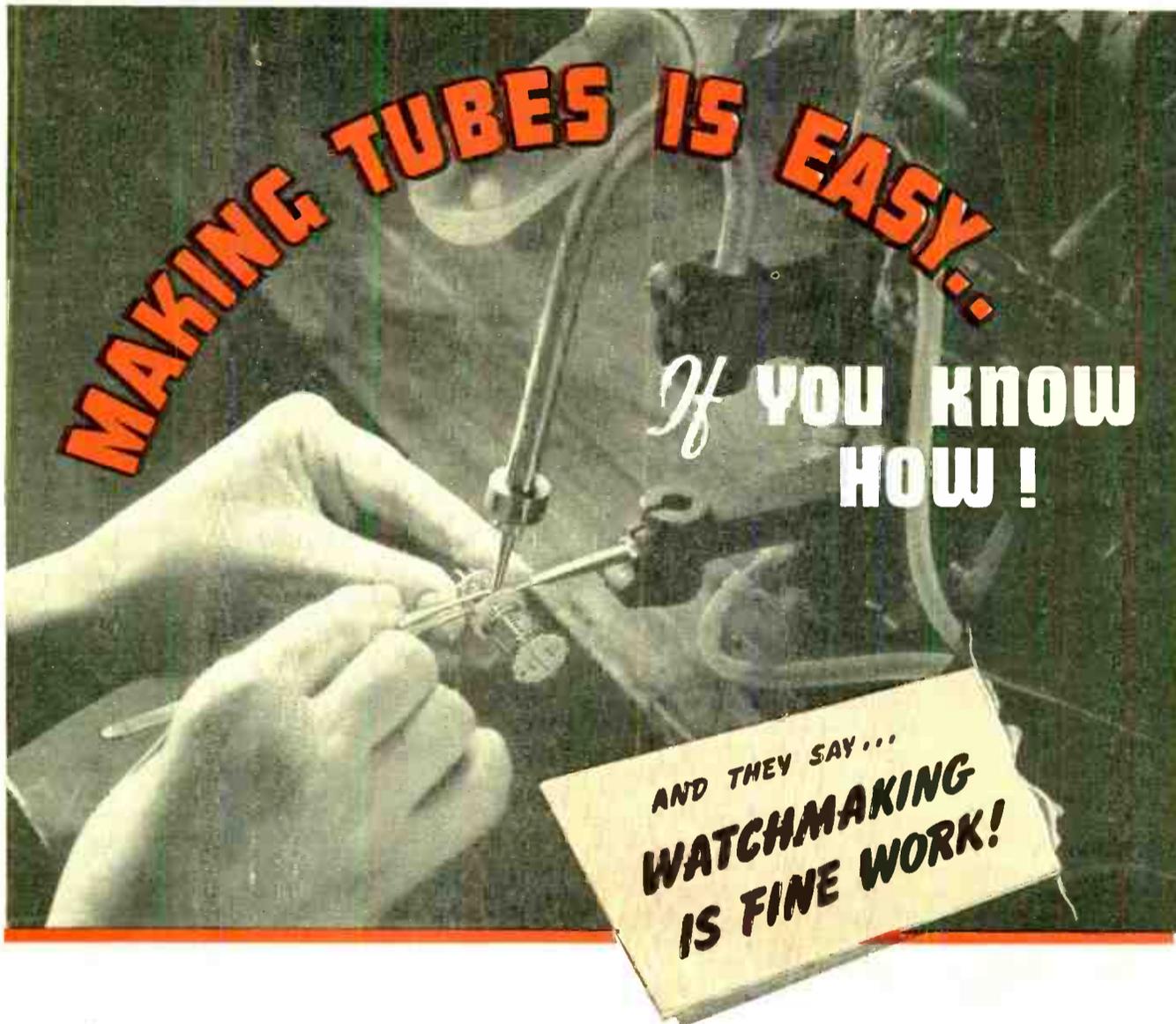


RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, JANUARY 15, 1947



A fine watch—delicate Italian lace—these are synonymous with superb craftsmanship. But imagine such hand-to-eye co-ordination at mass production speeds. The mount operator who assembles with a small spot welder the tiny internal parts of your Hytron tubes displays just such craftsmanship. Despite painstaking engineering and intricate machinery, it is finally her accuracy, speed, perseverance, and appreciation of fine tolerances which build Hytron quality. Assembly mistakes once sealed within a tube cannot be corrected.

That is why Hytron is so fussy about selecting and training its mount operators. Each applicant must pass exacting tests for eyesight and for finger and tweezer dexterity. Then begins a long training cycle: two months to master a single constructional step; up to two years to

develop the versatility of the expert mouter.

Every possible aid is given to the Hytron mount operator. Work simplification helps her co-ordinate smoothly and efficiently motions of eyes, hands, and feet. Parts design is simplified; supporting micas serve as templates. Welding is automatically timed. Tight spacing tolerances (.003") and frequent engineering changes prohibit widespread use of jigs and fixtures. Magnification is impracticable, because of width and depth of field. Major effort must always be to train the mouter's keen eyes and nimble fingers to assemble delicate parts to fine tolerances, despite varying materials and machine set-ups.

Yet the Hytron mouter works so effortlessly that it all looks easy. It is easy only because she has the know-how. Next time you pick up a Hytron tube, examine her handiwork.



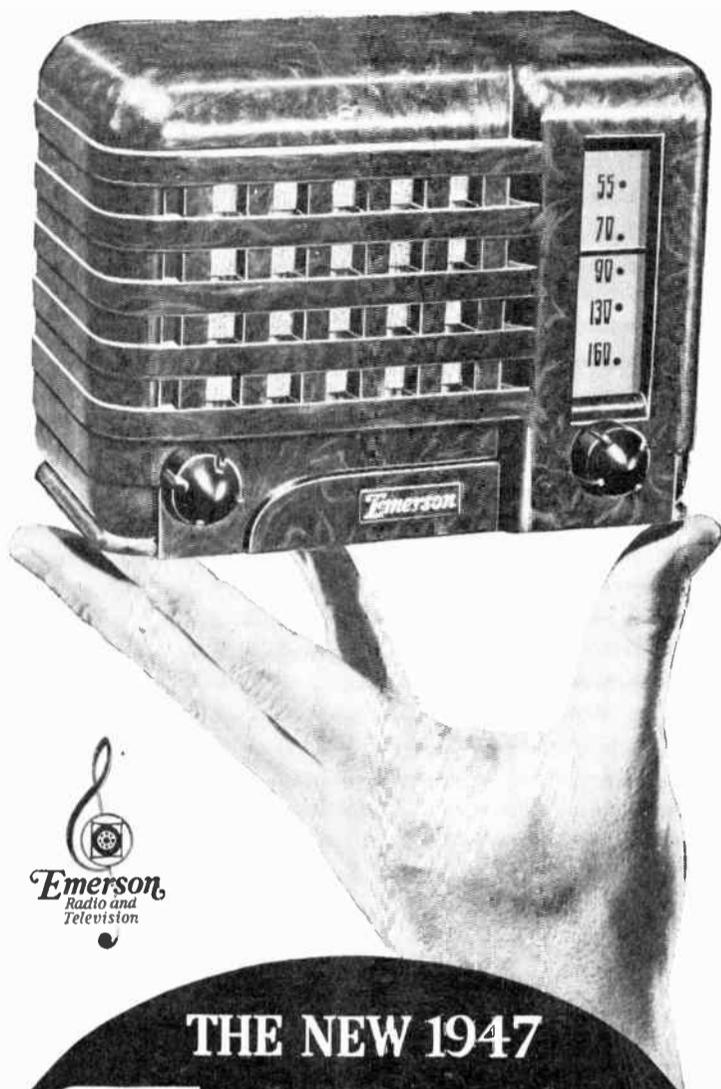
SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS





*"Miniature
Miracle"*



THE NEW 1947
**Emerson
Radio**

BACKED BY A NATIONWIDE
PROMOTION CAMPAIGN

Nationally — locally — and at point-of-sale — the advertising and sales promotion of the "Miniature Miracle" is as outstanding as the set itself. Tie in with this business-building drive. Make it your PROMOTION LEADER for 1947.

WORLD'S SMALLEST,
"POWER-PACKED" AC-DC
SUPERHETERODYNE

Emerson Radio has done it again! FIRST-and-smallest — with modern engineering to utilize war-born developments of miniature tubes! FIRST to compose the latest and most efficient electronic developments in light "palm-of-your-hand" AC-DC Superheterodyne radio with super power.

Consider the tube complement alone! 1 type 12BE6, 1 type 12BA6, 1 type 12AT6, 1 type 50B5, 1 rectifier 35W4. Wide range of colors available.

Here is merchandising NEWS—here is a compact, beautiful, lightweight little set that EVERYONE will want, regardless of how many other sets they may have—for any room in the house, for traveling, for a gift—and ONLY

Model 540
WALNUT
PLASTIC **\$ 19⁹⁵**

Ask Your Emerson Radio Distributor

Demand for Emerson Radio Model 540 is skyrocketing. Telephone or wire your Emerson distributor now.

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

World's Largest Maker of Small Radio

A Quarter-Century of Proven Quality



DeWald A-502 "Jewel"



DeWald A-501 "Lyre"

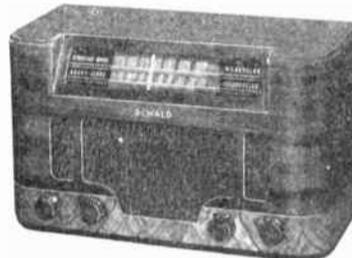


DeWald A-503 "Streamliner"



DeWald A-605 "Connoisseur"

STARS
of the
DEWALD
"Hit Parade"



DeWald A-504 "Excel"



DeWald A-500 "Leader"

Crowning the achievements of more than a quarter century DeWald presents this new line—a "Hit Parade" of Star Values.

Here are cabinets of distinction—engineering that is a triumph of electronic progress—values that are outstanding.

Here is a line that carries on the high standards that so many thousands have come to expect from DeWald.

For complete information write to:

DeWald Radio Mfg. Co.
440 Lafayette Street, New York 3, N. Y.

Chicago Office: **Bernat Sales Co.**
624 So. Michigan Avenue, Chicago, Ill.



DEWALD A FAMOUS NAME IN **RADIO**
SINCE 1921

Arrange Program For Meetings on Color Television

START JAN. 27 IN NEW YORK

Princeton, N. J., and Washington Sessions Scheduled by FCC on CBS Request for Standards for Commercial Color Television.

WASHINGTON, D. C., Saturday—The schedule of meetings and demonstrations to be conducted by the Federal Communications Commission in conjunction with the application by the Columbia Broadcasting System for commercial color television standards has just been announced by the FCC.

First of the new sessions will be held January 27 and 28 in Room 1703, United States Court House, Foley square, New York City, starting at 10 A. M. CBS will publicly demonstrate its color television system.

Second meeting will be held at Princeton, N. J. starting at 10:30 A.M. on January 29 where the Radio Corp. of America color television system will be demonstrated.

The full membership of the FCC is expected at both meetings and technical experts will be permitted to direct cross examination.

The hearing will be resumed in Washington on February 10 and will continue in session until concluded. This meeting will permit the cross-examination of those witnesses whose cross-examination has been deferred.

Television Group Re-Elects Poppele

Jack R. Poppele, vice president and chief engineer of the Bamberger Broadcasting Service, New York, was re-elected president of the Television Broadcasters Association, Inc. at the annual meeting held last week at the Waldorf-Astoria Hotel, New York.

Other officers named were G. Emerson Markham, of General Electric, vice president; Will Baltin, secretary-treasurer; Paul Raibourn, assistant secretary-treasurer. Directors elected were John F. Royal, of National Broadcasting Co.; Frank P. Schreiber and Mr. Raibourn.

Int'l Detrola Billings Show Large Increase

DETROIT, MICH., Monday—Consolidated sales of International Detrola Corp., of this city totaled \$11,112,728.10 for the two months of November and December, President C. Russell Feldmann announced today.

These figures for the first months of the current fiscal year compared with sales of \$4,199,067.10 in November and December, 1945.

FM RADIO BOOM FORECAST; PLAN INDUSTRY PROMOTION

Urge Congressional Groups Abolish Radio Excise Tax

RETARDS PRODUCTION BY CUTTING SALES OF RECEIVERS

Radio Manufacturers Association Spokesmen Present Memorandum on Tax Situation to Chairmen of House and Senate Committees — Hampers Infant FM and Television Industry.

WASHINGTON, D. C., Friday—Congressional committees were urged today to remove the 10 per cent manufacturers' excise tax on radios and phonographs.

Joseph Gerl, chairman of the excise tax committee of Radio Manufacturers Association and president of Sonora Radio & Television Corp., cited the fact that the tax had the practical effect of increasing prices on radios, FM and television sets, thereby directly decreasing sales, production and employment in radio factories and holding back the growth of FM and television broadcasting. An extensive memorandum accompanied the letter to Representative Harold Knutson, chairman of the House Ways and Means Committee, and Senator Eugene D. Millikin, chairman of the Senate Finance Committee.

According to the data gathered by the excise tax committee of the RMA, the excise tax not only holds back production by cutting sales of radio sets, but in the case of FM, actually cripples an infant industry by deterring the public from buying FM sets. In the case of television, which is said not to fall directly under the excise tax, the memorandum points out that "television sets do have sound equipment conjoined with the television equipment, and this sound equipment is taxed."

Also cited are all the reductions in a wide variety of taxes which came about as a result of President Truman's proclamation of the official cessation of hostilities. Many of these industries, it is said, "are in no wise as important to

(Continued on Page 26)

No Legal Recourse on Customer's Deposits . . .

SACRAMENTO, CALIF., Thursday—The California State Justice Department has ruled that customers who place deposit orders for the same appliance at regular stores have no legal recourse to reclaim such deposits after one merchant delivers the appliance.

The ruling is necessary to keep buyers from upsetting an industry by giving erroneous impressions of the amount of goods a dealer will be in a position to sell, the department has ruled.

ADMIRAL FORMS UNIT IN CANADA

CHICAGO, ILL., Thursday—Admiral Corp., this city, manufacturer of radios, electric refrigerators and ranges, has announced the formation of the Canadian Admiral Corp., Ltd. with general offices in Toronto, Ont.

Ross D. Siragusa, Admiral president, said the Canadian corporation will serve primarily as a distributing branch for the present, but stated that Admiral is seeking a suitable factory in or near Toronto capable of turning out the electric ranges, refrigerators, radios, phonographs, record changers and players, and radio-phonograph combinations.

Admiral Corp., Mr. Siragusa said, will own 132,000 shares of the total stock issue of 265,007 shares. Of this holding 100,000 shares were held in exchange for all Canadian patent rights and trade names plus a nominal cash consideration. The remaining 32,000 shares were bought at the public offering price of \$3 a share to provide working and expansion capital.

Present stockholders of Admiral will be given the privilege of subscribing to at least 50,000 of the 133,000 shares which will be offered publicly through United States underwriters.

W. P. RIES APPOINTED LASALLE RADIO BUYER

TOLEDO, O., Monday—Wesley P. Ries, major appliance buyer for the LaSalle & Koch Co. department store here, has also been named to direct the radio buying activities for the establishment, it was announced by Frank Debrock, home furnishings divisional merchandise manager.

As radio buyer, Mr. Ries succeeds Robert A. Cox, who has served as radio, record and toy buyer, and who has just been named to become buyer of housewares, kitchen furniture and sporting goods for the store. Kenneth Culpert, assistant buyer of radio, records and toys, has been advanced to the position of record and toy buyer for the local store.

Anticipate 700 Stations by '48

BIG MARKET IN OFFING

R. H. Manson Predicts Huge FM Output This Year—All Stromberg Models Over \$60 To Have FM, He Reveals.

WASHINGTON, D. C., Saturday—More than 700 FM stations will be on the air by the end of this year, compared with 136 today, Charles R. Denny, chairman of the Federal Communications Commission, declared yesterday in an address delivered at Hotel Statler, here, before the newly-organized Frequency Modulation Association.

"If this goal is achieved, the American people will respond by purchasing FM receivers as fast as they come off the production lines," Mr. Denny said. Other members of the FCC attended the organization meeting at which a number of manufacturers exhibited their newest model receivers.

Officers elected by the association are: Roy Hofheinz, of Station KOPY, president; Everett L. Dillard, Commercial Radio Equipment Co., vice president; Frank Gunther, Radio Engineering Laboratory, secretary; Arthur Freed, Freed Radio Corp., treasurer; Leonard Marks, of Cohn & Marks, general counsel.

Dr. R. H. Manson, president of the Stromberg - Carlson Co., Rochester, N. Y., declared that FM prospects for this year are excellent. He revealed that of all receivers produced during 1946, about 874,000, or 7.3 per cent, were floor model instruments, including

(Continued on Page 30)

Schneider Named Stern Radio Buyer

PHILADELPHIA, PA., Friday — Stanley Schneider, who has served as major appliance buyer for Stern's department store in this city, has been appointed radio buyer for the store, it was announced this week. He succeeds Morton S. Fierman, who has been named buyer of case goods for Stern's.

John Miles, radio and appliance merchandise manager for the store, will be in charge of major appliance buying until a successor to Mr. Schneider in this post is appointed.

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Gripes

Gripes are still common on all fronts. Dealers continue to complain about the policies employed by distributors and manufacturers; wholesalers are still annoyed about the way manufacturers operate their businesses, and at the same time the manufacturer continues to gripe about his competitors' activities, about inefficiency on the part of factory workers, about continued shortages of essential parts and about distributor co-operation.

In general, griping is traditional with each factor, and will continue forever. However, it was interesting to notice at a recent meeting of a retail radio trade association that, although the dealers complained of being abused by certain policies adopted by some distributors, nevertheless, the retailers conceded that the wholesale merchants were justified in adopting such measures since their costs have been increased all along the line and that perhaps the jobber also has his troubles and makes an honest attempt to allocate his merchandise equitably. Furthermore, the radio and appliance dealers in attendance were virtually unanimous in admitting that 1946 was the most profitable year they had ever enjoyed.

As things turned out—and these dealers were merely an average lot of merchants—the retailers were of the opinion that the distributors aren't a bad lot after all, and that that just about went for the manufacturers as well.

As for shorter discounts which the dealers are now receiving, the retailers admitted that these were ample at the present time because all merchandise can be sold at list prices and minus the trade-in nuisance. Also, the turnover of dealer stocks is much great-

er today than ever before in the history of the industry, with the result that retail merchants are able to take advantage of the cash discount allowed by many wholesalers.

As for the argument that many distributors are charging exorbitant fees for deliveries of radios and appliances, the fact remains—and the dealers conceded this to be true—that shipping charges have soared recently and that these extra fees are merely being passed along by the jobbers.

Regarding the matter of responsibility for new merchandise which is found defective when received by the dealer, the merchants agreed that these defects can generally be repaired by the average dealer who maintains a service department. Furthermore, the dealers conceded that such a policy will make it difficult for jewelry stores, drug stores and other fringe merchants handling radios and appliances to compete with legitimate radio and appliance retailers since the jewelry, hardware and drug outlets are in no position to make such repairs. And, as one dealer who took a fling at merchandising furniture during the war pointed out, as for defects and damage to radio cabinets, furniture is generally received in a much worse condition and a capable polisher can readily repair any such damage satisfactorily.

The complaint about certain dealers receiving large allotments of scarce merchandise from distributors likewise didn't stand up when analyzed by the retailers. They admitted that perhaps it was good business on the part of jobbers to give certain large accounts some special consideration, and that all things considered, the distributors didn't do so bad by them anyhow.

Distributors have complained about insufficient shipments from the manufacturers, when in fact the manufacturers were obliged to break their necks in producing as much as they did and in allocating the merchandise to all wholesalers on a fair basis. Also, jobbers have complained about such matters as receiving sets without tubes or radios that just didn't stand up too well. The fact remains that manufacturers have been plagued plenty all along the line—inefficient work by factory employes, shortages of parts, and oftentimes defective parts.

Also, costs have risen gradually and the manufacturers have had no alternative but to pass these increases along to the distributors and dealers. It is a matter of record that few manufacturers are currently operating in the black. Before they can make a profit, the set makers will be obliged to substantially lift their production of larger sets—combinations and FM models, and increase the efficiency of their workers. Also, this industry—and other industries as well—must be freed from the fear of more strikes in basic industries such as coal and steel. Also, manufacturers must be freed from the fear of unreasonable portal claims which could wreck our present economy—and just when American industry is starting to make some real headway in the production of the goods

so badly needed by 140,000,000 Americans, and the world at large.

Careful analysis will reveal that most of the gripes of dealers and distributors are hardly justified, all things considered. Conditions will improve, barring a new wave of strikes or unreasonable demands from labor, and this nation can prosper for many years to come if all groups learn to co-operate a bit more closely than they have in the past.

Greater Production

In his first economic report to Congress last week, President Truman declared that if the country is to continue enjoying its record prosperity through 1947, the American people have to get more for their money. Lower consumer prices, the avoidance of general wage increases and tranquility in labor-management relations are essential, asserted the President.

Mr. Truman found that the objectives of the 1946 Employment Act would be fulfilled if the production and employment were maintained at last year's levels or slightly higher. This meant about 58,000,000 persons at work outside of the Army and Navy, and an annual production rate just above \$200,000,000,000. This could be done by elimination of labor-management disputes, removal of supply bottlenecks in some parts and materials, and overcoming certain shortages.

"The ensuing maximum production would represent an increase of 5 per cent over last year's output and would provide a greater proportionate increase in the production of consumer goods," the report stated. "Thus, the all-important question became the ability of consumers to buy the total supply of products offered to them, the total to exceed that of 1946 by 'several billions of dollars.'"

One after another the report disposed of the various alternatives to the reduction in consumer prices as a means of maintaining or increasing the purchasing power on which continued prosperity depended.

As to raising purchasing power by wage increases, the report said this would mean such large increases at certain points "as to threaten curtailments of production or wage-price spirals."

Of paramount interest to members of the radio industry is the President's assertion that the major need is for greater production and a greater proportionate increase in the manufacture of consumer goods. This can readily be interpreted as meaning radios, refrigerators and other appliance products. It is this type of merchandise that is still very much in demand in this country. Likewise, it is apparent that the radio-appliance industry can only prosper by producing greater quantities of goods in order to hold down the average cost per unit. Production is the big need of our country now, just as it was in the early days of the war. American industry came through with flying colors for our boys on the battlefronts. Industry will likewise succeed in the present economic crisis.

There Is No Such Thing As a One-Radio Family

By JOHN MECK

President, John Meck Industries, Inc., Plymouth, Ind.

The one-radio family is a thing of the past. Dealers who sell one unit to the head of the household and then cross the name from their list of prospects are overlooking one of the most lucrative sources of sales. It goes without saying that every home, large or small, needs a basic master-radio as an integral part of the living-room. The size and power of this set will vary with the amount of space available and the amount of money which the customer wishes to invest. But after you, as a radio salesman, have fulfilled this need, do not think that your selling job is over.

The average household can use, to its profit and pleasure, at least two additional sets. It is a well-known fact that the housewife is the most consistent of all radio-listeners. There is scarcely one who would not be delighted to have a small portable radio which she could move with ease from the kitchen to the laundry, or wherever she found it necessary to go to complete her tasks.

Such a radio, if operable on batteries as well as current, could also be used for the entire family on picnic jaunts or any sort of outing—even if it were nothing more than a back-yard steak-roast.

Every bedroom is a potential location for a radio. In acknowledgement of this vast market, many manufacturers are producing sets which blend well with bedroom decor. As an aid to complete relaxation, as amusement for those who are confined by illness, or as a companion for a child who dreads the loneliness of bed-time, the bed-side radio cannot be excelled.

Speaking of bedrooms, do not overlook the fact that a radio in the maid's room is virtually a necessity.

The new high-powered portables, some of them complete with shortwave and FM, are ideal for invalids who must obtain most of their amusement and mental stimulation from the air-waves. This particular type of set is particularly adapted to the needs of those who travel constantly, and who often find themselves living in large hotels or other places where radio reception is relatively difficult.

There are various types of radios, too, which have been constructed to meet special circumstances. Outstanding among these, of course, is the automobile radio. While it is true that many motorists buy cars already so equipped, the fact remains that there are thousands of other car-owners who need only a slight suggestion to convince them that the purchase of a car radio will add much to their driving pleasure.

Another large field for radio sales, which could easily turn into a highly lucrative business in itself, is the selling of planned radio installations as a built-in feature of new homes under construction. This would require the services of technically-trained experts, but with the present boom in home-building certain to continue for the

next few years, the progressive radio-dealer might find it profitable to add a department to handle this sort of assignment.

The basic ingredient of extra radio sales is a real personal interest in the needs of each individual customer. If you, as salesman, have that interest, and in addition a bit of ingenuity, you have the equipment to enable you to meet every challenge of this highly competitive market. A good way to begin is by remembering that the customer who buys one radio quite probably would be interested in another radio or two—if he is sold. That is your job.

U. S. TELEVISION HEAD PREDICTS 300,000 SET PRODUCTION IN 1947

Hamilton Hoge, president of the United States Television Manufacturing Corp., 3 West Sixty-first street, New York, predicts that television production this year will reach at least 300,000 receivers.

Broken down by quarters, Mr. Hoge, whose firm is in production on large-screen projection type sets, estimates that during the first three months of 1947 about 30,000 television receivers will be produced; between 60,000 and 80,000 in the second quarter; and between 200,000 and 250,000 sets during the last half of 1947.

Although UST is now producing only a limited number of high-priced receivers weekly, he expects this will be stepped up to 300 sets a month in February and 500 a month during March. Popular priced receivers are planned by the company when parts are more readily available. Total production by UST of television sets this year is 5,000 sets, according to present plans.

Mr. Hoge does not believe color television will be commercially practical for at least five years.

Engineers' Group Meets In Red Bank Next Week

RED BANK, N. J., Friday—The Monmouth County Sub-Section of the New York Section of the Institute of Radio Engineers will meet at the Mechanic Street School Auditorium on January 22. Dr. John E. Gorham, chief of the Thermionics Branch, Evans Signal Laboratory, will speak on "Electron Tubes in World War II."

SID PRESSLER NAMED RADIO PARTS MANAGER FOR BRUNO-NEW YORK

The appointment of Sid Pressler as manager of the radio parts department, has been announced by Gerald O. Kaye, general sales manager for Bruno-New York, Inc., metropolitan distributor.

Under the direction of Mr. Pressler, Bruno-New York's self-service radio parts department will handle RCA Victor tubes, parts, test and sound equipment, and the products of forty nationally-known manufacturers of radio parts.

Mr. Kaye also announced the appointments of Richard Harris as assistant to Phil Silverman, RCA Victor record department manager; and David Oreck as assistant to Dave Wagman, RCA Victor radio and television sales manager.

In 1947, Mr. Kaye predicted, Bruno-New York will have the biggest year in its history and is gradually completing its sales staff, headed by a group of experienced department managers as follows: David Wagman, radio and television sales; Phil Silverman, record department; Ira M. Schwartz, Bendix home appliance department; Jack Urove, sales manager Eureka products and traffic appliances.

Construction to Start On Television Station

A contract for construction of a foundation and tower base for WOR's television station in Washington, D. C., has been let to Davis, Wick and Rosen-garten it was announced last week by J. R. Poppele, vice president in charge of engineering of Bamberger Broadcasting Service, New York. Construction of the tower base will start shortly. Call letters of the video station will be WWBR.

The 300-foot-tall tower will be erected at Fortieth street and Brandywine streets. The site is the highest point in the District of Columbia area, 412 feet about sea level. The top of the television antenna will have an overall height of 700 feet above sea level.

George B. Norris Heads Pacific Northwest 'Reps'

SEATTLE, WASH., Thursday—At the annual meeting of the Pacific Northwest Chapter of The Representatives, George B. Norris was elected president. Others named were James J. Backer, vice president; Ralph James, secretary-treasurer, and Dale Weber and Lloyd Marsh, delegates to the national convention.

The Pacific Northwest Chapter covers the states of Washington, Oregon, Idaho, Montana, British Columbia and Alaska.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

NEW JERSEY DEALERS DISCUSS PROBLEMS AT MEETING IN NEWARK

WM. A. BOHR IS PRESIDENT

Consider Coming Competition of
Tire and Gas Station Chains —
To Confer With Distributors on
Delivery Charges.

NEWARK, N. J., Thursday—Members of the New Jersey Radio-Appliance Dealers Association convened at the Robert Treat Hotel, here, Tuesday night and discussed problems with which retailers are currently concerned. William A. Bohr, 1156 Springfield avenue, Irvington, president of RADA, served as chairman.

Among other things, the dealers discussed delivery charges being made by distributors on radios and appliances; who is responsible for new merchandise when it is found defective upon delivery to a dealer; the possibility of securing higher discounts on merchandise; the anticipated competition expected in the radio and appliance field from mail order houses, tire chains, gas station chains and others who expect to enter the business.

It was the general opinion of the members that a committee of dealers be appointed to confer with representatives of the distributors on the subject of delivery charges. However, it was conceded by the dealers that the unions have substantially increased their shipping charges to the wholesalers. The dealers likewise admitted that 1946 was the biggest year ever since they had been in business.

Other officers of the New Jersey group are L. P. Whitten, 964 Stuyvesant avenue, Union, secretary; T. W. MacDowell, 21 Vose avenue, South Orange, treasurer, and Mel Kemp, chairman of the membership committee.

Mr. Bohr is desirous of building up the organization to a membership of 300 to 500 dealers. "Competition is moving fast and how long an individual dealer can stand chain store competition is for you to realize now, not later," Mr. Bohr declared. He cited large organizations among the tire chains, druggists, jewelry and department stores, and said that a strong organization is needed by the radio and appliance merchants.

BERKS COUNTY DEALERS ELECT HOFF PRESIDENT

READING, PA., Friday—Frederick S. Hoff, of Kaufman's, was elected president of the Berks County Electrical Dealers' Association at a recent meeting held at the Mountain Spring Association. He succeeds W. R. Nagle.

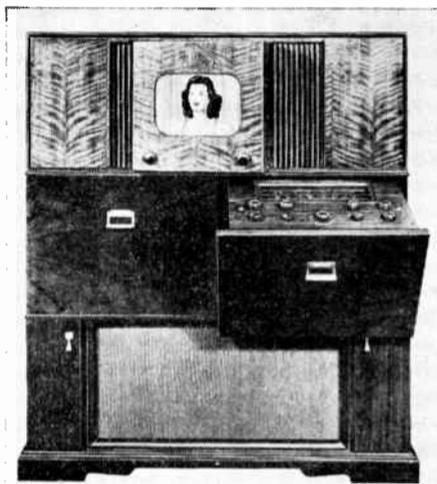
Other officers named include: Leon S. Blimline, of Blimline's, vice president; Richard G. Beyerle, secretary, and Ira O. Fisher, treasurer. Heads of the group plan to organize dealers in Allentown later this month.

CROSLEY INTRODUCES TELEVISION RECEIVER AT CHICAGO MARKET

IS AN ALL-PURPOSE MODEL

Provides AM, FM, Shortwave and
Phonograph Service — Has 10-
Inch Cathode Ray Tube — Ex-
clusive Features Incorporated.

CHICAGO, ILL., Friday — A new television receiver, incorporating five exclusive features, made its debut this week in the Crosley space at the American Furniture Mart's Winter show



Crosley Television Set

here. The set is the first model to be presented by the Crosley Division of the Aviation Corp.

Outstanding among the exclusive features is a swivel tube mounting, said to be absolutely new in the television industry, which pivots over a 60 degree angle and thus permits viewing from either right or left as well as straight on. When not in use, the tube swivels into the cabinet so that no controls or tubes are visible.

A continuously rotatable switch provides for selection of from two to eight television channels by means of Channel selector plug-in units, exclusive to the Crosley set. The hermetically sealed Channel selector units obviate the necessity for tuning controls and manual tuning devices for selecting stations.

Crosley's use of a higher I. F., 33 megacycles, eliminates interference from FM stations, diathermy bands, and the possibility of cross-modulation of television, FM and amateur services.

Simplified control is provided in a four-position function switch which allows the use of the television antenna for FM; turns off the radio dial light when using television; turns off all television tubes when on radio or phonograph; allows use of radio amplifiers for television sound; turns off radio oscillators when on television or phonograph; and allows the same tone and volume controls to be used for radio, phonograph and television.

An aluminized screen cathode ray tube, new feature in television, is said to produce a two times brighter picture. This construction eliminates necessity for a beam bender magnet,

(Continued on Page 10)

Garod President Predicts 1947 Will Prove Symbolic Year for Both FM and Television

By MAX W. WEINTRAUB

President, Garod Radio Corp., Brooklyn, N. Y.

1947 will emerge prominently as another great symbolic year in radio history — as symbolic as 1922 — the year of the first commercially sponsored broadcast. 1947 will be a memorable milestone, as it will mark the first real strides in the production and distribution of FM and television.

To us at Garod Radio, 1947, marking our silver anniversary, will be a year of opportunity and accomplishment, not only for ourselves but the industry as well. Production of Garod radios in the first six months of '47 will be greater than all of 1946—and for the second six months the picture looks even brighter. Greater production will now be possible because of increasing availability of materials, general labor stability, and relaxation of government price controls.

This year will be a year of change and improvement. There will be product changes and price changes, meaning more value to the consumer, due to uninterrupted volume production. Advertising and promotion budgets will be increased in the all-out competition for brand supremacy.

A new dynamic brand of merchandising will be brought into play by the aggressive retailer—to do the first real selling job in years.

A new educational program will be introduced. Beginning with the retailer—his organization will have to be prepared to sell, service, and install more complicated technical equipment. Each salesman will need basic information on the new video medium, and the technique of FM reception. The consumer will be asking questions—and the retailer will have to furnish the answers. This year will be a test—and with full respect for the dealer's integrity—we believe he will come through.

The manufacturer will do his utmost to attract the consumer to the merchandise, the aggressive retailer will be successful if he can effectively present the merchandise to the consumer.

Garod's Silver Anniversary plans include a number of integrated promotions to bring to the fore the exciting story of 25 years of electronic advancement. 1947 will mark the beginning of a second phase of radio history and home entertainment. Today, the consumer stands in the same position as the consumer a generation ago. His eyes have been opened to a new medium of expression, something which will make for a fuller life.

With full appreciation for the public's hopes and expectations, we will deliver a high standard of product achievement. There is too much at stake for the individual manufacturer to allow any element of chance. The consumer must and will be satisfied. Production satisfaction is only part of the picture—sales and service satisfaction constitute the remainder.

If producer and retailer can combine to give the consuming public what is expected—we are well on our way in this new era in electronics. Television and FM will have made their first substantial impressions.



Max W. Weintraub

RCA VICTOR REVEALS ITS 1947 AD PLANS

J. W. Murray, vice president in charge of RCA Victor Record activities, last week revealed that RCA Victor Record's national advertising, based on the largest budget allocation for this purpose in company history, will include the use of many new merchandising ideas plus the use of large space in many types of media.

The national ad schedule released this week by J. M. Williams, RCA Victor Record advertising manager, bears out that 1947 will see the record industry at its highest competitive level since 1941, Mr. Murray stated.

Gellard Will Become Manufacturers' Rep; Leaves Rosen Firm

PHILADELPHIA, PA., Tuesday — The resignation of Morton Gellard as radio and television sales manager of Raymond Rosen & Co, local distributing organization, was announced here last week. At the same time, Mr. Gellard revealed that he will continue in the industry as a manufacturers' representative, with headquarters at 7501 Tulpehocken street, this city.

Mr. Gellard was associated with the Raymond Rosen firm for thirteen years. He has just returned from a visit to the Chicago Winter market and spent yesterday in New York. After a brief vacation in Florida with his wife and two children, he will be ready to contact dealers in this territory as a factory representative.

THE TRAVELER

Jack Winer and Jack Haizen, respectively, president and general sales manager of Dynamic Electronics-New York, Inc., large retail chain in this city, visited the American Furniture Mart in Chicago last week. Accompanying Messrs. Winer and Haizen was Arthur Howard, sales manager of the Rabaldo Corp. of America.

David H. Cogan, president of Air King Radio, returned to the firm's Brooklyn headquarters this week following a visit to Chicago where he attended the Furniture Show last week.

David Weinstein, sales manager of the Electro-Tone Corp., of Hoboken, N. J., left last week for Florida where he plans to take an extended vacation.

Perry Saftler, well known factory sales representative, will leave this week with Mrs. Saftler for California where they will spend the next few weeks. Perry recently concluded a tour of the Ohio and Illinois areas.

John Mills, recently elected vice president of the Tele-tone Radio Co. is expected back at the firm's New York offices after spending some time in Chicago presenting several of the new Tele-tone radio models.

Al Friedman, of Radio & Television, Inc., is back at the company's New York headquarters following a tour of the New England trade in behalf of the Brunswick radio line. He reports that Brunswicks are to be found in the outstanding retail outlets in New England.

Harold Karlsruher, eastern regional manager of Emerson Radio & Phonograph Corp., New York, will leave next week for Florida. He will be accompanied by Mrs. Karlsruher and they plan to stop at the Roney Plaza, in Miami Beach.

NORGE MARKS BIRTHDAY WITH NEW APPLIANCES

CHICAGO, ILL., Thursday—A new "20th Anniversary" line of household appliances, highlighted by a new refrigerator and washing machine, was presented for the first time to the trade at the Mid-Winter Furniture Market in this city by the Norge division of Borg-Warner Corp.

The new line, announced by M. G. O'Harra, vice president and director of sales, has been named in commemoration of the firm's 20th year of existence and consists of improved models of existing products as well as the new ones. These include refrigerators, freezers, gas and electric ranges, washing machines, home heaters, water coolers, and other refrigeration specialties.

Special events were staged in connection with the company's birthday on January 7, and these included a reception for the press and the firm's distributors. Howard E. Blood, president and founder, was presented with several commemorative gifts.

STROMBERG-CARLSON INTRODUCES NEW FM COMBINATION MODEL

CALLED THE SALEM CHEST

Housed in Mahogany Veneer Cabinet of Colonial Design — Set Is Carry-Over of Pre-War Model.

ROCHESTER, N. Y., Friday—Latest of the popular Stromberg-Carlson Co. 1121 series of radio-phonographs to go into production in the Salem Chest model which follows such pre-



Salem Chest

decessors as the Empire, 18th Century, Hepplewhite, New World, and Futura. The Salem Chest cabinet is a carry-over of a unique Stromberg-Carlson 1938 model so popular the company included it in its postwar line.

The Salem Chest is equipped to receive standard broadcast, short wave, and signals on both FM bands. It has built-in antennas, eight station push buttons which may be used on either AM or FM, tone control, volume control edge-lighted slide rule dial, automatic record changer, and a 12-inch electrodynamic full floating speaker in a beautifully proportioned mahogany veneer cabinet of colonial design.

The Salem Chest, coded 1121-PS, has generous album space and is engineered for later attachment of the Stromberg-Carlson wire recorder. It is 34 and three eighths inches high by 35 and a half wide and 17 and three-quarters deep.

EMERSON'S 7TH MILLION SET GIVEN BEN ABRAMS

The seventh million radio set to roll off the Emerson Radio and Phonograph Corp.'s production line was presented to President Ben Abrams at company ceremonies on New Year's Eve. The presentation of the table model was made by Gordon Shannon, assistant factory manager.

Earlier in 1946 Mr. Abrams was presented with the sixth millionth Emerson set, thereby revealing that Emerson's production for the year 1946 was considerably more than one million sets.

RADIO MANUFACTURERS EXHIBIT WIDE VARIETY OF SETS AT MART

PRODUCTION OF SETS STILL NOT UP TO NORMAL LEVELS

Many Firms Demonstrating Television Models for First Time at the Winter Show in Chicago — Thousands of Buyers View Instruments — Attendance Expected to Exceed 30,000 Tradesmen.

CHICAGO, ILL., Monday—Exhibitors at the Winter Market, which got under way at the American Furniture Mart and at the Merchandise Mart last week and will continue through the end of this week, made it clear that, while production is much improved in the last few months, the situation is still not normal. This applies to the radio and appliance industries, as is evidenced by the fact that some radio exhibitors here are purposely discontinuing some models and restricting the manufacture on others in order to concentrate on favored numbers.

According to attendance figures to date, at least 30,000 tradesmen will visit the markets before the end of this week.

The show gives abundant evidence that the public is being offered radio receivers rich in looks and performance, priced to meet every demand. More television is being shown than ever before, with other manufacturers to hit the market within periods varying from a few weeks to a few months.

The Westinghouse exhibit highlights a 7-tube console with "Plentipower" circuit, equivalent to 12-tube pre-war performance. The job is encased in a Hepplewhite-inspired bow front cabinet, with unusually generous storage space in two cabinets at the bottom. This feature is part of all the Westinghouse consoles. Another Westinghouse model, an aspen-finish console, 10-tube, with record player, AM and FM, has gridded doors for ear-level listening, with six station-selection push buttons. The same set also comes in mahogany.

Still another Westinghouse console is a 14-tube AM-FM set with de luxe record changer, bow front cabinet, 6-button station selectors and "tuning eye" which lights up when a station is tuned in exactly.

The popularity of the Emerson line was demonstrated by the crowds that thronged that showroom. Shown here for the first time was Emerson's new acquisition, the Jefferson-Travis line of marine radio equipment, transmitting and receiving, which also has many industrial applications. Ten- and 25-watt Jefferson-Travis sets were shown, as well as two portable battery-operated sets. Other items in this line will be available soon, according to Edgar N. Greenebaum, Jr., manager of Emerson's Chicago office.

The Emerson console video receiver was the center of much attention as the visitors watched broadcasts from WBKB on the set's 10-inch screen. Incorporated as part of the set is a radio receiver for the AM band, making the job complete for sight and sound.

Out of the long line of models shown, Mr. Greenebaum said that the sets proving most popular were the No. 511,

a 5-tube receiver encased in a streamlined ivory plastic case with a gold decorative medallion centered at the top, and the No. 540, said to be the smallest 5-tube superheterodyne ever made by any manufacturer, measuring 6½ inches wide, 4¾ inches high and 3¼ inches deep. It comes in walnut, ivory and green, and has all the selectivity, sensitivity and output of larger sets, its efficiency being due to the war-developed miniature tubes. This baby lists at 19.95 in walnut.

The No. 511 mentioned above has a companion in a wood cabinet, No. 541, and coming soon will be the same thing, No. 517, in black plastic with a red grill.

Other models were shown by Emerson.

One manufacturer showing no radios at all was Admiral. Seymour Mintz, advertising manager, stated that his firm will bring out next March a new line of radios and combination sets, ranging from the smallest table models to the largest consoles. However, Admiral showed its table model video sets for the first time, two items with 7- and 10-inch tubes respectively, distinct-

(Continued on Page 23)

Radio Cement, Solvent Line Redesigned by JFD

The JFD Manufacturing Co., Brooklyn, N. Y., has reorganized its entire line of radio cements, solvents and carbon tetrachloride.

In the future, each of these items will come attractively packaged in the four most popular sizes. These are the four-ounce, the eight-ounce, the sixteen-ounce and the one-gallon sizes. The entire line of radio cements comes with the brush affixed to the metal cap. All three of these solutions are prepared according to exacting JFD specifications and laboratory tests indicate that they compare favorably with present brands on the market.

Promenette Radio Firm Makes an Assignment

BUFFALO, N. Y., Wednesday—Promenette Radio & Television Corp., 1721 Elmwood avenue, this city, has made a general assignment for the benefit of creditors to Louis Sternberg, local attorney. County Judge L. R. Robinson has ordered creditors to show cause on January 23 why an order should not be granted authorizing the assignee to conduct a public auction sale of all the physical assets of Promenette on that date.

Florida Vacationists



FAMILIAR FIGURES among Miami Beach Winter vacationists are Edward H. Davis, publisher of RADIO and Television WEEKLY, and Mrs. Davis. They are shown here on the pool deck of the Roney Plaza Hotel, where they are guests. Mr. Davis is also publisher of "United States Tobacco Journal" and "Confectionery-Ice Cream World."

HALLICRAFTERS BACKS AFRICAN EXPEDITION

CHICAGO, ILL., Saturday—William J. Halligan, president of the Hallicrafters Co., this city, today announced the Gatti-Hallicrafters Expedition which will leave the U. S. in August for six months of scientific research and short-wave radio experiments in Africa's Mountains of the Moon.

Led by Commander Attilio Gatti, famed explorer and author, the party is being sponsored and outfitted with the latest model transmitters and receivers by the Hallicrafters Co. of this city. Technicians with the party will study radio phenomena under climatic conditions ranging from snow-capped mountain peaks to steaming Equatorial jungles.

A powerful short-wave radio station set up at the expedition's Ruenzori field camp and capable of reaching Commander Gatti's home station at the new Hallicrafters plant in Chicago, will also be in constant touch with amateur radio operators throughout the world. The party will explore parts of Kenya, Tanganyiki, Uganda, Zanzibar and possibly the Congo.

White Named Buyer

KANSAS CITY, MO., Saturday—J. L. White has been named electrical appliance and home furnishings buyer for Emery, Bird, Thayer Co. local department store, it was announced by Herbert H. Wilson, president and general merchandise manager.

RADIO IN EVERY ROOM CAMPAIGN EXPLAINED BY TAYLOR OF ZENITH

TO FURNITURE TRADE UNIT

Big RMA Promotion Expected to Be Launched in May or June — Industry Seeks Additional Market for Radio Receivers.

CHICAGO, ILL., Thursday — The "Radio in Every Room" campaign to be launched by the Radio Manufacturers Association with the cooperation of several other affiliated trade groups, was explained in detail on Saturday by E. R. Taylor, advertising and sales promotion manager of the Zenith Radio Corp., before representatives of the National Furniture Retailers Association at the American Furniture Mart, here. Mr. Taylor is chairman of a subcommittee of the RMA Advertising Committee which is directing this campaign.

It is planned to launch the campaign in May or June, Mr. Taylor explained, since production of radios is expected to be in full scale by that time. The radio industry is faced with a problem of creating additional markets for its products as a result of the tremendous increase in productive capacity of the manufacturers, Mr. Taylor explained.

Mr. Taylor drew a picture which demonstrated the possibilities of selling a radio for every room and a radio for every purpose."

He itemized these salient facts:

1—Whereas more than 90 per cent of the families in this country own one radio, less than 33 per cent own two radios.

2—There is a wide variance of listener preference as to type of program desired by various members of a family.

3—The American public is now more "home conscious" than ever before. In new homes, the trend is towards more rooms per home, which creates a market for more radios. The potential radio sales market lies in the number of rooms in each wired home.

4—Most radios are placed in living rooms, with the console combination being the most popular model. It is the task of the industry to place radios in the other rooms as well.

Details of the campaign were explained by Mr. Taylor as were the parts to be played by each cooperating group, including dealers, broadcasters, manufacturers, department stores, speakers, etc.

Fred A. Rom Appointed Wilderrotter's Manager

NEWARK, N. J., Thursday—Wilderrotter's, this city, radio, appliance and furniture retail store, has appointed Fred A. Rom general manager and buyer of furniture and floor coverings. Mr. Rom was formerly with Montgomery Ward & Co. and before that with the John Whitcomb Co., Grand Rapids.

Present Conditions in Radio Industry Call For Superior Type of Business Leadership

By CLARENCE FELIX

Radio Product Manager, Crosley Division, Aviation Corp.

Looking back in retrospect to V-J Day, the radio industry stood, as it seemed then, on the threshold of an unprecedented era of production and selling. The American people had long been denied household receiving sets, they had money to spend and plenty of surveys showed they were willing and ready to spend much of that money for radios.

Terrific pent-up demand, plus overwhelming purchasing power, coupled together with eagerness to get out of war production and into civilian harness, stimulated the industry to the point of over-confidence. Many new radio manufacturers, eager to claim a share of the profits, sprang up. The radio industry rushed pell-mell into the market in an effort to beat competition. New developments made possible by engineering skills and war-time production facilities were delayed for a time in an effort to get something on the market quickly.

Despite labor turnover, strikes and the consequent shortages of raw materials, the radio industry produced in 1946 an estimated 15,000,000 radio sets at a total dollar volume of approximately \$400,000,000.

A slackening of consumer buying can be noted as a result of placing this amount of merchandise on the market. Despite demand and ready-purchasing power, close observers of merchandising trends are noting a buying consciousness on the part of the consumer. Under-par, over-priced merchandise is being turned down by increasing numbers of customers. Dealers are becoming wary of over-stocking, are ordering in small quantities. We have learned, thus, that the consumer is the real taskmaster of industry, that the American public is wary of unproved products and of parting with hard-earned savings for less than its money's worth.

Further evidence of this can be noted from the fact that some of the new radio manufacturers that came into being after V-J Day have already passed out of the picture, their early deaths attributed to failure to gain consumer acceptance. The public is definitely brand-conscious.

This early buying resistance on the part of the consumer is the first lesson which the radio manufacturer must learn well. He will have to have his answers ready in the way of up-to-the-minute models, designed and priced to suit the consumer; new developments such as FM and television; alert advertising to promote his product; and a hard-hitting sales staff already in the field pushing hard for sales.

All this does not mean that the market has been supplied, or that dwindling purchasing power is a limiting factor. The backlog of real need, accumulated over five non-production years, is still vast. Where savings have already been dissipated in post-war luxury spending and impulse buying, the lifting of government credit restrictions makes possible heavy sales volume by the down payment and installment method.

With the demise of OPA, free enterprise has been handed back to industry. It has been handed back minus the glittering eulogies of war-time to face once again the hard economic facts of competitive existence. The radio manufacturer who is to survive must be prepared to meet competition and keep a close ear to the demands of the consumer.

The difficulties confronting the industry are not those which foreshadow depression, as a few pessimists predict, but rather those that call for a keener need for business leadership, a deeper sense of responsibility on the part of the manufacturer to the needs and wants of the consumer, and sharper, more healthy competition of the industry in general. If we can measure up to these qualifications, we are facing the brightest prospective year of production and merchandising in history.

HALLICRAFTERS FIRM MAKES SPECIAL RADIO FOR PARALYZED MAN

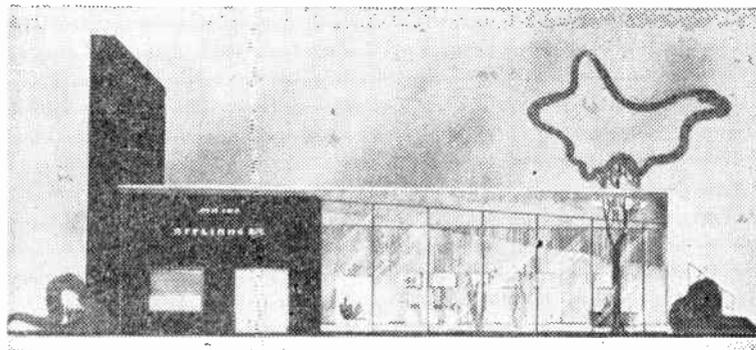
CHICAGO, ILL., Wednesday — A former Notre Dame student paralyzed by the results of a dive into the University pool twenty-three years ago, will now be able to operate his own radio receiver thanks to the Hallcrafters Co., this city.

David Van Wallace, the man paralyzed, received as a gift from the Hallcrafters firm a special radio, the work of Raymond W. Durst, vice president, William Maher, a Notre Dame alumnus and currently assistant sales manager of Hallcrafters, and the Rev. John Lynch. Mr. Durst, working with his engineers, created a special radio chassis with huge wheels and long levers to replace knobs and switches so that Mr. Van Wallace could operate the precision works of the receiver with just a brush of his hand.

F. A. Kolmetz Appointed To Haynes-Griffin Staff

Frederick A. Kolmetz has resigned as general manager of Liberty Music Shops, New York retail organization, and has joined Haynes-Griffin Music Shop, New York, as assistant to the president in charge of new business. Mr. Kolmetz has had a wide experience in the radio-music industry.

Major Appliances to Open New Branches In Tampa and Jacksonville This Month



New Tampa Home of Major Appliances

MIAMI, FLA., Thursday—Walter D. Rowlands, president and general manager of Major Appliances, Inc., 925 W. Flagler street, this city, has announced the completion of two new branches in Jacksonville and Tampa. The official openings will be held the latter part of this month.

These buildings incorporate the latest modern equipment designed to increase the efficiency in serving the many dealers of Major Appliances. Beautiful showrooms to assist the dealers in proper methods of display and a complete auditorium with modern kitchens are designed for sales training.

Major Appliances, Inc., feels it has a very definite commitment to hundreds of dealers to secure the finest in independent lines and by offering a sound merchandising and training program, assists in securing volume business, Mr. Rowlands declared.

Major Appliances, today is one of the leading independent major appliance distributors in the southern states, operating on a state-wide basis with headquarters in Miami and complete branches in Jacksonville and Tampa. This organization believes in the segregation of well-known, standard lines. It operates a highly specialized organization of ten men in the field at all times. The firm is distributor for many national leaders, such as American Central kitchens, Amana home freezers, Easy washers and ironers, Electromaster ranges, Speco water heaters, RCA Victor radios and records, Majestic radios, Caloric and Welbilt gas ranges, Dearborn and Temco space heaters, Hotstream and Lawson gas water heaters and small appliances, including Proctor irons and toasters and Robbins and Myers fans. Above is shown the Tampa branch.

SOUTHERN CALIFORNIA JOBBERS, DEALERS HOPE FOR SPEEDY IMPROVEMENT IN SUPPLY PICTURE

SEVERAL IN EAST CONTACTING RADIO, APPLIANCE FIRMS

Anticipate Best Year in History If Merchandise Is Available in Sufficient Quantities — Method of Handling Customers in Different Stores Contrasted — Bandoli-McIntyre Co. Expands Organization.

LOS ANGELES, CALIF., Saturday —W. H. ("Bill") Hoffman, who was recently appointed southern California representative of Remler Radio Co., is well-known to all members of the trade in this territory. Before his appointment as Remler representative, Mr. Hoffman served for twelve years as merchandise supervisor for the Westinghouse Electric Co. in southern California and western Arizona. Until permanent headquarters are ready, Mr. Hoffman is established temporarily at 9911 Durant drive, Beverly Hills.

U. S. Grant, head of the U. S. Grant Supply Co., distributor of Federal Radio, is in the East visiting the Federal and other factories and attending the Chicago Furniture Mart. On his return, Mr. Grant expects to be able to make a more encouraging report on the prospects for supply here than has been possible to date.

This firm, which has been in existence in southern California for twenty-five years, is located in the Chamber of Commerce Building at 1154-1170 South Hill street, with display space on the main floor and offices on the fourth floor. Display is also maintained at the

Los Angeles Furniture Mart. The San Diego headquarters are located at 310 Fifth avenue.

Affiliated with the U. S. Grant Supply Co. is U. S. Grant Export-Import Ltd., which takes care of trade with the countries of Latin America. Lines handled through this outlet include Norge major appliances, Magic Chef ranges, Hamilton-Beach appliances, etc.

Lawrence Lydick of the Grant Co. reports that traffic appliance are still coming in slowly, which is the general impression gained from talking to executives of all houses handling these items, as well as a survey of the retail stores.

It is interesting to note the contrasting attitudes taken by dealers in their handling of customers seeking merchandise that is still unavailable. Owner-operated stores, regardless of size are generally courteous and sympathetic. Some department stores, however, seem to present the attitude on the part of employes that the customer is intruding.

Starting in 1945, with a policy of "selective dealer coverage and fairness

to all," the Bandoli-McIntyre Co. has achieved an organization giving thorough southern California coverage for an imposing list of electric and household appliances, radio, automotive and industrial accounts.

Both of the principals, Marvin S. Bandoli and Vincent J. McIntyre, filled about every position in the sales picture from retail and wholesale selling to sales management and factory territory supervision.

Mr. McIntyre resigned his position with Nash-Kelvinator Corp. to join Montgomery Ward & Co. as manager of electric refrigeration sales and in 1941 left that spot to become vice president in charge of sales and later a member of the board of directors of the Dictograph Co.

Mr. Bandoli left Nash-Kelvinator to become vice president in charge of sales for Victor Adding Machine Co., later becoming a member of the Board of directors.

Both resigned their positions to form the current partnership and establish a distributor organization here.

Besides the principals who personally cover the Los Angeles Metropolitan territory, the firm has a resident district manager in San Diego, George Chikar, and two district managers, Bert Richards, covering the northern territory, and Paul Martin, covering the east-southern territory.

—S. M. BOOKEE.

EMOR RADIO CONCERN ENLARGES FACILITIES

Emor Radio Ltd., manufacturer of the Emor five-tube radio, has enlarged production facilities at its factory, 400 East 118th street, New York City, it was revealed yesterday by Michael Rabinowicz, president of the firm.

Mr. Rabinowicz declared that his firm is now swinging into high gear on the production of this set and was preparing to name distributors on a national basis. "The distributors who have viewed this set of radically different design, have been very much impressed with the sales possibility of it," Mr. Rabinowicz stated.

This set, which is a globe-shaped receiver on an adjustable tubular stand, will be available in a variety of colors so that it will fit in with any household interior, William R. Schoppe chief engineer for the Emor firm said.

David Schaefer Joins Crosley Gotham Branch

Bert Cole, general sales manager of the Crosley Distributing Corp. in New York, has announced the appointment of David A. Schaefer as sales representative for the Bronx and northern Manhattan territory.

Mr. Schaefer has been in the radio and appliance business for fifteen years. He was previously connected with York Automotive, Freed radio and Temple radio. He will succeed Pat Seracino, who has been transferred to the downtown area for the Crosley distributing branch.



Every Ward model has been tested and approved by car and radio set manufacturers — your proof of quality inside and out.

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PORTABLE PHONOGRAPHS by Lincoln



BEACHCOMBER # 314

A portable battery phonograph with a Garrard spring wind motor. Battery operated amplifier with 3 tube push-pull output. Crystal phono pick-up 5" permanent magnetic speaker. Light-weight solid plywood cabinet, leatherette covered in choice of colors. Plays 10" or 12" records with cabinet closed.

Model 314
Including Federal Tax
Less Batteries LIST \$49.95
DEALER COST
Incl. Fed. Tax
Less Batteries \$33.85



VAGABOND # 311

AC operated phonograph containing a 5 1/4" G.E. magnetic speaker and a 3 tube amplifier. Crystal phono pick-up and heavy duty turntable. Lightweight solid plywood cabinet, Leatherette covered in choice of colors. Plays 10" or 12" records with cabinet closed.

Model 311
LIST
Incl. Fed. Tax \$39.95
DEALER COST
Including Fed. Tax \$26.95

Quality Phonographs
LINCOLN ELECTRONICS CORPORATION
 653 11th AVE., NEW YORK 19, N. Y.

WESTERN PENNSYLVANIA ELECTRICAL LEAGUE RE-ELECTS I. W. DANFORTH AS ITS PRESIDENT

ENTERING UPON HIS THIRD CONSECUTIVE TERM AS HEAD

Keys Electric Co. of Pittsburgh Celebrates Twenty-fifth Anniversary — Many From Smoky City Attend Chicago Exposition — Housewares' Club Gathering Draws Big Crowd — DuMont Files Application for Video Station — Other Interesting Notes.

PITTSBURGH, PA., Monday—The Electric League of Western Pennsylvania has re-elected I. W. Danforth as president for the year 1947. This makes the third term for the popular Westinghouse appliance distributor. The League also elected C. Greer Yount, of Sears Roebuck, vice president, T. O. Mc Quiston, of Duquesne Light Co., secretary, and Ludwig Hommel, of Ludwig Hommel & Co., treasurer. Directors elected included C. W. Harten-

fels, G. E. Appliances; Harry Restofski, West Penn Power Co., Walter Satchell, G. E. Supply Corp., and R. J. Weber, Westinghouse Electric Corp.

Ed. Kelsey, president of the Keys Electric Co. celebrated the twenty-fifth anniversary of the founding of his business with an appropriate dinner recently. Keys distributes Admiral radios and refrigerators, Speed Queen washers and ironers, Sunbeam products, etc. Harold Kay is vice president

and manager of appliance sales. The firm has enjoyed a successful year.

Many of Pittsburgh's appliance buyers and distributors are in Chicago to see what can be anticipated for Spring. While few sensational developments are expected at this time, there are lots of questions the boys would like to have answered. A few went to the Housewares Show at Atlantic City.

Sam Vining, philosopher of the appliance industry, will be the guest speaker at the Advertising Club dinner at the Roosevelt Hotel January 21. Sam has had an extraordinary experience as a salesman, going up the hard way selling appliances. He has been for years a merchandising consultant to Westinghouse and Proctor Electric. Many in the industry look forward to Sam's appearance.

The Pittsburgh Housewares Club's annual dinner dance at the Fort Pitt Hotel drew a record gathering. Nearly 400 members and guests danced to the music of Baron Elliott's WCAE Broadcasting Orchestra.

Most of the local electrical industry was represented including large groups from J. A. Williams, Hamburg Bros., Anchor Distributing, C. R. Rogers, L. H. Smith, etc. Commander Gerard H. Nickerson, former manager of the Electric League attended, and was happy to renew old acquaintances.

Si Lasner, vice president of Anchor (Crosley) Distributing was chairman of the entertainment committee. He was assisted by R. C. Connell, of Ludwig Hommel; Whitey Beard, of Moto Radio; Larry Conlin, of Nash-Kelvinator; J. L. Detchmندی, of the Aluminum Co.; Stanley Hahn, of Hahn Furniture; Edgar Wainright, of Hamburg Bros., and C. J. Campbell of the Conlon Corp.

Charles A. Wolcott, vice president of the A. C. Nielson Co. gave an interesting talk at the Roosevelt Hotel on "Radio Audience Measurement."

Dumont Laboratories has filed an application and construction permit to build a television station in Pittsburgh. The F. C. C. will have a hearing here on April 11 which will be automatically granted as the three local applicants withdrew when F. C. C. program standards were beyond the reasonable amount local stations were willing to invest at this stage of development.

—E. V. MARKS.

CROSLEY INTRODUCES TELEVISION RECEIVER AT CHICAGO MARKET

(Continued from Page 6)

which simplifies installation and increases uniformity of the picture.

A high efficiency Germanium crystal which detects the television signal is another new feature of the Crosley receiver.

Major television controls in the Crosley model are adjacent to the face of the picture tube; the radio set and auxiliary television controls are in a tilt-out bin on the right hand side and the automatic phonograph, on the left hand side, in a slide-out drawer.

The radio set operates on the standard AM band; band spread shortwave band; FM band 88-108 m.c. and any eight of the 13 television channels from 44 to 216 m. c. The set contains 23 to 27 television tubes (depending on number of channel selector units) including the 10-inch cathode ray picture tube, plus three rectifiers; and nine radio tubes plus one rectifier.

The automatic record changer will hold twelve 10-inch records, or ten 12-inch records, and has two four and a quarter inch storage bins. The cabinet stands 44 and a quarter inches high, 37 and a half inches wide and is only 18 inches deep.

An Invitation

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

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

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Placement Bureau RADIO-TELEVISION INSTITUTE

480 Lexington Avenue
New York 17, N. Y.

PLAZA 3-4585

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Tubes

1700	41 @ .42	2800	89 @ .35
5500	79 @ .35	1600	7H7 @ .40
5500	3A4 @ .24	17000	1L4 @ .24
2000	39/44 @ .31	9000	12SN7 @ .29

Power Transformers

All 110-120V 50 to 60 cycles

5000 6.3-V, 5-V, 800-V CT, 100 ma.	(Utah, indiv. boxed #0668)	\$2.25
1558 6.3-V, 5-V, 800-V CT, 125 ma.	(Herm. sealed #9040)	2.75
1045 6.3-V, 5-V, 700-V CT, 225 ma.	(Herm. sealed #9037)	3.90
1290 6.3-V, 5-V, 750-V CT, 150 ma.	(2-shell horizontal #9041)	3.05
350 6.3-V, 5-V, 700-V CT, 90 ma.	(2-shell horizontal #90)	1.85
2500 6.3-V, Fil. Trans. @ 3 1/2 amps.	(3/4 x 1/2 horizontal straps #124)	1.85
1639 50 ohms to single grid input trans.	(3/4 x 1/2 horizontal straps #9035)	.59
5500 Output trans, 50L6 to hi-imp.	phones (1/2 x 1/2 horizontal straps #W773)	.26

2-Watt RMA Coded Pigtailed Carbon Resistors

150M, 200M, 300M, 400M, 500M, 750M, 1 1/2 meg, 2 meg, 3 meg, 4 meg. All \$18.00 per thousand.

Mallory F. P. Electrolytic Condensers

8+8+8 500	ea. .45	8+8+8 300	ea. .31	8+8-20 300-20	ea. .27
10+10+10+10 400	ea. .51	8+8-20 300-150	ea. .29	10 350	ea. .17
10-20+20 450-100	ea. .23	10-50 450-25	ea. .26	15+15 350	ea. .28
10+10-20 450-25	ea. .39	10+10-25 450-25	ea. .39	15 350	ea. .19
10+10-20-25 450-150-25	ea. .44	16 350	ea. .20	20+20+20 25	ea. .23
20+20+20 100	ea. .26	20+10+10 150	ea. .31	25 425	ea. .36
30 150	ea. .26	30+15-10 350-300	ea. .32	32 450	ea. .40
50 25	ea. .16	50+50+50+50 150	ea. .48	100 25	ea. .18
100 50	ea. .24	550-10-10-250 20-350-150-15	ea. .45	1000 10	ea. .28
1000 15	ea. .31	1200 3	ea. .26	1200 10	ea. .29
2000 15	ea. .41	2000 25	ea. .44	3000 3	ea. .34
				3000 10	ea. .39

Subject to prior sale, F.O.B. Chicago, 25% Deposit Bal. C.O.D. Terms to Rated Accounts. Large stocks of wire, meters, knobs, switches, terminal strips, etc. Phone, write, wire.

NATIONAL ELECTRONIC SUPPLY

All Phones
CANal 6540

622 W. KINZIE ST. CHICAGO 10, ILL.

Volume Controls

(All have 1/2x1/2" shaft, less switch)
10M, 20M, 60M, 100M ohms, all 16c each

15M 3AG

Bakelite Fuse Holders

(Front Panel Type) 11c each

Jacks and Plugs

7000 Jack #9215 — 1 Single Circuit plus extra switching blades (PL55)	.12 ea.
5500 Jack #33A for 3 circuit (PL68)	.13 ea.
9500 Jack #34A open circuit for PL55, 09 ea.	
6000 Plug #PL54	.09 each
55000 Plug #PL55	.15 each
19000 Plug #PL68	.17 each
20M Mottled Brown Push on Knobs for Split Shafts 1 1/2"	\$18.00 per M

Sockets

20M Molded Octals 1-5/16" centers	\$58.00 per M.
12M LO Loss Molded Octals 1 1/2" centers	\$58.00 per M.

Tubular Condensers

70M Solar Molded .0068 @ 600 W V Pigtail leads. Can be used for .01... \$27.00 per M
60M C.D. Molded .01 400 Pigtail leads \$32.00 per M.

Bruce Rackliffe Joins Staff of New Britain Distributing Concern

NEW BRITAIN, CONN., Friday — Bruce L. Rackliffe has been appointed sales representative for Western Massachusetts for the Rackliffe Distributing Co., division of the Rackliffe Oil Co. with offices in New Britain.

Mr. Rackliffe is planning on moving his headquarters to the Springfield, Mass. area and operate out of there. He is a World War II veteran, having spent three years in the Army, being discharged in May 1946.

Mr. Rackliffe is a graduate of the Bordentown Military Institute and studied at New York University, Nickols Junior College and Rider College.

FEDERAL DEVELOPS NEW POWER TRIODE FOR FM STATIONS

NEWARK, N. J., Friday—The Federal Telephone and Radio Corp., this city, manufacturing associate of International Telephone and Telegraph Corp., has developed a high-performance power triode tube designed to meet the specific requirements of frequency—modulated transmission service in the 88 to 108 megacycle band, with a maximum output up to 110 megacycles. Designated as the 7C27, it is one of the first tubes to reach the market that, in pairs, provide 10 KW output. A pair of the tubes is used in the final amplifier stage of Federal's 10 KW FM transmitter.

Radial cooling fins provide a large surface area and an unrestricted air-flow path. The use of pure copper anodes, joined to the cooling fins by a thin solder film of high thermal conductivity, assures a highly efficient forced-air-cooling, FTR officials state. The required air flow for cooling, at maximum output, is 175 cubic feet per minute.

Grid ring construction results in relatively low capacitance between filament and plate and makes the 7C27 especially adaptable to the use of a grounded-grid circuit.

Measuring approximately 8 inches high and 3½ inches in diameter, the 7C27 is ruggedly constructed and designed to give long tube life. The maximum plate dissipation is 3000 watts, filament voltage 16.0 volts, and filament current 28.5 amperes.

W. C. Needham Advanced By General Electric Co.; Made Methods Manager

BRIDGEPORT, CONN., Saturday—The appointment of W. C. Needham as manager of the methods division of General Electric's Appliance and Merchandise Department, was announced here by H. L. Andrews, vice president.

Mr. Needham succeeds H. C. Vanzandt, methods manager since 1945, who goes to the management research section of the company's executive department, at Princeton, N. J. Assistant manager of the methods division since last November, Mr. Needham came to General Electric in 1942 as a methods man from the Consolidated Millinery Co., where he had been a personnel director for the Eastern seaboard.

A native of Brooklyn, Mr. Needham is a graduate of St. Lawrence University. After graduation he was associated with the Agfa Ansco Corp., and served for several years as an assistant manager of the Underwriter's Trust Co., in New York.

In his new position, he will be responsible for studies of routines and procedures pertaining to manufacturing, engineering and commercial activities of all divisions of the Appliance & Merchandise Department.

Tele-tone Export Agent Back From Tour of Key South American Markets

Robert Schasseur, sales representative of Tele-tone International Corp., 400 Madison avenue, New York, has returned from a business trip to the major South American countries where

he observed the response to the company's new radios.

The purpose of the trip, according to Tele-tone officials, was to introduce the new "Dyna-mite" table model radio and the eight-tube radio-phonograph combination to Latin American customers, and to establish additional retail outlets.

"An extremely gratifying reception was accorded our new products wher-

ever they were shown," declared Mr. Schasseur, "and a large volume of orders already received from the countries covered in this tour indicate a promising future for Tele-tone in South America."

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

Aviola

Presents its newest and finest phono-combination

Here, at last, is the truly deluxe table model phono-combination that you have been waiting for—the brand new 1947 Aviola 608. Handsomely presented in its exclusive design modern desert blonde cabinet, precision-quality built throughout, and equipped with the famous Aviola silent automatic record changer, this newest and finest Aviola will find a ready acceptance among your most discriminating customers. Orders are now being accepted for immediate delivery. See your jobber or phone...

AVIOLA RADIO CORPORATION
Sky Harbor Phoenix, Arizona
Count On Aviola For Quality

MODEL 608...Deluxe automatic phono-combination; Aviola die-cast record changer, plays 10-inch or 12-inch records; crystal pick-up; six tubes with rectifier; six inch Alnico Speaker; tone control. Cabinet of plywood, finished in warm brown walnut or desert blonde finish

FM and Television Will Not Outmode AM, Gerl Declares

SPEAKS ON PACIFIC COAST

Sonora President Declares Development of New Types Will Result in Improvement in Quality of Programs.

SAN FRANCISCO, CALIF., Tuesday—The growth of FM and television will not outmode AM radio broadcasting, but should result in an improvement in the quality of AM programs, Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, said yesterday before the Portland, Ore., Chamber of Commerce and today before the San Francisco Lions Club. He will address the Seattle Chamber of Commerce on January 17.

"It is not surprising," said Mr. Gerl, "that many radio executives are experiencing some agonies about the future of AM when they contemplate the growth of FM and the introduction of commercial television. Since time is the main commodity that AM radio has for sale, these executives regard FM and television as rivals for advertising revenue and listening audiences.

"Yet after some considerable investigation around throughout the country, my own finding is that AM radio has nothing to fear from FM and television. As advertising media these three will differ so sharply that I see no conflict. Nor do I find a conflict as far as listening audience is concerned.

"There is a fairly large segment of the population today—large in numbers but perhaps small in percentage—which recoils from the average run of radio programs. They resent the quality and duration of the commercials, and dislike the low forms of entertainment: FM will offer these dissatisfied people entertainment more to their liking.

"These people, in flocking to FM, will not be deserting AM radio, because AM has no hold and little attraction for them today. The FM audience will be a new audience, composed of listeners who today rarely tune in on AM.

"Nor will television harm AM radio. It will be a good many years before chain television broadcasting facilities are available, and until then AM, with its hold on the so-called stars of radio, stage and screen, will still dominate the field. After television comes of age with chain telecasts, we will still find a great many advertisers who will be unable or unwilling to expend the larger sums for national telecasts, or for whom the television technique would be of little value. They will stick to AM radio.

"However," continued Mr. Gerl, "the fact that FM will be offering superior entertainment and that television will be offering more striking entertainment means that the AM radio executives will have to cater more avidly to the public taste instead of echoing the hallelujahs of the sponsors and their advertising agencies. As a result, we may see the whole level of all radio

programs raised without the Federal Communications Commission's interference—but purely by the force of competition. And I am of the opinion that this is a healthy growth—beneficial both to the radio broadcasting industry and to the public."

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

Dynamic Firm Has Video Showrooms for Customers

In preparation for the all out merchandising of television receivers, Dynamic Electronics-New York, Inc., large retail chain in this city, has set up a DuMont and an RCA Victor video show room to give prospective teleset buyers a chance to view the sets under

the best possible conditions, G. W. Balling, firm advertising manager revealed.

Mr. Balling further stated that Dynamic had become a franchised dealer for the Freed-Eisemann line.

Sam Goody, head of the Gotham Record Corp., New York City, is spending a vacation in Florida.

Radio Retailers!

YOUR SERVICE DEPARTMENTS NEED SYLVANIA'S NEW OSCILLOSCOPE

FOR RAPID RECEIVER ALIGNMENT AND TROUBLE-SHOOTING

Another product of Sylvania Engineering takes its place beside the numerous radio and electronic devices that have been Sylvania-developed to facilitate the solving of problems en-

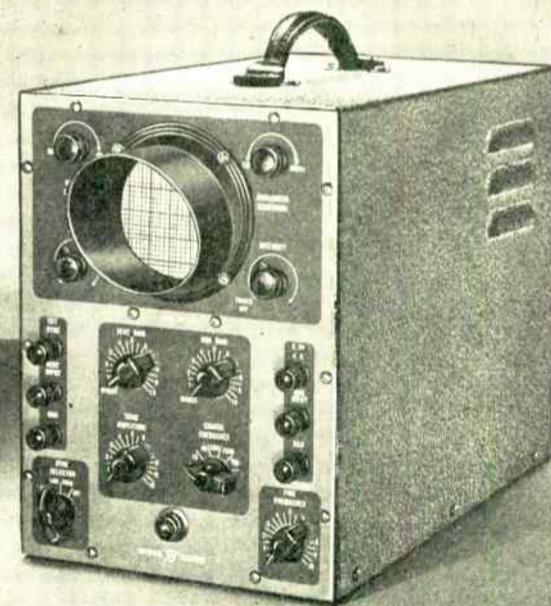
countered in radios and electronic equipment. The Sylvania Oscilloscope, Type 131, is especially useful in rapid alignment of receivers and in trouble-shooting.

CHARACTERISTICS AND SPECIAL FEATURES

- 1. SYLVANIA 3API Cathode Ray Tube**—Accelerating potential, 650 volts. Electrostatic deflection and focus. Tube is shock-mounted and well protected from stray magnetic and electrostatic fields by efficient shielding. Panel visor shades face of tube permitting oscilloscope use in well-lighted rooms. Removable calibrating screen also included.
- 2. INPUT IMPEDANCES**—
Vertical amplifier—approximately 1 meg., 30 mmf. at full gain.
Horizontal amplifier—approximately 1 meg., 50 mmf. at full gain.
Vertical direct—approximately 0.68 meg., 45 mmf.
Horizontal direct—approximately 0.68 meg., 60 mmf.
- 3. AMPLIFIER FREQUENCY RESPONSE**—
Sine wave uniform within 3 db. from 10 cycles to 100 kilocycles.
- 4. DEFLECTION FACTOR**—
Through amplifiers—0.5 volts per inch.
Direct—approximately 17 volts per inch.
- 5. HORIZONTAL SWEEP**—
Direction—left to right.
Frequency range—15 to 40,000 cycles.
Synchronizing signal sources—
Internal (vertical signal).
External; 60 cycles.
- 6. POWER SUPPLY**—
105-125 volts, 50-60 cycles.
40 watts power consumption.
1 amp. line fuse provided.
- 7. CABINET DIMENSIONS**—
10 $\frac{1}{8}$ " high, 7 $\frac{3}{4}$ " wide, 13 $\frac{3}{8}$ " deep.

SYLVANIA OSCILLOSCOPE

(Type 131)



Cabinet is steel constructed, properly ventilated with louvers, finished in durable, attractive pearl-grey baked enamel.



SYLVANIA

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

Petition in Bankruptcy Filed by Music Dealer

A petition in bankruptcy has been filed by Arthur Warren Albach and Wyndham Jones, individually and as co-partners trading under the name of Mirror Music Shop at 113-17 Jamaica avenue, Richmond Hill, New York. Liabilities were listed at \$3,038 and assets at \$2,625.

ELECTRICAL JOBBERS REPORT SALES GAINS

WASHINGTON, D. C., Saturday—Electrical goods wholesalers throughout the country reported sales for November as 111 per cent better than the sales for November, 1945, according to the Department of the Census. Sales in November, this year, were at the same

rate as they were in October of 1946. For the first eleven months of 1946, electrical distributors' sales were 61 per cent ahead of the same period in 1945, while inventories in November of 1946 were 125 per cent greater on an average than in November, 1945.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

BEUCAIRE OFFICIALS CONTINUE ACTIVITIES ON VARIOUS FRONTS

HUEHN FIRM WILL EXPAND

Executives of Philco Distributing Organization Honored by Sales Clubs in Flower City.

ROCHESTER, N. Y., Friday—The annual Christmas party conducted by Beaucaire, Inc., distributing organization of this city at the Rochester Club, was hailed as one of the best ever staged by the firm. Thirty-four employees attended with entertainment furnished by members of the organization. The skit was written by Mrs. Marjorie Waterhouse of the office staff.

George Beaucaire was chairman of the committee, assisted by Miss Zelda Calderon, sales secretary. A special skit was put on featuring a comedy on sales training by retail salesmen. Participants were Edgar Maloney, David Birrell and Raymond Beaucaire, writer of the skit. Frank M. Beaucaire, president of the corporation, spoke of the growth of the firm from three in 1920 to the present thirty-six employees, and stated that in accordance with his plans for the future, it looks like "we will expand to an even greater distributing organization." Christmas bonuses and gifts were distributed by Mr. Beaucaire to the employees. A handsome, natural colored hide two-suit bag was presented to Frank Beaucaire by the employees as a token of good fellowship and pleasant employee relations.

Philco's Bing Crosby promotion with a local theatre is in progress with the picture starring Bing Crosby in "Blue Skies." A model 1213 Light Mahogany Philco radio-phonograph combination is on display in the theatre lobby.

Frank M. Beaucaire was again elected to the board of directors of the Rochester Sales Executives Club of the Chamber of Commerce for a term of two years. Mr. Beaucaire was co-author of the book published by Prentice Hall titled "Essentials of Selling" with some of the other members of the sales executives club.

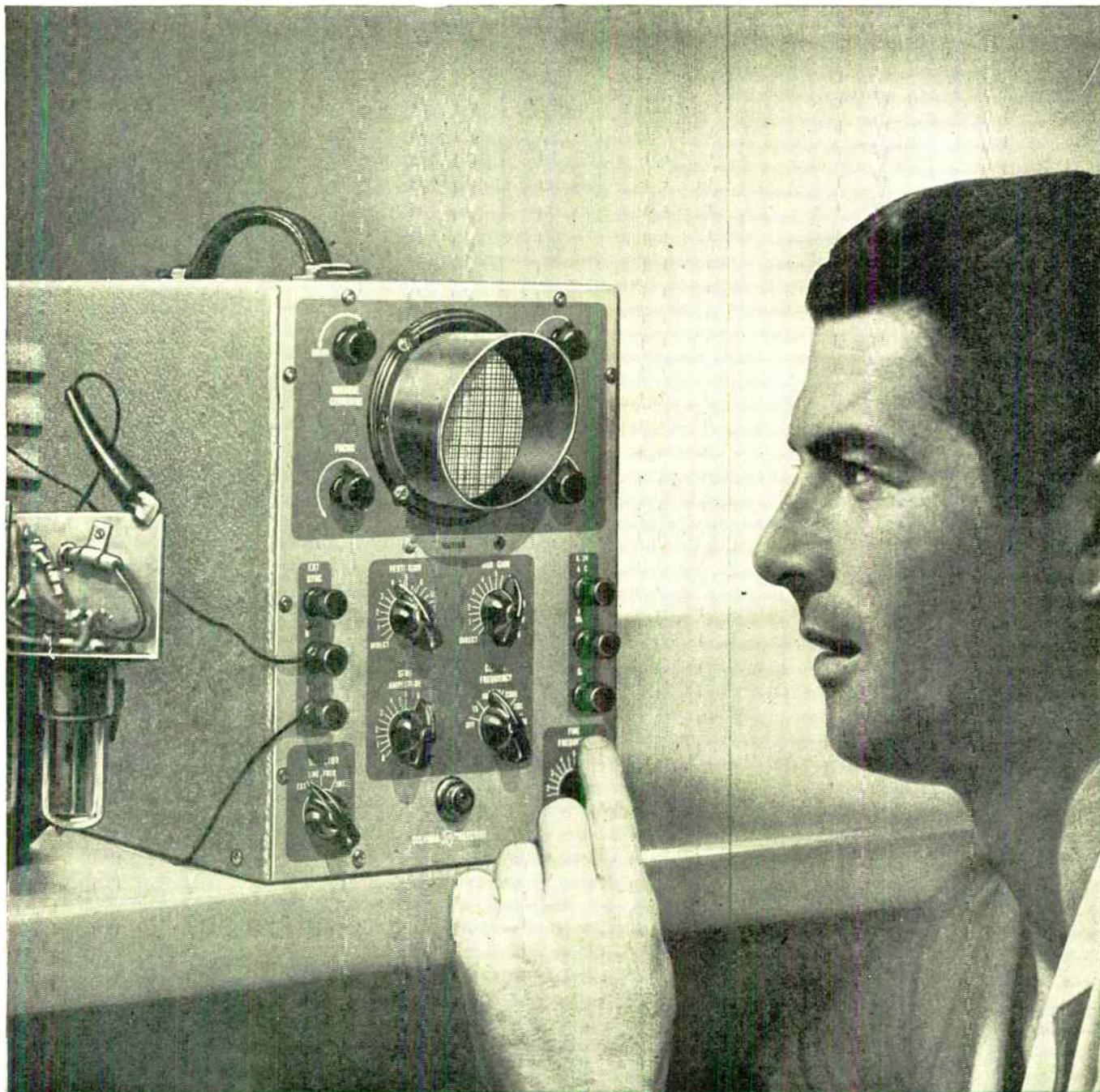
Raymond F. Beaucaire, secretary of

(Continued on Page 22)

Farnsworth Distributor Adds New Hampshire Man

BOSTON, MASS., Friday—Howard Jacobson, general manager of the appliance division of Bigelow & Dowse Co., distributor of Farnsworth products in New Hampshire and Eastern Massachusetts, has announced the appointment of Oscar A. Chevrefils as representative to cover the State of New Hampshire.

Mr. Chevrefils' experience in the merchandising of radios and appliances includes 20 years in wholesale and retail capacities in New Hampshire. A veteran of World War II, he was in the European Theatre two years with the Army Corps of Engineers.



Note convenient, easily accessible controls—clearly marked. Light-weight visor permits use in well-lighted room. Removable calibrating screen is provided. Cathode ray tube is shock-mounted and well-shielded against stray fields.

Weights only 18 pounds. Strong leather carrying handle is securely mounted on top of cabinet. Eight-foot power cord provided for quick and easy installation. For further information about this unit . . .

SEE YOUR SYLVANIA DISTRIBUTOR!

ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

MINERVA

**NOW! WITH ALL THE IMPROVEMENTS
YOU'VE BEEN WAITING FOR IN FINER,
MORE BRILLIANT RADIOS!**

Corporation of America • 238 William Street • New York 7, N. Y.

*A few territories now open for live-wire distributors.
Write today for details.*



Pittsburgh Jobbers, Dealers Show Faith In Future by Many Plans for Expansion

**BRIGHT PROSPECT FOR TELEVISION IS SEEN FOR SECTION
Pittsburgh Appliance Distributors Undertakes Extensive Alterations
and Remodeling — Tydings Co. Opens a Special Department for
“Hams” — Smoky City Club Hears Talk on Radio Audiences.**

PITTSBURGH, PA., Monday—The rapid rise in business plus the promise of a bright future augmented by the new industry of television, has prompted many dealers and distributors in this area to contemplate major alterations and expansion of their facilities.

The Pittsburgh Appliance Distributors Co. has already begun extensive remodeling and refurbishing work. New lights have been installed and work on a new floor will begin in the near future.

Bob Colnes, owner of Pittsburgh Appliance, has in his office the complete set of architect's plans which will make

his showrooms among the best designed in the district. Merchandise will be displayed on portable display booths of the latest design. These will not be installed until merchandise becomes more plentiful.

Pittsburgh Appliance has the exclusive franchise for Howard and Monitor radios in this area. On display at present is the new, popular, Howard arm-chair combination model with a single record support and an amazingly quick changer. The sample is all that is on hand now, but Mr. Colnes has been promised factory shipments in the near future.

Also carried by this firm is a complete line of electrical appliances and home comfort goods. All Monitor appliances, Penn boilers and burners, and Regina products including electrical brooms, floor polishers, and can openers, are distributed.

Arthur A. Aldridge, who has been with the firm for a year, is sales manager.

The Tydings Co., which has a large amateur radio operator trade, has recently opened up a special department consisting of the entire balcony for the “hams.”

The district distributorship of Wilcox-Gay radio is part and parcel of the Tydings Co. but as yet, it has not received even a sample. However, E. J. Tydings expects shipments to begin around the first week in February at which time he hopes to give it vigorous promotion. Meck radios are also handled by Tydings.

Two new representatives have been added to the Tydings staff. D. H. Hub-

bard will cover the Johnstown district while J. H. Blosser will travel the West Virginia-Ohio territory, working out of Morgantown, West Virginia.

At a meeting of the Pittsburgh Advertising Club at the Roosevelt Hotel last week, Charles A. Wolcott of the A. C. Neilson Co., a marketing research organization, was guest speaker. Mr. Wolcott's subject was “Advance in Radio Audience Measurement.”

AL ROTH

Jack Snyder New Manager Of Concord Export Division

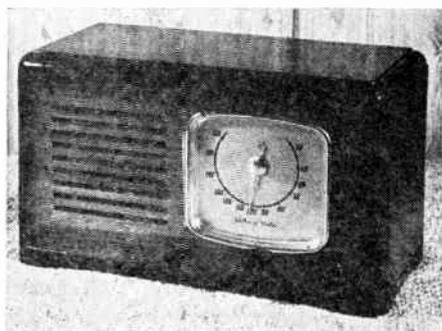
CHICAGO, ILL., Friday — Concord Radio Corp., of this city and Atlanta, Ga., recently announced the appointment of Jack E. Snyder as manager of the Concord Export Division, which serves the radio and electronics industry throughout the world. Mr. Snyder has been with the Concord Corp. for the past sixteen years.

DALBAR of DALLAS

Presents Smartly Styled Radios

Table Models, Combinations Now
AM and FM Models Soon

All 100% Veteran Manufactured



Complete Description

Series 500 Superheterodyne table model; 5 tube with super performance; automatic volume control; 110 Volt AC or DC operation; built-in loop antenna. Cabinet two tone walnut 12½" x 7¼" x 6"; constructed of ¾" veneer; large easy to read gold dial; multiple drive super selective tuning. Licensed by R. C. A. and Hazeltine; standard R. M. A. guarantee.

New Retail Price . . \$27.95

Our National Distributors Want
Dealers, Distributors and Manufacturers' Agents

Franchises Open Now For Entire U.S.A.!
20% of Production Open for Export Now!

Contact Direct

ELECTRONIC ENTERPRISES, Inc.

1312 FOREST AVE.

DALLAS 15, TEXAS

Wire Address W.U.X. Dallas
Cable — Dalbar U.S.A.

Phones:—
Harwood 7368 or 2118

New Jersey  NEWARK
DISTRIBUTOR

EXCLUSIVE DISTRIBUTORS

in Northern New Jersey

SENTINEL RADIOS—ODIN GAS RANGES
CLARK ELECTRIC WATER HEATERS
HORTON WASHERS and IRONERS

Also Distributors for—

RCA TUBES — EVEREADY BATTERIES
SCHICK, REMINGTON ELECTRIC RAZORS
McGRAW ELECTRIC COMPANY (Toastermaster)
MANNING BOWMAN & COMPANY
PROCTOR ELECTRIC COMPANY
SAMSON UNITED
DORMEYER CORPORATION (Mixers)
GENERAL MILLS APPLIANCES
Many Other Nationally-Known Brands
of Electrical Appliances

EASTERN Electrical SUPPLY CO.

287 Halsey Street

348 Washington Street

Newark, N. J.

NEW... Improved Model 355A-1

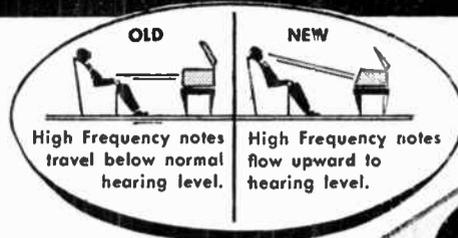


PORTABLE PHONOGRAPH

with all the features your customers are looking for!

- Smallest AC automatic record changer phono with 3 tubes energized by power transformer. 5 watt output.
- Improved portability. Special grip clip to prevent damage to tone arm while carrying.
- New "phantom" pilot light.
- Inclined sounding board improves reception.
- New trouble-free, foolproof automatic record changer. Careless handling won't throw tone arm out of adjustment.
- Dual Channel Input . . . two separate amplifiers blended by electronic tone control for perfect record reproduction.
- 6 1/2" Alnico Speaker. Minimum AC hum.
- Attractive leatherette covered case.

Made by America's oldest manufacturer — devoted exclusively to the creation of electric phonographs.



- A model to suit every music lover's preference . . . every purse.
- #301—Portable —\$39.95
 - #302—Table Model—\$43.95
 - #350—Portable —\$47.85
 - #351—Table Model—\$51.95



\$69⁹⁵
Inc. Fed. Tax

STEELMAN RADIO CORP. 742 EAST TREMONT AVENUE BRONX 57, NEW YORK

'Big producer for U. S. Army during war years!'

Sonora Distributors of Eleven Western States to Hear Jos. Gerl Discuss Plans

WILL OUTLINE COMPANY'S PLANS FOR COMING MONTHS

New Models, Merchandising and Advertising Some Subjects That Will Be Brought Up — Meetings Under Supervision of Schwalb-Lapkin Co. — Hale Opens a New Store — Graybar Conducts Salesmen's Training Course.

SAN FRANCISCO, CALIF., Saturday—Joseph Gerl, president of Sonora Radio and Television Corp., is expected here January 14, when he will be featured speaker at the Lions Club luncheon meeting to be held at the Empire Room of the Sir Francis Drake Hotel.

The following day Sonora distributors of the eleven western States will gather at the St. Francis Hotel to be informed by Joseph Gerl about Sonora Corp.'s plans for 1947 regarding Sonora radio models, merchandising and advertising. Mr. Gerl will be accompanied by Edward L. Harris, vice president of Sonora Radio and Television Corp.

Schwalb-Lapkin Co., exclusive distributor of Sonora radios for northern California, 1190 Bryant street, Bee-Vac products, etc., has completed the beautiful new showroom, occupying almost the entire second floor. It is a very attractive place, with two sides comprised entirely of windows, arched walls and drapes of Nile green, with carpeting a soft brown, subdued lighting Venetian blinds—all combining to create a very pleasing picture.

The showroom was opened on the 21st when a Christmas party was given for the entire personnel.

Joe Lapkin Co., told your reporter that Sonora radios are extremely popular with dealers, and ultimate purchaser alike. They are pleased with Sonora's appearance, tone quality, and excellent performance. Dealers clamor for more and more, and radio shipments go out the day they arrive—while for the Sonora straight record player, said Joe, "the only way to express it is that the demand is tremendous."

Of top interest to the industry during the week was the official opening of Hale Bros. new radio and appliance store in Sacramento, at thirteen and

K streets. It is reputed to be one of the finest radio and appliance stores in the country. It is a three story building, each floor approximately fourteen thousand square feet. There are two complete Hot-Point kitchens: one on the sales floor and the other in the auditorium, which has a seating capacity of 100. Prior to the opening, a three-day sales training school was held. Participating in the Seminar were: Blaine R. Lind, district merchandising manager of Graybar; W. E. Derbyshire, merchandising manager of Graybar; Charles Osberg, and A. A. Nearling, also both with Graybar.

W. E. Derbyshire said that Graybar Electric Co., consistently holds training courses for dealers and their staffs for both Bendix radios and Hot-Point appliances, but always at the firm's headquarters at Ninth and Howard streets. It was a notable exception for them to hold it at the Hale premises.

W. E. Derbyshire was for seventeen years in the field. He started with the retail business but for the last eleven years has been associated with Graybar.

Fada radios have been received in small quantity but of high quality, according to W. K. Glasby, manager of Royal Showcase & Fixture Co.'s radio division. Fada radios received so far, have given excellent performance, and the only complaint is that they are not available in larger quantity.

At the monthly meeting of the Radio & Television Dealers Association, Inc., there were preliminary discussions about labor relationships, and advertising in conjunction with the jobbers.

Rudy Feil, president of the association, is convinced that a strong retail dealers organization will be generally an asset to the industry and the pub-

lic alike. Dealers, not yet members, are cordially invited to join. Further information may be had at the Radio & Television Dealers' headquarters at the Western Merchandise Mart, 1335 Market street, Suite 767. Phone: GUNderhill 6068.

There is a very agreeable surprise in store for the wives of members of the Radio and Television Dealers Association. Said ladies have been so impressed by the advantages of their husbands belonging to the association, that quite contrary to the usual procedure of wives, trying to keep husbands from attending lodge meetings and such, they were a prime factor in securing an almost hundred per cent attendance for the Association's meetings. In appreciation of their splendid cooperation, Santa Claus rewarded them with a unique little gift—just about the niftiest thing seen in many a month.

GISELA NEY

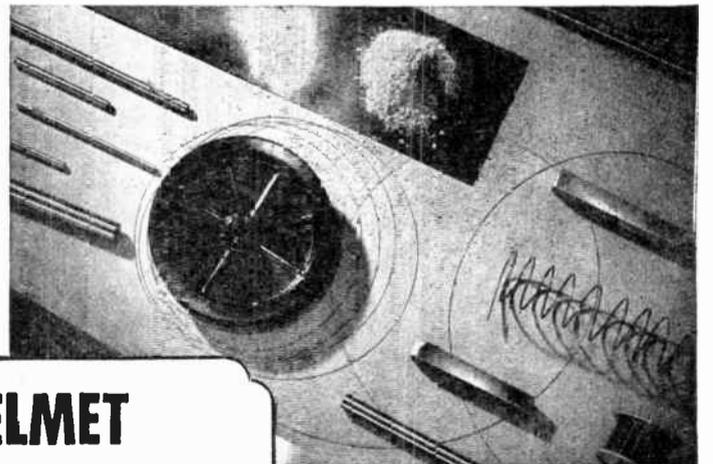
Spend your advertising dollar in a trade journal that has reader interest. RADIO and Television WEEKLY delivers the goods in these fields.

DR. PITT APPOINTED PHILCO ECONOMIST

PHILADELPHIA, PA., Thursday—Appointment of Dr. Courtney Pitt as economist of Philco Corp., this city, to be in charge of the division of economic research was announced today by John Ballantyne, president.

The growth of the corporation and its expansion into new fields have emphasized the increased need for continuing economic studies in the planning of both current operations and long-term objectives, Mr. Ballantyne said in announcing the appointment.

Dr. Pitt was graduated from Princeton University in 1929 and received the degree of Ph. D. in economics from that University in 1935. After serving as a member of the Princeton faculty, he was for five years a partner of Ivy Lee and T. J. Ross, New York City, specializing in economic matters. In 1941 he joined the Philco Corp., where in addition to other work, he has been in charge of the preparation of all reports to stockholders.



ELMET TUNGSTEN and MOLYBDENUM PRODUCTS

When you need tungsten and molybdenum in wire, rod, sheet and ribbon form, get in touch with Headquarters. North American Philips can supply these products on short order and you can be sure of top quality.

NORTH AMERICAN PHILIPS COMPANY, Inc., Dept. RTW, 100 E. 42nd St. New York 17, N. Y.

"Golden Throat"

... triumph of the genius of RCA radio engineering and Victor scientific sound-reproduction techniques... is a 3-way Acoustical System resulting from the exact co-ordination of cabinet, loud speaker and electronic amplification.

Scientifically tested and proved in listener auditions, the "Golden Throat" produces balanced, lifelike tones... a new thrill in radio-phonograph listening. The brilliance of the artist's performance is faithfully reproduced by the finest acoustical system in the history of RCA Victor—the "Golden Throat."



"Golden Throat..."

finest tone system in RCA VICTOR history...

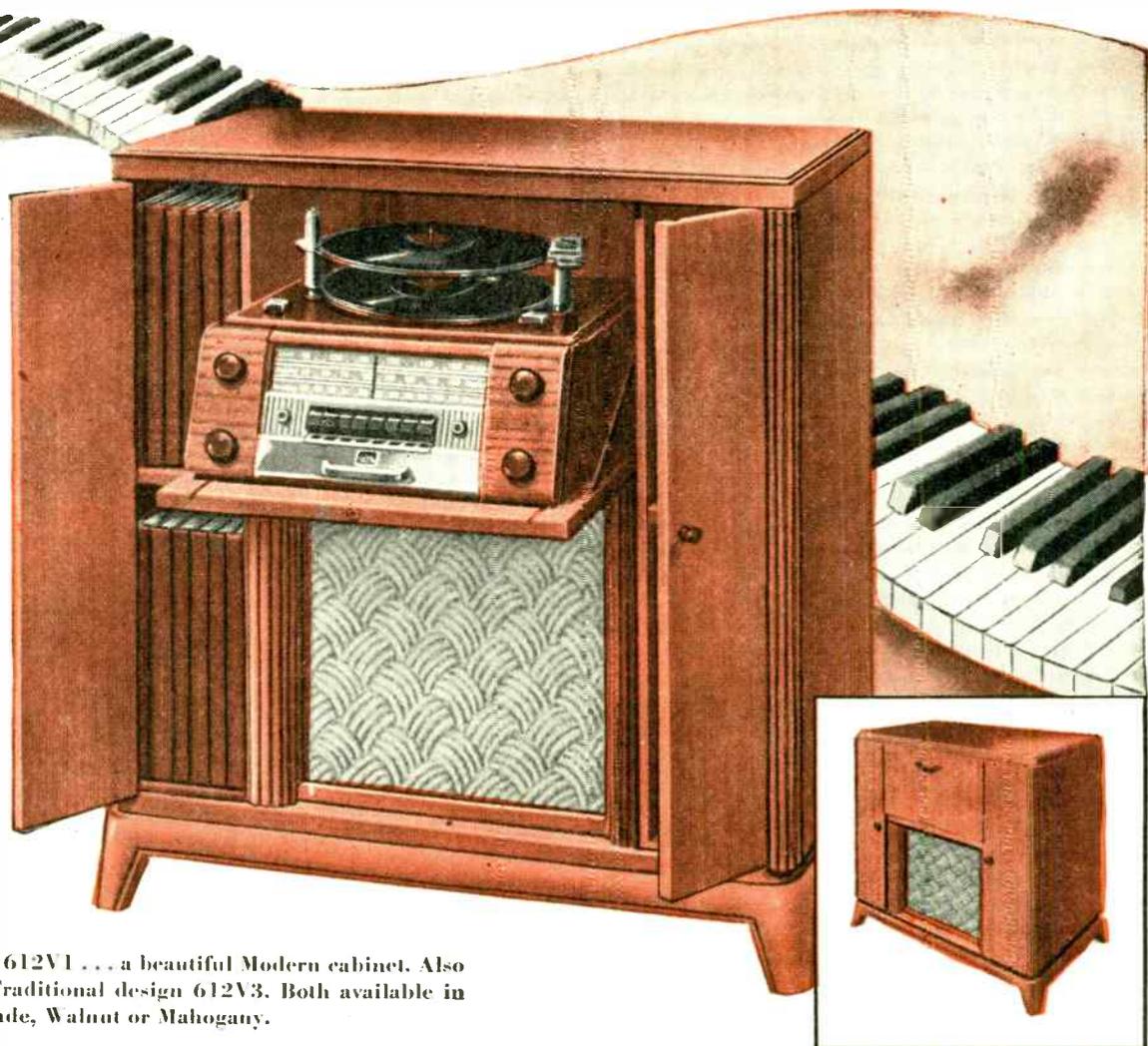
The "Crestwood" series...

a great Victrola* (the 612V1 shown here) in which the "Golden Throat" reaches peak performance. Richness, range and power combine in singing, golden balance. Just a moment's listening and you will know why customers choose "Golden Throat" tone.

For complete radio reception, frequency Modulation (FM), Short Wave, and AM (Standard Broadcast) bands... eleven RCA Victor Preferred Type Tubes and one rectifier tube.

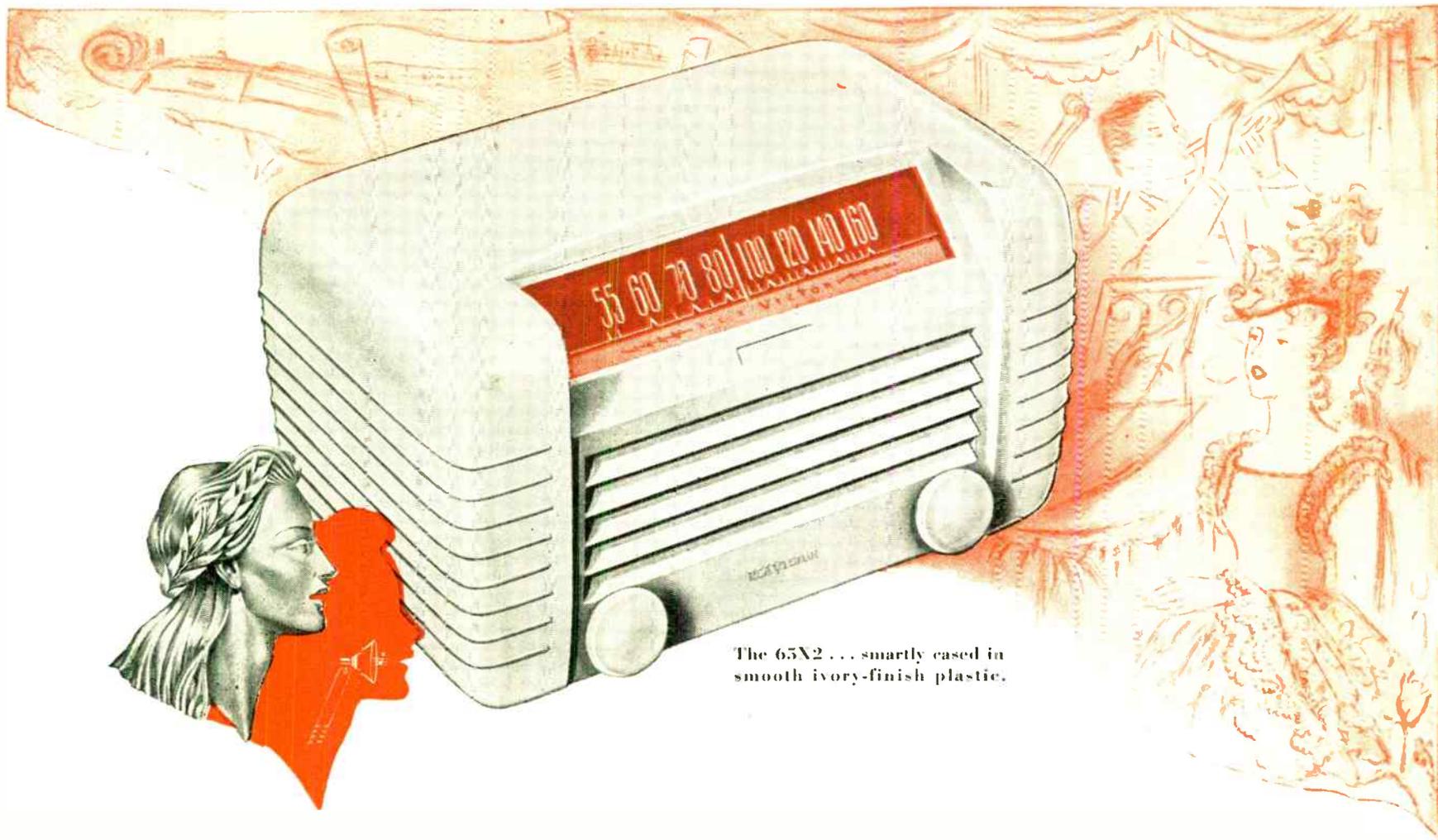
For record playing, the "Silent Sapphire", a permanent jewel-point pick-up, provides high-fidelity reproduction without "needle chatter" and needle changes.

For ease of playing, the compact roll-out unit brings radio and phonograph controls instantly into reach at the touch of a finger.



The 612V1... a beautiful Modern cabinet. Also in Traditional design 612V3. Both available in Blonde, Walnut or Mahogany.

*"Victrola"—T. M. Reg. U. S. Pat. Off.



The 65X2 . . . smartly cased in smooth ivory-finish plastic.

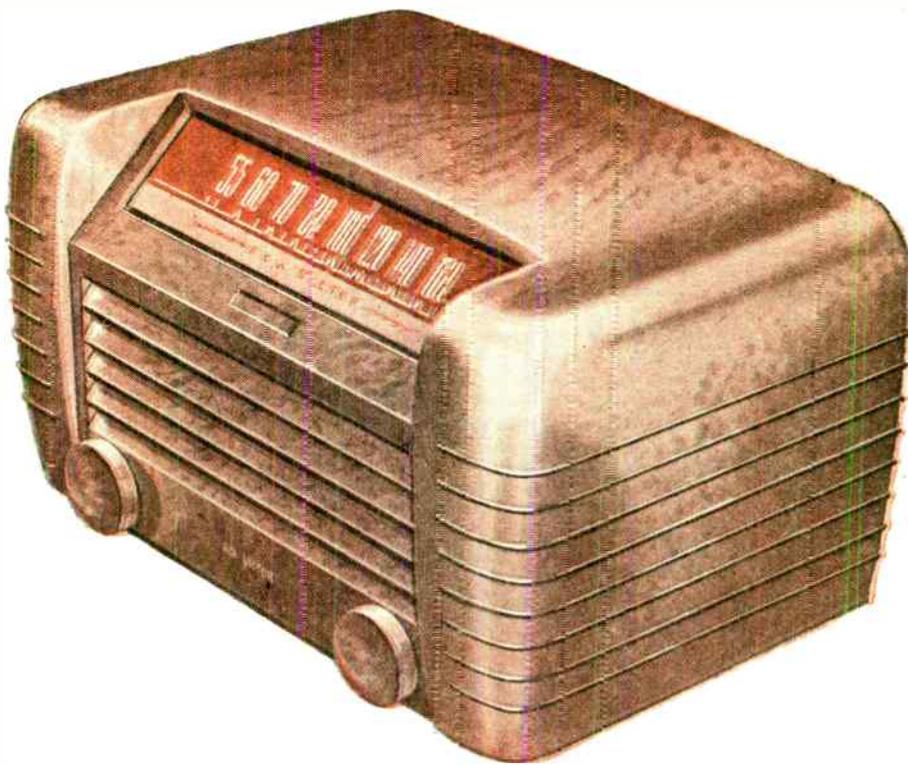
listinguishes even low price instruments!

The 65X series . . .

smallest RCA Victor radio (just twelve inches long) featuring the "Golden Throat." Compare its tone with *any other* radio in or near its price range . . . observe the graceful, compact design . . . and you'll agree the 65X1 and the 65X2 are twin values for beauty and performance!

For outstanding radio reception, four RCA Victor Preferred Type Tubes and one rectifier tube, built-in extra-large Magic Loop antenna, large super-sensitive electro-dynamic speaker, automatic volume control, and selective superheterodyne circuit.

For ease of playing, colorful, easy-to-read, straight-line, recessed dial and big tuning knobs for hairbreadth tuning.



The 65X1 in the rich walnut-plastic case.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

Speakers Are Announced for Trade Dinner Of San Francisco Radio and Appliance Men

TO BE HELD AT MERCHANDISE MART ON FEBRUARY 5TH

Will Be One of Outstanding Events of Winter on West Coast — Committees Appointed to Arrange for Affair — Guest Speakers to Be J. W. Stigall, of Lauderall, and E. Carl Sorby, of Rockford, Ill.

SAN FRANCISCO, CALIF., Monday—February 5 is the date set for the semi-annual, Western Radio and Appliance "Trade Dinner," which traditionally highlights the twice-yearly Market Weeks held at the Western Merchandise Mart. As usual, the distinguished guest speakers of national prominence will be present and also an unexcelled entertainment program will be provided. The dinner will be held in the Mart Club on the ninth floor of the Mart. Arrangements for this featured event are in the capable hands of George A. L'Amoreaux, promotion manager of the Western Merchandise Mart, and the committee on arrangements. Already reservations are pouring in so rapidly that a capacity audience is assured.

The two guest speakers will be J. W. Stigall, of Detroit, sales manager, Lauderall Appliance Division, F. L. Jacobs Co., and E. Carl Sorby, of Rockford, Ill., vice president in charge of sales, Geo. D. Roper Corp. Mr. Stigall's address will concern itself with the "Development of the Automatic Home Laundry Industry." Mr. Sorby will address the gathering on the subject of, "Something New Has Been Added and it Ain't Apple Honey." R. E. Fisher, San Francisco, vice president in charge of Public Relations and Sales, Pacific Gas and Electric Co., will preside as general chairman of the meeting.

Mr. Stigall and Mr. Sorby are making a special trip to the West Coast for this engagement.

Dinner music and a gala stage show featuring songs, dances and acts by stars of stage and radio will add a

pleasant gaiety to the traditional "Trade Dinner" program.

C. G. Hadicke, C. G. Hadicke Co., 85 South Van Ness avenue, Motorola distributor, stated that while Motorola made an excellent showing in the deliveries of table combinations and console radio-phonograph sets, the demand was far greater than the supply. Many more sets could have been sold if they had been available.

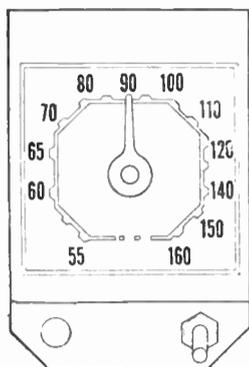
Further confirmation that 1946 had been a good year, and that 1947 is expected to be an "exceptionally good year," came from Ben R. Scott, manager of Lachman Bros.' radio and record departments. During the latter part of the year there were enough radios to utilize again four of the seven handsome radio rooms, which for a long time contained art furniture, lamps, and such—but no radios. Paul Bagley has been added to Mr. Scott's sales staff as additional proof that business is picking up.

Records are a new venture at Lachman's, having been installed only a year ago. Ben R. Scott stated that December was an exceptionally good month for records and all in all the record department has rounded out a very satisfactory first year. Lachman's handles all the standard recordings.

Ben R. Scott's assistant in the record department is Mrs. Gwen Lynch, formerly with Sherman-Clay, who said that the greatest demand during December was for Christmas Carols, children's favorites and classical albums, though there was no let-up in the purchase of popular records.

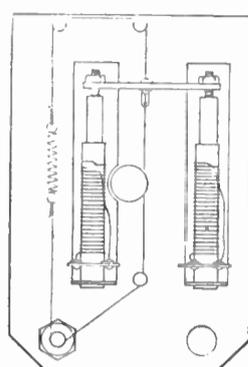
C. V. Fortune, for about a year, man-

ATTENTION MANUFACTURERS and DISTRIBUTORS



SUPERHETERODYNE PERMEABILITY TUNERS

- 535 to 1660 kc Complete
- 3-Color Dial and Drive
- All Units Pre-Tracked at Factory



We also make a Slide Rule type unit for Supers and TRF type to replace a single condenser.

Open facilities for Die Work, Stamping, Coils, Assembling. Complete and extensive Engineering and Electrical Laboratories. Send us your inquiries for quotations.

AERMOTIVE EQUIPMENT CORP.

1632 CENTRAL STREET KANSAS CITY, MO.
NEW YORK OFFICE: H. BRAVERMAN, 161 Washington St., N. Y. 6, N.Y.

ager of Lachman Bros.' appliance department, has tendered his resignation to be effective February 1. Mr. Fortune, who had been in the wholesale business formerly, finds that a more congenial field and intends to return to it. —GISELA NEY.

Leading Lines Handled By Terwilliger Concern

KANSAS CITY, MO., Wednesday—P. D. Terwilliger, head of Terwilliger Sales, manufacturers' representative of 3527 Broadway this city, revealed here last week that he was currently representing leading manufacturers in the Mid-western area.

Some of the firms that the Terwilliger concern represents are the Hickok Electrical Instrument Co., the Brush Development Co., Potter and Brumfield Co., and the P. A. Geier Co.

I. and M. Sufrin Conducts Successful Campaign on Stewart-Warner Radios

PITTSBURGH, PA., Friday — Officials of I. and M. Sufrin, 1207 Muriel street, this city, distributor in the Pittsburgh Tri-State trading area for the Stewart-Warner line of radio receivers, are highly pleased with the results of the first promotion of Stewart-Warner sets conducted in this section.

Almost all the radios, strategically placed, were sold within several days. Customers were particularly gratified with the Stewart-Warner table model combinations, which can be changed into a console by attaching four legs.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

SPECIALISTS IN MERCHANDISING

KRICH-RADISCO, INC.

"One of America's Great Distributors"

422 ELIZABETH AVE.

NEWARK 8, NEW JERSEY

Phone: Bigelow 8-3000

Serving New Jersey Dealers Since 1907

RCA VICTOR

RADIOS
RADIO-PHONOGRAPHS
TELEVISION

VICTOR RECORDS
BLUEBIRD RECORDS
H.M.V. RECORDS

TUBES
RADIO PARTS
BATTERIES
ELECTRONIC PARTS
TEST EQUIPMENT
SOUND EQUIPMENT

NEW HOME
SEWING MACHINES

BENDIX

AUTOMATIC HOME LAUNDRY
AUTOMATIC HOME IRONER
AUTOMATIC HOME DRYER

AMERICAN

ALL-STEEL KITCHENS
ALL-STEEL SINKS
AUTOMATIC DISH WASHERS
KITCHEN GARBAGE DISPOSAL
UNITS
HOME FREEZERS

COMFORTAIR

PORTABLE WEATHER UNIT

NORGE

ROLLATOR REFRIGERATORS
RO-TA-TOR WASHERS
HOME FREEZERS
FARM FREEZERS
GAS RANGES
BOTTLE GAS RANGES
ELECTRIC RANGES
HOME HEATERS
PORTABLE WINDOW AND
FLOOR TYPE AIR
CONDITIONERS
COMMERCIAL REFRIGERATION
WATER COOLERS

WATER HEATERS—GAS
OIL
ELECTRIC

EUREKA

HOME CLEANING SYSTEMS
VACUUM CLEANERS
CORDLESS ELECTRIC IRONS
ELECTRIC GARBAGE DISPOSERS

KNAPP-MONARCH

TABLE APPLIANCES

SETH THOMAS

ELECTRIC CLOCKS

WESTCLOX

ELECTRIC CLOCKS

WESTINGHOUSE

LAMPS

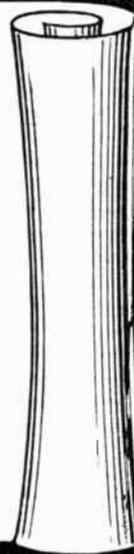


GENERAL ELECTRIC

Electronic

RADIO TUBES

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



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



FARNSWORTH PRODUCT HELPING TELEVISION'S SUCCESS IN INDUSTRY

FORT WAYNE, IND., Wednesday—An announcement today from the Farnsworth Television and Radio Corp., and the Diamond Power Specialty Corp. revealed the first successful use of television in industry with a sight-transmitting system known as the Utiliscope.

The Utiliscope, which shows an exact

picture of something taking place at a remote point on a screen similar to that of a home television receiver, is being used at Consolidated Edison's Hell Gate Station Power Plant to keep tabs on a boiler remotely located from the main control room.

The complete Utiliscope, which weighs only 121 pounds, consists of a camera with deflection unit, two small power units and the monitor or viewer. It has fewer tubes than most radio sets, and except for the Farnsworth Image Dissector, all its electronic tubes are standard types easily available.

SEATTLE ADOPTS NEW TWO-WAY CAR RADIOS

SEATTLE, WASH., Monday—While Seattle merchants replace their shattered stocks with slowly arriving radios and appliances that distributors are trying to parcel out to appease their accounts, electronics continues to invade other fields.

Last week the Farwest Cab Co., second largest taxi-cab operating firm here, started the installation of two-way radios in its fleet of seventy-two cabs. The first cab to be equipped was on January 1. At the end of the first week, ten cars were operating with the new devices and functioning to the complete satisfaction of both the drivers and the cab company operators.

According to Ed Poppa, official of the concern, "We learned about two-way cab radio over two years ago when experiments were conducted in Cleveland. The idea captured our fancy and as a result we investigated the possibility of adopting the system here. We had to wait for a war to be won and then go through the efforts of obtaining the proper permits for a small broadcast station. Now, we are operating a few cabs in an astonishingly satisfactory manner and hope to have our whole fleet functioning with the radio hook-up when the first of the month comes around." —DUD BROWN.

COLEMAN BROTHERS WITH NATIONAL FIRM

A long term recording contract has been signed by the Coleman brothers, popular spiritual group, with National Records of New York City, Herb Abramson, director of artists and repertoire announced yesterday.

The Coleman brothers gained nationwide acclaim when they were chosen to sing all the religious music on the Columbia Broadcasting System's twenty-four hour memorial to the late President Roosevelt.

Mr. Abramson predicted that a new National recording by "Dusty" Fletcher, "Open the Door, Richard" would follow the success pattern cut by tunes of the "Cement Mixer," "Caledonia" and "Honey Dripper" style.

John E. Garlent Named Motor Wheel President

LANSING, MICH., Friday—John E. Garlent has been elected president of Motor Wheel Corp. to succeed Harry F. Harper, president and general manager since the company was formed in 1920. Mr. Harper has resigned because of ill health.

Mr. Garlent has been executive vice president of the firm since 1940 and has been with the company since 1920. Among other products, Motor Wheel makes Duo-Therm space heaters.



All Under One Roof

WE manufacture over 25 different lines for the Radio service trade and are prepared to ship

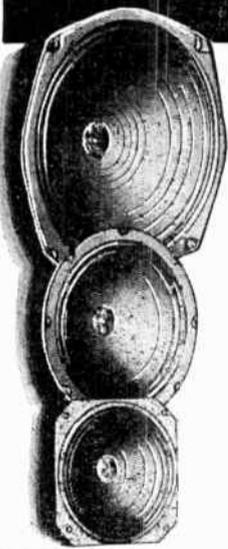
- JFD "SOCKETTE" RADIO TUBE ADAPTERS
- JFD EXACT DUPLICATE BALLAST TUBES
- JFD PHOSPHOR BRONZE DIAL CABLE
- JFD BATTERY ADAPTER HARNESSSES
- JFD ADJUSTABLE BALLAST TUBES
- JFD RESISTANCE CORD ADAPTERS
- JFD PHONO ADAPTER SWITCHES
- JFD MICROPHONE CONNECTORS
- JFD MIDGET JACKS & PLUGS
- JFD PHONOGRAPH NEEDLES
- JFD RESISTANCE CORDS
- JFD AC SERVICE CORDS
- JFD TOGGLE SWITCHES
- JFD AUTO CONDENSERS
- JFD SPEAKER CEMENT
- JFD ANTENNA LOOPS
- JFD AUTO ANTENNAS
- JFD BATTERY PLUGS
- JFD TUBE SHIELDS
- JFD RADIO WIRE
- JFD SUPPRESSORS
- JFD DIAL BELTS
- JFD DIAL CORD

WRITE FOR LITERATURE ON ANY OF THESE UNEXCELLED PRODUCTS

Serving the radio trade since 1929

J.F.D. MANUFACTURING CO. 4111 FT. HAMILTON PARKWAY
BROOKLYN 19, N. Y.

SPEAKERS



rescent

LARGE QUANTITIES AVAILABLE FOR IMMEDIATE DELIVERY FROM STOCK

4" - 5" - 6" SPEAKERS

... "Crescent" quality—famous for tone, fidelity, and ease of installation.

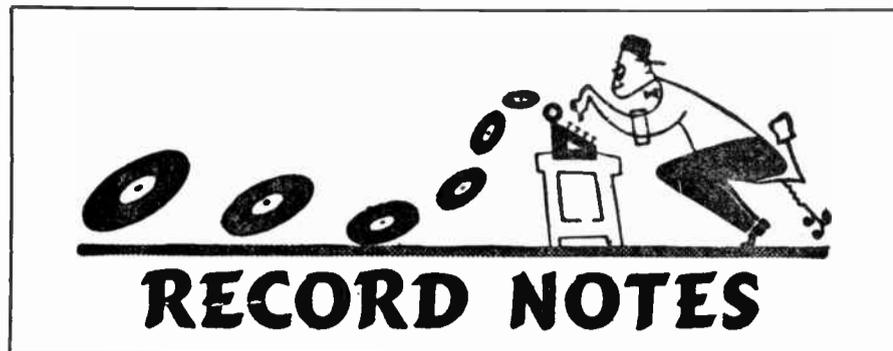
All speakers made with Permanent Alnico-5 Magnets . . . all sizes furnished in the following magnet weights: .68 oz., 1 oz., 1.47 ozs., 2.15 ozs.

Speakers are equipped with transformer mounting bracket (less transformer).

RECORD CHANGERS, too

A high quality Crescent line, playing 12-10" or 10-12" records. Inquire today.

CRESCENT ELECTRONICS CO.
401 Broadway, New York 13, N. Y.



Music Merchants To Meet On Coast Late This Month

AT REGIONAL CONFERENCE
NAMM Directors and Members on Pacific Coast Are Planning Important Industry Gatherings — Consider Merchandising.

LOS ANGELES, CALIF., Monday—Four important meetings of the National Association of Music Merchants, Inc. will be held on the Pacific Coast during the month of January.

First of these sessions is the gathering of the board of directors on January 21 in this city, to be followed by the Los Angeles regional meeting, January 22 and 23 in the Ambassador Ho-

tel, here. Then will come the San Francisco regional meeting on January 27 and 28, and the Northwest regional meeting at Portland, Ore. January 30 and 31.

One of the high spots of the month will be the Los Angeles banquet to be held in conjunction with the regional meeting in this city. A two-hour program of entertainment featuring outstanding stars of the radio and movies will be on hand. Bob Hope will serve as master of ceremonies.

One of the by-products of the Los Angeles meeting will be a closer tie-up with the movie industry in the promotion of music, according to NAMM officials.

Important industry problems will be considered at these sessions, including merchandising and sales promotion.

RCA VICTOR SIGNS PHIL HARRIS BAND TO DISC CONTRACT

CAMDEN, N. J., Wednesday—The addition of two topflight popular musical aggregations, Phil Harris and his orchestra and the Page Cavanaugh Trio, and the operatic favorite Set Svanholm, to the RCA Victor recording roster was announced her last week by J. W. Murray, vice president in charge of RCA Victor Record activities.

Signing of Harris and his organization and the Page Cavanaugh Trio climaxes an active year of expansion for the popular label which saw such leading artists as Mary Lou Williams, Pat Flowers, the Herbie Fields band and the Dardanelle Trio added to the RCA Victor label.

Arrangements are being made so that Set Svanholm, Swedish Wagnerian tenor, can record his operatic roles direct from the opera house for the RCA Victor Red Seal label.

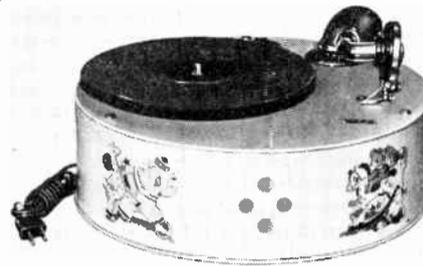
First Ellington Record For Musicraft Released

Latest news from Musicraft Records, Inc., this city, tells of the distribution of Duke Ellington's first release on this label, "Happy-Go-Lucky-Local."

Further Musiccraft plans for Ellington call for an album of the music that he played at his Carnegie Hall festival last November. Oliver Sabin, Musicraft vice president in charge of sales, added that the "Pied Piper of Hamelin", a kiddie album featuring Artie Shaw and Harry Von Zell, would be released next month.

KIDDIE PHONOGRAPHS IN FULL PRODUCTION AT HEROLD CONCERN

A line of electrically-operated phonographs designed for the children's market is now in production at the Herold



Children's Phonograph

Mfg. Co., Inc., 664 East 180th street, Bronx, N. Y., it was learned today from Jerome Lee Herold, president of the firm.

The first model of a line to be mar-

keted under the trade name of "Kidditrola" is the "Playmate" which operates on AC current, has an on-off switch, needle cup, duo-grille, and Underwriters' Laboratories approved cord set. Shipments will begin in January on this phonograph.

Another set scheduled for delivery this month is the 'Carousel' which features an extra large tone chamber for better reproduction, fool-proof operation, light-weight acoustic tone arm, needle cup, on-off switch, and a six foot rubber line cord.

Mr. Herold revealed that his firm would merchandise its line direct to dealers.

Wayne Varnum Embarks On Tour for Columbia Firm

Wayne Varnum, publicity director of the Columbia Recording Corp., is currently on tour in advance of the Pittsburgh Symphony Orchestra, which will carry him through eleven states in about one month, it was reported here today.

PHONOGRAPH MOTORS

with complete
Turntable Assembly

Increased production facilities enable us to take on a few extra accounts for weekly allocations.

A Superior Product

- Quiet Operation
- Ample Torque
- Constant Speed
- Die Cast Bearing Supports
- Electrostatically Flocked Turntable
- Available in all Voltages
- Immediate Delivery

The MAGNETIC PRODUCTS CORPORATION

Specialists in the Manufacture of
1/40th to 1/150th horsepower motors

Executive Offices:

60 East 42nd Street New York 17
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**KEEP
DUOTONE
UP FRONT**

FOR GREATER SALES AND PROFITS!

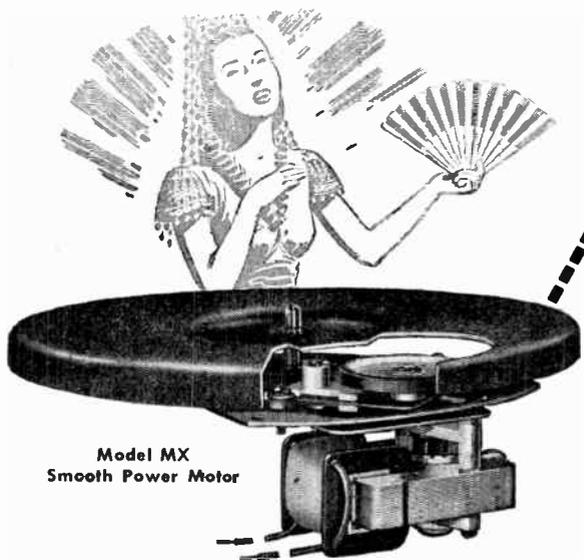
SPOTLIGHT Duotone products—keep 'em up front on your counter—and take full advantage of the widespread preference for this world's greatest line of needles and record accessories.

Your customers know Duotone and want Duotone. Its reputation has been earned through quality of product, dependable performance, and fair prices *plus* consistent national advertising that rings the bell.

So that you can keep Duotone up front, we back you with attractive packaging, window display material, counter cards, the new Duotone Display Case and other point-of-sale helps. Ask your distributor or write us direct for complete information.

DUOTONE
DUOTONE COMPANY
799 Broadway, New York 3, N. Y.
Stephen Nester, President
EXPORT DEPARTMENT:
American Steel Export Company, Inc.
347 Madison Ave., New York 17, N. Y.

The Duotone Line Includes the World's Largest Variety of Phonograph Needles, Duodisc Recording Blanks, Cutting Needles and Recording Accessories.



Smooth Power .. ON THE LEVEL

The novel and unique idler bracket in MX Smooth Power motors holds the rubber idler pulley in an even plane—resulting in smooth motion of the turntable.

You get vibration-free and wow-free performance, too, and smooth speed that stays constant regardless of the number of records on the machine. That's *Smooth Power*.

Our complete line of *Smooth Power* phonomotors, recorders and combination record-changer recorders will always make fitting companions for your own fine products.



DISC CO. OF AMERICA RELEASES GYPSY SET

The Disc Co. of America today released the latest album in its catalog, "Gypsy Songs of Russia" sung by Adia Kuznetzoff, it was reported here by Moe Asch, head of the New York City record firm.

The songs included in the album are typical folk songs of Russia, sung by Mr. Kuznetzoff, a man who has traveled in Russia with the gypsies, Mr. Asch revealed.

MANOR RECORDS HAS NEW N. Y. QUARTERS

The Manor Record Co. has moved into new enlarged quarters at 313 West 57th street, New York City. The firm was formerly located at 2061 Broadway, this city.

With coast-to-coast distribution already set up George J. Bennett, director of artists and repertoire, explained that his firm would concentrate on building a catalog around Lanny Ross, Lew Lehr, Dave Apollon and Lenny Herman.

Typical of the special repertoire that Manor will feature for the coming year is its album "The Passion Play," Mr. Bennett stated.

Officials of the Manor disc firm are Irving Berman, president; Samuel Lehrer in charge of finance; Mr. Bennett in charge of artists and repertoire, and Julius Schiff, sales manager. The Broadway Distributing Co., Manor jobber will also be located in the same building.

Wallerstein Is Elected To CBS Directorate

Edward Wallerstein, president of Columbia Recording Corp., has been elected to the board of directors of the Columbia Broadcasting System, William S. Paley, board chairman, announced.

Mr. Wallerstein has been head of CRC since it was organized by CBS in 1939. He obtained his first experience in the record business as a salesman for the Brunswick Co., in 1920 later becoming its Eastern sales manager and, in 1930, Eastern general manager.



DISTRIBUTED IN
SAN FRANCISCO AREA

BY
Edward F. Hale Company
925 Harrison Street,
San Francisco 7, California



MAYFAIR SPECIALIZES IN CHILDREN'S DISCS

For the past nine months the Mayfair Record and Recording Corp., 1650 Broadway, New York City, has been specializing in turning out records for the kiddie field.

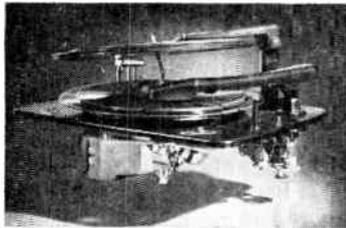
The first Mayfair kiddie records were a two-disc vinylite set titled "Once Upon A Time" featuring David Kurland as narrator and Al Rickey's Orchestra. Then followed a single, "The Little Fir Tree" with David Kurland and Al Rickey. Scheduled for release late in January is an album called "Lady In Blue" featuring June Winters.

The executive staff of the Mayfair firm is composed of three musicians, Hugo Peretti, Marty Gold and Herb Plattner, who, respectively, serve as president, vice president and secretary.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

GARRARD
world's finest
automatic
record changer

why sell
ordinary changers
when you can
have garrard?



looks finest...
is finest...
earns best!

GARRARD
sales corporation

315 Broadway • New York 7

ager. From 1933 to 1938 he served as manager of the record division of RCA Victor.



- ★ The critic's choice for quality.
- ★ Solid mahogany cabinet.
- ★ Full tone control, bass to treble.
- ★ 6 1/2" Alnico-5 Speaker. ★ 3-tube.
- ★ Superb tone, bass to treble.
- ★ De luxe needle, 5000 playings.
- ★ Foolproof automatic changer.

R. C. A. LICENSED MANUFACTURER

SYMPHONIC
RADIO AND ELECTRONIC CORP.
292-298 MAIN STREET
CAMBRIDGE 42, MASS.



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

hallicrafters

The Radio Man's Radio

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO, U. S. A.

A new kind of radio laboratory. Hallicrafters high frequency headquarters—the new Chicago plant...



CLEVELAND DEALERS PLANNING DRIVE TO RAISE RURAL SALES

GREAT POTENTIAL MARKET

First Efforts to Be Made in Ohio, Indiana and Kentucky — Appliance Manufacturers to Exhibit at Show Late in Month.

CLEVELAND, OHIO, Monday — An ambitious program to tap the rural market got under way here at a meeting of 100 power company representatives, electrical equipment dealers, manufacturers and farm agents at the General Electric Co.'s apparatus headquarters, 4966 Woodland avenue last week. L. T. Blaisdell, G.E. commercial vice president presided.

The promotional plan to sell more electrical appliances and machinery to farmers, as outlined by several speakers, is to be opened in the district which includes Ohio, Kentucky, Indi-

ana and western Pennsylvania and will later be repeated throughout the country.

Twenty thousand persons in the heating and ventilating industry in this country will converge on Cleveland the week of January 27 for the Seventh International Heating and Ventilating Exposition, to be held in Public Hall for five days.

Four hundred manufacturers will display their wares at the show, including everything from water heaters, air conditioners, stokers, furnaces and blowers to storm sash and screens.

Charles F. Roth of New York is exposition manager. Clevelanders on the advisory committee are L. T. Avery and John Paul Jones.

Conventions of the American Society of Heating and Ventilating Engineers, and of the National Warm Air Heating and Air Conditioning Association will be held in Cleveland during the exposition week.

In Cleveland and surrounding suburbs, retail appliance dealers are sprucing up their stores with new interiors and exteriors as fast as they can get materials.

In Willoughby, the Rogant and Coyne appliance store, has been completely remodeled. Starting from four bare walls, the firm now has an ultra-modern store in which pastel colors, murals and sweeping lines from a modernist background for a large line of radios and appliances. The store now includes a radio department, complete displays of major and small appliances, and a demonstration kitchen and laundry.

H. W. Thompson is store manager, Carmen Infelice is sales manager and James Riley heads up the service department.

At the Doan Electric Co., 8713 Superior avenue, Bill Heiser's remodeling plan has more than doubled his usable floor space and improved the effectiveness of his layout. For displaying his line of ceiling fixture, a sweeping inverted marquee extends along the sides and rear of the store, with fixtures hanging above and the floor space below utilized for other displays.

John Horvath, recently discharged from the Army, now manages the large radio sales and service department which adjoins the main salesroom. Louis Brandt is assistant to Mr. Heiser, whose son Marvin, also just back from the Army, is now on the staff.

Enterprise Electric Co., 6511 Euclid avenue, has also remodeled its fixture showroom and appliance sales room. A crew of painters worked seven weeks stripping old stain from oak panels and refinishing them in blond oak. All furniture was done over to match the walls.

Out in Lorain, Mr. and Mrs. Richard Chestnut have completed the remodeling of their appliance and radio store on Broadway. A modernistic glass front

makes it one of the outstanding stores on the street.

Mrs. Chesnut takes an active part in the business and will be remembered by many in the trade as the former Miss Charlotte Simpson, one of the first women radio buyers in the country. —EVELYN BAILING.

BEUCAIRE OFFICIALS CONTINUE ACTIVITIES ON VARIOUS FRONTS

(Continued on Page 13)

Beucaire, Inc., was elected president of the salesmen's club, of the Chamber of Commerce for the year 1947.

Huehn Appliance Co. of Webster, New York is contemplating a new and larger store to take care of its increased and potential appliance business. This firm expects to make this one of the finest rural appliance stores in Western New York.

Marvin Archer, who heads the Household Archway Appliance Co. of Geneva,

is taking a brief vacation with his folks in the West. He is making the trip by automobile.

Sam Rosenbloom, of the Seneca Stores Inc., has solved the problem of searching for an apartment by renovating the apartments over his store for his own family living quarters. Every new kind of modern appliance is being installed in his home to add to his and his wife's comfort.

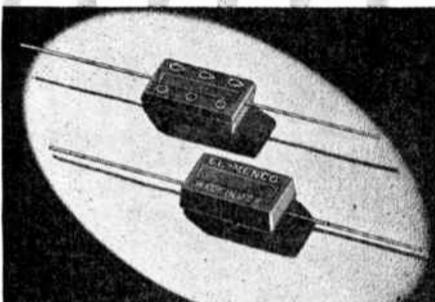
The new Philco parts and accessories department has just been completed at Beucaire Inc., and is anticipating a large volume, it was stated by Frank Beucaire. This department is being managed by Edgar C. Maloney, who recently returned from the Army.

Leonard V. Colt, sales manager of the Beucaire division, was married recently. After a short trip, Mr. Colt, due to business pressure, was back on the job delivering those new Bendixes.

Carl Putnam, service manager of Beucaire, is the proud father of a bouncing baby girl.

It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

TOWARD NEW HORIZONS



Tested and proved in every important theatre of war, El-Menco Capacitors are now serving with equal merit in the products of peace. Insure the correctness of this important part of your product by specifying El-Menco Capacitors.

Write on your firm letterhead for our catalog.

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

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

WHOLESALE RADIO PARTS

MANY HARD-TO-GET ITEMS IN STOCK

SEND FOR
OUR CONFIDENTIAL JOBBER PRICE SCHEDULES

CONDENSERS

VARIABLE
2-Gang—Super, Broadcast Freq.
2-Gang—TRF., Broadcast Freq.
VARIABLE AIR TRIMMERS
MICA, POSTAGE STAMP TYPE
MICA, TRANSMITTING TYPE
MOULDED PAPER
BATH-TUB CONDENSERS
OIL-FILLED—Upright Rectangular Cans

RESISTORS

1/2W - 1W - 2W - 10 Watt Types Values from .5 Ohm to 20 Meg.

WIRE AND CABLE

HOOK-UP, No. 20, Stranded, White with Black and White Tracer
SHIELDED WIRE, No. 18—Outside shield AC EXTENSION CORD SET, 6 and 9 ft. No. 20, TWISTED PAIR, Rubber Covered, Stranded, Black or White, 5000' per Reel
CABLE, 2-CONDUCTOR, Type SJ, No. 20, Rubber Covered, 500' per Reel
CABLE, 3-CONDUCTOR, Type SJ, No. 20, Rubber Covered, 500' per Reel
CO-AX CABLE, RG-8/U, 56 Ohms, 1000' per Reel
CO-AX CABLE, RG-11/U, 72 Ohms, 500' per Reel
CO-AX CABLE, RG-59/U, 72 Ohms, 1000' per Reel
AC CORD SET, 6 Feet, Approved Wire Bakelite Male Tap. Less Than 100 Lots
AC EXTENSION CORD SET, 6 Feet, With Male Tap on One End, Cube Tap on Other

JOBBER ONLY—ORDER NOW FOR PROMPT SHIPMENT

VIBRATORS

2-Volt for Portables

PICK-UPS

Several Types, List on Request

SPEAKERS

5" PM Alnico No. 5 Slug (24 to a Carton)
6" PM 5 oz. Slug

CHOKES

15 Henry, 100 MA
A-C/D-C 300 Ohm

PHONO. AMP. KITS

COMPLETELY WIRED AND BOXED INCLUDES VARIABLE TONE AND VOLUME CONTROL.
MODEL 24—4 Tube, with Output Transf.
MODEL 23—A 4-tube

TRANSFORMERS

OUTPUT, 50L6
OUTPUT, PUSH-PULL 50L6
OUTPUT, PUSH-PULL PENTODE
FILAMENT TRANSF. 5Volt 4 Amp.

AUTO RADIO PARTS

Vibrator Transformer for Models AR 40-AR-55

Suppressors—Bracket Standard
Suppressors—Universal Screw Standard
Suppressors—Snap on Plug
Suppressors—Distributor Screw Fitting

PHONO. OSCILLATOR KIT

Seaboard No. 320—2 Tube
Seaboard No. 410—1 Tube

SEABOARD-RONLEY CORP.

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



AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

AMCON ELECTROLYTIC AND PAPER CAPACITORS, INCORPORATING NEW PLASTIC DESIGNS, COVER ALL STANDARD CAPACITANCE VALUES AND WORKING VOLTAGES.



RADIO MANUFACTURERS EXHIBIT WIDE VARIETY OF SETS AT MART

(Continued from Page 7)

tively encased in bleached mahogany cabinets.

The Lear exhibit featured that firm's wire recorder in the first showing of two models, one in blond, the other in mahogany. It will take an hour's recording on a spool of stainless wire, reproducing immediately; has a volume and time indicator, and can mix a recording from a microphone and any other sound sources desired.

A wire break—a rare occurrence—shuts off the recorder immediately. The recording head is easily removed from the top for servicing. Lear also showed a portable wire recorder with the same features as its larger model, and weighing only 28 pounds exclusive of the case.

Exhibited by Lear were a console, obtainable in blond or mahogany, with either an automatic record changer or a recorder, but not both; a table model combination; four AM table models.

Crosley exhibited an all-purpose console video receiver for the first time. It has a 10-inch viewing tube, and the screen may be turned at any angle, from side to side. The radio part of the set receives AM, FM and short wave broadcasts, while the automatic record changer phonograph plays either 10 12-inch or 12 10-inch records.

Other Crosley items were a 14-tube console for AM, FM and short wave, with record changer, in modern and mahogany; an 8-tube FM-AM-short wave console in walnut and mahogany; a table combination, 6-tube, for playing mixed records, in walnut and light mahogany; an unusual double-faced table receiver distinctively colored in red and gold, with other color combinations to come later, and two 3-way portables in

bakelite cabinets, one in walnut, the other in red, gray and walnut combined.

Television was the feature of the RCA-Victor showing. It started with a television camera on the balcony overlooking the Lake Shore Drive entrance to the Furniture Mart, centered on the entering throngs, and carried on by another camera in the exhibit itself, both in action. In the exhibit were five television receivers—two consoles and three table models. On them, simultaneously, were shown the scenes picked up by the two cameras, and they afforded much entertainment to those present, everyone having a chance to be televised while there, at the same time seeing himself on the screen of any one or all five of the receivers.

Radios shown by RCA-Victor included the new Crestwood console series in walnut, mahogany and blond; the same set in modern cabinets. These sets give accessibility in that the radio and record changer easily pull out; they use the new silent sapphire pickup, play 10 12-inch or 12 10-inch records, and receive AM, FM and all important short wave broadcasts.

Attracting much attention was the "Solitaire" personalized radio, one trimmed with 14-karat gold bands, and two other models in plainer finishes. They are self-contained battery-operated.

Standouts at the Sparks-Withington exhibit were three consoles, one a 7-tube combination, receiving AM and three short wave bands; one a 10-tube combination in a period cabinet, receiving FM, AM and short wave, and the same 10-tube set in a modern cabinet.

Shown also by Sparks-Withington was the Sparton "Recordex," a record-holder with a device for tipping out into easy reach any record for which its trigger is pushed. This is exclusive with Sparton, but is not regular equipment, being supplemental to the sets.

Phileo, while showing nothing new at this time, exhibited its No. 1213 Chippendale console radio-phonograph, designed for AM, FM and short wave, in bleached mahogany, walnut and straight mahogany; combination table model 1203, in mahogany and walnut; No. 350 3-way portable; two popular consoles, Nos. 1226 and 1209, push-

button sets, for AM and short wave; a line of small plastic and wood table AC-DC radios receiving AM, and the star seller of the Philco line at this time, the radio-phonograph No. 1201, a single-record player, plugged so much lately on the Bing Crosby broadcasts.

The Galvin line of Motorola sets was impressive. Shown were the 95F31 3-band console, (FM, AM and short wave), with nine tubes and 6 electric push buttons; three-band model 95F31B console in blond; model 65F21 automatic phonograph radio, with two bands for American and foreign reception; the 95F33 8-tube console combination, all equipped with Motorola's unique hydraulic release which, on pushing a button, lets the control slide gently out for use.

Smaller Motorolas included the 65F12 automatic phono-radio for table use; the WR8 automatic wireless record player; 5A5 personal portable; the 65T21 with two bands for AM and foreign reception; the 65T21B in blond mahogany veneer for AM and foreign broadcasts, and other attractive table model radios. Special interest was shown in the 65X12, and 55X12, ivory table models of classic design. Not exhibited, but being delivered, is the Motorola 45B12 farm radio, notable for low battery drain.

A complete line of FM and AM sets—consoles and combinations as well as table models, was presented by the Bendix Radio Division, Bendix Aviation Corp. Some of the Bendix instruments were shown here for the first time and met with excellent response on the part of dealers and buyers from all sections of the country. Bendix officials on hand revealed some elaborate plans in behalf of the firm's radio activities.

Zenith Radio Corp. showed a full line, including FM receivers, combinations, portables and table instruments, as did the General Electric Co., which also exhibited television receivers as well as types of radios and combinations.

Farnsworth, Stewart-Warner, Sentinel, Howard, Warwick and Maguire rounded out the radio exhibits.

—W. D. MORRIS.

BOSTON TRADE GROUP CONDUCTS MEETING; OFFICERS ARE NAMED

BOSTON, MASS., Friday — At the annual meeting of the Electrical Institute of Boston, Inc., Alan Steinert, head of the Eastern Co., distributor of RCA Victor and Kelvinator products, was elected president for 1947. He succeeds Frank Nason, manager of the Westinghouse Electric Corp.

Others named at the annual meeting held in the Copley Plaza Hotel were: Thomas H. Carens, Boston Edison Co., vice president; Ralph A. Deloid, Westinghouse Electric Supply Co., treasurer; E. W. Willis, Clark & Mills Electric Co., secretary; J. A. Galbin, Boston Edison Co., assistant secretary.

Principal speaker at the meeting was Sam H. Cuff, director of stations for the Allen B. DuMont Laboratories, Inc., New York, who discussed the present status of television. Some 500 members of the trade attended the affair, with Joseph Burke, president of the J. H. Burke Co., distributor of Philco products, serving as toastmaster.

RADIO TUBE KIT

New All-American Miniatures
12BE6, 12BA6, 12AT6, 35W4, 50B5

\$2.50 Per Kit

In 1000 Kit Lots!

CALL MR. DANOWITZ, BO 9-3965
or write him at
397 Baldwin Ave., Jersey City, N. J.



Sensational, Amazing

**NO ELECTRICITY — NO TUBES
NO BATTERIES — NO TUNING**

MYSTERY RADIO

Yes, this new MYSTERY RADIO provides instant reception from the nearest broadcasting station—just put little ear piece into your ear and attach wire clips to aerial and ground, presto—you have reception. **\$2.45** List Price

- So small, it will fit in the palm of your hand.
- Usually works swell by just attaching clip to aerial, bed spring, screen door or wire fence etc.
- Nothing to wear out—no parts to replace.

Free—Display material provided with order
Dealers—write for special discount

TAYBERN EQUIPMENT CO.

120 Greenwich Street

Dept. RW-1

New York 6, N. Y.





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6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS
IN CANADA—COPPER WIRE PRODUCTS, LTD., 11 King Street, West, Toronto

Specialists in Design and Manufacture of Fine Acoustic Equipment



ARVIN
Top Flight
Radios
ELECTRICAL HEATERS
AND TRAFFIC APPLIANCES

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1107 BROADWAY **Watkins 9-7640** **NEW YORK 10, N. Y.**
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Maryland, District of Columbia, Lower Delaware and adjacent Virginia and West Virginia Counties

NEW YEAR STARTS ON NOTE OF OPTIMISM IN THE DETROIT SECTOR

NO LET-DOWN IS NOTICED

Sales of Records and Phonographs
for Holiday Season Reached a
New High Level.

DETROIT, MICH., Monday — Dealers in the metropolitan Detroit territory are busily engaged in inventory-taking and re-organization following one of the most hectic Christmas selling seasons on record. Held down below pre-war banner years by the shortage of higher-priced merchandise, dealers nevertheless reported high sales in phonograph records topping anything in former years by wide margins.

Continuing after the holidays, sales in most downtown radio and record departments and in many of the neighborhood stores are still good.

Bull's-Eye Displays!



'Point of Sale' Dealer's Helps

to aid you in putting over
your sales of Fada Radios.

- Neon Clocks
- Neon Signs
- Colored Decals
- Streamers
- 4 Set Display Stands

for

"the Radio of Tomorrow — TODAY!"

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

Dan O'Conner, manager of the radio department of the J. L. Hudson Co. department store, claimed that business was excellent.

Dave Raddaway, merchandising director of the Ernst Kern Co., one of the most progressive downtown department stores, reports that sales in all three departments under his supervision continue excellent. Radios and appliances, subject to various shortages, are still going strong, and Kern's new record department is building new customers daily, he said.

Al's Record Mart, meeting place for "jive" connoisseurs and hot jazz fans, reports, through Manager Fred Smith, that business is still booming. Radio sales in table models also are good at Al's Record Mart and Mr. Smith's only complaint is lack of space.

Reports from over the state also indicate that business is good and out-state dealers reflect an increasing optimism.

Al Oppenheim, co-owner of Allan's Appliances in East Detroit, reports a continued flow of traffic into his store, only slightly less in volume than the last few weeks of 1946. Mr. Oppenheim will visit the Chicago market this week, where he intends to look over appliance showings.

Another East Side Detroit who intends to attend the January Mart is Ed Dietz. Business was so good at the Dietz & Co. establishment during the Christmas rush that additional space had to be rented from the store next door in order properly to display and store merchandise.

On Detroit's West Side, Earl Parrish, owner of Earl's Radio Sales and Service, also reports a continued good business. Mr. Parrish also announced the opening of a second store on Michigan avenue. This, combined with his original outlet on Fort street, will be the nucleus of his proposed chain of small stores. Headquarters for the chain will be at the original Fort street location.

Continued bad weather has virtually isolated dealers in smaller communities in Michigan during the first weeks in January and many distributor salesmen have been unable to make their customary calls. Because of these conditions and the demand for small ap-

pliances, records and radios, most retailers beyond the Detroit service area face depleted shelves and small inventories for a while.

Many dealers are contemplating stopovers at Detroit on their way to Chicago for the January Market and distributors here anticipate a sharp demand for merchandise to replace the Christmas stocks.

Brilliant Music Co. has been appointed local distributor for Vogue Records. The "picture record" has been accepted with enthusiasm by almost all stores in the city, and Jack Brilliant, sales manager of Brilliant Music, reports that all hands were busy as bees for the first week in the attempt to keep abreast of the flow of orders.

Many stores used the records as display material and built beautiful windows to promote sales.

Sentinel's newly introduced Catalin model was eagerly greeted by dealers in metropolitan Detroit when the first small shipment was distributed by the Allied Music Sales Corp. Max Lipin, president, stated that the red, amber and ivory sets were outstanding in design, and regretted that there were not enough to go around to all dealers.

Nate Bassin, sales representative for the Allied Music Sales Corp., was presented with a daughter, his first child, last week. His many friends in the industry offer congratulations.

—LON ALLISON.

Executive of Columbia Writes His First Novel

Goddard Lieberson, vice president of the Columbia Recording Corp., in charge of Masterworks artists and repertoire, has invaded new fields with the publication last week of a novel "Three for Bedroom C". It is his first novel.

"Three for Bedroom C" deals satirically with the romance of a chemistry professor and a movie actress who meet on a train bound for Hollywood. Mr. Lieberson wrote the novel in off-hours between his considerable duties of engaging artists for Columbia Masterworks and selecting the works they are to record.

Dan Packard Advanced By Kelvinator Concern

DETROIT, MICH., Friday—Appointment of Dan A. Packard as Kelvinator household sales manager has been announced by Charles T. Lawson, vice president of the Nash-Kelvinator Corp., this city. Mr. Packard has been assistant general sales manager for the company since 1944.

NORTHEASTERN DISTRIBUTORS INCORPORATED

TODAY

—as in the past—one may
be judged by the company
one keeps.

Particularly is this true with
business associates and their
distributing representatives.

You are in mighty good
company when associated with such "leaders
in their line" as

**ZENITH
THOR
GIBSON
GRAND
ELGIN
QUAKER**

and other nationally famous
trade-mark names for which
NORTHEASTERN DISTRIBUTORS, Inc., are the exclusive
sources of supply for Independent
Dealers throughout Eastern
Massachusetts and Southern
New Hampshire territory.

588 Commonwealth Ave.
BOSTON, MASS.

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

STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

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



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.

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

QUAKER CITY TRADE RETURNS TO NORMAL AFTER YULE SPLURGE

PROMOTION IS UNDER WAY

Trilling & Montague Entering the Record Field — Radio Electric Service Announces Changes.

PHILADELPHIA, PA., Tuesday — Business is again returning to normal with the year's end inventory completed and merchandising efforts resuming their normal importance. Radio dealers are expending greater funds for advertising than for a long time with various models of leading manufacturers benefiting from this retail program.

Trilling & Montague, for a long time established as major appliance distributor, has now entered the phonograph record field in active style with the appointment of Leonard Smith as manager of the M-G-M record department. Mr. Smith's appointment, announced this week, will mark the start of a complete organization of the M-G-M record department.

John Gallagher has been promoted from the order department of the Radio Electric Service Co., seventh and Arch streets, to the counter sales of the "ham" or radio amateur division.

Jim Fote has been elevated from the stock department to succeed Mr. Gallagher in the order department.

John Stern, president of the Radio Electric Service Co., has departed from local headquarters to attend both the

Atlantic City Hardware Convention and the Chicago Furniture Show. During his visits, Mr. Stern will attempt to secure new lines for his company. His office revealed that Mr. Stern will announce the association of several new radio lines upon his return.

The Radio Electric Service Co. released a copy of a new radio parts and equipment bulletin to all dealers. In addition, the washer department is now preparing to release a new catalog listing all washer parts which are available for delivery.

The Motor Parts Co., distributor of Columbia records and Zenith radios, is concentrating on its Columbia record line, stated record sales manager Rex Alexander.

SOL SHERMAN

Magnavox Profits Are Up 300 Per Cent in 9 Months

FT. WAYNE, IND., Thursday — Net earnings of Magnavox Co. for the nine months ended November 30, 1946 were more than four times those of the corresponding period of the preceding year, it was announced yesterday by Richard A. Conner, president.

Net income for the nine months ended November 30, 1946 amounted to \$1,470,770, or \$2.94 a share on 500,000 shares outstanding, compared with \$325,798, or 78 cents a share on 416,778 shares outstanding, for the like 1945 period.

Sales for the nine months of 1946 amounted to \$16,860,543 against \$11,326,345 for the corresponding 1945 period.

MINNEAPOLIS SALES OF RADIOS LIMITED ONLY BY AVAILABLE SUPPLY

MINNEAPOLIS, MINN., Thursday — With the 1946 Christmas season now history, it can be reported that radio and appliance dealers in the Twin Cities enjoyed the best Yuletide season since the outbreak of the war.

Consumer interest in the merchandise was very great and there were some merchants who had accumulated enough of a stock on hand to be able to make quick deliveries. There still were some who ran out of their stocks early and had to confine their efforts to taking orders. But on the whole, the business was there and those who had the goods to deliver got the business.

Appliance merchandise moved very well, dealers said. They could have sold more—if only it were available.

But records—the dealers' eyes gleam when they talk of disc business. Everything sold, especially children's albums, which this season reached their peak as never before in history. Capitol children's albums were in great demand throughout the season.

Albums of all sorts sold extremely well all during the holiday season and many retail outlets moved almost every popular and classical album on their shelves. Distributors reported receiving heavy re-orders.

Prospects for 1947 appear bright—brightest new year for the radio industry in several years, all agree. Merchandise in an ever-increasing amount should be coming off assembly lines before very long.

Max Livon, of Livon Industries, Inc., distributor of Lear radios, is one who is optimistic over 1947 prospects. "We are going to get more units and our dealers are going to have more merchandise to sell in 1947. We are looking ahead to a banner year."

Similar comment also was forthcoming from F. C. Hayer, of the Hayer Co., RCA Victor distributor. He said prospects for 1947 shipments moving more toward a normal basis were very good.

WTCN-FM has started broadcasting of FM programs here with the initial broadcast, that of the Minneapolis Symphony Orchestra. The station, first in the Twin Cities to present FM programs, celebrated the occasion with a cocktail party just before New Year's Day in the Foshay Tower, atop of

which its huge antenna is located.
—JACK WEINBERG.

FM Testing Illustrated By Minter at Radio Club

J. B. Minter, chief engineer of Measurements Corp., Boonton, N. J., delivered a paper entitled "Measurements on FM Receivers" at the meeting of the Radio Club of America, Inc., of 11 West 42nd street, held in Pupin Hall, Columbia University here, on Friday. In his paper, the speaker outlined the present testing methods used on the Radio Manufacturers' Association frequency modulation receiver. Mr. Minter placed emphasis on certain receiver characteristics and offered information on the testing of FM signal generators.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

NOW & LATER

Now... STANDARD ARCTURUS can supply you with many hard-to-get tubes from its diversified stock of W.A.A. surplus and regular tubes.

Later... STANDARD ARCTURUS can offer you a complete line of electronic tubes of every type and description—known the world over for high-fidelity tonal quality and long, dependable service.

Now... is the time to align yourself with ARCTURUS—the oldest name in radio tubes. Mail us your tube requirements immediately... and you will receive our monthly bulletins on available tubes.



NATIONALLY ADVERTISED

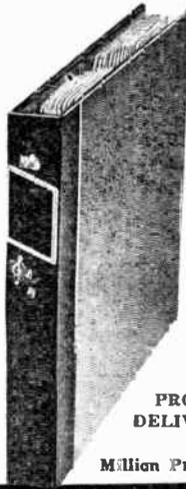


REC-ALBUM

REG. U. S. PAT. OFF.

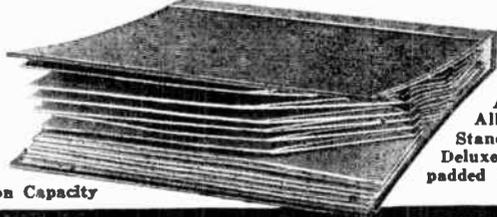
with
"TIP LOC"
THE SLIP PROOF, BREAK
PROOF SAFETY FEATURE

The new improved safety feature, exclusive with REC-ALBUM, Records won't fall out. REC-ALBUM is the most advanced type DISK-ALBUM made. 10" and 12" Storage and Package type from 2, 4, 6, 10 or 12 heavy Kraft envelopes, which lay flat with edges recessed.



PROMPT DELIVERY

Million Production Capacity



Also Disk-Albums Standard Type, Deluxe & padded Deluxe

INQUIRIES INVITED WRITE: **L. H. SYMONS ASSOCIATES**

345 HUDSON STREET, NEW YORK 14, N. Y.

MILO

Your "Q" for Quality

Selling to:
INDUSTRIAL FIRMS
SCHOOLS
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NATIONAL DISTRIBUTORS OF
RADIO and ELECTRONIC
EQUIPMENT

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

BOSTON TRADESMEN FIND SALES NOW ONLY FOR QUALITY GOODS

**PUBLIC GETS PARTICULAR
Repairmen Having Trouble in Se-
curing Motors and Other Parts
for Radios and Appliances.**

BOSTON, MASS., Monday — The trade is generally more optimistic this week, reflecting a similar attitude by the buying public. Living costs are beginning to come down leaving more of the family budget for radios, electric appliances and other home equipment. Retailers, in offering their white elephant or overstock merchandise at bargain prices, are not only in better in-

ventory shape, but have convinced a good section of the public that the general price level is lower.

Most stores are beginning to show major appliances such as refrigerators and washers and consumers are again placing deposits for prompt deliveries on their present choices having received refunds on the early 1946 paper transactions. Console radio phonographs can be seen in variety in the radio stores.

About the only retailer that continues to have headaches is the electrical repairman who still can't find fractional horsepower motors for washing machines and refrigerators, or pull-chain sockets and other fittings for repairing or building lamps. Certain key items for the electrical wiring contractors remain scarce too.

Distributors' and manufacturers' inventories are generally over-normal, but this is often an indication of unbalance rather than an unhealthy situation.

Dealers, and distributors too, are calling a halt on tie-in sales, the main objection being that the tie-in equipment is way out of line in price, that it's poorly selected for its resale potential, and finally, that the consumer objects very strenuously to all such offerings. Some shrewd retailers are "jumping the market" by doing away with the tie-ins, selling the major item and holding the fittings to include with bargain combinations, expecting to replace the major item at a much lower price later in discounted numbers.

Consumers and retailers who in the past year and during the war have had to accept in silence discriminatory and sometimes insolent attitudes, much to their surprise and consternation from usual suppliers, are now able to retaliate by placing their business elsewhere. Those suppliers who have been wondering whether their policy of helpful friendliness and fair dealing would ever pay off in dollars and cents, are beginning to notice a good increase in business as their shelves begin to fill with

stocks in variety and value to equal their competition.

J. F. Rafferty of Eastern's RCA Victor Record department is notifying juke-box record customers of the Coin Operators' National Convention to be held at Hotel Sherman, in Chicago, February 4, 5 and 6. Victor has engaged the Governor's suite (Room 1688) and invites Boston's commercial disc-men to visit. Mr. Rafferty would like to hear from those who expect to be at the Convention.

In the Allston suburb of Boston, the Commonwealth Appliance Co. at 204A Harvard avenue has grown from an electrical repair shop opened early in 1946, to what is now a full-fledged store selling major and traffic appliances and radios. It is a clean, well lighted store with well-selected stock.

Probably the oldest such store is the Service Hardware and Radio Co. at Union Square. One of the proprietors, Hy Leve, is active in the Radio Technician's Guild, and the radio repair department serves over a wide area.

Banker & English at 8 Tremont street, Oak Square also has a good radio and electric repair section. It also sells records, radios and appliances of several well known makes. Melvin Banker, brother of one of the partners, and recently of the Army, has joined the firm as a radio technician.

Winthrop R. Martin, head of Acme Appliance Co. operates three radio and appliance stores with headquarters at 28 Lincoln street in Newton Highlands and is a veteran of twenty-five years in merchandising radios and appliances. The General Electric line is featured.
—FRANK PRAY.

Harry Glasser, sales manager of Colen-Gruhn Co., New York distributing concern, is expected back soon following a vacation in Florida. He was accompanied by Mrs. Glasser.



The MECK Trail Blazer

MODEL 5C5-P12

Built to comply to the exacting standards demanded by the man who knows radio best . . .
THE RADIO SPECIALIST

SPECIFICATIONS

5-tube AC-DC superheterodyne covers full standard broadcast band. Automatic Volume Control. Built-in tuned loop 6-tuned circuits. Vernier tuning. Plastic Cabinet. Size (8 1/4" x 5 1/4" x 5 3/4").

MECK RADIOS
PLYMOUTH, INDIANA

OVERLOADED Fresh Stock AEROVOX—SPRAGUE

	List	Your
		Net
300 2N513 30-35/150	\$1.77	\$.79
450 2N509 20-20/150	1.64	.74
100 TCD47 30-30/150	1.77	.79
450 GLS 8/450	1.64	.66
500 GL 8/600	3.98	1.59
100 GL 20-20/450	4.14	1.88
300 TC74 15/450	1.39	.72
100 PRV 8/600	3.77	1.59
100 GL 8/475	2.30	.93
125 PRV 40/450	3.39	1.31
50 PRV 8-8/450	2.26	.91
50 PRV 16/450	2.23	.89
50 PRV 8/600	3.77	1.59
100 PRSA 8-16/450	2.04	.92
50 PRV 10/450	1.78	.72

Send Orders Box 774
RADIO and Television WEEKLY
99 Hudson St., New York 13, N. Y.
20 per cent with order—Balance C.O.D.

full line from portables to con-
soles—the finest quality;
in each price range!

farnsworth

TELEVISION ● RADIO ● PHONOGRAPHS

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

TUBES

While they Last

117L7 . . . \$1.48 each

70L7 . . . \$1.19 each

In Lots of 100 Only
Boxed and Guaranteed
Deposit of 20% on all Orders
Balance C. O. D.

* * *

**MILO RADIO
and ELECTRONICS CORP.**

200 Greenwich Street
New York 7, N. Y.

DISTRIBUTORS IN CHICAGO

WILCOX-GAY RECORDIO
GRAND GAS RANGES
FREEZ-ALL FOOD FREEZERS
INTERNATIONAL OIL HEATERS
ARMSTRONG IRONERS
MIRACLE APPLIANCES
EVEREADY BATTERIES

CLARION RADIOS
ROYAL VACUUM CLEANERS
HANDY HOT APPLIANCES
CORY COFFEE BREWERS
VACULATOR COFFEE BREWERS
MAGIC FLO PERCOLATORS
MELL-O-CHIMES

WAKEM & WHIPPLE INC.
66 W. Ohio St. WHOLESALE DISTRIBUTORS Chicago 10, Ill.

*Finest Name
in
Radio
Phonographs*

Brunswick RADIO PANATROPE
IN PERIOD FURNITURE REPRODUCED FROM MUSEUM PIECES

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

General Electric Installs FM Equipment In All Schoolhouses of Colorado Springs

INCLUDES THE LATEST IN RADIO-PHONO COMBINATIONS
School Board Hails Move as a Big Step Forward in Education — Will Have Many Uses — McGee Radio Co. Inaugurates Co-operative Arrangement — May Firm Swamped With Business — Western Appliance Deplores Lack of Refrigerators.

DENVER, COLO., Saturday — Following the general trend toward installing radio equipment as an important part in educational programs, Colorado Springs has recently equipped all the buildings in its school system with the latest General Electric No. 417 Frequency Modulation radio-phonograph combination, according to an announcement by General Electric Supply Corp. of this city.

O. L. Greene, appliance sales manager, said that according to Dan Santry, secretary of the Colorado Springs Board of Education, these instruments, sold through Jordan & Woltman, local General Electric radio dealer, are "performing beautifully and more than measuring up to expectations. So much so," Mr. Santry added, "that four out of five of the School Board members are now waiting for delivery of the same sets for their own homes."

The radios, installed in the auditorium of each school, will be used in connection with the audio-visual education

program recently instituted as a part of music appreciation training and to "play back" wire recordings. In addition, the students will gather in the auditorium for news events as well as broadcasts of sports events.

A new cooperative arrangement recently installed by the McGee Radio & Electric Co. is the first of this type of service in the Rocky Mountain region and, according to Floyd R. Harris, manager, will probably be a permanent institution of the company.

Under the new arrangement, the dealer estimates his wants for the current year and agrees to purchase a certain quantity of merchandise, with the understanding that the supplies will be shipped in installments on order through the year. This will enable the McGee firm more nearly to estimate the total quantity of goods it will need and enable it to place orders accordingly and thus get the benefit of discounts on quantity shipments. The dealer also benefits from discounts on the larger quantity on basis of yearly supplies.

Since opening its new electric appliance store at 63 Broadway, the May Co. has been swamped with business, running up to 5,000 customers in a day in the pre-Christmas period. Wm. E. Stilwell, assistant store manager, said that Christmas items, however, were very limited.

The Western Appliance Corp., distributor of Nash Kelvinators, reports

that business during the Christmas period was very slow — all products coming through very slowly, due to strikes and freight embargo. W. G. Thompson of the firm, expressed the hope that better conditions will prevail during 1947, although it is expected that business will be "tough" for the first quarter. Many customers expecting refrigerators for Christmas were disappointed.

—FRANCES CONREY.

New Post for Sposa With Station WABD

Louis A. Sposa has been transferred from manager of the program operations department to the director of commercial operations of Television Station WABD, of New York, owned by Allen B. DuMont Laboratories, Inc., it was announced last week. The move is designed to give advertising agencies a broader service by placing in the field a sales representative familiar with all phases of television program operation. Mr. Sposa has been associated with the DuMont organization since 1941.

Exhibit in Lima, Peru, Postponed Until July

WASHINGTON, D. C., Thursday — The first radio-electronic exposition, originally scheduled to be held in Lima, Peru, starting late in December of last year and continuing through January of this year, has been postponed in order to allow more time for the preparation of exhibits and in view of the shipping difficulties.

According to present plans, the opening is now scheduled for July 15 and the event will last for three weeks.

ELECTRICAL LEAGUE'S ANNUAL MEETING TO BE IN MILWAUKEE JAN. 16

MILWAUKEE, WIS., Monday — The Electrical League of Milwaukee will hold its annual dinner meeting at the Elks Club on January 16.

Robert A. Heinz has been appointed assistant promotion manager of the Boston Store here. He has been with the store since 1930, and was advertising manager for the past six years.

Harold W. Hirth, of the Frankfurth Hardware Co., has been elected a director of the Sales Managers' Association of Milwaukee, for the coming year.

About 11,000 employes of the Nash-Kelvinator plants in Milwaukee and Kenosha returned to their jobs last week after a one-week layoff caused by shortages of steel.

At Oshkosh, the City Cab Co. has installed twelve two-way radios in its cabs, the first such system to be placed in operation in the State outside Milwaukee.

The J. H. Hanson hardware and appliance store at Rosholt was destroyed by fire last week. Damage was estimated at \$15,000.

BERT REICHERT.

Advertise in a paper that commands reader interest. RADIO and Television WEEKLY does it.

Emerson
RADIO
Headquarters for
Northern Illinois

For Details of the
Emerson Dealer Franchise
Consult

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

**NOW DELIVERING
in QUANTITY
RADIOS**

**6-Tube—2 Bands
5-Tube—2 Bands
5-Tube Standard**

R.C.A. and Hazletine circuits

RECORD PLAYERS

**3 and 4-Tube Amplifiers
Portable Automatic Record
Changers**

—COMBINATION—

Radio Automatic Record Changer
in Beautiful Wooden Cabinet.

DEALERS Write for
full information
HAVELING APPLIANCE CORP.

395 Broadway
New York 13, New York

IGOE BROTHERS, Inc.

35-37 HALSEY STREET

NEWARK 5, N. J.

Northern New Jersey Distributor of

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

AEROPoint "88"

The World's Finest Phonograph Needle

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

PRICE \$1.50
* Write for FREE sample.

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



KANSAS CITY JOBBERS COMPLETING PLANS TO ASSIST AREA DEALERS

**TO HELP TRAIN SALESMEN
Courses Planned Also in Service
— Frigidaire Sales Will Accept
Only Dealers Who Give Service.**

KANSAS CITY, MO., Tuesday—Local appliance distributors express a general feeling of optimism for 1947, and a New Year's determination to assist dealers in training salesmen and service crews to appreciate the value of satisfied customers.

Kenneth G. Gillespie, manager of the Jenkin wholesale division, distributor of radios and appliances, stated that he expects the coming year to be the "biggest in the history of the appliance business." Field representatives of this firm have completed a general sales course and intensive instruction in selling different lines of merchandise. Training sessions for dealers and their staffs will begin soon after Mr. Gillespie returns from the Chicago Furniture Mart.

C. J. Allen, branch manager of the Frigidaire Sales Corp., reported that his firm is following a policy of accepting only dealers who maintain repair and service crews.

The Frigidaire organization moved into its new building in North Kansas City, Mo., last week. The new plant, a one-story structure providing 45,000 square feet of space, houses the office and sales staff and facilities for the repair of built-in units.

The Continental Electric Co., Westinghouse distributor, has completed the

remodeling of its building in the Central Industrial district here. The lobby has been improved and city-service counters installed on the first floor. Offices occupy the second floor and warehouse space the upper levels of the six-story building. Long-range plans of this firm call for the opening of a branch office in Joplin, in southwest Missouri.

Motor Radios, Inc., Motorola distributor, is planning a novel sales promotion on Motorola's personal portable model 5A5. This program will be tied up with advertising for the "Ice Capades," skating extravaganza, which will be presented here, April 4 to 11.

Newspaper advertising of the show will feature pictures of members of the cast using their portable radios, and copy issued by the distributor will emphasize the appeal of a small personal radio to people who travel. During the week of the show, stars from the Ice Capades will make personal appearances in the stores of Motorola dealers.

General Electric and KOZY, pioneer FM station here, have been conducting a series of demonstrations to develop FM audiences in this area.

A film, prepared by General Electric, is being shown to local school groups and civic and business organizations. Following presentation of the film, representatives of KOZY demonstrate FM radios of various makes, and General Electric staff members explain details of FM reception.

In addition to radio promotion and General Electric's regular advertising, the project is supported by KOZY news bulletin, which gives news of manufacturers and radio stations promoting FM reception in other areas and the reactions of dealers to their activities.

O. R. Wright, promotion manager of KOZY, who is directing the program, announces that it will be continued in 1947.

—ELSIE WRIGHT.

G-E NOW PRODUCING TWO-WAY FM SYSTEM FOR MOTOR VEHICLES

SYRACUSE, N. Y., Monday—Radio as a public service finds increasing application as indicated by expansion in another new field for the use of the magic electronic waves.

General Electric Co. here, has announced that taxicabs in Milwaukee, Cleveland, Hartford, Washington, and Dallas will soon be operating with two-way FM radio which gives every driver a "private" line to his dispatching office.

The equipment, which operates in the new 152-162 megacycle band provided by the FCC for such service, is being made at the G.E. electronics plant here for taxi companies in these and many other cities. Nat Gada, G.E. radio communications sales manager, states the system will improve rider service and greatly reduce the millions of miles traveled yearly by cabs without passengers.

In addition to its use for dispatching purposes, the taxi-radio equipment will serve in public emergencies growing out of fire, crime or accidents. Cabbies will notify their dispatchers of such incidents and they in turn will contact the proper authorities.

The new G.E. equipment provides for private communications between each cab driver and the dispatcher, in contrast to apparatus first developed which reproduced in all cabs conversations between a single cab and headquarters. Transmitters and receivers in all cabs in the new G.E. systems are "locked off the air" except the one being called, Gada explained. A red lamp is lighted on the instrument panel of each cab

when the system is in operation (denoting a busy line) and goes out when the system is ready for another call.

SEGAR AND TAYLOR CONCERN ORGANIZED

BUFFALO, N. Y., Friday—A partnership under the name of Segar and Taylor has been formed here as successor to the radio manufacturers' representative firm of Harry B. Segar & Co., 768 Ellicott Square Building, this city. Carolyn C. Segar and Frank W. Taylor head the new firm bearing their names.

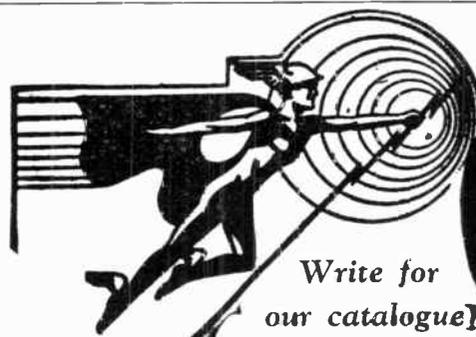
Harry B. Segar, well-known representative, died some time ago.

Attention Manufacturers and Distributors

We are desirous of contacting manufacturers or distributors of appliance, radio or specialty items suitable for an aggressive sales effort in our retail stores in Chicago. We are prepared to put special emphasis on any items of merit where the manufacturer is interested in a hard-hitting sales program.

Contact
Lake Shore Electronics

Main Office:
4560-64 Broadway, Chicago 40, Ill
Phone—Longbeach 4710
Att: David Ettelson



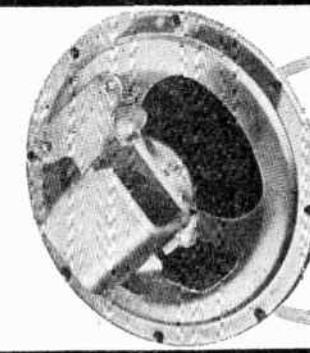
Write for
our catalogue!

IMMEDIATE SHIPMENT

Wholesale
**RADIO
PARTS**

HENRY O. BERMAN CO., Inc.
Electronic Distributors
12 E. Lombard Street Baltimore 2, Md. LEx. 7002

QUAM *Adjust-a-Cone* SPEAKERS



Look for the
U-SHAPED COIL POT
Mark of Quam Quality

QUAM-NICHOLS COMPANY
Builders of Quality Speakers since 1923
33rd PLACE AT COTTAGE GROVE • CHICAGO 16, ILLINOIS



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RADIO DISTRIBUTORS

**AN ETHICAL
DISTRIBUTOR**

PEERLESS RADIO DISTRIBUTORS
92-32 Merrick Road, Jamaica 3, New York
REpublic 9-6080-1-3860
Radio in all its phases
TUBES • CONDENSERS • RESISTORS • PUBLIC ADDRESS
SYSTEMS AND PARTS • MICROPHONES • CHANGERS
• PICKUPS • PHONO MOTORS • LINE CORDS, ETC.

CLASSIFIED SECTION

— Advertisements in This Section Are Payable in Advance —

RADIO AND SMALL APPLIANCE DISTRIBUTOR wants aggressive, presentable, young man with some experience to cover several counties, including Union, Middlesex and Monmouth in New Jersey. Drawing account against commissions. Box 780, RADIO and Television WEEKLY.

FACTORY REPS WANTED

For manufacturer of intercom equipment. Contacts with electronic and electrical distributors and department stores. Exclusive territories guaranteed. For details, write Box 777, RADIO & Television WEEKLY.

IMMEDIATE DELIVERY — Variable condensers, quantity 6300 radio condenser type 224 antenna section 441.7 with trimmer. Osc. section 228, 2 with trimmer. Knurled shaft prints available on request. Box 779, RADIO and Television WEEKLY.

TO MANUFACTURERS

We can supply you immediately with approved AC line cords at new low prices. Bruce Electronics Co., 1478 Coney Island Avenue, Brooklyn, N. Y.

RADIO PARTS JOBBERS

Immediate delivery on AC line cords at new low prices. Bruce Electronics Co., 1478 Coney Island Ave., Brooklyn, N. Y.

WANTED — MANUFACTURERS' REPRESENTATIVE to sell to wholesale jobbers and distributors top leatherette and polished cabinet line in the following states: Colo., Ill., Ind., Iowa, Kansas, Kentucky, Mich., Minn., Mo., Nebr., New Mexico, No. Dakota, Ohio, Rhode Island, So. Dakota, Utah, Vermont, W. Va., Wis. and Wyoming. Write full details to Box No. 775, RADIO and Television WEEKLY.

TUBES—Critical Types—50L6, 35Z5, 25Z6, 117L7, 12SA7, 1A7, etc., at trade discounts. RADIO-EXPERTS, 178 E. 33rd St., Paterson 4, N. J.

DISTRIBUTORS-JOBBERS

We can supply radio, phono and record changer cabinets in large quantities. BRZ Cabinet Co., 6 Varet street, Brooklyn 6, N. Y.

PORTABLE CABINETS

Open time available for manufacture of radio, phonograph and record player cabinets (leatherette covered). Address Box No. 776, RADIO and Television WEEKLY.

WOULD LIKE TO SELL—1000 50L6 GT; 1000 35Y4; and 3900-12A6, Jan. Inspected. All of these tubes are of standard brands packed in original manufacturers' bulk package, 100 to the carton. To be sold as an entire lot only. Price \$2950.00 F. O. B. New York. Box 781, RADIO and Television WEEKLY.

MANUFACTURERS' REPRESENTATIVE seeking additional lines. Covering phonograph and radio trade in metropolitan area. Substantial following. Box 773, RADIO and Television WEEKLY.

FOR SATISFACTION — Buy guaranteed LE-HI RADIO TUBES. Le-Hi Newark Co., 660 Broadway, Newark 4, N. J. Dept. R-W. Edward A. McGrath, Pres. Phones: Humboldt 5-3530, 3531.

IMMEDIATE DELIVERY

VARIABLE CONDENSERS, TRF Condensers, 2-Band Condensers, or any combination of capacities; 3/8" knurled shaft 7/8" long clockwise or counter-clockwise rotation, 85c each.

Address Box 771

RADIO and Television WEEKLY

PHONO AMPLIFIERS — Neatly wired, with volume and tone controls. Requires 50L6, 12SQ7, 35Z5 tubes. Lots of 50, \$2.85; each, \$3.05. **WIRELESS PHONO OSCILLATORS** — Require 12SA7 and 35Z5 tubes. Lots of 50, \$2.50; each, \$2.65, less tubes. 25% deposit with C.O.D. orders. RADIONIC SALES, 709 E. 5th St., New York. AL 4-9183.

SALES MANAGER

AVAILABLE FEBRUARY 1st.—Formerly connected with "Nationally Known" Radio Manufacturer. Well established in West and South but free to go anywhere. Married, age 40, excellent background including engineering. Box 778.

RADIO and Television WEEKLY

BALTIMORE CORRESPONDENT wanted to write weekly news letters covering activities of the radio, record and appliance trade in the Baltimore area. Write Editor, RADIO and Television WEEKLY.

FM RADIO BOOM FORECAST; PLAN INDUSTRY PROMOTION

(Continued from Page 3)

floor model combinations, the balance being table model sets.

Dr. Manson declared that if the industry produces 15,000,000 radios this year, FM production should total between 3,000,000 and 4,500,000 units. He revealed that through December 13, Stromberg-Carlson produced 16.6 per cent of all FM sets manufactured by the industry, and added that present plans by his company call for all new floor models to have FM bands, and for all table models retailing for more than \$60 to have both AM and FM. Dr. Manson also declared that a survey shows that most of the pioneer FM radio producers who manufactured two-band FM sets last year will continue to do so this year since FM programs are being carried on two different bands at the present time.

The Stromberg-Carlson head urged cooperation between radio dealers and station operators.

The Radio Manufacturers Association will place special emphasis on the advantages of FM reception throughout its \$50,000 campaign to promote "a radio in every room—a radio for every purpose," Edward R. Taylor, advertising manager of the Zenith Radio Corp., Chicago, and chairman of the RMA subcommittee in charge of the drive, declared. Mr. Taylor described in detail the merchandising and sales promotion program which RMA will launch early this year under the direction of the Advertising Committee.

FM broadcasting opens an entire new field of radio entertainment, Mr. Taylor pointed out, and offers a compelling reason for every family to increase the number of radios in its home. The increased number of radio stations which FM is bringing on the air, he added, makes it more imperative to have additional radio receivers in the home so that every member of the family may tune in on his favorite program, if necessary, at the same time.

While about 90 per cent of American homes now have at least one radio receiver Mr. Taylor said, less than half of them have two or more sets. Only one out of three families, he added, have two radios.

"We're all familiar with the great American battle being waged in many households daily as to the radio program to be tuned in," he said. "Dad wants the prize fight; mother wants the musical show; son want Tom Mix, and so on. The only solution to this problem is more radios."

Most radio sets today are in the living room, Mr. Taylor reported, while the bedroom runs second, and the kitchen a poor third as the favorite place for a radio. The great majority of radio receivers in the living room are consoles and radio-phonograph combination sets, while the bedroom has the greatest number of midget and table model sets, with the kitchen running second on midgets and third on table models.

Mr. Taylor called attention to the tremendous production capacity of the radio industry today, as compared with its pre-war status, as the principal reason why a greater variety of models and cabinet designs will be available in 1947 than before the war.

He estimated that 20 million pre-war radio sets are in need of replacement and expressed the opinion that many of them will be replaced by modern FM-AM receivers.

Dr. Edwin H. Armstrong, inventor of FM, predicted a \$100,000,000 minimum volume of business for FM receivers this year.

Hilton Joins Agency

Peter Hilton, former president of Musicraft Records, has joined the Donahue & Coe, Inc., advertising agency in New York as vice president and account executive. Before joining Musicraft, Mr. Hilton was vice president of the Maxon, Inc. agency.

BEAUCAIRE Inc.

114 MONROE AVENUE

ROCHESTER 7, N. Y

Distributor of

PHILCO
Radios - Refrigerators - Freezers

BENDIX
Washers - Ironers - Driers

SPEED QUEEN
Washers - Ironers

AMERICAN CENTRAL
Kitchens

CLARK
Electric Water Heaters

EUREKA
Vacuum Cleaners - Cordless Irons

GRAND
Gas Ranges

SETH THOMAS
Clocks

PROCTOR
Small Appliances

WHERE TO BUY --- WHERE TO SELL

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

Where the Magnitude
Of Selling Power
Is Reflected

RADIO AND TELEVISION WEEKLY

ESTABLISHED 1919

A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

Admiral Corp. Chicago, Ill.
Air King Radio Brooklyn, N. Y.
Ansley Radio Corp. Trenton, N. J.
Automatic Radio Mfg. Co. Boston, Mass.
Aviola Radio Corp. Phoenix, Ariz.
Belmont Radio Corp. Chicago, Ill.
Bendix Radio Division Baltimore, Md.
Brunswick Radio & Television Division of Radio & Television, Inc. New York, N. Y.
Crosley Corp., The Cincinnati, Ohio
Dalbar Mfg. Co. Dallas, Texas
DeWald Radio Mfg. Corp. New York, N. Y.
Delco Radio Div. of G. M. Kokomo, Ind.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electromatic Mfg. Corp. New York, N. Y.
Electronic Corp. of America Brooklyn, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Emerson Radio & Phono. Corp. New York, N. Y.
Espey Manufacturing Co. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Fredc Radio Corp. New York, N. Y.
Galvin Mfg. Corp. Chicago, Ill.
Garol Radio Corp. Brooklyn, N. Y.
General Electric Co. Bridgeport, Conn.
Hallcrafters Co., The Chicago, Ill.
Howard Radio Co. Chicago, Ill.
Industrial Electronic Corp. Brooklyn, N. Y.
International Detrola Corp. Detroit, Mich.
Lear Inc. Grand Rapids, Mich.
Majestic Radio & Telev. Corp. St. Charles, Ill.
Masen Radio Sales Co. New York, N. Y.
Meck Industries, John Plymouth, Ind.
Minerva Corp. of America New York, N. Y.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Phileo Corp. Philadelphia, Pa.
Pilot Radio Corp. Long Island City, N. Y.
RCA Victor Division, RCA Camden, N. J.
Regal Electronics Corp. New York, N. Y.
Sentinel Radio Corp. Evanston, Ill.
Sonora Radio & Television Corp. Chicago, Ill.
Sparks-Withington Co. Jackson, Mich.
Stewart-Warner Corp. Chicago, Ill.
Stromberg-Carlson Co. Rochester, N. Y.
Symphonic Radio & Elec. Corp. Cambridge, Mass.
Tele-Tone Radio Co. New York, N. Y.
Telicon Corp. New York, N. Y.
Templetone Radio Mfg. Corp. New London, Conn.
Trav-Ler Radio Corp. Chicago, Ill.
U. S. Television Mfg. Corp. New York, N. Y.
Viewtone Telev. & Radio Corp. Brooklyn, N. Y.
Warwick Mfg. Corp. Chicago, Ill.
Westinghouse Electric Corp. Sunbury, Pa.
Wilcox-Gay Corp. Charlotte, Mich.
Zenith Radio Corp. Chicago, Ill.

Appliance Manufacturers

Admiral Corp. Chicago, Ill.
Crosley Corp., The Cincinnati, Ohio
Gibson Refrigerator Co. Greenville, Mich.
General Die & Stamping Co. New York, N. Y.
Jacobs Co., F. L. Detroit, Mich.
Noblitt-Sparks Industries, Inc. Columbus, Ind.
Phileo Corp. Philadelphia, Pa.
Sheridan Electronics Corp. Chicago, Ill.
Trilmont Products Co. Philadelphia, Pa.
Wittie Mfg. & Sales Co. Chicago, Ill.

Electronic Tube Supplies

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

Electronics Manufacturers

Bendix Radio Division Baltimore, Md.
DuMont Labs., Inc., Allen B. Passaic, N. J.
Electronic Corp. of America Brooklyn, N. Y.
Emerson Radio & Phono. Corp. New York, N. Y.
Fada Radio & Elec. Co. Long Island City, N. Y.
Farnsworth Tel. & Radio Corp. Ft. Wayne, Ind.
Federal Tel. & Radio Corp. Newark, N. J.
Garol Electronics Corp. Brooklyn, N. Y.
General Electric Co. Schenectady, N. Y.
Phileo Corp. Philadelphia, Pa.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Sound Products Co. White Plains, N. Y.
Stromberg-Carlson Co. Rochester, N. Y.
Vokar Corp. Dexter, Mich.
Westinghouse Electric Corp. Baltimore, Md.

Record, Recorder, Phonograph Equipment Manufacturers

Aero Needle Co. Chicago, Ill.
Alliance Mfg. Co. Alliance, Ohio
Apex Radio & Television Corp. New York, N. Y.
Audio Industries Michigan City, Ind.
Capitol Records, Inc. Hollywood, Calif.
Columbia Recording Corp. Bridgeport, Conn.
Continental Electronics Brooklyn 22, N. Y.
Cosmo Records New York, N. Y.
Daval Co. 19 W. 44th St., New York, N. Y.
Decca Records, Inc. New York, N. Y.
Disc Co. of America New York, N. Y.
Duosonic New York Bronx 55, N. Y.
Duton Co. New York, N. Y.
Dynavox Corp. Long Island City, N. Y.
Electronic Devices Co. New York 1, N. Y.
Electro-Tone Corp. Hoboken, N. J.
Garrard Sales Corp. New York, N. Y.
General Industries Co. Elyria, Ohio
International Detrola Corp. Detroit, Mich.
International Merit Prod. Corp. New York, N. Y.
Jackson Industries, Inc. Chicago, Ill.
Jensen Industries, Inc. Chicago, Ill.
Lincoln Electronics Corp. New York, N. Y.
Majestic Records, Inc. New York, N. Y.
Micro-Sonic Corp. New York, N. Y.
Monarch Records, Inc. Brooklyn, N. Y.
Musicraft Records New York, N. Y.
Musitron Co. Chicago, Ill.
Peerless Album Co., Inc. New York, N. Y.
Permo, Inc. Chicago, Ill.
Presto Recording Corp. New York, N. Y.
RCA Victor Division, RCA Camden, N. J.
Recordisc Corp. New York, N. Y.
Recoton Corp. New York, N. Y.
Sonata Electronics Corp. Chicago 5, Ill.
Sonora Products Co. Chicago, Ill.
Sound Products Co. White Plains, N. Y.
Steelman Radio Corp. Bronx 57, N. Y.
Sterling Records, Inc. New York, N. Y.
L. H. Symons Associates New York 14, N. Y.
Talk-A-Phone Co. Chicago, Ill.
E. Toman & Co. Chicago 8, Ill.
Tone Products Corp. of America New York, N. Y.
Waters Conley Co. Rochester, Minn.
Webster-Chicago Corp. Chicago, Ill.
Wilcox-Gay Corp. Charlotte, Mich.

Radio and Electronic Tubes

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

Radio Parts Manufacturers

Aermotive Equipment Corp. Kansas City, Mo.
Aerovox, Inc. New York, N. Y.
Aerovox Corp. New Bedford, Mass.
American Condenser Co. Chicago, Ill.
Astatic Corp. Conneaut, Ohio
Camburn, Inc. Woodside, N. Y.
Chicago Aviation Chicago, Ill.
Coronet Electric Co. Chicago, Ill.
Dearborn Industries Chicago, Ill.
Dumont Electric Co. New York, N. Y.
DX Radio Products Co. Chicago, Ill.
Electro Motive Mfg. Co. Willimantic, Conn.
Electro Products Labs. Chicago, Ill.
General Electric Co. Schenectady, N. Y.
General Instrument Corp. Elizabeth, N. J.
Illinois Condenser Co. Chicago 22, Ill.
Insuline Corp. of America, Long Island City, N. Y.
International Resistance Co. Philadelphia, Pa.
JFD Manufacturing Co. Brooklyn, N. Y.
Jensen Manufacturing Co. Chicago, Ill.
Legri S. Company New York, N. Y.
Lloyd Plastic Products New York, N. Y.
Merit Coil & Transformer Corp. Chicago, Ill.
Oxford Radio Corp. Chicago, Ill.
Phileo Corp. Philadelphia, Pa.
Precise Electronics Co. New York, N. Y.
Pyramid Electric Co. Jersey City, N. J.
Quam-Nichols Co. Chicago, Ill.
Raytheon Mfg. Co. Waltham, Mass.
RCA Victor Division, RCA Camden, N. J.
Servwell Products Co. New York, N. Y.
Snyder Mfg. Co. Philadelphia, Pa.
Solar Mfg. Corp. New York, N. Y.
Sound Products Co. White Plains, N. Y.
Spirling Products Co. New York, N. Y.
Sprague Electric Co. No. Adams, Mass.
Sylvania Elec. Products, Inc. Emporium, Pa.
Wm. T. Wallace Mfg. Co. Peru, Ind.
Ward Products Corp. Cleveland, Ohio

Radio and Parts Wholesalers

All State Distributors, Inc. Newark, N. J.
Apollo Distributing Co. Newark, N. J.
Appliance Distributors, Inc. New Rochelle, N. Y.
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.
Arvin-Salmanson Co. of New England, Boston, Mass.
Arvin-Salmanson Co., Inc. Baltimore, Md.
Ashbach Co., Leonard 152 W. Huron St., Chicago
Beaucaire, Inc. 114 Monroe Ave., Rochester, N. Y.
Berman Co., Inc., Henry O. Baltimore, Md.
Brooks Radio Dist. Corp., 853 B'way, New York, N. Y.
Central Queens Elec. Sup. Corp. Brooklyn, N. Y.
H. L. Dalis, Inc. New York
Eastern Electrical Supply Co. Newark, N. J.
Emerson-New Jersey, Inc. Newark, N. J.
Emerson-New York, Inc. New York, N. Y.
Emerson Radio of Pennsylvania Philadelphia, Pa.
Emerson Radio of Washington Washington, D. C.
Everybody's Supply Co. Philadelphia, Pa.
Fada of New York, 923 Broadway, New York, N. Y.
Gross Distributors, Inc. New York, N. Y.
Harty & Young Hartford, Conn.
Haveling Appliance Corp. New York, N. Y.
Igoe Brothers, Inc. Newark, N. J.
Krich-Radisco, Inc. Newark, N. J.
Lake Shore Electronics Chicago, Ill.
Malverne Distributors Brooklyn, N. Y.
Milo Radio & Electronics Corp. New York, N. Y.
Northeastern Distributors, Inc. Boston, Mass.
Olson Radio Warehouse Akron, Ohio
Peerless Radio Distributors Jamaica, N. Y.
Risco Sales Co., 414 Second Ave., New York, N. Y.
Robbins Co., Chas. W. 853 Broadway, New York
Sarford Electronics Corp. New York, N. Y.
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.
Seaboard-Ronley Corp. New York, N. Y.
Stern & Co. Hartford, Conn.
Sterling Radio Products Co. Houston, Texas
Wakem & Whipple, Inc. Chicago, Ill.
Walker-Jimieson, Inc. Chicago, Ill.
Wolfe Radio Distributing Co. 34 W. 17th St., New York
Wolfe Radio Co., Ber. 14 W. 17th St., New York