

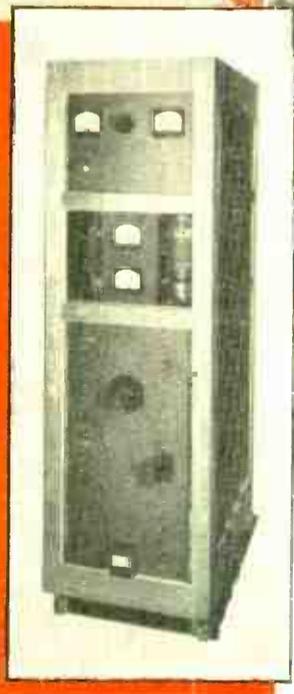
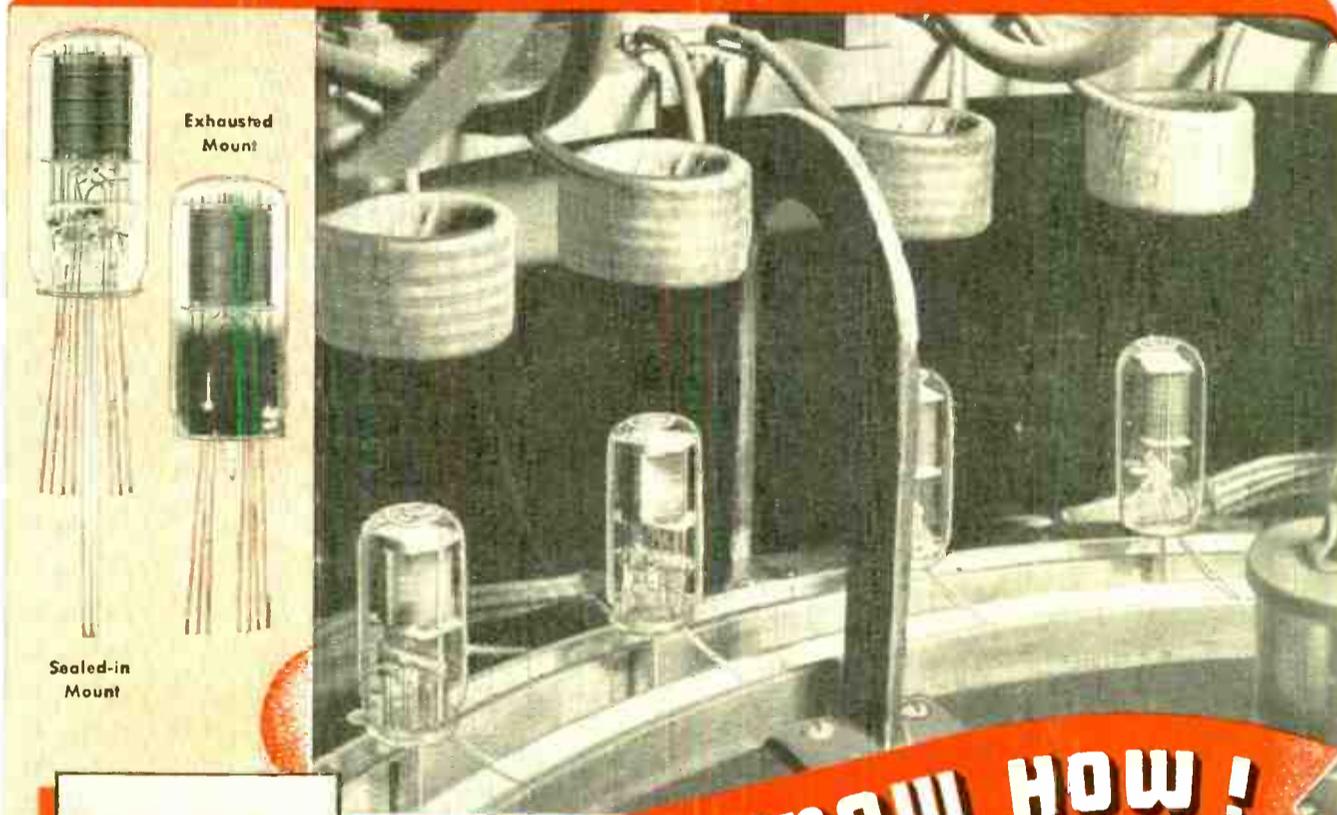
RADIO AND TELEVISION

ELECTRONIC NEWS

WEEKLY

NEW YORK, WEDNESDAY, FEBRUARY 5, 1947

MAKING TUBES IS EASY..



If YOU KNOW HOW!

BIG TUBES MAKE LITTLE ONES

That's right. Big power tubes help build little receiving tubes. Secret of the electronic tube is its ability to pass a controlled stream of electrons through a vacuum. During the intricate exhaust process, electronic induction heating assists in creating that vacuum.

The induction heater (small illustration) is a 750-kilocycle, 6-tube, 10-kilowatt power oscillator whose tank coil is coupled to the exhaust coils. Four of these coils poised over Hytron 12SA7GT sealed-in mounts are caught by the camera a split second before the exhaust machine automatically positions them around the mounts.

High frequency current in the coils quickly heats red hot by induction the internal metal parts of the mounts. Gas driven off is sucked through the exhaust tube of each mount by the vacuum pumps. Heater leads riding on the two circular tracks supply filament power to activate each cathode. Also by induction heating, "getters" are flashed to absorb residual gasses. Fingers of gas flame finally melt and seal off the exhaust tubes.

An intricate machine—assisted by electronics itself—performs the ticklish exhaust job easily, speedily. Again know-how supplants the element of human error with the infallibility of the machine. Machine paced, a sequence of finely-controlled precision operations gives you Hytron tubes of typically uniform quality.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

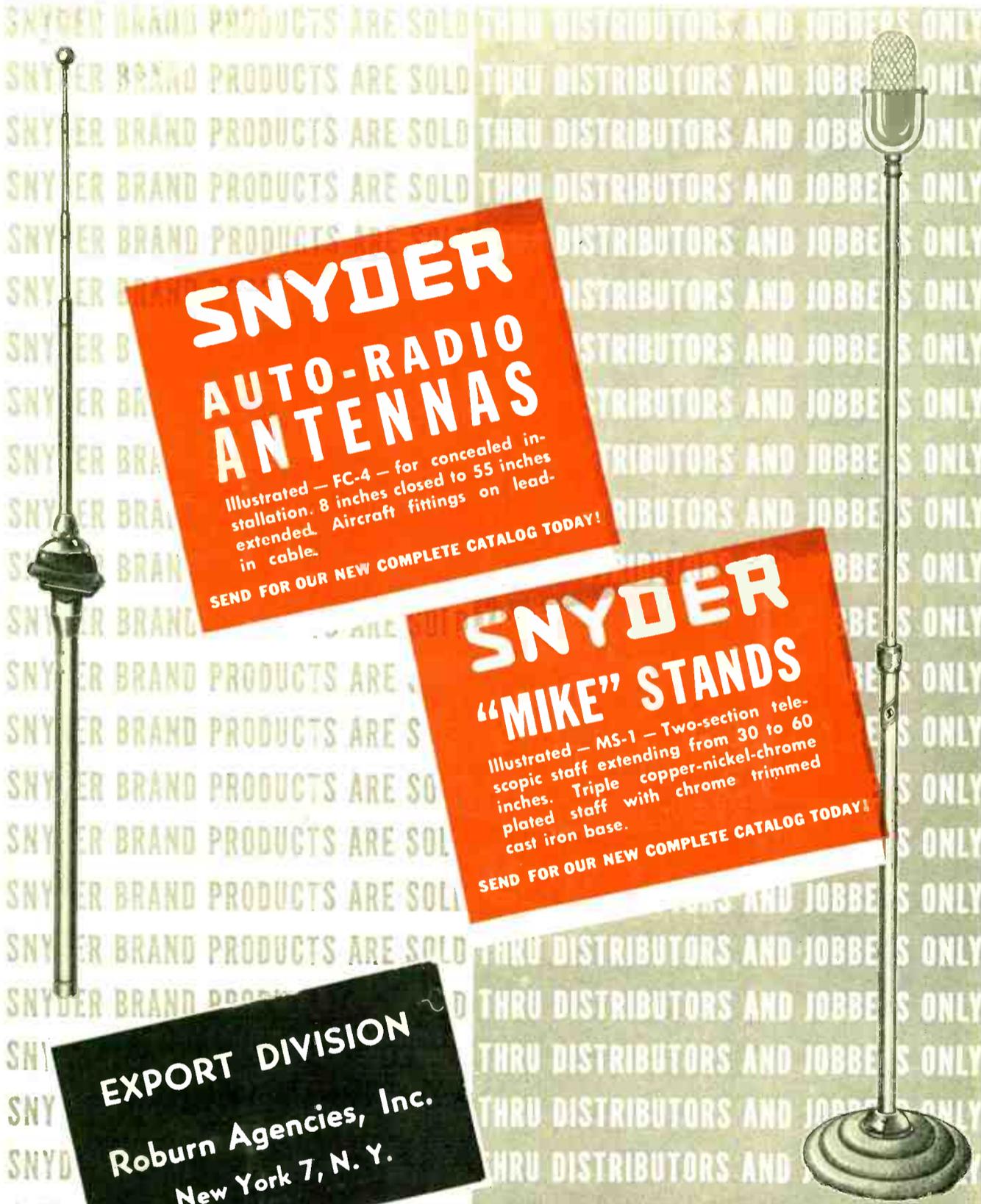


HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS

Have you received your copy of the new, comprehensive Hytron Miniature Tube Reference Guide? If not, write for it today.



**SNYDER
AUTO-RADIO
ANTENNAS**
 Illustrated — FC-4 — for concealed installation. 8 inches closed to 55 inches extended. Aircraft fittings on lead.
 SEND FOR OUR NEW COMPLETE CATALOG TODAY!

**SNYDER
"MIKE" STANDS**
 Illustrated — MS-1 — Two-section telescopic staff extending from 30 to 60 inches. Triple copper-nickel-chrome plated staff with chrome trimmed cast iron base.
 SEND FOR OUR NEW COMPLETE CATALOG TODAY!

EXPORT DIVISION
 Roburn Agencies, Inc.
 New York 7, N. Y.

MANUFACTURERS ... START TO FINISH
SNYDER MFG. CO.
 PHILADELPHIA 40, U. S. A.

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. 6

NEW YORK, WEDNESDAY, FEBRUARY 5, 1947

Per Year—\$4.00

Philco Introduces New Products at Three Meetings

INCLUDE CLOCKS, NEEDLES
Seven Hundred Distributors and
Representatives Gather at Con-
ventions Held in Chicago, Phila-
delphia and San Francisco.

PHILADELPHIA, PA., Friday—
Several new products, including a com-
plete line of electric clocks, three new
flashlight models, factory-sealed jew-
eled phonograph needles in a transpar-
ent plastic display, a new dynamic test-
er and a lightweight oscilloscope, were
presented to about 700 Philco Corp. dis-
tributors and district representatives at
meetings in Chicago, Philadelphia and
San Francisco arranged by James M.
Skinner, Jr., general manager of the
Philco accessory division.

Mr. Skinner pointed out that Philco
volume in automobile radio receivers,
aerials, tubes and other replacement
parts, as well as "easy-out" ice trays,
furniture polish, test equipment, dry
cell batteries and similar products han-
dled by the accessory division, reached
record-breaking high levels during the
past year.

During 1947 for the first time, the
accessory division products—including
such new items as electric clocks and
flashlights—will share in intensive ad-
vertising and merchandising in which
distributors and dealers will partici-
pate. James H. Carmine, vice president
in charge of merchandising for Philco,
explained how advertisements will be
used to stimulate demand for the com-
pany's expanded line of accessories and
parts.

Other Philco officials who spoke at
the three meetings of distributors in-
cluded Larry E. Gubb, chairman of the
board; T. A. Kennally, vice president in
charge of sales; Jack Otter, sales man-
ager of the radio division; Ray George,
sales manager of the accessory divi-
sion; Robert Blodget, manager, parts
sales; and R. N. McKimney, merchan-
dising manager of the accessory divi-
sion.

FADA PURCHASES JERSEY FACTORY

Fada Radio and Electric Co., Long
Island City, has announced the pur-
chase of a former war plant in Belle-
ville, N. J. from the War Assets Ad-
ministration for \$868,353.

Jack M. Marks, president of Fada,
revealed that the company will move to
the Belleville plant within the next few
months. The transaction included a one-
story building, \$8,353 worth of machin-
ery and a parking area.

The new building will provide Fada
with substantially more factory space
than it now has in its Long Island City
plant.

FCC FINISHES SEMI-FINAL PHASE OF COLOR TELEVISION HEARINGS

RCA, DuMONT, PHILCO AND CBS DEMONSTRATE
All-Electronic and Sequential Color Systems Shown in Opera-
tion—Black and White Reception on Direct-View and
Projection Type Receivers Also Exhibited During Three-
Day Session—Hearing To Be Resumed February 10.

The Radio Corp. of America★
demonstrated its all electronic, si-
multaneous system of color tele-
vision to members of the Federal
Communications Commission and
officials of the radio and televi-
sion industry during the final day
of the three-day hearing by the
FCC on the Columbia Broadcast-
ing System petition for the im-
mediate commercial adoption of
its sequential system of color tele-
vision. The RCA demonstration
was staged last Wednesday, Janu-
ary 29, at the Penn's Neck Com-
munity Club, Princeton, N. J.

A popular-priced instrument for con-
verting all-electronic ultra-high fre-
quency color television pictures into
black-and-white images was one of the
features of the RCA demonstration.
This converter, it was pointed out by
RCA spokesmen, would keep present
monochrome receivers from becoming
obsolete when electronic color televis-

(Continued on Page 26)

A. W. KORB HEADS LEAR RADIO SALES

GRAND RAPIDS, MICH., Monday—
Appointment of Andrew W. Korb as ra-
dio sales manager of Lear, Inc., this
city, was announced this week by Wil-
liam P. Lear. He succeeds Nate Hast,
who resigned.

Mr. Lear also announced the appoint-
ment of Robert C. O'Neil as assistant
sales manager in the home radio divi-
sion, and Henry J. Hamm has been made
assistant sales manager in the aircraft
radio division. Elmer Crain continues
as vice president in charge of the Lear
radio division.

During the past two years, Mr. Korb
has been in charge of the firm's radar
and special products division, which
also handles subcontract work and ac-
tivities in the field of wire recording.

A meeting of Lear radio distributors
is being arranged for this month at
which time wire recorder combinations
will be presented to the wholesalers.

Promotion Plans On RMA Agenda At Chicago Meet

ARRANGED FOR FEB. 17-19
FM and Television Promotion to
Be Considered by Trade Lead-
ers — Surplus Inventories Will
Be Studied by Manufacturers.

WASHINGTON, D. C., Monday—FM
and television promotion in 1947, to-
gether with other industry projects in-
cluding new services for the RMA mem-
bership, will be considered at a three-
day conference of the RMA board of
directors and other industry groups at
the Stevens Hotel, Chicago, February
17 to 19.

The RMA board of directors, with
President R. C. Cosgrove of Crosley,
presiding, will meet on Wednesday,
February 19, to pass on numerous in-
dustry promotion projects of various
RMA divisions and committees. The
RMA board session will be preceded
by a meeting on Monday, February 17,
of the Radio Parts Industry Coordinat-
ing Committee with RMA Director J.
J. Kahn of Standard Transformer, its
chairman, presiding. On Tuesday, Feb-
ruary 18, the RMA Parts division's
executive committee and all section
chairmen will meet also under the
chairmanship of Mr. Kahn.

Complete plans for the "Radio-in-
Every-Room" sales promotion program

(Continued on Page 27)

Greater Radio Surplus Supplies Promised by WAA Executives

ASSURE LARGE VOLUME RELEASES OF ELECTRONIC GOODS

New Administrative Procedure Instituted by Government Agency to
Assure Speed-up — Manufacturer-Agents Will Be Permitted to
Select Surplus Directly From Warehouses Under New System.

WASHINGTON, D. C., Saturday★
WAA officials, in a conference this week
with RMA representatives, gave assur-
ances of early and large volume releas-
es of electronic surpluses to manufac-
turer-agents. Disclosing new adminis-
trative procedure designed to cut red
tape, Deputy Administrator John H.
Carey and other WAA officials stated
that early in February there should be
substantial releases of surplus electron-
ics, both components and equipment, to
manufacturer-agents and that by
March there should be large quantities
increasingly available.

Deputy Administrator Carey, Col.
George H. Moriarty, now in charge of
both WAA Aircraft and Electronics,
and his successor, H. C. Thomas, new
chief of the Electronics Division, par-
ticipated in the conference last Wed-
nesday with M. F. Balcom of Sylvania,

(Continued on Page 23)

Advertising Men Discuss Campaign

WASHINGTON, D. C., Monday—The
Radio Manufacturers Association Ad-
vertising Committee will meet here on
Thursday, February 6 to discuss plans
for the industry's forthcoming "A Radio
in Every Room—A Radio for Every
Purpose" promotional program.

This drive is expected to be launched
shortly, and will be supported by nu-
merous affiliated trade associations. E.
R. Taylor, advertising and sales pro-
motion manager of the Zenith Radio
Corp., Chicago, is chairman of the sub-
committee of the RMA advertising
group in charge of this all-industry
promotion.

Ask Suggestions For Gathering of Music Merchants

PROGRAM BEING PLANNED

NAMM Invites Recommendations
From Membership for Annual
Convention, Show in Chicago
— Clinics to Be Conducted.

CHICAGO, ILL., Friday—The 1947
convention program of the National
Association of Music Merchants and
arrangements for the merchandising
clinics to be conducted in conjunction
with the annual convention and exhibit
were discussed by the association's
board of directors at the recent regional
conference in Los Angeles.

NAMM headquarters here points out
that suggestions are now needed on
the exact type of program desired by
the membership. The following ques-
tions must be answered by members so
that the committee can arrange the
program in conjunction with the con-

(Continued on Page 27)

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Established 1916

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FEBRUARY 5, 1947

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 CY KNELLER Editor
 SIDNEY E. DAVIS Manager

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Cabinets Needed

Console type wood cabinets still continue to hold the key to mass production of radio instruments that can be manufactured and merchandised at a real profit.

At this stage in our reconversion — with some 17,000,000 instruments produced since V-J Day — the industry, unfortunately, has not yet been able to swing into large-scale manufacture of console type combination and FM receivers due to the continued shortage of lumber for cabinets. The emergency buying of radio sets is by and large a completed task, but production of console instruments—types that afford a substantial unit of sale—continues at a very limited pace.

Of the 15,000,000 radios turned out last year, less than 1,000,000 were console models, despite the fact that the nation's dealers could have readily sold 5,000,000 such instruments. But for most manufacturers there is no way out since they must rely upon outside plants to furnish console type cabinets for their chassis. A number of set manufacturers have acquired their own cabinet producing plants, but even for these factories supplies of seasoned lumber continue to be scarce.

Unlike the automobile manufacturers who have produced a larger percentage of profitable, deluxe cars as against standard-type stripped models, the radio industry has been stymied in this regard. Consequently, only about 7 per cent of all radios turned out last year were consoles, with the result that dealers have as yet had but very little experience in the merchandising of higher-priced, floor-type instruments.

Once production is stepped up on console models, the average unit of sale will increase

many-fold. By the same token, the average unit of profit for the dealer, distributor and manufacturer will increase in the same ratio. It is very simple arithmetic to figure out that if a dealer sells two \$200 combinations a day, his dollar volume is equivalent to a condition whereby he sells sixteen \$25 table radio sets. And, furthermore, his profit is even greater because of the higher discount on the higher-priced units.

Also, under the first condition, the merchant will have only two deliveries and installations to make, whereas the dealer who sold sixteen table radios will have sixteen deliveries and sixteen potential customers who may want service during the standard warranty period. What's more, the retailer who sells the sixteen table models has shut out the possibility of selling higher-priced sets to several of these customers.

At this stage of the game, the prime concern of the radio industry is not greater units of production but raising the average unit of sale. This has been a constant industry need ever since the first "mantel" type radio—the forerunner of the table model—came out of the West Coast shortly after the economic collapse in 1929. If the industry can turn out a larger percentage of console instruments and other higher-priced models (FM radios, table type combinations and television receivers), the over-all dollar volume will reach a level that will assure a reasonable margin of profit for all factors — dealers, distributors and manufacturers alike. Under these conditions, the production of 10,000,000 or 12,000,000 instruments a year could provide a substantial dollar volume of sales.

This argument should not be construed as a plea for higher prices. By all means, no. It is merely an argument designed to stimulate the production of more quality instruments — combinations, FM sets, consoles and television receivers—on which dealers can make more than \$6 or \$7 per set. When the radio industry gets around to this type of thinking and operation, it will become a more profitable, stabilized business for all concerned.

FM Market

A minimum of 2,000,000 frequency modulation receivers will be produced in this country this year, in the opinion of R. C. Cosgrove, president of the Radio Manufacturers Association, and vice president and general manager of the Crosley Division, Aviation Corp.

Mr. Cosgrove predicts that half of these FM instruments will be table models and the balance floor-type instruments. He further believes that FM table models will be on the market next Summer at a retail price of \$50 and that console type FM receivers will be priced as low as \$175 to \$200 at that time. It is evident by these price estimates that Mr. Cosgrove is anticipating a general drop in the price of radios later this year.

Regarding a \$50 FM table model, this is not surprising since one of the nation's larg-

est and most highly regarded producers of quality radios announced some time ago that it plans to market a \$60 table-type FM receiver this year.

FM should turn out to be one of the principal factors in the industry's move to produce a greater percentage of higher-priced radios. Although the principal need in the advancement of FM continues to be more transmitters, there are, nevertheless, 136 FM stations already on the air. These include transmitters in all major trading centers. However, 436 FM construction permits have been granted; 211 conditional grants have been made by the FCC; there are another 118 applications for station permits in the hands of the FCC and an additional 174 pending applications for FM stations, making a grand total of 1,075, which exceeds the number of standard broadcast stations on the air. On top of all these stations, there is still room in the spectrum for another several thousand FM stations.

Every time a new FM station goes on the air in an area not now served by frequency modulation, a new virgin market is opened for FM receivers. Right now, there are less than 600,000 FM radios in use throughout the nation—but who isn't interested in staticless reception?

The national market is virtually a virgin field—ripe for aggressive merchants.

Many members of the radio industry are beginning to discover that it is becoming increasingly difficult to move certain types of merchandise. This condition is not necessarily attributed to the quality of their merchandise, but in the most part opposition has been created because little or no sales effort has been expended to overcome normal resistance during times of adequate supplies.

Unfortunately, many organizations have become rusty in their sales technique. During the past six years they have had to do virtually no selling, and now find themselves at a loss when the going is becoming a little tough. Competition must be anticipated by all retailers, distributors and manufacturers, and the sooner the proper preparation is completed to meet this competition, the sooner will merchandise begin to flow at a steadier rate.

LETTERS

D & H DISTRIBUTING CO., Inc.
 31-37 Lee Street
 Baltimore 2, Md.

Editor,
 RADIO and Television WEEKLY

Your editorial "Gripes" in the January 15 edition is being read, I am sure, with profound appreciation by all "Gripes" and "Gripees," alike.

Letting off pent-up steam helps to restore esteem—our own and that due our customers.

We would like our dealers who may have missed it, to read your editorial. Are reprints available? We could use a thousand. Or may we have your permission to use it in bulletin form?

Thanks for the privilege of reading it and congratulations for your good will in writing it.

Very truly yours,
 D & H DISTRIBUTING CO., Inc.
 Edward Huppert, Sales Manager

Manufacturing Chief ENGINEERS WILL HEAR DR. W. R. G. BAKER AT CHICAGO CONFERENCE



Dr. W. R. G. Baker, president of the Institute of Radio Engineers, and vice president of the General Electric Co., will present the opening address at the forthcoming Chicago I.R.E. conference, to be held at Northwestern Technological Institute on April 19. This all-day meeting sponsored by the Chicago Section of the I.R.E., will consist of a series of technical papers and discussions designed to present practical information of value to engineers in all branches of electronics.

Three concurrent sessions will be held in both the morning and afternoon meetings. The subjects for the morning sessions are Electronics, Radio Receivers, and Engineering and Management. Afternoon topics are Radio Receivers, Transmitters and Station Equipment, and Communications Equipment. Each session will consist of three or more papers presented by outstanding engineers, followed by a discussion.

The Student Section of Northwestern Technological Institute is participating in this meeting, and is arranging for visits to the various laboratories of the Institute. Laboratory demonstrations will be included in the program.

NOW BUSILY ENGAGED in this new post of director of manufacturing of the RCA Victor Division, Radio Corp. of America is Harry E. LeRoy, who was appointed to this position last week. Mr. LeRoy was formerly general plant manager of the engineering products department, and has been associated with RCA since 1923. Complete story appeared in the January 29 issue of RADIO and Television WEEKLY.

ED FROHLICH NAMED TO WARREN-CONNOLLY EXECUTIVE POSITION

Ed L. Frohlich has resigned as sales manager of the Eastern Division of the Norge Division, Borg-Warner Corp., Detroit, to become vice president in charge of sales of the Warren-Connolly Co., Inc., 521 West Fifty-seventh street, New York, distributor of Norge appliances and Clarion radios, made by the Warwick Mfg. Corp., effective on March 1.

R. H. Pizor, formerly manager of laundry equipment sales of Norge, has been named to succeed Mr. Frohlich as Eastern manager for the factory. Both are veterans with the Norge organization.

Mr. Frohlich was active in radio and appliance merchandising in the New York area for several years before joining Norge. He became sales manager of the Norge Corp. of New York in 1931 and later was sales manager for the Warren-Norge Corp., predecessor of Warren-Connolly. He became Eastern sales manager for Norge in 1938.

Mr. Pizor joined Norge in 1934, and has been in the appliance business for more than twenty years. He is well known throughout the eastern appliance trade.

TO GATHER THE NEWS FOR YOU—

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

RMA-NAB COMMITTEE WILL MEET ON FEB. 13

WASHINGTON, D. C., Monday—The Liaison Committee of the Radio Manufacturers Association and National Association of Broadcasters will meet at the Mayflower Hotel, here, on February 13, it was announced at RMA headquarters.

This meeting was originally scheduled for January 30, but was deferred because of pressure of business. The committee will discuss mutual and general industry problems.

Leo E. Duval, Jr., Takes Sylvania Electric Post

SALEM, MASS., Friday — Leo E. Duval, Jr. has joined the commercial engineering staff of the Lighting Products Division of Sylvania Electric Products Inc., according to an announcement made here today by Harris Reinhardt, manager of the department.

Mr. Duval, who was recently released from the Army, is a graduate of the illuminating engineering course at Massachusetts Institute of Technology and is a member of the Illuminating Engineering Society. A veteran of the Southern Philippines campaign, he was a specialist in radar maintenance and repair work and was graduated from the Army Electronics Training Course at Harvard University and M.I.T.

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

Walker-Jimieson Merchandise Order Framed by Newly Formed Cinch Sales



Frame Initial Order For New Concern

CHICAGO, ILL., Friday — Cinch Sales, a newly organized division of the Cinch Manufacturing Corp., 2335 W. Van Buren street, this city, has framed its initial order received from an electronic parts distributor. The new division, set up exclusively to serve the parts distributors, received its first big order from Walker-Jimieson, Inc. 311 S Western avenue, Chicago, distributor of Sonora radios and electronic supplies.

Perie A. Villani is sales manager of the new division. Cinch Manufacturing Corp. manufactures vacuum tube sock-

ets and many other component parts vital to the radio industry.

Holding the first order placed by a distributor with the Cinch Sales organization are Ralph E. Walker, president of Walker-Jimieson, and Cary C. Wilson, vice president and general manager of the Cinch Mfg. Corp. Others in the photo are: left to right, Chet Mylin, industrial sales representative of Walker-Jimieson; C. W. Nelson, sales manager of the Howard B. Jones Division of Cinch Mfg. Corp.; Mr. Villani, in rear; and E. J. Pool, sales manager of Cinch Mfg. Corp.

WASHINGTON GROUP ELECTS STRINGHAM

WASHINGTON, D. C., Friday—The Electric Institute of Washington has elected W. B. Stringham, district manager of the Chesapeake Division of the General Electric Supply Corp. as president of the institute, it was revealed by William G. Hills, managing director. Mr. Stringham succeeds K. D. Boucher, manager of the Carrier Division. United Clay Products Co., who continues on the board of directors.

Samuel Del Vecchio, of People's Hardware Stores, continues as vice president; Harold Stoll, Colony Radio Co., secretary, and H. C. Lease, Westinghouse Electric Supply Co., treasurer.

NEW JERSEY DEALERS CONSIDER PROBLEMS

NEWARK, N. J., Monday—A meeting of the New Jersey Radio-Appliance Dealers will be held tomorrow night (Tuesday, February 4) at the Robert Treat Hotel, this city. William A. Bohr is president of RADA.

A number of problems of interest to retailers will be considered at the meeting.

SHELBY YORK NAMED RECORD SALES HEAD FOR MAJESTIC FIRM

ELGIN, ILL., Friday—The appointment of Shelby York as record sales manager for Majestic Records, Inc., was announced this week by Parker H. Erickson, vice president of Majestic.

Before joining Majestic, Mr. York was sales manager for one of the leading independent labels. He brings to his new connection many years of retail, wholesale and manufacturing experience in the record industry.

"In his new capacity, Mr. York will function under the direction of A. J. Lindholm, general sales manager," Mr. Erickson said, "His wide knowledge of the problems of distributors and dealers will be reflected in the merchandising and selling assistance which he will render to Majestic Records' wholesale and retail sales organizations."

Mr. York's headquarters will be at the company's general offices in Elgin.

Harry L. Dalis, president of H. L. Dalis, Inc., New York, radio parts distributing organization, has returned to his headquarters following a month's vacation in Florida.

POCKET-SIZED RADIO INTRODUCED BY RCA; A GOLD-PLATED SET

TO PIONEER NEW MARKETS

Numerous Features Incorporated
in Unique Solitaire Model —
Has Built-in Antenna and Elliptical
Speaker — A DeLuxe Set.

CAMDEN, N. J., Monday—New radio markets are being pioneered by RCA Victor with the introduction of an attractive gold electro-plated and catalin pocket-sized personal radio with a special appeal to the gift trade. This unusual jewel-like receiver, the Solitaire, is only 6 $\frac{3}{8}$ x 4 $\frac{5}{8}$ x 4 $\frac{1}{4}$ inches in size.

The Solitaire, one of the most distinctive styling performances in small radios achieved by RCA Victor, comes from the drawing board of H. M. Rundle, whose designs for RCA Victor post-war radios and Victrola radio-phonographs have been widely acclaimed by the trade. The luxury aspects of the set are topped off with a felt-finish draw-string and a de luxe gold-colored gift case. All features of the design and packaging of the Solitaire characterize it as an item of de luxe merchandise, RCA Victor officials declare.

Despite its compact construction, the set is said to be designed with watch-maker precision for both sturdiness and quality reception. The front consists of a panel of highly polished catalin plastic and a column of horizontal bars of 24-karat gold electroplating, the latter covering the grill. A wide ornamental gold-plated band runs around the sides of the set. The tuning dial is of gold-encircled transparent plastic.

In addition to attractive styling, this set has several other strong selling features. Among them are a built-in loop antenna, which RCA officials said makes this the first personal radio which can be played without opening a door or lifting an antenna panel; instantaneous program reception at the flick of a switch; simplified battery replacement, as easy as changing batteries in a flashlight; a fine-quality elliptical speaker for tonal reproduction.

An unusual dealer display unit has been developed for the Solitaire. Mounted on a maroon wood base is a four-sided 9 $\frac{1}{2}$ inch dome of plexiglass framed by a palette-shaped arch of gold-painted wood. The receiver is set on a mat of white spun-glass fabric, with an identification card in a tiny, gold-finished holder, under the transparent dome. Four-color descriptive folders and gift certificates are also provided.

ARA DISTRIBUTING CO. IN NEW HEADQUARTERS

ST. LOUIS, MO., Saturday — The ARA Distributing Co. has moved to new quarters at 2300 Olive street. ARA is the distributor in this section for Crosley radio and appliances, Mercury, Gala and Diamond records.

THE TRAVELER

Harvey Tullo, purchasing director for Emerson Radio & Phonograph Corp., New York, is vacationing in Miami Beach, Fla.

An interested spectator at the FCC hearing on the Columbia Broadcasting System petition for color television was E. Pat Toal, G-E standard line radio sales manager.

Nat Cooper, head of Motorola-New York, Inc., wholesaler of Motorola products in the metropolitan New York area, is expected back from Florida within a few days.

Harry H. Lippe, of Lear Radio Sales of New Jersey, East Orange, distributor of Lear radio products, is vacationing in Florida.

James Saltzman, promotion head of the Bagdad Television Co., Inc., will spend his vacation in Florida. The Bagdad concern, New York City retail outlet, has been specializing in the merchandising of television sets ever since the first models appeared on the market.

J. J. Clune, sales manager of the National Union Radio Corp., Newark, N. J., was in Chicago last week and also called on members of the trade in Indiana.

Crump Smith, of Federal Telephone & Radio Corp., is at present out of town on a business trip.

Charles Robbins, of Baronette Radio & Tube Corp., New York, is back at his New York office following a visit to Philadelphia.

Louis Grossberg, one of the co-owners of the Milo Radio and Electronics Corp., parts distributor of New York City, will leave shortly for a Florida vacation. His partner, Milton Putterman, has just returned from a vacation in the South.

Ray Freedman, in charge of sales for Jefferson-Travis, Inc., New York City manufacturer of marine radio and telephone equipment, is currently on his way to the Chicago Motor Boat Show and Detroit show where his firm's marine equipment is on display.

E. A. Tracey, president of the Majestic Radio & Television Corp., of St. Charles, Ill., paid a visit to New York last week. While here he conferred with officials of Majestic Brands, Inc., the local distributor.

Al Saphin, president of Electro-Tone Corp., of Hoboken, N. J., is making a tour of the key markets in the Middle West and plans to contact many of the Electro-Tone distributors en route.

A visitor to New York City during the past week was William P. Lear, president of Lear, Inc., Grand Rapids, Mich., manufacturer of home receivers and wire recorders.

R. W. FARRIS CO. MADE JFD REPRESENTATIVE FOR WESTERN STATES

Julius Finkel, president of the JFD Manufacturing Co., Brooklyn, N. Y., has announced the appointment of the



R. W. Farris

R. W. Farris Co. as sales representative in the states of Iowa, Nebraska, Kansas and Missouri.

The R. W. Farris Co. is a partnership between R. W. Farris and Zell S. Myers, with the former as the senior partner. Mr. Farris is president of the Missouri Valley Chapter of "The Representatives" and is widely known throughout his territory. Assisting Mr. Farris with the extensive JFD line will be Mr. Myers, and Arthur C. Duske. The R. W. Farris Co.'s offices are located at 406 West Thirty-fourth street, Kansas City, Mo.

Jack F. McKinney Named Regional Representative For Hallicrafters Co.

CHICAGO, ILL., Friday—R. J. Sherwood, sales manager of the Hallicrafters Co., of this city, today announced the appointment of Jack F. McKinney, of Dallas, Texas, as southwestern regional representative for Hallicrafters. He was formerly representative for the Echophone division of the company.

A native of Oklahoma and an alumnus of the State University at Norman, Okla., Mr. McKinney served as regional manager of the procurement and the sub-contracting divisions for the Smaller War Plants Corporation, Eighth Region, comprising Texas, Oklahoma and Louisiana.

He began his business career in Dallas in 1934 with a large wholesale company, becoming district manager of the firm's appliance division. Later, he organized and headed his own wholesale concern, engaging in the distribution of ranges, gas heaters, radios and electrical appliances.

Immediately prior to the outbreak of the war, he had been associated with the Dearborn Stove Co. of Chicago and Los Angeles, as the southwestern sales manager.

U. S. SUPREME COURT DENIES TO LICENSEE IMPROVED PATENTS

UPPER COURT SPLIT 5 TO 4

Upholds the Right of Owner of an
Invention to Claim New Discoveries
Made by the Licensee —
Minority Attack Decision.

WASHINGTON, D. C., Monday—The United States Supreme Court, splitting five to four, ruled today that it is legal for the owner of a patented invention to require the user who licenses it to assign back all patentable improvements discovered during its use.

Justice Douglas wrote the majority opinion in an unusual alignment of his colleagues. He was opposed by Justices Black, Rutledge, Murphy and Burton.

Justices Black, Rutledge and Burton said they agreed with the Circuit Court of Appeals which held that the kind of agreement, approved by the majority, was much the same as a contract requiring a patent license to use unpatented materials in connection with it. Such contracts have been held unlawful.

Justice Murphy attacked Mr. Douglas' majority opinion because he felt it "unduly enlarges the scope of patent monopolies." It was inconsistent, he added, with the "philosophy enunciated" by the court in earlier cases.

Justice Douglas, however, asserted that Congress had placed no limitations on the nature of payments involved in the transfer of patent rights.

The decision was on a case carried to the high court by the Transparent-Wrap Machine Corp., 313-21 Hudson street, New York City, which owned a patent on "Transwrap," a machine that makes transparent packages and fills them with articles, such as candy, and seals them.

The company sold its "Trans-wrap" business ten years ago to the Stokes & Smith Co. of Philadelphia. The agreement, which entitled Stokes & Smith to make and sell the "Transwrap" machines for a specified term, contained a provision requiring the patent's users to assign to Transparent-Wrap Machine Corp. improvement patents applicable to the machine and suitable for use in connection with it.

This provision became a point of controversy when Transparent-Wrap tried to get assignment of eleven patents covering improvements discovered

(Continued on Page 30)

Advertising Program Revealed by Proctor

The Proctor Electric Co., Philadelphia, will disclose plans for an elaborate advertising campaign at a meeting today (Wednesday) at the firm's New York offices in the Daily News Building. These plans will also be revealed at a series of distributor meetings to be staged by Proctor throughout the country.

TENTATIVE PROGRAM FOR SPRING MEETING OF GROUP ARRANGED

IS PLANNED FOR SYRACUSE

Standardization, Tubes and Color Television Among Subjects to Be Considered at Session of the RMA Engineering Department.

Dr. W. R. G. Baker, director of the RMA engineering department, and vice president of the General Electric Co., will be toastmaster at the dinner of the RMA Engineering Department's Spring meeting, April 28-30, at the Hotel Syracuse, Syracuse, N. Y., Virgil M. Graham, of Sylvania Electric, associate director of the RMA engineering department, announced this week. Fred R. Lack, RMA Director and Vice President of Western Electric Co., will speak on "Thirty Years in Transmitter Design" at the dinner, which will be held on Tuesday evening, April 29.

The program for the technical sessions of the Spring meeting includes the following papers:

"Absolute vs. Industrial Standardization" by C. H. Crawford, General Electric Co.

"Characteristics and Circuit Applications of a New Low-Power Tetrode" by H. C. M. Longacre, Sylvania Electric Products Inc.

"Color Television Transmitters Design in the UHF" by J. P. Wilmer, Columbia Broadcasting System.

"Design Consideration in an Automatic Gain Control and Limiting Amplifier" by William Jurek, Langevin Co.

"Frequency Modulated Link" by E. Ostlund, Federal Telecommunications Laboratories.

"Design Considerations for Commercial Radar Equipment" by Coleman London, Westinghouse Electric Corp.

"Television Studio Control Including Camera Dolly Considerations" by C. E. Hallmark, of Farnsworth Television & Radio Corp.

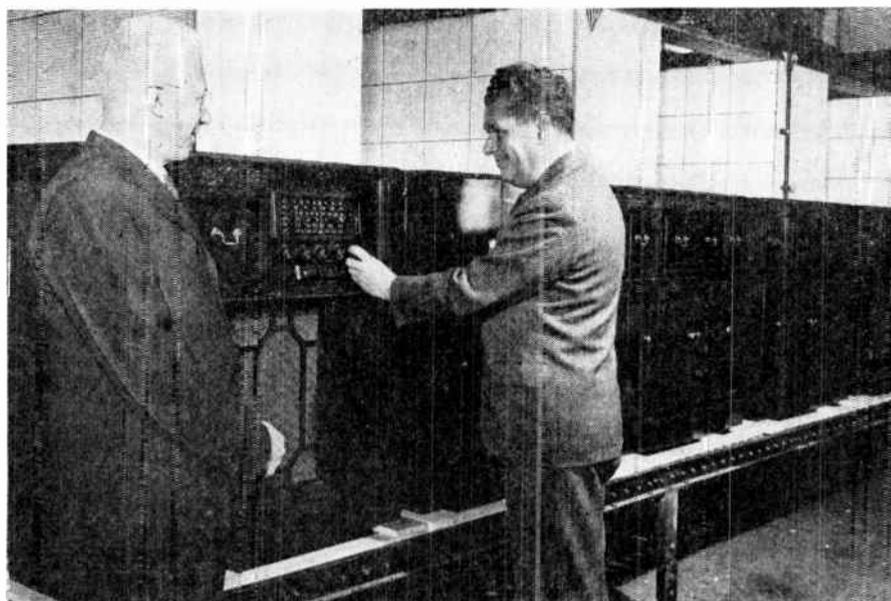
"Navigational Computers" by A. C. Omberg, of Bendix Aviation Corp.

U. S. Television Host To Wall St. Executives

About twenty-five executives of the firm of Merrill Lynch, Pierce, Fenner & Beane, New York, viewed the first telecast by a Wall Street firm at the headquarters of the United States Television Mfg. Corp., New York, last week. The program is sponsored by Merrill, Lynch, Fenner and Beane over WCBS-TV.

After the program, Hamilton Hoge, president of U. S. Television, gave a short talk on television. He revealed that his firm will produce, for the most part, high priced television sets. The firm is now manufacturing projection-type receivers, but plans to make some direct-view radio-phonograph console models employing a 10-inch cathode ray tube and priced at \$895. At a later date UST will make popular priced models starting at around \$225.

Examine First Musaphonic



COMPLETELY RE-DESIGNED, the 1947 Musaphonic instruments are now being produced in the General Electric Co. plant in Bridgeport, Conn. Production will be maintained at a rate to assure all dealers throughout the country delivery of their present orders considerably before the end of the year. Paul L. Chamberlain (right), manager of sales for the Receiver Division, and A. R. Goodwin, general superintendent, are shown examining the first Musaphonic instrument, a mahogany Chippendale Model 44, to pass the final test. These receivers incorporate both high and low band FM, AM, three short-wave spread bands and an automatic record changer featuring the Electronic Reproducer, a development of G-E.

PAT DOOLEY ELECTED AS NEW PRESIDENT OF ARIZONA DISTRIBUTOR

PHOENIX, ARIZ., Monday—Pat Dooley has been elected president of Radio Specialties and Appliance Corp., this city, it was announced today. He succeeds Earl K. Moore.

This wholesaler covers the State of Arizona and adjacent territory, including parts of Mexico. The company was established as an Arizona corporation in March, 1946, having formerly been a branch operation of Radio Specialties Co., of Los Angeles, Calif. Several key employes became stockholders in the new organization.

Mr. Dooley has been active in west coast radio parts jobbing circles since 1935. In 1940 and 1941 he was sales manager of the radio and appliance division of Radio Specialties Co. for the Southern California territory. During the war years he was technical representative for several manufacturers of aircraft assemblies. In 1945 Mr. Dooley joined the sales organization of Wilcox-Gay Corp., Charlotte, Mich. and assisted with the company's post war distributor reorganization as representative for eleven western states, with headquarters in Los Angeles.

Headquarters of the local firm are at 401 West Jackson.

Philips Technical Review Index Is Now Available

A twenty-page index listing all articles which have appeared in Philips Technical Review during the period January 1936 (first issue) to June 1942

LEO HAHN NAMED TO EMERSON SALES POST

Announcement was made on Monday by Philip Gillig, vice president in charge of sales and advertising at Emerson Radio and Phonograph Corp., New York, of the appointment of Leo W. Hahn to the position of sales promotion manager. Mr. Hahn succeeds Charles Weisser, recently appointed sales manager.

Mr. Hahn was with the War Department for three years serving as a procurement specialist in the Signal Corps. He has filled the positions of administrative assistant to the vice president and assistant sales promotion manager at Emerson Radio.

TRAV-LER RADIO OPENS 2ND ASSEMBLY PLANT

BEDFORD, IND., Saturday—The Trav-Ler Radio Corp., manufacturer of popular-priced radios and phonographs, has opened the firm's assembly plant in this city. It is expected that production at the two Indiana factories of the company will reach approximately 3,000 sets daily, according to Joe Friedman, president.

The company maintains its executive headquarters and laboratories at 571 West Jackson boulevard, Chicago, and has its main plant at Orleans, Ind., at which both radio sets and cabinets are produced.

(last issue prior to suspension of publication during German occupation of Holland) is available on request from Elsevier Book Co., Inc., 215 Fourth avenue, New York, N. Y.

MOTOROLA MARKETING FOUR NEW SETS MADE FOR WORLD-WIDE SALE

ALL ARE HUMIDITY-PROOF

Short-Wave Reception a Feature of New Galvin Models—Precaution Taken to Assure Operation in Tropical Areas.

CHICAGO, ILL., Friday—Four new short-wave and standard band Motorola receivers with spread-band tuning will be made available soon by the Galvin Mfg. Corp., this city, it was announced here. These models are designed for world-wide usage not only in temperate zones, but also in tropical latitudes having high temperature and humidity.

The new Motorola models are said to be humidity-proof throughout, with dustproof speakers and rust-proof chassis. Because tropic areas produce more than 100,000 known types of fungi, these short-wave radios have been tropicalized and fungus-proofed. Radio engineers at the Galvin plant drew upon three years' experience designing short-wave high frequency two-way radios for overseas use by the U. S. Army Signal Corps to make the new short-wave radios efficient under severe climatic conditions, it was pointed out.

Since short-wave reception is an im-

(Continued on Page 27)

LIQUIDATION SALE MOLDS 50% of COST for PLASTIC RADIO CABINETS

1. For all practical purposes, a new mold of ultra modern design. Cabinet fits over and completely surrounds radio chassis. \$3200.00 10 1/2" x 6 1/2" x 6 1/2"

2. A midget cabinet, thermometer type dial cut. Suitable as air conditioning control box or other electrical units. \$1490.00. 7 3/4" x 4 3/4" x 4 3/4".

3. A midget cabinet with circular dial cut. Many uses. \$1385.00. 7 3/4" x 4 3/4" x 4 3/4"

Compression type molds guaranteed to be in perfect condition. Sample cabinets available at \$1.50 each to cover shipping and handling costs. Agents Invited.

MATTHEWS-McDONALD, Inc.
1339 No. Highland Avenue
Los Angeles 28, Calif.

CROSLEY INTRODUCES A NEW TABLE STYLE COMBINATION MODEL

CINCINNATI, O., Wednesday — Announcement of a new Crosley table radio-phonograph phono, with concealed dial and controls has just been made by the Crosley Division-Aviation Corp.

The smartly streamlined set will be produced in two finishes, a dark wal-



Crosley Combination

nut veneer cabinet with woven plastic grill cloth across the front and framed with macassar ebony, and a limed walnut cabinet, framed with New Guinea wood.

The set will play ten intermixed 12" and 10" records, as well as ten 12" records or twelve 10" records. The record changer automatically stops after playing of the last record.

The radio receiver, housed in the right of the sets, is equipped with a permanent magnet type oval speaker, and the signal web antenna, an exclusive Crosley development, is said to greatly reduce noise interference. Both radio and phonograph have tone control.

Retailer's Customers Praise Zenith Radio's Record Demonstrators

CHICAGO, ILL., Friday—Customers of Associated Stores, a Florida retail chain, have been heaping praise on the performance of Zenith Radio Corp.'s record demonstrators installed throughout the State, a letter from H. A. Brennan, vice president of Associated, to H. C. Bonfig, Zenith vice president, reveals.

"I thought you might be interested in knowing that we have installed the Cobra phonograph unit in all of our phonograph departments throughout the State," Mr. Brennan wrote. "We have placed a neat sign on each unit in order to inform the public as to what it is. You will perhaps be interested to know that not only our salesmen, but our customers as well, are heaping praise on the performance of the Cobra units and they are definitely responsible for increasing record business."

DR. LEE DE FOREST HONORED AS RADIO PIONEER; RECEIVES EDISON MEDAL FROM ENGINEER GROUP

Dr. Lee de Forest, inventor of the electron tube in 1906 and frequently called "the father of radio," was awarded the Edison Medal last week at the annual Winter meeting of the American Institute of Electrical Engineers held at the Engineering Societies Building in New York.

The award to Dr. de Forest, who is president of Lee de Forest, Inc., Los Angeles, Calif., was for "pioneering achievement in radio and for the invention of the grid-controlled vacuum tube with its profound technical and social consequence."

Brig. Gen. David Sarnoff, president of the Radio Corp. of America, who reviewed the scientific and engineering achievements of Dr. de Forest, hailed

the electron tube as "one of the twenty great inventions of all time."

"Electron tubes were a key to victory in the war and today are one of the hopes for achievement of peace," Gen. Sarnoff said. "It is significant that this invention has withstood the test of time over a period of forty years and that it still continues to enlarge its field of usefulness."

Presentation of the medal to Dr. de Forest was by J. Elmer Housley, president of the Institute, who pointed out that Dr. de Forest holds more than 200 patents in various fields of radio and communication.

New developments in television were reported by Rudolph Feldt and Carl Berkley, of the Allen B. DuMont Laboratories, Inc.

Paine's of Boston Stages Promotion On Bendix Model

BOSTON, MASS., Friday—Paine's of Boston, one of the nation's outstanding merchandisers on fine furniture and home equipment, recently featured the Bendix Radio phantom dial end table model in an outstanding window display on Arlington street, opposite the Statler Hotel. Public response was immediate at the established price of \$84.50, according to Paine officials.

In reference to results of the initial presentation by its store of this Bendix Radio model, Louie V. Lennon, Paine's radio and appliance buyer, pointed out that this particular set has two distinct features that appeal readily to the customer: visible quality and extra utility.

Mr. Lennon, said, "Not only is the phantom dial Bendix Radio a good radio receiver, but Bendix has put the receiver inside a really fine cabinet of excellent wood with inlaid table design, and hinges and brackets are like those included on tables of the finest grades."

Mr. Lennon also referred to the fact that this particular model serves splendidly either as a table in the living room or other downstairs location or as a night table at bedside. He commented: "Bendix Radio originally said the company would bring out matching cabinets that could appear beside the finest furnishings. They have done so—and people like that!"

Paine's promotion of the end table Bendix Radio was conducted with cooperation of Horace H. Silliman, Bendix Radio Northeastern district manager and Thomas J. McCue, radio division manager, and Guy G. Smith, promotional director, of Allied Appliance Co., Bendix Radio distributor for Eastern Massachusetts, Maine, and New Hampshire.

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

STORE RENOVATED BY SID VORZIMER, VETERAN RETAILER

The Airline Radio and Music Corp., retail outlet located at 497 Lexington avenue, this city, has redecorated and remodeled its store. The firm is headed by Sidney Vorzimer, who has been in the radio business since 1922, when he was associated with the Yorkville Radio Co.

A staff of nine salesmen assists in the merchandising of the leading radio, record and kindred lines. Some of the radio lines carried are Philco, RCA Victor, Zenith, Emerson, Motorola, Bendix, Admiral, Garod, General Electric and Pilot.

The main features of this modernized store are a television demonstration booth, record booths and adequate floor space to allow customers to shop in comfort. Mr. Vorzimer revealed that, due to his location across the street from the Grand Central Palace, he has added many of the visitors to the exhibitions held there to his customer list.

Servwel in Production On 'C' Washers, Bushings, Radio Backs and Baffles

Servwel Products Co., 270 Lafayette street, New York, manufacturer of component parts for the radio industry, is now in full production on its line of "C" washers and bushings and solderless phone tips for the radio manufacturing trade. According to Max G. Goldberg, head of Servwel, samples of solderless phone tips will be sent to manufacturers upon request.

Mr. Goldberg also stated that his firm is in a position to take on quantity orders for backs and baffles for radio sets. Mr. Goldberg is a pioneer producer of backs and baffles, having started in this business many years before the outbreak of the last war.

Leads Aero Sales...



IN RECOGNITION of an outstanding selling job in behalf of Aeropoint needles during 1946, J. P. Kay, right, representative of the Aero Needle Co., Chicago, in Missouri, Iowa, Kansas and Nebraska, was recently presented with an inscribed gold watch by Burton Browne, left, president of the needle firm. Mr. Kay registered the largest percentage of increase in sales of any Aeropoint representative last year.

GAROD RADIO NAMES 2 NEW DISTRIBUTORS

Lou Silver, sales manager of Garod Radio Corp., Brooklyn, N. Y., has announced the appointment of two new distributors in the Ohio and Kansas territories.

Shank-Cobley, Inc. with headquarters at 1017 Madison avenue, Toledo, O., will distribute Garod radio products in eighteen counties in Ohio and three counties in Michigan.

The Blish Mize & Silliman Hardware Co., 233 South Fifth street, Atchison, Kans., will serve Garod radio distributors in the western half of Missouri and in the greater part of Kansas.

Henry D. Halpern Joins Ranks of Grandfathers

Henry D. Halpern, president of Paramount Industries, Inc., 111 Broadway, New York, is receiving the congratulations of his many friends in the radio and appliance industry upon entering his new role as a grandfather. Hank, as he is known in the industry, became a granddad last Wednesday, January 29, when his daughter, Madelaine, gave birth to a baby girl. The child has been named Jo Ann, and the parents, the Paul Honigs, are receiving the good wishes of their friends at the Prospect Heights Hospital in Brooklyn.

Distributor Moves

POCATELLO, IDAHO, Thursday — Tede & Etchingham, distributor here for the Garod radio line, has moved to new quarters at 234 West Bonneville, this city.



Television today is clearer, sharper, and brighter—thanks to the improved kinescope, or picture tube, perfected at RCA Laboratories.

The Picture Tube that brought "life" to television

The screen on your home television table model receiver is the face of a large picture tube. And the skater you see on the face of the tube is the *identical twin* of the skater being televised.

Pioneering and research in RCA Laboratories led to the development of this tube which allows none of the original realism to be "lost in transit." It reproduces everything the television camera sees, shows you every detail, keeps the picture amazingly lifelike and real.

An RCA Victor television receiver brings you all the action, drama and excitement that you'd enjoy

if you were at the event in person—and on top of that it's all brought to you in the comfort of your own home . . . you don't have to move from your favorite chair.

RCA Laboratories has made possible outstanding advances in every phase of television. And for television at its finest, be sure to select the receiver bearing the most famous name in television today—RCA Victor.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show. Sundays, 2:00 P. M., Eastern Standard Time, over the NBC Network.



Exclusive "Eye-Witness" feature on all RCA Victor home television receivers "locks" the picture in tune with the sending station. It assures you *brighter, clearer, steadier* pictures—as steady as a picture hanging on a wall. If television is available in your vicinity, ask your RCA Victor dealer for a demonstration.



RADIO CORPORATION of AMERICA



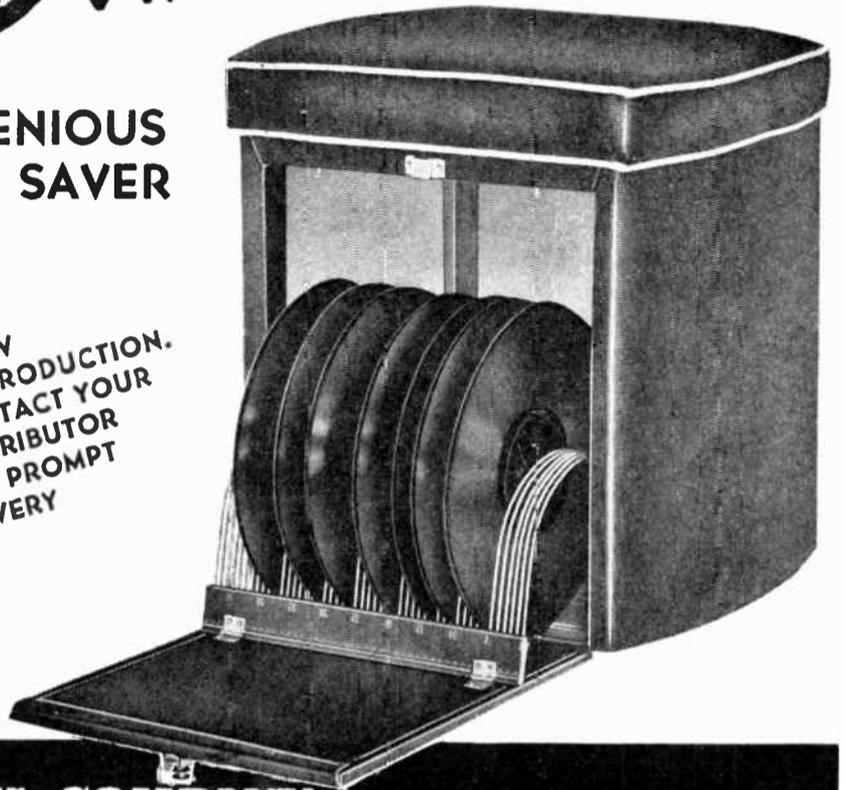
**NOW YOU CAN ACTUALLY
SIT ON A RECORD!**

The PEERLESS HASSO-RAK

**THE INGENUOUS
HOME SPACE SAVER**

HERE is a hassock-rack combination that not only answers the record storage problem but does so with beauty and utility. Hasso-Rak is a strongly constructed hassock with rounded sides and 3" padded seat, and is completely covered with a durable simulated leather in attractive colors. Combined with it is the Peerless Junior Rack, capable of holding fifty 10" and 12" records. The rack gently slides out when the drop-front door is opened, making the records easily accessible without the necessity of rising from the seat. An index is provided for quick identification.

**NOW
IN PRODUCTION.
CONTACT YOUR
DISTRIBUTOR
FOR PROMPT
DELIVERY**



List Price, \$22.95,
Slightly Higher West of the Rockies



The PEERLESS ALBUM COMPANY

352 Fourth Avenue, New York 10, N. Y.

PYRAMID INTRODUCES "TWIST-MOUNT" LINE OF CAPACITOR UNITS

JERSEY CITY, N. J., Friday—The Pyramid Electric Co., 415 Tonnele avenue, this city, has just announced plans



New Type Capacitor

for the introduction of its new "twist-mount" line of electrolytic capacitors. This is the latest addition to the Pyramid family.

The "twist-mount" is an ultra-compact, high quality, metal-sealed capacitor, according to officials of the Pyramid organization. Pyramid type "twist-

mount" units are available in a wide range of capacity and voltage ratings, for every application.

Reed Marshall Appointed Trav-Ler Purchasing Head

CHICAGO, ILL., Friday—Joe Friedman, president of the Trav-Ler Radio Corp., this city, today announced the appointment of Reed Marshall as purchasing head of the company. Mr. Marshall will make his headquarters at the general offices of the company, at 571 West Jackson boulevard, this city.

Mr. Marshall is well known among the supply firms in the radio industry as he was formerly associated with the Warwick Mfg. Corp.

United Electronics Co. Names Chief Engineer

NEWARK, N. J., Monday—The United Electronics Co., of this city, manufacturer of electronic tubes, has just announced the appointment of John J. Glauber as chief engineer in charge of engineering and development of radio transmitting tubes. He was formerly with the Federal Telecommunications Laboratories, New York.

Mr. Glauber is a senior member of the Institute of Radio Engineers.

STANDARD SERVICING SCHEMATICS PLANNED BY RMA COMMITTEE

Standard radio service schematics and technical service nomenclature are being developed by the RMA Service Committee under Chairman W. L. Parkinson of Schenectady, N. Y., and Vice Chairman Harry A. Ehle, of Philadelphia. A committee meeting, attended by over a score of RMA service managers, to plan the new servicing standards was held at the Hotel Pennsylvania, New York City.

Installation and servicing of television receivers was another problem discussed by the RMA Service Committee. Some manufacturers provide TV set servicing through their distributors; other franchise service-sales dealers, while other television manufacturers are setting up company-owned facilities to franchise dealers under factory direction. The RMA committee felt that with present limited TV set production, it was too early for it to make definite recommendations.

In connection with stocking of replacement parts for record changers, the committee favors maintenance parts for a five-year period.

Three additional members have been appointed on the Service Committee: H. J. Nielson of U. S. Television Mfg.

Tele-tone Markets New Portable at \$29.95 and Ivory Model at \$18.95

Tele-tone Radio Corp., of New York, is completing plans to release two new models. One is a portable battery and AC-DC receiver using four tubes plus selenium rectifier encased in a simulated leather cabinet with plastic front. It will retail at \$29.95.

The other model is known as Dynamite radiotikon and is a table model AC-DC, superheterodyne, five-tube set in an ivory plastic cabinet. It will be retailed at \$18.95.

Emile Furn, of Paris, In U. S. on Buying Trip

Emile Furn, of the well known sound equipment firm known as Melodium, whose headquarters are in Paris, France, arrived in America a few days ago and will spend several weeks here in search of various equipment which his firm requires. Any one wishing to communicate with Mr. Furn can do so by addressing him in care of RADIO and Television WEEKLY, 99 Hudson street, New York City.

Co.; Joseph Haug, Andrea Radio Corp.; and M. Weissman of Kings Electronics Co.



**Now! A 2-Band, Table Model with Console Features
— Standard and Short Wave Reception with Interference Eliminator**

Here's the kind of price-quality feature which brings extra business into a fine radio shop. Air King precision craftsmanship enables you to present to your most appreciative customers a 2-Band, high performance radio finished in rich American walnut. The set has superb good looks and exceptional tone. When you see how brilliantly it demonstrates and remember that it offers fine radio reception on both standard and short wave, anywhere in the country, you can see its great possibilities as a stepper-up of immediate sales income.

Note this combination of Air King Features—
Interference eliminator that blocks out code telegraph. Built-in Phonograph Jack to accommodate

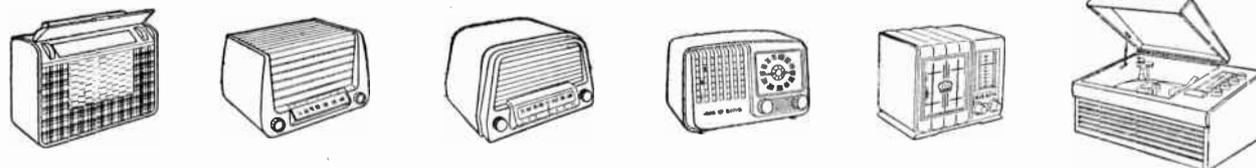
automatic record changer. Convenient panel control for phonograph connection. 6 Tubes (including rectifier) with Superheterodyne circuit. 7 inch Selectorloop. Alnico #5 "Tone King" speaker.

Air King Products Company, Inc.
1523-29 63rd Street, Brooklyn 19, N. Y.

The Royalty of Radio Since 1920

**AIR KING
RADIO**

Division of HYTRON RADIO & ELECTRONICS CORPORATION, Brooklyn, N. Y.
Export Address: Air King International, 75 West Street, New York 6, N. Y.



★ WE HAVE A LIMITED NUMBER OF DISTRIBUTOR AND DEALER TERRITORIES OPEN ★

TELEVISION, FM HOLD INTEREST OF BUYERS IN CHICAGO SECTION

HEAVY SALES ANTICIPATED

General Electric Electronics Department Now in New Quarters — Mr. and Mrs. Quam Home.

CHICAGO, ILL., Monday—New television equipment will be the feature of the exhibit of Telequip Radio Co., 1901 South Washtenaw avenue, Chicago, at the I.A.E. show in Grand Central Palace, New York, early in March. Walter Druz, president of Telequip, states that his firm will show new video equipment that will serve a double purpose, in that for station use it will fill transmitting purposes, while for manufacturers it operates as test equipment. Ray De

Cola, vice president in charge of engineering for Telequip, will preside at the firm's I.R.E. booth.

Mr. Druz also stated that his firm will begin production in February on several new models of phonographs, which have for some time constituted a division of the Telequip line. Among them will be two portables, one a single-record model, the other an automatic changer, using the Detrola changer. These phonographs will carry the Telequip label.

The electronics department of General Electric Co. is getting well settled in its new quarters on the eleventh floor of the Merchandise Mart here, following removal from the G. E. building at 840 South Canal street. The new location serves as the headquarters office for the central district of the department, and as a permanent display area for products of the receiver division, primarily radio and television sets.

The new Merchandise Mart space

gives G. E. its first opportunity to maintain a permanent radio and television display in Chicago for the nation's buyers and its own distributors and dealers. George S. Peterson, central district manager of the department, is in charge of the office and display space.

James P. Quam, president of Quam-Nichols Co. of Chicago, maker of Ad-just-a-Tone speakers, and Mrs. Quam, have returned from a fifteen day business trip that took them to Minneapolis, Seattle, Portland, Tacoma, San Francisco and Los Angeles. In those cities they called on manufacturers and jobbers, Mr. Quam on the former and Mrs. Quam, as sales manager of the firm's jobbers division, on the latter. They had intended to also go into Iowa on this trip, but lack of time prevented.

Mr. and Mrs. Quam report that they found sentiment on the Coast generally optimistic as to the course of business this year, in spite of a little recession

following the holidays. They found a tendency in some cases among jobbers, they said, to carry "cats and dogs" among their merchandise, and when asked for advice suggested that that type of stock be eliminated in favor of nationally advertised lines. They also noted a continuation of the trend in jobbers' establishments toward the installation of self-service displays for customers, thus giving visual prominence to a larger number of items and at the same time enabling firms to dispense with counter men at a considerable saving in salaries.

Jensen Manufacturing Co., Chicago, maker of acoustic equipment, has announced the appointment of Grant Shaffer as representative in the Michigan territory, with offices at 6432 Cass avenue, Detroit. Mr. Shaffer, an electrical engineer graduate of Armour Institute of Technology in 1926, has been associated with the electrical and electronics industries in sales and engineering capacities. His most recent connections have been with Jefferson Electric Co. and Standard Transformer Corp.

Leaving Stancor at the end of 1944, Mr. Shaffer, then sales manager of the distributor division, became sales representative in the Michigan territory for Stancor and other manufacturers of electronic equipment. Mr. Shaffer and Mr. Hansen of the Jensen Co. recently spent a week calling on Jensen distributors in Michigan, and were pleasantly surprised to find that the interest and enthusiasm of the distributors has not been dampened by post-war shortages in radio and electronic equipment.

"Three grand FM jobs" is the characterization given by E. J. Dykstra, district manager here of the Bendix Radio division of Bendix Aviation Corp., to new models scheduled for production in the Bendix factory beginning in March. They will consist of an eight-tube table set, to list at \$109.50; the same chassis, combined in a large set with AM and phonograph, listing around \$200, and a twelve-tube set that will be housed in three types of period cabinets, to sell for between \$350 and \$400. The eight-tube model will be the first to go into production, the others as fast as cabinets are available.

Commenting on the recent Winter Market at the Furniture Mart here, Mr. Dykstra said that he was gratified over the television set shown by Bendix there—and by the fact that the exhibit

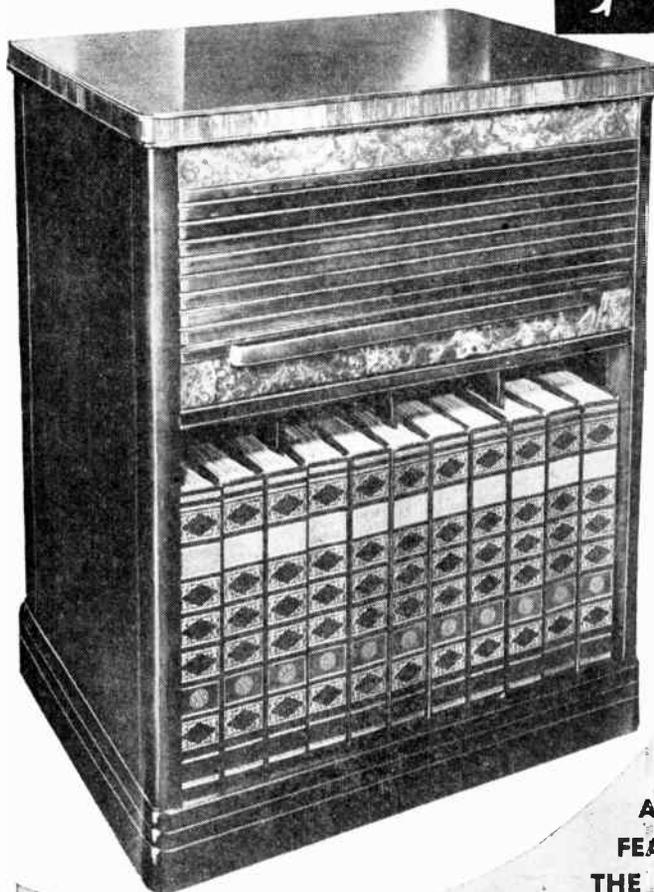
(Continued on Page 19)

Victor Irvine Will Aid RMA Advertising Drive

CHICAGO, ILL., Friday—Victor A. Irvine, advertising and sales promotion manager of Motorola radio, will attend a meeting of the RMA advertising committee in Washington, D. C. on February 6. Plans are under way to launch the RMA's campaign, "A radio for every room—A radio for every purpose" and place a \$50,000 campaign fund in the hands of a public relations agency to be used for extensive publicity and promotion.

Be the Store in Your City to Sell

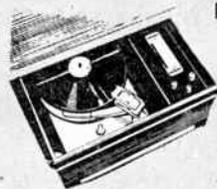
The Most Sensational
Radio-Phonograph
Combination of 1947



THE PRECISION-MADE
Musagranda

RADIO-PHONOGRAPH
CONSOLE COMBINATIONS

with **AUTOMATIC
RECORD
CHANGERS**



MADE TO
RETAIL FOR ONLY

119⁹⁵

ALL THE QUALITY
FEATURES OF
THE FINEST
MUSICAL INSTRUMENTS

MANUFACTURED BY
ECKENROTH CO.
32-50 ROSS ST., BROOKLYN, N. Y.

- Beautiful designed cabinet finished in maple, walnut, blonde and mahogany.
- Dimensions: 31" x 18" x 23 1/2".
- Stationary Top for Convenience.
- Holds approx. 132 Records in Albums.

HERE AT LAST! THE LONG-AWAITED
**DELUXE
RECORD
CABINET**



HOLDS 22 ALBUMS -- 264 RECORDS

Superbly finished cabinet in walnut and mahogany with top that will accommodate any table model radio-phono. comb. . . . Dimensions: 31 x 18 x 23 1/2". Territories still available for jobbers and wholesalers . . . inquiries invited.

GENERAL RADIO FIRM OF BOSTON TO MAKE FURTHER EXPANSION

**NEW BUILDING UNDER WAY
Completion of Plant Will Increase Facilities — Campaign Under Way by Telechron, Inc.**

BOSTON, MASS., Monday — The General Radio Co. at 275 Massachusetts avenue, Cambridge, announces that work has commenced on another large addition to its plant group which is to be located at the State and Windsor street corner. This addition of 30,000 sq. ft. will bring the total to 145,000 sq. ft. Completion of this latest expansion is expected by next Summer.

The General Radio Co. might be termed the "manufacturers' manufacturer" since its laboratory equipment can be seen in the development and production departments of almost all electronics manufacturers. G-R instruments are also used extensively in both private and Government research laboratories, and during the war, the staff and facilities were of top-rank value in the many "hush-hush" electronics development programs. The General Radio Co.'s reputation is world-wide, as evidenced by the roster of visitors during the past few months.

Included are, F. S. Hewitt, director, Telecommunications Laboratory, University of Witwatersrand, Johannesburg, South Africa; Olle Wernholm, Electronic Research Division, Royal Institute of Technology, Stockholm, Sweden; Professor Segismundo Gersonowicz, head of the Department of Electrical Engineering, University of Montevideo, Uruguay; Professor J. Oskar Nielsen, Royal Technical College, Copenhagen, Denmark; Mme. Nikis and M. G. H. Bezy, Les Laboratoires Radioelectriques, Paris, France, and V. A. Altovsky, chief, High Frequency Research Laboratory, Compagnie Francaise Thomson-Houston, Paris.

Everyone who sells electric clocks is impressed by the dynamic but dignified sales promotional campaign being put on by Telechron, Inc. of Ashland, Mass. Spearheading the featured clocks is the Telalarm Jr., handsome enough for any room, yet sells at a low price.

Another is the Musalarm. This is a

radio and clock combination that combines automatic and manual tuning, using a new radio frequency circuit providing unusually good tone fidelity. In all, there are twenty-two models to fill every need for the office, home or club. Telechron also makes miniature synchronous electric motors that rotate at one RPM and which find many usages in the industrial and scientific field.

Local radio stores are using more and more newspaper advertising space

for radios and electrical appliances as more and more of the higher priced units arrive here and are placed on display and are at last being delivered to customers' homes to fill orders and honor deposits placed some time ago.

—FRANK PRAY.

Chas. Subbiondo Named To Bloomingdale Post

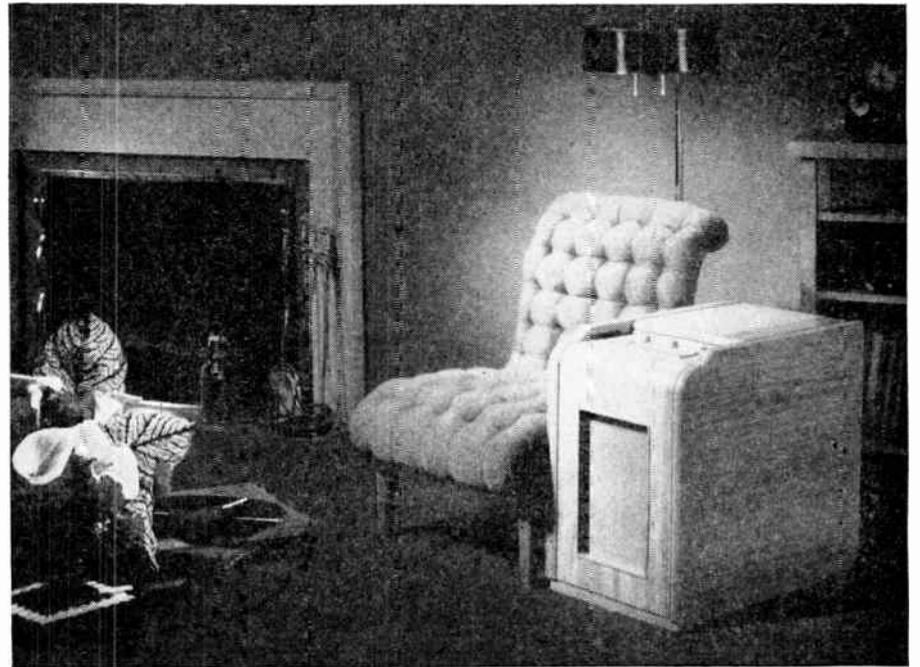
Bloomingdale Brothers, New York

department store, has named Charles Subbiondo as temporary manager of its music department, and will serve under the supervision of William Rogge, manager of the store's radio department. Mr. Subbiondo will replace Harold Drayson, former record and music buyer, who resigned to join M-G-M Records, Inc.

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

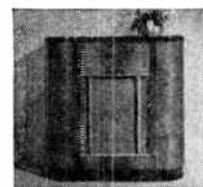
THE FARNSWORTH DEALER WILL PROFIT FROM THIS PICTURE!

Appearing in the March 17 issue of Life magazine



THE FARNSWORTH CHAIRSIDE • Fingertip convenience—all phonograph and radio controls accessible from your easy chair. The compact, modern cabinet provides ample record storage—full, faithful tonal reproduction. Available in walnut and genuine South American prime veneer.

Farnsworth for Fidelity



MODEL EK-102 • Modern, beautifully styled phonograph-radio. Brilliant FPM (Frequency Modulation) AM performance. High-fidelity tone. 2 gram, automatic record changer. Plays 12 twelve-inch or 10 twelve-inch records. Choice of walnut or blond mahogany cabinet.



MODEL ET-001 • Smart, handsome colorradio. Lustrous ivory plastic cabinet with contrasting grille in blue, maroon or black. Features highly illuminated Farnsworth travel-dial. Standard and foreign reception. Built-in loop antenna. Set operates on either AC or DC current.



TELEVISION TABLE MODEL • The hit of the New York Television Show, brilliantly engineered by Farnsworth, television's pioneer. Sharp, clear pictures or 10-inch direct-view, semi-detachable tube AM radio also available. Compact, modern cabinet in regular or blond mahogany.

Whether you enjoy the sparkle and drive of today's popular music, or the flooding richness of the symphony, you'll like the way each is re-created in your home by the new Farnsworths. These truly post-war instruments are endowed with a full, vibrant tone that brings you recorded and broadcast music of surpassing clarity. All incorporate new electronic advances, and the phonograph-radios are equipped with an improved automatic record changer that is quick, quiet and gentle. Cabinets range from smart portables to luxurious phonograph-radios—all combining quality with modest price (ranging from \$25 to \$500). Hear the new Farnsworth today at your nearest Farnsworth dealer. He is one of a limited number carefully selected because of his integrity, his willingness and ability to render proper service. You'll find him friendly and informed, and anxious to help you in every way.

FARNSWORTH TELEVISION & RADIO CORPORATION

Millions of readers will see this powerful full-color, full-page national advertisement next month. They will see and read about the famous Farnsworth Chairside Model EK-264, the set that sells them sitting down. They will identify Farnsworth quality phonograph-radios, table models and television sets. And they will read that the Farnsworth dealer "is one of a limited number carefully selected because of his integrity, his willingness and ability to render proper service."

In this way, Farnsworth backs up every Farnsworth dealer, not only with consistent, attention-getting national advertising for Farnsworth products, but with a strong reference to the reliability of the Farnsworth dealer himself.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

RESISTORS

CARBON INSULATED AND WIRE WOUND

A Complete Range In 1/2, 1 and 2 Watt 5%, 10% and 20% In Stock at all Times

ASK FOR OUR NEW PRICE LIST

LEGRI S COMPANY, INC.

846-850 Amsterdam Avenue New York 25, N. Y. Phone: ACademy 2-0018

Farnsworth

Television • Radio • Phonograph-Radio

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

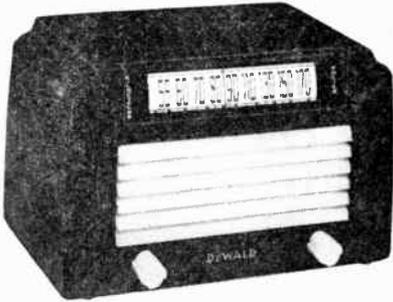
If you want SOMETHING BETTER

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-502 "Jewel"

A delight to the eye and ear alike. This superb Catalin Radio is offered in five beautiful color combinations.

ELECTRICAL LEAGUE OF CLEVELAND STARTING TWO NEW TRAINING CLASSES FOR SALESMEN

LEADERS IN TRADE ARE INSTRUCTORS FOR THE COURSES

Cleveland's Pioneer Radio Station to Mark Twenty-fifth Year of Broadcasting With Affair March 5 — Electrical Maintenance Engineers to Entertain at Ladies' Night — Many Trade Members in South.

CLEVELAND, Ohio, Monday—The Electrical League of Cleveland has started another group of two sales training classes for dealers' salesmen.

Classes are held each Monday and Friday evening under the direction of R. J. Miller, who heads up the trades relation division. He is assisted by Jacques Stanitz and Stanley Parsell of the League staff.

Electric ranges, water heaters and clothes dryers are the three main appliances covered by the course.

W. T. Clark, managing director of the Electrical League, was called to Texas recently by the illness of his mother.

Cleveland's pioneer radio station, WHK, is marking its twenty-fifth anniversary this year, and an anniversary luncheon is being planned for March 5, at Hotel Cleveland.

WHK was Ohio's first radio station and one of the original half dozen licensed broadcasting stations in the country. It has pioneered in many outstanding radio developments in the city such as:

Experimenting in co-operation with the Cleveland Board of Education, in giving instructions to children from thirty-six schools in WHK studios three mornings a week. This was a factor in the establishment of the Cleveland schools' FM station, WBOE; Making the first, early experiments in facsimile; Currently working with Cleveland's first experimental FM station in the high frequencies.

In observation of its silver anniversary year, WHK is creating a "road show", designed to appear before leading Cleveland groups presenting a forty-five minute program of entertainment and information on radio's progress during the past twenty-five years.

Cleveland's Electrical Maintenance Engineer's Association is observing Ladies Night, Wednesday, February 15.

Wives of members have been invited to a social evening whose program will include an unusual talk on Electronics by Gordon Volkenant, associate director

of research of the Minneapolis-Honeywell Regulator Co.

General Electric Supply Co. continues to add to its personnel list as merchandise begins to flow a little more rapidly.

When the Home Planning Bureau was re-activated after the war shutdown, E. J. Leicht, Jr., was put in charge and the department is co-operating with contractors and dealers who are at present installing new electrical home equipment.

Harmon Cole is the new farm specialist who has joined the company after graduating from the Ohio State University Agricultural College. He is covering the entire territory, working with dealers and sales counselors.

Another addition to the staff is Robert Walsh, disc specialist, who is working with dealers in the sale of Signature records.

Several executives of the G. E. Supply Corp. are off to Florida for a mid-Winter vacation. Mr. and Mrs. A. F. Head are in Coral Gables for about three weeks, while Charles Ingraham, manager of the appliance sales department, and Mrs. Ingraham have chosen Hobe Sound, Fla.

Announcement of a new sales manager for Western Reserve Distributors, (Clarion, Deep-Freeze and Monitor) was made recently by Charles W. Nickenig, president. He is John E. Hanley, who comes here from Westinghouse, in Toledo. Mr. Hanley is successor to Erwin Maus, who resigned recently to head up the new business department of Gregory and House, Inc., Cleveland advertising agency.

—EVELYN BAILING.

The Radio and Appliance Credit Group of Pittsburgh held a short meeting at the Hotel Fort Pitt in that city, last Monday at noon.

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

Pittsburgh Dealers Taking Advantage Of Quiet Period to Expand Facilities

PITTSBURGH, PA., Saturday — Many radio men in this area have suffered a slight slump in business in the past month, especially those in the retail trade. However, this has been attributed to the seasonal whim and has not reached alarming proportions. Especially when compared with the tremendous December peak does the size of the drop appear of any import.

The early part of 1947 will be utilized for expansion and re-decorative purposes by many of the firms. Quite a few have already begun work on their establishments while others await the advent of more merchandise so as to

make new display features feasible.

Radio sets have begun to become a bit more plentiful and an increase is expected soon. The outlook for appliances, however, is not so bright. The shortage of motors has forced manufacturers to limit shipments. Local retailers who attended the shows at Chicago and Atlantic City recently report that not many radical changes are expected in appliance models this year. However, a few of the manufacturers will market modified products.

The planning of new radio stations

(Continued on Page 19)

New Jersey  **NEWARK**
DISTRIBUTOR

EXCLUSIVE DISTRIBUTORS
in Northern New Jersey

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

Also Distributors for—

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

EASTERN  **SUPPLY CO.**
287 Halsey Street Newark, N. J. 348 Washington Street

TELEVISION ASSURED FOR THIRD OF NATION, RCA ENGINEER AVERS MAKES NEW YORK ADDRESS

W. L. Lawrence Points to Grants Already Made by FCC Covering Fifty-seven Stations in Thirty Metropolitan Areas.

Television in thirty metropolitan districts comprising 32.8 per cent of the nation's population is already assured by the fifty-seven licenses or station construction permits which have been granted by the Federal Communications Commission for commercial television broadcasting, Walter L. Lawrence, commercial television engineer of the RCA Engineering Products Department, told members of the American Institute of Electrical Engineers in New York last week.

Reading a technical paper before the television session of the A.I.E.E. Winter meeting, Mr. Lawrence declared that "to furnish television broadcasting at the service standards required for commercial operation, all stations must provide reliable, consistent operation."

"Such operation requires the integrated functioning of many pieces of equipment which are somewhat more complex than the analogous units for sound broadcasting," he said. "Dependable operation of the equipment throughout its useful life is facilitated if the various units are product design equipment," he asserted.

He explained the term "product design" as meaning equipment that is produced in quantities in the same design.

"This type of production affords relatively large amounts of money for engineering design and development to obtain the required degree of performance," he pointed out. "However, since the design costs are spread over a number of units, each unit bears only its proportionate fraction of the expense-making product design economically feasible."

The speaker then described the functioning of a complete line of equipment from camera lens to antenna, which is available for operating commercial television broadcasting stations.

Calling attention to the wide improvements in television pickup tubes, Mr. Lawrence said that new studio cameras with increased sensitivity, when available, will permit the reduction of required lighting levels in television studios by a factor of at least ten below that required for prewar iconoscope cameras."

This reduction in lighting load, Mr. Lawrence said, should materially reduce the cost of studio construction and operation.

In conclusion, Mr. Lawrence said: "It is believed that the availability of items in current production affords a sound technical foundation on which to erect a commercial television service which is national in scope."

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

SHACKLETON PIANO CO. STORE IS MODERNIZED

A. Bitter Construction Co., 721 East 133rd street, New York City, has recently completed an entirely new installation at the Shackleton Piano Co. store in Louisville, Ky.

All fixtures for this store were built in the New York plant of A. Bitter and shipped from there to the Shackle-

ton Piano Co. store in Louisville in sectional units. There the sections were set up by a crew from the Bitter concern.

This installation is said to be an example of beauty combined with functional selling efficiency. It is finished in modern design and employs selected straight grained oak in a pickled antique finish.

The fixtures are planned to provide the best possible display for the merchandise being sold. They are compact

and designed to overcome the sales help problem by making possible increased sales with no additional sales people.

Shackleton Piano Co. handles phonograph records, instruments and other musical merchandise.

CHICAGO, ILL., Friday — Burton Browne, president of the Aero Needle Co., and Thomas A. White, head of the Jensen Manufacturing Co., both of Chicago, are vacationing in Arizona.

Feature the needles that outrank them all

PRECISION-TURNED SHANK
for clear, faithful performance!

NEEDLE SCIENTIFICALLY
ANGLED to eliminate "needle
talk" (hiss and surface noise).

WHAT A POINT! It's a fine
sapphire jewel cut, ground,
polished and re-polished by
highly skilled craftsmen. Un-
conditionally guaranteed!

Primus \$2.50

Cash in on Recoton's national advertising campaign . . . on Recoton's selling aids . . . on Recoton's revolutionary new showcase display . . . (below) . . . on Recoton's free premium awards to your salespeople. Check into the powerful new Recoton point-of-sale campaign that has been so successful with dealers everywhere. Your wholesaler has all the particulars.

STEEL NEEDLES BY RECOTON. Trust Recoton to bring you the finest in steel needles! These precision-turned needles, made in Switzerland, maintain the same high standards of quality and performance that have made Recoton the standard among the world's finest phoneedles.

*Reg. U. S. Pat. Off.

RECOTON

Always faithful

... AND EVER PROFITABLE

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.*



TEMPO REVEALS PLANS FOR NATIONWIDE SALE OF ITS RECORD LINE

APPOINTS 14 DISTRIBUTORS

D. J. MacKillop Is Handling Company's Sales in Ten Southern States — Appointments Are Announced by Irving Fogel.

HOLLYWOOD, CALIF., Friday—Tempo Record Co., Hollywood, producers of phonograph records, is rapidly completing plans for full scale production and distribution of Tempo records on a nation-wide basis. The Tempo main office will continue to be located in California, while headquarters for the east will be in Philadelphia. A southern branch office will be located in Atlanta, Georgia.

Fourteen wholesalers, including six that are also distributors for Philco

products, have already signed Tempo franchises. D. J. MacKillop, who was a key figure in the Philco sales organization for thirty-three years, will handle all Tempo sales in ten southern states. He recently resigned as Philco southern division manager.

Irving Fogel, president of Tempo, announced that the eastern factory branch office is now located at 76 West Cheltenham avenue, Philadelphia. This office will serve fourteen eastern states and the District of Columbia.

He also made known that starting February 15 Tempo Records will be produced at a plant in Washington, D. C., as well as in Hollywood.

The six Philco wholesalers now distributing Tempo Records include: McDonald Brothers, Memphis, Tenn.; Walter Slagle & Co., Denver, Col.; Ellis Paint Co., Butte, Montana; Radio Television & Appliance Co., Seattle, Wash.; Eshleman Supply Co., of Lancaster, Penna., and B. O. R. Radio, Inc., Reading, Penna.

Other Tempo distributors announced

by Mr. Fogel are as follows. Frumkin Sales Co., Chicago, Ill.; Tempo Atlantic, Inc., Philadelphia, Penna.; Tempo Southern, Avondale Estates, Georgia; Hughes Co., Colby, Kans.; McKay Appliance Co., Portland, Oregon; Melody Sales Co., San Francisco, Calif.; Audio-Visual Supply Co., Bakersfield, Calif.; and Louis I. Graf & Associates, Los Angeles, Calif.

The newest Tempo album features Joe Venuti, violinist. This is being followed by special albums of Irish and Viennese music. Other new Tempo releases include numbers by Tony Romano, singing star of Bob Hope's show; piano recordings by Ben Light, and Hammond-Novachord tunes by Herb Kern and Lloyd Sloop. The firm's present catalogue listing includes more than 300 selections.

Both before and during the war Tempo Records were sold almost exclusively to skating rinks and for similar entertainment purposes. In entering the retail field on a national scale, officials of the company have announced that all releases will be backed by national advertising and that adequate production facilities are now assured, with the addition of the Washington plant, to serve 30,000 dealers in all sections of the United States.

GUSKY BROS. CONCERN ORGANIZED TO MARKET RADIOS, APPLIANCES

PITTSBURGH, PA., Friday — Announcement has just been made of the formation of a new firm, Gusky Brothers, with offices and display room at 401 Penn avenue, this city. The firm will market radios, electrical appliances and related lines in the tri-state area.

Fred Gusky, who will head the company, has had twenty years of experience in the field, while connected with leading Pittsburgh appliance distributors. John Gusky, the other member of the partnership, who has also had many years of experience in radios and appliances, resigned from his position with Keps Electric Co. recently to head the premium division of the organization.

Gusky Brothers is in the process of recruiting a sales force to which will be introduced the firm's new technique in marketing called "pin-point distribution." By the method of "pin-point distribution" all sales campaigns will be mapped out in advance with the purpose of reaching the saturation point of the market by covering every possible outlet.

The firm intends to limit its lines to give specialized attention to every product handled.



"The Globe" Multi-Unit CRYSTAL Microphone



"The Conneaut" Streamline CRYSTAL Microphone

THERE are few, if any, more important uses for microphones, than with public address equipment. Much depends upon faithful performance and reproduction. Well known speakers, famous dance bands, noted singers and musicians, leading actors and actresses, sports commentators and others . . . all are vitally concerned with the quality reproduction of their efforts. Astatic Microphones, beautifully designed and finished, expertly engineered and constructed, give the type performance that important public address installations merit.



DR. E. H. ARMSTRONG CITED BY GOVERNMENT

WASHINGTON, D. C., Thursday — Dr. Edwin H. Armstrong, radio scientist, was awarded the Medal of Merit for his services to the nation during World War II, it was announced here last week.

The citation, signed by President Truman, stated that Dr. Armstrong "contributed greatly to the improvement and refinement of radio communications by his numerous inventions" and by serving as an Army adviser. He facilitated production of frequency modulation equipment by making his patents available on a dollar-a-year royalty basis to any one engaged in the manufacture of apparatus for military purposes.

Currently, Dr. Armstrong is an electrical engineering professor at Columbia University, New York City.

Lou Goldman Concern In New Headquarters

Louis R. Goldman & Co., manufacturers' sales representative serving the radio and appliance trade, has moved to new quarters, 11 West Forty-second street, New York City.

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!"



Crosley Incorporates Many Basic Features In Newest Line of Gas and Electric Ranges

UTILIZING FOUR DISTINGUISHING BASIC DEVELOPMENTS

Deliveries Now Being Made to Company's Distributors Throughout the Country — Feature "Basic 4" Designed to Save Time and Efforts in Preparation of Food — Deluxe Models Are Included.

CINCINNATI, OHIO, Saturday—A new line of deluxe gas and electric ranges has just been introduced by the Crosley Division, Aviation Corp., this city.

Four distinguished basic features mark this new line of gas and electric ranges now being delivered to distributors throughout the country, according to Philip W. Pugh, recently appointed manager of range sales of the Crosley Division.

The "Basic 4," designed to save time and effort in preparation of foods, are the super-spacious oven equipped with non-tilting racks with safety stops and backguards; the waist high broiler; extra thick insulation which permits placing the range flush against walls or non-metal cabinets; and four fast surface units, which, in the electric model, includes a six quart deep-well cooker.

The new Crosley line includes a deluxe electric, and a deluxe gas model for natural, manufactured or bottled gas.

All new Crosley ranges feature the one-piece top and waterfall front, of acid resisting porcelain, which flows smoothly down to the top of oven and broiler door or utility drawer. Oven and broiler door and utility drawers have concealed hinges, fit flush to front and sides of range, leaving no seams to catch dirt or spilled particles of food.

An outstanding Crosley development found on all Crosley ranges is the one-piece welded frame which supports the top, sides and front and contains the ovens and drawers. This construction, known as the C-wrapper, is designed to strengthen the range structurally and

thereby add years to its service life.

An exclusive feature of the Crosley line is its gracefully receding lower front panel which slopes gently toward the floor, providing three inches of toe space.

Gas ranges feature the exclusive, patented top burner grate design that offers less obstruction to heat and more economical operation. Electric models are equipped with fast efficient rod type surface cooking units with switches grouped on backguard with chrome decorative strip.

Gas ranges are equipped with an internal signal timer that rings a bell at a pre-determined time; an attractive top lamp that floods the range cook-and-work top with well-diffused light; electrical appliance convenience outlet on backguard; interior oven light automatically controlled by door; a combination oven thermostat and oven and switch; and an oven pilot light replaceable from front.

Crosley ranges stand 42 inches high overall (not including lamp assembly) and are 40 inches wide. Working surface is 36 inches high.

HARRY SUSSMAN MADE ESPEY CHIEF ENGINEER

Announcement of the appointment to the position of chief engineer of the Espey Mfg. Co., New York, has been made by Nathan Pinley, president. Mr. Sussman assumes charge of the design and development of the Espey-Philharmonic line of radio receivers, phonographs, television, and electronic equipment. Jack Rosenbaum continues in his present position as vice president in charge of research.

Mr. Sussman received a B. E. E. degree from Brooklyn Polytechnic Institute in 1933.

He was employed by Emerson Radio and Phonograph Corp., New York, in 1932 as a laboratory assistant engaged in home receiver development. From 1934 to 1936 he was with Lear Developments in New York, engaged in the design and development of aircraft radio equipment. From 1933 to 1945, Mr. Sussman was employed by the RCA Victor Division, Camden, N. J., as an engineer in the special apparatus section. In 1945 he joined the Hazeltine Electronics Corp., Little Neck, where he worked on Naval Radar Equipment.

Mr. Sussman is a senior member of the Institute of Radio Engineers and an associate member of the American Institute of Electrical Engineers.

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

JOHN CAMPLI REJOINS APOLLO DISTRIBUTING

NEWARK, N. J., Saturday — John Campli, well known in radio-appliance circles in this section, has rejoined the Apollo Distributing Co., of 15 Sherman street, this city, as head of the firm's credit division, it was announced by Fred Goldberg, general manager of the Apollo concern.

Mr. Campli was associated with the

Apollo organization from 1934 to 1942 in the same capacity. He will have as his assistant B. Roethler.

Apollo is the exclusive distributor in this section for Crosley radio and home appliances, Apex products, and other nationally-known appliances. The firm serves Northern New Jersey, and Orange and Rockland counties, New York.

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

DYNAVOX

AGAIN BRINGS YOU

THE ULTIMATE IN QUALITY

IN A

Complete Line of Portable and Table Model
AMPLIFIED ELECTRIC PHONOGRAPHS

Both Manual and Automatic

Every new war-time development has been incorporated in our phonographs to insure you of the finest in musical reproduction.

Sold Through Authorized Distributors



40-05 21st St. Phone: Stillwell 4-7775; 4-7715 Long Island City, N. Y.

Exclusive Wholesale Distributor

of DYNAVOX

for the Metropolitan New York Area

including the counties of New York, Bronx, Kings, Queens, Richmond and Nassau and Suffolk counties in Long Island.

SANFORD ELECTRONICS CORPORATION
WHOLESALE DISTRIBUTORS

136 LIBERTY ST. Tel.: BARclay 7-2242 NEW YORK 6, N. Y.

Exclusive Wholesale Distributor

of DYNAVOX

for Westchester and Rockland Counties

Stewart-Warner radios; Waring products; Dormeyer mixers; Kitchenaid mixers; Camfield toasters; Sessions clocks; Sperti sun lamps; Durabilt irons, Dominion products and a complete line of table appliances.

APPLIANCE DISTRIBUTORS, INC.

Westchester's Leading Distributors of Radios and Appliances
51 LAWTON ST. Tel.: New Rochelle 2-0144 NEW ROCHELLE, N. Y.

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

QUAKER CITY DEALERS STEP UP PROMOTIONAL ACTIVITIES ON RADIOS

PHILADELPHIA, PA., Monday—Advertising and promotional activities in the radio field are steadily increasing. Though no extensive campaign has been launched, it is becoming increasingly evident that such efforts are not far distant. Already many manufacturers have approached the leading dealers with plans for future advertising programs. Once the first such starts, there is no doubt that all others will follow.

Mort Gellard, who recently resigned as radio and television sales manager for Raymond Rosen & Co. after thirteen years' association with that concern, was appointed exclusive factory representative in eastern Pennsylvania and southern New Jersey for the Tele-Tone radio. Mr. Gellard is already making contact with the trade showing the new table models and combinations and has received good reception.

In addition to assuming charge of local sales activities for Tele-Tone radio sets, Mr. Gellard has taken on the line of Merry-Go-Sound phonographs and unbreakable children's discs for a large eastern territory which comprises eastern Pennsylvania, southern New Jer-

sey, Delaware, Maryland and Washington, D. C.

Mr. Gellard's headquarters are maintained at 7501 Tulpehocken street here.

Adrian DeWitt, who was recently appointed advertising manager for Motor Parts Co., is planning a visit to the Columbia record factory at Bridgeport, Conn. —SOL SHERMAN.

N. Y. "REPS" CHAPTER TO PLAY HOST TO IRE CONVENTION VISITORS

The New York Chapter of The Representatives will play host to the radio and electronic industry at the forthcoming I. R. E. convention to be held at the Grand Central Palace, in New York, March 3 to 6, inclusive. A committee to be known as the hospitality committee, with Dan R. Bittan as the chairman, will handle all details.

For this purpose the "Reps" have contracted for Booth 79, prominently located, to best serve all show visitors. At this booth, visitors will find writing desks, stationery and envelopes, pen and ink, carbon paper, telegraph blanks, telephone directories of the five boroughs, Westchester and New Jersey. Also trade directories, listings of leading theatres, hotels, night clubs and restaurants, wrapping paper, twine, gum labels, marking crayons, mailing bags, typewriters, etc. All visitors will be given a handy vestpocket memo book for their personal use.

Two members of The Representatives will be in attendance at all times. Visitors may leave messages with booth attendants for anyone calling for same. There will be sufficient chairs available for those who wish to meet at the booth, for short conferences. Mr. Bittan can be contacted at 55 Park place, New York.

Amer. Tel. & Tel. Applies For Radio Circuit Rights

The American Telephone & Telegraph Co. filed an application with the Federal Communications Commission for permission to operate terminal facilities in New York and Chicago for a contemplated New York-Chicago radio relay circuit.

The contemplated circuit is part of a series of experimental circuits which the company is building to test the transmitting medium for telephone use and network television programs. Work is under way for a circuit between New York and Boston, with field trials scheduled for this Summer.

Mother of P. F. Van Dusen Succumbs on West Coast

LOS ANGELES, CALIF., Thursday—Paul F. Van Dusen, of the sales staff of the Hoffman Radio Corp., this city, was called in from Salt Lake City today because of the death of his mother in Spokane, Wash. He immediately left for the Northwest to attend the funeral services.

First Radio Station in Bethlehem, Pa., To Have Initial Broadcast on Saturday

BETHLEHEM, PA., Monday—It has been announced that Bethlehem's radio station WGPA, owned and operated by the Bethlehem Globe Publishing Co., will go on the air for its first broadcast at noon, February 8. With the announcement, Mayor Robert Pfeifle said: "We've waited twenty-five years for this, but up to now no one wanted to assume the financial responsibility."

Initial presentation will be broadcasting of a "send-off" luncheon, where community businessmen and leaders will be present. Full-time operation begins Sunday, February 9, at 7 a. m. and continues up to 5:45 p. m., on 1100 kc. FM broadcasting begins within a month, according to Arthur McCracken, station manager, depending on arrival of vital equipment, which he said is "one of the best outfits in the country for a station of its size."

Sol J. Phillips, Chamber of Commerce Retail Division chairman, stated recently that the business forecast in Bethlehem for 1947 is optimistic. "Although shortages in electrical and home appliances will continue," he said, "there is a big backlog of orders."

John D. Phillip, North Side Radio dealer, was elected to the executive committee of the American Business Club's local chapter at a meeting recently.

Don Sawyer, Air King and Firestone products distributor, has increased his stock of radios and appliances substantially in the last week. His business, is doing nicely, he says.

Ray Herstan, who recently expanded from Allentown to buy out R. J. Carrol at 526 Main street, here, put up a huge composite electric sign on his opening, and announced he could offer the latest in house furnishings, as well as Bendix, Admiral, and Coolerator appliances.

Luke T. Cunningham, proprietor of West Side Electric Service, 522 West Broad street, has been named authorized dealer for Norge, Universal, and Westinghouse home appliances, as well as G-E and Temple radios.

An ex-service man, Steve Albarell, opened his electrical contractor's shop at 1358 Easton avenue. He installs fluorescent fixtures, and repairs all radios and record players.

GEORGE STATLER



MODEL 608

1947 AVIOLA DELUXE AUTOMATIC
PHONO-COMBINATIONS ARE HERE!

Aviola's Deluxe Combination, precision-quality built throughout, will find ready acceptance among your most discriminating customers!

Model 608: Aviola die cast record changer; plays ten 10-inch or 12-inch records; six tubes with rectifier; six inch Alnico speaker; cabinet finishes of Mahogany, Walnut or Desert Blonde.

AVIOLA RADIO CORPORATION
SKY HARBOR • PHOENIX, ARIZONA

COUNT ON AVIOLA FOR QUALITY

Aviola





RADIO CEMENT Especially for repair of cones, voice-coils, etc. In 4 oz., 8 oz., 1 pt., and 1 gal. sizes.



RADIO CEMENT IN TUBES Handy to use. Apply directly to work. Attractive display cartons of 12

Since 1929 JFD Products have set the standards for quality in the Radio Parts Industry.

JFD Cements and Solvents, and allied products, are recognized by servicemen everywhere, as the finest obtainable for general radio repair work.

Attractively and conveniently packaged for fast sales.



RADIO SOLVENT Loosens cement. A universal cleaner. In 4 oz., 8 oz., 1 pt., and 1 gal. sizes.

LITERATURE ON REQUEST

J. F. D. Manufacturing Co.
4111 Ft. Hamilton Parkway Brooklyn 19, N. Y.

Pittsburgh Dealers Taking Advantage Of Quiet Period to Expand Facilities

(Continued from Page 14)

in Pittsburgh has deprived Spear's radio department of its assistant buyer. John Price left that organization February 1 to take up his new position as chief engineer with one of the city's new outlets, whose call-letters are yet to be assigned. Mr. Price has previously served with local stations in an engineering capacity.

Two-way radio telephone service has been installed in fourteen taxicabs of the local Yellow Cab System this week. The service was installed by the Bell Telephone Co. after permission had been granted by the FCC. The innovation is strictly a radio system with the call letters W3XAG being assigned to the company's private radio station.

TELEVISION, FM HOLD INTEREST OF BUYERS IN CHICAGO SECTION

(Continued from Page 12)

was the center of television enthusiasm by everyone attending the market.

A joint meeting of the executives and their staffs of the Concord Radio Corp. and Electrovoice Corp. was held here recently. This was the first of a series of meetings that Concord is planning with various manufacturers of radio and electronic equipment.

The occasion was highlighted by talks given by Al Kahn, and Web Soules, president and chief engineer respectively, of Electrovoice Corp., in which the outstanding characteristics, features, and salient sales-points of microphones in general and of Electrovoice microphones in particular were presented in interesting and instructive detail.

The meeting, which was attended by the engineering, sales, advertising, purchasing, and correspondence departments of Concord Radio Corp.'s Chicago headquarters, was pronounced an unqualified success as an education in modern and advanced microphone engineering.

Back from a two-and-a-half week vacation in Cuba, Gordon Hough, radio sales manager of R. Cooper Jr., distributor of G.E. radios here, is enthusiastic about the merits of that West Indies island as a place to relax and enjoy life. Mr. and Mrs. Hough flew there and back, spending a couple days in Havana and the rest of the time at Varadero Beach.

Mr. Hough stated that brief analysis of any falling off in business over the country during January would reveal natural reasons therefor. Following Christmas, he said, the public always curtails its expenditures, and at the same time is hanging onto its money in anticipation of making income tax payments not later than March 15.

—W. D. MORRIS.

The Squirrel Hill territory for Firestone products has been assigned to the Irvin Co., replacing the firm, which had been housed at that location previously. The store, managed by I. J. Goldfarb, is at 5854 Forbes street and

will feature Firestone radios and appliances along with other items made by Firestone.

Another major development finds the Hart Furniture Co. planning to move into its new home at 6022-24 Broad street, East Liberty, on April 1. Now being remodeled, the three-story building will have a total selling area of approximately 20,000 feet, according to Daniel B. Hart, president. A semi-basement will house kitchen furniture and

in addition many major appliances.

A talk on the latest developments in Stratovision was delivered before an audience of engineering students of the University of Pittsburgh earlier this week by L. S. McCloud of the Westinghouse Electric Co. Mr. McCloud revealed that experiments on this new Westinghouse accomplishment will be conducted in co-operation with a local radio station in the near future.

—AL ROTH.

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	—12BA6	.55	350	—955	.65
8000	—5Y3GT	.45	4000	—7B4	.65	5000	—35W4	.55	1100	—VR90	.55
2635	—6AC7	.60	5800	—7B6	.65	5000	—50B5	.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	Are-1-Maguire
5304	4" AL 3	3 1/2 oz.			3000	40-20	150	750	Crescent
3100	5" AL 5	1 1/2 oz.			4900	FP 8 or 10	450		
1600	5" AL 5	1 oz.			3700	FP 20	450		
1200	5" AL 5	.68			All Sizes in Micaf				
1604	4x6-450 Ohm. Dyn.				Output Transformers				
2000	6 1/2" AL 5	1 1/2 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



RECORD NOTES

Durosteel Display Adopted by Recoton For Its Needle Line

IS NOW BEING DISTRIBUTED

Unit Holds 25 Packets, Individually Stapled to the Display — Is Easel-Backed for Convenient Counter Selling.

The new Recoton Corp. display promoting Durosteel needles is now making its appearance on dealers' counters throughout the country, officials of the New York needle manufacturing concern revealed last week.

The unit holds twenty-five packets individually stapled to the display. It is designed in green and wine, and features a die-cut top for quick product-brand identification. The display is easel-backed for convenient counter selling.

Recoton officials point out that in the short time since it has made its appearance, it has proved highly effective in promoting off-the-counter steel needle sales. Recoton wholesalers are distributing the display to retailers.

Recoton Durosteel needles are quality built, officials of the firm claim. These steel Swiss-crafted needles are made of a special steel alloy to precision standards, assuring superior reproduction

and longer life, they point out. They are said to be good for fifty or more perfect plays without affecting the rec-



New Needle Display

ord, and are suitable for all types of mechanical or electrical machines.

The company has launched a comprehensive advertising campaign, and increased production of needles is forecast for the coming months.

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

COLUMBIA PURCHASES NEW YORK BUILDING; IN "TIN PAN ALLEY"

The Columbia Recording Corp. has contracted to purchase, for its own use and occupancy, the seven-story building on the southeast corner of Seventh avenue and Fifty-second street, New York, it was announced last week.

The property, fronting 125 feet on Seventh avenue and 100 feet on Fifty-second street, is in the heart of the music center of the nation and has always been closely identified with the music world.

"No. 799," as the building is known from coast to coast, has been the home of a large part of the music industry since its erection. Top Tin Pan Alley publishing firms are current tenants as well as the purchaser, Columbia Recording, whose occupancy of three floors began in 1939.

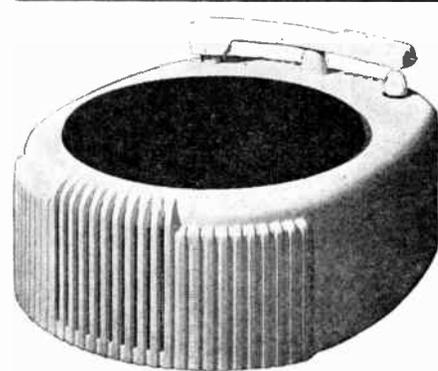
The building, originally built for the Brunswick company, now houses Columbia's artist repertoire, legal, transcription, engineering and publicity departments, as well as recording studios.

The property is a modern, fire-proof structure.

DE LUXE FIRM NAMES DISCS FOR FEBRUARY

LINDEN, N. J., Wednesday—Available to the trade this week under the Du Luxe label are four single records, a spokesman for the New Jersey firm reported today.

The new discs are "The Old Country Church" and "I'll Have a New Life" by Byron Parker; "Fighting for Freedom" and "Ninety-nine Years" by Lost John Miller; "Battered Bride Boogie" and "Scherezade Moderne" by Russ David, and "Ich Vill Zieh Shpielen" and "Estoy Acabando" by Betty Reilly.



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

TOMMY DORSEY WEEK USES MOVIE TIE-IN

CAMDEN, N. J., Thursday — The theme of RCA Victor's three-way tie-in for Tommy Dorsey Week (February 24 to March 3) will be "See and Hear." Distributors and dealers will promote the bandleader's new album "All-Time Hits" in conjunction with the national showings of the picture "The Fabulous Dorseys."

J. L. Hallstrom, general merchandise manager of the RCA Victor record division, declared that promotion of the new eight-disc album will be backed up with window displays, point-of-sale advertising and publicity stories about the new Dorsey film.

Stephen Nester's Aide Singled Out by Group as "Ideal Secretary of '46"

Viola Barton, secretary to Stephen Nester, president of the Duotone Co., of 799 Broadway, New York, manufacturer of Duotone needles, was singled out recently by the Women's Research Guild as the "ideal secretary of the year."

Miss Barton has been employed by Duotone for the past two years. When advised of the selection, Mr. Nester gave her a trip to Florida.

WE NOW HAVE THE POPULAR
Jensen **PHONOGRAPH NEEDLES**

We have just received a shipment of these increasingly popular phonograph needles. Designed by an authority in sound engineering and incorporating the latest discoveries in acoustical science . . . these needles assure clear, full tonal reproduction. And their spring construction preserves the life of your valuable records. The Royal Jewel plays up to 10,000 record sides, the Concert Needle up to 5,000. Drop in today.

CONCERT NEEDLE WITH JENSEN ALLOY TIP
\$1.00

ROYAL JEWEL GENUINE SAPPHIRE NEEDLE
\$2.50

DEALER NAME
AND ADDRESS IN THIS SPACE

The above is Jensen Ad Mat No. 14 prepared for dealers to use in local publications. Available on request

JENSEN INDUSTRIES, INC.

329 South Wood St., Chicago 12, Ill.

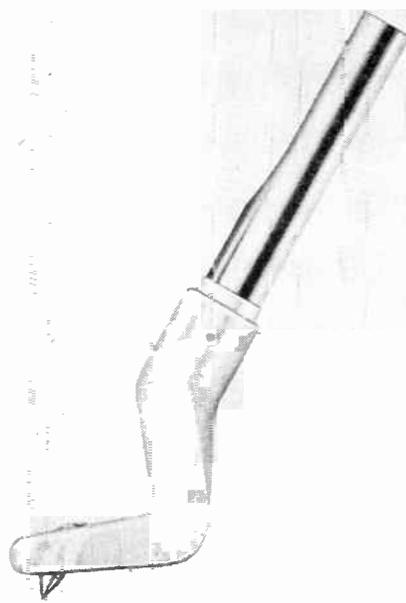
P I L O T P I L O T R A D I O R A D I O

YOUR BEACON TO A BETTER BUSINESS IN BETTER RADIOS

PHONOGRAPH NEEDLE WITH NYLON "KNEE" MADE BY WEBSTER

CHICAGO, ILL., Monday—Webster-Chicago Corp., this city has introduced to the trade a phonograph needle with a nylon knee.

Designed to give finer record reproduction, this new needle utilizes the



New Webster-Chicago Needle

properties of nylon plastic as it has "knee action" in the vital area between the aluminum shaft and sapphire jewel tip.

Mechanical resonances such as needle scratch and surface noise are suppressed due to the self-damping characteristic of the nylon. Tracking at low needle pressure is improved. The nylon knee in the Webster needle absorbs vertical shocks caused by the pinch effect of the record grooves, and it levels out horizontal shocks of needle

"bounce," a company spokesman stated.

According to Webster-Chicago, tests have revealed that as a result of its "knee-action," the nylon absorbs and reduces needle and surface noises, prolongs the life of the sapphire tip, protects records and gives high fidelity record reproduction.

The individual needle is packaged in a distinctive jewel case of clear plastic. For showcase display, Webster-Chicago has created a permanent display case of clear plastic which can be used for horizontal or vertical display, or hung on the wall.

Columbia Firm Releases Kostelanetz, Kelly Sets

BRIDGEPORT, CONN., Thursday—Featured by Columbia Recording Corp. in its most recent record releases are two masterworks albums, "Music of Richard Rodgers," played by Andre Kostelanetz and his orchestra, and the "Pied Piper of Hamelin," a kiddie album narrated by Gene Kelly.

Other singles now available to the dealers are "That's How Much I Love You" and "I Got a Gal I Love" by Frank Sinatra; "They Can't Convince Me" and "Let's Put Our Dreams Together" by Elliott Lawrence; "Anybody's Love Song" and "I'm Gonna Lasso a Dream" by Tommy Tucker, and "I'm Gonna Be Boss From Now On" and "There's a Big Rock in the Road" by Bob Wiles.

Doubleday Book Shop Opens Disc Department

The Doubleday Book Shop has opened a new and larger store in the Grand Central Terminal, New York, featuring phonograph records as well as books. An elaborate record department has been installed.

Doubleday operates twenty stores in New York, Detroit, St. Louis, Philadelphia, Miami Beach and Palm Beach.

PACIFIC NORTHWEST RAPIDLY RETURNING TO NORMAL BUSINESS

MORE SETS NOW ON HAND

Seattle Looking Forward to FM Broadcasting in the Near Future — Auto Sets in Demand.

SEATTLE, WASH., Friday—Paul Allison, head of Motorola Distributing Co., here, came back to town this week following a trip through the farthest northwest section of the United States. He had just been visiting dealers located up along the Strait of Juan de Fuca, where ocean-plying ships come through from the Pacific Ocean into Puget Sound.

Mr. Allison said, "Conditions up there are back to normal." Then he went on to elaborate that, "during the war, merchandise and salesmen were scarce." But now, he reports, dealers have merchandise and they have salesmen calling. "Why, I stood talking to one of our old-time dealers and three salesmen came in to offer their services or lines and never got a chance to put in a word let alone get an order. Coming home across the Sound on a ferry, there were a dozen peddlers where a year ago you wouldn't have found one. It looks just like the good old times," he chuckled.

The Motorola distributing firm has found itself well entrenched. Before the war it had a long list of good dealers. Since merchandise began trickling into the Pacific Northwest, the dealers have been on a quota basis. New dealers have not been added. As a result Motorola merchants have had a fair supply of home radios and feel that the line has been profitable.

According to Mr. Allison, dealers up in Fort Townsend, Port Angeles and Sequim, report that buyers control the market. Customers know what they want and the radio dealers are really selling. And that territory is away out on America's last frontier. Up there both the dealers and the consumers are brand conscious and Mr. Allison said he interviewed dealers who intend to drop some lines of radios that are "not too well known."

The Motorola distributing firm is getting set for the soon-to-be-experienced thrill of Frequency Modulation when Seattle's station KRSC goes on the air in a few weeks with the long anticipated and much publicized new form of radio transmission and reception. While neighbors like Portland, Ore., and Boise, Idaho, enjoy the electronic entertainment of F-M, Seattle languishes.

Motorola has received some FM sets which it has moved on to about 25 per

cent of its Seattle dealer organization. All dealers didn't want them and all that wanted the sets couldn't get them. But they are classy, according to reports. The sets are consoles with record players and possess both AM and FM standard bands. They will go to the consumer here at not under \$269.95, so they are neither low-priced nor ultra expensive. And both Motorola dealers and the distributor contend that Seattle's half-million radio fans will provide plenty of want-to-be-first buyers for the limited supply of receivers now in display in store windows.

Automobile radios, in which Motorola has long been especially active, will remain a scarce item with dealers on a quota basis for at least three more months. New cars, that is the 1946 and current models, provide the active market. Dealers want more auto sets and more auto establishments want to be dealers, Mr. Allison reports.

For the first time in this market, a prominent credit store last Sunday ran an advertisement offering a table model made by a Los Angeles manufacturer at a "dollar down." Some dealers report they had shudders, but most declare that the majority of their business is still being conducted on a cash and carry basis. DUD BROWN



ULTRATONE PHONOGRAPHS

DISTRIBUTED IN
**NORFOLK
AREA**

BY
Bowers Wholesale Corp.

1605 Granby Street,
Norfolk 10, Virginia

MANUFACTURED BY
Audio INDUSTRIES
MICHIGAN CITY, INDIANA

NATIONALLY ADVERTISED

Immediate Delivery 12"

See Your Jobber or

REC-ALBUM

REG. U. S. PAT. OFF.

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

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.

Also Disk-Albums
Standard Type,
Deluxe &
padded Deluxe

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

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



OKLAHOMA RETAILERS EXPECT SALES OF FM WILL BOOST BUSINESS

SLIGHT SLUMP IS NOTICED

Most Dealers Have Fair Supply of Merchandise — Several New Firms Open in the Southwest.

OKLAHOMA CITY, OKLA., Monday —The radio business is slowing up in the area and dealers are beginning to look for that big FM push that the trade has been talking about to spark up sales. For the last thirty days most localities have had good supply of table model sets and small combinations except in the top-brand lines which are still a little short.

On big combinations there has already been some slow-up and many dealer have sets on the floor ready to sell.

Records continue good sellers everywhere but not at the pace of the last quarter of 1946. Oklahoma City and Tulsa are still showing good record sales although dealers say customers are becoming more particular, particularly on albums. They are looking forward to the Summer months with a great deal of misgivings and trimming their stocks accordingly. In Oklahoma, warm weather means little staying at home and that hurts record sales.

Washing machines are also on dealers floors awaiting sales except in a few instances where particularly aggressive dealers have been pushing them hard. Small appliances are also beginning to stack up. Refrigerators are still far behind as are electric stoves in so far as dealers are concerned and most still have names on their waiting lists.

R. J. Wisinger, and M. S. Harber, of Shawnee, Okla., and O. R. Dill, of Semi-

nole, Okla., have incorporated the Modern Appliance Co., Inc., with \$2,200 authorized capital stock to operate a retail appliance store in Seminole.

The Lavender Radio Supply Company, Inc., has been incorporated to operate a wholesale radio supply establishment in Texarkana. It has \$50,000 authorized capital stock with \$50,000 paid in. Incorporators are Joseph M. Lavender Jr. and Bert B. Larey.

Another new business is the Danville Supply Co. at Danville, Ark., which has been incorporated by John Ed Chambers Jr., Jim Gatlin and Clarence M. Pledger, all of Danville, with \$160,000 authorized capital stock. The firm will sell appliances and accessories, washing machines, radios, clocks, etc.

Another newly chartered firm is Pfister's Inc. at Las Cruces, N. M., incorporated with \$25,000 authorized capital stock to do business as an appliance dealer.

The research division of the Oklahoma Tax Commission reports that 659 household appliance and electrical stores collected \$36,058 in Oklahoma 2 per cent sales tax during October, 1946, as compared with 343 collecting \$15,489 in October, 1945, an indicated gross business increase of \$132.79 per cent in sales.

Glenn Paxson has been named manager of the Mid-Town Appliance Co., 211 South Broadway, Wichita. He was in the appliance business in Dayton, Ohio, before the war.

Harry Peoples has announced that he will begin immediate construction of a new building at Dalhart to house a new home appliance store. He has a furniture store there.

Grain Bros. has opened a new appliance store in Rogers, Ark., at first and Cherry. Hubert Tommy Lindley is manager. —E. W. FAIR.

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

Distributor Operates New Trucks



A NEW FLEET OF TRUCKS has recently been acquired by Lehr Distributors, Inc., New York, wholesaler in the metropolitan New York area for Bendix Radio. Eight trucks, all with Bendix Radio signs on all sides, comprise the New Lehr fleet, while six more trucks are operated by the Jersey City, N. J. branch of Lehr.

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' Reel

CO-AX CABLE, RG-8/U, 56 Ohms, 1000'

per Reel

CO-AX CABLE, RG-11/U, 72 Ohms, 500'

per Reel

CO-AX CABLE, RG-59/U, 72 Ohms, 1000'

per Reel

AC CORD SET, 6 Feet, Approved Wire

Bakelite Male Tap Less Than 100 Lots

AC EXTENSION CORD SET, 6 Feet,

With Male Tap on One End, Cube Tap

on Other

JOBBER ONLY—ORDER NOW FOR PROMPT SHIPMENT

VIBRATORS

2-Volt for Portables

PICK-UPS

Several Types, List on Request

SPEAKERS

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

6" PM 5 oz. Slug

CHOKES

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A-C/D-C 300 Ohm

PHONO. AMP. KITS

COMPLETELY WIRED AND BOXED IN-

CLUDES 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. 5Volt 4 Amp.

AUTO RADIO PARTS

Vibrator Transformer for Models AR 40-

AR-55

Suppressors—Bracket Standard

Suppressors—Universal Screw Standard

Suppressors—Snap on Plug

Suppressors—Distributor Screw Fitting

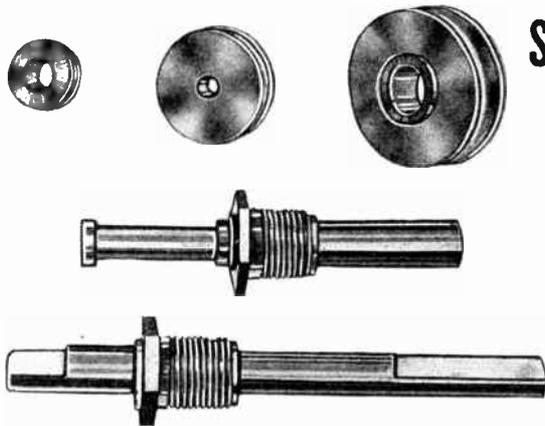
PHONO. OSCILLATOR KIT

Seaboard No. 320—2 Tube

Seaboard No. 410—1 Tube

SEABOARD-RONLEY CORP.

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SCREW MACHINE PARTS

"C" Washers and Bushings

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for the

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SERVWEL PRODUCTS COMPANY

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Your "Q" for Quality

Selling to:
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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

Greater Radio Surplus Supplies Promised by WAA Executives

(Continued from Page 3)

chairman of the RMA surplus disposal committee and Bond Geddes, RMA executive vice president.

New Administrative procedure, to be instituted next Tuesday at the Philadelphia warehouses, provides for calling in manufacturer-agents to select surplus directly. Warehouse release, for shipments within ten days, also is being

arranged under the new administrative arrangements to reduce records and paper work which have heretofore hampered electronic disposal.

The warehouse selection program by agents will be adopted soon at Camp Holabird, Baltimore; Akron and Decatur, Ill. for the Chicago district agents. Agents will similarly be authorized to select surplus from the inventories of manufacturers whose WAA agency contracts have been cancelled.

Both WAA and Signal Corps, according to Deputy Administrator Carey, have given priority schedules to release of electronic surpluses. Scrapping also is being expedited.

RMA representatives told WAA officials that the entire electronics disposal program had been bogged down for practically seven months and that a declining market for such surpluses was indicated for 1947, including reduced prices as well as a contracting market, with increased private manufacture of electronic components in prospect in competition with war surpluses. Possibility of injury to the industry, with reduced employment, was among the RMA representations to WAA. It was emphasized that for months there has only been a "trickle" of electronics surpluses available to the manufacturer-agents.

WAA officials, however, stated that they were sure that the February volume of available surpluses would be substantial and that heavy receipts by manufacturer-agents would begin in March.

YUGOSLAVIA IMPOSES TAX ON RADIO SETS

BELGRADE, YUGOSLAVIA, Saturday—The Yugoslav Government announced today a tax on all privately owned radios, with the proceeds going to improve the nation's broadcasting stations. The tax, which varies for radios of different types and qualities, must be paid in advance every three months. Radio owners were given eight days to register their sets with the Government.

Noma Reduces Prices On Home Freezer Units

An immediate reduction of \$51 on the Estate and Frigid-Freezer home freezers, Model's 746 and 1046, has been announced by John M. Bess, executive vice president of the Noma Electric Corp. appliance division. The Estate Heatrola Corp. and Refrigeration Corp. of America are parts of the Noma appliance division.

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.

W. S. HARMON OPENS NEW HEADQUARTERS

LOS ANGELES, CALIF., Saturday —W. S. Harmon Co., this city, has moved its offices to a new building at 830 W. Venice boulevard, where it will have permanent quarters to represent electronic lines in the states of California and Arizona.

Mr. Harmon was vice president and chief engineer for the Hoffman Radio Corp., Los Angeles, and its predecessor, Mission Bell Mfg. Co., over a period of years. His technical career covers more than a score of years, including a period of time as chief engineer for the Emerson Radio and Phonograph Corp., New York.

On June 1, 1946 he resigned from Hoffman's to open his own office as a manufacturers agent with temporary quarters pending completion of the building he now occupies.

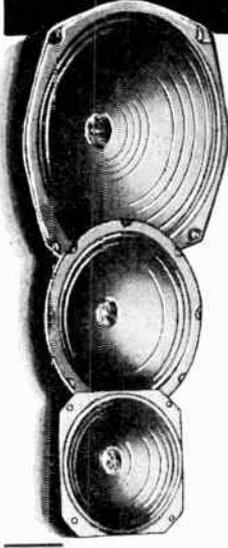
Currently the firm represents the Muter Co.; the Rola Co., Inc.; Grigsby-Allison Co., Inc.; the Gavitt Mfg. Co., Inc.; Bevin-Wilcox Line Co. and the Diebel Die and Mfg. Co.

Costa Rica Purchases Radio Sets for Teachers

SAN JOSE, COSTA RICA, Friday—The Government of Costa Rica is buying 3,500 radios of United States manufacturers to be issued to each of the country's school teachers. The cost of the radios will be deducted from their salaries at the rate of about \$2 a month.

The teachers have received a pay increase, but some still get less than \$25 a month.

SPEAKERS



rescent

LARGE QUANTITIES AVAILABLE FOR IMMEDIATE DELIVERY FROM STOCK

4" - 5" - 6" SPEAKERS

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

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

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

RECORD CHANGERS, too

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

CRESCENT ELECTRONICS CO.

401 Broadway, New York 13, N. Y.
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COAST RECORD FIRM MAKES CHANGES IN PERSONNEL SET-UP

CAPITOL ANNOUNCES SHIFT Record Firm Adds New Talent to Already Large Number of Art- ists — First FM Transmitter Is Flown to West Coast.

LOS ANGELES, CALIF., Monday—Capitol Records, Inc. announces that Lee Palmer has been appointed manager of the Los Angeles branch. He will assume his new responsibilities on February 15. Mr. Palmer has been associated with Capitol since its inception and is now manager of the Dallas, Texas branch.

John Scalisi, formerly New York regional manager for Capitol Records, will now handle sales to chain and syndicate stores nationally. His headquarters will also be in New York.

Since the first record was cut in July 1942, Capitol has made such tremendous progress that it is now ranked as one of the "Big Four." The company is constantly adding new and outstanding talent to its roster. On January 17 Benny Goodman was signed to record.

Besides constantly adding new, high-quality talent, Capitol is also doing a good promotional job. Headed by Johnny Mercer as president, other executives of Capitol are: Glenn E. Wallihs, executive director and general manager; William H. Fowler, treasurer; Floyd A. Bittaker, national sales

manager, and George W. Oliver, advertising promotion manager.

Distribution facilities are rapidly being expanded. On February 15 branch offices will be opened in Portland, Ore., Brooklyn, N. Y., and others will be opened as soon as quarters can be arranged for. There are now branches in twenty-six cities, including the two just opened in Portland and Brooklyn.

Evidence on charges to show cause why a permit to construct a commercial television station should not be granted to the Don Lee Mutual Broadcasting System, was taken at the hearing held here by the FCC recently. Testimony has been submitted to Washington for final decision as to the granting of the permit.

Awarded the Citation of Merit at the recent conference of the National Association of Music Merchants, Melville Clarke's two-pound harp made its debut to the trade here. The harp is made with a plastic frame and nylon strings. Mr. Clark, who is president of the Clark Music Co., Syracuse, N. Y., stated that it is the result of years of painstaking experimentation.

The first AM radio transmitter to be flown from General Electric Co.'s Syracuse, N. Y., plant to a customer was sent to Ontario, Calif., and is being shown there.

Heart of the new \$2,500,000 Mutual Don Lee radio and television studios on Vine Street between Homewood and Fountain in the heart of Hollywood, will be a unique master control panel thirty-two feet long and ten feet high. The panel is already under construction.

Master Control consists, primarily, of a row of large equipment cabinets

which form one wall of the room. In the center is located a large operating console where the master control engineer sits to operate the controls and observe the many meters.

The purpose of the Master control equipment, and operation, is to distribute programs to all points on the Mutual Don Lee network. Programs are sent to or received from the East, (Chicago, New York, etc.); the North, (San Francisco, Seattle, etc.); the South, (San Diego, El Centro, etc.). Circuits also feed Santa Barbara, San Bernardino, and Phoenix. Other programs are picked up within Los Angeles.

All programs originating in any one of the ten studios, or the three announce booths, must pass through master control for proper distribution. Several channels must be available to feed the transcription department where programs are recorded on electrical transcription disks.

In this new master control equipment and operating console, two "robot" devices have been added. Instead of waiting until twenty seconds after cue time to switch the network, (which only gives the engineer ten seconds to perform several operations) he can press one or two "delay master" buttons on the cue, which will automatically switch the network twenty seconds later. This leaves the technician free to do other duties in connection with the start of the next program.

—SANFORD BOOKEE.

William H. Kelley Off On Trip Through East

CHICAGO, ILL., Friday — William H. Kelley, sales manager of Motorola, has left Chicago for New York City, where he will meet with Motorola's New York distributor, Nate Cooper, head of Motorola-New York, Inc. After leaving New York, Mr. Kelley will travel to Washington, D. C. and Philadelphia. In Pennsylvania, Mr. Kelley will discuss sales plans with Motorola regional manager, Ed Pincus.

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

K Stores Co. Becomes Merchants Distributors

BOSTON, MASS., Friday — Merchants Distributors, Inc. is the new name of the K Stores Co., located at 1510 Boylston street, this city. The company is the local distributor for the Garod radio line.

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 associ-
ated with such "leaders
in their line" as

**ZENITH
THOR
GIBSON
GRAND
ELGIN
QUAKER**

and other nationally famous
trade-mark names for which
NORTHEASTERN DISTRI-
BUTORS, Inc., are the exclusive
sources of supply for Independ-
ent Dealers throughout East-
ern Massachusetts and South-
ern New Hampshire territory.

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BEUCAIRE Inc.

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Distributor of

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Radios - Refrigerators - Freezers

SPEED QUEEN

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Electric Water Heaters

GRAND
Gas Ranges

SETH THOMAS

Clocks

BENDIX

Washers - Ironers - Driers

AMERICAN CENTRAL

Kitchens

EUREKA

Vacuum Cleaners - Cordless Irons

PROCTOR

Small Appliances

● ZENITH

Radios—Hearing Aids

DEEFPREEZE

The Original Home Freezer

GAROD

Lower Connecticut Only

STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

COLUMBIA and OKEH RECORDS

"TODAY'S TOP FRANCHISE"

● THOR

Home Laundry Equipment

● GIBSON

Refrigerators—Ranges

● UNIVERSAL

Vacuum Cleaners & Appliances
Sole State Service Distributors



HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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

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



WALKER-JIMIESON, INC.
311 SOUTH WESTERN AVENUE, CHICAGO 12, ILLINOIS • CANAL 2525

Western Winter Market Week in Full Swing At San Francisco With Many Participating

LARGE NUMBER OF NEW APPLIANCES CREATE INTEREST

Initial Showing on West Coast of Numerous Items — Attendance Records Expected to Be Broken Before Show Closes Saturday Night — Otto Rothlein Back From Chicago — Supply Situation Becoming Better Every Day, According to Trade Members.

SAN FRANCISCO, CALIF., Saturday—Western Winter Market Week is uppermost in the minds of industry members. An abundance of new merchandise will be shown at the exhibit that runs from February 3 to 8.

Westinghouse will have a varied and interesting exhibit. The complete line of Westinghouse radios will be shown, also the new two-temperature refrigerator, the "Waste-Away" garbage disposer, an improved line of electric ranges, a new line of upright and tank-type vacuum cleaners, an electric comforter, and re-designed traffic appliances. Standard Westinghouse items will also be shown such as the "Laundromat" automatic cycle washing machine, refrigerators, ranges and sinks, and a full line of table appliances.

California Electric Supply Co., franchised Crosley distributor, will feature a Crosley Frequency Modulation radio-phonograph combination console model. Also, according to Jack Hightower, the new Crosley washing machine will have its initial showing.

It will be a "first showing" of the Conlon washer, model 25, according to Art Maryon, of Maryon & Williams

Co., manufacturers' representative. Mr. Maryon was enthusiastic about the Conlon ironers. Maryon & Williams Co. is also factory representative for Copeland electric refrigerators. Production of these, however, is delayed by motor shortage.

W. C. Miles has just been appointed manager of the radio and record divisions of McCormack & Co., exclusive northern and western Nevada distributor of Majestic products, and many quality lines of household appliances. Prior to becoming manager of McCormack & Co.'s radio-record divisions, W. C. Miles had been sales supervisor with Stromberg-Carlson Co.

It is hoped that a Majestic FM combination console set will arrive in time to be demonstrated during Western Winter Market Week. Mr. Miles said: "I have great confidence in Majestic products, and the modern and energetic distributing firm of McCormack and Co."

Otto N. Rothlein, manager of McCormack & Co.'s appliance division, recently returned from attending the Chicago Market and visiting some of the factories his firm represents.

Electromaster electric ranges have been received in fairly good quantity, and according to Otto Rothlein, the factory expected to be in full production by now.

Still, the picture is not entirely rosy. Due to the steel, copper and brass shortage, most factories were not at all optimistic about early volume deliveries. Elgin steel kitchen cabinets have been slow coming in but better shipments are expected during February. So far there had not been any electric Coolers but there is hope that some will become available in about thirty to sixty days. Regina Electricbroom is very much in demand but lack of motors slows down production.

Richard (Dick) Bell, formerly with Sherman-Clay & Co., is the new manager of the City of Paris record department.

—GISELA NEY.

J. T. Dalton Tells How Bendix Built Distribution

BALTIMORE, MD., Friday — Planning and organizing of national distribution of the Bendix Radio Division of Bendix Aviation Corp. was discussed recently before the marketing conference of the Advertising Club of Baltimore by J. T. Dalton, manager of distribution.

Mr. Dalton outlined the basic thinking behind the company's distribution policy and covered the intricacies of developing the national distributor organization which has gained a vast and highly selected list of dealers for Bendix radio and television products.

Awarded New Post

SAN FRANCISCO, CALIF., Friday —Wallace Leong has been named buyer of appliances and household goods for the Salt Lake City National Dollar Stores. His headquarters will be at the firm's local office.

Wally Shulan Named To Chicago Position by General Instrument

ELIZABETH, N. J., Friday — General Instrument Corp., of this city, has announced the promotion of Wally Shulan to the position of assistant to Louis G. Bacher, district manager of the company's Chicago office at 737 No. Michigan avenue.

Mr. Shulan joined the General Instrument organization in February of 1943 as a member of its production control department and later was transferred to the specifications division of the engineering department. In these two positions he gained intimate knowledge of the company's products and activities and was, accordingly, chosen to take the position of chief technical clerk in the company's sales order department.

Mr. Shulan is an alumnus of Pennsylvania State College, where he earned his tuition by playing with dance and theatre orchestras. Following his musical training, he joined the staff orchestra of Station KDKA, in Pittsburgh. Subsequently he toured the country with various orchestras, specializing in radio engagements.

Emerson
RADIO
Headquarters for
Northern Illinois

For Details of the
Emerson Dealer Franchise
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S. E. SCHULMAN CO.
801 South Wabash Avenue
Chicago, Illinois

DISTRIBUTORS IN NEW JERSEY AND ORANGE AND ROCKLAND COUNTIES, NEW YORK

CROSLEY

SHELVADOR REFRIGERATORS — RADIOS — KITCHEN CABINETS — SINKS

- ROYAL Vacuum Cleaners
- DOMESTIC Sewing Machines
- GRAND Ranges
- SUNBEAM Appliances
- DOYLE Cyclo Mowers
- APEX Products
- SPERTI Sun Lamps

APOLLO DISTRIBUTING CO.
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AMCON **AMERICAN CONDENSER COMPANY** **AMCON**

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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

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"

FCC Ends Semi-Final Phase Of Color Television Hearing

(Continued from Page 3)

ion becomes a reality. The converter is about half the size of an ordinary cigar box.

E. W. Engstrom, vice president of the Radio Corp. of America, showed the RCA color system together with its inexpensive converter which will insure the owners of black and white video receivers against obsolescence if the electronic color system is adopted. RCA color television was shown as a system that, although not available for commercial use right now, would when ready, give good reception on a large screen and would have no color break-up, fringing or flicker.

During the course of the hearings it was declared by opponents of the CBS system that in all the years that CBS has been working on color video, it has been unable to increase the size of its screen beyond 6x8 inches, for to do so the color disc would have to be increased to such a size that a tremendous cabinet would be needed to house it.

The day's program originating at RCA laboratories, one half mile from the hearing, consisted of the televising of live talent, motion pictures and slides on RCA black and white and color receivers. Adrian Murphy, vice president of CBS, stated that he saw color fringing and uneven color reproduction on the RCA color sets. Mr. Engstrom reiterated that he was not putting forth the RCA system for immediate commercial adoption. He added that he did not think that the CBS system was ready for commercial use, and that he could see no way in which the present CBS color system could be improved.

An advantage of RCA simultaneous color television from the broadcast standpoint is that it uses a channel width of only 14.5 megacycles, less by

1.5 megacycles than that asked for by CBS, RCA engineers stated. This allows for nearly 25 per cent more channels in a given television service area. Another factor in favor of the RCA system to the television broadcaster is that his monochrome transmitter which sends his black and white broadcasts can be operated in low frequencies while an electronic, simultaneous color transmitter can be operated in the ultra high frequencies using the signal of the color camera to operate both transmitters, RCA engineers said. This dual arrangement reduces the problem of obsolescence to the broadcaster.

An RCA electronic color home receiver which is being developed for production was shown. There are no plans at present for the mass production of this set due to the fact that RCA believes that any color television system is still four to five years away.

The first public showing of the Philco Corp. newest black and white projection television receiver was staged during the Princeton demonstration. This instrument is said to have four times the brightness of an ordinary black and white projection set. The demonstration was conducted by David B. Smith, vice president in charge of engineering for Philco.

In conjunction with the Philco demonstration of its projection receiver, Mr. Smith made the following statement:

"One technical issue in this proceeding is the question of how bright a picture is achievable and how an increase in contrast affects the need for brightness. CBS has suggested that with more contrast less brightness is desirable. Philco has argued that both brightness and contrast are necessary. And with higher brightness, flicker is a problem at the lower frame rate.

The Philco receiver is an important

advance in the art because it provides a substantial increase in usable brightness (of the order of four times) over conventional projection systems and in addition provides substantial protection against room illumination which means increased contrast. It represents the logical way to obtain both increased brightness and increased contrast.

"The conclusions which Philco has come to concerning a reasonable brightness limitation arising from flicker are based on many studies in homes using receivers similar to this one."

In connection with the Philco flicker demonstration, Mr. Smith said:

"The purpose of this demonstration is to show the technique used by the industry committee in working out the technical data concerning flicker. The demonstration here is not intended to and cannot show conclusively what flicker level is necessary in the art. Rather, the equipment is intended to provide the data from which competent people can determine the proper flicker levels. These data, and their interpretation have been given by the RTPB Panel 6 and were unanimously agreed to by all parties having interest. Hence, such data and conclusions should be controlling."

Mr. Smith is chairman of Panel 6 (the television panel) of the Radio Technical Planning Board.

The second day of the hearing held at the Federal Court house in New York on Tuesday, January 28 was devoted to the showing of the DuMont black and white receivers shown side by side with the CBS color sets that had been demonstrated alone on the preceding day. Five receivers, three black and white and two color, were used. Identical films and slides were shown on each type set so that the commission could compare reception. During the course of the hearing it was suggested that CBS televise an outdoor or Madison Square Garden sporting event at the same time that a black and white broadcast was being made of the same event. A further suggestion by Dr. Allen B. Du Mont, head of the Du Mont concern was that color home receivers be placed side by side with black and white sets in areas where the latter sets are now operating. Both these matters will be carried out at a later date.

Dr. Thomas T. Goldsmith Jr., research head for Du Mont, declared that the CBS system was restrictive as to size, brilliance and viewing angle. It was added by Dr. DuMont that there was much reflection on the magnifying glasses used to cover the CBS screen.

The FCC board consisting of Charles R. Denny Jr., chairman; and Paul A. Walker, Ewell K. Jett, Rosel H. Hyde and Ray C. Wakefield, commissioners, will preside at the resumption of the hearing in Washington, D. C., on February 10.

RED SEAL PROMOTION IS TIED IN WITH TOURS OF THREE ORCHESTRAS

CAMDEN, N. J., Tuesday — Three major symphony orchestras, all RCA Victor Red Seal recording units, will tour the country, it was announced here by Jack Williams, record department advertising manager.

The three orchestras are the Boston Symphony Orchestra under Dr. Serge Koussevitzky; the San Francisco Orchestra under Pierre Monteux, and the Minneapolis Symphony Orchestra under Dimitri Mitropoulos. Dealers and distributors will be keyed to coordinate their record sales with special point-of-sale tie-ins.

The promotion by the three orchestras was planned by J. L. Hallstrom, general merchandise manager; Constance Hope, Red Seal director of artists and relations, and Herbert Allen, field sales manager for RCA Victor records.

DEALERS



You Have the World by the Tail

When You Handle The World's Most Complete Line Of Inter-Communication

In genuine value, in every phase of operation, in luxurious beauty of design and finish

Talk-A-Phone

is a world beater. A perfection-engineered unit for every requirement. 5 to 100 stations. Sales field unlimited. Fast turnovers. Fat profits. Backed by sales boosting National advertising. Recognized the nation over as inter-communication that "HAS EVERY THING".



Ask Your Jobber

Because Talk-A-Phone is rated the leader in inter-communication, it is stocked by more leading jobbers than any other line. Catalog upon request. Address Dept. S.M.

Talk-A-Phone Co.

1512 S. Pulaski Road Chicago 23, Ill.

WANTED

One of our clients, an Eastern manufacturer and a leader in their field wants Aggressive, Heads-up Manufacturers sales Representatives to handle a fast selling, profit making, Television and F. M. line of antennae in the following areas: Albany, Boston, Chicago, Detroit and California. Write, wire or phone to our nearest office, giving full details.

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LEGRI S COMPANY, Inc.

offers

FOR SALE

Radio Tubes from Stock

500 pcs. 6K6 Ken Rad	\$.50 ea.
200 pcs. VR 105 RCA	.46 ea.
200 pcs. VR 150 Hytron	.46 ea.
500 pcs. 35L6 RCA	.55 ea.
750 pcs. 35Z5 Hytron	.46 ea.
350 pcs. 1 R5 Ken Rad	.50 ea.
300 pcs. 6SJ7 Baron	.36 ea.
300 pcs. 12SK7 Hytron	.55 ea.
800 pcs. 6SR7 RCA	.50 ea.
200 pcs. 12SQ7 GE	.60 ea.
100 pcs. 12SA7 GE	.60 ea.
100 pcs. 12SK7 GE	.60 ea.
2000 pcs. 5Y3/GT GE	.36 ea.
1000 pcs. 5Y3/GT Sylv.	.34 ea.

(Whole Lot for \$2600.00)

**VOLUME CONTROLS
IRC WITH SWITCH**

.25 .5 1 and 2 megohm
in 250 ea. lots \$.40 each

LINE CORDS

6 feet with male plug
in lots of 100 pcs. \$.13 each

**WE WANT
TO BUY:**

300 PM Speakers 12" GE	\$4.00 ea.
5000 pcs. Octal Molded Sockets 1 5/16" be- tween holes	.05 ea.
3000 pcs. Tubes 50L6	.55 ea.
2500 pcs. Tubes 12SQ7	.45 ea.
5000 pcs. Tubes 6SA7	.44 ea.
1500 pcs. Tubes 25A7	.75 ea.

Only Standard Brands

MAGNET WIRE
in every size

RESISTORS
1/2, 1 and 2 Watt

IT IS EASY
TO DO BUSINESS
WITH

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NEW YORK 25

**Promotion Plans
On RMA Agenda
At Chicago Meet**

(Continued from Page 3)

of the RMA advertising committee, in charge of Chairman John S. Garceau, of Farnsworth, will be given final approval. Another project for 1947, "National Radio Week" observance, in cooperation with the National Association of Broadcasters, also is to be planned. The final program for the Radio Parts Industry Trade Show, May 13-16, at the Stevens Hotel, Chicago, also will be completed, and tentative plans will be made for the annual RMA convention and industry conference, also scheduled at the Stevens Hotel, June 10-13. Another 1947 project, for which industry participation is being arranged, is the International Marine Equipment Show of the U. S. Coast Guard next April.

Among the new RMA membership services being completed is one to assist set manufacturers in disposal of surplus inventories. Weekly reports to RMA headquarters, exchanging information on available surplus materials, are being arranged and will be circulated soon. Several other projects, including standard purchase orders and development of a "master list of radio distributors," in the interest of both manufacturers and jobbers, in cooperation with allied industry organizations, also are under way.

**Ask Suggestions
For Gathering of
Music Merchants**

(Continued from Page 3)

vention and show at the Palmer House, here, June 2 to 5:

(1) Do you favor holding two or more meetings simultaneously, such as last year? Or do you favor morning and then afternoon sessions?

(2) Would you prefer to eat together at luncheon? Last year you may recall there was only one formal luncheon.

(3) Some of the exhibitors have suggested the desirability of having exhibits open evenings except on banquet night. What's your opinion?

(4) Here are the subjects discussed last year: Expense Control, Music Promotion, Sales Training, Phonograph Records, Sheet Music, Store Service, and School Cooperation. Should these subjects be enlarged? What new subjects should be added?

William A. Mills, executive secretary of NAMM, is anxious to receive comments from members, pointing out to them that "it's your trade show and convention."

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

**KEN-RAD
RADIO TUBES**

**K
KEN-RAD**

Better than ever

Write for Booklet
KTR-16, "Essential
Characteristics," the
most complete digest
of tube information
available.

KEN-RAD
DIVISION OF GENERAL ELECTRIC COMPANY
SCHENECTADY, NEW YORK

178-FLA-8850

**MOTOROLA MARKETING
FOUR NEW SETS MADE
FOR WORLD-WIDE SALE**

(Continued from Page 7)

portant feature in sets of this type, a tune RF amplifier stage in all of these sets has an oversize ceramically insulated gang condenser, which it is claimed increases the stability of the spread band circuits. The short-wave bands have the additional advantage of spread-band tuning for greater selectivity. The same sensitive electrical circuit used in the six-tube radio-phonograph combination and the six-tube receiver is used in the eight-tube set, to which a quality push-bull audio system has been added.

In making the Motorola receivers humidity-proof and fungus-proof, all capacitors have been sealed and the power transformer has been sealed in pitch. Instead of using leads from the power transformer, a terminal strip has been used. This feature eliminates the tendency of the leads to draw moisture back into the transformer to result later in decreased efficiency. To prevent moisture and fungi growth, wiring in the sets is plastic-covered, and a plastic material is used in the dial cord. A particularly heavy plating has been used on all metal parts. All components have been designed with a

higher rating than would ordinarily have been necessary as a special safety factor.

Wood used in the receiver cabinets is first treated with a wood preservative as a protection against warping and damage by termites. Then a chlorophenol type of paint is sprayed on the wood and the entire chassis sprayed with a fungicidal lacquer. The dials, knobs and grille cloth are separately treated with a protective fungicide. The cabinets themselves have been sturdily and attractively designed to enhance the appearance of the most tasteful rooms. The entire receiver is carefully packed at the Galvin Mfg. Corp. plant for shipment to any part of the world.

TUBES

While they Last

2500 117L7 .. \$1.36 ea.

3000 32L7 ... \$1.04 ea.

In Lots of 100 Only
Boxed and Guaranteed

Deposit of 20% on all Orders
Balance C. O. D.

* * *

**MILO RADIO
and ELECTRONICS CORP.**
200 Greenwich Street
New York 7, N. Y.

*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.**

DEALERS' MEETINGS FEATURE OF ACTIVITIES IN KANSAS CITY AREA

NEW PRODUCTS ARE SHOWN

**Richards & Conover Is Displaying
New Appliances to Large Number
of Retailers in Section.**

KANSAS CITY, MO., Tuesday—Meetings offering the preview of new products and suggestions for promotional programs now hold the spotlight of interest to the local radio and appliance industry.

The first 1947 meeting for dealers served by Richards & Conover Hardware Co., distributor of radios and appliances, was held January 20, at the Muehlebach Hotel, in this city. J. B. Price, sales manager, reported that 130 dealers from the western half of Missouri and the eastern third of Kansas attended the conference.

A feature of the program was the introduction of Admiral's Dual-Temp refrigerator, which has a locker freezing unit where seventy pounds of food may be stored at a temperature as low as fifteen degrees below zero. Miss Willie Mae Rogers, of the factory, demonstrated the refrigerator and emphasized its sales appeal to farmers.

Richards & Conover has planned a

promotional program on the Dual-Temp model for the Kansas City region and scattered communities served by its retailers. Each dealer will develop his own local program.

General Electric will hold its annual factory preview at the Hotel President here, February 10 and 11. Factory personnel will be in charge of the program and will demonstrate products. Follow-up meetings for local distributing personnel will be held at the G. E. salesrooms, February 12, 13, 14 and 15.

C. J. Allen, branch manager of the Frigidaire Sales Corp., reports that the representatives from this area will attend sales meetings at the factory at Dayton, Ohio, the first week in February. Local dealer-distributor sessions will be held February 17 and 24.

Fred Jenkins, of Jenkins Music Co., is in Los Angeles, where he attended the regional trade conference of the National Association of Music Merchants and conducted a round-table discussion on "Expense Control."

H. H. Wilson, president of Emery, Bird, Thayer Dry Goods Co., was elected chairman of the stockholders' organization of the Kansas City Merchandise Mart at a meeting January 20. Murrel C. Crump, of Sinclair Coal Co., was elected president.

Other officers selected were: W. J. Krebs, of the Potts-Turnbull Advertising Co., first vice president; Hubert Grimes, of Grimes-Joyce Printing Co., second vice president; A. J. Stephens, of A. J. Stephens & Co., treasurer, and J. C. Higdon, of Business Men's Assurance Co., secretary. The election of Alexander Clark, president of the Jones Store Co., was the only change in the roster of directors.

Interest in frequency modulation broadcasting is growing in this area. KOZY, pioneer FM station here, has completed installation of a two-day General Electric antenna with an 80-

foot mast and will begin use of a new 3 KW transmitter within two weeks.

Reports of consistently clear receptions of KOZY broadcasts have been received from Butler, Mo., sixty-two miles from Kansas City. Dealers in St. Joseph, Mo., and Topeka, Kans., use these broadcasts to demonstrate FM radios to customers.

Responses to a program of recordings requested by listeners indicate that FM radios are gaining popularity. On a one-hour broadcast, KOZY received telephone requests from thirty-six listeners.

O. R. Wright, promotion manager of KOZY, reports that local advertisers are making inquiries about sponsoring broadcasts. Two commercial programs are now being carried and three more will be added by the middle of February.

KMBC, AM station here, went on the air with an FM system January 24. RCA equipment is being used. The antenna, installed on the Power and Light Building in downtown Kansas City, is a three-bay super turnstile model. The 3 KW transmitter is designated as type number BTF-3-B. KMBC broadcasts on 97.9 megacycles.

At the present time FM broadcasts are duplicates of the regular noon-hour programs on KMBC. Sponsors pay no additional charges for repeated time.

—ELSIE WRIGHT.

TORONTO GIVEN VIEW OF LATE APPLIANCES AT SPRING SHOWING

TORONTO, ONT., Monday—The Toronto Spring Gift and Housewares Exhibition drew more than 100 exhibitors from Ontario and Quebec when it opened here this week. In the appliance field, automatic irons, sewing machines, electric door chimes, fans and lamps drew great interest. Major appliance lines were also represented, in addition to various miscellaneous items.

R. C. (Bob) Habbeshaw has been appointed Toronto and district radio sales representative for Stromberg-Carlson, 211 Geary avenue, according to an announcement by T. P. Hord, general sales manager of the company. He is a veteran of five years Middle East service in the Canadian Air Force. Mr. Habbeshaw spent two and a half years as a test pilot with the RCAF and the RAF.

Caplan Radio Centre, 280 College street, recently received a large shipment of U. S. recordings, including twenty well-known labels.

Remodelling and improvements carried on in local stores recently includes Consumers Electric Appliance Corp., 2426 Yonge street and Deer Park Electric Co., 1483 Yonge street.

—WM. FREEMAN.

Detective Joins Staff Of New Jersey Dealer

NEWARK, N. J., Friday — Robert Rivello, acting detective on the staff of the Essex County prosecutor, has resigned in order to accept a position as sales promotion manager of the Queens Electrical Appliance Stores, Inc., West New York, N. J. Mr. Rivello has served as a detective for about three years.

Sonkin and Nordstrom Masco Representatives

The Mark Simpson Mfg. Co., Inc., of New York, has announced the appointment of two new sales representatives.

David Sonkin, 1775 Broadway, New York City, has been named sales representative for the metropolitan New York area, and Ronald C. Nordstrom, with headquarters in the Maccabees Building, Detroit, Mich., has been appointed for the State of Michigan.

Mr. Sonkin has served as national secretary of The Representatives for the past twelve years and is widely known in the trade. Mr. Nordstrom, who heads R. C. Nordstrom & Co., is also a veteran in the radio industry.

TO GATHER THE NEWS
FOR YOU—

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

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

AEROPPOINT ^{UHF*} 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

Many New Appliances Are Shown At Milwaukee Electrical Show

EXPOSITION WAS SPONSORED BY ELECTRICAL ENGINEERS

Kenneth Browne Named Appliance Manager of Clark Supply — Oshkosh to Have Separate Radio Police System — Plans Go Forward for State-Owned FM Network Which Will Include Seven Stations.

MILWAUKEE, WIS., Wednesday — About fifty manufacturers of electrical products had displays at the recent industrial exposition at the Public Service building here, sponsored by the Electrical Maintenance Engineers of Milwaukee.

The Journal Co. has been given a permit by the Federal Communications Commission to construct a new commercial television station.

Kenneth W. Browne has been named merchandise manager of the appliance division of the Clark Supply Co., Inc., 3707 North Richards street.

Edmund Gram, eighty-three, founder of the Edmund Gram Music House, died January 26. He had been active in the firm from the time of its organization in 1883 until about two weeks before his death.

The Wisconsin Retail Hardware Association will hold its annual convention at the Auditorium here this week.

At Fond du Lac, the Sanitary Refrigerator Co. has announced a \$50 cut in the price of its freezers.

The Oshkosh city council has approved plans for a separate police radio system and has appropriated \$10,000 for the purchase and installation of equipment. The proposed new system would provide two-way radio communications for police and fire equipment.

Paul Pichota, thirty-eight, radio engineer for the City Cab Co., in Madison, died January 27.

Plans are going forward for the

State-owned FM radio network, which will eventually include seven stations. The first of the stations, at Madison, is expected to start broadcasting in the near future, with another construction at Delafield.

Other stations, to be built when equipment and funds become available, will be located at Wausau, in La Crosse, Calumet and Dunn counties, and in the Superior-Ashland area.

—BERT REICHERT.

Youngblood Advanced By Clarostat Concern

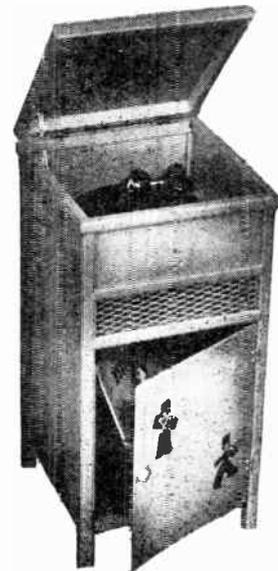
Appointment of I. J. (Jim) Youngblood to the post of vice president in charge of sales has been announced by the Clarostat Mfg. Co., Inc., Brooklyn, N. Y., radio parts manufacturer.

Mr. Youngblood has enjoyed an extensive career in the operational, engineering and sales phases of radio. Following his education at Drexel Institute of Technology, he served in the U. S. Navy during World War I. He was with Atwater Kent from 1923-24, followed by fifteen years with Philco, 1924-39, as production supervisor and later in charge of component parts engineering and development work. In 1940 he joined Clarostat as sales engineer.

Harold Co. Introduces New Combination ...

The Harold Co., phonograph manufacturer located at 96 Fifth avenue, New York City, has introduced to the trade its latest model, the Town and Country, a five-tube combination radio-phonograph with an automatic changer. The sets are now in full production, according to A. S. Goldberg, president of the New York City firm.

The Town and Country model, housed in a solid plywood cabinet covered with two-tone leatherette,



New Harold Model

has a five-tube superheterodyne radio. One of the innovations featured on this luggage-type set is a tilt-top opening for the radio. Mr. Goldberg stated that already much interest has been shown in this modernly designed combination.

Negotiations are now being carried on with distributors throughout the country for the merchandising of this set. Some choice territories still are open, it was reported by Mr. Goldberg.

GEORGE MANESS MADE NEW SALES DIRECTOR OF TRACY-WELLS CO.

COLUMBUS, OHIO, Friday — R. C. Hager, vice president and general manager of The Tracy-Wells Co., this city, distributor, has announced the appointment of George E. Maness to the position of sales director.

Promoted to his new position from the sales staff, this advancement marks another important step for Mr. Maness since he first began his business career in the stockrooms of The Tracy-Wells Co., in 1928.

One year later, Mr. Maness started his sales career by traveling several of the company's territories in Ohio and Indiana. He later was moved to Columbus, where he assisted sporting goods,

furniture and department stores in the promotion and sale of special merchandise.

Discharged from the Navy in November, 1945, Mr. Maness returned to the company as special city representative for Columbus. He continued in this capacity until his present promotion.

Joseph Brady Resigns As R. H. White Buyer

BOSTON, MASS., Friday — The announcement was made here this week of the resignation of Joseph F. Brady as radio and major appliance buyer of the R. H. White Co., this city, effective on March 1. Before joining White's about eighteen months ago, Mr. Brady was radio and appliance buyer for the C. F. Hovey Co.



Wholesale
RADIO PARTS

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

QUAM *Adjust-a-Cone* **SPEAKERS**

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

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



AN ETHICAL
DISTRIBUTOR

PEERLESS RADIO DISTRIBUTORS

92-32 Merrick Road, Jamaica 3, New York

REpublic 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"x3½". 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.

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.

FORMER Sales Promotion and Advertising Manager for a national radio manufacturer seeks similar position where "know-how" will produce for competitive days ahead. Invaluable right arm for sales department of radio or appliance manufacturer. Write Box No. 798, RADIO and Television WEEKLY.

SALE: 30,000 ARA RECORDS — Assorted numbers and albums: Ginny Simms, Hoagy Carmichael, Phil Harris, and others. \$3,000 takes the lot! Write immediately. Box 794, RADIO and Television WEEKLY.

IMMEDIATE DELIVERY on 130 G. I. record changers, \$15.15 each. F. O. B. New York. Box No. 196, 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.

.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.

PORTABLE CABINETS

Open time available for manufacture of radio, phonograph and record player cabinets (leatherette covered). Address Box No. 775, RADIO and Television WEEKLY.

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

FOR SALE — Complete television test equipment, less camera, and including provisions for six FM channels, two of which are installed complete. Equipment housed in four metal cabinets on 19-inch relay racks. Address Box No. 795, RADIO and Television WEEKLY.

JOBBERS — MANUFACTURERS — WHOLESALE — Write for our wholesale Bulletins on tubular condensers, micas, sockets, switches, wire, etc. Kelvin, 74 Cortlandt St., New York 7, N. Y.

MANUFACTURERS' REPRESENTATIVE, now calling on the Radio, Record, Radio Parts and Electrical Jobbers in Southwest, could use additional lines. Associated Sales Agency, 4155 McKinney Ave., Dallas, Tex.

FOR SALE — Complete television test equipment, less camera, and including provisions for six FM channels, two of which are installed complete. Equipment is housed in four metal cabinets on 19" relay racks. Address Box No. 797, RADIO and Television WEEKLY.

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

TELECHRON ANNOUNCES TERRITORIAL CHANGES

David Blair, Jr., general sales manager of Teelchron, Inc., has announced the following recent changes in Teelchron territory personnel and the addition of a new district:

Harold D. Stanton, former district manager of the Middle Western district, with headquarters in St. Louis, has been transferred to the Central district, which consists of the States of Ohio, Michigan and western Indiana, with headquarters in Cleveland.

John F. Tighe, a former salesman in the Cleveland area, has been promoted to district manager in charge of the large Middle Western district encompassing Missouri, Arkansas, Kansas, Nebraska, Iowa and parts of Wisconsin, Illinois and Indiana.

The announcement by Mr. Blair also includes establishment of a new Teelchron district which consists of western New York, western Pennsylvania, West Virginia and Kentucky, having headquarters in Pittsburgh, Pa. Richard Tyler, formerly a salesman working out of the Chicago office, has been appointed district manager of this new district.

U. S. SUPREME COURT DENIES TO LICENSEE IMPROVED PATENTS

(Continued from Page 5)

by Stokes & Smith during its licensed use of the wrapping machine.

Stokes & Smith took the position that the provision was illegal and unenforceable, and the Circuit Court of Appeals upheld that view.

Justice Douglas said the Circuit Court would be right in this decision if Congress had "allowed patents to be assigned only for specified consideration." No limitations, however, had been legislated.

This does not mean, the majority opinion added, that the practice being approved by the high court "has immunity under the anti-trust laws." But the District Court found no violation of the anti-trust laws in the present case, it was noted. This question was not ruled on by the Circuit Court, and the Supreme Court did not consider it.

LIQUIDATION SALE

MOLDS

50% of COST

for PLASTIC
RADIO CABINETS

1. For all practical purposes, a new mold of ultra modern design. Cabinet fits over and completely surrounds radio chassis. \$3200.00
10½" x 6½" x 6½"

2. A midget cabinet, thermometer type dial cut. Suitable as air conditioning control box or other electrical units. \$1490.00. 7¾" x 4¾" x 1¾".

3. A midget cabinet with circular dial cut. Many uses. \$1385.00.
7¾" x 4¾" x 1¾"

Compression type molds guaranteed to be in perfect condition. Sample cabinets available at \$1.50 each to cover shipping and handling costs. Agents Invited.

MATTHEWS-McDONALD, Inc.

1339 No. Highland Avenue
Los Angeles 28, Calif.

WHERE TO BUY - - - WHERE TO SELL

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

Where the Magnitude
Of Selling Power
Is Reflected

RADIO AND TELEVISION WEEKLY

ESTABLISHED 1916

A Trade Directory Of
Leading Firms In
These Fields

Radio-Television Manufacturers

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

Appliance Manufacturers

Admiral Corp.	Chicago, Ill.
Crosley Corp., The	Cincinnati, Ohio
Gibson Refrigerator Co.	Greenville, Mich.
General Die & Stamping Co.	New York, N. Y.
Jacobs Co., F. L.	Detroit, Mich.
Noblitt-Sparks Industries, Inc.	Columbus, Ind.
Philco Corp.	Philadelphia, Pa.
Sheridan Electronics Corp.	Chicago, Ill.
Trilmont Products Co.	Philadelphia 3, Pa.
Wittie Mfg. & Sales Co.	Chicago, Ill.

Electronic Tube Supplies

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

Electronics Manufacturers

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

Record, Recorder, Phonograph Equipment Manufacturers

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

Radio and Electronic Tubes

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

Radio Parts Manufacturers

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

Radio and Parts Wholesalers

All State Distributors, Inc.	Newark, N. J.
Apollo Distributing Co.	Newark, N. J.
Appliance Distributors, Inc.	New Rochelle, N. Y.
Arvin-Salmanson Co. of N. Y., Inc., New York, N. Y.	New Rochelle, N. Y.
Arvin-Salmanson Co. of New England, Boston, Mass.	Boston, Mass.
Arvin-Salmanson Co., Inc.	Baltimore, Md.
Ashbach Co., Leonard 152 W. Huron St., Chicago	Chicago, Ill.
Beaucaire, Inc. 114 Monroe Ave., Rochester, N. Y.	Rochester, N. Y.
Berman Co., Inc., Henry O.	Baltimore, Md.
Brooks Radio Dist. Corp., 853 B'way, New York, N. Y.	New York, N. Y.
Central Queens Elec. Sup. Corp.	Brooklyn, N. Y.
H. L. Dalis, Inc.	New York, N. Y.
Eastern Electrical Supply Co.	Newark, N. J.
Emerson-New Jersey, Inc.	Newark, N. J.
Emerson-New York, Inc.	New York, N. Y.
Emerson Radio of Pennsylvania	Philadelphia, Pa.
Emerson Radio of Washington	Washington, D. C.
Everybody's Supply Co.	Philadelphia, Pa.
Fada of New York, 928 Broadway, New York, N. Y.	New York, N. Y.
Gross Distributors, Inc.	New York, N. Y.
Hatry & Young	Hartford, Conn.
Haveling Appliance Corp.	New York, N. Y.
Igoe Brothers, Inc.	Newark, N. J.
Krieh-Radisco, Inc.	Newark, N. J.
Lake Shore Electronics	Chicago, Ill.
Malverne Distributors	Brooklyn, N. Y.
Milo Radio & Electronics Corp.	New York, N. Y.
Northeastern Distributors, Inc.	Boston, Mass.
Olson Radio Warehouse	Akron, Ohio
Peerless Radio Distributors	Jamaica, N. Y.
Risco Sales Co., 414 Second Ave., New York, N. Y.	New York, N. Y.
Robbins Co., Chas. W. 853 Broadway, New York, N. Y.	New York, N. Y.
Sanford Electronics Corp.	New York, N. Y.
Schulman Co., S. E., 801 S. Wabash Ave., Chicago, Ill.	Chicago, Ill.
Seaboard-Ronley Corp.	New York, N. Y.
Stern & Co.	Hartford, Conn.
Sterling Radio Products Co.	Houston, Texas
Wakem & Whipple, Inc.	Chicago, Ill.
Walker-Jimieson, Inc.	Chicago, Ill.
Wolfe Radio Distributing Co.	34 W. 17th St., New York
Wolfe Radio Co., Ben.	14 W. 17th St., New York

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THERE are all kinds of radios on the market today . . . but you'll still have a hard time finding a Stewart-Warner set on a dealer's shelf. And not because we aren't making them! It's because Stewart-Warner sets are *easier to*

sell. They'll be even *easier* to sell in 1947. And for a few good reasons why, look at these all-new models . . . including the finest in both FM and Television . . . a model for every purpose—a radio for every room.



THE AIR PAL—Console Performance in a Beautiful Jewel Case!

Performs with power and volume anywhere you can plug in AC-DC current . . . in trains, planes, hotels, at home . . . anywhere you connect it. Built like a watch, small as a cradle phone, yet it has 4 tubes plus rectifier, accurate slide-rule dial, planetary tuning, 3½-in. PM dynamic speaker, full AM band! Fits in a brief case, weighs only 3½ lb.! Ebony, walnut, and ivory plastic.

YOU CAN HEAR...AND SEE...THE DIFFERENCE!



AM-FM CONSOLE in rich mahogany. AC, 8 tubes plus rectifier. Permeability tuning with 5 push buttons for AM band. Inverse feedback, RF stage for both bands. Two built-in antennae. Three-position tone control. Picture clear Strobe-Sonic Tone!

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GIVES YOU
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DIRECT-VIEW TELEVISION with FM sound and AM band. All 13 channels. Pictures sharp and clear under living-room lights! Ten-inch CR tube plus 21 tubes. Underwriters' Laboratory approved. Two custom-built cabinets, Modern and Georgian.

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