

Including TV-Electronic **TECHNICIAN**

TELEVISION RETAILING

A Caldwell-Clements Publication

In Three Sections
• Section One •



**Mort Farr,
DEALER OF THE YEAR,**

**Says: "In '53—
Sell Hard
Service Well
Watch Expenses"**

In This Issue:

**Price MART— a New Monthly
Reference Guide for Merchants**

**Statistics & Forecasts on
TV, Radio, Records, Appliances**

1953 Distributor Directory

January • 1953

TELEVISION RETAILING

CALDWELL-CLEMENTS, Inc.

January, 1953

Appliances,
Records,
Radios, Phonograph

CBS-COLUMBIA MAGAZINE CAMPAIGN SELLS 74,622,031 PROSPECTS FOR YOU!

CBS ...THE GREATEST NAME IN HOME ENTERTAINMENT...
Develops America's Most Advanced TV SET!

CBS Columbia

CBS Engineers Bring You a New Kind of TV Receiver...
 Pictures with Studio-Sharp Reality Never Before Equaled!

Prices start as low as
\$199⁹⁵

ENGINEERED BY CBS Columbia

Even I Look Better on a New CBS-TV Set!

Yes, I'm Looking in My Mirror for One!

JACK BENNY
 CBS-TV's Sunday Star

ARTHUR GODFREY
 CBS-TV Star

CBS-COLUMBIA INC.
 A Subsidiary of the Columbia Broadcasting System

THIS FULL-COLOR DOUBLE-PAGE SPREAD WILL APPEAR IN THE DECEMBER 1st ISSUE OF LIFE

Plus Continuing Magazine Campaign in
LOOK, LIFE, BETTER HOMES & GARDENS
HOUSE & GARDEN **HOUSE BEAUTIFUL**
 Double-Page Spreads & Full Pages! Full Color, and Black & White!

All This... Plus:

- 1 THE DORIS DAY SHOW—Big, new Tuesday Night Radio Show—CBS Radio Network—covering every major market in America! Now on the air to help you sell the new CBS-Columbia TV sets!
- 2 Full-Page Newspaper Advertisements in every major city.
- 3 Concentrated local Spot-Radio Campaign featuring CBS Stars on hundreds of stations.
- 4 Dramatic Store-Demonstration Record featuring top CBS-TV Stars.
- 5 Unusual new dealer ads featuring top CBS Stars.
- 6 Exclusive life-size Jack Benny Floor Display, Star Pennants, Window Streamers.
- 7 Full line of sales-compelling promotional literature.
- 8 Exciting Business-Getting Promotions for Your Store.

And dozens of additional customer-catching promotional devices!

CBS-COLUMBIA has a Great Selling Plan!

Yes, and it took CBS to do it, Jack!

JACK BENNY
 CBS-TV's Sunday Star

ARTHUR GODFREY
 CBS-TV Star

ENGINEERED BY
CBS Columbia
 THE GREATEST NAME IN HOME ENTERTAINMENT



CBS-COLUMBIA INC.
 A Subsidiary of the Columbia Broadcasting System

CONTACT YOUR CBS-COLUMBIA DISTRIBUTOR NOW!
 Get Full Details on the Most Profitable Franchise in the Industry!
 In Chicago visit us at the Merchandise Mart Room 11-106, 11th floor, January 5 to 16

TELEVISION RETAILING

A Caldwell-Clements Publication

JANUARY 1953

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TELEVISION RETAILING, January 1953, Vol. 57, No. 1. 35 cents a copy. Published monthly by Caldwell-Clements, Inc. Publication Office, Emmett St., Bristol, Conn. Editorial, Advertising and Executive Offices, 480 Lexington Ave., New York 17, N. Y. Entered as second class matter at the post office at Bristol, Conn., July 17, 1952, under the Act of March 3, 1879. M. Clements, President; Orestes H. Caldwell, Treasurer. Subscription rates United States and U. S. Possessions \$4.00 for three years. Canada \$5.00 for three years. Pan American Countries \$10.00 for three years. All other countries \$10.00 for three years. Printed in U.S.A.

Published monthly by

CALDWELL-CLEMENTS, Inc.

Publication Office, Bristol, Conn. Editorial/Business Offices 480 Lexington Ave., New York 17, N. Y., Tel. Plaza 9-7880
Publishers also of TELE-TECH

Including MART and TECHNICIAN

Now you can have a 12-day

with

WESTINGHOUSE '53 TV

Brilliant New Features... New Generous Profits... The greatest advertising and promotion effort in Westinghouse TV history... and an exciting vacation opportunity for Westinghouse dealers and their wives.



FEATURES THAT SELL WILL MAKE TV HISTORY IN '53

- ★ Automatic Brightness Control electronically adjusts picture to light level of room.
- ★ Automatic Area Selector—adjusts to local or distant reception electronically.
- ★ New Advanced Cascade 100-mile-plus Tuner.
- ★ New Advanced Electronic Clarifier—No Streaks, No Flutter, No Flop-over—Automatically—

... it could be **YOU:**

How would you like a trip to Europe—all expenses paid! You'll enjoy 12 thrilling days in Gay Paree... romantic Rome... sunny Riviera. And it's absolutely without cost to hundreds of lucky Westinghouse TV dealers and their wives from coast-to-coast next spring.

Ask your Westinghouse distributor representative how you can be one of the lucky dealers. Your European holiday is as near as your telephone right now. Call your Westinghouse distributor.



THE SELWYN
737T17, brown plastic



THE WENDELL
752T21, blond finish
751T21, mahogany



THE AMHERST
736T17, brown plastic



THE RUXTON
750T21, mahogany finish



THE FULLERTON
740T21, mahogany



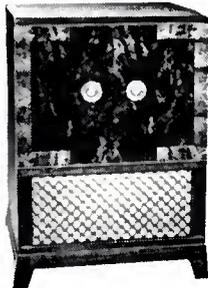
European Holiday



THE WINSFORD
753K21, mahogany finish



THE LELAND
755K21, blond finish
754K21, mahogany



THE GILBERT
756K21, mahogany finish
757K21, blond



THE SANFORD
759K21, blond
758K21, mahogany



THE HALESWORTH
742K21, mahogany
743K21, blond

Beginning
January 8
through 16 see the
Westinghouse '53
TV and Radio
Lineup at the
Chicago Furniture
Mart...
Room 542B



THE WENTWORTH
730C21, mahogany



THE RANDALL
746K21, mahogany
747K21, blond



THE MADISON
688K24, mahogany

**3-WAY
UHF**



Plug in receptors for one or two new UHF channels, or get all 70 with internal tuner, or sell Westinghouse with tuner, factory installed.

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

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

P.S. Westinghouse Radios for '53 are better than ever, too!

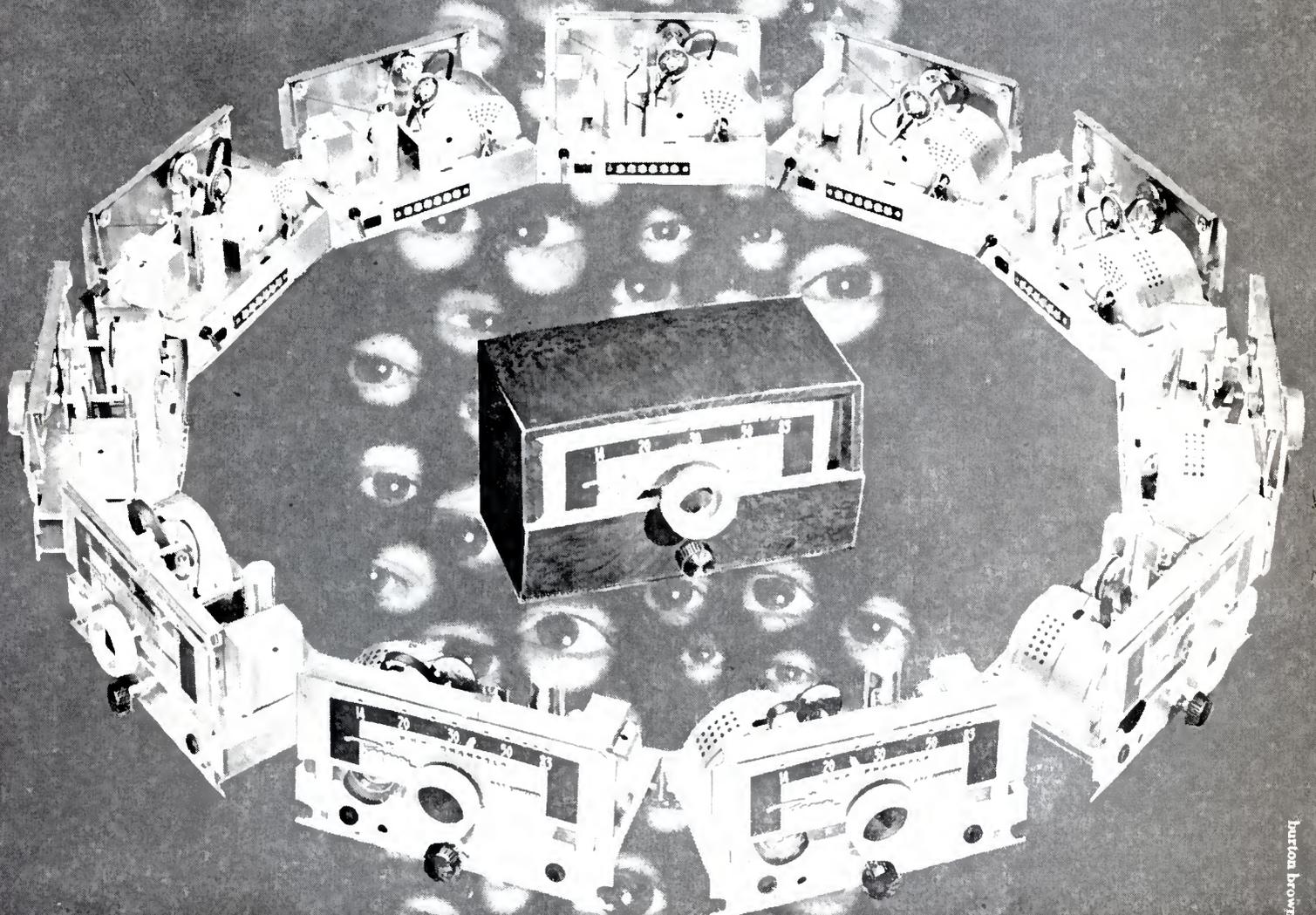
Regency

UHF
CONVERTER
RC-600
\$49.95 list

no matter how
you look at it...

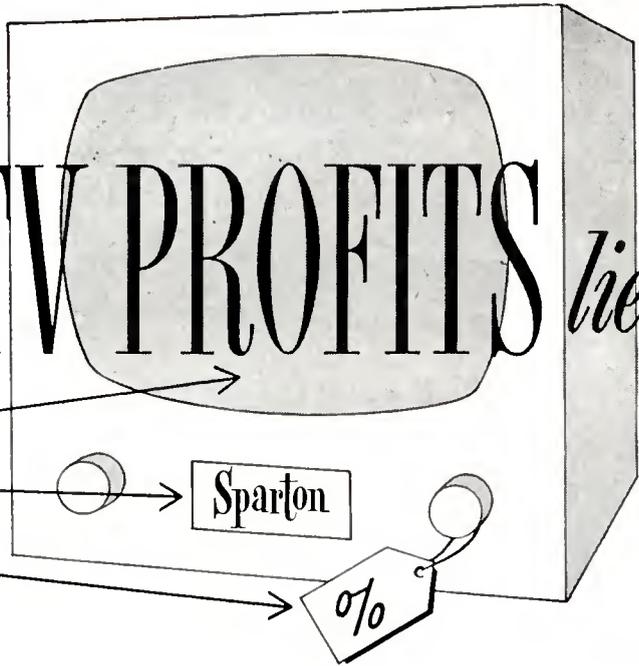
the only choice is
the *Regency* converter

...the quarter
million dollar converter



Where do the real TV PROFITS lie?

- In lowering your service costs? •
- In a franchise that stands up? •
- Are they in higher discounts? •



Any dealer who watches his total *net* knows it takes all three. And Sparton dealers get all three!

Across the board, Sparton dealers receive probably the longest discounts in TV today *plus* up to 3% retro-active discount. But that's not all. Sparton dealers know 70% of vital functioning parts in every set they receive are manufactured by Sparton to *Sparton* standards; many extra assembly steps are performed by hand to insure trouble-free operation. The result: Sparton dealers *keep* their profits, don't pass them out for service repairs.

Sparton dealers are protected by a controlled franchise,

too. It guarantees exclusive selling rights in a shopping area, eliminates dumping and price slashing. Sparton dealers buy direct from the factory. They don't split profits with a middleman; they are never forced to handle other lines just because the middleman has them to sell.

If you're not already a Sparton dealer, why not investigate? Get full details from your Sparton District Merchandiser or write direct. *Sparton Radio-Television, Jackson, Michigan.*



Model 5382—
The 21" Carrington

List: **\$389⁹⁵**

(Federal excise tax and warranty included)



Model 5301—
The 17" Danbury

List: **\$209⁹⁵**

(Federal excise tax and warranty included)



Model 5386—
The 21" Courtney

List: **\$469⁹⁵**

(Federal excise tax and warranty included)



Model 5340—
The 21" Glenhurst

List: **\$289⁹⁵**

(Federal excise tax and warranty included)

Sparton ads in *Post*, *Collier's*, *Holiday* and *Time* sell these Cosmic Eye stars right on the magazine page!



THE SUPERB

Sparton

THE SET THAT STAYS SOLD

UHF-VHF Signal Testing is QUICK, EASY with...

**THE NEW
HEAVY DUTY**

Alprodco EREC-TOWER

TEST SIGNALS UP TO 80 FT. ▶

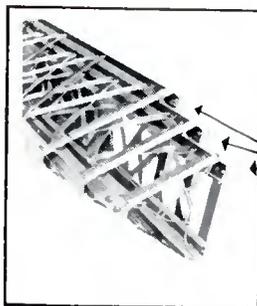
EREC-TOWER—and only EREC-TOWER—goes up a full 80 feet. You test signal strength anywhere along the way up . . . determine just exactly how high the permanent antenna must be!

ERECT PERMANENT TV TOWERS ▶

Use the EREC-TOWER as a gin pole to raise permanent antenna towers. With an EREC-TOWER, for example, two men can erect a 100-foot Alprodco Tower in less than two hours. You save time, money, labor on every job!

DEMONSTRATE TV SETS ▶

EREC-TOWER helps you demonstrate sets quickly, anywhere. Here's the ideal way to show razor-sharp pictures to your fringe area prospects . . . right in their own homes. EREC-TOWER is a real sales closer!



BETTER BUILT

EREC-TOWER is constructed of lifetime aircraft aluminum. Each leg and track (see opposite illustration) is extruded in one solid 24-foot length . . . will not buckle, crack, stick or rust.

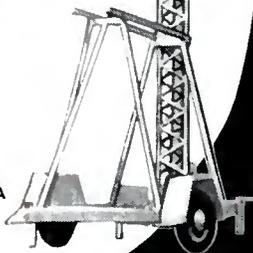
HEAVY EXTRUDED ONE-PIECE ALUMINUM TRACKS

FREE! WRITE TODAY for full information and literature on the Alprodco EREC-TOWER as well as Alprodco Aluminum TV-FM-AM Towers.

Alprodco, Inc.

301 E. MAIN ST., KEMPTON, INDIANA
MINERAL WELLS, TEXAS • DUBLIN, GEORGIA

Dealer
Net Price
(For Tower)
\$233.50



80
FEET

TELEVISION RETAILING

Including **MART** and **TECHNICIAN**

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Executive Editor Managing Editor

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Assistant Editor Assistant Editor

CHARLES F. DREYER, *Art Director*

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BUSINESS DEPARTMENT

M. H. NEWTON, *Business Manager*

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N. McALLISTER, *Asst. Business Manager*

A. O'ROURKE, *Production Manager*

MARTHA USDIN, *Asst. Production Mgr.*

BARBARA MILLER, *Reader Service Dept.*
480 Lexington Ave., New York 17, N. Y.
Telephone Plaza 9-7880

S. M. GASKINS, *Western Manager*
JOHN D. LUPTON, *District Manager*
201 N. Wells St., Chicago 6, Ill.
Telephone RAndolph 6-9225

CHRIS DUNKLE & ASSOCIATES
California Representative
2506 W. 8th Street, Los Angeles 5, Calif.
Telephone DUnkirk 7-6149

WARREN S. BROWN, *Circulation Manager*

M. GROENING, *Asst. Circulation Manager*

JOHN J. BORGHI, *Controller*

W. W. SWIGERT, *Credit Manager*

CIRCULATION 32,000

TELEVISION RETAILING is the only publication rendering an editorial service of great intrinsic value in meeting the complete needs of retailers in the sale and maintenance of TV, appliances and radio. Each monthly issue has two supplements—separate sections containing much-needed data for guidance in sales, management and servicing, as follows:

MART—an entirely new idea in trade publishing, giving latest list prices on TV, clock radios, records and appliances—data needed every day yet heretofore unobtainable by dealers except at great cost and delay.

TECHNICIAN—Published to make servicing a still greater function in selling. Each issue contains technical digests and schematics of a large group of models currently reaching retailers.

TELEVISION RETAILING

Trade-Mark Reg. U. S. Pat. Off.
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33 YEARS OF ELECTRONIC LEADERSHIP

"You can sell the 1953 ANDREA models with the full assurance that your customers are buying the highest quality electronic instruments. Here at ANDREA we work painstakingly at our television business, making absolutely sure that every ANDREA that you sell leaves our factory in perfect condition, ready to deliver outstanding performance for a long, long time."

Frank A. D. Andrea

1. **NO SERVICE "RED INK"** . . . Independent surveys prove Andrea receivers average less than one service call per year. It's the *stability* set of the industry.
2. **LONG DISCOUNTS** . . . One Andrea sale is worth two ordinary sales—more margin—extra profit for you.
3. **FAST-MOVING INVENTORY** . . . Just 5 basic models, geared to 1953 popular demand. No white elephants.
4. **RESTRICTED DISTRIBUTION** . . . No "next door" competition—more prospects for you—for real sales.
5. **QUALITY LEADERSHIP** . . . Frank A. D. Andrea's 33 years' experience in the field of radio and television make this 1953 product the *stability* line for '53.

THE FINEST FRANCHISE IN TELEVISION

Take a second look at just that first point. No need to tell you it's worth a fortune to you, not only in time and money, but peace of mind.

TODAY'S MOST ADVANCED TV RECEIVER

The very newest developments are all here. Take the ANDREA DRAKE, full-door console with the "FRINGEMASTER TUNER", a truly amazing controlled signal system, exclusive with ANDREA, UHF, full powered standard broadcast AM radio, 21" picture tube, superb cabinet work.



Write today for the complete ANDREA story
ANDREA RADIO CORPORATION
27-01 BRIDGE PLAZA NORTH, LONG ISLAND CITY, N. Y.



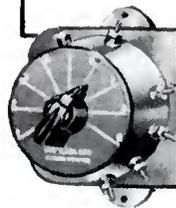
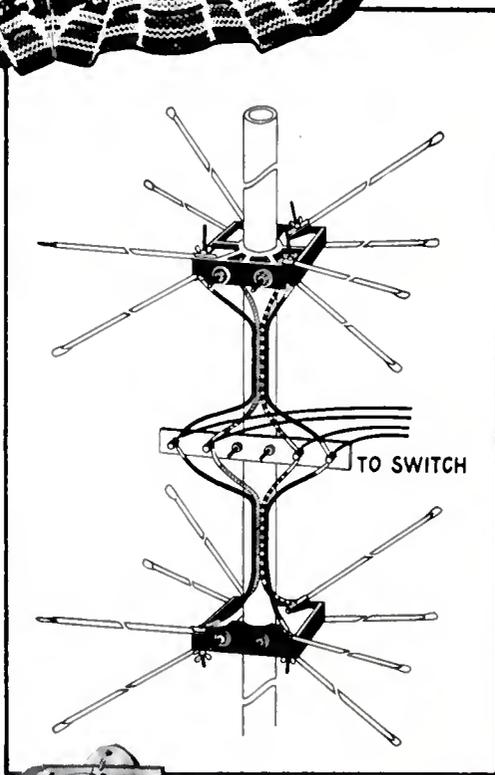
World's most powerful TV ANTENNA!

22Db gain
over tuned dipole!

- GUARANTEED 10 times more powerful than stacked 10 element Yagis.
- GUARANTEED to extend fringe area reception an additional 40 miles.
- Motorless All Direction reception — nine different antennas in one.
- Broad band **UHF — VHF** plus FM reception.
- Half the cost of single channel stacked Yagis — Patented to insure price protection, U. S. Pat. Nos. 2,585,670 — 2,609,503, others pending.
- Pre-assembled, quick-rig, flip-out.
- Nationally advertised.

The only TV antenna that instantly beams the television set directly to the signal without a rotor.

The biggest antenna news of the year. TV technicians are marveling at this amazing powerful high gain antenna. The only antenna that brings strong signals from all directions to weak signal areas instantly . . . with a flick of the nine position switch located near the TV set.

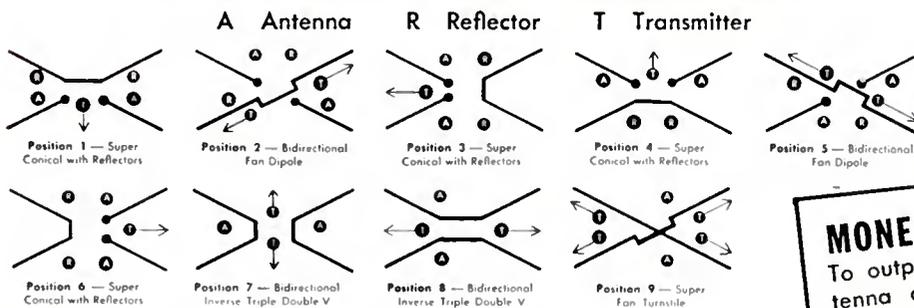


\$36⁵⁰

LIST PRICE

Includes Stacked Antenna Array, 9 Position Switch, Completely Wired Stacking Harness, A.I.M.—Automatic, Impedance Matching Coupler.

NINE ANTENNA SWITCH COMBINATIONS



Individually packaged with complete instructions.

MONEY BACK GUARANTEE

To outperform any present day antenna array using a rotor motor, including stacked 10 element Yagis, 4 bay conicals, fans, double V's, etc.

Available at local jobbers or write for name of nearest representative.

ALL CHANNEL ANTENNA CORP.

70-07 Queens Blvd., Woodside 77, N. Y.

Hickory 6-2304



"ON THE BEAM" WITH CROSLLEY TV

AMERICAN KITCHENS
CROSLLEY HOME APPLIANCES
CROSLLEY BROADCASTING
CORPORATION
HORN
LYCOMING
NEW IDEA
SPENCER HEATER

You can see it **BETTER** on a CROSLLEY

"CROSLLEY 21" TABLE MODEL FASTEST MOVING SET ON MY FLOOR"

REPORTS LYLE MATHESON, BATTLE CREEK, MICHIGAN, DEALER
WHO USES SIDE-BY-SIDE TEST TO CLINCH SALES

"I can hardly stock enough of those Crosley 21-inch table models to keep up with orders!" says Lyle Matheson, owner of the Battle Creek, Michigan, Trading Post. "When you've got a TV set with as many great features as the 21TOL—it sells, and fast!

"When I put this Crosley set next to a competing make, and tell the customer to turn them both on—he can see for himself how clear the Crosley picture comes in."

The Crosley side-by-side test IS convincing. Crosley's automatic focusing keeps pictures dead center and eliminates fuzziness at the edges of the screen. The no-glare picture window reflects room or window light to the floor and out of a customer's eyes.

And when you get down to hard-selling, look at the arguments on your side! Selling price? \$259.95—and that includes federal tax and full-year warranty on all chassis parts AND picture tube. Cabinet work? Mahogany- or



blond-finished. AND ALL WOOD. No metal cabinets . . . no plastic.

This 21" Table Model Crosley is the "fastest moving set" on Lyle Matheson's floor. Stock 'em—and see how fast they move off *your* floor!

W.A. Blees
says



"The outlook for the television business in 1953 is glowing. The TV audience expands daily. New TV stations are opening at the rate of two a week. TV programs grow more interesting and helpful. And TV sets get better and better. Service has been much improved. Even a new administration may mean the beginning of a change in the flood of regulations the average merchant has had to contend with.

"Yes, this is the year television merchants have been waiting for. As the TV market widens, the market for Crosley sets will widen even faster. We have set our sights . . . laid our plans . . . invested in advertising and promotion firm in the belief Crosley is destined to win a larger and larger share of the market.

"In recent years many enterprising dealers have discovered new ways to increase their sales. They have set a pace that others will follow. Some dealers—in large cities—have opened stores outside city limits in the growing suburbs where parking conditions are more favorable.

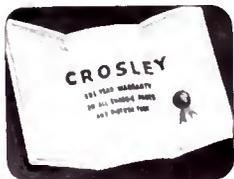
"Many dealers find staying open one or more nights a week well worth the extra effort. Buying a TV set is, after all, a family affair. When husband and wife shop together, it's easier to get that sale settled on the spot.

"But whatever new steps you take—*advertise* them . . . advertise them steadily . . . and never stop your advertising efforts. We at Crosley stand ready to help our dealers in every possible way. We want them to get a record share of the growing television market in 1953 . . ."



"THESE THREE REASONS ALONE HELP ME SELL CROSLLEY TV"

says: Zell S. Lewis, of Dayton, Ohio



FULL-YEAR WARRANTY—"Crosley's warranty—included in the price—arms me with the best sales argument of all. People expect a year's coverage on the picture tube. When I tell them Crosley's warranty covers every part in the chassis as well, it's an eye opener!"



INTERFERENCE CHECKED—"Appliances used in the home, sometimes even passing cars and low-flying planes cause white lines to appear on TV screens. Special wiring and advanced engineering have just about licked this annoyance in Crosley television sets."



NO-GLARE PICTURE WINDOW—"The glass picture window on a Crosley is specially slanted so it reflects room lights right down to the floor and out of viewers' eyes. Prospects are impressed when I tell them they can keep lights on—and still enjoy Crosley television."

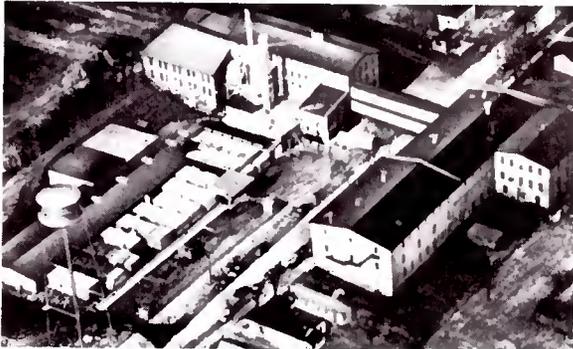
AND DON'T FORGET—THERE ARE TEN REASONS WHY

YOU CAN SELL THEM BETTER ON A CROSLLEY

"ON THE BEAM"..... with CROSLLEY TV

FINE FURNITURE DEMANDS FINE WOODS, FINE CRAFTSMEN—AND TIME!

These photos give some idea of why Crosley all-wood cabinets are fine furniture.



FOR MANY YEARS THIS FACTORY HAS BEEN NOTED for its production of distinguished, hand-crafted furniture. Today—the plant's designers, woodworkers and cabinetmakers devote all their skill and time to the making of Crosley television cabinets.



EACH PIECE OF A CROSLLEY CABINET is sanded at least five times—first by machine, and finally by hand with a paper so smooth you can't even feel its tiny grains!



THREE COATS OF LACQUER create a gleaming surface, but it takes this hand rubbing with pumice-stone powder and oil to give a Crosley cabinet its heirloom gloss.



MAURICE BECKHAM has been making fine wood cabinets for more than 45 years. You can tell by the way he handles a piece of wood that fine cabinetmaking is his pride as well as his job. Here you see Maurice hand-tooling the bevel on what will be the face of a Crosley Custom Console.

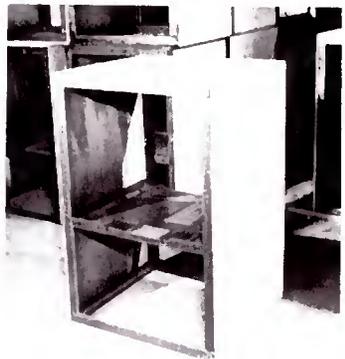
This job *could* be approximated by a machine. Crosley and craftsmen like Maurice Beckham know that careful, painstaking hand details add to the beauty of a television cabinet—make it a piece of truly fine furniture.

Whether it's genuine oak or mahogany Maurice works on, it's rich, carefully selected and seasoned wood—not metal or plastic.

A television set isn't an object you hide away in a corner somewhere. It stands proudly in the living room where everybody sees it about the first thing.

That's why—although there is nothing particularly wrong with metal or plastic—we just don't think they look well in the living room. Crosley believes any man and woman would rather have a fine wood cabinet to go alongside other beautiful living-room furniture.

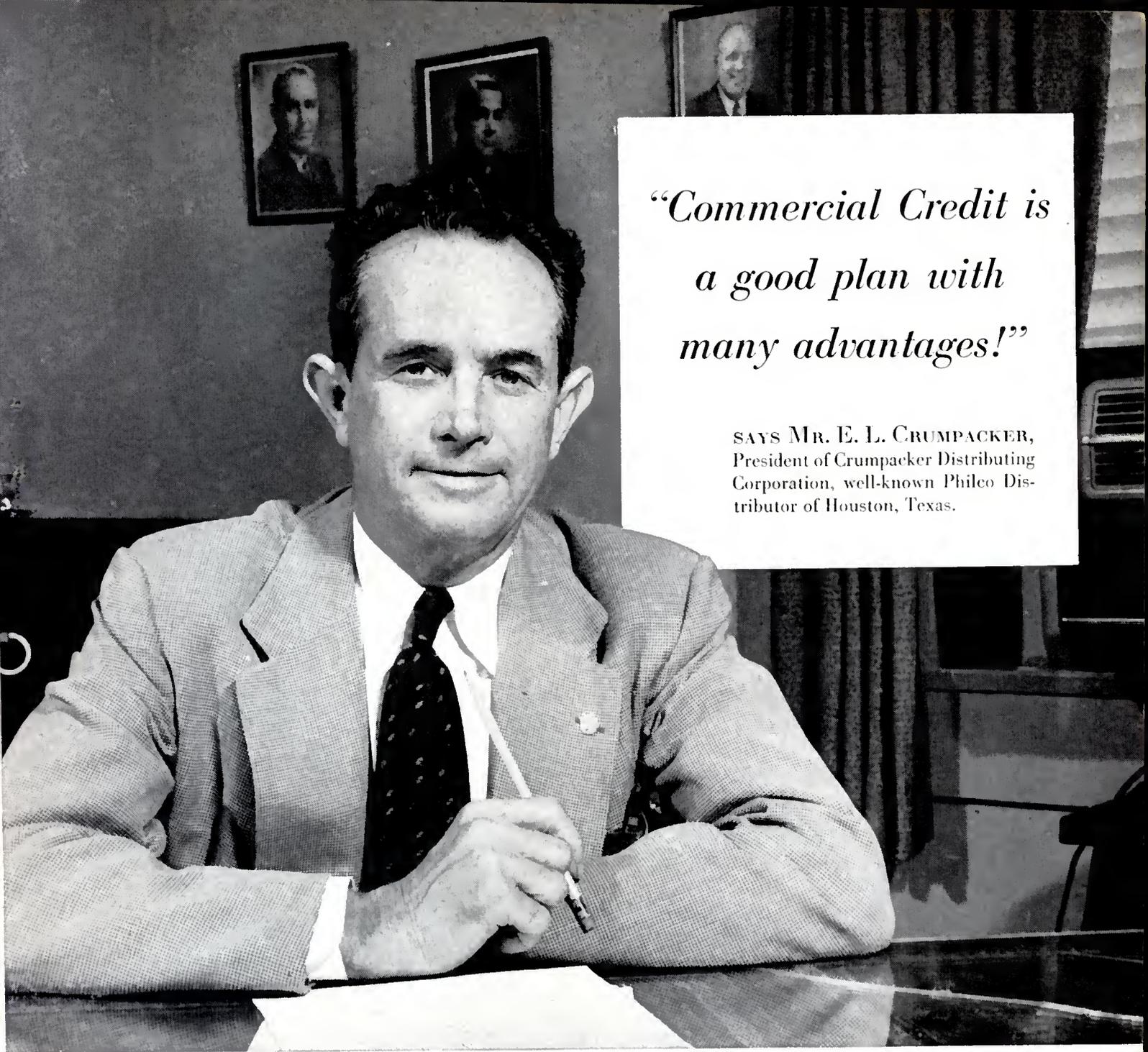
We know that's true. You know that's true. Wood harmonizes better with other furnishings... gives a richer effect. Crosley all-wood cabinets are a major selling appeal.



SEE THAT STEEL FRAME? Solid as a skyscraper. Crosley cabinets are not only solidly built in themselves—but many consoles are actually put together on a steel frame for extra, lifelong solidity.



A HANDSOME CABINET CLINCHES MANY A TV SALE! Here's popular 18th Century style adapted to today's homes by Crosley's expert designers... built by Crosley's expert craftsmen. This console—finished in rich, hand-rubbed mahogany veneer—houses a 21-inch Custom Television and Radio-Phonograph combination.



*“Commercial Credit is
a good plan with
many advantages!”*

SAYS MR. E. L. CRUMPACKER,
President of Crumpacker Distributing
Corporation, well-known Philco Dis-
tributor of Houston, Texas.

FOR 25 YEARS Crumpacker Distributing Corporation has been building a good reputation, serving the trade in Southeast Texas. When interviewed recently, E. L. Crumpacker, president, said:

“I have been using and recommending COMMERCIAL CREDIT PLAN for time payment sales to my dealers for five years. It’s a good plan with many advantages for both distributor and dealer. COMMERCIAL CREDIT helps the dealer remain liquid, relieves him of the tremendous worry about collections, so he can direct his attention to sales and promotions. COMMERCIAL CREDIT merchandising aids are valuable, too.”

*More appliance dealers use Commercial Credit
financing than any other national plan*

Why not let COMMERCIAL CREDIT show you how they can help you improve your working capital position, help you build sales and profits? COMMERCIAL CREDIT gives you complete wholesale and retail financing “packages”—backed by experience gained in working with thousands of dealers through over 300 COMMERCIAL CREDIT offices. In 1952 total volume handled by COMMERCIAL CREDIT affiliates exceeded 3 BILLION DOLLARS.

Ask your distributor for a copy of our message, “Buy and Sell with Sound Financing,” or phone your nearest COMMERCIAL CREDIT office.



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000
... offices in principal cities of the United
States and Canada.



hear that..?

It's recorded on **SOUNDCRAFT TAPE!**

The best radio entertainment
is recorded on the best tape...

SOUNDCRAFT MAGNETIC RECORDING TAPE

Radio experts know the importance of using quality tape in recording the programs they produce. They accept only the best in sound performance. And that's precisely the reason why so many of the fine radio programs you hear are recorded on Soundcraft Tape.

Because Soundcraft has everything you could ask for in recording tape: superior quality and fidelity — uniformity — sensitive high frequency response — resistance to temperature and humidity changes — smooth, curl-free operation.

Choose Soundcraft . . . and you choose the only tape manufactured by specialists with 20 years of continuous experience in the sound recording field. You choose tape of professional quality . . . for professional performance!

REEVES

SOUNDCRAFT CORP.

10 East 52nd Street, N. Y. 22, N. Y.

THE ONLY RECORDING MATERIALS
PERFECTED AND MANUFACTURED
BY RECORDING SPECIALISTS

Please write Reeves Soundcraft for additional information.



Only from Hallicrafters

A WORLD-WIDE PORTABLE
SO SUPERIOR
SIMPLE COMPARISON SELLS IT!

Only Hallicrafters could have produced this set—the World Wide portable. No other company has the experience, the know-how in precision communications, that it takes to design and build such an instrument at such a price. No portable radio on the market has the number of bands, the coverage, the selectivity, the ease of tuning, the power of this magnificent new Hallicrafters. See it—try it. Simple comparison proves it—and sells it! The Hallicrafters World Wide portable plays anywhere, has three antennas. Dynamic Turret Tuner for shifting from one band to another. 117 volts AC or DC or batteries. There is nothing like it!

The whole world knows Hallicrafters Quality

... easier to sell because it's easier to prove!

Now... Hallicrafters 20" Television PRICED TO SELL—BUT NOT AT YOUR EXPENSE!

Here's news! This magnificent new Hallicrafters 20" TV is priced at a "Bargain-Leader" level—but YOU don't make any sacrifice. Here is a competitively priced 20" TV that gives YOU a fair mark-up. Why make sales that don't make money? It's profits, not sales, that keep your doors open.

And, as with all Hallicrafters equipment, here is the finest picture in TV. Here is a set that invites comparison—a set so superior that it is *guaranteed for one full year!* Non-glare, glass front. Provision for UHF. Modern plastic cabinet.

Complete line of 17", 20", 21" and 27" Console and Table Models from \$199.95. Including Excise Tax.

Prices subject to change without notice

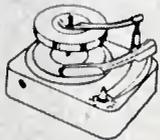
hallicrafters



V-M

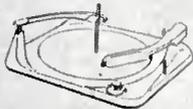
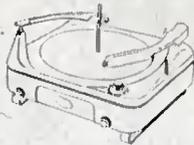
tri-o-matic®

phonographs and
record changers



V-M tri-o-matic
920 record changer
attachment

V-M tri-o-matic 972
phonograph



V-M tri-o-matic
951 (and 951 GE)
replacement changer

V-M tri-o-matic
956 (and 956 GE)
changer attachment



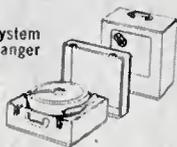
V-M tri-o-matic
985 portable
phonograph

V-M tri-o-speed
150 portable
phonograph



V-M tri-o-speed
110 portable
phonograph

V-M Portable "PA" System
160 Amplifier 960 Changer

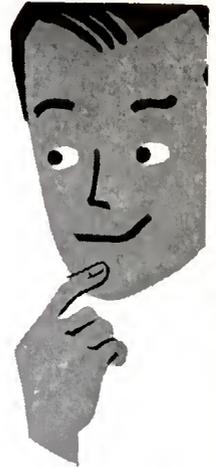


V-M 45 Spindle

"What's in it for me in '53?"



The V-M answer



More V-M Products

More V-M Advertising

More V-M Promotion

More PROFIT FOR YOU

TO BE SPECIFIC

V-M PRODUCTS

V-M will continue production of the trouble-free 950 Series changer. The basic mechanism has been accepted by every major set manufacturer in the industry. The product line will be expanded all during 1953. There will be a changer and a phonograph for every conceivable application . . . all will be priced below competition and will include more features. *

V-M SALES METHODS

We will continue to promote and sell the V-M line in every way that will assist you. You will see more of your V-M representatives. You will see more factory personnel. You will receive more frequent mailings. You will see more V-M advertising at the dealer level. You will see more V-M advertising at the consumer level. *

V-M PRODUCTION

V-M's added facilities assure a more constant flow of V-M merchandise. Due to the increased demand at consumer and dealer levels, both production capacity and plant facilities have been greatly expanded. Deliveries during 1953 are to be much improved. You can help by anticipating your needs by the quarter. *

* THE RESULT —

MORE SALES/MORE PROFITS in 1953

V-M CORPORATION BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS

Wherever **TELEVISION**

Will Perform...

FADA

Will Perform **BETTER!**



the POTOMAC—Model 21T
New, all-mahogany 21-inch table model has *everything* . . . removable, tilted picture window and cylindrical tube, "Power-Plus" control, "Rite-Tone" Sound with continuously variable tone control, all of Fada's famous features . . . attractively priced for your customer's purse!

Model 21TBM — Same in blonde mahogany.

That is our boast and our slogan . . . but not an idle boast, or just a fancy phrase. *It is a fact — one we can prove!* We have proven it — time and time again — in stringent field tests. But — don't take our word for it . . . prove it to yourself. Be from Missouri and see your Fada distributor. *You can't help but believe your own eyes.*



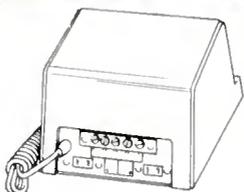
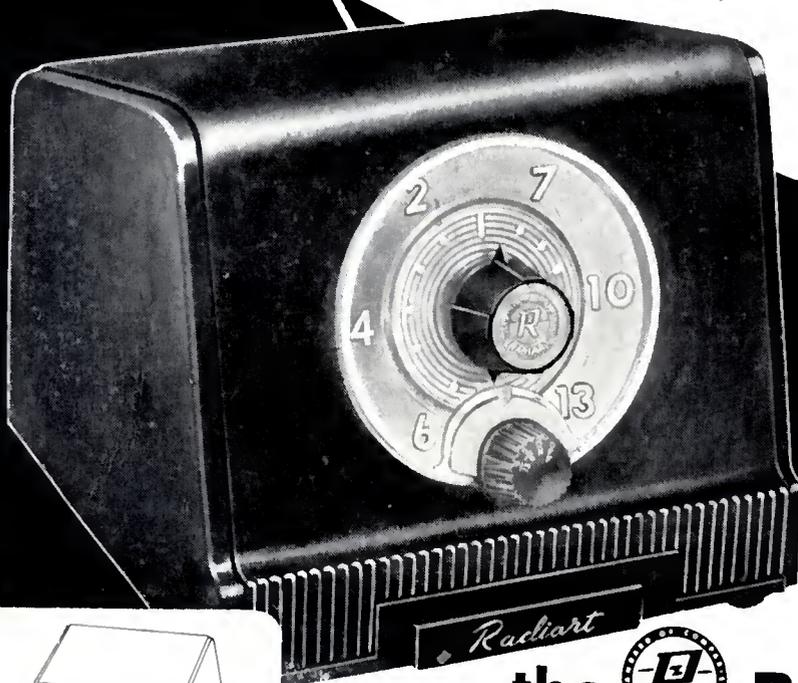
Then - - - investigate our reputation for quality manufacture for over 32 years, our super-sensitive Cascode Turret Tuner that adapts for UHF in the twinkling of an eye, our sound merchandising policy with ample opportunity for profit.

FADA *"TV for '53"*

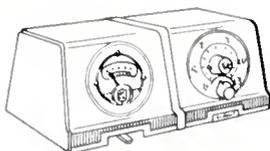
is the line for you!

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

*truly
outstanding*



**the perfect partner
to the C-D-R ROTOR**



the RADIART TV BOOSTER

has all the outstanding features

- ★ Stand-By Position . . . eliminating "Warm-up" time for Booster.
- ★ 110 Volt Outlet to plug in TV Set—Power Control through the Booster.
- ★ Extra 110 Volt Convenience Outlet . . . plug in Rotor or any Appliance.
- ★ High Signal-To-Noise Ratio.
- ★ Wide Band Amplification.
- ★ Complete Neutralization for Stable Operation
- ★ Handsome Mahogany Finish.

Any way you look at it . . . the RADIART BOOSTER is truly outstanding! Its many features make it superior in performance . . . its handsome design sets it off in a class by itself . . . and it is so flexible . . . with its extra outlet!

THE RADIART CORPORATION CLEVELAND 13, OHIO

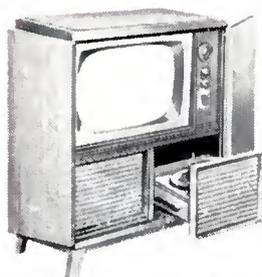
VIBRATORS • AUTO AERIALS • TV ANTENNAS • ROTORS • POWER SUPPLIES

DuMont Television

the line with the drawers



*Drawers courtesy of
Abercrombie & Fitch, Inc.*



NO EXTRA COST! TAKES ALL RECORD PLAYERS!
ALL WIRED TO PLUG IN!

Smart dealers everywhere realize that
the line with the drawers... DuMont Television...
is the short line with the long profits.

THE SELECTIVE DU MONT FRANCHISE IS MORE VALUABLE THAN EVER TODAY
Meet Elmer "the Fat Boy" Wheeler at the DuMont Exhibit, Suite 218, Chicago Furniture Mart.

First with the Finest in Television

Visit your DuMont Distributor For Full Details
Or Write To:
Allen B. DuMont Laboratories, Inc.
Television Receiver Division
East Paterson, New Jersey

DU MONT
QUALITY
prices now begin at **\$199⁹⁵**

Exclusively yours in Telesets*, tubes, test
equipment, transmitters, and the
DuMont Television Network.

*Trade Mark

NEDA Chapter Convenes in Texas

During a recent meeting of the North Texas Chapter of the National Electronic Distributors Association in Houston, Texas, "Scooter" Tonahill, "Scooter's" Radio Supply Co., Fort Worth, was elected chapter director to succeed J. Howard Klein, All-State Distributing Co., Dallas, who is now national secretary. Chapter president H. E. Brown, R & R Electronic Co., Amarillo, appointed W. J. Wright, R & R Electronic Co., as acting secretary for the remainder of the term vacated by Ed Bland. An open discussion was held concerning the incorporation of the chapter and the president appointed

Hoyt C. Crabtree and J. H. Klein to look into the matter fully and report at the next meeting. An open forum on licensing prompted active participation of all members present.

Wiring Conference to Be Held Early in This Year

The La Salle Hotel, Chicago, Illinois, will be the scene of the ninth National Adequate Wiring Conference on Thursday, February 26 and 27. In addition to the popular open forum and individual Round Table discussions, there will be a detailed discussion of successful home wiring modernization programs, covering organization—sales methods—economics—and results.

On the January Cover—

Mort Farr, whose picture appears on the cover of this issue, has served for the past two years as president of the National Appliance & Radio Dealers Association, and has done an outstanding job as the group's chief executive. He has traveled thousands of miles over the entire country, speaking before various associations, and legislative bodies and has waged energetic and effective campaigns to better business conditions at all levels of the industry.

Farr and his NARDA group have gone to bat for dealers through urging taxation of co-operatives, in fights against proposed excise taxes, in protesting against "auctions" and price wars, in urging relief in credit controlling legislation, and in seeking end to OPS controls. Farr and his association participated in numerous conferences with FTC in order to curb misleading advertising and branding. Mr. Farr was appointed to an OPS post in '51, where he served as a member of the small retailers subcommittee. He has also worked closely with various BBB groups in fighting merchandising evils, and has been instrumental in getting TV manufacturers to change warranty practices, bringing about the present in-board pricing trend.

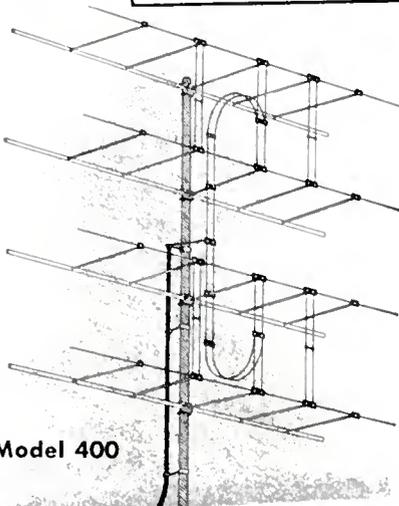
Mr. Farr is an eloquent speaker, and additionally, he has been a successful retailer in Upper Darby, Pa., for a great many years, and therefore speaks with authority. The industry salutes Mort Farr as the most publicized retailer in the country, and he has certainly earned this honor through gaining a reputation, first, as a highly ethical and progressive dealer, and second through his unselfish service to the dealers of the nation.

Reeves Develops 45 RPM Recording Disc

The Reeves Soundcraft Corporation, New York manufacturers of recording discs and tape, has developed a 45 RPM recording disc for the commercial market. The new disc has been designed for both professional and amateur use and will fit any conventional recorder spindle and with the perforated center removed is ready for a 45 RPM turntable. List price of the Soundcraft "45" is \$1.10.

Stockton Opens Warehouse

Stockton Electronics, a subsidiary of Sacramento Electronics Supply Co., recently opened its new warehouse at 710 E. Main St., Stockton, California. The structure houses Raytheon TV sets as well as a generous stock of radio and TV tubes, components, batteries, etc.



Model 400

Features . . .

- Clear pictures up to 120 miles and more from station!
- 12 driven elements on high band!
- 8 driven elements on low band!
- High gain—low noise!
- One antenna—one transmission line!
- Total weight only 8 lbs.!

..Preassembled for easy-fast-simple installation!

the Sensational
TV ANTENNA
THAT WINS
FRIENDS
AND MAKES
MORE SATISFIED
CUSTOMERS!

Here's the key to more and more installations in fringe areas—the new FINCO 20-in-1 Antenna that provides the best reception over 100 miles from stations. Your customers will say "you are a magician" when they compare FINCO reception with any other antenna. You can build yourself an outstanding reputation by recommending the FINCO 20-in-1 because every satisfied customer tells and sells another. Get your share of the profitable sales that are just waiting to be made in areas where good reception has never been available before by getting acquainted with the FINCO 20-in-1 today. See your Jobber.

The Finney Company

4612 ST. CLAIR
CLEVELAND 3, OHIO

To give your radio sales a post-holiday boost...

Arvin

announces:

1 A new AC/DC superhet at \$12.95...
...yes, **\$12.95***



Build terrific traffic with this sensational radio value!

Arvin Pal—Here's the go-gettingest leader you ever had in your radio section! It's smooth looking and sharp performing—a high quality Arvin AC/DC superhet. Shatter-proof metal cabinet laughs at the hazards of travel or kids' rough-and-tumbles. It's compact to fit easily on night table, shelf or handy corner anywhere in the house—or to pack in a suitcase. Four tubes including rectifier; genuine Alnico speaker. Ivory finish with ebony dial and knob. Exactly what your radio department needs to turn a cold season into a hot season. Model 542T.

Exclusive Arvin Velvet Voice tone with automatic volume control and other "big set" features.





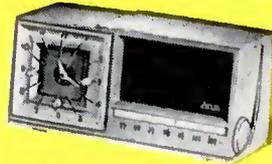

2 New lower price on Arvin Rainbow...
\$14.95



America's favorite Personal Radio—6 gorgeous colors!

Arvin Rainbow—Rain or shine, summer or winter, lean times or lush, the compact, colorful shatter-proof Arvin Rainbow keeps rolling up amazing sales totals all over the U.S.A. Over 3 million satisfied users! Originally introduced at \$18.95, its six gorgeous decorator colors made traffic-stopping displays in thousands of stores. At the new, drastically reduced price of \$14.95, it's a natural for a price leader—a smash-hit as a window and island display. Feature its multiple uses—for kitchen, bedroom, playroom, hotel, hospital, dormitory! Model 540T in Cherry, Flame, Citron, Avocado, Pebble and Ivory.

P. S. Wake up your sales automatically with Arvin Sleepytimer!



Arvin Sleepytimer is as successful in waking up sales as it is in putting customers to sleep with their favorite music. Most beautiful of all clock-radios with Telechron clock and timer, follow-up buzzer alarm, appliance outlet, luminous clock hands, Arvin Velvet Voice 5-inch speaker. \$39.95 in California Tan, Willow Green, Ebony, Ivory.

*Suggested retail price.

If you don't know your Arvin distributor
use this order form



Arvin Industries, Inc.
Radio & Television Division, Columbus, Indiana

Please have your nearest Arvin Distributor ship and bill me for:

Model 542T Arvin Radios (Minimum Order 12 Sets)

Firm Name _____

Address _____

City _____ Zone _____ State _____

WALSCO

UHF

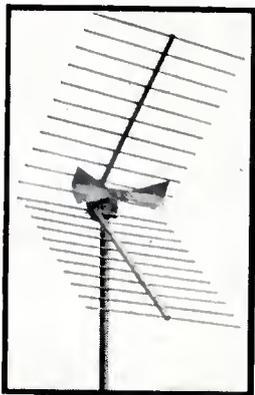


FIRST
antenna to be
tested and
accepted in
Portland

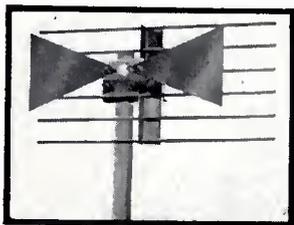
PROVEN
America's Finest
all-channel
UHF
antenna

GUARANTEED
everywhere,
anywhere
for one
full year

AVAILABLE NOW!



Corner Reflector Model 4450



Reflecto-Fan Model 4400

Gain in db.*			
Freq.	Mod.	Mod.	Mod.
MC	4400	4402	4450
500	6.1	8.4	7.8
600	7.6	10.6	8.9
700	8.9	11.9	11.
800	7.9	11.3	12.9
900	7.0	9.0	11.8

* Measured gain over tuned folded dipole
 List Price
 Model 4400 (Single Bay) \$ 6.75
 Model 4402 (Dual Stack) 14.25
 Model 4450 (Single Bay) 14.50

WALSCO

Walter L. Schott Company
 3225 Exposition Place
 Los Angeles 18, California

Overseas Representative: Ad Auriema, Inc. 89 Broad St., New York 4, N. Y.

News of the Reps

"THE REPRESENTATIVES" of Electronic Products Manufacturers, Inc., is the new name of the Reps' organization. The former name of the group was "THE REPRESENTATIVES" of Radio Parts Manufacturers, Inc.

Thirteen new senior and ten new associate members have been elected to The Reps. Senior members elected to The New York Chapter are: Al Gary, Carroll S. Banfield, Richard Gentry, Hy Bloom, Jerry Greenberg, Harry Miller, Robert A. Stang and William W. Weiss. Seniors elected to the Chicagoland Chapter are Harry Monson, William M. Linz, Dayton L. Warner. Associates: William K. Fawcett, Roy J. Bouda, A. A. Sroka, and Robert Engstrom. Seniors elected to the Mid-Lantic Chapter are George A. Shelps, Paul Williamson. Associates are William G. Bauer, Jr., and Charles W. Janton, Jr., Tom Cox, Horace C. Johnson, Arthur J. Stobbart and W. H. Watt.

A meeting of the 1952-53 National Board of Governors of "THE REPRESENTATIVES" of Electronic Products Manufacturers, Inc., will be held at the Hotel Congress, Chicago, on January 15, 1953.

The Chicagoland Reps recently elected the following 1953 officers: Percival Ridley, president; Roy J. Magnuson, vice-president; Karl Engle, secretary; and Roger Clark, treasurer. The new board of directors includes Harry Halinton, Robert Taylor, Ralph Sullivan and Irving Kahan.

Ralph T. Sullivan, manufacturers' representative and senior member of the Chicagoland Reps, has moved his offices to 1551 N. Austin Boulevard, Chicago 51. Concurrent with this move, Sullivan announces a new associate, Bruce Maston, who will assist him in serving the electronic manufacturers in Illinois.

Parts Show Exhibitors At Capacity Peak

Exhibition Hall, enlarged to a capacity of 204 booths for the 1953 Electronic Parts Show to be held at the Conrad Hilton Hotel, Chicago, on May 18-21, was completely sold out before the deadline of November 30, the final date for eligibility to draw for preferential space. A total of 207 contracts for booth space were received before the deadline, representing an estimated 30% increase over the number received at this time last year. Prior to the drawing for space held at the Hotel New Yorker, New York, the Show board of directors met to pass on the eligibility of several companies included in the 207 who applied for booth space.

New Raytheon Distributor

William J. Helt, general sales manager of Raytheon Television and Radio Corp., Chicago, Ill., recently announced the appointment of the Max Fischman Company as Raytheon distributor in the Pittsburgh, Pa., territory.



**WE AIN'T
TALKING!**

**The Line to See
for A Bigger '53
is Regal!**

WE WILL LET ITS SMART NEW STYLING, ITS POWERFUL NEW CHASSIS WITH EXCLUSIVE "MICHELE" CASCADE TUNER THAT HAS NO EQUAL IN PERFORMANCE, ITS GREATER THAN EVER VALUES, ITS BIGGER THAN EVER PROFIT MARGIN, DO ITS OWN TALKING!

Regal Builds
the Best...
Not the Most!

Two Great Exhibits at the Chicago Show!
CONRAD HILTON HOTEL, SUITE 900
American Furniture Mart, Space 1025

It Pays to
Feature Regal
TV and Radio

Export Division: Roburn Agencies, 39 Warren St., New York 7, N. Y.

REGAL ELECTRONICS CORP. ★ 603 WEST 130th STREET, NEW YORK 27, N. Y.



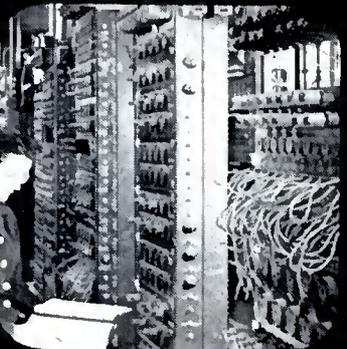
Mica specifications checked to thousandth-inch accuracy.



Completed mounts are inspected for visual defects.



Statistical control assures uniformity of quality and performance.



Life tests prove Tung-Sol Tubes can take it.

Complete control of materials and manufacturing procedures makes Tung-Sol Tubes dependable!



You can build a reputation on Tung-Sol Quality



TUNG-SOL ELECTRIC INC., Newark 4, N. J.

Sales Offices: Atlanta, Chicago, Culver City, Dallas, Denver, Detroit, Newark

TUNG-SOL MAKES All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes.

Coming
for 1953...

The greatest line of
television sets
in 7 straight years of
RCA Victor
leadership!

If you haven't already done so, see the new RCA Victor 1953 line at your distributor's right now. And if you're in Chicago for the Home Furnishings Market—January 5th through 16th—see us at the newly enlarged and redecorated RCA Victor showroom—Space 539A-540A, American Furniture Mart, 666 N. Lakeshore Drive.

Every year more people buy



RCA VICTOR

Truks. ©

Division of Radio Corporation of America



than any other television



Cut Inventories and sell more with the new Webcor® line for '53

► With the new Webcor line, the leader in the industry, you can have a complete stock of Fonographs, Diskchangers and Magnetic Recorders with just *half* the inventory you now carry! What does this mean to you? It means that less of your precious working capital is tied up in duplicating inventory... stocking the items your customers want to buy. It means that you can do a larger business with less investment! Here's why the new complete Webcor line for '53 can do this for you: Webcor has a heavily advertised and promoted unit for every purpose, to satisfy every need and in every price bracket. Webcor is the "most wanted", "most purchased" line of Fonographs, Diskchangers and Recorders ever manufactured. You owe it to yourself to see and investigate... to stock and sell the new, complete Webcor line.

A Webcor unit for every purpose and price bracket

All music sounds better on a Webcor



Retail prices shown are slightly higher in the West and subject to change without notice.

Webcor products manufactured by Webster-Chicago, Chicago 39, Ill

Fonographs



Webcor "Jubilee"—model 123

Automatic 3-speed fono for any room. Forest green or all burgundy available. UL approved. \$6350

Portable Fonographs



Webcor "Holiday"—model 124

Automatic 3-speed portable fono. Beautiful luggage-type case of forest green or burgundy. UL approved. \$8750

Diskchangers



Webcor "121"

Automatic 3-speed for modernizing outdated combinations. Comes in forest green and gray or all burgundy. \$4950. "121-270" equipped with G. E. Cartridge. \$5175

Magnetic Recorders



Webcor "210" Tape Recorder

Up to two hours on one reel without reel turnover. Two speeds in both directions. Automatic stops. Burgundy luggage-type case. UL approved. \$19750



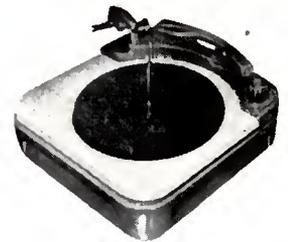
Webcor "Authentic"—model 129

Automatic 3-speed "push-off" fono for high-fidelity music in the home. Available in Khaya mahogany—\$16850 or antique fruitwood—\$17850. UL approved.



Webcor "Decorator"—model 122

Automatic 3-speed plugs into radio, television or amplifier. Available in forest green and gray or all burgundy. UL approved. \$5375



Webcor "Catalina"—model 127 HF

Automatic 3-speed "push-off" fono plugs into radio, television or amplifier. Russet and cream or all burgundy available. \$6150. Model "127-27 HF" equipped for plug in of magnetic cartridge—\$5675. "127-270 HF" equipped with G. E. Cartridge—\$6250. UL approved.



Webcor "Maestro"—model 134

Manual 3-speed portable fono in bass reflex case. Forest green and gray or burgundy and gray available. UL approved. \$5450



Webcor "Lark"—model 135

Manual 3-speed portable fono at moderate cost. Available in forest green or burgundy. UL approved. \$3995



Webcor "Midge"—model 136

Low-cost manual 3-speed portable fono in compact case. Forest green and cream, burgundy and cream, tan and cream available. UL approved. \$2995



Webcor "126 HF"

Automatic 3-speed for replacement or high-fidelity installations. Russet and cream or all burgundy available. \$5550. "126-27 HF" equipped for plug in of magnetic cartridge. \$5050

**Diskchanger-
Amplifier**

Webcor "166" Portable Amplifier

High-fidelity amplifier with 8-watt, push-pull circuit. 10-inch speaker. Phono and microphone inputs with separate tone and volume controls. Use as P. A. system. Burgundy case. UL approved. \$6875

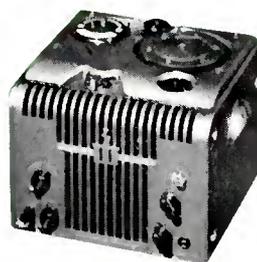
Webcor "125" Portable Diskchanger

Model "121" automatic 3-speed Diskchanger in burgundy case. Mate for "166". UL approved. \$6850



Webcor "288" Wire Recorder

High-fidelity console response. Automatic stops. Burgundy leatherette case. UL approved. \$15750



Webcor "181" Wire Recorder

High-fidelity recording head, automatic stops, semiportable attractively finished metal case. UL approved. \$10450



Webcor "228" Business Machine

Takes dictation and transcribes. Easy to operate. Automatic stops, speaker, push-button controls. Stop-start microphone and foot control. Full line of accessories. Compact metal case. UL approved. \$14000

DEALERS GETTING WESTINGHOUSE TUBES PROFIT FROM HEAVY LOCAL ADVERTISING AT NO COST

Service dealers are getting powerful local advertising support from new Westinghouse RELIATRON™ Tube Distributors. In cities now served by Westinghouse Distributors, dealers get local newspaper advertising, a complete kit of store display and imprinted mailing material.

All of it—local ads and kits—are designed to build TV-radio service business in the dealer's local area.

Best of all, none of it costs the dealer a penny!

You can get your store listed in two local newspaper ads at no charge, and get a kit to boot. If Westinghouse Tubes are now sold in your area, see your Westinghouse Distributor and take advantage of this \$900-worth-of-advertising-at-no-cost offer.



COMING YOUR WAY

If Westinghouse Tubes are not yet distributed in your area, be patient. Distributors are being established in all market areas as fast as product availability and good service permit.

You'll soon have the chance to buy RELIATRON Tubes. Keep this tremendous opportunity in mind: you'll get newspaper advertising at no cost! Imprinted material for mailings! Imprinted signs for your window!

All of it is local advertising which sells your service in your own area where it counts.

For the name of your Westinghouse Distributor, or the approximate date when Westinghouse Tubes will be available in your area, drop a postal card to Dept. L-201 or have your regular distributor contact Dept. L-201 for information on how he can better serve you.



RELIATRON™ TUBES

ELECTRONIC
TUBE DIVISION

Westinghouse Electric Corporation
Box 284, Elmira, N. Y.

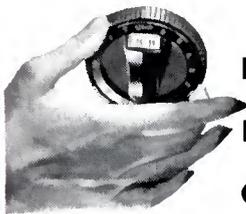




*Will UHF be a headache to you
—and your customers?*

(NOT if you sell Arvin TV with built-in ALL-CHANNEL tuning!)

Arvin All-Channel Super 28



**needs no tuner strips,
no converter, gets all 82
channels on one knob!**

Note in the list at the right how widely the number of UHF stations varies from city to city. And observe how almost every area will have more—far more—than the total of 12 channels to which many TV sets are limited.

Your customers want to receive those new channels! But will they want to buy a new tuning strip—at \$13.95 each—and pay for a service call every time a new UHF station opens? And how will they feel if they move to other localities and have to replace *all* their tuner strips?

You—and your customers—can avoid those headaches when you sell Arvin Super 28... the set that receives all VHF, all UHF stations within range as fast as they come on the air. All on a single tuning knob! Nothing else to buy, no service call needed!

Arvin is the *first* TV engineered and produced with all-channel tuning *built-in*. You can profit handsomely from Arvin's leadership. Sell Arvin, the TV that brings in all VHF and all UHF stations within range, at the turn of a single knob!

Arvin All-Channel Super 28 features 28 tubes*, sensational Phantom Filter, Dual Power and many other advantages

28 tubes including rectifiers and picture tube assure distance, picture quality and interference control that simply cannot be provided by a chassis with fewer tubes.

Exclusive Phantom Filter filters noise from the video signal, eliminating picture roll, bounce and jitter.

Dual Power and Cascade Booster Tuner build up weak signals, prevent overloading by too-strong signals. No external booster needed.

Other Arvin advantages for 1953 include increased contrast, stability, audio output, sensitivity—decreased noise factor.

Choice of eleven 21-inch and 27-inch consoles, superbly styled in period or modern.



*Including rectifiers and picture tube

A few selected distributor franchises are still available.
Write R. P. Spellman, Sales Manager • Radio and Television Division
ARVIN INDUSTRIES, Inc., COLUMBUS, INDIANA



NO MATTER how many TV stations ultimately will be in your area...

NO MATTER whether they're VHF or UHF...

ARVIN ALL-CHANNEL SUPER 28 will get 'em all!

This list of the principal metropolitan areas shows the number of TV stations, *existing or authorized*, within 60 miles. Arvin is first to provide built-in, all-channel tuning to receive them all at a turn of a single knob!

Metropolitan Area	Number of VHF stations	Number of UHF stations	Total
Albany-Schenectady-Troy	1	12	13
Atlanta	5	12	17
Baltimore	9	15	24
Birmingham	4	14	18
Boston	7	17	24
Buffalo	5	10	15
Chicago	5	18	23
Cincinnati	5	11	16
Cleveland	3	15	18
Dallas	6	15	21
Denver	8	9	17
Detroit	6	12	18
Houston	4	8	12
Indianapolis	5	22	27
Kansas City	6	13	19
Louisville	2	10	12
Los Angeles	7	12	19
Milwaukee	3	11	14
Minneapolis-St. Paul	6	10	16
New Orleans	4	12	16
New York	8	16	24
Philadelphia	5	25	30
Pittsburgh	6	14	20
Portland	5	7	12
Providence	6	16	22
San Francisco-Oakland	7	15	22
Seattle	6	9	15
St. Louis	4	9	13
Washington, D. C.	7	13	20
Youngstown, O.	6	21	27

Now...take the housewife's word for it!

**IT'S THE POWER
THAT SELLS THE CLEANER!**

56% MORE POWER IN

*Latest Survey of Typical
American Housewives Reveals:*

**49.5% WANT
MORE POWER**

**22.9% WANT
EASE OF HANDLING**

**9.1% WANT
EASIER DIRT-DISPOSAL**

*Percentages do not total 100%. 18.5% mentioned other miscellaneous features.

UNIVERSAL

Jet 99 has all 3

WHAT'S MOST important to you in a vacuum cleaner? That's what a recent survey asked typical housewives...95% of them cleaner-owners. Their answer? Almost 50% asked for more power! And Universal Jet 99 delivers 56% more rated horsepower than the average of the 4 other most popular cleaners in America!

Housewives rated handling ease and dirt-disposal convenience next in importance. There again,

Universal Jet 99 leads! Yes, on all three counts, only Universal Jet 99 gives more!

That's why 8 out of 10 home trials result in sales! That's why, from coast-to-coast, dealer reports show up to 400% increases in volume since introduction of the amazing Jet 99. So to hit real "pay-dirt" in '53, promote the cleaner with the housewife-proven features, and the dealer-proven sales record... the Jet 99.

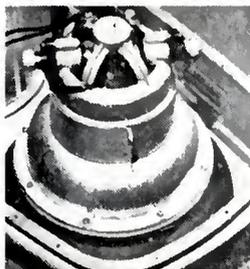
PLUS ALL THESE EXTRA FEATURES!

- 4-Way air filter keeps return air clean, pure.
- No air-blast to stir up dust and germs.
- Easy change from suction to blower in seconds.
- Serva-Tool Kit with 99 cleaning uses.
- Built to stand on stairs. Won't tip or slide off.
- Sturdy all-metal Jet 99 is built to last!

from Coast-to-Coast Dealers are Cleaning Up with Universal Jet 99!

UNIVERSAL *Jet 99*

1. SUPER-POWER . . .
56% More Rated Horsepower than the Average of America's 4 Other Most-Popular Cleaners!



Big 1-horsepower motor out-performs ordinary cleaners with $\frac{3}{4}$ to $\frac{3}{8}$ horsepower. Gets more dirt with air alone, saves wear and tear on rugs!



"Jets" 500,000 cubic feet of air a minute. With amazing Floating Brush, this super-suction rids rugs of lint, threads, hair with a "once-over-lightly."

2. SO EASY TO CARRY . . .
So Easy to Maneuver . . . Upstairs and Down!



Easy to carry as a portable radio. Compact and balanced for effortless carrying all through the house, upstairs and down. Designed to "stay put" on stairs.



G-l-i-d-e-s with you as it cleans. Pivots on the motor weight with every change of direction. Never gets in the way, ends irritating "hose-fighting."

3. EMPTIES IN 2 SECONDS
Easy, New Push-Button Action!



Just push the button! No clumsy clips, clamps, or motor to lift off. Nothing to take apart . . . nothing to forget, or "wrestle" back into place after emptying.



Just throw the dust bag away! No filters, cans or dust bags to empty. You lift out the "Toss-Away" bag and throw it away! Nothing could be simpler.

America's #1 Cleaner!



Advertised in
LIFE

UNIVERSAL

Jet 99

\$99⁹⁵

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

you're ahead
"5 to 1"
with
"521"

new 1953 models with
PANORAMIC VISION*
 by **STROMBERG-CARLSON**

All through 1952, dealers proved it over and over again—

In side by side comparison, five out of six prospects were thrilled by the extra wide-angle viewing, the greater picture visibility of Panoramic Vision.

With these new 521 models for 1953 you can bear down hard, too, on proved

superior fringe area performance—new circuit refinements for greater picture clarity—even finer tone from a new and more highly efficient permanent magnet speaker.

And again in '53—you get more than standard discounts with Stromberg-Carlson—your best start on a profitable year!

*Patent applied for



The Invader II—521-CM—21-inch cylindrical picture tube. Permanent magnet speaker. Tone control. Phono jack. Built-in antenna. Handsome cabinet in mahogany finish Perma-veneer.



The Panavue—521-T—21-inch cylindrical picture tube. Permanent magnet speaker. Tone control. Built-in antenna. Compact cabinet in Honduras mahogany veneers.

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

Stromberg-Carlson Company, Rochester 3, N. Y.

TELEVISION RETAILING

Also "RADIO & TELEVISION,"
"RADIO & TELEVISION TODAY,"
"TV TECHNICIAN" and
"APPLIANCE RETAILING"

Including **MART** and **TECHNICIAN**

O. H. CALDWELL, Editorial Director

★

M. CLEMENTS, Publisher

Yes, It IS Time for a Change . . .

Time for a change, that is, to an entirely new concept of trade journalism . . . Time for a change to a vital, dynamic editorial approach designed to give you the kind of facts and figures never before handled by a trade magazine . . . Time for a change to a new kind of monthly publication—one that's a sales and servicing aid *every selling day* of the week.

Here, at Caldwell-Clements, we've made that change. With this issue TELEVISION RETAILING has advanced . . . expanded . . . reached new heights of service. It has become a vastly greater sales-and-service source magazine. It has become *the* merchandising handbook of the television and appliance dealer. To accomplish this, we are now publishing TELEVISION RETAILING in three sections:

Section 1—the regular TELEVISION RETAILING—the same convenience-sized book that has kept you abreast of the industry for the last 28 years.

Section 2—the new "MART"—an unprecedented development in the field. The MART is a late-closing insert giving list prices and brief specifications on national lines—(this month) television sets, clock-radios, and electrical appliances. This marketing service, of great day-to-day value, has never before been considered within the sphere of a trade publication.

Section 3—the "TECHNICIAN"—a loose insert, furnishing the dealer and service manager with circuit digests and schematics worth more than \$100 a year. This is another Caldwell-Clements' first.

All three sections add up to the first and only sales-and-service package of its kind. What's more, it gives you sales facts for daily use that can only be gathered and published monthly. No other publication has ever offered anything like it.

That's why we've agreed, "Yes, it *is* time for a change."

What's Ahead! — in Radio,

BUSINESS TRENDS predicted for '53: Fewer failures of retailers this year compared with '52 . . . Many distributors joining the dealer and manufacturer movement to diversify operations . . . Sharp wage increases on the way, and if these were to be coupled with income tax reductions, sales in our field would climb to new heights . . . Healthy revival of the store modernization activity of a few years ago . . . Plenty of brand-switching by wholesalers and retailers.

DEVELOPMENT-WISE IN '53, look for increased lab work on projection TV, continued attractive cabinetry for sets, and for great strides to be made in equipment for improved UHF reception . . . Watch for increased interest in stereophonic recording by the disc makers . . . And at least two vac cleaner manufacturers will add canister types to their present lines.

INSTALLMENT SALES ACCOUNTED FOR TWO-THIRDS of the retail TV-set transactions during 1952. At an average retail price of \$400, the debt involved was nearly \$300 per set. This totals to about three-quarter million dollars, but finance companies regard TV paper and payments as more reliable than installment obligations on autos, furniture, etc.

HEADED FOR HIGH PLACES IN THE '53 MARKET: TV sets will sell well at steady prices . . . Hi-Fi will move along as more and more dealers get into this business . . . Phono records will be stellar performers . . . Food freezers and clothes dryers will sell at a fast rate . . . Recorders promise to make steady gains. Numerous other products will show gains, too. For further information see "4-Field Forecasts" in this issue.

SCHEDULED FOR THIS MONTH, a new French fryer, a new tank-type vacuum cleaner and a new line of electric fans by Westinghouse. Some time a bit later, look for another big company to bring out a rotisserie, a fryer and a redesigned mixing machine.

A FIVE-TO-TEN PER CENT INCREASE in 1953 retail trade above 1952 figures was predicted by Richard P. Doherty, National Assn. of Radio and Television Broadcasters, in an address at Baltimore.

GOOD VOLUME OF CHRISTMAS BUSINESS being done as we get ready to go to press. Many folk are giving TV sets as gifts, and installation crews have been exceptionally busy in all areas. Good sales of major appliances reported, while electric housewares are especially active. Record sales are firm to brisk in most localities.

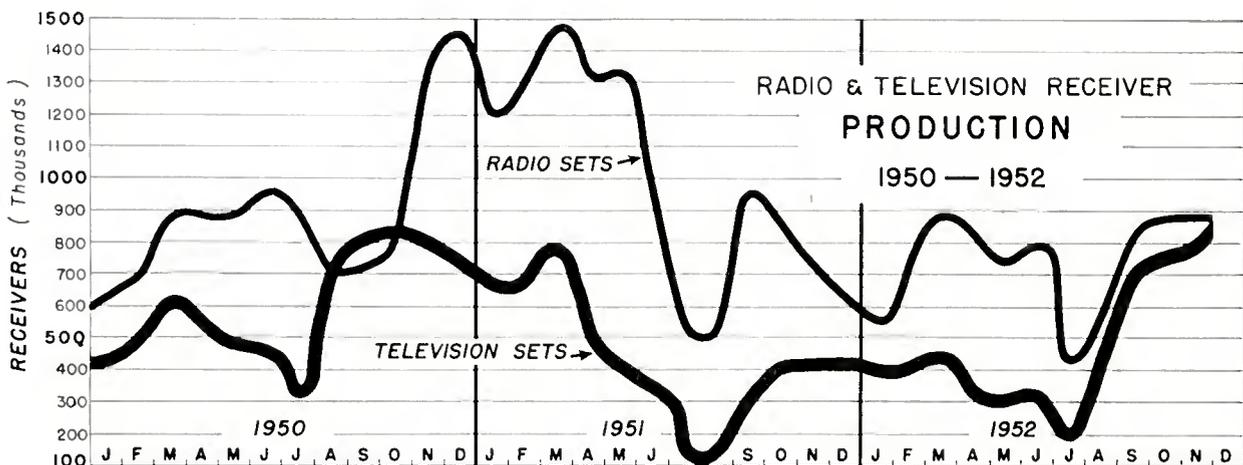
COMPONENTS SITUATION IMPROVING with but few shortages being encountered these days even by certain West Coast manufacturers who were hard hit during the peak of demand for television receivers.

LETTER OF PROTEST SENT TO MANUFACTURERS by the Jacksonville Appliance Dealers' Assn., lists following as the three greatest evils in business in this field: 1. Distributor sales to other than dealers. 2. Inadequate dealer profit margins. 3. Lack of franchise protection due to unlimited dealerships.

WITH THE NUMBER OF NEWLY-WIRED HOMES expected to increase by 10,800,000 during the next few years, bringing the anticipated total to approximately 50,000,000 by 1960, manufacturers of major appliances are looking forward to expansion of their market over the next decade. This view was expressed by the Major Appliance Sections of NEMA at recent meetings.

35,000 DEALERS PARTICIPATED IN NEMA'S gift sales campaign on electric housewares. The Electric Housewares Division of the organization, headed Stanley G. Fisher, Landers, Frary & Clark, expects 50,000 merchants to climb aboard the group's 1953 campaign to sell more small electrical appliances.

ONE OF THE GROWING PAINS OF RAPIDLY EXPANDING room air conditioner industry is caused by consumers "plugging in" the unit on electrical circuits already overloaded, or otherwise inadequate to deliver needed power. To help clarify the situation and overcome the difficulties, the Air Conditioning and Refrigeration Machinery Assn. of Washington, D. C., has prepared a pamphlet entitled "Air Conditioners are 'plug-in' appliances, BUT . . ." The pamphlet outlines the "why" and "how" of adequate wiring for room air conditioners, emphasizes the sales value of proper installation.



Appliances, Records and Television

USE THE TELEVISION & APPLIANCE PRICE MART in this and following issues to keep posted on prices of leading TV sets, clock-radios, electrical appliances and phono records. Dealers will find this monthly feature invaluable in ordering products not regularly stocked, but requested by customers; for keeping abreast of competitive prices and features and for figuring trade-ins.

AN OVERALL POTENTIAL MARKET FOR MORE THAN 660,000 TV sets in the Chicago metropolitan area, 84.8 of which is a replacement market, is suggested by a recently-processed Chicago Tribune survey. An analysis of the purchase dates of the 1,150,000 sets in use in the area by mid-1952 indicates that approximately 500,000 of these sets have 7-, 10- or 12-inch screens.

M A R T Spells

M-arket for A-ppliances, R-adio & T-elevision

The MART is Section 2 of this issue, bringing latest list prices & brief selling features on products in this field. Bigger and better than ever before, TELEVISION RETAILING is the complete magazine—for the diversified dealer in SELLING AND SERVICING. (State of Market, See Sect. 1, p. 159.)

"THERE ARE NOW SOME 400 GIANT RETAILERS in the United States, with 100,000 outlets. The top 20 of these mammoths—just 20—will this year sell 25 per cent of all the merchandise sold over the counter in this country. Most of these giants are bigger than 99 per cent of the manufacturers of national brands."—Rep. John A. McGuire, author of the "fair trade" Act bearing his name.

REMEMBER WAY BACK WHEN radio interference eliminators were being sold and demonstrated on many street corners? . . . When one maker brought out a washer with an agitator shaped like a human hand? . . . When numbers of homes had "central" vacuum cleaning systems, with outlets in each room piped to a big suction unit in the basement? . . . And the days when some midget radios were offered at \$5.95, and on easy terms? . . . Recall, too, how long it took the big manufacturers to get in on the steam-iron bandwagon? . . . Remember when a few of the more daring dealers merchandised that automatic card-shuffling-and-dealing table brought out by Hammond?

SOON TO APPEAR ON NEW MODEL GAS RANGES made by Hardwick, Sunray, Prentiss-Wabers, Welbilt, Caloric and others are "Spin-Free" knobs made by the Patent Button Co. of Tennessee. Knobs twirl without turning on appliances, preventing gas or electricity being turned on by children. If carefully pushed in before turning, the appliance is activated. The new devices are also being tested by makers of air conditioning units, electric ranges, heaters, TV and radio sets, reports the manufacturer.

BINAURAL SOUND. Spurred by the success of the multiple sound sources used in the smash Broadway hit "Cinerama," the idea of binaural listening is now receiving active attention in the broadcasting field. With duplicating channels from studio to home already provided by the AM and FM services operated by many stations, it becomes an economical step to utilize them for the right-hand and left-hand sound channels required for stereophonic listening.

ALREADY A NOTABLE NEW YORK STATION, WQXR, has begun Sundays at 6:05 p.m. a weekly commercial program of binaural music. For home and commercial use both tape and disc recordings of stereophonic music are now available. And experiments are to be repeated early in 1953, demonstrating binaural effects on a single FM channel. Meanwhile old timers recall that Prof. F. M. Doolittle now of WDRC, Hartford, Conn., then of Yale, first demonstrated and patented binaural broadcasting back in 1924!

MISSOURI IS ONE OF THE comparatively few states in which tax reduction looms as a virtual certainty this year. Indications are that the state income tax will be cut in half, but there is unlikely to be any reduction in the sales tax.

Future Events of Interest to Readers

- Jan. 5-16: The International Home Furnishings Market, Merchandise Mart, Chicago.
- Jan. 11-13: National Appliance and Radio-TV Dealers Association Annual Convention, Conrad Hilton Hotel, Chicago.
- Jan. 15-22: National Housewares & Home Appliance Manufacturers Exhibits, Navy Pier, Chicago, Ill.
- Jan. 26-30: Eleventh International Heating and Ventilating Exposition, International Amphitheatre, Chicago, Ill.
- Feb. 1-4: Western Gift, Toy and Housewares Show, Western Merchandise Mart, San Francisco.
- Feb. 2-6: Western Winter Radio-Television & Appliance Market, Western Merchandise Mart, San Francisco, Calif.
- Feb. 4: Western Radio-Television and Appliance Trade Dinner, Western Merchandise Mart, San Francisco.
- Feb. 5-7: Audio Fair, Los Angeles, Calif.
- Feb. 26-27: Ninth National Adequate Wiring Conference, La Salle Hotel, Chicago.
- Mar. 9-12: National Electrical Manufacturers Association, Edgewater Beach Hotel, Chicago, Illinois.
- Mar. 23-26: IRE National Convention, Grand Central Palace & Waldorf-Astoria Hotel, N. Y. C.
- May 18-21: 1953 Electronic Parts Show, Conrad Hilton Hotel, Chicago, Ill.
- May 24-28: National Association of Electrical Distributors, 45th Annual Convention, Conrad Hilton Hotel, Chicago, Illinois.
- June 8-10: National Association of Electrical Distributors, Huntington Hotel, Pasadena, Calif.
- June 21: Father's Day.
- July 13-17: National Housewares & Home Appliance Manufacturers Exhibits, Auditorium, Atlantic City, N. J.
- July 20-24: Western Summer Radio-Television & Appliance Market, Western Merchandise Mart, San Francisco, Calif.
- Sept. 1-3: International Sight and Sound Exposition, Palmer House, Chicago.
- Sept. 14-17: National Electronic Distributors Assoc. Fourth Annual Convention and Manufacturers' Conference, Chase Hotel, St. Louis, Mo.
- Nov. 9-12: National Electrical Manufacturers Association, Haddon Hall Hotel, Atlantic City, N. J.

Caldwell-Clements' Annual Statistics on Radio,

ANNUAL BILL OF U. S. FOR RADIO-TV

Sale of Time by broadcasters, 1952	\$ 850,000,000
Talent Costs	140,000,000
Electricity, batteries, etc., to operate 136,710,000 radio and TV receivers	450,000,000
10,000,000 radio receivers, at retail value	500,000,000
6,300,000 television receivers, at retail value	2,360,000,000
Phono records, 200,000,000, at retail value	250,000,000
Radio-TV servicing and installation:	
79.2 million replacement receiving tubes	162,360,000
2 million replacement TV picture tubes	80,000,000
Radio-TV component parts, antennas, accessories	350,000,000
Labor	400,000,000
TOTAL	\$5,542,360,000

RADIO AND TV SETS IN U.S.; WORLD

	January 1, 1953	
	Radio	TV
United States homes* with:	46,000,000	21,000,000
Secondary sets in above homes	36,000,000	450,000
Sets in business places, institutions	7,500,000	760,000
Auto sets	25,000,000	—
Total	114,500,000	22,210,000
Total Radio-TV sets in U.S.	136,710,000	
Total radio sets in rest of world:		
North America, 9,500,000; South America, 10,000,000; Europe, 67,000,000; Asia, 14,000,000; Australia, 4,500,000; Africa, 3,000,000.	108,000,000	
TOTAL sets in world	244,710,000	

* 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.

1952 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	
360,000,000	\$740,000,000	200,000,000	\$250,000,000	Table	3,700,000	\$352,000,000	
				Clock	1,800,000		
				Console	250,000		
				Portable	1,500,000		
PICTURE TUBES		PHONOGRAPHS		Auto	2,750,000	148,000,000	
Total Units	Retail Value	Total Units	Retail Value	Total	10,000,000	500,000,000	
6,500,000	\$260,000,000	4,200,000	\$210,000,000	FM (included in radio total)		500,000 units	
				FM (included in TV sets)		300,000 units	
				Total FM receivers		800,000 units	
RADIO BATTERIES		<div style="border: 1px solid black; padding: 5px;"> <p>TOTAL TURNTABLES IN USE as of January 1, 1953</p> <p>78 RPM only 12,925,000</p> <p>33 1/3 RPM only 800,000</p> <p>45 RPM only 2,500,000</p> <p>78-33 275,000</p> <p>3-speed 7,470,000</p> <p>Total in use 23,970,000</p> </div>					
Total Units	Retail Value						
20,000,000	\$60,000,000						
HOME RECORDERS							
Total Units	Retail Value						
200,000,000	\$50,000,000						

PRODUCTION OF CIVILIAN RADIO SETS — 1922 TO 1952

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.
	Number	Retail Value	Number	Retail Value	Number	Retail Value	Value	Number	Number	Number
1922	100,000	\$ 5,000,000	1,000,000	\$ 6,000,000			\$ 60,000,000		260,000	400,000
1923	550,000	30,000,000	4,500,000	12,000,000			151,000,000		1,000,000	1,100,000
1924	1,500,000	100,000,000	12,000,000	36,000,000			358,000,000		2,500,000	3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000			430,000,000		3,500,000	4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000			506,000,000		5,000,000	5,700,000
1927	1,350,000	168,000,000	41,200,000	67,300,000			425,600,000		6,500,000	7,000,000
1928	3,281,000	400,000,000	50,200,000	110,250,000			690,550,000		7,500,000	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000			842,548,000		9,000,000	10,500,000
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
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
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
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
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
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	30,500,000
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	33,000,000
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	37,000,000
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
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
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
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
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
1943			17,000,000	19,000,000			75,000,000	8,000,000	32,000,000	58,000,000
1944			22,000,000	25,000,000			85,000,000	7,000,000	33,000,000	57,000,000
1945	500,000	20,000,000	30,000,000	35,000,000			105,000,000	6,000,000	34,000,000	56,000,000
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
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
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	71,000,000
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
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
1951	13,000,000	605,000,000	430,000,000	640,000,000	4,800,000	255,000,000	3,000,000,000	20,000,000	45,850,000	100,000,000
1952	10,000,000	500,000,000	330,000,000	740,000,000	2,750,000	148,000,000	3,300,000,000	25,000,000	46,000,000	114,500,000

* Total tubes include those used in TV. Replacements accounted for about 23% in 1952.

TV, Service, Parts, Records

VITAL TELEVISION STATISTICS 1946-1952

	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
1952	6,300,000	2,360,000,000	168,000,000	380,000,000	6,500,000	260,000,000	16,300,000	123	21,000,000	22,210,000	1952

1952 PRODUCTION OF TV SETS, TUBES, ANTENNAS

TELEVISION RECEIVERS

Type	No. of Units	Screen Size	No. of Units
Table	2,872,800	15" & under	30,000
TV-only Console	3,131,100	16", 17"	2,875,000
Console with radio	63,000	19-21"	3,352,000
Console with phono	233,100	Over 21"	43,000
Total	6,300,000	Total	6,300,000
Total with FM	300,000		

PICTURE TUBES

(Including replacement)	No. of Units
15" & under	260,000
16", 17"	2,840,000
19-21"	3,350,000
Over 21"	50,000
Total	6,500,000
Rectangular	97% of total

SERVICING:

Radio-TV Component parts, antennas, boosters, accessories, including labor

\$992,360,000

LICENSED TV and RADIO STATIONS

Total Television Stations Operating 113*
 Population Served by TV Programs 100 million people
 Total AM Broadcast Stations Operating 2,367
 Total FM Stations Operating 582

Total special service stations: marine, aeronautic, railroad, industrial, public safety mobile, etc. 675,338
 Radio Operators Licensed 714,832
 Amateur Stations 117,069

* As of Dec. 5; for 10 additional stations due on the air before Jan. 1, 1953, see "Timetable of New TV Stations" elsewhere in this issue.

Television Receivers in Use, by Market Areas as of January 1, 1953

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.

Market Area	No. TV Stations	TV Sets in Use	Market Area	No. TV Stations	TV Sets in Use	Market Area	No. TV Stations	TV Sets in Use
Atlanta	3	268,000	Kansas City	1	264,000	San Diego	1	131,000
Baltimore	3	456,000	Lancaster	1	185,000	San Francisco	3	515,000
Binghamton	1	97,000	Lansing	1	108,000	Schenectady	1	251,000
Birmingham	2	146,000	Los Angeles	7	1,300,000	Seattle	1	225,000
Boston	2	1,009,000	Louisville	2	176,000	St. Louis	1	487,000
Buffalo	1	329,000	Memphis	1	179,000	Syracuse	2	182,000
Charlotte	1	178,000	Miami	1	129,000	Toledo	1	236,000
Chicago	4	1,360,000	Milwaukee	1	399,000	Tulsa	1	81,400
Cincinnati	3	372,000	Minneapolis-St. Paul	2	332,000	Utica	1	78,500
Cleveland	3	715,000	Nashville	1	93,400	Washington	4	425,000
Columbus	3	254,000	New Haven	1	350,000	Wilmington	1	132,000
Dallas-Fort Worth	3	252,000	New Orleans	1	155,000			
Davenport-Rock Island	2	176,000	New York	7	3,270,000	Non-Interconnected Cities		
Dayton	2	220,000	Norfolk	1	155,000	Albuquerque	1	21,000
Denver	2	99,000	Oklahoma City	1	179,000	Brownsville (Matamoros)	1	11,100
Des Moines (Ames)	1	113,600	Omaha	2	163,000			
Detroit	3	763,800	Philadelphia	3	1,181,000	U.S. Total for All Stations 21,000,000		
Erie	1	105,400	Phoenix	1	40,200	Canadian audience for Buffalo and Detroit Stations 135,000		
Grand Rapids-Kalamazoo	2	204,000	Pittsburgh	1	525,000			
Greensboro	1	111,000	Portland Ore.	1	42,000			
Houston	1	227,000	Providence	1	253,000			
Huntington	1	122,600	Richmond	1	154,000			
Indianapolis-Bloomington	2	358,000	Rochester	1	174,000			
Jacksonville	1	96,000	Salt Lake City	2	81,000			
Johnstown	1	192,000	San Antonio	2	114,000			
								Total audience 21,135,000

* For 10 additional stations due on air before Jan. 1, see "Timetable of New TV Stations."

4-Field Forecast—

Look for Sales Records to Be Broken in TV, Radio, Discs, Phonos,

• Everybody agrees that there's a green light ahead for business—at least for the first half of the year. Never before in the history of the industry has there been such a high feeling of optimism.

Looking for the new administration to take a dim view of all but the most critically needed controls, and to take a benign attitude toward big business, manufacturers are already planning to pour out a lot of risk capital, increase production and enter into a great many expansion programs.

Optimistic Attitude

The year has many "ifs," however. The international situation isn't heartening, nor is it by any means stable. High cost of living will continue to reflect itself in reluctance to buy on the part of the consumer. And no one knows whether the many predictions concerning a recession some time during the last half of the year will prove true, and will come about as a result of a decline from the mid-Summer peak of defense spending.

In spite of the gloomy side of the picture, and the many imponderables, the great majority of manufacturers, distributors and dealers in our field are just dead certain that 1953 will be a great year. They look for such factors as high employment, high standards of living, and a possible reduction in income taxes to insure just that.

New Trends in Buying

Retailers who have gone through a couple of hectic years are still buying cagily, and while most of them don't go along with any theories of a mild recession after the middle of the year, they are looking forward to the usual number of ups and downs in the market. And, therefore, they are planning an all-out effort to maintain balanced inventories. Enough to fill a healthy demand, but not enough to sink them during even short slumps in sales.

However, this new trend in buying by retailers doesn't mean a hand-to-mouth affair, but rather a steady flow of purchasing as compared with feast-and-famine practices of the

TV SALES FOR 1953

(Guesstimated)

TV Receivers 7,500,000
Retail Value \$2,000,000,000

RADIO FOR 1953

(Guesstimated)

All receivers, including AM, FM, combinations, clock-radios, portables and auto radio.
12,500,000 \$625,000,000
(Retail Value)

PHONOGRAPH RECORDS FOR 1953

(Guesstimated)

265,000,000 units \$290,500,000

PHONOGRAPHS FOR 1953

(Guesstimated)

All types, including those in combinations
5,500,000
Value at retail \$275,000,000

HOME RECORDERS FOR 1953

(Guesstimated)

All types, including wire, tape and disc.
300,000 units \$55,000,000

SERVICE OF HOME TV SETS, RADIOS, PHONOS

and similar products. (Labor only)

(1953—Guesstimated)

Value at retail \$650,000,000

A Big Market Ahead

Electrical Appliances. Service Volume Should Increase Sharply.

past which have proven to be nothing but headaches.

This new pattern of buying by dealers will result in a firmer year 'round market for manufactured products, will keep merchants' credit in a satisfactory condition, help to eliminate clogged pipelines, and will keep inventories of distressed merchandise at a minimum.

Dealers Buying Is Steady

There's a trend away from the days when merchants would rush out wild-eyed and over-buy during a heavy demand period, often too late to capitalize on it. And there's a trend away from the practice of just not buying anything at all. The hardy dealers who have survived the past couple of erratic years have learned a lot of things they won't easily forget.

Although there may be shortages of TV sets well into this new year, it seems likely that there will be plenty of electrical appliances for the market, especially so now that the days of "gray" and "premium" steel seem definitely on the way out.

Starting the year off with low inventories, and a feeling of optimism in the industry as well as among consumers, everything looks rosy for the retailer who realizes that he must meet the HCL-inspired resistance still prevailing (though on the wane) on the part of the public with better salesmanship, adequate selection, acceptable brands, aggressive advertising and display, and last, but not least, efficient service for the products he sells.

On these pages are guesstimates of sales for 1953 which are designed to be helpful to the trade in planning ahead. (For additional comment on the outlook for the new year, see "Looks Like Prosperity for '53—But We Must Work For It," in the December issue of this magazine.)

**For TV Sets, Clock-Radios,
Phono Records and Appliances
See the
TV-APPLIANCE PRICE MART
Elsewhere in This Issue**



ELECTRIC HOUSEWARES

(Guesstimated for 1953)

Electric blankets	+ 5%
Broilers & Rotisseries	+20%
Clocks	+ 6%
Coffee-Makers, all types	+10%
Electric Fans	+15%
Space Heaters, electric	+10%
Irons, Hand	+10%
Liquefiers	+ 5%
Mixers	+10%
Roasters (No change—600,000)	
Toasters	+ 5%

ELECTRICAL APPLIANCES

(Guesstimated for 1953)

Room Air Conditioners	700,000 units	@ \$	210,000,000
Refrigerators	4,500,000	@	1,575,000,000
Food Freezers	2,500,000	@	750,000,000
Washers	4,300,000	@	815,000,000
Electric Ranges	2,000,000	@	580,000,000
Ironers	350,000	@	75,500,000
Clothes Dryers	1,000,000	@	270,000,000
Dishwashers	350,000	@	97,500,000
Vacuum Cleaners	3,900,000	@	273,000,000

Branch Store Brings Extra

Following Housing Trends and Facing Parking Problems,

• "Emigrating city-dwellers and restricted parking comprise a double-barreled problem for downtown appliance retailers all over the nation."

But for C. D. Grieder of Grieder's, in San Antonio, Texas, it was a problem with a simple solution: He opened a branch store in the suburbs.

It's worse here than it is in most other cities," according to Grieder. "San Antonio's grown more than 65 per cent in the last 10 years. There are more people, more cars, the streets clog up and out come the 'no parking' signs. There really isn't much choice in the matter. And it's a good thing we decided on opening a branch, because the store out there has been going great guns and we haven't felt any decrease downtown at all."

Immediate Success

There are two basic reasons for the immediate success of the new Grieder's. One was groundwork—the careful laying of a solid background of livewire merchandising at the main store so that the name had already become a household word familiar throughout the city. There was no "new business" onus to overcome here. The firm was known as progressive and dependable, even by persons who had never been near the store.

The second reason was that Grieder was alert enough to see the opportunity in a vast, under-serviced and still growing suburban market and was enterprising enough to jump in with both feet.

The new store is in the north end of San Antonio. Here the incorporated city of Alamo Heights, within the city of San Antonio, is the nucleus of vast new housing areas that added thousands of families since the war. These new families needed places to buy without driving some 10 miles to downtown San Antonio. Alamo Heights, with its own little city government, felt a certain independence. "Folks out here are inclined to be a bit clannish," according to J. H. (Jack) Grieder, manager of the new store. "They want to buy at home if they have the opportunity."

So in went the new Grieder's, not with a whisper but with a resounding "Here it is!" Newspaper ads alone for the opening cost more than \$5,000, and a month of special introductory offers were duplicated at the downtown store to run the costs up much more. To the surprise of both Grieder and his son Jack, the Alamo Heights store out-pulled the downtown store and traffic at the downtown store still was "normal" for such a promotional period.

Grieder's merchandising starts with an extensive advertising pro-



C. D. Grieder Sr. and C. D. Grieder Jr. discuss recently opened branch store in fast-growing suburb of San Antonio, agree it was a good move. Their new market, 10 miles from downtown area, they term "under-serviced and growing fast."

gram that is both ample and consistent. This includes insertions in both morning and afternoon papers at least twice per week, usually much more often, in sizes ranging from a minimum of two columns by 10 inches up to very frequent half and full pages. Main purpose of these ads is not to move particular merchandise, but to impress on the public that Grieder's can fill any major and minor appliance or TV need, including servicing and financing. Occasionally items that are seasonally slow will be featured in special trade-in offers, but by and large this is incidental to the main purpose.

The newspaper advertising, of course, catches both the housewife and the breadwinner. In addition, Grieder's makes a special play for housewives on the theory that, as the ultimate users of home appliances, they are the ones who in-

stigate purchases and play a big part in making final decisions on brands and dealers. Implementing this ad campaign is a daily radio program featuring popular music and one of San Antonio's most popular disc jockeys. This 15-minute program has been running for two years on a month-to-month basis, at 8:30 a.m. This aims at the housewife shortly after getting the family off to work and to school, and in a great many cases it catches her husband who tunes in his car radio on the way to business.

Backing up this advertising barrage is an in-store display set-up that is both pleasing to the eye and not too jumbled. Grieder restricts his number of brands for two reasons: He wants to carry complete lines, and he wants to display each model of the line. So two brands is the rule and three is the maximum, as in the case of television sets. Instead of having one or two TV sets from a half-dozen makers, he displays all models and all sizes of one maker along with most models of the other two makers—but only one floor sample to a model. He doesn't use his valuable floor space for warehousing. In the case of refrigerators, he carries a single line and displays one of each model in the line. He has some \$28,000 worth of products on the floor.

Neat, orderly arrangement of merchandise makes it pleasing to the eye. But Grieder goes farther than that. When he opened the new store in the suburbs he did away with harsh white walls in favor of pastels. Liking the idea, he repainted the interior of the downtown store to make a pleasant, comfortable background for the gleaming white of the appliances.

Special TV Viewing Rooms

That still was not suitable for television display, so in both stores he built a special television display room with interior walls painted in relatively dark colors so that the full brightness of the picture could be appreciated. The TV room allows for eight sets, all hooked up and ready for performance tests when the customer walks in. Comfortable

(Continued on page 62)

Appliance, TV Sales

San Antonio Merchant Made a Wise and Profitable Move



Above, left, a kitchen set-up at a new store where a housewife can hardly resist checking over modern methods. Above, right, Mr. Grieder demonstrates a TV set to a store visitor who is looking things over, and who



will discuss purchases with hubby later on in the evening. Below, left, the housewife finds out all about prices and terms. At the right, below, the customer can't miss the various displays as she leaves store.



TIMETABLE of NEW TV STATIONS

A geographical listing of the 113 new commercial TV stations and 9 non-commercial educational outlets for which "post-freeze" FCC grants and construction permits had been issued through December 5, 1952. Where possible, estimated date for start of telecasting is shown.

struction permits had been issued through December 5, 1952. Where possible, estimated date for start of telecasting is shown.

STATE AND CITY	CALL LETTERS	CHANNEL NO.	DATE ON AIR	STATE AND CITY	CALL LETTERS	CHANNEL NO.	DATE ON AIR
ALABAMA				NEW JERSEY			
Gadsden	*	21	*	Asbury Park	WCEE-TV	58	Late '53
Mobile	WKAB-TV	48	December '52	Atlantic City	WFPG-TV	46	December 20, '52
Montgomery	WCOV-TV	20	March '53	NEW YORK			
ARIZONA				Albany (NCE)	WRTV	17	*
Tucson	KVOA-TV	4	March '53	Binghamton (NCE)	WQTV	46	*
Tucson	KOPO-TV	13	*	Buffalo (NCE)	WTVF	23	*
ARKANSAS				Elmira	*	24	*
Ft. Smith	KFSA-TV	22	*	New York City (NCE)	WGTV	25	*
Little Rock	KRTV	17	March '53	Rochester (NCE)	WROH	21	*
Little Rock	KETV	23	*	Syracuse (NCE)	WHTV	43	*
CALIFORNIA				NORTH CAROLINA			
Fresno	KMJ-TV	24	May '53	Asheville	WISE-TV	62	April '53
Los Angeles	*	28	*	Greensboro	WCOG-TV	57	*
San Bernardino	KITO-TV	18	October '53	Raleigh	WETV	28	April '53
Santa Barbara	*	3	May '53	OHIO			
COLORADO				Akron	WAKR-TV	49	Winter '53
Colorado Springs	KRDO-TV	13	*	Lima	WLOK-TV	73	*
Denver	KBTU	9	Now on air	Massillon	WMAC-TV	23	March '53
Denver	KFEL-TV	2	Now on air	Warren	WHHH	67	*
Denver	KDEN	26	Spring '53	Youngstown	WUTV	21	July '53
Denver	*	20	*	Youngstown	WFMJ-TV	73	January '53
Pueblo	KCSJ-TV	5	March '53	Youngstown	WKBN-TV	27	*
Pueblo	KDZA-TV	3	*	OREGON			
CONNECTICUT				Portland	KPTV	27	Now on air
Bridgeport	WICC-TV	43	January '53	PENNSYLVANIA			
Bridgeport	WSJL	49	February '53	Bethlehem	*	51	*
New Britain	WKNB-TV	30	January '53	Harrisburg	WHP-TV	55	April '53
Waterbury	WATR-TV	53	*	Johnstown	*	56	*
FLORIDA				New Castle	WKST-TV	45	January '53
Ft. Lauderdale	WITV	17	February '53	Reading	WEEU-TV	33	July 1, '53
Ft. Lauderdale	WFTL-TV	23	March '53	Reading	WHUM-TV	61	Early '53
Pensacola	*	15	*	Scranton	WTVU	73	January '53
St. Petersburg	WSUN	38	May '53	Scranton	WGBI-TV	22	February '53
ILLINOIS				Wilkes-Barre	WBRE-TV	28	December '52
Belleville	*	54	*	Wilkes-Barre	WILK-TV	34	January '53
Decatur	*	17	*	Williamsport	WRAK-TV	36	*
Peoria	WEEK-TV	43	March '53	York	WNOW-TV	49	March '53
Rockford	WTVO	39	March '53	York	WSBA-TV	43	December '52
INDIANA				SOUTH CAROLINA			
Muncie	WLBC-TV	49	*	Charleston	WCSC-TV	5	April '53
South Bend	WSBT-TV	34	March '53	Columbia	WNOK-TV	67	January '53
IOWA				Columbia	WCOS-TV	25	Spring '53
Sioux City	KWTV	36	*	SOUTH DAKOTA			
Sioux City	*	9	*	Sioux Falls	KELO-TV	11	*
KANSAS				TENNESSEE			
Manhattan (NCE)	KSAC-TV	8	*	Chattanooga	WTVT	43	March '53
KENTUCKY				Chattanooga	WOUC	49	*
Ashland	WPTV	59	July '53	TEXAS			
Henderson	WSON-TV	50	*	Amarillo	KGNC-TV	4	March '53
LOUISIANA				Amarillo	KFDA-TV	10	March '53
Baton Rouge	WAFB-TV	28	January '53	Austin	KCTV	18	*
MARYLAND				Austin	KTBC-TV	7	December 1, '52
Frederick	WFMD-TV	62	*	Austin	KTVA	24	*
MASSACHUSETTS				El Paso	KROD-TV	4	December '52
Fall River	WSEE-TV	46	May '53	El Paso	KEPO-TV	13	April '53
New Bedford	WNBH-TV	28	February '53	El Paso	KTSM-TV	9	January '53
Springfield-Holyoke	WWLP	61	January '53	Galveston	*	11	*
Springfield-Holyoke	WHYN-TV	55	March '53	Galveston	*	41	*
MICHIGAN				Houston (NCE)	KUHT	8	*
Ann Arbor	WPAG-TV	20	April '53	Lubbock	KCBD-TV	11	April '53
Battle Creek	WBKZ-TV	64	*	Lubbock	KDUB	13	Now on air
Battle Creek	WBCK-TV	58	*	Waco	*	34	*
East Lansing	WKAR-TV	60	August '53	Wichita Falls	*	22	May '53
Flint	WCTV	28	January '53	VIRGINIA			
Flint	WTAC-TV	16	*	Lynchburg	WWOD-TV	16	*
Jackson	WIBM-TV	48	*	Lynchburg	WLVA-TV	13	February 1, '53
Saginaw	WKNX-TV	57	February '53	Roanoke	WROV-TV	27	December '52
MINNESOTA				Roanoke	WLSL-TV	10	January '53
Duluth	WFTV	38	February 15, '53	WASHINGTON			
MISSISSIPPI				Sookane	KHQ-TV	6	Early '53
Jackson	KFTV	25	December 25, '53	Sookane	KXLY-TV	4	December '52
MISSOURI				WISCONSIN			
St. Joseph	KFFO-TV	2	August '53	Green Bay	WBAY-TV	2	*
Springfield	KTTS-TV	10	May '53	HAWAII			
NEBRASKA				Honolulu	KGMB-TV	9	December '52
Lincoln	KOLN-TV	12	February 1, '53	Honolulu	KAMI	11	Early '53
Lincoln	KFOR-TV	10	May '53	PUERTO RICO			
				San Juan	WKAQ-TV	2	Late '53

* Information not available at press time.
(NCE) Noncommercial educational station.

M A R T Spells

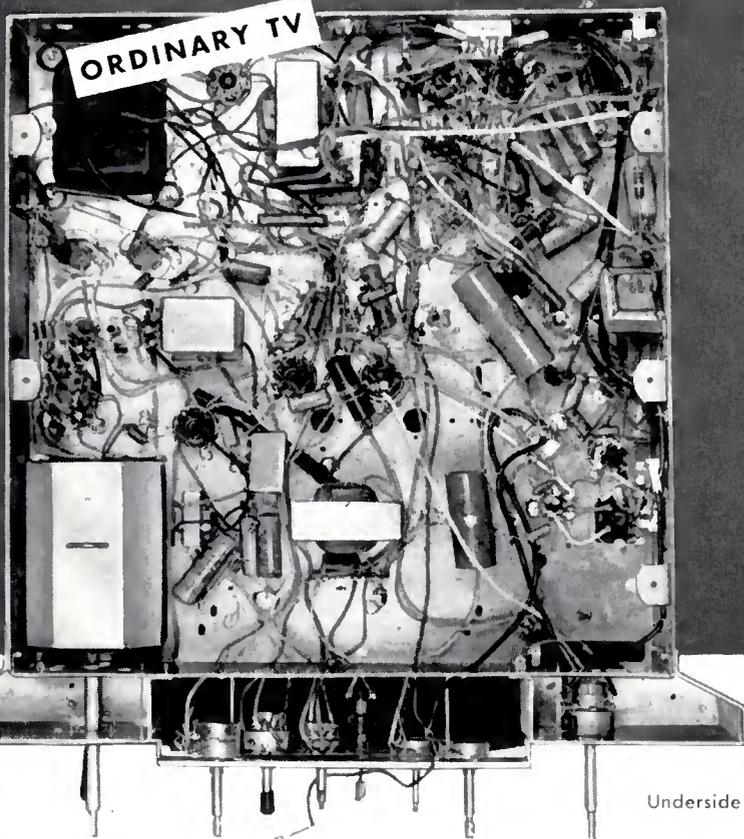
M-arket for A-ppliances, R-adio, T-elevision

The MART is Section 2 of this issue, bringing latest list prices & brief selling features on products in this field. Bigger and better than ever before, TELEVISION RETAILING is the complete magazine—for the diversified dealer in SELLING AND SERVICING.

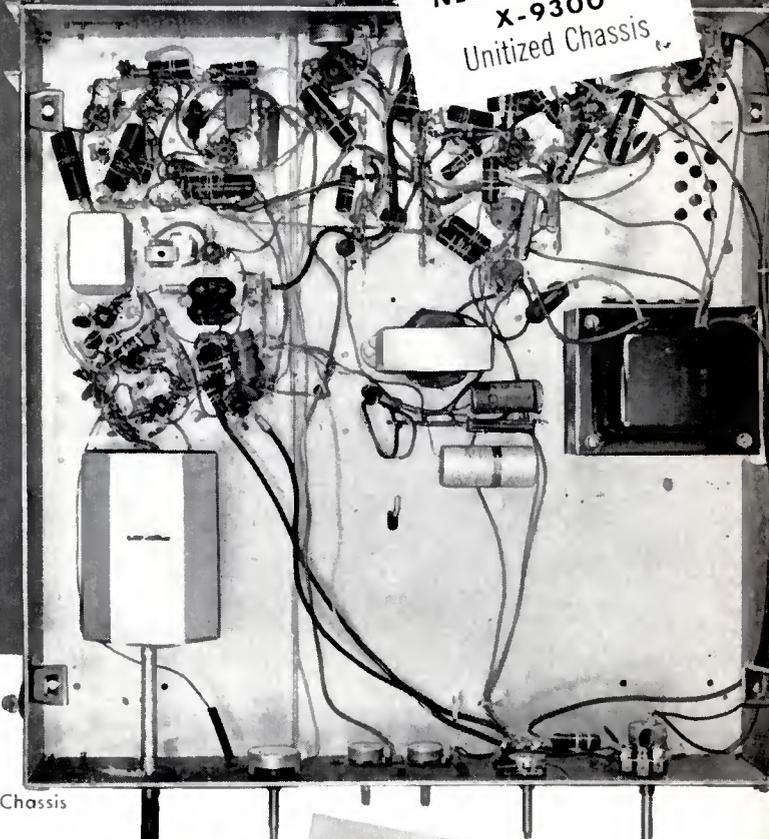
Broadcast Stations in U.S.

	AM	FM	TV
Stations on Air	2367	582	115 VHF & 7 UHF
Under Construction (CPs)	138	60	29 VHF & 81 UHF
Applications Pending	255	8	465 VHF & 302 UHF

New STEWART-WARNER X-9300



ORDINARY TV



NEW-POWERFUL
X-9300
Unitized Chassis

Underside of Chassis

MOST POWERFUL CHASSIS IN TV!

A revolutionary new Unitized Circuit Design—Stewart-Warner's "X-9300" chassis—backed by 28 years of electronic experience *and location-proved*. OUTPERFORMS . . . OUTDISTANCES anything in the industry—even in "fringe" and weak signal areas. Absolute dependability! An innovation in simplified servicing! See the amazing "X-9300" Chassis featured in the new Stewart-Warner line. Call or stop in at your Stewart-Warner Distributor TODAY!

STEWART-WARNER ELECTRIC • Division of Stewart-Warner Corp.

1300 N. Kostner Avenue • Chicago 51, Illinois

Foremost manufacturer of radar, communications and other precision electronic equipment for the U. S. Government.



STEWART
SW
WARNER

15 Brand New Models

21" and 27" TV

FROM

\$199⁹⁵

DOUBLE Disc



**Join Industry Drive to Bring More Music to the Home.
Put New Life in Your Selling to Reap Extra Profits**

• Great things are ahead for the phonograph record industry. The planned projects and programs being backed by a number of associations are bound to increase sales volume for dealers throughout the nation. In addition to helping the merchant sell more discs, the activities of the various groups will result in more sales of phonos, TV and radio combinations, instruments with jacks and phonographs, to say nothing of the additional revenue alert dealers can obtain in modernizing customers' players.

The Radio-Television Manufacturers Association is acting as clearing house in an ambitious program aimed at bringing more music into the home. Groups invited to take part in the project, in addition to RTMA, are the Phonograph Manufacturers Association, the Record Industry Association, the National Association of Music Merchants, the National Appliance and Radio Dealers Association and the National Electronic Distributors Association.

The newly-formed Record Industry Association has already completed its first project, "The Greater

Hartford Music Festival," in the Connecticut city, where manufacturers brought millions of dollars worth of live talent to entertain 10,000 persons who attended the various sessions. (See "Festival Boosts Disc Sales," in the November issue of this magazine.)

Now that the ball has started rolling, smart retailers should jump aboard the bandwagon and put some new life into their selling activities in order to capitalize to the fullest extent on the activities of the industry associations.

To substantially increase volume

in phono records, the disc department must employ efficient salespeople, properly selected and trained. It must have an adequate inventory of records, proper display, and equally important, the disc department needs to keep up an effective promotion and advertising campaign the year 'round.

Beginning with sales personnel, the utmost care should be exercised in selecting employes, and in training them. For detailed information, see article, "How to Make Salespeople of Your Phono Record 'Clerks'" in the September issue of this magazine. (A large Southern dealer ordered extra copies of the before-mentioned issue for distribu-

A "Music Festival" in Your Community (?)

Using the pattern set in Hartford, Connecticut's RIA-sponsored "Music Festival," dealers in many communities should be able to interest local newspapers, radio stations, music groups, etc., in staging a similar event. Suggestion: Talk over the idea with some editors, station owners, local musicians

tion to all of the personnel in his stores.)

Sales training consists of teaching employes how to greet customers, how to make add-on sales, how to get customers' names and addresses, how to handle situations where asked-for numbers are not in stock, and how to find out what kind of playing equipment the customer owns.

Re-read These Articles in Television Retailing

Boost Disc Sales With Phono Campaign—Feb. '52

To Sell More Popular Records—Get in Tune

With the Teen-Agers—March, '52

Slanted Record Department Pays Off—May, '52

Complete Opera Album Trend Brings in New Dollars—June, '52

Ups Discs to 50% of Store's Total Sales—July, '52

Records Spearhead Sales in This Diversified Store—Aug. '52

How to Make Salespeople of Your Record 'Clerks'—Sept. '52

Sales in YOUR STORE

In order to get the most out of a good personnel set-up, the record department needs to bring plenty of people into the store, and this can be best achieved through consistent, carefully planned advertising and promotion.

Promotion and Advertising

Advertising-wise, the dealer can use local newspapers, direct-mail campaigns, manufacturers' display material, and he can usually get excellent results through use of radio or TV spots or sponsored programs.

Promotion-wise, successful record department managers tie in with local events. They plug records which tie in with local concerts or movies being shown in the neighborhood houses. Many dealers have done good jobs with "record clubs," and in working with local music groups and schools. Others have built big followings of customers by making their stores headquarters for sales of tickets for musical events taking place in their areas. Certain dealers, and in some cases, their employes, conduct "record columns" in local newspapers.

Join the Industry Drive

Panels accompanying this article offer numerous ideas for increasing one's volume of platter sales. With the concerted industry drive to bring more music into the home, dealers can make a lot of money in '53 by going along whole-heartedly in this drive for new business and for more sales to each customer. And in so doing, they will increase their earnings, raise their prestige and help bring culture and enjoyment to many new customers in their communities.

Finally, merchants should pay strict attention to buying. Nowadays, with so many new releases hitting the market, the problem of inventories has become a tough one to handle. An adequate stock of the right sort of records will keep customers coming back, and therefore, the dealer must not only buy platters as merchandise but needs additionally to select them with the utmost care.

*For List Prices on Phono Records
See the MART*

In Section 2 of This Issue



Here's How Some Record Departments Have Made



A Midwestern merchant plays certain records on radio program—offers to deliver them free. Local taxicab company, new car dealer delivered discs for the advertising they got out of the project.

Down South, one of the leading merchants runs a "mystery tune" contest, strictly on the up-and-up, and gets terrific results. He also has set up a free lending library of music books to stimulate interest and to build store traffic.

A New York firm built big following of customers by delivering any out-of stock record promptly, sending special messengers to pick up wanted numbers.

Out-of-store displays, such as set-ups in theater lobbies, etc., bring business to numbers of users of this technique. Other ideas: Selling tickets for local concerts, sponsoring disc jockeys, setting up children's departments.



Bring Music

Via Radio, TV-Combinations, Phonos, Attachments, Sets With Jacks —

• Just as an auto dealer wouldn't sell a car without suggesting a radio and heater to go with it, TV-radio dealers should not overlook opportunities for extra sales and profits in selling phonograph facilities to every customer.

Everyone in the family is a prospective phonograph purchaser, in every home in your community.

At least half of the families in your market area who already own a phonograph or combination of some sort have an obsolete 78-only type which has seen better days—which operates erratically, lays a heavy hand on prized records, and

which is incapable of taking advantage of the better features of the new record types.

In addition to the big industry-wide drive, another continuous national promotion campaign is operating all the time to promote the sales of phonograph records to your customers—namely through the radio disc jockeys and the juke boxes. Your customers know the hits, and want to hear them. Often they do not play these records at home because they don't have an operative phonograph (or have none at all) and don't realize how reasonably they can add a 3-speed player at-

tachment to an existing phono-jack-equipped instrument—or buy an amplified player or combination. This is no trail-blazing marketing crusade for pioneers—no gambling on the future of an unknown product—no long campaign of establishing consumer acceptance.

The phonograph record already enjoys long-established acceptance as a source of home entertainment, a source of music in the home. It has a compelling advantage in that it allows the customer to hear what

Sell Needles Too!

Every phono record purchaser is a prospect for a new needle. Keep a file of needle purchasers so that you can tell them when they should be ready for another one.

he wants to hear, when and whenever he wants to hear it.

And unlike the auto dealer—who gets no advantage from the sale of radio beyond the increased profit at the time of sale—the radio-TV dealer reaps a continuous advantage from the sale of a phonograph, an attachment, combination or phono-jack-equipped set. For he can sell records and needles to that family from that day forward.

Conversely, he has the daily opportunity of suggesting a new instrument to his phono record customers—or an additional one—or the modernization of existing equipment—or the addition of a player attachment to an existing set with phono-jack—or even the installation of phono-jack in an existing set, in order to accommodate an attachment.

In selling records and equipment to play them the dealer should bear in mind that the customer isn't interested in a piece of equipment—he's interested in music, in entertainment, pleasure, culture. He's more susceptible to the appeal of Bing Crosby or Toscanini than he is to "five tubes," "three-speeds," etc.

Emphasize the ability of your

Open The Door To More Profitable Sales



Interest in music is at an all-time high in every community in the country. Television has helped to stimulate the sale of records, and playing equipment, and the alert dealer can up his volume by making his store known as headquarters for music

Into the Home

Up Unit Sales and Increase Add-On Purchases of Phono Records, Needles, Service

merchandise to bring music into the home. Stress its ability to keep Bing or Toscy on tap at the flick of a switch—and to make them sound better. Also stress features which handle records gently, protecting the customer's investment in music in the home—also features which make it easier, more convenient to play records.

There is no such thing as a really permanent needle. Consequently, virtually every phono owner is a prospective needle purchaser, and this add-on sale should also be constantly-solicited.

Stress the features of the new needle—that it will reproduce sound with more fidelity and less distortion, will cause less wear on the discs, is simple to insert (“insert” sounds easier than “install”), etc.

Don't overlook modernization business which can be handled by your service department. Many of the existing 78-only record changers are in instruments which are well-styled and which furnish excellent sound reproduction. Customers who have paid \$200 to \$1000 for such a

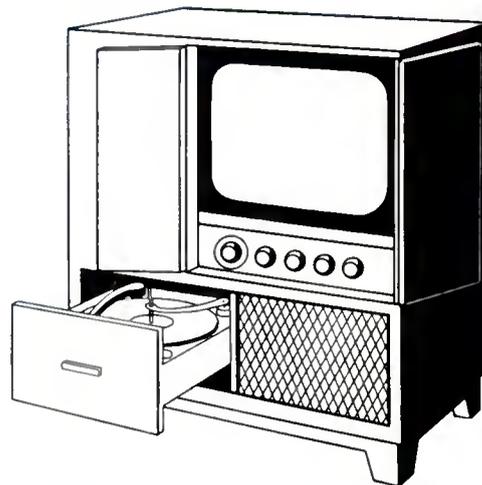
Bring More Music Into the Home

Less than half of nation's 50 million families have a phonograph

Less than 20% have up-to-date 3-speed players

Every family is a prospect for at least one phono

Millions are prospects for conversion or modernization



should see the equipment. This could be incorporated as a “suggestive selling” routine for servicemen who come to the house for a different purpose.

As a matter of fact, the sales promotion possibilities of the serviceman in the home are many, and

opportunity to tie in with outside factors tending to promote public interest in music, such as local concerts, musical movies, articles in national magazines, etc.

Emphasis on music, rather than on equipment, will produce more results in the long run. “Bringing music into the home” has an almost irresistible cultural appeal, and people with children are especially good prospects. The fact that the dealer is headquarters for the equipment which can bring music into the home can be brought home after the emotional appeal of the idea has created interest.

For Those Add-On Sales

Suggest a Phonograph
Player-attachment
Combination radio or TV set
Phono-jack equipped radio or TV set
Modernization work on single-speed instruments

combination within the past 4 or 5 years are not interested in junking it, but can be sold on replacing the changer with one which can be said to make more and better entertainment available, do a better job of reproducing sound, and cause less wear and damage to the records.

A less expensive but equally salable “modernization” job is the installation of a higher quality phono cartridge in the existing player. Since it would be necessary to know what the customer now owns, and whether a change of cartridge is possible, a serviceman

should not be overlooked. The serviceman can check to see whether the customer owns a combination, phonograph or player—can see if any of these is three-speed—can check to see if the customer needs a new needle, etc. Daily reports on such matters would in a relatively short time produce a valuable mailing list, in addition to producing some on-the-spot business.

In promoting the sale of instruments and records to bring more music into the home (and more profits into the cash register) the dealer should capitalize on every



Bring Music to the Whole Home. There is a definite need for several phono facilities in the home: living room, rumpus room, kiddies' rooms, etc. Sell customers on the increased enjoyment, convenience in multi-ownership.

News of the Record Industry

RCA Victor . . .

Folk-singer Harry Belafonte, top-notch balladeer, has turned out an excellent rendition of the very beautiful *Shenandoah*, which features a hum background, and the haunting tale of *Scarlet Ribbons*. Both of these sides are very strong, and should prove to be best-sellers for Harry.

The three Fontane sisters, Geri, Marge and Bea, travel that *Lonesome Road* because *Winter's Here Again*, according to their new release. The girls



really sound fine on this and come through with some of their best harmony and most distinctive vocal variations. Perry Como's TV girlfriends always sing a nice number, and this new disc is certainly up to par.

Columbia . . .

Felicia Sanders, (shown) Columbia Records' newest vocal discovery, makes her debut with two striking ballads.



Topside, entitled *People In Love Can Be Lonely*, emphasizes the amazing range of the 25-year-old singer. There are no vocal tricks in her style, just a sincere and appealing approach. Flip-side is *Please Be Good While I'm Gone*.

Columbia's newest complete production for "turntable theatre" is Rodgers' and Hammerstein's *Oklahoma!* In the leading role of Curly, producer Goddard Lieberson has cast Nelson Eddy. The supporting cast includes Virginia Haskins, Kaye Ballard, Portia Nelson, Lee Cass, David Atkinson, Wilton Clary

WATCH THESE . . .

"Gone"
Gisele MacKenzie (Cap)

"Mister Tip Tap Toe"
Doris Day (Columbia)

"Pretend"
Ralph Marterie (Mercury)

"A Million Tears"
Alan Dale (Coral)

"I'll Never Get Out Of
This World Alive"
Delta Rhythm Boys (RCA Vic.)

and David Morris, with chorus and orchestra under the direction of conductor-arranger Lehman Engel. The sparkling score includes such show classics as *Oh, What A Beautiful Mornin'*, *The Surrey With the Fringe on Top*, *Out Of My Dreams*, and *People Will Say We're In Love*.

Kenton in New Album



Stan Kenton, above, can be heard on a new, unique Capitol album, *Prologue*, subtitled "This is An Orchestra!". Package was composed by Kenton and arranger Johnny Richards.

Westminster . . .

The music of Beethoven is among the works being released this month by Westminster. Jean Fournier on the violin and Ginette Doyen at the piano interpret the *Sonata for Violin and Piano in D Major, Op. 12, No. 1*, and *G Major, Op. 96*. Respighi's *Pines of Rome* and *Fountains of Rome* are performed by the Vienna State Opera conducted by Argeo Quadri, while the Vienna Konzerthaus Quartet plays Mozart's *String Quartet in C Major* and in *D Minor*. Also, Fernando Valenti plays Bach's *French Suites* on the harpsichord. Complete with score, this sells for \$12.50.

Crosby On New Decca Discs



Bing Crosby (shown at a recording session) has several new discs circulating at present. Among them are *Sioux City Sue* on which he's accompanied by The Jesters; oldie *Birth of the Blues*, which is currently making a "comeback"; and *Sleigh Ride* backed by Little Jack Frost *Get Lost*, the latter featuring Peggy Lee as teammate.

Capitol . . .

Nat "King" Cole stars on a new Capitol platter entitled *How*. It was written by Irving Gordon, composer of Cole's hit *Unforgettable*, and many others. Backing is a Latin rhythm entitled *Strange*. Nelson Riddle and his orchestra provide the background. Also from Capitol comes Gisele MacKenzie's rendition of *Gone*. This is a very nice ballad, and is already popular in the Folk field. Flip is titled *The New Wears Off Too Fast*.

MGM . . .

The fine voice of Victor Marchese (shown) is displayed to excellent advantage in two new songs on his latest MGM release. First is the popular *Fandango*, a bright Spanish rhythm tune



which is good material for the Marchese talents. The second song is a promising new ballad by the song-writing team of Raye and DePaul entitled *When You Look At Me*. These sides may be the break Marchese deserves.
(More Record News on page 88)

Here's the midwinter pick-me-up you need

EVENING TELEVISION (53)...

W. P. MARSHALL, PRESIDENT

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CHICAGO ILL 14 325P=

COORDINATED ADVERTISING AND MERCHANDISING PUSH BEHIND THE
SENSATIONAL NEW ZENITH CREST -- THE MIGHTIEST HANDFUL OF
RADIO MADE TODAY. GET THE DETAILS FROM YOUR ZENITH
DISTRIBUTOR BEFORE FULL PAGE COLOR ADS BREAK IN THE
SATURDAY EVENING POST FEBRUARY 7 AND LOOK FEBRUARY 10=
ZENITH RADIO CORP=

1952 NOV 14 PM 3 5

SYMBOLS
DL - Day Letter
NL - Night Letter
LT - Letter Telegram
VLT - First Volume Letter

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

ZENITH



The royalty of television and **RADIO**®

ZENITH RADIO CORPORATION
Chicago 39, Illinois

COPR. 1953

Bring More Music Into the Home

Sell Hi-Fi for High Profits



Custom Hi-Fi installations appeal not only to the customer's desire for high-quality sound. They also make possible a more attractive tie-in with high-style decor, and can save room by eliminating one or more pieces of furniture.—photo courtesy Kierulff Sound Corp.

further discussion of the subject.

First, the people who will be coming in to inquire about high fidelity custom installations will not be audio hobbyists. They are most likely completely ignorant as to what "Hi-Fi" means. Don't overwhelm them with a lot of high-flown language or technical terms. And on the other hand, don't set them adrift to "see" for themselves by listening to some equipment. Hi-Fi customers can be a continuing source of income for years, and it is important to start them off right.

Sell Better Sound

"Fidelity" means "faithfulness," and high fidelity is merely a high degree of faithfulness in reproduction of the original. How high is high fidelity? Audio engineers may disagree (and usually do) about frequency range, percentage of harmonic and intermodulation distortion, etc. But the dealer need not (and should not) get involved in these things when dealing with the non-technical consumer.

All the consumer is interested in is something that *sounds better*. He may be satisfied with a lot less than what experts consider to be high fidelity—or on the other hand, he may not even be satisfied with the best that money can buy. But ultimately, he—the customer—is the best judge of what he likes. What the dealer must do is to help the customer find his own level, which is usually some sort of compromise between what he likes best and what he can afford.

The customer will be confused by

• With three set manufacturers having entered the Hi-Fi field in '52, and at least two more rumored to be on their way in (biggies, too), this relatively new field can well be said to be entering a new phase—it is attracting firms accustomed to sell to the mass market, through regular distributor-dealer channels.

To the dealer, this merchandise offers the prospect of a good markup and virtually no price-cutting (naturally, no list price on custom installations). It can be a hedge against declining sales of straight radio-phono combinations.

Hi-Fi fits in with the current dealer trend toward diversification. The more different (but related) lines the dealer carries, the less apt he is to be bothered by seasonal let-downs or temporary declines in consumer interest in particular lines.

Hi-Fi has good sales appeal because it offers something new—not just a replacement for some existing instrument—and something made-to-order to fit the customer's purse, tastes and decor.

Hi-Fi has an obvious appeal to the music lover, who desires the utmost in natural and faithful reproduction

of records, as well as top quality radio reception (usually FM). This fact suggests that selling Hi-Fi is a natural for the dealer who handles records, and who is therefore in constant contact with these music lovers.

Hi-Fi needs some special sales techniques, but it is not so specialized as to be beyond the scope of the radio-TV dealer who has his own service department. We have mentioned some of the points in recent articles, which we will quickly recapitulate here before going on to a

For More Profitable Hi-Fi Sales

1. Get in on the ground floor with new homemakers and homebuilders; sell the convenience and economy, as well as high quality, of the "built-in" high fidelity TV-radio-phono unit.
2. Sell the music-lover on more natural reproduction of records and FM—because his trained ear will be more critical of fidelity and distortion. You can please him by telling him so.
3. Start the 78 record-buyer off on the right track by suggesting a 3-speed unit which will widen his range of selection, and at the same time offer better results on his old discs.

and Happy Customers

a wide profusion of components of all types, and the dealer would find it difficult to have something significantly different to say about each of many brands. It is a much better idea for the dealer himself to do the pre-selection, choosing a few (perhaps at the most, three) units which seem to him to provide the best value (performance-wise) in their price range. For instance, have one "most reasonable" package, one medium-priced, and one "money is no object" type. The customer is seeking guidance and advice and the dealer can provide this by pointing out that he himself has surveyed the field and can offer the customer the best buys to fit his purse.

It is important to emphasize the flexibility of a custom installation. It is not necessary to "shoot the works" at the start, if the customer is not anxious to spend a lot of money, or if he is in an "experimenting" mood and wants to try out the idea on a small scale. Unlike some merchandise, where you must trade in your smaller product for a better one, with Hi-Fi one can add a little at a time, or improve the system one component at a time.

Don't forget that Hi-Fi includes FM as well as phono records. If the customer is interested in better sound quality, he should be interested in it for both radio and records. Dissatisfaction and disappointment in the early days of FM was mostly due to three factors: (1) Poor programming, (2) Inadequacies of many FM sets, and (3) Difficulty in detecting any improvement in sound because the FM audio was being reproduced through a relatively low quality amplifier and loudspeaker.

Sell FM Too

Things are much different today; the first two factors have been largely eliminated, and the third is being overcome by consumer education re: Hi-Fi. FM can not only provide particularly spectacular results in radio "fringe" areas in the Summer, but is capable of providing improved results almost anywhere.

Selling a custom installation may start with something as relatively simple as providing a 3-speed phono installation to a customer who now has an old single-speed job. It usu-



Try to line up custom Hi-Fi installations for new homes in the early stages for maximum liberty in planning to take advantage of room acoustics, furniture arrangement, interior wiring, etc.—and also for an early crack at the customer's budget.—photo courtesy Kierulff Sound Corp.

ally happens—whether a person has an old phonograph, an old car, or anything else outmoded—that they are not aware of its shortcomings (nor are they aware of new developments in the field) until someone calls their attention to it. It is relatively easy, as a rule, to sell the idea that as long as the customer is going to get a new record changer, he might as well get the best that is available. The selling talk on the changer, couched in Hi-Fi terms, can easily lead to a discussion of the other components in the system—and possibly to a complete new installation, or at least part of one.

Such a pitch can often develop during the sale of phono records, or as a result of a complaint about the performance of a new record recently purchased.

Selling a new and better changer has the converse result of aiding in the sale of records. It is almost axiomatic that people buy more records when they get a new phonograph, and a new 3-speed job can often start people off on a program of replacement of worn and warped 78's by LP's and/or 45's.

Another source of Hi-Fi prospects is the family who is moving to a new home, building a new home or re-

modelling an old one. Today's modest income family is almost invariably cramped for space as well as pressed for money. The "built-in" idea suggests a saving of space as well as a possible saving in not having to buy another piece of furniture.

Project lists for "young homemakers" can be built up from information obtained from builders, real estate operators, Chambers of Commerce, Dodge Reports, etc. Advertising and direct-mail appeals can be built around the idea that the time to plan the custom home music-TV installation is in the beginning, when maximum consideration can be given to room acoustics, interior wiring, built-in loudspeakers, optimum furniture arrangement for viewing and listening, etc. Incidentally, the dealer can profit from an early approach, too, because the budget is not all spent yet.

In making up a prospectus for the new home, don't overlook the possibility of multiple speaker outlets, TV antenna outlets, and an intercom system, as well as radio-controlled garage doors. Although not necessarily Hi-Fi items, they are all "up the alley" of the radio-TV dealer and can be suggested as added conveniences to the customer.

Bring More Music Into the Home

Up Sales of Recorders

Launch a Campaign to Increase Volume and Profits, Using Direct-Mail, Phone Follow-up and In-Store Demonstrations

• Magnetic recorders will play an important part in the industry campaign to bring more music into the home.

Recorders are of special interest to lovers of good music who can take programs directly off the air. They are of great interest to musicians and music students, teachers and public speakers. Recorders appeal to the "average" family to be used to "preserve" the voices of growing children, to have fun with at parties, and for many other purposes, including their use as "sound-tracks" in making home movies.

In addition to the home market, recorders can be sold in all areas to doctors, lawyers and other professional men, as well as to commercial and municipal offices.

The following suggestions will prove helpful to the dealer who wants to increase his sale of recorders:

Having obtained a list of local musicians, music students in public and private schools, and members of local music groups such as bands, choral societies and orchestras, add to this

roster the names of a number of good customers and send out a mailing on a return postal card. To begin with, be sure that the copy on the postal card clearly defines just what a magnetic recorder is, and stresses that the tape can be erased automatically and used over and over again. Make two specific offers on the mailing piece: 1. A free home trial, without obligation on the part of the customer, and 2, an offer to demonstrate the unit to the customer in the dealer's store.

Several days after the mailing pieces have gone out the dealer should follow up with a telephone canvass, using a "canned" introduction such as, "How do you do, Mrs. Smith. This is Fred Jones of the Jones Music Company. A few days ago you received an invitation to try a tape recorder in your home or in our store. I'm calling to find out when you'd like to have the demonstration."

While recorders are quite simple to operate, and accompanying instruction booklets are designed to make such operation easy, it is al-

ways best to send an experienced salesman along with the on-trial unit, and to have him stay with the prospective purchaser long enough to make certain that the latter knows how to run the device. Additionally,

Re-Read These Articles In Television Retailing

**How to Make Your Store
Headquarters for Recorders**
—March, '52

**Here's the Way to Sell
More Magnetic Recorders**
—May, '52

Selling Magnetic Recorders
—July, '52

there should be a definite understanding between salesman and customer as to the duration of the free home trial. It is also desirable for the salesman to make a date for a follow-up call.

So far as in-store demonstrations are concerned they must be conducted in privacy, away from the centers of heavy traffic. With few exceptions, even the professional speaker, actor or singer will be embarrassed and annoyed by having an "audience" look on while he's trying out a machine.

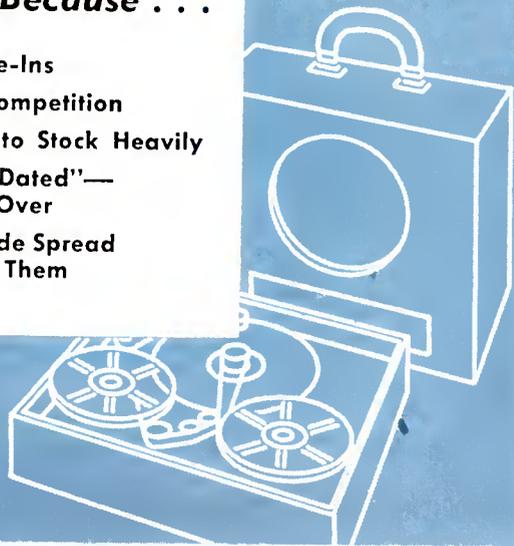
It isn't necessary for the dealer to set up an elaborate studio in order to demonstrate recorders. Those who have private rooms which are used in selling de luxe instruments have made-to-order studios readily at hand. Others not so fortunate, can arrange "nooks" in out of the way places in the store, such as in open booths, behind partitions, etc. In order to keep recorders in the public eye, a few of the units should be displayed in show-windows and in various places in the show-room.

The correct way to demonstrate either in the home or in the store is to proceed in an orderly fashion through the following steps: 1. Ex-

(Continued on page 153)

It's Good Business to Handle RECORDERS Because . . .

- There Are No Trade-Ins
- There Isn't Much Competition
- It Isn't Necessary to Stock Heavily
- Models Are Not "Dated"—
Can be Carried Over
- There Isn't Any Wide Spread
Price-Cutting on Them





YOUR "GREEN LIGHT ON PROFITS"

THE INCOMPARABLE

Capehart

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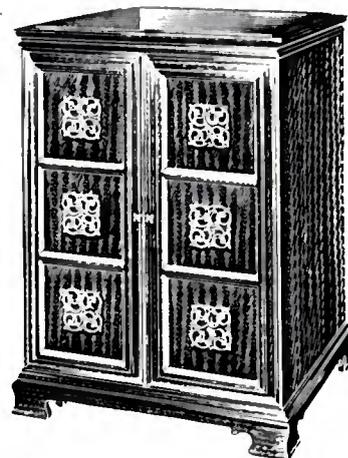


The CAPEHART "Monticello."
Smartly-styled with life-like 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone, new miracle chassis. Mastercrafted in mahogany.

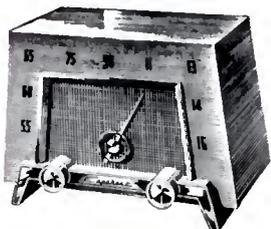
Nothing like this Capehart for customer appeal. Your prospects will be sold on this Capehart when they... HEAR its world-famous Symphonic-Tone... SEE its magnificent Crystal-Clear Picture... THRILL to the superb performance of its new chassis with *Reserve Supply Video Power that pulls in pictures from near and far with unbelievable clarity and brilliance... ADMIRE the mastercrafted cabinetry that makes Capehart the style leader in the industry.

You'll go far with Capehart—in prestige, in sales, in future business profits. A valuable Capehart franchise may be available in your territory. See the Capehart distributor for your territory or write Fort Wayne today.

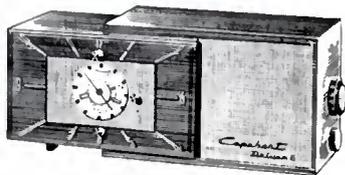
Capehart 



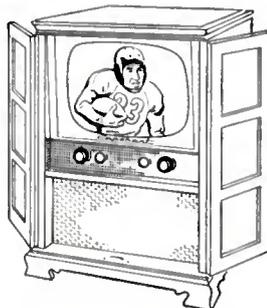
The CAPEHART "William Penn." Unequaled tone and picture reception. 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone, new super-sensitive chassis.



The CAPEHART Table Radio (Model T-522). As distinctive in styling as it is in performance. Plastic cabinet in choice of rich decorator colors.



The CAPEHART "Deluxe 6" Clock Radio (Model TC-62). The most beautiful, the most imitated clock radio in the world. Appliance outlet. Plastic cabinet in choice of rich decorator colors.



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

Electrical Appliance

Retail Sales Statistics for 1952

Estimated by TELEVISION RETAILING for 12 Months
Ending Dec. 31, 1952. Figures Are Totals for Industry.

LARGE APPLIANCES	Total No. of Units	Total Retail Value '52	ELECTRIC HOUSEWARES	Total No. of Units	Total Retail Value '52
REFRIGERATORS			BLANKETS, ELECTRIC	950,000	\$47,000,000
(Household Electric)	3,900,000	\$1,367,500,000	BROILERS & ROTISSERIES	400,000	14,000,000
Sizes from less than 5 cu. ft. to 13 cu. ft. and over			CLOCKS, ALL TYPES	7,000,000	52,500,000
FOOD FREEZERS			COFFEE MAKERS, ELECTRIC		
(Non-Commercial)	1,350,000	486,000,000	(Metal, glass, automatic and non-automatic)	4,000,000	64,000,000
ROOM AIR CONDITIONER UNITS			FANS (excluding heavy commercial)	4,500,000	112,500,000
(Compressor types)	400,000	130,000,000	HEATERS, SPACE, ELECTRIC		
LAUNDRY EQUIPMENT			(with and without fans—portable)	1,900,000	35,000,000
Washers, Automatic			HEATING PADS	1,750,000	11,500,000
1,500,000		\$420,000,000	HOT PLATES	1,400,000	9,100,000
Washers, non-automatic (wringer, spinner)			IRONS, HAND		
1,800,000		\$298,000,000	(Automatic, non-automatic, steam and travel)	8,000,000	100,500,000
Washers, midget			LIQUEFIERS	425,000	17,500,000
100,000	\$ 6,000,000	3,400,000	MIXERS, FOOD	1,850,000	110,000,000
724,000,000			ROASTERS	600,000	38,000,000
IRONERS	250,000	52,500,000	TOASTERS		
CLOTHES DRYERS	600,000	156,200,000	Automatic	4,000,000	
RANGES, ELECTRIC	1,450,000	406,000,000	Non Automatic	500,000	4,500,000
VACUUM CLEANERS	3,650,000	255,500,000			112,325,000
(Cannister, hand, tanks, uprights)			WAFFLE IRONS,		
DISHWASHERS	275,000	72,500,000	SANDWICH GRILLS		
DISPOSAL UNITS	350,000	47,250,000	(Including "Combinations") ..	2,700,000	47,250,000
WATER HEATERS					
Electric (all sizes)	825,000	115,500,000			

ROSTER OF APPLIANCE MAKERS (Number in business as of Jan. 1, 1953)

Refrigerators	34	Washing Machines	33	Clocks, electric	12
Food Freezers (Farm, Home)	49	Disposal Units	19	Broilers, Rotisseries	34
Vacuum Cleaners	19	Dishwashers	13	Food mixers, incl. whippers	20
Room Air Conditioners	45	Irons, hand	43	Blankets	16
Ironing Machines	19	Fans, electric	40	Coffee makers	47
Ranges, Electric	37	Toasters	32	Space heaters	36

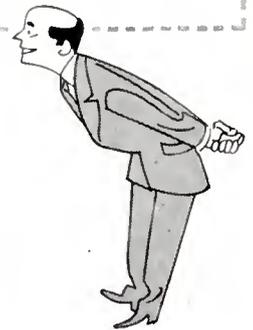
SYLVANIA PICTURE TUBES

Lasted Longer than others tested!

"IT'S A TRUE
BLUE-RIBBON
TUBE"



BEST IN
OVER-ALL
POINT
QUALITY!



SYLVANIA
OUTLASTED
ALL TUBES
TESTED



**Only Sylvania tubes showed NO FAILURES
after 1400 hours . . . at accelerated voltages**

Exhaustive tests conducted under the supervision of an outside impartial laboratory, the United States Testing Company, showed Sylvania Picture Tubes lasted longer than any others tested.

These tests included the picture tubes of nine leading manufacturers. All tubes were placed in identical test racks and tested under identical accelerated voltages. At the end of 1400 hours, only the Sylvania

Picture Tubes showed *no failures*.

These tests definitely establish the outstanding dependability of Sylvania Picture Tubes. They prove that these tubes will best uphold your reputation for fine performance in the sets you manufacture, sell or service. Send today for complete details about Sylvania Picture Tubes. Sylvania Electric Products Inc., Dept. 3R-1201, 1740 Broadway, New York 19, New York.

TESTS CONDUCTED
BY U.S. TESTING
COMPANY



SYLVANIA

RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

How to Make Money Selling

Big Business Ahead for Dealers Who Buy Carefully, Have Plenty of Prospects,

• Last year's scorching Summer caused a real, and for the most part, an unexpected run on air conditioners. Inventories were cleaned out in a hurry, with about 400,000 units sold. Approximately 55,000 of the coolers sold in '52 had been carried over from the previous year.

Last Summer's Klondike, which may well repeat itself in 1953, saw numbers of new firms rushing in to get on the air conditioner bandwagon. There were many new manufacturers, distributors and dealers hitching their wagons to the room cooler star.

As a result of this all-out interest the market picture will be different in 1953. For one thing, unless we have a cool Summer, many more units will be sold and the total could run up as high as 700,000, but there will be much more competition, and there doesn't seem to be the slightest chance that 1953 will see another seller's market similar to the one which came roaring in last year.

However, in spite of the fact that

Make "Salesmen" of Your TV Servicemen

They have entry to the home, and folk have confidence in what they have to say as unbiased experts. Train the TV technician to suggest room air conditioners to customers. Offer some sort of commission set-up.



3/4 HP Jobs Most Popular in 1952

Following ratios of sales of room air conditioners last year resulted from a compilation of reports just in from a number of dealers in various parts of the country:

3/4 HP....43% of total	1/2 HP....35% of total
1/3 HP....14% of total	1 HP.... 8% of total

the market promises to be quite competitive, there's plenty of opportunity for live-wire dealers to make themselves some real money, getting in on a ground-floor proposition where the saturation is less than one percent.

The situation shapes up like this: The merchant who stocks a handful of units and drops them somewhere in the store hoping that they'll sell themselves, is going to be disappointed. On the other hand, the dealer who goes after business the right way, and with forthright enthusiasm, will end up with profits.

The right way to go after the room air conditioner business is to start in *early* to display, advertise, demonstrate and talk room air conditioners in-order to stretch out the selling season, and to make one's store known as headquarters for these modern devices.

Idea 1. Set up a "cool" demonstration room or section in the store where the salesman can take the sweltering customers. Show them how the air conditioner works. (If your store is air-conditioned, use its obvious comfort to sell room air conditioners to every visitor.)

Idea 2. Display room coolers in your show-windows early. Urge early

buying. Be sure to keep descriptive material near the units. Use manufacturer-supplied display pieces or cards you make up.

Idea 3. Advertise room coolers in the local newspapers. Be sure to point out in copy that (1) these units are *not* electric fans, but are smaller versions of the systems used in theaters and other places of entertainment, and (2) that they are *not expensive*. Also advertise other features such as "sound-proofing" and "dust-and-pollen" exclusion.

Idea 4. Demonstrate a room cooler to every store visitor, stressing the features outlined in Idea 3. Call your regular customers on the phone, and suggest sending them a room air conditioner to try. Send direct-mail pieces to customer and prospect lists.

Idea 5. If you travel outside men, be sure to have them plug room coolers. If you haven't any outside salesmen, offer your servicemen a commission arrangement on leads furnished by them, and closed by you.

Idea 6. Choosing a scorching day, take a couple of room coolers in your truck or car and make some calls on residents, professional and commercial people. The hotter the day the lower the prospect's sales resistance.

Dealers Should Buy Early (Just in Case)

And by "just in case" we mean that the sales lightning could strike again this Summer with another prolonged heat wave. Merchants lost thousands of sales because they couldn't get the units after the big rush started. In buying, it is important to keep in mind that room air conditioners are "safe" merchandise to carry over because they're not "dated" in customer's minds as are many other products

Room Air Conditioners

and Who Use Effective Methods in Demonstrating and Selling

Many New Dealers Will Enter Field

In a survey just completed by the editors of Television Retailing among a cross section of retailers, 57 per cent of those who have not previously handled room air conditioners in the past advised that they would sell units in 1953

The Discount Set-Up

Dealer discounts in '53 will probably run about the same as they did last year—between 33 and 40 per cent.

Sell ROOM COOLERS in—

Homes in your community
Professional offices
(doctors, dentists, etc.)
Law offices, business offices
Mortuaries (Many are now air-conditioned—sell those that are not.)
Small restaurants, cafes; beauty parlors, photo studios
Small non-competitive shops, private sanitariums, municipal offices

Idea 7. (You may want to do this.) "Lend" a room cooler to a small beauty parlor, a "yarn shop" or similar place where women congregate. In exchange for the use of the unit, you will expect permission to advertise the air conditioner via signs, prominently displaying the store's name and address.

Idea 8. Install a room cooler in *your own home*. Helps sell neighbors and friends, and helps to *sell you*.

Idea 9. (You may want to try this.) Offer to *rent* room coolers at so much a week, rental fees paid to apply to purchase. Some dealers use the "renting" technique quite successfully on appliances and TV, battling high sales-closing averages.

Idea 10. Make immediate follow-up calls on purchasers to obtain leads.



Some Quick Facts About the Room Air Conditioner Business

(What's Happened)

230,000 window units produced in '51

55,000 of above units carried over into '52

400,000 room air conditioners sold in '52

'52's unexpected boom depleted inventories

Before '52's end many new-comers, including manufacturers, dealers and wholesalers entered the room air conditioner business

(What's Ahead)

Look for industry to produce 700,000 units in '53

Look for all or most to be sold if the weather's hot for a long time next Summer

Look for tough competition with twice as many retailers selling units as handled them last year (And more manufacturers making units)

Expect prices to be firm if the weather's right—
Expect price cuts if weather's cool

Announcing the New **ALL-SEASON...**

FRESH'ND-AIRE



A COMPLETE LINE of air treatment appliances to keep you

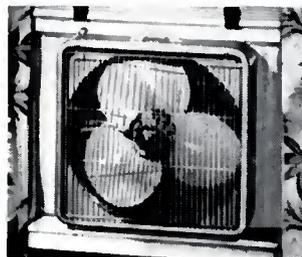
**FRESH'ND-AIRE LOW
STAND—WALL AND
CEILING MODELS**

Low stand model converts to wall
or ceiling model ... Three models
to sell ... only one model to stock!



**FRESH'ND-AIRE
HIGH STAND MODELS**

Take standard Fresh'nd-Aire low stand
model plus separately packed tube and
base and you have the finest high stand
air circulator in the industry. Only
Fresh'nd-Aire gives you this feature.



**FRESH'ND-AIRE
WINDOW FANS**

A small, reversible 10-inch plastic
beauty for the kitchen ... plus a new
20-inch combination window fan
for use anywhere and everywhere.

**FRESH'ND-AIRE
FLOOR CIRCULATOR**

It's a beauty! Outperforms and
outsells any other floor circulator
in the industry.



COME SEE US AT THE CHICAGO SHOWS:

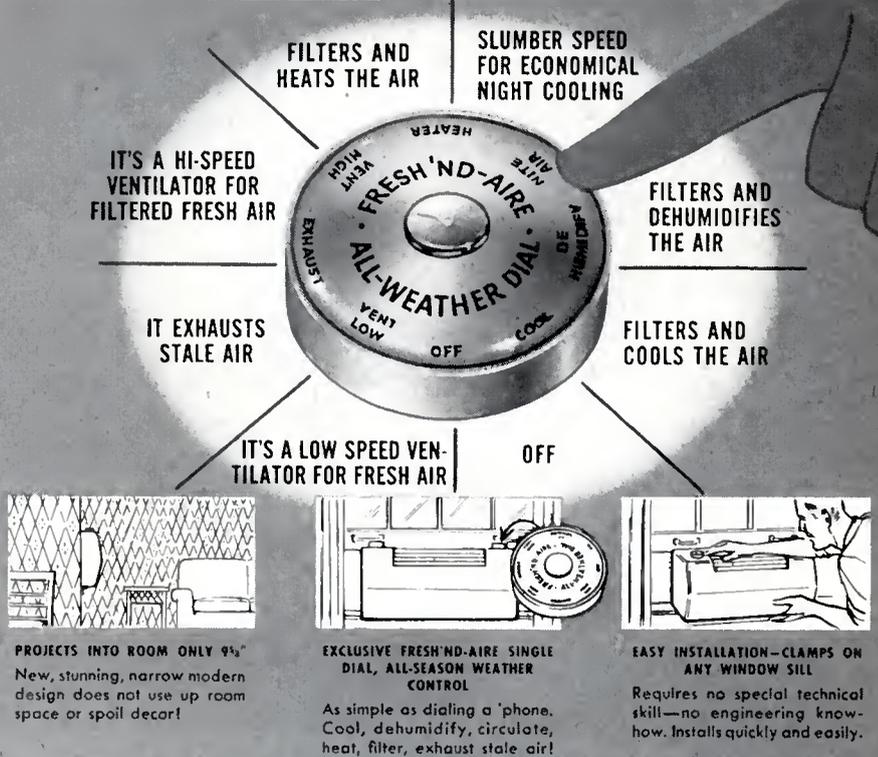
AIR-CONDITIONER...

-AIRE *by* **CORY**

Interested in Air-Conditioners for 1953?

Then get interested in Fresh'nd-Aire Right Now! Here's the newest—the finest—the "sell-in-est" line of air conditioners ever introduced. A line with more year 'round sales appeal than any line of air conditioners ever made. Check Fresh'nd-Aire now—and get full details on the greatest "PROFITUNITY" in the industry for 1953.

JUST ONE CONTROL—DIALS YOUR WEATHER

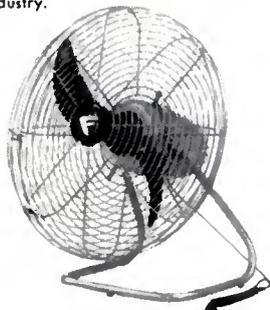


selling all year around

MAIL COUPON FOR FULL DETAILS

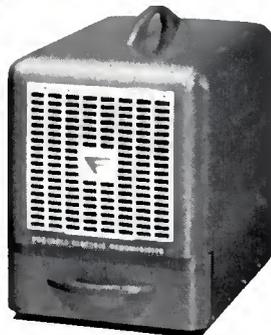
FRESH'ND-AIRE 1953 SPECIAL

The same performance and style—same plastic propellor—same high quality of the Fresh'nd-Aire chrome line all wrapped up in a new low-cost—profit making beauty. There's nothing to match it in the industry.



FRESH'ND-AIRE DE-HUMIDIFIER

The newest big ticket, big volume item in the appliance industry. Check its styling—its features—its performance and you'll agree no de-humidifier will match it.



**WINTER FURNITURE MARKET
SPACE 17-106A**

**NATIONAL HOUSEWARES SHOW
BOOTHS 624-632-634**

HEATING, VENTILATING AND AIR CONDITIONING EXPOSITION • SPACE 2-918

FRESH'ND-AIRE

Reg. U.S. Pat. Off.

**Fresh'nd-Aire Division
Cory Corporation
221 N. LaSalle Street, Chicago 1, Illinois**

Please rush me details on the new Fresh'nd-Aire All-Season Air Conditioner and your complete line of Fresh'nd-Aire air treatment appliances.

Name _____

Company _____

Address _____

City _____

State _____

Taking the Headaches Out of

In Last Summer's Heat, It Was Easy to Sell Air Conditioners—
Here Are Some Installation, Service and

• There is no doubt that room air conditioners really arrived during the record 1952 hot spell. Consumer acceptance of this relatively new appliance rocketed, and retailers can count on a greatly accelerated growth in yearly sales from here on.

That doesn't mean it will be all smooth sailing in '53, however. With a great many more dealers and distributors handling room coolers, and many more manufacturers making them, you can expect keen competition for the customer's dollar, in spite of an increased demand. And the retailers who get the lion's share will likely be those who do the most intelligent selling job—who make sure that the sales will stay sold.

can result from very little cooling, but considerable dehumidification (not to mention the removal of dust and smells from the air, and the reduction of street sounds in noisy locations).

The expression "It's not the heat, it's the humidity" is not just an old wives' tale. Our bodies attempt to maintain a comfortable temperature in the presence of heat via the cooling effect of the evaporation of perspiration. A high humidity retards this evaporation process, and consequently inhibits the cooling process.

The average customer usually associates air conditioning with the cold blast of air that hits him when

burner customers) keep an eye on the thermometer and are disappointed if it doesn't react dramatically, even though the comfort conditions in the room are greatly improved.

Locate Unit Favorably

Teaching the customer what to expect is part of the answer here. Another part is seeing to it that the unit gets the best break possible in the home. For instance, if there is a choice of exposures for the conditioner, choose a window in this order of preference: North, East, South, West. You might think South is worst, but the afternoon sun from the West in Summer is just murder. Second, suggest an awning over the conditioner (outside) unless it is in shade all the time.

The reason for these things is that the unit gives up the heat that it removes from the air via its outdoor side. Exposing the conditioner's outside to excessive heat is like putting a refrigerator in a closet. They both work on the same principle, and must be able to get rid of heat in order to produce cooling.

"Heat load" on the conditioner is the result of such factors as the size of the room, the insulation in the walls, the number of windows (glass is a relatively poor insulator) and their exposure, whether the ceiling is close to the roof or is insulated from the sun by one or more floors above, whether the windows and doors are tight, etc.

WIRING to air conditioners must be adequate for proper operation, as well as safety. Compressor starting currents are fairly high, and running currents usually include two fans as well as compressor motor. Wiring to an outlet carrying a motor should have a capacity of not less than 125% of full load running current. Typical starting, running and safe wiring ratings are below.

Horsepower	Typical Starting Current (amps)	Typical Full load Running Current (amps)	125% of Full load Current (amps)
1/3	23-31	7.5-8.5	9.4-10.6
1/2	35-39	9.5-11.0	11.9-13.8
3/4	44	13-16	16-20
1	66	15-20	18.7-25

As in the early days of TV, there is a consumer education job to do, and there is a pre-selling job in almost every case. The customer must learn what to expect from a room cooler (and, in many cases, so must the dealer). And the dealer must learn what to expect in the customer's particular location.

Last year we had altogether too many instances of inadequate wiring and inadequate cooling capacity—as well as unreasonable expectations from the customer as to the capabilities of a room air conditioner, and in many cases, unreasonable claims on the part of the retailer.

The whole idea of "cooling" can be overemphasized. *Comfort* is more important, and comfort very often

he enters a theater or other commercially air conditioned establishment. Here, by comparison with the average consumer pocketbook, money is no object, and the system is more than adequate.

Due to cost, however, the consumer is likely to get the *least* amount of air conditioning capacity that anyone will tell him is adequate. And the tendency to advertise capacities in terms of room area alone will often lead the customer to expect miracles from a machine which is hardly adequate, considering the heat load at his location.

This, then—inadequate cooling—is one of the recurrent complaints. Many air conditioner owners (dealers have the same trouble with oil

**For List Prices,
Features of Latest
Room Air Conditioners
See the
TV-APPLIANCE PRICE MART
Elsewhere in This Issue**

Naturally, the dealer can't rebuild the home. But we have mentioned that he can suggest the least sunny exposure for the unit, and the use of awnings to keep the sun off the unit and also out of the room. He can also check for obvious air leaks (cracks,

the Room Cooler Business

the Problem was to KEEP THEM SOLD; KEEP CUSTOMERS HAPPY

Operating Tips for the Big Season Ahead

loose windows and doors, transoms, fireplaces, etc.) and suggest that operation of the conditioner will be greatly improved by eliminating some of these.

He should also make sure that the customer doesn't leave the door wide open from the room to be cooled, into other rooms. This merely enlarges by many times the area which the unit must attempt to condition.

Outside Air Increases Load

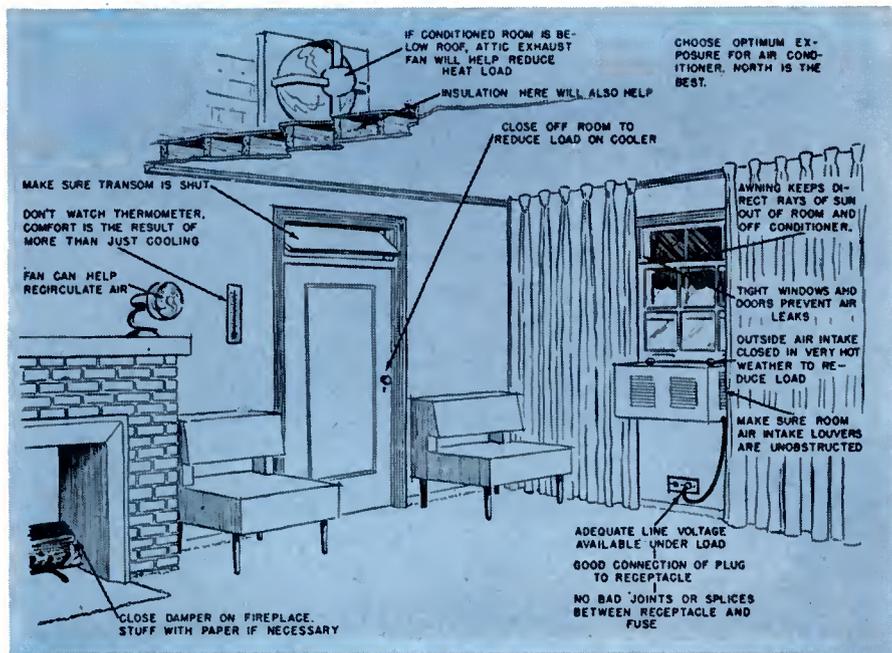
When it is very hot and humid outside, adjustment of the air conditioner so that it pulls in outside air will greatly increase the load on it. Re-circulation of air (in a closed room) through the air conditioner is actually a lot better than "fresh air," and customers who complain about inadequate cooling should be so instructed.

Comfort resulting from air conditioning can be enhanced by assisting the unit in the circulation of air by means of auxiliary fans. Complete cooling and dehumidifying of a room depends on complete and continuous re-circulation of air through the unit. Incidentally, this re-circulation depends on air intake on the sides and top of the unit, inside the window. These intake louvers should therefore be as unobstructed as possible. Return of air to the unit, and circulation of air around corners, etc., can be facilitated by a fan or fans elsewhere in the room.

Continuous Operation Better

While considerable economy can be achieved by running an air conditioner in the evening only, when the heat load is considerably less, an air conditioner will do a better job if allowed to run continuously during the very hot weather. This is especially true if the room area and heat load are such as to tax the unit to the limit of its capacity. It is obvious that the bigger the load, with respect to the capacity of the unit, the longer it is going to take to cool and dehumidify the room.

The subject of inadequate wiring is fit for an entire article in itself. Suffice it to cover a few of the less obvious points at this time.



"Inadequate wiring" usually suggests to the reader a situation where there is no circuit available for the air conditioner. It can be a little more subtle than this, however. It is possible to operate an electrical load within the proper fuse rating of a

circuit and yet the circuit can still be inadequate. This is the case when the voltage available with the air conditioner turned on is not within the limits prescribed for its proper operation. With inadequate voltage, the

(Continued on page 96)

Dealers Sound Off on Room Air Conditioner Business

Questionnaires mailed to dealers all over the country by the editors of this magazine are now pouring in, and the following comments have been excerpted from a few of the returns:

ILLINOIS: "Inadequate wiring is a headache" . . . "The hot weather did the selling for the retail merchant."

NEW YORK: "Insufficient markup to allow for proper survey which dealer has to make at his expense" . . . "Air conditioner selling is a natural to take up the Summer slack in TV sales" . . . "Costs us real money to check line loads before installing" . . . "Free home trials good way to sell early in the season."

TEXAS: "Would like to see my distributor handle installation and service."

OHIO: "Too many service and installation problems" . . . "Hard to get trained men for installation and service" . . . "A profitable business. Not many service or installation problems" . . . "Makers should supply additional material for the variety of windows we encounter" . . . "Generally, customers are sold too small a unit. 1/3's are useless to us; only good for low-price advertising."

CONNECTICUT: "Sold all we could get. An excellent item."

MASSACHUSETTS: "Wiring problems with 3/4's, 1/3's and 1/2's easier to sell but often too small" . . . "Discontinued selling air conditioners last year. Price-cutting bad in this (Boston) area."

PENNSYLVANIA: "The beginning of a new, untouched field" . . . "Customers want to try them before paying, like TV" . . . "Most of our sales were made to professional people and in offices" . . . "Best way sell is by 3-day free trial."

CALIFORNIA: "If you don't sell a large enough unit you'll either lose money or a customer" . . . "Common complaint is noisy operation."

NOTE: Very few of the respondents complained about operational troubles in the product, but many did have difficulty with installation and wiring.

Tele King

the name that's
gives you
WITH THE NEWEST,

The WEATHERKING . . .
THE UNIT THAT'S PACKED WITH THE BIGGEST SALES-CLINCHING WALLOP!
 Here Are Only A Few Of The Many Top-Selling Features!



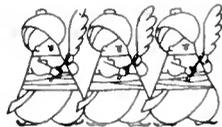
"LIFE-LONG" ALUMINUM FOIL FILTER!
 Air is always at its healthiest, cleanest . . . **ELIMINATES CUSTOMARY FILTER REPLACEMENT COSTS!**



"CLIMATE CONTROL" THERMOSTAT!
 Simply set and forget! You get refreshing spring-time air . . . all the time! Smartest "brain" a unit ever had!



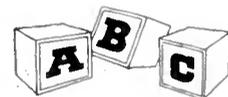
"ALL-DIRECTIONAL" CIRCULATION!
 Vari-stream, draft-free air conduction gives "four-corner" room penetration in ventilating and cooling!



"TRIO" FAN
 Triple-efficient, triple-bladed propeller fan drives in maximum air volume for maximum comfort! Faster-speed intake and exhaust!



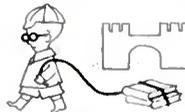
WONDER-WORKING "HUMID-CONTROL"!
TELE KING-size dehumidifier keeps humidity down and comfort up for a perfect health-balance!



SUPER-SIMPLE INSTALLATION!
 No-rust Bonderized unit is easily mounted from inside of window! Looks neater! Doesn't bulge into room! Less installation time!



NO SERVICE HEADACHES!
 Slide-out cabinet . . . permanently lubricated condenser and evaporator fan motors in sealed units! Servicing practically eliminated!



TELE KING'S ADVANCED ENGINEERING!
 Multi-function unit with separate day and night cooling adjustments insures extra healthy air 'round the clock!



SILENT AS A WHISPER!
 Unique sound-smothering muffler produces one of the quietest units of all . . . even at high speeds! Shuts out annoying street noises!

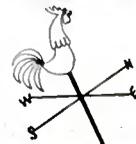
EXCLUSIVE FEATURES IN THE "YEAR 'ROUNDER" ONLY



COOLING AND HEATING IN ONE UNIT!
 TELE KING-designed "Tropic Zone" heating unit and fan cuts inter-season fuel costs with scientifically circulated heat!



SAFETY-SEAL CONSTRUCTION!
 Super-efficient "Safety-Seal" principle provides service-free operation — increases consumer acceptance and sales!



ALL-WEATHER WORKER!
 Materials and parts designed and engineered to operate efficiently with peak performance at all seasons . . . in all climates!

***Designed With The Know-How Of TELE KING's Famed Engineers—And Manufactured In TELE KING'S Own Famous-For-Quality Plant!**

recognized for the biggest mark-up in TV...

the coolest net profit

MOST ADVANCED AIR CONDITIONER OF THEM ALL!*

the **Tele King** - "WEATHERKING"

AVAILABLE IN
1/2 TON AND 3/4
TON MODELS.



and

the
WEATHERKING
"Year Rounder"



AVAILABLE
IN 3/4 TON
MODEL ONLY

*Cools in summer—
heats in winter!*

Attention: DEALERS AND DISTRIBUTORS!

A Few Choice Territories Still Available!

Sign Up For Tomorrow's Air Conditioner TODAY!

BEAT THE HEAT OF COMPETITION WITH THE LINE THAT BEATS ALL...

Tele King

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

SEE OUR EXHIBIT AT THE CHICAGO HOME FURNISHINGS MARKET JANUARY 5TH TO 9TH, SUITE 505A, CONRAD HILTON HOTEL, CHICAGO

Branch Store Extra \$'s

(Continued from page 38)

chairs at strategic spots allow for viewing of the various sets. At the new Alamo Heights store, this TV room is at the rear of the building where large, sliding doors open into a loading passageway and sets can be changed easily without the workmen entering the main sales room. These TV rooms measure about 16x12 feet.

Display space is kept free of used appliances that have been traded in, and in a way that keeps costs down.



Loading passageway at rear has folding doors for loading TV sets into viewing room—at left.

Like many another dealer, Grieder needs warehouse space. So he killed three birds with one stone by taking a building across the street from the main store. There he has warehousing that's close, a service department that's close, and still doesn't get in the way of the main business

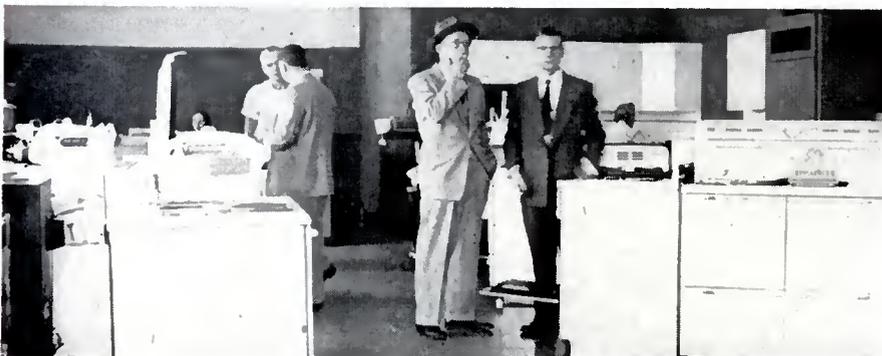
of selling, and a used appliance display department that actually amounts to another store.

This display is not kept open, however. Items are visible to passers-by, but they must go across the street to the main store to talk to a salesman who then, if he can't convert them to new merchandise, will go over with them and unlock the used department.

Grieder's downtown store measures about 1800 square feet—all of it sales space. His son, C. D. Grieder, Jr., is floor manager while another son, Charles, runs the service department. The branch store is somewhat larger, about 2200 square feet. Ranges, refrigerators, freezers and other major appliances, along with small items, occupy the front part of the floor. Slightly more than halfway back, three steps reach across the room providing an elevated space for the radio and television section and a steel kitchen display. To the rear of this, on one side, is the TV room, and a wide loading passageway leads to plenty of room at the rear of the store.

With a store downtown and a branch store at the north end, Grieder has made no further positive plans. But the solid advertising and merchandising of the past that has paid off so well in Alamo Heights is continuing—and the south end of San Antonio is mushrooming, too.

Uncluttered layout in downtown store despite heavy inventory on the floor.



M A R T Spells

M-arket for A-ppliances, R-adio & T-elevision

The MART is Section 2 of this issue, bringing latest list prices & brief selling features on products in this field. Bigger and better than ever before, TELEVISION RETAILING is the complete magazine—for the diversified dealer in SELLING AND SERVICING.

Phono-Gard Record Player



Edward Gray is shown starting his newly-developed Phono-Gard record player, which plays all 3 sizes of records without needle scratch. A transparent canopy isolates turntable and record, and the tone-arm moves from a locked and inaccessible position onto the record. No manual adjustment is necessary for record size. Player is excellent for demonstration playing and industrial programming.

Fairchild Electronic Engraver

Technicians with an eye to the future will be interested in a new machine they may possibly be called on to service.

It is an electronic engraver which has now become available to weekly newspapers.

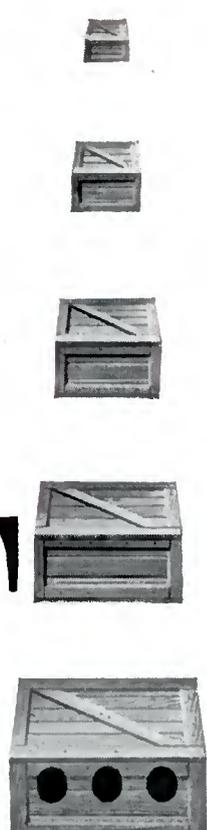
Fairchild first introduced electronic engraving in January 1949 with a machine designed for daily newspapers. Since then over 800 Scan-a-gravers have been installed, 505 of them with dailies in the United States, Canada, Puerto Rico, Cuba and Mexico.



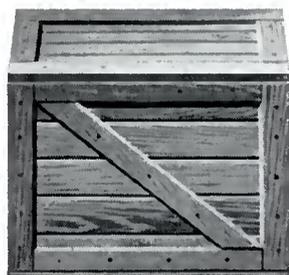
The Fairchild Scan-a-graver Cadet is a table-top machine which uses electronics, optics, and precision mechanics to make plastic half-tones automatically. Designed for the weekly newspaper and job shop, the Cadet makes a maximum eight inch by six inch 85-screen cut in 24 minutes.

The working parts of the Cadet consist of two cylinders in line. Same-size photo copy is placed on the right hand cylinder while a sheet of scan-a-plate material goes around the left cylinder. Over the photo cylinder is a scanner containing a photo-electric cell. Over the left cylinder is a motor containing a hot pyramidal stylus. As the cylinders turn, and as the photo-cell reads different values in the photograph, the hot stylus burns craters of varying depth into the plastic at the rate of several hundred per second.

The Cadet electronic units are housed separately in electronic shields (background).



RIGHT in line



We don't have to tell you about the room air conditioning market . . . sales booming . . . less than one in two hundred homes supplied with room air conditioning units . . . builders now equipping homes in the \$10,000 class and under with air conditioning as a prerequisite to selling. It's a great story that begins with profits . . . and it's only the beginning.

Dealer profits begin with the right line . . . right in design, price and quality. On all counts RCA Room Air Conditioning places you right in line for your share of this fabulously growing business.

Seven new units that fit every application —from the small bedroom in the modest home to the large conference room, professional office or small business establishment are rolling off the production lines. They provide a logical step up in cooling capacity that doesn't let you miss a sale. They give you your greatest selling opportunity since television.

RCA Room Air Conditioners

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA



Compensation Plans— Fair to Salesman and Dealer

• In the December issue, it was pointed out that the merchant must hold annual cost of sales staff to a certain percentage of net sales in order to show a net profit. This article continues the discussion of methods of paying salesmen.

A drawing account is a method by which some dealers have succeeded in cushioning the worst fluctuations in income which occur on a straight commission basis. A drawing account irons out minor seasonal slumps. It may help you to maintain a year round organization and to lower your turnover.

If you have enough confidence in a man to give him a drawing account, he is likely to make a better salesman for you than the kind of man you cannot trust to this extent. Unfortunately, however, the extent of your trust is not the only criterion.

Your offer of a drawing account may be the lure which causes a poor salesman to seek a job with you. It is easy for salesmen to abuse a drawing account. It is a great potential source of loss for you. Unless you watch your drawing accounts closely you may find that salesmen run up a considerable liability over a period of a few weeks and then resign, leaving you to hold the bag.

There are several possible ways to control a drawing account. Perhaps the best is to fix it at a level so low that the salesman can do no more than barely subsist. Then he will not be tempted to drift through several weeks or months selling less than the extent of his drawing account.

Limited Drawing Accounts

Another way to control a drawing account is to extend it only after a probationary period. Under this plan you base the drawing account on the previous record of sales for each man. A man who has had a high previous sales record will naturally have a higher drawing account. You can make adjustments of commissions against drawing accounts on a semi-annual, quarterly or monthly basis depending upon how you wish to operate.

When drawing accounts are not

met it is necessary for you to charge the overdraft against possible future commissions. Thus you require your salesman to mortgage his future. This makes it most discouraging for a man.

If he cannot make up his deficiency you have no alternative but to terminate his services.

A drawing account cushions sometimes but does not remove the basic insecurity which is part and parcel of the commission plan of paying salesmen. It frequently



Prosperous salesmen are happy salesmen, and they'll do a good job for the dealer. Compensation plans should be of mutual benefit in order to profit both the employer and employe.

serves only to postpone at your expense the day of the salesman's departure.

A salary-and-commission basis is the plan most dealers prefer for outside salesmen and even for inside salesmen as well. It combines the good features of the salary and commission plans. At the same time it avoids some of their drawbacks.

A base salary gives your outside salesman sufficient security to remove his day-to-day worries. At the same time the commission gives him an opportunity to share in your profits. This combination method compensates your salesman for cultivating prospects and old customers even when sales are not immediate but will occur at some time in the future.

There is compensation in the form of salary to provide for food and shelter for the family of the salesman in periods of low sales or during times of accident or sickness. At the same time the commissions paid in proportion to sales are usually enough to provide the incentive for the salesman to attain his maximum possible sales volume.

From your own standpoint you will find you can control the time of a salesman paid on this combination basis because he feels compensated for any extra work he is required to do in addition to his straight selling activities.

Salary vs. Commission

The exact emphasis which you place on salary and on commission depends upon your particular circumstances. Most dealers find that if they pay around two-thirds of a salesman's income in the form of a straight salary and then pay him one-third of what his normal commission would be to make up the balance, they have struck about a happy medium.

Set the commission rate as high as you can and still give your salesmen a fair sense of security. You may, for example, base your salesman's pay on one-half of his normal income and pay him half a normal commission rate as his commission. The higher the commission the more stimulation you can expect to see in sales.

Some dealers set up a quota at the point where the base salary is paid for at a normal rate of commissions. In this case the full commission rate is paid but only on those sales which exceed the quota.

For example, if the base salary is \$125 a month and if the commission rate is 5 per cent, set the quota at the amount of sales necessary for the salesman to earn the \$125 on a commission basis. You obtain this by dividing \$125 by 5 per cent, expressed as .05. The result is \$2500. When the salesman passes the mark of \$2500 in sales volume for the month he will under this plan accumulate commissions on all sales over this amount at the rate of 5 per cent.

(Continued on page 150)

NOW A MITCHELL

ROOM AIR CONDITIONER THAT

Cools and Heats!



Turn to

DYNA-COOL
for those hot summer days

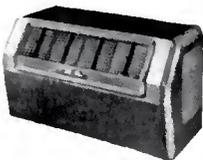
DYNA-HEAT
for extra winter warmth

MITCHELL now gives you the *Weath'r-Dial*,
Dyna-Heat, *Dyna-Cooling*... all at no extra cost!

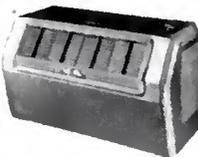


Mitchell sales have pulled way out in front of the pack, because the Mitchell Room Air Conditioner is a better product delivering more cooling . . . the exclusive features are easy to demonstrate and sell . . . customers can dial their own personal weather.

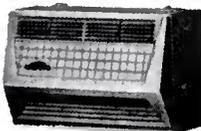
1 H.P. Mitchell Room Air Conditioner cools and heats with the *Weath'r-Dial* at no extra cost.



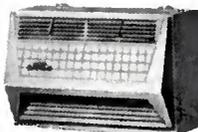
3/4 H.P. Mitchell Room Air Conditioner cools and heats with the *Weath'r-Dial* at no extra cost.



1/2 H.P. Mitchell Room Air Conditioner.



1/2 H.P. Mitchell Room Air Conditioner.



A Room Air Conditioner
That Doesn't Both
COOL and **HEAT**
IS OBSOLETE!

only **MITCHELL**
does both with the
Weath'r-Dial

MITCHELL MFG. CO., DEPT. TR-1
2525 Clybourn Avenue, Chicago 14, Illinois

Rush us details about the 1953 line of Mitchell Room Air Conditioners. Tell me how to get a Mitchell dealer franchise to sell the only room air conditioners that both cool and heat with the *Weath'r Dial*.

Name _____

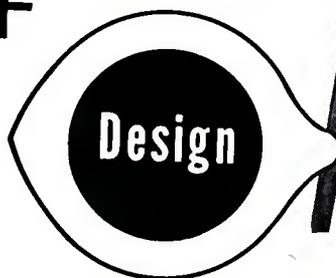
Store Name _____

Address _____

City _____ Zone _____ State _____



+



=



- **Model TT-30**
- 21" x 21"
- **Model TT-40**
- 24" x 21"
- Protected by U.S. Patent

• Entire upper portion of all tables (top and rails) completely rotates with our nationally famous ball bearing center unit: eliminates warping or binding under any weight.

The TELEVISION TABLE that rotates!

This model is typical of our volume-producers which have everything . . . quality (top grade veneer) . . . design (blend with any and every room) . . . and sales-appeal (proven by the volume which our tables are creating).

You can have your choice of this model or any of our other models in mahogany, limed oak or blonde. ORDER TODAY!

Our new, multi-colored literature is available without obligation. Write for it now.



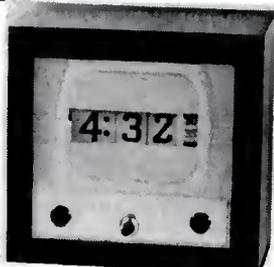
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 Specialists to
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AN IDEAL TV ACCESSORY

Designed for modern living, the Model 700 TV Clock & Lamp is a perfect accessory to offer your customers. Numechron clock automatically calculates "Time at a Glance." Lamp prevents eye strain from TV glare. Height 5", width 5 1/2", depth 3 1/2", weight 2 1/2 lbs. Plastic case — available in seven beautiful pastel colors. Consult your distributor or write for information on full line of Numechron clocks.



PENNWOOD NUMECHRON CO.

7249-51 Frankstown Ave.

Pittsburgh 8, Pa.

Pariser of RMS Honored



Sidney Pariser (above), president of Radio Merchandise Sales, has been honored by RMS for his 25 years of achievement in the radio and TV parts industry. Mr. Pariser led RMS to its high position in the field, particularly in TV antennas.

Personnel Changes at Admiral

W. C. Johnson, sales vice-president of Admiral Corporation, recently appointed William B. Doyle sales manager of the new home freezer division, and William P. Mackle sales manager of the new range division. He said another sales manager will be named for the air conditioner and dehumidifier lines. Other appointments include J. J. Ptacin as sales promotion manager of the appliance division; John B. Ottman as sales promotion manager of the radio-television division; and Alfred A. Medica as assistant to Seymour Mintz, vice-president-advertising.

DuMont Sales Film Available for Showing

"Selling the Sizzle" is the title of a new and different type of sales information film, produced by famed sales consultant Elmer Wheeler for the receiver division of Allen B. DuMont Laboratories, Inc. Title of the film comes from one of Wheeler's "Famous Five" selling themes, "Don't sell the steak, sell the sizzle." All five Wheeler-points are explained and demonstrated entertainingly in the Technicolor movie, and then applied specifically to the selling of DuMont Telesets. The film will be available to DuMont distributors for dealer showings.

Berman to Head Own Firm



Jack A. Berman (above), in charge of sales for Shure Brothers, Chicago, will head his own manufacturers' sales representative firm in Los Angeles, effective February. He will also leave Radio Parts & Electronic Equipment Shows.

Another case history of the Profitable Magnavox Franchise



R. J. Callaway
President,
Thearle Music Company, San Diego, California

"This is the fifteenth year that we have represented your fine products in our three stores. All these years you have successfully manufactured a product second to none in quality and design. Today the public accepts Magnavox as being tops."

● Today Thearle is a three-store operation doing an annual Magnavox volume of over half million dollars. In describing his fifteen years' association with Magnavox, President Callaway said, "It has been a most happy situation because of the high quality of your products and the high ethical standards and policies under which you conduct your business."

● "From a retailer's point of view, the Magnavox

policy maintains confidence in recommending price maintenance, territorial protection and better than comparable profits.

● "In addition, the splendid sales helps, the high-class product advertising, the honest, straightforward and fearless information that is always available from you makes Magnavox a product that we are proud to represent and to recommend to our many customers."

7 REASONS WHY

Magnavox is the best franchise for building a sound, profitable business—

- 1** Protected Markets. **2** Direct Dealings. **3** Longest Discounts. **4** Reliable Prices.
5 More Advertising Dollars Per Dealer. **6** Sound Merchandising Help. **7** Staunchest Owner Loyalty.

Be sure to see the new Magnavox models in their new home . . . ROOM 1126, Merchandise Mart, Chicago

the magnificent

BETTER SIGHT. . . BETTER SOUND. . . BETTER BUY
Magnavox

television - radio - phonograph

COAST-TO-COAST THE STORY IS THE SAME . . . for a sound, profitable, long-term business, Magnavox is the BEST franchise.

THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA • MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS

JFD UHF Corner Reflector No. UHF400

JFD UHF Ultra V-Beam No. UHF500

JFD UHF YAGIS No. UHF300 Series for Channels 14 to 83

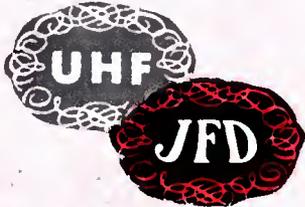
JFD UHF "Double-See" No. UHF100

JFD UHF "Boutic-Elector" No. UHF600

JFD UHF Rhombic No. UHF 200

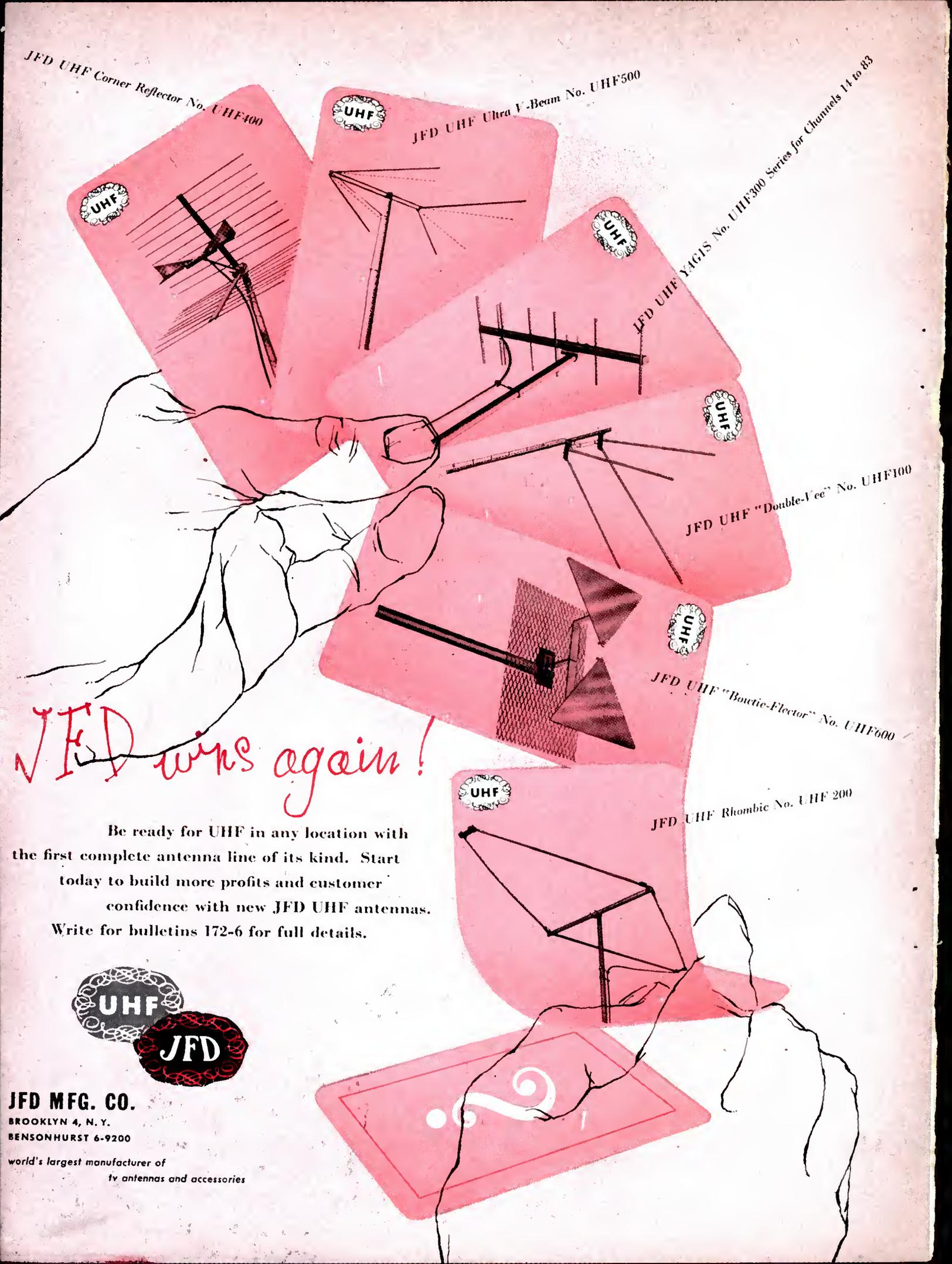
JFD wins again!

Be ready for UHF in any location with the first complete antenna line of its kind. Start today to build more profits and customer confidence with new JFD UHF antennas. Write for bulletins 172-6 for full details.



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BROOKLYN 4, N. Y.
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world's largest manufacturer of
tv antennas and accessories



TV-Electronic

TECHNICIAN*

Section of TELEVISION RETAILING
Including Radio Service and Sound

*Trademark

Home Vs Bench Repairs

Doing Your "Home-work" May Provide Greater Profits

● One needn't hold one's ear to the ground to hear that insufficient servicing is being done in the home. Sets are "pulled" far more often than the circumstances warrant. The reasons seem compelling enough:

The outside men don't have sufficient time to service many sets in the home. Benchmen may be twiddling their thumbs while outside men are mopping their foreheads. The employer, seeking to distribute the work more uniformly, will tell his outside people to bring some of the sets in.

A potent reason in some instances is the feeling of the store-owner that he can get much more for a shop repair than a home service call.

These reasons seem impressive. The counter-arguments are, however, even more weighty, in our estimation.

For one thing, bench service takes much longer. The customer has to wait a longer time for his set. The waiting process inevitably arouses irritation and antagonism, since the customer is deprived of evenings of entertainment, and some clients "on-the-fence" may swing into the orbit of other dealers, just as an outer electron in some atoms is apt to jump to another atomic orbit.

Not only are customers lost, but the important word-of-mouth advertising that these customers, if satisfied, might have provided is also lost. And the worst of it is, perhaps, that the dealer seldom if ever realizes the cause-and-effect relationship between the lost customers and his shop-repairs-preferred policy.

Doing all repairs in the home that can possibly be performed there would insure the retention of the maximum number of "on-the-fence" customers—i.e., customers that are loosely held—and would also retain their word-of-mouth advertising—an invaluable aid in getting more customers.

A second argument for home repairs that has not gotten the consideration it deserves is this: The profit margin is "healthier." To define our term "healthier," let's consider what happens when a set that could have been repaired in the home is brought to the shop. Four

**WHICH SIDE
ARE YOU ON?**

Chassis-pulling, or repairs in the home? We will be glad to print your opinions in a forthcoming round-up from servicemen. Address—

Technical Editor
TELEVISION RETAILING
480 Lexington Ave., N. Y. 17

trips are made—two back-and-forth trips when the set is pulled, and two more when it is returned. These trips cost the store-owner man-hours, gasoline, car depreciation, etc. Since this expense is not unavoidable, we consider it "unhealthy." Service prices must be increased, to cover increased costs. The dealer thus puts himself into an unfavorable position with respect to his competitors, particularly those who operate more efficiently—i.e., at lower costs.

Another reason is a psychological one. Doing a job inefficiently, and letting the customer stand the expense, is not conducive to morale, and while the effects of such deliberate inefficiency may not be readily defined, they unquestionably exist and do harm.

Dealers who feel that they can't get adequate payment for repairs in the home may profit from this little story: A mechanic on industrial machines was awakened at his home late one night to repair a piece of equipment that had broken down. He left his warm bed, came to the plant, quietly inspected the paralyzed mechanical monster in front of him, turned a little screw with a tiny screw-driver, and the machine immediately started to work again.

The mechanic's bill for the job was \$150. The plant manager protested vehemently. "\$150 for turning a little screw? That's fantastic!" The mechanic

thereupon itemized his charges as follows:

Charge for adjusting screw10
Charge for knowing which
screw to adjust149.90

The dealer whose technicians are competent can charge a healthy price for home repairs. If he worries about those \$1-per-call ads, let him realize that they can only fool people once. The final bill that patrons of these phonies get is an eye-opener that arouses eye-closing impulses, and almost inevitably sends the clients searching for another dealer.

Another important argument for repairs in the home is this: A greater volume of sets can be handled, due to faster receiver processing. If prices are intelligently made (with expenses not generally included, like going to and from a job, etc. entered on the bill) more profits will accrue.

To get more jobs in the home, and boost profits thereby, the following steps are suggested:

1—Set up time schedules the night before for outside calls.

2—Facilitate faster service by providing schematics and service data on sets to be serviced, to the men assigned to service them.

3—See to it that all tubes and parts that may possibly be needed on the job are provided to the outside technicians. This requires that an adequate parts supply be maintained at all times.

4—Assign the right man to the job. Send the most experienced man on the toughest job, the least experienced one on the simplest call.

5—Get the whole story from the customer—i.e., a complete description of the symptoms present. This is an indispensable preliminary to assigning the right man to the job, and providing components that may be needed on the call.

6—Hire the best possible men for outside service calls; train or weed out incompetents.

For the most efficient service set-up and maximum profits, explore the possibilities of home repairs. You may be pleasantly surprised at the results.

Dynamic Cathode-Ray

Why a Simple Emission-Type of a CRT is Inadequate.

• Technicians not infrequently make incorrect diagnoses of the condition of a cathode-ray tube. Incorrect interpretation of the readings obtained with emission-type CRT checkers is often responsible. We can cite as an example the case where a CRT performs with no brilliance, due to a fault in the socket—say, an open cathode connection. The technician checks the operating voltages on the CRT and finds them normal. The picture tube itself is then checked. An emission reading of *low* is obtained. The technician concludes that the CRT is the source of the trouble, replaces it, then finds he is back where he started from.

In another instance, he may check a CRT that tests *good* on an emission

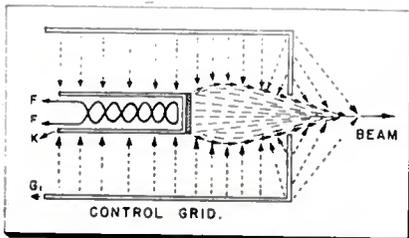


Fig. 1—CRT cathode-grid section (much enlarged).

check, but is actually *poor* in set operation.

What is obviously needed is a cathode-ray tube test under *dynamic*, or operating conditions. This article describes a way of making such a check.

Examine Fig. 1. This is the cathode-grid section of the CRT enlarged. Instead of the simple conception of a cathode releasing electrons through a grid peep-hole we find a complex network of electrostatic forces acting upon the electron beam. The geometry of the individual gun structure, the degree of evacuation of gas and the chemical composition of the gun elements affects the degree of control exercised by the grid on the electron beam.

Grid Control

The washed-out 'flat' picture associated with a faulty picture tube is less a problem of insufficient screen excitation than it is *faulty control* over the excitation available. Yet little attention is normally paid to the quality of grid control, the emphasis being placed on 'how much current.'

The quality of grid control is a difficult factor to determine over a wide range of operation. It is quite simple, however, to measure it at the point of greatest significance—at cut-off. Mathematically speaking, the degree of change

of light or grid-control at high brightness settings is slight. For example, a bias change of 15 to 20 V may be needed to effect a 2:1 change in brightness at a high brightness setting. At a lower brightness setting, however, a bias change of only 6 V may be needed to effect the same 2:1 variation in brightness. Just above cut-off, a 2:1 ratio in brightness can be accomplished with a variation of only ½ volt . . . control thus varying logarithmically as cut-off is approached. This is carried to the point of exact cut-off where a 2:1 ratio of brightness can be accomplished at a voltage increment hardly measurable on shop instruments.

This indicates that for analysis of maximum control action of the grid upon the electron beam we have but to measure the cut-off point of the picture tube under discussion.

Cut-off Voltage Measurement

This is quite practical in the field. Ambient light is removed by drawing the blinds, then the brightness control is rotated until screen brightness is extinguished. At this point measure the G_1 to K voltage and you have the cut-off voltage.

There is a definite relationship between cut-off and emission. Picture tubes having a low cut-off (i.e. . . . requiring a low negative voltage on the grid to extinguish the beam) will give

tube with the low emission reading. The emission readings of tubes that provide the same brightness may thus be considerably different. The high cut-off tube might easily have a measured emission twice or three times that of the lower cut-off tube, and still perform no better than the latter.

Grading CRT's

By properly relating cut-off and measured emission, an exact qualitative figure of merit may be achieved to definitely grade any picture tube. For example, take a 10BP4 whose cut-off voltage is measured at 30 volts. If the cathode emission is measured at 0.1 ma. the tube is *poor*. If the emission is 0.2 ma. the tube is *fair*. If beam current goes to 0.3 ma. the tube is *good*. When the measured emission of such a tube is 0.4 ma. the tube is *very good*. If you can get 0.5 ma. (500 microamps) of beam current the tube may be properly classified as approaching *excellent*.

To make a CRT dynamic analysis, proceed as follows (a VTVM should be used for all voltage checks):

(1.) Measure (using the appropriate AC scale) the filament voltage of the operating picture tube. The nominal 6.3 volts may vary up to 10% under actual load. A variation of 20% or more is abnormal. Variation of 2 or more volts between load and no-load conditions of the picture tube filament indicates poor

Cut-off voltage	Emission in MILLIAMPERES									
	.100	.200	.300	.400	.600	.800	1.000	1.300	1.600	1.900
30v	POOR	FAIR	GOOD	VERY GOOD	EXCEL.	EXCEL.	EXCEL.	EXCEL.	EXCEL.	EXCEL.
40v	VERY POOR	POOR	FAIR	GOOD	VERY GOOD	EXCEL.	EXCEL.	EXCEL.	EXCEL.	EXCEL.
50v	VERY POOR	VERY POOR	POOR	FAIR	GOOD	VERY GOOD	EXCEL.	EXCEL.	EXCEL.	EXCEL.
60v	VERY POOR	VERY POOR	POOR	POOR	FAIR	GOOD	VERY GOOD	EXCEL.	EXCEL.	EXCEL.
70v	VERY POOR	VERY POOR	POOR	POOR	FAIR	GOOD	GOOD	VERY GOOD	EXCEL.	EXCEL.
80v	VERY POOR	VERY POOR	POOR	POOR	POOR	FAIR	GOOD	GOOD	VERY GOOD	EXCEL.

(COURTESY OF ELECTRONIC BEAM CORP.)

Fig. 3—Table relating CRT cutoff voltage and emission.

a low emission reading (in a CRT checker) even though the cathode is giving *normal emission* for that tube. Yet, such a "low emission" tube may operate perfectly in a TV set.

A second tube, having a *higher* cut-off will give a much higher emission reading, even though its performance may be no better than the low cut-off

regulation. This filament check is always indicated when the normal filament light cannot be readily seen in the picture tube neck.

(2.) Measure CRT emission as follows: (Make temporary hook-up as shown in fig. 2.) 1—Connect positive terminal of VTVM to CRT cathode. 2—Connect CRT cathode to CRT G_1 . 3—

Tube Analysis

More Accurate Method of Locating Defective Picture Tubes.

Open G_1 circuit from CRT socket to set. Leave G_2 circuit alone. (It may be assumed that regular B+ is being applied to G_2 terminal.) 4—Lift off the anode lead from the CRT. Leave it hanging, where it cannot arc to chassis. 5—Open CRT cathode return to chassis. Connect the chassis side of the cathode lead to negative terminal of VTVM. 6—Hook up a 1,000 ohm resistor across VTVM terminals. 7—Turn the set on.

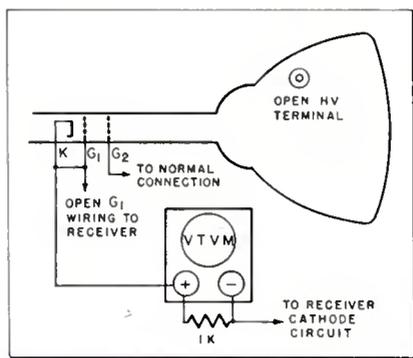


Fig. 2—Connections for CRT emission test.

Using the lowest DC voltage scale on the VTVM, read the voltage developed, but call it milliamperes. Thus, if the scale shows 0.76 volts, call it 0.76 mils (760 microamps). In this case, the tube would show 0.76 milliamperes of cathode emission under test.

Experimental CRT Checker

Considering this in further detail: By removing the anode lead, we've eliminated that element from the circuit. Tying the control grid to the cathode eliminates this grid's action—which leaves in the test circuit only the cathode and G_2 .

The VTVM measures the voltage drop across the 1000 ohm resistor. By Ohm's Law, $E = IR$. When the resistor is 1000 ohms, the formula is $E = 1000 \times I$. Now, since I is in amperes, $1000 \times I =$ milliamperes. Therefore E (in volts) = I (in MA). For every volt, then, there will be 1 MA flowing in the CRT circuit. Thus we get the true current reading with a voltmeter.

We now have an experimental CRT checker, with which we can measure picture tube emission between cathode and G_2 . Of course that emission reading is meaningless unless we have standards to compare it with. The chart in fig. 3 provides such standards.

To make a dynamic check of a cathode-ray tube, its emission should first be determined, as described above. Its

cut-off bias should next be measured. To do so, proceed as follows:

With the picture tube operating normally, lower the blinds and turn off all room lights. Now, watching the raster (without signal) vary the brightness control until the screen goes completely dark. The control setting is now at cut-off. With the VTVM, measure the voltage between G_1 and cathode. Mark this down as cut-off voltage. It will, of course, be negative.

By inspecting the chart, it can now be readily determined in which category the tube falls. Let's consider some sample cases. Suppose a tube has an emission of .3 MA, and a cut-off voltage of -30 . These two ratings intersect in a box labeled GOOD. If a tube with the same emission had a cut-off of -80 V, it would fall into the box labeled POOR.

G_1 Correlation Factor

If it is desired to avoid cutting into the circuits of the receiver to get the required readings, a simple inexpensive adaptor can be made up, much like the analyzer adaptors used in old-time radio testers, in using which a tube was removed from the set, the adaptor inserted in its place, and the tube plugged into the adaptor.

The need for making the measurements described, as well as adaptor rig-up, can be dispensed with by using one of the commercial CRT checkers available that is capable of making such a dynamic CRT analysis.

The table shown in fig. 3 was set up for tubes with a G_2 voltage of 300. If the G_2 voltage of the CRT under test is other than 300 V, the table in fig. 4 will have to be consulted. Find the G_2 voltage closest to the one actually present in the left-hand column of the table and note the Correction Factor K inserted next to this voltage. The cut-off voltage and emission current of the CRT under test should both be multiplied by the K value. The table in fig. 3 is then used, as before, to evaluate the condition of the CRT.

Sample Analysis

Let's illustrate the procedure, assuming a tube with a G_2 voltage of 335 V. Inspecting Table B, we find that the listed G_2 voltage closest to 335 V is 325 V. The Correction Factor K for this voltage value is .95. Now, suppose that the measured CRT emission averages .4 MA, and the cut-off voltage is 60 V. Multiplying each of these two values by the .95 Correction Factor changes them to .38 MA and 57 V, respectively. Since .38 MA is much closer to .4 than it

is to .3, we start at the top of the .4 MA column (Table C) and move down vertically. 57 V falls between 50 and 60 V—the tube is therefore between fair and poor, and nearer to poor than to fair. If the final current value had been .35 MA, we would have determined the tube's "dynamic merit" at .3 MA, then found what it was at .4 MA. Its actual "dynamic merit" would have been about midway between the two.

(EDITOR'S NOTE: Several cathode-ray tube engineers have added some ifs, ands, and buts to the writer's basic thesis that "if two tubes have the same cathode emission, the one with the lower cut-off bias is the better tube.")

The engineers say: "Of two picture tubes having the same emission, the

G_2 voltage	K
150	2.0
175	1.6
200	1.5
225	1.3
250	1.2
275	1.1
300	1.0
325	0.95
350	0.85
375	0.80
400	0.75
425	0.70
450	0.65

(COURTESY OF ELECTRONIC BEAM CORP.)

Fig. 4—Correcting for different G_2 voltages.

one with low cut-off bias has higher modulation sensitivity and is therefore better on weak signals; but is limited in light output capability; the one with the high cutoff bias requires more grid drive, but when adequate signal is available, greater light output will be obtained. Any appreciable drop in emission and consequent reduction in brightness will be more noticeable in a high cutoff tube than in a low cutoff tube.")

Circuit Briefs on Current

TVI on AM Sets; Transformer Buzz; Dark Spot on TV Screen; Appliance TVI.

(The data in this article, while ostensibly concerned with individual receiver makes, has been selected because of its applicability in large measure to receivers in general.)

Philco

Eliminating TVI to AM Sets

In most television receivers being currently manufactured, there is a certain amount of radiation of the horizontal sweep frequency (15,750 KC) and its harmonics which interfere with AM radio reception if the AM set is located close to the TV receiver. This interference shows up on the AM radio as a combination of a high-frequency squeal and video buzz at several points along the dial of the receiver. The intensity of the interference will vary with the amount of radiation being emitted from the television receiver, and the distance separating the two sets.

The interference is the result of the sharp reversal of current in the deflection yoke. The harmonics generated during this sharp reversal are radiated. The major portion of harmonic radiation is emitted from the deflection yoke cable and deflection yoke assembly. Radiation also occurs from the horizontal output tube and the AC power line, if the receiver has an unfiltered AC input. On Philco models using canvas belting picture tube mounting straps, it is possible for the picture tube to radiate also as the result of insufficient grounding of the outer dag coating of the CRT.

In Philco TV receivers, this interfering signal can be dampened to the point that it is no longer troublesome. To

eliminate possible sources of radiation, the following procedures are recommended:

1—Add a .01 MMF condenser from each side of the AC input (fig. 1A) to ground, if there is no filtering present at this input. 2—Completely shield the horizontal output tube. NOTE: Extreme caution should be observed in shielding the horizontal output tube. Sufficient circulation of air should be allowed inside the shield to prevent overheating of the tube. Wire mesh or perforated metal should be used. 3—Completely wrap the deflection yoke cable with aluminum foil or aluminum back tape. The foil or tape should be grounded well to the chassis. 4—A .01 MMF condenser should be placed from the deflection yoke housing to the focus assembly or other positive ground. 5—On receivers using canvas belting picture tube mounting straps, a .01 MMF condenser should be connected from the front metal picture tube mounting band to ground, in parallel with the 1-megohm resistor already there. (fig. 1C)

Fig. 1 shows in diagram form the different corrective measures to be taken. (from *Philco Serviceman*)

Popping Sound in TV Sets Sentinel

A popping sound when sets are turned on and/or off may be heard in the case of models 447, 448, 449 and 450. In 21" sets it may be due to electrostatic voltage build-up between the picture tube and the built-in antenna. The lack of outer dag coating on the picture tube creates this condition. In the 17" sets it may be due to a similar electrostatic

voltage build-up between the mask and the picture tube. (See Fig. 2)

Remedy: In 21" sets, remove the built-in antenna. As the popping occurs when the antenna is not connected to the set, it will cause trouble only when it is not being used. On 17" sets, make a ground connection between the mask and the chassis.

There are, of course, other sources of high voltage popping, but when they are not traceable to common causes, check for the above.

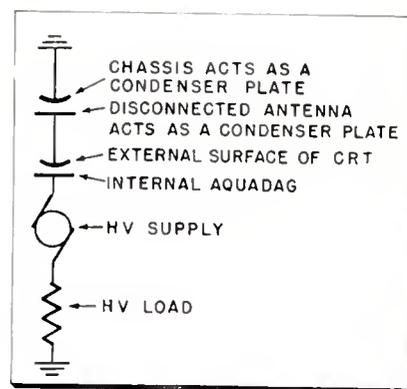


Fig. 2—Effective capacitances of CRT, antenna and chassis. Signal created by AC current surges through above circuit when set is turned on, probably gets into front-end by being radiated from antenna.

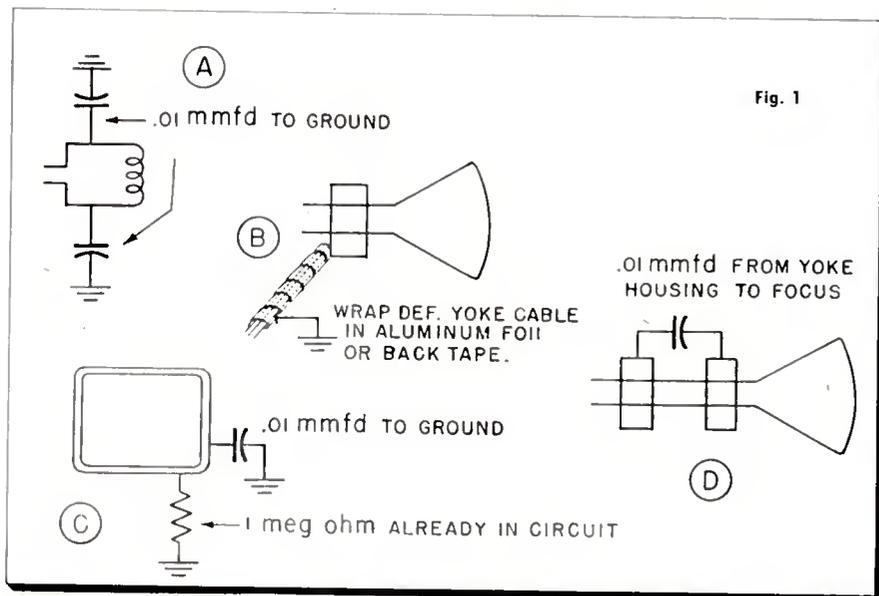
Lamination Buzz

A mechanical 60-cycle buzz is sometimes caused by loose laminations in a transformer. This transformer can be the power transformer, the filament transformer, the separate filament transformer used on some chassis for the heater supply of the damping diode, or the vertical output transformer. If caused only by loose laminations, the remedy is to tighten the nuts on the clamping bolts. Sometimes the entire winding is loose on the core and this can be remedied by the careful insertion of wooden wedges between the winding and the core. (from a *Motorola Service and Installation Bulletin*)

General Electric

Elusive TV Interference

I came across a TV interference problem that caused considerable amount of spark or arc type of interference both in pix and sound on all channels throughout the day and evening. This would occur about every 30 minutes with a 30 second duration, causing the pix to lose both vertical and horizontal sync. It would penetrate the sound to quite a degree no matter how good the discriminating action.



TV and Radio Sets

TV-Electronic
TECHNICIAN
Section

Unstable Ratio Detector; Retrace Blanking; Arcing at CRT Anode Connector

After several weeks of trying everything in the books, plus searching the neighborhood, I was about to give up and tell the customer I could not help him, when a thought came to me that it might be some piece of electrical equipment in the house.

The only thing that was operating 24 hours a day was the refrigerator. I unplugged it and the interference cleared. After several minutes, I started it again, but the interference did not appear until several minutes later.

I came to the conclusion that the refrigerator motor was not causing the interference, but something else in the refrigerator electrical system. The only thing left was the automatic butter keeper, which I disconnected. THAT WAS IT. To alleviate this interference I put in series with the AC line an Aerovox filter No. 1N28 which did the job perfectly.

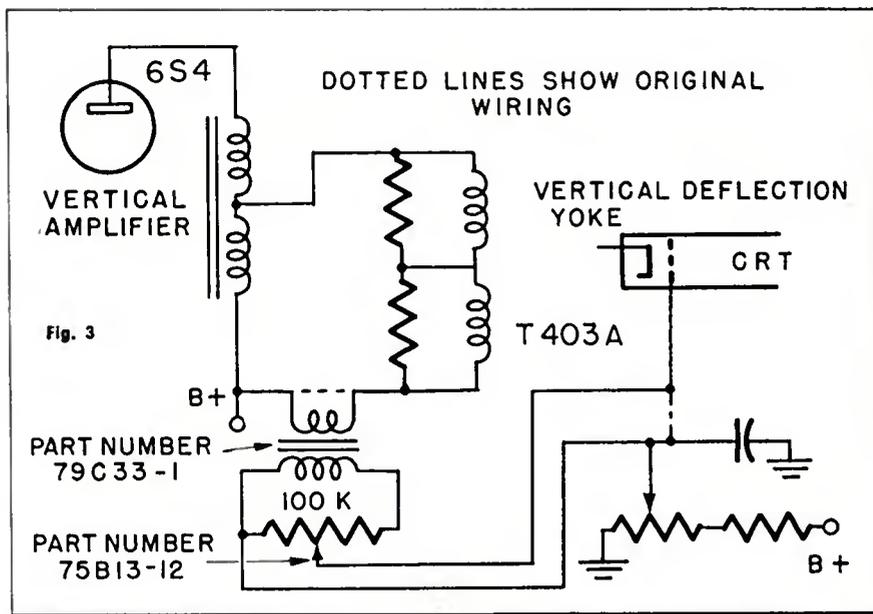
Since that time, I have come across several similar cases, which were cured in the same manner (from a Bench Note in General Electric's *Techni-talk*).

Stewart-Warner Dark Spot in Center of 21" Cathode-Ray Tube

On certain 21" TV receiver models, a round dark spot, approximately 4" in diameter, appears on the center of the picture tube. This has sometimes been erroneously analyzed as an ion burn. Actually, the dark spot is due to the fact that the picture tube is too close to the safety glass. An electrostatic discharge to the glass reduces the high voltage on the picture tube in a small area, and the dark spot results. To remedy this situation, loosen the chassis mounting bolts, and slide the chassis back as far as it will go. If there is any question in your mind that this spot might be an ion burn, remove the chassis from the cabinet and note whether or not the dark spot appears (from a *Stewart-Warner Radio and Television Service Bulletin*).

CBS-Columbia CRT Service Suggestions

It has been reported that a number of picture tubes in the field have developed a white coating on their aquadag surface. The coating may be removed by the following method: 1—Thoroughly wash off the coating with plain warm RUNNING water. 2—Dry over an infra-red lamp or in warm circulating air, 120°F. (not over 140°F.). 3—Spray aquadag with clear Krylon, being careful to leave clear the spot at which the ground strap contacts the aquadag coating.



Occasionally arcing may be experienced across the suction cup of the high voltage anode connector due to high humidity. We suggest the following remedy: Remove the suction cup, cutting it off from the anode connector or stripping it back. Wash the glass area around the anode connector of the cathode-ray tube with soap and water, then clean the clear area around the high voltage socket with carbon-tetrachloride, spread the prongs of the anode connector sufficiently and reinsert into the picture tube, but leave off the suction cup. This cup is not required by the Underwriters Laboratories (from a *CBS-Columbia Television Receiver Service Manual*).

Admiral 21 and 22 Series Retrace Line Elimination

Retrace line elimination by means of fixed-value components has often proved unsatisfactory, mainly due to tolerances used in manufacturing and aging of tubes. The following method provides an adjustable control, assuring that a pulse of correct amplitude is applied to the picture tube. 1—Connect a 100,000 ohm potentiometer (Part Number 75B13-12) across the primary winding of a speaker transformer (Part No. 79C33-1). 2—Connect the voice coil winding of the speaker transformer in series with the vertical deflection yoke as shown in Figure 3. 3—Cut the green lead going to pin 2 of the picture tube. Connect the portion of the lead remaining on pin 2 to the center arm of the potentiometer, and connect the other portion of the green lead to an outer

terminal of the potentiometer. Adjust the potentiometer until the retrace lines are removed. If the retrace lines do not disappear, or become brighter, change the green lead from the outside terminal of the potentiometer to the terminal at the opposite end. With the contrast control set at minimum and the brightness control at maximum the potentiometer should be adjusted to the point where the retrace lines just disappear (from an *Admiral Radio and Television Service Bulletin*).

Ratio Detector Misalignment

The need for continued readjustment of the ratio detector to correct for distorted and/or weak sound may be due to increased leakage of the 10 MFD 25-volt electrolytic condenser connected across the ratio detector output. As this condenser becomes more and more leaky, it changes the reflected impedance into the ratio detector tuned circuit and shifts it out of alignment. When this condenser gets quite leaky, the secondary adjustment peaks the sound, but does not give the proper alignment setting between the two buzz peaks that it does when the circuit is normal. If this condenser is shorted, it completely kills the audio.

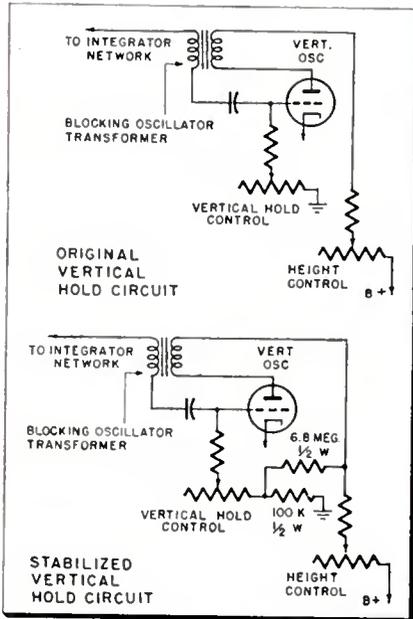
The remedy is, replace the leaky 10 MFD 25-volt condenser. It will of course be necessary to adjust the ratio detector secondary for the best sound, between the two buzz peaks. The secondary adjustment screw is on top of the ratio detector shield can; this is located on top of the chassis between the audio IF and the audio detector tubes (from a *Sentinel Radio Service Bulletin*).

Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

Correcting Vertical Instability

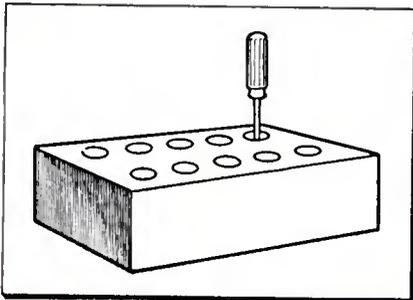
There are many cases where the TV technician finds it almost impossible to obtain sufficiently stable vertical sync. This in some instances, at least, is due to original faulty design. Some technicians in desperation even go so far as to remove the capacitors from the RC integrator network, and, surprisingly enough, vertical stability is obtained al-



though interlace is impaired. The writer has adapted a circuit variation from a recent commercial receiver to numerous receivers with poor vertical sync and found the results nothing short of spectacular, above figure shows the circuit before and after. The only additional parts required are a 6.8 meg $\frac{1}{2}$ watt resistor, and a 100K, $\frac{1}{2}$ watt resistor. *B. O. Riis, Television Service, 430 N.W. 84th Terrace, Miami, Florida.*

Inexpensive Tool Rack

A face brick having ten $\frac{3}{4}$ " holes will, when placed on a work bench, provide a handy place for an assortment of small



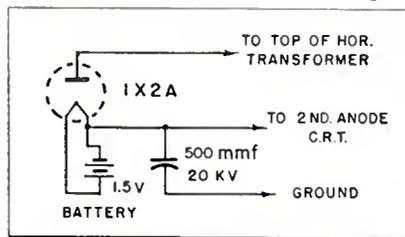
tools. Such bricks may be purchased for a very small cost at a building supply yard. *H. E. Miner, Miner Electronics Laboratories, 7331 Calumet Avenue, Hammond, Indiana.*

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, TELEVISION RETAILING, 480 Lexington Ave., New York 17, New York."

Troubleshooting HV Section

A substitute HV power supply is useful for isolating HV trouble. The circuit shown in the sketch can be readily built and used for this purpose. The 1X2A rectifier tube and socket are mounted in a small plastic container. The 500 MMFD capacitor and the 1.5 V battery are also mounted in this container. (For the latter, the plastic battery container used in some portables might be employed). All leads should be properly dressed to prevent arcing. It was found that the insulation in an RCA battery stood up well. The RF lead to the HV winding of the output transformer should be heavily insulated; a strong alligator clip should be used at its tip, to insure a positive connection. A 470K resistor can be inserted in series with the lead going

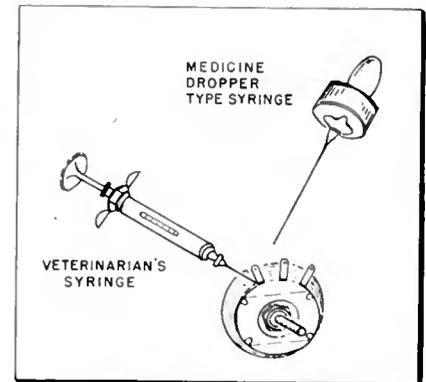


to the 2nd anode, for filtering purposes. The suspect HV rectifier circuit in the set under test is of course disconnected, when the substitute HV supply is employed. A quick way to disconnect the former is to remove the clip going to the plate of the HV rectifier (when the plate is brought out to the top of the tube). If symptoms of trouble disappear when the substitute HV supply is employed, the HV system in the set under test is the source of the trouble. Arcing and corona, as well as other component faults in the HV rectifier test circuit, can be localized with the aid of this test unit. *Joseph F. Valenti, Webster Television, 2605 Webster Ave., N.Y.*

Cleaning Volume Controls

The "medicine dropper" usually used for the purpose of washing out volume controls is not very efficient. It holds too little fluid, and it does not exert enough cleansing pressure to do the utmost good. A much more efficient way of cleaning controls is by using an ordinary veterinarian's syringe, as shown

in sketch. By this means, the inside parts of the control can be flooded with fluid, which insures a thorough washing of every portion of the "track." A syringe that holds at least 20 cc's of fluid should be used. The finest needle available for the instrument is best because this permits inserting the point in the tiniest space on the control. The syr-



inges are available at the large mail order houses for a very reasonable cost. *Joseph Amorose, Amorose Radio, R-4 Hungary Road, Richmond, Va.*

Horizontal Pulling

Horizontal pulling and lack of vertical stability are often corrected in the home by replacement of tuner and video IF tubes that manifest heater-cathode leakage under test, particularly 6CB6's and 6J6's. In some cases, after such shorted tubes have been replaced, all others check good in a tube tester and pulling still occurs, the set is brought into the shop unnecessarily because of an overlooked different type of tube fault (present even though the tube tests good in the tube-tester). This type of defect occurs when the control grid of a tuner, video IF or sync tube goes positive after several minutes of operation (probably due to gas—Ed.). 6AU6 tubes used in AGC-biased video IF stages and in sync separator circuits are common offenders. Tubes with positive-going grids are usually slower in starting horizontal pulling after the set is turned on than tubes with heater-cathode leakage (unless the leakage is of low resistance) and never produce hum bars, as the latter tubes sometimes do. If the set is in the shop, the fault may be quickly localized, when the defective tube is in the AGC-biased video IF stages: by reading the voltage developed across the high-value resistor in the AGC line, with signal applied to the receiver. The normal reading here for practically all sets will be less than .5 V; an abnormal reading, as high as 6 V. In sync circuits, a scope will readily show the loss of gain between grid and plate (of a gassy amplifier tube). *R. R. Ondrovic, Central Television-Radio Co., San Diego, Calif.*

Booster performance depends on noise figure!

Gain alone is NOT enough!

CHANNEL MASTER

a new kind of SINGLE CHANNEL TV BOOSTER

with the

Highest gain Lowest noise
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- NOISE: 4.5 DB, low band; 6.5 DB, high band.
- The only single channel booster with CASCODE-type CIRCUIT
 - Uses famous, low-noise 6BQ7 tube.
- Double-tuned transformers for peaking both video and sound.
 - Antenna by-pass switch.

Actual Performance Figures prove that Katy-B tops 3 leading boosters!

	KATY-B	Booster A	Booster B	Booster C
Gain (high no. preferred)	8.5 Times	4.2 Times	5.9 Times	6.2 Times
Noise (low no. preferred)	6.5	14.3	8	9.1
VSWR (low ratio preferred)	1.5:1	9:1	2.6:1	3.8:1
Balance-to-Unbalance Ratio (high ratio preferred)	10:1	1.4:1	5.8:1	7.1:1

Typical Comparison on Channel 12



list price \$24⁴⁰

TV "snow" is noise generated by the set and booster. The amount of noise present depends primarily upon the first tube in the receiving system.

This means that where a booster is used, the amount of "snow" in the picture depends almost entirely upon the performance of the booster, and the tube(s) it uses. Most single channel boosters on the market today have poorer Noise Figures than modern TV front ends. Therefore, while these boosters may contribute gain, they actually deteriorate picture quality by adding noise.

Katy-B is the first modern single channel booster. It employs the famous, low-noise 6BQ7 tube in a Cascode-type circuit, which gives the lowest Noise Figure and highest gain ever obtained in a television booster.

FREE: Educational new booklet—
"The 4 Standards of Booster Performance."

Ask your Channel Master distributor for your copy.

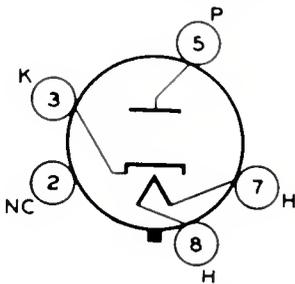


CHANNEL MASTER CORP. ELLENVILLE, N. Y.



New Tubes & TV Components

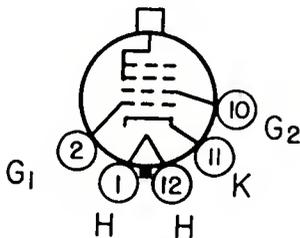
12AX4GT (RCA, Sylvania) is a half-wave vacuum rectifier of the heater-cathode type designed primarily for use as a damper tube in horizontal deflection circuits of television receivers utilizing series-heater strings. It is designed with insulation between heater



and cathode to withstand negative peak pulses (between heater and cathode) of as much as 4000 volts with a DC component up to 900 volts. Both companies are also manufacturing a 6AX4-GT. The 6AX4GT and 12AX4GT are identical except for heater characteristics. The 6AX4GT requires 6.3 volts at 1.2 amperes. The heater of the 12AX4GT requires 12.6 volts at 600 milliamperes.

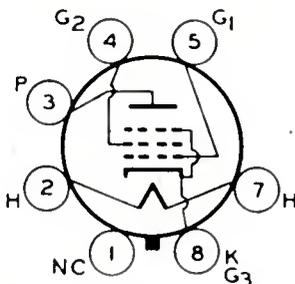
The Hytron type 27EP4 is a 27" rectangular, 90°, all-glass, magnetically focused picture tube providing an effective area of over 400 square inches. The tube incorporates a spherical face plate

ANODE CAP



with an aluminized screen. Other features are: 1. Single ion-trap gun design, 2. Neutral density face-plate.

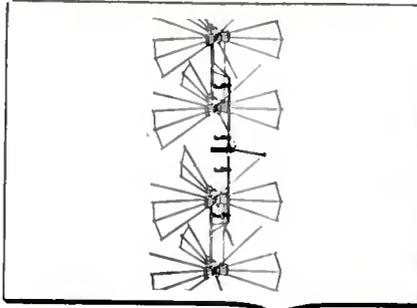
RCA-12V6GT is a beam power tube of the heater-cathode type intended primarily for use in the output amplifier of automobile radio receivers operating from a 12-volt storage battery. The ap-



plication of directed electron beam principles in the tube's design makes it capable of producing relatively high power output with high power sensitivity.

Snyder TV ANTENNA

New model directronic antenna is known as the "Super-Directronic," code AX-548. The new system is designed for ultra-fringe reception, where signals come from more than one direction. It employs the "Directronic" principle of 360-degree electronic rotation without motor or moving parts. The AX-548 is a 4-bay, 48-element aerial. Unit is supplied with 6-position remote



switch and Tri-X tubular 300-ohm line. Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia, Penna. — TELEVISION RETAILING.

ITI TV BOOSTER

The IT-90AB Cascode Autoboster is a wide-band, automatic tuning TV booster, said to provide a uniform gain of 26 db on the high band and



34db on the low band. Incorporates on-off relay, separate high and low band input, independent gain controls for each band, and by-pass switch. Industrial Television Inc., 369 Lexington Ave., Clifton, N. J.—TELEVISION RETAILING.

Rytel IMPEDANCE MATCH

"AIM," or automatic impedance match is the name of this new device said to provide a perfect match between any antenna and any TV set on all channels, and increase signal strength on all channels. Measuring 2 5/8 x 1 3/8 x 1 inches, the compact unit can be installed on the mast between the antenna and the set. Requires no external power or adjustments. List price is \$4.95. Rytel Electronics Mfg. Co., 9820 Irwin Ave., Inglewood, Calif.—TELEVISION RETAILING.

Imperial MATCHING STUB

Cat. MT-1 is a 32-inch section of tapered open-wire transmission line, designed to serve as a matching section between 450-ohm open wire line and a 300-ohm terminal at the antenna or the set. The correct impedance match so obtained avoids signal losses and line reflections. Imperial Radar & Wire Corp., 4342 Bronx Blvd., New York 66, N. Y.—TELEVISION RETAILING.

B-T BOOSTER

Model HA-3 is a new fully automatic TV booster listing at \$39.50. The 3-stage amplifier is said to deliver gain in excess of 18 db over all channels.



Features include automatic on-off operation with set, switch for attenuating strong signals, UHF adaptability and attractive metal cabinet. Blonder-Tongue Laboratories, 526 North Ave., Westfield, N.J.—TELEVISION RETAILING.

Channel Master KITS

In addition to a TV antenna, the "package installation" kits contain a floor mount, screw eyes, guy ring and clamp, swaged mast, stand-off insulators, lightning arrester, twin lead and guy wire. These kits not only include everything necessary for a complete insulation (thereby simplifying inventory problems and over-the-counter sales), but because all components are included as a package sale, the total cost is lower than if all the items were purchased separately, the maker states. Channel Master Corp., Ellenville, N. Y.—TELEVISION RETAILING.

CBC PICBOOST

"Pacemaker" series Picboost comes in 4 models: models 1F and 2F are said to restore brightness to dim picture tubes in parallel and series circuits

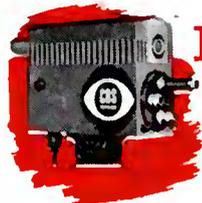


respectively. Models 3F and 4F relieve heater to cathode shorts only, in parallel and series circuits respectively. List price for all models is \$3.25 and dealer net is \$1.95. C-B-C Electronics Co., Inc. P. O. Box 1556, Philadelphia 5, Penna.—TELEVISION RETAILING.



"WHY SHOULD I INSIST
ON **CBS-HYTRON**?"

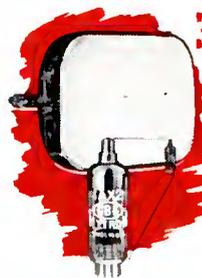
"**YOU PROFIT MORE!**
HERE ARE
5 BIG REASONS WHY"



1. CBS-HYTRON IS FAMOUS... EASY TO SELL. The magic letters "CBS" are plugged for you on radio and TV station breaks... 102 BILLION times a year! CBS is known and respected by *all* your customers. CBS-Hytron is the profitable brand with endless sales assistance.



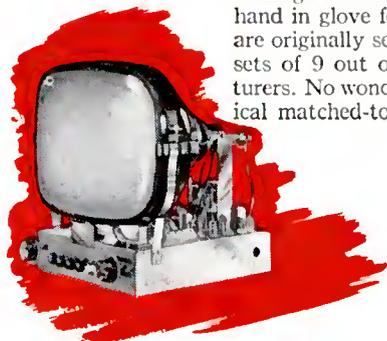
2. CBS-HYTRON SPECIALIZES IN RECEIVING TUBES. Since 1921, CBS-Hytron has concentrated on receiving types. Practice makes perfect. Put those years of know-how to work for you. Let time-proved CBS-Hytron dependability cut call-backs... make more money for you.



3. CBS-HYTRON LEADS IN TV TUBES. You know them. CBS-Hytron TV originals: 1AX2, 1X2A, 6BQ6GT, 12A4, 12B4, 12BH7, 12BY7, 12BZ7, 25BQ6GT, and the original rectangular 16RP4. Even CBS-Hytron standard TV tubes are designed-for-TV... tested-for-TV... to give you peak performance and profit.

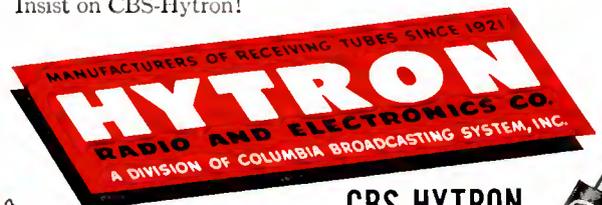


4. CBS-HYTRON IS ULTRAMODERN. CBS-Hytron is the tube of the future. Made in the world's most modern plants. On manufacturing equipment years ahead of the rest of the industry. CBS-Hytron advanced design and precision construction keep you always ahead. Give you tomorrow's trouble-free performance today.



5. CBS-HYTRON IS MATCHED-TO-THE-SET. Combined engineering skills of leading set makers and CBS-Hytron work hand in glove for you. CBS-Hytron tubes are originally set-engineered right into the sets of 9 out of 10 leading set manufacturers. No wonder CBS-Hytron is your logical matched-to-the-set replacement tube.

IT PAYS TO BE FUSSY! Just any standard brand won't do. If you want: Trouble-free, advanced performance. Maximum customer satisfaction. Minimum call-backs. More profit. Five big reasons point the way: Insist on CBS-Hytron!



CBS-HYTRON
Germanium Diodes

Complete data yours for the asking. Write CBS-Hytron, DANVERS, MASS., today.



Jontz President Gets Around!



Dick Jontz, president of the Jontz Manufacturing Company, Mishawaka, Ind., makers of Tele-Tube masts and accessories, speeds around the country in his new Cessna 190 airplane.

Capehart Mobile Sales Room



The Capehart distributor, Washington Wholesalers, Washington, D. C., uses this showroom on wheels to demonstrate Capehart television receivers and radios to its outlying dealers. Trailer carries a collapsible 30 foot TV antenna.

Baline Earrings Given to Gam



Rita Gam, star of "The Thief" (United Artists) has accepted the first pair of silver earrings, replicas of the JFD 10-element Baline Yagis. Ed Finkel, JFD sales manager, is shown above with Miss Gam, who is expected to wear the earrings in her next picture at MGM.

New Dealer Sales Aid



The above point-of-sale display holds Capehart's complete line of five different radios. It is also a carrying case for Capehart's salesmen. Weighing only 4 1/2 lbs., it packs the complete Capehart line, and expands from 14" x 15" x 17" to 60" wide, 35" high and 22" deep, to be used as a dealer display.

News of the Industry

Ashbach, a Million-Air-Miler



Leonard Ashbach (right), chairman of the board, Majestic Radio & Television, division of the Wilcox-Gay Corp., is shown being presented the United Air Lines "Million Miler Club" plaque by M. P. Bickley, United eastern regional sales manager, after being an air traveler for some twenty years on commercial airlines.

Ampro-Motorola Contract



Edward L. Pincus (seated), president, Motorola-New York, Inc., signs franchise for exclusive distributorship of Ampro tape recorders in N. Y. area, as Bill Mullen, sales director, tape recorder division, Ampro Corp., Chicago, looks on.

At L. L. Del Padre Associates Modern Wholesale Store



Pictured above is the Custom Audio Lab at the modern and progressive wholesale store of L. L. Del Padre Associates, 236-240 Chestnut St., Springfield, Mass. Only audiophile items are displayed, with no commercial sound items permitted. Space is about that of the average living room and acoustic treatment is similar. A master switching panel gives over 155,000 combinations of the components.

Magoni Is Elected President



Robert J. Magoni (above) is the new president of the New Orleans Radio and Television Association. He is sales manager of Barnett's in New Orleans and succeeds Albert V. Labiche of Labiche's, Inc. Other newly elected 1953 officers are: Robert Schumert, first vice-president; Stanley Reinherz, second vice-president; Matt Ballatin, treasurer; and Wes Massey, secretary.

Two Promotions at Hotpoint



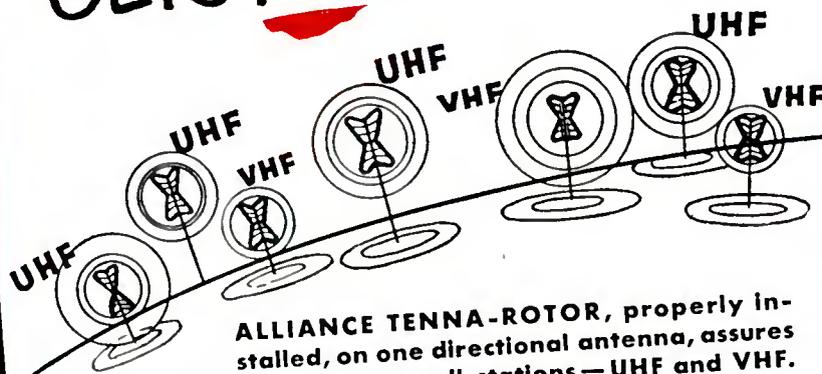
Clifford C. Gramer (left) has been named to the position of merchandising manager of the Hotpoint Co., Chicago, and Gordon G. Hurt (right) to advertising manager, John F. McDaniel, vice-president of marketing, has announced. Mr. Gramer was formerly advertising manager and Mr. Hurt was assistant advertising manager.

For Latest List Prices on
TV Sets, Electrical Appliances,
Clock-Radios and Phono Records,
See the **PRICE MART**, Section 2, This Issue



HERE'S WHY
ALLIANCE TENNA·ROTOR
 IS THE ANSWER TO
UHF RECEPTION!

**ONE ANTENNA
 INSTALLATION
 GETS ALL STATIONS!**

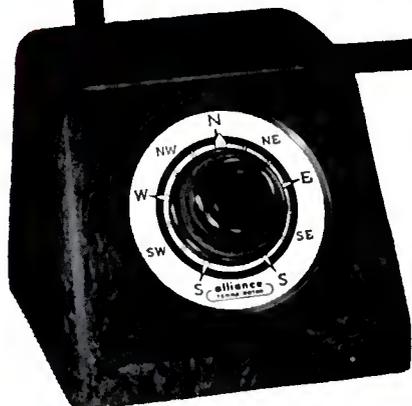
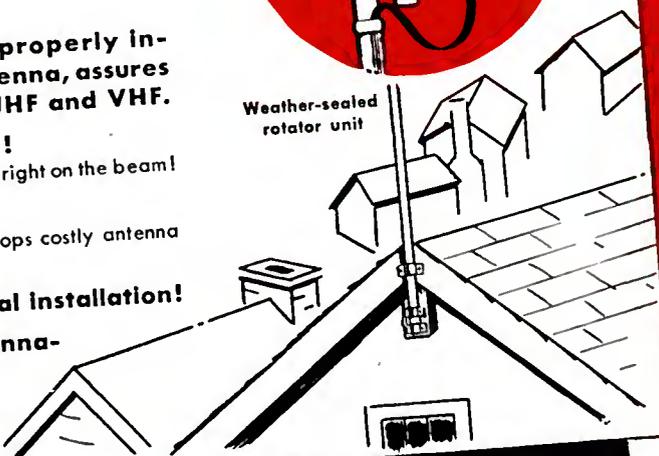


ALLIANCE TENNA-ROTOR, properly installed, on one directional antenna, assures top gain from all stations—UHF and VHF.

- **UHF is more critical—highly directional!**
Tenna-Rotor is accurate—pin-points the antenna—puts it right on the beam!
- **Many channels are changing!***
Tenna-Rotor gives directional all-channel reception—stops costly antenna alterations and re-alignments.
- **Make ONE antenna installation the final installation!**
- **Hundreds of thousands of Alliance Tenna-Rotors are in use!**

It pays to insist on Alliance Tenna-Rotor!

Weather-sealed rotator unit



Automatic HIR with direction indicator control. Price \$44.95

IMPORTANT NOTICE!

*Changes in television demand changes in present antennas! New UHF and VHF stations mean more channels! Current FCC rulings have assigned channel changes to nearly one-third of all VHF stations. This makes single-channel antennas and other fixed position antennas obsolete! Prepare now. Meet the coming changes in television with **ALLIANCE TENNA-ROTOR**.

Sold by
**TV Dealers
 Everywhere**

alliance
TENNA·ROTOR

(TV ANTENNA ROTATOR)

NEWS of DISTRIBUTORS

Morristown Electrical Supply has been appointed the Coolerator distributor in Morristown, New Jersey, it was announced by F. C. Margolf, sales manager of the Coolerator Co., Duluth, Minn.

Westinghouse Electric Supply Co., Newark and Trenton, New Jersey; Graybar Electric Company, St. Louis, Missouri and Cincinnati, Ohio; and General Electric Supply Company, Boston, Brighton and Worcester, Massachusetts, Providence, Rhode Island, and Wilkes Barre and Scranton Pennsylvania, have been appointed new distributors to handle the line of Vocatron portable "Wire-less" intercoms manufactured by the Vocaline Company of America, Inc.

Curry's Radio Service Company, Nashville, Tenn., is the newly-appointed Capehart television and radio distributor for Nashville and the surrounding area. Curry's is located at 2206 Elliston Place in Nashville. In addition to Capehart TV and radio, Curry's distributes room air conditioning equipment and P.A. sound systems.

H. O. Berman Co., Inc., has been appointed Coolerator distributor in Baltimore, Maryland. The franchise includes a territory embracing five West Virginia counties and nine counties in Maryland.

Hallmark Electronic Corporation, formerly of 592 Communipaw Ave., Jersey City 4, N.J., has announced that the increased volume of business has once again made it necessary to move to new and larger quarters. The new headquarters at 85 Monticello Ave., mark the fourth expansion of the distributing firm.

Massachusetts Gas and Electric Light Supply Co., Boston, Mass., has been appointed distributor for the complete line of Phonola and Melodier phonographs, manufactured by Waters Conley Company, Rochester, Minn. Among other principal lines handled by Massachusetts Gas are Chrysler air-conditioners, Sentinel TV and radios, Hoover, Westinghouse, Sunbeam, Toastmaster, and other products.

Dorfman Distributing Corp. has been named Raytheon distributor in the New York market it was recently announced by William J. Helt, Raytheon general sales manager. The distributing firm is headed by Lewis E. Dorfman, well-known figure in New York Appliance circles.

North Coast Electric in Portland has been named Oregon distributor by Sentinel Radio and Television according to Robert B. Parks, Sentinel general sales manager. Harry Byrne, Jr., is president and general manager of operations. R. O. Brown is in charge of appliance, radio and TV sales.

Braid Electric Company of Nashville, Tennessee, will be the exclusive American Kitchens distributor for Nashville, Tennessee, and the middle portion of Tennessee.

The Sacks Electrical Supply Company's major appliance division recently held a dinner meeting at Young's Hotel for 160 Capehart sales-service personnel in the Akron, Ohio area. Ted Ostman, Capehart national service manager, and Jim Robertson, Capehart regional service engineer explained the sales-service features of the Capehart CX36 chassis. A specially-prepared film, entitled "Sale After The Sale," emphasizing the importance of the proper conduct of the serviceman in the home, was shown to the group.

Atlantic Appliances, Inc., 40 Elm Street, Portland, Me., has been appointed distributor of Admiral products in Maine and northeastern New Hampshire. Atlantic will handle sales and service for the complete lines of Admiral television receivers, radios, refrigerators and ranges.

Choquette & Co., Inc., Providence, R.I.; Keps Electric Co., Pittsburgh 19, Pa.; Radio Television & Appliance, Inc., Seattle 9, Wash.; Radio Television Supply Co., Inc., Los Angeles 15, Calif.; Republic Supply Corp., Detroit, Mich.; Schafer-Wright, Inc., Portland 9 Ore.; and Simon Distributing Corp., Washington 4, D. C., have been appointed distributors of products of the Royal Vacuum Cleaner Co., Cleveland Ohio, according to announcement by Edwin A. Hamala, Royal's director of sales and advertising.

Marlin Associates, Inc., with headquarters in Dallas and a branch in Houston, are new distributors of Perfection Stove Company products in eastern Texas.

Sonocraft Corporation, 115 West 45th Street, New York City, announces its appointment as exclusive distributor of the Sound Mirror tape recorder, manufactured by Brush Development Corporation of Cleveland, for the area of New York City, Westchester, Long Island, and northern New Jersey (including New Brunswick).

Arrow Electronics, 82 Cortlandt St., N.Y., N.Y., eastern distributors of radio and electronic components and parts, recently completed free distribution of over 50,000 heavy-kraft stock book covers to radio, television and electronics students in all the public and private radio and TV schools in the New York metropolitan area. The promotion was joined in by Electronic Instrument Co., makers of Eico test equipment kits. Arrow expects to distribute similar book covers as a continuing promotion in the future.

Rosen & Company Celebrate



This festive scene shows 25th anniversary cake-cutting by Raymond Rosen & Co., Philadelphia. Left to right: Ed Rosen, secretary; B. Narin, treasurer; T. F. Joyce, president; J. Wurzel, vice-president; Jack S. Rosen, executive vice-president and general manager; H. Lasky, vice-president and general sales manager.

Masline Radio & Electronic Equipment Co. of Rochester has been named distributor of Westinghouse Reliatron tubes in 13 counties of New York surrounding the Rochester area, it was recently announced by H. G. Cheney, sales manager, Westinghouse Electronic Tube Division. The distributing firm is located at 192-196 Clinton Avenue, North Rochester, N. Y.

Major Appliance Distributors, Inc., of 1213 W. Morehead Street, Charlotte, N. C., has been appointed the Admiral distributor for the Charlotte market. The new distributing organization is headed by A. D. Sickles, president. C. M. Lowe is vice-president while J. O. Stover is television sales manager and O. M. Schuster is assistant manager of appliances.

Wes-Tex Television Supply Company, Amarillo, Texas is the distributor for Sylvania television and radio products in the Amarillo area. The Wes-Tex Company, a newly-formed corporation, is headed by Donald W. B. Stewart, general manager.

Acme Electronics, Inc., is the new name of the firm previously doing business as Peerless Electronics Distributors, Inc. The firm will continue to do business at 74 Willoughby Street, Brooklyn, where it has been located for the past 5 years, but is going through extensive interior alterations so as to promote greater efficiency. N. A. Gould is president of Acme.

Emerson Radio of Connecticut, 84 Flower Street, Hartford, Conn., is Deepfreeze distributor for eight Connecticut and four Massachusetts counties, it was recently announced by Ben G. Sanderson, general sales manager of the Deepfreeze Appliance Division.

The Harry Arnsberg Company, 417 Southwest 12th Ave., Portland, Oregon, is now distributing the television and radio products of the Stromberg-Carlson Company in the state of Oregon and that part of the Portland trading area extending into Washington.

**NEMA Plans for '53
Gift Campaign**

The '53 Electric Housewares gift campaign is planned to help retailers cash in on the \$5,000,000 spent annually by the members of the Electric Housewares Section of the National Electrical Manufacturers Association on their respective national and trade advertising programs. A permanent 3-color window decal has been designed to enable dealers to identify themselves as gift headquarters for Electric Housewares. To enable dealers to promote and publicize the gift campaign in their communities, a 6-page Spring Sales Planner has been created. It contains selling ideas for advertising and display, point-of-sale pointers, traffic pullers and a promotional timetable. The Planner will be implemented by a simplified ad mat package with item illustrations, seasonal headings and gift themes, which will be distributed to newspapers from coast to coast for use by local dealers.

Eye-catching 2-color streamers exploiting such important gift selling periods as Mother's Day and June Brides will be offered to dealers free of charge to give added point-of-sale impact at counters and in windows. A special feature of the spring campaign will be individual "Plans for Action" for every level of the industry, including manufacturers, distributors, area committees, electrical leagues and Electric Light and Power Companies, to chart the course each must follow for fullest effectiveness of the gift campaign. Detailed check-lists, with specific steps to stimulate sales, will be part of these plans. The theme of the new window display contest for 1953 will be: more Electric Housewares gift windows means more Electric Housewares gift sales. Over 50,000 dealers are expected to participate in the '53 promotion program. An intensive publicity campaign directed at the consumer and the trade is planned, with photographs and articles widely disseminated to magazines and newspapers for greatest general circulation of the Electric Housewares gift campaign idea.

LFC Appoints Agin

Stanley G. Fisher, sales manager of the Electric Housewares division of Landers, Frary & Clark has announced the appointment of Lambert Agin, Jr., as district manager of that division with headquarters in Cincinnati, Ohio. His territory will include Columbus, Dayton, Indianapolis, Evansville, Lexington, Louisville as well as Cincinnati.

New Coolerator Distributor

National Sales Company has been appointed distributor of Coolerator electric refrigerators, ranges, chest-type and upright home freezers and room air conditioners in the Rochester, N. Y., area. Located at 56 Rutter Street, Rochester 6, National Sales Co. will cover a territory including Che-mung, Livingston, Monroe, Ontario, Schuyler, Steuben, Wayne and Yates counties.

Now!
CUSTOM BUILT TELEVISION
*at Volume
Prices!*



The illustrated 21" open-face console is typical of our quality merchandise. No finer TV sets produced anywhere.

A few choice territories available for experienced representatives with dealer following.



Our assembly lines are rolling . . . producing in quantity the famous custom built sets which have made Stratford a "name" in the industry. Priced so low that your volume sales are assured . . . let's hear from you today!

- Your choice of 17", 20", 21"
- Table models and consoles
- Finished in mahogany or limed oak
- Standard RTMA requirements
- Include ALL the exclusive features you find in most expensive sets
- Write for YOUR DEAL today . . . from factory to you!

We manufacture sets for private labels . . . large merchandisers are invited to write for particulars.

Stratford
TELEVISION CO.

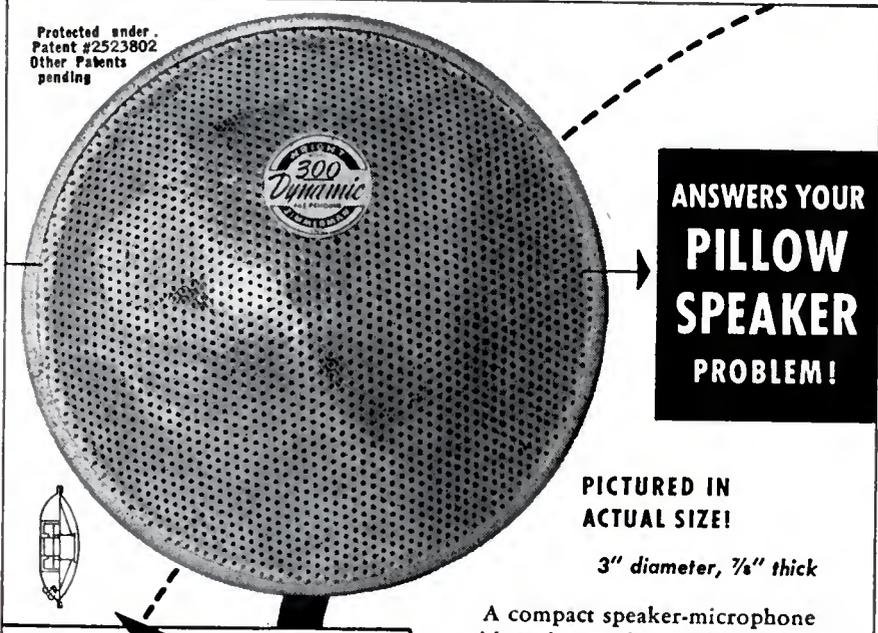
Write for free illustrated literature, no obligation.

2555 West 21st Street
Chicago 8, Illinois
CUSTOM BUILT TELEVISION

**...the nation's
HOTTEST
antenna line!**

CLEARBEAM
BURBANK CALIFORNIA

Protected under
Patent #2523802
Other Patents
pending



**ANSWERS YOUR
PILLOW
SPEAKER
PROBLEM!**

**PICTURED IN
ACTUAL SIZE!**

3" diameter, 7/8" thick

A compact speaker-microphone with a thousand uses that makes your product more saleable.

The Wright-Zimmerman Model 300 Dynamic Reproducer is virtually indestructible, attractively styled and light as a feather. Ideal for personalized pillow speaker use with excellent tone and as a dynamic microphone.

WRIGHT-ZIMMERMAN . . . Manufacturers of Quality Television and Radio Speakers. Write for Catalog.

**NEW PATENTED
MODEL 300 DYNAMIC
PILLOW SPEAKER**



Four Appointments at NuTone

J. Ralph Corbett, President of NuTone, Inc., Cincinnati, Ohio, recently announced that Adrian L. Knox has been appointed vice-president and works manager; Glenn E. Weist is now vice-president and works engineer; Henry Mann has been named director of personnel, and Robert Nagle has been appointed credit manager. Two promotions in NuTone have also been announced. They are: Walter Spear, former chief engineer of the fan and heater division, has been promoted to vice-president of these divisions; and Bruce Corbett, previously Midwestern sales manager, is now vice-president of the midwest sales division.

Mitchell in New Post At American Kitchens

Malcolm Mitchell was recently promoted to the position of national sales training director for the American Kitchens Division of the Avco Manufacturing Corporation. Mitchell has been American Kitchens Dallas district sales manager for over a year and was previously located in Connorsville at the home office as assistant advertising and sales promotion manager. He is replacing Ken Cook, who was named western divisional sales manager.

Jerrold Forms NAJESCO

Jerrold Electronics Corporation, manufacturer of Master Antenna Systems, recently announced the formation of a new company devoted exclusively to the sale of Jerrold-manufactured test equipment. The new company, NAJESCO, Inc. (National Jerrold Equipment Sales Company) has been set up to facilitate service to distributors and meet the demand for Jerrold precision-manufactured test equipment. NAJESCO, Inc., will sell the newly developed #704 field strength meters and the A-72 and A-72X attenuators, plus all future test equipment manufactured by Jerrold Electronics.

Pierson Joins LFC Staff

Landers, Frary & Clark has announced the appointment of John A. Pierson as district manager in the hardware and vacuum goods division. He will headquarter in Baltimore, Maryland. Pierson has been connected with John Duer & Sons of Baltimore for the past four years.

Appointments at Bendix

Parker H. Ericksen, director of sales for the Bendix Home Appliance division of Avco Manufacturing Corp., recently announced the formation of a new sales organization to head up the division. Gerald L. Hartman has been appointed kitchen appliance sales manager. His position will correspond with that of Harold P. Bull, laundry equipment sales manager. In line with the recent announcement that Bendix plans to market a kitchen appliance line in 1953, John K. Russell, Jr., was named sales manager of the range division; and James W. Riley is sales manager of the freezer division.



The right part when you need it, for service

This permanent, hard cover Official Buying Guide of the electronic-TV parts and equipment industry with its comprehensive detailed index, eliminates the need for maintaining files of small catalogs and manufacturers' literature. RADIO'S MASTER catalogs 90% of TV and electronic equipment. Not merely part number listings—complete descriptions, specifications and illustrations written and compiled by each manufacturer. Enables you to make comparisons or substitutions right now!

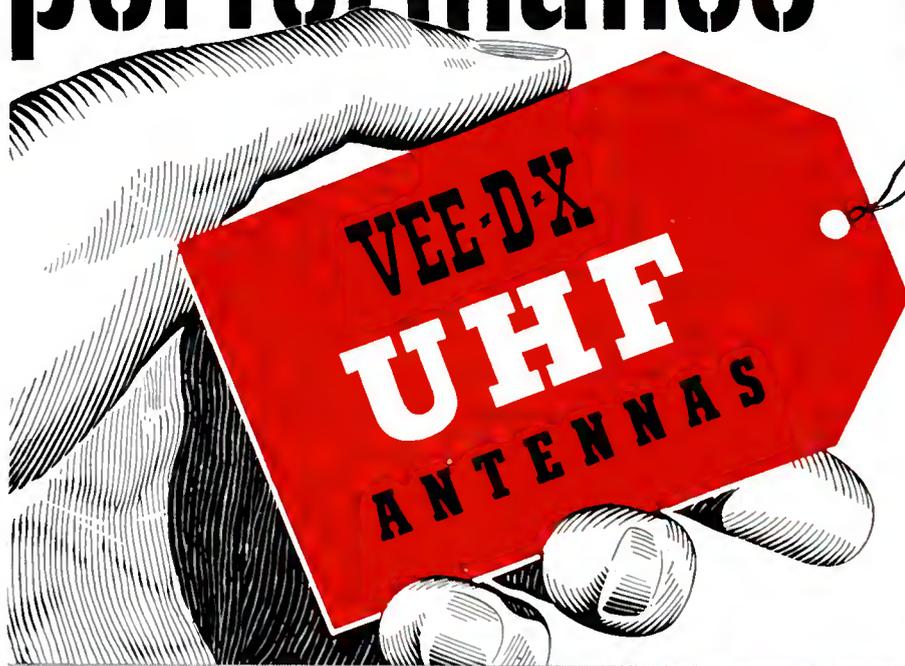


• 1220 pages
• 80,000 items
• 8,000 illustrations
• 8" x 11" — 5 lbs.

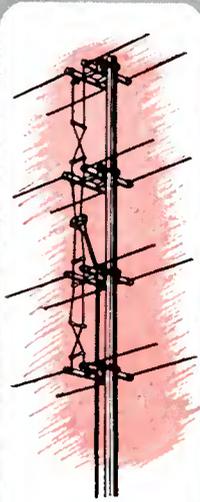
Publisher's price \$6.50—your price \$1.95 through your regular parts distributor

UNITED CATALOG PUBLISHERS, INC.
110 Lafayette St., New York 13

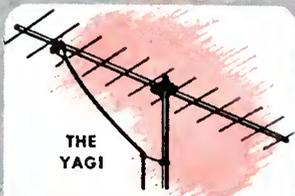
performance proven!



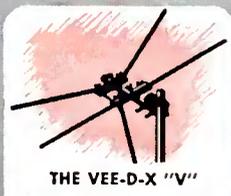
Vee-D-X takes the lead in UHF antennas—just as it did in VHF. Whatever the area—single channel, multi-channel, combination UHF-VFH, primary or fringe—there's a performance proven VEE-D-X antenna or combination of antennas that will provide brilliant reception. All Vee-D-X antennas for UHF were developed and extensively field-tested with the experimental UHF transmitter (KC2XAK) located at Bridgeport, Connecticut (since 1949)—and only 60 miles from the Vee-D-X development laboratory. So, be safe—be sure with Vee-D-X performance—proven UHF antennas.



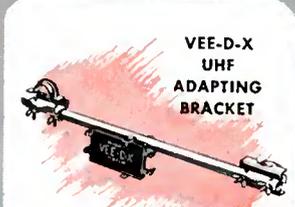
THE UHF COLINEAR
A high gain all-channel fringe area antenna. Here is the mighty mite of all-channel UHF reception and considered by a leading TV set manufacturer as the finest UHF antenna yet perfected. Rugged four-bay construction of solid aluminum elements with fiberglass cross arms. List \$11.10 Also available in side-by-side stack.



THE YAGI
UHF Yagis for primary and fringe areas in two models—an all-aluminum eight-element and a twelve-element with special weather-resistant fiberglass boom. Both antennas provide high gain and wide band width. Model LJ-U \$6.15 List. Model LLJ-u \$7.65 List



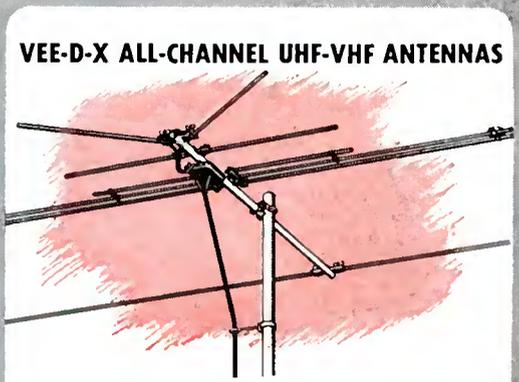
THE VEE-D-X "V"
All-channel primary area antenna. Excellent broad band characteristics. Supplied as a straight UHF antenna or with Vee-D-X Mighty Match for use in combination with a VHF antenna using a single transmission line. The plain "V" lists \$2.75



VEE-D-X UHF ADAPTING BRACKET
Permits addition of UHF antenna to existing VHF installation. Can be mounted three different ways to mast or antenna boom. Fast, easy, inexpensive to install. Supplied plain (list \$1.50) or with Mighty Match MM-30 list (\$5.50)



VEE-D-X MIGHTY MATCH (Model MM-30)
Provides a most efficient method of combining VHF-UHF antenna systems with a single transmission line. Entirely automatic in action. Employs new printed circuit filters. List \$4.00

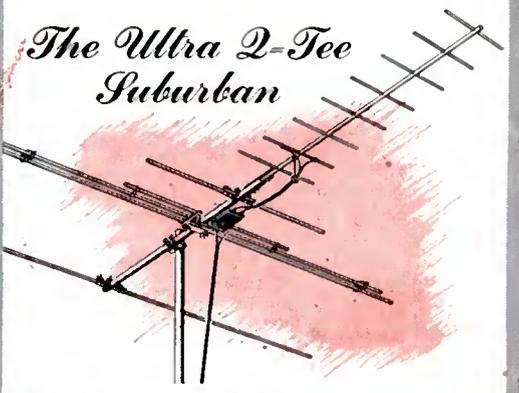


VEE-D-X ALL-CHANNEL UHF-VHF ANTENNAS

The Ultra Q-Tee

THE ULTRA Q-TEE and its new companion the ULTRA Q-TEE Suburban combine both UHF and VHF into a single antenna using a single transmission line. Both contain eight patented* printed circuit channel separators. The Ultra Q-Tee is designed for primary areas and will receive all channels 2-83 VHF-UHF. Lists for \$14.25

*Lic. A.A. K. Pats. 2,422,458; 2,282,292; 2,611,086; others pending.



The Ultra Q-Tee Suburban

THE ULTRA Q-TEE SUBURBAN is designed for all-channel VHF and fringe area UHF. Lists for only \$17.60

FREE!
UHF ANTENNA GUIDE
An authentic guide to UHF antenna systems. For your copy, write the LaPointe-Plascomold Corp., Rockville, Conn.

TELE-EX-PAND

DELUXE SERIES

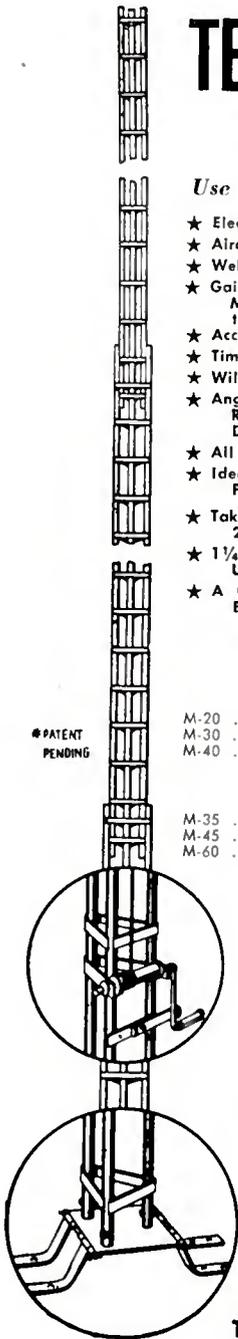
*When You Install !!
Use The Best—Use Tele-Ex-Pand*

- ★ Electrically Welded 1 inch Tubular Steel
- ★ Aircraft Cable (2600 lb.) Test
- ★ Welded Guy Hooks At Vital Points
- ★ Gain Optimum Height In a Matter of Minutes (All Sections Expand Simultaneously)
- ★ Accommodates Up To 1½ inch Masts
- ★ Time Saving Money Making Installation
- ★ Will Withstand Up To 85 Mile Gales
- ★ Angle Base Mount Fits Any Flat or Pitched Roof (Standard Equipment On All (6) DeLuxe Models)
- ★ All Weather Aluminum Finish
- ★ Ideal for Probe Tower On Panel Trucks
- ★ Takes Head Loads Up To 200 Lbs.
- ★ 1½ x ½ inch Cross Braces Used Throughout
- ★ A Complete Package - With Base - No Assembly

SIX MODELS

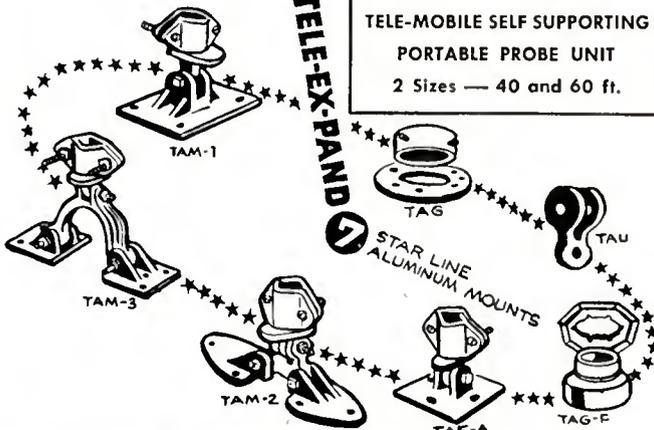
Two Section Units	Collapsed	Expanded
M-20	10 ft.	18 ft.
M-30	15 ft.	28 ft.
M-40	20 ft.	38 ft.
Three Section Units	Collapsed	Expanded
M-35	10 ft.	26 ft.
M-45	15 ft.	40 ft.
M-60	20 ft.	55 ft.

#PATENT PENDING



a galaxy of stars from TELE-EX-PAND

TELE-MOBILE SELF SUPPORTING
PORTABLE PROBE UNIT
2 Sizes — 40 and 60 ft.



Tele-Ex-Pand Products Sales Corp. - Berwick, Penna.

Motorola Promotes Three



Jack Siegrist (above) has been named advertising manager; Robert Van Brundt to assistant advertising manager in charge of retail cooperative advertising; and Arthur Timmerman to copy chief. Ellis L. Redden, Motorola's director of advertising, announced the appointments.

Crosley Names Cain

E. W. Gaughan general sales manager for Crosley Div. of Avco Mfg. Corp., recently announced the appointment of Bert P. Cain as zone manager for Crosley television and radio sales in the St. Louis area. For the past five years, Cain has been appliance sales manager for ARA Distributing Co., St. Louis distributors for IHC appliances and Capehart TV and radio.

C-D Plans Expansion in South

Octave Blake, president of Cornell-Dubilier Electric Corporation, recently announced a further expansion of the manufacturing operations of the company in the South. The firm has purchased a 27-acre tract of land for the erection of a plant at Sanford, North Carolina. It is expected that this plant will be the largest operation of the company. It will be equipped with modern, up-to-date machinery. The company now operates eleven plants in six states. They are located at S. Plainfield, N. J.; New Bedford, Worcester and Cambridge, Mass.; Indianapolis, Ind.; Fuquay Springs, N. C.; three plants at Cleveland, O.; and two plants at Providence, R. I.

Sizes of Jensen Speakers



Jensen loudspeaker size range is dramatically illustrated by Marty Thurnblad, grandson of Thomas A. White, Jensen president and general manager. He cups an experimental Jensen 2" subminiature speaker in his hands. At his left is the 18" PLJ18, used for commercial application.

You're Free!

SELL MORE NEEDLES with
RECOTON'S

POWERFUL MICROSCOPE & DISPLAY!

This "see for yourself" needle inspection service convinces your customers on the spot that it's time to replace needles. A sensational merchandiser . . . a compelling sales builder . . . good public relations, too! Cabinet will hold over 200 needles, all indexed in the simple, easy-to-find Recoton Inventory Control System.



CONTACT YOUR DISTRIBUTOR NOW!
Remember, more Recoton Phoneneedles are sold by retailers than any other brand in the world!

RECOTON CORPORATION

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



UHF*



*All UHF channels...
for all TV sets*

MALLORY UHF CONVERTER

The Mallory UHF converter is right for *all* your TV customers because it can be used with *any* TV set... in *any* UHF broadcast area. And it's easy to install—no adjustments or connections to make in the TV set... just connect power lines and antenna leads.

These Mallory features mean real customer satisfaction... real sales for you in the new UHF market—

- Reception of all UHF channels
- No sacrifice of VHF channels
- Built-in UHF antenna
- High quality picture definition
- Fast, easy installation

No larger than a small portable radio, the Mallory UHF converter is precision-built for long, trouble-free service. Get complete details today on the Mallory UHF converter from your Mallory distributor.

P. R. MALLORY & CO. INC.
MALLORY

CAPACITORS... CONTROLS... VIBRATORS...
SWITCHES... RESISTORS... RECTIFIERS...
VIBRAPACK® POWER SUPPLIES... FILTERS
*Reg. U.S. Pat. Off.

APPROVED PRECISION PRODUCTS

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

*Make Sure...
Make it Mallory*

New master of the



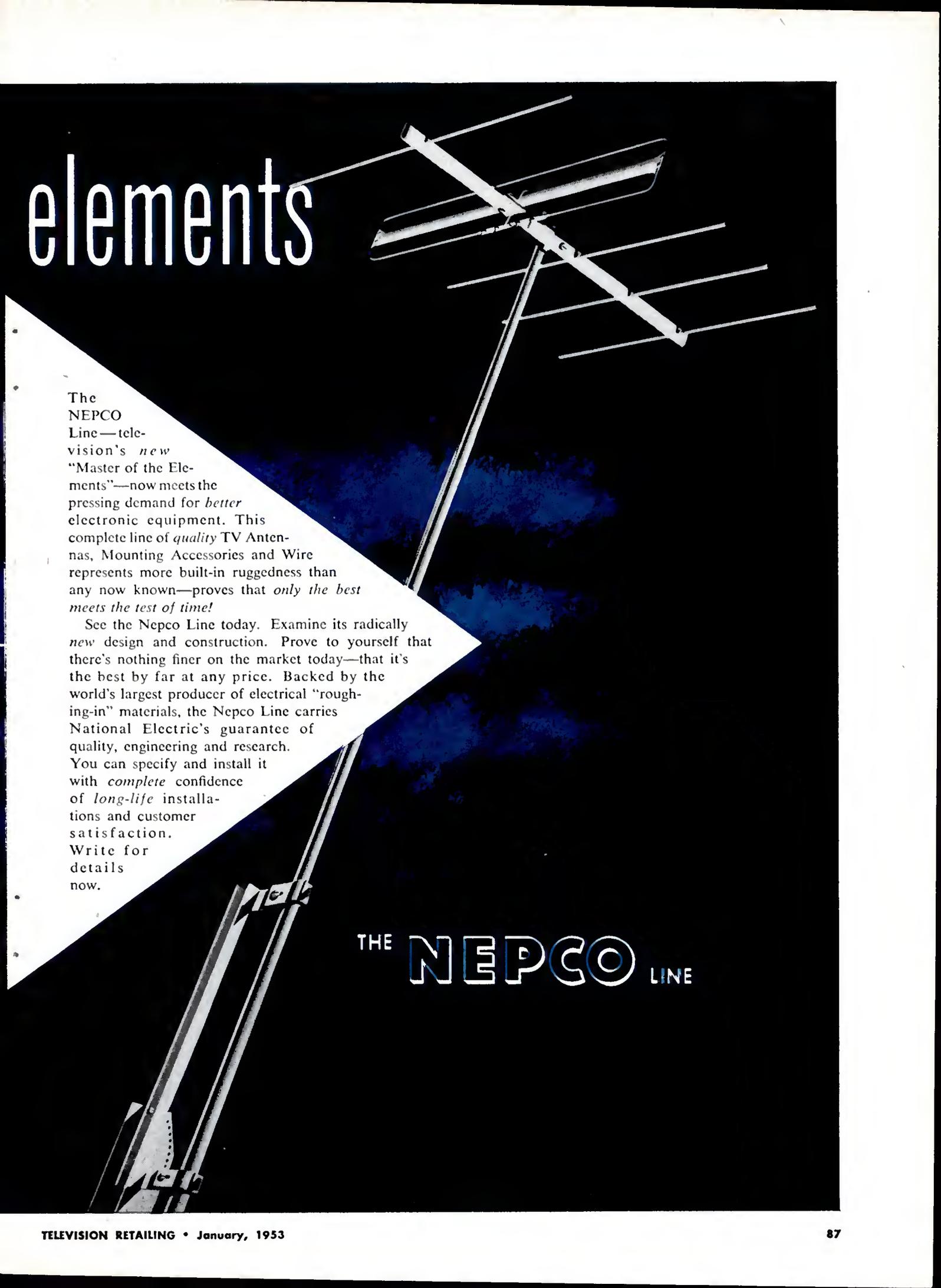
THE **NEPCO** LINE

National Electric Products

Radio and Television Department

Pittsburgh, Pa.

elements



The NEPCO Line—television's *new* "Master of the Elements"—now meets the pressing demand for *better* electronic equipment. This complete line of *quality* TV Antennas, Mounting Accessories and Wire represents more built-in ruggedness than any now known—proves that *only the best meets the test of time!*

See the Nepco Line today. Examine its radically *new* design and construction. Prove to yourself that there's nothing finer on the market today—that it's the best by far at any price. Backed by the world's largest producer of electrical "roughing-in" materials, the Nepco Line carries National Electric's guarantee of quality, engineering and research. You can specify and install it with *complete* confidence of *long-life* installations and customer satisfaction. Write for details now.

THE **NEPCO** LINE

Designed to Build GREATER PROFITS For You

Quality workmanship is a tradition for Phonola. This prestige line is "master crafted" to give your customers the ultimate in luxury styling . . . fine cabinetry . . . engineering excellence. For you Phonola means competitive price, easier selling, rapid turn-over, greater dollar profit.

The
PRESTIGE LINE
of quality crafted
PHONOGRAPHS

Phonola
PHONOGRAPHS

UNMATCHED
TONE QUALITY



**PHONOLA TK-139T
U. L. APPROVED**

With features ordinarily found only in high priced deluxe models. 2-tube (including rectifier) amplifier . . . large Alnico V speaker. Wide range tone and volume controls. Lightweight, compact portable. Rich two-tone linen leatherette covering with white piping. "Magic Center" for 45 RPM.

PHONOLA TK-236 U. L. APPROVED

Portable automatic . . . the luxury model of the Phonola line. Plays all size records . . . all three speeds. 3 tube (including rectifier) precision built high fidelity amplifier. Deluxe Alnico V speaker. Wide range volume and tone controls . . . easily adjusted when lid is closed. Top quality wood cabinet covered with long wearing luggage leatherette.



Write for folder on complete line of adult and children's models in every price range.

WATERS CONLEY COMPANY, Rochester, Minnesota

OLDEST MANUFACTURER OF PORTABLE PHONOGRAPHS

Keep your eye peeled for things to come . . .

Each monthly issue will have two separate sections or supplements containing sales and service data vital to the operations of dealers and service technicians in every phase of their business, to wit: **MART**, with latest list prices of TV, appliances, clock radios, etc. and **TECHNICIAN**, with circuit digests and schematics covering a group of models currently reaching retailers. Read every issue promptly . . . it will **PAY** you.

CALDWELL-CLEMENTS, INC.

in

**TELEVISION
RETAILING**

Including MART and TECHNICIAN

THIS January issue marks the beginning of a greatly expanded publishing service.

Phono Record News

MGM Movie Tie-In



Sol Handwerker, promotion manager for MGM Records, arranged for this Seeburg automatic music machine, loaded with records from the "Stars And Stripes Forever" sound track album, to be placed in the lobby of the Roxy theatre in New York during the run of the film. A sign above the juke box invited movie patrons to listen to free plays of the Sousa marches.

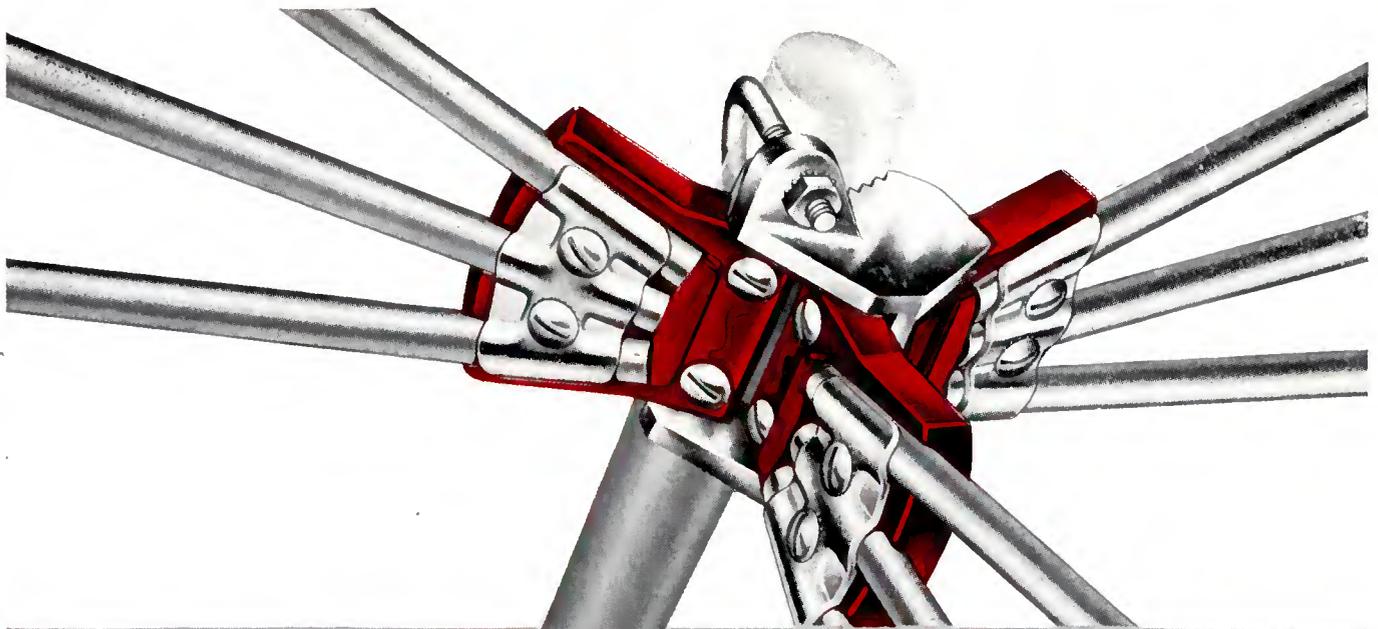
Report From RIAA

In a recently-issued RIAA bulletin, it was announced that Peacock Records, Dana Records and Banner Records recently joined the Record Industry Association of America. The executive secretary of RIAA has been instructed to collect all statistical information available on the record industry as a whole, as well as on the buying habits of record users. Upon completion, this information will be made available to all members of the Association. The Board of Directors are considering the suggestion that the Association undertake to promote a national convention and show featuring phonographic records and allied products. They opine, however, that the interest of the industry would best be served for the present by leaving to the judgment of individual members the question of continued participation in shows and conventions already organized and in which many take part.

Urania Names Chase



Norman Chase (above) has been appointed vice-president of Urania Records, Inc. Until the appointment, he had been Urania's managing director, a post he assumed on joining the organization last February. In his new position, Chase will supervise the firm's sales promotion activities and will continue as coordinator of the company's departmental operations.



Snyder
PHILADELPHIA

Directronic

MOTORLESS TV AERIAL SYSTEMS

**TV'S MONEY
MAKER**

EXCLUSIVELY YOURS

SNYDER MFG. CO.

ANTENNA - ENGINEERS[®]
PHILADELPHIA

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SOLD BY THE BEST EVERYWHERE

H. L. DALIS, INC. NEW YORK
ALMO RADIO PHILADELPHIA
WHOLESALE RADIO BALTIMORE
SILBERNE RADIO . . WASHINGTON, D. C.
CHAS. FRESHMAN CO. CLEVELAND
RADIO PARTS CHICAGO
LACKS WHOLESALE HOUSTON
KAEMPER & BARRETT . . SAN FRANCISCO

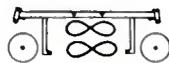
more reasons why

MORE People BUY PENTRON Tape Recorders

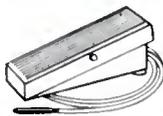
Top names in the entertainment world, sound engineers in radio stations — users in home, school and church—chose Pentron for life-like performance and greatest versatility.

Only Pentron Reel Adapter Gives 4 Hours Record-Playback at Low Cost.

Multiply your profits!... sell more recorders... make related sales with Pentron, the only complete line.



Only Pentron Offers Low Cost Foot Control. Stops, Starts Play-Backs.



Only Pentron AM Tuner is Self-Powered, Self-Contained, Fits Recorder.

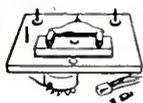
Only Pentron Audio-Mix Blends Recordings of 4 Mikes on Tape, Wire, Disc.

Only Pentron Offers Low Cost Tape Players. Play Recordings at 2 Speeds.

Model 9T-3C
\$179.50

Weighs only 27 lbs. 2-Hour performance

PROFIT-PROVED
PENTRON
PRODUCTS

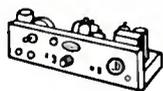


Only Pentron Tape Mechanism Offers Separate Heads, Removable Poles.

Visit Room 668 Audio Fair Hotel Alexandria, Los Angeles

Get FREE Sales Kit from THE **PENTRON** CORP.

221-Rc East Cullerton St., Chicago 16, Ill. Canada: ATLAS RADIO CORP.



Only Pentron Pre-Amp Has Exclusive Circuit, Broad Response, Low Cost.

MART

The only new editorial feature in the appliance field in 14 years. Begins in this issue of TELEVISION RETAILING.

LOOK FOR IT!

New JFD Antenna Catalog

JFD Mfg. Co. is now making available a new 36-page, 3-color catalog entitled "Dealers Television Almanac" covering their very complete line of outdoor and indoor antennas, mounts and installation accessories, including masts, arresters, boosters, couplers, traps, brackets, standoffs, guy wire accessories, etc., and receiver parts and accessories such as line cord, ballasts, masks, detents, alignment tools and the like. The new catalog is a veritable encyclopedia for TV dealers and installers, and is available on request to JFD Mfg. Co. 6101 16th Ave., Brooklyn 4, N. Y.

Westinghouse Tube Ad Campaign

The Westinghouse Electronic Tube Division announced the production debut of its two new manufacturing plants located in Elmira and Bath, New York. This announcement was backed by a hard-hitting advertising campaign in newspapers and trade publications during the fourth quarter of 1952. A total of 48 full pages were spread out over 17 different trade magazines. The 3-point sales promotion campaign included use of newly designed store displays and direct-mail. Manufactured in the division's two new plants will be radio and television receiving tubes, as well as numerous types for industrial and national defense purposes.

Hytron Adds to Tube Plant

Bruce A. Coffin, president of Hytron Radio and Electronics Co., a division of Columbia Broadcasting System, Inc., has announced that the trend to bigger TV picture tubes has resulted in further expansion of CBS-Hytron's tube facilities at Newburyport, Mass. The 150,000 square feet of additional space for both manufacturing and warehousing of CBS-Hytron TV picture tubes will be in the form of a two-story building adjacent to the ultramodern CBS-Hytron picture-tube plant, as well as a large modern warehouse.

Neubert Joins Raytheon

Paul Neubert, of Rochester, N. Y., has been named district sales manager for Raytheon Television and Radio Corporation in up-state New York. He was formerly divisional sales manager for Gibson Refrigerators, and is well-known in Eastern appliance merchandising circles. Neubert will headquarter in Rochester.

Lemke Appointed by Olson

Fred J. Lemke has been appointed operating manager of Olson Radio Warehouse, Akron, Ohio, it was announced by Irving J. Olson, president. Lemke was formerly merchandise division superintendent for mail order at Montgomery Ward, and brings to Olson's a wealth of ideas which he successfully employed in his former connection.

**SMASH
HIT!**

TERRIFIC ACCEPTANCE GREETES THE NEW

**TRIO
ZIG-ZAG**
(Patent Pending)

TV ANTENNA



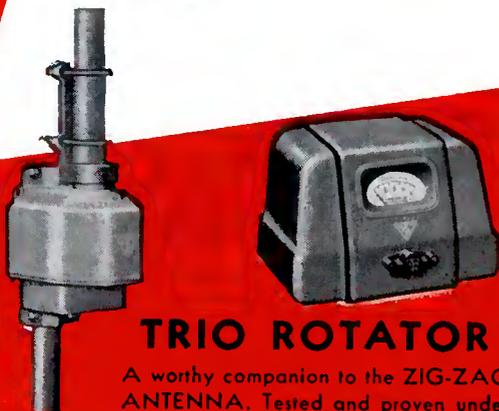
TRIO ZIG-ZAG
TV ANTENNAS

The sensational new TRIO ZIG-ZAG TV ANTENNA has already proven its superiority in the field. Thousands of installations have given a new high in TV reception, especially in ultra-fringe areas. Word of mouth has done the rest. TRIO'S plant capacity, taxed to the limit in an effort to supply the amazing demand for the ZIG-ZAG ANTENNA series, is being greatly expanded. Very soon now, your ZIG-ZAG ANTENNA will be supplied, and it's well worth waiting for.

ZIG-ZAG ANTENNAS have replaced every known type of installation and TRIO is proud to report that in EVERY instance the ZIG-ZAG ANTENNA has out-performed them all, even the tried and true TRIO dual-channel yagi.

TV listeners are finding that with a ZIG-ZAG ANTENNA they are no longer tied down to just one or two channels, but are getting excellent reception on channels never seen before. ZIG-ZAG ANTENNA is truly HOT on all VHF channels.

available in 8 different models, provide a new high in all-channel performance for any area, from metropolitan to ultra-fringe. Tremendous gain, sharp directivity, excellent match to 300 ohm line, sturdy vibration-proof construction and fast, easy installation tells the rest of the TRIO ZIG-ZAG ANTENNA story.
SEE THEM at your JOBBERS. WRITE for CATALOG.



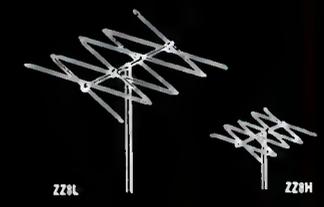
TRIO ROTATOR

A worthy companion to the ZIG-ZAG ANTENNA. Tested and proven under every conceivable condition of load, weather, strain and stress. Two motors, one for each rotation direction. Positive electrical stops prevent damage of over-rotation. Positive brake action, no drift even when supporting heavy arrays in 80 MPH winds. Precision built of finest materials and UNCONDITIONALLY GUARANTEED by TRIO for TWO YEARS. SMARTLY STYLED DIRECTION INDICATOR has easy to read dial face and easy to use finger touch control. A beautiful instrument you'll be proud to own.

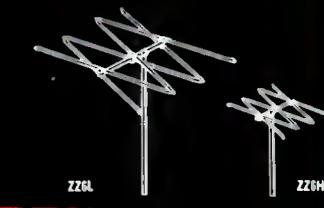
These ZIG-ZAG ANTENNAS provide the ultimate in extreme fringe area reception. ZZ12L provides 12-14 db. gain on Channels 2 thru 6. ZZ16H has a gain of 14 db. on Channels 7 thru 13. These antennas have very narrow forward lobe, high front to back ratio, provide high rejection in areas with co-channel interference.



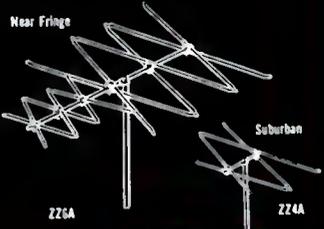
Where maximum gain is not necessary these normal fringe model ZIG-ZAG ANTENNAS are ideal. Model ZZ8L has a gain of 9 db. average on Channels 2 thru 6. The ZZ8H provides an 11 db. gain on Channels 7 thru 13. Forward lobe patterns comparable to good multi-element single channel yagi.



For near fringe area reception these ZIG-ZAG ANTENNA models provide 8-9 db. gains on all Channels 2 thru 13. ZZ6L covers Channels 2 thru 6 and Model ZZ6H covers Channels 7 thru 13. Both models have patterns similar to those of cut to channel yagis.



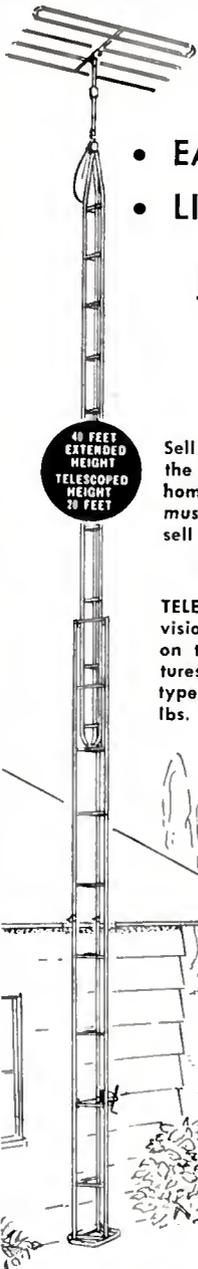
These ZIG-ZAG ANTENNAS provide ALL CHANNEL reception with only ONE antenna bay. Model ZZ6A is designed for near fringe area reception of all Channels 2 thru 13, with an average gain of 9 db. Model ZZ4A is for use in suburban areas, providing an average gain of 6 db. on all Channels 2 thru 13.



TRIO

TRIO MANUFACTURING COMPANY

GRIGGSVILLE, ILLINOIS



- EASIER INSTALLATIONS • LOW COST
- LIGHT WEIGHT • IMMEDIATE DELIVERY

more profit for YOU

with **TeleVue** . . . the only NAME
in television towers

Sell a **DOUBLE MARKET** with TELE-VUE! Sell the primary market where the city buyer wants a modernistic tower to match the beauty of his home—and sell the "fringe" area market where TV-hungry families must have a tower to get reception. The TELE-VUE TOWER helps you sell more sets—and make installations, faster, easier and cheaper.

TELE-VUE . . . the tower people ASK for!

TELE-VUE is the only name in television towers. You can capitalize on that, and its many other features. • Made of sturdy aircraft-type tubing. • Weight only 60 lbs. • **ONE MAN CAN INSTALL**

IT • Crank it up or down, from 20 to 40 ft. height • Use it with or without guy wires.

EXTRA! For NEW TV MARKETS

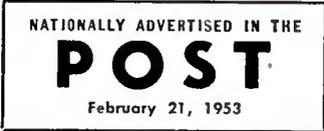
In addition to our national advertising program which will impress the TELE-VUE name on millions of readers, we have a complete merchandising "package" ready for use in new TV markets: Special Promotions . . . Display Material . . . Newspaper Ads . . . Direct Mail . . . "Traffic" Building Plans. This hard-hitting local campaign is all yours as a TELE-VUE dealer.

It's Your Turn to CASH IN . . . NOW!

Thousands of families in "fringe" areas—and in primary areas, too—are prospects for the low-cost TELE-VUE TOWER. Here's your chance to build added sales volume, make extra profit—and make TV installations at terrific savings in cost. (One man can demonstrate, sell and install!)

Lowest Delivered Cost

TELE-VUE TOWERS give you the extra benefits of lowest possible delivered cost. Shipments are made from centrally located factory and warehouse stocks in every section of the country. **ORDER NOW!** Write or wire TODAY . . . for full details!



TELE-VUE TOWERS, INC.

701-A — 49th STREET SO., ST. PETERSBURG, FLORIDA
455 EAST STREET, ERSKINE, MINNESOTA
2301-A UNIVERSITY AVE., S.E., MINNEAPOLIS, MINN.

CLOSING DATES FOR

TELEVISION RETAILING

- 5th** of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
- 10th** of preceding month for complete plates only—no setting.
- 1st** of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

Caldwell-Clements, Inc.
480 LEXINGTON AVENUE, NEW YORK 17

New Phonola Distributors

Waters Conley Company, Rochester, Minn., has announced two new distributors for their Phonola line of portable phonographs. Sanborn Electric Company, Indianapolis, will cover central Indiana, and the B. T. Crump Company, Richmond, Va., will distribute Phonola in southern Virginia and northern North Carolina.

Ottman Joins Admiral Corp.

John B. Ottman, former advertising manager of Stewart-Warner's Electric Division, has been appointed television-radio sales promotion manager for Admiral Corporation, according to announcement by Seymour Mintz, vice-president-advertising. Ottman joined Stewart-Warner in 1947 after three and a half years in the U. S. Air Force.

C-D Has New Sales Aids

Retailers selling the Cornell-Dubilier TV Antenna Rotor can now obtain free window streamers and envelope stuffers through their jobbers at no charge. The streamer is 10½" x 28", printed yellow, red and black. The illustrated envelope stuffer can be used as a counter pick-up piece in addition to mailing purposes.

DeMambro Offers Catalog

The DeMambro Radio Supply Co., Joseph A. DeMambro, president, is distributing a new 220-page catalog through the DeMambro organization in Boston; Manchester, New Hampshire; Worcester, Mass.; and Providence, R.I. The catalog is a complete reference listing of all types of electronics, radio and TV parts, high fidelity and sound equipment.

Jensen Cites Hi-Fi Statistics

Ralph Glover of Jensen Manufacturing Company, says that since the end of World War II, which marked the beginning of the current High Fidelity era, Jensen has published and distributed free of charge, almost 700,000 pieces of literature describing high fidelity reproduction and high fidelity loudspeakers. Over 150,000 of the company's free 12-page booklet, "Let Music Come to Life" have been printed. In addition, Glover states, the firm has travelled special 3-way and 4-way system demonstrating equipment more than 15,000 miles which has been heard by 150,000 people. Jensen's policy, says Glover, is to create a desire for Hi-Fi by continually exposing the market to the latest and most advanced technique for the reproduction of high fidelity music.

Mercury Names Brent

Jim Brent has been named advertising manager for Mercury Television and Radio Corporation, 1241 So. Hill St., Los Angeles, according to Joe Benaron, president and chairman of the board. Brent has been associated with the advertising and graphic arts field for more than 16 years and was formerly advertising manager for a leading national drug manufacturer.

G-C HAS MADE... 125 MILLION STAND-OFFS FOR THE TELEVISION INDUSTRY

125 MILLION STAND-OFFS! Yes, G-C recently completed the manufacture of its 125,000,000th Stand-Off . . . made possible by the fact that the entire radio-TV service industry recognizes the value, the top quality built into every G-C Stand-Off—available from your jobber in 24 popular styles.

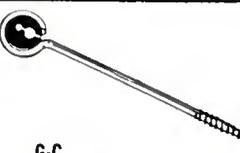
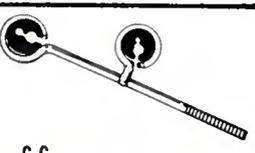
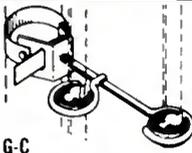
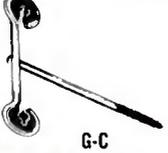
All G-C Stand-Offs are supplied with genuine Polyethylene insulators like this . . . featuring the exclusive G-C reinforcing rib that keeps the insulator from collapsing.



G-C KANT-STRIP MAST STAND-OFFS

Exclusive, improved mast stand-offs with strip-proof extruded threads. Extra strong; no flimsy light metal used; no loose nuts to fall out. Galvanized strap has round end for easier threading. Genuine Polyethylene insulator, unique G-C design.

No.	Size
8253	3 1/2" Single
8257	7 1/2" Single

 <p>G-C UNIVERSAL STAND-OFFS (Machine Screw Type)</p> <table border="0"> <tr> <th>No.</th> <th>Length</th> </tr> <tr> <td>8031</td> <td>3 1/2"</td> </tr> <tr> <td>8032</td> <td>5 1/2"</td> </tr> <tr> <td>8035</td> <td>7 1/2"</td> </tr> </table>	No.	Length	8031	3 1/2"	8032	5 1/2"	8035	7 1/2"	 <p>G-C UNIVERSAL STAND-OFFS (Wood Screw Type)</p> <table border="0"> <tr> <th>No.</th> <th>Length</th> </tr> <tr> <td>8027</td> <td>3 1/2"</td> </tr> <tr> <td>8028</td> <td>5 1/2"</td> </tr> <tr> <td>8029</td> <td>7 1/2"</td> </tr> <tr> <td>8030</td> <td>12"</td> </tr> </table>	No.	Length	8027	3 1/2"	8028	5 1/2"	8029	7 1/2"	8030	12"	 <p>G-C NAIL-IN STAND-OFFS</p> <p>New, speed-type nail-in stand-offs save installation time, labor and cost on each job. Easy to use, Genuine Polyethylene insulators.</p> <table border="0"> <tr> <th>No.</th> <th>Length</th> </tr> <tr> <td>8343</td> <td>3 1/2"</td> </tr> </table>	No.	Length	8343	3 1/2"	 <p>G-C DUPLEX IN-LINE STAND-OFFS</p> <p>Two styles, wood screw and machine screw types. Heavily zinc plated to prevent rust.</p> <table border="0"> <tr> <th>No.</th> <th>Size and Type</th> </tr> <tr> <td>8225</td> <td>7 1/2" Wood Screw</td> </tr> <tr> <td>8226</td> <td>7 1/2" Machine Screw</td> </tr> </table>	No.	Size and Type	8225	7 1/2" Wood Screw	8226	7 1/2" Machine Screw
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 <p>G-C SNAP-ON STAND-OFFS</p> <p>NEW, improved snap-on that is easier to install, then stays on. Snap . . . and it's on; that's all there is to it! Two standard sizes. Feature exclusive G-C reinforced insulators.</p> <table border="0"> <tr> <th>No.</th> <th>Size</th> </tr> <tr> <td>8797</td> <td>For 1" Masts</td> </tr> <tr> <td>8798</td> <td>For 1 1/4" Masts</td> </tr> </table>	No.	Size	8797	For 1" Masts	8798	For 1 1/4" Masts	 <p>G-C "WIRE-GRIP" GUY WIRE STAND-OFFS</p> <p>TV lead-ins and rotator wires can be brought down long guy wires. Fasten permanently; easy to use. Genuine Polyethylene insulators.</p> <table border="0"> <tr> <th>No.</th> <th>Size and Type</th> </tr> <tr> <td>8255</td> <td>3 1/2" Single</td> </tr> <tr> <td>8256</td> <td>Double Type</td> </tr> </table>	No.	Size and Type	8255	3 1/2" Single	8256	Double Type	 <p>G-C DUPLEX KANT-STRIP MAST STAND-OFFS</p> <p>Heavy steel stand-off with strip-proof extruded threads. A deluxe stand-off at a really low price. Galvanized strapping. For both 300-ohm and coaxial lines.</p> <table border="0"> <tr> <th>No.</th> <th>Type</th> </tr> <tr> <td>8258</td> <td>Double</td> </tr> </table>	No.	Type	8258	Double	 <p>G-C EAVE TYPE CLAMP-ON STAND-OFFS</p> <p>New type, clamp-type stand-off that quickly fastens to eaves. Easy to install. Genuine Polyethylene insulators.</p> <table border="0"> <tr> <th>No.</th> <th>Type</th> </tr> <tr> <td>8811</td> <td>Single</td> </tr> <tr> <td>8812</td> <td>Double</td> </tr> </table>	No.	Type	8811	Single	8812	Double						
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 <p>G-C TEE-TYPE STAND-OFFS</p> <p>Heavy zinc plated for permanent installation. Two types, wood screw and machine screw. For both 300-ohm and coaxial lines.</p> <table border="0"> <tr> <th>No.</th> <th>Size and Type</th> </tr> <tr> <td>8809</td> <td>7 1/2" Wood Screw</td> </tr> <tr> <td>8810</td> <td>7 1/2" Machine Screw</td> </tr> </table>	No.	Size and Type	8809	7 1/2" Wood Screw	8810	7 1/2" Machine Screw	<p>FREE G-C's big, illustrated Catalog, chock-full of hundreds and hundreds of radio-TV service aids. Send a postcard for your copy today!</p> <div style="text-align: center;">  <p>GENERAL CEMENT MANUFACTURING Co. 919 TAYLOR AVENUE ROCKFORD, ILLINOIS</p> </div> <div style="text-align: right;">  </div>																								
No.	Size and Type																														
8809	7 1/2" Wood Screw																														
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teamed together for Better TV Picture Quality

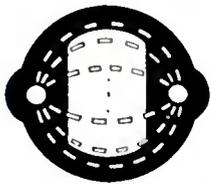
AMPHENOL
-INLINE*
ANTENNA

AMPHENOL
TUBULAR
TWIN-LEAD

The combination of the famous Amphenol Inline Antenna with the extremely low-loss Amphenol Tubular Twin-Lead permits any TV set to present the best picture it possibly can.

In addition to a strong forward reception lobe, the Inline has uniform gain over the entire range of VHF channels—less variation than the 3 decibel change which causes “fuzziness.” The Inline is also available in stacked array for those fringe or trouble areas which require additional signal strength.

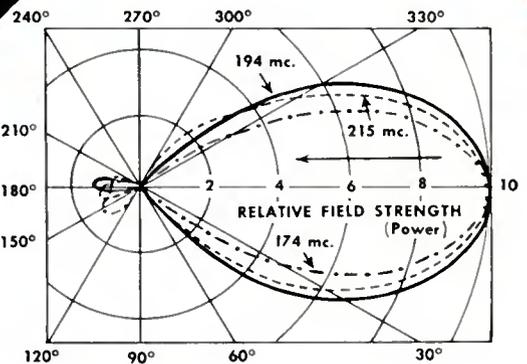
The Amphenol Tubular Twin-Lead provides very low-loss and constant impedance. The tubular construction minimizes the effect of moisture and dirt deposits on the concentrated field of energy and ends weather interference. Because of these characteristics, Amphenol Tubular Twin-Lead has been recommended by leading TV manufacturers and authorities for any installation where UHF is, or will be available.



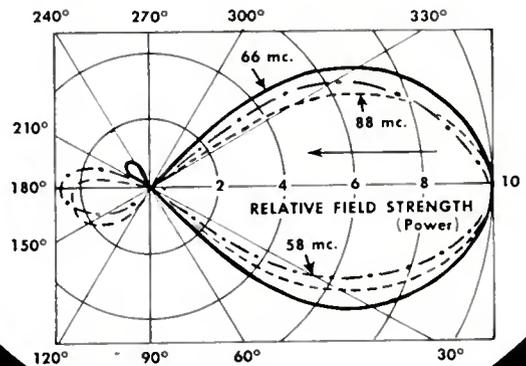
This illustration clearly shows that the concentrated field of energy between the two conductors, which are 7 strands of #28 copper weld wire, is contained by the tubular construction. This important field of energy is unaffected by any exterior conditions.

Your free copy of this book is available from your Authorized Amphenol Distributor. It contains complete factual and test data on the factors which determine Better TV Picture Quality.

AMPHENOL



consider the evidence...



The test patterns on both high and low bands reveal the Amphenol Inline Antenna's superior uni-directional reception lobe. This single forward lobe intercepts the TV signal at its maximum available strength. It also rejects unwanted reflected signals or side interference that cause “ghosts” and unsteady pictures.

No other broadbanded antenna can present as favorable a reception pattern on all the VHF channels as does the Amphenol Inline Antenna.

Emerson-Webcor Merger

Benjamin Abrams, president of Emerson Radio & Phonograph Corporation, and R. F. Blash, president of Webster-Chicago Corporation, recently announced that their respective boards of directors have taken action recommending a merger of Webster-Chicago into Emerson. The surviving corporation will be Emerson Radio & Phonograph Corporation. Webcor will be operated as a division of Emerson.

Raytheon Transistors Available

Raytheon Manufacturing Co. has announced the commercial availability of Germanium junction transistors, Raytheon types CK721 and CK722. Although a portion of the initial output of the new transistors will be channeled to top priority defense applications, Raytheon is filling distributor pipelines to accommodate the demand for this long-awaited product.

New Audio Catalog

Terminal Radio Corporation, electronics parts distributor of New York City, has published a 132-page audio equipment catalog. Besides 50 pages of high fidelity home music system components, the book illustrates and describes 76 pages of PA, institutional, recording and broadcast equipment as well as audio test instruments and similar specialized equipment. Book is available free upon request direct to Terminal at 85 Cortlandt St., New York 7, New York.

Motorola Exec Speaks to Bridgeport Dealers

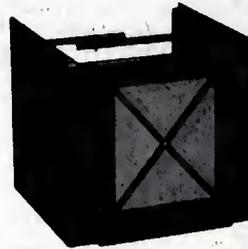
Following a clinic on the subject of Ultra High Frequency, E. A. Holsten, general merchandising manager of Motorola, Inc., told a WICC-sponsored rally of television dealers within a 40-mile radius of Bridgeport, Conn., that though there are now some 275,000 sets in the area, over 100,000 families lack television receivers and represent a prime sales market. The talk and clinic were part of the WICC program to promote and discuss UHF. WICC has been authorized by the FCC to operate a commercial station in Bridgeport as soon as equipment becomes available. Stating that there is no business in America today with opportunities of growth comparable to TV, Holsten predicted that by 1957 there will be 40,000,000 television receivers in use in America, or double the number in use by the end of 1952.

Bishop in New Post

P. R. Mallory & Co., Inc., Indianapolis, Ind., recently announced the promotion of O. E. Bishop to manager of sales operations, distributor division. In his new position, Bishop will assist J. E. Templeton, distributor division manager, in coordinating field sales activities and working with Mallory distributors.

THE BIG PROFIT LINE FOR DISTRIBUTORS AND DEALERS!

Ridgeway TV TABLES AND BASES



Two "Hot" Numbers!
No. 4000: Revolving top TV table. Mahogany veneer top and selected hardwoods.

No. 4100: Adjustable TV base. Mahogany veneer end panels and selected hardwoods. Adjustable from 18" to 24" wide.

Ridgeway TV tables and bases, from designing board to the finished product, are produced at the modern Ridgeway plant. That is why they offer consistent high quality, smarter styling, greater value, bigger profits. You build greater customer satisfaction when you feature, promote and sell Ridgeway TV tables and bases.

Plan Now to Feature and Promote Ridgeway TV Tables and Bases During 1953

Two Exhibits During Chicago Show!
American Furniture Mart, Space 1025
Conrad Hilton Hotel, Suite 900

New York Sales Offices, TV Furniture
LOUIS R. GOLDMAN & CO.
251 West 42nd St., New York 36, N. Y.



AMERICA'S FASTEST GROWING TV ANTENNA MANUFACTURER DAVIS ELECTRONICS

THERE MUST BE A REASON

THE REASON IS: The DAVIS SUPER-VISION is the finest antenna built for V.H.F. ALL CHANNEL and FRINGE AREA and DX RECEPTION... A steady flow of enthusiastic letters from users all over the U.S. attests to this fact—and is outstanding proof of its UNIVERSAL ACCEPTABILITY.

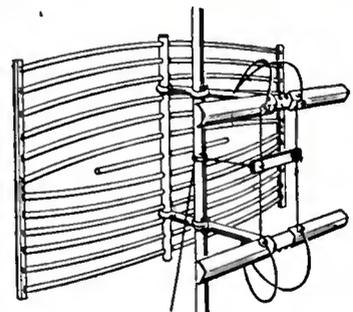


1. EXCELLENT FOR FRINGE AREA and DX RECEIVING—and broad band receiving with high gain on all channels—2 through 13.
2. CLEARER PICTURES UP TO 125 MILES OR MORE—from the station.
3. GHOST PROBLEMS REDUCED or eliminated due to excellent pattern.
4. PROVIDES 10 DB OR MORE GAIN ON HIGH CHANNELS where gain is needed most.
5. EXCELLENT FRONT TO BACK RATIO on all channels. No co-channel interference.
6. MINIMIZES INTERFERENCE: Airplane Flutter—Diathermy and Ignition—F.M.—Neon Signs—X-Ray—Industrial—Etc.
7. ELIMINATES DOUBLE STACKED ARRAYS, and out-performs 2 bay yagis on low band and 4 bay yagis on high channels.

DAVIS ELECTRONICS

4313 WEST MAGNOLIA BLVD.
BURBANK, CALIFORNIA

Manufacturers of V.H.F. and U.H.F. Antennas
Backed by Over a Quarter Century of Electronic Experience



DAVIS SUPER-VISION

"THE ORIGINAL ANTENNA SOLD WITH A MONEY-BACK GUARANTEE"

ADVANTAGES OF THE DAVIS SUPER-VISION WITH ELECTRONIC DIPOLE SEPARATORS:

8. ONLY ONE TRANSMISSION LINE NECESSARY.
9. NO WORRY OVER POSSIBLE CHANNEL CHANGES on either high or low channels.
10. CAN BE TIPPED WITHOUT TILTING MAST to take advantage of horizontal wave lengths.
11. Can be used with ANTENNA ROTOR

AT YOUR JOBBERS, OR WRITE TO:

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4313 West Magnolia Blvd., Burbank, California
SIRS: RUSH INFORMATION TO ME AS CHECKED BELOW:

Send Free Technical Data on new SUPER-VISION ANTENNA.

Send Name and Address of NEAREST JOBBER.

Name _____

Street _____

City _____ State _____

Get on the Bandwagon with DeWALD'S New Television Policy

- **NEW MODELS** • **NEW LOW PRICES**
17", 20", 21" — Table and Console Models
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- **A COMPLETE RADIO LINE**
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Private-Label
and Contract
accounts
solicited

WRITE—PHONE—WIRE—TODAY
for the attractive
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in your territory

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and
TELEVISION

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BETTER,
it's

DEWALD

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

Room Coolers

(Continued from page 59)

unit may never get up to proper speed, may not produce anything like the cooling of which it is capable, and in extreme cases may overheat and stop (due to thermal cutout).

It is axiomatic, electrically, that a circuit should never be fused higher than what is prescribed by the code for that wire size, because of the danger of fire due to overheating of the wires. But there is a less obvious reason, outlined in the previous paragraph—namely, that if the wire size is inadequate, the voltage drop on the wire due to overheating may be excessive. Therefore the machine simply will not operate properly, inadequate cooling will result and the customer will be dissatisfied.

A similar situation can result from the customer overloading the air conditioner circuit with lights and/or other appliances. An electrical circuit can carry considerably more than its code-rated load, but it cannot do so safely and while delivering proper voltage to the load.

Not all inadequate voltage situations need new wiring for correction. Relatively high resistance can be developed across connections, and cause low or fluctuating voltage. One case was reported where there were four canopy splices between the unit and its branch fuse. All of these splices were old, loose and corroded. In addition, contacts in the wall receptacle for the unit were loose and blackened, so that the line plug for the conditioner made poor contact in it. Also, unaccountably, someone had spliced a piece of #18 zip cord in the outlet box, between the line and the receptacle. When all the splices were cleaned up, the zip cord was removed from the outlet box and a new receptacle was installed, satisfactory operation of the air conditioner resulted. Prior to this, it was continuously blowing fuses, with no cooling at all.

As a matter of fact, this example points a good reason why dealers should not (as so many of them do) just advise the customer to put in a larger fuse when the cooler is blowing fuses. Every installation should have a voltage-under-load check by a qualified man. When the voltage seems inadequate, the electrical system should be checked for faults if the voltage is OK at the fuse panel. Consumers should not be encouraged to mess around with the fusing of high current devices, since they can-

(Continued on page 148)

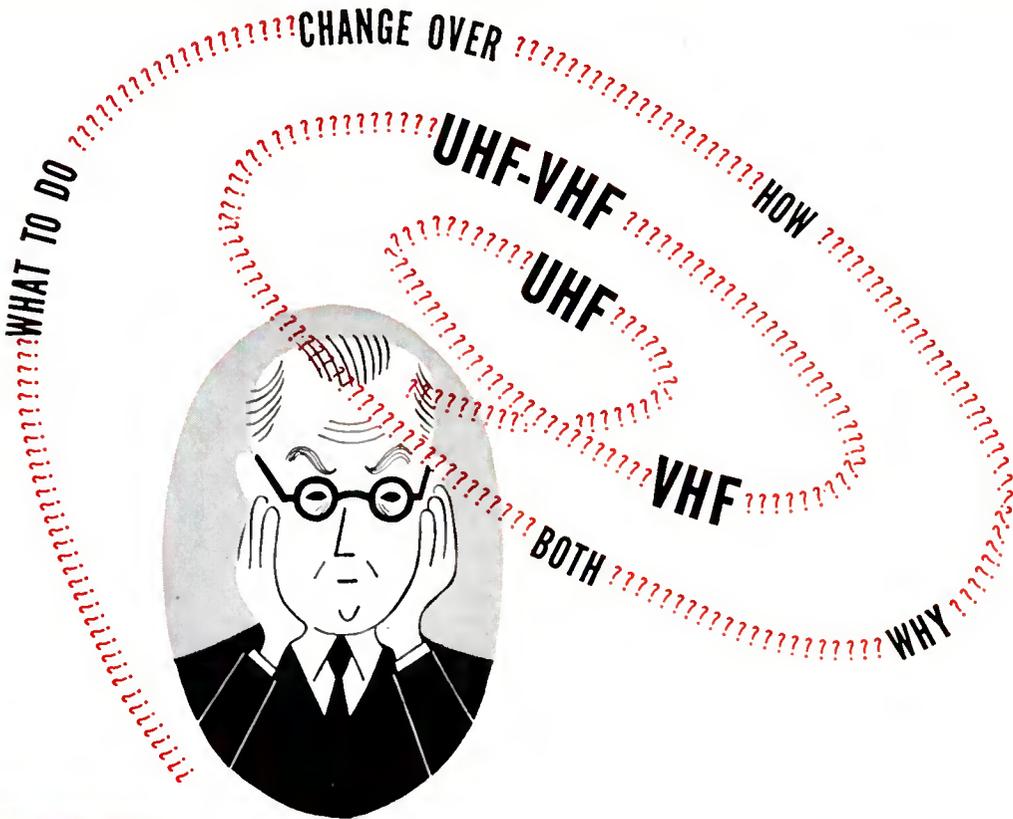
UHF... and really HOT!

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FULL DETAILS AT YOUR DISTRIBUTOR

BOW TIE

TECHNICAL APPLIANCE CORPORATION
SHERBURNE, N. Y.



WARD antennas have all the UHF-VHF answers!

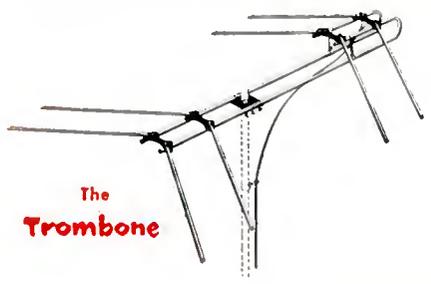
UHF only for old installations



The New
J-S-B-Z
Trombone

Add it to present VHF installations and you have a complete UHF-VHF Antenna . . . covers all UHF channels with high gain . . . small, neat and pre-assembled. JAZZ TROMBONE is the first new UHF only antenna . . . an exclusive WARD development.

UHF-VHF for new installations



The
Trombone

Here is the sensational, new WARD Antenna that brings in all-channels, all-frequencies—both VHF and UHF—with one single Antenna . . . the completely universal WARD TROMBONE. For new installations nothing compares with WARD TROMBONE.

THE DIPLEXER



This brand new WARD item completely solves the problem of lead-in lines, where separate UHF and VHF Antennas are employed. Simply attach the two lines to THE DIPLEXER and extend one single line from the DIPLEXER to the TV receiving set.



THE WARD PRODUCTS CORP.
DIVISION OF THE GABRIEL COMPANY

1148 Euclid Avenue • Cleveland 15, Ohio In Canada: Atlas Radio Corp., Ltd., Toronto, Ont.

PRECISION CR-30 CATHODE RAY TUBE TESTER

TESTS ALL TV PICTURE TUBES

(MAGNETIC AND ELECTROSTATIC)

'SCOPE TUBES AND INDUSTRIAL CR TYPES

for True Beam Current (Proportionate Picture Brightness)
Tests ALL CR Tube Elements—Not Just a Limited Few

IN FIELD OR SHOP

Tests CR Picture Tubes
Without Removal from
TV Set or Carton!



The Precision CR-30 fills an obvious gap in the test equipment facilities employed by TV service and installation technicians.

Because of the absence of a reliable cathode ray tube tester, up to 50% of so-called "rejected tubes" are found to be fully serviceable and should rightfully never have been "pulled out."

Proven product of extended development, the CR-30 has been

specifically engineered to answer the question, "Is It the TV Set or is it the Picture Tube?"

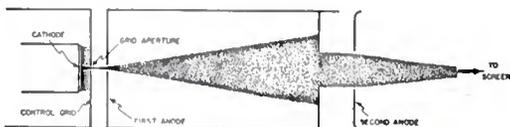
The Precision CR-30, a complete and self-contained Electronic Instrument, incorporates a TRUE BEAM CURRENT Test Circuit. The CR-30 checks overall electron-gun performance for proportionate picture brightness as well as additional direct testing facilities for accelerating anodes and deflection plate elements.

The Precision CR-30 should not be confused with mere adapters connecting to ordinary receiving tube testers which were never designed to meet the very specialized needs of CR tube checking. Similarly, it is not to be confused with neon-lamp units or similar devices of limited technical merit and which do not check all CR tubes or all tube elements.

GENERAL AND TECHNICAL SPECIFICATIONS

- ★ Tests All Modern Cathode Ray Tubes—Magnetic and Electrostatic, "Scope Tubes and Industrial Types.
- ★ Tests All CR Tube Elements—Not just a limited few.
- ★ Absolute Free-Point 14 Lever Element Selection System, independent of multiple base pin and floating element terminations, for Short-Check, Leakage Testing and Quality Tests. Affords maximum anti-obsolescence insurance.
- ★ True Beam Current Test Circuit checks all CR Tubes with Electron-gun in operation. It is the Electron Beam (and NOT total cathode emission) which traces the pictures or pattern on the face of the CR tube.
- ★ Voltage Regulated, Bridge Type VTVM provides the heart of the super-sensitive tube quality test circuit. Such high sensitivity is also required for positive check of very low current anodes and deflection plates.
- ★ Micro-Line Voltage Adjustment Meter-monitored at filament supply.
- ★ Accuracy of test circuits closely maintained by use of factory adjusted internal calibrating controls; plastic insulated, telephone type cabled wiring; highest quality, conservatively rated components.
- ★ Built In, High Speed, Roller Tube Chart.
- ★ Test Circuits Transformer Isolated from Power Line.
- ★ 4½" Full Vision Meter with scale-plate especially designed for CR tube testing requirements.
- ★ Heavy Gauge Aluminum Panel etched and anodized.
- ★ PLUS many other "PRECISION" details and features.

Total cathode emission can be very high and yet Beam Current (and picture brightness) unacceptably low. The CR-30 will reject such tubes because it is a true Beam Current tester. Conversely, total cathode emission can be low and yet Beam Current (and picture brightness) perfectly acceptable. The CR-30 will properly pass such tubes because it is a true Beam Current tester. The significance of the above rests in the fact that Beam Current (and picture brightness) is primarily associated with the condition of the center of the cathode surface and not the overall cathode area. (See illustration below)



SERIES CR-30—In hardwood, tapered portable case, with hinged removable cover. Extra-Wide Tool and Test Cable Compartment. Overall Dimensions 17¼ x 13¾ x 6¾". Complete with standard picture tube cable, universal CR Tube Test Cable and detailed Instruction Manual.

Shipping Weight:—22 lbs. Code: Daisy
NET PRICE:—\$99.75

See the CR-30 on display at leading electronic equipment distributors. Place your orders now to assure earliest possible delivery.



PRECISION APPARATUS CO., INC.

92-27 Horace Harding Boulevard, Elmhurst 9, New York

Export Division: 458 Broadway, New York, U.S.A. • Cables—Morhanex
In Canada: Atlas Radio Corp., Ltd., Toronto, Ontario

Symbols showing major activities of distributors

- T—Television
- R—Radio
- P—Parts
- S—Sound
- E1—Major appliances
- E2—Electrical housewares
- M—Records & Accessories
- *—Member, N.E.D.A.

1953 DISTRIBUTOR DIRECTORY

A complete interfiling of distributors, giving name and local address of firm, owner or manager, telephone number and types of products handled.

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Distributors are listed alphabetically under states and cities

ALABAMA

- ANNISTON**
Radio Dist & Supply 1029 Gurnee G R Dickert 4010 PSM
- BIRMINGHAM**
Ack Radio Supply 2205 3 Ave N E C Atkerson 4-0588 PST
Air Engineers 1529 2 Ave E J Bissell 54-3431 TREIE2P
Ala Appliance 1230 1 Ave N 53-1527 TREIE2
Ala-Fla Distribution 604 N 9 St 4-7437 TREIE2
Auto Service 1916 4 Ave S 3-4102 PSTR
Birmingham Elec Battery 2230 2 S W L Gaines 3-3211 TE1E2
Clark & Jones 1601 2 Ave S H S Jones Pres 4-4529 TREIE2
Clary Co J W 1712 2 Ave S J W Clary Pres 4-2488 PSTRM*
Electric Constr 3000 3 Ave S D B Clayton 3-3243 TREIE2
Forbes Distr 2600 3 Ave S C D Mitchell 3-4105 TRPS
Graybar Elec 709 1 Ave N 4-1861 TREIE2
Gulf States Dist 700 2 Ave N S B Kronenberg 4-6769 TRME1E2
Hart-Greer 1625 2 Ave S L S Hart President 54-3461 TREI
Lewis Supply Co 1023 N 19 St B Lewis 7-1148 PSTRE1E2
Long-Lewis Hdwe 430 N 9 St 4-2561 TRPE1E2
McDavid & Co R P 1430 2 Ave N R P McDavid 7-7165 TREIE2PM
Moore-Handley 27 S 20 St W W French Pres 7-4121 TREIE2
Radio Parts & Equip 1909 5 Ave N 4-4405 PS
Reid Distributing 1724 5 Ave N E T Reid Owner 4-8652 PSRM*
Southern Lighting 12 S 20 St 4-2160 TRE2
Steel City Supply 600 N 7 St R F Hall Pres 4-0433 TREIE2
Watts-Newsome 1705 1 Ave N J P Newsome GM 3-9295 TREIE2
Wimberly & Thomas Hdwe 1809 1 Ave S 53-4661 TREIE2
- DECATUR**
Radio & Television Supply 415 Bank W W Mock Owner 2231 PSM
- DOTHAN**
Hand Supply Co 705 S Oates HD Hand Owner 4-3300 PSR
Signal Supply Co 243 E Troy J P McKinnon 4-0360 PS
- GADSDEN**
Southeastern Radio Parts See Atlanta Ga
- JASPER**
Ramco Radio Supply 20 St & 2 Ave S E Stevens 2-5321 PSR
- MOBILE**
Emrich Radio Supply 656 Dauphin C E Emrich 8-2596 PS
General Elec 54 Eslava St E D Mencham 8-4571 TREIE2P
Graybar Elec 73 Lipscomb St 2-3511 TREIE2
Harris Supply 10 N Water MT Harris Owner 2-0541 TRPSE1E2
McDavid & Co 120 Water St T D Haas 8-1691 TREIE2PM
McGowin-Lyons Water & St Louis Sta 2-8721 PSTRMIE2
Nelson Radio 451 St Louis E E Nelson 2-0411 PSTREIE2*
Radio Labs 111 N Royal E M Faiver 2-1715 PS
Wilkinson Geo C 803 Dauphin St TR
- MONTGOMERY**
Loeb Hardware 120 Commerce St TREIE2
Nolin-McInnis 205 Commerce D M McInnis Owner 7323 RPSM
Southeastern Radio Parts 210 Court St See Atlanta Ga
Steel City Supply 101 N Chandler See Birmingham
Teague Hardware 204 Commerce St PS
Walther Bros 115 Commerce J P Walther Mgr 2-0369 TRPS
- TUSCALOOSA**
Allen & Jamison Co L R Moore Buyer 8-2781 PSTR*



ALABAMA

- ANNISTON**
Radio Distributing & Supply Co 1029 Gurnee St
- BIRMINGHAM**
Ack Radio Supply Co 2055 Third Ave N
Auto Service Co 1916 Fourth Ave S
Clark & Jones 1601 Second Ave S
James W Clary Co 1713 Second Ave S
Electric Constructors Inc 3009 Third Ave S
Forbes Distributing Co 2600 Third Ave S
Long Lewis Hardware Co 804 Fourth Ave
Reed Distributing Co 1724 Fifth Ave N
★Steel City Supply Co 600 N 7th St
- DOTHAN**
Hand Supply Co 705 S Oates St
- MOBILE**
Harris Supply Co PO Box 1009
Nelson Radio & Supply Co 263-71 St Louis St PO Box 515
- MONTGOMERY**
Nolin-McInnis Inc 205 Commerce St
Teague Hardware Co 132-134 Commerce St
Walther Brothers Co 113 Commerce St
- TUSCALOOSA**
Allen & Jamison Co
★Electronic Distributor

ARIZONA

- PHOENIX**
Appliance Distributors 213 S 11 Ave 8-4893 TRE1
Arcal Radio Parts 532 W Van Buren D Curtis AL 3-4023 PSTR
Arizona Hdwe Supply Box 2110 TREIE2
Arizona Mercantile Co P O Box 3605 TR
Black & Ryan P O Box 2234 L S Black Owner AL 8-4826 TE1E2
Dalis Bros 528 W Jefferson St PS
Electrical Comm 202 E Fillmore F J Schmidt AL 2-8248 TRMPS
Electrical Equip 1 Ave at Madison S Kahan Pres 3-3186 TRE1
Gaines Co De B 525 S Central A De B Gaines 2-5664 TR
General Electric 441 W Madison 4-1116 TREIE2P
Gough Industries See Los Angeles Calif
Graybar Electric 434 W Madison 3-6131 TREIE2
Jennings Co 607 W Washington W H Jennings AL 8-3737 TREIE2
Mathias & Co Albert See El Paso Tex
Midland Specialty 233 S 11 Ave W TRPSM
Momsen-Dunnegan-Ryan See El Paso Tex
Momsen-Dunnegan-Ryan 11 E Buchanan See El Paso Tex
Myers Dist Chic 1518 E Van Buren C Myers AL 8-7768 TR
Radio Parts of Ariz 214 S 11 Ave K Sloan AL 8-6476 PSR*
(Directory continued on next page)



ARIZONA (Continued)

Radio Spec & Appl 305 E Roosevelt
 Redmond Supply J F 625 W Madison PM
 Southwest Wholesale Radio 126 S 2 St PS
 Western Radio & Eng 1915 E Wash 4-7084 PS
 Westinghouse Elec 110 N 21 W L Constance 4-9276 TRE1E2

TUCSON

Appliance Distributors 204 S Park Ave 3-7583 TRE1E2
 General Elec 2 E 6 St 3-4773 TRE1E2
 Elliott Electronics 418 N 4 Ave T M Elliott PS
 Standard Radio Parts 218 N 1 Ave PS

**ARIZONA****PHOENIX**

Gough Industries Inc 917 W Madison
 Midland Specialty Co 223 S 11th Ave
 Radio Parts of Arizona 214 S 11th Ave
 ★Radio Specialties & Appliance Corp 401 W Jackson St

TUCSON

Standard Radio Parts 218 N First Ave
 ★Electronic Distributor

ARKANSAS**BLYTHEVILLE**

Blytheville Radio Supply 112 S 1 St G Teagur 4467 PS

FORT SMITH

Carter Electronic 805 N 11 St T E Carter Buyer 6095 PS
 Interstate Electric E C Willie Mgr See Shreveport La
 Mulhollan Co P E 12 N 3 St P E Mulhollan 6174 RE1E2
 Stuart Wholesale Elec 16 N 8 St TR
 Williams Hardware Co 100 S 4 St 2-5011 TRE1
 Wise Radio Supply 1001 Towson Ave J E Wise 8926 TRPSME2*

LITTLE ROCK

Arkansas Radio 307 E Markham J A Aunt 2-4155 TRE1E2
 Carlton Wholesale 109 W 9 St J R Carlton 27-9248 PSR
 Cross Co Cage 714 E 4 St C Cross Owner 5-9169 TRE1
 Connerly Distra. 1201 E 2 St A R Connerly 27-7917 TRE1E2
 Fones Bros Hdwe 2 & Rock Sts 5-8234 TRE1E2
 General Electric 601 E Markham 5-5323 TRE1E2P
 Graybar Electric 417 Byrd St TRE1E2
 Home Appliance Distr 114 E Bridge St 5-0291 TR
 Lyon Co Frank 208 E Markham St TRE1
 Meyer Bros Drug 200 E Market St R
 O'Bannon Bros 409 Shall St S P O'Bannon 2-2211 TRE1E2
 Orgill Bros 818 E Markham J Broadus Mgr 2-5292 TRE1
 Peerless Sales 1611 Main St R D Elgin TRS
 Southern Radio 1417 Main J O Russell 2-4198 TRPSE2M
 Thurman Supply 115 W 11 St P Thurman Pres 7308 R
 Westinghouse Elec 119 Sherman J A Hunter 2-5154 TRE1E2
 White Radio Supply 1222 Main D White Pres 5-1283 TRPSM*
 Wholesale Appliance 201 Rock St C Ahrens Pres TRE1

NORTH LITTLE ROCK

555 Inc 1600 E Washington 4-5551 TRE1E2
 Rye Wholesale 117 W Washington S K Bradshaw 5-2426 TRE2

PARAGOULD

Martin Wholesale 1207 W Kings Highway J R Martin 4049 PS

TEXARKANA

Interstate Electric Co C C Wimbish Mgr See Shreveport La
 Lavender Radio Supply 520 E 4 St Joe Lavender 36-2757 PSR*

**ARKANSAS****BLYTHEVILLE**

Blytheville Radio Supply 112 S First St

FORT SMITH

Carter Electronic Supply 805 N 11th St

LITTLE ROCK

Carlton Wholesale Radio Inc 109 W 9th St
 Southern Radio Supply 1417-1419 Main St
 Thurman Supply Co 115 W 11th St

CALIFORNIA**ALHAMBRA**

Coast Electronic Supply 527 W Main CU 3-4049 PS*

BAKERSFIELD

Arbuckle J C 417 E 19 St H Ward Mgr 5-5816 See Fresno
 General Electric 1134 33 St 5-5514 TRE1E2P
 Gough Industries 8125 Jewett TR
 Valley Radio Supply 716 Baker St PS

BERKELEY

Kaemper & Barrett 1940 Ashby Ave TH 3-8900 See San Francisco

BURBANK

Dean Co F S 1500 W Burbank See Long Beach
 Pacific Radio Exch 4101 W Burbank See Hollywood
 Valley Electronic Supply 1302 N Magnolia Blvd PS

CALIFORNIA (Continued)**EUREKA**

Commercial Radio & Elec 317 W 7 St III 2-4179 PSR

FRESNO

Anderson Inc Don 1730 H St Don Anderson Pres 6-0401 TR
 Arbuckle J C 2330 Kern J B Leddy Buyer 4-6555 PS
 Billings Wholesale 260 Fulton H H Billings 6-8603 TRE1
 DeJarnatt Whsle B J 223 Fulton B J DeJarnatt 2-2153 TRPE2
 General Elec Supply 1234 O St 4-4746 TRE1E2P
 Graybar Electric 101 Van Ness Ave 2-4175 TRE1E2
 Kierulff & Co 725 L St See Los Angeles
 Kinney & Faust 1740 Van Ness E E Faust GM 6-8321 TRSE1E2
 McCormack & Co 2502 Kern R K Bergen Mgr See San Francisco
 Meyberg Co L J 2930 Butler J Chadwell Mgr See San Francisco
 Ports Mfg Co 3265 Belmont M P Ports Owner 3-6728 PS
 Schiefer Sound 2121 Blackstone J Schiefer Owner 7-7234 PS
 Thomson-Diggs Co See Sacramento
 Westinghouse Elec 2608 Calif J B Harvey 4-5091 TRE1E2

GLENDALE

Hagerty Radio 6826 San Fernando Rd R J Hagerty CH 8-2453 TRPSME1
 Weatherford Co R V 6919 San Fernando RO 9-2281 PS*

HOLLYWOOD

Hollywood Radio 5606 Hollywood K J Rothman HO 9-7294 PSM
 Pacific Radio Exch 1407 Cahuenga I Phillips HW 2-1393 PST
 Yale Radio Elec 6616 Sunset Blvd R W Yale GL 4169 PSMR

HUNTINGTON

Martin Dist Co 2475 E Florence Ave PS

INGLEWOOD

Acron Radio 599 S La Brea A J Risberg Mgr OR 8-5344 PSMR

LONG BEACH

Dean Co F S 969 American N W Dean Buyer NE 6-4837 PSM
 Gough Industries 838 W Anaheim See Los Angeles
 Graybar Electric 17 E Daisy St 70-2911 TRE1E2
 Kierulff & Co 1760 Pacific Ave See Los Angeles
 Ley Co Elwyn W 5550 Dairy Ave E W Ley Owner 20-5444 PSR
 Lynde Electronics 1526 E 4 St 7-4807 PS
 Radio & TV Equip 2227 Pacific J Garner Mgr See Santa Ana
 Scott Radio Supply 266 Alamitos H H Scott Pres 7-8629 PS*
 Waller Inc H T 645 W 15 St H T Waller 35-4844 TRPSE1E2

LOS ANGELES

Bell Radio Supply 1311 W Florence Ave PS
 Calif Electronic Supply 11801 W Pico Blvd BR 2-2126 PS
 Ceazan Co J N 1700 S Figueroa B Ceazan Pres PR 5401 TRE1E2
 Century Dist 1335 S Grand Ave J Weisman RI 7-9101 TRE1M
 Corwin Co 1147 S Hope St L W Corwin Owner RI 0385 TRE1E2
 Dunkle Radio Parts 2506 W 8 St PS
 Federated Purchasers 911 S Grand 1 Krone TR 1761 PS*
 Figart's Radio 6320 Comm Sloat Dr G N Figart YO 6218 PSTR
 General Elec Supply 700 Turner St MA 7141 TRE1E2P
 Gerstman Dist 414 S Western O S Gerstman DU 8-2238 PS
 Golden State Appl Dist 242 S Anderson ST TRE1
 Gough Industries 819 E 1 St 5-5907 TRPSE1E2
 Graybar Electric 210 Anderson AN 3-7282 TRE1E2
 Henderson Co 628 N Alvarado R A Henderson DU 2-8301 PS
 Horn & Cox 915 Mateo St R B Cox VP MA 9-3211 TRE2
 Kassler & Co 7636 Santa Monica Nate Hast VP HE 8161 TRE1
 Kerwin Co J J 1525 S Flower St J Kerwin Owner PR 5323 TRS1
 Kierulff Electronics 820 W Olympic RI 7-0271 TRPSM
 Los Angeles Radio 10215 Venice C Alvin VE 8-3177 PS
 Martin Dist Co 2475 E Florence LO 5-7111 PS
 Meyberg Co L J 2027 S Figueroa RI 7-4451 TRSME1E2
 Mulhausen-Hannegan Co 8132 W 3 St WE 3-8534 TR
 National TV Supply 4032 S Figueroa AD 3-8058 PS
 Olympic Elec 1440 W Olympic S Berman GM DU 8-2233 PSTR
 Pacific Radio Exch 1407 Cahuenga Blvd HU 2-1393 PS
 Papel Bros 2605 E 4 St B Papel Owner AN 2-5151 PSM*
 Quality Television 1235 E Olympic J N Smith Pres TR 9761 TP
 Radio Equip Dist 1340 S Olive St H Spiegel Buyer PR 9151 PS*
 Radio Parts Sales 5220 S Vermont B Moviel Buyer TW 9178 PS
 Radio Prod Sales 1501 S Hill C F Sexton PR 7471 PSTRME1E2*
 Radio Spec 1956 S Figueroa E W Armstrong PR 7271 PSTRM
 Radio TV Sup 341 W 18 St J H Moulthrop RI 9131 TRPSME1
 Ravenscroft Co 2320 S Hill J G Magner Owner PR 1317 PS
 Shane H L Inc 3430 S Hill St H L Shane RI 5241 TRPSE1E2
 Shelley Radio 2008 Westwood R S Shelley GM BR 2-5639 PSM
 Sues Young & Brown 3636 S Bronson M G Sues AX 3-6231 TRE1E2
 Sunland Music 1310 S New Hampshire G S Wolf DU 5-1311 M
 Thomas Dist Co 201 S Anderson N R Thomas AN 3-7545 TRE1E2
 Thomas Co Ray 1601 S Hope St L R Swenson GM PR 6331 TRME1
 United Radio & Elec 1924 S Grand G Cregier RI 7-0441 PSM
 Univ Radio Sup 1729 S Los Angeles P Kudler PR 5241 PSMR*
 Westinghouse Elec Sup 905 E 2 W P Frost MA 9-4161 TRE1E2
 Wholesale Radio & TV Sup 4305 S Figueroa ST AD 3-8171 PS
 Yale Radio Electric 6616 Sunset Blvd GL 4169 PS

MARYSVILLE

Dunlap Whsle Radio G Dunlap Mgr 3-3851 See Stockton

MODESTO

Dunlap Whsle Radio Milt Cox Mgr 3-3067 See Stockton
 Pacific Teletronic & Radio Sup 417 7 St PS

NORTH HOLLYWOOD

N Hollywood Radio 4333 Lankershim J H Prager ST 7-3063 PS

(Directory continued on next page)



CALIFORNIA (Continued)

OAKLAND

Brill Co W D 198 10 St EN 1-0177 PS*
 Cass Altschuler Co 6038 Telegraph Ave PS
 Electric Supply 140 11 St PS*
 General Elec Supply 5400 Hollis B W Reynolds 3-4433 TRE1E2P
 Graybar Electric 1911 Union St GL 1-5451 TRE1E2
 Millers Radio & TV 336 E 8 St L N Miller TW 3-3848 PSTM*
 Raycraft Co 568 3 St TW 3-9698 TRE1
 Wenger Co E C 1450 Harrison E C Wenger GL 1-1020 PSTRM
 Westinghouse Elec 711 E 8 W K Ostler TE 4-9900 TRE1E2

PALO ALTO

Zack Radio 225 Hamilton R Grace DA 5-5678 See San Francisco

PASADENA

Dow Radio 1759 E Colorado K F Tidrow VP RY 1-6683 PSTRM
 Electronic Supply 2615 E Foothill Ed Rice RY 1-7188 PS
 Empire Electronic Dist 37 E Union St RY 1-7671 PSTRE1

POMONA

Acorn Radio & Elec 936 E Holt Ave LY 9-2650 See Inglewood

REDWOOD CITY

Television-Radio Supply 415 Lathrop St See San Francisco

RICHMOND

Millers Radio & TV 319 37 St J Jacobs BE 5-4424 See Oakland

RIVERSIDE

Massey's Radio Supply 2992 8 St PS
 Nelson Co Frank A 4050 11 St TR

SACRAMENTO

Broili-Parks 2225 19 St G Parks GI 2-2933 TRPE1E2
 Brown Co C C 1714 10 St GI 3-5931 PS
 Capitol Electronics 1714 10 St W T Baker GI 3-5931 PSMR
 Dallman Co 530 Que St Earl Durr GI 2-3861 See San Francisco
 Dunlap Whse 1628 "S" St W W White GI 2-1031 See Stockton
 General Elec Supply 1131 "S" St E M Ames GI 3-9001 TRE1E2P
 Graybar Electric 1900 14 St GI 2-8976 TRE1E2
 Kemp Co E M 1115 R St E M Kemp Owner GI 3-4668 PSTRM*
 Radio Television Prod 1519 19 St PSM
 Sacramento Electronics 1219 "S" St E S Severson GI 2-7679 TRPSM*
 Superior Sales Co 1808 Q St TRME1
 Thomson-Diggs Co 1801 2 St GI 2-7851 TRE1E2
 Westinghouse Elec 1730 14 St K H Jones GI 3-6525 TRE1E2

SALINAS

Peninsula TV & Radio See San Jose

CALIFORNIA (Continued)

SAN BERNARDINO

Arrowhead Radio & Television 1212 D St G H Bagley 2-5581 PSTRM
 Electronic Equip 1123 W Base Line Jack Waring PS*
 Featherstone Radio & TV 1010 E St S J Featherstone 81-1306 PS
 Gough Industries Highway 99 & E St See Los Angeles
 Inland Electronic Supply 843 Colten Ave 6-5571 PSTR*
 Kierulff & Co 1123 W Base Line See Los Angeles

SAN DIEGO

Admiral Corp 1270 Columbia St FR 9-0231 TRE1
 Ceazan Co J N 1945 E Harbor Dr FR 9-1301 See Los Angeles
 Century Dist Co 307 8 Ave R D Covell FR 9-9281 See Los Angeles
 Coast Electric 744 "G" St FR 6373 TRE1E2
 Electric Supplies Dist 435 2 Ave S L Hall Pres TRE1E2
 Electronic Equip Dist 1228 2 Ave B R Kirk F 6547 PSTR*
 General Elec Supply 668 3 Ave M A Hoff FR 9-0271 TRE1E2P
 Gold "E" Distr 1905 E Harbor Dr W Goldy Pres FR 9-0231 TR
 Gough Industries 3255 5 Ave WO 0659 See Los Angeles
 Graybar Electric 720 State St FR 1361 TRE1E2
 Kessler & Co 3791 Park Blvd Carl Lantz Mgr See Los Angeles
 Kierulff & Co 3791 Park Blvd See Los Angeles
 Lee Dist Co 820 W Ash L Bornstein Owner FR 8965 TE1E2
 Radio Parts Co 2060 India F Zurek Mgr PS
 San Diego Imperial Supply 617 7 Ave MA 8-1224 TRE1
 Shanks & Wright 2045 Kettner R B Shanks F 9-0176 PSM
 Silvergate Radio Supply 2361 India G S Graham Jr F 9-6125 PSM
 Western Radio & TV 1415 India St FR 0361 TRPSM

SAN FRANCISCO

Assoc Radio Distr 1251 Folsom St HE 1-0212 TRPSM*
 Basford Co H R 235 15 St MA 6-8545 TRME1
 Brown Co C C 60 9 St MA 1-7000 PSM*
 Calif Elec Supply 1585 Folsom M E McDonnell UN 3-2020 TRE1
 Century Distr 1111 Front St YU 2-1480 TRPS
 Dallman Co 685 7 St G W Plank Annl Div UN 1-5740 TRE1E2
 Edwards Co Frank 382 6 St MA 1-9700 TR
 Emerson West Coast 111 Front St YU 2-1480 TR
 Epstein W J Inc 390 9 St W J Epstein Pres UN 3-4858 TR
 Ets-Hokin & Galvan 551 Mission St C G Dickinson EX 2-0432 PS
 General Elec Supply 1201 Bryant St UN 3-4000 TRE1E2P
 Golden State Appl Dist 274 Brannan St YU 2-1745 TRE1
 Graybar Electric 1750 Alameda St MA 1-5131 TRE1E2
 Kaemper & Barrett 1850 Miss W H Kaemper UN 3-3080 TRPSME1E2
 Lancaster Co W J 1045 Bryant St UN 3-2880 TRE1
 McCormack & Co 450 9 St A J Lindholm Buyer UN 3-3300 TE1E2
 Meyberg Co L J 33 Gough St MA 1-3400 TRMPSE1E2*
 (Directory continued on next page)

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CALIFORNIA (Continued)

Pacific Northern Appl 1337 Mission S H McConnell TRE1E2
 Pacific Wholesale 116 9 St UN 1-4843 TRPSE1*
 Pioneer Appl Co 1355 Market St G Hornstein UN 3-2000 TRE1
 Popkey Co G M 1201 Howard St D W Clark VP KL 2-3488 PST
 Radio Parts Supply 281 9 St Karl Hauer Owner MA 1-0552 PSM
 San Francisco Radio 1284 Market G Weiss UN 3-6000 PS*
 Schwab Co R D 298 8 St R D Schwab MA 1-2309 TRE1E2
 Smith & Crawford 1345 Mission A R Crawford UN 1-5206 PSM*
 Tel-Radio Supply 408 Market Bob Simcock EX 2-2898 RPS
 Thomson-Diggs 1355 Market B A Wilson See Sacramento
 Thompson & Holmes 650 2 St C Sharrah Pres EX 2-8164 TRE1E2
 United Music Sales 440 6 St Raymond Coen MA 1-6046 M
 Western Empire 715 Bryant D Courtleigh GA 1-6850 TR
 Westinghouse Elec 201 Potrero L K Devlin UN 1-5051 TRE1E2
 Wholesale Radio 140 9 St Jerry Straus HE 1-3680 TRMPSE2*
 Zack Radio Supply 1424 Market Roy Maxey Buyer MA 1-1424 PS*

SAN JOSE

Doyle Co Tom 90 Santa Teresa T L Doyle CY 4-4221 TRE1
 Peninsula TV & Radio 881 S 1 St H W Bundie CY 4-8781 PSM
 Quement Inc Frank 161 W San Fernando St CY 4-0464 PS*

SAN LEANDRO

Styles & Engelman 2255 Bancroft Ave LO 9-9433 PS



CALIFORNIA

BAKERSFIELD

Gough Industries Inc 3125 Jewett St

BURBANK

Fred S Dean Co 1500 Burbank Blvd
 ★Valley Electronic Supply 1302 W Magnolia St

EL CENTRO

Ira Huffman Co 1125 W Main St

FRESNO

B J DeJarnatt Wholesale Co 223 Fulton St
 Kierulff & Co 725 "L" St

GLENDALE

R V Weatherford Co 6921 San Fernando Rd

LONG BEACH

Fred S Dean Co 969 American Ave
 Gough Industries Inc 838 W Anaheim
 Kierulff & Co 1760 Pacific Ave

LOS ANGELES

Bell Radio Supply 1311 W Florence
 ★J N Cezan Co., 1700 Figueroa
 ★Federated Purchasers Inc 911 S Grand Ave
 Figart's Radio Supply Co 6320 Commodore Sloat Drive
 Gough Industries Inc PO Box 2768 Terminal Annex
 Henderson Co 630 N Alvarado St
 Kierulff Electronics Inc 820-830 W Olympic Blvd
 Kierulff Sound Corp 820-830 W Olympic Blvd
 Minthorne Music Co 2320 W Pico Blvd
 Radio Products Sales Co 1501 S Hill St
 ★Radio Products Sales Inc 238 W 15th St
 Radio TV Supply Co Purchasing Dept 341 W 18th St
 Ravenscroft Co 2320 S Hill St
 Shelley Radio Co Inc 2008 Westwood Blvd Westwood
 Universal Radio Supply Co 1727 S Los Angeles St

MAYWOOD

Kierulff & Co 6058 Walker Ave
 W D Brill Co 198-10th St
 Electric Supply Co 149-12th St
 Miller's Radio & Television Supply 336 E 8th St

PASADENA

Electronic Supply Corp 2615 E Foothill Blvd

RICHMOND

Miller's Radio & Television Supply 319-37th St

SACRAMENTO

C C Brown Co 1714 Tenth St
 Capital Electronics & TV Supply 1714 10th St
 E M Kemp Co 1115 R St
 Radio Television Products Co 1519-19 St

SALINAS

Peninsula TV 42 W Gabilan St

SAN BERNARDINO

Gough Industries Inc PO Box 222
 Kierulff & Co 1123 W Base Line St

SAN DIEGO

Electronic Equipment Distributors 1228 Second Ave
 Gough Industries Inc 3255 Fifth Ave
 Kierulff & Co 3791 Park Blvd
 Radio Parts Co 1045 11th Ave
 Western Radio & Television Supply 1415 India St

SAN FRANCISCO

C C Brown Co 61 9th St
 Kaemper & Barrett 1850 Mission St
 G M Popkey Co Inc 1201 Howard at 8th
 ★San Francisco Radio & Supply Co 1282-84 Market St
 Smith & Crawford 1345 Mission St
 ★Zack Radio Supply Co 1426 Market St

SAN JOSE

Peninsula TV & Radio Supply Co 881 S First St

SANTA BARBARA

Gough Industries Inc 404 State St

STOCKTON

De Jarnatt Wholesale Radio Parts 515 N Hunter St

VENTURA

Dealers Wholesale Supply 275 S Laurel St
 ★Electronic Distributor

CALIFORNIA (Continued)

SANTA ANA

Radio & TV 207 Oak D D Randall GM KI 2-6741 PSTR

SANTA BARBARA

Channel Radio Supply 523 Anacapa Val Shannon 2-3429 PSTR
 Gough Industries 404 State St See Los Angeles

SANTA ROSA

Santa Rosa Electro 205 Sebastopol P A Boberg 4486-W PSTR

SHERMAN OAKS

Oak Radio Supply 13454 Ventura B E Kohlen ST 7-6666 PS

SOUTH GATE

Mac's Radio Supply 8320 Long Beach E J Palmer KI 4111 PSR

STOCKTON

DeJarnatt Whsle B J 515 N Hunter T C Walters See Fresno
 Dunlap Whsle Radio 27 N Grant St 7-7907 PSTRM*
 Kemp Co E M 50 N Wilson Way Russ Tatro See Sacramento
 Stockton Electronics 710 E Main St PS*

VALLEJO

Walker Co R Lyman 1401 Hiway 40 Bob Walker VA 3-5321 PS

VENTURA

Dealer's Whsle 265 S Laurel E L Lombard MI 3-6147 PSMR

COLORADO

COLORADO SPRINGS

American Electric 14 N Sierre Madre See St Joseph Mo
 Murray Radio Co 9 E Vermijo MA 5946 PSM

DENVER

Allied Appliances 26 Wazee Market TRE1
 Allyn Distributors 1527 Broadway TR
 Austin & Son 1123 Wazee St W E Austin Pres TRE1
 Boyd Distributing 20 W 13 Ave C H Boyd Pres AC 2631 TRE1E2
 Century Distributing 1160 Stout Harold Levine TR
 Clark Co R F 70 Rio Grande Blvd AC 1871 TRM
 Contractors Heating & Supply 70 Santa Fe AC 6941 TRE1
 Davis Sales Co 1724 Arapahoe St S W Davis Owner AC 2717 TRM
 Electric Accessories 1959 Stout St PSE2
 Fistells Radio 1047 Broadway D N Fistell MA 3197 PSTR
 General Electric 1429 18 St L M Burdick KE 6301 TRE1E2P
 Graybar Elect 104 Wazee Market D M Hitchcock Mgr TA 7116 TRE1E2
 Hassco Inc 1745 Wazee St KE 8151 TRE1E2
 Hendrie & Bolthoff 1635 17 St KE 4111 TRMP
 Inter-State Radio 1639 Tremont C A Anderson TA 5347 RPSM
 Larson Distributing 650 Lincoln J L Larson AC 5717 TRE1
 Marcus Bros 2101 15 St TRE1
 McCloud & Co 5528 E Colfax St PSTRM
 Meyers & Co F H 1220 Lawrence St TR
 Names Inc Herb 845 Lincoln St TR
 Niles Radio & TV 505 14 St S R Robinson Owner TA 3462 TRMP
 Pan American Record Supply 2061 Champa St M
 Parker Co The 4655 Colorado Blvd FL 3536 TRE1E2
 Radio Parts Distr 3040 W Colfax John Cox See Chicago Ill
 Radio Products Sales 1237 16 St W E Nettles CH 6591 TRMP
 Savage & Son 203 Wazee Market RE1E2
 Sweeney Co B K 1601 23 St Max Moritz Pres KE 6211 TPSME1E2
 Walker Radio L B 854 Broadway See Pueblo
 Western Appliance 201 S Cherokee St TRE1
 W-F Distributing Co 1321 Wazee St TRE1
 Wreco Parts of Colorado 780 Broadway PS

GRAND JUNCTION

Radio & Elec Supply 511 Ute Ave PS

PUEBLO

Pueblo Radio TV Supply 211 Polk J W Edwards Owner 8515 PS
 Walker Radio Co L B 218 W 8 St PS*



COLORADO

DENVER

Interstate Radio & Supply Co 1639 Tremont Place

PUEBLO

L B Walker Radio Co 218 W 8th St

CONNECTICUT

BRIDGEPORT

Coastal Radio 1106 Barnum Ave A L Litchfield 5-7441 TRPS
 Delia Distributors 1330 Fairfield 3-0193 TE1E2
 General Elec 335 Cossuth St A J Brock 68-1621 TRE1E2P
 Hatry of Bridgeport 1700 Main St A Kaufman 5-3124 PSMTR*
 Tower Co B M 366 Fairfield Ave A P Tower Pres 6-3881 RE1E2
 Waldhaus L N 1132 Norman St L N Waldhaus FA 9-4537 PSTR

(Directory continued on next page)

LEADING DISTRIBUTORS EVERYWHERE

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CAPACITORS

CONNECTICUT (Continued)

HAMDEN

Spinney Co B H See Springfield Mass

HARTFORD

Capital Light & Supply 6 Huntley Pl 7-8115 TREIE2
 Delia Distr 217 Walnut See Bridgeport
 Emerson Radio of Conn 20 Chestnut Morton Cherof 5-1476 TREI
 General Elec Supply 2964 Main St B A Proport 2-4115 TREIE2P
 Hatry of Hartford 203 Ann St L W Hatry 7-1881 TRMPS*
 Moses Radio & Elec 54 Flower St S Moses 7-7247 PS*
 Orkil Inc P O Box 208 O P Kilbourne Pres HA 8-6581 TR
 Post & Lester 55 Flower St P J Carr Buyer 7-9155 TREI
 Radio & Appl Dist 673 Conn Blvd LK Roth Pres 8-6544 TRME1
 Roskin Distributors 275 Park Ave 89-9361 TRPS
 Seeli & Co R G 1249 Main St R G Seeli 2-1144 PS
 Stern & Co 210 Chapel St J D Cohon VP 7-5166 TREIE2M
 Westinghouse Elec 185 Ann St J E Hall 2-9203 TREIE2
 Wood-Alexander Co 555 Asylum St 7-8125 TREI

KENSINGTON

Modern Radio Farmington Ave J Adolen NB 4-0840 TRPS*

NEW BRITAIN

United Radio Supply 53 Main St V Morell 3-2731 PS*
 Universal Radio Co 61 E Main St PS

NEW HAVEN

Alexander Distributors 353 Crown St UN 5-0258 TM
 American Distributors 76 Franklin St H E Blair UN 5-0861 TREIE2
 Ammrad Co 843 Grand Ave A Bettigole Buyer UN 5-4508 PSM
 Brown Co T H 15 Whiting St ST 7-2297 PSM*
 Cardee Dist 54 Chapel F Jutte See Springfield Mass
 Congress Radio 207 Congress L B Bettigole UN 5-6365 PSMTR
 Dale Electronic Div Dale-Conn Inc 160 James SP 7-5555 PSTRE1
 Electronic Sales 368 Crown St A S Pincus Pres UN 5-0161 PSE1
 General Elec Supply 74 Forbes St P Damato HO 7-6331 TREIE2P
 Graybar Electric 15 Union St N E Olson Mgr 8-4163 E2
 Hatry of New Haven 77 Broadway ST 7-5921 TRPSPM*
 Plymouth Electric 393 Chapel St ST 7-0291 TRME1
 Tower Corp H M 60 County St W G Miller Pres 8-4189 TREI

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CONNECTICUT (Continued)

Westinghouse Elec 240 Cedar J K Silver SP 7-3601 TREIE2
 Yale Radio-Elect 680 Chapel H R Berkowitz MA 4-0834 PS

NEW LONDON

Aikins Electronic 428 Bank St W E Aikins 2-4407 TRPS*

STAMFORD

Hatry of Stamford 97 Main St J Christian PSTRM*
 Stamford Radio Supply 562 Atlantic St PSTR

WATERBURY

Bond Radio Supply 439 W Main St 3-2147 PS*
 General Elec Supply 23 Nichols Dr J E Holland 4-2143 TREIE2P
 Hatry of Waterbury 89 Cheny J H Smith Jr 5-1182 PSTRM*



CONNECTICUT

BRIDGEPORT

Hatry of Bridgeport Inc 1700 Main St

HAMDEN

B H Spinney Co 957 Dixwell Ave

HARTFORD

Hatry of Hartford Inc 203 Ann St

NEW HAVEN

Amerling Co 537 Whalley Ave
 Dale-Connecticut Inc 140 Ferry St
 Hatry of New Haven Inc 77 Broadway

NEW LONDON

Aikins Electronic Supplies Inc 428 Bank St

STAMFORD

Hatry of Stamford Inc 97 Main St
 Stamford Radio Supply 562 Atlantic St

WATERBURY

Bond Radio Supply Inc 439 W Main St
 Hatry of Waterbury Inc 89 Cherry St

(Directory continued on page 105)



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 ET-30015

DELAWARE

WILMINGTON

Almo Radio Co 6 & Orange Sts See Philadelphia Pa
 Artcraft Elec Supply 208 W 4 St B J Steinberg 4-4405 TRE1
 Delaware Electronics 205 W 4 St M Leibowitz 4-7932 PSR
 General Electric 310 S Market St C I Disney 5-5561 TRE1E2P
 Graybar Electric 1005 W 4 St L E McIntyre Mgr TRE1E2
 Radio Electric 3 & Tatnall Sts 6-8664 PS
 Westinghouse Electric 400 S Market W J Cashin 5-9611 TRE1E2
 Wholesale Electronic Supply 411 N Madison See Swarthmore Pa
 Wilmington Elec Supply 405 Delaware Ave PS



DELAWARE

WILMINGTON

Radio Elec Serv Co of Penna Inc 3rd & Tatnall St

DISTRICT OF COLUMBIA

WASHINGTON

American Wholesalers 5 & W Sts N E MI 1414 TRE1
 Capitol Radio 2120 14 St N W C T Williams HO 2-0800 PSRM
 Educational Labs 1625 Conn N W J F Medaris VP DU 3434 PSM
 Electronic Wholes 2345 Sherman N W J S Forti HU 5200 PSR*
 Emerson Radio of Wash 1522 14 St N W HU 7255 TRM
 Fairfax Distr Co 702 H St N W ST 1480 TR
 General Electric Supply 705 Edgewood St NE HU 6800 TRE1E2P
 Graybar Elect 60 Fla Ave N E F Jesperson AD 4-4800 TRE1E2
 Kaufmann-Wash 1215 Kenilworth N E D O Klein LU 1-2100 TRE1E2
 Kenyon Radio Supply 2020 14 St DE 5800 PS
 Malco Wholesalers 472 L St N W ST 4343 TRE1
 Mid-Atlantic Appl 2046 N Virginia N E LA 6-5500 TRE1E2
 Morris Sales Edgar 712 13 N W G F Kindley ST 2777 TRE1E2
 Nelson & Co 3000 12 St N E LA 6-6300 M
 Potomac Distributors 612 7 St S W EX 3-3993 TRM
 Rucker Radio Wholesalers 1312 14 St N W MI 8544 PSM*
 Silberne Radio 3308 11 St N W M Silberman HO 2-7669 PS*
 Simon Distr Corp 615 Penna Ave N W RE 2180 TRE1
 SE Radio Wholesalers 2027 Nichols S E LU 4-5142 PS
 Southern Wholesalers 707 Edgewood N E HU 3422 TRMPS
 Sun Radio 938 F St N W Wm L Pelz GM ME 3500 PSMTR
 Wash Wholesalers 2052 W Va Ave N E M L Krewer LA 6-9100 TRE1
 Westinghouse Elec 1216 K St J C Givens NA 9700 TRE1E2
 Zamoiski Co Jos M 2122 24 Pl N E See Baltimore Md



DISTRICT OF COLUMBIA

WASHINGTON

Capitol Radio Wholesalers 2120-22 14th St NW
 Rucker Radio Wholesalers 1312 14th St NW

FLORIDA

DAYTONA BEACH

Hammond-Adams 228 Volusia J S Adams See Orlando

FORT LAUDERDALE

Goddard Distributors 2113 S Andrews Ave See W Palm Beach

GAINESVILLE

Alachua Radio TV 1251 NW 4th Ave L S Zetrouer 4955 TR
 Baird Hardware Co 101 E Main St TRPSE1E2

JACKSONVILLE

Acme Electronics Distr 811 Main St 6-0485 PS
 Bent Distributing Co 4012 W Beaver St PS
 Binkley Distributing 50 Riverside Wm Binkley M
 Cain & Bultman 335 E Bay St TRE1
 Distributors Inc 555 Osceola St W E Scheu VP 7-8639 TRM
 Empire State Dist 800 E Bay St Sam Green Pres 5-9641 TRE1
 French Nestor Co 700 E Union St TR
 General Elec Supply 530 E Forsyth St L G Moore 3-9011 TRE1E2P
 Graybar Electric 12 & Main Sts D L Harper 6-7611 TRPSE1E2
 Kinkade Radio 1402 Laura J R Woods See Tampa
 Major Appliances 536 E 4 St Carl Ammons See Miami
 Puthuff Co G Fetter 2231 W Beaver St 6-1591 TRE1
 Radio Parts Co 1411 Main St PS
 Southeast Audio Co 930 W Adams St 4-6372 TRPS
 Southern Hardware 11 S Newman St TRMPS
 State Distr Co 700 E Union St TRE1
 Thurow Distributors 15 E Church St H M Carpenter 5-3727 TRPSE1
 Towers Distr Co 2014 W Beaver St TRE1
 Westinghouse Elec 545 E 4 St B A Park 3-7431 TRE1E2



FLORIDA (Continued)

LAKELAND

Hammond-Adams 116 W Lemon St R D Morris See Orlando
 Radio Accessories 1054 S Florida Ave See Orlando

MIAMI

Aufford-Kelley Co 5080 Biscayne F A Kelley 78-2596 TRME1
 Brooke Distributors 412 S W 8 Ave 82-0931 ME1
 Cain & Bultman Inc See Jacksonville
 Distributors Inc 1160 S W 6 St E C Reyer See Jacksonville
 East Coast Radio 1932 N W Miami Ct G P Williams 82-4636 PSR
 Electric Sales & Appl 340 N E 75 St TRE1
 Electronic Supply 61 N E 9 St A Seidler 9-4503 PS
 Emerson Radio of Fla 131 N E 10 St 2-4188 TRMPSE1
 Flagler Radio Co 1068 W Flagler St TRPSM
 General Electric Supply 811 N W 1 Ave 82-1521 TRE1E2P
 Graybar Electric 835 N W 1 Ave J E Powell 2-3168 TRE1E2
 Herman Radio Supply 1365 N W 23 St H Herman 82-5431 PSM*
 Household Appl Distr 6750 N E 4 Ct T Pritikin 84-9551 TRE1
 Lyle Co 7112 N E 4 Ct TR
 Major Appliances 2201 N W 17 Ave W D Rowlands 3-5533 TRPSE1
 Mercury Distributors 412 S W 8 Ave MRE2
 McDonald Electric 367 N W 6 St R S McDonald Pres TRE1
 Radio Parts Inc 325 N W 3 Ave E V Seidler Pres 2-7441 PS
 Sea Coast Appl Dist 1481 N W 22 St 9-1761 TRME1
 Telfair-Stockton & Co 753 S W 8 St MI 3-8414 M
 Thurow Distributors 2207 N E 2 Ave 9-6571 TRE1PSM
 Walder Radio & Appl 1809 N E 2 Ave F G Johns 2-0111 PSTR*
 Westinghouse Electric 11 N E 6 B A Park 82-3691 TRE1E2
 Wholesale Appliance 965 S W 8 St TRME1

ORLANDO

Dixie Motor Supply 234 W Robinson Ave TRE1
 General Electric 523 N Garland R J Brindell 3-6407 RE1E2P
 Graybar Electric 533 W Central Ave H E Smither 6133 TRE1E2
 Hammond-Adams Inc 9 S Terry St G Hammond Jr Pres 2-5833 PS
 Radio Accessories Co 65 E Church St PS
 Thurow Distributors 625 W Central Ave TRMPS

PANAMA CITY

Thompson Appliance 6 E 4 St J S Thompson Owner 6361 PSR

PENSACOLA

Grice Radio & Elec 358 E Wright St 5812 TRPS
 Gulf Elec & Hdwe 115 E Gregory St C L Taylor 6146 PSTRME1E2
 Hundley Distributing 1110 N 13 Ave 7437 PS
 Lewis-Baer Co 404 S Palafox St 8-8558 TRE1

(Directory continued on next page)



FLORIDA

FT. LAUDERDALE

Goddard Distributors Inc 2113-15 S Andrews Ave

JACKSONVILLE

Kinkade Radio Supply Inc 1402 Laura St
 G Fetter Puthuff Co 2231 W Beaver St
 State Distributing Co 700 E Union St
 Thurow Distributors Inc 15-17 E Church St PO Box 4885

LAKELAND

Hammond-Adams Inc 116 W Lemon St
 Radio Accessories Co 1054 S Florida Ave

MIAMI

*Electric Sales & Appliances Inc 1550 NE Second Ave
 Emerson Radio of Florida Inc 131 NE 10th St
 Radio Parts Inc 325 NW 3rd Ave
 Thurow Distributors Inc 2207 NE 2nd Ave PO Box 4741
 Walder Radio & Appliance Co 1809 NE 2nd Ave

ORLANDO

Hammond-Adams Inc Box 3162
 Radio Accessories Co 71 E Church St
 Thurow Distributors Inc 129-131-133 S Court St PO Box 2241

PENSACOLA

Grice Radio & Electronic Supplies 358-360 E Wright St
 Gulf Electric Supply Co 115-117 E Gregory St

TALLAHASSEE

Thurow Distributing Inc PO Box 926

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

WEST PALM BEACH

Goddard Distributors Inc 1309 N Dixie
 *Electronic Distributor



FLORIDA (Continued)

ST. PETERSBURG

Cooper Radio Co 648 2 Ave S C B Cooper Owner PSM
 Graybar Electric 1900 1 Ave R L Munro TRE1E2
 Southern Electronic Labs 135 1 Ave N E M Dieringer 77-2064 TRE1PS
 Welch Radio Supply 408 9 St S W D Welch Owner 7-8655 PSMR

TALLAHASSEE

Thurrow Distributors 739 Monroe St 2-1263 TRMPS

TAMPA

A & V Appl Distr 2306 1/2 Florida Ave TR
 Byars-Forgy Inc 105 Twiggs St 2-1828 TRE1
 Cain & Bultman See Jacksonville
 Elec Supply Co 106 S Franklin St W J Pinkston 2-3745 TRME1E2
 Emerson Radio of Fla 209 S Franklin Jack Hawkins 2-1642 See Miami
 General Electric 512 S Morgan T H Cherry 2-1805 TRE1E2P
 Graybar Electric 416 Ellamae R S Robinson 2-7791 TRE1E2
 Kinkade Radio Supply 1707 Grand Central E T Kinkade 8-6043 PSMR
 Lyle Co 209 S Franklin St TR
 Major Appliances 419 Ellamae B Gardner See Miami
 Radio Accessories Co 135 S Franklin See Orlando
 Spicola Appliance 605 N 19 St TRE1
 Thurrow Distributors 134 S Tampa St 2-1885 TRPSME2
 Westinghouse Electric 417 Ellamae B A Park 2-5595 TRE1E2

WEST PALM BEACH

Goddard Distributors 1309 N Dixie 2-2989 PS



INCORPORATED
 Pittsburgh 19, Pennsylvania

GEORGIA

ALBANY

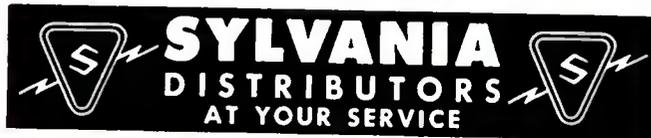
Specialty Distributing 104 Pine Ave See Atlanta
 Stewart's Radio 212 N Washington J C Stewart 1654 PSMRT
 Westinghouse Elec 610 N Wash H L Edge 667 TRE1E2

ATLANTA

Appliances Inc 501 Stewart Ave S W W H Martin CY 1761 TRE1
 Beck & Gregg Hardware 217 W Luckie St N W WA 2010 TRE1
 Crosley Distributing 251 Spring St S W AL 3501 TRE1
 Economy Auto 1130 Bankhead N W E Walkley AT 1672 TRE1
 Edwards-Harris 258 Peachtree N W J L Sargent LA 5668-9 TRE1
 Electrical Whlse 229 Whitehall St S W CY 3431 TRE1E2
 Electric Sales 209 Walton St S W ME1
 General Electric 172 Haynes St S W H E Lane MA 3811 TRE1E2P
 Georgia Appliance 1405 Spring St N W TRE1PS
 Ga Distrs 754 Ponce de Leon Pl N E H H Hart EM5681 TRE1
 Graybar Electric 333 North Ave N W A D Hammond CY 1751 TRE1E2
 Hopkins Equip 418 W Peachtree Allen Crook Pres CY 8505 TRE1
 Kenrow Inc 451 Bishop St N W TRE1
 Martin Dist Co C S 250 Peachtree St N W TR
 Peaslee-Gaulbert 300 Peters St S W TRE1
 Schiffer Distr 316 Ivy St N E M S Schiffer LA 8656 TRE1
 Southeastern Radio Parts 400 W Peachtree Wm Grigsby 6-9761 PSMR
 Southland Distributing 441 Edgewood Ave S E M
 Specialty Distributing 425 Peachtree N E M E Warren PSMR
 Thomas Electronics H 419 Spring N W H Thomas Owner LA 8477 PS
 Westinghouse Elec 1299 Northside Dr NW M H Greene AT 2721 TRE1E2
 Yancey Co 1500 Northside Dr N W EL 8843 TRMPSE1E2

AUGUSTA

Friedman Co A A 805 Ellis St TR
 General Elec 811 Marion Bldg 2-3582 TRE1E2P
 Prestwood Electronics J G Prestwood Jr 4-5444 PSTR*
 Specialty Distributing 644 Reynolds St See Atlanta



GEORGIA

ALBANY

Specialty Distributing Co 104 Pine St

ATLANTA

Beck & Gregg Radio Co 217 Luckie St
 Garvin Electric Co 69 Forsyth St NW
 Georgia Appliance Co 1405 Spring St NW at 18th St
 *Peaslee-Gaulbert Corp 300 Peters St
 Specialty Distributing Co 425 Peachtree St NE
 Herndon Thomas Electronics Co 419 Spring St

AUGUSTA

Prestwood Electronics Co Inc 708 Reynolds St
 Specialty Distributor Co 644 Reynolds St

COLUMBUS

Radio Sales & Service Co 1326 First Ave

MACON

Specialty Distributing Co 513 Arch St

SAVANNAH

Specialty Distributing Co Inc 223 E Broughton St
 *Electronic Distributor

GEORGIA (Continued)

COLUMBUS

Radio Sales 1326 1 Ave Ralph Julius PS*

MACON

Hatcher Co A S 586 3 St B R Shipp VP 3-5464 TRE1E2
 Specialty Distributing 539 Arch St See Atlanta
 White Radio Co 654 Mulberry St PS

SAVANNAH

General Electric 301 E Ray St A L Bailey 4-2231 RE1E2P
 Graybar Electric 2601 Whitaker St W B Owens 2-1121 TRE1E2
 Peaslee-Gaulbert 532 Indian St TRE1E2
 Ray Distributing 2517 Bull St F A Ray Owner 4-7224 TRE1E2
 Southeastern Radio Parts 38 Montgomery St See Atlanta
 Specialty Distributing 411 E Broughton St See Atlanta
 Tuten & Long 1508 E 50 St PS
 Westinghouse Elec 580 Indian F M Hickman 3-9682 RE1E2
 Yancey Co 666 Indian St Jack King Mgr 4-1611 See Atlanta



IDAHO

BOISE

Craddock Radio Sup 1522 State St R V Craddock PSMR*
 Earl Inc Glenn 472 Capitol Blvd 9900 See Salt Lake City Utah
 General Electric 618 S 8 St 4343 M M Saville RE1E2P
 Graybar Electric 14 & Idaho Sts L M Smith 6315 TRE1E2
 Idaho Hardware 408 S 8 St RE1
 Kopke Electronics 119 Peasley H E Kopke 7208 PS*
 Strevell Pat Hdwe 408 S 9 St W E Taylor 4851 See Salt Lake City Utah
 Westinghouse Electric 318 S Capital Blvd H H Falkner 2-3531 RE1E2

IDAHO FALLS

Schwendiman Dist 380 E St Rex Schwendiman 2470W TRPSE2

POCATELLO

Billmeyer's Wholesalers B O Hanson 698 TRE1E2PS



IDAHO

BOISE

Kopke Electronics Co 119 Peasley St

POCATELLO

Billmeyer's-Wholesalers 240-248 S Arthur

ILLINOIS

AURORA

Pioneer Radio Supply 103 S LaSalle St PS

BELLEVILLE

Lurtz Electric 219 N Illinois St E C Lurtz 942 TRMPSE2*

BENTON

Lampley Radio 802 N McLeansboro V R Lampley 105W TRPS*

CALUMET CITY

Chaunceys Inc 136 Pulaski Ave See Chicago

CARRIER MILLS

O'Keefe Distributing 114 Main St C O'Keefe 2311 TRE1E2

CHAMPAIGN

Electronic Parts Co 905 S Neil St 9525 PS
 (Directory continued on page 108)

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.

SYMBOLS USED IN THIS DIRECTORY

- | | |
|--------------|--------------------------|
| T—Television | E1—Major appliances |
| R—Radio | E2—Electrical housewares |
| P—Parts | M—Records & Accessories |
| S—Sound | *—Member, N.E.D.A. |



MERCHANDISE YOUR IDEAS FOR EXTRA PROFITS

Did you know that 5 out of every 6 TV sets are sold in metropolitan areas . . . well within the reception area of the Radion Metropolitan antenna? That's your BEST target area for extra profits. Here are some ideas to get them now! . . .

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It's rapidly becoming a big factor in antenna sales. There'll be 20 million sets in use this year. Even by the most conservative estimates, replacements are a huge market you can't afford to pass up! Keep a Metropolitan on display. Radion sells best over the counter because it's the one antenna folks recognize. That \$6.95 list gives you a fine spread and remember, sell just TEN antennas and you've earned as much profit as you'd make on a table model TV set.

Let Deliverymen Install

Save time and money . . . keep your TV technicians free for service calls and shop work. With Radion, the man who delivers the set installs the antenna. Radion saves on antenna complaints too because the customer adjusts his own antenna.

Sell on Service Calls

Frank Moch of NATESA estimates that there'll be 26 MILLION service calls in 1953. Each call is an opportunity to sell an accessory. Have your technicians carry a Radion Metropolitan as a replacement antenna or, if it's an outside installation, sell a Radion lightning arrester. Remember, the initial sale is an invitation to further selling. Check your customer list . . . it's a constant source of business for you.

RADION Sells TV Trade-ins

Those traded-in sets may seem like a headache to you but there's a big market for used and small-screen sets. Add a Radion Metropolitan in a flat-price package deal . . . "complete with antenna!" You'll find it a natural for extra sales.

Fans Buy Radions for FM

The Radion Metropolitan with its adjustable dipoles makes a fine FM antenna. Remember the sound on TV is FM too. Sell Radions right out of your TV antenna inventory for extra profits.

New Lightning Arrester a Natural

Radion's new *all-purpose* arrester is proving a terrific source of extra profits. Cuts your inventory problems because it fits all twin leads, mounts anywhere, comes complete with hardware. Sell an arrester with every outdoor installation. See Radion's handsome new display package. It's a top "silent salesman" for your counter.

FREE PRIZES FOR YOUR IDEAS

Selling more TV helps you — helps us. Let's exchange our proven ideas for extra profits. Send ideas you've tried successfully to Radion. If we print them, we'll send you your choice of a case of 12 antennas or 24 lightning arresters. Send as many ideas as you like. In case of duplication, first letter received wins, so write now!



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None has ever sold as well!**
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ILLINOIS (Continued)

CHICAGO

Ace Hardware Corp 2355 S Blue Island Ave FR 4-6464 R
Allied Radio 833 W Jackson Blvd Alex Brodsky HA 1-6800 PSM*
Alter Co Harry 1728 S Mich Ave Harry Alter WA 2-3250 TRE1
Appliance Distributors 444 Lake Shore Dr WH 4-2800 TRE1
Belmont Distributor 153 W Huron St WH 4-1300 TR
Belnap & Thompson 1516 S Wabash Ave WA 2-9465 TRE1E2
Bowman & Co J G 515 E 75 St J Gillett TR 4-8070 PSMTR*
Broadwin Radio & TV 5004 Broadway UP 8-6060 PS
Chaunceys Inc 4737 W Chicago ES 8-0830 PS*
Chicago Radio Apparatus 415 S Dearborn HA 7-7276 PS
Chicago Radio Products 5453 S Halsted R M Shlaes BO 8-4202 PS
Church Rickards & Co 35 E Wacker Dr ST 2-1750 TRM
Clayton Radio 2749 N Ashland GR 7-1075 PS
Concord Radio Corp 901 W Jackson Blvd HA 1-0422 PS
Continental Products Mich Ave at 21 St 5-7373 TRE1
(Directory continued on next page)

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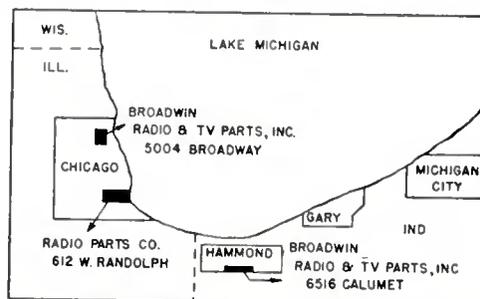
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PH-DE 2-2530

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RADIO & TELEVISION PARTS, INC.

6516 CALUMET

HAMMOND, IND.

ILLINOIS (Continued)

Emerson-Midwest Corp 512 S Mich C Robbins WA 2-3080 TR
 Franklin Merch Co 333 W Lake St FR 2-5544 TRE1
 General-American Distr 42 W Cermak Road DA 6-5020 TRE1E2
 Graybar Electric 850 W Jackson Blvd W E Guy CA 6-4100 TRE1
 Green Mill Radio Supply 145 W 111 St PU 6-9840 PS
 Howard Electr 3149 W Fullerton Al Schechter EV 4-1545 PSM
 Lukko Sales Corp 5024 Irving Park Rd AV 3-4800 PSM
 Martin Inc J H 2614 W North Ave EV 4-6500 M
 Midwest Electr 6907 N Western Ave W C Braun Jr RO 1-1160 PS*
 Mort's Radio Shack 630 W Randolph St ST 2-3868 PS
 Motorola-Chicago Co 650 N Pulaski Rd NE 2-4242 TRE1
 Nash-Kelvinator Sales 666 N Lake Shore Dr WH 4-2400 TRE1
 Nation Wide Radio 572 W Randolph St DE 2-6509 PS
 Newark Electric 223 W Madison Sam Poncher ST 2-2950 PS
 Olson Radio 623 W Randolph ChasKellner DE 2-6226 See Akron O

(Directory continued on next page)

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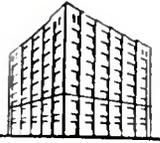
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 CHICAGO 51, ILLINOIS
 Estebrook 8-0830

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 HUDson 3-7670

136 PULASKI RD.
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Address.....

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ILLINOIS (Continued)

- Olympic of Chicago 66 W Ohio St J Haizen WH 4-6740 TR
- Philco Corp 666 N Lake Shore WH 4-5750 TRE1E2
- Pilgrim Distributing 910 W Jackson MO 6-7065 FSM
- Pioneer Radio Supply 1921 W Belmont G Grommes BU 1-8720 PS
- Plain & Co John 444 W Washington FR 2-0900 TRE1
- Radio Components 28 N Halsted P Mollenhauer SE 3-8811 PSMTR
- Radio Parts Co 612 W Randolph M H Ceaser DE 2-2530 PSTRM*
- Radio Parts Distr 925 E 56 St F C Nagel BU 8-5050 PSM
- Radio Parts Outlet 4305 Lincoln Ave D Skord WE 5-7781 PSR
- Radio-TV 4345 W Armitage Ave W L Burge HU 9-3811PS
- RCA Victor Distr 445 N Lake Shore Dr WH 4-4600 TRME1PS
- Remco Inc 545 N La Salle D A Hill Buyer SU 7-9660 TRE1
- Sampson Co 2244 S Western Ave P Sampson VI 7-6368 TRME1
- Star Electronic 7736 S Halsted J E Snyder HU 3-8440 PS
- Stewart-Warner Sales 1826 Diversey Pkwy LA 5-6000 TR
- Stromberg-Carlson Sales 251 E Grand Ave WH 4-2111 TR
- Television Distr 1234 W Washington Blvd TR
- Triangle Industries 600 W Adams B M Cohn AN 3-5060 PSE1E2
- Walker-Jimieson 311 S Western Ave R M Jimieson CA 6-2525 PSMTR*
- Westinghouse Elec 113 N May W A Kilmer TA 9-500 TRE1E2
- Zenith Radio Dist 912 W Wash C P Parsons VP HA 1-7474 TR

DANVILLE

- Allen Electric 18 E North St PS
- Westinghouse Electric 603 N Gilbert J M Robison 1901 TRE1E2

DECATUR

- Loughnane & Co 802 N Water St PSTE1
- York Radio & TV 801 N Broadway A E Schaar Buyer 3-3484 PS

DIXON

- Illinois Appliance 407 W 1 St PS

ELGIN

- Elgin Electronic 157 Brook J D Richardson Mgr 7635 PS
- Fox Electric Supply 67 N State St PSE1

(Directory continued on next page)



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 Clayton Radio Parts 2749 N Ashland
 ★Arthur Nagel Inc Radio Parts Distributor 925 E 55th St
 Newark Electric Co 323 W Madison St
 Pilgrim Distributing Co 1170 E 53rd St
 ★Sentinel Television Sales 1234 W Washington Blvd

DECATUR

York Radio Supply Corp 801-805 N Broadway

MOLINE

Lofgren Distributing Co 1202 4th Ave

PEORIA

Warren Radio Co 308 Oak St

QUINCY

Cooper Supply Co 935 Maine St

ROCKFORD

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SPRINGFIELD

Wilson Supply Co 108 W Jefferson St

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ILLINOIS (Continued)

EVANSTON

Chaunceys Inc 1908 Central St See Chicago

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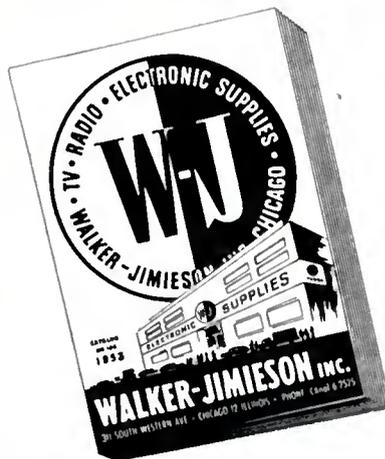
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MOLINE

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MT. CARMEL

Wabash Electronics 700 Plum St S F Liddle Owner 728 PSMT

OAK PARK

Melvin Electronics 238 Chicago Ave Mel Brown VI 8-3690 PSMRT

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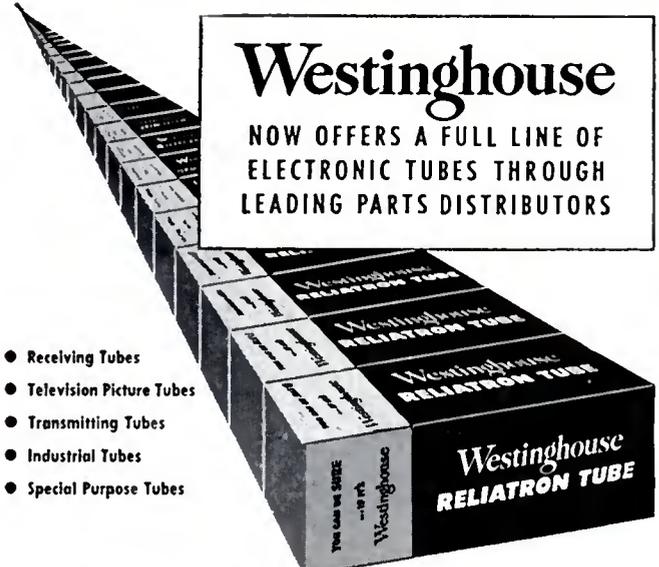
Grawey Auto Elec 805 S Adams C A Grawey TR
 Graybar Electric 704 S Adams W W Smilde PE 4-8211 TRE1E2
 Griffin Distributing Co 400 Franklin St TRE1
 Herberger Radio Supply 136 1 St PS*
 Illinois Appliance 734 Main St TR
 Johnston-Moody 1810 Main St W R Pierson VP 3-4438 TRE1
 Klaus Radio & Electric 707 Main St TRMPSE1E2
 Peoria Elec Appl 631 Franklin C A Magnuson 3-3847 TRE1
 Rohn Electronic 2108 Main St D Rohn Owner 4-9156 TRMPSE1E2
 Warren Radio 308 S Oak St PS
 Westinghouse Electric 2800 N Adams St J M Robison 2-5456 TRE1E2
 Williams Inc 828 S Adams St N B Williams 3-4446 TRME1
 Yeomans Distributing 3302 N Adams A M Yeomans 5-7631 TRPSE1E2

QUINCY

Cooper Supply 419 S 10 St R L Cooper Owner 237 PS*
 Quincy Electronic 310 Hampshire PS
 Tenk Hardware 123 S 5 St TRE1

ROCKFORD

General Electric 810 20 St S E Smith 5-0551 TRE1E2P
 H & H Electronic Supply 510 Kishwaukee St 5-4625 PSM
 Johnson Sales Art A 1117 Charles St PS
 Mid-West Associated 606 Walnut A F Ahlstrand 4-5843 PSMR
 State-Wide Wholesale 300 N Wyman St PS
 Westinghouse Elec Supply 323 S Main St T V Wake 5-0577 TRE1E2



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 ET-85015

ILLINOIS (Continued)

ROCK ISLAND

B & M Electrical Dist 2211 3 Ave J Zukerman 8-45856 TRE1E2
 Emerson Midwest 1608 2 Ave TR
 Tri-City Radio Supply 1919 4 Ave 8-5681 TRPS*

ST. JACOB

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Bruce Harold 120 N 1 St 3-5159 PS*
 General Electric 1007 E Jefferson J C Zimmerman 3-4509 TRE1E2P
 Sasco United Tele 217 E Washington R Bridgewater 8-7822 TRPS
 Wilson Supply 106 W Jefferson PS*

STERLING

Hardware Products 201 Locust K W Wheeler Pres ST 70 TRE1

TUSCOLA

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WHEATON

Gaskins Distributor 1005 S Aurora Way TRE1E2

INDIANA

ANDERSON

Peerless Electric 113 E 9 St See Indianapolis
 Seyberts Radio Supply 1331 Main St M S Seybert 3-5431 PSM

ANGOLA

Lakeland Radio Supply 525 S West St 70X PS

BLOOMINGTON

Stansifer Radio 343 S Rogers St 2-2831 PSM

CROWN POINT

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| MUNCIE ELECTRONICS SUPPLY, INC. | MUNCIE, IND. |
| FT. WAYNE ELECTRONICS SUPPLY, INC. | FT. WAYNE, IND. |

INDIANA (Continued)

ELKHART

Radio Service Hdqrs 725 S Main St K W Ullrich 2-1208 TRMPS

EVANSVILLE

Boetticher & Kellogg 1 Fulton Ave R F Fortune 3-1121 TRE1E2
 Castrup's Radio Supplies 1014 W Franklin St PS
 Ferbend Inc S U 1901 W Maryland S U Ferbend 6-8193 TRE1
 General Electric 422 NW L M Williams 5-5274 TRE1E2P
 Graybar Electric 1709 E Columbia St M S Muse 6-1357 TRE1E2
 Ohio Valley Sound Service 11 N W Riverside Dr 5-9243 PSTRM
 Wesco Radio Parts 428 Penn St Earl Hoff 2-2141 PS
 Westinghouse Electric 201 N W 1 St C Hoskinson 5-7276 TRE1E2

FORT WAYNE

Allen TV & Appl 1703 N Harrison Sid Hutner Pres A-3382 TR
 Commercial Electric 1601 S Hanna See Toledo Ohio
 Ft. Wayne Electronics Supply 223 E Main St AN 7388 PS
 General Electric 1609 S Calhoun St HA 3243 D E Black TRE1E2P
 Gray Co A B 120 W Baker St TR
 I.M.O. Distrs 201 S Calhoun A E Askerberg EA 4147 TRE1
 National Mill Supply 207 E Columbus St AN 2331 TRE1
 Pemberton Labs 236 E Columbia F W Pemberton E-1812 RPS
 Protective Elec 130 W Columbia A C Spiegel A-9331 TRPE1
 Schueler-Dollar 2131 Fairfield N J Schueler H-0633 TRE1E2
 Van Sickle Radio 1320 S Calhoun E Van Sickle E-4136 PSMTR
 Wall Distributing 241 Pearl St H C Wall Owner PSM
 Warren Radio Co 1716 S Harrison St PSM*
 Wayne Hardware 614 S Harrison O M Woods Pres TRE1
 Westinghouse Elec Supply 610 S Harrison St A N 3421 TRE1E2

FRANKFORT

Dossett Co M H 855 Burlington M H Dossett Owner 5394 PS

GARY

Cosmopolitan Radio 524 Washington GA 7746 PS
 Eng'g Specialty Co 900 W Ridge Rd GA 4-1117 TR
 R-B Distr 3763 Broadway GA 3-5731 PS
 Walker-Jimieson 615 W 11 Ave See Chicago Ill

HAMMOND

Broadwin Radio & TV 6516 Calumet St PS
 Graybar Electric 5830 Calumet Ave John Lieski SH 5830 TRE1E2
 Westinghouse Elec 6341 Ind Blvd RU 9400 TRE1E2

INDIANAPOLIS

Appliance Distr 421 E Market St LI 5374 TRM
 Associated Distr 210 S Meridian St LI 2593 TRMPSE1
 (Directory continued on next page)

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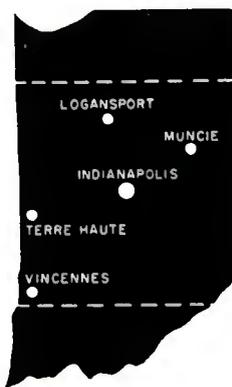
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- ★ RECORDERS
- ★ RECORDS
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WHOLESALE DISTRIBUTORS
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 AND TELEVISION TUBES



RADIO DISTRIBUTING CO.
 1013 NO. CAPITOL AVE., INDIANAPOLIS, INDIANA
 PHONE PLAZA-8311

INDIANA (Continued)

Capital Paper 1201 W Wash S C Kahn Sr PL 8551 TRE1E2
 Farm & Home Supply 1325 Ky Ave TR
 Fulmer of Indiana A 962 Ft Wayne Ave LI 0115 TR
 General Electric Supply 326 W Ga LI 8445 K F Stotz TRE1E2P
 Gibson Co 433 N Capitol Ave LI 3321 TRE1
 Graham Electronics 102 S Penna St LI 8488 PSM*
 Graybar Electric 1300 W 16 St T H Beecher AT 2351 TRE1E2
 Griffith Distr 321 W Maryland IM 5486 TRE1
 Hoosier Radio Supply 701 N III St H R Uhl LI 8010 PS
 Indianapolis Radio 912 N III St Ted McIntosh LI 8970 PSMTR
 Joyce Appliances 146 McLean Pl TR
 Kiefer-Stewart Co 122 S Senate Ave LI 4321 TRPS
 Meunier Radio Supply 524 N Illinois St LI 8884 PS
 Peaslee-Gaulbert 1401 Stadium J A Means IM 3371 TRME1
 Peerless Electric Supply 122 S Meridian St PL 2361 TRE1
 Radio Distributing 1013 N Capital Ave PL 8311 PSM
 Radio Equipment Co 1010 Central Ave RI 6453 PSM
 Rodefeld Co 614 N Capital A H Rodefeld LI 8331 TRPSE1
 Sanborn Electric 311 N III St E J Wadleigh PL 9584 TRME2
 Westinghouse Elec Supply 139 S Penna St MA 3301 TRE1E2

JEFFERSONVILLE

Moakler Electronic 949 E Maple E J Moakler 2-2229 PSM

KOKOMO

George's Electronic 125 N Buckeye W E George 6771 PSRE2
 Radio & TV Distr 407 N Buckeye Jim McQuiston Mgr 2-4174 TS

LAFAYETTE

Holmes Radio State Road 25 Bypass H B Holmes 29-9471 PS
 Lafayette Radio Supply 408 E North St 5217 PS

LOGANSPOUT

Conrad Co A E RFD #4 A E Conrad 2606 PSTRE1

MARION

Mobile Radio Supply 507 N Washington H W Oliver 5734 PSM
 Myers Radio Supply 115 W 22 St J W Myers Owner 1357 PS

MUNCIE

General Electric 204 E Willard St P D Loser 6614 TRE1E2P
 Radio Supply of Muncie 308 Walnut PS
 Standard Radio Parts 1104 S Walnut H K Fisher 8522 PSTR

PERU

Clingaman Radio 814 W Main St C Clingaman PS
 Television-Radio Distr 814 W Main K E Davenport 2005 PS

RICHMOND

Fox Electronics 711 S 9 St Forrest Fox Owner 2-4676 PSM
 Radio & TV Dist 717 S 5 St V Ballman Mgr 2-4752 PS
 Rinehart Inc 511 Main B D Rinehart 2-2581 PSTM
 Rodefeld Co TRPSE1E2

SOUTH BEND

Cloud Bros 110 E Western Ave 6-0395 TRE1E2
 Colfax Co 802 S Main W F Rodgers Buyer 6-5548 TRPS
 Comm Sound & Radio 528 E Colfax A E Kester Sr 3-9394 PS
 Femco Inc 1503 Prairie Ave F E Miholich Jr 2-5252 TRE1
 Medema & Sons P J 1508 Mishawaka J C Medema 7-4444 TRE1



INDIANA

ANGOLA
 Lakeland Radio Supply 525 S State

BLOOMINGTON
 Stansifer Radio Co 343 S Rogers

EVANSVILLE
 Ohio Valley Sound Service 11 NW Riverside Dr

FORT WAYNE
 Warren Radio Co 1716 S Harrison St

INDIANAPOLIS
 ★Graham Electronics Supply Inc 102 S Pennsylvania St
 ★Griffith Distributing Corp 321 W Maryland
 Peaslee-Gaulbert Corp 1401 Stadium Dr
 Radio Distributing Co 1013 N Capitol Ave

KOKOMO
 Radio & TV Distributing of Kokomo 407 N Buckeye

MARION
 Myers Radio Supply 115-17 W 22nd St

RICHMOND
 Radio & TV Distributing Co 717 S 5th St
 Rinehart Inc 511-13 Main St

SOUTH BEND
 Commercial Sound & Radio Co 528 E Colfax Ave

TERRE HAUTE
 Archer & Evinger 1348 Wabash Ave
 ★Electronic Distributor



INDIANA (Continued)

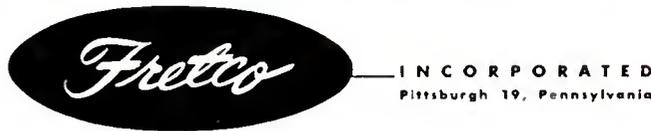
Radio Distributing 432 S Carroll St Lafayette 6-9551 TRE1
 Radio Equipment Co 1202 S Lafayette 6-9551 TRE1
 Remco Inc 2611 S Main St Wm Vannic Mgr See Chicago III
 Republic Elec Co 1126 S Lafayette St 6-2493 TRE1
 Ridge Co 315 W Jefferson E Ridge Pres TRE1
 South Bend Elec 439 E Colfax J A Lininger 3-9406 TRE1E2
 South Bend Radio Distr 432 Carroll St 3-1119 RM

TERRE HAUTE

Archer & Evinger 1216 Wabash Russ Archer CR 7757 TRPS
 General Elec 801 Poplar St CR 9-695 G P Roach TRE1E2P
 Hulman & Co 9 & Wabash Ave C-4334 TRE1E2
 Terre Haute Elec Supply 1000 Ohio St TR
 Terre Haute Radio 501 Ohio C-4772 PSTRM
 Walker Electric Supply 126 S 3 St Joe Walker TRE1E2

VALPARAISO

Bowman & Co J G 257 W Lincoln Way See Chicago III



IOWA

BURLINGTON

Union Supply Co 409 Washington R W Benson 7270 TRPSE1E2

CEDAR RAPIDS

Gifford-Brown 726 5 St S E See Des Moines
 Iowa Radio Supply 508 3 Ave S E D O Bunce Buyer 5346 PS

COUNCIL BLUFFS

World Radio Labs 744 W Broadway L I Meyerson 7795 PSMTR*

DAVENPORT

Crescent Elec Supply 505 Pershing Ave 2-6273 TRE1E2
 Federal Distributing 736 Federal St TR
 Graybar Electric 206 E 5 St E L Johnson DA 3-2769 TRE1E2
 Havercamp Co 402 E Locust St 3-1857 PS
 Midwest Timmerman 114 Western Ave G J Timmerman 7-5288 TRPSE1*
 Onthank-Davidson Co 726 Federal F E Davidson 7-5288 TRE1E2
 RCA Victor Distr 1235 W 5 St 7-9189 TRPSME1
 Rock Smith Co 1111 E River Dr TR
 Sieg Home Supply 312 E 5 St H R Bartlett DA 6-0181 TRE1
 Tri-City Radio Supply 320 E 4 St Max Laity 3-8051 TRPS
 Union Supply Co 324 E 4 St See Burlington
 Westinghouse Electric 402 E 4 St R F Baumgartner 3-9996 TRE1E2

DES MOINES

Bi-State Distributing 2 10 St 3-4868 TR
 Consumers Supply 6 & New York Sts 3-0595 TRE1
 Federal Distributing 317 11 St TR
 General Electric 513 E Court Ave E H Rex 4-0156 TRE1E2P
 Gifford-Brown Inc 1326 Walnut R H Howig 3-1257 TRPSME1*
 Graybar Electric 24 11 St L C Esthus 3-8614 TRE1E2
 Harger & Blish 1007 Locust St 4-6704 TR
 Hawkeye Sales Co 1220 Grand Ave Wm Clark Mgr 4-9151 TRME2
 Iowa Radio Corp 1212 Grand L M Tesdell 2-8197 TRPSE1M*
 Lagoe Co 1007 Locust St TR
 Mid-State Distributing 1117 Grand J M Silverman 8-7661 TR
 Midwest-Timmermann 812 Tuttle St See Davenport
 Nash-Kelvinator Sales 114 10 St See Chicago III
 Onthank Co G W 10 & Mulberry D R Smith 3-8166 TRE1E2PS
 Radio Trade Supply 1224 Grand C Lassaux 4-8909 TRPSE1E2*
 Roycraft Iowa Co 1520 Walnut D H Lipsey 3-4255 TRE1E2
 Schneiderhahn Co A A 319 S W 5 St 4-3157 TRE1
 Sidles Co 8 7 St Carl Krause Mgr 4-0138 See Omaha Nebr
 Sorenson Co H E 100 S W 1 St H E Sorenson 4-6267 TRE1
 Westinghouse Elec Supply 1400 Walnut N A Hjelte 2-0244 TRE1E2
 White Refrigeration Supply 5 & Crocker Sts TRE1
 (Directory continued on next page)



IOWA

BURLINGTON
 Union Supply Co WOW Bldg 4th & Washington Sts

CEDAR RAPIDS
 Gifford-Brown Inc 106-08 1st St SW

DAVENPORT
 Union Supply Co 324 E 4th

DES MOINES
 Gifford-Brown Inc 1216 Grand Ave
 Radio Trade Supply Co 1224 Grand Ave
 H E Sorenson Co 100 SW 1st St

DUBUQUE
 Boe Distributing Co 498 N Grandview Ave

SIoux CITY
 Dukess Radio Co 209 6th St



IOWA (Continued)

DUBUQUE

Boe Distributing 498 N Grandview N H Boe 3-5795 TRPSM*
Crescent Electric Supply 200 S Main St TRE1E2
Renier Radio & TV 531 Main St J J Renier 2-5529 TRPSM

FORT DODGE

Ken-Els Radio Supply 501 1 Ave N K L Stinogel WA 3880 PS*

OTTUMWA

Consumers Supply Box 421 Tom Benson 5808 See Des Moines
Friday-Lynch Radio 429 W 2 Henry Lynch Pres 7138 RPS

SIoux CITY

Brown Radio Supply 3332 Concordia Dr 7-1179 PS
Duke's Radio 209 6 St W O Ducommun Mgr 5-5056 TRPSM*
Graff Motor Supply See Sioux Falls S D
Gustafson Co E J 1416 Jackson See Sioux Falls S D
Knapp & Spencer Co 3 & Nebr Sts TRE1
McDonald Mfg Co 110 4 St 8-5576 TRE1
Power City Radio 410 Jones St See Sioux Falls S D
Westinghouse Electric 1005 Dace St D A Dickey 5-7634 TRE1E2

WATERLOO

Cutler Hardware 400 Sycamore St TRE1
Farnsworth Radio & TV 623 Jefferson G G Farnsworth 6682-3 PSR
Ray-Mac Supply Co 200 Ballou St 3-5296 TRPS*
Westinghouse Electric 300 W 3 St J R Boeger 4679 TRE1E2

KANSAS

ATCHISON

Blish Mize & Silliman 223 S 5 St TRE1

DODGE CITY

Thompson Hardware Co E C Kieswetter Mgr See Topeka

GREAT BEND

Wedell Elec Supply 1209 Williams Ave TRE1

HUTCHINSON

Wholesale Electronics 1019 E "A" Ave 2-4456 PSE2

KANSAS CITY

RCA Victor Fairfax & Funston Rd Lee Williams AT 3075 TRME1

PITTSBURG

Pittsburg Radio Supply 212 S Broadway PS

SALINA

Western Distr 227 Santa Fe S H Byquist PS*

KANSAS (Continued)

TOPEKA

Acme Radio Supply 412 E 10 St PS*
Overton Electric 522 Jackson S D Thacher Pres PSM*
Thompson Hdwe Co WAL 231 Kansas Ave 3-4101 TRE1E2

WICHITA

Amateur Radio 1203 E Douglas E R McCorkle 4-3579 PSTR*
Electric Supply Co 457 Greenwood 4-9415 TR
(Directory continued on next page)



KANSAS

SALINA

Western Distributors 227 N Santa Fe

TOPEKA

The Overton Elec Co Inc 522 Jackson St

WICHITA

Interstate Electronics Supply Corp 230 Ida St PO Box 2018

CIRCULATION
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Northern Indiana
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- Motors • Towers
- Batteries • Sound
- Equipment and Associated Electronic Supplies
- Record Players • Records
- Radios • TV Sets

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Established 1929

KANSAS (Continued)

Excel Distributors 118 W 2 H H Plunkett 4-4783 PSTRE2*
 Foraker Distributing 110 E 2 St 4-6844 TR E1
 General Electric 801 E 1 St J H Tietze 5-0620 TRE1E2P
 Graybar Elec 424 N Rock Island E F Linnerson 7-1366 TRE1E2
 Hennigh's Inc 617 E William 7-3273 TRE1
 Interstate Elect 230 Ida S J Lyon 4-6318 PSMTRE2*
 Long Electric Co S A 232 N Market S A Long 3-2271 TRE1
 Mayflower Sales 315 N Water See St Louis Mo
 Motor Radio Co 619 E William See Kansas City Mo
 Radio Supply Co 1125 E Douglas 7-5218 PSM*
 RCA Victor Distr 351 N Water G H Bahl Mgr 7-7577 TRSME1
 Seibert & Willis 149 N Rock Island C Willis Pres TR
 Sutton Elec Supply 900 E 1 St Howard Bentley Pres TRE1
 Western Appliance Co 337 N Waco L R Lady VP 7-6291 TRME1
 Westinghouse Electric 233 S St Francis H A Smock 3-8215 TRE1E2
 Wichita Bldg Mat Co 418 Commerce St TRE1E2



KENTUCKY

ASHLAND

Ashland Radio Supply 2125 Winchester 3125 PS
 Williamson & Co Ben 1539 Greenup Ave TRE1

BOWLING GREEN

Crescent Radio Supply 212 W 10 St L R Deloteus 9722 PSM

HARLAN

General Elec Hoskins St E M Fritch 815 RE1E2P

LEXINGTON

Electronic Distr 134 W 3 St C E Frazier Owner PS
 General Electric 309 N Ashland Ave J E Brumbach 2-1887 TRE1E2P
 Ky Radio Supply 376 E Main St PS
 Lexington Electronic 338 E Main B E Cracraft 4-3470 PSTR
 Miller's Barney 232 E Main B H Miller Buyer 2-9622 PSR
 Radio Equip Co 480 Skain Ave 3-1577 TRMP5*

LOUISVILLE

Burks Co P I 911 W Broadway JA 7323 PS
 Cooper-Louisville Co 305 W Main M M Scott AM 1686 TRE1
 Electric Appl Distr 1601 S 1 St E A Carney CA 1461 TRE1
 Ewald Distributing 309 S 9 St JA 8227 TRMPSE1
 Foster Distributing 409 W Main R M Foster WA 5339 TRE1M
 Fulmer of Ky Arthur 130 S Floyd St WA 2321 TR
 General Electric 2311 S Brook St M E Brown C A 3651 TRE1E2P
 Graybar Electric 624 Myrtle C H Brown CA 5411 TRE1E2
 Hart Distributing 805 E Broadway TR
 Otis Hidden Co 529 W Main L C Spillman Pres TR
 Peaslee-Gaulbert Corp 226 W 15 St TRME1
 Peerless Elec Equip 2210 S 7 St J F Baines CA 7678 PS*
 Price Distributing 131 W Main J A Price JA 4396 TRE1
 R-K Distr 801 W St Catherine R B Knollenberg JA 5349 PSR
 Stratton & Terstegge 1533 Bank H S Harlow JA 5134 TRE1E2
 Sutcliffe Co 609 W Main ME1
 Universal Radio Supply 533 S 7 St JA 1413 TRPS

NEWPORT

Apex Distributing 506 York St J D Roell Pres PS

OWENSBORO

Centronics Inc 600 W 3 St E A Stanley Mgr 3-6727 PSM
 Peerless Elec Equip Co 1206 Triplett See Louisville

PADUCAH

General Electric 301 S 2 St W H Maxwell 447 TRE1E2P
 Paducah Electronic Distr P O Box 534 TRE1
 Warren Radio Co 1205 Broadway PS
 W Ky Electronic 1205 Broadway 4503 PS



KENTUCKY

LEXINGTON

Kentucky Radio Supply Co 376 E Main St
 Lexington Electronics Supply Co 338 E Main St

LOUISVILLE

P I Burks & Co 911 W Broadway

NEWPORT

Apex Distributing Co 506 York St

PADUCAH

Warren Radio Co 1207 Broadway

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.



LOUISIANA

ALEXANDRIA

Brown-Roberts 1810 3 St 8851 TRE1
 Central Radio Supply 509 Monroe St PS*
 Columbia Radio & Supply 2140 Lee See New Orleans

BATON ROUGE

Electronic Supply 1753 N 21 St 2-0517 PS
 Graybar Electric 2442 T Dunhan Ave M Lawrason Mgr 4-7093 SM TRE1E2
 La Radio TV Distr 1042 N Blvd C A LeBlanc Pres 3-9671 PSTR

LAFAYETTE

Butcher Bros 438 Jefferson PS
 Ralph's Radio-Elec R G Thibodeaux 5-5381 PSMTR*

LAKE CHARLES

Wholesale Radio Equip 230 Bilbo F A Keys Owner 6-5991 PSMR

MONROE

C & O Electronics 500 N 3 St S H O'Steen 3-5732 TRPS
 Hale & McNeil 421 Walnut L L Hale Owner 6136 PS*

NEW ORLEANS

Allen Supply Co W B 1601 Orleans Ave PS
 Amann Dist Co W M 642 Baronne St M
 Bell Radio Supply 2625 Tulane Ave PS
 Columbia Radio & Supply 3940 3 St C E Davidson UN 2731 PSTR*
 Crescent Radio & Supply 1600 Baronne St PS*
 Eaco Inc 601 S Peters St PS
 Electrical Supply Co 201 Magazine St TRMP5
 Electronic Distrs 1526 Magazine S N Collenberg MA 6700 TR
 Electronic Parts Co 205 N Broad St PS
 General Elect 4221 Bienville C O Brown GA 5771 TRE1E2P
 Graybar Electric 116 Magnolia St L J Olivier CA 6263 TRE1E2
 Interstate Electric 1001 S Peters CA 8541 TRE1
 Lehleitner & Co G H 601 S Galvez St CA 9131 TR
 Lght Fix & Elec 307 Tchoupitoulas C C Langwith RA 8233 TRE1E2
 Modern Appl & Supply 4300 Washington Ave UN 6311 TE1E2
 Nash-Kelvinator Sales 1600 St Charles Ave TR
 Ole Miss Supply Co 901 Carondelet St TU 3555 PS
 Pee-Jay Radio 2306 Tulane Ave AU 0807 PS
 Radio Parts Inc 807 Howard PS
 Radio Specialty Corp 3119 S Carrollton Ave TRE1
 Shuler Supply 415 Dryades St Bill Kerlin RA 2166 PSTR*
 Southern Radio Supply 1900 Tulane PS*
 Stratton Baldwin Co 700 Tchoupitoulas RA 7281 TRE1
 United Distributors 510 Poydras O G H Rasch CA 5611 TRE1
 Walther Bros Co 714 Howard CA 7731 PSE1
 Westinghouse Elec 2538 Poydras E H Leveck TU 5411 TRE1E2
 Williams Wholesale Co 526 S Lopez St C F Williams TR
 Woodward Wight Co 451 Howard TU 2471 TRE1

SHREVEPORT

Dunkelman-Pace 1417 La Ave J K Dunkelman Mgr 2-8534 PSE1
 Electronics Co 936 Milam St 3-7162 PS
 General Electric 4130 Dalzell St J C Griffith 5-8631 RE1E2P
 Graybar Electric 90 Fannin St A W Wheeler 5-3271 TRE2
 Interstate Electric Co 630 Spring St 3-6131 TRMPSE1E2
 Koelmey Sales Co 220 Crockett Lawrence Koelmey PS*
 Ogilvie Hardware Co 217 Jones St TRE1
 Southern Wholesale 1565 Texas A L Jennings 3-4181 RME1E2
 Westinghouse Electric 120 Caddo St E H Leveck 3-0583 TRE1E2
 (Directory continued on next page)



LOUISIANA

ALEXANDRIA

Central Radio Supply Co 509 Monroe St

BATON ROUGE

Electronic Supply Co Inc 1751-53 N 21 St
 Louisiana Radio & Television Dist 1042 N Boulevard

LAFAYETTE

Radio Electronic Supply 1419-21 Cameron St

LAKE CHARLES

Wholesale Radio Equipment Co 239 Bilbo St

MONROE

C & O Electronics 500 N Third
 Hale & McNeil 421 Walnut St

NEW ORLEANS

William B Allen Supply Co 1601-03 Orleans Ave
 Bell Radio Supply Co 2625 Tulane Ave
 Columbia Radio & Supply Co 3940 3rd St
 Crescent Radio & Supply Inc 1600 Baronne St
 *Eaco Inc 601 S Peters St
 Electronic Parts Corp 205-207 N Broad Ave
 Interstate Electric Co 1001 S Peters cor Howard Ave
 Pee-Jay Radio Electronics Inc 2306 Tulane Ave
 Radio Parts Inc 807 Howard Ave
 Shuler Supply Co 415 Dryades St
 *Stratton Baldwin 700 Tchoupitoulas
 Walther Brothers Co Inc 714 Howard Ave

SHREVEPORT

Dunkelman-Pace 1417 Louisiana Ave
 Interstate Electric Co of Shreveport Inc 630 Spring St
 Koelmey Sales Co 220 Crockett St
 *Electronic Distributor



MAINE

AUBURN

Radio Supply Co 26 Cross St C C Coffin Owner 4-5486 PSTR*

AUGUSTA

Westinghouse Electric 90 Water St J F Blackburn 2040 RE1E2

BANGOR

Coffin & Wimple Inc 142 Broad St M L Coffin Pres 9468 TRE1
Dunning & Co R B 54 Broad St 6461 TRE1
General Elec Supply 840 Hammond R Judkins Mgr See Portland
Radio Serv Lab 76 Exchange See Manchester N H
Westinghouse Elec Supply 175 Broad St 6487 TRE1E2

PORTLAND

Atlantic Appliances 40 Elm St J B Russell Pres 3-6124 TRE1
Boyd Corp 35 Exchange J W Boyd VP TRE1
Brown Co F M 12 Free St P T Brown 3-4791 TRE1
Commercial Distributors 35 Commercial St TRPSM
Coffin & Wimple Inc 51 Main St 4-0339 See Bangor
Day's Inc 489 Congress St TRE1
Dunning & Co R B 80 St John St 2-6765 See Bangor
Farrar Brown Co 494 Forest Ave 2-8337 TRE1
General Electric Supply 170 Anderson St E L Hall 2-3721 TRME1E2PS
Gill Brand Products 195 Middle St 5-1442 TR
Graybar Electric Center & Commercial Sts H J Scully 3-1766 TRE1E2
Hub Cycle & Radio 81 Franklin R S Crapo 2-4679 TRPSME1E2
Maine Electronic 148 Anderson L D Chipman Buyer 4-0301 PSR*
Nelson & Small Inc 68 Union St TRM
Philco Wholesalers 919 Congress St TRME1
Radio Serv Lab 1004 Congress See Manchester N H



MAINE

BANGOR

Radio Service Lab 76 Exchange St

PORTLAND

R B Dunning Co 80 St John's St
Maine Electronic Supply Corp 13 Deer St
Radio Service Lab 1004 Congress St



MARYLAND

BALTIMORE

American Distr Co 1200 N Fulton S J Dunn Buyer LO 8930 PSTR
Baltimore Gas Light 111 E Lombard MU 7670 TRE1
Berman Co H O 10 E Lombard H O Berman Owner LE 7002 TRPSE1
Cohen Sales Wm 1217 N Charles Wm Cohen LE 4811 TR
D & H Distr Co 25 S Liberty D Schwab Mgr See Harrisburg Pa
Electrical Products Howard & Redwood SA 1070 TR
General Elec 1500 Barclay J W Turner LE 3565 TRE1E2P
Graybar Electric 100 South St B F Neal Jr Mgr SA 5050 TRE1E2
Kann-Ellert Electronics 9 S Howard M L Kann SA 4242 PS*
Kaufmann's Sons Mount & Cole Sts D Kaufmann Jr ED 3900 TR
Legum Dist Co 180 Light St E Legum Owner LE 5500 TRE1E2
Lytton Distr Co 1338 W North Ave C R Pollard Jr LA 6364 PSTR
Mitchell Co J B 117 Market Pl H M Ford Pres PL 6790 TR
Nelson & Co 1000 S Linwood Ave BR 2237 M
Radio Elec Serv 5 N Howard E C Bagliani LE 3835 TRPSE2*
Rosen & Co Geo 40 Hopkins Pl Geo Rosen LE 3161 TRE1E2
Seth & Co Stephen 876 Park Ave SA 8100 TRE1
Shepherd Electric 13 E Lombard St LE 0370 TRE1E2
Spartana Co A R 239 N Gay St Warren Tarbert SA 5762 PSR
Westinghouse Electric 2415 W Franklin J C Givens LO 4400 TRE1E2
Wholesale Radio Parts 311 W Baltimore St MU 2134 PS*
Zamoiski Co Jos M 110 S Paca St MU 2900 TRME1E2

CUMBERLAND

Zimmerman Wholesalers 162 Bedford See Hagerstown

FREDERICK

Hankey's Radio & TV 404 Elm St 1434 PS



MARYLAND

BALTIMORE

Henry O Berman Co Inc 10-12 E Lombard St
Radio Electric Service Co 5 N Howard St

CUMBERLAND

Zimmerman Wholesalers 162 Bedford St

HAGERSTOWN

Zimmerman Wholesalers 114 E Washington St

SALISBURY

Art Craft Electric Supply Co Corner Calvert & Baptist Sts

MARYLAND (Continued)

HAGERSTOWN

Stoddard Supply Co 354 S Cannon R G Stoddard 2807 PS
York Radio & Refrig 64 W Franklin See York Pa
Zimmerman Wholesalers 114 E Washington St 408 PSTR*

NORTH EAST

Cass Cain Distr Cecil Ave R C Cain Pres 2691 TRE1E2

SALISBURY

Almo Radio Co 219 Highland Ave See Philadelphia Pa
Artercraft Elec N Cohen 6151 PSE1
Standard Electronics C L Dirickson Owner 7593 PS

SILVER SPRING

Rucker Radio Wholesalers See Washington D C

MASSACHUSETTS

BOSTON

Acme Distributors 1103 Columbus Ave HI 2-1400 M
Adams Distr 70 Brookline Ave L S Adams CO 7-2940 TRE1
Admiral Corp 855 Commonwealth Ave ST 2-0801 TRE1
Allied Appliance 111 Berkeley S Dane Pres HA 6-6400 ME1
Arvedon Distributors 73 Portland A Arvedon RI 2-0394 PSR
Bigelow & Dowse Co 652 Beacon J F Garrity CO 6-6838 TR
Brattle Radio Co 42 Brattle St CA 7-7529 PS
Burke Co J H 39 Brighton Ave AL 4-4050 PS
Commercial Radio 36 Brattle Les Sable RI 2-1241 PSR
Del Padre Assoc L L See Springfield
DeMambro Radio 1111 Commonwealth J A DeMambro ST 2-7870 PSM*
Emerson Radio 590 Commonwealth M W Rosenfeld CO 6-2512 TR
Equipment Distributors 594 Newbury St CO 6-5324 TE1
General Electric 145 N Beacon W H Kaiser AL 4-5300 TRE1E2P
Gerber Radio Supply 1900 Columbus N Gerber GA 7-0411 PS*
Graybar Electric 287 Columbus KE 6-4667 TRE1E2P
Hatry & Young 311 Boylston St CO 7-4700 PSTR*
Herman Co L M 885 Boylston St L M Herman CO 7-5620 PS
Lincoln Electronic 876 Commonwealth BE 2-7510 PS
McAllister Co L J 243 Columbus L J McAllister CO 7-2500 TR
Mass Gas & Elec 191 Friend St LA 3-4700 TR
Mayer Co A W 893 Boylston A W Mayer CO 7-5530 PS*
Merchants Distributors 1312 Boylston Max Katz KE 6-4780 TE1
Music Suppliers of N E 1312 Tremont Harry Carter HI 5-1710 M
Northeastern Distr 588 Commonwealth G I Cohen CO 7-2000 TRE1E2
Radio Shack 167 Washington M T Deutschmann LA 3-3700 PS*
Radio Wire TV 110 Federal See New York N Y
Sager Elec Supply 201 Congress St LI 2-2281 PSRE2
Tee-Vee Supply 3211 Washington H L Gamer JA 2-9330 PSTR
Wahn Distributors 714 Beacon H B Vaughan CO 7-5200 TRE1
Westinghouse Elec 95 Brookline Ave B F Scahill CO 7-3100 TRE1E2
Yankee Electronics 257 Huntington Ave CO 6-0212 PS

BROCKTON

Ware Radio Supply 913 Centre St C G Ware Owner PS*

CAMBRIDGE

Eastern Co 620 Memorial Alan Steinert TR 6-4720 TRMPSE1
Electrical Supply 1739 Mass Ave L A Crosby KI 7-6646 PSM*
Hi Fi Lab 89 Mt Auburn St B W Corey Owner TR 6-2666 PS
Selden Distr Co 800 Mass Ave Louis Selden KI 7-0920 PSR

FALL RIVER

Ross & Co E A 73 Troy St E A Ross Owner 3-0921 PSR

FITCHBURG

Hatry & Young 390 Water St 2-0603 PSTR*

HOLYOKE

Springfield Radio Co 93 High St See Springfield

LAWRENCE

Hatry & Young 262 Lowell St H T Cookson Mgr 7171 PSTRM*

LOWELL

McCartin Co FP 181 Market St 9751 PSE2

LYNN

Clevens Co Raymond 294 Broad St Raymond Clevens Owner TR
Des Roberts Elec 24 Mt Vernon St H J Des Roberts LY 5-0015 PS

MEDFORD

Durrell Distr 222 Mystic Ave PSM

MELROSE

Melrose Sales Co 407 Franklin L K Scott Owner ME 4-3821 PSM*

(Directory continued on next page)

SYMBOLS USED IN THIS DIRECTORY

- | | |
|--------------|--------------------------|
| T—Television | E1—Major appliances |
| R—Radio | E2—Electrical housewares |
| P—Parts | M—Records & Accessories |
| S—Sound | *—Member, N.E.D.A. |



INCORPORATED
Pittsburgh 19, Pennsylvania

MASSACHUSETTS (Continued)

NATICK

Willett Radio Supply 11 Court M W Willett Pres PS*

NEW BEDFORD

Beckman Co C E 11 Commercial P W Gifford Buyer 6-8201 PSTR*
Ross & Co E A 1663 Purchase See Fall River

NEWTON

Delta Distr 314 Wash L C Greene Jr BI 4-1560 PSTRE2



MASSACHUSETTS

BOSTON

Adams Distributors Co 70 Brookline Ave
DeMambro Radio Supply Co 1111 Commonwealth Ave
Hatry & Young of Mass Inc 811 Boylston St
A W Mayer Co 895 Boylston St
Radio Shack Corp 167 Washington St
Radio Wire Television Inc of Mass 110 Federal St

FITCHBURG

Hatry & Young of Fitchburg Inc 390 Water St

HOLYOKE

Springfield Radio Co 93 High St

LAWRENCE

Hatry & Young Inc 262 Lowell St

LOWELL

Frank P McCartin Co 181 Market St

MEDFORD

*Durrell Distributors 222 Mystic Ave

NEW BEDFORD

C E Beckman Co 10 Commercial St

SPRINGFIELD

Hatry & Young of Springfield Inc 169 Spring St
B H Spinney Co 153 Plainfield St
Springfield Radio Co 405 Dwight St

WESTON

Weston Laboratories 410 Glen Road

WORCESTER

DeMambro Radio Supply Co 222 Summer St (Washington Sq)
Radio Electronic Sales Co 46 Chandler St
*Electronic Distributor

MASSACHUSETTS (Continued)

PITTSFIELD

Pittsfield Radio 41 West St PS*

SPRINGFIELD

Cardee Distr 65 Main St E S DeMeyer 3-7801 TRE1
Cushing T F 349 Worthington St PS*
Del Padre Assoc L L 236 Chestnut R E Mousaw 9-5658 PSM
General Electric 484 Worthington E E Fournier 4-8255 TRE1E2P
Graybar Electric 32 Patton H O Edoff Mgr 7-4373 TRE1E2
Hatry & Young 169 Spring St M Dressler 6-3833 FPMTR*
Interstate Distr 214 Birnie Ave J N Margolis Pres TRE1
N E Service Center 855 State St 9-4754 TRME1E2
Regent Sales 236 Chestnut St PSM
Soundco Electronic 147 Dwight R K Lyman Buyer 7-3425 PSM*
Spinney Co B H 153 Plainfield ST 7-3594 TRPSE1
Springfield Radio 405 Dwight St 2-3411 FPMTR*
Tarbell-Watters 144 Chestnut L H Tarbell Pres 6-1841 TRE1
Western Mass Distr 1 Belmont Ave 6-6374 TRPSE1E2
Westinghouse Elec 46 Hampden J E Hall 4-3101 TRPSEME1E2

TAUNTON

Dean & Co D B 85 Cohannet St D B Dean Owner TA 4-4117 PSM*

WORCESTER

DeMambro Radio Supply 222 Summer St See Boston
General Elec 163 Mechanic C S Brown 6-4351 TRE1E2P
Graybar Electric 108 Grove H G Rappel Mgr 6-4311 TRE1E2
Johnson Electronic 12 E Worcester St H Johnson PSM
Radio Electronic Sales 46 Chandler St PSTR*
Radio Maint Supply 80 Thomas St 6-8311 TRPS*
Westinghouse Elec 107 Thomas St F X Winn 7-5641 TRE1E2



MICHIGAN

ANN ARBOR

Purchase Radio 605 Church R J Purchase Buyer 8696 PSMTR
Wedemeyer Electronic 215 N 4 Ave Geo Wedemeyer 2-4457 PSTR*

BATTLE CREEK

Electronic Supply 94 Hamblin G E Murphy Pres 2-9515 PST*

BAY CITY

Kinde Distr Co 504 Washington St PS

BENTON HARBOR

Benton Electronic 643 W Main C D Uhlmann 5-1373 PSMTR
Radio & TV Distr Co 311 Mich St Carl Janke Mgr PS
W Mich Elec Supply 189 W Main 5-1153 TRE1E2

CHEBOYGAN

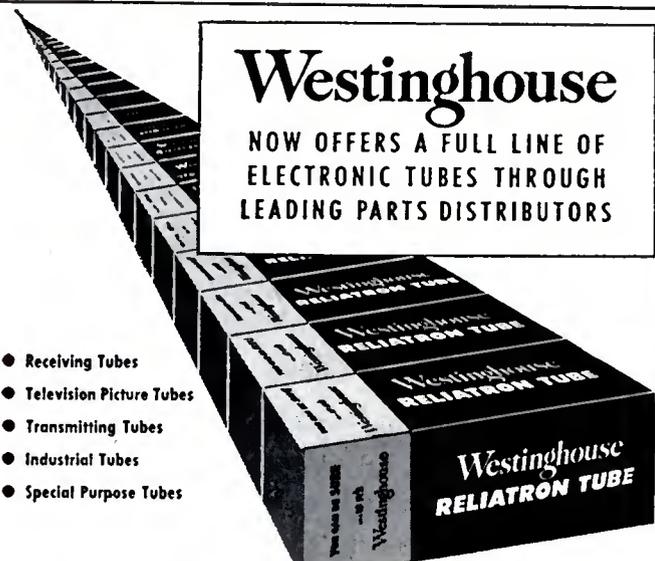
Straits Distributors 200 S Main W Bogard 968 PS*

DETROIT

Allied Music Sales 7600 Intervale Max Lipin TE 4-5430 TRME1
Appliance Wholesalers 1749 W Lafayette St WO 5-2222 TRE1
Brennan Appl Distr 1965 Porter St WO 5-4850 TRE1
Buhl Sons Co Ft Adair St LO 7-4000 TRE1M
Crandall Wholesale 5305 Grand River C C Crandall TY 8-5044 TRME1
Daybert Distr Co 3646 Woodward Ave TE 2-3094 TRE1E2
Duffy & Co M N 2040 Grand River WO 3-2270 PSTR
Emerson Radio 1301 W Lafayette Wm Faleris WO 6-4700 TR
Falk Distr Co 9339 Grand River TE 4-0625 TRPS
Ferguson Radio 622 W Baltimore Art Randall TR 4-0100 PSM*
General Elec 680 Antoinette St C D Lamee TR 5-9400 TRE1E2P
Glendale Supply Co 12866 Woodward Ave TU 3-1500 PS
Graybar Electric 55 W Canfield Ave TE 1-5500 TRE1E2
Hi-Park Distrs 155 LaBelle Ave PS
KLA Labs 7422 Woodward K L Adams Pres TR 4-1100 PS*
Mercury Distr Co 3727 Woodward Ben Okum Pres TE 2-7720 TRM
Morley Bros 5943 2 Blvd TR 5-8100 TRE1
Motorola-Detroit Co 4490 Cass Ave FA 1-1200 TR
Oberc Inc J M 55 Oakman Blvd TO 9-6800 TRE1
Peninsular Distr 3146 E Jefferson C A Buck LO 7-7202 TRE1
Perkins Sales 20480 Woodward R T Perkins TO 8-7020 TPSE1
RCA Victor Distr 7400 Intervale TE 4-3500 TRME1
Radio Distr Co 100 Selden G N Tobias Pres TE 1-1224 TRME1
Radio Electronic 1112 W Warren T L Rissi Pres TE 2-5611 PS*
Radio Specialties 456 Charlotte TE 2-7573 PS*
Radio Supply 85 Selden J O Keese TE 1-3171 PSM
Republic Supply 2566 E Grand TR 1-3250 TRF1E2
Rissi Electronic 1112 W Warren V A Wilton TE 2-5611 PS*
Specialties Distr Co 525 E Jefferson L E Winn WO 2-6111 TRE1
Stromberg-Carlson Sales 1627 W Fort St WO 1-0960 TR
Westinghouse Electric 2211 W Kirby E V O'Hara TY 8-9000 TRE1E2
West Side Radio 8140 Mich J Opalinski LU 4-0120 PS*

ESCANABA

Central Co-op Wholesale Ted Hakkinen Mgr See Superior Wis
Delta Hardware 400 Ludington St 200 RE1E2
Felton Radio 1608 Ludington O F Felton Owner 2855 PSMTRE1
(Directory continued on next page)



Westinghouse
NOW OFFERS A FULL LINE OF
ELECTRONIC TUBES THROUGH
LEADING PARTS DISTRIBUTORS

- Receiving Tubes
- Television Picture Tubes
- Transmitting Tubes
- Industrial Tubes
- Special Purpose Tubes

Television service dealers can obtain top quality electronic tubes from Westinghouse RELIATRON_™ Tube Distributors.

RELIATRON Tubes prevent troublesome service call-backs due to early tube failures. Furthermore, Westinghouse Tube users are backed by strong local advertising support for their service business.

Ask your parts distributors for Westinghouse Tubes, or write Dept. L-501 for the name of the Westinghouse RELIATRON Tube Distributor nearest you.

YOU CAN BE SURE...IF IT'S
Westinghouse
ELECTRONIC TUBE DIVISION
Westinghouse Electric Corporation, Elmira, New York
ET-36015

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.

LEADING DISTRIBUTORS EVERYWHERE
feature **SPRAGUE**
CAPACITORS

MICHIGAN (Continued)

FLINT

Graybar Electric 2424 Kansas C L Powell Mgr 2-4101 TRE1E2
Lifsey Distr Co 726 N Saginaw A E Lifsey Pres PS*
Mich Distr Co 710 E 5 Ave TRE1E2
Radio Tube Merch Co 508 Clifford John Crapser 4-3654 PSTRM*
Shand Radio Spec 203 W Kearsley St 2-9714 PSTR*
Silkworth Distr Co 1659 N Saginaw 9-8633 TRE1
State Distributing 510 W Kearsley E L Milligan Pres TR
Westinghouse Electric 2330 N Dort H'way C Walroth 4-8623 TRE1E2

GRAND RAPIDS

Allied Music Sales 30 Ionia St S See Detroit
Bursma Radio Supply 853 Grandville M C Bursma 5-9780 PS
Dygart Distr Co Ionia & Fulton Aves Lee Dygart TR
General Electric 305 Fulton St W W J Richter 9-3243 TRE1E2P
Graybar Electric 432 Monroe Ave N W H G Cook 8-1231 TRE1E2
Independent Distr 12 Campau Ave F C Sparks Pres 9-8243 TRE1
Kent Wholesale Distr 209 Division Ave S GL 6-8322 TRE1
Morley Bros 25 Ottawa St S W TRME1
Perkins Sales Co 12 Oakes S W See Detroit
Radio Distr Co 835 Chicago Dr S W TRE1
Radio Electronic 505 Jefferson S E E J Rissi 9-4611 TRMPS*
Radio Equip Co 13 Ionia Ave S W See South Bend Ind
Radio Parts Inc 720 Division S 5-5420 PSM
Republic Distr Co 19 La Grave TRE1E2M
State Distr Co 31 Ionia Ave N W TR
Westinghouse Elec 511 Monroe Ave NW W F Harper 9-4664 TRE1E2P
White Distr Co J A 211 Ottawa N W J A White Owner TRE1
Wholesale Radio Co 24 Logan S W C J Carey GL 6-1432 PSM
Wolverine Appl 920 Monroe N W R Dikeman 9-8361 TRE1E2

JACKSON

Fulton Radio 1208 Greenwood G Fulton Owner 4-6107 PSM*

KALAMAZOO

Electronic Supply 906 E Mich Ave See Battle Creek
General Electric 112 Parkway S K Young 3-2645 TRE1E2P
Ralston Co R M 201 N Park St R M Ralston Owner 5-0188 PSRT
Warren Radio 713 Portage St P O Willett PS*

LANSING

Elec Products Sales 427 E Mich Ave F C Reason PS*
Garlock Sales 432 N Grand Ave 2-0693 TRE1
General Elec Supply 428 N Grand F S Goodell 2-0677 TRE1E2P
Graybar Electric 421 E Elm St W T Bronson Mgr 4-5434 TRE1E2
Major Appliance 520 N Larch St TRE1
Morley Bros 1330 S Harrison TRMPE1
Motorola-Detroit Co 1611 N Kalamazoo St TRE1
Offenhauer Co N L Offenhauer 227 W Washtenaw PS*
Tape Recording Ind 3335 E Mich Ave D W Perry 8-1113 TRM
Wedemeyer Electronic 2005 E Mich Ave See Ann Arbor

LAURIUM

Northwest Radio 435 Tamarack W Jackson 797 PSTR*

MANISTEE

Gardner Radio 2861 Lakeshore Rd W Gardner Owner 1260-W2 PS

MUSKEGON

Bell-Lourim 1839 Peck St C W Schechter 2-6019 PSTR*
Bursma Radio 712 E Isabella See Grand Rapids
Fitzpatrick Elec 444 Irwin J Czerniak 2-6621 TRPSE1E2*



MICHIGAN

ANN ARBOR

Wedemeyer Electronic Supply Co 215 N Fourth Ave

BENTON HARBOR

Radio & TV Dist of Benton Harbor 311 Michigan St

CHEBOYGAN

Straits Distributors Inc 412 N Main St

DETROIT

Ferguson Radio Supply Co 622 W Baltimore Ave
Glendale Supply Co 12866 Woodward
Hi-Park Distributors 155 Labelle Ave
Radio Electronic Supply Co 1112 W Warren Ave
Radio Specialties Co 456 Charlotte Ave
West Side Radio Supply 8140 Michigan Ave

FLINT

Shand Radio Specialties Co 203 W Kearsley St

GRAND RAPIDS

Bursma Radio Supply Co 853-857 Grandville Ave SW
Radio Electronic Supply Co 505 Jefferson Ave SE

JACKSON

Fulton Radio Supply Co 1208 Greenwood Ave

KALAMAZOO

Warren Radio Co 713 Portage St

MUSKEGON

Fitzpatrick Electric Supply Co 444 Irwin Ave at Wood

PONTIAC

Electronic Supply Co 248 E Pike St

PORT HURON

Main TV Supply Co 1340 Lapeer Ave

SAGINAW

Radio Parts Co Millard & Water Sts

MICHIGAN (Continued)

MUSKEGON HEIGHTS

Western Electronic 517 W Broadway F J Hall VP 3-1639 PSM

PONTIAC

Electronic Supply 248 E Pike H G King Owner PSM*

PORT HURON

Main TV Supply 1340 Lapeer Ave PS

SAGINAW

General Elec 125 Davenport St H D Garber 3-6474 TRE1E2P
Morley Bros 115 N Washington TRMPSE1
Orem Distributing 801 E Genesee Dean Orem Sr PS
Radio Parts Co Water & Millard Sts R D Edwards Pres PS*
Saginaw York Refr 1761 E Genesee Ave 3-5444 TRPSE1



MINNESOTA

AUSTIN

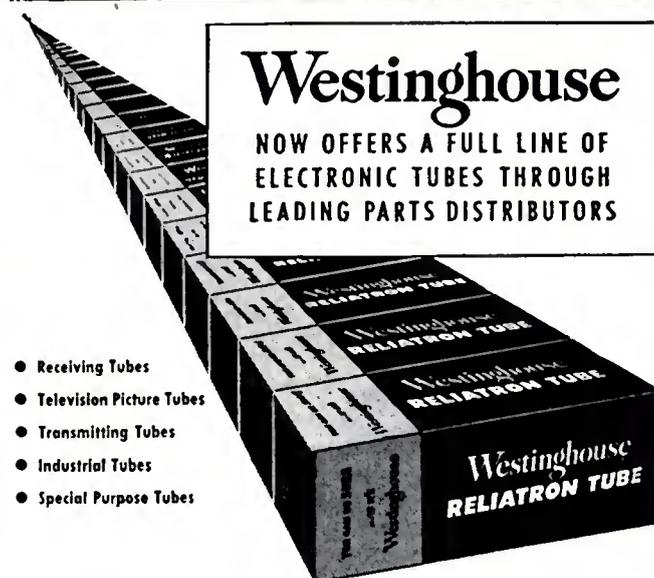
Radio Elec 219 N Franklin See Minneapolis

DULUTH

Bonn Co Lew 228 E Superior See Minneapolis
General Electric 102 W Mich St F A Greffin 2-0526 TRE1E2P
Graybar Electric 320 W 1 St F A Suogren 2-6646 TRE1E2
Kelley-How-Thomson 309 S 5 Ave W G W Welles 2-5881 TRE1
Marshall-Wells Co S Lake Ave H W Johnson 2-3981 TRE1
Northwest Radio 123 E 1 St PS*
Popkey Co G M 206 E 1 St PS
Stark Radio Supply 109 Lake Ave S PS
Westinghouse Elec 230 Lake Ave S R A Yerdon ME-2-2625 TRE1E2

MANKATO

Southern Minn Supply G A Ellis 4501 TRMPSE1E2
(Directory continued on next page)



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ELECTRONIC TUBE DIVISION

Westinghouse Electric Corporation, Elmira, New York
NY 68515

MINNESOTA (Continued)**MINNEAPOLIS**

Bauman Co 3033 Lyndale Ave S GI 1745 PSM*
 Beamish Co W R 1612 Harmon PI AT 2484 TRE1
 Bonn Co Lew 1211 LaSalle L J Bonn Pres FI 6351 TRPSME1E2*
 Century Distributors 318 N 3 St W C Allen Pres FI 2768 TRE1
 Cook Appliances 521 S 7 St M H Cook Pres FI 4541 TRE1
 Elcon Products 413 S 4 St G F Nye Pres LI 7041 TRE1
 Electronic Center 107 3 Ave N LI 8678 PS
 Forster Distr 1122 Harmon PI G W Forster AT 5471 TRME1
 General Electric 63 S 13 St H J Hurley BR 3266 TRE1E2P
 Graybar Electric 824 S 4 St J Riene GE 1621 TRE1E2
 Hayer Co F C 250 3 Ave N MA 2501 TRME1
 Janney-Semple-Hill Marquette Ave & 2 St AT 6191 TRE1E2
 Larson Elec J H 114 Glenwood See Hudson Wisc
 National Electronics 1215 Nicollet W S Meyers BR 2185 TRMPS
 Northwest Radio 62 S 12 St D S Goode BR 5173 TRPS
 Radio Elec Supply 2451 Nicollet M R Iversen GE 7733 PSMR
 Reinhard Bros 11 S 9 St K J Davis Buyer GE 2681 TRE1E2
 Roycraft Co 1625 Hennepin Ave GE 8881 TRE1E2
 Spencer Inc Geo 444 Stinson Blvd ST 8621 TRE1
 Stark Radio Supply 71 S 12 St H D Stark GE 4623 TRPSM*
 Sterling Electric 33 S 5 Ave MA 4571 TRE2
 Westinghouse Electric 515 S 7 St R A Yerdon LI 7001 TRE1E2

ROCHESTER

Elliott & Hanson 13 4 St S W V E Hanson 2-2779 PS
 Southern Minn Supply See Mankato

ST. PAUL

Bonn Co Lew 141 W 7 St Don Gies Mgr See Minneapolis
 Electronic Distr 856 Raymond G W Bauman PR 3911 PSTRE2*
 Farwell-Ozmun-Kirk Jackson & E Kellogg GA 7651 TRE1E2
 General Electric 174 E 6 St L G Mapple GA 7801 TRE1E2P
 Graybar Electric 464 Robert St L E Luckman CE 7491 TRE1E2
 Hall Electric Co 566 N Robert St T Owen Hall GA 5696 PSTR*
 Kelley-How-Thomson 2233 University NE 7875 See Duluth
 Marshall-Wells Co 1621 University W C Davis Mgr See Duluth
 Motor Power 2446 University J E Kelley NE 4544 TRE1E2
 Northwest Radio & Electronic 194 W 4 St See Minneapolis
 Stark Radio Supply Co 250 W Kellogg Blvd CE 1994 PSTR*
 Westinghouse Electric 253 E 4 St R A Yerdon GA 7441 TRE1E2

WADENA

Central Co-op Wholesale Joe Thompson Mgr See Superior Wis

**MINNESOTA****DULUTH**

G M Popkey Co 206 E First St

MINNEAPOLIS

★Gamble-Skogmo Inc 15 S 8th St
 Northwest Radio & Electronic Supply Co 52 S 12th St
 Sterling Electric Co 33 S Main St

ROCHESTER

Elliott & Hanson Radio & TV Supply Co 13 SW 4th St

ST. PAUL

Northwest Radio & Electronic Supply Co 194 W 4th St
 ★Electronic Distributors

MISSISSIPPI**BILOXI**

Nelson Radio Supply 816 W Howard PS

GREENVILLE

Goyer Supply Co Box 652 TRPSE1

GRENADA

Oliver & Co J H Box 926 R C Johnson Buyer 317 TE1

HATTIESBURG

Swan Distr Co 506A Boule St See Jackson

JACKSON

Cabell Elec Co 422 S Farish 2-2624 TRPSE1*
 Ellington Radio W M Ellington 3-1327 PS
 General Electric 610 Gesco Pl V J Balling 2-5041 RE1E2P
 Graybar Elec A N Saxon Mgr 2-3616 TRE1E2P

**MISSISSIPPI****BILOXI**

Nelson Radio & Supply 816 W Howard

JACKSON

Cabell Electric Co 922 S Farish
 Orgill Bros Hardware Co 301 W Pearl St
 Southern Distributors Inc 330 W Capitol St
 Swan Distributing Co 717 W Monument St

MERIDIAN

Griffin Radio & Supply Co PO Box 1404

MISSISSIPPI (Continued)

Industrial Supplies Highway 80 PS
 McKee & Co J H 640 Ricks St J H McKee Owner 5-7922 TR
 Modern Appl & Supply See New Orleans La
 Orgill Bros & Co P O Box 3460 TRE1
 Radio & TV Supply Co 328 N West St E D Ingels PS
 Ryan Supply Co 208 S State St 5-2241 TRE1E2
 Southern Distributors 1400 Terry Rd PS
 Southern Wholesalers 329 S Parish S D Camper 3-6378 TRM
 Swan Distr Co 342 N Gallatin J R Wilburn 2-5516 PSMTR
 Westinghouse Elec 325 S Farish EH Leveck 4-8354 TRE1E2

MERIDIAN

Griffin Radio Supply 2511 8 St PS
 Radio Supply Co 909 24 Ave J K Hagemeyer Owner 8802 PSTR
 Ryan Supply Co 814 21 N E TRE1

LEADING DISTRIBUTORS EVERYWHERE
feature **SPRAGUE**
CAPACITORS

MISSOURI**BUTLER**

Henry Radio Co 211 N Main St 395 PS

CAPE GIRARDEAU

General Electric 402 S Sprigg C T Magruder 805 RE1E2P
 Suedekum Electronic 902 S Sprigg W R Caldwell 5-3757 PSM*

CLAYTON

Varney & Co 34 N Central Ave F Varney Owner TRE1

HANNIBAL

York Radio & TV See Decatur III

JEFFERSON CITY

Central Mo Distr Co 324 E Capital Ave PSM*

JOPLIN

Brotherson Co M 515 N Byers Ave M Brotherson 1596 PS*
 Four States Radio 201 Main St PS*
 General Electric 922 Penna Ave J W Dans 5622 TRE1E2P
 Myers Hardware 1027 Virginia J I Murphy Mgr 7720 TRME1E2

KANSAS CITY

Burstein-Applebee 1012 McGee St J A Burstein BA 1155 PSE2*
 Columbian Elec 2603 Grand Ave W S Blue GR 1001 TRE1E2
 Continental Electric 1321 W 13 L M Florian GR 1180 TRE1E2
 Gaines & Co J G 1730 Grand J G Gaines Pres BA 4888 TRE1
 General Elec 2101 Broadway J W Puckett HA 7447 TRE1E2P
 Henshaw Radio 3617 Troost Ave C Aguirre WE 5550 PSRT*
 Hoffman Sales 1104 Union Ave L McRoberts TR
 Kleb Distr Co 7200 Wyandotte St M E Kleb Pres TR
 Lee Wholesale Co 2045 Main L J Shaper Owner BA 1080 TRE1
 Manhattan Radio & Equip 1732 Grand Ave VI 9776 PS*
 Mayflower Sales 2012 Baltimore HA 3408 See St Louis
 McGee Radio & Electric 1422 Grand Ave VI 9045 PS*
 McPike Inc 7 & Central Sts VI 1800 TR
 Meyer Jewelry 1105 Grand L R Meyer Pres VI 2986 TR
 Motor Radio Co 2440 Charlotte St BA 2510 TRE1E2
 Nash-Kelvinator Sales 2000 Baltimore Ave VI 6977 TRE1
 RCA Victor Distr Corp 2113 Broadway HA 0300 TRMPSE1
 Radiolab 1612 Grand Ave HA 0171 PS
 Ryan Distr Co 1808 Grand G W Ryan Pres GR 2552 TRE1
 Southwest Distr Co 2026 Broadway VI 6235 TRM
 Star Distr Co 2026 Broadway VI 6235 TR
 Superior Distr Co 2305 Pennway VI 0151 TRE1
 Universal TV System 3015 Troost S Q Noel Owner VA 0080 TR
 Walter's Radio Supply 3645 Main St TR*
 Wolfe Distr 321 Southwest Blvd T J Wolfe BA 0556 TRM
 Wyeth Co 22 & Grand G Wagner Mgr HA 4959 See St Joseph

NORTH KANSAS CITY

Davis Paint Co 1345 Iron St NO 4447 TR

POPLAR BLUFF

Tri-State Radio 536 E Pine Blvd V Zinnwalt Owner 2821 PS*

ST. JOSEPH

Acme Radio Supply 110 N 9 St PS*
 American Electric Co 116 N 4 St TRP
 St Joseph Radio 922 Francis St PS*
 Stevens Sales Co 502 S 12 St TR
 Wyeth Co 301 N 2 St 2-7721 TRE1E2

ST LOUIS

ARA Distr 2300 Olive St Lloyd Roth CH 5000 TRE1E2M
 Artophone Corp 700 Rosedale VO 3-1700 TRME1E2
 Ashe Radio Co Walter 1125 Pine W Ashe GM CH 1125 PS*
 Brightman Distr 4421 Ridgewood H F Winkler SW 7585 TRPSE1
 Broadwell & Co 3643 Delmar Blvd R W Lay LU 7996 TRE1
 Brown Radio Co Tom 3924 Washington St NE 2259 PSR
 Brown Supply Co 2800 Pine St JE 6161 TRE2
 Crest Corp 6417 Manchester Wm Schmidt Owner ST 9628 TRE1E2
 (Directory continued on next page)

LITTELFUSE

MISSOURI (Continued)

Crosley Distr Corp 3228 Locust St LU 2240 TRE1
 Disco Distr Co 2843 Washington Ave R W Morrison Owner TR
 Ebinger Radio 2501 S Jefferson M Ebinger Owner MO 7700 PS*
 Fridley Bros 2911 Wash Blvd A M Fridley Pres NE 5868 TRME1
 General Elec Supply 2653 Locust St D J Cossaart NE 3000 TRE1E2P
 Gordon Radio 1118 Pine St J C Gordon GM CE 4777 PS
 Graybar Electric 2642 Washington Ave C S Powell NE 4700 TRE1E2
 Hollander & Co 3900 W Pine FR 6412 TRE1E2M
 Interstate Supply 24 S 10 St CH 2325 TRPSME1*
 James & Co 710 N 12 St GA 6757 TRE1E2
 Mayflower Sales 816 N 11 St M B Lasky Pres 3442 TRE1
 Napper Radio 3117 Wash Blvd PS
 Radonics 5040 Easton Ave Sam Machtinger RO 7311 PS*
 Recordit Distr Co 1913 Washington J Friedeman GA 1579 M
 Schwander Co 3920 Olive St J Schwander Pres NE 5000 TRE1
 Shapleigh Hdwe Co 909 Spruce St MA 3400 RE1E2
 Stone Distr Co 1933 Washington CH 6594 RE2
 Toler Radio Ralph 4855 Easton Ave R A Toler RO 9169 PS
 Van Sickle Radio 1113 Pine St H Lane Buyer CH 1814 PSMTR*
 Westinghouse Elec 5049 Fyler R J Lancaster SW 2000 TRE1E2

SPRINGFIELD

Cooper Supply Co Harry 605 Sherman Ave TR
 Gaines & Co J G 351 Boonville See Kansas City
 General Elec 1301 W Webster F I McDaniel 2-1722 TRE1E2P
 Hayes Automotive Inc 306 S Jefferson T L Hayes 6-3548 TRE2
 Motor Radio Co 601 N National Ave 4-1855 See Kansas City
 Ozark Motor 308 S Jefferson G R Hayden GM 2-2771 TRE2
 Reed Radio Supply Harry 805 Boonville H Reed GM PS*
 Rogers & Baldwin 313 South Ave A B Fellows 4-2565 TRE1
 Stout Radio Supply 700 Boonville H E Stout Owner 2-9444 PSR



MISSOURI

HANNIBAL
 York Radio & TV Corp of Mo 2205 Market St
JEFFERSON CITY
 Central Mo Dist Co 325 E Capitol
JOPLIN
 Four-State Radio & Supply Co 201 Main St
KANSAS CITY
 Radiclab 1612 Grand Ave
ST. JOSEPH
 St Joseph Radio & Supply Co 922 Francis
ST. LOUIS
 ★Walter Ashe Radio Co 1125 Pine St
 Ebinger Radio & Supply 2211 Gravois Ave
 Napper Radio Co 3117 Washington Blvd
 Radonics 2218 S Jefferson Ave
 Radonics 5040 Easton Ave
 ★Van Sickle Radio Co 1113 Pine St
SPRINGFIELD
 Stout Radio Supply 700 Boonville St
 ★Electronic Distributors

CIRCULATION
of this
DISTRIBUTOR DIRECTORY
33,000

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 City..... State.....

MONTANA

BILLINGS

American Appliances 2505 Montana TRE1
 Billings Hardware Co 2706 Montana TRE1
 Central Distr Co P O Box 1551 R J Williams Owner 8447 PSM
 Electronic Supply 214 11 St W D C Ostler Owner 2-2727 PS
 General Elec 2710 Montana Ave H R Ellerby 9-4559 RE1E2P
 Kelley-How-Thomson Co 2723 Minn Ave 2-2909 See Duluth Minn
 Marshall-Wells Co G S McQuade RE1E2PS
 Midland Distr Co 2316 1 Ave N 9-1526 TRE1
 Montana Elec Supply Box 1317 F M Holly 5-5710 TRE1E2
 Northwestern Auto 420 N Broadway C O Campbell 3146 PSM
 Taylor Distr Co 4148 1 Ave S L I Taylor Owner 5-5000 TRE1

BUTTE

E & R Distributors 15 E Granite St M
 General Electric 900 E Front St L F Carmody 2-2314 RE1E2P
 Graybar Electric 604 E Aluminum St R J Carlson 3233 TRE1E2
 Smitty's Electronics 425 S Arizona G J Smith Sr PS
 Westinghouse Electric 949 S Montana St R P Grace 2-1269 RE1E2

GREAT FALLS

Great Falls Paper Co 600 2 St J J Flaherty Pres 7671 RE1E2
 Lindgren Co Geo 16 4 St N W Geo Lindgren Owner 8721 PSM
 Music Service Co 204 4 St S R E Holm 2-2784 TRME2
 Smith Supply Co 114 1 Ave N PS
 (Directory continued on next page)



MONTANA

BILLINGS

Electronic Supply Co 214 11th St

BUTTE

Smith Supply Co 425 S Arizona

GREAT FALLS

Geo Lindgren & Co 109 Central Ave
 Radio Supply Div CQ Radio Box 1376
 Smith Supply Co 114 1st Ave S

HAVRE

O B Lund Co 426 1st St

America's oldest manufacturer of electronic phonographs exclusively

Steelman PHONOGRAPH and RADIO CORP.

12-30 ANDERSON AVE., MT. VERNON, N. Y.

Westinghouse

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- Transmitting Tubes
- Industrial Tubes
- Special Purpose Tubes

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ELECTRONIC TUBE DIVISION

Westinghouse Electric Corporation, Elmira, New York
 ET-3015

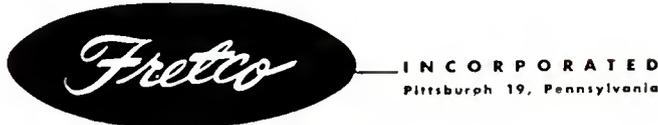
MONTANA (Continued)

HELENA

Latus & Co D N 1531 National Ave 3182 TRE1E2

MISSOULA

Northwest Distr 509 S Higgins V Peters Owner 4311 PSM



NEBRASKA

GRAND ISLAND

United Appl Wholesale 1111 W 4 St CA 5611 TRE1

LINCOLN

General Radio & TV 322 S 12 St I Feldman 2-6000 TRMPS
Hicks Radio Co 1422 "O" St 2-7561 PSRM*
Leuck Radio Supply 243 S 11 St PSM*
Tineys Elec Co 645 M St C M Chenoweth Buyer 2-8545 RE1E2

OMAHA

Alco Radio 4011 1/2 Cuming St N M Allm Pres WA 8461 PS
Bi-State Distr Corp 911 Douglas St P C Hauser TR
Bran-New Sales Co 308 S 12 St M
Chicago Radio Prod 607 S 29 St See Chicago Ill
Crosley Distr 416 S 12 St P P Pierson WE 7808 TRE1
Enterprise Elec Co 1103 Farnam T G Egan Pres TRE1
General Appl 1101 Harney St M Levey WE 4620 TRME1E2
General Elec Supply 914 N 18 St A H Luebbe JA 0456 TRE1E2P
Graybar Electric 1120 Capitol Ave F M Sholders AT 5740 TRE1E2
JB Distr Co 1616 Cass St John Brown Pres AT 5525 PSMT*
KK Co 806 S 16 St K K Ekberz Pres WE 6720 TRME1
Lucas Inc D M 1022 Farnam Ave TR
Major Appl Co 1101 Jackson St JA 4722 TRE1
Maloney Distr Co 1117 Farnam AT 0966 TRE1
Murphy Sales Co 711 S 16 St T C Murphy M
Noll Co H C 2226 Harney St H C Noll Pres PSTRE1
Omaha Appl 18 & St Mary's P W Jacobus AT 3440 TRMPSE1E2
Radio Equip Co 2852 Douglas AT 770 PS*
Sidles Co 502 S 19 St WE 8400 TRME1
Weiner Tire & Supply 1324 Capitol H H Weiner WE 1333 TR
Westinghouse Elec 117 N 13 C J Kleyla HA8700 TRE1E2

SCOTTSBLUFF

Joachim Radio 1913 Broadway B Dougherty Buyer 109 TRPS

YORK

Radio Supply 110 E 7 R A Krebs Owner 37 PS



NEBRASKA

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Leuck Radio Supply 243 S 11th St

OMAHA

Radio Eqpt Co 2822 Farnam St

NEVADA

LAS VEGAS

Metcalf's Radio 819 Ogden Eliz Metcalf Buyer 5585 PSM
Saviors Elec Prod 101 E Charleston G Goodman Mgr See Reno
Sierra Appl Co 112 Hoover H L Williams Mgr 382 See Reno

RENO

Osborne & Dermody 255 Chestnut St J A Dermody Pres PSE1
Saviors Elec Prod 640 Sierra St 2-9134 TRPSE1E2
Sierra Appl Co 735 W 3 St R L Williams Pres 3-4734 TRE1



NEVADA

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Saviors Elec Prods Corp

RENO

Saviors Elec Prods Corp 640 Sierra



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NEW HAMPSHIRE

CONCORD

Evans Radio 10 Hills Ave C B Evans Owner 1702 PS*

DOVER

American Radio Corp 6 at Chestnut Sts 404 PSR*

MANCHESTER

Auto Elec Serv Co 21 Dow St 5-6921 TRE1
DeMambro Radio Supply 1308 Elm St 4-4006 See Boston Mass
General Elec 57 Bedford W F Parker Mgr 5-5418 TRE1E2P
Graybar Electric 103 Hampshire Lane P A Dorn 4-4341 TRE1E2
Radio Serv Lab 670 Chestnut A A Levesque 5-5444 TRPSM*
Westinghouse Electric 147 Hanover C H Whiteacre 5-5456 TRE1E2

RYE BEACH

Delta Distributors South Road See Newton Mass



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CONCORD

★Evans Radio PO Box 312

DOVER

Amer Radio Corp 6th & Chestnut Sts

MANCHESTER

DeMambro Radio Supply 1308 Elm St
Radio Service Lab 67 Chestnut St
★Electronic Distributors



NEW JERSEY

ATLANTIC CITY

Almo Radio Co 4401 Ventnor Ave See Philadelphia Pa
Kearns Inc Harrisburg & Atlantic AT 5-3233 TRPSE2*
M & H Sporting Goods See Philadelphia Pa
Radio Elec Serv 452 N Albany Ave See Camden

BRIDGETON

Joe's Radio Shop 67 S Pearl Jos Deal 251 PS*

CAMDEN

Almo Radio Co 1133 Haddon Ave See Philadelphia Pa
General Radio 600 Penn St W A Beringer WO 4-8393 TRPSM
Radio Elec Service 513 Cooper St WO 4-2830 PSTR

CLIFFSIDE

Nidisco See Jersey City

CLIFTON

Eastern Radio 1055 Main Ave L Becker Owner GR 3-6765 PSTR

COLUMBIA

Columbia Distr Route 8 Larry Bucek Pres PO 42 PSRM

EAST ORANGE

International Distr 185 Central David Spies OR 5-1927 PS*

HACKENSACK

American Distr 115 Hudson St See North Bergen
Nidisco See Jersey City
Trade Radio Sales 14 Essex St P E Wieland HU 7-5512 PS

HIGHLAND PARK

Park Electr Rt 37-Lincoln Hwy F J McLaughlin KI 6-3363 PS

HILLSIDE

Sherwood Distr 1255 Liberty Ave EL 2-1126 PS

JERSEY CITY

General Electric 157 Tonnele Ave J W Grierson JO 2-3620 TRE1E2P
Hallmark Electric 592 Communipaw H C Miles Pres DE 2-9696 PS
Nidisco 713 Newark J Mihalic JO 2-2360 PSMTR

LYNHURST

Economy Electronics 624 Ridge Rd A Silver RU 2-7418 PS*

NEWARK

Admiral Corp 497 N J RR Ave BI 2-5400 TRE1
All-State Distr 457 Chancellor S Koenig WA 3-4900 TRME1
Apollo Distr Co 15 Shipman D Slobodien Pres MI 2-7266 TRE1
Beller Electric 301 Plane R Beller Pres MA 3-0141 TRE2
Continental Sales 521 Bloomfield J Stantley HU 2-8223 PSMT*
Electronic Marketers 415 Halsey St MA 3-2516 PS
Electronic Supply 1020 Broad St PS
Emerson-N J 985 Broad B D Shapiro Buyer MA 2-2217 TRPS
Federated Purchaser 114 Hudson See New York N Y
General Elec 221 Frelinghuysen J H Kelly BI 2-1600 TRE1E2P
Golden Electric 33 Elizabeth Ben Golden BI 2-5252 RE1E2
(Directory continued on next page)

NEW JERSEY (Continued)

Graybar Electric 2 Liberty St J P McCarthy MA 2-5100 TRE1E2
 Gross Distr Co 49 Edison Pl A P Hummers Pres MA 2-8028 TRE1
 Igroe Bros 35 Halsey St MI 3-9135 TRE1E2
 Krich-New Jersey 428 Elizabeth S Robbins BI 8-7408 TRMPS*
 Latham & Co E B 1010 Broad E B Latham VP MA 2-0550 TRE1E2
 Lippman & Co Aaron 99 Newark St MA 3-9477 PSTM*
 Motorola-New York 177 Central Ave MI 3-2680 TR
 Mytelka & Rose 1020 Broad F Rose Pres MA 3-6272 TRE1
 O'Loughlin & Co T A 88 Washington St MI 3-3200 TRE1
 Pyramid Supply 343 W Market M Leviton Buyer MA 3-7800 PS
 Radio Wire Television 24 Central Sec New York N Y
 Reliable Elec 305 Springfield N N Krug BI 8-1127 TRE2
 Schultz & Sons H 620 Market S Schultz GM MI 3-7400 TRPSE1E2
 Times-Columbia Distr 37 Bridge Paul Southard M
 Variety Electric 468 Broad Hy Shlafer Owner MA 2-6760 PSMR
 Westinghouse Elec Supply 528 Ferry J G Parsons MI 2-3450 TRE1E2

NEW BRUNSWICK

William Radio 1861 Woodbridge L Axelrod CH 7-4908 PSR

NORTH BERGEN

American Distr 6335 Hudson Blvd F J Hogan UN 5-8027 PSMTR

ORANGE

DuMont Distributors 579 Scotland Rd Irving Sarlin TR

PASSAIC

Nidisco Sec Jersey City

PATERSON

General Elec 561 E 31 St J R Nelson LA 5-5100 TRE1E2P
 Jersey Electronic 301 Grand Fred Rosenstein LA 5-3134 PS*
 Trade Radio Sales 780 E 18 St See Hackensack

PERTH AMBOY

Bennett's Radio 327 Maple St PE 4-1736 PS

PHILLIPSBURG

Williams Co C B 154 S Main St C B Williams 5-1245 PS*

PITMAN

Kearns Inc 466 W Holly See Atlantic City

PLAINFIELD

Union TV Parts 403 Watchung Ave PL 4-6930 PS

RED BANK

Monmouth Radio 404 Shrewsbury W D Bradley RB 6-3300 PST

RIDGEFIELD PARK

NRM Wholesale Radio 284 Teaneck Rd S Hanson Buyer PST

TEANECK

Ross Homer M 367 Queen Anne Rd H M Ross Owner TE 6-5331 PST



NEW JERSEY

ATLANTIC CITY

Radio Elec Serv Co 452 N Albany Ave

BRIDGETON

Joe's Radio Shcp 67 S Pearl St

CAMDEN

Radio Elec Serv Co of Penna 513-515 Cooper St

CLIFTON

Eastern Radio Corp 1055 Main St

HACKENSACK

Amer Distributing 327 Hudson St

JERSEY CITY

Hallmark Electronic Corp 592 Communipaw Ave

LYNDHURST

Economy Electronics 624 Ridge Rd

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Admiral Corp Newark Dist Div Inc 497-511 N J Railroad Ave

Continental Sales Co Inc 521 Bloomfield Ave at N 11 St

Electronic Supply Corp 1020 Broad St

Radio Wire TV Inc 24 Central Ave

NEW BRUNSWICK

Park Electronics Inc RDS 37 Lincoln Hwy Raritan Township

NORTH BERGEN

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PATERSON

Jersey Electronic Dist Co 301 Grand

PHILLIPSBURG

Carl B Williams Co 154 S Main St

PLAINFIELD

Union TV Parts Co 403 Wachtung

RED BANK

Monmouth Radio Supply 404 Shrewsbury Ave

TRENTON

Cooper Sls Co Factory & Cooper Sts



NEW JERSEY (Continued)

TRENTON

Allen & Hurley 23 S Warren 3-0386 TRMPS
 Cooper Sales 109 Factory M A Cooper TR 2-8008 TRPS
 Fineburg's 547 S Broad H Fineburg TR 4-5125 PSE1
 General Elec Supply Brunswick Ave Ext A Knorr TR 3-9865 TRE1E2P
 Nidisco Sec Jersey City
 Westinghouse Electric 745 E State R H Colborn TR 5-5421 TRE1E2

VINELAND

Kearns Inc 29 S Delsea Dr See Atlantic City
 (Directory continued on next page)

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ALBUQUERQUE
 Appliance Distr 508 N 1 St See El Paso Tex
 Burk Co P O 503 2 St S W P O Burk Pres 3-4416 TRE1
 Cunningham Distr 218 Marquette N W 7-8838 TRE1
 General Electric 820 N First F A Dunn 6443 TRE1E2P
 Gorman Eng'g Co 1330 N 12 St TR
 Ilfeld Co Chas Box 1309 TRE1
 Korber & Co 400 N Commercial A P Korber Pres TRE1
 Mathias & Co Albert 315 N Broadway 2-6651 See El Paso Tex
 Midland Specialty 1624 N 1 St TRMPSE1
 Miller Supply 211 W Coal Ave J Miller 2-3450 TRE1E2
 Momsen-Dunnegan-Ryan Jack Tobin Mgr See El Paso Tex
 Radio Equip Co 523 S Central St PS
 Walker Radio L B 114 W Granite St PS
 Westinghouse Electric 816 1St N W G M DeKraker 3-3708 TRE1E2
 Zork Hardware 1414 12 St NW Louis Zork Owner 3-2288 TRE1E2

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 A-1 Communications 110 W Palace Ave PS

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 Radio Eqp Co 523 E Central
 L B Walker Radio Co 114 W Granite St

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 Albany Appliance 28 Howard TR
 Albany Garage 28 Howard PSE1
 Albany Hdq Broadway at Arch W C Dearstynne Pres 4-6131 RE1
 Ft Orange Radio 904 Broadway D L Marks 5-1594 TRME1E2*
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 Henzel-Powers 294 Broadway G W Henzel Pres 5-2351 TRE1E2
 Merriam Inc A Wayne PO Box 750 TR
 Reines-Freeman 201 Jay Bennett Reines Owner 5-2364 TRME1
 Roskin Bros 1827 Broadway TRME1
 R T A Distrs 36 Broadway PR 5-7346 TRPSME1
 Rudisco Inc 182 Washington C F Russo Pres 5-3556 TRE1
 Smith Inc Leonard 406 N Pearl M
 Spinney Co B H 97 N Broadway 5-3339 TR
 Taylor Co E E 465 Central George Yelle Buyer 8-8713 PS*
 Tri-State Distrs Colonie & Montgomery 4-8156 TRE1
 Westinghouse Electric 19 R R Ave J Simmons 3-7801 TRE1E2

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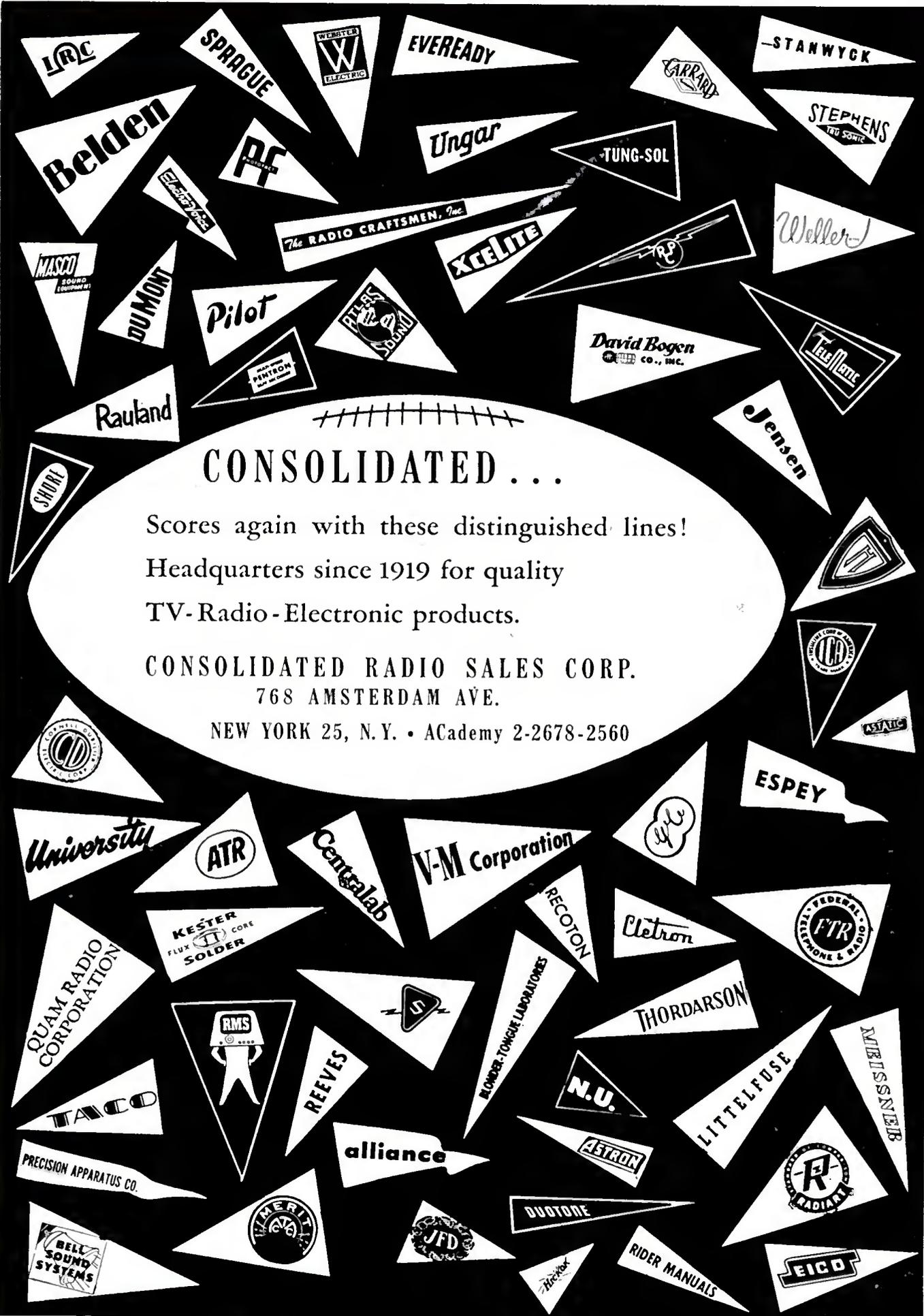
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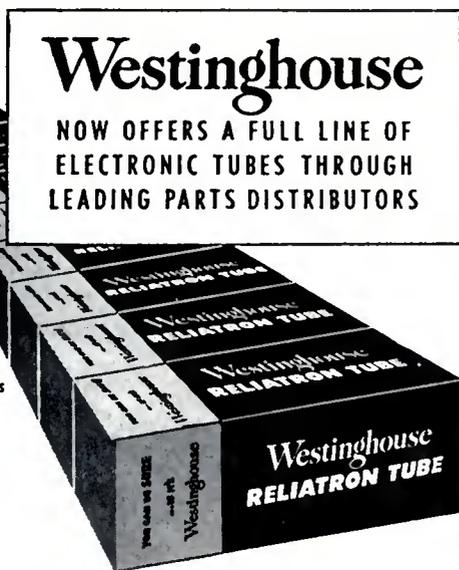
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ET-36015

NEW YORK (Continued)

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Dare Radio 22 Genesee Robt Dare Buyer 2-0441 PSM*
Roberts & O'Brien 191 Hardenbergh Ave PS

BAYSHORE See Long Island

BELLROSE See Long Island

BINGHAMTON

City Electric See Syracuse
Federal Radio 188 State B H Green Owner 2-2394 PS*
L & K Elec 72 State H M Long Partner 2-7261 TRE1
Morris Distr 195 Water 4-2461 TRFSME1
Whipples Automotive 225 State TR

BUFFALO

Bergman Co W Oak & Eagle MO 6300 TRME1
Bison Electric 1135 Main E R Grundell Pres LI 8447 TR
Buffalo Radio 219 E Genesee WA 9004 PS
Case & Sons W A 33 Main CL 6020 TRE1
Danahy-Faxson 1670 Broadway TA 8200 R
Dymac Inc 2329 Main A J Dybowski Pres PA 2300 PSM*
Fay-San Distr 506 7 SU 1300 TRE1
General Electric 960 Busti K J Moss EL 6100 TRE1E2P
Genesee Radio & Parts 205 E Genesee CL 1970 PSR*
Graybar Electric 180 Perry K L Thielscher WA 3700 TRE1
Huron Supply 119 W Willow MO 6845 PS
Kemp Distr 701 Seneca MO 5476 TR
Lee Distr 845 Washington R E Henrich Pres MO 7921 TRE1
M & N Distr 881 Main F Mirti GR 1514 M
Mutual Appliance 122 Clinton T P Begy Pres WA 3010 TRE1E2
Niagara Falls Radio 147 Genesee PS
Pirmacs Distrs 39 Pearl D McLellan Owner MA 8250 TRE1
Pirson Auto Parts 89 Pearl H E Pirson Pres MA 8250 TR
Progress Distr 326 Elm CL 3553 TRM
RCA Victor Dist 1209 Broadway FI 1209 TRMPSE1
Radio Elec Prods 677 Michigan CL 6457 PSME2
Radio Equipment 147 Genesee MA 9676 PS
Rains Co W E 11 W North GR 4944 PS
Scheller Radio 269 Oak R P Bott Owner MA 3081 PSTR
Schwartz Co C F 269 Delaven C F Schwartz GA 0684 TRE2
Standard Elect 1497 Main H F Irr Buyer GA 5000 PSTR
Strauss Co Joseph 25 High L J Strauss Pres SU 8080 TRPS
Summit Distrs 916 Main Geo Seidman Pres GR 3100 PSR
Tele-Sound Service 268 E Delavan F L Lynn Owner EL 8937 TRE1
Western Mercha 130 S Elmwood E G Igraham CL 5242 TRE1

CORTLAND

Winchell Radio 37 Central C A Winchell Owner 1600 PSRM

ELMIRA

Brady Elec 255 State St H B Belig 3-4618 TRE1E2
Harrison Co F C 108 W Church C F Eddy Mgr 7921 PS*
LeValley-McLeod-Kincaid 215 E Church N J Learned TRPSE1E2
Rose Kimball & Baxter 511 Baldwin D T Craver 3-9115 TRE1E2

FARMINDALE See Long Island

FLUSHING See Long Island

FREDONIA

Barker-Higbee 27 Water C R Barker Pres 2-8666 PSTR

GLENS FALLS

Ray Distr 284 Glen 2-1017 PSM*

GLOVERSVILLE

Fulton County Dist 16 Bleecker H Weiner Owner 5-2515 PSTR

GREATNECK See Long Island

HEMPSTEAD See Long Island

HICKSVILLE See Long Island

HORNELL

Hornell Elec Motor 45 Union N L Annis Partner 2451 PSE2

ITHACA

Stallman of Ithaca 123 S Tioga D Barber 4-2297 PSMTRE2*

JAMAICA See Long Island

JAMESTOWN

Johnson Radio 119 Hunt C L Johnson Owner 8-916 PSTR
Warren Radio 31 Forest Neal Allen Mgr TRPS*

JOHNSON CITY

Westinghouse Elec 419 Grand Ave JR Place 9-1561 TRE1E2

KENMORE

Wheeler Les 28 Delaware DE 3140 TR

KINGSTON

Arace Electronics 25 Henry PSTR*
Canfield Supply 534 Broadway 1171 TRE1

LATHAM

Crosley Distributing AR 3-5710 TRE1

MALONE

Ray Distr See Glens Falls
Vermont Hdw See Burlington Vt

MIDDLETOWN

Artec Distr 17 Cottage D Shohet Owner 3173 PSMTR
Certified Radio Frank Persico MI 2-1055 PSTRM*
Roskin Bros 27 W Main TRPSE1

MINEOLA See Long Island

MOUNT VERNON

Davis Radio 663 Abraham Davis Owner MO 8-6801 PST
Radelco Inc 246 W 1 N P Michaelson Pres MO 8-6173 PS

NEWBURGH

Chief Electronics See Poughkeepsie
Emerson Mid-State 109 S William TR
Newburgh Distr 145 S William S Rosenblum Buyer 4830 TRE1
Shapiro Dist. 315 Broadway TRE1
Westinghouse Electric 26 Liberty H Koenig 5420 TRE1E2

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Appliance Distr 49 Lawton L H Streger Pres TRE1

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Admiral Corp 625 W 54 E R Glauber VP PL 7-7500 TRE1
 Adson Radio & Elec 221 Fulton S Adler Prop BA 7-3629 PSR
 Apex Electronic Sales 1926 Broadway SU 7-1800 TME1
 Arrow Electronics 32 Cortlandt M Goldberg Pres DI 9-4714 PS*
 Arvin Distr 8 W 30 J A Kramer Buyer MU 6-5950 TRE2
 Barth-Feinberg 17 Union Sq H Feinberg Pres AL 5-7060 TRME2
 B & D Distr 639 Tompkins R Mahati Owner GI 7-2660 PSMTR
 Bonafide Radio 89½ Cortlandt D Goldner Owner WO 2-5960 PRS
 Bronx Whse Radio 407 E Fordham E Jezek Owner FO 4-4662 PS
 Bruno-New York 460 W 34 I Sarnoff Ex VP LO 4-2425 TRMPSE1*
 Caluco Distr 6 E 175 S Aberle Owner CY 9-6800 PS
 Calvert Elect 59 4 P Steinhilber Pr OR 4-3027 PS
 Cardinal Elect 1454 Plimpton M B Slater Owner LU 8-5550 RM
 Colen-Gruhn 387 4 M M Gruhn Owner MU 9-6363 TME1E2
 Commercial Radio-Sound 231 E 47 PL 9-5100 PS
 Concord Radio 55 Vesey B B Cohen Pur Agt DI 9-1133 TRPS
 Consolidated Radio 768 Amsterdam D Goldberg AC 2-2678 PSM*
 Crosley Distr 1775 Broadway PL 7-4400 TRE1
 Dale Distr Co 40 E 32 W R Light MU 9-5252 PSTRE1
 Dalis Inc H L 175 Varick AL 5-3000 PS
 Dorfman Co L E 40 E 32 L E Dorfman MU 9-5252 TR
 Dorosin Distr 10 W 13 S L Dorosin Pres OR 5-6765 PSM
 DuMont Labs Allen B 1114 1 TE 8-8100 TR
 Edlie Elect 154 Greenwich J Lieblich Pres DI 9-3143 PSRT
 Electronic Expeditors 507 5 Ave MU 7-0084 PS
 Electronic Wholesalers 5047 Broadway P Barr Pres LO-9-4906 PS
 Emerson-N Y Inc 111 8 Ave WA 9-2264 TR
 Federated Purchaser 66 Dey M I Epstein Pres DI 3050 PSR*
 Fischer Distr 118 Duane M Fischer BA 7-1511 PSM*
 Fordham Radio 5669 Broadway M R Powell PS*
 General Electric 585 Hudson C J Schlaick AL 5-3300 TRE1E2P
 Graybar Electric 420 Lexington R C Litchfield LE 2-4000 TRE1E2
 Greylock Electronics 115 Liberty BE 3-0224 PS
 Gross Distr 216 W 14 R A Gross Owner WA 4-5900 TRE1E2
 Harrison Radio 225 Greenwich B Snyder BA 7-7777 PSRM
 Harvey Radio 103 W 43 H E Sampson Owner LU 2-1500 PS
 Hobb Electrical 541 W 34 St S Miller LA 49200 TRE2
 Hoffman Elect 253 E 72 J Hoffman Pres RH 4-0400 PS
 Hudson Radio & TV 48 W 48 CI 6-4060 PSMT*
 Hu-Go Radio & TV 1275 Webster LU 8-0991 PS
 I T & T Distr 527 W 34 M L Scher Vice Pres LO 5-5354 TRE1
 Leonard Radio 69 Cortlandt S Schugar Buyer CO 7-0315 PS*
 Magic-Vue TV 99 E 4 St D M Hasse GR 3-3041 TR
 Mayflower Industries 206 Lexington MU 6-4490 TRE1E2
 Meyer & Co V H 312 5 Ave V H Meyer Pres LO 4-5216 TRE1
 Midway Radio 60 W 45 H C Kahn Pr MU 7-5053 PSTR
 Milo Radio & Electronics 200 Greenwich BE 3-2980 PS*
 Motorola N Y Inc 150 W 63 E L Pincus Pres PL 7-1040 TR
 Nash-Kelvinator Sales 16 W 61 PL 7-4201 TRE1
 National Radio 1348 Southern B H Schneur DA 8-8800 PSMTR*
 North Radio 172 Washington CO 7-1430 PS
 O & W Radio 141 Cedar W Machowsky Owner CO 7-2635 PSM*
 Park-View Television 3085 3 Ave CY 2-6359 T
 Powell Radio 142 W 169 R R Powell Owner CY 3-2623 PSTR*
 Radio Wire TV 100 6 Ave RE 2-8600 PSMTR
 Royal-Eastern Elec & Supply W S Tepy 38 W 21 CH 2-3200 TRE2
 Sanford Elect 157 Chambers C Ollstein DI 9-0550 TRME2*
 Slate & Co 2755 Webster L Slate LU 4-0614 PS*
 Stan-Burn Radio 1697 Broadway B Burns Pr CO 5-8138 PSM*
 Sun Radio 122 Duane Samuel Gerard Pr BA 7-1840 PS
 Sylvan-Wellington 269 Canal Alex Wellington CA6-5811 PSM*
 Tele King Distr 22 W 21 WA 4-6464 TR
 Terminal Radio 85 Cortlandt WO 4-8311 PS*
 Times Appliance 353 4 Ave M Kaplan Pr MU 6-8900 M
 Times-Columbia Distr 353 4 Ave MU 6-8900 M
 United Radio 47 W 63 A M Silverman Owner EN 2-9695 PSTR*
 U S Elec Supp 55 Warren P Warren P Meyerson Pres CO 7-9472 TRE1
 Warren-Connelly 521 W 57 C B Warren Pres PL 7-1300 TRE1
 Westinghouse Electric 40 Wall WH 3-1947 TRE1E2
 Wilco Radio 383 E 138 P Wilk Owner MO 9-1654 PSMTR*
 Zenith Radio 527 W 34 LO 4-6600 TR

LONG ISLAND

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Acme Electronics 74 Willoughby TR 5-3833 PS
 Bay Electronic 2712 Ave U S Glassberg DE 2-7171 PS
 Benray Electronics 485 Coney Island BU 7-9650 PS
 Buchman Radio 492 Atlantic S Buchman UL 5-5143 PS*
 Electronic Equip 2912 Atlantic TA 7-6300 PS
 General Electric 135 Kent A R Hopkins EV 7-1020 TRE1E2P
 Green TV-Radio 472 Sutter R Green Pres HY 5-0200 PS*
 Hygrade Electronics 1509 E N Y HY 4-9237 PS

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National Radio 572 Albany M B Maltz Partner PR8-0800 PS*
 Osbahr Co 206 8 Ave TE1E2S
 Peerless Electronics 76 Willoughby TR 5-3833 PS
 Stan Burn Radio 558 Coney Island Burns UL 3-0700 PSM*

BAY SHORE

L I Electronic Supply 226 E Main St P Berke PS

BELEROSE

Teleparts of Long Island 241-21 Braddock Ave FI 3-8212 PS

FARMINGDALE

Strong Television 286 Main St J M Strong Pr FA 2-2004 PS*

FLUSHING

Melville Radio See White Plains

FOREST HILLS

Berger Distr 109-01 72 Rd TRM

GREAT NECK

Rotary Electronic 10 Grace Ave S Schweber GR 2-0902 PS

HEMPSTEAD

Davis Electronics 204 Main St H Davis HE 2-9200 PS*
 Island Radio 412 Fulton M Barnett Owner HE 2-1097 PSTR*
 Standard Parts 277 N Franklin St W A Hull HE 2-3131 PSR*
 Westinghouse Elec 42 Chasner H V La Gue HE 2-1816 TRE1E2

HICKSVILLE

Gem Electronics Distr 236 Broadway W Fine HI 3-3400 TRPS
 General Electric 4th & Bwy C N White HI 3-1890 TRE1E2P

JAMAICA

Central Queens 92-35 166 St I Appelbaum RE 9-2020 TRE1E2
 Chanrose Radio 170-16 Jamaica P N Chanko OL 8-2900 PS*
 Electronic Maintenance 172-24 Jamaica Ave JA 3-2870 PS
 Harrison Radio Corp See New York N Y
 Norman Radio 94-29 Merrick Rd N Goldberg RE 9-4651 PSR*
 Peerless Radio Distr 92-32 Merrick Rd RE 9-6080 PSTR

LONG ISLAND CITY

Andrea Sales 27-01 Bridge Pl N ST 4-5411 TR
 Electronic Supply 41-08 Greenpoint ST 6-2730 PSMTR
 Graybar Eltric 21-15 Bridge Plaza N H Metz EX 2-200 E2
 Olympic Radio & TV 34-01 38 Ave W Heggi ST 4-6961 TR
 Philco Distr 47-51 33 St ST 6-8400 TRPE1
 Walter Inc J W 37-08 Northern R Spencer ST 4-1717 TRE1E2
 Westinghouse Elec 29-50 Northern Blvd HU La Gue St 6-7700 TRE1E2

MINEOLA

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NEW YORK (Continued)

NIAGARA FALLS

General Electric 11 & Whitney H Davies 6921 TRE1E2P
 Niagara Falls Radio 1363 Pierce G A Abelson Mgr N 15531 PS
 Niagara Radio & Parts 1518 Main PS

OLEAN

Standard Electronics See Buffalo

ONEONTA

Grouch Distr 202 Main L D Crouch Owner 2596 PST

PEEKSKILL

B & B Electronics 1607 Main PS
 General Electric 1000 N Division 7-1601 J H Santorelli TRE1E2

PLATTSBURG

Ray Distributing See Glens Falls

PORT CHESTER

Ratec Inc 140 Irving PC5-0051 PS

POUGHKEEPSIE

Chief Electronics 104 Main I P Wolfe Pres PO 7300 PS*
 Mid-Hudson Elec 999 Dutchess Tpke S Goler PO4780 TRE1E2
 Victory Specialties 6 Raymond E Sheer Pres 7247 PSTR

ROCHESTER

Beaucaire Inc 114 Monroe F M Beaucaire Pres HA 2830 TRE1
 Bieckford Bros 208 St Paul BA 7300 PS
 Chapin Owen Co 205 St Paul H J Weisberg Pres LO 6880 TRE1
 Erskine-Healy 420 St Paul R F Healy Treas LO 7980 TRE1
 General Electric 67 Mortimer W C Harradine HA 7500 TRE1E2P
 Graybar Electric 186 N Water J T Porter BA 7700 TRE1E2
 Hunter Electronics 233 East R J Hunter BA 8110 PS
 Kemp Equipment 57 Mt Hope J B Kemp HA 8050 TR
 Masline Radio 192 Clinton N E G Masline Owner HA 0790 TRPS
 Monroe Elec 76 N Union W D Henderson Pres BA 2854 TRE1
 National Sales 56 Rutter L Solomon Owner GL 9270 TRME1E2
 O'Donnell-Dunigan 499 Court J M Dunigan Pres BA 8700 TR
 RCA Victor Distr 208 St Paul LO 4180 TRPSM
 Rochester Radio 114 St Paul A D Lamphier Buyer LO 9900 PS*
 Rosenblum & Co Morris 29 St Paul BA 7820 TRE1
 Stewart Wholesalers 20 Curtice BA 6300 TRE1
 Westinghouse Electric 1048 University K I Ross Mo 1635 TRE1E2

SARANAC LAKE

Starks & Co G L 8 Woodruff Ave PS

SCHENECTADY

Electric City Radio 1566 State N Israel PS*
 Schwartz & Son Maurice 710 Broadway S S Schwartz GM PS

SYRACUSE

Baldwin-Hall Co 475 Oswego 3-5103 TRE1E2
 Berndt Co W E 655 S Warren W E Berndt Owner 2-3385 PSM*
 Broome Distributing 100 Tulley 75-3176 PSE1
 City Electric 514 W Genesee J S Isaacs 3-5171 TRE1E2
 Gordon Distr L 1718 Erie E L Gordon 72-4456 TRM
 Graybar Electric 327 N West Wm McNulty 2-1281 E1E2
 Karl-William Co 404 S Crouse 75-2755 TRMPS
 Lincoln Supply 109 Otisco 4-3170 TR
 Midstate Distr 102 S Crouse W E Fields Owner 75-5397 T
 Morris Distr 1153 W Fayette M Horowitch 75-9957 TRMPSE1E2
 O'Donnell Distr 348 W Fayette E M O'Donnell 76-5311 TRE1
 Onondaga Supply 344 W Genesee T Pierson Mgr 74-1251 TRME1
 Paul-Jeffrey Co 519 Erie E 75-4126 TR
 Penfield Mfg 516 Erie E M Liberman 75-4154 TR
 Radio Supply 200 Walton 3-3197 PSM*
 Reliance Distr 343 W Jefferson 75-2157 TRE1E2
 Roberts & O'Brien 714 Park J W O'Brien 2-0421 PS*
 Smith Inc S W 325 E Water S W Smith Pres 2-7768 PS*
 Spinney Co B H 1129 W Fayette B H Spinney 75-2153 TRE1
 Stage Roy C 265 Erie W 2-8686 PSMTR
 Syracuse Radio 620 S Salina C Bellanca Mgr 74-2927 PS*
 Syracuse TV Accessory 217 W Willow 74-3978 PS
 Thelsen Inc 935 Erie E S P Solomon Pres 75-4126 R
 Upstate Distr 1136 W Belden K S Amish Pres SY 2-1956 TRE1
 Westinghouse Electric 961 W Genesee W D Frick 74-3331 TRE1E2

TROY

Empire State Wholesale 218 Congress AS 2-6160 TRE1
 Hinsdill Electric 225 River R C Hinsdill Owner TR
 McRae & Co H A 157 River R Browd Sis Mgr AS 2-8720 TRE1E2
 Trojan Radio 420 River Herbert Page Buyer AS 4-4481 PSMR*

UTICA

Beacon Electronics 14 Catherine W J Lewis SM 3-2304 PSM*
 Electronic Lab 1415 Oriskany W PSTR*
 Horrocks-Ibbotson 54 Genesee TR
 Miller Electric 11 Hopper St PS
 Vaeth Electric 35 Genesee C P Vaeth Owner 2-5177 PSTRE1
 Westinghouse Elec 112 N Genesee St A J Eck 4-8116 TRE1E2

WATERTOWN

Beacon Electronics See Utica
 Westinghouse Electric 245 State T D Brown 6527 TRE1E2

WHITE PLAINS

Emerson Radio 285 Mamaroneck WH 6-3816 TRMPSE1
 Melville Radio 259 Mamaroneck WH 8-6131 PSM*
 Westchester Elec 420 Mamaroneck H A Soms WH 9-5766 PSM*
 (Directory continued on next page)

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Goler Electric 225 S Broadway YO 8-3527 TR
Yonkers Elec 541 Nepperhan N Rubin Owner YO 9-6044 PSTR
(Directory continued on next page)



NEW YORK

ALBANY

Fort Orange Radio Dist Co Inc 904 Broadway
A Wayne Merriam Inc Maplewood Ave Ext

AMSTERDAM

★Adirondack Radio 54 Market St

AUBURN

Roberts & O'Brien 191 Hardenbergh Ave

BAYSHORE

L I Elec Supl Corp 226 E Main St

BINGHAMTON

Federal Radio Sls & Supl 188 State St

BRONX

Fordham Radio Supl 5669 Broadway
Radio Wire Television 542 E Fordham Rd

BROOKLYN

Benray Dist Co 435 Coney Island Ave
Electronic Eqpt Co 2912 Atlantic Ave
Nat'l Radio Parts 611 New York Ave

BUFFALO

Dymac Inc 2329-31 Main St
Genesee Radio & Parts 205 Genesee St

ELMIRA

Rose, Kimball & Baxter Inc 511 Baldwin St

GLENS FALLS

Ray Dist Co 284 Glen St

ITHACA

Stallman of Ithaca 123-127 S Tioga St

JAMESTOWN

Johnson Radio & Elec Eqpt Co 119 Hunt Rd

KINGSTON

Arace Electronic Dist 27 Henry St

FLUSHING

Melville Radio Corp 160-13 Northern Blvd

HEMPSTEAD

Davis Electronics Corp 204 Main St
Island Radio Dist 412 Fulton Ave

JAMAICA

Harrison Radio Corp 172-31 Hillside Ave
Norman Radio Dist 9429 Merrick Ave

LONG ISLAND CITY

Electronic Supl Corp 40-14 Greenpoint Ave

MALONE

Pond Electronic & Battery Service 123 E Main
Ray Dist Co 55 W Main St

MIDDLETOWN

Certified Radio Supl Wickham Ave Ext Rt 84

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NEWBURG

Chief Electronics Corp 248 Washington St

NEW YORK

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Arrow Electronics Inc 82 Cortlandt St
Consolidated Radio Sls Corp 768 Amsterdam
Crosley Dist Corp 559 W 35th St
Electronic Wholesalers 5047 Broadway
Harrison Radio Corp 10 W Broadway
Harvey Radio Co Inc 103 W 43 St
Hoffman Electronics Corp 253 E 72 St
Hudson Radio & TV Corp 48 W 48th St
Rene M Jacobs Co 601 W 26 St
Leonard Radio Inc 69 Cortlandt
Midway Radio & TV Corp 60 W 45th St
Milo Radio & Electronics 200 Greenwich St
National Radio Dist 1348 Southern Blvd
Radio Wire Television 100 6th Ave
Sun Radio 122 Duane St
Sylvan-Wellington Co 269 Canal St
Terminal Radio Corp 85 Cortlandt St
Wilco Radio Supl 383 E 138th St

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PEEKSKILL

B & B Electronics Co 1607 Main St

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Reliance Dist Inc 343 W Jefferson St
Roberts & O'Brien 716 Park Ave P O Box 1076
Stewart W Smith 325 E Water St
Syracuse Radio Supl Co 620 S Salina St

TROY

H A McRae Co 137 River St

UTICA

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Miller Electric Co 11 Hopper St
★Vaeth Electric Co 35 Genesee St

WATERTOWN

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NORTH CAROLINA

ASHEVILLE

Freck Radio Supply 38 Biltmore Ave G Freck Mgr 3-3631 PS*
 General Electric 47 Rankin E L Dugger 2-3517 TRE1E2P
 Graybar Electric 221 Patton Ave A A Wilson 3-4761 E1E2
 Hayes & Hopson 20 S Spruce 6731 TRE1E2
 Longs Radio & Electronics 12 Biltmore Ave PS*

CHARLOTTE

Allison-Erwin 209 E 5 H J Allison Pres 4-8621 TRME1E2
 Carol Dist 124 W Morehead M
 Carolina Auto 221 N College W A Montgomery Pres 3-1171 TRE1
 Chapman & Wilhelm 1201 W Morehead 4-6474 TRE2
 Dixie Radio 715 Morehead L Shuler Mgr 4-6488 PSM*
 Epting Appliance 2116 Thrift A F Epting Pres 3-8293 TRE1
 General Electric 700 Tuckaseegee 5-7321 H B Zimmerman TRE1E2P
 Graybar Electric 120 W Morehead H Corey 6-4886 TRE1E2
 McClain Distr 1213 W Morehead E McClain Pres 3-7536 TRE1
 Major Appliance 1213 W Morehead A D Sickles 3-7636 TR
 Mangold Distributing 913 S Clarkson M
 Radiotronic Distr 208 N College H B Grice Owner 2-1258 PS*
 Shaw Distr 205 W 1 E M Kickler Buyer 3-7187 PSE1
 Southern Appl 517 E Trade C D Mitchell Pres 4-4626 TR
 Sou Bearings & Parts 500 N College C E Beeson 5-5731 TRME1
 Southern Radio 1625 W Morehead 6-4461 TRMPSE1
 Sutton A K 1023 W Morehead 6-2767 TRE1
 Twin States Distr 1200 S Graham 6-2761 TR
 Walker-Martin 451 Atonda See Raleigh
 Westinghouse Electric 324 N College C W Heath 5-3715 TRE1E2
 Williams & Shelton 801 S Tryon 2-1194 TRE1

DURHAM

Graybar Electric 303 S Duke McShorey 2-113 TRE1E2
 Womack Electric Supply 304 S Dillard PS

FAYETTEVILLE

Dugan Radio Supply 130 Franklin PS
 Eastern Radio 532 Hay L G Miller Buyer 2-7161 PSMR

GASTONIA

Bryant Supply 605 E Franklyn 5-3466 PSTRE2

GOLDSBORO

Signal Radio Kinston Hwy H M Sherard Jr Owner 1535 R PSTR

GREENSBORO

Elec Wholesalers See Raleigh
 General Electric 1111 Willowbrook V C Welker 38208 TRE1E2P
 Johnnesen Elec 312 N Eugene A W Greeson Jr 3-6906 PSMTR*
 Odell Hardware TRE1
 Southeastern Radio See Raleigh
 Walker-Martin Inc 827 Raleigh See Raleigh
 Westinghouse Elect 1410 Westover Ter J O Leonard 3-8661 TRE1E2

GREENVILLE

General Electric 200 Hooker J B Cain TRE1E2P

RALEIGH

Brown-Rogers-Dixson See Winston-Salem
 Elec Wholesalers 911 N West 3-5588 TRME1E2
 General Electric 800 W Poole A R Marple 3-4691 TRE1E2P
 Nash-Steele-Warren 226 Glenwood R S Warren Pres TRE1
 Southeastern Radio 414 Hillsboro A Rothstein 3-1936 PS*
 Walker-Martin PO Box 391 R W Martin Pres LD950 TRE1E2
 Westinghouse Electric 319 H W Marvin 3-4841 TRE1E2

ROCKY MOUNT

Elec Wholesalers See Raleigh

SALISBURY

Elec Wholesalers See Raleigh
 Leonard Electronic See Roanoke Va



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 Shaw Dist Co 205 W 1st St
 Walker Martin Co 451 Atonda

DURHAM

Womack Electric Supply 304 S Dillard

GREENSBORO

Johannesen Electric Co 312 N Eugene St
 Southeastern Radio Supy Co 411-15 Hillsboro St
 Walker Martin Co 827 Raleigh St

RALEIGH

Southeastern Radio Supl Co 411 Hillsboro St
 Walker Martin Inc 840 Poole Ave

SALISBURY

Leonard Elec Supl Co 210 E Innes St

WINSTON-SALEM

Dalton-Hege Radio Supl Co 340 Brookstown Ave



NORTH CAROLINA (Continued)

SHELBY

Pendleton Distributing 111 N Lafayette TRE1

WASHINGTON

Jowdy Distributing Mitchell Jowdy Owner 40 PSE2

WILMINGTON

French Radio 1220 Dock L C French 9878 PSM

WINSTON SALEM

Brown-Rogers Dixson C E Dixson Vice Pres 2-1112 TRE2
 Dalton-Hege 924 W 4 C W Ferguson Buyer 2-5141 PSE2*
 Graybar Electric 955 Brookstown J 4-2461 TRE1E2
 Williams Radio C R 211 S Liberty PS



NORTH DAKOTA

FARGO

Bristol Distr 419 N P H Bristol 5851 TRMP*
 Dakota Electric 1017 4 N 2-3301 PS
 Dakota Hdw 627 N P T T Smith Buyer 6446 TRE1E2
 Fargo Glass & Paint 18 8 S E J Schonberg Pres 4441 TRE1
 Haggarts Service 1534 1 N C H Arnold Pres 2-3226 TRE1
 Hayer F C Box 1657 Ernie Somes Mgr 9310 TRME1
 Larson Co 806 Northern Pacific TRE1
 Meyers Taube Co 120 5 N Lyle Meyers Gen Mgr 2-4493 TRE1E2
 Nash Finch Co 701 N B 7763 TRE1
 Radio Equipment 624 2 Ted Shields Owner 5462 RPSM
 Reinhard Bros 310 N P TRE1
 Westinghouse Elect 109 Roberts E R Schoonover 2-4446 TRE1E2
 Wolter Electronic 307 N P 4-886 PSM

MANDAN

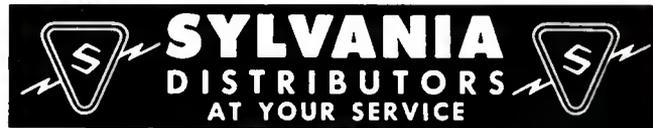
Mandan Electric 101 E Main E L Tague Mgr 2491 TRMRE1E2

MINOT

Dealers Supply 12 1 NE John Woodward Mgr 56-159 TRE1E2
 Maytag Elec 109 W Central John Iverson 27-213 TRMRE1E2

WILLISTON

Montana Elec See Billings Mont



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OHIO

AKRON

Akron Radio/TV Parts 75 N Case Ave W L Fisher RE 2717 PS
 Dyke Motor Supply 485 E Exchange St TRE1E2
 General Electric 225 E Mill M N Snyder FR 8195 TRE1E2P
 Graybar Electric 185 Carroll N W Zilch JE 4-4143 TE1E2
 Main TV Supply 1013 N Main St WA 2117 PS
 Mook Electric Supply 414 S Broadway TRE1E2
 Olson Radio 73 E Mill St I J Olson JE 9191 PSR
 Sacks Electrical 605 S Main St JE 8196 TRPSE1
 Strong-Carlisle-Hammond 422 S Broadway See Cleveland
 Sun Radio 110 E Market St R H Berkey Buyer HE 2171 PS*
 Warren Radio 71 S Broadway PS*

ALLIANCE

Dyke Automotive 144 E Main St TRE1

ASHTABULA

Morrison's Radio 331 Center St H F Morrison 39-936 PSTR*

CANTON

Armstrong Electr Center 1261 Cleveland N FS Armstrong PS
 Borroughs Radio 711 2 St NW D R Hartong 5-0273 TRPS*
 Canton Hardware 1221 3 St NE 5-0191 TRE1
 Fall Radio Supply 410 Arlington Ave NW 5-8451 PSMTR
 General Electric 123 6 St SW H B Fisher 4-5187 TRE1E2P
 Mook Electric Supply 504 Cleveland Ave NW TRE1E2
 Sommer Electric 818 3 St NE H D Sommer TRPSE1

CHILLICOTHE

Chillicothe Hardware 21 E 2 St B M Segal 2136 PSE1

CINCINNATI

B & B Electric 1015 Broadway J I Bogdan Pres DU 2300 TR
 Bimel 2600 Colerain Ave KI 4860 TRE1
 Chambers Electronic 1669 Central Pkwy MA 7616 TRPS*

(Directory continued on next page)

OHIO (Continued)

Crosley Distributing 1329 Arlington St KI 6600 TRE1
 Floyd 1616 Madison Rd M Floyd Pres CA 1400 TRE1
 General Electric 215 W 3 St W Longstreet GA 1750 TRE1E2P
 Graybar Electric 115 W McMicken W H Taylor MA 0600 TRE1E2
 Griffith Distributing 2410 Gilbert Ave CA 4300 TRE1
 Herringer Distr 15 & Vine Sts A D Hauck CH 7273 PS
 Holub & Hogg 1400 Sycamore St P E Holub CH 7974 PSTR
 Home Products 907 Broadway DU 5730 TRE1
 Hughes-Peters 1128 Sycamore St DU 8433 TRE1E2PS*
 Johnson Electric Supply 317 Sycamore St GA 3700 TRE1E2
 Knodel Distrib Harry 1002 Gilbert Ave GA 4120 TRE1
 Lockie & Glenn 2110 Gilbert Ave E M Glenn WO 3396 TR
 Modern Distr 1415 Walnut St L I Patterson Pa 1160 TRE1E2
 Mytronic 121 W Central Pkwy DF Myers Owner GA 2245 PSM
 Oberrecht Distr Roselawn Center Bldg RE 5053 TRE1
 Ohio Appl 804 Sycamore St E L Foster DU 5430 TRPSME1
 Peaslee-Gaulbert 2844 Spring Grove Ave MU 6300 TRE1
 Queen City Distrs 228 W 7 St MA 3033 TR
 Radio/TV & Refr 1129 Walnut MA 2940 PSR
 Schuster Electric 321 E 8 St J E Schuster CH 7610 TRPS*
 Steinbergs 633 Walnut St Jule Barnett Buyer CH 1880 PSR*
 Supreme Distributing 1000 Broadway GA 0100 M
 Teletronic Supply 3935 Montgomery Rd PS
 Tri-State Distributing 8 & Broadway EU 7400 TRE1
 United Radio 1314 Vine St Irvin Horwitz Buyer CH 6530 PSR
 Westinghouse Elect 3011 Stanton W A Phillips CA 1300 TRE1E2
 Williams & Martin 49 Central J C Martin Pres MA 1827 TRE1
 York Supply 2624 Colerain KI 4310 TRE1

CLEVELAND

Arnold Wholesale 5209 Detroit Ave OL 1-3600 TRE1
 Broadway Electric 6209 Broadway DI 1-8500 PS
 Brown Edgar A Carnegie & E 40 E A Brown EN 1-5000 TRE2
 Burdick H W Sweetland Bldg CH 1-6040 TRE1
 Carnegie Radio Distr 2536 Prospect Ave CHI-2433 PS
 Cleveland Whole 1825 E 40 G L Schwartz Pres UT 1-9777 TR
 Emerson Radio 4800 Prospect M Gennis Pres HE 1-1822 TR
 Euclid Radio 16379 Euclid O H Geo Barone GL 1-1375 PS
 Frankelite 1425 Rockwell Ave D Frankel TO 1-4040 TRE1
 Freshman Chas 4019 Prospect W B Morse EX 1-8723 PS
 General Electric 4958 Woodland Ave A F Head HE 1-7280 TRE1E2P
 Goldhamer 2239 E 14 St CH 1-1690 PSM
 Graybar Electric 1010 Rockwell CH 1-1360 TRE1E2
 Grossman Music 740 Bolivar Rd Leo Handel TO 1-3900 M
 Kane 1666 E 40 St EX 1-4800 TRPSE1
 Leon Irving 1436 W 25 St MA 1-9046 TR
 Main Line Cleveland 5005 Euclid W M Shipley TRMPSE1



OHIO

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 Von-Hamm Young Co Ltd King & Bishop Sts P O Box 2630
 Warren Radio Co 71 South Broadway

ASHTABULA
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CANTON
 Armstrong's Electronic Center 1261 Cleveland Ave N W
 Burroughs Radio Co 711 Second St N W
 Sommer Electric Co 1818 Third St

CHILLICOTHE
 Chillicothe Hdwe & Supl 21 E Second St

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 Peaslee-Gaulbert Corp 2844 Spring Grove Ave
 Teletronic Supply Co 3935 Montgomery Rd Norwood
 United Radio Inc 1314 Vine St

CLEVELAND
 Goldhamer Inc 2239 E 14th St
 Kane Co 1666 E 40th St
 Pioneer Radio Supl Co 2115 Prospect Ave
 Radio & Elec Parts Corp 3235 Prospect Ave
 Winteradio Inc 1468 W 25th St

COLUMBUS
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 Thompson Radio Supplies 182 E Long St

DAYTON
 Srepeco Inc 135 E Second St

LIMA
 Lima Radio Parts Co 600 N Main St
 Warren Radio Co 222 S Elizabeth

MANSFIELD
 Burroughs Radio Co 218 E Second St

MARION
 Bell Radio Supply 527 N Main St
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PORTSMOUTH
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SPRINGFIELD
 Standard Radio Supl 119 W Main St

TOLEDO
 Arnold's Dist 2911 Stickney Ave
 Selectronix Supplier Inc 1013 Jefferson Ave
 Warren Radio Co 1320 Madison Ave

YOUNGSTOWN
 Ross Radio Co 325 W Federal St



OHIO (Continued)

Midland Elec 2152 Superior J U Walker SU 1-2125 TRE1E2
 Mil-Mar 1805 E 40 St UT 1-5161 TRE1
 Northern Ohio Appl 1609 E 21 B F DeGroot TO 1-0700 TRE1P
 Northern Ohio Labs 2073 W 85 H A Tummonds WO 1-2756 PS*
 Nutter G M 2905 Chester G H Nutter Pres TO 1-1654 TRE1
 Olson Radio 2020 Euclid P I Olson MA 1-6187 RPS
 Pioneer Radio 2115 Prospect H J Farr Jr SU 1-9411 PSM*
 Progress Radio 413 Huron Rd R L Uher CH 1-5630 PSTR
 Radio & Electronics Parts 3235 Prospect Ave UT 1-6060 PS*
 Bennett Ramsey 430 Huron Rd E R Ramsey TO 1-6070 TRE1E2
 Refrig Sales 1127 Carnegie W W Farr, SU 1-8500 TRE1
 Sanborn Music 736 Superior Ave NW V J Sanborn TO 1-3162 M
 Shuler Radiant 2114 Woodland Harry Shuler, MA 1-1747 TRE1E2
 Skinner J J 6523 Euclid Ave B Barstow FN 1-0901 TRE1E2
 Strong Carlisle & Hammond 2801 St Clair MA 1-9165 TRPSE1
 Tecca Distr 4501 Prospect W C Scharder HE 2-1040 TRE1E2
 Television Distr 3600 Ridge Rd ME 1-7100 TFS
 Westinghouse Elect 1809 E 22 J G Lee TO 1-5660 TRE1E2
 Winteradio 1468 W 25 St R L Kline Vice Pres MA 1-9383 PS*
 Worthington George 802 St Clair NW CH 1-1600 TR

COLUMBUS

American Sales 33 N Grubb A Goldenberg FL 1721 TRE1E2
 Appliance Distributing 145 N Front St Wm P Tracy Pres TRE1

(Directory continued on next page)

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 CLEVELAND 15, OHIO
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OHIO (Continued)

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 Burdick H W 234 N Front St See Cleveland
 Callander-Lane 82 N Grant D G Callander FL 1781 TRE1
 Electronic Supply 131 E Long St George Roller TRPS*
 General Electric Supply 146 N 3 St H W Hale FL 4371 TRE1E2P
 Graybar Electric 3 & Chestnut St T E Mahan FL 3811 TRE1E2
 Gustav Hirsch Org 1347 W 5 Ave KI 0611 TRE1
 Hughes-Peters 111 E Long W A Wilson MA 4356 TRPS*
 Kane 168 N 3 St See Cleveland
 Luethi & Welch 73 E-Naghten Harold T Welch HA 4351 TRE1
 McCleery-Carpenter 301 N 3 St FL 3871 TRE1E2
 Ohio Appliances 241 N 4 St Jack W Faul MA 7836 TRPSME1
 Scioto Sales 232 N 3 St George Shummacher Pres MA 7447 TRE1
 Thompson & Hamilton 211 N 4 Ave MA 2363 TRE1E2
 Thompson Radio 182 E Long J C Nagle MA 7434 PS
 Vogel Distr 529 E Town St K Vogel MA 2354 TR
 Westinghouse Electric 266 N 4 St J A O'Rourke MA 5571 TRE1E2
 Whitehead Radio 124 E Long St R C Whitehead AD 1784 PS*

DAYTON

Admiral Sales 400 Linden Ave KE 3171 TRE1
 Allied Supply 359 W Monument Earl R Clark MI 9833 PSE1*
 American Sales 400 Linden Theodore Goldenberg KE 3171 TRE1E2
 General Electric 601 E 3 St C Fortenbaugh MI 0781 TRE1E2P
 Graybar Electric 332 W Monument Ave MI 5665 TRE1E2
 Hughes-Peters 300 W 5 St Jack Taylor MI 8551 TRPSE1*
 Kiefaber W H 40 Keowee AD 2192 TR
 Martin Electric 310 E 2 St J P Martin Pres FU 5141 TRE1E2
 McGranahan Distr V J 117 S Perry C B Grosjean HE 2491 TRE1
 Miami Valley Distr 8 Keowee St HE 1135 TRE1
 Moore Equipment 13 Bruen St Charles E Bossi HE 2841 TRME1
 Ohio Appliances 430 Leo St W V Wright Mgr MI 0343 TRPSME1
 Srepro 314 Leo St MI 3874 PSM*
 Stotts-Friedman 620 S Main St MI 8373 PS
 Thompson & Hamilton 118 S Terry MI 9051 TR
 Westinghouse Electric Supply 226 W 5 St Jawilliams MI 0331 TRE1E2
 Yonts Radio & Appl 531 E 3 St HE 6777 TRE1E2
 York Supply 531 E 3 St AD 5177 TR

EAST LIVERPOOL

D & R Radio Supply 631 Dresden Ave See Steubenville

ELYRIA

EL-A 235 Lodi St PS

LANCASTER

Bletzacker Electronics 135 W Chestnut St 2137 PS
 Snyder Electric 319 Forest Rose R L Snyder 2986 TRE1E2

LIMA

Allied Supply 460 S Main St See Dayton
 Hutch & Son 125 S Elizabeth St J W Hutchinson 98411 PSR*
 Lima Radio Parts 600 N Main St Kent H Richie 6-6551 PS*

OHIO (Continued)

LITTELFUSE

Northwestern Radio 131 S Elizabeth St PS
 Universal Appliance Center TR
 Warren Radio Co Spring & Elizabeth Sts PS*

MANSFIELD

Burroughs Radio See Canton
 Hartman-Spreng 26 W 6 St E R Hartman Pres TRE1
 Main TV Supply 488 Johns Ave PS
 Wholesaling Inc 775 Springmill 7287-6 PSM

MARIETTA

Marietta Radio & Elect 221 2 St H W Gluff Owner 1677 PSM

MARION

Bell Radio 527 N Main St Paul S Bell, Owner 2-5513 PS
 Dillman Radio Supply 434 N Prospect St 2-8063 PSTR
 Servex Distributing 131 N State St 20031 PSMTR

MASSILLON

Martin M H 1118 Lincoln Way E M H Martin Jr 27467 PSMTR

NEWARK

Williams Wholesale Distributors 42 S 3 St TRE1E2

PORTSMOUTH

General Electric 1723 10 St C J Dittich TRE1E2P
 King & Irwin 1105 Lawson St See Huntington W Va PS*
 Sound Elec Supply Co 7 & Finley St PS

SALEM

Dyke Motor Supply 127 Penn Ave TRE1

SANDUSKY

Barco Electronic Parts 119 E Water Wayne Geason 2471 PS

SPRINGFIELD

Eberle's Radio Supply 522 W Main St J L Eberle Owner PS
 Standard Radio 119 W Main St PS
 W-W Elec Co 320 W Main St 36344 TRE1
 Wholesale Supply 256 E Main St PS

STEUBENVILLE

D & R Radio Supply 221 S 3 St John B Stringer 3-3643 PSTR
 Hausfeld Radio Supply 116 N 3 St 24391 PSMTR*

TOLEDO

Allied Music Sales 314 Monroe See Detroit Mich
 Arnold's Distrs 2911 Stickney Ave TR
 Bogart H G 1008 Cherry St H G Bogart MA 6283 TRE1
 Commerical Electric 1301 Adams N Goldman MA 1184 TRE1E2
 General Electric 28 N St Clair's G M Callendar AD 5104 TRE1E2P
 Graybar Electric 1700 Canton Ave MA 9166 TRE1E2
 Howard Electric 135 17 H H Torrence AD 2277 PS*
 Kane G Zahn Mgr See Cleveland
 Lifetime Electronics 1501 Adams St Wm H Manoff Owner MA 5643 PSM
 Main Line Distributors 380 S Erie St GA 4996 TRMPSE1
 McGranahan W J Distr 1920 N 13 St HE 2491 TRE1
 Rubin Ben Distr 1034 Grand Ave ME1
 Selectronic Supplier 1013 Jefferson St PS
 Toledo Appliances 1924 Linwood Ave R G Cohen Pres MA 1287 TRE1E2
 Toledo Merchandise 31 S Superior MA 5168 TRE1E2
 Toledo Radio Spec 1215 Jackson St Helen C M Hawley AO 5828 PSR*
 Waiding-Kinnan & Marvin 332 Summit St A R Waite MA 7155 TRE1
 Warren Radio 1320 Madison 5-5611 PS*
 Westinghouse Electric 1225 Indiana W M Kline AD6184 TRE1E2
 World Radio & Appl 1014 Madison St GA 5216 TRE1

WARREN

D & J Electronic 236 Vine Ave SE Glenn Dial 37216 PS
 Radio Specialties 136 Pine St SE PS*

YOUNGSTOWN

Appliance Wholesalers 1197 Wick Ave Mark Perelman PSE1
 Cavanaugh 923 W Rayen Ave TRE1
 Dorrance Supply 225 N Champion St 66533 TRME1E2
 General Electric 265 W Rayen Ave C J Woodward 4-1111 TRE1E2P
 Graybar Elec 602 W Rayen Ave W C Robinson 4-0124 E1E2
 Hamburg Bros 360 E Federal Carl Hamburg 3-2101 TRMPSE1
 Hood Electric Co 128 W Rayen Ave G R Hood 4-0255 TR
 Mook Electric Supply 244 W Front St TRE1E2
 Radio Parts 230 E Boardman St See Pittsburgh Pa
 Ross Radio 325 W Federal St James Ross Pres 3-3783 PS

ZANESVILLE

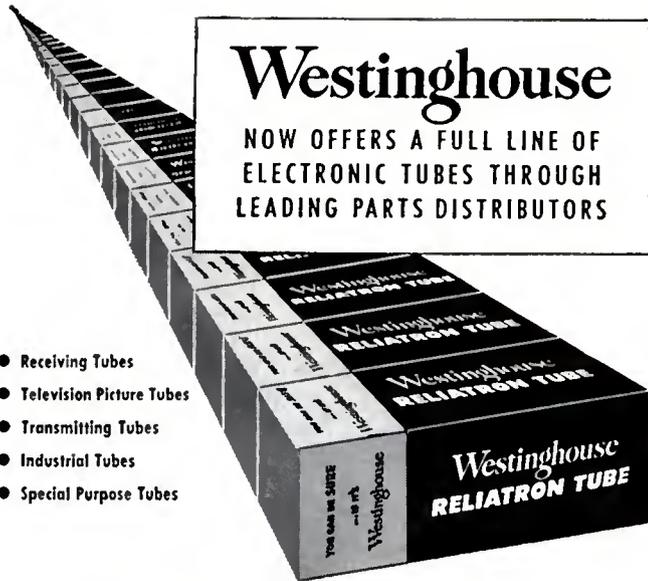
Thompson Radio 135 S 6 St C O D Thompson 27311 TRPS
 (Directory continued on next page)

LEADING DISTRIBUTORS EVERYWHERE

feature **SPRAGUE**
CAPACITORS

OMISSIONS

Listings have been omitted in all cases where, after three requests, a company has failed to return our directory questionnaire or otherwise verify its activity.



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RELIATRON Tubes prevent troublesome service call-backs due to early tube failures. Furthermore, Westinghouse Tube users are backed by strong local advertising support for their service business.

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ELECTRONIC
TUBE DIVISION

Westinghouse Electric Corporation, Elmira, New York
 ET-36015

OKLAHOMA

LAWTON

Reynolds Radio 909 1/2 C Ave Joseph B Reynolds 1292 PS

McALISTER

S E Oklahoma Radio Supply 325 W Jackson 1240 PS

MUSKOGEE

Muskogee Electric 229 Court St Sam G Lemons 2834 PSR*

OKLAHOMA CITY

Appliance Distr 2 NW 11 St I H Faught RE 90528 TRE1
 Capitol Distr 1917 W Reno St 7-7672 TRE1
 Dulaney's 825 N W 2 St L T Dulaney 3-9461 TRPSME1
 Electronic Supply 212 NW 10 Don Lashley Mgr CE 2-5215 PS
 Foster M L 29 E Grand St TR
 General Electric 127 E Calif St L R Radley 3-5475 TRE1E2
 Graybar Electric 12 E California W A Arthur 3-9351 TE1E2
 McDermott Tom P 3111 N Santa Fe 5-2137 TRE1 See Tulsa
 Maxwell Leo 409 N Classen RE-91451 TRE1E2
 Mee William 120 E Grand Wm Mee Jr Pres RE 6-6611 TRE1
 Miller-Jackson 121 E Calif St E J Miller Pres TRPSM*
 Modern Distributors 115 E Grand St TR
 Nash-Kelvinator Sales 2712 NW 45 St TRE1
 Radio Supply 724 N Hudson St Joe E Barnett PS*
 Titus W E Wholesale 16 W Calif 3-7012 TRE1E2
 Westinghouse Electric 850 NW 2 St R B Millerberg 2-7101 TRE1E2
 Wolfe Distr 710 N W 2 St T G Wolfe, Owner PSMTRE1E2

TULSA

Electronic Supplies 219 E 1 St J M Schuman 4-6129 PSMR
 General Electric 14 N Guthrie St F G Ross 3-6121 TRE1E2P
 Graybar Electric 2406 E 12 St F L Cummings 6-1151 TRE1E2
 Industrial Electronic Supply 1124 E 4 St PS
 Loooyale 300 Court Arcade Bldg TR
 McDermott Tom P 1400 S Boston St 3-9188 TRE1
 Oil Capitol Electronics 923 E 4 G C Green Pres 5-7214 PS
 Oklahoma Tire & Supply 6901 E Pine St TRE1
 Patterson Radio 211 E 13 I V Patterson 5-3179 PSTR
 Radio Inc 1000 S Main St PS*
 S & S Radio 721 S Detroit Victor J Goss 54-5264 PSR*
 Westinghouse Electric 307 E Brady St H F Lindstrom TRE1E2
 Wholesale Radio Supply 1410 E 11 St M Pate Pres PSTR



OKLAHOMA

OKLAHOMA CITY

Radio Supply Inc 724 N Hudson

TULSA

Industrial Electronic Supl 1124 E Fourth St
 Radio Inc 1000 S Main St



OREGON

EUGENE

Carlson Hatton & Hay 94 E 10 F C Carlson PS*
 Gilbert Bros 424 Charnelton St See Portland
 Graybar Electric 2180 6 Ave 4-2224 TRE1E2
 United Radio Supply 179 W 8 St See Portland

KLAMATH FALLS

R F Supply 2319 S 6 St R P Lungreen Owner PSR*

MEDFORD

Walker Co Verl G 205 W Jackson 2-4558 PSME2*

PORTLAND

Appliance Whole 600 NW 14 J G Severston Pres AT 6584 PSM
 Central Distrs 1131 N W Couch PS*
 Connolly Co F B 905 NW 12 Ave F C Porter V P CA 1755 TRE1E2
 Crosley Distr 2900 NW 29 St BR 0404 TRE1
 Electrical Distr 140 NW 14 Ave G L Currey BR 1227 TRE1E2
 Eoff Electric 509 NW 10 Ave R E Lange Mgr AT 9651 TR
 General Electric 300 NW 14 Ave S S Brundage BR 0651 TRE1E2P
 General Distrs 1131 SW Washington H M Barthel AT 0146 TR
 Gilbert Bros 826 SW 2 Ave M Holtzman BR 5641 TRE1E2
 Graybar Electric Park & Flanders P T Barber 6641 TRE1E2
 Harper-Meggee 1506 NW Irving CA 4231 TRPSME1*
 Home Makers Supply 824 SW 18 CA 9385 TRE1E2
 Johnson Co Lou 422 NW 8 St J A Murphy CA 9551 TRPSE1E2
 Marshall Wells Co 1420 NW Lovejoy B L Bruner BR 6421 TRE1E2
 Moore Co 1415 SW Alder St TR
 North Coast Electric 325 Everett Ave TRE1
 Northwest Radio Supply 717 SW Ankeny I Bloom AT 1021 PST
 Pacific Stationery 414 SW 2 Lester Hunter Owner CA 4221 PSTRM
 Portland Radio 1300 W Burnside PS*
 Redmond Supply J E 325 N W 6 Ave M
 Rice Co R L 231 E Burnside RL Rice Owner FI 5369 TRE1
 Richter Record Distrs 2115 NW Northrup St M
 Saclens Radio 1605 NW Everett MM Saclens BE 2423 PS
 Stubbs Electric 33 NW Park Ave E Grulke BR 5404 PSE1E2*
 Tracey & Co NW 10 & Glisan Sts PSRM*

OREGON (Continued)

United Radio Supply 22 NW 9 Ave C Douglas BE 6323 PSM*
 Westinghouse Elect 815 NW 12 Ave R H Stroufe AT 6411 TRE1E2

SALEM

Eoff Electric 156 N Front St 3-9251 TRE1E2
 Gilbert Bros 355 N High St See Portland
 Johnson Co Lou 1051 S Commercial See Portland
 United Radio Supply 976 S Commercial See Portland



OREGON

EUGENE

Carlson Hatton & Hay Inc 96 E Tenth Ave

KLAMATH FALLS

R F Supply 2319 S 6th St

MEDFORD

Verl G Walker Co 205 W Jackson Box 1586

PORTLAND

Central Distributors 1135 S W Washington St
 ★ Gilbert Brothers Inc 826 S W Second Ave
 Northwest Radio Supl Co 717 S W Ankeny St
 ★ Pacific Stationery-Wholesale Radio Dept 414 S W 2nd
 Stubbs Electric Co 33 N W Park Ave
 ★ Electronic Distributors



INCORPORATED
 Pittsburgh 19, Pennsylvania

PENNSYLVANIA

ALLENTOWN

Bell Co C L 14 & Gordon Sts 3-5101 TRE1E2
 Clark Distr 106 Hamilton St 4-9308 TE1
 Federated Purchaser See New York N Y
 General Electric 1249 Liberty St O D Miller HE 3-5206 TRE1E2P
 Graybar Electric 1941 Hamilton W L Hall 4-9341 TRE1E2
 Luckenbach & Johnson 1828 Tilghman St 4-6235 TRE1E2P
 Peirce-Phelps 3 & Cedar St See Philadelphia
 Peters A A 231 N 7 St A Peters HE 4-9361 TRMPs
 Phila Whole Penn & Green St J D Weiss 4-9624 TRE1E2
 Radio Electric Service 1042 Hamilton See Philadelphia
 Steedle Norman D 1005 N 19 HE 5-5441 PSTR
 Westinghouse Elect 745 Union Blvd R E Richards 4-5105 TRE1E2
 Whitner Co R L 723 N 19 St HE 5-5351 TR

ALTOONA

Automotive Supply Co 1917 Margaret Ave TRE1
 Electric Appl Distr 906 Green Ave TRE1
 General Electronics See Wheeling W Va
 Hollenback's Radio 2221 8 W L Hollenback 6171 PSTR*
 Kennedy's Radio Supply 1500 7 Ave C Kennedy PS
 Radio & Motor Service 800 Chestnut R P Good Pres TRE1

BEAVER FALLS

Reliable Motor Parts 1700 7 Ave M Ganelin 868 PSR

BETHLEHEM

Buss Radio Electric 59 E Broad St R S Buss 7-3151 PSM*

BUTLER

Barron's Radio 333 E Jeff H A Barron 7-5930 PSR

CHESTER

A C Radio Supply See Philadelphia

EASTON

Federated Purchaser See New York
 Radio Electric Service 918 Northampton St PS

ERIE

B & D Whole Distrs 502 E 10 St PS
 Duncombe Co J V 1011 W 8 St 4-5278 PSTR*
 General Electric 824 E 9 T E Kuryla 2-1477 TRE1E2P
 Jordan Electronic Co 1130 German St 2-2462 PS*
 Warren Radio 12 & State 4-5286 TRPS*
 Westinghouse Elec 1820 State D R Potter 4-8191 TRE1E2

GETTYSBURG

Hartley & Co See Stanton Va

GREENSBURG

General Electronics See Wheeling W Va

(Directory continued on next page)



PENNSYLVANIA (Continued)

HARRISBURG

Blessing Co J A 48 N Cameron St 4-7047 TRE1E2
 D & H Distr 311 S Cameron St R M Miller TRMPSE1E2
 Excelsior Radio 17 & Derry H L Myers 8-8261 TRPSE1E2
 Graybar Electric 1039 S 13 W H Naudascher 8-7303 TRE1E2
 Harrisburg Radio 1124 Market St L J Zaydon 6-2755 PSTR
 Knerr Inc 317 S Cameron St 5-7151 TRE1E2
 Peirce-Phelps See Philadelphia
 Radio Distr 915 S 13 R M Peffer 4-0139 PSM*

HAZELTON

Cerullo Electric 39 S Vine O E Gicking 1296 TRPSE1E2
 Lehigh Valley Broad & Lincoln O J Mannen 6110 TRE1
 Moyer Electronic 755 N Locust PS

JOHNSTOWN

Baker Radio Electric 111 Johns St H B Baker PS*
 Cambria Equip 17 Johns A J Reid 6-1291 TRMPSE1*
 General Electric 80 Hickory R R Mathias 2-1225 TRE1E2P
 Radio Parts Co See Pittsburgh
 Westinghouse Electric 75 Hickory St L L Haller 8-1293 TRE1E2

KINGSTON

Bell Co C L See Allentown
 Barbey Co Geo D See Reading

LANCASTER

Eshelman Supply 110 N Water M E Wolf 8183 TRPSE1E2
 York Radio See York

LEBANON

Barbey Co Geo D See Reading

MCKEESPORT

Barno Radio 321 6 Ave G J Barno PS*

MONESSEN

Mon Valley Electric 456 Schoonmaker Ave PS

NANTICOKE

Modern Electronic 102 S Market E H Nowicki 533 TRMPS

NEW CASTLE

La Mark Inc 218 E Washington S Perelman 2417 TRE2
 Midwestern Elec 235 W Grant 4682 PSMTR

NEW KENSINGTON

Bearer Electric 1017 5 Ave J K Bearer ED 5-2711 PS
 Dyke Automotive 201 9 St TRE1

PENNSYLVANIA (Continued)

NORRISTOWN

Kratz Bros Kohn & Oak S Z Kratz PS

OIL CITY

Barron's Radio See Butler

PHILADELPHIA

A C Radio 1539 W Passyunk J R Branca HO-2-9379 PSR*
 A G Radio 3552 N 17 St SA 2-0505 PS*
 Allied Electric 3640 Elder F L Zuschlag BA 9-8800 PSTR*
 Almo Radio 412 N 6 St M Green Pres WA 2-5153 TRPSM*
 Barnett Bros 117 N 7 J R Barnett LO 3-8092 PSMR*
 Barsky Inc E S 2522 N Broad St BA 3-9650 M
 Burns Co Judson C 31 & Oxford S S Glass ST 4-5600 TRE1E2
 Cass Co Philip 40 N 5 St LO 3-9100 TRE1E2
 Consolidated Radio 612 Arch St LO 3-7871 PS*
 Elliott Co Frank 49 & Gray Ave SA 7-3900 TRE1
 Elliott-Lewis Corp 401 N Broad St LO 4-2000 TRE1
 Emerson Radio 223 N Broad A I Witz Pres LO 4-3350 TRPSE1*
 Everybody's Supply 810 Arch St WA 2-7800 RE2
 Franklin Electric 529 Arch W T Walker Pres LO 3-7842 TRE1E2
 Fretz Jr S S 870 N 28 St St 7-3400 TRE1E2
 General Electric 429 N 7 St L B Perkins MA 7-5700 TRE1E2P
 Graybar Electric 910 Cherry J A Mayer WA 2-5405 TRE2
 Herbach & Rademan 1204 Arch M Rademan LO 7-4309 PS*
 Lazar Radio 4241 Lancaster Ave N Lazar GR 7-0125 PS*
 Louchheim Co 1229 N Broad SF Louchheim ST 2-2100 TRME1
 M & H Sporting Goods 722 Market M M Oberst LO 3-2587 PSM*
 Motorola-Phila 120 S 30 E L Pineus Pres EV 2-4900 TR
 Neuber H K 1207 Race St LO 7-2125 PSR*
 Olson & Co 2514 N Broad V E Olson Pres BA 3-8100 TRME2
 Peirce-Phelps 2000 Block N 59 St GR 9-7000 TRE1E2
 Penn Electronic 5303 Frankford JE 5-1533 PS*
 Phila Distrs 234 N 11 St WA 2-1435 TRE1
 Phila Wholes 46 & Girard D D Wiss Pres GR 7-0200 TRE1
 Radio Elec Serv 7 & Arch LO 3-5840 PSTM*
 Radio Parts Equip 3319 N Broad L R Lowe Pr RA 5-5322 PS
 Rosen & Co Raymond 32 & Walnut T Joyce EV 2-5000 TRMPSE1E2*
 Rumsey Electric 1007 Arch St S K Eaton MA 7-6900 TRE1E2
 Steinberg & Co 2520 N Broad A D Steinberg BA 3-9400 PSTR*
 Tele King Phila Distributors 808 N Broad ST 2-8213 TR
 Trilling & Montague 24 & Walnut LO 4-3300 TRE1
 Westinghouse Electric 141 N 11 St W C Rodgers WA 2-8950 TRE1E2
 Wile Eugene G 218 S 11 St R H Wile KI 5-8370 PSM*

PITTSBURGH

American Hardware 41 Terminal Way V O Hall HU 1-2400 RE2
 Anchor Distr 955 Liberty Ave S I Lasner GR 1-7700 TRE1E2
 Biggard & Co 307 Clark Bldg AT 1-0600 TRE1
 Cameradio Radio 963 Liberty St EX 1-1414 PS*
 Danforth Corp 6500 Hamilton Ave EM 1-2700 TRE1E2M
 Doubleday-Hill 110 7 St Geo W Provost AT 1-3000 TRE1E2
 Dyke Motor 800 Webster Ave John W Dyke AT 1-9420 TRE1E2
 Electronic Parts 138 S Whitfield B Hochhauser MI 6413 PS
 General Electric 200 W River Ave W P Shreve AL 1-1530 TRE1E2P
 Graybar Electric 900 Ridge Ave D Wallace AL 1-4100 TRE2
 Hamburg Bros 213 Galveston Ave AL 1-2400 TRMPSE1
 Hommel & Co Ludwig 72 1 Ave AT 1-3141 TRE1
 Keps Electric 636 Grant St Edw J Kelsky Pres GR 1-7126TRE1
 Kim Electric 111 Smithfield St M Kimball GR 1-5217 TRE2
 Marshall Co John 201 Anderson A A Bauer FA 1-5400 TRMPS*
 Miller J E 5748 Baum Blvd Emerson 1-4500 TRE1
 Moto Radio 5732 Baum Blvd Glen McCutcheon MO 1-2822 TRE1
 Olympic of Pittsburgh 2805 Penn AT 1-8272 TR
 Pittsburgh Prods Reedsdale & Fontella Sts AL 1-3400 TRE1E2
 Radio Parts 6339 Penn J Applebaum Buyer EX 1-1540 TRPS*
 Rogers G R 5210 Liberty H C Given Jr Pres MA 1-4700 TRE1E2
 South Hills Electronic 1420 W Liberty Ave F1 1-6200 PS
 Sowa Record Co Lou 1628 5 Ave CO 1-1600 M
 Superior Distr 5124 Liberty Ave MU 1-4311 TRPSE1*
 TV & Appl Distrs 203 12 St GR 1-2908 TRE1
 Tydings Co 5800 Baum Blvd EM 2-1700 PSMR*
 Westinghouse Elect 209 Wgen Robinson R A Hardy AL 1-550 TRE1E2
 Williams J A 401 Amberson L Williams Pres MU 1-5500 TRM
 Woodwell Co J 201 Wood St C Lynch Pres CO 1-1060 TRE1

POTTSTOWN

Barbey George D See Reading

POTTSVILLE

Biehl's 500 S Centre St G M Biehl Owner 162 TRE1
 Moyer Electronic 330 E Norwegian C W Moyer 3742 PS*
 Schuykill Electric 611 Mauch Chunk St J F Dilcher TRE1

READING

A G Radio Parts 628 Schuykill Ave PS
 Barbey Geo D 2 & Penn Sts Geo D Barbey Owner 67451 TRPSE2
 B O R Corp 217 Chestnut H A Ollivierre RE 3-5252 TRE1E2
 General Electric 447 N Front St 4-2169 TRE1E2P
 Graybar Electric 22 S 3 St J Hopkins Mgr 6-1581 TRE1E2
 Westinghouse Electric 4 & Elm Sts R E Richards 6-7236 TRE1E2

ROCHESTER

Reliable Motor Parts See Beaver Falls

SAINT MARYS

B & R Electric 26 Railroad St PS*

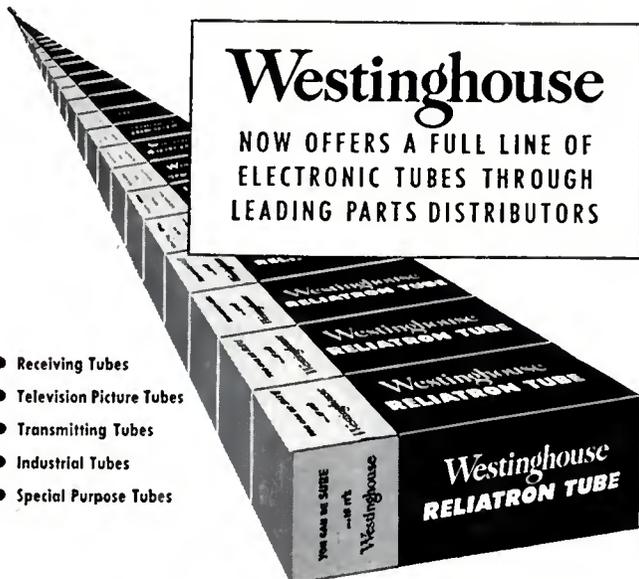
SCHUYLKILL HAVEN

Ace Electronics P O Box 67 R L Fenstermacher Gen'l Mgr PS

SCRANTON

General Electric 204 Monroe Ave 5104 TRE1E2P
 General Radio & Refr See Wilkes-Barre

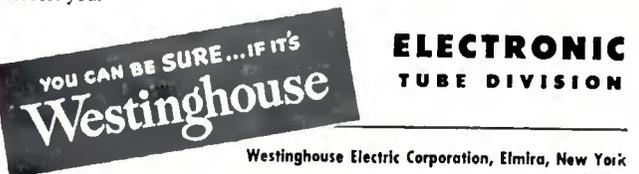
(Directory continued on next page)



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PENNSYLVANIA (Continued)

Penn Elec Eng 517 Ash J W Hitchcock 8175 TREIE2
 Pursell Fred P 548 Wyoming K J Watson 4-6880 PSTR
 Scott Charles B 119 Franklin Ave 2-8221 TREIE2
 Scranton Electric 129 N Washington Ave F J Platt Pres TR
 Scranton Radio 519 Mulberry St D W Mack 3-1259 PSMR*
 Scranton Supply 634 Wyoming Ave M
 Weinberg Sam & Son Sam Weinberg 4-6639 TR

SHARON

Sharon Electronics Supply 1344 E State 6501 PS

SUNBURY

Big Boys Distr 132 S 2 St Leo Friedman 990 TRME1
 Electronic Sales 734 Market St Wm E Miller Owner 911J PS

SWARTHMORE

Wholesale Electronic 503 N Chester D R Terry 6-6144 PSM

TOWANDA

Scott Charles B See Scranton

(Directory continued on next page)



PENNSYLVANIA

ALLENTOWN

Radio Elec Serv Co of Penna 1042 Hamilton St

ALTOONA

Hollenback Radio Supply 2221 Eighth Ave

BEAVER FALLS

Reliable Motor Parts Co 1700 Seventh Ave

BETHLEHEM

Buss Radio Electric Supply 61-63 E Broad St

BUTLER

Barron's Radio Supply 116 N Jefferson St

EASTON

Radio Elec Serv Co of Penna Inc 916 Northampton St

ERIE

J V Duncombe Co 1011 W Eighth St

HARRISBURG

Excelsior Radio Co 17th & Derry Sts
 Radio Distributing Co 915 S 13th St

HAZELTON

Moyer Electronic Supl Co 758-60 N Locust St

JOHNSTOWN

Baker Radio Electric 111 Johns St
 ★Cambria Eqpt Co 17 Johns St

LANCASTER

Geo D Barbey Co 622 Columbia Ave

MONESSEN

Mon-Valley Electronics Inc 454 Schoonmaker St

OIL CITY

Barron's Radio Supply 407 E Second St

PHILADELPHIA

Emerson Radio of Penna 225 N Broad St
 Motorola-Philadelphia Co 120 S 30th St
 Peirce-Phelps Inc 437 N 5th St
 Radio Elec Serv Co of Penna Northwest Corner Seventh & Arch Sts
 Radio Elec Serv Co of Penna 3412-14 Germantown Ave
 Radio Elec Serv Co of Penna 5930 Market St
 Albert Steinberg & Co 2520 N Broad St

PITTSBURGH

Cameradio Co 963 Liberty Ave
 M V Mansfield Co 937 Liberty Ave
 John Marshall Co 201 Anderson St
 C R Rogers Corp 5210 Liberty Ave
 South Hills Electronic Supl 1420 W Liberty St

POTTSTOWN

Geo D Barbey Co 111 N Washington St

POTTSVILLE

Moyer Electronic Supl Co 330 E Norwegian St

READING

Geo D Barbey Co 2nd & Penn Sts

ROCHESTER

Reliable Radio & TV Supl Adams St

ST MARYS

B & R Electric Co

SCRANTON

Fred P Pursell Co 548 Wyoming Ave
 ★Scranton Radio & TV Supl 519 Mulberry St

SUNBURY

Big Boys Auto Parts Co 123-219 S Second St

UNIONTOWN

Zimmerman Wholesalers 55 Morgantown St

WILKES-BARRE

Radio Service Co 346 S Main St
 R B Wall 58 E Union St

WILLIAMSPORT

Williamsport Radio Supl 518 W Third St

YORK

J R S Distributors 644 W Market St
 ★Electronic Distributors

LEADING DISTRIBUTORS EVERYWHERE

feature **SPRAGUE**
 CAPACITORS

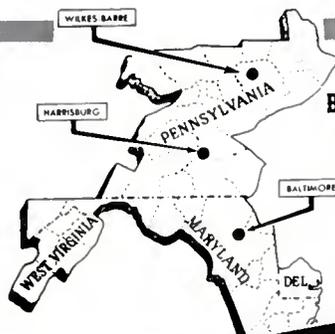
D & H SHOWS HOW TO DO more profitable Radio and Parts business

**WITH RCA VICTOR RADIOS
 & NATIONALLY FAMOUS PARTS**

Faster profits may easily be yours if you feature the wide selection of RCA Victor Radios with "Golden Throat" tone system.

Speedy Parts Service

Too, you profit by making D & H your source for getting parts quickly! Factory trained, efficient parts experts save you costly waiting time . . . make it possible for you to get and give faster service . . . thereby enabling you to realize more profits from your increased service business. Get your parts needs from our large stock of RCA Victor parts, batteries, tubes, test equipment plus electronic supplies made by Mallory, Aerovox, Mesiner, Merit, JFD, Shure, Alliance, Electro Voice, Regency, and Wilcox Gay.



Better sales and services for the D & H market of 3,500,000 people

D & H
DISTRIBUTING CO.
 HARRISBURG: 311 S. Cameron St.
 WILKES-BARRE: 56 E. Union St.
 BALTIMORE: 25 S. Liberty St.

PENNSYLVANIA (Continued)

TYRONE

Black David J 920 Penn Ave TR

UNIONTOWN

Radio Parts 1 Mill St See Pittsburgh
Zimmerman Wholesalers See Hagerstown Md

WASHINGTON

Hausfeld Radio See Steubenville Ohio

WILKES-BARRE

D & H Distributing See Harrisburg
General Electric 85 E Union St 2-5106 TRE1E2P
General Radio 396 S Main Ben Gerstein Owner 4-7881 TRPS
Kil-Jacobs 134 N Wash J Morgan Jacobs 3-6170 TRE1E2
Modern Electronic See Naticoke
Radio Service 346 S Main E F Shuster Buyer 37713 PSTRME2
Wall R B 16 E Union St R B Wall Owner WB 30127 TRPSE1E2

WILLIAMSPORT

Electric Appliance 329 E 4 St PSE1
Lowry Elec 643 Elmira St B S Lowry Buyer 27841 TRE1E2
Neyhart's 145 W 3 St L F Finkler Buyer 5141 TRE1
Westinghouse Electric 465 Hepburn St L A Wood 2-6184 TRE1E2
Williamsport Radio 518 W 3 St John B Voelker 7696 PSM*

YORK

Careva 517 E Prospect St E G Carpenter Pres 8-1528 TRE1
Eshelman Supply 10 Broad St See Lancaster Pa
J R S Distr 646 W Market James D Strauss 4-3217 PS*
Minnich Radio & Sound 624 W Market St PS
Westinghouse Elec Okantz St & 6 Ave L A Wood 5556 TRE1E2
York Radio & Refrig 263 W Market St 81588 TRMPS*



RHODE ISLAND

CRANSTON

Rimaco Sales 26 Bartlett M T Boutelle Owner HO 1-4485 PS

PROVIDENCE

Adams Distr 116 Broadway DE 1-9200 TR
Ballou Johnson & Nichols 128 Dorrance DE 1-8320 TRE1E2
Benjamin Distr 9 Federal E H Levine Pres 1-4800 TRE1
Capitol Distr 557 Broad R E Friedman GA 1-7226 TRE1
Choquette & Co 1 Wash Ave SE Choquette ST 1-5700 TRME1E2
Dandreta & Co Wm 129 Regent Ave A J Marrese UN 1-2800 PSM
Del Padre Assoc See Springfield Mass
DeMambro Radio 90 Broadway PS*
Eastern Co See Cambridge Mass
Eddy & Co 43 Hospital St TRME1
Edwards & Co W H 94 Broadway PS
Equip Distrs See Boston Mass
General Electric Harris & Acorn R H Waterman GA 1-6533 TRE1E2P
Graybar Electric 194 Richmond DE 1-8100 TRE1E2
Mascon Inc 15 Stevens St JA 1-3617 TRE1
Moore Co John J 92 Broadway JA 1-9035 TRE1
Providence Electric 110 Empire DE 1-9751 TRE1
Television Access House 41 Broadway JA 1-7515 PS
Tracy & Co 80 W Exchange St GA 1-6424 TRE1E2
Tri-State Wholesalers 176 Union S J Schiff JA 1-6014 TRE1
Westinghouse Elec 233 Harris F X Winn GA 1-6484 TRE1E2



RHODE ISLAND

PROVIDENCE

Adams Dist Inc of R I 116 Broadway
DeMambro Radio Supl 90 Broadway
W H Edwards Co 94 Broadway

SOUTH CAROLINA

CHARLESTON

American Distr 249 Meeting St Jack Vane TR
Butt's Elec Supply 400 E Bay St PS
Cannon Distr 198 E Bay St N L Cannon 2-4108 TRE1
Franke & Co C D 170 Meeting TRE1E2
Gas Eng & Elec 201 E Bay P M Minus Pres CH 9818 TRE1
Radio Labs 215 King St H M Baumrind Owner 3-5328 PS
Wholesale Radio 121 Anson PS

COLUMBIA

Assoc Distr 822 Gervais St 4-0883 TRE1
Brown-Rogers-Dixon See Winston-Salem N C



SOUTH CAROLINA (Continued)

Carolina Electric 1930 Blanding TRE1
Dixie Radio Supply 1700 Laurel A Gordon 4-0383 PSM*
Electronics Inc 1513 Taylor St PS
Graybar Electric 710 Lady JH Littleton Jr 2-2125 E1E2
Horlacher & Barrett 1909 Main J B Horlacher PS
Krell Radio 1714 Main Astor Krell Owner 2-2103 TRME2
Southeastern Radio Parts See Atlanta Ga
Strasburger & Sons L 322 Gervais St TRE1
Westinghouse Electric 915 Lady O C Rhodes 8145 TRE1E2

FLORENCE

Florence Radio 223 E Cheves St W K Stoner 4243 PSMTR*

GREENVILLE

Bates Radio 18 S McBee St P B Byrum Pres 2-3411 TR
Carolina Radio 225 W Wash E L Flinkingshelt 2-6740 PSTR
Dixie Radio Supply See Columbia
Gilliam Radio 117 W Coffee St E A Gilliam Owner PS
Westinghouse Electric 205 Airport Rd R E Hallman 3-6201 TRE1E2

SPARTANBURG

McElhenney Co 481 Union St Harold E McElhenney 6309 PSTR
Montgomery & Crawford P O Box 1597 TRE1
Noland Co 717 Union St PS



SOUTH CAROLINA

CHARLESTON

Wholesale Radio Supl 78 Calhoun St

COLUMBIA

Dixie Radio Supl 1715 Main St Box 1054

GREENVILLE

Carolina Radio Supl Co 227 W Washington St
Dixie Radio Supl Co 22 S Richardson St

SPARTANBURG

McElhenney Radio Supl Hse 204 St John St



INCORPORATED
Pittsburgh 19, Pennsylvania

SOUTH DAKOTA

ABERDEEN

Burghardt Radio Supply See Watertown
Graybar Electric 224 1 Ave S E D G Hubbard 2974 TRE1E2

BROOKINGS

Graff Motor Supply See Sioux Falls

HURON

Graff Motor Supply See Sioux Falls

RAPID CITY

Dealers Supply 626 Rapid St 2389 TRE1E2
Graff Motor Supply See Sioux Falls
Power City Radio See Sioux Falls

SIOUX FALLS

Graff Motor Supply 122 W 7 St 4-6911 TRE1E2
Gustafson E J 15 & Cliff E J Gustafson Owner 4-9931 TRE1
Larson Hardware 600 N Main Ave TRE1E2
Lippert L C 221 S 1 Ave Leo Lippert Owner 4-4001 TRPSE1
Power City Radio 209 S 1 Ave W B McKenzie 4-4077 TRMPSE1*
Rudning-Robertson 800 N Main St TRE1
Warren Radio Supply 109 S Indiana Ave L C Warren 8-6051 TRMPS*

WATERTOWN

Burghardt Radio Supply S L Burghardt Owner PSTR*
Larson Elect J H 18 1 Ave NE See Hudson Wis
Lyle Meyers See Fargo N D

YANKTON

Electrical Trade Supply 514 Maple C H Richardson Owner PS

(Directory continued on next page)



SOUTH DAKOTA

ABERDEEN

Burghardt Radio Supply 102 S Second St

SIOUX FALLS

Warren Radio Supply 115 S Indiana Ave

WATERTOWN

Burghardt Radio Supply Dakota Warehouse

TENNESSEE

BRISTOL

Clark Radio Supply 15½ Bank St J W Clark SO 3301 PSTR
 Graybar Electric 29 5 St R L Coward Mgr SO 4415 E2
 Interstate Hdwe State St 3860 TRE1E2
 Roden Electrical Supply See Knoxville

CHATTANOOGA

Bryant & Trimble 100 Market St A E Trimble 6-2703 TRE1PS
 Curle Radio Supply 439 Broad St Mark Whitaker 6-4729 TRPS
 General Electric 112 W 13 St H R Vines 5-4571 TRE1E2P
 Graybar Electric 1222 Carter St J R Feeney Mgr 6-5624 E2
 Modern Distributors 324 Market St 6-3330 TRE1
 Radio & Appliance Distr 323 W Main St 7-6541 TRMPSE1
 Radio Sales 401 Broad St 7-9578 TRE1MPS
 Southern Furniture 701 Broad St R C Fowler Pres TR
 Specialty Distributing See Atlanta Ga
 Standard Appliances 618 Broad St TRE1
 Tri-State Supply 1148 Market St C C Bower 7-5581 TRE1E2
 Wholesale Furniture & Appliance See Nashville

JACKSON

L K Rush 103 Highland Ave H H Oakes Buyer 2-4731 PS*

JOHNSON CITY

Free Service Tire Dan B Wexler Pres TRE1
 General Electric 425 W Front St E E Rule 3117 TRE1E2P

KINGSPORT

Chemcity Radio & Elec See Knoxville
 Radio Electric Supply 210 Cherokee St PS

KNOXVILLE

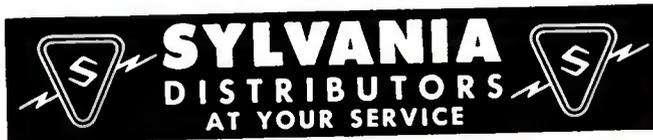
Appliances Inc 102 W Clinch 2-1684 E H Guion Owner TRE1
 Bomar Appliance 620 Western J J Lloyd 2-1181 TRE1PS
 Chapman Drug 516 State St 2-3161 TRM
 Chemcity Radio 12 Emory Park J E Rederick 4-3641 PSMR*
 General Electric 701 W Jackson R L Whorley 5-2104 TRE1E2P
 Graybar Elect Henley & Union C C McGraw Mgr 3-6171 TRE2
 Hahn Electronic Supply 350 E Scott St W Ross Hahn Pres TR
 House-Hasson 759 Western J W Hasson VP 4-2521 TRE1
 McClung C M 501 W Jackson Ave 2-1161 TRPSME1
 Robinson's Plumbing & Supply 703 Cooper St TRE1
 Roden Electrical 808 N Central W E Smith 3-0491 PS*
 Southern Furniture Sales 418 Gay St 2-6107 TRE1E2
 Tri-State Supply 102 Tazewell Pike See Chattanooga
 Valley Appli 1528 Island Home A A Atkins 4-0723 TRE1E2
 Westinghouse Electric 403 E 5 Ave G C Berry 4-8644 TRE1E2
 Wholesale Furniture See Nashville

MEMPHIS

Bluff City Distr 905 Union St 38-1676 PS*
 Boyd Electronic Supply 1153 Union Ave I H Boyd 2-5565 PS
 Crenshaw Co 42 W Crump St J H Baine Jr VP 9-6691 TRE1
 Fulmer Inc Arthur 296 Monroe Ave Fred Bottom Pres TRE1
 Glenn Allen Co 1146 Union Ave 2-1885 M
 General Electric 500 S Front St T K Edenfeld 37-5531 TRE1E2P
 Graybar Electric 484 S Front St W Berry Mgr 37-3421 TRE1E2
 Lavender Radio Supply 180 S Casper See Texarkana Ark
 McDonald Bros 994 S Bellevue J W McDonald Pres TR 9-2771
 McGregor's 1071 Union Ave John M McGregor 36-3301 TRMPSE1
 Mills-Morris 171 S Dudley M J Lichterman Pres 36-3351 PSE1
 Miss Valley Furniture 37 E Carolina Ave TRE1
 Music Sales 1117 Union Ave M
 National Rose 80 W Virginia J H Patton Jr 39-4661 TRE1
 Orgill Bros 10 Calhoun Ave 5-2471 TRPSE1
 Shobe Inc 1195 Union Ave N S Shobe Owner 32-3411 TRME1E2
 Stratton-Warren 37 E Carolina 5-7741 TRME1
 Uffer Co Frank G 170 E Norwood 35-5182 PS
 Westinghouse Elect 845 N Main E A McDermott 37-9431 TRE1E2
 Woodson & Bozeman 733 S Sommerville E Bozeman 32-2445 TRME1
 W & W Distr 639 Madison S D Wooten III 37-4628 TRMPS

NASHVILLE

Appliance Distr 100 Taylor St 5-1122 TRE1E2
 Braid Elec 1100 Demonbreum B S Gambill 42-6511 TRPSE1E2
 Capital Radio/TV 430 3 Ave N M Eskind Owner 5-0475 TR
 Cherry-Tolleson Inc 1807 Church St TRE1
 Cumberland Distr 1206 Demonbraum St TRE1
 Currey's 1600 McGavock St 4-0553 PSE1
 Electra Distr 1414 W End Ave Irving Silver 5-7741 PS



TENNESSEE

BRISTOL

Interstate Hdwe Co Inc

CHATTANOOGA

Curle Radio Supl & Sound Service 825 Cherry St
 Specialty Dist Co 135 Market St

JACKSON

L K Rush Co 103 Highland St

KNOXVILLE

Chemcity Radio & Elec Co 12 Emory Park P O Box 3131
 Roden Elec Supl 806-808 N Central Ave

MEMPHIS

Bluff City Dist Co 905 Union Ave
 Orgill Bros & Co 10-56 W Calhoun Ave
 ★Shobe Inc 1195 Union Ave
 ★Woodson & Bozeman Inc 482 Union Ave

NASHVILLE

Braid Elec Co 109 Eleventh Ave S
 Randolph & Cole Inc 1516 Church St
 ★Electronic Distributors

TENNESSEE (Continued)

Gambill Distr 117 9 Ave N R Campbell Pres 5-2727 TRE1E2
 General Elect 90 Peabody R A Shackelford 5-6331 TRE1E2P
 Graybar Electric 125 16 Ave N H B Hall Mgr 4-6501 TRE2
 Hermitage Electrical 1402 Church St J Tonzel 4-0541 TRE1
 Keith Simmons 10 Cummings St W M Cummings Pres TRMPSE1E2
 Lipscomb H G 138 2 St N 5-7401 TRE1
 Moore-Handley 492 Craighead L L Davis 9-5631 TRE1E2
 Perry J L 813 9 Ave N 4-1821 TRE1E2
 Phillips & Burtoff 217 3 Ave N TR
 Radio & Appliance 4 Cummins Station TRPSE1
 Randolph & Cole 1516 Church St G T Randolph 42-5426 PS
 Wholesale Furn & Appl 309 S 1 St W H Morrison Sr Pres 5-1166 TRE1

LEADING DISTRIBUTORS EVERYWHERE
 feature **SPRAGUE**
 CAPACITORS

TEXAS

ABILENE

General Electric 190 Locust St R M Randerson 2-2827 TRE1E2P
 R & R Electronic 802 Walnut W J Wright 4-9544 PS*

AMARILLO

Amarillo Hdw 600 Grant St J F Tolleson 6-8205 TRE1E2
 Cons Appliances 615 S Taylor St H H Korn Pres TR
 General Electric 701 E 5 Ave B D Adams 2-3285 TRE1E2P
 Graybar Electric 601 E 2 St L P Bell 2-6778 TRE1E2
 McDermott Tom P 105 S Pierce St 3-1763 RE1
 Morrow-Thomas Hdw 316 Polk St 3-4358 TRE1
 R & R Electronic 707 Adams H E Brown 3-4614 PS*
 Southwestern Drug RE1
 Thomsons Wholesale 910 6 Ave R F Thomsen 6-6618 RE1E2
 Westinghouse Electric 99 Taylor E D Holt 2-6536 TRE1E2
 West Texas Distr 101 S Pierce TRE1
 West Texas Radio Supply 1026 W 6 S Marmaduke 2-3179 PS*
 West-Tex TV Supply 820 S Cleveland St DB Stewart 3-8393 TR

AUSTIN

Graybar Electric 214 E 3 St E L Copeland 8-5674 TRE1E2
 Hargis Co 706 W 6 J M Price 8-6618 TRMPS*
 Standard Radio 309 Lavaca St J E Moore Jr Owner 7-9421 PS

BEAUMONT

Covington Distr See Houston
 General Electric 1295 Pearl St C I Leslie 4-6435 TRE1E2P
 Graybar Electric 1070 Fannin St 2-8484 TRE1E2
 Hall Inc RC & JF See Houston
 Montague Radio 760 Laurel L E Montague 4-5697 TRPSME2*
 Reed Co 200 Fannin St J D Young 4-7431 TRPSE1E2
 Westinghouse Electric 265 Cypress V R Gonzales 4-8635 TRE1E2

BIG SPRING

Pioneer Electronic Supply 1206 E 3 J Norris 3454 PSM

BROWNSVILLE

Electronic Equip & Eng'g See Corpus Christi

CORPUS CHRISTI

Electronic Equip 805 S Staples R N Douglas 3-9271 TRPSE1*
 General Electric P O Box 68 2-9237 W V Fisk TRE1E2P
 Graybar Electric 1311 Agnes 4-6374 TRE2E2
 Southwestern Drug 1225 Agnes St RE1
 Westernhouse Elect 110 N Staples St C M Reynolds 2-3351 TRE1E2
 Wicks-DeVilbiss 513 S Staples St G C Wicks 4-8285 TRMPS*

DALLAS

Adleta Co 1914 Cedar Springs E C Adleta 7-7576 TRMPSE1E2
 All State Distr 2407 Ross Ave J H Klein Pr RI 1295 PSMR*
 Bock Corp 2133 Cedar Springs H S Lard Pr 7765 TE1
 Capital Distr 1030 Dragon St I H Skillman Pr R-5331 TRE1
 Crabtree Whole Radio 2608 Ross H C Crabtree RI 3059 PSMR*
 Dallas Electric 1800 Magnolia H B Green RI 5396 RPSE2
 Dobbs of Dallas 135 Leslie M
 Emerson Radio 1405 Turtle Creek Blvd TR
 General Electric 1811 N Lamar St H D Penock RA 2201 TRE1E2P
 Graybar Elect 717 Latimer V A Elmblad RA 6452 TRF1E2
 Higginbotham-Pearlstone 1701 N Market L Foster RA 2213 TRE2
 Industrial Electronic 134 Leslie J W Stanfield 3-5122 PS
 Lone Star Whole 1911 Griffin J J Shea RI 9863 TRE1
 Marlin Assoc 3946 Central Expressway VI 0191 TRE1
 Medaris Co 1202 Dragon St PSM
 Nash-Kelvinator 2105 Commerce L E Walters ST 3316 TRE1
 Peaslee-Gaulbert 2700 Canton St CA 0277 TRE1
 Radio City Distr 720 S Austin St R W Hill PR 0381 TRE1
 Ra-Tel 2409 Ross Ave I Harrison PS*
 Rogers-Leche & Wickman 122 Howell St RI 6318 TRE1E2
 Schoellkopf Co 806 Jackson J R Booth PR 0611 TE1E2
 Southern Radio 3004 Ross Ave J H Smith VI 6396 PSME2*
 Southwestern Co 1202 Dragon W G Medaris PR 4841 TRMPE1
 Southwestern Drug P O Box 179 J Bradshaw RE1
 South West Radio 1820 N Harwood S A Greever RI 6272 PSMR*
 Texoma Wholesale 400 N Akard TR
 Watson Electric 320 S Walton St H B Watson RI 6315 TRE2
 Westinghouse Electric 601 Latimer St P J Harrison RA 2401 TRE1E2
 White Auto Stores 2101 Commerce St A O Savage TRE1E2
 Wholesale Electronic 2800 Ross Ave M B Patterson RA 3284 PS
 Wilkinson Bros., P O Box 1169 E Wilkinson PR 1571 PSM*

(Directory continued on next page)

America's oldest manufacturer of electronic phonographs exclusively
Steelman PHONOGRAPH and RADIO CORP.
 12-30 ANDERSON AVE., MT. VERNON, N. Y.

TEXAS (Continued)

DENISON

Denison Radio Supply 310 W Woodard C Hardy Owner 46 PSR*

EL PASO

Appliance Distr 1409 Texas St W Lawson Pr 2-2686 TRE1E2
 Boyd Distr 2209 Mills St See Denver Colo
 Crouch Appliance 1301 Texas St J J Crouch 3-2407 TRE1
 Electrical & Mach Supply 708 N Piedras St TR
 Frontier Distr 1200 E Missouri St W Shapiro M
 Gorman Eng 1701 Texas St TR
 General Electric 300 Dallas St D U Gaston 3-3407 TRE1E2P
 Graybar Electric 427 W San Antonio St 3-7501 TRE1E2
 Irion Co 2159 Mills St C Irion Pr TRE1
 Mathias & Co A 113 Mesa Ave 3-1687 TRME1E2
 Midland Specialty 427 W San Antonio 3-2401 TRMPSE1
 Momen-Dunnegan-Ryan 800 E Overland 3-1621 TRMPSE1E2
 Reeves Radio Supply 720 N Stanton T M Reeves 3-5752 PS
 Sunland Supply 1200 E Missouri L Salzman Pr 3-0461 TRM
 Walz Co W G 500 San Francisco St F L Koons 3-1677 PSE1
 Zork Hdw 115 San Francisco St TRE1

FORT WORTH

Electronic Equip 917 Florence St PS
 Fort Worth Radio Supply 1201 Commerce FO 7107 PS*
 General Electric 409 Jones St J C McKee FA 5385 TRE1E2P
 Graybar Electric 1107 Foch St ED 4525 TRE1E2
 H & L Radio Supply 318 Commerce St PS
 "Scouter's" Radio 509 Commerce S Tonahil FO 7448 TRPS*
 Shields Co 1008 Macon St W W Slaughter Pr FA 3111 TRE1
 Southwestern Drug Corp RE1
 "Sutton's" Electronics 601 Comm W Sutton ED 9515 TRMPS*
 United Appliance Texas & Florence Sts EA 3291 TRE1
 Westinghouse Elec 205 NE 7 W E Knapp Jr FO 5611 TRE1E2

GALVESTON

Hall Inc RC & LF See Houston

HOUSTON

Automatic Distr 100 Jackson W M Wood CA 0261 TRMPSE1
 Beyer & Co A R 1318 Polk Ave A R Beyer AT 7491 PS
 Busacker Electric 1721 Waugh Dr J W Busacker JU 5546 PS
 Covington Distr Corp R H Penick CA 0326 TRE1
 Crumpacker Distr 1200 National E L Crumpacker CH 9366 PS
 Dickerson Appliances M & M Bldg CH 4-3571 TR
 Franklin Co R E 1905 Chartres St CA 0194 TRPS
 General Electric 1312 Live Oak J O Bell FA 3121 TRE1E2P
 Graybar Elect 1702 Cullen J E Fontaine AT 4571 TRE1E2
 Gulf Coast Electronic 1110 Winburn St PS
 Hall Inc R C & L F 1301 Polk R C Hall Owner CA 9731 PS*
 Harrison Equip 1422 San Jacinto U M Harrison AT 6315 PS*
 Houston Radio Supply Clay at La Branch L T Holland Pr CA 6261 PS
 Lack's Whole Distr 1315 Baker E P Silverman AT 5275 TRE1
 Lenert Co 2213 Congress Ave R H Lenert Owner CH 2663 PSTR
 Marlin Associates See Dallas
 Moore Bros. 3401 Milam St W B Moore JU 4175 PS
 Nash-Kelvinator See Dallas
 Peaslee-Gaulbert 2910 McKinney CA 0277 TRE1E2
 Radio Parts 902 Crawford PSR*
 Readers Whole 414 Washington H Reader Pr CA 0393 TRME1
 Roberts Distr 2301 Dumble D T Roberts WO 2666 TRE1E2
 Southwestern Wholesale Jewelry Stewart Bldg TR
 Starr Electric Capitol at Crawford TR
 Sterling Radio P O Box 1746 M S Spolane PR 2311 PSME1*
 Straus-Bodenheimer 1513 Prairie D H Straus PR 5188 TRE1E2
 Straus-Frank 4000 Leeland B Collins CA 1201 TRMPSE1E2
 Walsh & Co J A 4301 Calhoun Rd TE1
 Warneke Co R 3445 Leeland L R Gardner CH 9359 TRME2
 Westinghouse Elect 1903 Ruiz T W Cunnea CA 7272 TRE1E2

LAREDO

Guarantee Radio 1314 Iturbide St M Flores Owner 3101 PS
 Pan American Electronic 413 San Agustin 3-6242 PSTR
 Radio & Electronics Supply 1219 Lincoln St PS

LONGVIEW

Interstate Electric Co See Shreveport La

LUBBOCK

Amarillo Hdw 23 & Ave A See Amarillo
 Anderson-Young 2002 Clovis Rd T C Young 5-8581 TRE1E2
 General Electric PO Box 740 A W McLaughlin 38271 RE1E2P
 Morrow-Thomas Hdw See Amarillo
 Nunn Electric Supply 2425 Texas Ave C D Hare Pr TRE1E2
 R & R Supply 706 Main St R C Hewett Owner 5-5737 PS*
 Westinghouse Electric 605 Main St E D Holt 3-0425 TRE1E2
 West Texas Distr 1704 19 St TRE1
 West Texas Radio Supply 1009 Ave Q See Amarillo

MCALEEN

Rio Radio Supply 608 S Broadway F Bergh 6-5781 PSR*

MIDLAND

Southwestern Drug 3301 Old Bankhead Hwy RE1
 Wemple Jobbing Box 750 F Wemple Owner 4-8228 TRME2

ODESSA

Austin Distr Geo Austin TR

PORT ARTHUR

Diehl Radio & TV Supply 1927 7 St H Diehl Owner 2-6311 PS



TEXAS (Continued)

SAN ANGELO

Gunter Electronic 22 W Concho Ave E C Gunter 6792 PS

SAN ANTONIO

Adams Sales 434 E Commerce M H Adams Jr Pr RE1
 Alamo Distr 515 N Main Ave G 7337 TRE1E2
 General Appliance Co 1201 E Houston T A Lambert GA 8266 TRME1E2P
 General Electric 1801 Broadway H C Albrecht GA 1261 TRE1E2P
 Graybar Elec 1401 N Hackberry S A Jung FA 6274 TRE1E2
 Hendrix Co E G 321 S Flores St E G Hendrix FA 8228 TRE1
 Joske Bros 100-20 Alamo Plaza GA 4343 TR
 Krisch Co A J 602 S Medina FA 6195 TR
 Mission Radio 521 Broadway H Fischer G 8323 PS*
 Modern Radio Supply 635 Soledad St P I Berns F-0175 PS
 Olsen Radio Supply 412 Celeda St PS
 Peaslee-Gaulbert 1324 S Flores St GA 0201 TRE1
 Radio & TV Parts 116 7 St M J Chelkowski F 5329 PST*
 Rio Radio Supply 722 San Pedro St PS
 San Antonio Drug 432 W Market St RE1E2
 Shankle Co P 1801 S Flores P Shankle F 5191 TRE1E2
 Southern Equip 210 W Commerce St E E Edge G9101 TRE1E2
 South Texas Appl 641 S Flores J B Pollock F 3141 TRE1E2
 Southwest Whole Distr 533 Delaware C Ely Pr TRE1
 Standard Distr 227 E Cevallos St CA 7128 TRE1
 Straus-Frank 301 S Flores FA 0101 TRMPSE1E2
 Thiele Inc., J 1226 E Houston J Thiele GA 2491 TRE1E2
 VanHoogenhuyze Hdw PO Box 29 N F Van Hoogenhuyze TRE1E2
 Warneke Co R 121 Navarro St FE 2236 TRM
 Westinghouse Elect 1211 E Houston L J Clay GA 9271 TRE1E2

TEXARKANA

Lavender Radio 520 E 4 St J Lavender 2-9981 PS*

TYLER

General Electric 416 N Bdwy W H Ingram 2-1673 TRE1E2P
 Lavender Radio Supply 503 E Oakwood St PS*
 Radio Service 111 University 4-4441 TRPSME1E2
 Watson Electric See Dallas

WACO

General Elec 217 S 4 St D L Morris 2-1611 TRE1E2P
 Higginbotham Hdw PO Box 2148 TRE1
 Hargis Co 1205 Washington Ave See Austin
 L & M Sales 1307 Austin Ave E L Best Jr 2-3391 PSR
 Southwestern Drug RE1E2
 Watson Electric Supply 2916 Franklin St See Dallas

WICHITA FALLS

Clark & Gose Radio 1203 Indiana St PS*
 Mooney Radio 1635 Huff J B Mooney Owner 2-7505 PS*
 White's Auto 1509 Lamar St E White Pr 2-5411 TRE1E2
 (Directory continued on next page)



ABILENE

R & R Electronic Co 1074 N First St

AMARILLO

R & R Electronic Co 707 Adams

AUSTIN

Hargis Co 706 W Sixth St

BEAUMONT

Montague Radio Dist Co 760 Laurel St

CORPUS CHRISTI

Electronic Eqt & Eng Co 805 S Staples St

DALLAS

All-State Dist Co 2407 Ross Ave
 Industrial Elec Supl 134 Leslie St
 Southern Radio Supl 3004 Ross Ave
 Wholesale Elec Supl 2800 Ross Ave
 Wilkinson Bros 2406 Ross Ave PO Box 1169

EL PASO

Midland Specialty Co 427 W San Antonio St

FORT WORTH

Ft. Worth Radio Supl 1201 Commerce St
 Bill Sutton's Wholesale Elec 601 Commerce St
 H & L Radio Supl 318 Commerce St

HOUSTON

Harrison Eqt Co 1422 San Jacinto
 Lenert Co 2213 Congress
 Moore Bros Dist Co 3401 Milam St
 Sterling Radio Prods 1602 McKinney St
 Straus Frank Co 4000 Leeland Ave

LAREDO

Guarantee Radio Supl 1314 Iturbide St

LUBBOCK

R & R Supl Co 706 Main St

SAN ANTONIO

Mission Radio Inc Broadway at 6th
 Radio & TV Parts Co 118-120 Seventh St
 R Warneke Co 121 Navarro St

TEXARKANA

Lavender Radio Supl 522 E Fourth St

TYLER

Lavender Radio Supl 110-114 Swann St

WACO

Hargis Co 1205 Washington Ave

WICHITA FALLS

Mooney Radionic Supl 1635 Huff Box 969

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UTAH

OGDEN

Ballard & Carter 2428 Grant C E Ballard 3-8604 TRPS
Iverson Radio 265 25 St Wayne Iverson 6286 PS
Lowe George A 101 21 St 6631 TRE1

SALT LAKE CITY

Anderson Jewelry 180 S Main St TRE1
Ballard & Carter See Ogden
Bintz W H 433 W 3 S St C C Bintz Pres 3-5821 TRME1
Central Radio Supply 47 E 5 S St PS
Earl Glenn 245 S 1 St W Glenn Earl Pres 3-7601 TRE1
Flint Distributing Box 1470 Leland B Flint 3-8863 TRME1
General Electric 312 W 2 S St R S Belnap 3-3911 TRE1E2P
Graybar Electric 336 N 3 St W S B Cooper Mgr 9-8771 TRE1E2
Kimball Distr 115 S W Temple TRE1
Lloyd Walter B 51 S 2 W St S M Lloyd 3-3825 TRE1E2
Mountain States Distr 622 S State St 9-3785 M
O'Loughlin's Radio Supply 113 E 3 S St PSR
Radio Supply 157 Motor Ave R S Stevenson Buyer 5-2817 PSMT
Ross S R 1212 S State St S R Ross Pres 6-8607 TRPS
Salt Lake Hardware PO Box 510 Owen Thomas TRME1
Smith-Morley 55 S 2 W St V A Smith Pres 3-4553 TR
Standard Supply 531 S State St 3-2644 TRPSE1
Strevell Paterson 126 S W Temple F S Walden 4-6461 TRPSE1E2
Western Supply 357 W 2 S St 3-5818 TRE1E2
Westinghouse Elect 210 Rio Grande J M Hansen 5-2972 TRE1E2
ZCMI Wholesale Distr 1665 Bennett Rd 84-4451 TRE1E2



UTAH

SALT LAKE CITY
Standard Suppl Co 531 S State St

VERMONT

BURLINGTON

George J S Supply 112 North St 3-3459 TRE1
General Electric 316 Pine St 3-3424 C H Brooks Mgr TRE1E2P
Hagar Hardware & Paint 164 St Paul St 4-4668 RE2
Vermont Appliance 44 Lakeside John H Baker TRE1E2
Vermont Hdw J H Ville 4-6835 TRPSE1E2
Westinghouse Electric 208 Flynn Ave R P Shaw 4-9985 TRE1E2

RUTLAND

Oakman Electric Supply 12 Water St 594 TRPSE1E2
Vt Elec Supply 59 Center St M J Hackel 1240 TRE1

WHITE JUNCTION

Vermont Hdw Co See Burlington



VERMONT

BURLINGTON

Hagar Hdw & Paint Co 164-170 St Paul St

VIRGINIA

ALEXANDRIA

Certified Radio 1330 Powhatan St J Isieson KI 8-5115 PSR
Suburban Distr 222 S Henry St M L Beeton Jr KI 8-8073 PSTR

ARLINGTON

Rucker Radio Wholesalers 1906 N Moore St See Washington DC

BRISTOL

Bristol Radio 31 Moore St R W Shields Pr 3544 TRPS
Interstate Hdw Co SO 3860 TRE1
Mitchell-Powers Hdw 24 Moore St J L Summers N 3740 TRE1E2
Service Appl Moore & Scott Sts W M Schlipf N 4350 TRE1E2

CHARLOTTESVILLE

Virginia Radio 500 8 St NW T W Hopkinson Owner 3-3928 PS

DANVILLE

Womack Radio 502 Craghead C A Womack Fr 4622 TRMPS*

GRUNDY

Buchanan-Williamson Supply R R Ave & Main St TRE1

HAMPTON

General Elec 1247 39 St Hwy F H Ironmonger HA 3-6526 TRE1E2P

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.

VIRGINIA (Continued)

LYNCHBURG

Eastern Electric Co 920 Commerce St 2-3497 PSRE1
Lynchburg Battery 406 5 St 2-1236 PS

NEWPORT NEWS

General Supply 4215 Huntington WS Shumate Owner 2-4007 PS

NORFOLK

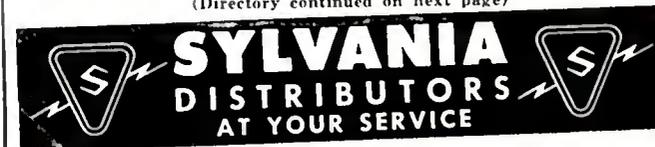
Ashman & Marquette 24 & Monticello W G Ashman 2-5656 TRE1E2M
Bowers Wholesale 1605 Granby St G H Bowers Pr 2-5704 E1E2T
Electronic Eng'g Co 316 W Olney Rd L E Guy 2-6403 PSM
General Electric 709 E 26 St R B Baldwin 2-7183 TRE1E2P
Goldberg Co See Richmond
Goodman Elec 3610 Hampton Blvd S Goodman 4-9233 TRE1E2
Graybar Electric 333 W 21 St J W Horne 2-2727 TRE1E2
Norfolk Distr Foot of Jackson St H L Snyder Pr TRE1
Radio Equip 821 W 21 St R F Priest Jr PS*
Radio Parts Distr 128 W Olney G B Thomson 2-5711 TRE1E2*
Radio Supply 711 Granby St J G Triplett Jr 2-1866 TRPSE1*
Schultz J Inc 639 W 24 St G J Schultz 2-7985 TRME1E2
Trant Inc R F 912 W 21 R F Trant Pr 2-2683 TRE1
Westinghouse Elec 2600 Hampton W F Watt Jr 5-0525 TRE1E2
Wyatt-Cornick See Richmond

PETERSBURG

Electronic Supply 13 E Washington St PE 481 PSM
Virginia Battery 21 E Bank St J J Romey 2812 PS

RICHMOND

Bowman Inc L O Carey & 9 Sts L O Bowman Owner 7-4016 TRE1
Commonwealth Sales 1601 Summit E T Moore 84-2401 TRE1
Consolidated Sales 1407 Roseneath M Klein Pr 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 Pr 2-1941 TRE1M
Duval Distr 1221 Admiral St H G Duval Owner 2-2805 TRE1
General Elect 1505 Sherwood C D Smith 6-4941 TRE1E2P
Goldberg Co 5 Governor St L Goldberg 3-0253 TRME1E2
Graybar Electric 10 S 6 St L H Fields 7-3491 TRE1E2
Johnston Co D R 1315 E Cary St V E LaPrade 7-3617 PS
Johnston-Gasser Co 3023 W Marshall J H Gasser 6-9405 PS*
Mattson's Inc 519 W Broad St C E Mattson Owner 3-6011 PS
Meridian Electronic 608 W Broad A J Dere 3-3450 PS
Radio Supply 3302 W Broad St 6-3831 TRPSE1*
Richmond Hdw 1500 Roseneath Rd W D Stuart Jr 84-3217 TRE1
Tiller Corp AR 959 Myers St TR
Tower-Binford 4 & Cary Sts 2-9011 TRE1E2
Virginia Distr Corp 1837 Broad St M
Wards Co 1806 W Broad St S Wurtzel Pr 6-5555 TRE1
Westinghouse Electric 51 E Byrd W F Watt Jr 3-0111 TRE1E2
Winfree Supply Co 800 W Cary St R W Winfree Sr PS*
Wyatt-Cornick Grace at 14 C A Barnes Jr 3-1945 TRPSE1
(Directory continued on next page)



VIRGINIA

DANVILLE

Womack Elec & Supl Co 502-504 Craghead St

LYNCHBURG

Eastern Elec Co 920-22 Commerce St

NORFOLK

Goodman Elec Supl Co 3610 Hampton Blvd
Radio Parts Dist Co 128 W Olney Rd
Radio Supply Co 711 Granby St

PETERSBURG

Virginia Battery & Ignition Co 35 E Bank St

RICHMOND

Duval Dist Corp 1221 Admiral St
Mattson Inc 519 W Broad St
Radio Supply Co 3302 W Broad St

ROANOKE

Auto Spring & Bearing Co 116-118 Luck Ave W
Leonard Elec Supl Co 131 Center Ave

STAUNTON

Southern Electric Co 14 E Johnson St

WINCHESTER

Leonard Elec Supl Co 23 N Braddock St

**did you cooperate?
we've done our best**

but 99.44% is not good enough
for the Distributor Directory

In the compilation of this 1953 Distributor Directory, we have questioned 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

VIRGINIA (Continued)

ROANOKE

Baker Sales HC 19 Franklin Rd SW A B Geer 9209 TRMPS*
 Bluefield Hdwe See Bluefield W Va
 General Elec 515 Norfolk Ave SW W E Sheppard 3-1564 TRE1E2P
 Goldberg Co See Richmond
 Graybar Elec 601 Salem Ave 3-3615 TRE2
 Leonard Electronic 131 Center Ave NW J Leonard 2-9339 PS*
 Nelson Hdw 17 Campbell Ave E R L Mason 3-2482 TRE1E2
 Richarson Wayland 13 St & Roanoke Ave SW 6266 TRE1
 Wyatt-Cornick See Richmond
 Westinghouse Electric 732 1 St SE W F Watt Jr 7771 TRE1E2

STAUNTON

Hartley & Co 327 N Central E L Serrett 5-2333 TRPSE1E2
 Southern Electric 14 E Johnson L J Kiger 5-2313 PSRME1E2

WINCHESTER

Leonard Electronic Supply Co See Roanoke

WASHINGTON

BELLINGHAM

Waitkus Supply 110 Grand Ave S Waitkus Owner 274 PSMTR

EVERETT

Pringle Radio Whole 2514 Colby Ave R A Pringle PS*

KENNEWICK

Wible Radio Supply Inc See Tacoma

SEATTLE

Alaska Radio Supply 1846 Westlake N N J Rauch AL 8777 PS
 Artist Record Distr 2416 3 Ave S Jaffe M
 Coast Radio 110 University St W D Hayes Owner MA 9133 PS
 Columbia Distr Corp 2601 Market St SU 1300 TRE1
 Connelly Co F B 1015 Republican St SE 4155 TRE1
 Crosley Distr 1534 First Ave S EL 2285 TRE1
 Frederick & Nelson 2119 Terry St TRE1
 Garretson Radio Supply 2235 2 Ave B W Garretson PS
 General Elec 1212 First Ave S O B Hubenthal SE 6400 TRE1E2P
 General Radio 100 Wall St R Fjelstad PS*
 Gilbert Bros See Portland Ore
 Graybar Elec King & Occidental J P Lawton MU 0123 TRE1E2
 Harper-Meggee 960 Republican E S Carter SE 5100 TRPSME1*
 Home Makers Supply See Portland Ore
 Love Electric Co 318 Westlake N J Love Pr MA 6574 TRME1
 Marshall-Wells 1258 1st F Brooks SE 7447 TRE1E2
 Modern Heating Supply 3612 1 Ave S W E Dunlap TR
 Nash-Kelvinator 2819 Elliott Ave TRE1
 Radio Products Sales 12 N First Ave H Wandling PS*
 Radio TV & Appl 500 Westlake Ave N MA 0787 TRPSE1E2
 Schwabacher Hdw 401 1 Ave S EL 2658 TRME1E2
 Seattle Hdw 501 1 Ave S C H Black Pr MA 7020 TRE1
 Seattle Radio Supply 2117 2 Ave SE 2345 TRPSME1E2*
 Stusser Electric 2246 1 Ave S SE 5285 TRE1
 Washington Distr 2521 2 Ave W A Nagel EL 0305 TRME1E2
 Western Electronic 717 Dexter Ave H T Horn AL 9000 PS*
 Westinghouse Elec 1051 1 Ave S R D Brower EL 7001 TRE1E2
 Westlake Electronic 511 Westlake N C H Granard MA 6601 PS
 Zobrist Co H E 2121 Westlake H E Zobrist Pr PS*

SPOKANE

Columbia Electric S 123 Wall St W Bigelow RI 3131 TRPSME1
 Connelly Co F B See Seattle
 Frank's Radio Supply 161 S Adams St FM Coates MA 8108 PSM
 General Distr 124 E Trent Ave J B Kelly Pr TE 1431 TRE1
 Graybar Electric 152 S Post St V E McCain RI 3151 TRE1E2
 General Electric S 122 Monroe E Z Coman TE 1421 TRE1E2P
 Harper-Meggee 734 N Division R F Meggee BR 5793 TRPSE1
 Jensen Byrd Co 314 Riverdale Ave TRE1
 Johnson Co E M W 615 1 Ave E O Johnson RI 5432 TRMPS
 Marshall-Wells 131 E Main St RI 7801 TRE1
 Northwest Electr N 102 Monroe J P McGoldrick MA 9289 PS
 Spokane Paper & Sta 152 S Jefferson St MA 3316 TRE1E2
 Spokane Radio Supply 305 W 2 Ave RI 8441 PSTRM
 Standard Sales 1219 W 1 Ave H D Severson Owner RI 7196 PSM
 Sunset Electric Co TRE1
 Taylor Distr E 206 Augusta R W Ford EM 3301 TRE1
 True's Distr N 730 Hamilton St HU 6474 TRE1
 Tubbs Electric S 165 Post St C A Tubbs MA 9141 TRE2
 Westinghouse Elec N 1023 Monroe H L Vincent EM 3371 TRE1E2

TACOMA

C & G Radio Supply 2502 Jefferson Ave BR 3181 PSM*
 General Electric 2316 South A St J R Tilley BR 8454 TRE1E2P
 Graybar Electric 2112 A St MA 0164 TRE1E2

WASHINGTON (Continued)

Stewart Co A T 711 Broadway M L Coquilllette BR 3174 PSMTR
 Westinghouse Elec 1930 Pacific A F Sheean BR 8417 TRE1E2
 Wible Radio Supply 909 Tacoma Ave C Wible BR 9335 PS*

WALLA WALLA

Kar Radio & Electric 12 & Pine Sts 4572 PSM

YAKIMA

Lay & Nord 112 S 2 St G Lay 8175 PS
 Westinghouse Elec 210 W B E C Whitlock YA 3-4701 TRE1E2
 Yakima Wholesale Radio 206 S 8 Ave 4670 PS



WASHINGTON

BELLINGHAM

Waitkus Supply Co 110 Grand Ave

EVERETT

Pringle Radio & Elec Co 2514 Colby Ave

SEATTLE

Alaska Radio Supply 1434 Southwest 150 St
 Associated Industries 1752 Rainier Ave
 *Coast Radio Co 110 University
 Garretson Radio Supply Co 2416 Second Ave
 General Radio Inc 100 Wall St
 Radio Prods Sls Co 1214 First Ave
 Seattle Radio Supply Inc 2117 Second Ave
 Stusser Elec Co 2246 First St
 Herb E Zobrist Co 2125 Westlake Ave

SPOKANE

Columbia Elec & Mfg Co South 123 Wall
 Standard Sales Co West 1219 First Ave

TACOMA

C & G Radio Supply Co 2502-6 Jefferson Ave

WALLA WALLA

Kar Radio & Elec Co 12th & Pine Sts

WENATCHEE

Pringle Radio Wholesale 417 King St

YAKIMA

Lay & Nord 112-118 S 2nd St
 *Electronic Distributor

WEST VIRGINIA

BECKLEY

Chemcity Radio & Elec See Charleston

BLUEFIELD

Bluefield Hdw Co 400 Bluefield Ave C D Blevins 5131 TRE1E2
 Bluefield Supply Princeton Ave & Mercer St J W Crouch 6121 TRE1E2
 Dixie Appliance 232 Bluefield Ave PS
 Meyers Electric 813 Bluefield Ave PS*
 Shumate Co G W 6 Bradman Bldg G E Shumate Pr 6419 RE1
 Whitehead Radio Co 367 Bluefield Ave M J Spiro PS

CHARLESTON

Bond-Rider-Jackson 1210 Smith M Bond 3-5541 TR
 Capitol Light 619 Virginia St W L Colker Pr 3-0163 TRE2
 Charleston Elect 914 Kanawha H S Johnson 6-0321 TRE1E2
 Chemcity Radio & Elec 103 Clendenin St B Hall 2-8151 PS*
 Eskew Smith & Cannon Box 1626 D M Giltinan 2-1171 TRME1E2
 Hicks Radio Supply 10 Virginia St E PS
 Jones-Cornett Electric Co See Welch
 Kyle & Co R H 1353 Hansford St TRE1
 Mountain Electronics 708 Bigley N McClure 3-5105 TRMPS
 Pittsburgh Products 916 Pennsylvania Ave 2-1551 TRE1
 Virginian Electric Michigan Ave 60-631 TRE1E2P

CLARKSBURG

Johnson Hdw 507 Baltimore St TR
 Mountain Electronics See Charleston
 Osborne Machinery 424 N 4 St 4-5636 TRE1
 Smith Bros 422 N 4 St E E Smith Owner 2-0661 TRE1E2
 Trenton Radio Co See Morgantown
 Utility Co PO Box 710 4-6388 TRE1
 Westinghouse Electric 315 N 4 E L Charles 4-6311 TRE1E2

ELKINS

W VA Radio & TV C S Smith Pr 444 TRPS

HUNTINGTON

Allegheny Home Appl 18 St & Adams C M Poca 3-6802 TRE1
 Bluefield Supply See Bluefield
 Electronic Supply 422 11 St N White Owner 8779 PSR*
 Emmons-Hawkins 1028 3 Ave M W Dugan Pr 9151 TRE1
 King & Irwin 314 11 St E F Irwin 3-8414 PS*
 TV Supply 1226 3 Ave H Shumaker Owner 6639 PS*
 Van Zandt Supply 1123 4 Ave C I Van Zandt 5193 TRMPSE1
 W Va Electric 550 3 Ave 3-6423 TRE1

MARTINSBURG

Plummers Radio 308 W King St R H Plummer 3821 PS

MORGANTOWN

Trenton Radio 507 Beechurst Ave J H Trenton Pr 5637 PSMR

PARKERSBURG

A E Supply Co 520 7 St TRE1
 Charleston Electrical Supply Co See Charleston
 Cox Radio Supplies 554 7 St J A Cox PS
 Randle & Hornbrook 536 7 St V M Randle Owner 8-3391 PSR*
 (Directory continued on next page)

THIS DIRECTORY . . .

*the trade and industry's year-round guide to TV-
 electronic-appliance distribution*

has a circulation of

33,000!

Caldwell-Clements, Inc. — New York City 17

WEST VIRGINIA (Continued)**WELCH**

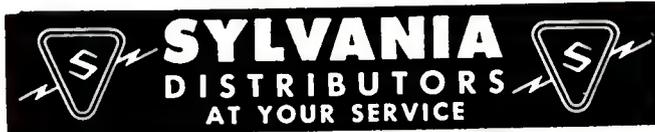
Jones-Cornett Electric P W Jones Pr 1340 TRE1E2

WHEELING

Front Co 1114 Water St TRE1
 General Electric 1422 Main St A W Hoke 2555 TRE1E2P
 General Electronics 26 10 St 5738 PS
 Greer & Laing 1427 W Main St TRE1
 Hamburg Bros 360 National Rd 727 TRP5M
 Ott-Heiskell Co 86 19 St 927 TRE1
 Sentinel TV 401 Main St G N Antimisiaris Owner WH 855 TR
 Westinghouse Electric 1803 Eoff B W Brandfass 3980 TRE1E2
 Wheeling Radio Supply 924 Market St PS

WILLIAMSON

Persinger Supply 3 Ave A P Persinger Pr TRE1

**WEST VIRGINIA****CHARLESTON**

Chemelty Radio & Elec Co 103 Clendenin St

CLARKSBURG

Trenton Radio Co 414 Clark St

HUNTINGTON

King & Irwin Inc 314 11th St

MORGANTOWN

Trenton Radio Co 300 Grant Ave

PARKERSBURG

Randle & Hornbrook 536 Seventh St PO Box 1369

WHEELING

Wheeling Radio Supply 924 Market St

WISCONSIN**APPLETON**

Appleton Radio Supply 1217 N Richmond St 3-3345 PS
 General Electric 116 W Harris E H Evans 3-5583 TRE1E2P
 Valley Radio Distr 518 N Appleton St 3-6012 PSMTR

ASHLAND

Garnich & Son Hdw E 400 S 7 Ave A B Garnich TRE1

CHIPPEWA FALLS

Bushland Radio Specialties R Bushland owner 6052 TRMPS

EAU CLAIRE

Larson Electrical J H See Hudson
 Southern Minn Supply See Mankato Minn

FOND DU LAC

Harris Radio 289 N Main St H E Sterman Owner 8204 TRMPS

GREEN BAY

Neslo Electronic 308 N Chestnut F J Olsen AD 661 PSMTR
 Northern Radio & TV 708 S Broadway B C Deadman HO 586 PSM*
 Van Domelen Co W 314 N Monroe Ave TRE1
 Westinghouse Electric 619 Main A M Ryser HO 8200 TRE1E2

HUDSON

Larson Elec Co J H 109 Walnut St J H Larson 248W TRPSE1E2
 Progress Supply 1321 Third St D Penman 828 PSM

JANESVILLE

Goodenough Radio 210 W Milwaukee C B Goodenough 3747 PS

KENOSHA

Badger Electronic Parts See Racine
 Midwest Electronics See Chicago Ill

LA CROSSE

Roosevelt Co W A Front & Vine J Brindley 4-2082 TRE1E2
 Southern Minn Supply See Mankato Minn
 Stark Radio Supply 131 S 6 St 2-3186 PS

MADISON

Radio Distr 701 E Johnson St C B Deadman owner 6-6801 PSTR*
 Satterfield Radio 326 W Gorham A W Satterfield 6-0267 PS*
 Westinghouse Elect 1022 E Washington A M Ryser 5-4868 TRE1E2

MANITOWOC

Harris Radio Corp See Fond du Lac

MARINETTE

Popkey Co G M Main & 9 Sts G M Popkey TRPS

MILWAUKEE

Ackermann Radio 3176 N 27 St C P Ackerman Owner PS
 Acme Radio 510 W State St F Lingnor BR1-0641 TRPS*
 Admiral Corp 2941 N Humboldt Ave 2-4600 TRE1
 Central Radio 1723 W Fond du Lac Ave WE 3-2982 PS*
 Electronic Expeditors 2205 W Vliet WE 3-8283 PSM
 Electro-Pliance Distr 2458 W Lisbon Ave DI 2-9240 TRPSE1*
 General Electric 190 N Broadway E J Peterson DA 8-5400 TRE1E2P
 General Utilities 647 W Va St B Markus Pr BR 2-7567 TE1
 Graybar Elec 180 N Jefferson R J Harkins MA 8-1946 TRE2
 Gruesel Distr 808 N Market MA 8-1310 TRE1E2

WISCONSIN (Continued)

Lappin Electric 1022 N 5 St C Lappin Pr BR 6-7878 TRE1
 Marsh Radio Supply 838 N 4 St E E Marsh Pr DA 8-1320 TRMPS*
 Mid-City Electronic 2327 W Wells A J Herzer WE3-8304 PS
 Morley-Murphy 5151 W State St GL 3-7200 TRME1
 Pritzlaff Hdw J 333 N Plankinton Ave MA 8-1965 TRE1
 Radio Parts Co 538 W State C M Brown Pr MA 8-4048 TRP5M*
 Radio Specialty 829 N Bdwy C Krumrei MA 8-2060 TRPSE1
 Roth Appl 647 W Virginia W H Roth Pr BR 1-1111 TRPSE1E2
 Seemuth Distr 2406 W Lisbon St W J Seemuth DI 2-9240 PS
 Seemuth Distr 1415 W Mitchell St OR 2-9000 TRPSE1E2
 State Distr 3500 W Pierce St F F Lane EV 3-6200 TRME1E2
 Taylor Elec 112 N Broadway J A Taylor Pr BR 1-5400 TRME1
 Television Parts 714 W State J Greenblatt BR 2-6276 PSR
 Westinghouse Elec 546 N Bdwy J P Flynn DA 8-1800 TRE1E2

OSHKOSH

Electronic Expeditors Co See Milwaukee

RACINE

Allen's Merchandising 1206 N Wisconsin St 3-8589 TRPSME1E2
 Badger Electronic 856 Washington H J Kuehneman 3-4024 PSR
 Standard Radio Parts 1244 State St J A Swanson 4-3634 PS*
 Superior Radio Parts 908 State St 4-7890 PS

SHEBOYGAN

Honold & LaPage 11 & Ky Ave P H Honold Pr 5544 TRE1E2
 Koepsell Co J J S 9 at Commerce F W Koepsell 3646 PSMRE1E2
 Nitze's 1129 N 8 St H R Nitze 9531 PSM

SUPERIOR

Central Co-op 1901 Winter St T E Wesanen 7721 TRE1E2

WAUSAU

Radio Service & Supply 615 3 St 3272 TRPS*

**WISCONSIN****APPLETON**

Appleton Radio Supl Co 1217 N Richmond

GREEN BAY

G M Popkey Co 716 Main St

MADISON

Satterfield Radio Supl 326 W Gorham St

MARINETTE

G M Pokey Co Main at Ninth St

MILWAUKEE

Radio Parts Co 538 W State St

RACINE

Superior Radio Parts 908 State St

WYOMING**CASPER**

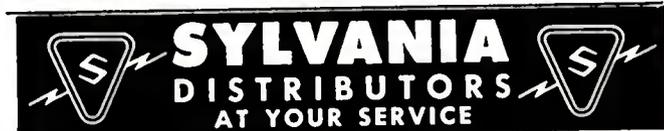
Casper Supply 444 S Center St PS
 General Electric 428 S Elm St K R Brown TRE1E2P

CHEYENNE

Houge Radio & Supply 4012 Central C A Houge Owner TRPS*

**WYOMING****CHEYENNE**

Houge Radio & Supply Co 2008 Carey Ave

**ALASKA****ANCHORAGE**

Yukon Radio Supply Inc

**HAWAII****HONOLULU**

Precision Radio Co 1372 S King St
 Von-Hamm-Young Co Ltd King & Bishop Sts PO Box 2630

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.

iE Adds Footage

Sidney Gracen, general sales manager of iE Manufacturing Company, recently announced the leasing of an additional 30,000 square feet (making a total of 52,000 feet) for the manufacture of television hardware, antennas and accessories.

Electric Supply to Distribute Sylvania

Electric Supply Company, Wichita, Kansas, has been appointed distributor of Sylvania radio and television merchandise in the Wichita area. Formerly known as the Rural Electric Supply Company, the new distributor for Sylvania Electric Products Inc., is headed by L. M. Benefield, Sr., president.

Crosley Names Williams

F. P. Williams has been appointed zone manager for television and radio in the Kansas City zone for the Crosley Division of Avco Manufacturing Corporation. He has been with Crosley for the past three years as sales promotion manager and later appliance zone manager on the West Coast with headquarters in San Francisco. Williams succeeds John Caviezel, who has been given special assignments for development of new television markets with Crosley.

New Allied Radio Building

A. D. Davis, president of the Allied Radio Corporation, Chicago distributor of electronic parts and equipment, recently announced that rapid progress is being made on a new \$2,000,000 building expected to be ready for occupancy in summer of 1953. The new site, with a total floor area of 150,000 square feet, will be in almost the exact geographical center of the city on Western Avenue and Washington Blvd. Allied now stocks 19,000 items, with an increase to 25,000 anticipated within a few years. A complete revamping of present handling facilities is required to permit processing 7,500 shipments daily instead of the current peak of 4,000 daily.

Kassler & Co. Move to Larger Quarters in Los Angeles Building



Kassler & Company have moved to new and larger quarters at 7636 Santa Monica Blvd., Los Angeles. The new Kassler headquarters offer display, office, service and warehouse facilities under one roof. With appointment as exclusive southern California distributors for Arvin TV, radio and appliances, Kassler moved to a larger building. Open house was held to celebrate the move.

Shure Appoints Machin

Victor Machin has been named general sales manager and vice-president in charge of sales of Shure Brothers, Inc., Chicago microphone and acoustic devices manufacturers, according to S. N. Shure, president. Machin, formerly assistant sales manager, has been with Shure Brothers since 1941, as sales engineer, war contract service manager and sales manager of the manufacturing section.

Mayflower to Distribute CBS TV

Roland E. Payne, manager of sales of CBS-Columbia, Inc., manufacturing subsidiary of the Columbia Broadcasting System, recently announced the appointment of Mayflower Sales Company, 816 North 11th Street, St. Louis, Mo., as distributor of CBS-Columbia television receivers. Mayflower will cover the eastern half of Missouri, including the St. Louis marketing area, as well as the southern part of Illinois.

MGM Winners Announced

First prize (\$100) winners in the "Singin' In The Rain" window display contest recently sponsored by MGM Records and MGM Pictures were Leslie Spofford of the Wilson Music Co., Rutland, Vt., and Frank Vennett of that city's Paramount Theatre. Second prize of \$50 was split by Thelma A. Robinson of Grantee's Music House, Athens, Ohio and Ben Geary of that city's Schine's Athina Theatre, while third prize of \$30 went to Robert Hannen of the G. C. Murphy Co., Harrisburg, Pa., and William J. Trambukis of that city's Loew's Theatre. In addition, sixteen theatre managers received honorable mentions and were awarded copies of the "Singin' In The Rain" album as consolation prizes.

New Rep for Burlington

The Burlington Instrument Company, Burlington, Iowa, has announced that the V. Avis McCorvey & Company, 212 Mimosa Drive, Decatur, Ga., will represent them in the entire states of Georgia, Alabama, Mississippi, Florida, Tennessee, North and South Carolina.

Webster Electric Trains Dealers To Increase Tape Recorder Sales

"Money on the Shelf" is the title of the sales training program for tape recorder dealers which is being demonstrated by representatives and distributors of Webster Electric Company, Racine, Wisconsin, in all sections of the country. The Webster film is filled with practical suggestions to dealers on how to merchandise tape recorders in the store, to schools, churches, civic groups, community organizations and business and industrial establishments. Dealers interested in knowing more about magnetic tape recorders and how to sell them are invited to contact their distributor or write direct to Webster Electric for information on showings in their community.

Jensen Needle Folder

A colorfully designed and unusually informative piece of phonograph needle literature is the new diamond needle folder issued by Jensen Industries, Inc., Chicago. The brochure is captioned "Your Favorite Phonograph Records' Best Friends." Helpful hints and interesting facts on records, cartridges and needles are set forth. An up-to-date chart is included which shows every phono cartridge by make and number, its corresponding diamond replacement, and the retail list price of each. The new folder (Form J-91) is now being made available to leading jobbers and dealers for free distribution to the public, but copies may be obtained by writing direct to Jensen at 329 S. Wood Street.

"Super-Phantom" Scores In Philadelphia

Strawbridge & Clothier, Philadelphia, Pa., were pleased with the response received by the Spico "Super-Phantom" indoor TV antenna, according to store officials. They reported that store traffic was greatly increased when customers came to examine the advantages promised by Spico. Demonstrations boosted sales to the point where the entire stock was exhausted, they said. Features of the "Super-Phantom" include the Adjust-a-Knob, a fingertip control to tune out ghost and fuzz, and bring in clear, sharp pictures, and the impedance matching stub, designed to give the ultimate in reception. All wiring is completely concealed, rust-proof brass tubing is used to assure permanent clean contact between telescopic sections, and the antenna will not tilt or tip. The "Super-Phantom," model 503, is manufactured by Spirling Products Co., Inc., New York City.

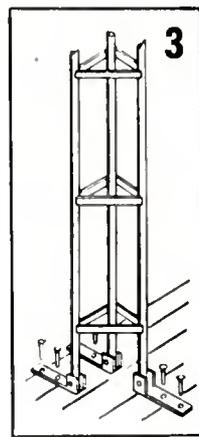
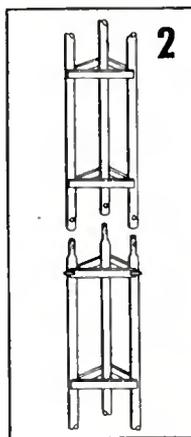
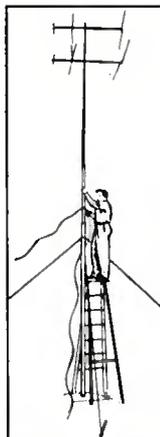
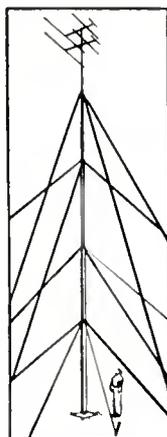
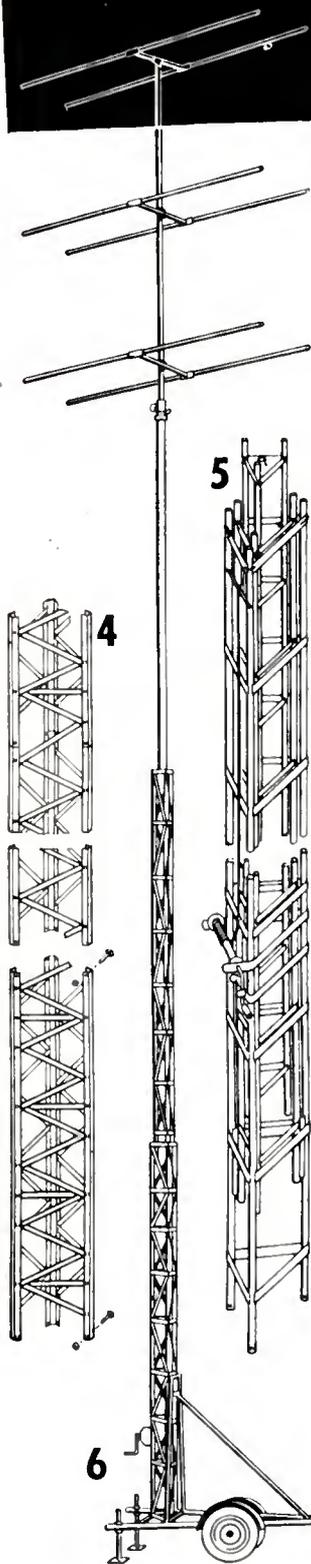
Lyon to Distribute Whirlpool

The Frank Lyon Company of Shreveport, Louisiana, has been appointed a distributor for Whirlpool Corporation, manufacturer of home laundry equipment. The new distributorship covers 28 counties in northern Louisiana, 11 in northeastern Texas and one in Arkansas.

TV MASTS and TOWERS

What do you want to buy? What do you want to pay?

YOUR **Admiral** DISTRIBUTOR
has it!



1. TELESCOPING MASTS up to 50 ft. high

These masts are available in 2, 3, 4 or 5 sections, each 10-foot section telescoped within the next section. Up to fifty feet in height just by extending sections and tightening bolts. Lowering mast one section at a time provides easy access to antenna or line for servicing. Mast may be completely rotated by hand from the base section. Finest quality throughout... cold rolled seamless steel tubing, bright zinc plated for weather resistance. Furnished complete with all necessary accessories.

Suggested retail price, 20 foot mast, No. M-1.....\$12.50
Suggested retail price, 30 foot mast, No. M-4..... 22.10
Suggested retail price, 40 foot mast, No. M-6..... 34.75
Suggested retail price, 50 foot mast, No. M-30..... 52.75

2. SECTIONAL STEEL TOWERS up to 100 ft. high

Furnished in 10-foot sections which are easily fastened together for any desired height up to 100 feet. Quality built of heavy duty tubular steel, electrically welded throughout. Can be mounted on any peaked, pitched or flat surface with accessory angle base plate.

Suggested retail price, standard 10 ft. section, No. M-13, \$15.29

3. SINGLE SECTION STEEL TOWERS 10 ft. or 20 ft. high

For low cost guyed or unguyed installations. Tubular steel, electrically welded throughout. Complete with self-aligning mounting brackets.

Suggested retail price, 10 ft. tower, No. M-15.....\$18.75
Suggested retail price, 20 ft. tower, No. M-16..... 30.77

4. SECTIONAL ALUMINUM TOWERS up to 120 ft. high

Furnished in knocked down or preassembled 6-foot sections. This tower may be easily erected

in one piece to 42 feet in height. Six-foot sections may be added to maximum height of 120 feet. Made of spring-tempered aircraft aluminum alloys. Combines highest strength with amazingly light weight of only one lb. per foot for safe, easy installation, low shipping cost. Unexcelled corrosion resistance. Available accessories include mast kit, rotator adaptor kit, hinged aluminum base plate and rotating universal base for manual rotation of tower.

Suggested retail price, 6 ft. section, No. M-21..... \$12.81

5. CRANK-UP STEEL TOWERS 28-38-55 ft. lengths

Made in two or three telescoping sections, raised and lowered with hand crank. Ideal for experimental work and deluxe installations, especially in hurricane areas. Also suitable for mounting on panel trucks. Heavy duty tubular steel, electrically welded throughout. Angle base plate included for mounting on any peaked, pitched or flat surface.

Suggested retail price, 28 ft. tower, No. M-9.....\$ 75.96
Suggested retail price, 38 ft. tower, No. M-10..... 95.19
Suggested retail price, 55 ft. tower, No. M-11..... 163.46

6. TRAILER-MOUNTED TOWER for fringe area demonstration

Designed for fast, easy, one-man operation. Maximum extended height 75½ ft. Minimum length 21 ft. Overall trailer length 16 ft. 6 in. Worm type winches for raising and extending mast provide important safety factor... prevent mast from collapsing if winch handle is accidentally released. Full 360 degree antenna rotation. Includes standard trailer coupler and ball. See your Admiral Distributor now about special offer for limited time only.

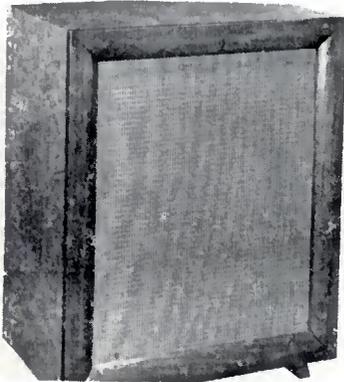
Call your **Admiral** Distributor for
ADMIRAL TV ANTENNAS • TUBULAR STEEL TV TABLES
MOUNTING HARDWARE and ACCESSORIES

Admiral Corporation, Accessories and Equipment Division, Chicago 47, Ill.

New Hi-Fi Equipment

Argos REFLEX CABINET

New bass reflex cabinet with solid mahogany front and matching leatherette top and sides provides a single grille cloth covering the entire panel,



thus concealing the two sound openings. Approximately 4 1/4 cu. ft., the DBR-15 cabinet is designed for either 12 or 15-inch speakers, carries dealer net of \$39.00. Argos Products Co., 310 Main St., Genoa, Ill.—TELEVISION RETAILING.

Barker LOUDSPEAKER

The Barker Duode is described as a low cost, high fidelity loudspeaker incorporating a patented design which features a dual drive. The drives consist of a very light metal tube on which is wound a fine wire over a skin of pure latex. The cone is impregnated with a new cellulose and molded with logarithmically graded corrugations from apex to rim. Designed for the Hi-Fi enthusiast, the speaker is priced at \$59.50. Beam Instruments Corp., 350 Fifth Ave., New York 1, N. Y.—TELEVISION RETAILING.

Berkshire STROBE DISK

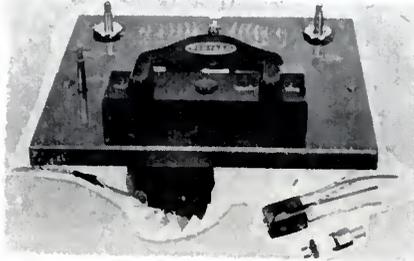
Model 18-D Phonostrobe Disk permits accurate determination of turntable speed for all three phono record speeds. Large spindle hole plus adaptor permit



use with either type of spindle. Made of durable black plastic material, 4-inches in diameter, the Phonostrobe disk is priced at 75c. Berkshire Laboratories, 594 Beaver Pond Road, Lincoln, Mass.—TELEVISION RETAILING.

Pentron TAPE MECHANISM

Model 9T-3M tape transport mechanism is designed for custom installation in Hi-Fi systems, in radio or TV sets and PA systems. Two speeds, 3.75 and 7.5 in./sec. Dual track heads



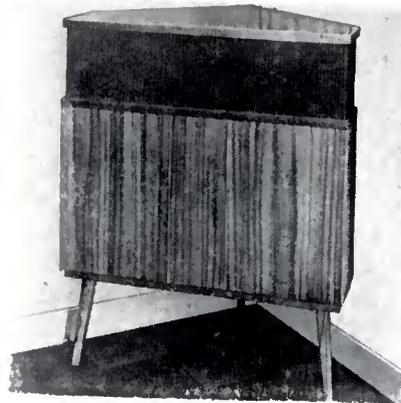
are provided. Interchangeability of heads facilitates ready adaptation to single-track heads. Price is \$69.50 net. Pentron Corp., 221 E. Cullerton Ave., Chicago, Ill.—TELEVISION RETAILING.

Waveforms AMPLIFIER

Model A-20-6 high fidelity audio amplifier features handsomely styled remote control unit in solid wood blond cabinet. Utilizing a pair of 5881's, the A-20-6 provides 20 watts at 1% distortion. Also featured is Waveforms' exclusive continuously-variable electronic filter for sharp cutoff of high frequency noise and distortion with cutoff range from 2500 to 20,000 cps. 20db boost or cut bass and treble controls, a loudness control and 4-channel input selector with independent level adjusts for each input are included. An output is provided for a tape recorder. Net price with control unit is \$199.50. Waveforms, Inc., 333 Sixth Ave., New York 14, N. Y.—TELEVISION RETAILING.

Brociner LOUDSPEAKER

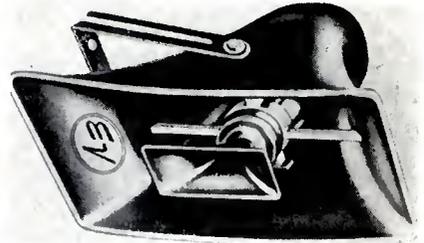
The Model 4 Corner Horn utilizes two horns to cover the audible range. The smaller, a reflector type horn providing a source at near ear-level, covers from 150-20,000 cps. The range



below 150 cps is derived from the back of the driver unit, through a folded horn; the latter also utilizes the space below the cabinet and the walls of the room as extensions of the horn. List price of the model 4 is \$486.67 F.O.B. factory. Brociner Electronics Laboratory, 1546 Second Ave., N.Y. 28, N.Y.—TELEVISION RETAILING.

E-V PA SPEAKER

The "CDP" compound diffraction projector utilizes two coaxially mounted diffraction horns working from both sides of a single diaphragm. CDP is said to deliver 2 1/2 octaves more musical range than usual PA units of even larger size. Polar distribution exceeds



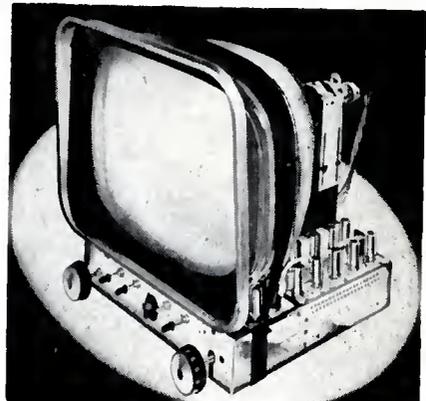
120 degrees at all frequencies up to 10,000 cps. Molded of Fiberglas, the unit is said to be practically indestructible. It is weather-proof, blast-proof and splash-proof. Rated at 25 watts. Model 848 CDP has an impedance of 16 ohms, list price \$59.00. Electro-Voice, Inc., Buchanan, Mich.—TELEVISION RETAILING.

McGohan MOBILE AMPLIFIER

Model M-G 25M mobile amplifier will operate on either 6-volt or 117-volt supply. Power output is 18 and 25 watts respectively, with less than 5% distortion. Features 2 mike inputs, a tone control and multi-tap output impedance from 2-500 ohms. Four speaker outlets are provided. Frequency response is ±2 db 40-15,000 cps. Removable cover will accommodate the addition of a record player. Don McGohan, Inc., 3700 West Roosevelt Rd., Chicago 24, Ill.—TELEVISION RETAILING.

Craftsmen TV CHASSIS

Model 202 is a high fidelity TV chassis for custom installations. Employs a cascade turret tuner with greater sensitivity and simple adaption to UHF, keyed AGC and 5-watt push-pull audio amplifier with less than 2% distortion



and response of 20-20,000 cps. Other features include double shadow tuning eye, retrace blanking, 15 microvolt sensitivity. Chassis is designed to operate with 17,20,21 or 24" picture tubes. Dealer price is \$252.50. The Radio Craftsmen, Inc., 4401 N. Ravenswood Ave., Chicago 40, Ill.—TELEVISION RETAILING.

Jackson Promoted by Raytheon



Donald Jackson (above) has been named Eastern regional sales manager, it was announced by William J. Helt, general sales manager of Raytheon. He will headquarter in Chicago.

TV Stars Sell CBS-Columbia Receivers

Famous CBS television personalities, including Jack Benny, Burns and Allen, Jackie Gleason, Marie Wilson, Cathy Lewis, and Arthur Godfrey, with Edward R. Murrow acting as master of ceremonies, help dealers sell CBS-Columbia television receivers with a five-minute recording for in-store use. The script stresses the importance of the high quality CBS engineering which is built into every CBS-Columbia set. The announcement is part of the CBS-Columbia advertising and promotion drive which ties in CBS stars with the new television receivers.

Bendix Changes Merchandising-Advertising Setup, Staff

Consolidation of the advertising and merchandising departments of Bendix Home Appliances Division of Avco Manufacturing Corp. was recently announced by Parker H. Ericksen, director of sales. At the same time he announced the appointment of William A. MacDonough, former national merchandising manager, as director of merchandising and advertising; Edward C. Herbert as advertising manager, and Wilbur C. Jones as merchandising manager. Raymond E. Miller has been named kitchen appliance sales promotion manager, and Jack Sullivan, laundry appliance sales promotion manager. Other appointments include R. F. Lowery as sales promotion coordinator; R. J. McHale as production manager; Douglas V. Traver as assistant to Miller, and John Kerner as assistant to Hale.

Magnavox Company Showroom



The Magnavox Company, Fort Wayne, Indiana, reveals its new showroom in space 1126 of The Merchandise Mart, Chicago, Illinois.

RCA Battery Display Pieces

Designed to help RCA battery dealers capitalize on the anticipated replacement market for the company's new "Balanced-Life" batteries are a new counter display unit and a streamer spotlight which highlight the "more-play-per-dollar" advantages of RCA's new alkaline "B" batteries (RCA VS216) and redesigned "A" batteries (RCA VS236) when used in personal portable radios designed for their accommodation. The counter unit features a special platform to hold product displays of the new batteries.

Perfection Schedules Meetings

Perfection Stove Co., Cleveland, Ohio, scheduled a series of district sales meetings to introduce its line of 1953 cooking and heating products to its salesmen throughout the United States. Each 3-day meeting was attended by the district manager of the territory in which the meeting was held, and his entire sales force. J. H. Rasmussen, vice-president and director of appliance sales, and L. Bushfield, general sales manager, represented Perfection's Cleveland headquarters office at each meeting.

Harry Alter Company, Chicago, Takes Over Crosley Territory



Harry Alter (right), president of The Harry Alter Co., Chicago, is shown signing the franchise for distribution of Crosley products in central Illinois. W. A. Brees, Avco vice-president in charge of Crosley Division sales, is in the center and Thoben F. Elrod, Crosley Western divisional sales manager for appliances, is at the left. Johnston-Moody Co., was the former distributor.

New TV and Appliance Service Building for Abington Corp.



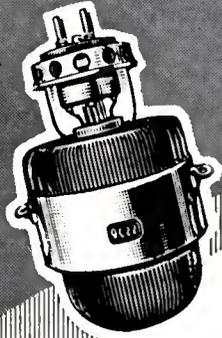
Architect's drawing of the new building for the Abington Service Corp., 224 7th St., Garden City, N. Y., reveals a structure that will appear like a modern suburban department store. It will be located at 107 Nassau Blvd., Garden City South, and will include a specially designed functional TV, radio and appliance service shop. 10,000 square feet of parking space will be available. Abington, a complete service firm, is exclusive servicer on Hotpoint major appliances in Nassau County, N. Y.

Newcomers to the Maytag Company 25-Year-Club



President Fred Maytag is shown (right), welcoming new members from the field organization to the Maytag 25-year-club at Newton, Iowa. Left to right are Frank Honel, Minneapolis branch; Paul Coxey, Richmond branch regional manager; J. Kirk Mayers, Newark branch regional manager; and Sam Greisch, Minneapolis-St. Paul regional manager. Total number of Maytag 25 year employees is 349.

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ONE COMPLETE DEPENDABLE SOURCE
FOR ALL YOUR

Electronic Needs

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- TRANSMITTING AND SPECIAL PURPOSE TUBES
- RADIO AND ELECTRONIC PARTS AND EQUIPMENT
- SUPPLIERS OF STANDARD INDUSTRIAL TUBES, PARTS AND EQUIPMENT

SERVICE IS OUR BUSINESS!

Whatever your Electronic needs may be, you can save money, time and effort by ordering from this one complete source. All merchandise is fully guaranteed, first quality. Prompt shipment is assured from our own inventories of electronics equipment.

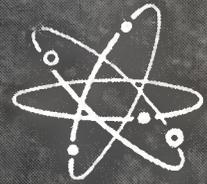
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Service News
AN AUTHORITY OF THE TELESET SERVICE CONTROL DEPARTMENT
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HERE!

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THE SERVICE NEWS, authoritative publication of Du Mont Teleset Service Control, gives you each month service techniques as they are tested... production changes as they happen!

With the *right information*, minutes may save hours of troubleshooting. With the *right parts*, repair is simplified... service is better... customer satisfaction builds confidence and reputation.

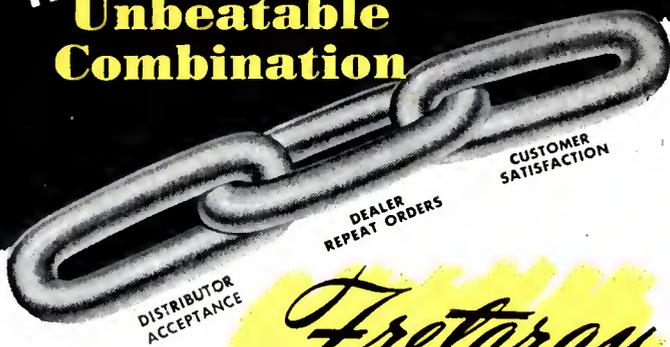
Both are at your local Du Mont Distributor. Look for the Du Mont SERVICE NEWS on your next call... and insist on ORIGINAL TELEVISION PARTS.

*TRADE MARK



REPLACEMENT SALES, CATHODE-RAY TUBE DIVISION, ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

THE Unbeatable Combination



DISTRIBUTOR
ACCEPTANCE

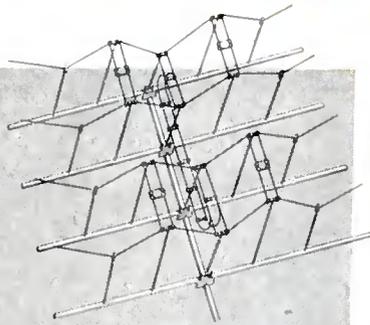
DEALER
REPEAT ORDERS

CUSTOMER
SATISFACTION

Fretoray

The Finest
in High-Gain
All-Channel

ANTENNAS



Illustrated:
FRETCO all-channel
Fretoray Antenna

Only the Fretoray provides the link for this Unbeatable Combination with proven customer enthusiasm for its matchless reception and superior quality.

All backed by a solid campaign of national advertising in leading magazines, plus newspaper mats, literature and catalog sheets.

Fretco

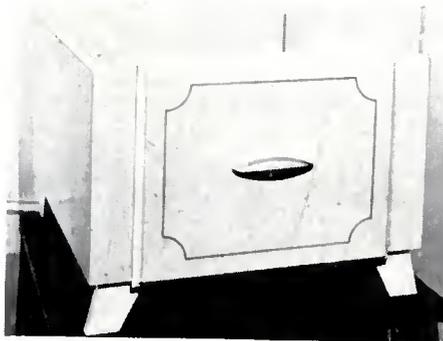
INCORPORATED
Pittsburgh 19, Pennsylvania

The Originators
of the famous

ADJUSTABLE BASE*

will look forward
to seeing you at

the Furniture Show ROOM 513
CONRAD HILTON HOTEL



* Patent
Pending

Model 1006 expands from 16" to 28" to fit all TV table models. Shipped knocked down.

At the show we will introduce an entire new line of smartly designed TV tables and bases, and also feature our First Anniversary Special—a REAL BUY you cannot afford to miss.

NATIONAL TELETABLE CORP.

488 Seventh Ave. New York 18, N.Y.

Room Coolers

(Continued from page 96)

not be expected to understand what they are doing, or the dangers involved.

On the subject of fusing, a slow-blow fuse is virtually mandatory on a compressor-type room cooler. To cite an instance, although the running current on an average ¾ ton unit is only 13-14 amperes, the starting current is 40-50 amperes. The running current, incidentally, can go up under a heavy load—as for instance, hot sun shining directly on the unit when there is already a heavy heat load in the room to be conditioned.

Summing up, we see that there are a number of things that a dealer can do and/or suggest that the customer do or have done, in order to increase satisfaction with the air conditioner and to keep it sold. Dealers who follow these suggestions are much more apt to stay in the air conditioning business, and reap the steadily increasing profits which it will bring.

Demand for Pillow Speakers Up

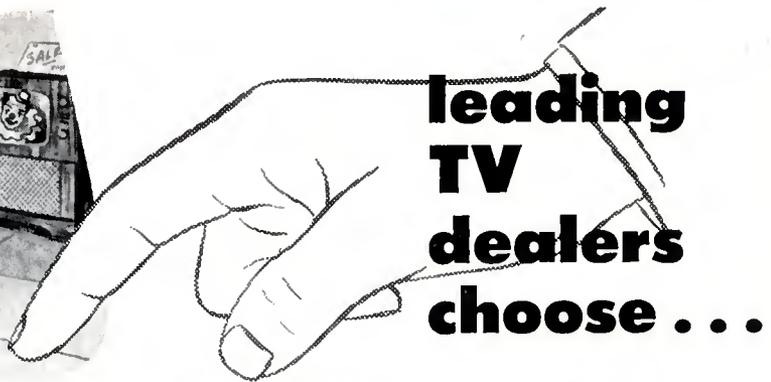
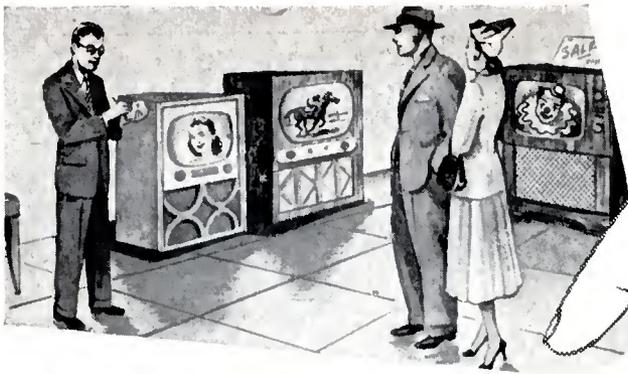
Increased demand for the Wright-Zimmerman patented Dynamic pillow speaker, as well as the demand for the speaker for use in TV has resulted in a plant expansion program. J. D. Zimmerman, president of Wright-Zimmerman, Inc., New Brighton, Minnesota, stated, "Our new plant has double the floor space, considerable added equipment and increased production personnel. A boom in the manufacture of small radios and portable hospital sets has developed an unprecedented demand for pillow speakers. This, together with the tremendous surge in television production has made our expansion necessary."

Admiral Introduces New Carton

A new shipping container, described as a "traveling billboard," has been introduced to provide more attractive packaging for Admiral 1953 television and appliance lines. A basket weave pattern gives background contrast to overprinting in maroon and chrome yellow. This is the fourth year Admiral has introduced a new carton which carries an effective sales message. A recent survey disclosed that an average box is seen by more than 170 persons as it moves through market channels.

Kunkel Joins Raytheon

M. W. Kunkel, Pittsburgh, Pa., was recently named district sales manager in that area by William J. Helt, general sales manager of Raytheon Television and Radio Corp. Kunkel's territory for Raytheon will include the Cleveland, Ohio, and Pittsburgh areas.



**leading
TV
dealers
choose...**

JERROLD MASTER ANTENNA SYSTEMS

... They Sell More Sets!

TV dealers everywhere, who know that clear, interference-free TV reception is a must when selling TV sets from the floor, have chosen the Jerrold Master Antenna System as the one quality-engineered system guaranteed to deliver perfect TV reception on all sets operating in their showrooms... and help boost their sales all year round!

With a JERROLD System installed in your showroom, every demonstration is a sale. No antenna switching, no frantic dial turning or apologizing for poor pictures. Every set in your showroom operates at peak efficiency, delivering clear, 'ghost-free' reception on all channels simultaneously. Customer confidence and satisfaction is guaranteed—and 'walkouts' are eliminated.

Whether you're located in an extreme 'fringe' area or in the heart of the city, surrounded by tall buildings, your JERROLD System will put clear pictures on every set on your floor—pictures that sell!

JERROLD Master Antenna Systems are low-cost and can be installed easily and quickly by your serviceman. Your service department can also operate from the same JERROLD System with provisions for testing receivers under all types of local fringe and super-fringe area reception.

For complete information see your Jerrold distributor

ELECTRONICS CORPORATION • Dept. A • 26th and Dickinson Streets • PHILADELPHIA, PA.
WORLD'S LARGEST MANUFACTURER OF AMPLIFIED MASTER ANTENNA SYSTEMS

JERROLD

Get into the selling picture with pictures that sell

JERROLD Master Antenna Systems are used by over 2500 TV dealers from coast to coast

- For VHF, UHF and FM
- Top quality reception on every set
- No customer walkouts
- No apologizing for poor pictures
- Can be used for showroom and service department
- Perfect reception in fringe areas
- Low cost—easy to install

**Creating SALES for YOU
with Consumer
Advertising!**

with
Television Spots
Throughout
the country

\$9.95
LIST
PRICE

*U. S. Patent No. 2,495,579
Canadian patents 1951

Available at leading jobbers!

with
**TV Consumer
Magazine Ads**
Throughout the country

The Genuine
HI-LO TV
Spiral-Tenna
Model 101 (indoor)

Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood • Chicago 13, Illinois

PICTURE BOOSTER

NEW PLUG-IN UNIT TO BOOST
PICTURES AND YOUR SALES



LIST PRICE **\$3.90**

- INSTALLS IN SECONDS.
- BUILDS SALES DOLLARS.
- ANOTHER iE QUIK-N-EASY UNIT!

iE's new Quik-n-easy picture booster was designed specifically for you! It boosts: your sales dollar volume; pictures in fading tubes; the number of satisfied customers; your profits! One small unit at a competitive price that completes your TV service picture. Order today!

DUO-DECAL BASE UNIT

- INCREASES TUBE FILAMENT TO 7.80 VOLTS
- FOR USE WITH PARALLEL-WIRED FILAMENTS
- FOR ELECTROSTATIC OR MAGNETIC FOCUSED TUBES
- AUTOMATIC—NO SWITCHING OR WIRING
- RESTORES OLDER SETS
- ELIMINATES PICTURE NEGS.

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ALSO AVAILABLE FOR SERIES
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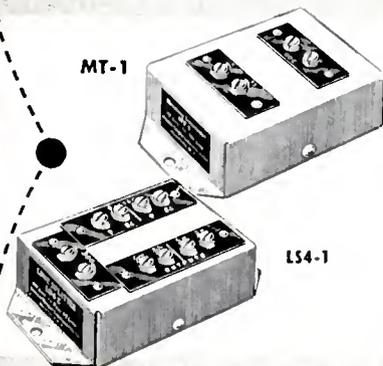
325 NORTH HOYNE AVENUE, CHICAGO 12, ILLINOIS

Antennas • Mounts • Accessories

FOR Better
TV PERFORMANCE

B-T Antenna Accessories

Every Service-Technician knows that you can't just hook up a TV set to an antenna and expect that it will always work the way you would want it to. There are too many 'ifs', 'ands', and 'buts' that enter into the picture. That's why Blonder-Tongue Laboratories has devoted its facilities to the creation of accessories designed to assist the Serviceman in meeting these problems.



The B-T MATCHING TRANSFORMER permits precise impedance match between 75-ohm unbalanced (co-axial) transmission lines and 300-ohm balanced lines. It eliminates reflections, standing waves, and power loss due to improper impedance matching.

MT-1 List Price \$6.50

The B-T LINE SPLITTERS provide the lowest cost means for dividing a transmission line to feed branch lines, or to distribute signals to several TV sets or distribution units in multiple dwellings or community installations. Each Line Splitter supplies up to four impedance-coupled branch lines from one input, with flat response over all channels.

LS4-1 Feeds 4 75-ohm lines from 1 75-ohm line.
LS4-2 Feeds 4 75-ohm lines from 1 300-ohm line.
LS4-3 Feeds 4 300-ohm lines from 1 75-ohm line.
LS4-4 Feeds 4 300-ohm lines from 1 300-ohm line.
List Price, each..... \$7.50

Other B-T ANTENNA ACCESSORIES include: Line Loss Equalizer, Attenuator, Remote Control, and Weather-Proof Housing for B-T Units.

Sold at Leading Distributors

Complete literature available describing the B-T Unit System for Easy-to-install Master Systems and Community Installations, B-T Boosters, and B-T Antenna Accessories.

Write for Catalog FA-6

**B-T
LABS**

**BLONDER-TONGUE
LABORATORIES, INC.**
WESTFIELD, NEW JERSEY

Cahn Promoted by Insuline

Bernard L. Cahn, since 1949 general sales manager of the Insuline Corporation of America, Long Island City, N.Y., has been elected vice-president of the company, according to an announcement by Samuel J. Spector, president.

TV Antennas Discussed In Quebec and Bridgeport

Martin Bettan, director of engineering for Radio Merchandise Sales, Inc., made a visit to the city of Quebec recently, where he addressed 125 key servicemen on the topic of how high gain antennas and low loss open transmission line could be used to get satisfactory reception from the new television station which began operation in Montreal, 170 miles from Quebec. Bridgeport station WICC-TV recently conducted a meeting for over 700 dealers and servicemen at which representatives of the TV industry spoke on such subjects as set sales potential in the Bridgeport area and the problems of adapting present antennas to the new UHF Channel 43. Philip Merryman president of WICC-TV told of the new UHF station's plans for network affiliation and programming.

Appointments at Kelvinator

Four appointments in the Kelvinator advertising department were recently announced by T. J. King, director of advertising and sales promotion. J. T. Stone is advertising and sales promotion manager for refrigeration products, including refrigerators, freezers, dehumidifiers and room air conditioners; W. L. Hullsiek, advertising and sales promotion manager for range and cabinet products, including ranges, water heaters and the full line of kitchen cabinets; J. H. Mattern, advertising and sales promotion manager for the Leonard division; and M. R. Milner is sales promotion manager for Kelvinator.

FCC Approves Motorola UHF Radio Equipment

The Federal Communications Commission recently announced its first specific FCC Class "A" Citizen's Band type approval on mobile and base station radio equipment for operation in the 460-470 mc frequency band. The FCC approval is for mobile and base station equipment manufactured by Motorola, Inc., of Chicago. FCC Type approval #CR-406 and #CR-407 applies to Motorola mobile radio model T44A and base station model L44A respectively. Approval of this equipment opens new channels to all individuals or commercial enterprises who need two-way radio and who were previously ineligible because of FCC regulations. The mobile unit is packaged in a sturdy, single unit drawer-type, breakaway housing which simplifies servicing by making each component easily accessible. The base station is a locally controlled unit housed in an attractive desk-top cabinet.

Salesmen's Pay

(Continued from page 64)

Some dealers have worked out a system whereby they pay a base salary plus a small commission up to the quota and then a large commission over the quota. Some dealers pay graduated commissions for sales that exceed the quota by certain amounts.

There are many other variations possible. For example, you may want to pay a commission only on those sales of a man which exceeded the same month last year. By this means you will stimulate a constant gain but not penalize a loss.

Properly carried out and suited to the store in which it is applied, the salary-and-commission basis seems to offer the maximum opportunity for the TV and appliance salesman to realize his greatest potentiality through his job. It gives him freedom from worry. By allowing him opportunity for growing in status and importance, it gives him reasons for loyalty and honesty to you. It provides him with a constant incentive to increase his sales.

Methods of paying salesmen which include commissions are in a sense a form of profit sharing. Some dealers, however, have considered more direct means of sharing their profits.

The bonus is one system of sharing profits. A dealer can pay this on either one of two bases. He can hand out a bonus to his employes when his profit exceeds a certain amount or when his sales pass a certain figure.

Profit-sharing bonuses are usually handed out on the basis of actual profits rather than sales. Some dealers may feel willing to split among their help everything over say, a 6 per cent net profit. Some other dealers have felt that they should split their total store profits three ways, one-third to be given to the management, one-third to capital and one-third to labor.

These bonuses usually are handed out either once in six months or at the end of the year. Many store proprietors give a Christmas bonus to employes just after the holiday rush.

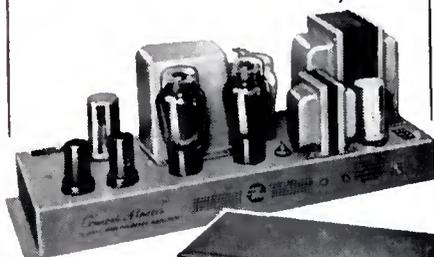
The most common method is to give each employe a bonus in proportion to his salary. This is a poor system because it enables the lazy man on your payroll to get his cut of the total profits along with the man who has worked hard all year.

(Continued on page 151)

For The Very Finest
in
High Fidelity

MASCO

Concert Master



20-Watt
Amplifier
with Remote Pre-Amplifier

Unequaled realism of tone. The ultimate in high fidelity for the critical music lover. A few of its outstanding features:

- Less than 0.2% harmonic or intermodulation distortion at 20 watts, from 20 cycles to 40,000 cycles.
- Frequency response 10 to 50,000 cycles $\pm 1/2$ db at 20 watts.
- Response better than 5 cycles to 140,000 cycles $\pm 1/2$ db at 1 watt.
- Eight position switch selects proper equalization for all records, radio tuner, tv tuner, tape recorder.
- Loudness Control plus separate bass and treble controls.
- Pre-amplifier housed in hand-rubbed mahogany cabinet.
- Separate input volume controls for radio tuner, tv tuner, tape recorder, crystal phono pickup.

List Price
CM-20 20-Watt High-Fidelity Amplifier \$155.00*
CMR-20 20-Watt High-Fidelity Amplifier
with remote pre-amplifier in
hand-rubbed mahogany cabinet
with 6-foot cable and plug \$245.00*
* Plus F. E. T.

Write for Catalog CM-53



MARK SIMPSON Mfg. Co., Inc.
Long Island City 3, New York

Salesmen's Pay

(Continued from page 150)

The same thing can be said of a bonus which is based upon seniority.

Some dealers have handed out bonuses on an arbitrary basis. They have done so in order to make up great deficiencies to men who showed promise but who had not made sufficient sales on a commission basis through reasons which were not their fault. This slicing of a melon into unequal shares on the basis of personal preferences tends to cause hard feelings.

Sometimes this bonus takes the form of an outright gift of stock if the store is incorporated. At other times the dealer makes it possible for employes to purchase stock on a favorable basis.

When profits are divided they should be divided as nearly as possible in the proportion to which each man in the organization has actually contributed to production. Even when this happens profit-sharing usually is inequitable because the profits themselves have depended upon many other factors besides the efforts of the salesmen. Thus they are being rewarded for causes over which they have had no control. Profit-sharing is a poor incentive since the salesman cannot tell what his income will be until the bonus has been paid.

Buehring Says More UHF Education Is Needed

Mel Buehring of Simpson Electric Company, Chicago, recently completed a 10-day trip through southern Mississippi Valley, covering 2500 miles, directing his attention to the interest shown in the new TV stations being opened in that area before April. Some of the new stations will bring television into their areas for the first time. Sales are brisk for both equipment and sets.

Attendance at technical meetings has more than doubled in some instances with the desire and need for UHF information. At present in this southern region, installation costs run equal to the cost of a set. Where VHF equipment is already installed, additional equipment is needed for UHF. Buehring reports that manufacturers are doing a good educational job in much of this virgin television territory, but says there is an urgent need for more widespread down-to-earth information for distributors and technicians.

Randall Opens New Office

The Ken Randall Company, 121 N. Broad Street, Philadelphia, Pa., has announced the opening of an office at 1303 Midvale Avenue under the management of Richard L. Hehl, formerly of Westinghouse Electric Corporation.



4342 BRONX BLVD. NEW YORK 66, N. Y.

Largest Manufacturers of HIGH GAIN—LOW LOSS TRANSMISSION LINES



A "must" for UHF and fringe installations—also for areas of high noise and low signal strength.

IMPERIAL 450 OHM OPEN LEAD WIRE—

DeLuxe size with 6" spacing—annealed or unannealed.

Made of reinforced copper with a steel core base which prevents stretching, breaking or corroding under all weather conditions. Featuring 30 to 40% Best Made Copperweld. Has non-slip, clear polystyrene insulators.

This 450 Ohm Line has the proper impedance to avoid the higher attenuation of 300-ohm twin leads and coaxial cable. Antenna gain not nullified by transmission losses. Line can be perfectly matched to receivers having 300-ohm input, as illustrated below.

ECONOMY SIZE
Also available with
10" spacing



IMPERIAL MATCHING STUB TRANSFORMER

Engineered to bring your line from 300-ohm to 450-ohm at the antenna to match the 450 ohm open wire; then to be used at the set to bring the 450 ohm wire back to 300 ohms for the correct match. Transposing with a minimum amount of loss and conserving the maximum amount of signal strength. Comes in 32" lengths.

See your representative in your area for additional types of Open Lead Wire. Also antenna accessories and most fittings, including ground rods and ground wire of aluminum.



QUAM

Adjust-a-Cone SPEAKERS

QUAM
FOCALIZER
UNIT

High Fidelity SPEAKERS

REAR SEAT AUTO SPEAKERS

Tru-Match

OUTPUT TRANSFORMERS

OUTDOOR THEATRE SPEAKERS

QUAM-NICHOLS CO. 33rd Place and Cottage Grove, CHICAGO 16, ILL.

New Columbia Phonograph

Columbia Records has introduced a new amplified table phonograph with 3-speed changer, known as the "360." Unit is said to utilize new acoustical and electronic techniques to produce depth and range of tone hitherto unavailable in instruments of its size. Designed to retail for \$139.50 in mahogany, the 360 is said to produce results equivalent to more expensive high fidelity custom units. The 360 will be sold through Columbia Record distributors and will be available early in January.

Hallicrafters Dealer Promotion

The Hallicrafters Company recently launched a new dealer promotion designed to stimulate the sales of its extensive line of short-wave radios. The promotion consists of making available to dealers a full color world globe, valued at \$5 as a give-away to any purchaser buying a Hallicrafters Continental or other short-wave radio. With the globe, which points up the world-wide range of these radios, the company also provides a 32-page booklet on "globe facts." Drop-in newspaper mats emphasizing the promotion are also made available to dealers.

New Webster Cartridge Container

The Webster Electric Company of Racine, Wisconsin has announced a new container for their line of replacement cartridges. According to sales manager, H. C. Stacey, the Tenite "Jewel-Case" protects the cartridge from damage in handling by a unique floating suspension which prevents the cartridge from touching the case at any point, thus insuring the cartridge's reaching its destination in perfect condition. The container also has a hinged top with a purse-type clasp, and can be re-used as a cigarette box, for holding fishing tackle or odds and ends in office or home. Model number and list price of cartridge appear on each end of the package.

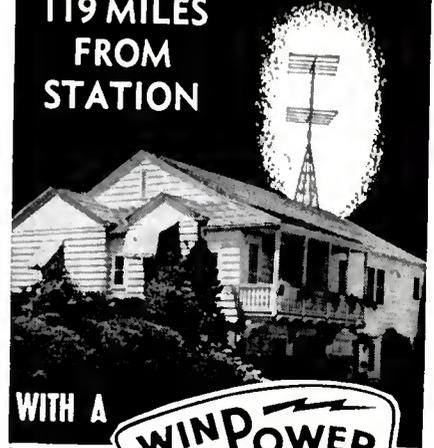
Westinghouse Appoints Hoag



Jerome E. Hoag, Jr., has been appointed district manager, St. Louis district, for the television-radio division, Westinghouse Electric Corp., it was announced by Joseph Walsh, sales manager. His territory will include Missouri, Kansas, Arkansas, Oklahoma, and western Tennessee.

CLEAR TV PICTURE

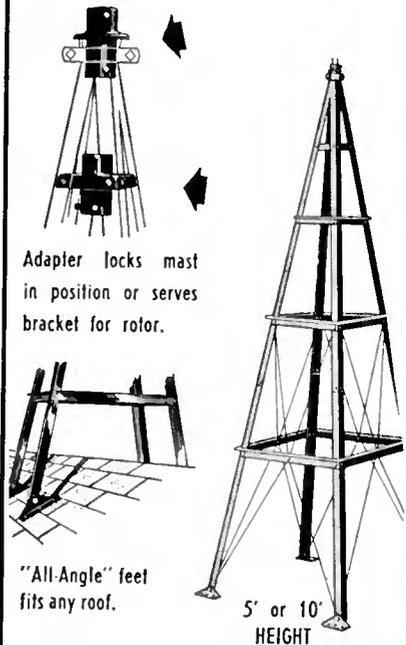
119 MILES FROM STATION



WITH A

WINPOWER TOWER

Eliminate tower-mounting headaches. Insure better reception and fewer service calls with America's Lowest Cost TV Tower.



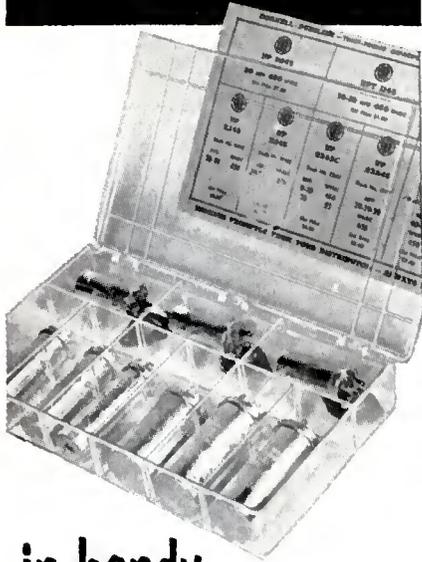
DEALERS PROFIT TWO WAYS

1. One man erects a neat, firmly supported antenna without special tools. Towers are light weight easy handling — individually packaged. Reduces objectionable guy wires.
2. Increase television sales with these permanent tower installations. Raise antennas to correct height with mast adapter. Reception goes up — service calls go down.

WRITE FOR PROFITABLE DEALER PLAN

WINPOWER
NEWTON, IOWA U.S.A.

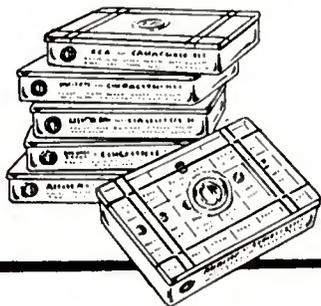
"Quick-Service" Capacitor Kits



in handy,
clear plastic cases!

You pay only for the capacitors. The case costs you nothing!

Six basic kits to service over 85% of all twist-prong replacement needs. Case can be used to store screws, small parts — even fishing tackle. See your Cornell-Dubilier jobber today for details. Cornell-Dubilier Electric Corporation, South Plainfield, N. J.



A Service of

CORNELL-DUBILIER

World's Largest Manufacturer of Capacitors

PLANTS IN SO. PLAINFIELD, N. J., NEW BEDFORD, WORCESTER AND CAMBRIDGE, MASS., PROVIDENCE, R. I., INDIANAPOLIS, IND., FUQUAY SPRINGS, N. C., SUBSIDIARY: RADIART CORP., CLEVELAND, OHIO

Sell Recorders

(Continued from page 50)

plain what the machine does, and stress the economy of operation, and hours of uninterrupted recording or play-back. Tell the customer of the many ways in which the recorder can be useful. 2. Operate the unit, recording a short "canned" message and play this back. 3. Give the customer a "canned" message to read, and play this back.

It is very important to have a ready-written message for the prospective purchaser to read from, as otherwise a great many people will hem and haw, feel unduly self-conscious, and may even back away from the demonstration completely.

Year by year, recorder sales forge ahead, and the merchandise is still in the ground-floor category, offering real opportunities for dealers. A good feature of recorder selling lies in the fact that there are few financial hazards in handling them. First, the merchant isn't called on to invest much money because he does not have to maintain a large inventory. Second, there are no trade-ins to take bites out of the profit; third, there isn't much competition yet, and very little price-cutting, and fourth, units can be carried over for some time without fear of obsolescence.

Now is a good time for the farsighted dealer to make his store known as headquarters for recorders, and to build a firm foundation for profits now and in the future in this new and interesting business.

Electro-Voice Buys RME

Electro-Voice, Inc., Buchanan, Michigan, has announced their purchase of Radio Mfg. Engineers, Inc., a 19-year-old firm which manufactures amateur communications receivers, converters and accessories. RME will remain under the present management of E. G. Shalkhauser and Russ Planck and all RME business will be conducted from the offices of Radio Mfg. Engineers at Peoria, Illinois. Product research and development, informative advertising, distributor cooperation and merchandising aids in typical Electro-Voice fashion will all be utilized in an EV-RME program to increase the market potential and stimulate amateur radio activity and promote sales.

Nichols in EWI Sales Post

New dealer sales manager of Electronic Wholesalers, Inc., of Washington, D. C., is A. L. Nichols, who has been in the electronic parts business for over 15 years. Before coming to EWI in his present capacity, Nichols was parts department manager of Southern Wholesalers, Inc.

MAN...

this
is
hot



and it's free, too!

"THE CAPACITOR" comes prepaid direct to your home every month—12 times a year. 16 to 24 pages, including a complete full length technical or constructional article — AND the "TRADING POST" section for your ad.

As a subscriber to the CORNELL-DUBILIER monthly magazine "THE CAPACITOR" you can use its famous "TRADING POST" section to run an advertisement to **SELL** —SWAP— or **BUY** all sorts of equipment and services helpful in your business.

A Service of

CORNELL-DUBILIER

World's Largest Manufacturer of Capacitors

Get on the list for
Cornell-Dubilier's Capacitor!
YOURS FREE

CORNELL-DUBILIER ELECTRIC CORPORATION
DEPT. TR SOUTH PLAINFIELD, N. J.

Yes Sir! Put me down for a free subscription to Cornell-Dubilier's "THE CAPACITOR".

NAME _____

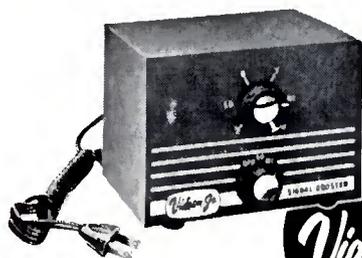
ADDRESS _____

CITY _____ ZONE _____ STATE _____

MY BUSINESS IS _____

MY JOBBER IS _____

A HOT Little BOOSTER for HOT Front Ends



\$24.95

LIST



VIDEON JR. won't oscillate with the hot front ends of new sets!

PERFORMANCEWISE—It's tops

PRICEWISE—It's right . . . and as for customer satisfaction, you cut costly call backs when you install a VIDEON JR.

Write For Descriptive Folder And Name Of Your Distributor

Coming Soon -
The New Videon UHF Converter

ELECTRONIC CORPORATION

222 East Ohio Street · Indianapolis, Indiana

YOUR LINE FOR BIGGER PROFITS ALL YEAR ROUND!



See the Great New 1953 Line of Symphonic Portable Phonographs and Record Players During the Chicago Show. It's the Line that Tops them All in Styling, Tone Performance and Value.

**CONRAD HILTON HOTEL
Suite 539A**

DISTRIBUTORS: See us at the show if you wish to represent America's leading record player line. Choice territories open to 1st line distributors.

SYMPHONIC RADIO & ELECTRONIC CORP.
160 North Washington St., Boston 14, Mass.
New York Offices: 1926 Broadway, New York 23, N. Y.

Do you
carry

**CROSLEY
or Motorola**

TV SETS?

Carry them safely—and sensibly. Use Webb Wrapabouts . . . rugged, quilted pads with cushioned flaps that cover tops of TV sets. Pads fasten to sides.

**FOUR WRAPABOUT MODELS
FIT ALL SIZES OF EVERY MAKE**

Webb TV Wrapabouts can be slipped on and off in seconds, give years of wear, and pay for themselves many times over, through repeated use. Let us know which brands you carry.



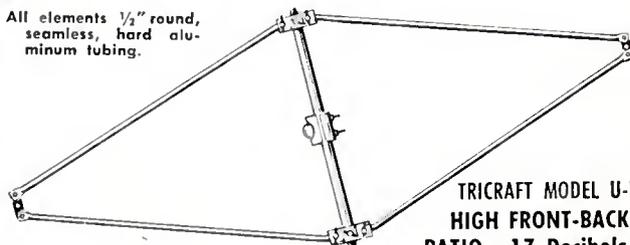
Write for TV Wrapabout sizes and prices.

WEBB MANUFACTURING CO.
2920 N. 4th St. • Phila. 33, Pa.

New UHF antenna

Covers all channels 14 through 83. Designed specifically for UHF although it operates well in channels 2 to 13 with excellent match.

All elements 1/2" round, seamless, hard aluminum tubing.



**TRICRAFT MODEL U-1
HIGH FRONT-BACK
RATIO—17 Decibels.**

- **IMPEDANCE MATCH**—Less than 2:1 voltage standing wave ratio over entire UHF band (300 ohm line).
- **HIGH GAIN**—Beam width varies from 9 degrees at channel 82 to 16 degrees at channel 14.
- **EFFICIENT**—Uses Low Loss Moulded Polystyrene insulators so important at UHF Frequencies.
- **Stacked Kits available for forming two stacked units.**

SOLD THROUGH JOBBERS ONLY



Write for new literature

Tricraft Products Co.

1535 N. Ashland Avenue, Chicago 22, Illinois.

Ends Low Line Voltage Hazard

CREST LVB-117

Line Voltage Booster

the ultimate in

ACCURATE VOLTAGE BOOST



End low line hazard — sub-normal line voltage may cause damage of TV set or electrical equipment.

The Crest LVB-117* is engineered to restore peak performance to TV set or appliance. Insures full strength, width and height of TV picture. Corrects intermittent sync and oscillator drift. A must for low line voltage areas.

Power plus features of the LVB-117

- ★ 300 watt rating
- ★ Simple external plug-in unit
- ★ Automatically operated, turns on and off with appliance
- ★ Multi-Tap selector assures exact voltage boost
- ★ Overload cut-out protects against line increases
- ★ Visual signal for exact voltage boost

Standard RTMA Guarantee **\$17.95** LIST

Available at local jobbers or write for name of local representative.

CREST

LABORATORIES
INC.

84-11 Rockaway Beach Blvd.
Rockaway Beach, N. Y.
Far Rockaway 7-2732

Aerovox Promotes Three

W. Myron Owen, president of Aerovox Corporation, recently announced that Frank Marshall has been promoted from director of sales, manufacturers division, to vice-president, manufacturers sales. Charles Golenpaul, former distributor sales manager, has been named vice-president of distributor sales, and Carl Gulbranson, is now chief comptroller of all divisions of the Aerovox organization.

to Plant

The Aerovox Corporation, 2840 N. National Ave., Redwood City, Calif., has added a new plant to their plant to accommodate increased production of electrolytic capacitors. The new plant is a 50,000 sq. ft. area. The plant was completed a few months back, but it will require additional production capacity. New addition is at the same plant, and is being built by the Hagen Company.

Resigns Astatic

Astatic Corporation, Connecticut, recently announced the resignation of William J. Doyle, vice-president in charge of sales. Doyle was associated with the firm for 13 years, and is leaving to become a manufacturers' representative in the Chicago area.

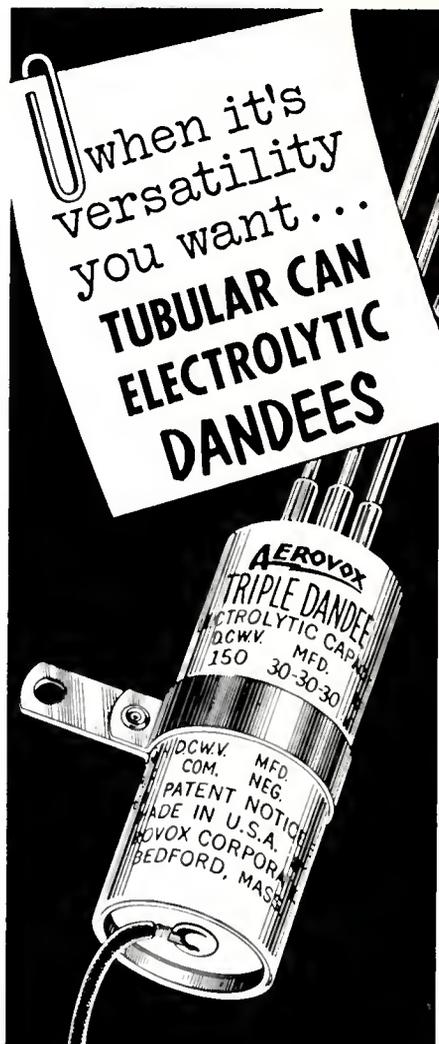
In LaPointe-Plascomold Post

William A. Damerel has been appointed to the position of assistant to the president, it was recently announced by Jerome E. Respass, president of the LaPointe-Plascomold Corporation, Rockville, Conn. Damerel has had considerable experience in major administrative positions during his career, and at Vee-D-X he will coordinate all phases of administration as well as aid Respass in the formulation of overall company planning and policies.

Hartley to Manufacture Here

Introduced four years ago, Hartley 215 speakers, non-resonant housings, preamplifiers and amplifiers, first produced in Britain 25 years ago, are to be made in the U. S. A. H. A. Hartley, managing director of H. A. Hartley Co., Ltd., of London, will be president of the new company, H. A. Hartley Co., Inc., and headquarters will be in Boston, Mass., with a branch office, showroom and warehouse in New York. Adequate stocks will be carried at both cities.

The policy of the new company will be precisely that of the parent company: design and production of equipment to give the highest possible quality of reproduction yet at a strictly reasonable price. Distribution will be made through carefully selected dealers who will be given exclusive territories and full protection, for it is a basic policy of the company that only dealers having premises devoted to the sale of audio products should receive discounts. All Hartley agents are free from the annoyance of finding their own customers buying at so-called "net prices." Some territories are still open.



So compact they fit anywhere. So many listings (over ten dozen) that you can meet any capacitance, voltage and combination requirement. Yes, singles, duals, triples and quads.

Multiple-section units have stranded wire leads and safety sleeves. Hi-purity aluminum construction minimizes corrosion. Vented for excessive gas pressures.

If ever there was a Jack-of-all-trades electrolytic, this is it—Aerovox Type PRS Dandee.

Ask your Aerovox distributor for Aerovox Dandees. Ask for latest catalog—or write us.



FOR RADIO-ELECTRONIC & INDUSTRIAL APPLICATIONS

AEROVOX CORPORATION
NEW BEDFORD, MASS., U. S. A.

In Canada: AEROVOX CANADA LTD., Hamilton, Ont.
Export: 41 E. 42nd St., New York 17, N. Y.

Scientifically engineered
for **MAXIMUM SAFETY!**



insuline

**TELEVISION
LIGHTNING ARRESTERS**

Fastest selling lightning arresters in the country. Precision made to assure maximum protection. Supplied with sure-grip binding washers to eliminate necessity of stripping insulation.

Model 6113—Attach to any convenient base. Can be used indoors, too. **List \$1.25**

Model 6114—Includes metal strap for securing to metal pipes of 1/2" to 2 1/2" diameter. **List \$1.50**



Write Dept. RR-1
for Latest Catalog.

insuline

CORPORATION OF AMERICA
INSULINE BUILDING • 36-02 35th AVENUE
LONG ISLAND CITY, N. Y.
West Coast Branch and Warehouse:
1335 South Flower Street, Los Angeles, Calif
Exclusive Canadian Sales Agents:
CANADIAN MARCONI COMPANY, Toronto

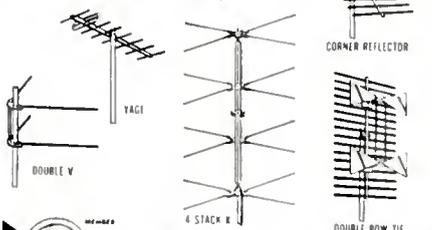
Ask the Man
who Knows

JOHN MILLER



Here is the Miller UHF Antenna Kit enabling you to make your own UHF tests, 6 complete UHF antennas with the six basic designs known today. Available immediately. Priced reasonably. Manufactured by the West's pioneer producer of television antennas.

Write for the Miller R-1 UHF Antenna Kit today.



Miller
TELEVISION CO.

2840 NAOMI • BURBANK, CALIF.

New Plant for IRC

The purchase of 66.4 acres of the J. A. Baldwin property in Asheville, North Carolina by the International Resistance Company of Philadelphia was recently announced by Ernest Searing, IRC president. A \$200,000 plant, which will be a brick-faced steel and concrete structure with 35,000 square feet of work space, is currently under construction for the purpose of expanding manufacturing facilities. H. J. McCaully, formerly assistant to the executive vice-president, has been appointed to manage the Asheville plant.

Hertzberg Leaves Gross

Robert Hertzberg has resigned as vice-president of Adolph L. Gross Associates, Inc. manufacturers representatives, 45 West 45 Street, New York. He will resume his former activities as a publications and public-relations consultant, with offices at 2512-84th Street, Jackson Heights 70, N. Y.

Three New Reps for Reeves

The Reeves Soundcraft Corporation, manufacturers of recording discs and magnetic recording tape, has appointed three new representatives, according to Frank B. Rogers, Jr., vice-president. Reeves will be represented by the Michael Scott Sales Company in New England and by the Jack F. McKinney Sales Company in Texas, Oklahoma, Arkansas and Louisiana. Wyoming, Utah, Colorado and the western half of Nebraska will be handled by W. Cliff McLoud & Company.

Ten New Reps For NEPCO

Ten more manufacturers' representatives to handle National Electric Products Corporation's line of TV antennas, TV masts, mounting accessories and special wires, are: Henry J. Geist & Associates, Inc., New York, N. Y.; all of New York State except Metropolitan New York City; W. B. Pray Sales, Wellesley Hills, Mass., in Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine; Wilmer S. Trinkle, Glenside, Pa., in Virginia, District of Columbia, Maryland, Delaware, southern New Jersey as far as Trenton, and eastern Pennsylvania, as far west as Lewisburg. Also: Fred H. Height Co., Seattle, Wash., in Washington, Oregon, Montana, Idaho and British Columbia; Max Heindenreich, Dallas, Tex., in Oklahoma, Arkansas, Texas and Louisiana; Nick J. Laub, Minneapolis, Minn., in Minnesota, North and South Dakota and the western part of Wisconsin; C. R. Lynch & Son, Los Angeles, in southern California and Arizona; Felix Simon, Denver, Colo., in Colorado, Utah, Wyoming and New Mexico; Orville H. Smith, Battle Creek, Mich., in the state of Michigan, and Harry Halinton, Chicago, in northern Illinois, north of Vermillion County and in Wisconsin except for Eau Clair, and the territory west of there.

South River
★★ NEWS ★★

EAVE MOUNT Model EM-1



Heavy gauge steel, embossed for extra strength, rust-proof, hot-dip galvanized finish. Upper bracket provides 4" clearance from eave; lower bracket, generous 48" spread. Complete with hardware.

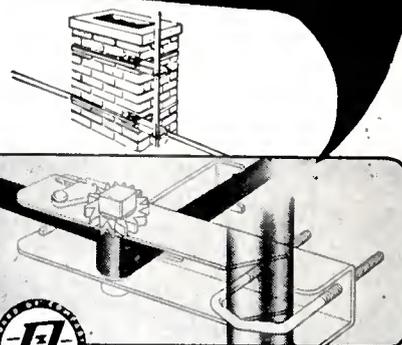
South River Antenna Mounting Accessories are carried by every leading TV Parts Jobber from coast to coast.

Write for your copy of our new 1953 catalog.

SOUTH RIVER METAL PRODUCTS CO., INC.
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER OF FINEST LINE OF ANTENNA MOUNTS

**FASTER
STURDIER**
Lower Installed Cost



**SPEE-DEE
CHIMNEY MOUNT**

Model AK 85 The fastest-installed chimney mount ever devised for TV antennas! Rugged in design—simple to install. Simply thread strapping through ratchet, around chimney and back through ratchet—wind up ratchet tight—and the job's done! Heavy gauge, zinc-plated steel with large "U" bolt for up to 1 3/4" O.D. mast and full length galvanized steel strapping.

THE RADIART CORPORATION
CLEVELAND 13, OHIO

Imperial

HIGH GAIN — LOW LOSS TRANSMISSION LINES

- 450 Ohm Open Lead Wires
- Window Feed Throughs
- Rotator Matching Stubs

A "must" for UHF and fringe installations—also for areas of high noise and low signal strength



450 OHM OPEN WIRE Pure copper with FORMVAR COATING

This wire is especially designed for areas with heavy salt air dissipation. Formvar prevents rusting or shorting of signal.

Has proper impedance to avoid the higher attenuation of 300 ohm twin leads and coaxial cable. Antenna gain not nullified by transmission losses. Can be perfectly matched to 300 ohm inputs by using a short section of our 1/4 wave 450 ohm line or by our tapered matching stub.

450 Ohm Open Lead Wire also available in Deluxe Size with 6" spacing.

ROTATOR LEAD WIRE

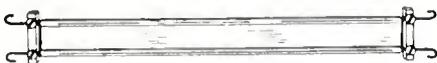


A 6-ft. length of 450 ohm insulated matched strips specifically designed for the use of rotators. Made of Poly-vinyl Chloride. Easy to install at low cost. Eliminates all possibility of shorting out signal. Now, for the first time, your customers can now use rotators for 450 Ohm Open Wire, with all of its inherent advantages.



INTRODUCING A WINDOW FEED THROUGH Another Imperial "First"

15-inch 450 Ohm matched strip to feed through window. Simple; easy; no drilling or defacement of window sill; a "must" for UHF.



See your representative in your area for additional types of Open Lead Wire—Also antenna accessories and mast fittings.



TELEVISION RETAILING • January, 1953

Reeves Appoints Two

Thomas J. Dempsey and William A. Morrison recently joined the Reeves Soundcraft Corporation. Dempsey, previously with the Colgate-Palmolive-Peet Company and the Duane Jones Agency, has assumed the post of advertising and promotion manager. Morrison, formerly with the J. C. Penney Corp., has been added to the Soundcraft sales department.

Benjamin Resigns Jewel Post

Milton R. Benjamin recently announced his resignation as general sales manager of Jewel Radio Corporation, Newark, N. J., where he has served for the past year as chief sales executive for the firm's line of radio and television receivers. Prior to his association with Jewel, Benjamin was general sales manager for Majestic Radio & Television Corp. He was also a vice-president of the Wilcox-Gay Corp., where he directed sales of the company's line of tape and disc recorders.

Masco Plans Dealer Aid

Mark Simpson Mfg. Co., Inc., has established a new Customer Service Department, under the direction of Henry Berlin, to render special assistance to dealers on layouts for public address and paging systems, high-fidelity and intercommunications systems that call for exceptional planning skill. Most of the sound equipment sold by Masco is of the "packaged type," which is easy to install. However, the considerably expanded market for specialized sound equipment has drawn into the installation end many people who require technical assistance. A high degree of personal service and prompt attention to inquiries is pledged by Masco.

Du Mont Appoints Feir

Sol D. Feir has been named district sales manager for Manhattan by the New York Factory Distributor, Allen B. Du Mont Laboratories, Inc., it was recently announced by John Hunt, manager. Feir brings to his Du Mont post more than 18 years' experience in radio, television and appliance field, at manufacturer, distributor and dealer levels.

Callicott in Hoffman Post

H. L. Hoffman, president of Hoffman Radio Corp., recently announced that Norfleet Callicott, former manager of the Hoffman sales distribution branch in Long Beach, has been named general manager of the Oregon Television Distributors, Hoffman Sales' outlet in Portland, Oregon. The new organization will be located at 321 N.E. 20th St., Portland.

Davies Joins Admiral

Claude E. Davies, formerly with Golden State Appliance Distributing Co. in San Francisco, has been appointed regional manager for Admiral Corporation in the Seattle area which includes Portland, Ore., Spokane and Seattle, Wash., and Salt Lake City, Utah.

Trav-Electric

\$15⁹⁵ LIST
Model 6-1160

MIGHTY MIDGET CONVERTER

*Just plug into
Cigar Lighter on Dash*

**Converts 6 volts D.C. to 110
volts A.C. 60 cycles 40 watts.**

PORTABLE PHONOGRAPH

Ideal for phonographs and turntables at beach, or picnic.

IN THE CAR — IN THE TRUCK

Radios, short wave or broadcast bands in car, truck and cabin, etc.

DICTATING MACHINE

Small dictating machines . . . ideal for salesmen, business or professional men.

ELECTRIC SHAVER

Electric shaver works beautifully when it is plugged into Trav-Electric. A great time saver.

IN BOATS

Boats—the 110 volts A.C. operates radios, lights, etc.

AT PICNICS — OUTINGS

Ideal for outdoor musical entertainment from table radio to phonographs, including most wire and disc recorders.

Fully Guaranteed THOUSANDS IN USE

See your Electronic Dealer or Jobber, or write direct

Model 6-1160

Size
2 1/2" x 2 1/2" x 3 1/2"

TERADO Company

Manufacturers of Precision Equipment
1068 Raymond Ave., St. Paul 14, Minn.
In Canada write: Atlas Radio Corp. Ltd.,
560 King Street West, Toronto 28, Ontario
EXPORT SALES DIVISION, Scheel International, Inc.,
4237 N. Lincoln Avenue, Chicago 18, Illinois,
U. S. A., Cable Address — Harscheel



GUTHMAN
CO. INC.
CHICAGO

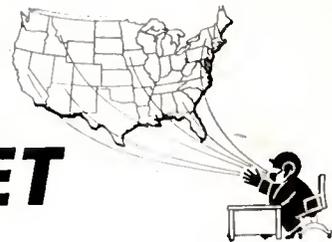


"In Arizona, my ranch is well beyond the fringe area—TV reception seemed out of reach, but I found that
with a *Regency* Booster I got an excellent picture."

Edwin I. Guthman
President
Edwin I. Guthman & Co., Inc.
Chicago, Illinois and Attica, Indiana

Telephoned Reports from All Sections Reveal

STATE of the MARKET



NEW YORK

BIZ HERE SWEET AND SOUR. Terrific activity in electric housewares, particularly in discount houses, where pre-Xmas sales were fast & heavy, where merchandise shipments blocked sidewalks and where folk bought quickly or else lost salesperson's interest. . . . TV sets sold, but slowly. Following comment by dealers: "Not as good as Oct. and Nov." — "Stinks" — "Steady, but no Xmas rush" — "November was behind 1951" — "December a little better than Nov." — "So-so, but not up to '51" — "Very good." N.Y. is selling lots of sets, of course, but the biz is cut up among a great many stores.

MORE NEW YORK

WHITE GOODS "FAIR AND STEADY," according to dealers. Phono records moving well in stores at prices running the gamut from list to 30 off. . . . So far as the TV-appliance market is concerned, N.Y. retailers can't figure it out, with most agreeing that price is no deterrent in view of fact that higher-priced models and quality lines are in demand.

CHICAGO

XMAS SALES IN WINDY CITY GOOD in TV sets, with two large wholesalers reporting holiday biz ahead of last year. . . . TV sets still being price-cut. . . . A couple of other big distributors say they've had "the best Fall in years." . . . Large retailer finds sales running ahead of last year, and credits heavy radio spot commercials for increase.

MINNEAPOLIS-ST. PAUL

HOLIDAY SALES PICKUP got off to early start and continued at satisfactory level. . . . Still some shortages of 17-inchers, although 21-inch sets still in heaviest demand. . . . Blond cabinets hard to get. . . . The recent famine in freezers has eased up, and deliveries are back to normal. . . . Not much price-cutting here. . . . Phono records enjoyed a Xmas boom, and are still selling at a lively rate.

PORTLAND

TV SALES STILL DOMINATING MARKET, although some retailers report high-priced sets are a bit difficult to sell. . . . Surprising number of cash sales, even in costly models, with some retailers exceeding 25% in money-on-the-line transactions. . . . White goods picking up slightly, with ranges and automatic washers leading. . . . Plenty of UHF tuning equipment on hand now, but there are unfilled back-orders on combos sold at about \$550, and \$400 consoles. . . . Small radios moving fairly well, but not rushing. . . . Some reception trouble with fluttering automatic circuits.

SAN FRANCISCO

TV ACTIVITY FAIR BUT NOT SHARP. Some shortages in certain models. . . . White goods fairly slow, but there's good activity in dishwashers and freezers. . . . Electric housewares moving better because price-cutting is tapering off. . . . Wholesalers say they were disappointed in November business.

ATLANTA

TV & APPLIANCES ACTIVE THROUGHOUT AREA, with out-of-city districts particularly good. . . . Washers moving well. . . . White goods supply satisfactory, and prices are holding firm. . . . Shortages on some TV sets, notably consoles, in pre-Xmas market. . . . A minor slump which took place in late November lasted but a short time.

DALLAS

HISTORY-MAKING AND RECORD-BREAKING retail sales of TV in the Dallas area during month strangely enough are disappointing to dealers. . . . Probably because they are not history-making and record-breaking enough to satisfy earlier forecasts based on fact this is first Dallas Christmas with live TV. . . . Disc sales still off but heavy and increasing. . . . Bright spots in appliance field still are laundry equipment and ranges with sales in both far above that expected. Leading distributor says he's not too hopeful as to first quarter of 1953.

SUMMING UP: FIRM BUSINESS AT A NORMAL RATE

The Xmas season was very good, doubtless considerably ahead of last year, and the sales pace from here on is likely to follow a stable pattern calling for good salesmanship, improved merchandising methods on the part of the dealer who wants to get his fair share. For some dyed-in-the-wool "crystal-balling" on what's ahead for '53, see "Four-Field Forecasts" elsewhere in this issue.



to add increased
brilliance to any
TV PICTURE TUBE

manufactured by

Perma-Power COMPANY

Chicago 25, Illinois

Manufacturers of Electronic Equipment Since 1928

Sylvania Offers HaloLight Remote Control to Dealers

Dealers demonstrating Sylvania television with HaloLight now have a device which allows them to show the "Frame of Light" feature while standing as far as six feet from the television set. A specially-designed remote control cord attaches to the set and lets a dealer-salesman vary the intensity of HaloLight without having to divert his eyes from the prospect as he adjusts the control on the front of the Sylvania TV receiver. Sylvania dealers may obtain the new remote-control HaloLight demonstrator cord from their distributors for a nominal cost.

Symphonic Player Sales Up

David H. Fisher, sales manager of Symphonic Radio and Electronic Corporation, recently announced that the company's sales volume on the Symphonic line of portable phonographs and radio-phono combinations during the month of November, 1952, established a new sales record for the company despite the serious shortage of certain component parts. Symphonic's back-order position was held within bounds so that the company could meet all distributor obligations. No orders were accepted from new accounts until all of their present distributors could be assured of delivery. Fisher attributes the high national demand for their line of players to the features and innovations that were built into the 1953 line. Each model in the line offers a choice of color combinations.

Transistor Successful in VHF Radio Experiment

What is believed to be the first use of a transistor in VHF radio transmission was recently reported by the Tube Department of the RCA Victor Division, Radio Corp. of America. Although the communication was conducted on an experimental basis with home-made equipment, it was performed as a regular amateur transmission and enabled the transistor station to contact three licensed "ham" radio operators in the New Jersey area, it was reported. It is estimated that it would be possible to assemble all the components involved in the tiny transmitter in a case no larger than a cigarette pack. The equipment, which utilizes a transistor as a VHF oscillator, was used as a transmitter operating on a frequency of 146 MC. The transmitter was powered by a tiny 22½ V. hearing-aid battery and a quartz crystal was used to control the frequency.

Wike in Utah Sales Post

The appointment of Gaius Wike as general sales manager of Utah Radio Products Co., Inc., Huntington, Indiana, was recently announced by Frank L. Pyle, division manager and vice-president of the firm. Wike has been affiliated with the Caswell-Runyan Division of Utah since 1946 and has served as assistant sales manager of Utah since 1951.

See our 1953 Line at the Conrad Hilton Hotel during the Chicago Furniture Show

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THE QUALITY NAME
IN TELEVISION
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Direct Factory Relationship—
Highest Discounts in the Industry



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proved SUPERIOR!

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TV TOWER

Better reception—with Rohn, you have proper antenna height. Especially for UHF reception, it is necessary to have antenna elevation to get away from signal interferences. Rohn Towers can give this height best—and most economically.

Long-Life—Sturdy, durable—Made of tubular steel, electric welded—in 10 ft. sections. Permanent, rust-resistant finish. Can be climbed for service work.

Beauty—Neat and trim—no guy wires needed up to 50 ft. Easily and quickly installed in small concrete base.—Takes less than 2 hours to erect.

Get full details on Rohn Towers—that have every feature proved to be of value! Sell with confidence—sell Rohn!

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★ ★ NEWS ★ ★



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ANTENNA
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DM-36**

(U.S. Patent
2482575)

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SPRAGUE

TV REPLACEMENT CAPACITOR GUIDE

SETS of the MONTH

CROSLY CHASSIS 388

Symbol No.	Rating MF@ Volts	Crosley Part No.	Sprague Replacement
C115	40+40@475	146633	TVL-2830
C120	10@475/4@350/40@250	153532	TVL-3807
C126	40@475/40@250/100@50	148429	TVL-3802
C132	10@25	149211	TVA-1204
C139	40@300	153470	TVA-1611
C141	40+40@475	153468	TVL-2830
C148	40@300	146725	TVA-1611
C175	500@10	153469	TVA-1132
C149	Vertical Integrator Network	149878	101C1

CROSLY CHASSIS 397

Symbol No.	Rating MF@ Volts	Crosley Part No.	Sprague Replacement
C302	500@50	154940	TVL-1330
C305	40@450	154942	TVL-1725
C317	5@450	154945	TVA-1702
C321	80@450	154946	TVL-1735
C326	40+40+10@450	154941	TVL-3785

EMERSON CHASSIS 120168-D, 120169-B

Symbol No.	Rating MF@ Volts	Emerson Part No.	Sprague Replacement
C38			
C56	10@450/80@300/ 40@250/100@50	925221	TVL-4711
C65			
C72			
C63			
C64	5@450/80+40@300	925232	TVL-3792
C67			
C73			

HOFFMAN CHASSIS 213

Symbol No.	Rating MF@ Volts	Hoffman Part No.	Sprague Replacement
C107	5@50	4209	TVA-1303
C111	10@50	4244	TVA-1304
C303	100+10@300/200+30@150	4246	TVL-4561
C609			
C803			
C805			
C608	20@450	4233	TVA-1709
C710	200+5@150	4243	TVL-2444
C804			
C802	140@150	4245	TVL-1428

MONTGOMERY WARD MODEL 25WG-3065A

Symbol No.	Rating MF@ Volts	Ward Part No.	Sprague Replacement
C10	100@25	45X401	TVA-1207
C30	20+10@300/40@50	45X399	TVL-3682
C35	80@300/100@50	45X395	TVL-3704*
C51	5@25	45X378	TVA-1203
C70	30@400	45X393	TVA-1711
C71	5@25	45X378	TVA-1203
C79	80+60@300	45X397	TVL-2584
C31	Integrator Plate	76X7	101C1
R46			
C57			
R75	Audio Coupling Plate	76X5	102C1

INSTALLATION NOTE
*Omit 20 mf. Section.

STEWART WARNER MODELS 9210-C, 21T-9210A, 21C-9210 C

Symbol No.	Rating MF@ Volts	S-W Part No.	Sprague Replacement
35	10@150	505174	TVA-1406
197	20+10@450	520641	TVA-2730
208	40+40@450/40@250	520434	TVL-3787
211	40@300	160095	TVA-1611
212	80@250/100@50	509002	TVL-3722*

220	Integrator Plate	508062	{ 101C1 5HK-S1 }
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INSTALLATION NOTES
*Omit 20 Mfd. Section.
|Connect 5HK-S1 In Series With Input Lead.

SYLVANIA CHASSIS 1-504-1, 1-504-2

Symbol No.	Rating MF@ Volts	Sylvania Part No.	Sprague Replacement
C106	2@50	161-1001	TVA-1301
C110	2@50	161-1001	TVA-1301
C111	200+20@300/10@100	161-3014	TVL-3575
C112			
C260			
C114			
C211	40@400/100@50	161-2005	TVL-2653
C175			
C176			
C204	80+40@400	161-2004	TVL-2675
C205			
C206			
C206			
	Integrator Plate	190-0007	101C1
R208			
R210			
R211			

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HARRISON, N. J.

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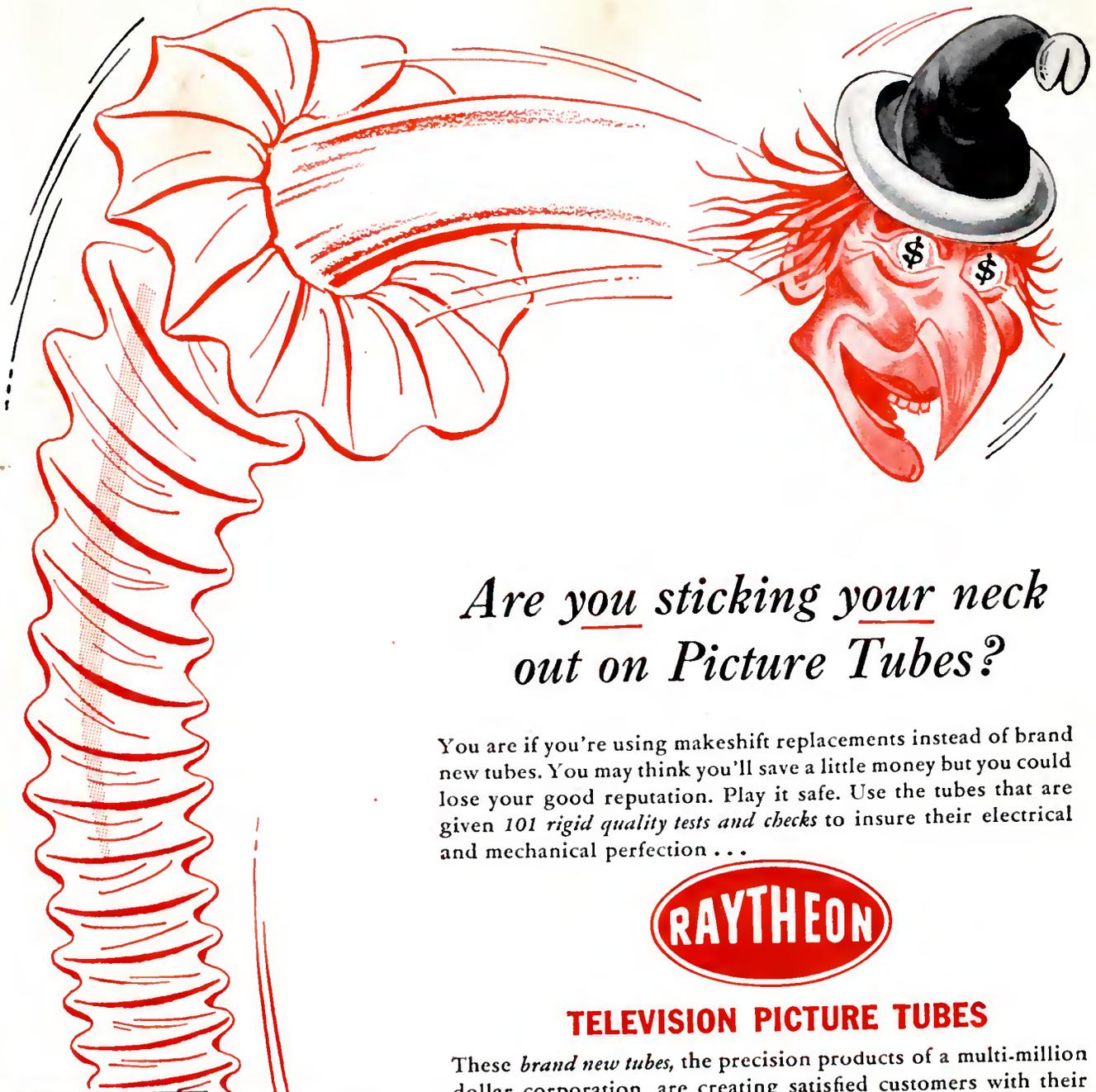
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