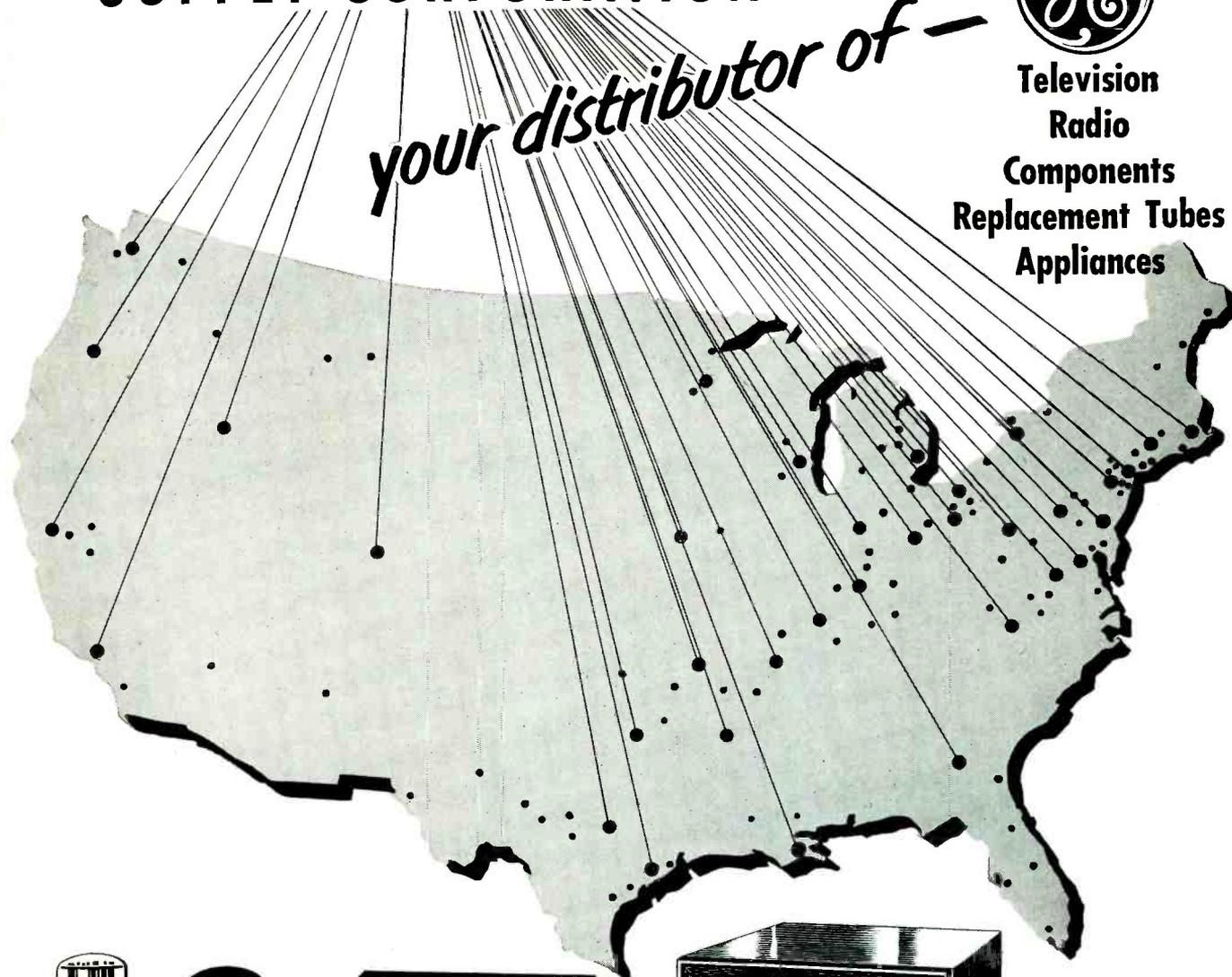


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facilities, convenient warehouse stocks, business
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DISTRICT OF COLUMBIA

WASHINGTON

American Wholesalers 5 & W Sts N E T Privat Mgr MI 1414 TRE1E2
 Capitol Radio Wholesale 2120 14 St N W HO 0800 PSTRM
 Electronic Wholesalers 2010 14 St N W J S Forti HU 5200 PS*
 Emerson Radio of Wash 1522 14 St N W Sam Schack HU 7255 TRPS
 Fairfax Distr 702 H St N W ST-1480 TR
 General Elec 705 Edgewood N E J W Belt HU 6800 TRE1E2P
 George's Radio & TV 816 F St N W DI 1900 P
 Graybar Elec Co 60 Fla Ave N E F F Jasperson Mgr AD 4800 TRE1E2
 Greber Bros 3045 "V" NE Joseph Greber LA 6-9375 TRE1
 Julier Inc L S 1443 P St N W 8075 P
 Kaufmann-Wash 1215 Kenilworth NE C S Klinenberg GM LU 1-2100
 TRME1E2
 Kenyon Radio Supply 2020 14 St N W H Cohn Buyer DE 5800 PS*

FLORIDA (Continued)

Arvin Radio and Television

VISIBLE VALUE  *DISTRIBUTED BY:*

Thurrow Distr 15 E Church St 5-3727 TRE1PSM

Towers Distr 2014 W Beaver St TRE1
 Westinghouse Elec 545 E 4 St V F Fox TRE1E2

LAKELAND

Radio Accessories See Orlando

MIAMI

Abbott Supply 20 N W 13 Ave E H Stein Buyer 82-7691 TRP
 Cain & Bultman Inc See Jacksonville
 DuMont Laboratories Allen B 418 S W 8 Ave H H Carver TR
 East Coast Radio 1932 N W Miami Court 82-1341 PSTRME1E2
 Electric Sales & Appl 1550 N E 2 Ave TRE1P
 Electronic Supply Co 61 N E 9 St A Seidler 9-4503 PSTR
 Emerson Radio of Fla. 131 N E 10 St Ray Friedman 2-4188 TRE1PS
 Flagler Radio Co 1068 W Flagler St R H Lehfeldt Pr 3-1425 TRPS
 General Electric 811 N W 1 C R Murphy Mgr 8-21521 TRE1E2P
 Graybar Electric Co 835 N W 1 Ave J E Powell Mgr 2-3168 TRE1E2
 Herman Radio Supply 1745 N E 2 Ave A J Solomon 3-0842 PSM*
 Household Appl Distr 150 N W 21 Theodore Pritikin 9-2431 TRE1
 Major Appliances 925 W Flagler St W D Rowlands O 3-5533 TRE1P
 Peaslee-Gaulbert Corp 152 N E 11 St See Louisville Ky
 Radio Parts Inc 325 N W 3 Ave E V Seidler Pr 2-7441 PSTR

Arvin Radio and Television

VISIBLE VALUE  *DISTRIBUTED BY:*

Malco Wholesalers 472 L St N W Hotsy Alperstein PR ST 4343 TRE1

Mid-Atlantic Appl 2046 N Va Ave N E LA 6-5500 TRE1E2
 Morris Sales Co Edgar 712 13 St N W ST 2777 TRE1E2
 Rucker Radio Wholesalers 1312 14 St N W L C Rucker MI 8554
 PSRM*
 Silberne Radio & Elec 3308 11 St N W Morris Silberman HO 7671 PS*
 Simon Distributing 615 Penna Ave N W J H Simon RE 2180 TRE1E2
 Southeast Radio Wholesalers 2027 Nichols Ave S E LU 4-5142 P

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Southern Wholesale 707 Endgewood St N E A L Nichols HU 3422
 TRMPSE1E2

Star Radio Co 409 11 St N W DI 4700 P
 Sun Radio 938 F St N W W M Pelz Buyer ME 3500 PSTR
 Washington Appliance Distr 1832 M St N W ST 9160 TR
 Washington Wholesale 2052 W Va NE ML Krewer LA 6-9100 TRE1
 Westinghouse Elec 1216 K St N W H C Lease NA 9700 TRE1E2
 Zamoiski Co Jos M 2122 24 Pl N E C J Zamoiski FR 9936 TRE1E2P

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Sea Coast Appliance 36 N E 21 Stanley Glaser 9-1761 TRMPSE1
 (Directory continued on page 126)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE

DISTRICT OF COLUMBIA

**WASHINGTON—Capitol Radio Wholesalers 2120-22
 Fourteenth St NW
 Rucker Radio Wholesalers 1312 14th St NW**

FLORIDA

DAYTONA BEACH

Hammond-Adams Inc 228 Volusia Ave See Orlando

FT. LAUDERDALE

Goddard Distr See W Palm Beach

FT. MEYERS

Kinkade Radio Supply See Tampa

GAINESVILLE

Alachua Radio & TV Supply 311 NW 13 St L S Zetrouer 4955 TRP
 Baird Hardware 101 E Main St C A Pound PR 8531 TRPSE1E2

JACKSONVILLE

Cain & Bultman Inc 335 E Bay St F M Bultman PR 5-9631 TRE1
 Empire State Distr 800 E Bay St Sam Green Owner 5-9641 TR
 General Electric 530 E Forsyth R R Barnes 3-9011 TRE1E2P
 Graybar Elec Co 12 & Main St W C Winfree 6-7611 TRPSE1E2
 Kinkade Radio Supply 1402 Laura St See Tampa
 Major Appliance 536 E 4 St 4-3330 TR
 Puthuff Co G Fetter 2231 W Beaver G F Puthuff 6-1591 TRE1E2
 Radio Parts 712 N Main St PS
 Southeast Audio Co 930 W Adams St 4-6372 PSTR

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Southern Hdw 11 S Newnan St R H Cowan PR JA3-5761 TRPSM

State Distr Co 700 E Union St 2-2800 TRE1

We serve the
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 service
 industry

Standard Brands Only

**RUCKER RADIO
 WHOLESALERS, Inc.**

1312 14TH STREET, N.W.
 WASHINGTON 5, D. C.
 MICH. 8559

1906 NO. MOORE STREET
 ARLINGTON 1, VA.
 OWENS 7903

8049 13TH STREET
 SILVER SPRING, MD.
 JUniper 7-6700

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feature **SPRAGUE**
 CAPACITORS

TV TROUBLE SHOOTER
Must have production line experience on tuners; good pay.
Franklin Wilford Corporation
63 1/2 31th St. Ithaca, N.Y.

TV SERVICE MAN
I want several smiling outside service men with cars. Good starting salary. \$3.00 per week. Call Mr. Terbor at Central, 34, 31st St. Ithaca, N.Y.

TELEVISION SERVICE MAN
Some experience. Call DAB (61) 1-4100

TELEVISION SERVICE MAN
With car. Must be experienced. Apply before 12.
3075 N. Irving St.

TELEVISION SERVICE MAN
Some experience. Call DAB (61) 1-4100

TV JUNIOR ENGINEER
Experienced on front end I. F. design. Handy with tools and model making. College or radio institute graduate.
11 HIRSH, El 1 1163

RADIO OR TV BENCHMEN
PERMANENT! GOOD CONDITIONS! apply if you have less than three experience on radio or TV repairs.
Central, 1230 Broadway at 73 St.

TV-RADIO SERVICEMEN
have car, able to make estimates in home. Top man wanted. Bee TV.
Central Ave. D-100

TELEVISION & RADIO MAN
Ex. d. AA-1 Radio & Appliance Repair, North MacArthur Drive, NY 10014

TV SERVICEMAN
nt job for man with gd background.
Call Mr. Roberts, BV 8-1177.

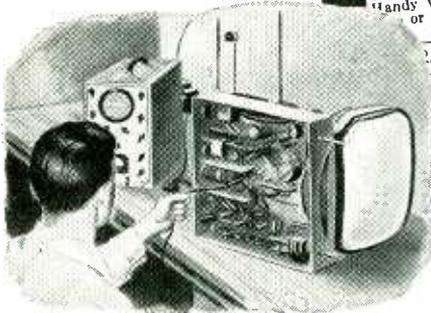
TV-RADIO MECHANIC
ly exp. High salary. Jackson 9 Westchester Ave. Mount.

MCH. SERVICE, CAR, HIGH
D. Agency, 1100 11th St. D-1002

GRAD, \$1 14 1/2 HR
no. 36 Hilltop (11th St.)
I. exp. experienced, bench I pay; steady

TELEVISION SERVICEMEN
Car. Top salary, car allowance; only men with 2 or more yrs exp apply. Also Television Benchman, top pay for expd man. Advancement.
Nathaniel Hill, 100 Central St. D-100

WANTED
2 EXPERIENCED TV INSTALLATION MEN
1 EXPERIENCED OUTSIDE SERVICE MAN
APPLY AT



GOOD JOBS waiting for trained TV servicemen

LOOK AT THE ACTUAL "HELP WANTED" advertisements above. They are typical of the opportunities now open to TV servicemen offering financial security and permanent employment.

operating a TV service shop of your own. Even in the Armed Forces your qualification as a TV serviceman will open the door for you to win rapid promotion and better pay.

on-the-job labor. Learn TV servicing from RCA engineers and experienced instructors—pioneers and leaders in radio, television and electronic developments.

PLENTY OF OPPORTUNITIES—NOW

As a trained and experienced TV serviceman, you may choose from several good-pay jobs with excellent futures.

Immediate and future employment opportunities cover a wide range. Installation or trouble-shooting of TV receivers in homes . . . bench technician in radio-TV service shops . . . inspector, tester and repairman with manufacturers of TV receivers . . . testing, analyzing and repairing with electronic instrument manufacturers . . . trouble-shooting and repairing with companies with military contracts for electronic equipment. If you prefer, you can be your own boss by

RCA INSTITUTES HOME STUDY COURSE TRAINS YOU TO QUALIFY

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Home Study Department RT-152
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Address _____
City _____ Zone _____ State _____

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FLORIDA (Continued) MIAMI (Continued)

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 VISIBLE VALUE  DISTRIBUTED BY:
 Thurow Distr 2207 N E 2 Ave TRE1P

Walder Radio 1809 N E 2 R J Schneider 3-2222 PSRM*
 Westinghouse Elec 11 N E 6 St H E Magann Br Mgr TRE1E2
 Wholesale Appliances Inc 965 S W 8 St J B Koger Pr 9-6161 TRE2M

ORLANDO

General Electric 523 N Garland R J Brindell 3-6407 RE1E2P
 Graybar Electric Co 533 W Central Ave H E Smmitter Mgr TRE1E2
 Hammond-Adams 9 S Terry St Grattan Hammond Jr Pr 2-5833 PS
 Radio Accessories Co 65 E Church St E C Ammerman 8909 PS

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 Thurow Distr Inc 625 W Central Ave Cecil Ritch Br Mgr TRE1P

PENSACOLA

Grice Radio Electronic 358 E Wright F G Grice 8-5894 PSRT
 Gulf Electric 115 E Gregory St C L Taylor 6146 PSMTRE1E2
 Hundley Distr 1110 N 13 Ave W W B Hundley 5457 TRPSME1E2
 Lewis-Bear Co 404 S Palafox St H V Lind Buyer 8-8558 RE1E2

ST. PETERSBURG

Cooper Radio Co 648 S 2 Ave C B Cooper Owner 7-7120 PSMTR
 Graybar Electric 1900 First Ave R L Monroe Mgr RE1E2
 Morley Electric Supply 1601 S 16 St See Sarasota
 Welch Radio Supply 408 9 St W D Welch Owner 7-8655 PSR

SARASOTA

Morley Elec Supply 944 Main St S E Benjamin 2718 PSE1E2

TALLAHASSEE

Arvin Radio and Television
 VISIBLE VALUE  DISTRIBUTED BY:
 Thurow Distr 739 Monroe St C V Pope Br Mgr 2-1263 TRPSE1E2

TAMPA

Byars-Forgy Inc 105 E Twiggs St W H Forgy M 1828 TRE1
 Cain & Bultman Inc See Jacksonville

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 Electric Supply 106 S Franklin St W J Pinkston 2-3745 RPSME1

Emerson Radio of Fla 209 S Franklin TRPS
 General Electric 512 S Morgan T H Cherry 2-1805 RE1E2P
 Graybar Electric 416 Ellamae St R S Robinson Mgr M-2601 RE1E2
 Kinkade Radio Supply 402 W Fortune St E T Kinkade Pr PSR
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 VISIBLE VALUE  DISTRIBUTED BY:
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Westinghouse Electric 417 Ellamae Ave E L Houston RE1E2

W. PALM BEACH

Goddard Distrs 1309 N Dixie N Goddard Buyer 2-2989 RE1E2M
 Thurow Distributors 308 S Olive St 8560 RPS

(Directory continued on page 128)

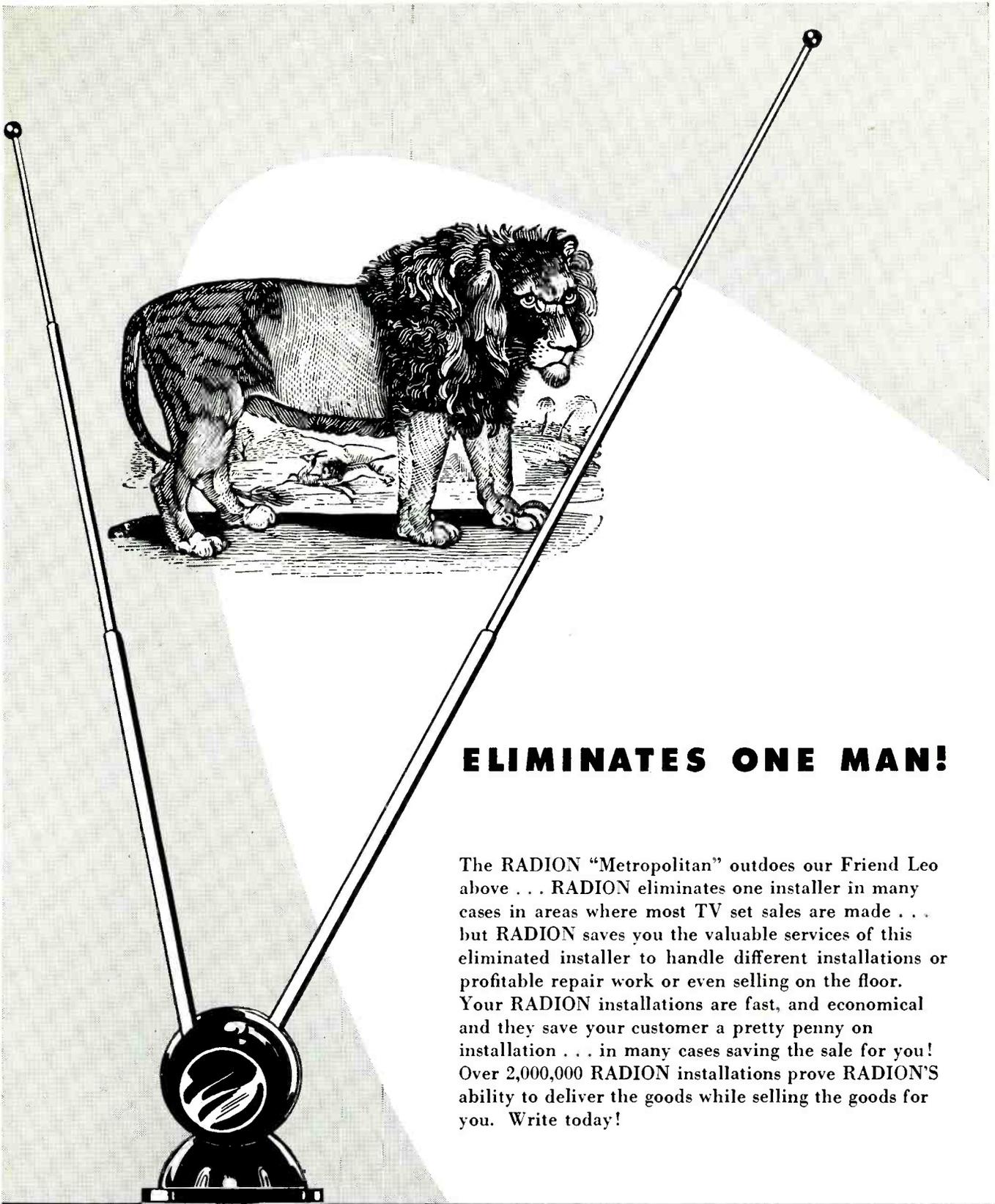
SYLVANIA DISTRIBUTORS AT YOUR SERVICE

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DAYTONA BEACH—Hammond-Adams 228 Volusia Ave
 FORT LAUDERDALE—Goddard Dist Inc 2113-15 S Andrews Av
 JACKSONVILLE—Kinkade Radio Supply 1402 Laura St
 Thurow Distributors Inc 15-17 E Church St
 LAKELAND—Radio Accessories Co 1054 S Florida Ave
 MIAMI—Emerson Radio of Florida 131 N E Tenth St
 Radio Parts Inc 325 NW 3rd Ave
 Thurow Distributors Inc 2207 N E 2nd Ave
 Walder Radio & Appliance Co 1809 N E 2nd Ave
 ORLANDO—Hammond-Adams Box 3182
 Radio Accessories Co 71 East Church St
 Thurow Distributors Inc 129-131-133 S Court St
 PENSACOLA—Grice Radio & Electronic Supplies 358-360 E Wright Street
 Gulf Electric Supply Co 115-117 E Gregory St
 TALLAHASSEE—Thurow Distributors Inc P O Box 962
 TAMPA—Emerson Radio of Florida 209 S Franklin St
 Radio Accessories Co 135-37 S Franklin St
 Thurow Distributors Inc 134-136 S Tampa St
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 Active and Intelligent
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we've done our best
 but 99.44% is not good enough
 for the Distributor Directory
 In the compilation of this 1952 Distributor Directory, we have questionaired the field three times with excellent results. Any omissions are unintentional—due to the failure of distributors to return our questionnaire or otherwise verify their activity.
 In directory publishing we try to be perfectionists so we suggest that it is not too soon to think about the next Distributor Directory.
 In the very few cases where there may be an omission or an error in this edition, let us know NOW. With your cooperation, the next Distributor Directory will be 100% complete and accurate.
 CALDWELL-CLEMENTS, INC., 480 Lexington Ave., New York 17



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The RADION "Metropolitan" outdoes our Friend Leo above . . . RADION eliminates one installer in many cases in areas where most TV set sales are made . . . but RADION saves you the valuable services of this eliminated installer to handle different installations or profitable repair work or even selling on the floor. Your RADION installations are fast, and economical and they save your customer a pretty penny on installation . . . in many cases saving the sale for you! Over 2,000,000 RADION installations prove RADION'S ability to deliver the goods while selling the goods for you. Write today!

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ALBANY

Specialty Distr Co See Atlanta
Stewart's Radio 107 N Jackson St J C Stewart 1654 PRS
Westinghouse Electric 610 N Washington H L Edge Jr REIE2

ATLANTA

Atlanta Phonograph Co 27 Pryor St SW J C Leuttrell WA 3380 PSM
Beck & Gregg 217 Luckie St NW WA-2010 REIE2P
Brown Distr 731 Glen St SW 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 S M WA 8640 TR
Crosley Distributing 251 Spring St SW L R Taylor AL 3501 TRE1

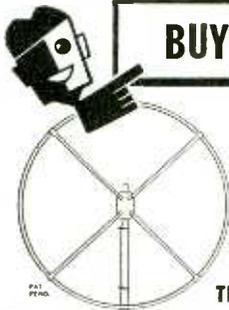
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Edwards-Harris Co 258 Peachtree NW E H Edwards LA 5668 TREIE2
Electrical Whole 229 Whitehall SW F H Dendy CY 3431 TREIE2
Garvin Electric Co 69 Forsyth St NW BJ Garvin PS
General Electric 172 Haynes St SW D M Clarke Jr MA 3811 TREIE2P

Arvin Radio and Television
VISIBLE VALUE  DISTRIBUTED BY:
Georgia Appliance 1405 Spring NW H Thomas Pr AL-8805 TREIE2P

Georgia Distrs 754 Ponce de Leon Pl NE H H Hurt Pr EM-5681 TRE1
Gilham Electric Co 10 Peachtree St NE TR
Graybar Electric 333 North Ave NW A D Hammond Mgr TREIE2
Hopkins Equipment 418 W Peachtree Allen Crook CY-8505 TRE1
Kenrow Inc 451 Bishop St NW W F Mann VP EL-7373 TRE1
Peaslee-Gaulbert Corp 300 Peters SW AL 8611 TREIE2
Schiffer Distr 316 Ivy St NE M S Schiffer Owner LA-8656 TRME1
Southeastern Radio Parts 400 W Peachtree W M Grigsby 3-6488 PS
Specialty Distr 425 Peachtree M E Warren Buyer AT-4406 PSR
Westinghouse Electric 1299 Northside Dr NW L G Hardy TREIE2
(Directory continued in next column)

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AUGUSTA

Prestwood Electronics 708 Reynolds St J G Sizemore 4-5444 PSTR*
Specialty Distributing See Atlanta

COLUMBUS

Radio Sales & Service 1326 First Ave 2-0482 PSTR*

MACON

Hatcher Co A S 586 Third A S Hatcher Jr Pr 3-5464 TRPME2
Heath Distr 243 Third St W F Buford Buyer 5-6565 PS
Specialty Distr 513 Arch St See Atlanta
White Radio Guy 654 Mulberry Guy White Owner 6077 PSTR

SAVANNAH

General Electric 301 E Bay St C H Roberts Mgr 4-2231 REIE2P
Graybar Electric 2601 Whitaker St W B Owens Mgr REIE2
Peaslee-Gaulbert Corp 532 Indian St REIE2
Ray Distr 2517 Bull St F A Ray Owner 4-7224 TREIE2
Southeastern Radio Parts 38 Montgomery St See Atlanta
Specialty Distributing 223 E Broughton St See Atlanta
Tuten & Long 410 E Bay St R Tuten PS
Westinghouse Elec 580 Indian St F B Hickman Br Mgr REIE2

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DIVISION OF RADIO CORPORATION OF AMERICA

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Yancey Co 666 Indian Jack King 4-1611 TRME1PS

(Directory continued on next page)

9 1/2 out of 10
TV Fuses are 

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AT TRAFFIC BUILDER PRICES + QUALITY + STYLE

DEAN claims no "firsts" nor "awards"
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GEORGIA

ALBANY—Specialty Distributing Co 104 Pine Street
 ATLANTA—Beck & Gregg Radio Co 217 Luckie St NW
 Electrical Wholesalers Inc 229 W Whitehall St
 Garvin Electric Co 69 Forsyth St NW
 Georgia Appliance Co 1405 Spring St NW at 18th St
 Specialty Distributing Co 425 Peachtree St NE
 AUGUSTA—Prestwood Electronics Co Inc 708 Reynolds
 Specialty Distributing Co 644 Reynolds St
 COLUMBUS—Radio Sales & Service Co 1326 First Ave
 MACON—Specialty Distributing Co Inc 513 Arch St
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IDAHO

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Bintz Co W H See Salt Lake City Utah
 Craddock Radio Supply 1522 State St R V Craddock 4948 PSRM*
 Earl Inc Glenn See Salt Lake City Utah
 General Electric Supply 618 S 4 St M MSaville Mgr 4343 RE1E2P
 Graybar Electric 14 & Idaho Sts L M Smith Mgr RE1E2
 Idaho Hdw & Plumbing P O Box 547 R
 Kopke Electronics 119 Peasley St H E Kopke 7208 PS*
 Strevell-Paterson 126 SW Temple G A Rogers Pr 4-6461 RE1E2
 Westinghouse Electric 710 Front St F T Stephens 7611 RE1E2
 ZCMI Wholesale Distrs See Salt Lake City Utah

IDAHO FALLS

Schwendiman Distr 380 E St Rex Schwendiman Owner 2470 W RPS

POCATELLO

Billmeyer's Wholesalers 240 S Arthur C G Billmeyer 698 RPE1E2
 Bintz Co W H See Salt Lake City Utah



IDAHO

BOISE—Kopke Electronics Company 119 Peasley St
 POCATELLO—Billmeyers-Wholesalers 240-248 S Arthur

ILLINOIS

ARLINGTON HEIGHTS

Mykroy Inc Arlington Airport W E Simpson Buyer 2233 PS

AURORA

Pioneer Radio Supply 103 S LaSalle St P

BELLEVILLE

Lurtz Electric 210 N Illinois St E C Lurtz Owner 942 PSTRE2*

BENTON

Lampley Radio 802 N McLeansboro V R Lampley O 105W PSRM

BLOOMINGTON

Alverson Sales 208 E Front St H L Alverson 2838-O P*
 Arbuckle Electronic J W 626 W Oakland J W Arbuckle 5323-0 PS
 Reed Atlas Sales Inc 216 E Grove St P

CALUMET CITY

Chaunceys Inc 136 Pulaski Ave TO 2-5688 PS*

CARRIERS MILLS

O'Keefe Distributing Clyde O'Keefe Pr 2321 TRE1E2

CHAMPAIGN

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 Radio Doctors 340 N Hickory PS

CHICAGO

Allied Radio 833 W Jackson Blvd A D Davis Pr HA 1-6800 PSTRM*
 Alter Co Harry 1728 S Michigan Ave WA 2-3250 TRPSE1
 Appliance Distrs 444 Lake Shore Dr WH 4-2800 TRE1

Arvin Radio and Television
 VISIBLE VALUE DISTRIBUTED BY:
 Arvin Distrs 150 N Wacker Dr W E Skinner FR 2-5873 TRE2
 (Directory continued on page 131)

"First aid" to distribution

1952 DIRECTORY OF REPRESENTATIVES
 (Radio, Television, Electronic and Electrical Equipment)

A nationwide listing of manufacturers' representatives who specialize in the marketing of engineering, merchandising and servicing products. Published annually in RADIO & TELEVISION RETAILING and TELE-TECH.

1952 DISTRIBUTOR DIRECTORY
 of the Radio-Television-Electronic-Appliance Industries.

A guide for manufacturers seeking new or wider distribution and a where-to-buy for retailers and servicemen. Published in this issue of RADIO & TELEVISION RETAILING.

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 for the JOB!

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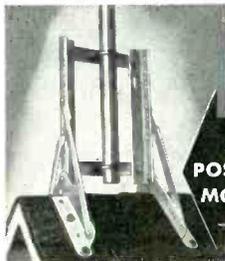


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Easily mounted on hanging rafters or trim boards of eave. Eliminates need for drilling into brick or masonry walls. Ideal for buildings with extended roofs. Hot dip galvanized.

Available in 3 sizes:

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A strong, self supporting mount for peak, slope, side wall, corner or flat mountings. Positive locking braces eliminate need for guy wires in many installations. No blocking or shimming necessary.

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The KENCO Parapet Mount gives positive anchorage to apartment house walls without damage to building. Powerful clamping action insures safe installations. Shipped assembled. Quickly installed. Hot dip galvanized.

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Thanks again—and we anticipate a bigger and better New Year.

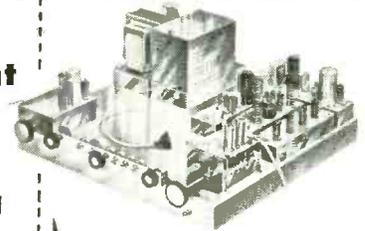
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The Junior Juke Line and Portable Phonographs

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**exclusive
 advancement
 in
 television
 engineering**



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... FOR MODERNIZATION—All new developments, like U.H.F., can be easily incorporated in units at a minimum of added expense.

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Finest TV Reception



**the Hi-Lo
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*U. S. Patent No. 2,495,579
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Belmont Distr 153 W Huron W K Truckenbroad Pr WH 4-1300 TR
 Bercraft Corp 4440 N Clark B W Citron Owner LO 1-8996 TRE1E2
 Bowman & Co J G 515 E 75 St J Gillett TR 4-8070 PSTR*
 Broadwin Rad & TV Parts 5004 Bway UP 8-6060 PS
 Chaunceys Inc 4737 W Chicago Eugene Butcher Buyer ES 8-0830 PS*
 Chicago Radio Apparatus 415 S Dearborn G E Joyce Pr HA 7-2276 PS
 Chicago Radio Prod 5453 S Halsted R M Shlaes PSM
 Clayton Radio 2749 N Ashland T Dopke Owner GR 7-1075 PSTR
 Concord Radio 901 W Jackson Blvd S J Novak Pr HA 1-0422 PS
 Cooper Jr Inc R 836 S Canal St WA 2-7000 TRPE1E2
 Electric Supply 701 W Jackson AN 3-5225 TRE1E2
 Electronic Expeditors 225 N Wabash D J Berns AN 3-0841 PS
 General American 42 W Cermak Rd Max Schultz DA 6-5020 TRE1
 Graybar Electric 850 W Jackson Blvd W E Guy CA 6-4100 TRE1E2
 Green Mill Radio 145 W 111 St PU 5-9840 PSTR
 Howard Electronic 3149 W Fullerton A Schechter EV 4-1545 PSM
 LaSalle Distr 155 E Grand 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 D Pollacheck AV 3-4800 PSTM
 Mann Co H U 1230 W Jackson Blvd H U Mann Pr TA 7-5100 TRE1E2
 Midwest Electronics 6907 N Western W C Braun Jr Owner PS*

(Directory continued on page 132)

**PHONOGRAPHS • RADIO
 TV ACCESSORIES
 TUBES • BATTERIES**

Specializing in replacement needles
 and cartridges of all types.

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"The Store of Friendly, Personal Service"

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NICK FRANCIS [LEFT TO] BEN KAPLAN
 FRAN CAREY [RIGHT] DAN SKORD
 ABOVE]

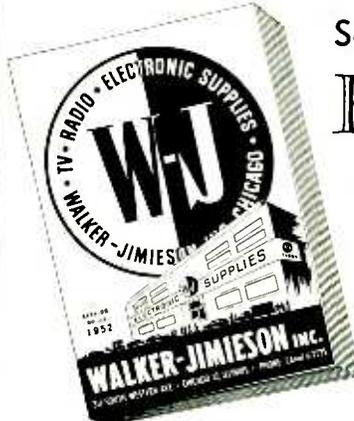
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ILLINOIS



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ILLINOIS (Continued)

- Morts Radio Shack 630 W Randolph ST 2-3868 PSMTRE1E2
- Motorola-Chicago 1330 W Washington Blvd TA 9-8800 TRE1
- Nash-Kelvinator Sales 666 N Lake Shore Dr WH 4-2400 TRE1
- National Model Distrs 2516 N Greenview Ave D1 8-8100 PS
- National-Porges 210 W Madison R Gessel Buyer DE 2-3811 RE1E2
- Nation Wide Radio 572 W Randolph St DE 2-6509 PS
- Newark Electric 323 W Madison St Sam Poncher Pr ST 2-2950 PSR
- New World Distr 540 N LaSalle S Luckman Pr MO 4-3434 TE1
- Olson Radio Warehouse 621 W Randolph St DE 2-5226 PS
- Olympic of Chicago 66 W Ohio St Jack Haizen Pr WH 4-6740 TR
- Pillico Distrs 548 N Lake Shore Dr A Tepper SU 7-2525 TRE1E2
- Pilgrim Distr 910 W Jackson Blvd R Fuentes Buyer MO 6-7065 PSM
- Pioneer Radio Supply 1921 W Belmont G Gromnes BU 1-8720 PS
- Radio Parts Co 612 W Randolph St R H Ceaser DE 2-2530 P*



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(Directory continued on page 134)

Mid-West Associated, Inc.

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**NATIONAL UNION
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Avoid Costly Delays



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CHICAGO 51, ILLINOIS
Estbrook 8-0830

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CHICAGO 20, ILLINOIS
HUDson 3-7670

136 PULASKI RD.
CALUMET CITY, ILLINOIS
Torrence 2-5688

1908 CENTRAL ST.
EVANSTON, ILLINOIS
Davis 8-5670

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" 7-2066

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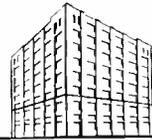
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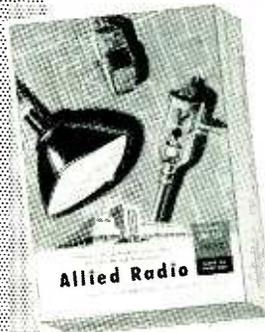


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Radio Parts Outlet 4305 Lincoln Ave D Skord WE 5-7781 PSRM
Radio Television 4343 W Armitage W L Burge HU 9-3311 PS
Remco Inc 545 N LaSalle R E McGreevy Owner SU 7-9560 TRE1
Sampson Co 2244 S Western Peter Sampson Pr VI 7-6363 TRE1M
Schulman Co S E 512 S Michigan Ave WA 2-3080 TR
Sentinel TV Sales 401 N Leavitt St L S North Pr MO 6-6110 TR
Star Electronic Distr 7734 S Halsted J E Snyder Buyer HU 3-8440 PS
Stewart-Warner Sales 1826 Diversey Pkwy GR 2-5080 TR
Stromberg-Carlson Sales 315 E Grand Ave J A. Frye SM RH 4-2111 TR
Television Distrs 401 N Leavitt St W A Cox Pr MO-6110 TR
Triangle Industries 600 W Adams St B N Cohn AN 3-5060 TRE1E2
U S Radio TV 6602 S Ashland P R Lachman Pr WA 5-4111 PS
Walker-Jimieson 311 S Western R E Walker Pr CA 6-2525 PSTR*
Westinghouse Elec 113 N May St T S Fremont TA 9-5000 TRE1E2
Whitehall Distrs 506 N Dearborn WH 4-3344 TR
Zenith Radio Distr 912 W Washington C F Parsons GM HA 1-7474 TR

DANVILLE

Allen Electric 18 E North St N E Reed Buyer 408 PST
Westinghouse Electric 603 N Gilbert St D L Knight TRE1E2

DECATUR

Crum Distr 260 E Wood St R R Crum Owner 3-7776 TRE1E2S
Loughnane & Co 802 N Water A P Loughnane 2-4187 PSMTRE1
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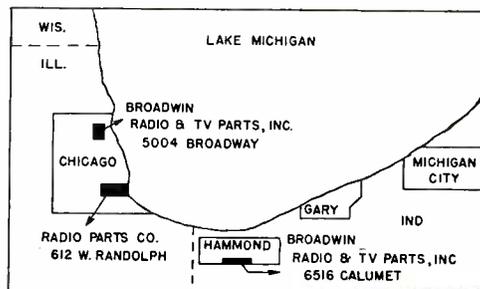
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- EVANSTON
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OAK PARK

Melvin Electronics 306 Madison St VI 8-3960 PS

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Bernard Distr State at Water St B Venezky 6-7697 TRM
 Graybar Electric 704 S Adams St W W Smilde Mgr E1E2
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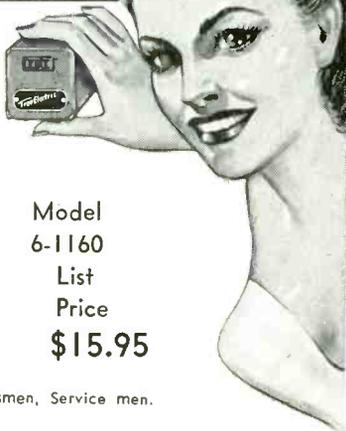
Klaus Radio & Elec 707 Main St Henry Klaus 4-8274 TRPSME1E2
 (Directory continued on page 137)

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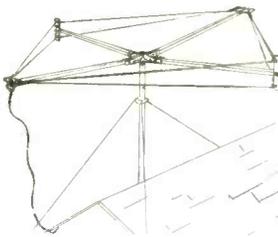


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Rohn Electronic 2108 Main St D Rohn 4-9156 TRE1
 Ross Radio 1915 Main St P
 Warren Radio Co 801 S Adams St PS
 Westinghouse Electric 2800 N Adams St J M Robinson TRE1E2
 Williams Inc 828 S Adams St 3-4446 TRM1E2
 Yeomans Distr 734 Main St A M Yeomans Owner 6-4626 TRPSME2

QUINCY

Cooper Supply 935 Main St R L Cooper 237 P
 Quincy Electronic 310 Hampshire PSM
 Tenk Hdwe 121 S 5 St D F Hessing Buyer 60 RE1E2

ROCKFORD

Del Distrs 810 22 St O E White 4-9516 PSTR
 General Electric 810 20 St S E Smith Mgr 5-0551 TRE1E2P
 H & H Electronic Supply 510 Kishwaukee St 5-4625 E A Hubbel PS
 Mid-West Associated 506 Walnut A F Ahlstrand 4-5843 PSMTR
 Superior Radio Parts Co See Racine Wisc
 Westinghouse Electric 323 S Main R E Goll Br Mgr TRE1E2

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 Frankel Television 2532 5 Ave 6-4488 TRE1E2
 Schmiers Distr 228 18 St T
 Tri City Radio 1919 4 Ave Max Laity Owner 8-5681 TRPSME1*

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SPRINGFIELD

Bruce & Co Harold 120 N 1 Ave PS
 General Electric 1007 E Jefferson W R McCauley 3-4509 TRE1E2P
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 Wilson Supply 108 W Jefferson G E Wilson Owner 7845 PSTR*

STERLING

Hardware Products Locust St O W Small Mgr MA 70 TRE1E2

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 Castrup Radio Supplies 1014 W Franklin P H Castrup 2-7618 PSTRM
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 Graybar Elec Co 1709 E Columbia S N S Muse Mgr TRE1E2
 Ohio Valley Sound 11 N W Riverside 5-9243 PSTR
 Small & Schelosky Penn & Market A P Schlimmer SM 2-4112 TRE1E2
 Wesco Radio Parts 428 Penn St E O Hoff 2-2141 PS
 Westinghouse Elec 201 N W 1st J D Haynes Mgr TRE1E2

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 Allen K-F Motors Inc 1720 S Harrison St H R Nash VP H-3328 TR
 Appliance Merchandisers 802 Hayden M E Kumle E-7377 TSE1E2
 Ft Wayne Electronics Supply Inc 223 E Main St PSTR
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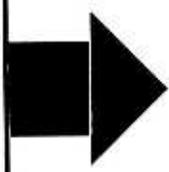
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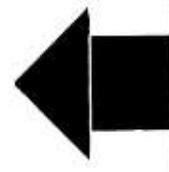
National Mill Supply 207 E Columbia St H C Dettmer TR

Pembleton Labs 236 E Columbia St F W Pembleton E-1812 PSR
 Protective Elec Supply 130 W Columbia A C Spiegel A-9331 TRPE1E2
 Radio Equip 1817 E Wayne J H Sunderlin Pr A-4226 TRE1E2P
 Ross E-ngr Co 236 W Main St K D Ross Owner A-2433 PS
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GARY

Cosmopolitan Radio 524 Washington St E Gonzales Pr GA-7746 PS
Eng'g Spec 900 W Ridge Rd D W Kirtland Buyer 4-1117 TRE1
R-B Distr Inc 3763 Bway Robert Rice Pr GA-3 5731 PTR
Sa-Clar Distr 620 W 5 Ave R C Hasler 7638 TRME1

HAMMOND

Broadwin Rad & TV Parts Inc 6516 Calumet PS
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Fulmer Arthur of Ind 962 Ft Wayne Ave H T Endicott Mgr TR
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 Graybar Elec 1300 W 16 St T H Beecher Mgr AT-2351 TRE1E2
 Griffith Distr 321 W Maryland St IM 5486 TRE1E2
 Hoosier Radio Supply 701 N 111 St H R U11 LI-3010 PS
 Indiana Distr 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 Distr 460 S Meridian St PTR
 Meunier Radio Supply 524 N 111 St F J Meunier LI-8884 PS
 Peaslee-Gaulbert 1401 Stadium Dr H T Litteral IM-3371 TRE1E2M
 Peerless Elec 122 S Meridian H E Rasmussen Pr RI-2361 TRE1
 Radio Distr 1013 N Capitol St LI-2441 PSTRM
 Radio Equip 1010 Central Av H A Hollibaugh VP RI-6453 TRE1E2M
 Rodefeld Co 614 N Capitol Ave A H Rodefeld PR LI-8331 TRPSE1E2
 Sanborn Elec Co 311 N 111 St E J Wadleigh PL-9584 TRE2
 Terre Haute Radio 912 N 111 St LI-8970 PSTR
 Western Distr Co 938 N Meridian RI-8301 TR
 Westinghouse Elec 139 S Penna T V Wake MA-3301 TRE1E2

KOKOMO

George's Electronics 125 N Buckeye St W E George Owner 6771 PSM

LAFAYETTE

Holmes Radio & Supply 627 Main St H B Holmes PR 3498 PSTRM
 Lafayette Radio Supply 408 E North St Robert Hiatt Mgr 5217 PSTR

MARION

Mobile Radio Supply 610 N Baldwin St H W Oliver 5734 PS
 Myers Radio Supply 115 W 22 St J W Myers Owner 1357 PS

MUNCIE

General Elec 204 E Willard St P D Loser Mgr 6614 TRE1E2P
 Radio Supply of Muncie 305 N Madison A L Braun Owner 7351 PSTR
 Standard Radio Parts 1104 S Walnut St H K Fisher 8522 PSTRM

PERU

Clingaman Radio 814 W Main St Cecil Clingaman 9151 PSTRM

RICHMOND

Fox Electronics Co 711 S 9 St Forrest Fox Owner 2-4676 PS
 Radio & TV Distr 717 S 5 St V Ballman 2-4752 PS
 Rinehart Inc 511 Main St B D Rinehart Byer 2-2581 PSTSE2
 Rodefeld Co 96 W Main St 2-4088 TRPSE1E2
 Wayne Auto Supply 1013 Main St TR

SOUTH BEND

Cloud Bros 110 E Western Ave R M Cloud 6-0395 TRE1E2
 Calfax Co 802 S Main St Richard Augustine 6-5548 PSTR
 Commercial Sound 528 E Colfax Ave A E Kester PR 3-9394 PS
 Femco Distributing 1603 Prairie Ave F E Miholich 4-3116 TR
 McCaffrey Co 216 Wayne St J J McCaffery Pr TRE1E2
 Medema & Sons P J 1508 Mishawaka Ave P J Medema 1-4444 TRE2
 Radio Distr Co 432 S Carroll I H Bouchard 6-0375 TRPSM
 Radio Equip 1202 S Lafayette J H Sunderlin PR 6-7161 TRE1E2
 Republic Elec 1126 S Lafayette H W Schoenduve 6-2493 TRE1P
 Ridge Co 315 W Jefferson E L Ridge Pr 4-3143 TRP
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Advance Elec 545 N 6 St R H Taylor SM TRP
 Archer & Evinger 1348 Wabash Ave R E Archer C-7757 PSTR
 Hulman & Co 9 E Wabash Ave V E Lamb Buyer C-4334 TRE1E2
 Terre Haute Radio 501 Ohio St Chas Goss Prop C-4772 PSTR
 Walker Elec Supply 124 S 3 St Joe Walker C-1385 TRPE1E2

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(Directory continued on next page)

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FORT WAYNE—Warren Radio Co 1716 S Harrison St
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BURLINGTON

Crescent Electric Supply St See Dubuque
Union Supply Co 209 Front St C E Anderson Pr 7270 TRPSME1E2

CEDAR RAPIDS

Crescent Elec Supply 601 1 St NE See Dubuque
Gifford-Brown Inc 106 1 St SW Kenneth Brown PSTR*

COUNCIL BLUFFS

World Radio Labs 740 W Broadway L I Meyerson Owner 7795 PSR*

DAVENPORT

Crescent Electric Supply 505 Pershing Ave See Dubuque
Federal Distributing 736 Federal St Wm Brown TRE1
Graybar Electric 206 E 5 St E L Johnson Mgr TRE1E2
Havercamp Co 402 E Locust St John Havercamp Pr 3-1857 PST
Midwest-Timmermann 114 Western Ave 3-1801 TRE1E2P*
Onthank-Davidson 726 Federal F E Davidson 7-5288 TRE1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
RCA Victor Distr 1235 W 5 St Kermit Magers 7-9189 TRPSM

Sieg Home Supply 312 E 5 St R R Englehard Pr 3-3645 TRE1

Arvin Radio and Television
VISIBLE VALUE DISTRIBUTED BY:
Tri-City Radio Supply 320 E 4 St Max Laity Buyer TRPS

Westinghouse Elec 402 E 4 St R F Baumgartner Br Mgr TRE1E2

DES MOINES

Bi-State Distr 2 10 St 8-4868 PE1TR
Brown-Camp Hdwe 1 & Elm Sts W L Englebrecht VP 4-5131 TRE1
Brown Heating & Equip 616 E Grand Ave TR
Consumer 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 D D Gifford Pr 3-1257 TRPSM*
Graybar Electric 24 11 St D M Hitchcock Mgr E1E2
Hawkeye Sales Co W R Clark 2-5656 TRE2
Iowa Radio Corp 1212 Grand Ave L M Tesdell Pr 2-8197 PSR*
Kline Distributing 30 & Hickman Rd TRPS
Mid-State Distributing 616 Locust St Jack Silverman Pr 4-1811TR
Midwest-Timmerman Co See Davenport
Onthank Co G W 10 & Mulberry Sts G W Onthank TRE1P

Arvin Radio and Television
VISIBLE VALUE DISTRIBUTED BY:
Radio Trade Supply 1224 Grand Ave C Lassaux Mgr 4-8909 TRPSM*

Roycraft Iowa Co 1520 Walnut St 3-4255 TRE1E2
Schneiderhahn Co A A 319 SW 5 St E C Cummersbach Pr TRE1



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Sidles Co 912 Locust St C A Marvin Mgr 4-2245 TRE1E2

Sorenson Co H E 100 SW 1 St H E Sorenson 4-6267 TRE1E2PS
Westinghouse Electric 1400 Walnut St N A H Jelte TRE1E2

DUBUQUE

Boe Distributing 498 N Grandview N H Boe Owner 1492 PSTRM*
Crescent Electric Supply 765 Iowa St C J Bockes Mgr TRE1E2
Renier Radio & TV 531 Main J J Renier Buyer 2-5529 TRPSME1

FORT DODGE

Ken-Els Radio Supply 501 1 Ave N E E Stinagel WA 3880 PSTR*

NEW LONDON

Burkhart & Co Forrest Burkhart 40 TRPS

OTTUMWA

Friday-Lynch Radio Co 429 W 2 Harry Lynch Owner 7138 TRPS

SIoux CITY

Brown Radio Supply 3332 Concordia Dr K R Brown 7-1179 P
Crescent Electric Supply 308 Iowa St See Dubuque
Dukes Radio 209 St W O Ducommun Owner 5-5056 TRPS*
Gustafson Co E J See Sioux Falls S Dak
Knapp & Spencer Co 3 & Nebr Sts TR
McDonald Av Co 110 4 St F W Hammer 8-5576 TRE1
Power City Radio See Sioux Falls S Dak
Westinghouse Electric 1005 Dace St D A Dickey Br Mgr TRE1E2

WATERLOO

Crescent Electric Supply 720 Water St See Dubuque
Cutler Hardware Co 400 Sycamore St TR
Farnsworth Radio & TV 623 Jefferson G G Farnsworth 6682 PSMTR
Ray-Mac Supply Water St Harvey Rayburn 3-3919 PSTR*
Westinghouse Electric 300 W 3 St J R Boeger Br Mgr TRE1E2

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✓ 1952 DIRECTORY OF REPRESENTATIVES

(Radio, Television, Electronic and Electrical Equipment)

A nationwide listing of manufacturers' representatives who specialize in the marketing of engineering, merchandising and servicing products. Published annually in RADIO & TELEVISION RETAILING and TELE-TECH.

✓ 1952 DISTRIBUTOR DIRECTORY

of the Radio-Television-Electronic-Appliance Industries.

A guide for manufacturers seeking new or wider distribution and a where-to-buy for retailers and servicemen. Published in this issue of RADIO & TELEVISION RETAILING.

CALDWELL-CLEMENTS, INC., 480 Lexington Ave., New York 17



IOWA

BURLINGTON—Union Supply Co 4th & Washington Sts
CEDAR RAPIDS—Gifford-Brown Inc 106-108 1st St SW
DES MOINES—Gifford-Brown Inc 1216 Grand Ave
Radio Trade Supply Co 1224 Grand Ave
H E Sorenson Co 100 S W First St
DUBUQUE—Boe Distributing Co 498 N Grandview Ave
SIOUX CITY—Duke's Radio Co 200 Sixth St

KANSAS

ATCHISON

Blish Mize & Silliman Hdw Co F S Johnson TRE1

HUTCHINSON

Wholesale Elec Supply 1019 E Ave A E I Rounkles 4156 PS

KANSAS CITY

Gaines Co John G 2201 Grand Ave John Gaines Owner BA-4888 TRE1

PITTSBURG

Pittsburg Radio Supply 212 S Bway PS

SALINA

Four State Radio & Supply 227 Santa Fe St PS
Western Distr S H Byquist 7-0561 PSTRM1E2

TOPEKA

Acme Radio Supply 516 Quincy St PS
Costelow Co J A 125 Kansas Ave 3-6598 PSRM
Overton Elec Co 522 Jackson S D Thacher Pr 3-3261 PSMTRM*
Thompson Hdw Co Wal 229 Kansas Ave TRE1

WICHITA

Amateur Radio Equip 1203 Douglas E R McCorkle 4-3579 PSTR*
Associated Industries See Seattle Wash
Excel Distr 118 W 2 St H H Plunkett 4-4783 PSTRE2*

Arvin Radio
VELVET VOICE DISTRIBUTED BY:
Foraker Distr 110 E 2 St H F Foraker 4-6844 RME1E2

(Directory continued on next page)

KANSAS (Continued)

General Electric 801 E 1 St J H Tietze 5-0620 TRE1E2P
 Graybar Elec 424 N Rock Island Ave E F Linnerson TRE1E2
 Hennigh's Inc 436 S Emporia O W Hennigh Pr 7-3273 TRE1
 Interstate Elec Supply 230 Ida J D Pottenger 4-6318 PSTRME2*
 Jenkins Wholesale See Kansas City Mo
 Long S A 232 N Market St I J Richardson Buyer 3-2271 TRE1E2
 Loyal Distr 225 N Water St J C Jennings GM 3-7211 TR
 Mayflower Sales Co See St Louis Mo
 McClelland Sound 229 W William H W McClelland 444-55 PSR
 Motor Radio Co Inc See Kansas City Mo
 Radio Supply Co 1125 E Douglas D F Wyatt Owner 7-5218 PSTR*



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

RCA Victor Distr 351 N Water G Bahl GM 7-1156 TRMPS

Siebert & Willis Inc 149 N Rock Island TR
 Westinghouse Electric 233 S St Francis Ave H A Smock TRE1E2
 Wichita Bldg Mat 418 Commerce R K Nighswonger 3-4256 TRE1E2



KANSAS

SALINA—Western Distributors 227 N Santa Fe
TOPEKA—The Overton Electric Co Inc 522 Jackson St
WICHITA—Interstate Electronics Sup Corp 230 Ida St

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WESTERN DISTRIBUTORS

KENTUCKY

ASHLAND

Ashland Radio Supply Co 2125 Winchester Ave 3125 PS

BOWLING GREEN

Crescent Radio Supply 212 W 10 St A D Cartwright 9722 PSRM

GLASGOW

Crescent Radio Supply 222 Leslie Ave 449 PS

HARLAN

General Elec Supply Hoskins St J E Brumbach Mgr 815 RE1E2P

LEXINGTON

Electronic Distr Inc 134 W 3 St C E Frazier Pr LD 37 PSTR
 General Elec 309 N Ashland Ave M McKinney 2-1887 TRE1E2P
 Ky Radio Supply 376 E Main St PSTR
 Radio Equip Co 480 Skain Ave J R Pike Mgr 3-1577 PSTR1E2*
 Tafel Elec & Supply Winchester Pike See Louisville

LOUISVILLE

Burks Co P I 911 N Bway P I Burks JA-7323 PSM
 Cooper-Louisville Co 305 W Main St M M Scott AM-1686 TRE1
 Electric Appl Distr 1601 S 1 St E A Carney Pr CA-1461 TRE1



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Ewald Distr Co Inc 309 S 9 St G R Ewald JA-8227 TRE1E2PSM

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 Elec 2311 S Brock J A Hayden S M CA-3651 TRE1E2P
 Graybar Elec Co 624 Myrtle St C H Brown Mgr TRE1E2
 Kentworth Corp 726 W Main St AM 1806 TRE1E2
 Otis-Hiaden Co 527 W Main St L C Spillman Pr TRE1E2
 Peaslee-Gaulbert 226 N 15 J A Means PR JA-7221 TRE1E2M
 Peerless Electronic Equip 912 S 2 St J F Baines VP JA-0295 TRPS*
 Price Distr 131 W Main St J A Price JA-4396 TRE1E2
 R-K Distributing 801 W St Catherine R B Knollenberg JA-5349 PS



Sutcliffe Co 609 W Main St J Gerber TRE1M
 Tafel Elec Supply 329 W Main St Paul Tafel Jr TRE1E2S
 Universal Radio Supply 533 S 7 W R R LaVielle JA-1413 PSTR*

NEWPORT

Apex Distr 506 York St J D Roell AX 1949 PSTRME2

OWENSBORO

Central Electronics Supply Co 600 N 3 St Ed Stanley 3-6927 PS
 Peerless Electronic Equip See Louisville

PADUCAH

General Electric 301 S 2nd St W H Maxwell Mgr 447 RE1E2P
 Strickland Distr Co 113 N 2 St I H Strickland Owner 734 TRE1E2
 W Ky Electronic Supply 1205 Bway C H Hall Owner 4503 PSR



KENTUCKY

LEXINGTON—Kentucky Radio Supply Co 376 E Main St
LOUISVILLE—P I Burks & Co 911 W Broadway
NEWPORT—Apex Distributing Co 506 York Street
PADUCAH—West Kentucky Electronic Supply Co 1207 Broadway

LOUISIANA

ALEXANDRIA

Brown-Roberts Hdw Supply 1810 3 St 8851 TRE1E2
 Central Radio Supply 509 Monroe St R K Andrews 8485 PSRM*

BASTROP

Snyder Furn-Appl Sampson Snyder Pr 900 PSTRME1E2

BATON ROUGE

Electronic Supply 1753 N 21 St 2-0517 PS
 Graybar Elec Co 2442 Ted Dunham Ave S M Lawrason SM TRE1E2
 La Radio TV Distr 1042 N Blvd C A LeBlanc PR 3-9671 PSTRM
 Ole Miss Supply 110 S 19 St C R Hargroder Mgr 3-4035 PSTR

LAFAYETTE

Butcher Bros 438 Jefferson St PS
 Radio Elec 3004 Cameron St R G Thibodeaux 5-5381 PSTRME2*

LAKE CHARLES

Wholesale Radio Equip 230 Bilbo St F A Keys Owner PSR

LAKE PROVIDENCE

Schneider Sons F H 215 Lake St F H Schneider Jr PS*

MONROE

Hale & McNeil 301 Pine St L L Hale Owner 5136 PSRM*
 (Directory continued on next page)



LOUISIANA (Continued)

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 Barrone St CA 3112 PSR
 Eaco Inc 601 S Peters L Himel Pr TU 4821 TRE2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Electrical Supply 201 Magazine L L Hirsch RA-7272 TRPSME2

Electronic Distr 1526 Magazine St S N Collenberg MA 6700 TR
 Electronic Supply & Eng 205 N Broad E K Moore Buyer AU 7787 PS
 General Electric 733 Tchoupitoulas J A Hofheinz MA 2011 TRE1E2P
 Graybar Elec Co 116 Magnolia St L J Olivier Mgr TRE1E2
 Industries Sales Corp 2927 Jackson Ave CH 3721 TRE1
 Interstate Electric 1001 S Peters F B Stern VP CA 8541 TRE1E2M
 Lehleitner Co Geo H 4640 S Carrollton St AU 8741 TRE1
 Lghtg Fix & Elec 307 Tchoupitoulas C C Langwith RA 8233 TRE1E2
 Modern Appliance & Supply 4300 Washington Ave UN 6311 TRE1E2
 Nash-Kelvinator Sales Co 1600 St Charles Ave TRE1
 Ole Miss Supply Co 901 Carondelet St E K Moore Mgr TU 3555 PSTR
 Patterson Co C T 800 S Peters R L Simpson Pr RA-4211 TR
 Pee-Jay Radio 2306 Tulane Ave P J Nami Jr Owner AU-0807 PSTRM
 Radio Parts Inc 807 Howard St PS
 Radio Specialty Corp 3119 S Carrollton Ave J Cristadora Pr TRE1
 Shuler Supply Co 515 Dryades St Bill Kerlin GM RA 2166 PSTR*
 Southern Radio Supply Co 1900 Tulane A Schadler PS*
 Stratton Baldwin 700 Tchoupitoulas RA 7281 TRE1

Arvin Radio and Television
VISIBLE VALUE **DISTRIBUTED BY:**
 United Distributors 510 Poydras St Julius Rosenblub CA 5611 TRE1

Walther Bros Co 1722 Poydras St C C Walther CA 7731 TRE1PS
 Westinghouse Elec 2538 Poydras St E H Leveck Br Mgr TRE1E2
 Woodward Wight Co 451 Howard Ave L C Deckbar Pr RA-1231 TR

SHREVEPORT

Dunkelman-Pace 1417 La Ave J K Dunkelman 2-8453 TRPSE1E2
 Electronics Co 936 Milam St M L Dickerson EVP 3-7162 PS
 General Electric 4130 Dalzell St J C Griffith Mgr 5-8631 RE1E2P
 Graybar Elec Co 90 Fannin St A W Wheeler Mgr E1E2
 Interstate Elec Co 630 Spring St TRE1E2PM
 Koelemay Sales Company 220 Crockett St J M Koelemay 3-4256 PS*
 Ogilvie Hdw Co 217 Jones St TR

Arvin Radio
VELVET VOICE **DISTRIBUTED BY:**
 Southern Wholesale 1565 Texas A L Jennings Pr 3-4181 RE1E2

Tri-States Distr 203 Crockett St A R Graves Pr 3-0534 TRE1E2
 Westinghouse Electric 120 Caddo H L Turner 3-0583 TRE1E2

(Directory continued in next column)

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Time SOUTHERN HOSPITALITY
plus **COMPLETE STOCKS**
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"Synonymous with Stability"

LOUISIANA (Continued)



LOUISIANA

ALEXANDRIA—Central Radio Supply Co 509 Monroe St
BATON ROUGE—Electronic Sup Co 1751-53 N 21st St
 Louisiana Radio & Television Dist 1042 N Blvd
LAFAYETTE—Radio Electronic Supply 1419-21
 Cameron Street
LAKE CHARLES—Wholesale Radio Equipment Co 239
 Bilbo St
MONROE—Hale & McNeil North Third & Pine Streets
NEW ORLEANS—Wm B Allen Supply Co 1601-03
 Orleans Ave
 Bell Radio Supply Company 2625 Tulane Ave
 Crescent Radio & Supply Inc 1428 Baronne St
 Columbia Radio & Supply Co 3040 3rd Street
 Electronic Sup & Eng Ser Inc 205-207 N Broad Ave
 Interstate Electric Co 1001 S Peters Cor Howard Ave
 Pee Jay Radio Electric Inc 2306 Tulane Ave
 Radio Parts Inc 807 Howard Ave
 Shuler Supply Company 415 Dryades Street
 Walther Bros Co Inc 714 Howard Ave
SHREVEPORT—Dunkelman-Pace 1417 Louisiana Ave
 Interstate Elec Co of Shreveport Inc 630 Spring St
 Koelemay Sales Co 220 Crockett St

MAINE

AUBURN

Radio Supply Co 26 Cross St C C Coffin Owner 4-4586 PSMTR*

AUGUSTA

Westinghouse Elec 90 Water St J F Blackburn Br Mgr RE1E2

BANGOR

Coffin & Wimple Inc 142 Broad St TR
 General Elec 840 Hammond St R R Judkins Mgr 7331 RE1E2P
 Radio Service Lab 76 Exchange St See Manchester N H
 Westinghouse Electric 175 Broad St E J Libby Br Mgr RE1E2

KENNEBUNK

Spilier's TR

PORTLAND

Arvin Radio and Television
VISIBLE VALUE **DISTRIBUTED BY:**
 Brown Co Frank M 12 Free St P T Brown Pr 3-4791 PTE1E2

Cole Co C B 40 Elm St C B Cole Owner 3-6787 TRE1



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

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 D W Dailey SM 2-0131 TRE1E2P
 Graybar Elec Center & Commercial H J Scully Mgr 3-1761 TRE1E2
 Hub Cycle & Radio Co 81 Franklin St R S Crapo 2-4679 TRE1PS
 Maine Elec Supply Corp 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 45A Free St See Manchester N H

(Directory continued on next page)



MAINE

BANGOR—Radio Service Laboratory 76 Exchange St
PORTLAND—The Frank M Brown Co 8-16 Free St
 Maine Electric Supply Corp 13 Deer Street
 Radio Service Laboratory 45A Free Street

MARYLAND

BALTIMORE

American Distr Co 1810 Winchester St S J Dunn 4949 PS
 Associated Distr Charles & Lombard Sts G L Rifkin Pr PL-2466 TR
 Baltimore Gas Light 111 E Lombard St MU 7670 TRE1
 Barclay Electronics 3323 Gwynn Falls Pkwy LI 8850 P
 Berman Co Henery O 12 E Lombard Warren Tarbert LE 7002 TRPS



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

D & H Distr Co 25 S Liberty St David Schwab Pr SA-4506 TRPSM

Electrical Prods Howard & Redwood Sts R Goldman VP SA 1572 TR
 General Elec 1500 Barclay St R L Snyder SM LE-3565 TRE1E2P
 Graybar Elec Co 100 S St B F Neal Jr Mgr SA 5050 TRE1E2
 Harp & Son Maynard E 2824 Loch Raven Blvd M E Harp HO 9602 PS
 Kenn-Ellert Elec 9 So Howard St M Kann SA 4242 PS*
 Kaufmann-Washington Co Mount & Cole Sts ED 3900 TRE1E2M
 Legum Distr Co 108 Light St Edgar Legum LE 5500 TRE1E2
 Lincoln Sales 1307 St Paul St Henry Altpeter SM VE 2450 TRE1
 Lytron Distr Co 1338 W No Ave C R Pollard Jr LA 6364 PST
 Nelson & Co 1000 S Linwood Ave J Loetz BR 2237 TRMEZ
 Radio Elec Service 5 N Howard St E C Bagliani LE 3835 TRPSE2*
 Rosen & Co Inc Geo 40 Hopkins Pl Geo Rosen LE 3161 TRE1E2
 Seth & Co Stephen 876 Park Ave SA 8100 TRE1
 Shepherd elec 13 E Lombard St C C Vogel Jr Pr LE 0370 TR
 Simon Distr Corp 128 W North Ave LE-2067 TRE1
 Spartana Co A R 239 N Gay St PL 8954 PS
 Westinghouse Elec 2415 W Franklin J C Givens LO 4400 TRE1E2
 Wholesale Radio Parts 311 W Baltimore St B Freeland MU 2134 PS*
 Zamoiski Co J M 110 S Paca St I Kaufmann MU 2900 TRME1E2

CUMBERLAND

Zimmerman Wholesalers 162 Bedford St See Hagerstown

HAGERSTOWN

Stoddard Supply Co 354 S Cannon Ave R G Stoddard 2807-W PSTR
 Zimmerman Wholesalers 114 E Wash G O Zimmerman 408 PSTR*

SALISBURY

Art Craft Elec Supply Calvert & Baptist N Cohen 6151 PSE1
 Dealers Radio Supply Co 221 Highland Ave H I Cohen Pr 2-1383 PSM
 Standard Electronics Supply C L Dirickson Owner 7593 PS

SILVER SPRING

Rucker Radio Wholesalers See Washington D C



MARYLAND

BALTIMORE—Henry O Berman Co Inc 10-12 East Lombard St
RADIO ELECTRIC SERVICE CO 5 North Howard St
CUMBERLAND—Zimmerman Wholesalers 162 Bedford
HAGERSTOWN—Zimmerman Wholesalers 114 East Washington St
SALISBURY—Art Craft Electric Supply Co Cor Calvert & Baptist Sts

MASSACHUSETTS

BOSTON

Adams Dist 70 Brookline Ave R B Knapp GM DE 1-9200 TR
 Admiral Corp 857 Commonwealth Ave AL 4-3700 TRE1
 Allied Appliance 111 Berkeley St S D Lane HA 6-6400 TRE1E2M
 Arvedon Distr 73 Portland Arthur Arvedon LA 3-6588 PSTRE2
 Burke Co J H 39 Brighton Ave J H Burke Pr AL 4-4050 TRE1P
 Commercial Radio 36 Brattle St Benjamin Stable R1 2-1241 PSR
 DeMambro Radio 1111 Commonwealth St 2-7870 PSTRM*
 Emerson Radio 590 Commonwealth Ave CO 6-2512 TR
 Equipment Distr 594 Newbury A Zises Pr CO 6-5324 TRE1E2
 General Electric 145 N Beacon AL 4-5300 TRE1E2P
 Gerber Radio Supply 1900 Columbus Ave N Gerber GA 7-0411 PSTR*
 Golumbo & Co 1119 Commonwealth Ave J J Golumbo ST 2-8956 TRP
 Graybar Elec 287 Columbus Ave E E Martin KE 6-4567 TRE1E2P
 Hatry & Young 811 Boylston St A Cramer Pr CO 7-4700 PSTR*
 Herman Co M 885 Boylston L M Herman CO 7-5620 PSMTR
 Hub Distr 596 Commonwealth Ave KE 6-6900 TRE1E2
 Lincoln Electronic 876 Commonwealth Ave BE 2-7510 PST
 McAllister Co L J 243 Columbus Ave L J McAllister Pr CO 7-2500 TR
 (Directory continued on next page)

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- Eveready
- ICA
- IRC
- Peerless
- Simpson
- Sola
- Sprague
- Stancor
- Superior
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- UTC

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 Receiving and Special Purpose Tubes.
 Electronic Components and
 Devices. Television Parts.



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ARMED SERVICES

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AND TELEVISION EQUIPMENT

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BOSTON, MASS.

CO 7-4700

262 Lowell St.
LAWRENCE, MASS.

LA 2-0603

MASSACHUSETTS (Continued)

Major Appliance 11 Deerfield St R G Paine Pr CO 6-2304 TRE1
Mass Gas & Electric 191 Friend St CA 7-7149 TR
Mayer Co A W 893 Boylston St A W Mayer CO 7-5530 PSR*
Maytag-Gray 1104 Commonwealth Ave H S Gray Pr LO 6-9600 TRE1

Arvin Radio and Television

VISIBLE VALUE  DISTRIBUTED BY:

Merchants Dist 1312 Boylston St Max Katz Pr KE 6-4780 TRE2

Milhender Distr 172 Summer St SO 8-9100 TRE1E2
National Appliance Distr 1103 Columbus HI 2-4700 PS
Northeastern Distr 588 Commonwealth CO 7-2000 TRE1E2
Radio Shack 167 Washington A Deutschmann VP LA 3-3700 PS*
Radio Wire TV Inc 110 Federal St HU 2-7850 PS
Regent Electronic Supply See Milford Conn
Sager Electric 201 Congress St R A Sanderson LI 2-2281 PSE2
Taylor Distr 26 Brighton Ave P Taylor PR A1 4-6860 TR
Wahn Distr 714 Beacon St H B Vaughan CO 7-5200 TRE1
Westinghouse Elec 95 Brookline B F Scahill CO 7-3100 TRE1E2
Yankee Electronics 257 Huntington I Rosenthal CO 6-0212 PS

BROCKTON

Ware Radio Supply Co 913 Centre St C G Ware Owner 4101 PSTR*

CAMBRIDGE

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Eastern Co 620 Memorial Dr Alan Steinert Pr TR 6-4720 TRME1

Electrical Supply Corp 1739 Mass Ave L A Crosby Pr K1 7-6646 PST*
Selden Distr Co 800 Mass Ave I M Selden Owner K1 7-0920 PSTRM

FALL RIVER

Balcom Co Walter 251 Bedford St PS
Ross & Co E A 73 Troy St E A Ross Owner 3-7878 PS

FITCHBURG

Hatry & Young 390 Water St PSTR*

HOLYOKE

Springfield Radio Co 93 High St L P Harris 2-8302 See Springfield
Tel-O-Wire Sound Co 24 Newton Pl J F Walthier Owner 2-9336 PS

LAWRENCE

Hatry & Young 262 Lowell St H T Cookson Mgr 2-0603 PSMT*
Merrimac Electrical 33 So Bway Morris Lasden LA 3-0166 TRE1E2
Nesbitt's Radio Shop 308 Bway W T Nesbitt LA 2-8274 PSTR

LOWELL

McCartin Co F P 181 Market St F P McCartin Owner 9751 PSE2

LYNN

Des Roberts Elec 24 Mt Vernon H J Des Roberts LY 5-0015 PS

MATTAPAN

Mattapan TV Distr 16 Gilmer St M H Sable BL 8-3008 PS

MEDFORD

Durrell Distr 222 Mystic Ave PSM

MELROSE

Melrose Sales 407 Franklin St L K Scott Owner ME 4-3821 PSR*

NATICK

Willett Radio Supply 11 Court St M M Willett PS*

NEW BEDFORD

Beckman Co C E 11 Commercial P W Gifford 6-8201 PSTRE2*
Ross & Co E A 1663 Purchase St See Fall River

NEWTON CORNER

Arvedon Distr See Boston
Delta Distr 314 Washington L C Greene Jr B1 4-1560 PSTRME2

(Directory continued on next page)

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CAPACITORS

DISTRIBUTOR DIRECTORY

MASSACHUSETTS (Continued)

PITTSFIELD

Pittsfield Radio Co 41 West St 2-0901 PS*

SPRINGFIELD

Cardee Distr 65 Main St E S DeMeyer Pr 3-7801 TRE1E2
 Cushing T F 349 Worthington St 6-1197 PSR*
 Del Padre Assoc L L 236 Chestnut St 9-5658 PSM
 General Electric 484 Worthington 4-8255 E E Fournier TRE1E2P
 Graybar Elec Co 32 Patton St H O Edoff Mgr TRE1E2
 Hatry & Young 169 Spring St M Dressler Pr 6-3833 PSTR*
 Interstate Dist Inc 214 Birnie Ave J N Margolis Pr 3-7827 TRE1E2
 Milhender Dist Inc See Boston

Arvin Radio and Television

VISIBLE VALUE DISTRIBUTED BY:

N E Service Center 855 State St H P Keller Buyer 9-4754 TRE1E2

Regent Elec Supply Corp See Milford Conn
 Spinney Co R H 153 Plainfield O W Jenkins Buyer 4-8284 TRP
 Springfield Radio 405 Dwight LA Richmond Owner 2-3411 PSTR*
 Springfield Sound Co 147 Dwight St R K Lyman Buyer 7-3425 PSR*
 Tarbell-Watters 144 Chestnut L H Tarbell Pr 6-1841 TRE1E2
 Western Mass Distr 1 Belmont Ave H Fleischmann 6-6374 TRPE1
 Westinghouse Elec 46 Hampden J E Hall Br Mgr TRE1E2
 Zimmerman Co M W 12 Park St M W Zimmerman TR

TAUNTON

Dean & Co David B 85 Cohannet St D B Dean Owner 4-4117 PS*

WORCESTER

Coghlin Elec Co 155 Summer St J W Coghlin Owner 5-5275 TRE1E2
 DeMambro Radio 729 Main St See Boston
 Graybar Elec Co 108 Grove St H G Rappel Mgr TRE1E2
 Radio Electronic Sales 46 Chandler J C Manoog 7-5671 PSTRM*
 Radio Maintenance Supply 80 Thomas A Joseph 6-8311 PSTR*
 Regent Electronic Supply Corp See Milford Conn
 Westinghouse Elec 107 Thomas St M J Stone Br Mgr TRE1E2

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BOSTON—DeMambro Radio Supply Co 1111 Commonwealth Ave
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 A W Mayer Co 805 Boylston Street
 Radio Shack Inc 167 Washington Street
 Radio Wire & TV of Mass 110 Federal Street
FITCHBURG—Hatry & Young of Fitchburg Inc 390 Water Street
HOLYOKE—Springfield Radio Co 93 High Street
LAWRENCE—Hatry & Young Inc 202 Lowell Street
LOWELL—Frank P. McCartin Co 181 Market St
NEW BEDFORD—C E Beckman Co 10 Commercial St
SPRINGFIELD—Hatry & Young of Springfield Inc 169 Spring Street
 Springfield Radio Co 405 Dwight Street
WORCESTER—DeMambro Radio Sup Co 222 Summer St
 Radio Electronic Sales Co., 46 Chandler Street

MICHIGAN

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Wedemeyer Electronic 215 N 4 Ave G Wedemeyer 2-4457 PS*

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Kinde Distributing Co 405 Washington Ave PS

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Brennan Appliance 1965 Porter St WO 5-4850 TRE1
Buhl Sons Ft Adair St C R Armstrong LO 7-4000 TRE1M
Crandall Wholesale 2705 W Warren Ave TY 7-4700 TRE1

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Daybert Distributing Co 3646 Woodward Ave R Parkans 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 16940 Hamilton R A Wallace G M TRE1E2
Emerson Radio 1301 W Lafayette H E Karlsruher Owner TR
Erickson Electronic 21 Henry See Ferndale
Ferguson Radio 622 W Baltimore C T Ferguson Pr TR 4-0100 PS*
General Electric 680 Antoinette St T C Diggles SM TR 5-9400 TRE1E2P
Glendale Supply 12866 Woodward Ave A J Kerberman TU 3-1500 PS
Graybar Elec 55 W Canfield Ave E R Yonkers D M TE 1-5500 TRE1E2
Hershel Radio T V Parts 5235 Grand River H Cohen Pr PS
KLA Labs 7322 Woodward Ave G H Howell Buyer TR 4-1100 PS*
Knight Distr 6539 Linwood E Knight TY 6-0040 TRS
Merchants Wholesale Distr 8600 E 7 Mile Rd TW 2-6400 TR

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Motorola Detroit 4490 Cass Ave W E Fryer Buyer FA 1-1200 TRE1
Pan-American Distr 3731 Woodward B Besman TE 3-1830 TRM
Peninsula Distr 3146 E Jefferson R M Whyte VP LO 7-7202 TRE1
Radio Distr 100 Selden G N Tobias Pr T E 1-1224 TRE1E2M
Radio Electronic 1112 W Warren Ted Rissi Pr TE 2-5611 PSTR*
Radio Specialties 456 Charlotte V N Salisbury Buyer TE 2-7578 PSM*
Radio Supply & Eng 85 Selden Ave J O Keese TE 1-3171 PSMTR

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Reno Radio Co 1341 Broadway E A Spilker Pr WO 2-6851 PS
Republic Supply 424 W Jefferson WO 1-9450 TRE2
Rissi Electronic 1112 W Warren Ave V Wilton P A TE 2-5611 PS*
Specialties Distr 525 E Jefferson L F Turnbull WO 2-6111 TRE1
Stromberg-Carlson Sales 1627 W Fort St D C Supler WO 1-0960 TR
Westinghouse Elec 2111 W Kirby Ave J W Haynes TRE1E2
West Side Radio 8140 Michigan Ave J Opalinski Pr PS

EAST LANSING

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ESCANABA

Central Co-Op Wholesale See Superior Wisc
Delta Hardware 400 Dudington St S K Lundberg Buyer 200 RE1E2
Earle Appliance Distr 814 First Ave N R L Meissner 2946 TRE1E2
Felton Radio 1608 Ludington St O F Felton Owner 2855 PSMTR

FERNDALE

Erickson Electronic 23525 Woodward Ave E A Erickson Pr LI 5-6710
PSTR

FLINT

Graybar Elec 2424 Kansas Ave E C Bryden Mgr TE1E2
Lifsey Distr 726 N Saginaw A E Lifsey PS*
Michigan Distr 710 E Fifth Ave L J Mathis Mgr 9-6681 TRE1E2
Radio Tube Merchandising 508 Clifford J Crasper 4-3654 PSM*
Shand Radio Spec 203 W Keasley E H Shand 2-9714 PSTRM*
Silkworth Distr 1659 N Saginaw W Silkworth 9-8633 TE1E2
Westinghouse Elec 2330 N Dort Hwy C Walroth 4-8623 TRE1E2

(Directory continued on next page)

MICHIGAN (Continued)

GRAND RAPIDS

Bursma Radio 853 Grandville Ave S W M Bursma Owner 5-9780 PS
 B & W Distr 212 Grandville Ave S W F J Broucek 9-4452 TR
 Dygert Distr Ionia & Fulton Sts TR
 General Electric 305 Fulton St W W J Richter 9-3243 TRE1E2P
 Graybar Electric Co 432 Monroe Ave NWHG 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



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 Morley Bros 25 Ottawa Ave SW C W Puehl GM GL 6-5391 TRPSM

Radio Distr 7 Ionia St J W Miltgen 8-1453 TRE1
 Radio Electronic Supply 505 Jefferson Ave S E E J Rissi 9-4611 PSTR*
 Radio Equip 134 Grandville L V Vandermeer GL 6-9551 TRE1E2
 Radio Parts 720 S Division R J Post Owner 5-5420 PSTM
 Republic Distr 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 Ave NW 9-4664 TRE1E2
 White Distr J A 211 Ottawa Ave NW J A White Owner TRE1
 Wholesale Radio 24 Logan St SW C J Carey Owner GL 6-1432 PS
 Wolverine Appl 920 Monroe NW C W Straun Pr 9-8361 TRE1

HIGHLAND PARK

Hi-Park Distr 155 La Belle Ave W J Stock Owner TO 8-9409 PSM

JACKSON

Electric Wholesale Supply 2503 E Michigan TR
 Fulton Radio Supply 1208 Greenwood Ave G Fulton 4-6106 PSM*

KALAMAZOO

Electronic Supply 906 E Michigan Ave See Battle Creek
 General Electric 112 Parkway S K Young Mgr 3-2645 TRE1E2P
 Ralston Co Ralph M 201 N Park St R M Ralston Owner 5-0188 PSR
 Stevens Radio Parts 713 Portage St D Stevens 2-5720 PS*

LANSING

Electric Prods 427 E Michigan Ave F C Reason 2-4123 PS*
 General Electric 428 N Grand F S Goodell 2-0677 TRE1E2P
 Graybar Elec 125 E Shiawassee St W T Bronson Mgr TRE1E2
 Major Appl 728 E Shiawassee St TR
 Motorola-Detroit 1611 N Kalamazoo St TRE1
 Offenhauer Co 227 W Washtenaw N L Offenhauer 2-9696 PSTR*
 Schaber Dietrich 430 N Larch SR Dietrich 4-5305 TRME1E2
 Van Dervoort Hdw 126 E Michigan ER Van Dervoort 5-9415 TRE2
 Wedemeyer Electronic 2005 E Michigan Ave See Ann Arbor Mich

LAURIUM

Northwest Radio 435 Tamarack St W Jackson Mgr 797 PSTR*

MANISTEE

Gardner Radio Supply 332 River St W Gardner Owner 1260W2 PS

MUSKEGON

Bursma Radio Supply Co See Grand Rapids

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 General Electric 125 Davenport St H D Garber Mgr 3-6474 TRE1E2P



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 Saginaw Hdw 200 S Hamilton N Hawkins 2-4167 TRE1E2
 Saginaw York Refr 1751 E Genesee Ave L W Beaver Pr 3-5444 TRE1



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 Radio Electronic Supply Co 1112 W Warren Ave
 Radio Specialties Co 456 Charlotte Ave
FLINT—Shand Radio Specialties Co 203 W Kearsley St
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JACKSON—Fulton Radio Sup Co 1208 Greenwood Ave
KALAMAZOO—Stevens Radio Parts 713 Portage St
LANSING—Wedemeyer Electronic Supply Co 2005 E Michigan Avenue
MUSKEGON—Fitzpatrick Electric Supply Co 444 Irwin Ave at Wood
PONTIAC—Electronic Supply Co 248 East Pike St
SAGINAW—Radio Parts Co Millard & Water Sts

MINNESOTA

DULUTH

Bonn Co Lew See Minneapolis
 General Elec Co 102 W Mich F A Greffin 2-0826 RE1E2P
 Graybar Elec Co 320 W 1st St F A Syogren Mgr TRE1E2
 Great Lakes Auto 302 E Superior E Johnson Pr 2-0841 TRE1E2
 Kelley-How-Thomson 309 S 5 Ave W G Welles Jr Pr 2-5881 TRE1

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Northwest Radio Co 123 E 1st St PSR*
 Popkey G M 206 E 1 St See San Francisco Calif
 Stark-Besser Radio Supply 109 S Lake Ave PSTR
 Westinghouse Electric 230 Lake Ave S F G Johnson Br Mgr TRE1E2

MANKATO

Southern Minnesota Supply 2 & Main G A Ellis Mgr 4501 TRE1E2P

MINNEAPOLIS

American Distr 63 S 4 H W Olson FI 4843 TR
 Bauman Co 3033 Lyndale Ave S R R Bauman Owner GI 1745 PSM*
 Beamish Co W R 1612 Harmon PL AT 2484 TRE1
 Bonn Co Lew 1211 La Salle L Bonn O MA 8281 PSTRME1E2*
 Bregenzer Distr 1607 Hennepin Ave G Bregenzer FI 4422 TR
 Century Distributors 318 N 3rd St W C Allen Owner FI 2768 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 3rd Ave N D H Watschke TR LI 8678 PS
 Foster Distr 1122 Harmon P1 G W Forster VP AT 5471 TRME1
 Gamble-Skogmo 15 N 8th St E W Klipstein Buyer MA 0281 TRE1E2
 General Electric 63 S 13 St H J Hurler Mgr BR 3266 TRE1E2P
 Graybar Electric Co 824 S 4 St J Riene DM GE 1621 TRE1E2

(Directory continued on next page)

MINNESOTA (Continued)



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 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*
 Radio Elec Supply 2451 Nicollet Ave M R Iversen GE 7733 PSMTR
 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 TRE1E2
 Roycraft Co 1625 Hennepin R B Cohen Pr AT 2394 TRE1E2SM
 Spencer Inc Geo 444 Stinson Blvd ST 8621 TRE1
 Stark Radio Supply 71 S 12 St H D Stark Pr MA 4524 PSTR*
 Sterling Electric 31 S 5 St E A Lindquist MA 4571 TRE2
 Westinghouse Electric 515 S 7 Nelson Abbott MI 6515 TRE1E2

ROCHESTER

Elliott & Hanson Radio 13 4 St SW P R Elliott Owner 7779 PSTR
 Southern Minn Supply Co See Mankato

ST. PAUL

Bonn Co Lew 141 W 7 St See Minneapolis
 Campbell & Stenson 2441 University S E Stenson Pr NE 6318 TR
 Electronic Distr 856 Raymond Ave G W Bauman Pr PR 3911 PSTR2*
 Farwell-Ozmun-Kirk Jackson Kellogg Blvd GA 7651 TRE1E2
 General Electric Supply 174 E 6 St P J Fischer GA 7801 TRE1E2P
 Graybar Electric 464 Robert St L E Luckman Mgr CE 7491 TRE1E2
 Hall Electric 566 N Robert St T O Hall Owner GA 5696 PSRT*
 Kelley-How-Thomson Co see Duluth

Marshall-Wells Co Waldron Davis SMTR

Motor Power 2446 University A S Dunning GM NE 4544 TRE1E2
 Murphy Distr 2232 University H D Gibson Buyer NE 6527 TRE1E2
 Northwest Radio & Electronic 194 W 4 St PS
 Stark Radio Supply 246 W Kellogg Blvd CE 1994 PSTR*
 Westinghouse Electric 253 E 4 St J Stratton GA 7441 TRE1E2

WADEWA

Central Co-Op Wholesale See Superior Wis



MINNESOTA

DULUTH—G M Popkey Co 208 E First Street
 MINNEAPOLIS—Northwest Rad & Electronic Sup Co
 52 South 12th St
 Sterling Electric Co 33 South Main St
 ROCHESTER—Elliott & Hanson Radio & TV Supply
 13 SW 4th Street
 ST PAUL—Northwest Radio & Electronic Sup Co 194
 West Fourth Street

MISSISSIPPI

BILOXI

Nelson Radio & Supply Co 816 W Howard St See Mobile Ala
 United Novelty 111 W Division St C J Hurley PS

GREENVILLE

Goyer Supply Co PO Box 652 R D Jones Buyer TRE1E2PS

JACKSON

Cabell Electric Co 422 S Farish St O V Wise PS*
 Ellington Radio 816 S Gallatin PS
 General Electric 610 Gesco Pl V J Balling Mgr 2-5041 RE1E2P
 Graybar Electric Co 154 E Porter St A N Saxon Mgr 2-3618 RE1E2P
 Industrial Supplies Highway 80 W PS

(Directory continued in next column)

MISSISSIPPI (Continued)

Ryan Supply Co 212 S State St Thad Ryan SM R

Southern Distributors 330 W Capitol St J K Rafferty Pr 2-3456 PS
 Swan Distributing 717 W Monument L A Swan Jr Pr 5-8487 PS
 Westinghouse Electric Supply 325 S Farish J E O'Steen Br Mgr RE1E2

MERIDIAN

Griffin Radio & Supply 2511 8 St E L Griffin 7341 PS
 Radio Supply Co 909 24 Ave J K Hagemeyer Owner 8802 PS

Ryan Supply Co 814 21 St S C Agnew R



MISSISSIPPI

BILOXI—Nelson Radio & Supply 816 West Howard
 JACKSON—Cabell Electric Co 822 So Farish
 Southern Distributors Inc 330 W Capitol Street
 MERIDIAN—Griffin Radio & Supply Co P O Box 1404

MISSOURI

BRENTWOOD

Roehr Radio Co Ed 1030 Brentwood Blvd See St Louis

BUTLER

Henry Radio Co 211 N Main St PS

CAPE GIRARDEAU

General Electric Supply 402 S Sprigg C T Magruder 805 RE1E2P
 Suedekum Electronic 902 S Sprigg St C W Suedekum 757 PS*

CLAYTON

Varney & Co Fred 34 N Central F Varney Owner PA 1394 TR

JEFFERSON CITY

Central Mo Distr 324 E Capitol R J Garrett 6-3149 PSTRME1*

JOPLIN

Brotherhood Co M 515 N Byers Ave M Brotherhood Owner 1596 PS*
 Four State Radio 201 Main St W P Norman Owner 979 PSTR*
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 Myers Hardware Co 1027 Virginia J 1 Murphy Mgr 7720 TRE1E2

KANSAS CITY
 Burstein-Applebee Co 1012 McGee St BA 1155 PS*
 Columbian Electrical 2603 Grand W S Blue Owner 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 Co 1644 Baltimore Ave W Frazier Mgr TRE1E2
 Henshaw Radio 3617 Troost Ave C Aguirre Buyer WE 5550 PSMR
 Inland Distr 1616 Grand 1 E Hurwitz Pr VI 4845 TRE1E2
 Jenkins Music 2100 Wyandotte C E Barnickel VI 9430 TRE1E2
 Lee Wholesale Co 2045 Main St L J Shaper Pr BA 1870 TRE1E2
 McGee Radio Co 1422 Grand Ave A H Kaler Owner VI 9045 PSTR*
 McPike Inc 7 & Central VI 1800 TR
 Manhattan Radio 1732 Grand Ave C Goebel Pr BI 9766 PS*
 Mayflower Sales 2012 Baltimore A J Hicks HA 8408 TRME1E2
 Meyer Jewelry 1105 Grand Ave L R Meyer Pr VI 2986 TRE2
 Motor Radio Co 2440 Charlotte Ct BA 2510 TRE1E2
 Potter Radio 1314 McGee St K Potter GR 9999 PS
 Radiolab 1612 Grand Ave R M Smith Owner HA 0171 PSR

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MISSOURI (Continued)

Southwest Distr Co 2026 Broadway A F Harris VI 6235 TRE1E2
 Star Distributing 110 W 18 St W E Zweifel Mgr VI 2030 TR
 Superior Distr 2305 Pennway J H Wemberly Jr Pr VI 0151 TRE1M
 Wolfe Distr 321 Southwest Blvd T J Wolfe Pr BA 0556 TRPSM

N. KANSAS CITY
 Davis Paint Co 1345 Iron St TR

POPLAR BLUFF
 Tri-State Radio 536 E Pine Blvd V Zumwalt Owner 2821 PS*

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 American Electric 116 N 4 St TRP
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 Wyeth Co 2 & Jules TRE1E2

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 Walter 1125 Pine St W Ashe Pr CH 1125 PS*
 Brightman Distributing Co 3519 Page Ave TR

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 Broadwell & Co 3005 Locust St J Broadwell Pr LU 7996 TR

Brown Radio Tom 3924 Washington T Brown Owner NE 2259 PSTRM
 Brown Supply 2800 Pine St N S Brown Pr JE 6161 TRE2
 Cardinal Distributors 7155 Manchester Ave ST 1971 TR
 Crest Corp 6417 Manchester Ave W Schmidt ST 9628 TRE1
 Crosley Distributing 3228 Locust St W J O'Brien LU 5839 TRE1
 Disco Distr 2843 Washington Blvd R W Morrison Pr OL 3300 TRE1
 Ebinger Radio & Supply 2211 Gravois Ave M Ebinger GR 2150 PS*
 Friailey Bros 2911 Washington R Fridley Buyer NE 5868 TRME1E2
 General Electric 2653 Locust St F W McDonald SM NE 3000 TRE1E2P
 Gordon Co J C 1118 Pine St N A Harper Buyer 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 FR 6412 TRME1E2

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 Interstate Supply 24 S 10 St D E Neiswander Pr CH 2325 TRE1MPS*

James & Co 710 N 12 St W D McKelvey VP GA 6757 TRS
 Mayflower Sales 816 N 11 St E J Straus GM CH 0500 TRME1E2
 Napper Radio 3117 Washington Blvd JE 0074 PS
 Phone Craft Co 3904 Olive St W J Craft Owner NE 4266 PS
 Radio Communications 1921 Olive J A Stiffelman Owner CE 9754 PS
 Radonics 5040 Easton Ave S Machtinger Owner RO 7311 PS*
 Roehr Radio Ed 2722 Locust St E O Roehr Owner JE 9344 PSM
 Roth & Co J N 1828 Locust St CH 8668 TR
 Schwander Co 3920 Olive St J Schwander NE 5000 TR
 Shapleigh Hdw 900 Spruce St MA 3400 RE1E2
 Stanley Distr 3041 Locust St S Hollander LU 4880 TRP
 Stone Distr 1933 Washington J J Stone Pr CH 6594 PRE2
 Toler Radio Ralph 4855 Easton Ave R A Toler Owner RO 9169 PS
 Van Sickle Radio 1113 Pine St O H Griffiths Owner CH 1814 PS*
 Westinghouse Electric 5049 Fyler J C Cox Jr SW 2000 TRE1E2
 Walter Distr Wm M 3825 Olive St W M Wider OL 3150 PST
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SPRINGFIELD—Stout Radio Supply Co 700 Boonville St
ST LOUIS—Ebinger Radio & Supply 2211 Gravois Ave
 Napper Radio Company 3117 Washington Blvd
 Radonics 2218 S Jefferson Ave
 Radonics 5040 Easton Ave
 *Van Sickle Radio Co 1113 Pine Street
 *Walter Ashe Radio Co 1125 Pine Street

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MISSOURI (Continued)

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 Fur States Distr P O Box 349 M Van Hook Buyer 2-9311 TRE1E2
 General Elec 1301 W Webster F I McDaniel Mgr 2-1722 RE1E2P
 Hayes Automotive 306 S Jefferson T L Hayes Owner 6-3548 TR
 Ozark Motor PO Box 1247 G R Hayden GM 2-2711 TRE1E2
 Reed Radio & Supply Harry 805 Boonville Ave 4-0753 P5RM*

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S⁴ ut's Radio Supply 700 Boonville H E Stout PSTR
 Wilson Supply 108 W Jefferson St G E Wilson Owner PS

MONTANA

BILLINGS

American Appliances 2505 Montana L A Pedersen 7-7281 RE1E2
 Central Distributing PO Box 1551 R J Williams Owner 8447 RPM
 Electronic Supply 214 11 St W D C Ostler Owner 2-2727 PSR
 General Electric 2710 Montana H R Ellerby Mgr 9-4559 RE1E2P
 Kelley-How-Thomson Co See Duluth

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 Marshall-Wells 13 St & 6 Ave N R O Thykeson 9-4501 RE1E2PS

Midland Implement 2301 Montana Ave R B Ries SM 3-3155 RE1E2
 Montana Electric P O Box 1317 F M Holly Mgr 9-3819 TRE1E2

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Taylor Distr Co 4148 First Ave S L 1 Taylor Buyer 5-5000 RE1

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General Electric 900 E Front St L F Carmody 2-2314 RE1E2P
 Graybar Electric Co 604 E Aluminum St E J Hoff Mgr RE1E2
 Litty's Electronics 425 S Arizona G J Smith Sr 2-6583 PSR
 Treasure State Gas & Elec 827 S Montana J J Kirby Pr 2-2400 RE1
 Westinghouse Elec 949 S Montana E P Kelly Br Appl Mgr RE1E2

GREAT FALLS

Great Falls Paper 600 2 St S J J Flaherty Pr 7671 RE1E2
 Lindgren Co Geo 16 4 St NW G Lindgren Jr 8721 PS
 Midland Implement Co See Billings
 Music Service 204 4 St S R E Holm Owner 2-2784 TRE2M

HELENA

Latus & Co 1531 Nat'l Ave DN Latus Owner 3182 TRE1E2M

MISSOULA

Northwest Distr 509 S Higgins V Peters Owner 4311 PSM
 (Directory continued in next column)

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LINCOLN

General Radio & Television 322 S 12 St I Feldman Owner 2-6000 TR
 Hicks Radio 1422 O St G E Scott Buyer 2-7561 PSM*
 Leuck Radio Supply 243 S 11 St L F Leuck 2-6797 PSM*

NEBRASKA CITY

Arbor Co E Knoll Owner TRPS

OMAHA

Alco Radio 4011 1/2 Cuming St N M Allm Buyer WA 8461 PS
 Bi-State Distributing 911 Douglas St TR
 Chicago Radio Prod See Chicago Ill
 Crosley Distr Corp 415 S 12 St P P Pierson BM WE 7808 TRE1
 Electric Fix & Supply 1210 Harney St H G Carlson Pr JA 3050 TRE1
 General Appliance 1101 Harney St M Level Pr WE 4620 TRE1E2
 General Electric 914 N 18 St O J Stone SM JA 0455 TRE1E2P
 Graybar Electric Co 1120 Capitol Ave D L Harper Mgr TRE1E2
 J3 Distr 1616 Case St J H Brown Pr AT 5525 P5TRM*
 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

Arvin Radio and Television
 VISIBLE VALUE  DISTRIBUTED BY:
 Noll Co H C 2226 Harney St H C Noll Owner AT 1500 PSTRE1

Omaha Appliance Co 515 S 18 St P W Jacobs AT 3440 P5TRM
 Radio Equip 2820 Farnam St E H Nestander Pr AT 7700 PS*

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 Sidles Co 502 S 19 St H B Sidles Pr WE 1322 TRE1PSM

Weiner Tire Supply 219 N 13th H H Weiner WE 1333 TR
 Westinghouse Electric 117 N 13th C J Kleyla TRE1E2
 Wright & Wilhelmy 10 & Jackson W F Baily AT 1362 TRE1E2

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 (Directory continued on next page)

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E M Kemp Co PS
Osborne & Dermody 255 Chestnut J Hadwin Buyer 2-6957 RPSE1E2
Saviers Electric Prods 640 Sierra C E Saviers Pr RE1E2



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LAS VEGAS—Saviers Electrical Products Corp

NEW HAMPSHIRE

CONCORD

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DOVER

American Radio Corp 6th at Chestnut St R L Fox DO 404 PSR*

MANCHESTER

Auto Elec Serv 21 Dow St H A Jones SM 5-6921 TRE1E2S
DeMambro Radio Supply 1308 Elm St See Boston Mass
General Electric 57 Bedford St Parker 5-5418 TRE1E2P
Graybar Electric 103 Hampshire Lane P A Dorn TRE1E2
Radio Service Lab 670 Chestnut St A A Livesque 5-5444 TRPS*
Westinghouse Elec 147 Hanover W A Rossiter Br Mgr TRE1E2



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DOVER—American Rad'o Corp 6th & Chestnut Sts
MANCHESTER—DeMambro Radio Sup Co 1308 Elm St
Radio Service Laboratory 670 Chestnut St

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Almo Radio Co See Philadelphia Pa
Kearns Inc Harrisburg & Atlantic Aves S W Hano 5-3233 TRPS*
M H Sporting Goods 1832 Atlantic Ave See Philadelphia Pa
Radio Elec Service 452 N Albany Ave See Philadelphia Pa

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Fada of N J Inc 525 Main St R W Eisler GM 2-5680 TR

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BRIDGETON

Joe's Radio Shop 67 S Pearl St Jos Deal 251 PS*

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General Radio Supply 600 Penn St WO 4-8383 PS
Radio Elec Service 513 Cooper St See Philadelphia Pa

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Nidisco-Cliffside Inc 658 Anderson Ave See Jersey City

CLIFTON

Eastern Radio 1055 Main Ave L A Becker Owner GR 3-6765 PSTR

COLUMBIA

Columbia Distrs Route 8 Larry Bucek Pr PO 42 PSMTR

EAST ORANGE

International Distr 821 S Orange Ave David Spies OR 5-1927 PS*
Telidisco 444 William St Col E Bloomer OR 6-2500 TR

ELIZABETH

Jersey Radio & TV 1068 Elizabeth A Laico Owner EL 2-7324 PSM
(Directory continued in next column)

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NEW JERSEY (Continued)

HACKENSACK

American Distributing 327 Hudson St PS
Trade Radio Sales 14 Essex St DI 2-2104 PSTR

HILLSIDE

Sherwood Distrs 1255 Liberty Ave I Goldenberg EL 2-1126 PS

JERSEY CITY

General Electric 157 Tonnele Ave D N Klein JO 2-3620 TRE1E2P
Hallmark Electronics 592 Communipaw H C Miles DE 2-9696 PSTR
Nidisco 713 Newark Ave J Mihalic Buyer JO 2-2360 PSMT

LYNDHURST

Economy Electronics 624 Ridge Rd Arthur Silver RU 2-7418 PS*

NEWARK

Admiral Corp 497 NJ Railroad Ave BI 2-5400 TRE1
All State Distr 30 Warren Pl S Koenig MI 2-7795 TRME1E2
Apollo Distr 15 Shipman St Fred Goldberg MI 2-7266 TRE1

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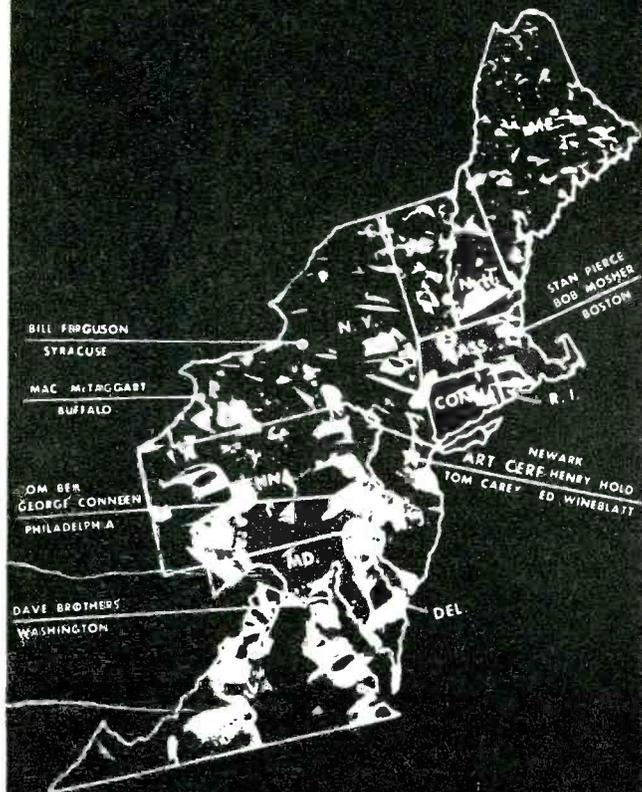
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Continental Sales 521 Bloomfield J Stantley Pr HU 2-8223 PSTR*
Electronic Marketers 415 Halsey St R G Fletcher MA 3-2516 TPS
Emerson-New Jersey Inc 985 Broad St I Sarlin Mgr MA 2-2217 TR
Federated Purchaser 114 Hudson St MA 3-4005 PS
General Electric 221 Frelinghuysen D N Klein BI 2-1600 TRE1E2P
Golden Electric Co 33 Elizabeth Ave B Golden BI 2-5252 TRE1E2
Graybar Electric Co 2 Liberty St J P McCarthy Mgr MA 2-5100 TRE1E2
Gross Distr 49 Edison Pl A P Hummers Pr MA 2-8028 TRE1E2
Igoe Bros 35 Halsey St MI 3-9135 TRE1E2



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Krich-New Jersey 428 Elizabeth FMCominsVP BI 8-7408 TRE1E2-PSM*

Lippman Co Aaron 246 Central Av AL Lippman Pr MI 2-3065 PSTM*
Masda Corp 852 Clinton Ave C F Maschmeyer ES 5-6700 TRE1
Mayflower Industries 317 Halsey St J E Jewell MA 3-8880 TE1P
Motorola-New York 177 Central Ave F Millman MI 3-2680 TR
Mytelka & Rose 1020 Broad St D J Mytelka Pr MA 3-6272 TE1
O'Loughlin & Co 88 Washington T A O'Loughlin MI 3-8200 TRE1
Pyramid Supply 345 W Market St M Leviton Buyer MA 3-7899 PSE2
Radio Wire Television 24 Central Ave MA 2-1661 PS
Tele-King Corp of NJ E Peddie St J Shafra BI 8-8502 TE1E2
Variety Electric 468 Broad St H Shlafer Owner MA 2-6760 PSTR
Westinghouse Electric 528 Ferry R L Richards MI 2-3450 TRE1E2

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Hallmark Electronics RDS 37 Lincoln Highway Raritan Twp PS
William Radio 1861 Woodbridge L Axelrod Owner CH 7-4908 PSMTR

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Jersey Electronic Distr 301 Grand F Rosenstein LA 5-3134 PS*

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William's Co C B 154 S Main St C B Williams 5-1245 PSTR*

PLAINFIELD

Union Television Parts Co 403 Watchung Ave N Jones PL 4-6930 PS

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General Electric Brunswick Ave A Knorr TR 3-9865 TRE1E2P
Nidisco-Trenton Inc 126 S Warren St See Jersey City
Westinghouse Electric 745 E State R H Colborn 5-5421 TRE1E2

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JERSEY CITY—Hallmark Elec Corp 592 Communipaw
LYNDHURST—Economy Electronics 624 Ridge Road
NEWARK—Admiral Corp Newark Dist Div Inc 497-511 N J Railroad Ave
Continental Sales Co 521 Bloomfield Ave
Mytelka & Rose Inc 1020 Broad Street
Radio Wire Television 24 Central Avenue
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PATERSON—Jersey Electronic Dist Co 301 Grand Street
PHILLIPSBURG—Carl B Williams Co 154 South Main St
RED BANK—Monmouth Radio Sup 404 Shrewsbury Ave
TRENTON—Cooper Sales Co Factory & Cooper Sts

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ALBUQUERQUE

Boyd Distributing Co See Denver Colo

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Cunningham Distr 218 W Marquette 3-4694 TRE1
 Electric Supply Co Box 1353 TR
 General Electric 820 N 1 St F A Dunn 6443 TRE1E2P
 Ifield Co Charles Box 1309 TR
 Korber & Co J 200 N 2 St 7711 TRE1E2
 Mathias & Co Albert See El Paso Texas

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 Momen-Dunnegan-Ryan 409 N 1 St See El Paso Texas
 Radio Equipment 523 E Central Ave A A Thomas 2-5681 PSTRM
 Walker Radio L B 114 West Granite PS
 Westinghouse Electric 215 54 St G M DeKraker TRE1E2
 York Hdw 1414 N 12 St R Dreyer VP 3-2288 TRE1E2

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 Radio Equipment Co 523 E Central
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 Crosley Distr 30 Lodge St Ralph Dade Jr Mgr 6-7691 TRE1
 Ft Orange Radio 904 Broadway D L Marks Buyer 5-1594 PSMTRE1E2*
 Graybar Electric 40 Van Woert F C Sweeney Mgr E1E2
 Havens Electric 311 Hudson Ave H E Van Alstine TRE1E2
 Henzel-Powers 294 Broadway R G Powers VP 5-2351 TRE1E2
 Hudson Valley Asbestos 170 Central Ave M A Pursel 4-6197 TRE1
 Reines-Freeman 201 Jay St B Reines Pr 5-2364 TRE1E2
 Roskin Bros 1827 Broadway B J Roskin TRE1E2M

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Rudisco Inc 182 Washington Ave C F Russo Pr 5-3556 TRE1
 Spinney Co B H 97 N Broadway 5-3339 TR
 Taylor Co E E 465 Central Ave E E Taylor 2-3860 PS*
 Tri-State Distrs Colonie & Montgomery L R Fried Pr 4-8156 TRE1E2
 Westinghouse Electric 454 N Pearl St J Simmons 4-9135 TRE1E2

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Dare's Radio Supply 22 E Genesee H E Dare 2-0441 PSTR*
 Onondaga Supply See Syracuse

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 Federal Radio Supply 188 State St H B Green PS*
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(Directory continued in next column)

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 Bickford Bros 165 Georgia St Paul Wolk Owner MO 3535 TRPS
 Bisen Electric 1137 Main LI 8447 TR
 Buffalo Electric 75 W Mohawk St A J Abbott Jr WA 4420 TRE1E2
 Dymac Inc 2329 Main St A J Dybowski Mgr PA 2300 PS*
 Fay-San Distr 1669 Main St B L Kulich Pr SU 1300 TRE1
 General Electric 960 Busti Ave E D Crosby EL 5100 TRE1E2P
 Genesee Radio Parts 205 Genesee E Puffaff Owner CL 1970 PS*
 Graybar Electric 180 Perry K L Thielscher WA 3700 TRE1E2
 Kemp Distr Co 701 Seneca St TR

Arvin Radio and Television

VISIBLE VALUE *DISTRIBUTED BY:*

Lee Distr 350 Seneca St B A Hendricks Pr VP MO 7921 TRE1E2

Mutual Appliance Distr 122 Clinton St T P Begy WA 3010 TRE1E2
 Progress Distr 151 Genesee St CL 3553 TRE2
 Radio Electric Prods 677 Michigan CL 6454 PS
 Radio Equipment Corp 145 Genesee St PSTR
 Rains Co W E 11 W North St N M Weidmann Buyer GR 4944 PS

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Scheller Radio 269 Oak St PS
 Schwartz Co C F 397 Minn Ave C F Schwartz Owner UN 2565 TRE2
 Standard Electronics Distr 1497 Main St H F Irr GA 5000 PSTR
 Strauss Co Joseph 25 High L J Strauss GR 9222 TRE1
 Western Merch Distr 130 S Elmwood E G Inghram Pr CL5242 TRE1E2M

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 Brady Supply 255 State J J Brady 9191 RE1E2S
 Harrison Co Fred C 108 W Church F C Harrison Owner 7921 PSRM*
 Le Valley McLeod Inc 215 E Church St H P Brill TRPSE1E2

FARMINGDALE see Long Island

FLUSHING see Long Island

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HICKSVILLE see Long Island

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Newburgh Distr 145 S William St S Rosenblum 4830 TRE1E2
Shapiro Distr 315 Broadway Hyman Shapiro Pr 501 TRE1E2
Westinghouse Electric 26 Liberty St H Koenig Br Mgr TRE1E2

NEW ROCHELLE

Appliance Distr 49 Lawton St L H Streger Pr NE 2-0144 TRE1

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Admiral Corp 625 W 54 St J T Hodgins GM PL 7-7500 TRE1E2
Apex Electronic Sales 1926 Broadway David Cole SM SU 7-1800 TRM
Arrow Electronics 82 Cortlandt St M Goldberg Pr DI 9-4714 PS*

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Electronic Expeditors 507 5 Ave MU 7-0084 PS
Electronic Wholesalers 5047 Broadway P Barr SM LO 9-4906 PSM
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 Westinghouse Elec Sup 1048 University R R Hand Dis Mgr TRE1E12

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Onondaga Supply Co See Syracuse

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 Young Co S G 715 State St H C King SM 7-2212 TR

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 City Electric 514 W Genesee J S Isaacs Buyer 3-5171 TRE1E2
 Gordon Distr L 1718 Erie Blvd E Louis Gordon 72-4456 TRM
 Gould-Farmer 1020 W Genesee St E R Burtis TRE1E2
 Graybar Electric 327 N West St William McNulty Mgr E1E2
 Karl-Wiliam Co 404 S Crouse Ave K Stander Pr 5-2755 PSTRE2M
 Lincoln Supply Co 109 Otisco St Morton Zaleon 4-3170 TRE1E2



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 Paul-Jeffrey Co 935 Erie Blvd E TRE1
 Penfield Mfg Co 508 Erie Blvd E 5-4154 TR
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 Reliance Distr 343 W Jefferson St S Brownstein TRE1
 Roberts & O'Brien 714 Park Ave L E O'Brien 3-3417 PS*
 Smith Inc-Stewart W 325 E Water St R G Coffin Buyer 2-7768 PSRM
 Spinney Co B H 1115 W Fayette St B H Spinney 5-2153 TR
 Stage Roy C 265 Erie Blvd W R C Stage Owner 2-8686 PSMRT
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UTICA

Beacon Electronics 14 Catherine St W E Wolcott Pr 3-2304 PS*
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 Langdon & Hughes 233 Elizabeth St Leo Meagor VP 2-3154 TRE1E2
 Miller Electric 11 Hopper St C G Miller 2-4137 TRE1E2
 Onondaga Supply See Syracuse
 Vaeth Electric 35 Genesee St C P Vaeth 2-5177 TRPSE1
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WATERTOWN

Beacon Electronics 108 Lincoln Bldg See Utica
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WOODSIDE see Long Island

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ITHACA—Stallman of Ithaca 123-27 S Tioga St
JAMAICA—Harrison Radio Corp 172-31 Hillside Ave
 Norman Radio Distributors 0429 Merrick Avenue
JAMESTOWN—Johnson Rad & Elec Eq 48-50 Harrison
KINGSTON—Arace Brothers 27 Henry Street
LONG ISLAND CITY—Electronic Sup 40-14 Greenpoint
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 Ray Distributing Co 55 W Main St
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 Crosley Dist Corp 550 West 35 Street
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Womack Elec & Supply Co 319 Worth St See Danville Va

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 Carolina Appliance 224 S Cedar T Glasgow Sr 6-2457 TRE1E2
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 General Electric 700 Tuckaseegee G C Osgood 5-7321 TRE1E2P
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 Hough-Wyllie 2401 S Blvd F M Hough Pr 4-9748 TRE1E2
 McClain Distr 1213 W Morehead St E McClain 3-7536 TRE1
 Radiotronic Distr 208 N College St H B Grice 2-1258 PSTR*
 Shaw Distr 205 W 1 St O N Shaw Pr 7698 PSTRM
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Sutton Inc A K 1023 W Morehead St A K Sutton 6-2767 TRE1
 Twin States Distr 1200 S Graham St H O Albright 6-2761 TRE1E2
 Walker-Martin Inc 449 Atonda Ave See Raleigh
 Westinghouse Electric 324 N College S R Clark 5-3715 TRE1E2
 Williams & Shelton 801 S Tryon St T R Banks Buyer 3-0053 TRE1

DURHAM

Graybar Electric Co 303 S Duke St M C Shorey Mgr E1E2
 Womack Elec & Supply Co 304 S Dillend See Danville Va

FAYETTEVILLE

Eastern Radio Supply 532 Hay St L G Miller Buyer 7161 PSMTR

GOLDSBORO

Allison-Erwin Co See Charlotte
 Signal Radio Supply Kinston Hwy H M Sherard Jr 1535-R PSTR
 Womack Elec Supply See Danville Va

GREENSBORO

General Electric 1111 Willowbrook V C Welker 3-8208 TRE1E2P
 Johannesen Electric 312 N Eugene St R M Johannesen 3-6905 PSTR*
 McCracken Supply Co 1130 W Lee St See Raleigh
 Odell Hardware TRE1E2
 Southeastern Radio Supply Co 404 N Eugene See Raleigh
 Walker-Martin Inc 827 Raleigh St See Raleigh
 Westinghouse Electric 209 Walker Ave J O Leonard Jr TRE1E2

GREENVILLE

General Electric 200 Hooker Rd J B Cain Mgr TRE1E2P

HIGH POINT

Allison-Erwin Co See Charlotte

RALEIGH

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 Electrical Wholesalers 911 N West St A A Gould Pr 3-5588 RE1E2
 General Electric 329 W Poole R B Helfrich 3-4691 TRE1E2P
 Hough-Wyllie Co See Charlotte
 McCracken Supply 401 Hillsboro St C R Philpot Buyer 7571 TRE1E2
 Nash-Steele-Warren 733 Hargett St R S Warren 4-3421 TRE1
 Southeastern Radio 415 Hillsboro St A Rothstein 3-1936 PS*
 Walker-Martin P O Box 391 R W Martin Pr LD 950 TRE1E2
 Westinghouse Electric 319 W Martin St H W Marvin Jr TRE1E2

SHELBY

Pendleton's 125 N Lafayette St W A Pendleton Owner 7216 TRPS

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WILMINGTON

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 Shaw Distributing Co 205 West First Street
 Walker Martin Inc 449 Atonda Avenue
DURHAM—Womack Electric 304 S. Dillend
GREENSBORO—Johannesen Elec Co 312-14 N Eugene
 Southeastern Radio Supply Co 404 N Eugene
 Walker Martin Inc 827 Raleigh Street
RALEIGH—Southeastern Rad Sup Co 411-15 Hillsboro
 Walker Martin Inc 840 Poole Avenue
WINSTON-SALEM—Dalton-Hege Rad 340 Brookstown

NORTH DAKOTA

BISMARCK

Dakota Electric Supply Co See Fargo

FARGO

Bristol Distr 419 N P Ave H Bristol 5851 TRPS
 Dakota Electric 1021 4 Ave N J D Farnam Pr 2-3301 TRE1PS*
 Dakota Hardware 627 N P Ave TRE1
 Fargo Glass & Paint 648 N P Ave E J Schonberg Pr 4441 TR

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Larson Co 806 N P Ave L M Larson Pr 2-3253 TRE1E2
 Nash-Finch Co 620 N P Ave 7763 RE1
 Radio Equipment P O Box 1534 Ted Shields 5462 RPS
 Reinhard Bros 301 N P Ave A C Reinhard Jr Pr TRE1PS
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Maytag Electric Co See Minot
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Electronic Eng'g 362 W Bowery S Leibowitz FR 3191 PS
General Electric 225 E Mill M N Snyder FR 8195 TRE1E2P
Graybar Electric Co 185 Carroll St N W Zilch Mgr E1E2
Main TV Supply 1013 N Main H Havenstein WA 2117 PS
Mook Electric Supply 600 S High St H H Smith Br Mgr TRE1E2
Olson Radio Warehouse 73 E Mill St PS
Sacks Electric Supply 605 S Main St JE 8196 TRE1E2
Sun Radio Co 110 E Market St R H Berkey PS*
Warren Radio Co 71 S Broadway A S Bacon PS*

ALLIANCE

Dyke Automotive 144 E Main St TR

ASHTABULA

Morrison's Radio Supply 331 Center St R M Morrison 39-936 PSTR*

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Burroughs Radio Co 711 2 St NW A M Burroughs 5-0273 PSTR*
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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

OHIO (Continued)

Canton Hardware 1221 3 St NE J W Aiken 5-0191 TRE1E2
 Fall Radio Supply 410 Arlington Ave NW F S Fall 5-8451 PSTRM
 General Electric Supply 123 6 St W H B Fisher 4-5187 TRE1E2P
 Mook Electric 2830 Cleveland NW G P MacFarlan TRE1E2
 Sommer Electric 818 3 St NE H D Sommer PSTR

CHILLICOTHE

Chillicothe Hdw & Supply 21 E 2nd St B M Segal 2136 PS

CINCINNATI

B & B Electric 1015 Broadway Jack Davis TR
 Bimel Co 2600 Colerain Ave Fred Bimel TRE1
 Chambers Electron 1667 Central Pkwy ELChambers MA7616 PSTRM*

Arvin Radio and Television

VISIBLE VALUE DISTRIBUTED BY:

Floyd & Co 1616 Madison Rd Morris Floyd Pr TRE1

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 15th & Vine Sts R S Herrlinger CH 7273 PS*
 Holub & Hogg 1400 Sycamore St P E Holub CH 7974 PSMTR
 Home Products 707 Sycamore St F L Kahn DU 5730 TE1
 Hughes-Peters 1128 Sycamore J B Mattox Buyer DU 7625 TRPSE1E2*
 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
 Mytronic Co 121 W Central Pkwy D F Myers Owner GA 2245 PSMTR
 Oberrecht Distr 7370 Reading Rd E A Oberrecht Pr RE 5053 TRE1

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Ohio Appliances 804 Sycamore St DU 5430 TRPSM

Since 1930

WE HAVE DISTRIBUTED
 THE HIGHEST QUALITY OF
 ELECTRONIC PRODUCTS

—in radio and television
 tubes — it's

NATIONAL UNION

*Efficiently Serving
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 of the*

★ **RADIO-TELEVISION** ★
 ★ **INDUSTRIAL** ★
 ★ **ARMED FORCES** ★

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 SUPPLY CO., INC.**

1669-71 CENTRAL PARKWAY • CINCINNATI 14, OHIO
 Phone — MAIN 7616 — Phone

OHIO (Continued)

Peaslee-Gaulbert 924 McLean St G L Patterson GA 4264 TE1
 Radio TV & Refr Supply 1129 Walnut R J Hagemeyer MA 2940 PS
 Roel Distr J D 1400 Central Pkwy PSTRE2M
 Schuster Electric Co 321 Sycamore St J E Schuster PS*
 Steinberg's 633 Walnut St Jule Burnett CH 1880 PSR*
 Television Distributors 412 W 7 St T
 Tri-State Distr 8 & Broadway J C Clinkenbeard TRE1
 United Radio 1314 Vine St CH 6530 PSR
 Westinghouse Electric 3011 Stanton Ave W A Phillips TRE1E2
 Williams & Martin 49 Centrai Ave J C Martin Pr MA 1827 TRE1

CLEVELAND

Arnold Wholesale 5209 Detroit Ave R C Hager Pr OL 1-3600 TRP
 Broadway Electric 6209 Broadway SE DI 1-8500 PSTR

Arvin Radio and Television

VISIBLE VALUE DISTRIBUTED BY:

Brown Inc E A Carnegie & E 40 St E A Brown Pr EN 1-5000 RTE2

Burdick Co H W 1010 Euclid Ave CH 1-6040 TRE1
 Cleveland Wholesalers 1825 E 40 St G L Schwartz Pr UT 1-9777 TR
 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 C E Kirkpatrick CH 1-1360 TRE1E2
 Kane Co 1666 E 40 St J M Kane Pr EX 1-4800 TRE1E2
 Leon Co Irving 1436 W 25 St MA 1-9046 T

RCA VICTOR

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 Main Line Cleve 5005 Euclid Ave W M Shipley EX 1-1800 TRMPSE1

Midland Electric 2125 Superior J W Walker Pr SU 1-2125 TRE1E2
 Mil-Mar Distributing 1805 E 40 St UT 1-5161 TRE1
 M & M Co 5200 Prospect Ave R F Stump Pr EN 1-5200 TRE1E2P
 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 I Olson PST
 Pioneer Radio 2115 Prospect Ave J C Williams SU 1-9411 PSR*
 Progress Radio 413 Huron Rd R L Uher Pr CH 1-5630 PSM
 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 W W Farr Pr SU 1-8500 TRE1
 Shuler Radiant Co 2114 Woodland Ave MA 1-1747 TRE1E2
 Skinner & Co J J 6523 Euclid J J Skinner Pr EN 1-0901 TRE1E2
 Strong-Carlisle-Hammond 2801 St Clair MA 1-9165 TRE1P
 Tecca Distr 220 St Claire Ave NW M Tecca Pr SU 1-4380 TE1E2
 Television Distr 3600 Ridge Rd ME 1-7100 TPS
 Westinghouse Electric 1809 E 22 JV Weeks TO 1-5660 TRE1E2
 Winteradio Inc 1468 W 25 St E J Gorceyca MA 1-9383 PSTR*
 Worthington Co George 802 St Claire Ave NW CH 1-1600 TRPS

COLUMBUS

American Sales 33 N Grubb St E C Brauning VP FL 1721 TRE1E2
 Appliance Distr 145 N Front St AD 3161 TRE1P
 Bennett Distrs 39 E Chestnut St W W Bennett AD 6216 TRE1PE
 Callander-Lane 82 N Grant Ave D G Callander FL 1781 TRE1
 Electronic Supply 134 E Long St George Bolter FL 1508 PSTR*
 General Electric 146 N 3 St R E Franck AD 3221 TRE1E2P
 Graybar Electric 3 & Chestnut Sts C E Furber Mgr TRE1E2
 Gustave Hirsch Organization 310 W Broad St PS
 Hughes-Peters 111 E Long St P E Gustafson VP MA 4356 TRPS*
 Kane Co 168 N 3 St See Cleveland
 Luethi & Welch 73 E Naghton St C H Luethi Pr AD 4711 TR
 McCleery-Carpenter 301 N 3 St Ira Monroe FL 3871 TRE1E2
 M & M Co 327 E Broad St AD 9414 TRE1E2P

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Ohio Appliance 241 N 4 St E L Foster MA 4678 TRME1

Scioto Sales 232 N 3 St E F Smith VP MA 7447 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 J C Nagle Mgr MA 7434 PSM*
 Tracy-Wells 175 N Front St TR
 Vogel Distr 529 E Town St K Vogel MA 2354 TR
 Westinghouse Electric 266 N 4 St C J Vondran TRE1E2
 Whitehead Radio 118 E Long St R C Whitehead AD 1784 PS*
 (Directory continued on next page)

OHIO (Continued)

DAYTON

Allied Supply 359 W Monument W V Homan MI 9833 TRPSE1E2
 American Sales 400 Linden T Goldenberg KE 3721 TRE1E2
 General Electric 601 E 3 St C Fortenbaugh MI 0781 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 Ditmes MI 8555 TRE1E2P*

Arvin Radio and Television
 VISIBLE VALUE  DISTRIBUTED BY:
 Kiefaber Co W H 40 Keowee St R M Kowski Buyer TR

Larkin Co M D 115 E 3 St M D Larkin AD 8231 TRE1E2
 Martin Electric 310 E 2 St J P Martin Pr FU 5141 TRE1E2
 McGranahan Distr V J 117 S Perry G G McCallister TRE1
 Miami Valley 123 N Patterson Blvd TRE1
 Moore Equip 226 W 3 St L Grant AD 3124 TRMPSE1

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Ohio Appliances 430 Leo St W V Wright VP MI 0343 TRP5M

SREPCO Inc 135 E 2 St L C Francis Pr MI 3874 PS*
 Stotts-Friedman 620 S Main MI 8373 PS
 Television Distr 830 Gas/Elec Bldg T
 Wustling House Electric 226 W 5 St R W Ball TRE1E2
 Yonts Radio & Appl 535 E 3 St H T Manoff VP HE 6777 TRE1E2

EAST CLEVELAND

Euclid Radio & Parts 16379 Euclid GL 1-1375 PS

EAST LIVERPOOL

D & R Radio Supply See Steubenville

ELYRIA

EI-A-Co 235 Lodi St B R McArtor 2169 PS

LANCASTER

Bletzacker Electronics 135 W Chestnut 2137 PS
 Snyder Electric Supply 319 Forest Rose R L Snyder 2986 TRE1E2

LIMA

Allied Supply See Dayton
 Electric Supply 206 E Market TR
 Hutch & Son 125 S Elizabeth J W Hutchinson 9-8411 PSTR
 Lima Radio Parts 600 N Main K H Richie Owner 6-6551 PS*
 Northwestern Radio 121 S Elizabeth PS
 Warren Radio 222 S Elizabeth St 7-2011 PS*

MANSFIELD

Burroughs Radio 218 E 2 St A M Burroughs 1-6916 PSTR*
 Hartman-Spreng 26 W 6 St C K Spreng 4121 RE2

MARIETTA

Marietta Radio & Elec 221 2 St 1677 PSR

MARION

Bell Radio Supply 527 N Main St P S Bell 2-5513 PS
 Dillman Radio Supply 434 N Prospect R Dillman 2-8063 PSMT
 Servex Distr 131 N State C E Sens 2-0031 PS

MASSILLON

Martin Co M H 1118 Lincoln Way E M H Martin 8586 PSMT

NEWARK

Williams Wholesale 42 S 3 St 4085 TRE1E2

PORTSMOUTH

Hibbs Hdw Co 733 5 St L A Shelton 85 TR
 Sound Elec Supply 7th & Finlay W R Fuller Jr 3-3361 PS

SALEM

Dyke Motor Supply 127 Penn Ave TR

SPRINGFIELD

Eberle's Radio 522 W Main J L Eberle 3-8552 PSTR
 SREPCO 119 W Main St See Dayton
 W W Electric 320 W Main St G P Bowman Buyer 3-6434 TRE1

STEBENVILLE

D & R Radio Supply 156 S 3 St J L Glover 2-5011 PSRM
 Hausfeld Radio 116 N 3 St 2-4391 PS*

(Directory continued in next column)

OHIO (Continued)

TOLEDO

Arnold Furnace & Equip 612 LaGrange MA 4116 TR
 Bernarr Distr 1034 Grand Ave TRP
 Bugart Co H G 217 Cherry H G Bogart Pr MA 6283 TRE1
 Buhl Sons 1001 Monroe St TR
 Christian-Shiedler 2001 Adams F Christian AD 9139 TR
 Commercial Electric 1301 Adams N C Goldman Owner MA 1184 TR
 General Electric 28 N St Clair G M Callender AD 5104 TRE1E2P
 Gerlinger Equip 1001 Adams St R A Gerlinger AD 7208 TRE1
 Grauba Electric 1700 Canton A W Hallett Mgr TRE1E2
 Howard's Electronic 135 17 St H H Torrence Owner AD 2277 PS
 H & W Auto Access 26 N 11 St MA 2112 PS
 Kane Co 1926 Canton Ben Kane MA 1156 TRE1E2M
 Lifetime Electronics 1501 Adams St W H Manoff MA 5643 PSM
 McGranahan Distr V J 1920 N 13 V J McGranahan AD 5266 TRE1

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Main Line Distr 380 S Erie J Cohan Pr GA 4996 TRMP5

Electronic Supplies 1013 Jefferson D E Petty FA 1734 PSM
 Toledo Apol 1924 Linwood Ave R G Cohen Pr MA 1287 TRPSE1E2

Arvin Radio
 VELVET VOICE  DISTRIBUTED BY:
 Toledo Merchandise 31 S Superior D C Rolli Pr MA 5168 RE1E2

Toledo Radio Spec 1215 Jackson Helen C Hawley Buyer AD 5828 PS*
 Walding-Kinnan-Marvin 332 Summit A R Waite Pr MA 7155 TRE1
 Warren Radio 1320 Madison Owen Smith Owner PS*
 Westinghouse Electric 1225 Indiana W M Kline TRE1E2
 World Radio & Appl 1014 Madison M N Isaacson GA 5216 TRE1E2

WARREN

D & J Elec Supply 236 Vine Ave SE Glen Dial Buyer 3-7216 PST
 Radio Specialties 136 Pine SE Mrs. Anna Jantson 2-5780 PSTR*
 (Directory continued on next page)

MAN—we gottem . . .

You know it . . .
 if it's electronic
LIFETIME has 'em.



A complete line of
 radio and television
 parts and test equip-
 ment, in addition to in-
 dustrial equipment.

LIFETIME ELECTRONICS

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TOLEDO, OHIO



Howard's
 ELECTRONIC SUPPLY

135 — 17TH ST. TOLEDO 2, OHIO AD. 2277

The Home of Very Important Products

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|----------------|-------------|-----------------|
| RCA | CENTRALAB | SANGAMO |
| BURGESS | STANCOR | RAULAND |
| JFD | RMS | NATIONAL UNION |
| BOGAN | JENSEN MFG. | FEDERAL |
| SARKES TARZIAN | SHURE | WEBSTER CHICAGO |

OHIO (Continued)

DAYTON

Allied Supply 359 W Monument W V Homan MI 9833 TRPSE1E2
 American Sales 400 Linden T Goldenberg KE 3721 TRE1E2
 General Electric 601 E 3 St C Fortenbaugh MI 0781 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 Ditmes MI 8555 TRE1E2P*

Arvin Radio and Television
 VISIBLE VALUE  DISTRIBUTED BY:
 Kiefaber Co W H 40 Keowee St R M Kowski Buyer TR

Larkin Co M D 115 E 3 St M D Larkin AD 8231 TRE1E2
 Martin Electric 310 E 2 St J P Martin Pr FU 5141 TRE1E2
 McGranahan Distr V J 117 S Perry G G McCallister TRE1
 Miami Valley 123 N Patterson Blvd TRE1
 Moore Equip 226 W 3 St L Grant AD 3124 TRMPSE1

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Ohio Appliances 430 Leo St W V Wright VP MI 0343 TRP5M

SREPCO Inc 135 E 2 St L C Francis Pr MI 3874 PS*
 Stotts-Friedman 620 S Main MI 8373 PS
 Television Distr 830 Gas/Elec Bldg T
 Wustling House Electric 226 W 5 St R W Ball TRE1E2
 Yonts Radio & Appl 535 E 3 St H T Manoff VP HE 6777 TRE1E2

EAST CLEVELAND

Euclid Radio & Parts 16379 Euclid GL 1-1375 PS

EAST LIVERPOOL

D & R Radio Supply See Steubenville

ELYRIA

EI-A-Co 235 Lodi St B R McArtor 2169 PS

LANCASTER

Bletzacker Electronics 135 W Chestnut 2137 PS
 Snyder Electric Supply 319 Forest Rose R L Snyder 2986 TRE1E2

LIMA

Allied Supply See Dayton
 Electric Supply 206 E Market TR
 Hutch & Son 125 S Elizabeth J W Hutchinson 9-8411 PSTR
 Lima Radio Parts 600 N Main K H Richie Owner 6-6551 PS*
 Northwestern Radio 121 S Elizabeth PS
 Warren Radio 222 S Elizabeth St 7-2011 PS*

MANSFIELD

Burroughs Radio 218 E 2 St A M Burroughs 1-6916 PSTR*
 Hartman-Spreng 26 W 6 St C K Spreng 4121 RE2

MARIETTA

Marietta Radio & Elec 221 2 St 1677 PSR

MARION

Bell Radio Supply 527 N Main St P S Bell 2-5513 PS
 Dillman Radio Supply 434 N Prospect R Dillman 2-8063 PSMT
 Servex Distr 131 N State C E Sens 2-0031 PS

MASSILLON

Martin Co M H 1118 Lincoln Way E M H Martin 8586 PSMT

NEWARK

Williams Wholesale 42 S 3 St 4085 TRE1E2

PORTSMOUTH

Hibbs Hdw Co 733 5 St L A Shelton 85 TR
 Sound Elec Supply 7th & Finlay W R Fuller Jr 3-3361 PS

SALEM

Dyke Motor Supply 127 Penn Ave TR

SPRINGFIELD

Eberle's Radio 522 W Main J L Eberle 3-8552 PSTR
 SREPCO 119 W Main St See Dayton
 W W Electric 320 W Main St G P Bowman Buyer 3-6434 TRE1

STEBENVILLE

D & R Radio Supply 156 S 3 St J L Glover 2-5011 PSRM
 Hausfeld Radio 116 N 3 St 2-4391 PS*

(Directory continued in next column)

LEADING DISTRIBUTORS EVERYWHERE
 feature **SPRAGUE**
CAPACITORS

DISTRIBUTOR DIRECTORY

OHIO (Continued)

YOUNGSTOWN

Appliance Wholesale 807 Market WE Jenkins 6-6587 TRME1E2
Cavanaugh Co 928 W Rayen Ave TR
Dorrance Supply 225 N Champion R G Dorrance Pr 4-7211 TRE1
General Electric 265 W Rayen CJ Woodward 4-1111 TRE1E2P
Grzubar Electric 602 W Rayen Ave W C Robinson Mgr TRE1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Hamburg Bros 360 E Federal St Carl Hamburg 3-2101 TRMPS

Hood Electric 128 W Rayen Ave 4-0255 TR
Mooch Ele: Supply 242 W Wood St W J Cook Br Mgr TRE1E2
Radio-TV Parts 230 E Boardman S P Applebaum 3-2181 PSMTR
Ross Radio 325 W Federal St James Ross 3-3783 PSMTR*
Wi.kins-Leonard Hdw 27 E Federal TR

ZANESVILLE

Thompson Radio Supplies 135 S 6 St C D Thompson PS*



OHIO

AKRON—Akron Radio & TV Pts Sup 493 Eastland Ave
Warren Radio Co 71 S Broadway
ASHTABULA—Morrison's Radio Supply 331 Center St
CANTON—Armstrong Radio Supply 216 Second St S E
Burroughs Radio Co 711 Second St N W
Sommer Electric Co 1818 Third St
CHILLICOTHE—Chillicothe Hdw & Sup 21 E 2nd St
CINCINNATI—United Radio Inc 1314 Vine Street
CLEVELAND—Goldhamer Inc 2239 East 14th St
Pioneer Radio Supply Co 2115 Prospect Ave
Radio & Electronic Parts Corp 3235 Prospect Ave
Winteradio Inc 1468 W 25th Street
COLEMBUS—Electronic Supply Corp 134 E Long St
Thompson Radio Supplies 182 E Long St
DAYTON—Srepec Inc 135 E Second St
LIMA—Warren Radio Company 222 S Elizabeth
MANSFIELD—Burroughs Radio Co 218 E Second St
MARION—Bell Radio Supply 527 N Main St
PORTSMOUTH—Sound Elect Suppliers 7th & Findlay
TOLEDO—Selectronic Supplies Inc 1013 Jefferson Ave
Warren Radio Co 1320 Madison Ave
YOUNGSTOWN—Ross Radio Co 325 W Federal St
ZANESVILLE—Thompson Radio Supplies South 6th St

OKLAHOMA

LAWTON

Reynolds Radio Supply 909 1/2 "C" Ave J B Reynolds Owner 1292 PSM

McALESTER

Southeast Oklahoma Radio PO Box 607 PS

MUSKOGEE

Muskogee Electronic 229 Court St S G Lemons Co-owner 2834 PS*

OKLAHOMA CITY

Appliance Distr 2 N W 11 St I H Faught Buyer 79-0528 TRE1
Capitol Distr 1017 W Reno 7-7672 TRE1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
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
Graybar Electric 12 E Calif St W A Arthur Mgr E1E2
Lynch & Co S H 900 N Western Ave Wayne Copeland TR
McDermott Inc Tom P 101 E Grand St G M Nelson Mgr 7-3982TR
Maxwell Co Leo 409 N Olive St Leo 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
Nash-Kelvinator Sales 2712 N W 45 St TRE1
Radio Supply 724 N Hudson J E Barnett Owner 3-3409 PSRT*
Southwest Radio 3 NE 8 St J P Stewart Jr 7-8535 TRE1E2M

OKLAHOMA (Continued)



Titus Wholesale W E 16 W Calif St W E Titus Owner 3-7012 TRE1E2

Westinghouse Electric 850 N W 2 St R B Millerborg TRE1E2
Wolfe Distr 710 N W 2 St T G Wolfe Owner 7-4542 PSME1E2TR

TULSA

Denison Radio Supply See Denison Texas
Electronic Supplies 219 E First St J M Schuman Owner 4-6129 PSMR
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 PO Box 2366 PS
Looboye 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 Cihak 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*
Ridley's Inc 216 E 10 St R P Ridley Pr 54-5158 PS
S & S Radio Supply 721 S Detroit St V G Goss 54-5264 PSMTR*
Westinghouse Electric 307 E Brady St E G Wilcox TRE1E2
Wholesale Radio Supply 1410 E 11 St M Pate Pr 4-1444 PSTR



OKLAHOMA

OKLAHOMA CITY—Radio Supply Inc 724 No Hudson
TULSA—Industrial Elec Supply P O Box 2366
Radio Inc 1000 S Main St

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 2319 S 6 St R P Lungren Owner 6572 PSR

MEDFORD

Walker Co Verl G 205 W Jackson V G Walker Owner 2-4558 PSME2*

PORTLAND

Appliance Wholesalers 600 NW 14 AT 6584 RE1PSM
Central Distr 1131 SW Washington St H M Barthel BR 2544 TRPS*
Connelly Co F B 905 NW 12 Ave F C Porter GM CA 1755 TRME1E2
Crosley Distr 645 SE Ankeny St TRE1E2
Electrical Distr 140 NW 14 Ave A M Cronin Sr Pr 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 A G Gilbert Pr BR 5641 RE2
Graybar Electric Park & Flanders Sts P D Barber Mgr E1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Harper-Meggee 1506 NW Irving J E Gollihur GM CA 4231 TRPSM*

Home Makers Sup 824 SW 18 St F L Staples Buyer CA 9385 TRE1E2
Johnson Co Lou 422 NW 8 St R C Mathews BR 5564 TRPSE1E2



Marshall-Wells Co 1420 NW Lovejoy Elmer Jorgensen Buyer RE1E2

Northwest Radio 717 SW Ankeny St Isaac Bloom Buyer AT 1021 PS
Pacific Stationery 414 SW 2 Ave L Hunter Pr CA 4221 TRPS
Portland Radio 1300 W Burnside St G B Paine PS*

(Directory continued on next page)

OREGON (Continued)

Stubbs Electric 33 NW Park E Grulke BR 5404 PSME1E2*
 Tracey & Co 937 NW Gilson H V Childs PSRM*
 United Radio 22 NW 9 Ave C J Douglas Buyer BE 6323 PSM*
 Westinghouse Electric 815 NW 12 Ave R H Sroufe Br Mgr TRE1E2

SALEM

Eoff Electric 156 N Front St Ellis Von Eschen 3-9251 TR
 Gilbert Bros 355 N High St See Portland
 Johnson Co Lou See Portland
 Morrow Radio 1051 S Commercial St R E Morrow 3-5955 PSTRM
 United Radio Supply 976 S Commercial St See Portland



OREGON

EUGENE—Carlson Hatton & Hay Inc 96 East 10th Ave
KLAMATH FALLS—R F Supply 2319 South Sixth St
MEDFORD—Verl G Walker Co 205 W Jackson
PORTLAND—Central Dist Co 1135 S W Washington St
 Northwest Radio Supply Co Inc 717 S W Ankeny St
 Pacific Stationery—Wholesale 414 S W Second
 Stubbs Electric Co 33 N W Park Avenue

PENNSYLVANIA

ALLENTOWN

Bell Chas L Co 14 & Gordon Sts C L Bell 3-5101 TRE1E2
 Clark Distributing 106 Hamilton St R L Clark Owner 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
 Phila Wholesale Penn & Green Sts J D Weiss Mgr 4-9624 TRE1E2
 Radio Electric Service Co 1042 Hamilton St PS
 Westinghouse Electric Supply 745 Union Blvd L K Blose TRE1E2

ALTOONA

Dibert Radio Inc 1713 Union Ave F E Dibert 2-8830 TR
 Electric Appliance Dist 906 Green Ave TR
 Hollenback's Radio 2221 8 Ave W L Hollenback Owner 6171 PSTR*
 Kennedy's Radio Supply 1500 7 Ave 3-6768 PSTR
 Radio & Motor Service 800 Chestnut Ave J G Good Buyer 7178 TRE1

BEAVER FALLS

Reliable Motor Parts 1700 7 Ave H Ganelin Owner BF 4925 RPSE2

BETHLEHEM

Buss Radio Electric Supply 59 E Broad R S Buss Owner 7-3151 PSM*

BRADDOCK

Electronic Parts Co See Pittsburgh
 Marks Parts Co 313 Braddock Ave E Markovitz EL 1-1314 PSM

BUTLER

Barrons Radio Supplies 116 E Jefferson St A B Barron 5930 PTRE2

CHESTER

A C Radio Supply Co See Philadelphia

EASTON

Federated Purchasers 701 Northampton St PS
 Radio Electric Service Co 918 Northampton St 2-1551 PSTR

ERIE

Duncombe Co J V 1011 W 8 St J V Duncombe 4-5278 PSTR*
 General Electric Supply 824 E 9 St T E Kuryla 2-1477 TRE1E2P
 Jordan Electronic Co 1130 German St R W Jordan Owner 22-462 PS*
 Pennsylvania Sales 1569 W 38 St W P Webster Pr TR
 Warren Radio 12 & State M H Levin Buyer 4-5286 TRPS*
 Westinghouse Electric Supply 1820 State St H J Altman TRE1E2
 Young Bros Electronics 1909 Peach St E T Young 2-2379 PRE1E2

GETTYSBURG

Arvin Radio and Television
 VISIBLE VALUE DISTRIBUTED BY:
 Hartley & Co M A 101 Carlisle St R Z Oylar Mgr 399 TRE1E2

GREENSBURG

General Electronic Distrs 120 E Otterman St P

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.

PENNSYLVANIA (Continued)

HARRISBURG

Blessing Co J A 48 N Cameron St L H McGuire Mgr 4-7047 TRE1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

D & H Distr Co 311 S Cameron St M Schwab Buyer 5-7327 TRPSE1E2

Excelsior Radio Co 17 & Derry Sts H L Myers PROP 5-8261 TRPSE1E2
 Graybar Electric Co 1039 S 13 St W H Naudascher Mgr TRE1E2
 Harrisburg Radio Lab 1124 Market St L J Zaydon 6-2755 PSTR
 Knerr Inc 317 S Cameron St 5-7151 TRE1E2
 Lehigh Valley Distributors See Hazleton
 Ott Distributors 38 & Derry Sts TR
 Peirce-Phelps Inc 25 S 10 St R Douglas TRE1
 Radio Distr Co 915 S 13 St R M Peffer 4-0139 PSTR*

HAZLETON

Arvin Radio and Television
 VISIBLE VALUE DISTRIBUTED BY:
 Cerullo Electric 39 S Vine O E Gicking Buyer 1296 TRPSE1E2

Lehigh Valley Distr Broad & Lincoln 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 Equip Co 17 Johns St 6-1291 TRPSME1*
 Dick's Automotive 633 Napoleon St J C Vibostok 71-263 TRMP
 General Electric Supply 80 Hickory St R Mathias 2-1225 TRE1E2P
 Radio Parts Co 325 Bedford St PS
 Westinghouse Electric 75 Hickory St L I Haller 8-1293 TRE1E2

LANCASTER

Barbey Co George D 622 Columbia Ave C G Wetzel 4-0558 PSTR
 Eshelman Supply Co 110 N Water St M E Wolf Buyer 8183 TRPSE1E2
 Raub Supply Co James & Concord Sts C E Whitman TRE1E2
 York Radio & Refrig Parts 519 W King St 4-2669 See York

LEBANON

Barbey Co George D 821 Quentin Rd 5238 PSTR

MCKEESPORT

Barno Radio Co 321 6 Ave G J Barno 2-2533 PSTR*

NEW CASTLE

La Mark Co 218 E Washington St L Perelman 2417 TRE2
 Midwestern Electric Supply 241 W Grant J R Colaluca 4682 PSTR

NEW KENSINGTON

Bearer Electric Supply 1017 5 Ave J K Bearer Owner 76 PSTR
 Dyke Automotive Stores 2011 9 St R G Walker 1331 TR

NORRISTOWN

Kratz Bros Box 270 S Z Wellington 5-4379 PS

PHILADELPHIA

A C Radio Supply 1539 W Passyunk J R Branca HO 2-9379 PSTR*
 A G Radio Parts 3552 N 17 St A Gumula SA 2-0505 PS*
 Allied Elec Appl Parts 3640 Elder W G Zuschlag BA 9-8800 PSTR*
 Almo Radio Co 412 N 6 St M Green Pr WA 2-5153 PSTR*
 Barnett Bros Radio 117 N 7 St J S Barnett Buyer LO 3-3947 PSMR*
 Burns Co Judson C 31 & Oxford Sts S S Glass Pr ST 4-5600 TRE1E2M
 Cass Philip Co 40 N 5 St E G Heller LO 3-9100 TRE1E2
 Consolidated Radio Co 612 Arch St G F Hall LO 3-7871 PSR*
 Elliott-Lewis 16 & Hamilton T H Lewis Jr LO 4-2000 TRE1E2
 Elliott-Rowland Corp 49 & Grays Ave SA 7-3900 TR
 Emerson Radio of Pa 223 N Broad St A I Witz Pr LO 4-3350 TRPS*

Arvin Radio
 VELVET VOICE DISTRIBUTED BY:
 Everybody's Supply Co 810 Arch St WA 2-7800 RE2

Franklin Electric 529 Arch W T Walker Jr LO 3-7842 TRE1E2
 Fretz Jr S S 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 F Scanlan SM MA 7-5700 TRE1E2P
 Graybar Electric 910 Cherry St J A Mayer WA 2-5405 TRE1E2
 Herbach & Rademan 1204 Arch St M Rademan Owner LO 7-4309 PS*
 Home Products Sales 203 N Broad R1 6-0436 TR
 Lazar Radio Co Nat 4231 Lancaster Ave N Lazar BA 2-5604 PSTR*
 (Directory continued on next page)

PENNSYLVANIA (Continued)

Louchheim Co Stuart F 1229 N Broad St 2-2100 TREIE2M
 M & H Sporting Goods 722 Market St M Oberst Buyer LO 3-2587 PS*
 Motorola-Phila 120 S 30 St E Pincus VP EV 2-4900 TRPSE1
 Neuber H K 1207 Race St H K Neuber Owner LO 7-2125 PSMTR
 Olson & Co 2514 N Broad St BA 3-8100 TRE1
 Peirce-Phelps 437 N 5 St MA 7-7000 TREIE2
 Penn Electronic Parts 5303 Frankford A S Dineno 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 Elec Service 3412 Germantown PS
 Radio Elec Serv 701 Arch St J Stern LO 3-5840 PSTR*
 Radio Parts Equip 3319 N Broad L R Lowe RA 5-3322 PSTRE2M



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Rosen & Co Raymond 32 & Walnut R Rosen EV 2-5000 TRPME1E2*

Steinberg & Co 2520 N Broad St A D Steinberg BA 3-9400 PSTR*
 Trilling & Montague 2401 Walnut St LO 4-3300 TRE1
 Westinghouse Electric 141 N 11 St L M Cronson WA 2-8950 TREIE2
 Wile Eugene G 218 11 St R H Wile Owner KI 5-8370 PSMR*

PITTSBURGH

Allied Electric Supply 1201 Forbes B Samuels EX 1-0200 TREIE2

Arvin Radio

VELVET VOICE DISTRIBUTED BY:

American Hardware 41 Terminal Way V O Hall VP HU 1-2400 RE2

Anchor Distr 955 Liberty Ave S I Lasner VP GR 1-7700 TREIE2
 Biggard & Co 800 Penn Ave AT 1-0600 TR
 Cameradio Co 963 Liberty Ave S Zions EX 1-1414 PS*
 Danforth Co 6500 Hamilton Ave I W Danforth EM 1-2700 TREIE2M
 Doubleday-Hill Elec Co 110 7 St AT 1-3000 TREIE2
 Dyke Motor Supply 800 Webster Ave J W Dyke AT 1-9420 TREIE2
 Electric Products 5929 Baum Blvd F Hoyt MO 1-7200 TR
 Electronic Parts 138 S Whitfield B Hochhauser Owner MI 6413 PS
 General Elec 200 W River Ave E G Hoffman SM AL 1-1530 TREIE2P
 Graybar Electric 900 Ridge Ave D Wallace AL 1-4100 TREIE2
 Gunther Co H U 1013 Penn Ave CT 1-5350 TR



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Hamburg Bros 213 Galveston E A Hamburg AL 1-2400 TRMPE1E2

Keys Electric 638 Grant St E J Kelsky GR 1-7126 TREIE2
 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 TRMP5
 Marshall Co John 201 Anderson St WI 1-7783 PST*
 Miller Co J E 5748 Baum Blvd J E Miller Jr EM 1-4500 TRE1
 Minsky Bros 109 3 Ave L Minsky GR 1-7755 TR
 Moto Radio Distr 5732 Baum Blvd G P McCutcheon MO 1-2822 TE1
 Olympic of Pittsburgh 2805 Penn Ave AT 1-8272 PS
 Pittsburgh Auto Equip 5808 Baum Blvd MO 1-5300 TRE1
 Pittsburgh Dealers Supply 609 Chestnut St AL 1-1616 PS
 Pittsburgh Products Co 500 Fontella R W Evans AL 1-3400 TREIE2
 Radio Parts Co 929 Liberty Ave EX 1-1540 PS*
 Rogers Co C R 5210 Liberty Ave E T Chafant MA 1-4700 TRPE1E2
 Superior Distr 5124 Liberty Ave L Berringer MU 1-4311 PSTR*
 Tydings Co 5800 Baum Blvd E J Tydings EM 2-1700 PSTR*
 Westinghouse Elec 209 W Gen Robinson N AL 1-5500 TREIE2
 Williams & Co 401 Amberson Ave L L Williams MU 1-5500 TRMP5

Arvin Radio and Television

VISIBLE VALUE DISTRIBUTED BY:

Woodwell Co Joseph 201 Wood St C Lynch Pr CT 1-1060 TREIE2

POTTSTOWN

Barbey Co Geo D 111 Washington St R E Moyer 916 PSTR

PENNSYLVANIA (Continued)

POTTSVILLE

Biehl's Inc 500 S Centre St G M Biehl Owner 162 TREIE2
 Moyer Electronic 330 E Norwegian C W Moyer 3742 PSTR*
 Saphin Television & Appliance TRE1
 Schuykill Electric 611 Mauch Chunk St J F Dilcher 4404 TRE1

READING

A G Radio Parts Co 628 Schuykill Ave PS
 Barbey Co Geo D 2 & Penn Sts G D Barbey Pr 7451 PSTRME2
 B O R Corp 217 Chestnut St H A Ollivierre Owner 3-5252 TRE1
 General Electric 447 N Front St H W Suhr Mgr 4-2169 TREIE2P
 Graybar Electric 22 S St T J Hopkins Mgr TREIE2
 Westinghouse Electric 4 & Elm Sts R E Richards TREIE2

ST MARYS

B & R Electric Co 26 Railroad St W J Fleming Owner 6755 PS*

SCRANTON

General Electric 204 Monroe Ave J H McDowell Mgr 5104 TREIE2P
 General Radio & Refrig 701 Adams St W Gerstein 7-5033 PSTREIE2
 Morris Distr 616 Mulberry St L Shiffner 4-2982 TREIE2PSM
 Penn Electrical Engineering 517 Ash St G F Smith 8175 TREIE2
 Pursell Fred P 548 Wyoming Ave F P Pursell Owner 4-6880 PSTR
 Scott Co Chas B 119 Franklin Ave L L Scott Jr Pr 2-8221 TREIE2
 Scranton Electric Construction 625 Connell Bldg F J Platt TR
 Scranton Radio & Television 519 Mulberry St D W Mack 3-1259 PSR*

SHARON

Sharon Electronics Supply 1344 E State St J Sabol 6501 PS

SUNBURY

Big Boys Distr 123 S 2 St L Friedman 990 TRE2
 Electronic Sales 734 Market St W E Miller Owner 911J PSMTR

SWARTHMORE

Wholesale Electronic Supply 503 N Chester D R Terry 6-2122 PSM

TOWANDA

Scott Co Chas B See Scranton

UNIONTOWN

Radio Parts Co 47 N Gallatin PS
 Zimmerman Wholesalers 55 Morgantown St G Zimmerman 301 PS*
(Directory continued on next page)

LEADING DISTRIBUTORS EVERYWHERE

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And that's not all! Here at Allied, you will find complete stocks of the products of the most famous makers of radio, TV and Electronic Components.

And even THAT'S not all. We stock replacement parts for all Refrigerator, Air-Conditioning, Wringer Rolls and Washing Machine requirements.

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ALLIED ELECTRIC APPLIANCE PARTS, INC.
 3640 ELDER STREET
 PHILADELPHIA 40, PENNA.

PENNSYLVANIA (Continued)

WILKES-BARRE



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
D & H Distr Co 251 S Main St J Bennett 3-6181 TRMPE1E2

General Electric 85 E Union St L H Sippel Mgr W1 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



PENNSYLVANIA

ALLENTOWN—Radio Elec Ser Co of Pa 1042 Hamilton
ALTOONA—Hollenback Radio Supply 2221 Eighth Ave
BEAVER FALLS—Reliable Motor Parts Co 1700 7th Av
BETHLEHEM—Buss Radio Electric Sup 61-63 E Broad
BUTLER—Barron's Radio Supply 116 N Jefferson St
EASTON—Radio 61 Ser Co of Pa Inc 916 Northampton
ERIE—J. V. Duncombe Co 1011 W Eighth St
HARRISBURG—Excelsior Radio Co 17th & Derry Sts
Radio Distributing Co 915 13th Street
HAZLETON—Moyer Electro Sup Co 758-60 N Locust St
JOHNSTOWN—*Cambria Equip Co 17 Johns Street
LANCASTER—George D Barbey Co 622 Columbin Ave
York Radio & Refrigeration 519 West King Street
PHILADELPHIA—Albert Steinberg & Co 2520 N Broad
Emerson Radio of Pennsylvania 225 N Broad St
Motorola-Philadelphina Co 120 S 30th St
Pierce-Phelps Inc 437 North 5th St
Radio Elec Sery Co of Pa Inc 3412-14 Germantown
Radio Elec Sery Co of Pa Inc 5030 Market Street
Radio Elec Ser Co of Pa Inc N W Cor 7th & Arch Sts
PITTSBURGH—Camernadio Company 063 Liberty Ave
M V Mansfield Co 937 Liberty Avenue
The John Marshall Co 201 Anderson St
POTTSVILLE—George D Barbey Co 111 N Washington
POTTSVILLE—Moyer Elec Sup Co Inc 330 E Norwegian
READING—George D Barbey Co Second & Penn Sts
SCRANTON—Mr Fred P Purcell 548-50 Wyoming Ave
*Scranton Radio & Tel Supply Co 519 Mulberry St
ST MARY'S—B & R Electric Co
SUNBURY—Big Boys Auto Parts Co 123-129 S Second
UNIONTOWN—Zimmerman Wholesaler 55 Morgantown
WILKES-BARRE—Radio Service Co 346 S Main St
R B Wall 58 East Union St
WILLIAMSPORT—Williamsport Rad Sup 518 W 3rd St
YORK—J R S Distributors 644 West Market St

PENNSYLVANIA (Continued)

Radio Service Co 346 S Main St E F Shuster Buyer 3-7713 PSTRE2
Wall Co R B 56 E Union St R B Wall Sr Owner 3-0127 TRE1E2

WILLIAMSPORT

Lowry Electric Co 643 Elmira St R S Lowry Buyer 2-7841 TRE1E2
Neyhart's Inc 145 W 3 St L F Finkler Buyer 5141 TRE1
Westinghouse Electric 463 Hepburn St J A Fisher TRE1E2
Williamsport Radio Supply 518 W 3 St J B Voelkler 7696 PSR*

YORK

Careva Corp 517 E Prospect J A Spyker 8-1528 TRE1
Eshelman Supply Co See Lancaster
J R S Distrs 646 W Market St J D Strauss Owner 4-3217 PSMTR*
Minnich Radio & Sound C R 624 W Market St PS
Westinghouse Electric Ogontz St & 6 Ave L A Wood Br Mgr TRE1E2
York Radio & Refrig 265 W Market St L Hochberger 8-1588 PSTR*

RHODE ISLAND

PROVIDENCE

Adams Distr 116 Broadway W M Morton DE 1-9200 TR
Anthony Distrs 41 Broadway GA 1-2116 PST
Ballou Johnson&Nichols 128 DorrancePBJohnson DE1-8320 TRE1E2
Benjamin Distr 9 Federal St TR
Capital Distr 557 Broad St TR
Choquette & Co 45 Mathewson St C E Choquette UN 1-2754 TRE1
Dandreta & Co Wm 129 Regent Ave A J Marrese UN 1-2800 PSR
DeMambro Radio 90 Broadway Edward DeGroat JA 1-5600 PSTR*
Eastern Co See Cambridge Mass



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Eddy & Co 43 Hospital St E V Egvian Pr GA 1-2045 TRPSM

Edwards Co W H 94 Broadway W H Edwards PS
Equipment Distr See Boston Mass
Feldman Co I 365 Charles St Isadore Feldman Owner JA 1-9650 TRE1
General Electric Harris Ave & Acorn St GA 1-6533 TRE1E2P
Graybar Electric 194 Richmond St T A Purcell DE 8100 TRE1E2
Lynch Inc R U 9 Federal St E E DeGroot Pr UN 1-4800 TRE1
Mascon 15 Stevens St B R Albert Owner JA 1-3617 TRE1
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
Regent Electronic See Milford Conn
Rhode Island Distr 76 Branch Ave J C Shepard Pr GA 1-6770 TRE2
Television Accessory House 91 Globe St PS
Tracy & Co 76 W Exchange St L H Cooke Buyer GA 1-6424 TRE1E2
Tri-State Wholesalers 17 Lyman St J Schiff Owner De 1-1960 TRE1
Westinghouse Electric 233 Harris Ave F X Winn SM TRE1E2



YORK, PA.
263-65 W. MARKET ST.
PHONE 81588

2 STORES

LANCASTER, PA.
519-27 W. KING ST.
PHONE 42669

CENTRAL PENNA.

**VIRGINIA
(Northern)**

**MARYLAND
(North & West)**

**WEST VIRGINIA
(North & East)**

*Serving
satisfied
Customers
throughout*

"SERVICE DEALERS WAREHOUSE"



RHODE ISLAND

**PROVIDENCE—DeMambro Radio Sup Co 90 Broadway
W H Edwards Co 94 Broadway**

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 201 E Bay St P M Minus Pr CH 9818 TRE1E2
Hough-Wyllie Co See Charlotte N Car
Perry-Mann Electric See Columbia
Radio Laboratories 215 King St H M Baumrind Owner 2-1676 PSTRM
Wholesale Radio 78 1/2 Calhoun St PS

COLUMBIA

Allison-Erwin Co See Charlotte N Car
Associated Distr 822 Gervais St L Strasburger Buyer 6412 TRE2



Dixie Radio Supply 1700 Laurel St B W Krell Pr 4-0383 PS*
Graybar Electric 710 Lady St J H Littleton Jr Mgr E1E2
Horlacher & Barrett 1909 Main St J B Horlacher 2-5395 PSMTR
Hough-Wyllie See Charlotte N Car
Krell Radio & App 1714 Main St Astor Krell Owner 2-2103 PSM
Perry-Mann Electric 901 Taylor St W L Perry Pr 2-4375 TRE1E2
Southeastern Radio Parts See Atlanta Ga
Westinghouse Electric 915 Lady St O C Rhodes Br Mgr TRE1E2
(Directory continued on next page)

Providence - New London Area

DISTRIBUTORS OF
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PERFECTED TELEVISION

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NATIONAL UNION TUBES

BURGESS BATTERIES

CLAROSTAT CONTROLS

ERIE CERAMICS

UTAH SPEAKERS

and

OTHER A-1 BRANDS OF

RADIO-ELECTRONIC

COMPONENTS - TEST

EQUIPMENT, ETC.

No matter how small your order, it will receive the same swift service which would be accorded an order for a car-load of tubes or TV sets.

We are here to serve Industrial and Dealer-Service accounts and we leave no stone unturned in our efforts to satisfy the wants of the customer.

ANTHONY DISTRIBUTORS, Inc.

41 BROADWAY
PROVIDENCE, R. I.

Telephone GA 1-2116

SOUTH CAROLINA (Continued)

FLORENCE

Carolinas Auto Supply See Charlotte N Car
Florence Radio 223 E Cheves St W K Stoner Buyer 4243 PSRM

GREENVILLE

Allison-Erwin See Charlotte N Car

Arvin Radio and Television
VISIBLE VALUE  DISTRIBUTED BY:
Bates Radio & Supply 18 S McBee St P B Byrum Pr TRE1E2

Carolina Radio 225 W Washington St E L Flinkingshelt 2-6740 PST
Dixie Radio Supply See Columbia
Gilliam Radio 117 W Coffee F F Gilliam 2-1332 PSTR
Perry-Mann Electric See Columbia
Westinghouse Electric 226 Pendleton St R E Hallman Br Mgr TRE1E2

SPARTANBURG

McElhenney Co 204 E St John St H E McElhenney 6300 PS
Montgomery & Crawford PO Box 1597 TRE1E2

SYLVANIA DISTRIBUTORS AT YOUR SERVICE

SOUTH CAROLINA

CHARLESTON—Wholesale Radio Sup Co 78½ Calhoun
COLUMBIA—Dixie Radio Supply Co 1745 Main St
GREENVILLE—Carolina Rad Sup 227 W Washington
Dixie Radio Supply Co 22 South Richardson St
SPARTANBURG—McElhenney Radio Sup 204 St John

SOUTH DAKOTA

ABERDEEN

Burghardt Radio Supply 102 S 2 See Watertown
Dakota Electric Supply See Fargo N Dak
Graybar Electric 224 1 Ave SE D G Hubbard Mgr TRE1E2
Reinhard Bros 317 S Lincoln St See Minneapolis Minn

RAPID CITY

Dakota Electric Supply See Fargo N Dak
Hills Gas & Appliance 427 St Joe St E C Murray PR 2802 TR
Newkirk's Radio & Supply 605 St Joe St C M Newkirk Owner 401 PS
Power City Radio See Sioux Falls

SIOUX FALLS

Graff Motor Supply 122 W 7 St Gordon Graff Buyer 4-6911 TRE1
Gustafson Co E J 15 & Cliff E J Gustafson Owner 4-9931 TRE1
Larson Hardware 600 N Main Ave TRE1E2
Lippert Co L C 221 S 1 Ave L C Lippert Owner 4-4001 TRE1E2
Power City Radio 209 S 1 Ave W B McKenzie Owner 4-4077 TRE1PS*
Reinhard Bros 225 E 11 St 4-6061 RE1E2
Rudning-Robertson 800 N Main Ave J R Rudning 4-6058 TRE1

RCA VICTOR  
DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Warren Radio 115 S Indiana Ave L C Warren Owner 8-6051 TRPS*

WATERTOWN

Burghardt Radio Supply 12 N Broadway S L Burghardt Owner PSTR*
Larson Electric Co J H See Hudson Wisc

YANKTON

Electrical Trade Supply 514 Maple C H Richardson Owner 2974 PS
(Directory continued on next page)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE

SOUTH DAKOTA

ABERDEEN—Burghardt Radio Suply 102 S Second St
SIOUX FALLS—Warren Radio Supply 115 S Indiana Av
WATERTOWN—Burghardt Radio Suply Dakota Wahse

9½ out of 10
TV Fuses are 

TENNESSEE

BRISTOL

Clark Radio Supply 151 1/2 Bank St PS
Graybar Electric 29 5 St R L Coward Mgr E1E2
Interstate Hardware 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 M Whitaker Mgr 6-4729 PSTR
General Electric 112 W 13 St H R Vines Mgr 5-4571 RE1E2P
Graybar Electric 1222 Carter St J R Feeney Mgr E1E2
McClung & Co C M See Knoxville



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Radio & Appl Distr 323 W Main M H Hays Pr 7-6541 TRPSME1E2

Radio Sales Corp 401 Broad St J Krichbaum Buyer 7-9578 TRE1MP5
Southern Furniture Sales 701 Broad St R C Fowler Pr TR
Specialty Distr 709 Chestnut St A A Sterk Mgr PSTR
Standard Appliance 618 Broad St TRE1
Tri-State Supply 1148 Market St C C Bower Owner 7-5581 TRE1E2
Wholesale Furn & Appl 1420 Chestnut M H Ray Jr 6-0189 TRE1E2

JACKSON

Rush Co L K 103 Highland L K Rush Owner 2-4731 PSTRE2*

JOHNSON CITY

General Electric 425 W Walnut St M L Brown Mgr 3117 RE1E2P

KINGSFORT

Chemcity Radio & Electric Co See Knoxville
Radio Electric Supply 210 Cherokee St J N Camp Owner 20 PSTM

KNOXVILLE

Bomar Appl 520 Western Ave M Balitsaris VP 2-1181 TRE1PS
Bondurant Bros 906 Sevier Ave 3-9144 TRE1E2
Bryant & Trimble 322 W Magnolia C S Sexton 4-7441 TRE1
Chemcity Radio & Electric 12 Emory Pk H D Fee GM 4-3641 PS*
General Electric 701 W Jackson Ave E E Rule Mgr 5-2104 RE1E2P
Graybar Electric Henley St & Union Ave C C McGraw Mgr TRE1E2
Hahn Electronic Supply 424 E Scott NE W R Hahn 4-9905 PSMTR
House-Hasson Hdw 757 Western J W Hasson VP 4-2521 TRE1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
McClung & Co C M 501 W Jackson St F Trevena 2-1161 TRPSME1E2
Roden Electrical Supply 804 N Central W E Smith 3-0491 PSME1*

TENNESSEE (Continued)

Orgill Bros 10-52 W Calhoun K W Orgill 5-2471 TRE1E2P
Shobe Inc 1195 Union Ave N S Shobe Owner 32-3411 TRPSME1E2
Stratton-Warren 37 E Carolina L M Stratton Jr Pr 5-7741 TRME1E2
Swift Tire 971 Union Ave TR
Wellford Distrs 1658 Union Ave H A Wellford Pr 36-7324 TE1
Westinghouse Electric 845 N Main St C W Hull TRE1E2

Arvin Radio and Television
VISIBLE VALUE DISTRIBUTED BY:
Woodson & Bozeman 482 Union E A McMurtry 37-9331 TRE1E2PSM

W & W Distrs 639 Madison Ave S D Wooten 37-6339 TRPS

NASHVILLE

Appliance Distrs 1923 Church St G J Fortescue Pr 42-5656 TRE1E2
Better Home Products 1807 Church St W M Fike Pr 5-4724 TRE1E2
Braid Electric 109 11 Ave S B S Gambill Pr TRE1E2PS
Capital Radio & TV 430 3 Ave N M Eskind Owner 5-0475 TR
Cumberland Distr 1206 Demonbreun St TR
Currey's 1600 McGavock St 4-0553 TRPSE1E2
Electra Distr 1914 West End Ave I Silver Owner 5-7741 PSR*
Gambill Distr 117 9 Ave N R Campbell Owner 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



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Keith-Simmons PO Box 1030 A L Carr Pr 4-1761 TRPSME1E2

Lipscomb & Co H G 134 2 Ave N G W Henegar 5-7401 TRE1E2
McWhorter-Weaver 178 2 Ave NLJ Mulhall 42-2656 TRPSME1E2

Arvin Radio and Television
VISIBLE VALUE DISTRIBUTED BY:
Moore-Handley Hdw Craighead & L & N RR L Davis SM TRE1E2

Morris & Co 1131 Third Natl Bank Bldg TR
Nashville Chair Co 309 S 1 St 5-1165 TRE1E2

Arvin Radio
VELVET VOICE DISTRIBUTED BY:
Perry Co J L 813 9 Ave N J L Perry Sr Pr 4-1821 RE1E2

Phillips & Burtorff 217 3 Ave N TR
Radio & Appliance 4 Cummins Station TRE1E2PS
Randolph & Cole 1516 Church St G T Randolph Owner PS
Southeastern Appl 1015 S 6 St R A Coleman Jr 4-1855 TRE1
Southern Woodenware Co 164 2 Ave N TR
Tafel Electric 401 6 Ave S Paul Tafel 42-7305 TRE1E2
United Service 1515 Broadway 6-8161 TREIS

(Directory continued on next page)

Arvin Radio and Television
VISIBLE VALUE DISTRIBUTED BY:
Southern Furniture Sales 418 Gay St E L Fielden 2-6107 TRE1E2

Tri-State Supply 2451 N Broadway 5-2121 TRE1
Valley Appliances 1528 Island Home A A Atkins Pr 4-0723 TRE1E2
Wholesale Furniture & Appl 700 Dale Ave TRE1E2

MEMPHIS

Adair Appl & Supply 664 Union Ave G D Adair Buyer 5-2748 TRE1
Bluff City Distr 905 Union A L Cowles Pr 38-1676 PS*
Boyd Electronic 1153 Union Ave I H Boyd Owner 2-5565 PSTR
Crenshaw Co 42 W Crump J H Baine Jr VP 9-6691 TRE1
Forrest Distr 285 W Trigg H W Forrest Owner TRE1
Fulmer Inc Arthur 296 Monroe Ave Fred Bottom Pr TR
General Electric 500 S Front St A J D Helwig SM 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



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
McGregor's Inc 1071 Union Ave J M McGregor Pr 36-3301 TRPSM

Mills-Morris Co 171 S Dudley 36-3351 TRPSE1E2
Miss Valley Furniture 37 E Carolina Ave TR
National Rose 80 W Va J H Patton Jr VP 39-4661 TRE2M



TENNESSEE

BRISTOL—Interstate Hardware Co Inc
CHATTANOOGA—Curle Rad Sup & Sd Ser 825 Cherry
Specialty Distributing Co 709 Chestnut
JACKSON—L K Rush Co 103 Highland St
KNOXVILLE—Chemcity Radio & Elec Co 12 Emory Pk
Roden Electrical Supply Co 808-808 N Central Ave
MEMPHIS—Bluff City Distributing Co 905 Union Ave
Orgill Brothers & Co 10-56 West Calhoun Ave
*Shobe Inc 1195 Union Avenue
*Woodson & Bozeman Inc 482 Union Avenue
NASHVILLE—Braid Electric Co 109 Eleventh Ave S
Randolph & Cole Inc 1516 Church Street

TEXAS

ABILENE

General Electric 190 Locust St R M Randerson Mgr 2-2827 TRE1E2P
R & R Electronic 802 Walnut W J Wright Mgr 4-9544 PSR*

AMARILLO

Amarillo Hdw 600 Grant St E W Hardin Pr RE1E2
General Electric 701 E 5 Ave P F Billen Mgr 2-3285 RE1E2P
Graybar Electric 601 E 2 St L P Bell Mgr E1E2
Morrow-Thomas Hdw 316 Polk St RE1E2
Nunn Electric Supply 105 Polk St C D Hare Pr RE1E2
R & R Electronic 416 W 10 St H E Brown GM 3-4513 PS*

Arvin Radio

VELVET VOICE  DISTRIBUTED BY:

Thomsen's Wholesale 4112 E 5 R F Thomsen Jr Buyer RE1E2

Westinghouse Electric 99 Taylor St V E Gensemer Br Mgr RE1E2
West Texas Radio 1026 W 6 Ave E Bland Mgr 2-3179 PSRM*

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 G I Leslie Mgr 4-6435 TRE1E2P
Graybar Electric Co 1070 Fannin St L A Haley Mgr TRE1E2
Hall Inc R C & L F See Houston
Montague Radio Distr 760 Laurel E Montague 4-5697 PSTRE1E2*
Reed Co 200 Fannin St R C Reed Pr 4-7431 TRPSE1E2
Walsh & Co J A 1025 S 4 St D W Kelly TR
Westinghouse Electric 265 Cypress V R Gonzales Br Mgr TRE1E2

BROWNSVILLE

Electronic Equip See Corpus Christi

CORPUS CHRISTI

Electronic Equip 805 S Staples St J H Burney 3-9271 TRPSE1E2*
General Electric P O Box 68 W V Fisk Mgr 2-2937 RE1E2P
Graybar Electric 1311 Agnes St R E Broyles Mgr E1E2

Arvin Radio

VELVET VOICE  DISTRIBUTED BY:

Gulf Hdw & Supply 2301 Port Ave K E Wavell RE1E2

Arvin Radio and Television

VISIBLE VALUE  DISTRIBUTED BY:

Southwestern Drug Corp Box 1379 S P Brooks Br Mgr TE1E2

Westinghouse Electric 110 N Staples St C M Reynolds TRE1E2
Wicks-DeVilbiss Co 513 S Staples G C Wicks 4-8285 TRPSM*

DALLAS



RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Adleta Co 1914 Cedar Springs E C Adleta Pr 7-7576 TRPSME1E2

Alexander Motor 2121 Pacific Ave RI 5531 TR
All-State Distr 2407 Ross Ave J H Klein RI 1295 PSRME2*
Blackwell Co Paul PO Box 37322 DI 8456 TR
Bock Corp 2133 Cedar Springs Ave TR
Capital Distrs 1030 Dragon St L H Skillman Pr R-5331 TRE1
Crabtree Radio 2608 Ross H C Crabtree RI 3059 PSTRM*
Dallas Electric Supply 1800 Magnolia St H B Green RI 5396 RPSE2
Dobbs of Dallas 1507 Ross F Dobbs RI 1311 TRM
General Electric 1811 N Lamar St G B Richardson RA 2201 TRE1E2P
Graybar Electric 717 Latimer St G T Marchmont TRE1E2
Higgenbotham-Pearlstone 1701 N Market L Foster Buyer RA 2213 TR
Industrial Electronic 134 Leslie St J W Stanfield Pr 3-8122 PSR
Lone Star Wholesalers 1911 Griffin J J Shea Owner RI 9863 TRE1
Lynch & Co S H 2101 Pacific Ave S H Lynch Pr 5151 TR

TEXAS (Continued)

Marlin Associates 3946 Central Expressway RA 3401 TRE2
Meletio Electrical Preston & Young J Meletio R 9594 TR
Nash-Kelvinator 2105 Commerce L E Walters ST 3316 TRE1E2
Peaslee-Gaulbert 2700 Canton St M E Joyce CA 0277 TRE1E2
Porter-Burgess 815 N Pearl V N Burgess RI 5164 TRE1E2
Radio City Distr 720 S Austin R W Hill Pr PR 0381 TRE1
Ra-Tel Inc 2409 Ross Ave PR 8689 PS*
Rogers-Leche&Wickman 122 Howell HMWickmanVP RI 6318 TRE1E2
Southern Radio 3221 Ross Ave J H Smith VI 6396 PSME2*
Southwestern Co 1202 Dragon W G Medaris Pr PR 4841 TRE1PM

Arvin Radio

VELVET VOICE  DISTRIBUTED BY:

Southwestern Drug Corp PO Box 179 J Bradshaw VP R

Southwest Radio 1820 N Harwood S A Greever Owner RI 6272 PSMR
Nash Video Co 700 Commerce St J L Reiffin Pr PR 3547 PST
Texas Wholesalers 1719 N Harwood W J Schnell Pr RA 9031 TRE1
Westinghouse Electric 601 Latimer St E C Ricker RA 2401 TRE1E2

Arvin Radio and Television

VISIBLE VALUE  DISTRIBUTED BY:

White Auto Stores 2101 Commerce St A O Savage Mgr TRE1E2

Wholesale Electronic Supply 3002 Ross Ave VI 0796 PSR
Wilkinson Bros 2406 Ross Ave E Wilkinson Pr 1571 PSR*

DENISON

Denison Radio Supply 310 W Woodard St Cecil Hardy 45 PSR*

EL PASO

Appliance Distrs 1409 Texas St W Lawson Owner 2-2686 TRE1E2M
Boyd Distributing Co See Denver Colo
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 W San Antonio C A Steinmann 2-8381 RE1E2
Irion Co 2159 Mills St Cliff Irion Pr 2-3815 TRE1E2
Krohn Co E H 113 E Overland RE1E2
Mathias & Co Albert 113 S Mesa Ave S Mayer Pr 3-1687 TRE1E2M



RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
Midland Specialty 425 W San Antonio J M Regottaz 3-2401 RPSME1

Momsen-Dunnegan-Ryan PO Box 240 G Momsen 4-5557 RE1E2PSM
Reeves Radio Supply 720 N Stanton T M Reeves 3-5752 PSR
Sunland Supply Co 1200 E Missouri St L Salzman Pr 3-0461 TRM
Waltz Co W G 500 San Francisco 3-1677 PSE1
Zork Hdw 115 San Francisco George Wells Mgr 2-3621 RE1E2

(Directory continued on next page)

9 1/2 out of 10 TV Fuses are 

SYMBOLS USED IN THIS DIRECTORY

- T—Television
- R—Radio
- P—Parts
- S—Sound
- E1—Major appliances
- E2—Electrical housewares
- M—Records & Accessories
- *—Member, N.E.D.A.

LEADING DISTRIBUTORS EVERYWHERE
feature **SPRAGUE**
CAPACITORS

TEXAS (Continued)

FORT WORTH

Capitol Distributors Inc See Dallas
 Electronic Equipment 917 Florence St PS
 Ft Worth Radio 1201 Commerce T L Carleton FO 7106 PSTRM*
 General Electric 409 Jones St V A Pistole Mgr FA 5385 TRE1E2P
 Graybar Electric 1107 Foch St V R Young Mgr E1E2
 H & L Radio Supply 318 Commerce PS
 "Scooter's" Radio 509 Commerce S Tonahill Owner FO 7448 PSTR*

Arvin Radio and Television
 VISIBLE VALUE  DISTRIBUTED BY:
 Shield Co 1010 Macon W W Slaughter Owner FA 3111 TRE1E2

Arvin Radio
 VELVET VOICE  DISTRIBUTED BY:
 Southwestern Drug Corp I T Maxwell Buyer RE1E2

Suttons Electronics 601 Commerce Wm Sutton ED 3915 PSTR*
 United Appl Texas & Florence 2-7071 TRE1E2
 Westinghouse Electric 205 N E 7 St W E Knapp Jr Br Mgr TRE1E2
 West Texas Appl 800 Cahoun St K J Scharfenberg FO 0581 TRE1

GALVESTON

Hall Inc R C & L F 1803 Tremont See Houston

HARLINGEN

Hayes Radio Supply 1115 W Harrison Tom Hayes PSR

HOUSTON

Automatic Distr 100 Jackson St WM Wood Owner CA0261 TRE1E2PS
 Beyer & Co A R 1318 Polk Ave A R Beyer Owner AT 7491 PS
 Busacker Electric Equip 1721 Waugh Dr J W Busacker JU 5546 PS
 Coastal Equipment 2015 Congress Ave F G Atwater Pr TR
 Covington Distr 34 N Hamilton R H Penick VP CA 0326 TRE1E2P
 Crumpacker Distr 1200 National E L Crumpacker CH 9366 TRE1PS
 Dickerson Appliances Lynn M & M Bldg TR
 Franklin Co Robt E 1905 Chartres St R E Franklin CA 0194 TRPSM
 General Electric 1312 Live Oak St H C Briggs FA 3121 TRE1E2P
 Geophysical Supply 1311 Dallas Ave PS
 Graybar Electric 1702 St Bernard St G T Marchmont RTE1E2
 Gulf Coast Electronic 1110 Winbern St PS
 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
 Lack's Wholesale Distr 1315 Baker E P Silverman AT 5275 TRE1E2
 Le-ert Co 2213 Conoress R H Lenert Owner CH 2663 PSTR
 Marlin Associates 3420 McKinney See Dal'as
 Moore Bros 3401 Milam J W Dwyer Mgr JU 4175 TRP
 Nash-Kelvinator 868 M & M Bldg TRE1
 Peaslee-Gaulbert 2910 M-Kinney R E Peake CA 0277 TRE1E2
 Radio Parts 902 Crawford D Applebaum PR 7976 PS*
 Readers Wholesale 414 Washington H Reader CA 0393 TRE1PM

Arvin Radio and Television
 VISIBLE VALUE  DISTRIBUTED BY:
 Robert Distr 2301 Dumble Ave DT Roberts Owner WO 2666 TE1E2

Royal Distr 2211 Commerce St J D Kirkpatrick Pr CH 3562 TRE1PS
 Southwestern Wholesale Jewelry Stewart Bldg TR
 Sterling Radio Prod PO Box 1746 AL Angie Buyer PR 2311 PS*
 Straus-Bodenheimer 1513 Prairie Ave PR 5188 TRE1E2

RCA VICTOR  THE HARTMAN'S VOICE
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 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
 (Directory continued in next column)

9 1/2 out of 10 TV Fuses are  **LITTELFUSE**

TEXAS (Continued)

LAREDO

Guarantee Radio 1314 Iturbide M Flores Owner 3101 PSTR
 Pan American Electronic 413 San Agustin Ave 3-6424 PSTR
 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
 Nunn Electric 25 & Texas Ave C D Hare Pr 2-8781 RE1E2P
 R & R Supply Co 706 Main St R C Hewett Buyer 5-5737 PSM*
 Westinghouse Electric 605 Main St Clyde Graham TRE1E2
 West Texas Radio 100 7 Ave See Amarillo

MC ALLEN

Rio Radio Supply Box 168 F H Bergh 1708 PSR

SAN ANGELO

Gunter Distr 22 W Concho Ave R C Gunter 6793 PSRE2

SAN ANTONIO

Alamo Distr 515 N Main Ave H L Roper Pr GA 7337 TRE1E2
 General Appliance 1201 E Houston GA 8266 TRE1E2M
 General Electric 1801 Broadway H C Albrecht Mgr GA 1261 TRE1E2P
 Graybar Electric 1401 N Hackberry St J E House Mgr E1E2
 Hendrix Co E G 321 S Flores E G Hendrix FA 8228 TRE1
 Krisch-Delevan 602 S Medina A J Krisch CA 6181 TRE1
 Mission Radio Broadway at 6 St H M Fischer Pr G-8323 PSMTR*
 Modern Radio 635 Soledad St P I Berns Mgr FA 0175 PS
 Olsen Radio 412 Pereida St Harold O'sen PS
 Peaslee-Gaulbert 1324 S Flores GA 0201 TRE1
 Radio & TV Parts 118 7 St M J Chelkowsky Owner F-5329 PSTR*
 Rio Radio Supply 818 San Pedro W H Sherman C-8281 PSTR
 Rowles Sales 533 Delaware W C Rowles Pr KE 7145 TRE1E2

Arvin Radio
 VELVET VOICE  DISTRIBUTED BY:
 San Antonio Drug Co PO Box 1231 E Dickson Buyer RE1E2

Shankle Co Perry 1801 S Flores St P Shankle Pr FA 5191 TRE1E2
 Southern Equip 210 W Commerce E E Edge VP GA 9101 TRPE1E2
 South Texas Appl 641 S Flores J B Pollock Pr F 3141 TRE1E2
 Standard Distr 227 E Cevallos CA 7128 TR

RCA VICTOR  THE HARTMAN'S VOICE
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Straus-Frank PO Box E00 J R Straus Pr FA 0101 TRPSM

Thiele Inc Joe 1226 E Houston J Thiele GA 2491 TRE1E2
 Van Hoogenhuyze Hdw W PO Box 29 N F Van Hoogenhuyze TRE1E2
 Warncke Co R 121 Navarro St M Gildart F 2236 RM
 Westinghouse Electric 1211 E Houston L J Clay Br Mgr TRE1E2

TEXARKANA

Lavender Radio 520 E 4 St Joe Lavender Pr 2-9981 PSTRME2*

TYLER

Lavender Radio 110 Swann St PSTRME2*
 Radio Serv Supply 111 University Pl DR Bryan Owner 4-4441 TRPS
 Wadel-Connaity How PO Box 2013 W B Connaity TRE1E2

WACO

General Electric 217 S 4 St D L Morris Mgr 2-1611 TRE1E2P
 Hargis Co 1205 Washington F L Kutzzenberger 4-5667 PS*

Arvin Radio
 VELVET VOICE  DISTRIBUTED BY:
 Southwestern Drug Corp Raymond Simpson Buyer RE1E2

WICHITA FALLS

Clark & Gose Radio 1204-B Ohio Ave R D Clark PS*
 Mooney Radionic 1635 Huff St J B Mooney PS*
 (Directory continued on next page)

LEADING DISTRIBUTORS EVERYWHERE
 feature **SPRAGUE**
 CAPACITORS

TEXAS (Continued)

Arvin Radio and Television
 VISIBLE VALUE  DISTRIBUTED BY:
 White's Auto Stores 1509 Lamar W E White Pr 2-5411 TRE1E2

SYLVANIA DISTRIBUTORS AT YOUR SERVICE

TEXAS

- ABILENE—R & R Electronic Co 1074 North First St
- AMARILLO—R & R Electronic Co 416-18 W Tenth St
- AUSTIN—The Hargis Co 706 West Sixth St
- BEAUMONT—Montague Radio Distrib Co 760 Laurel St
- CORPUS CHRISTI—Electronic Eg & Eng 805 S Staples
- DALLAS—All-State Distributing Co 2407 Ross Avenue
- Industrial Elec Supply Co 134 Leslie St
- Southern Radio Supply Co 3221 Ross Ave
- Wholesale Electronic Supply Co 2800 Ross Ave
- Wilkinson Brothers 2406 Ross Avenue
- EL PASO—Midland Specialty Co 427 W San Antonio St
- FORT WORTH—Fort Worth Radio Sup 1201 Commerce
- H & L Radio Supply Co 318 Commerce St
- Bill Sutton's Wholesale Electronics 601 Commerce
- HOUSTON—Harrison Equipment Co 1422 San Jacinto
- Lenert Co 2213 Congress St
- Sterling Radio Products Co 1602 McKinney Ave
- Straus Frank Co 4000 Leeland Ave
- LUBBOCK—R & R Supply Co Inc 706 Main St
- SAN ANTONIO Mission Radio Inc Broadway at Sixth
- Radio & Television Parts Co 118-120 Seventh St
- TEXARKANA—Lavender Radio Sup Co Inc 522 E 4th
- TYLER—Lavender Radio Supply Co 110-114 Swann St
- WACO—The Hargis Co Inc 1205 Washington Ave
- WICHITA FALLS—Mooney Radionic Sup Co 1635 Huff

UTAH

OGDEN

- Ballard & Carter 2428 Grant Ave C E Ballard 4604 PSTR
- 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 3 So C H Guymon Buyer 3-5821 TRE1E2M
- Central Radio Supply 47 E 5 So St PS
- Earl Inc Glenn 245 So 1 St W Glenn Earl Pr 3-7601 TRE1P

RCA VICTOR  
 DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

- Flint Distr Co 216 W 2 So St L B Flint Pr 3-8863 TRPSM

- General Electric 312 W 2 So St W B Roberts SM 3-3911 TRE1E2P
 - Graybar Electric 336 N 3 W St S B Cooper Mgr TRE1E2
 - Lloyd Co Walter B 51 S 2 W St W B Lloyd Pr 3-3825 TRE1E2
 - O'Loughlin's Radio 113 E 3 S St Sybil Beck 4-5051 PSTRM
 - Radio Supply 157 Motor Ave R S Stevenson GM 5-2817 PST
 - Ross Inc S R 1212 S State S R Ross 6-8607 TRPS
 - Salt Lake Hardware Co 105 N 3 St Owen Thomas TRE1M
 - Smith-Morley Co 55 S 2 W St V A Smith Pr TRE1E2
 - Standard Supply 531 S State G W Stillman Buyer 3-2644 TRPSME1E2
 - Strevell-Paterson Hdwe P O Box 1048 G A Rogers TRE1E2
 - Valley Distr 2604 S State St John Larson 8-0761 TR
 - Western Gas Appl 751 W 8 So H A Fresne Pr 3-3885 TRE1
 - Western Sup 357 W 2 So St H W Eskuche Pr 3-5818 TRE1E2
 - Westinghouse Electric Supply 210 Rio Grande St Joe Hansen TRE1E2
 - ZCMI Wholesale Distr 1665 Bennett Rd Ken Taylor 84-4451 TRE1E2
- (Directory continued in next column)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE

UTAH

- SALT LAKE CITY—Standard Supply Co 531 S State 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.

VERMONT

BURLINGTON

- George Supply J S 112 North St J S George Owner 3-3459 TRE1
- Hager Hardware & Paint 164 St Paul St G I Hager VP 71 TRPE2
- Vermont Appl 44 Lakeside Webster Thompson 2-0615 TRPSME1E2
- Vermont Hardware Co 180 Flynn Ave J C Arnold Pr TRE1E2PSM
- Westinghouse Electric 208 Flynn Ave R P Shaw Br Mgr TRE1E2

RUTLAND

- Oakman Electric Supply 12 Wales St A Manger Buyer 594 TRPSE1E2
- Vermont Electric Supply 143 West St TR

(Directory continued on next page)

SYLVANIA DISTRIBUTORS AT YOUR SERVICE

VERMONT

- BURLINGTON—Hager Hdware & Paint 164-170 St Paul

"FIRST AID"
 TO
 DISTRIBUTION

1952 DIRECTORY OF REPRESENTATIVES

(Radio, Television, Electronic and Electrical Equipment)

A nationwide listing of manufacturers' representatives who specialize in the marketing of engineering, merchandising and servicing products. Published annually in RADIO & TELEVISION RETAILING and TELE-TECH.

1952 DISTRIBUTOR DIRECTORY

of the Radio-Television-Electronic-Appliance Industries.

A guide for manufacturers seeking new or wider distribution and a where-to-buy for retailers and servicemen. Published in this issue of RADIO & TELEVISION RETAILING.



CALDWELL - CLEMENTS, INC.

480 LEXINGTON AVENUE, NEW YORK 17, N. Y.

CIRCULATION

of this

DISTRIBUTOR DIRECTORY

33,000

LEADING DISTRIBUTORS EVERYWHERE

feature **SPRAGUE**
 CAPACITORS

VIRGINIA

ALEXANDRIA

Certified Radio 1330 Powhatan St J Isicson KI 8-5115 PSM
Lindsey-Nicholson Corp 101 King St Wallace Lindsey 0067 TRE2
Suburban Distr 222 S Henry St K1 8-2399 PSM

ARLINGTON

R & M Radio 2701 Wilson Blvd M L Beeton Jr OW 7503 PSTR*
Rucker Radio Wholesalers 1906 N Moore St See Washington DC

BRISTOL

Bristol Radio 31 Moore St R W Shields Pr N-3544 PSMTRE2
Mitchell-Powers Hdwe 24 Moore St J L Sommers N 3740 TRE1E2
Service Appl Moore & Scott Sts W M Schlipf N 4350 TRE1E2

CHARLOTTESVILLE

Piedmont Elec Supply 411 E South St 2-5991 PS
Virginia Radio 500 8 Ave NW T W Hopkinson Owner 3-3928 PS

DANVILLE

Womack Radio 502 Craghead C A Womack Owner 4622 PSTRE1E2*

FREDERICKSBURG

J & J Appliance 211 William St J L Jeffries 1458 PS

GRUNDY

Buchanan-Williamson Supply R R Ave & Main St PSRE1E2

LYNCHBURG

Eastern Electric Co 920 Commerce St H Vassar 2-3497 PSTRE1
Lynchburg Battery 406 5 St C L Newcomb 2-1236 PSTR

NEWPORT NEWS

General Supply 4215 Huntington WS Shumate Owner 2-4007 TRPS

NORFOLK

Ashman & Marquette 246 Monticello WGAshman 2-5656 TRPSE1E2*
Bowers Wholesale 1605 Granby St 2-5604 E1E2T
Duval Distr See Richmond
Electronic Eng'g Co 316 W Olney Rd L E Guy 2-6403 PSM
General Electric 709 E 26 St R B Baldwin M 2-7183 TRE1E2P
Goldberg Co See Richmond
Goodman Elec Supply 3610 Hampton Blvd S Goodman 4-9233 TRE1E2
Graybar Electric 333 W 21 St L E Burford Mgr TRE1E2
Norfolk Distr Foot of Jackson St H L Snyder Pr TR
Radio Equip 821 W 21 St R F Priest Jr PS*
Radio Parts Distr 128 W Olney Rd G B Thomson 2-5711 PSTRME1E2*
Radio Supply Co 711 Granby St H B Bennett 2-1866 TRPSE1*
Schultz George 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 Electric 2600 Hampton Blvd W F Watt Jr TRE1E2

VIRGINIA (Continued)

ROANOKE

Auto Spring & Bearing Co 100 W Luck Ave G E Johnson 5544 RE1E2
Baker Sales H C 19 Franklin Rd A B Geer Owner 9209 PSTR*
Dixie Appliance Box 601 T H Lambdon 7362 TRPSE1E2
General Electric 515 Norfolk Ave SW H E Rothwell 3-1564 TRE1E2P
Goldberg Co See Richmond
Graybar Electric 601 Salem Ave W E James E1E2
Lee Distributing 201 2 St NE 2-6127 TR
Leonard Electronic 131 Center Ave N J Leonard 3-9339 PSR*

Arvin Radio

VELVET VOICE  DISTRIBUTED BY:

Marshall & Deyerle 204 5 St SW T S Deyerle Pr RE1E2

Nelson Hdwe Co 17 E Campbell Ave R L Mason 3-2482 TRE1E2
Richardson-Wayland E1 13 & Roanoke SW RE Hendricks 6266 TRE1
Westinghouse Electric 732 1 St SE W F Watt TRE1E2

STAUNTON

Hartley & Co M A 327 N Central M A Hartley 5-2333 PSTRE1E2
Southern Elec Corp 14 E Johnson St L J Kiger 5-2313 PSRE1E

WINCHESTER

Leonard Electronic Supply 23 N Braddock St See Roanoke Va

SYLVANIA
DISTRIBUTORS
AT YOUR SERVICE




VIRGINIA

DANVILLE—Womack Elec & Sup Co 502-504 Craghead
LYNCHBURG—Eastern Electric Co 920-22 Commerce
NORFOLK—Radio Supply Co 711 Granby St
PETERSBURG—Virginia Bat & Ign Inc 35 East Bank
RICHMOND—Radio Sup Co 3302 West Broad St
ROANOKE—Auto Spg & Bear Co Inc 116-118 Luck Ave W
Leonard Electronic Supply Co 131 Center St
STAUNTON—Southern Electric Co 14 E Johnson St
WINCHESTER—Leonard Elec Sup Co 23 N Braddock

WASHINGTON

BELLINGHAM

Waitkus Supply 110 Grand Ave Stanley Waitkus 273 PSTRM

EVERETT

Pringle Radio & Elec 2514 Colby Ave R A Pringle PS

SEATTLE

Alaska Radio Supply 1846 Westlake N N J Rauch Pr AL 8777 PSR
Associated Industries 1752 Rainier A M Jagoe Owner M1 4400 PS
Coast Radio Corp 110 University St W D Hayes Owner MA 9133 PSTR
Columbia Distr Corp 2601 Market St SU 1300 TRE1E2
Commercial Appl Co 1534 1 Ave S C H Alden GSM EL 2285 TRE1
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 Elec Supply 1212 1 Ave S A M Fletcher SM SE 6400 TRE1E2P
General Radio Inc 100 Wall St R F Fjelstad Pr EL 4784 PS*
Gilbert Bros 222 2 Ave S See Portland Ore
Graybar Electric King & Occidental J P Lawton MU 0123 E1E2

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA




WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Harper-Meggee 960 Republican E S Carter Pr SE 5100 TRPSME1E2*

Home Makers Supply See Portland Ore
Industrial Sales 2321 2 Ave TR
Love Electric Co 318 Westlake N James Love Pr MA 6574 TRE1M

Arvin Radio and Television

VISIBLE VALUE  DISTRIBUTED BY:

Marshall-Wells Co 1258 1 St Fred Brooks Mgr SE 7447 TRE1E2

(Directory continued on next page)

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Wyatt-Cornick Inc 919 W 21 St Tom Bayless 2-7677 TRPSM

PETERSBURG

Virginia Battery 21 E Bank St J J Romey Buyer 2812 PS

RICHMOND

Bowman Inc L O Cary & 9 Sts Louise O Bowman 7-4016 TRPE1
Commonwealth Sales 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 3-2402 PS
Crump Co B T 1310 E Franklin St P A Seaton Sr 7-1941 TRE1M
Duval Distr 1221 Admiral St H G Duval Owner 2-2805 TRE1
General Electric 401 E Canal St J G Kerr 3-8331 TRE1E2P
Goldberg Co 5 Governor St L Goldberg Buyer 3-0253 TRSE1E2
Graybar Electric 10 5 6 St L H Fields TRE1
Johnston Co D R 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 J S Nichols Buyer 3-6011 PS
Meridan Electronic Equip 608 W Broad A J Dere Buyer 3-3450 PS
Radio Supply 3302 W Broad St 6-3831 TRPSE1M*
Reliable Home Equip Co 118 5 6 St TRE1E2
Richmond Hdw Roseneath Rd & Leigh F D Marshall 84-3217 TRE1E2
Tiller 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
Wards Co 1806 W Broad St TRE1E2
Westinghouse Electric 51 E Byrd St W F Watt Jr 3 0111 TRE1E2
Winfree Supply Co 800 Cary St R W Winfree PS*

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Wyatt-Cornick Inc Grace at 14 Sts J M Wyatt Jr 3-1945 TRPSM

WASHINGTON (Continued)

Nash-Kelvinator Sales Co 2819 Elliott Ave TRE1
 Northwest Appl Distr 3433 Airport Way & Spokane EL 8178 TR
 Radio Products Sales 1214 1 Ave H Wandling Buyer MA 1035 PST*
 Radio Telev & Appl 510 Westlake Ave N MA 0787 PSTRE1E2
 Rogers Co E K 2225 5 Ave E K Rogers Owner MA 3192 TRE1E2
 Schwabacher Hdwe Co 401 1 Ave S EL 2658 TRE1E2M
 Seattle Hdwe Co 501 1 Ave S C H Black Pr MA 7020 TRE1E2
 Seattle Radio Supply 2117 2 Ave D J Mac Donald SE 2345 TRPSE1*
 Stateside Radio & Television 419 Denny Way SE 4455 TR
 Stusser Electric 2246 1 Ave S L Stusser SE 5285 TRE2
 Sunset Electric Co 300 Westlake N SE 1533 PSE1E2
 Washington Distr 2521 2 Ave W A Nagel Pr EL 0305 TRE2
 Western Electronic 717 Dexter Ave H T Horn Pr AL 9000 PSTRM*
 Westinghouse Electric 1051 1 Ave S R D Brower EL 7001 TRE1E2
 Zerega Distr 515 Westlake N Emanuel Zerega MU 2525 TR
 Zobrist Co Herb E 2121 Westlake Ave H E Zobrist MU 2121 PSTRE1*

SPOKANE

Columbia Elec & Mfg S 123 Wall W M Bigelow RI 3131 RE1PSM
 Connelly Co F B See Seattle
 Frank's Radio Supply 161 S Adams F M Coates MA 8108 PS
 Gemberling R H 121 S Monroe ST RPS
 General Distrs E 124 Trent J B Kelly TE 1431 TRE1
 General Electric S 122 Monroe E Z Coman Mgr TE 1421 RE1E2P
 Graybar Electric 152 S Post St V E McCain Mgr E1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Harper-Meggee N 734 Division I G Albert GM BR 5793 RPSME1E2

Inland Empire 110 S Wall MA 9285 RE1E2

Marshall-Wells 131 E Main St Ira Watson Mgr RE1E2

Northwest Electronics N 102 Monroe J P McGoldrick MA 9289 PSTR
 Prudential Distr S 151 Stevens MA 2208 RE1E2
 Spokane Paper & Sta 152 S Jefferson St MA 3316 RE1E2
 Spokane Radio 305 W 2 Ave Joe Bell R1 8441 PSM
 Standard Sales 1219 W 1 Ave H D Severson Owner RI 7196 PSMR
 Taylor Distr E 206 Augusta Ave R W Ford Mgr FA 2124 TRE1
 Tubbs Electric Co S 165 Post St C A Tubbs Pr MA 9141 TRE1E2
 Westinghouse Electric N 1023 Monroe H L Vincent RE1E2

TACOMA

C & G Radio Supply 2502 Jefferson Ave L R Norberg BR 3181 TRPS*
 General Electric 2316 S "A" St J R Tilley Mgr BR 8454 TRE1E2P
 Graybar Electric 2112 A St R J Franzen Mgr E1E2
 Stewart Co A T 743 Broadway A T Stewart BR 3174 PSR
 Westinghouse Electric 1930 Pacific BEWilkerson BR 8417 RE1E2
 Wible Radio Supply 909 Tacoma Ave C F Wible Owner BR 9335 PSR*

WALLA WALLA

Kar Radio & Electric 12 & Pine Sts M W Barber 4572 PSM

WENATCHEE

Pringle Radio Wholesale 417 King St PS

YAKIMA

Lay & Nord 112 S 2 St 8175 PSR
 Westinghouse Electric 13 S 7 Ave E C Whitlock Br Mgr RPS
 Yakima Wholesale Radio 206 S 8 Ave 4670 PRSM

(Directory continued in next column)



WASHINGTON

BELLINGHAM—Waltkus Supply Co 110 Grand Ave
EVERETT—Pringle Radio & Electric Co 2514 Colby Av
SEATTLE—Alaska Radio Supply 1434 S W 150th St
 Associated Industries 1752 Ranier Avenue
 *Coast Radio Corporation 110 University St
 General Radio Inc 100 Wall St
 Radio Product Sales Co 1214 First Avenue
 Seattle Radio Supply Inc 2117 Second Avenue
 Herb E Zobrist Co 2125 Westlake Ave
SPOKANE—Columbia Electric & Mfg. Co S 123 Wall St
 Standard Sales Co West 1219 First Ave
TACOMA—C & G Radio Supply Co 2502-6 Jefferson Ave
WALLA WALLA—Kar Radio & Electric 12th & Pine Sts
YAKIMA—Lay & Nord 112-118 S Second St
WENATCHEE—Pringle Radio Wholesale 417 King St

WEST VIRGINIA

BLUEFIELD

Bluefield Furniture Co Princeton Ave & Raleigh St TR
 Bluefield Hdwe Co 400 Bluefield Ave C D Blevins 5131 TRE1E2
 Dixie Appliance Co See Roanoke Va

Shumate Co G W 6 Bradmann Bldg G E Shumate RE1E2

Superior-Sterling Co 200 Bluefield Ave C E Lilley VP TRE1E2
 Whitehead Radio Co 367 Bluefield Ave M J Spiro PS*

CHARLESTON

Bond-Rider-Jackson 1210 Smith St M Bond Buyer 3-5541 TRE1E2
 Capitol Light Co 619 Va St W Louis Colker Pr 3-0163 TRE2
 Charleston Elec 914 Kanawha Blvd E 6-0321 TRE1E2M
 Charleston Wholesale Furn Co 1326 Wilson St TR
 Chemcity Radio & Elec 103 Clendenin St 2-8151 PS*
 Eskew-Smith & Cannon Box 1626 D M Giltman Pr 2-1171 TRE1E2
 Hicks Radio Supply 10 Virginia St E C F Hicks 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 3-5105 PSTRM
 Pittsburgh Products 916 Pennsylvania W Hepner Mgr 2-1551 TRE1
 Thomas-Field & Co 902 Virginia St F A Thomas Pr TRE1E2
 Virginian Elec Inc 57 Michigan Ave 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 Buyer 4-5636 TRE1E2
 Trenton Radio Co 414 Clark St See Morgantown
 Tri-State Appliance Co See Huntington
 Utility Co 5115 St Earl Victorson VP 4-6388 TRE1E2
 Westinghouse Electric 315 N 4 St E L Charles TRE1E2
 White Electric Co 903 W Pike St H F Sheets Buyer 4-5591 PSTRE2

HUNTINGTON

Allegheny Home Appl 1801 Adams Ave 3-6802 TE1E2
 Electronic Supply 422 11 St N 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 200 9 St E E Creamer Buyer 3-6406 TRPSME1E2
 TV Supply Co 1226 3 Ave Herschel Shumaker Owner 6639 PS*



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION
 Van Zandt Supply 1123 4 Ave R K Van Zandt Pr 5193 TRPSME1E2

West Va Elec Supply 550 3 Ave Herbert Colker SM 3-6423 RE1E2

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
 Cox Radio Supplies 554 7 St J A Cox PS
 Randle & Hornbrook 536 7 St V M Randle 8-3391 PSTRE1M
 Sound Electronic Supplies See Portsmouth Ohio

WELCH

Jones-Cornett Electric Co Court St P W Jones 1340 TRE1

WHEELING

Front Co 1114 Water St TRE1
 General Electric 1422 Main St A W Hoke Mgr 2555 TRE1E2P
 General Electronics Distr 26 10 St O E Johnson Pr 5738 PSM

(Directory continued on next page)



WEST VIRGINIA (Continued)



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Hamburg Bros 360 National Rd Jules Harr GM 727 TRPSM

Rogers Co Earle 12 & Main Sts Earle Rogers TRE1E2
 Ott-Heiskell Co 19 & Jacob Sts 927 TRE1E2P
 Westinghouse Electric 1803 Eoff St B W Brandfass TRE1E2
 Wheeling Radio Supply 924 Market St A W Conaway PSE1E2M

WILLIAMSON

Persinger Supply Co E A Terry 2121 TRSE1E2



WEST VIRGINIA

CHARLESTON—Chemcity Radio & Elec 103 Clendenin
CLARKSBURG—Trenton Radio Co 414 Clark St
HUNTINGTON—King & Irwin Inc 314 Eleventh St
MORGANTOWN—Trenton Radio Co 300 Grant Ave
PARKERSBURG—Handle & Hornbrook 538 Seventh St
WHEELING—Wheeling Radio Supply 924 Market St

WISCONSIN

APPLETON

Appleton Radio Supply 1217 N Richmond H W Techlin 3-3345 PSTR
 General Electric 116 W Harris St E H Evans Mgr 3-5583 TRE1E2P
 Valley Radio Distr 518 N Appleton St C H Lembcke 3-6012 PSTRM

ASHLAND

Garnich & Sons Hdwe E 400 7 Ave W A B Garnich VP 2 TRE1E2

CHIPPEWA FALLS

Bushland Radio Specialties 9 W Spring St R W Bushland 6052 PSTRM

EAU CLAIRE

Larson Electrical J H 402 Water St See Hudson
 Southern Minn Supply 409 S Barstow St See Mankato Minn

FOND du LAC

Harris Radio Corp 289 N Main H E Sterman 8204 PSTR

GREEN BAY

Morely Murphy Co 200 S Washington St W S Stiles Pr TRE1E2
 Neslo Electronic Distr 308 N Chestnut F J Olsen AD 661 PSMTR
 Northern Radio & TV 708 S Broadway B C Deadman HO 586 PS*
 Popkey Co G M 716 Main St See Marinette
 Westinghouse Electric 619 Main St L A Myrand Br Mgr TRE1E2

HUDSON

Larson Elec Co J H 106 Walnut St J H Larson Pr 248W PSTRE1E2
 Progress Supply Co 419 2 St Dell Penman Buyer 445W PS

LA CROSSE

La Crosse Auto Supply 123 N 3 St F Greene 2-8180 TRE1E2
 Roosevelt Co W A Front & Vine 4-2082 TRE1E2
 S M Supply Co 408 S 4 St H N Marx 2-7671 TRE1E2
 Stark Radio Supply 133 S 6 St 2-3186 TRPS

MADISON

Radio Dists 701 E Johnson St C B Deadman Owner 6-6801 PSTR*
 Satterfield Radio 326 W Gorham A W Satterfield 6-0267 PSTR*
 Westinghouse Electric 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

Ackermann Radio 3176 N 27 St C P Ackermann Owner HI 2-7173 PS
 Acme Radio Supply 510 W State St Frank Lingnor MA 8-0641 PSTRM*
 Admiral Corp 2941 N Humboldt FR 2-4600 TRE1E2
 Central Radio 1723 W Fond du Lac W S Ciganek WE 3-2982 PSTR*

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WISCONSIN (Continued)

ElectronicExpeditorsCo 2205 W VlietSt ELSiegel Owner WE3-8283 PS
 General Electric 190 N Broadway P H Weil SM DA 8-5400 TRE1E2P
 General Utilities 647 W Virginia B M Winsberg BR 2-7567 TE1
 Graybar Electric 180 N Jefferson R J Harkins MA 8-1945 TRE1E2
 Greusel Distr 808 N Market F W Greusel MA 8-1310 TRE1E2
 Juneau Radio Supply 1337 W Juneau Ave PS
 Lappin Elec Co 1022 N 5 St D C Lappin Pr DA 8-7878 TRE1E2
 Lingnor & Co Frank 934 S 5 St PS
 Marsh Radio Supply 526 W State 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 P.ankinton Ave MA 8-1955 TR
 Radio Parts Co 538 W State St C M Brown Pr MA 8-4048 PSTRM*
 Radio Specialty 829 N Broadway MA 8-2060 TRE1E2
 Roth Appl Distr 647 W Virginia W H Roth Pr BR 1-1111 TRE1E2
 Seemuth Distr 2405 W Lisbon W J Seemuth DI 2-9240 TRPSE1E2*
 Sievert Distr 1415 W Mitchell St C Sievert Owner OR 2-5000 TRE1
 Standard Elec Supply 1045 N 5 St BR 2-4720 TRE2
 State Dist Co 3500 W Pierce St F F Lane EV 3-6200 TRE1E2



WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

Taylor Elec Co 112 N Broadway J A Taylor BR 1-5400 TRE1E2PSM

Turnock Co Charles E 336 W State C E Turnock MA 8-6584 PS
 Westinghouse Electric 546 N Broadway J P Flynn TRE1E2

RACINE

Badger Electronic Parts 858 Washington H J Kuehneman 3-4024 PS
 Standard Radio Parts 1244 State St J A Swanson Owner 4-3634 PS*
 Superior Radio Parts 908 State St R H Campbell 4-7890 PS

SHEBOYGAN

Arvin Radio and Television
 VISIBLE VALUE DISTRIBUTED BY:
 Hono'd & LaPage 11 & Ky Ave P H Honold Pr 5544 TRE1E2
(Directory continued on next page)

HARRIS RADIO CORPORATION
 20 Years of Fair Dealing
 Radio, Television,
 Electronic Parts, Distributor

MAIN LOCATION 289 N. Main St. Fond du Lac, Wis. Phone 8204 H. E. STERMAN	BRANCH LOCATION 115 N. 10th St. Manitowoc, Wis. Phone 9313 E. C. CHERNEY
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All Leading Lines.
 Engineering Aid
 On All Lines. We
 Guarantee To
 Satisfy.




WISCONSIN (Continued)

Koepsell Co J J S 9 at Commerce F W Koepsell 3646 PSREIE2M
Nitze's 1129 N 8 St 9531 PS

SUPERIOR

Central Co-Op Wholesale 1901 Winter St T E Wesanen 7721 TREIE2

WAUSAU

Radio Service & Supply 615 3 St 3272 PSTR*



WISCONSIN

APPLETON—Appleton Radio Supply 1217 No Richmond
GREEN BAY—G M Popkey Co 716 Main St
MADISON—Satterfield Radio Supply 326 W Gorham St
MARINETTE—G M Popkey Co Main at Ninth St
MILWAUKEE—Radio Parts Co Inc 538 West State St
RACINE—Superior Radio Parts 808 State Street

WYOMING

CHEYENNE

Houge Radio & Supply 2008 Carey Ave CAHougeOwner 6-6398 PSR*

SHERIDAN

Barton Battery & Elect. 102 Grinnell Ave PS



WYOMING

CHEYENNE—Houge Radio & Supply Co 2008 Carey Av

"First aid" to distribution

✓ **1952 DIRECTORY OF REPRESENTATIVES**

(Radio, Television, Electronic and Electrical Equipment)

A nationwide listing of manufacturers' representatives who specialize in the marketing of engineering, merchandising and servicing products. Published annually in RADIO & TELEVISION RETAILING and TELE-TECH.

✓ **1952 DISTRIBUTOR DIRECTORY**

of the Radio-Television-Electronic-Appliance Industries.

A guide for manufacturers seeking new or wider distribution and a where-to-buy for retailers and servicemen. Published in this issue of RADIO & TELEVISION RETAILING.

CALDWELL CLEMENTS, INC., 480 Lexington Ave., New York 17

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Caldwell-Clements, Inc.

OFFERS

MARKETING AND ENGINEERING SERVICES

to the Radio-Television-Electronic Industries

RADIO & TELEVISION RETAILING

Outstanding merchandising and servicing magazine for radio, television, appliance, and recording industries, serving the nation's retailers and servicing organizations for 30 years.

TELE-TECH

Top ranking technical magazine in multi-billion dollar radio, TV, communications, and electronic defense industries. Highly commended by leading engineers for excellence in editorial features on research, design, manufacturing, and operation.

DISTRIBUTORS' DIRECTORY

The only directory of its kind, with complete listing of all radio, TV, and appliance distributors in the U. S. Published annually as a service to the industry. Gives local address, owner or manager, telephone number, lines carried.

REPRESENTATIVES' DIRECTORY

Only alphabetical and geographical directory of manufacturers representatives selling electronic components and engineering equipment to jobbers, defense contractors, industrial concerns, etc. Published annually.

MANUAL COMPANY

Special service to defense industries. Preparation of technical manuals, schematic drawings, parts lists, instruction books. Technically trained staff familiar with Army-Navy-Air Force policies and requirements.

CALDWELL-CLEMENTS, INC.

480 Lexington Avenue, New York 17, N. Y.

Phone PLaza 9-7880



1 plan helps prevent all 3

When you show the people in your company that you're interested in their welfare, they naturally react favorably. That's why *production goes up* when you boost your employee-participation in the Payroll Savings Plan. Here's how it happens:

The more U. S. Savings Bonds an employee holds, the more secure he feels. The more secure he feels, the greater his peace of mind—the more contented, careful, and productive he is on the job.

Those facts aren't just something we dreamed up. They're borne out in the experience of more than 20,000 companies promoting the Plan.

Everybody Benefits!

Bond sales spread the national debt, thus increasing our national economic security.

And, of course, what's good for the nation is good for you and your business!

The individual Bond buyer gets back \$1. when his Bonds mature, for every \$3 he invested. That's a boon for him, and—multiplied by millions of Bond holders—represents a huge backlog of purchasing power that will help assure national prosperity through the years ahead.

Five Steps Boost Participation

1. See that a top management man sponsors the Plan.
2. Secure the help of the employee organizations in promoting it.
3. Adequately use posters and leaflets and run stories and editorials in company publications to inform employees of the

Payroll Savings Plan's benefits to them.

4. Make a person-to-person canvass, once a year, to sign up participants.

These first four steps should win you 40-60% participation. Normal employee turnover necessitates one more step:

5. Urge each new employee, at the time he is hired, to sign up.

Nation-wide experience indicates that 50% of your employees can be persuaded to join—without high-pressure selling. All the help you need is available from your State Director, U. S. Treasury Department, Savings Bonds Division. He is listed in your telephone directory. Wouldn't it be a good idea to call him right now, while it's on your mind?

The Treasury Department acknowledges with appreciation the publication of this message by

Radio & Television Retailing — Caldwell-Clements, Inc.

"Open Houses" Attract Dealers

Distributor Events Held by Two Firms Draw Big Crowds

• Increased facilities by distributors all over the country have stimulated sales effort by dealers, speeded up deliveries, and have resulted in closer cooperation between the merchant and his wholesaler. Two recent promotions by distributors, one in Houston, Texas, and one in Portland, Oregon, reflect the progressive spirit prevailing to a marked degree in the distribution field.

The modern new warehouse and office building of the J. A. Walsh & Co., 4301 Calhoun on the Gulf Freeway, Houston, Texas, was opened recently with a three-day celebration.

Approximately three hundred manufacturer representatives and dealer personnel were present on opening day to hear Dr. Allen B. DuMont who was the principal speaker on the program.

Other distinguished guests were L. J. Sorensen, vice-president and general manager of the Deepfreeze Appliance Division Motor Products Corp., Gordon Kemp, vice-president of Estate Stove Company; Bob Mitchell, general sales manager of the Whirlpool Corporation; John K. Knighton, vice-president in charge of sales of Servel, Inc., and Louis Marks, sales manager of the Coleman Company.

Among the major products distributed by the J. A. Walsh & Co.



Large attendance marked the anniversary celebration of the F. B. Connelly Co. The promotion ran for two weeks.

include Coleman heating, Deepfreeze home freezers and refrigerators, Domestic sewing machines, DuMont television, Estate ranges, Hunter fans, Kitchen-Aid dishwashers, Reznor automatic gas unit heaters, Servel all-year air conditioning, Thermador electric ranges and Whirlpool home washing and ironing machines.

The interior features a combined display area and auditorium, which will seat 350 persons. The auditorium stage is 48 by 20 feet with a completely equipped all-electric kitchen, and is easily converted into a lounge by the Modernfold door which closes it off from the auditorium. The lounge will be used for business meetings, luncheons and serving general per-

sonnel at various get-togethers.

In addition, a separate training room with a completely equipped electric and gas kitchen will seat 70. Another area provides display and demonstration space for some 40 DuMont Teleset models.

Located adjacent to railroad tracks, the new building is also accessible to trucking traffic of the Gulf Freeway. A revolving hexagonal sign, 30 feet high, alternately displays the names of the major Walsh-distributed products.

The parts department is conveniently located with a separate entrance for customers desiring parts service only.

In addition to the office of James A. Walsh, president, on the second floor are the offices of John C. Rose, vice-president and assistant secretary; James W. Derr, vice-president in charge of sales; James E. Trivette, controller; and general office workers.

Connelly 67th Anniversary

F. B. Connelly Company of Oregon recently celebrated its 67th Anniversary with a splurge which the Great Pacific Northwest will not soon forget.

The Connelly Company, from a small start in Montana before the turn of the century, has grown into one of the distribution factors for major appliances, housewares, electric housewares, and toys in Oregon and Washington with two large places—one located at 905 N. W. 12th Ave. in Portland, Ore., and one located at 1015 Republican St. in Seattle, Wash. At the present

(Continued on page 178)

Spectacular front of new Walsh warehouse and office building at Houston, Texas. Sign alternately displays the names of products handled by the firm.



"Open Houses" Attract Dealers

(Continued from page 177)

time they number among their lines such major appliances as Norge, Hamilton, Lewyt, Ironrite, James dishwasher and Sylvania radio and television.

To spark the Connelly dealers with something different and at the same time acquaint the general public with the Connelly story, the executives of the firm, led by Frank C. Porter, vice-president and general manager, planned a two-week-long promotion built around the theme of "67 Years of Progress".

With the aid of many of the Connelly suppliers, details were worked out for a special "Open House" at the Connelly show rooms in Portland, Oregon. All of the 2,500 dealers on the Connelly roster from throughout Oregon and southwest Washington were invited to attend this affair, which was highlighted with the awarding of more than \$3,000 worth of prizes to the dealers and their families. Actual figures released at the end of the open house revealed that more than 1,000 dealers were in attendance at some time during the week.

Spotlighting the anniversary to the public, and working as a dealer aid, was a 10-page advertising section which appeared in the Sunday Oregonian. This section advertised many of the products handled by Connelly and directed the reading public to the dealers in Oregon handling these items.

One feature of the promotion was a window-display contest sponsored by Connelly for their dealers. Making the contest effective was the fact that all windows had to be arranged before the advertising broke to qualify for the prizes.

"Response to our window contest", said Porter, "was far beyond our expectations and exceeded anything of this nature that we have attempted in the past."

Hickok VTVM

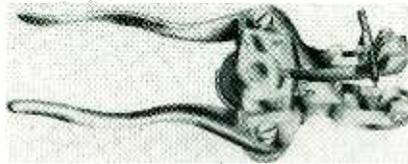
The new Hickok Model 215 provides the radio-TV technician with laboratory quality and accuracy in a dependable design vacuum tube voltmeter. Exceptionally versatile, the 215 provides the sensitivity and ranges for quick and accurate measurements of sine or complex waves of TV or industrial devices.

For complete information write to The Hickok Electrical Instrument Co., 10606 Dupont Avenue, Cleveland 8, Ohio.—RADIO & TELEVISION RETAILING.

Tools for Servicers

Speedex AUTOMATIC WIRE STRIPPER

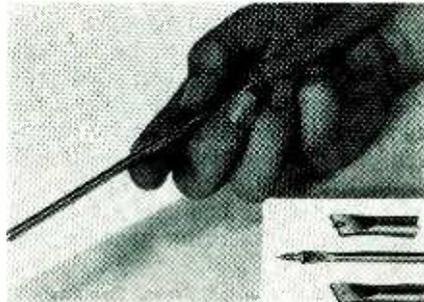
A new heavy duty, automatic wire stripper, known as the Speedex Automatic 766-1, features a delayed action release. This prevents the wires from being crushed or bent. The entire action is automatic; squeezing the handles



causes the stripper to grip the wire, cut the insulation and strip it free in one operation. It strips solid as well as stranded wire from 8 to 22 gauge, and by changing blades it can be used to strip parallel wire, 300 ohm TV and FM twin transmission wire. Wood Specialty Manufacturing Company, 915 Taylor Avenue, Rockford, Ill.—RADIO & TELEVISION RETAILING.

Hunter SCREWDRIVER

A new screwholding screwdriver is designed to drive small screws in tight, hard-to-get-at places. To securely fasten the screw to the blade tip requires only a slight push against the screw slot. This action rotates a hardened steel locking pin in the center of the blade which firmly locks the blade tip



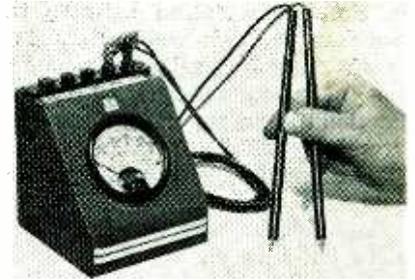
in the screw slot. The overall length of the new M8 is 8". The 5" blade is made of Chromoly steel and attached securely to a 3" x 7/16" plastic handle. The blade width is 3/16" and tip width is .30" to fit #3 to #7 screws. For prices or additional information, write to R. N. Hunter Sales, 3499 E. 14th Street, Los Angeles 23, California.—RADIO & TELEVISION RETAILING.

Erie RESISTOR PACKAGE

The new "Breakaway" package consists of two drawer trays and a sleeve. The sleeve is perforated in the center, so that it may be easily broken apart. Each half then makes a complete drawer tray unit, containing an assortment of 5 different capacity Erie Ceramics, with 5 of each capacity in separate polyethylene bags. The 25 Ceramics make a practical assortment for the retail dealer and the service man. Erie Resistor Corporation, Erie, Pennsylvania.—RADIO & TELEVISION RETAILING.

Insuline TEST LEADS

A new pair of extra long handled test leads, designed to speed up and simplify circuit probing in complicated radio and television chassis, are eight inches long and made of polished hard rubber. The handles are fitted with short, sharp-pointed tips which mini-



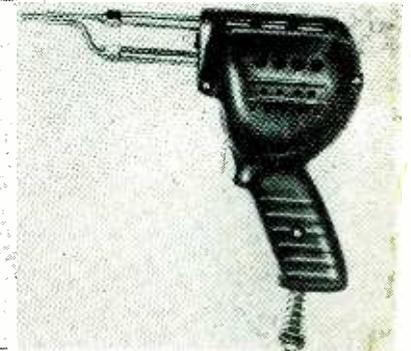
mize the possibility of short-circuiting of adjacent connections. The flexible leads are of kinkless wire 48 inches long, have standard phone tips on their ends, and can be used with practically all types of test instruments. These leads carry the Insuline catalog number 329 and the list price of \$5.00. Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

GC TUBE PIN STRAIGHTENER

The new Duplex tube pin straightener No. 8655 is a handy combination for straightening both the miniature and jumbo miniature tubes of the 7 and 9 pin types. For this and other new service aids, write for the latest GC catalog (No. 155), sent on request, General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—RADIO & TELEVISION RETAILING.

Wen SOLDERING GUN

This new "quick-hot" transformer type soldering device heats instantly (in 3 to 5 seconds) when trigger is pressed. Cools when trigger is released. Built-in spotlight illuminates work. Long tip reaches spots otherwise



inaccessible. Operates at 250 watts on ordinary 110-120 volt current. Guaranteed for a year. Soldering tips easily replaceable if desired. Price is \$12.95 retail. Wen Products Co., 5806 Northwest Highway, Chicago 31, Ill.—RADIO & TELEVISION RETAILING.

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APPROVED BY LEADING SERVICEMEN

Before a serviceman adopts an antenna he wants to know:

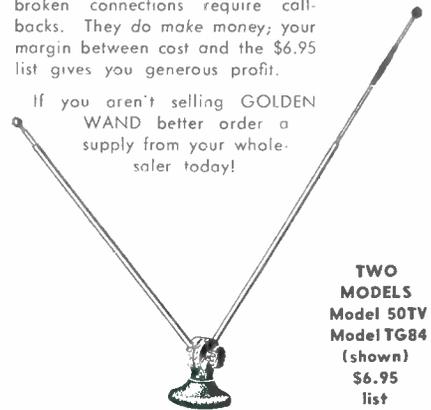
Will it sell readily?

Will it stay sold?

Will it make me money?

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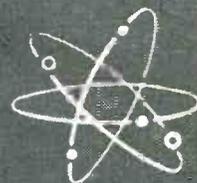
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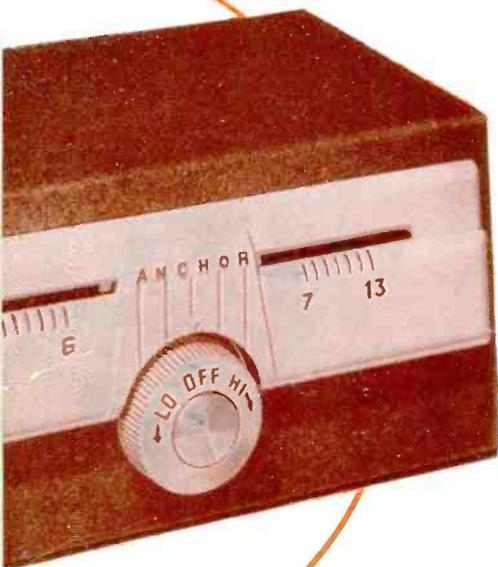
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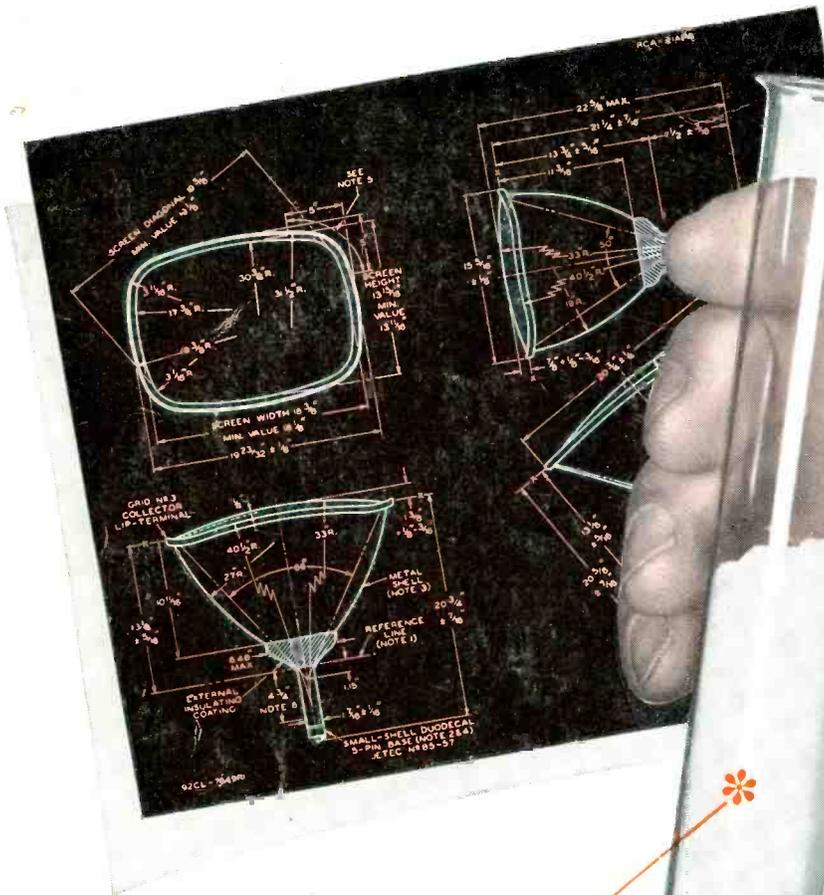
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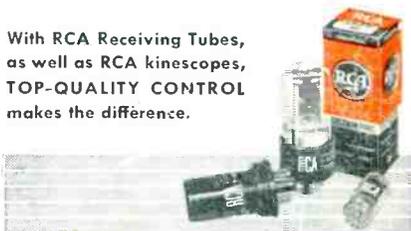
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