

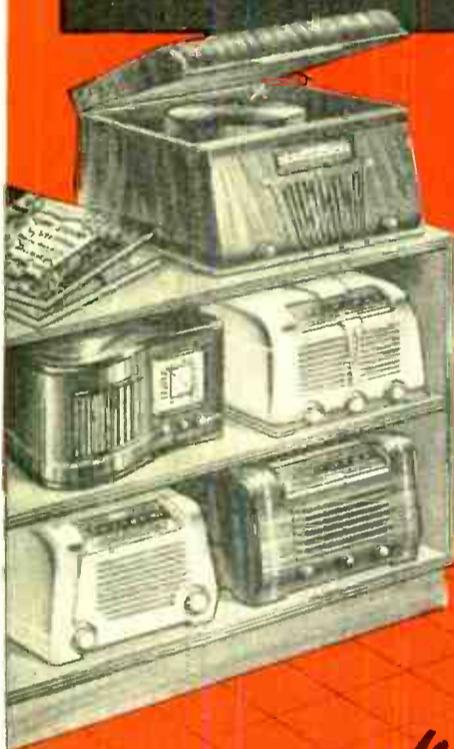
# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

NEW YORK, WEDNESDAY, JANUARY 29, 1947

AM-FM Console Combinations  
Television Consoles  
Television Table Models  
Table Model Phono-Radios  
Table Model Radios  
3-Way Portables  
Wire Recorders



*The Spotlight is on Sonora for '47*

with a COMPLETE LINE of *"Clear as a Bell" tone* radios

This AM combination radio-photograph, Model RMR-219, is one of the highlights of SONORA'S complete line for '47. Lightning fast record changer plays twelve 10-inch or ten 12-inch records. Full range, short wave band and standard band, large dynamic speaker, ample record storage compartments on both sides of cabinet. Variable tone control gives any variation of treble or bass tones with a simple twist of the wrist.

And remember, when it comes to a choice in

radios, it's clear, superior tone, that makes the sale — and that's where SONORA, famous for "Clear As A Bell" Tone, gives you a big plus in radio sales. And for the style-conscious customer, there's SONORA'S distinctive styling in plastic and shaped wood cabinets that answer the demand for modern, flowing lines.

Watch for SONORA'S complete line for '47... and watch the increased consumer preference for SONORA in '47!

# Sonora

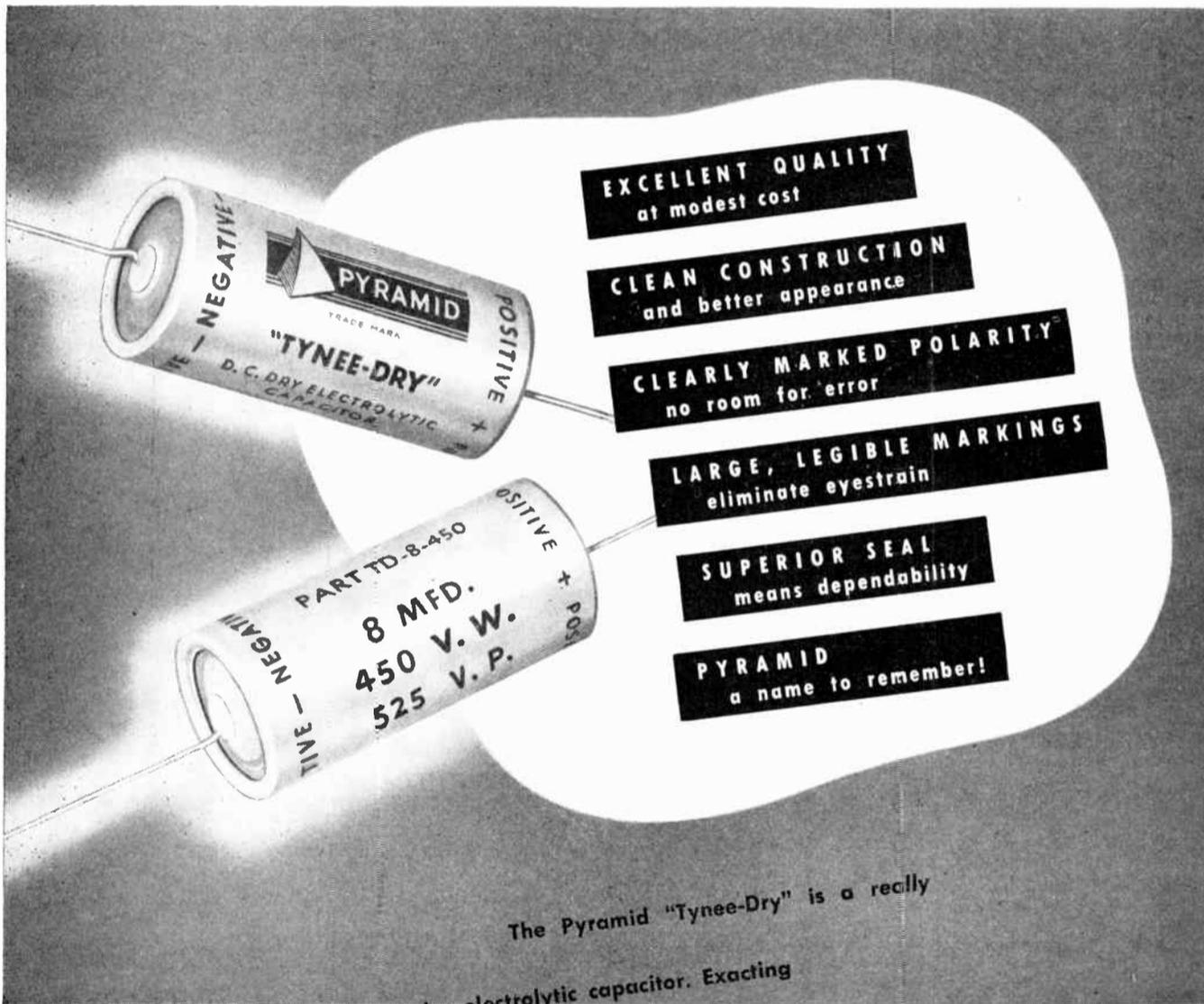
*Clear as a Bell*

HOME ENTERTAINMENT AT ITS BEST  
SONORA RADIO & TELEVISION CORP.  
225 North Hoyne Avenue • Chicago 12, Illinois

RADIOS • FM • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

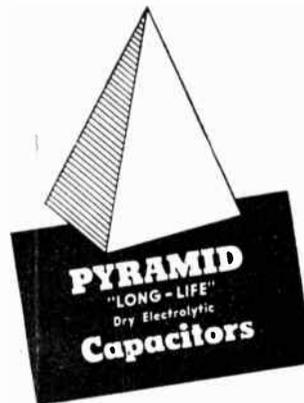
**Save SPACE, TIME and MONEY!**

with the **PYRAMID "TYNEE-DRY"**



engineering and production controls provide maximum quality within minimum space—and at modest cost! Write for literature.

**PYRAMID ELECTRIC COMPANY**  
JERSEY CITY 6, N. J.



**CONCISE AND ACCURATE  
NEWS OF THE TRADE  
PUBLISHED WEEKLY**

**RADIO  
AND  
TELEVISION**

Established 1916

**WEEKLY**

**THE ONLY NEWSPAPER  
IN THE RADIO AND  
ELECTRONIC FIELDS**

Vol. 63—No. 5

NEW YORK, WEDNESDAY, JANUARY 29, 1947

Per Year—\$4.00

## Radio Production In 1946 Smashed All Past Records

**EXCEEDED 15 MILLION SETS**

RMA Member Companies Turned Out 1,215,924 Table Combinations; 925,171 Console Receivers and 1,153,458 Portables.

WASHINGTON, D. C., Monday—Radio set production in 1946 broke all previous records for the industry while FM-AM and television receivers reached their peak in December, indicating a steadily rising growth of these two new services in 1947, the Radio Manufacturers Association announced today.

Information from all industry sources, RMA said, reveals that production of all types of radio receivers in 1946 exceeded 15,000,000. The greatest prewar set production was 13,642,334, achieved in 1941.

FM-AM and television receiver production rose sharply in December and brought the year's output to 181,485 FM-AM sets and 6,476 television receivers. December alone accounted for 40,903 FM sets and 3,561 television receivers. Total December set production, through December 27, by RMA member companies, amounted to 1,454,687, which was slightly under November's production due to the December holidays, and the shorter work-month.

Approximately 77 per cent of all radio sets manufactured by RMA members in 1946 were of the table model type, while consoles constituted about 7 per cent. A shortage of wood cabinets was largely responsible for the low console output.

Due to reconversion and pricing difficulties radio set production was slow to reach prewar rates, but at the year's end receivers were being manufactured

(Continued on Page 26)

## COSGROVE EXPECTS OUTPUT OF 2 MILLION FM SETS IN '47

### Electrical Dealers Launch Campaign for 40% Discount

**NATIONAL GROUP STARTS AMBITIOUS PROGRAM**

**Committees To Be Named To Direct Twelve Different Projects of National Electrical Retailers Association—Board of Governors and Policy Committee Meet in Chicago.**

CHICAGO, ILL., Thursday—A functional 40 per cent discount is a "must" if electrical retailers are to promote successfully the sale of appliances in direct competition with other well-organized industries. This decision was made last week at a joint meeting of the National Electrical Retailers Association board of governors and policy committee, held in the Merchandise Mart in this city. Prior to the meeting, NERA membership by popular vote selected twelve projects to constitute the association's 1947 program. The NERA board of governors and policy committee unanimously accepted this program from the membership and declared it to be the official '47 program of activities.

In the opinion of Managing Director C. C. Simpson, this is the first time in history that a national program written expressly by and for the electrical retailer has been adopted for presentation to the electrical industry.

"It is the solemn opinion of NERA leaders," Mr. Simpson states, "that there must be an immediate halt to the trend of shorter discounts. Certainly it would be disastrous if our industry fails to compete in the era we are fast approaching. Our dealers must be able to pay their salesmen properly, and to shoulder the rising costs of doing business, caused by an increasing number of trade-ins, increased credit and collection costs, and mark-downs on old models."

In addition to securing a 40 per cent functional discount on appliances, the

(Continued on Page 27)

## Opposing Groups Present Color Television Systems

What is believed to be the final chapter in the long-drawn television struggle is under way this week with color as the crux of the present controversy.

The Columbia Broadcasting System's color television method was put through its paces on Monday before members of the Federal Communications Commission in the Federal Court House, Foley Square, New York, which has become a video laboratory in the battle for television.

The CBS demonstration was followed by a similar performance yesterday (Tuesday) staged by the Allen B. DuMont Laboratories, Inc. of its system of color television, while today (Wed-

nesday) the examiners and witnesses—including the foremost television technicians in this country—will adjourn to Princeton, N. J. to view a demonstration of the all-electronic system of color television developed by Radio Corp. of America engineers.

Three hundred persons—most of them representing manufacturers—were on hand at the demonstrations on Monday and yesterday.

The FCC is expected to make its final decision upon the CBS petition for the establishment of commercial television

(Continued on Page 23)

### Harry LeRoy Named RCA Victor Director Of Manufacturing

**JOINED COMPANY IN 1923**

**Will Co-ordinate and Direct Manufacturing Activities of Firm's Plants Throughout Country.**

CAMDEN, N. J., Monday—Harry E. LeRoy, has been appointed to the newly created position of director of manufacturing for the RCA Victor Division, Radio Corp. of America, it was announced today by J. G. Wilson, operating vice president of the division.

Prior to this appointment, Mr. LeRoy was general plant manager of the RCA engineering products department, a unit of the division. In his new position he will coordinate and direct the manufacturing activities of the company's ten plants throughout the country.

Simultaneously, Arthur Malcarney, formerly plant manager of the parts department, was named to succeed Mr. LeRoy as general plant manager of the engineering products department by W. W. Watts, vice president in charge of the department.

Mr. LeRoy first became associated with RCA in 1923 as an electrician at Harrison, N. J., and in 1932 had risen to manager of test equipment design and electron tube manufacturing. Four years later he was named manager of the RCA Victor plant at Indianapolis, a position which he held until 1938 when he was appointed executive assistant to the vice president in charge of engineering in Camden.

### Predicts Lower Receiver Prices

**CABINETS A PROBLEM**

**RMA Head Believes Table Model FM Radios Will List as Low as \$50—300,000 Television Sets Expected.**

Some 2,000,000 FM receivers will be produced in this country this year, R. C. Cosgrove, president of the Radio Manufacturers' Association and vice president and general manager of Crosley Division, Aviation Corp., predicted in an address last Friday before the American Marketing Association, at the Hotel Sheraton, New York. These sets will have a total retail price of approximately \$225,000,000 he declared.

Mr. Cosgrove estimated that half of these FM sets would be table models and that the other half would be floor type instruments. These FM radios will represent one-quarter of the industry's dollar volume in set sales, and at least 16 per cent of the unit volume, the RMA head declared.

Mr. Cosgrove predicted that some time during the last half of this year, FM table models will be produced to retail at \$50. Console-type FM sets will be available at prices as low as \$175 to \$200, he asserted.

Mr. Cosgrove said "the industry must

(Continued on Page 26)

### WEISSER DIRECTS EMERSON'S SALES

Charles O'Neil Weisser, sales promotion manager, has been appointed sales manager of Emerson Radio and Phonograph Corp. New York, it was announced yesterday by Philip Gillig, vice president in charge of sales and advertising.

Mr. Weisser's long experience has been highly specialized in the radio and phonograph fields. In 1926 he joined Atwater Kent as western divisional manager and served in that capacity for ten years. Except for two years of Army duty as a first lieutenant, Mr. Weisser has covered the West Coast exclusively for Emerson Radio as western divisional manager, since 1936 with headquarters in Los Angeles.

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**CY KNELLER** ..... **Editor**  
**SIDNEY E. DAVIS** ..... **Manager**

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## FIELD REPRESENTATIVE

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## Competitive Era

There is no question but that the "honeymoon" is over for many industries and that the seller's market is fast becoming a buyer's market for most products.

For radio dealers, distributors and manufacturers, this will require hard-hitting and aggressive salesmanship. Consumer resistance and consumer ability to pay current prices have already manifested themselves in many fields, especially among those who did not share in the wartime wage bonanza. Now competition for the consumer's dollar, looking ahead to the end of the boom as well as to the immediate future, has begun to reassert itself for the first time since pre-war days.

With competition becoming keener, quality will play a greater role from now on. During periods of scarcity, almost any type of merchandise will be purchased by eager buyers. But once goods become more plentiful and once most emergency purchasing has been concluded, it is then that consumers begin to reassert themselves. It is then that they demand and insist upon quality and sound dollar value before they actually make a purchase. When merchandise becomes more plentiful, the consumer is again able to compare one brand with others and carefully determine for himself which is the best dollar value. This is competition and this is what we are heading for before long in radio and in other industries.

Also, during such periods of competition, sound pricing is essential to the success of any line. Merchandise must be priced to afford a legitimate profit to the manufacturer, it must also offer good value to the purchaser. During a seller's market, the paramount question is "when can I receive shipments?"

whereas under normal competitive selling the question is "how good is the merchandise and how much does it cost?"

Some of this country's most successful enterprises have been built upon the principle of providing good merchandise at fair prices—prices to attract the mass market.

Since the threat of higher wage demands by labor still hangs over most of our large industries, including radio, electrical, steel, automotive and coal, management is hardly able at this time to make final declarations regarding a long-range price policy. However, lower prices are generally favored in business circles in preference to higher wages as a formula for this year, although as a practical matter, moderate wage increases may be essential in some cases.

The pricing problem poses a challenge to all industry. The recent announcement by the Ford Motor Co. of a reduction in the price of automobiles further dramatizes this economic issue.

Before such new services as FM and television will be able to find their way into the average home, receivers will have to be offered at prices which the mass market can afford to pay. Among some of the best informed leaders in the radio industry, there is a belief that FM table model receivers will be on the market during the second half of this year at a retail price of \$50. R. C. Cosgrove, president of the Radio Manufacturers Association, and vice president and general manager of Crosley Division, Aviation Corp., declared last week that the industry must produce a good television instrument for \$150 before the mass market can be captured on video sets.

## Advertising

Looking ahead to the time when supply will exceed demand, and when demand will have to be created to keep pace with production, Frederick B. Ryan, chairman of the board of Ruthrauff & Ryan, Inc., one of the nation's large advertising agencies with headquarters in New York City, sees hard-hitting, believable advertising copy as a basic need for future economic prosperity.

The head of the agency, which is celebrating its thirty-fifth anniversary, envisions advertising facing the most serious test in history, and voices a few of his thoughts which should be thoroughly digested by every business man, whether he makes or sells candy or condensers, tobacco or television instruments, ice cream or face cream, radios or refrigeration, or anything else that is manufactured to be sold.

Mr. Ryan warns that the manufacturer whose advertising fails to "get out and dig," no matter how good his product, may lose sales position in the midst of plenty. The American consumer will have a wider choice, greater variety and better quality than ever before, he reminds manufacturers, who may be inviting adversity through complacency.

Recalling that old, solidly established com-

panies and products were outrun after 1919, the agency head says that they can very well be outrun again. Soon, he adds, production and competition will reverse the wartime picture and scarcities will not induce people to accept anything and everything offered. New products, new methods, new technologies and other advances will intensify competition, Mr. Ryan asserts.

Recounting advertising's part in helping to build American mass production facilities, which made possible America's conversion to the arsenal of democracy, Mr. Ryan expressed the opinion that "advertising, based on simple advertising truths, will be a potent force for crystallizing prosperous economic trends in the serious times ahead."

Deploring a tendency today to make advertising the butt of facetious criticism, Mr. Ryan declared that "we who have spent a lifetime in the profession are proud of advertising and the great majority of people in it, and particularly in the contribution it has made to our country's welfare in creating more jobs for more people and in educating the public to appreciate and enjoy a better way of life."

## Insist on Quality

It's no secret that an exceptionally large percentage of new automobiles now being delivered by manufacturers are not performing as well as owners expect. And, it's no secret that the automobile industry is losing a lot of valuable good-will because of this condition.

Dissatisfied purchasers tell their friends, and such remarks as "I wouldn't buy any new car today unless I absolutely needed one" are becoming commonplace. Such talk can do irreparable damage to a manufacturer, despite the fact that in many instances the fault is not his.

Much similar talk is already making the rounds regarding radio sets and combinations—and sets produced by big name manufacturers as well as new post-war producers are being subjected to such attacks. The fault oftentimes can be traced to inefficient factory help; sometimes to inferior materials; sometimes to substitute materials that just don't stand up, and oftentimes to a lack of care in important inspections.

Manufacturers must make every effort to turn out only quality merchandise unless they would chance losing the good-will and confidence of dealers and consumers alike. If sets don't provide satisfactory performance, purchasers will naturally turn sour on the manufacturer and dealer from whom they made the purchase.

It's a dangerous situation for dealers and manufacturers who expect to remain in business. Retailers and consumers don't easily forget, and dissatisfied customers have a habit of telling their friends when they are dissatisfied with their purchase.

The easiest way to avoid trouble emanating from inferior merchandise is to manufacture only quality equipment. In other words, "don't sacrifice quality for quantity."

## BRUSH DEVELOPMENT DEMONSTRATES NEW MAGNETIC RECORDER

USES A LOW-PRICED TAPE

Fine Recordings Made by Popular Priced Soundmirror Unit — Distributors and Retailers Will Handle Recorder Line.

The Soundmirror, a magnetic ribbon recorder listing at \$229.50, was demonstrated for members of the press at the Lotos Club, New York, last week by the Brush Development Co., 3405 Perkins avenue, Cleveland. It is a table model instrument listing at \$229.50 and comes complete with paper tape reels providing a half-hour's continuous recording. Extra reels of tape are priced at \$2.50.

The demonstration revealed the Soundmirror to be capable of excellent reproduction as was evidenced by recordings made by Mischa Auer, Rosita Diaz, Hollace Shaw and Elaine Williams, all stars in the movies, radio and in the theatre. Distribution will be through some fifty wholesalers throughout the country, with the Times Appliance Co., New York, and T. A. O'Loughlin & Co., Newark, N. J., serving in these territories. Burlingame Associates, Ltd. represents Brush in the Eastern area.

Blair Foulds, general sales manager of Brush Development, described the history of magnetic recording and told of his firm's wide experience in this field. Brush manufactured more than 90 per cent of all magnetic recording equipment used for our military services during the war, Mr. Foulds declared. The Soundmirror is actually a wartime development that is now in production, he pointed out. Deliveries to distributors and dealers will be started shortly, he added.

Mr. Foulds said that the chief advantage of a ribbon recorder over a wire recorder is its adaptability to editing. He also told of its many uses in the home, in industry, education, etc.

Dr. Begun, vice president, who was in charge of the development of the unit, spoke on the technical phases of records, and traced the history of magnetic recording.

Bob Dearth, of the McCann-Erickson, Inc. advertising agency office in Cleveland, spoke on the commercial side of the recorder and told of the merchandising and distribution plans of the Brush Development Co. Top dealers throughout the country, as well as the highest type distributors will handle the recorder, he said. He called the Brush recorder the first commercial unit of its kind to hit the market.

Special magnetized paper tape is used in recording, and recordings may be erased or cut with scissors and spliced with ordinary cellulose tape. This editing in no way harms playback. All Soundmirror recordings play back at least 1000 times at unchanged fidelity, according to Brush officials. Operation is exceedingly simple. It can be plugged into any home radio and is equipped with a handy microphone for home talent recordings.

## Appliance and Radio Sales Of \$3 Billion, '47 Forecast

J. L. BUSEY SPEAKS BEFORE A. B. A. CREDIT CONFERENCE

Says, However, That the Present State of Labor Unrest Makes Intelligent Estimate of Anticipated Volume Difficult — Mass Production Makes Mass Distribution Necessary, G-E Supply President Says.

ST. LOUIS, MO., Saturday—We can expect an appliance and radio sales volume in terms of retail sales levels of about \$3 billion during 1947, a paper prepared by J. L. Busey, president of the National Electrical Wholesalers Association, and read here today before the National Consumer and Installment Credit Conference of the American Bankers Association, stated.

Mr. Busey, who is also president of General Electric Supply Corp., Bridgeport, Conn., added, "The present state of labor unrest, or rather uncertainty of behavior, makes an intelligent estimate of anticipated volume all the more difficult."

"Of the expected retail sales of electrical consumer goods estimated at \$3 billion," Mr. Busey continued, "more than \$2 billion should represent refrigerators, home freezers, and the other major appliances, radio and television sets, with sufficiently large unit value to qualify for time payment plan financing.

"In pre-war years, between 65 per cent and 70 per cent of sales of these appliances and radios were financed under time payment plans. We estimate that at present somewhere in the neighborhood of 10 per cent of such sales are made under extended terms of payment. By the end of 1947 we think this percentage will be approaching 60 per cent or more.

"The manufacture of appliances is, and has been for many years, a mass production industry and calls for corresponding mass distribution. Unless distribution can be maintained at high levels, the economies made possible by modern production methods will be lost. Instalment selling has been one of the most important factors in maintaining a high level of purchasing of appliances by consumers. You, as bankers, know better than we what a high percentage of our population even today have savings of only nominal amounts and, under more normal circumstances, virtually no savings at all.

"Without instalment purchasing, this most important mass market could not be sold; high unit value articles and the manufacture of electric refrigerators and other appliances could not, in consequence, be on a mass production low-cost basis.

"Pre-war, the housewife set her heart on acquiring a new refrigerator, a new electric range, or a new washing machine. She looked on them as individual things to obtain as her financial condition permitted. However, today, as a result of changed thinking, induced in large part by an outstanding advertising job, the housewife thinks in terms

(Continued on Page 28)

## DAVID F. BOOTH NAMED GENERAL ELECTRIC CO. RADIO REPRESENTATIVE

SYRACUSE, N. Y., Thursday—David F. Booth has been appointed district representative for General Electric radio receivers in the Southwestern



David F. Booth

district, A. A. Brandt, general sales manager for the Electronics Department, has just announced. His headquarters will be at the Dallas, Tex., offices of the company.

In this capacity, Mr. Booth will be responsible for the sale of standard and Musaphonic G-E receivers for this district, which includes the states of Texas, Oklahoma, and Southern New Mexico.

A native of Chicago, Ill., and a Marquette University graduate, Mr. Booth joined General Electric in 1940. After serving four years in the Navy he joined the Dallas staff in a receiver sales capacity last November.

## Standard Radio Plans Swedish Receiver Plant

STOCKHOLM, SWEDEN, Friday — Preliminary arrangements have been concluded by Standard Radio, an American manufacturing firm, with the city of Stockholm, Sweden, for the purchase of a large tract of land south of the capital, it was learned here today.

The Standard Radio concern plans to build a factory for the manufacture of radio receiving sets and electric cables, according to a news source here. The proposed factory, when finished, will employ 5,000 workers, of whom almost one-half will be women.

## SERVICE UNIT FORMED BY THE EASTERN CO. ON APPLIANCE LINES

NAME O. B. STEIN MANAGER

New Company Absorbs Virtually All of Eastern's Appliance Servicing Personnel.

CAMBRIDGE, MASS., Friday—The volume of major appliances which is flowing through dealers into the homes of consumers has increased to the point where it is considered desirable that installation, maintenance and service facilities on products distributed by the Eastern Co., 620 Memorial drive, this city, be handled by a separate organization, which will operate on a larger scale and will devote its full time, thought and energy to the problems of the installation and service business, it was announced today by Alan Steinert, president of Eastern.

Accordingly, the company has organized a new major appliance service firm known as Metropolitan Service, Inc. with headquarters at 74 Cummington street, Boston.

This new company has been organized to render service in the metropolitan Boston area on the major appliances distributed by the Eastern Co., including all Kelvinator, Leonard, and Bendix products. The president of this new company is O. B. Stein, who, has served successfully as our service manager and, more recently, as sales manager of the Commercial Refrigeration Department of Eastern.

Metropolitan Service, Inc., has absorbed all but two of the fifty-two people who hitherto have comprised the Eastern Co.'s appliance service department, including service and installation men, repair shop men, and office personnel. Remaining on the staff of the Eastern Co. are Walter Fuller, who will continue as our appliance service manager, and Walter Kerle, who will be Mr. Fuller's assistant. The duties of these two men will be to coordinate procedures between the Eastern Co. and Metropolitan Service, Inc., and to assist servicing dealers throughout our entire territory with their service problems.

Metropolitan Service, Inc., will undertake all of the in-warranty service hitherto performed by our appliance service department, will render out-of-warranty service to the public on our products, and will handle the delivery and installation of Bendix Automatic home laundries.

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

TO GATHER THE NEWS  
FOR YOU—

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

## Dealers and Distributors Inspect New Stewart-Warner Television, FM Sets



Examine New Stewart-Warner Sets

CHICAGO, ILL., Friday — Initial trade showings of Stewart-Warner Corp. television sets and of 1947 FM receivers radio attracted several hundred dealers as well as distributors from all over the country to the Stewart-Warner exhibit held recently in conjunction with the winter market at the American Furniture Mart here.

In the above photograph, two Stewart-Warner executives are shown demonstrating the television reception of the company's console set to two of the firm's distributors. Left to right are:

Frank A. Hiter, senior vice president of Stewart-Warner Corp.; Harry Ellis, head of Philadelphia Distributors, Philadelphia; Floyd Masters, Stewart-Warner radio division manager, and Wendell Kinney, Kinney Brothers, Los Angeles, Calif.

The Stewart-Warner FM sets shown for the first time include a console radio-phonograph combination and two table models. A new AM set being shown is the post-war "Air Pal," a midget AC-DC radio described as "smaller than a cradle telephone."

## CHIEF ELECTRONICS ADDS MINERVA RADIO

Richard Mattison, general manager of Minerva National Sales Corp., New York, has announced the appointment of Chief Electronics, 104 Main street, Poughkeepsie, N. Y., as a distributor of the Minerva line of radios, radio-phonograph combinations, FM and television sets. Chief Electronics will serve the following counties: Sullivan, Ulster, Orange, Dutchess south to Beacon, Columbia-north to Slottville, Greene-north to Athens, Schoharie-southern border, Otsego-southern border to Oneonta, and Daleware-west to Delhi.

## Joseph Gerl to Speak Before Miami Rotary

MIAMI, FLA., Monday — Joseph Gerl, president of the Sonora Radio & Television Corp., Chicago, will address the Miami Rotary Club at the Columbus Hotel, here, on February 13. His subject will be "How Will Television Affect American Business?"

Mr. Gerl has recently returned from the Pacific Coast where he conferred with motion picture executives about the relationship of movies and television.

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

## RADIOS AND APPLIANCES IN SAN FRANCISCO SHOW

SAN FRANCISCO, CALIF., Monday — Seven markets will be conducted under one roof at the Western Merchandise Mart, this city, February 3 to 8 during the annual Western Winter Market.

Radios and appliances will be exhibited by leading concerns as will other furnishings. One of the features of the show will be the Western Radio and Appliance Trade Dinner on February 5.

## Edward Sarnoff Is Wed; Son of RCA President

SCARSDALE, N. Y., Monday—Edward Sarnoff, son of Brig. Gen. and Mrs. David Sarnoff, was married here yesterday to Miss Jean Brown, daughter of Mr. and Mrs. David Brown, of this city. Rev. Dr. Jonah B. Wise officiated.

General Sarnoff is president of the Radio Corp. of America, and the bridegroom is associated with the American Broadcasting Co. Young Sarnoff served as a captain with the Army Signal Corps in the Pacific. He was graduated from Brown University and is a member of the American Institute of Electrical Engineers. After a wedding trip to Florida, the newlyweds will live in Hartford, Conn.

## THE TRAVELER

Irving Sarnoff, vice president of Bruno-New York, Inc., distributor of RCA Victor radio products, Bendix automatic home laundry, and various other lines, is back in New York following a visit to Chicago.

Robert Beller, head of the Beller Electric Co., Newark, N. J., distributor of Sonora radio and record products and traffic appliances, recently returned from a visit to California. He is spending several days in Chicago this week.

John J. Downey, advertising and sales promotion manager of Majestic Radio & Television Corp., of St. Charles, Ill., was a visitor in New York last week, making his headquarters at Majestic Brands, Inc., recently appointed distributor for Majestic products.

Bernie Schulman, head of Sonata Electronics Corp., is a visitor in New York this week, accompanied by Mrs. Schulman. He reports the Trela line of record players is now being featured by more retail outlets than ever before in the company's history.

Max H. Krich, president of Krich-Radisco, Inc., Newark, N. J., distributing concern, is expected back at his headquarters soon from Miami Beach, Fla. His father, Harry Krich, chairman of the board of the radio-appliance concern, is also vacationing in Miami Beach with Mrs. Krich.

## Industry Leaders Meet Tomorrow

WASHINGTON, D. C., Monday — Major radio problems, both of manufacturers and broadcasters, will be considered at the first meeting of the RMA-NAB Liaison Committee, to be held at the Statler Hotel, Washington, on Thursday, January 30. Mutual, general problems of both industries will be discussed, including legislation in Congress; development of new radio services, and joint industry promotions, such as a "National Radio Week" program in 1947 and the RMA "Radio In Every Room" program.

President R. C. Cosgrove of RMA heads the manufacturers' committee, which consists of Dr. W. R. G. Baker, of General Electric; Walter Evans, of Westinghouse Electric Corp.; Frank M. Folsom of RCA Victor Division of RCA; Paul V. Galvin of Galvin Manufacturing Corp., and E. A. Nicholas of Farnsworth Television & Radio Corp., all directors of RMA.

In addition to President Justin Miller of the National Association of Broadcasters, the NAB committee includes T.A.M. Craven of Station WOL, Washington; William Fay, Station WHAM, Rochester; Gordon Gray, Station WSJS, Winston-Salem, N. C.; James D. Shouse, Station WLW, Cincinnati, and Carleton D. Smith, Station WRC, Washington.

## BARRECA APPOINTED MANAGING DIRECTOR OF CANADIAN ADMIRAL

CHICAGO, ILL., Friday — Vincent Barreca, an officer of Admiral Corp., this city, for the last twelve years, has been appointed managing director of



Vincent Barreca

Canadian Admiral Corp., Ltd., it was announced by Ross D. Siragusa, president of Admiral. Mr. Barreca will be in charge of producing and merchandising the company's radio and refrigerator line throughout Canada, where sales are expected to hit the \$3,000,000 mark this year, Mr. Siragusa stated.

Mr. Barreca joined the staff of Continental Radio and Television Co., predecessor of Admiral Corp., at the time of its organization in April, 1934. Since then he has served in nearly every department of the corporation, including production, material control, purchasing, shipping receiving, expediting and service.

Formation of Canadian Admiral Corp., Ltd., as a subsidiary of Admiral, was recently announced by Mr. Siragusa. Headquarters will be at 8 Colborne street, Toronto, Ontario, and dealers and distributors are already being lined up to handle Admiral radios and refrigerators throughout the various Canadian provinces.

Admiral reported a sales volume considerably in excess of \$47,000,000 last year. This marked a new peak in the corporation's history.

## William E. Reed Dead; Served as President of Electrical Engineers

PITTSBURGH, PA., Saturday—William Edgar Reed, past president of the American Institute of Electrical Engineers, died in his home here today of a heart attack.

Since 1904 he had been a consulting electrical engineer. He was chief engineer for Westinghouse in Paris for five years before coming to Pittsburgh. Mr. Reed was graduated from M.I.T. in 1897.

In addition to his wife, he is survived by a son, two daughters, a sister, a brother and four grandchildren.

## RADIO PRODUCTION UP NEARLY 600 PER CENT, TAX FIGURES REVEAL

FOR MONTH OF DECEMBER

**Manufacturers Paid Over \$5,710,000 in Internal Revenue Taxes Last Month — Record Output Also Soars, Payments Indicate.**

WASHINGTON, D. C., Tuesday — Radio manufacturers shipped nearly six times as much radio equipment in December, 1946 compared with shipments in December, 1945, according to Internal Revenue collection figures just released by the Treasury Department.

Producers of radio sets, components and phonographs paid excise taxes totaling \$5,710,994 last December, compared with only \$970,212 in December, 1945.

Phonograph record production more than tripled last month as against December, 1945, according to the tax collection figures. Payments totaled \$972,124 last month against \$307,338 in December, 1945.

Makers of electric, gas and oil appliances paid taxes totaling \$6,014,493 last month, compared with \$1,872,298 during the same month in 1945; refrigerator and air conditioner manufacturers paid \$2,966,623 last month, against \$754,230, and makers of musical instruments, \$909,775 against \$178,199.

## NATE HAST OPENS OWN OFFICES TO SERVE AS SPECIALIST IN SALES

CHICAGO, ILL., Monday — Nate, Hast, for the past several years merchandising manager of the Lear Home Radio Division, and for more than 25 years a prominent sales figure in the radio and appliance business, has resigned from his post with Lear and has announced the opening of his own offices in Chicago as a national radio and appliances sales and merchandising specialist.

Mr. Hast built up Lear's national sales organization. "Much as I wanted to stay with Lear and all my associates there," Mr. Hast said, "I felt that this was the time to step out and enter the field on my own.

The prospects for the industry, however, are so bright, Mr. Hast believes, that he can accomplish a lot more by taking advantage at this time to build a service of his own.

Mr. Hast's office is in the American Furniture Mart, 666 Lake Shore drive, Chicago. He will act as direct factory representative-consultant to manufacturers, distributors, and national sales organizations, having twelve sales offices located in strategic points for national coverage. His quarter century in the radio business, has included periods with companies such as Emerson and Philco.

## Record Sales for G-E at Market



MORE THAN 33,250 RADIOS, mostly portables, were sold to General Electric distributors by Henry Randolph and Chet Bejma, center, on the opening day of the recent International Home Furnishings Market in the Merchandise Mart, Chicago. This sales record was a tribute to George Peterson, left, Central district manager for the General Electric Electronics Department, who moved his sales force into new headquarters in the Mart. Pat Toal, right, G-E standard line radio sales manager, will have the job of filling the orders.

## MOSES CAMMER NEW ECA PRODUCTION HEAD

Samuel J. Novick, president of Electronic Corp. of America, Brooklyn, N. Y., has announced the election of



Moses Cammer

Moses Cammer as vice president in charge of production.

Prior to joining ECA Mr. Cammer was a partner in the Gussack Machine Products Co. in charge of production. During the war Mr. Cammer was also in charge of the Gussack company's research on electronic developments and coated film lenses used by the Army Signal Corps.

From 1939 to 1941 Mr. Cammer was assistant to the president of Eastern Footwear Co. He is a graduate of Massachusetts Institute of Technology where he also served as a research fellow.

ECA manufactures a complete line of radio sets.

## ENGINEERING GROUPS TO PRESENT DATA ON COLOR VIDEO TO FCC

RMA President R. C. Cosgrove has instructed the RMA Engineering Department to present to the FCC such practical engineering considerations as may be pertinent to the issues of the current color television hearing. To formulate this program Committee No. 1 met recently in New York and, after a thorough discussion of the problem, approved the following plan unanimously:

The information to be obtained shall be allocated to two committees known as Committees No. 2 and No. 3. Committee No. 2 will be under the chairmanship of E. W. Engstrom, of the Radio Corp. of America, Princeton, N. J., while Committee No. 3 will be under the chairmanship of David B. Smith, of Philco Corp., Philadelphia. Members of the two committees will be appointed by the respective chairmen.

Companies not associated with RMA may, upon request to the chairman, attend the meetings of these committees as observers.

## Sparks-Withington Shows Huge Increase in Profits

JACKSON, MICH., Saturday — The Sparks-Withington Co., this city, and subsidiaries, maker of Sparton products, report for the six months ended December 31 a net profit of \$376,409, equal to 40 cents a share. This compares with a net of \$56,221, or 5 cents a share for the 1945 period when a \$559,964 carry-back tax credit was included in the result.

## H. F. RANDOLPH MADE GENERAL PLANT HEAD OF RCA TUBE DEPT.

REVEALED BY TEEGARDEN

**Associated With Company for 15 Years — Will Continue as Acting Plant Manager of Harrison Tube Manufacturing Plant.**

CAMDEN, N. J., Friday—The appointment of Harry F. Randolph as general plant manager of the RCA Tube Department was announced today by L. W. Teegarden, vice president in charge of that department of the RCA



H. F. Randolph

Victor Division, Radio Corp. of America.

In his new capacity, Mr. Randolph, who continues at acting plant manager of the Harrison tube plant, supervises and co-ordinates all of the company's tube manufacturing activities, which include the production of receiving tubes at the Harrison plant, the production of television, transmitting and special tubes at Lancaster, Pa., and the production of receiving tubes at RCA's Indianapolis plant.

Mr. Randolph's promotion climaxes a steady fifteen year rise in the company. Born in Dickerson Run, Pa., Mr. Randolph was an outstanding athlete at Bethany College, where he was singled out for honorable mention as halfback on the last All-American football team selected by Walter Camp in 1922.

He joined RCA in July, 1932, scheduling parts and materials for tube production at the Harrison plant. Four years later, he was placed in charge of metal tube production, and in 1941, he was appointed assistant superintendent of metal and glass receiving tube manufacture. In the latter year, he helped select the site of the Lancaster, Pa., tube manufacturing plant built by RCA for the Navy, and organized the construction plans for it. The following year he was made plant manager at Harrison, and in 1945, in addition, was placed in charge of glass tube production at RCA's Indianapolis plant.

## GENERAL ELECTRIC CO. EXECUTIVES ANNOUNCE PLANS FOR TELEVISION

ADDRESS ALBANY DEALERS

First Video Sets Will Be Shipped Early in February to Distributors in Sections Being Served at Present With Programs.

ALBANY, N. Y., Thursday—P. G. Caldwell and Joseph Kerr, of General Electric Co.'s Electronics Department, addressed a meeting of the Albany Appliance and Radio Dealers Association here last night on the subject of television.

They revealed that G-E video sets will be shipped to distributors in areas where television stations are at present in operation, between February 1 and 15. These sections include Schenectady, New York City, Philadelphia, Chicago, Los Angeles and Detroit.

The first model will be a console unit of the direct-view type, producing a picture about 6x8 inches. This receiver will also have a standard broadcast band for tuning in AM stations.

A movie explaining the operation of television was also shown. Mr. Caldwell explained that television transmitters are in production at the G-E Syracuse plant and receivers are coming off the production lines at the Bridgeport plant. Another metropolitan, Cleveland, is also expected to have television this year, Mr. Caldwell stated.

## RCA MOVES OFFICES IN NEW YORK, CHICAGO

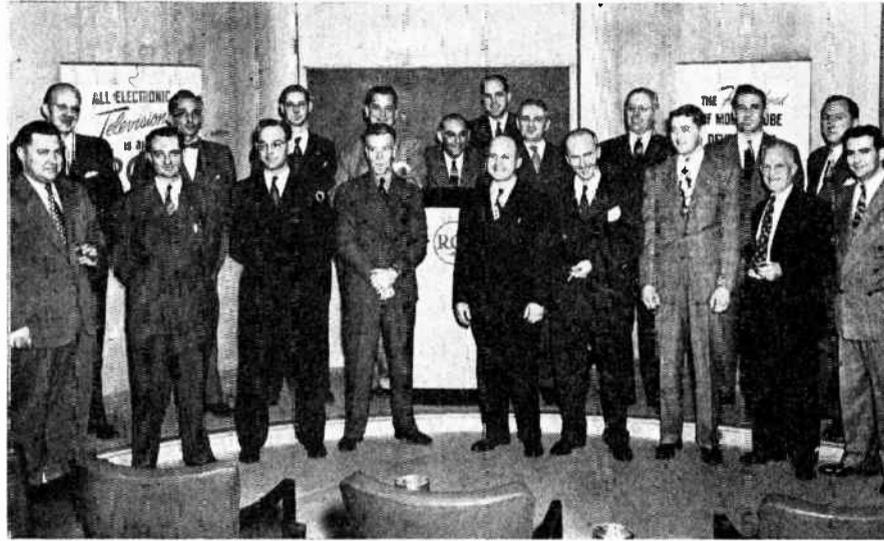
CAMDEN, N. J., Thursday—Removal of the RCA Victor Division's New York and Chicago regional offices to newer and larger quarters has been announced by Walter M. Norton, director of distribution of the division.

The New York office, formerly located at 411 Fifth avenue, is now at 36 West Forty-ninth street, while the Chicago office, formerly at 445 N. Lakeshore drive, is now in the American Furniture Mart Building, 666 N. Lakeshore drive. Managers of these regional offices are M. F. Blakeslee, in New York, and H. A. Renholm, in Chicago.

## Ernest A. Marx Named As Affiliates Chairman Of Television Group

Ernest A. Marx, who heads the Allen B. DuMont Labs. television receiver division with headquarters at 515 Madison avenue, New York, has been appointed chairman of the executive committee on affiliates, by the Television Broadcasters Association. This committee ties in the activities of the affiliated industries and interests such as telephone, motion pictures and film manufacturing, antenna designers and manufacturers, apartment house owners and operators, and others with the progress of television.

## Krich-Radisco Radio Sales Staff Makes Tour of Inspection of RCA Tube Plant



Visit RCA Tube Factory

NEWARK, N. J., Friday—Members of the RCA Victor sales staff of Krich-Radisco, Inc., of this city, major appliance, radio and television distributor, attended a luncheon and made an informal factory tour of the RCA Victor Tube Division plant in Harrison, N. J., recently.

This trip was planned in accordance with Krich-Radisco's progressive policy of thoroughly acquainting its sales staff with all phases of the manufacturing and production of the products distributed in order better to prepare the staff to intelligently and aggressively merchandise these lines. Outstanding results have been obtained from such a policy, according to Krich-Radisco officials.

The group was welcomed in a brief address by L. W. Teegarden, vice president of RCA in charge of the Radio Tube Division. Following a luncheon, a thorough inspection was made of the plant and laboratories, with special emphasis on the many revolutionary new

RCA tube developments. Arrangements for the meeting were handled by Dave Finn, sales manager of the RCA Victor Renewal Tube Division.

Krich-Radisco is the exclusive New Jersey distributor for RCA Victor, Bendix automatic home laundries, Norge appliances, American kitchens, Eureka home cleaning systems, New Home sewing machines, Knapp-Monarch table appliances, Westclox and Seth Thomas electric clocks, Comfortair units and Vornadofan air circulators.

Those in the picture are, back row, left to right: Cam Duncan, RCA battery sales; Martin Silverman, Clarence Brown, Matt Mendres, Fred Rosenstein and Abner Binn, all of Krich-Radisco; Dave Finn, RCA renewal tube sales manager; Edmund Ruhl, Frank Ochs and Bert Rice, all of Krich-Radisco.

Front row, left to right: H. Fowler and J. K. Miller, both of Krich-Radisco; James Owens, RCA special tubes; K. Hughes, Dave Delman, D. M. Branigan, E. J. Siess, William Blackburn and Buddy Grossman, all of Krich-Radisco.

## DuMont Television Course To Be Conducted Feb. 4-6

The fourth session of the DuMont Television Familiarization Course is to be held February 4 to 6, inclusive, at 515 Madison avenue, New York City.

Only those who have passed the rigid screening examinations and proved themselves already familiar with television service are to be admitted to this training course, which has to do specifically with DuMont telesets. The servicemen to be admitted to the course are those of authorized DuMont dealers and also independent service organizations certified by DuMont.

Such thorough training is in keeping with DuMont's policy of insuring proper television installation and maintenance of its telesets, executives of the company stated.

A. A. Brandt, general sales manager of the General Electric Co. Electronics Department, was a visitor last week in New York City.

## SAM KATZ BACK WITH EASTERN ELECTRICAL

NEWARK, N. J., Friday—Sam Katz, for many years associated with the Eastern Electrical Supply Co., 287 Halsey street, this city, radio and appliance distributing organization, has resumed his affiliation with the firm after a brief lapse.

Mr. Katz is widely known throughout the appliance trade. He is a national figure in contract bridge tournament play, having won virtually all major contract bridge titles during the past few years.

Among other lines, Eastern distributes Sentinel radio, Horton washers and ironers, Odin gas ranges and Clark electric water heaters. A number of traffic appliances are also merchandised by Eastern.

Mort Gellard, veteran Philadelphia radio merchandising executive, spent some time last week in New York.

## RADIO INDUSTRY MEN ACTIVE IN FORMATION OF NEW CHICAGO CLUB

CHICAGO, ILL., Friday—The opening of the new Club Boyar, at 58 East Delaware, Chicago, a private club with a large membership from the radio industry, has been announced by Paul J. Pfohl, vice president and sales manager of The Muter Co.

The club, membership to which will be restricted to industrial, professional and advertising groups, has among its unusual features a television room, which includes television FM and AM reception.

The board of directors, headed by Mr. Pfohl, includes W. J. Halligan, president of the Hallicrafters Co.; R. W. Durst, executive vice president of Hallicrafters; and Walter H. Dyer, formerly sales manager of the auto radio division of the Zenith Radio Corp.

According to Mr. Pfohl, members of the radio industry who are not residents of the Chicago area, will be admitted to the club, without membership fee, whenever they are in Chicago. Mr. Pfohl was formerly with the RCA Tube Division here.

## BARBANELL APPOINTED RADIO SALES MANAGER BY O'CONNOR, MOFFAT

SAN FRANCISCO, CALIF., Friday—Clifford Barbanell has been appointed sales manager of the radio department of O'Connor, Moffat & Co., local department store, it was announced by Herbert Reichert Meyer, home furnishings department manager. Mr. Barbanell will also be in charge of phonograph record and piano purchasing. He was formerly assistant in these departments.

R. B. Vincent Lyons, buyer for the store's new housewares department, is to be in charge of appliances, which were formerly handled in conjunction with the radio department.

## KINNEY BROS. HEADS BACK FROM CHICAGO; VISITED AT FACTORIES

LOS ANGELES, CALIF., Friday—Wendell H. Kinney and Roland T. Kinney, president and vice president, respectively, of Kinney Brothers, this city, radio and appliance distributor, have just returned from Chicago where they attended the Furniture Mart. While in the Chicago area, the Kinneys also contacted several of their Mid-west suppliers including Stewart-Warner, Elgin Stove and Oven Division of Acme Visible Records Co., Inc.; Pressed Steel Car Co.; Sentinel Radio Corp., and Noblitt-Sparks Industries.

According to Roland T. Kinney, he and his brother were greatly impressed with the Stewart-Warner television sets which are now going into production.



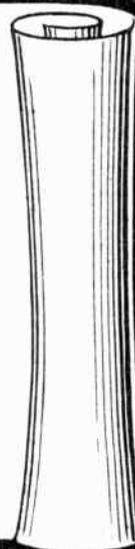
# GENERAL ELECTRIC

176-FIA-9850

## Electronic

### RADIO TUBES

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



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



## Regional Conference of Music Merchants In Los Angeles Hears Optimistic Reports

### TWO-DAY GATHERING DISCUSSES OUTLOOK FOR FUTURE

#### Reports Show That Each Month of 1946 Registered Substantial Gain in Sales Over Preceding Month — One of Main Obstacles to Greater Sales Is Lack of Record Storage Space in Homes, Members Told.

LOS ANGELES, CALIF., Saturday—The conference of the National Association of Music Merchants held in this city Thursday and Friday, was one of the most successful ever held by the organization and was featured by the presence of many men prominent in the industry who spoke on a variety of subjects.

Prior to the conference, the board of directors of the organization held its semi-annual meeting.

In attendance, among many others, were L. G. Le Mair, president of the NAMM and William A. Mills, executive secretary.

Mr. Mills gave an outline of the accomplishments of the organization during the past year and predicted great things for the future.

During 1946, Mr. Mills said the music industry began to hit a profitable stride, each month showing a substantial improvement over the preceding month, and it is expected that 1947 will more than equal this record. He ex-

pects that the increase in the production of new instruments (40 to 50 per cent increase is expected) will bring up the total of business to that of 1946, a year in which the large volume of business was largely to be accredited to repairing and remodeling of used instruments because of the shortage of new ones. In the year ahead, this profitable re-conditioning business will be replaced by the sale of new merchandise, he predicted.

Mr. Mills further said that the various companies engaged in the manufacture of records are optimistic about the prospects for business this year. Figures indicate that there is approximately one turntable in use for every eight families in the United States. He believes that, with the improved conditions in the material and labor markets, production can be stepped up to supply the demand, which he puts at one record-playing device to every two and one-half families.

One of the projects particularly en-

gaging the attention of the NAMM is to overcome the serious bottleneck in the sale of records—storage space. Dealers have found that people would buy a great many more records if they didn't confront the problem of "where to put them." The single record-cabinet which is all, and often more than the average home possesses, is soon filled up and there just isn't room in most homes to store all the records people would like to have.

The NAMM, the secretary pointed out, is therefore working to secure the cooperation of furniture manufacturers, cabinet makers and furniture designers to create attractive furniture that will combine its original function with the additional feature of supplying storage space for records.

As for the radio business, Mr. Mills said that while the saturation point may have been reached in table models and smaller consoles of unproved brands, there is still considerable demand for the larger higher-priced consoles of proven quality.

Unlike most department and general-merchandise stores handling radio, the members of the NAMM expect to concentrate on the sale of consoles. They believe that in this field there is the greatest opportunity for record sales.

They also believe that television sets will be primarily distributed through music stores.

A great array of talent entertained the gathering at the closing session.

Headlined by Master of Ceremonies Bob Hope, the two and one-half hour show featured a score of other name artists.

Jerry Colonna, Victor Borge; Al Jolson and Jose Iturbi are typical of the variety of stars who appeared.

More comedy and music of motion picture, radio and recording fame came from Dinah Shore, Jo Stafford, Johnny Mercer, Allen Jones, Hoagy Carmichael, Andy Russell, and Peter Lind Hayes.

Songs and instrumental numbers were presented by Louis Jordan, the Pied Pipers, the Page-Cavanaugh Trio and Jane Harvey. Background music and several orchestral arrangements were given by Paul Weston and his complete Chesterfield Supper Club Orchestra. —S. M. BOOKEE.

## G. E. Chemical Department Names Warner, Gustafson

General Electric Co.'s Chemical Department has recently announced the appointments of Frank W. Warner, Jr., former engineering manager of plastics divisions, to engineering policy manager, and Arthur G. Gustafson to manager of the construction division.

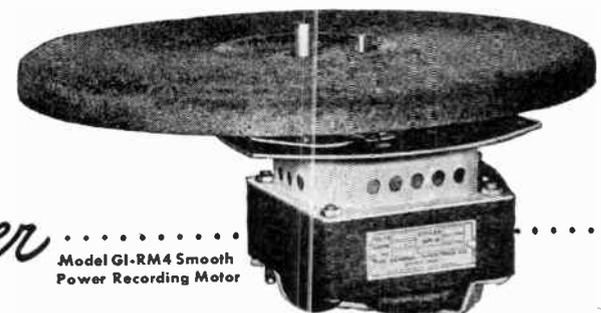
It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.



# PICK-UP AS QUICK AS A WINK... WITH... Smooth Power

Not a word or a note need be missed when your record players, record-changers or recorders are equipped with Smooth Power motors. That's because these units are built for split-second pick-up to full constant speed.

Their quietness and freedom from vibration give smooth performance that will delight your customers. From our complete line of Smooth Power phonomotors, recorders and combination record-changer recorders, you can select exactly the right units to match your own fine products.



Model G1-RM4 Smooth Power Recording Motor



DEPT. MW • ELYRIA • OHIO

## RALPH R. BEAL DEAD; HEADED RCA ACTIVITY IN TELEVISION FIELD

JOINED ORGANIZATION IN '26

Served as Research Director for Radio Corp. of America — Was With Communications Unit at the Time of His Death.

Ralph R. Beal, vice president in charge of engineering of RCA Communications, Inc., a subsidiary of the Radio Corp. of America, died Friday in Doctors Hospital, New York, after a



Ralph R. Beal

brief illness. He was fifty-nine years old, and made his home at 26 East Ninety-third street, Manhattan.

An authority on radio, television and electronics, Mr. Beal was formerly research director of RCA. In that capacity, he coordinated research and advanced engineering developments of RCA and its subsidiaries. He played an important role in directing television research for RCA. From 1934 to 1943, as RCA research director, he originated and supervised programs of research which constantly broadened the field of radio's products and services.

In 1935 he was named chairman of a newly formed RCA committee to study television and for the next nine years he directed the work of engineers and research workers in that field. Mr. Beal also had a hand in designing and building the RCA television laboratories in Camden and Princeton, N. J.

A native of Maude, Kans., he was graduated from Stanford University in 1912, at which time he joined the Federal Telegraph Co. in San Francisco. He did important work for the Navy during World War I. In 1926 he became RCA's Pacific division engineer. Eight years later, Mr. Beal was transferred to New York as RCA research director. He was assistant to the vice president in charge of RCA Laboratories before he assumed the post of vice president in charge of engineering of RCA Communications in April, 1945.

During the recent war, Mr. Beal was

a member of the microwave committee of the national development research committee. He was a member of the Institute of Radio Engineers and a fellow of the Society of Motion Picture Engineers.

In addition to his wife, Mr. Beal is survived by a son, Ralph R. Beal, Jr.; and his father, William H. Beal. Funeral services were held at the Frank E. Campbell parlors, New York, Sunday afternoon. Interment was private.

## Crosley Appoints Felix to New Post

CINCINNATI, O., Monday — Appointment of Clarence G. Felix as works manager of the Cincinnati plants of the Crosley Division, Aviation Corp., has just been announced in this city by

R. C. Cosgrove, the general manager.

Mr. Felix, who has been serving as manager of radio sales, has been associated with Crosley since 1927. From 1930 to 1933 he was an engineer in the household and automobile radio development department and was appointed chief engineer in charge of automobile radio development in 1933.

No successor has been appointed to fill the manager of radio sales position vacated by Mr. Felix.



## ACROSS THE COUNTRY!

WHILE one does not think of speakers spread out across the land, still if the OXFORD SPEAKERS already sold to over 77 leading radio receiver firms for their 1946-1947 line were laid end to end, they would reach almost from Philadelphia to Richmond! And at the end of this year, they should reach nearly three times that far.

\*OS/AJC

THAT'S a lot of loudspeakers, and attests to the excellence of their construction and their unquestioned popularity. The Jobber who knows this fact, can stock up on OXFORD SPEAKERS with the foregone conclusion that he can meet every requirement any customer can bring. And he can do it without a "special speaker." For the OXFORD SPEAKER line is designed to give the "Maximum Customer Coverage" with only the average Jobber stock pile.

THAT'S why the better Jobbers heartily endorse the statement that OXFORD SPEAKERS are the ALL JOBBERS' CHOICE!

\*OXFORD SPEAKERS/ALL JOBBERS' CHOICE

(Coming soon: The New Oxford Catalog. Write for your free copy.)



ALL JOBBERS' CHOICE

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**OXFORD RADIO CORPORATION**  
3911 SOUTH MICHIGAN AVE., CHICAGO



## 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.



## ELECTRICAL INSTITUTE OF BOSTON ELECTS ALAN STEINERT AS HEAD OF ORGANIZATION

**LARGE CROWD ENTERTAINED AT ANNUAL DINNER-DANCE**

**Thomas A. Edison Centennial Dinner Set for Evening of February 11  
— Eastern Co. Sets Up New Outfit to Take Care of Firm's Expanding Service Business — Allied Appliance to Show Many Products.**

BOSTON, MASS., Monday — Alan Steinert was recently elected president of the Electric Institute of Boston, at a dinner for five hundred members at the Copley-Plaza Hotel. Other officers elected are: Secretary, Elton W. Willis of Clark & Mills Electric Co.; Vice President, Thomas H. Carens, Boston Edison Co.; Treasurer, Ralph E. DeLoid, Westinghouse Electric Supply Co., and Assistant Secretary, James A. Galvan, Boston Edison Co.

The Thomas A. Edison Centennial Dinner will be held February 11, and most of those in the electrical trade have set aside this date as a "must." The Boston Edison Co. is distributing to its customers an eight page booklet illustrated with color plates, the life and achievements of Thomas Alva Edison.

The Eastern Co., distributor of Kelvinator, Leonard and Bendix electrical appliances, in view of the ever increasing flow of such appliances into consumers homes, has found it expedient to set up a separate company, Metropolitan Service, Inc. at 74 Cunningham street to service and install these products, according to Alan Steinert, firm president. Head of the new outfit is O. B. Stein, formerly Eastern's service manager and later sales manager of its commercial refrigeration department.

Fifty of the fifty-two personnel that comprised this department in Eastern's building in Cambridge, are now with Metropolitan Service. Remaining with Eastern as co-ordinators will be Walter

Fuller, appliance service manager, and his assistant, Walter Kerle, who will continue to contact Eastern dealers. The new organization will not only care for in-warranty service for dealers, but out-of-warranty service for consumers.

The Eastern Co. announces that it has added to its small appliance lines, the "Steam-O-Matic" electric dual-use iron which has many desirable features, and has user acceptance of over a million.

The Electro Sales Co. at 110 Pearl street, headed by Albert A. Berg, has just issued a multi-page bulletin listing many of its electronic parts from war surplus stocks.

Allied Appliance Co. of 111 Berkeley street, will have even greater space than last year at the New England Hardware Dealers Convention Exhibit at the Hotel Statler to be held on February 20 through February 22, occupying Parlors D and E on the Mezzanine. Not only will Allied show its full lines, according to Guy G. Smith, promotional director, but president, Samuel Dane, and vice president, Ralph Cron, who recently returned from a nation-wide tour of Allied Appliances Co.'s suppliers, have arranged for all new products about to be marketed to be on display. The scope of Allied lines covers a wide range of electrical merchandise, housewares and the Bendix Radio line.

One of the most intelligently handled sales promotions now in operation is that on the new "Teletone" compact

midget AC-DC radio, cased in brown bakelite, bearing a very low price ticket. The internal and external design vies with that of "bi-name" radios and sales figures run into important totals. —FRANK PRAY.

## FRIGIDAIRE TO CONDUCT DISTRIBUTOR MEETING

DAYTON, OHIO, Friday—Frigidaire Division of General Motors Corp. will hold its 1947 National Distributors meeting in Dayton, Feb. 3-7, inclusive, according to P. M. Bratten, general sales manager.

More than 200 district, sales, sales promotion and service managers, representing forty-four Frigidaire districts throughout the nation, will attend the five-day meeting.

## Emerson of Pennsylvania Will Open New Quarters; To Show Television Sets

PHILADELPHIA, PA., Friday — Emerson Radio of Pennsylvania, Inc.,

will open its new offices and showrooms on Monday, February 3 at 223 North Broad street, this city. Formal opening will get under way at noon and continue until 10 p. m.

Emerson television receivers will be introduced to dealers at the opening as will new 1947 Emerson radio receivers. A. Irving Witz is president of Emerson Radio of Pennsylvania, Inc.

## Matinee Video Shows In Philadelphia to Aid Dealer Demonstrations

PHILADELPHIA, PA., Monday — The Electrical Electric Co. will sponsor a regular one-hour television matinee program over the Philco Station WPTZ every Monday, Wednesday and Friday afternoon, commencing at 2 P. M. on Wednesday, February 5.

This program will enable dealers in this area to demonstrate television sets during daytime business hours. These programs will carry no commercials, and will be presented every Monday, Wednesday and Friday until further notice.



MILLION DOLLAR HOME OF  
QUALITY  
Aviola RADIOS

Players and Phono-Combinations

AVIOLA RADIO CORPORATION • Sky Harbor Airport, Phoenix, Ariz.



Electro

ELECTRICAL AND RADIO EQUIPMENT

### BATTERY ELIMINATORS

Sell Them Now for Winter Use With Portable Radios

A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation. Completely filtered—hum free—silent and efficient. Sturdily constructed—no liquids or moving parts—operate in any position.

MODEL "Q"—Operates an 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (0.5 Amp. filament max.)

MODEL "P"—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

MODEL "F"—Operates any 2 volt, 4, 5, 6, or 7 tube radio from 110 volt 60 cy. source. (0.5 Amp. filament max.)

Canadian representative, Atlas Radio Corp., Toronto, Canada.

ELECTRO PRODUCTS LABORATORIES

— Pioneer Manufacturers of Battery Eliminators —

549 WEST RANDOLPH ST. CHICAGO 6, ILLINOIS

# RCA to Establish New Record Plant In Canonsburg

TO BE OPENED IN SUMMER

Factory Has 115,000 Square Feet of Manufacturing Space — Will Supplement Company's Other Three Disc Plants.

CAMDEN, N. J., Friday—A new phonograph record manufacturing plant, which will greatly increase the capacity of the RCA Victor Record Department is to be established at Canonsburg, Pa., it was revealed this week with the announcement that RCA Victor Division of the Radio Corp. of America, has leased Building No. 40 of the War Assets Authority's multiple-tenancy project near Pittsburgh.

The building contains 115,000 square feet of manufacturing space, which will be devoted exclusively to record production, supplementing existing facilities in the company's record manufacturing plants at Camden, Indianapolis, and Hollywood.

Announcing completion of negotiations with the War Assets Authority, J. W. Murray, vice president in charge of the RCA Victor Record Department, declared that the company plans to begin immediately the installation of the

most modern facilities, which will make the Canonsburg plant the country's model plant for record manufacturing.

Plans for the installation have already been blueprinted, he said, and production of RCA Victor records at Canonsburg is scheduled to start during the coming Summer. He revealed that several hundred persons will be employed in the new plant. Planned as a self-sustaining project, the plant will compound and mix raw materials, process metal parts, press the records, print labels, and test, pack, and ship the final product.

On RCA Victor's distinguished roster of recording artists, both classical and popular, one of the newest and most in demand in the latter category is a native son of Canonsburg—Perry Como. Perry was signed by RCA Victor when he was comparatively unknown, and his recordings have played a major part in his climb to fame. In 1946, his records consistently topped the best-seller lists, and his recording of "Prisoner of Love" was reported the best seller of the year.

Participating in RCA Victor negotiation for the leasing of the Canonsburg plant, in addition to Mr. Murray, were William Warrender, general plant manager of the record department, and John Carter, manager of the company's real estate department.

Sid Gatty, radio-music tradesman, visited members of the industry in New York last week. Mr. Gatty makes his headquarters in Philadelphia.

# CLEVELAND FIRM WILL MAKE ALARM SYSTEMS FOR USE IN HOTELS

VALUABLE IN EMERGENCIES

Will Warn Guests of Fires — Arnold Wholesale Co. Is Appointed Distributor of M-G-M Records.

CLEVELAND, OHIO, Monday—A radio-alarm system for hotels will be manufactured here by the Murray Sound Systems, 3910 Carnegie avenue, and a national chain of hotels is now negotiating for its installation in all units, it was announced.

John Murray, general manager of the company, is the inventor of the new device, which consists of a combination radio broadcasting and public address system which is centrally controlled.

"A speaker of our own design will be placed in every guest room and in as many public rooms of the hotel as is desired" the inventor explained. "Over these speakers guests may select any one of five different entertainment programs.

"In emergencies, without the guest touching the speaker in his room, the sets can be used as a public address system. This is done through a microphone at a central point such the manager's desk or the main hotel switchboard.

Mr. Murray further explained that the installation in a hotel could be connected to the fire alarm room of the local fire department. Thus a fire chief at the fire could make announcements through the building, either over an ordinary telephone or from a radio car.

The systems will be assembled at the Carnegie-ave plant of the company, while the plastic cases for the speaker will be manufactured by the Atlantic Plastic and Metal Parts Co. in this city.

Arnold Wholesale Corp. has been named to distribute M-G-M records in forty-four counties of Ohio, including the Cleveland, Columbus and Youngstown areas, it has been announced by Robert C. Hager, president. To head up this new record distribution set-up is Gordon H. Boole.

The January meeting of the Women's Division of the Electrical League of Cleveland took the form of an inspection tour through the newly re-

opened General Electric Lighting Institute at Nela Park.

After a meeting in the auditorium, members were conducted through the model home, Horizon House, the school room, office, retail and wholesale stores, sun deck and special rooms, all set up to show the very latest trends and developments in lighting.

—EVELYN BAILING.

# Sonata Announces Price Reduction On Trela Electric Unit

CHICAGO, ILL., Friday—A price reduction of the fastest moving model in the Trela line of electric phonographs was announced today by officials of the Sonata Electronics Corp., 624 South Michigan avenue, this city. The model is the EP-103 electric phonograph and



Trela Model EP-103

the new list is \$14.95. Officials of the company state that full discounts to the jobbers and dealers will be continued.

The Model was first announced and shown to the trade during the January House Furnishings Show and carried a list of \$16.95. However the business booked reached a volume that enabled the company to effect economies in both production and purchasing. The savings are being passed on to the consumer. Sonata officials reveal, in order to build nation-wide consumer recognition of the value and performance of Trela products. The firm's factory at Oglesby, Ill., is in full production on the complete line of nine models. Electrically powered, the phonograph has a built-in acoustic-chamber and plays all 10" and 12" records. It comes in a wood cabinet finished in Vellumette.

## WARD

WORLD'S FINEST AND FASTEST SELLING

### Aerials

Here's Your Newest Profit Builder! A striking, three-dimensional display which catches the eye of every customer. It's completely assembled, ready to place on your counter and bring in easy, extra sales. You pay only for the four fast moving models mounted. The display itself is FREE!

PROFIT BUILDER

LIST \$22.00

Each of these models is engineered and equipped to fit every car!

WARD

Aerials

THE WARD PRODUCTS CORPORATION • 1523 E. 45th STREET, CLEVELAND 3, OHIO

EXPORT DEPARTMENT: C. O. BRANDES, MGR., 4900 EUCLID AVENUE, CLEVELAND 3, OHIO

IN CANADA: ATLAS RADIO CORP., 560 KING STREET, WEST, TORONTO, ONTARIO, CANADA

Model CM-10

LYMAN  
Electronic  
CORPORATION  
Manufacturer

12 CASS ST. - SPRINGFIELD, MASS.

### The First Popular Priced All-Feature Intercom

- Attractive plastic cabinets
- Two full-sized 4" PM speakers
- Power output & audio quality found only in high-priced sets
- Complete with master and sub-station
- Easily installed by anyone
- AC or DC - 115 volts - only 25 watts power consumption

FAST MOVING • SELF SELLING

An "Over the counter" Item

WRITE NOW

**Jensen** MANUFACTURING COMPANY  
 6601 SOUTH LARAM E AVENUE, CHICAGO 38, ILLINOIS  
 IN CANADA — COPPER WIRE PRODUCTS, LTD., 11 King Street, West, Toronto  
*Specialists in Design and Manufacture of Fine Acoustic Equipment*

**TELEVISION PROGRAMS  
 IN SAN FRANCISCO TO  
 BE SEEN THIS SUMMER**

**BY USE OF MOBILE UNITS**

**Prediction Is Made by Boland of  
 G-E — Four Additional FM Stations  
 for West Coast Area.**

SAN FRANCISCO, CALIF., Tuesday—Soon there will be diversified FM broadcasting in the San Francisco-Bay Area. It was mentioned last week that station KJBS had already made its debut and now, according to W. M. Boland, western region manager of G.E.'s radio, television and electronics division, four other FM broadcasting stations are being installed by General Electric Co., and will start functioning in the immediate future. They are: Warner Bros., and the Oakland Tribune in Oakland; Alameda Times Star in Alameda, and the Contra Costa Broadcasting Co. in Richmond.

Now everyone is keyed up for television and Mr. Boland, who predicted with such accuracy eighteen months ago that FM will reach this area just about this time, gave as his opinion that television programs might become available here from mobile units by late Summer. It will take several months longer for permanent stations to be erected.

According to Mr. Boland, samples of General Electric's new Musophonic radios are expected to arrive here about the first of February. They will be handled by Sherman-Clay, Sloan's and O'Connor Moffatt. In Oakland, Breuner's

and Sherman-Clay are the franchised dealers.

There are newsworthy developments in General Electric Co.'s appliance department. Howard A. Oliphant, district representative, stated that a meeting is planned for March when a new automatic washer, new refrigerators, and a brand-new line of electric ranges will be introduced to dealers.

John Busey, president of General Electric Supply Corp., was a recent visitor here.

Joseph Gerl, president of Sonora Radio and Television Corp., spent a busy day and a half in San Francisco last week. Mr. Gerl held a conference with his western distributors; delivered an address before the Lions Club; and spoke over five radio stations.

At the distributors meeting Mr. Gerl expressed much optimism about the future of the radio and record industries. He announced three new radio models, a console combination, a portable, and a table radio-phonograph combination. The console was shipped by air express, and arrived in time for the meeting, and is currently displayed in the show-room of Schwalb-Lapkin Co., exclusive distributor of Sonora radios in northern California. Joseph Gerl was accompanied by Edward L. Harris, Sonora's national sales manager.

Edward F. Hale, T. N. Biglieri, John Burgess and Charlie Galliano, recently returned from the Chicago market, and visited with several manufacturers whose products the Hale radio and appliance division represents.

John Burgess, East Bay representative of the Hale firm, said that all the new Stewart-Warner radios are equipped with FM bands; the cabinets are very handsome, and great progress

had been made in perfecting television reception.

Rudy Feil, president of the Radio and Television Dealers Association, Inc., announced that a general meeting will be held February 10 which may be attended by radio retailers who are not yet members of the organization.

—GISELA NEY.

**DISTRIBUTOR SESSIONS  
 ON APPLIANCE LINES  
 ARRANGED BY G-E CO.**

BRIDGEPORT, CONN., Friday—The General Electric Appliance & Merchandise Department will hold a nationwide series of two-day meetings with its major appliance distributors February 10 to March 1. C. R. Pritchard, general sales manager of the department, has announced.

The first to be held since 1940, the meetings are designed to acquaint distributors with new 1947 models—including a line of advanced refrigerators, and automatic washer and two low-temperature home freezers, modifi-

cations of existing models, and Marketing plans and possibilities.

Two troupes of key General Electric sales people will conduct the meetings.

The eastern troupe will hold meetings in Bridgeport February 10 and 11 for New York district distributors, and February 13 and 14 for New England distributors. It will then hold sessions in Philadelphia, February 17 and 18; in Chattanooga, Tenn., on the 21st and 22nd; in Chicago on the 24th and 25th; and in Cleveland February 28 and March 1.

The western troupe's stops will be in Kansas City, February 10 and 11; Dallas, on the 13th and 14th; Los Angeles, 17th and 18th; San Francisco, 20th and 21st; Seattle, 24th and 25th; and Salt Lake City, February 28 and March 1.

Sam Karns, of the Jack Karns Co., manufacturers' representative left New York last week on a trip that will carry him to Philadelphia, Baltimore and Washington where he will contact parts jobbers. Mr. Karns' firm is national sales representative for the Recoton line in addition to several other well-known lines.



**Geiger-Counter X-ray  
 SPECTROMETER**

The Norelco Geiger-Counter X-ray Spectrometer makes possible investigations of the basic atomic structure of matter, offering powerful aid in material analysis, product development control and research. Ask for complete data.



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

**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	LIST \$49.95
Less Batteries	
DEALER COST	
Incl. Fed. Tax	\$33.85
Less Batteries	



**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	\$39.95
Incl. Fed. Tax	
DEALER COST	\$26.95
Including Fed. Tax	

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

# 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.*



## TELEVISION DIVISION ORGANIZED BY KRICH; APPOINTMENTS MADE

NEWARK, N. J., Friday—Creation of a separate television division, to handle the rapidly expanding sales volume in RCA Victor television receivers, has just been announced by Krich-Radisco, Inc., this city, distributor of radio and appliance products.

The firm's RCA Victor Television Division will be headed by Earl C. Pullen as sales manager. Mr. Pullen is widely known throughout the industry as an authority on television sales and merchandising. He formerly headed the Krich RCA Victor Home Instrument Division.

Named as sales manager of the RCA Victor Radio Division is Bert Rice, who recently joined the Krich organization. He brings to his new post fifteen years of experience in retail and wholesale

radio merchandising. Prior to the war he was with Philco Distributors.

"With both radio and television destined to do unprecedented volumes in their respective fields, it was felt that two separate departments were necessary to serve the best interests of dealers and assure aggressive merchandising programs for each of these lines," Paul P. Krich, executive vice president of the distributing firm, stated.

## Boy Born to the Roskins

MIDDLETOWN, N. Y., Monday — The birth of a 7¾ pound boy, who has been named Kenneth, to Mr. and Mrs. Bernard Roskin, was announced here recently. Mr. Roskin is associated with Roskin Bros., Inc., upstate distributor of radios and major appliances.

Ira E. Arkin, Chicago factory sales representative spent several days in New York last week. He also visited New England before returning to Chicago.

## RAY HUTMACHER FORMS REPRESENTATIVE FIRM; PIONEER RADIO MAN

CHICAGO, ILL., Friday—The Salescrafters, Inc., headed by Ray R. Hutmacher, formerly with Maguire Industries, Inc., today announced opening of offices at 510 North Dearborn street, this city.

Mr. Hutmacher, who recently resigned as assistant general sales manager of the radio and electronics division of Maguire Industries, Inc., said that The Salescrafters, Inc., will operate as manufacturers' representatives in the electronics and radio industries on both a national and a territorial basis.

Prior to joining the Maguire organization in Chicago two and a half years ago, Mr. Hutmacher was for ten years associated in an executive capacity with Utah Radio Products Co., here. He

began his career in the radio industry in 1926, at Galesburg, Ill.

Under an arrangement recently completed with Gordon Carbonneau of Carbonneau Industries, manufacturer of radio speakers, The Salescrafters, Inc., will represent Carbonneau Industries in the national market with a complete line of speakers for the manufacturing and jobber replacement trade.

Mr. Hutmacher is in the East this week concluding negotiations for other electronic and radio lines to be handled by the new firm.

## Irving Kane Will Serve As Party Host Tonight

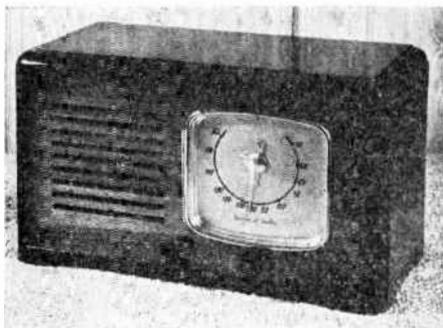
Irving Kane, president of the Viewtone Television & Radio Corp., Brooklyn, N. Y., will play host to some members of the trade at a party tonight (Wednesday) at the Embassy Club, 149 East Fifty-seventh street, New York City. The company manufactures Viewtone television receivers.

## 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



## 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 (Toaster)

MANNING BOWMAN & COMPANY

PROCTOR ELECTRIC COMPANY

SAMSON UNITED

DORMEYER CORPORATION (Mixers)

GENERAL MILLS APPLIANCES

Many Other Nationally-Known Brands  
of Electrical Appliances



287 Halsey Street

348 Washington Street

Newark, N. J.

## Attractive Showing of Salmanson & Co. . .



THE DISPLAY OF SALMANSON & CO., Inc. and the Arvin-Salmanson Co., of New York, Inc. (pictured above) at the Atlantic City Housewares Show held in that city from January 5 to 11, was one of the real show stoppers according to David F. Goldman, sales manager of the Arvin radio and appliance division of this New York distributor.

## NEMA APPOINTS NEW COMMITTEE CHAIRMEN

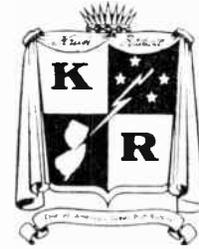
A. A. Berard, general manager of the Ward Leonard Electric Co., Mt. Vernon, N. Y., and Dan A. Packard, household sales manager of the Kelvinator Division, Nash-Kelvinator Corp., have been appointed chairman of the National Electrical Manufacturers Association Industrial Relations Commit-

tee and of the Rural and Suburban Market Development Committee, respectively.

E. O. Shreve, vice president of the General Electric Co., has been appointed chairman of the national adequate wiring bureau's executive committee of NEMA. He succeeds Herbert Metz.

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

"ONE OF AMERICA'S GREAT DISTRIBUTORS"



Serving New Jersey Dealers for 40 Years

### Telegraph Code Writer Is Placed on Market; Thoroughly Automatic

COLORADO SPRINGS, COLO., Friday—A fully automatic telegraph code writer has been developed by the Selectograph Manufacturing Co. of Colorado Springs. Designed for professionals, amateurs and for industry, the Selectograph code writers will send perfect telegraphy in any code from two to sixty words per minute. Since the code writer is similar in appearance and operation to an electric typewriter, even inexperienced operators can send flawless and easily-understood code.

Because it may be operated anywhere (on boats, in airplanes, on trains, in automobiles and busses) and is not affected by centrifugal force, and because the uniformly perfect code it transmits is so quickly and easily decoded, the Selectograph code writer is expected soon to replace the traditional telegrapher's key in industry and in educational institutions as well. Nervous strain and the "swing" of operators is entirely eliminated. Higher speeds are possible with the characters automatically and perfectly timed. The instrument is fully covered by patents.

### John P. Staman Dead; Philadelphia Merchant

PHILADELPHIA, PA., Thursday — John P. Staman, president of Staman & Dickey Electrical Supply Co., of this city, died this week in Jefferson Hospital, here. He was sixty years old and lived in Brookline, Pa.

In addition to his wife, Mr. Staman is survived by a daughter, Virginia; two sons, John, Jr., and William, and three brothers.

### Dorman Israel Honored With War Department's Appreciation Certificate

In official recognition of his engineering services to the War Department, Dorman D. Israel, vice president in charge of engineering and production of Emerson Radio and Phonograph Corp., New York, was awarded the War Department Certificate of Appreciation.

Mr. Israel was honored for outstanding contribution to the war effort in the research, development, and production of VT fuzes during World War II.

A prominent engineer in the radio field Mr. Israel is general chairman of the papers procurement committee of the Institute of Radio Engineers and is chairman of the receiver section of the engineering department of the Radio Manufacturers Association.

In August 1946 Mr. Israel became president and a director of Plastimold Corp., Attleboro, Mass. and in October 1946 he was made president and a director of Radio Speakers, Inc., of Chicago, both Emerson subsidiaries.

### Hamilton Industries Is Planning Arkansas Plant

PINE BLUFF, ARK., Thursday — The Pine Bluff Chamber of Commerce has raised in excess of \$80,000 of a \$100,000 fund sought for the Pine Bluff Industrial Foundation, Inc., which will erect a 100,000 square foot building for Hamilton Industries, Inc., of Philadelphia, Pa. The plant will manufacture radio components, ironers and wire recorders, employing 100 persons at the outset and training additional workers in its own school.

<b>RCA VICTOR</b>	Radios - Television Radio Phonographs - Records Tubes - Radio Parts - Batteries Electronic Parts Sound Equipment - Test Equipment
<b>BENDIX</b>	Automatic Home Laundry Automatic Home Ironer Automatic Home Dryer
<b>NORGE</b>	Rollator Refrigerators Refrigerators Home Freezers - Farm Freezers Gas Ranges - Electric Ranges Bottle Gas Ranges Home Heaters - Water Heaters Air Conditioners Commercial Refrigeration Water Coolers
<b>EUREKA</b>	Complete Home Cleaning System Upright Vacuum Cleaners Tank-Type Vacuum Cleaners Electric Cordless Iron Electric Waste Food Disposers
<b>AMERICAN</b>	All-Steel Kitchens - All-Steel Sinks Automatic Dish Washers Garbage Disposers Home Freezers
<b>NEW HOME</b>	Sewing Machines
<b>KNAPP-MONARCH</b>	Table Appliances
<b>VORNADOFAN</b>	Air Circulator
<b>SETH THOMAS</b>	Electric Clocks
<b>WESTCLOX</b>	Electric Clocks
<b>COMFORTAIR</b>	Portable Weather Unit
<b>WESTINGHOUSE</b>	Lamps

## KRICH-RADISCO INC.

422-432 ELIZABETH AVENUE

NEWARK 8, N. J.

PHONE BIGELOW 8-3000

## EMERSON OF PENNA. FORMAL OPENING TO BE FEBRUARY 3-15

PHILADELPHIA, PA., Monday — The formal opening of the Emerson Radio of Pennsylvania headquarters will be held for a two week period beginning February 3. This lengthy house-opening party has been arranged to accommodate all Emerson radio dealers who wish to be personally escorted about the decorative new headquarters and also who desire to inspect the new Emerson television and radio models which will be displayed during this period.

New television receivers are awaited with great interest by Philadelphia Distributors. The console Stewart-Warner television sets will comprise a console model in a Georgian style cabinet produced in two finishes, mahogany and bleached mahogany.

Harry Ellis and Al Hughes, officials of the Philadelphia Distributors Co., attended the Furniture Show in New York last week.

The Franklin Electric Co. has received considerably greater quantities of Sonora radios in recent weeks. The console models and combinations have been received in sufficient number to satisfy most dealer demands, though the smaller models are still not available in sufficient quantity.

A long range program on the Sonora radio will be launched locally in February, according to a Franklin Electric Co. executive.

Philadelphia Distributors report that recent business on the Stewart-Warner radio has been excellent. A large newspaper advertising campaign on the full line will be inaugurated in February. The program will be centered on the new AM-FM radio models.

—SOL SHERMAN.

## CELANESE FIRM HAS "CELASCREEN" CLOTH FOR RADIO GRILLES

J. C. Moss, manager of the industrial division of the Celanese Co., Inc., New York City firm, last week announced that the firm is manufacturing Celanese Celascreen, a newly developed fabric of 100 per cent Celanese spun yarns that is being used as grille cloth for radio sets.

Developed since the end of the war, the main advantages of this new fabric Mr. Moss said, are that it is favorably suited for acoustics; it can be dyed to conform to the wood finishes of furniture—Celascreen is available in two shades of mahogany brown; three shades of walnut, and beige for bleached finished—it will not mildew or rot, and it will shed dust and remain fresh-looking with light brushing.

While Celanese Celascreen is a newcomer in the radio field of grille fabrics, it is not the only Celanese fabric that has been found desirable for this screening, it is said. In small sets where the heavier textured fabric would be un-

suitable, a fine Celanese sheer is often used.

## Tempo Record Co. Signs Distributor for Orient

Tempo Record Co. of America has announced the signing of a contract with the American International Trading Co. for the distribution of Tempo custom-made records in the Far East.

## Missouri Valley "Reps" Re-elect Farris President

KANSAS CITY, MO., Friday—Richard W. Farris, of the R. W. Farris Co., 406 West Thirty-fourth street, this city, has been re-elected president of the Missouri Valley Chapter of The Representatives for the year 1947, it was announced here this week by officers of the organization.

## J. J. Perlmuth Concern Opens Office in Seattle

SEATTLE, WASH., Friday—J. J. Perlmuth and Associates, manufacturers representative organization, has opened a new office to serve the Northwest trade, at 704 Third avenue, this city, Samuel Stroum is manager of the Seattle office, which is expected to be an active unit.

**NOW!** FOR A COMPLETE  
THE BEST IN RADIO TUBES—

**RADIO RETAILER'S SERVICE  
DEPARTMENT CAN OFFER BEST  
AND MOST COMPLETE SERVICE  
THROUGH PRODUCTS**

**MADE BY SYLVANIA**

When you sell Sylvania Radio Tubes, you're building customer good will—because you *know* you can count on Sylvania quality to assure customer satisfaction.

Sylvania Quality Control keeps the closest check on every tube . . . from the raw materials stage right through to finished product. Sylvania produces many of its own tube parts — maintains its own tungsten plant where the fine wire filaments for Sylvania Tubes are made.

When tubes are completed, Sylvania ages them to stabilize their characteristics . . . then subjects them to rigid tests. When a Sylvania tube reaches you, you're *sure* it's right . . . an assurance you can pass on to your customer.



**SYLVANIA**

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

## APOLLO EXECUTIVES HOSTS TO EMPLOYEES AT ANNUAL PARTIES

NEWARK, N. J. Friday—Girl employees of the Apollo Distributing Co., this city, wholesaler of Crosley products and other appliance lines, were guests of the Apollo management at a recent dinner party held in the Tav-

ern Restaurant, here. Following the dinner, the girls attended a performance of the Ethel Merman production, "Annie Get Your Gun."

Fred Goldberg, general manager of the Apollo concern, declared that "in addition to the outside salesmen who maintain continual contact with dealers, it is the work of these girls which has aided considerably in the success of the Apollo organization."

Mr. Goldberg. Dave Slobodiei, presi-

dent of Apollo, and Harry Epstein were hosts to the entire Apollo organization at the company's annual party held at headquarters.

## Creditors Hold Meeting

A meeting of creditors of the Union Electronics Corp., Long Island City, radio set manufacturer, was held last Thursday in the office of Gordon, Brady & Keller, 44 Wall street, New York City.

## OKLAHOMA DEALERS REPORT SMALL SETS NOW ARE ADEQUATE

OKLAHOMA CITY, OKLA., Monday—Complaints about shortages of small radios, vacuum cleaners and washing machines have stilled throughout the state, for these items are now resting in many dealers' stores and are available to customers for the first time in many months. There is still a shortage of combination console radios, refrigerators and leading brands of small appliances such as mixers, toasters, waffle irons and the like.

Dulaney's, distributor of RCA Victor for the state, had a show last week for the state dealership demonstrating the new \$3,000 RCA Victor television set. There's little television business in the state as yet, however, since there are no stations broadcasting or even experimenting. Closest is the Interstate Theatres experimental station, which is located in Dallas.

FM is another matter, however, with two small stations in Oklahoma City and Tulsa broadcasting and demand beginning to appear for the FM sets. It is understood WKY, here, is all set to go also. There is considerable FM consciousness on the part of larger set buyers who are invariably asking about this feature of the sets which they are inspecting.

H. K. Shrader's Record Shop, in the suburbs, has been steadily growing, as record sales in this area have also been growing. Mr. Shrader is loud in praise of the new Vogue picture record, as he sold nearly 300 during Christmas week alone.

Harry Canup, of Hales-Mullaly Co., 3110 North Walker, has been named vice chairman of the Oklahoma City Chamber of Commerce Committee on Wholesalers' and Manufacturers' Forums and Clinics, and R. W. Woodmansee, of Richards & Sonover Hardware Co., 1 East Grand, has been named chairman of the Committee on Market Studies and Area Information Reports of the Chamber for the new year.

—FAIR.

## Bill Hendrickson Heads Mass. Horseshows' Group

BOSTON, MASS., Thursday — William A. (Bill) Hendrickson was elected president of the Massachusetts Horseshows Council, Inc., at a meeting held at the Hotel Kenmore, here. Mr. Hendrickson, whose home is in Scituate, is representative in this section for the National Union Radio Corp., Newark, N. J., and Kings Electronics, Inc., of Brooklyn, N. Y., and is widely known throughout the radio industry.

The Massachusetts Horseshows Council is composed of the nineteen major horseshows of Massachusetts and about 175 individual members, most of whom are horseshow exhibitors.

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

# SERVICING JOB . . .

# PLUS THE LATEST IN TESTING EQUIPMENT!

## Counter Tube Tester

Here's the last word in counter testers—made by the men who have tested tubes by the million. Not only does it test every radio tube in common use today, but provision has been made to permit quick adaptation to new types that may be developed.

The Sylvania Counter Tester Model 139 is styled as carefully as it is engineered. Its smart two-tone green panel, with its white dial markings, is in harmony with the surroundings of the most progressive radio store.



## Poly (MULTI-PURPOSE) Meter

The Sylvania Poly (MULTI-PURPOSE) Meter Model 134 provides, in a single compact instrument, the means of making a multitude of electrical measurements and tests. Quantities measured include, audio, A.C. and R. F. voltages (up to 300 mc); D.C. voltages from 0.1 to 1,000; direct currents from 0.1 milliamperes to 10 amperes; resistances from 1/2 ohm to 1,000 megohms.

Instrument is compactly built, attractively styled, includes all essential accessories.



## 3-Inch Cathode Ray Tube Oscilloscope, Type 131

This instrument is especially useful in rapid receiver alignment and trouble-shooting. Controls are easily accessible. Light-weight visor permits use of instrument in well-lighted room. The cathode ray tube is shock-mounted and shielded against stray fields.

Cabinet is steel constructed, ventilated with louvers, and finished in attractive pearl-gray baked enamel. Strong leather handle is securely fastened to top of cabinet, to permit easy carrying of instrument, which weighs only 18 pounds.



SEE YOUR SYLVANIA DISTRIBUTOR!

# ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

**If you want SOMETHING BETTER**

**DEMAND**

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

Write today for illustrations of DeWALD RADIO'S "Hit Parade"

DeWALD RADIO MFG. CORP.  
436-440 Lafayette St., N. Y. C.  
Chicago Office:  
624 So. Michigan Avenue



**DeWALD A-500 "Leader"**

Styled in the modern manner—a new beauty in a popularly priced radio. In walnut or ivory.

## GENERAL ELECTRIC CONCLUDES FIRST COURSE IN TELEVISION FOR DISTRIBUTORS' PERSONNEL

BRIDGEPORT, CONN., Thursday—First of a series of television courses, set up to acquaint distributors with the technical aspects of television installation and service, has been completed by the Receiver Division of General Electric Co. here.

The twenty-five service managers and personnel who attended the course represented distributors in present television areas. As new distribution areas are opened up through the installation of television transmitters, similar service programs will be provided either at factory headquarters or in communities within the new areas.

Among the topics covered in the two weeks the course was in session were a thorough analysis of the salient features of a television receiver, the factors which influence the design of receivers, tubes, television signals, components, the future engineering trends, power supplies, antenna and transmission lines, installation adjustments and trouble shooting. Several tours through the factory to observe methods of manufacture were arranged. The session ended with a question-and-answer period so that all could clear up specific

problems which have arisen in their localities from time to time.

Those attending represented independent distributors and the General Electric Supply Corp. They were H. R. Griswold, Hartford; R. L. Cam, E. F. Alesh, J. J. Zazula, W. A. Peterson and C. Czeropski, Chicago; H. Van Alstine and A. Baron, Albany; C. J. Laby, J. Genova, B. Meisles, W. Weber and H. Diedrich, New York; A. Schoenberg, Newark; J. Abramson, Philadelphia; E. H. Miller, Washington, D. C.; J. W. Meyers and H. M. Stephens, Los Angeles; E. C. Davis, Baltimore; W. E. Snouffer, Wilmington, and H. J. Gensler, Detroit.

General Electric Co. Technical Service field representatives present were G. D. Day, San Francisco; H. C. Manthey, Chicago, and J. Catterall and F. Miller, Bridgeport.

## MANUFACTURERS PLAN REFRIGERATION SHOWS

PITTSBURGH, PA., Thursday—The Refrigeration Equipment Manufacturers' Association announced this week a program for holding an all-industry exposition every two years, beginning in January, 1948.

Unanimous approval of the plan by directors of the association followed an analysis of the results of the exposition held in Cleveland last Fall. Dates for the show, to be held in Cleveland, are January 26-29, 1948, under sole sponsorship of the manufacturers' group.

## John Derby Co. to Handle Service for Hallicrafters

CHICAGO, ILL., Friday—The appointment of the John M. Derby Co., 151 East Erie street, this city, as Hallicrafters Service Center in Chicago, was announced today by Bruce R. Laferty, general service manager of the Hallicrafters Co. Hallicrafters-trained technicians will be employed by Derby.

Before this appointment John Derby had been a sales representative—his first job after returning from service in the Navy as a radio material officer. Before his Navy service, he was employed by Mackay Radio.

## SYLVANIA INTRODUCES VACUUM TUBE BRIDGE CHARACTERISTIC SET

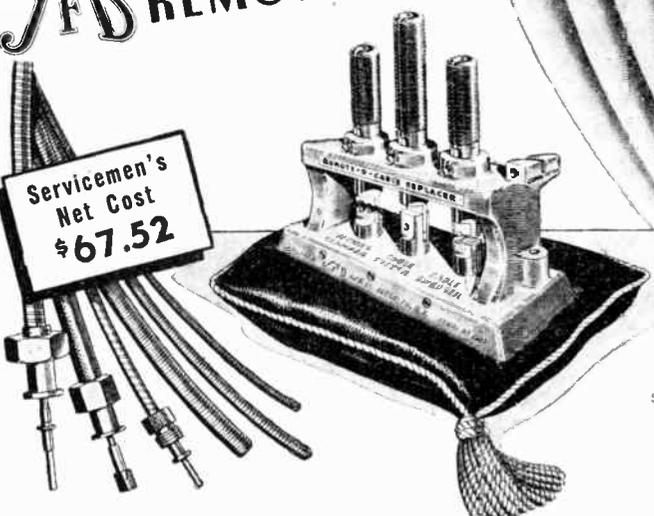
A vacuum tube bridge characteristic test set designed to reduce operator fatigue and eliminate personal errors frequently resulting from circuit arrangement, has been announced by Sylvania Electric Products, Inc., Electronics Division, New York.

The console unit includes bridge and

auxiliary switch gear mounted on the control shelf; electronically regulated power channels; bridge signal source; amplifier; meters, and other accessories. All meters, except those for gas and heater cathode current, are located on sloping panels. Voltmeters and respective current meters are mounted close together. All current meters have circuit jacks for external calibration.

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

*Presenting* **The New Improved**  
**JFD REMOTE-O-CABLE REPLACER**



**Servicemen's Net Cost \$67.52**

Length 10 1/2 in.  
Width 4 1/2 in.  
Height 13 in.  
Shipping Weight 29 1/4 Pounds

## The Most Efficient Auto Radio Tuning Cable-Servicing Machine in Use Today!

Completely redesigned to meet MODERN Servicing requirements, the NEW JFD REMOTE-O-CABLE REPLACER is a vital necessity in the workshop of every auto-radio serviceman.

1. SWEDGES SHAFTING TO PREVENT UNRAVELLING.
2. CUTS SHAFTING TO EXACT LENGTH.
3. REPLACES OLD FITTINGS ON NEW SHAFTING.
4. CASING GROOVE MAKES CUTTING EASY.

WRITE FOR LITERATURE.

**J.F.D. MANUFACTURING CO.**  
4109-4123 FORT HAMILTON PARKWAY, BROOKLYN 19, N. Y.

**Emerson**

**RADIO**

Headquarters for Northern Illinois

•

For Details of the Emerson Dealer Franchise Consult

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

## NEW INCORPORATIONS ARE ANNOUNCED FROM BIRMINGHAM SECTION

### FOR SALE OF APPLIANCES

**Associated Distributors, Inc., Increases Capital — A. S. Bargan Joins Alabama-Florida Firm.**

BIRMINGHAM, ALA., Monday—Associated Distributors, with the new name Associated Distributors, Inc., was incorporated January 21 and the capital increased. Officers are: L. S. Hart, president; W. L. Greer, vice president and C. F. Seale, secretary-treasurer.

Youngstown kitchens by Mullins are coming in nicely, Mr. Hart reports. A new line introduced by Associated Distributors, Inc. is electric water heaters manufactured by Howard Manufacturing Co. Fluorescent lighting also is handled.

Asher S. Bargan, Jr., recently became associated with Alabama-Florida Distributing Co. as sales manager. Mr. Bargan has had fourteen years experience with Birmingham Electric Co. as sales manager and dealer coordinator.

Lambert S. Horn, president, Alabama-Florida Distributing Co., is back from the Chicago show and declares it wonderful. "Deliveries of merchandise are increasing and we are expanding our organization," he says. "We have received shipments of the new 1947 Temple radios with noticeable improvement even in the tone quality for which Temple was famous in the old days."

In addition to Temple radios, Alabama-Florida Distributing Co. is distributor of Dexter washers, Ironrite ironers, Sunbeam table appliances, Marion electric ranges, Grand gas ranges and Quaker oil burner heaters.

Electra-Mow, manufactured by Cramer Manufacturing Corp. of Kansas City is a new item at Deep South Supply Co.

At Air Engineers, Inc., Perry B. Pepper, sales manager, reports having received the first models of G-E farm sets, which have made a favorable impression. The demand for them is extensive, he says. The sets have walnut cabinet, 6½ inch dynamic power speaker, four tubes and ninety volt AB pack battery. G-E radios are coming in better since Christmas, Mr. Pepper states.

Mrs. Mary D. Brightman, who has been in charge of the radio, furniture and electric equipment department of E. E. Forbes & Sons Piano Co. for a number of years, resigned January 1. The new manager is Mrs. Jessie Canterbury. She has been with Forbes for almost three years.

Officers of the Steel City Supply Co., distributor of the Crosley line in Alabama and West Florida, see a vastly expanded output and a more aggressive advertising policy, under the supervision of the Aviation Corp. of America.

"An advantage to us here in the South is that the consolidated Vuitree plant in Nashville has been converted to the manufacture of gas and electric ranges. This provides us with a local freight haul. We are pleased also at the closeness of the plant as we may want

to make frequent trips and entertain dealers there," according to J. W. Hamilton, Jr. of the Steel City firm.

—S. A. MAXWELL.

Miss Fay Winters, purchasing agent for the Jewel Radio Corp., New York left last week for a vacation in Miami and Havana. Miss Winters will visit her mother, Mrs. Paulne Weisinger, who is spending the season in Miami Beach, before flying to Havana.

## RCA TELEVISION SETS TO BE INTRODUCED TO RETAILERS IN DETROIT

DETROIT, MICH., Monday — Dealers in the Detroit area will get their initial glimpse of the RCA Victor line of home television receivers at a two-day showing to be held January 29 and 30 at the Book-Cadillac Hotel, here,

under the auspices of the RCA Victor Distributing Corp., 1930 East Jefferson, this city.

Dan Halpin, manager of sales for RCA Victor television receivers, and other officials from RCA headquarters in Camden, N. J., will present the line, discuss merchandising, installation and servicing plans. Charles W. Strawn, head of the RCA Victor Distributing Corp., will also address the dealers. Television broadcasting is expected to get under way in this city shortly.

# MANUFACTURERS! DISTRIBUTORS! WHOLESALERS! LEONARD ASHBACH COMPANY SCORES AGAIN IN A GREAT RADIO TUBE SALE!

Once Again We Offer Nearly One Million Nationally Famous Radio Tubes In Hundreds of Types. You Will Note That Many are the Hard to Get Criticals. Our Tremendous Buying Power Brings You This Gigantic Event and Priced in Three Categories. Some at Dist. Cost—Below Dist. Cost—and None Higher Than OPA Last Bracket.

## PHONE—WIRE—WRITE

ORDERS WILL BE FILLED IN  
ROTATION RECEIVED

Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.	Qua.	Type	Pr.
1200	—1L4	\$.40	4000	—6H6	\$.48	1800	—12SR7	\$.65	5000	—35Z5	\$.52
500	—1LD5	.95	20000	—6J6	.50	5000	—12SQ7GT	.65	1400	—35Y4	.85
5000	—1LH5	1.12	5000	—6SA7GT	.58	8000	—12SK7GT	.65	3000	—14Q7	.85
1100	—1LH4	1.12	6000	—6SQ7GT	.58	4000	—12SA7GT	.72	3300	—14A7	1.12
7000	—1R5	.60	800	—6SD7	.45	12000	—12SN7	.51	2900	—14B6	.85
4000	—1T4	.48	12000	—6SH7	.45	3000	—12C8	.48	2500	—80	.42
400	—3Q5	.90	2300	—6SL7	.70	8000	—12A6	.62	900	—45	.48
1600	—3A4	.48	2000	—6V6GT	.60	6000	—12BE6	.55	700	—46	.48
4100	—5R4G7	.55	2800	—6SN7	.62	6000	—12AT6	.55	8000	—9003	.35
2900	—5U4G	.55	8000	—7A7	.65	6000	—12EA6	.55	350	—955	.65
8000	—5Y3GT	.45	4000	—7B4	.65	5000	—35W4	.55	1100	—VR90	.55
2635	—6AC7	.60	5800	—7B6	.65	5000	—50E5	.85	1000	—VR150	.48
4100	—6AG5	.60	6200	—7Q7	.65	2000	—25Z6	.63	7000	—SP30	.45
4100	—6AG7	.70	8000	—7N7	.60	3000	—25L6	.70	6000	—SP45	.45
3000	—6AL5	.40	3000	—7E5	.55	10000	—35L6	.70	5000	—OY4	.48
2800	—6C4	.40	2000	—7Y4	.65	3000	—50L6	.70	1000	—77	.45
1900	—6C5	.55	3000	—7F7	.75	1700	—50A5	.92	2000	—27	.40
			2000	—7C5	.65						

And Hundreds of Other Types. Send us Your Requirements

Thousands of Famous Make VOLUME CONTROLS (with or without switches)  
5,000 Ohm. 50,000 Ohm. 100,000 Ohm. 500,000 Ohm. 1 Meg. Prices on request.

## SPEAKERS PHONO-MOTORS CONDENSERS PICK-UP ARMS AUTOMATIC CHANGERS LINE CORDS

And Hundreds of Other Critical Parts

SPEAKERS			PHONO-MOTORS			CONDENSERS			Automatic Changers	
Quan.		Mag.	Quality Brand			Quan.	Mfd	Volt	Quan.	Type
3500	4" AL 5	.67	9-In. Turn-Table			8000	30-30	150	900	Model 650 Detrola
2200	4" AL 5	1 oz.	5,742 Pieces			3000	50-30	150	575	Arc-1-Maguire
5304	4" AL 3	3½ oz.				3000	40-20	150	750	Crescent
3100	5" AL 5	1½ oz.				4000 FP	8 or 10	450		
1600	5" AL 5	1 oz.				3700 FP	20	450		
1200	5" AL 5	.68				All Sizes in Micas				
1604	4x6-450 Ohm.	Dyn.				Output Transformers				
2000	6½" AL 5	1½ oz.				6V6		1250		
	Rola With 6V6 P.P.					Line Cords				
	Output Transformer					6 Ft. No. 18 With				
						Tinned Ends			25,000	

# LEONARD ASHBACH COMPANY

152-54 W. HURON STREET

All Phones Whitehall 2065

CHICAGO, ILLINOIS

# NEW... Improved Model 355A-1

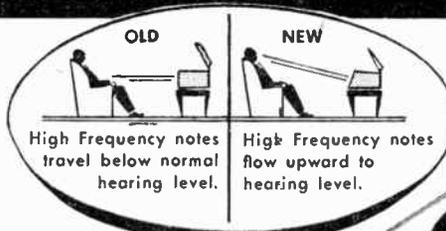


## PORTABLE PHONOGRAPH

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



**\$69<sup>95</sup>**  
Inc. Fed. Tax

**STEELMAN RADIO CORP.**

742 EAST TREMONT AVENUE  
BRONX 57, NEW YORK

(Big producer for U. S. Army during war years)



## RECORD NOTES

### GORDON H. BOOLE HEADS NEW M-G-M RECORD DIV. FOR ARNOLD COMPANY

The Arnold Wholesale Corp., of this city, has been appointed distributor of M-G-M records for forty-four counties in Ohio, including the Cleveland, Columbus and Youngstown area, according to an announcement made today by Robert C. Hager, president of Arnold.

Mr. Hager also announced the appointment of Gordon H. Boole in charge of the M-G-M record department of the Arnold Wholesale Corp. with headquarters at 5209 Detroit avenue, Cleveland.

For two years prior to his going with the Arnold Wholesale Corp., Mr. Boole was sales and promotion manager of Columbia records at the Strong, Carlisle & Hammond Co.

Assisting Mr. Boole is Fred G. Wol-

fert, who until recently was with the Decca Distributing Corp. in Cleveland. For three years prior to this, Mr. Wolfert was with the Cleveland branch of the Goodrich Silvertown Stores as assistant service manager. He was also with the Texas Distributing Co. for a time in sales promotion work.

### National Will Distribute For Cardinal Disc Firm

A joint announcement by Harry Banks, president of the newly formed Cardinal Records, and A. B. Greene president of the National Record Co., confirmed the fact that National would take over the distribution and manufacture of the Cardinal record line.

Cardinal's first releases are Charley Barnett's "Cherokee" and "Redskin Rhumba."

### LEONARD SMITH HEADS TRILLING & MONTAGUE RECORD DEPARTMENT

PHILADELPHIA, PA., Saturday — Appointment of Leonard Smith as manager of the record division of Trilling & Montague, this city, distributor of radios, appliances and records, has been announced by Harry Montague. T. & M. has been appointed distributor of the new M-G-M line of records.

Mr. Smith has had many years of experience in the record business. He was formerly with Capitol Records. His experience includes manufacturing, distribution and retailing. At one time he managed Broadway Music and the Music Room in New York City.

### DISC ETHNIC SERIES IS RELEASED TO DEALERS

Authentic folk music of all peoples is featured in a new Ethnic Series released by the Disc Co. of America. The first six albums, now available to disc dealers, feature on-location recordings from Haiti, Cuba, Central East (USSR), Micronesia, Ethiopia and whoops from an Indian pow-wow at Wisconsin Dells, Mich.

Moe Asch, president of the Disc firm, has been cited by Time magazine for his catalog of out-of-the-way jazz, cowboy music and exotic items.

### Count Basie to Record For RCA Victor Records

CAMDEN, N. J., Monday—RCA Victor's expanding roster of recording talent has been augmented by Count Basie, "Jump King of Swing," and Pee Wee King and his Golden West Cowboys, according to an announcement made here last week by J. W. Murray, vice president in charge of RCA Record activities.

Count Basie's initial release for the RCA Victor label will be "Open the Door, Richard" and "Me and the Blues." Pee Wee King's first release is "Steel Guitar Rag" backed up by "Tennessee Central No. 9."



DISTRIBUTED IN  
**INDIANAPOLIS AREA**

BY  
**Appliance Distributors, INCORPORATED**  
421 East Market Street,  
Indianapolis 4, Indiana



### Dealers! — Two Profit Items

#### ← Model No. 950

Attractive pink and blue cabinets measuring 13 3/4" x 13 3/4" x 28". Exceptional tone qualities. Electric motor. Acoustic pick-up. UL approved cord set. Plays 6", 10", and 12" records. Built in record storage space.

Cost 18.75 ea.  
List 27.50

For Immediate  
Delivery Write



#### Model No. 901

Attractive pink and blue cabinets measuring 11 1/4" x 11 1/4" x 7 1/2". Electric motor. Acoustic pick-up. UL approved cord set. Plays 6", 10", and 12" records. Packed 4 units to a master carton.

Cost \$10.00 ea. List \$15.95

**EDGAR J. HORN** 673 BROADWAY  
NEW YORK, N. Y.

## SALES MEETINGS FOR RECORD RETAILERS TO OPEN IN KANSAS CITY

KANSAS CITY, MO., Tuesday—Lee Williams, manager of the local branch of RCA Victor, has announced that his office has temporarily taken over the Salt Lake City territory and will serve dealers throughout Utah and Nevada.

Sales training meetings on records sponsored by RCA will start here, February 1. Gordon Bell, sales manager of the Kansas City record division, will conduct the classes, which will be offered dealers and their sales staffs.

A special promotion on Vaughn Monroe's Dreamland album will be tied up with the presentation of Monroe's program in Municipal Auditorium, February 1. RCA Victor, which will give an award for the best window display on the show and the album will entertain retail sales people at a dance, where they may meet the artist.

According to reports from record shops and music stores, sales of records have remained level since Christmas as demands for light concert items and reissues of old favorites have increased.

At the Record Shop, downtown store, and at Harmony House, neighborhood shop, new issues of Decca albums of Bing Crosby's cowboy and Hawaiian songs have been in great demand.

Bob Wormington of the Melody Lane Record Shop reports heavy sales.

## COLUMBIA ANNOUNCES DISCS FOR JANUARY

BRIDGEPORT, CONN., Monday — Current disc releases of the Columbia Recording Corp. now available to the record dealers were announced here last week.

Among the latest singles are "Jalousie" and "The Man With the Horn" by Harry James; "A Sunday Kind of Love" and "Sonata" by Claude Thornhill; "My Heart Goes Crazy" and "Connecticut" by the Modernaires with Paula Kelly, and "Sign on the Dotted Line" and "Go Out and Find Somebody New" by Floyd Tillman.

Also listed by Columbia is an album "Songs of Erin" by Kate Smith.

## DECCA INCLUDES BOOK WITH EACH ALBUM IN ITS FOLK MUSIC SET

A "Sing-Along-Book" has just been initiated by Decca Records, Inc., for its American Folk Music Series of albums, it was reported here today by the New York City record firm.

Each album in the American Folk Series will include a "Sing-Along-Book" which contains the melodies, texts, and explanatory notes of the records in the album.

Created by Alan Lomax, former head of the folk song department of the Library of Congress, the book makes its debut with the new Decca album by Carl Sandburg "Cowboy Songs and Negro Spirituals."

## COLUMBIA RELEASES WOODY HERMAN SET

BRIDGEPORT, CONN., Thursday—A four disc Woody Herman album is the main feature of the latest record releases by the Columbia Recording Corp., this city.

Discs included in the album are as follows: "Some Day, Sweetheart"; "I Surrender, Dear"; "Four Men on a Horse"; "Lost Week - End"; "Nero's Conception"; "Igor"; "Steps" and "Pam."

Singles released last week were "We Could Make Such Beautiful Music" and "Too Many Times" by Frankie Carle; "How Are Things in Glocca Morra" and "If This Isn't Love" by Buddy Clark; "Opus No. 1" and "Valse Triste" by Gene Krupa; "Cabin in the Valley of the Pines" and "I'll Reap My Harvest in Heaven" by the Johnson Family; and "Step It Up and Go" and "Little Woman You're So Sweet" by Blind Boy Fuller.

## Only Two Issues Planned By Rainbow Music Corp.

Rainbow Music Corp., of 234 West Forty-fourth street, this city, adds a new note to the record business by concentrating exclusively on two issues only, the building of a standard catalog and production of special albums.

## Attention—Portable Phonograph Manufacturers!



## Tone-Arms Reproducers

Manufactured by

**E. TOMAN & COMPANY**



2623 W. 21st Place  
Chicago 8, Illinois

## MUSICRAFT REPORTS JANUARY PRESSINGS

Musicaft's January releases now available to the disc dealers include "Connecticut" and "Don't You Believe It, Dear" by Artie Shaw; "September Song" and "Moonlight on the Gauges" by the Teddy Wilson Quartet; "Emanon" and "Things To Come" by Dizzy Gillespie; "Hoosier Baby" and "Train Whistle Blues" by Riley Shepard; "Happy-Go-Lucky Local" parts one and two by Duke Ellington; "They Can't Take That Away From Me" and "Far Away Island" by Phil Brito; and "It's Dreamtime" and "You're Driving Me Crazy" by Mel Torme.

Albums for January are "Songs of Italy" by Phil Brito; a set by Maurice Rocco; and "Victor Herbert Waltzes" by Paul Lavalle.

## SONORA FIRM LISTS ITS NEWEST RECORDS

The Sonora Records division of the Sonora Radio and Television Corp. announced from its New York City offices last week that the following discs would be available to the trade this week:

"Beware My Heart" and "Night of Memories" by D'Artega; "It's Dreamtime" and "All I've Got Is Me", and "Serenade To Love" and "Lulu Had a Sweetheart" by Saxie Dowell; "The Man Who Paints the Rainbow in the Sky" and "You Call It Madness" by Bob Houston, and "Divorce Me C.O.D." and "I Love You Mary Lou" by the Carolina Playboys.

## Horizon Has Beethoven Album for Young People

The first album in a series of classical music for children, "Beethoven For Young People" is now being distributed on a nationwide basis, it was reported by Horizon Records, Inc., New York City.

The album features a narration by Richard Janver along with the Beethoven music which has been chosen for this album by Edward Tatnall Canby, noted musicologist, instructor and critic.

The album, which consists of three vinylite records, was produced under the supervision of Beatrice Landeck, well-known music education authority.

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

## Weston Elec. Instrument Official Post to Miller

NEWARK, N. J., Wednesday — The Weston Electrical Instrument Corp., of this city, has recently appointed John H. Miller as vice president and engineer. He succeeds W. N. Goodwin, Jr., who, although retired, will serve as an engineering consultant.

The height of musical pleasure with **Symphonic** THE SYMBOL OF SUPERIORITY **AUTOMATIC RECORD PLAYER**

- ★ 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.

**NATIONALLY ADVERTISED** **REC-ALBUM** with **"TIP LOC"** THE SLIP PROOF, BREAK PROOF SAFETY FEATURE

REG. U. S. PAT. OFF. Exclusive with REC-ALBUM, Records won't fall out. Most advanced type DISK-ALBUM made. 10" and 12" Storage and Package type from 2, 4, 6, 10 or 12 heavy Kraft envelopes. Lay flat with edges recessed. Merchandise your Album Space with NEW FRESH and SMART REC-ALBUMS. The Album they're all talking about.

Immediate Delivery 12" See Your Jobber or **L. H. SYMONS ASSOCIATES** 345 HUDSON STREET, NEW YORK 14, N. Y.

Also Disk-Albums Standard Type, Deluxe & padded Deluxe

INQUIRIES INVITED WRITE: **L. H. SYMONS ASSOCIATES** 345 HUDSON STREET, NEW YORK 14, N. Y.



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

# hallicrafters

The Radio Man's Radio

THE HALLCRAFTERS 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 . . .



## NO SLUMP IN SALES OF RADIOS SEEN BY CHICAGO RETAILERS

DEMAND CONTINUES HEAVY

### Schulman Co. Is Adding Stock of Radio Parts — Production Begun on New Neal Radios.

CHICAGO, ILL., Monday—Rube R. Schoenberg, general manager of S. E. Schulman Co., Emerson distributor in this section, is in New York City this week completing arrangements for an innovation in the Schulman line—an extensive stock of radio parts. Mr. Schoenberg stated that the firm's first objective will be to carry parts for all Emerson products, following with components for other leading makes of receivers. This new division will be set up and ready to handle orders in from thirty to ninety days.

With the recent acquirement by Emerson of the Jefferson-Travis line of marine communications equipment, the Schulman Co. has set up a separate division to distribute the line. It will be headed by Jerry Herman, for the last nine years with the Hallicrafters Co.

So far as Mr. Schoenberg is concerned, there is no such thing as the rumored "buyers' strike." He stated that business with his firm is booming, and he can see nothing but a continuation for an indefinite time.

Pilot production has begun on the new Neal radio, by the Radio Electronic Co., 2069 North Lincoln avenue, according to Winton Neal, president of the firm. Sample models have been distributed, and it is expected that volume production on the first model will be in full swing by February 15. Heretofore Radio Electronic has specialized in radio testing equipment and the assembly of

amplifiers, and the making of radio chassis for other manufacturers.

The Hardin Sales Co., Rock Island, Ill., has been designated to distribute the Neal in Illinois, Wisconsin and Iowa, while the Loney Music Co., Canton, Ohio, has been awarded the Ohio and Kentucky territory. Other distributors are being lined up.

Dick Hirsch, president of Hudson-Ross, Inc., was in Jackson, Mich., last week, where he closed final arrangements whereby his firm, with its three Loop retail stores, becomes the holder of the exclusive franchise for the sale of Sparton radios in the Loop. Outside the Loop a similar exclusive franchise goes to the Wieboldt chain of neighborhood department stores.

Friends of Edgar Greenebaum, Jr., manager of Emerson's Chicago office, are conveying their sympathies to him for two misfortunes that have occurred in his family. His mother, Mrs. Edgar N. Greenebaum, sustained a serious fall down a flight of steps, fracturing two vertebra. She is confined to Michael Reese hospital, where her recuperation is in progress.

The second blow was the death of Mr. Greenebaum's uncle, his mother's brother, Robert G. Oberndorf, a few days after Mrs. Greenebaum's mishap. Mr. Oberndorf passed away at his home in Palm Springs, Calif., on January 19.

Willard Swaab, sales manager of the Hyland Electrical Supply Co., Fada distributor here, and Mrs. Swaab are vacationing at the Arlington Hotel in Hot Springs, Ark. Mr. Swaab will be back on the job February 10.

Jensen Manufacturing Co., Chicago, maker of acoustic equipment, announces the appointment of James T. McKenna, of Chicago, as credit manager. Mr. McKenna, former assistant secretary and credit manager of Chicago Molded Products Corp., studied law and accounting at Northwestern University, Walton School of Commerce and Y.M.C.A. College. He is a past chair-

man of the Western Credit Committee of R.M.A. and has served on many important committees of the Chicago Association of Credit Men.

Ed May, sales manager of Sentinel Radio Corp., Evanston, Ill., is back at his desk following a brief illness. He reports that the new Sentinel models were acclaimed at their initial showing at the House Furnishings Show.

W. J. Hartford, sales manager of Webster-Chicago, returned to the city this week after contacting some of the firm's distributors in Michigan and several nearby states.

Gerald Rissman, sales manager of the Musitron Co., of this city, is concluding an extended business trip. Soon after his return the company is expected to reveal the complete line of Musitron record playing instruments.

Herman Rose, of General Television & Radio Corp., returned from Pittsburgh last week where he conferred with officials of Portelle Products. The latter concern recently acquired control of General Television. Mr. Rose will leave next week with Mrs. Rose for a Florida vacation.

Bob Shellow, of Rolland Sales Corp.,

factory sales representatives, returned to his Chicago offices last week after a tour of the Indiana and downstate Illinois trade.

—W. D. MORRIS.

## R. C. Sprague Honored For Work on Committee

NORTH ADAMS, MASS., Friday—With the removing of machinery and machine products from price control, the Radio Parts Manufacturers Industry Advisory Committee of the RMA headed by Robert C. Sprague, president of Sprague Electric Company, North Adams, was dissolved as of January 13 by Commissioner Max McCullough of the Office of Temporary Controls.

In recognition of his work in steering the committee through the many problems attendant to price regulation, Mr. Sprague has been presented by Mr. McCullough with an inscribed Certificate of Meritorious Service. McCullough also expressed his appreciation of the excellent work done by the advisory committee particularly during the difficult reconversion period.

**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

1/4W - 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, 55 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

### 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 24T—4 Tube, with Output Transf.

MODEL 23—A 3-tube

### TRANSFORMERS

OUTPUT, 50L6

OUTPUT, PUSH-PULL 50L6

OUTPUT, PUSH-PULL PENTODE

FILAMENT TRANSF. 5 Volt 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

JOBBER ONLY—ORDER NOW FOR PROMPT SHIPMENT

**SCREW MACHINE PARTS** **DKE**

*...for exacting needs!*

Facilities for rapid production of all screw machine parts. Close tolerance work a specialty. Expanded modern facilities permit fast delivery. All tools, jigs and fixtures are produced on the premises for precision and economy.

**THE ENGINEERING CO.**  
DANIEL KONDAKJIAN  
27 WRIGHT ST., NEWARK, N. J.

INQUIRIES INVITED

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

## FIRMS DEMONSTRATE TELEVISION IN COLOR BEFORE FCC OFFICIALS

(Continued from Page 3)

standards after the hearing is resumed in Washington starting on February 10. In the meantime the entire television industry will be anxiously awaiting the final decision. Black and white television is expected to make rapid strides if the FCC rejects the CBS petition. However, if the CBS standards are established for commercial color television, production of black and white video receivers is expected to be slowed down considerably with the result that the development of television on a major scale will be substantially delayed.

Although CBS engineers insist that they can provide color pictures for home use within a relatively short period, representatives of RCA, DuMont and other organizations are of the opinion that it will require at least five years before color television is ready for the home.

In discussing the CBS mechanical system, Dr. Peter C. Goldmark, inventor of this method, emphasized the fact that the critical factor in television pictures is contrast rather than brightness. With television receivers scattered across the front of the court room, the CBS system was put on exhibition. Films and live subjects were employed in the program which emanated from the CBS transmitter in the Chrysler Building. CBS also demonstrated the feasibility of sending color television over long-distance by coaxial cable by transmitting pictures to Washington, D. C. and back to the courtroom.

Among engineers who cross-examined Dr. Goldmark on technical aspects of the CBS system were David B. Smith, vice president in charge of engineering of the Philco Corp., and in charge of the RMA television activities; Dr. Thomas T. Goldsmith, research director of DuMont. Others on hand were Dr. Allen B. DuMont, president of the firm bearing his name; E. W. Engstrom, vice president in charge of the RCA Laboratories; Pat Toal, manager of standards radio and television for the General Electric Co.; and Robert Shelby.

The DuMont color system was demonstrated yesterday. DuMont contends that black and white television can produce pictures of high brightness and good definition, and that the CBS color system is inherently limited on these two points of performance.

Charles R. Denny, Jr., chairman of the FCC, presided over the demonstrations. Other FCC members present were R. H. Hyde, Paul A. Walker, R.

## TELEVISION SETS HAVE READY SALE OVER THE ALBANY-TROY REGION

ALBANY, N. Y., Monday—Approximately 200 RCA Victor television sets, first postwar models received here, have been purchased by customers since early in November when the sets made their commercial debut to the buying public in Troy, Albany and Schenectady, according to R. T. A. Distributors, Inc., Albany jobber of radios, television and appliances.

The RCA television sets had had showings at the R.T.A. showroom and a premier showing of "eye witness" television at the Ten Eyck Hotel roof ballroom, Albany, in mid-October.

RCA Victor television sets are supplied to twenty dealers in the Albany, Troy and Schenectady area by R.T.A. Distributors. Two table models, incorporating postwar developments, were released to the trade. One presents a picture of fifty-two square inches (6 $\frac{3}{8}$  x 8 $\frac{1}{2}$ ) on the face of a ten-inch direct viewing tube. The second offers a twenty-three square inch (4 $\frac{1}{2}$  x 5 $\frac{5}{8}$ ) picture on the face of a seven-inch direct view tube.

Citing a growing demand for television receivers, I. V. Dalo, R.T.A. sales manager, estimated that the television audience in the Albany, Troy, Schenectady area will be over 5,000 during 1947. Though the sets are absorbed as rapidly as delivered, R.T.A. requires each dealer to maintain a sample set at all times.

A wide variety of television receivers featuring various combinations of entertainment services was predicted by Harold Gabrilove, vice president of R.T.A. Distributors. During 1947, Mr. Gabrilove foresaw receivers combining television with various radio services, standard broadcast, FM and shortwave and some combining television with these radio services plus record players.

A War and Industry award for merit in designing an efficient file was made by the New York naval shipyards to Walter E. Fliesler, manager of parts and service department at R.T.A. Distributors. The card index was developed for filing cross reference information on electronic parts. Through the system, millions of parts were salvaged from obsolete equipment for use in current radios, sonar, radar and boran.

Richard Fay, formerly associated with Tri-state Distributors and a veteran of four years in the Air Corps, has joined R.T.A. Distributors.

—PAT MASSELL.

C. Wakefield and E. K. Jett. A number of FCC engineers and other personnel were also on hand.

## Distributor From Iran Studies Servicing at Philco Headquarters

PHILADELPHIA, PA., Friday—Gri-gori Mirzatuny, who handles the distribution of Philco radio receivers and radio-phonographs, refrigerators, freezers and air conditioners in Iran, recently traveled 10,000 miles from his home in Teheran to Philadelphia to spend several weeks learning modern appliance servicing methods at the invitation of Robert F. Herr, vice president in charge of Philco Corp. service division.

At company headquarters in Philadelphia, Mr. Mirzatuny spent considerable time with the service managers handling the problems of installation, maintenance and repair of radio and phonograph products, refrigerators and freezers, and single-room air conditioners. He explained that climatic conditions in Iran are rigorous, with wide variations in temperature and humid-

ity in various parts of the country, and hence efficient servicing is important.

Mr. Mirzatuny handles wholesale distribution of all Philco products through about twenty-five dealers in various parts of Iran. He has been connected with the radio business in his country for about 20 years.

## Ed. Gram, Who Founded Music House, Dead at 63

MILWAUKEE, WIS., Monday—Edmund Gram, founder of the Edmund Gram Music House, music dealer in this city, died here yesterday. His age was sixty-three.

Mr. Gram, who helped organize the Civic Music Association, started the Milwaukee Orchestral Association in 1890 and brought Theodore Thomas and his Chicago Symphony Orchestra to this city.

For many years, until 1932, he made the Edmund Gram upright and grand pianos.

## Leadership Since 1916

RADIO and Television WEEKLY is often called by leading members of the trade "The Bible of the Industry." We are very proud of this description. Ever since our first edition — back in 1916 — we have striven to maintain this position. It is, therefore, no wonder that copies of "The Trade's Only Weekly" can be found either on the desks of radio executives or close at hand.

Wide-awake manufacturers, distributors, retailers and other members of the radio and electronic trade, who are constantly aware of the importance of keeping abreast of trade news, years ago formed a habit of awaiting arrival of the WEEKLY.

News is always interesting. That is why we strive to fill every issue of RADIO and Television WEEKLY chock full of news. Way back in 1916, RADIO and Television WEEKLY was the only weekly newspaper in the talking machine industry and as that business was gradually merged with the infant that was then known as Radio, the WEEKLY kept pace with the developments in this field. RADIO and Television WEEKLY carried on all through World War I, and the end of World War II finds "The Trade's Only Weekly" a more potent force in the distribution of "trade news right when it happens."

Since it is the ONLY weekly newspaper in the field, and by far the most closely read by outstanding men in the industry, it is no wonder that it is recognized as the No. 1 advertising medium in the industry today.

### For Timely or Spot Announcements

Manufacturers—There is only one medium that can reach the trade just when you want to announce new models, release a distributor appointment, inform the trade of delivery dates . . . and dozens of other important vital matters pertaining to your business.

Check with us for details of this "last-minute" service.

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



### RADIO & ELECTRONIC TUBE MFG. EQUIPMENT

Machines for Bulb Blowing, Wire Cutting, Filament Coil Winding, Stem Making, Bench Spot Welding, Sealing & Exhausting, and Basing & Soldering. Also

### TRANSFORMERS

All Types For All Purposes—Sizes  $\frac{1}{4}$  to 250 KVA  
Vacuum Pump Units — Bombardiers — Electric Ovens  
**CHAS. EISLER EISLER ENGINEERING CO.**  
773 South 13th St. (Near Avon Ave.) Newark 3, N. J.





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## WESTERN PENNSYLVANIA ELECTRIC LEAGUE HEARS INTERESTING TALK ON MARKETING

**J. R. POTEAT STRESSES THE INTERDEPENDENCE OF TRADE**  
**State Electric Supply Co. Announces Purchase of New Headquarters**  
 — WAA Leases Building in Canonsburg for Manufacture of Discs  
 — Don Brockett Joins Pittsburgh Products — Allied to Move.

PITTSBURGH, PA., Monday—J. R. Poteat, manager of the G-E range and water heater division, gave an inspiring talk before 200 dealers, distributors and utility men, members of the Electric League of Western Pennsylvania, recently. He stressed the interdependence of all branches of the industry and gave many pointed facts and figures on the potential market and its opportunities. The next meeting of the League will be held February 11, and will celebrate the one-hundredth anniversary of the birth of Thomas A. Edison.

E. Ernesty, president of the State Electric Supply Co., distributor of Fada

radios and combinations, announces the purchase of the modernized building at 910 Penn avenue, and will occupy it shortly. The new building will provide more than twice the area now occupied and has many other advantages.

Bill Kimball, son of Meyer Kimball, owner of Kim Electric Co., distributor of Accurate radios and combinations, narrowly escaped death when his car crashed recently.

The War Assets Administration announces the leasing for five years of 114,000 square feet of floor space at Canonsburg to R. C. A. for the manufacture of phonograph records. This is the first record making plant to locate in western Pennsylvania.

Don Brockett is leaving Government service to become associated with Pittsburgh Products Co., Bendix Radio distributors. Don was for years in charge of the Chambers range wholesale division of the Joseph Horne Co.

Bernard Samuels, sales manager Allied Electric Co., says that most of the steel and brick work at the new showroom and warehouse at 1201 Forbes street, Pittsburgh is up, and with good weather, the entire building should be under roof early in February. This building was especially designed for Allied's needs, and will feature many unique conveniences that will make this one of the outstanding salesrooms in its field. Mr. Samuels is presenting a number of new Gared radios that are receiving widespread attention.

E. M. MARKS

### TO GATHER THE NEWS FOR YOU—

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

## 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.

## TELEVISION INTEREST HIGH IN NORTHWEST

SEATTLE, WASH., Friday—One of the best known men in this city, W. H. Bowman, is also of the best informed on the subject of electronics. He organized the first television club in America and served as its president for years.

It was in 1933 in San Francisco that Mr. Bowman became imbued with his enthusiasm for television, then a crude but promising discovery.

"Right then and there I saw the tremendous potentialities of television. Not only did it give promise of providing great entertainment possibilities, but it was adaptable to commercial and industrial uses. It thrilled me and so fascinated my imagination that I have become a thoroughly imbued television fan. Now the great things that have been predicted are about to be realized", said Mr. Bowman in relating his association with the new industry.

According to information he has received, it will not be until the middle of 1948 that television will be available for Seattle radio set owners, but he predicts that the public fever will zoom here once that the cables piping it in release the flood of entertaining diversion that has received plenty of promotional publicity elsewhere.

DUD BROWN

## January Releases Listed For Sterling, Juke Box

Latest singles now available to the dealers under the Sterling and Juke Box labels were listed here today by these New York City firms.

Sterling has released "Calling You" and "Never Again Will I Knock at Your Door" by Hank Williams and the Country Boys; and "I Can't Go On This Way" and "You Don't Have to Worry" by the Oklahoma Wranglers.

Included under the Juke Box label are "Second Piece of Pie" and "Noisen With Poison" by Poison Gardner; and "Brother Put Her Down" and "How Long Has This Been Goin' On" by Cal Lucas.

## Arnold Is Elected Director Of International Tel. & Tel.

The International Telephone & Telegraph Corp. has recently announced the election of Henry A. Arnold to a directorship. Mr. Arnold is a vice president in charge of the firm's South American properties.

## 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?

**D**ISTRIBUTION 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

### TRADE IN PITTSBURGH HEARS AN INTERESTING TELEVISION DISCOURSE

PITTSBURGH, PA., Monday—The The Pittsburgh Appliance Distributors, to supplement a shortage in regularly featured merchandise, has gone into the heating and home comfort line. The concern has acquired an excellent follow-up line of heating and home comfort appliances.

Last week, the local Radio and Television Club held a luncheon at the Keystone Hotel. Eugene Katz, official of the Katz Agency, national radio sales representatives, was guest speaker.

Dumont Laboratories has received the official sanction from FCC to build the city's first television station on Perryville Heights. There was no opposition to the original Dumont application submitted months ago.

Capitol Records expect another new release to set sales records. It is an album produced in conjunction with the new movie feature, "Till the Clouds Roll By." The album will feature eight Jerome Kern tunes with nine Capitol artists featured on the discs. Hal Crowell, of the local Capitol office, believes the release will mark the first time so many outstanding musical stars have been featured in one album.

—AL ROTH.

### LONG-LIFE RECORD FOR TWO RCA POWER TUBES

HARRISON, N. J., Friday—What is believed to be a new record for long tube life was recently reported in a letter to the RCA Tube Department from Roland W. Richardt, chief engineer of the Northern Broadcasting Co. Station WSAU in Wausau, Wis.

Installed more than ten years ago, a pair of RCA-872 half-wave mercury-vapor rectifiers, working from sixteen to eighteen hours daily in the station's transmitter, are still performing satisfactorily and show no sign of weakening. Total time in service is already well past the 55,000-hour mark.

### ALL-TIME HIGH SET BY DECCA EARNINGS

A new high in earnings, \$2 million, was attained by Decca Records, Inc., of New York City last year. The profits indicate a net of about \$2.50 a share on the 776,650 shares of common now outstanding.

The rising output of phonographs and radio-phonograph combinations and the increase in availability of the materials necessary in the manufacture of records were the factors believed to be behind Decca's biggest year.

Although Decca produces only discs, the allied lines that it distributes supplemented last year's earnings.

### TOLEDO APPLIANCE MERCHANTS ARE PREPARING FOR AN ANTICIPATED HEAVY SPRING DEMAND

TOLEDO, OHIO, Monday—Upon his return from the shows held in Chicago, Rudolph Gerlinger, president of Gerlinger Equipment Co., announced that the house has taken on the Stromberg-Carlson line of radios. These will be given distinctive presentation and franchised to dealers.

Mr. Gerlinger does not look for a loosening up of appliances much before the second quarter of the year. First it was cabinets, then steel, and now it is production. Spring is waiting with a large batch of orders for both kitchen and laundry household appliances to be filled, he said.

The Spring demand for appliances is just around the corner. In the programs of dealers, the farm market looms as a majority of farmers in the Tri-State region have electricity and those who haven't are going to have before too long. Dealers are making plans to capture this large market.

Robert E. Johnson, farm electrification director of the Toledo Edison Co., has been named chairman of the newly organized Farm Electrification Committee, representing nine Ohio electric utilities, it was announced today. The committee will co-operate with the agricultural engineering department of the Ohio State University to conduct an

educational and informational program dealing with farm use of electricity.

Charles Jaekquemotpe, manager of Allied Music Sales, stated the house is taking on another line of records, the Enterprise, put up two discs to an envelope with the photo of the artist on the envelope. He declared Muscraft is bringing back its line of classical discs, for which there are many calls.

With inventories out of the way and January clearance sales now just about over, record merchants are looking forward to a brisk Spring business, here.

J. Harold Beat, manager of the J. W. Greene Co., one of the largest record departments in the city, stated people are adding to their record libraries at a lively rate.

Louis Norton, head of Norton Hardware Co., has set up an appliance show all his own in his store at Collingswood and Machen. Here, all of the appliances made by General Electric are on display and are attracting a lot of attention, for seldom has a store shown all the gadgets which are needed by every family. —JACK SCHLACHTER.

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

### 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

### Current Year's Sales Top \$20,000,000 at Magnavox

FORT WAYNE, IND., Thursday—Frank Freimann, executive vice president of the Magnavox Co., this city, stated last week that his firm's sales for the fiscal year ending February 28, would exceed \$20 million.

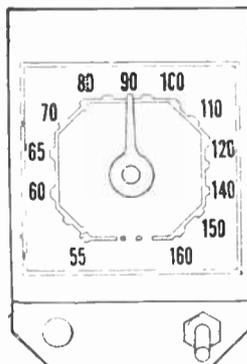
With an expected sales volume of over \$30 million for the following fiscal year, Mr. Freimann revealed that production and sales would top the company's best pre-war year by more than 500 per cent.

On account of the heavy demands by its present dealers, the company's plans for increasing its outlets must be delayed, he reported.

Magnavox recently introduced three new radio-phonograph models bringing the total number of models in production to fourteen.

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

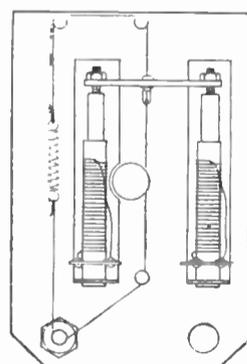
### ATTENTION MANUFACTURERS and DISTRIBUTORS



### 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.

in New Jersey it's —

## ALL-STATE DISTRIBUTORS INC.

45 CLINTON STREET, NEWARK, N. J.

Market 3-5313

Wholesale Distributors of: **RADIOS + PHONOGRAPHS + ELECTRICAL APPLIANCES + RECORDS + ACCESSORIES**

Exclusive in Northern N. J.

**HOWARD RADIO**

MADE BY

"America's oldest Radio Manufacturer"

## Cosgrove Expects Output Of 2 Million FM Sets in '47

(Continued from Page 3)

get moving fast on FM." He estimated the number of FM sets in use today as 580,000. The principal need for FM now is more transmitters, although 136 stations are now on the air; 436 FM construction permits have been granted; 211 conditional grants made; there are 118 applications and 174 pending applications for FM stations.

There are still many engineering problems to be solved in FM, Mr. Cosgrove pointed out, but "FM will come—there isn't any doubt about it." Lots of things delay new developments and services, he said, and many of these considerations are not as simple as they might appear. He said the availability of wood for cabinets will be an important factor in the output of FM receivers this year.

He emphasized the fact that "no manufacturer is holding back FM" despite the charges along these lines made some time ago. "If you can sell fur coats, you won't want to sell cloth

coats" is the way he explained it, pointing to the larger unit of sale in FM sets.

Tuning poses considerable of a problem in FM, he asserted.

Mr. Cosgrove also cited the large parts inventories now on hand in many plants, and looks for price reductions during the last half of this year.

On the subject of television, Mr. Cosgrove declared that "we are thoroughly confounded with this situation." Citing the fact that the industry has held meeting after meeting on the subject of television, he stated that "we are now going through a hectic period in the development of television."

He called the present difficulties involving color television standards as the principal stumbling block for this new industry at the present time. As of now, many firms are set up to make black and white television sets, he declared, adding that Crosley plans to ship its first video receivers in April.

Discussing the controversy involving the request by the Columbia Broadcasting System to the FCC for the establishment of standards for color television, Mr. Cosgrove declared that "the feeling is that the majority of the industry will oppose the FCC if it attempts to establish the CBS system (which is part electronic and part mechanical) as the standard for color television. The industry as a whole will favor the RCA all-electronic system of color television which makes it possible to pick up programs telecast in color on an ordinary black and white television receiver with the use of a converter costing around \$30. This will preclude the possibility of black and white television sets from becoming obsolete when telecasts are transmitted in color, he pointed out.

Unless the television controversy is cleared up soon, most receiver manufacturers will halt production plans of video sets, Mr. Cosgrove believes.

"If the industry receives the 'green light' on television within the next few months, about 300,000 television receivers will be produced this year," Mr. Cosgrove predicted. More than half of this number would be shipped in the greater New York market, he said.

"If the people buy black and white television sets, they should receive assurance that their sets will be able to operate after color programs are telecast," he stated. He predicted that in the final analysis, "we will have both color and black and white television."

The Crosley executive revealed that industry committees, embracing the outstanding engineers in the field, are hard at work trying to solve the problems of television. Members of an engineering committee meeting in New York last week were asked how much

more it would cost to produce a color television receiver as against a black and white set, and their replies varied from 1.3 times as much to 2.7 times as much.

The general opinion was that a color television receiver will cost about twice as much as a black and white set.

"But notwithstanding all the difficulties now facing the industry, television must come," Mr. Cosgrove stated. He predicted that television will incur substantial losses to both the set manufacturers and broadcasters for some time, and declared that the industry must have a good \$150 video set before you can get a big market.

He compared the present difficulties confronted by the television industry with those in the early days of radio, when the prime consideration was to create a large audience in order to make radio advertising worthwhile.

He said, also, that a manufacturer can very easily spend a large sum of money in television development. "A million dollars doesn't go very far in television," he asserted.

"The industry must not hold back on television now when the urge is to go forward," Mr. Cosgrove declared. He also advised his audience to weigh carefully what they read about television, and also pointed out the importance of "timing" in the introduction of television.

Engineers continue to have problems in television, Mr. Cosgrove stated, "but black and white television is here. The sets now on the market are good—reception is good and the programs are good. Accordingly, there is no reason why the industry cannot go forward now."

## Radio Production In 1946 Smashed All Past Records

(Continued from Page 3)

at an annual rate of nearly 20,000,000.

Most of the FM-AM receivers turned out last year were of the console type. Console FM-AM sets produced by RMA companies numbered 165,762 as compared with 15,273 table models.

More than 5,000 of the television sets produced by RMA companies were table models with radio reception attachments. More than 1300 were radio-television consoles, while the few remaining were projection types.

Because some companies did not report their early and unbalanced production of radio sets, RMA tabulations of sets manufactured by member-companies totalled only 13,326,985 in 1946. However, a check with government and other industry reports clearly indicates

that total production by the entire industry exceeded 15,000,000 sets.

Of the sets reported by RMA members, 10,219,191 were table models, including 1,215,924 radio-phonograph combinations; 925,171 were consoles, of which 820,979 were radio-phonograph combinations. Automobile radio receivers numbered 1,153,458, while portables accounted for 1,022,689 sets.

## Heintz & Kaufman Line For E. F. Roberts Firm

HOLLYWOOD, CALIF., Friday — Ernie Roberts of E. V. Roberts & Associates, 6516 Selma avenue, Hollywood, has announced his appointment as representative for Heintz & Kaufman, Ltd. in Southern California and Arizona.

E. V. Roberts & Associates is presently representing many well-known electronic manufacturers producing relays, transformers, rectifiers, racks and chassis, transmitting crystals, speaker baffles, soldering irons, etc.

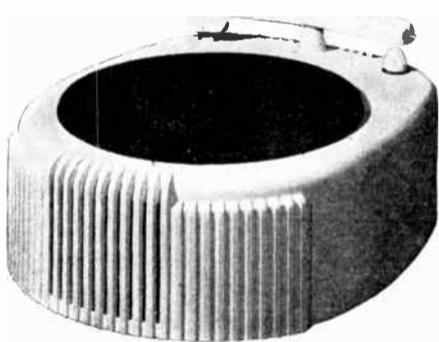
It is not only smart to be thrifty—it's also good business. Advertise in the RADIO and Television WEEKLY.

# IF...

**IF** you want to get those scarce W.A.A. surplus and regular tubes...

**IF** you want to be identified with a name that means *dependability, service, and fair dealings*, align yourself with ARCTURUS, the oldest name in radio tubes.

**IF** you want to build up your tube stocks, mail us your tube requirements TODAY. You will also receive our monthly bulletins of available tubes.



### The MECK SARATOGA MODEL 3A6-P8

Here is a phonograph you can SELL. One of the many popular items in the Meck LINE.

#### SPECIFICATIONS

- Electronic amplifier
- Crystal pick-up
- 4-Inch electro-dynamic speaker
- Constant-speed heavy-duty motor, 110 20 v., 60 cycles
- Heavy plastic cabinet
- Approximate size: 11 inches wide, 4 inches high, 15 inches deep
- Also available as a wireless record player (MODEL 3B6-P8)

**MECK RADIOS**

PLYMOUTH, INDIANA

MILO

Your "Q" for Quality

Selling to:  
INDUSTRIAL FIRMS  
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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

## Electrical Dealers Launch Campaign for 40% Discount

(Continued from Page 3)

association will strive to obtain the same discount on replacement parts. This, in the opinion of NERA leaders, would enable the retailer to service more profitably, and to keep such service on a par with other industries.

The decision by the NERA governing body that Number 1 project should be "Functional 40 in '47" was based on the promise that if this project was accomplished, it would then be a simple matter to accomplish the other projects on the program.

Committee appointments for the various projects on the NERA 1947 program of activities will be announced in the near future.

These projects include:

1. Business efficiency and sales promotion.
2. Electric company relations.
3. Electrical product shows.
4. Expansion of NERA.
5. Adoption of fair trade standards.
6. Industry-wide promotions (adequate wiring, go-all-electric, etc.)
7. Installation fees.
8. Legislation.
9. Manufacturers - wholesalers relations (Including the "Functional 40 in '47")
10. Rural electrification promotion.
11. Taxing of co-ops.
12. Trade-in guide.

To accomplish the desired program in the field of manufacturers-wholesalers relations, NERA has stated it fully realizes that retailers will also have definite responsibilities.

This project suggests: (a) that deliveries of appliances be restricted to retail outlets which maintain service departments; (b) that appliance selling not be done by retailers of other industries who have little regard for industry good-will; (c) that direct consumer selling by wholesalers be discontinued; (d) that special discount selling to employee groups be discouraged; (e) that manufacturers adopt descriptive tags for major appliances; and, (f) that products be marketed only through regular retail outlets, and in case of sales made to contractors, new homes, or on FHA financed deals, these sales be channeled through regular dealers at a standard discount.

The NERA meeting here was presided over by Vice President Herb Names of Denver, due to the absence because of illness of Paul Knees, president, of Madison, Wisconsin.

Leaders attending the meeting included large and small volume dealers from big and little cities, who provided a cross-section of opinion. Present were:

Herb Names, of Herb Names, Inc.,

Denver, Colo.; John B. Duff, of Modern Radio & Appliance Corp., Savannah, Ga.; J. Malcom Cemmes, of Chicago, Ill.; W. T. Clauson, of Graysin Appliance Co., Chicago; N. Weinzimmer, of the Foresthill Appliance Co., Cleveland, Ohio; Frank Ruth, of Copeland Electric Co., Alliance, Ohio; Glen Walz, of Walz Appliance Co., Walkerton, Ind.; Lewis V. Morris, of Morris Department Store, West Liberty, Iowa; E. O. Huehn, of General Radio & Supply Co., Belleville, Ill.

F. E. Harrison, of Rockford Standard Furniture Co., Rockford, Ill.; J. H. Mansure, of United Appliance Service, Chicago; Ken Stucky, of Stucky Bros., Ft. Wayne, Ind.; V. G. Brunderman, of Brunderman Appliances, Chicago; Julius Kovach, of Paramount Good Housekeeping Shop, Racine, Wis.; Victor P. Joerndt, of the Radio Electric Appliance Co., Kenosha, Wis.; A. H. Barrett, of Electric Service Co., Stamford, Conn.; M. E. Brunderman, of Brunderman Appliances, Chicago; N. J. Sheldon, of Sheldon Radio and Appliances, Chicago; Lloyd C. Bell, of Felder-Bell Co., West Palm Beach, Fla., and C. C. Simpson, of NERA, Washington, D. C.

The National Retail Dry Goods Association last week took the first step in a campaign to cope with what it described as the "alarming" situation arising out of reduction or withdrawal of discounts on goods delivered by manufacturers to stores.

A subcommittee of the association's vendors' relations committee voted that a study be made of manufacturers' lines where the reductions have been most acute with a view to "restoring discounts to their normal figure."

CHICAGO, ILL., Saturday — The smaller merchant will need cash discounts in the next few years, more than ever before to provide a cushion against the possibility of inadequate mark-ups, Joseph T. Meek, managing director of the Illinois Federation of Retail Associations, declared today in protesting the trend toward reduction or elimination of discounts.

### Cosmo Records Petitions For a Reorganization

A petition for reorganization under the Federal Bankruptcy Act was filed in the U. S. District Court in New York on Monday by Cosmo Records, Inc., Massapequa, manufacturer and distributor of phonograph records. Cosmo also owns all the stock of Cosmopolitan Records, Inc., Automatic Industries, Inc. and the Dorbank Corp., all of Massapequa.

## PATENT IS ISSUED ON A SIMPLIFIED SYSTEM OF COLOR TELEVISION

IS ASSIGNED TO COAST FIRM

An All-Electronic Method — Employs Simple Optical System — Can Receive Color of Black and White Pictures.

An all electronic color television system using a single electronic picture tube and a very simple optical system has been designed by George E. Sleeper, Jr. chief engineer of Color Television, Inc., a San Francisco organization, it was revealed on Monday in New York.

Patents (Nos. 2,389,645 and 2,389,646) for this color television system have been granted to Mr. Sleeper and assigned to Color Television, Inc.

Mr. Sleeper, formerly chief engineer for Farnsworth Television and Radio Corp. and video engineer for the Columbia Broadcasting System, believes that sets receiving images from this system could be manufactured for little more than the cost of the present black and white receivers. It is estimated that the increase would be approximately \$25 to \$35 more per set.

The system does not use any rotat-

ing or mechanical discs and is claimed to be foolproof. Mr. Sleeper's development employs a scanning device which converts filtered colors into a single picture at the transmitter. The images are reproduced in a group on the receiving picture tube in black and white and then are projected through filters and combined optically and projected to a screen as a color picture.

A feature of this single electronic tube system of television transmission is that it has the faculty of being receivable on either a receiver equipped for full color reproduction or on a receiver which can only take monochrome reproduction.

### Coast Representative Now Visiting in Manila

SAN FRANCISCO, CAL., Friday — H. H. Searl, United States representative for the Philippine and Development Co., left here by air this week for Manila to confer with officers of the firm. He was accompanied by his daughters, Dorothy Janet and Frances Ann.

The Island firm is Philippine distributor for the products of the Hoffman Radio Corp., Los Angeles set maker. Mr. Searl's home office is in Los Angeles. He expected to return late in February.

## RADIO JOBBERS

We have available for immediate delivery a complete line of table and console automatic radio phonograph combinations. Also combination cabinets and chassis at very reasonable prices. Write for illustrated circulars.

## DEARBORN INDUSTRIES

1160 No. Howe Street

Chicago 10, Illinois

*full line* from portables to console — 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; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Pasamuse.

*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.**

## Appliance and Radio Sales Of \$3 Billion, '47 Forecast

J. L. BUSEY SPEAKS BEFORE A. B. A. CREDIT CONFERENCE

Says, However, That the Present State of Labor Unrest Makes Intelligent Estimate of Anticipated Volume Difficult — Mass Production Makes Mass Distribution Necessary, G-E Supply President Says.

(Continued from Page 5)

of converting her home into an electrically-powered living place where her difficult household tasks are performed for her electrically in a planned and co-ordinated kitchen and home laundry.

"To achieve this goal she must think in terms of buying several appliances. Therefore, whereas pre-war she was interested in financing the purchase of a \$79.95 washing machine, in the future she will want an automatic washer, an electric clothes dryer, an electric ironer, a refrigerator, a range, and an electric sink that washes and dries her dishes and disposes of her kitchen waste. On this basis she will be thinking in terms of dollar purchasing that requires financing on a scale comparable to that customary in the automobile business. Even with wartime savings available, such a personal buying program will usually require time payment financing. Even if the housewife is content to acquire her appliances over a

period of time, she will want to use time payment facilities to permit her to buy two appliances for immediate delivery rather than one.

"To give you an indication of the great interest of the women of this nation in this electrical home idea, I will tell you of the experience of one manufacturer with a wartime advertising piece. In national magazine ads, a 24-page booklet showing electric kitchen plans was offered to readers who would send in a coupon together with 10 cents in coin. The original printing order for this booklet was 100,000 copies. Before the activity was completed, 2,500,000 copies had been printed and sold for 10 cents a copy. Mind you, 2,500,000 people were willing to pay money just to be told the story of the electric kitchen.

"There is one field of financing in the appliance business where banks have a decided advantage over finance companies in certain respects, and where they can make a very real contribution. I have reference to the long term financing of these complete electric kitchens and home laundries in new homes. A number of banks and some insurance companies have promoted the so-called 'package mortgage' for new home construction. Under this plan the cost of major appliances is added to the cost of the new home, and one over-all mortgage loan is granted. This represents an important field for investment by

banks in those states where legal requirements permit it.

"In most cases in the past the 'package mortgage' has been in connection with the sale by large volume builders of homes complete with adequate electrical wiring and appliances. This is smart business from the builders' standpoint, and a good source of sound investment for banks. However, a large number of the houses to be built in the future will be constructed one at a time by small builders based on specifications of the purchaser. To promote the 'package mortgage' in this market, the banks should work with the local dealer who will sell the appliances. If you will assure him that you will accept a 'package mortgage' deal, he will have an excellent tool with which to promote the sale of a full contingent of labor-saving appliances in individual homes under construction. In this field I think the banks must take the initiative.

"You should not overlook the fact that there are today 31 million wired homes in America of which very, very few have an electric kitchen or anything approaching a respectable home laundry. An electric kitchen and complete home laundry in the future will be just as much standard equipment as automatic heat has become today. As a result, there will be a tremendous demand for the remodeling of existing homes to provide these advantages.

"So much for our expected volume and the need of time payment plans as a necessary feature of appliance selling. I would like now to give you a few ideas of what we, as distributors, think is required of the financing agency under a time payment plan.

"We must first recognize that a time payment plan is a basic sales tool in the retail selling of major appliances, radios, and television sets.

"As a sales tool, installment financing must be used in varying degrees un-

der varying circumstances. When sales are brisk and volume is easily obtained, terms can be relatively short and down-payments relatively large. However, when sales volume falls off and the consumers' income declines, terms must be extended as long as possible and down-payments reduced as low as possible within reasonable limits.

"We need financing agencies that will accept a reasonable number of borderline risks in order to serve our dealers adequately in all areas.

"The financing agency must be willing to judge a dealer not only on his net worth, but to a large extent on his character and sales ability.

"We have an interest in aiding the dealer in maintaining contacts with his customers.

"The financing agency must assume responsibility for training wholesale and retail salesmen in financing methods and routines and sell them on the merits of the plans offered.

"Our dealers must have inventory financing facilities — and flexible ones. This is a very essential part of the appliance distribution business and is generally handled under the so-called 'Wholesale Floor Plan.'

"Pre-war you furnished the bulk of the money for installment purchasing through loans to the finance companies. But appliance installment financing is more than the furnishing of money — it is the furnishing of a service. To the agency that furnishes the service best suited to the needs of the consumer and the industry should go the bulk of the business. If that describes the service your bank can offer, then to your bank should go an important share of the appliance time payment financing business in your community."

**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

### TUBES!

**Standard Brands  
Complete Stock**

Critical numbers  
included at trade  
discounts

•  
**Times Radio Stores Corp.**  
65 Cortlandt Street  
New York 6, N. Y.  
WOrth 2-1489

# AEROPPOINT <sup>UHF\*</sup> Emerald

PERMANENT JEWEL TIP PHONOGRAPH NEEDLE TRANSCRIPTION-  
QUALITY REPRODUCTION FOR HOME PHONOGRAPHS... \$10

AERO NEEDLE COMPANY • 619 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

\*Ultra High Frequency

## Electrical League of Milwaukee Elects J. F. Westley President

**E. PETERSON, T. DESMOND AND N. CHRISTOPHERSON NAMED Membership in Organization Now 626, a Gain of 156 Over Last Year — Jess Kaiser Appointed by F. L. Jacobs Co. — J. H. Manschot Joins Real Radio & Appliance — Louis Allis Co. Plans Expansion Move.**

MILWAUKEE, WIS., Monday—J. F. Westley, owner of the Northern Supply Co., was elected president of the Electrical League of Milwaukee, at its annual meeting here recently.

Other officers elected include: Ed Peterson, manager, General Electric Supply Corp., vice president; T. H. Desmond, formerly with the Westinghouse Electric Supply Co., re-elected treasurer, and Nels C. Christopherson, Wisconsin Electric Power Co., re-elected secretary.

Four directors were elected to three-year terms. They are: R. E. Loydal, Westinghouse Electric Supply Co.; P. Y. Tunny, General Electric Co.; William Lisch, Lisch Electric Co.; and I. L. Illing, Wisconsin Electric Power Co.

Membership in the league now totals 626, an increase of 156 over the 1945 figure.

Jess Kaiser, widely known in the Milwaukee appliance field for the past ten years, has been named direct sales manager of the appliance department of the F. L. Jacobs Co., Detroit. He will continue to live in Milwaukee, administering his fourteen state territory from here.

Mr. Kaiser had been merchandise manager for the Clark Supply Co., the past three years, until his resignation several weeks ago. Prior to that, he was with the Westinghouse Electric Supply Co. here.

John H. Manschot has joined the Real Radio & Appliance Co. and will assist

in the sales and promotion of radios and appliances, according to George E. Manschot, head of the firm.

Hugh W. Randall, president of the J. B. Bradford Co., left last week to attend a meeting of the board of directors of the National Association of Music Merchants at Los Angeles.

Appliance Corp., of America local appliance manufacturer, has granted exclusive license to manufacture and sell its automatic washer in the British Empire, to Beatty Brothers, Ltd., Fergus, Ontario.

The Louis Allis Co., manufacturer of electric motors, is planning to expand its plant facilities here.

Production is expected to begin shortly at the new Fond du Lac plant of the Barlow-Seelig Co., appliance manufacturer with headquarters in Ripon. The new plant will employ about 150 workers when in full production and will turn out parts for a new type washing machine developed by the firm.

John N. Bain, sixty-seven, Kenosha hardware and appliance dealer, died at his home January 17, following a long illness. He had been associated in the business with two brothers for more than twenty years.

The Malleable Iron Range Co., Beaver Dam manufacturer of Monarch appliances, has announced that it will continue to grant four scholarships for day students at Wayland Academy in Beaver Dam.

New Wisconsin FM stations recently

authorized by the Federal Communications commission include stations applied for by the Head of the Lakes Broadcasting Co., Superior, and the Northern Broadcasting Co., Wausau.

Jerry Bartell, assistant professor of radio education at the University of Wisconsin, recently released the first production of Listen-Learn, Inc., a new Milwaukee firm specializing in educational records. The album contains a twelve-minute story both told and sung.

**BERT REICHERT**

## Stuart Parsons Named To Engineering Post By Sylvania Electric

The appointment of Stuart L. Parsons as chief engineer for the Tungsten and Chemicals Division of Sylvania Electric Products, Inc., at Towanda, Pa., was announced last week by John B. Merrill, general manager, Tungsten and Chemical Division. In the newly created post, Mr. Parsons will direct all division engineering, including research and equipment design for the production of tungsten salts and fluorescent powders for fluorescent lamps and television viewing tubes.

He joined the company's physical research department in 1939 and has specialized in the design and developments of spectrographic equipment; mechanical components for radar; microwave tubes and equipment; wire drawing machines; and special instruments for measuring the light output of fluorescent lamps and cathode ray tubes. Majoring in physics at the University of Michigan, he received a B. S. degree in 1938 and a M. S. degree in 1939.

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

## KELVINATOR REPORTS PROFIT OF \$4 MILLION

DETROIT, MICH., Wednesday—The Nash-Kelvinator Corp., maker of Kelvinators and Leonard appliances, including ice cream, commercial and household refrigerators, also electric ranges and other products, today reported net profit, after taxes, of \$4,100,040, equal to 94 cents a share of common stock, for the first quarter ended on December 31 of the current fiscal year. This compares with a loss of \$638,857, after tax adjustments, for the corresponding period of the preceding fiscal year.

Production was reported to have increased substantially as a result of the improved flow of materials. George W. Mason, president, said, however, that many materials, notably steel, continue to be in short supply. Sales and promotional expenses, according to Mr. Mason, were below similar outlays for the period. In line with volume of output and promotional needs, he added, these expenditures are expected to be increased in subsequent quarters.

## Webster-Chicago Adds Five New Distributors

CHICAGO, ILL., Saturday—W. S. Hartford, sales manager of Webster-Chicago Corp., 5610 Bloomington avenue, this city, has announced the appointment of the following jobbers:

West Side Radio Supply, 6724 Michigan avenue, Detroit, Mich.; Ballard & Carter Co., 203 Twenty-fourth street, Ogden, Utah; Electronic Supply Co., at 214 Eleventh street West, Billings, Mont.; Nelson Brothers Co., 630 North Alvarado street, Los Angeles 26, Calif.; W. & W. Wholesale Distributors, 1308 Main street, Fort Worth, Texas.



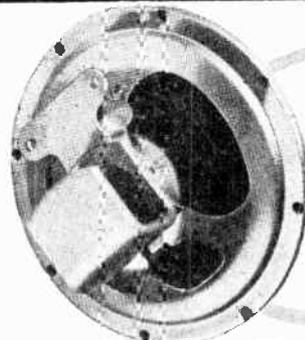
Write for our catalogue

IMMEDIATE SHIPMENT

Wholesale  
**RADIO PARTS**

**HENRY O. BERMAN CO., Inc.**  
Electronic Distributors  
12 E. Lombard Street • Baltimore 2, Md. • LE. 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



**AN ETHICAL DISTRIBUTOR**

**PEERLESS RADIO DISTRIBUTORS**  
 92-32 Merrick Road, Jamaica 3, New York  
 RRepublic 9-6080  
 BRANCH: 71 MURRAY ST., N. Y. 7 • BA 7-6377  
*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 —

**CLASSIFIED RATES**

CASH RATES: CONSECUTIVE ISSUES  
 Count Five Average Words to the Line

LINES	1 Time	3 Times	6 Times
3	1.20	3.12	5.76
4	1.60	4.16	7.68
5	2.00	5.20	9.60
6	2.40	6.24	11.52
7	2.80	7.28	13.44
8	3.20	8.32	15.36
9	3.60	9.36	17.28
10	4.00	10.40	19.20

DISPLAY: Sixty Cents Per Line

**WANTED** — Large quantity 5-tube superhet receivers with loop antenna, dial assembly and tubes. No cabinet or speaker. Maximum dimensions: 7"x3 1/2". United Radio Manufacturing Co., 3146 Olive St., St. Louis, Mo.

**AC-DC CHOKES**—200 ohms, 3 henries, 8000 immediately available. 33 cents each. Samples supplied on request. Box No. 787, RADIO and Television WEEKLY.

**EXPORTER** of well-known radio parts, test equipment and electronic toys seeks agents in foreign countries. Address Box No. 789, 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 without trimmer, Osc. section 228, 2 with trimmer. Knurled shaft prints available on request. Box 779, RADIO and Television WEEKLY.

**WIRELESS PHONO OSCILLATORS** — Require 12SA7 and 35Z5 tubes. Lots of 50, \$2.50; each, \$2.65, less tubes.

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

**SALEMAN WANTED** — New York radio distributor has open territory Nassau and Suffolk counties. Drawing and expenses. Local residents preferred. Apply, giving all details in first letter, to Box 786, RADIO and Television WEEKLY.

**IMMEDIATE DELIVERY**  
**NEW LOW PRICES!**  
 AC LINE CORDS FROM \$115 PER 1000 UP.  
 AC UNDERWRITERS APPROVED LINE CORDS TINNED AND HANKED AT NEW LOW PRICES IN QUANTITIES.  
 NO. 18 POSJ UNDERWRITERS APPROVED WITH LABELS AT SPECIAL PRICES.  
 INQUIRE FOR PRICES.  
 BOX 790,  
 RADIO and Television WEEKLY.

**FOR SALE** — 3-tube Phono-Amplifier, Volume and Tone Controls, uses 50L6, 12SQ7 and 35Z5, less tubes, ea. \$2.70, quantity of 50, ea. \$2.50; 2-tube Phono-Amplifier Standard Brand Materials Super Wack, less tubes, ea. \$2.35, quantity of 50, ea. \$2.15. 25% with order—Bal. C. O. D. HARVEY APPLIANCE CO., 25-02 Steinway St., Astoria, L. I., N. Y.

**WANTED**, by one of the oldest radio manufacturing companies in the country — Factory Representative to cover distributors and key accounts in southern states, south of Washington, D. C. Excellent opportunity, commission and drawing account. Must be thoroughly experienced in the wholesale selling of radio sets. All replies will be confidential. Address Box No. 782, RADIO and Television WEEKLY.

.01-600V PAPER TUBULAR CONDENSERS, \$.02 ea. 10 Watt-150 Ohm Wire-Wound Resistors, \$.08 ea. Lots of 500 or more. Box 784. RADIO and Television WEEKLY.

**TO MANUFACTURERS**  
 We can supply you immediately with approved AC line cords with either plastic or rubber caps at new low prices. Bruce Electronics Co., 1478 Coney Island Ave., Brooklyn, N. Y.

**NEW DESIGN—TWO-BAND TUNES** 535 to 1720 kc and 8.6 mc to 18 mc Hi gain, unusually compact and aligned tuning units especially suitable for export sets. Circuit data furnished. Available immediately in any quantity. Competitively priced. Radio Industries, Inc., 2435 Irving Park, Chicago. Phone: Irving 7300.

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

**EXECUTIVE**, foreign and domestic experience in radio and appliances, cost accounting, material control, purchasing, production control, advertising, sales and personnel relations. Capable of taking complete charge of manufacturing plant, U. S. or foreign. Available on contract as consultant or permanent. Box 791, RADIO and Television WEEKLY.

**FOR SALE**—Tube sockets—octal wafer, octal moulded, locktal moulded and miniature wafer. Immediate delivery. Box No. 792, RADIO and Television WEEKLY.

**CHIEF RADIO ENGINEER** available, combines long experience in manufacture of home radios with executive ability. Engineering degree. Age 36. Salary \$10,000. Box 793, RADIO and Television WEEKLY.

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

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

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 Additional well-known radio components and finished products. Our export company is well-established and handles famous lines. Agents established in all foreign countries.  
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 RADIO and Television WEEKLY  
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**FACTORY REPRESENTATIVES WANTED**  
 Well-established representatives with a following among radio jobbers to sell line of table and console radio-phonograph combinations. Write Henry Goldsmith, Sales Manager, for all details. Please specify the territory covered and lines you are handling at present.  
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*The Radio of*  
**TO-MORROW ... TO-DAY!**

FADA faces '47 with the greatest line of radio receivers in the history of radio. Each model is a gem of engineering achievement ... new clarity of reception, new beauty of design, new extra-durability. There is a FADA model for every room.

You can always depend upon the sales-appeal of FADA — the Radio of Tomorrow ... Today!

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**MODEL 659**

Short wave version of Model 652. 2 Wave Band Superheterodyne. American and foreign reception. Covers American broadcast and international short wave down to 16 meters.



**MODEL P82**

Tri-power portable Superheterodyne with Hi-Gain tuned RF stage in rich two-tone simulated leather covered wood cabinet. 5 tubes plus rectifier tube.

**MODEL 1000**  
 AC-DC Superheterodyne in beautiful gem-like "Fada lucent" cabinets. Five Tubes plus Rectifier Tube.

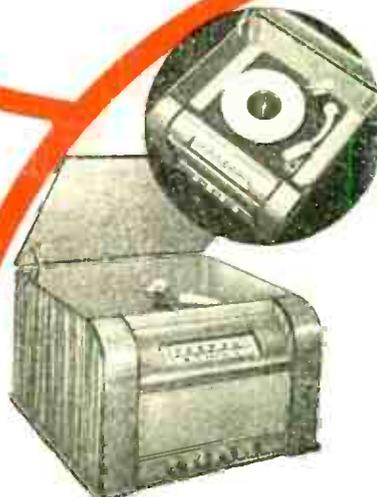


FADA 5-tubes — plus-rectifier-tube models are equipped with the new FADA "Sensitive-Tone" ... assuring greater sensitivity and clearer reception.

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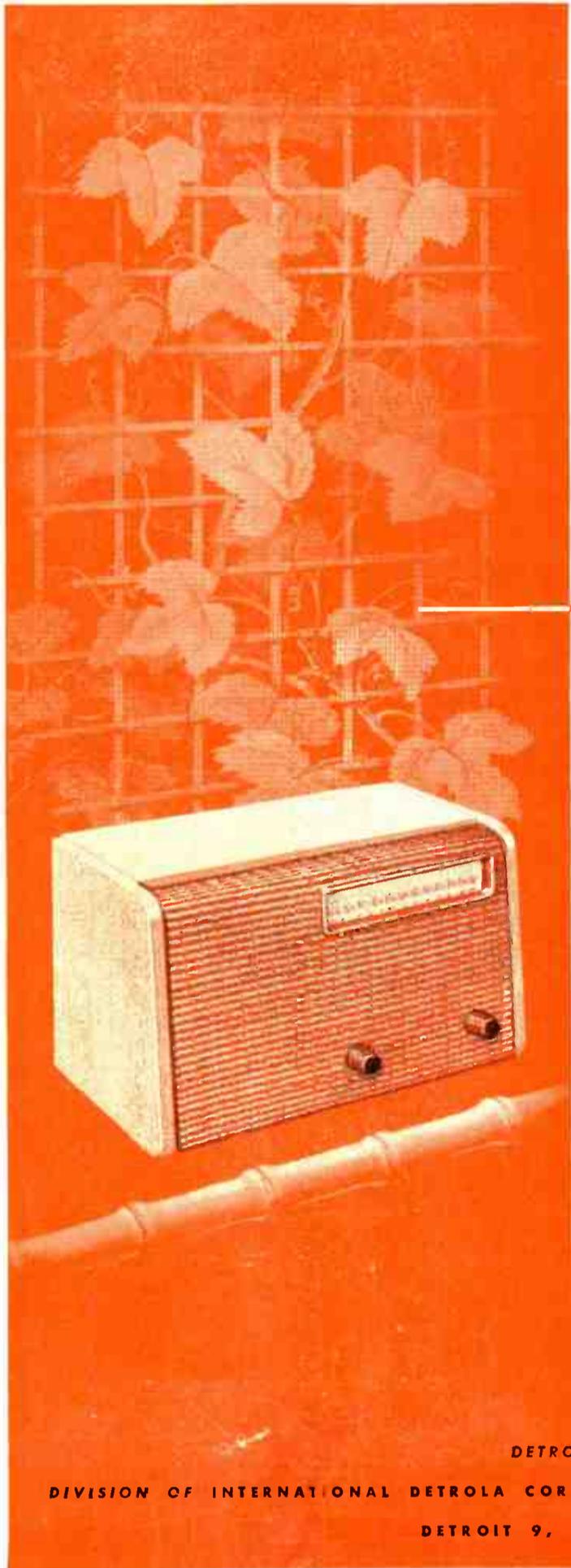
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**MODEL 602**

New Superheterodyne AC Table Model Radio Phonograph Combination with Automatic Record Changer in a Cabinet of Beautiful Mahogany Veneers.

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WITH THE PAST**



At the time of the American Revolution, George Washington was a rich and successful man. Had he followed the natural course of his past life, he would have joined the Tories, seeking to preserve his personal fortune. Instead, he accepted the burden of leading the Revolutionary Army.

Such courage to break with the past always has been a vital force in great achievement. It is nurtured and rewarded in the Detrola Radio organization.

That is one basic reason why the design and distribution of Detrola-made home radio receivers, automatic record changers and electronic equipment so well meets the needs of private brand merchandisers.

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DIVISION OF INTERNATIONAL DETROLA CORPORATION  
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