

# RADIO AND TELEVISION

ELECTRONIC NEWS

# WEEKLY

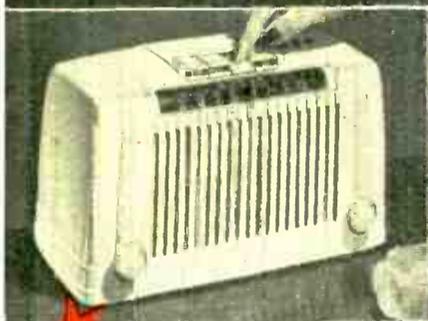
NEW YORK, WEDNESDAY, FEBRUARY 12, 1947



★ ARVIN Money Maker 444A



★ ARVIN Money Maker 544A



★ ARVIN Money Maker 555A



★ ARVIN Money Maker 664A

THEY'RE  
**MONEY-MAKERS**

IN A

*Big way*



ARVIN Money Maker 665

**ARVIN**  
*Top Flight*  
**RADIOS**

★ So well known for dependable quality at prices people like to pay, these Arvin models are making money for dealers in a big way.

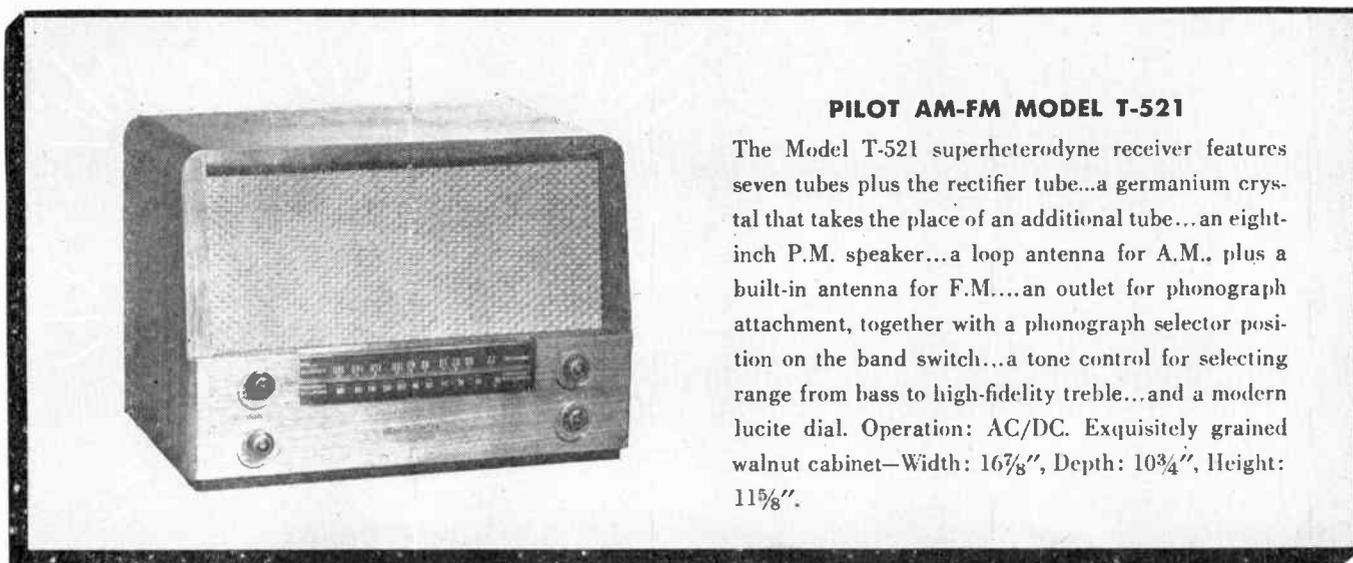
**ARVIN** ... the name on many profit-building products from  
**NOBLITT-SPARKS INDUSTRIES, INC.**  
Columbus, Indiana



# PILOT RADIO

THE STANDARD OF EXCELLENCE FOR MORE THAN 25 YEARS

Again — **MARCHES ON!**



### PILOT AM-FM MODEL T-521

The Model T-521 superheterodyne receiver features seven tubes plus the rectifier tube...a germanium crystal that takes the place of an additional tube...an eight-inch P.M. speaker...a loop antenna for A.M., plus a built-in antenna for F.M....an outlet for phonograph attachment, together with a phonograph selector position on the band switch...a tone control for selecting range from bass to high-fidelity treble...and a modern lucite dial. Operation: AC/DC. Exquisitely grained walnut cabinet—Width: 16 $\frac{7}{8}$ "', Depth: 10 $\frac{3}{4}$ "', Height: 11 $\frac{5}{8}$ "'.

## ★ IN RADIO...An exciting New 1947 AM-FM Table Model

WORLD-FAMOUS Pilot Radio—and a name in F.M. fame since the advent of Major Armstrong's revolutionary method of radio transmission—brings you a superb new AM-FM radio. Here is full-range F.M. reproduction in all its breathtaking realism! An

eight-inch P.M. speaker (with a 6.8 oz. magnet) that provides for glorious full tone reception heretofore only possible in console-type radios. Yes—tune in now on the model T-521...and be in tune for more and greater radio sales!

## ★ IN RECORDS...The miracle PILOTONE on VINYLITE



What F.M. is to radio—that's what Pilotone's brilliant vinylite recordings are to the record industry! Crystal-clear, life-like reproduction of beloved music and favorite tunes—all perennial favorites—recorded on the miracle non-breakable vinylite for a new thrill in listening pleasure. (What finer testimonial than the accepted preference by F.M. stations for high-fidelity vinylite on recorded musical programs!) Twenty-five Pilotone albums of four 10-inch records released to date. More to come! Retail price: \$5.00 per album (including Federal Tax). Available for immediate shipment (F.O.B. destination) to all states. Write now for folder.



Write for information on retail radio or record franchise, Dept. TW.

**PILOT**  **RADIO**

Limited number of areas open for manufacturer's representative.

37-06 36TH ST., LONG ISLAND CITY 1, N. Y.

PILOT RADIO-PHONOGRAPH COMBINATIONS • PILOT AM-FM RADIOS • PILOT PORTABLE RADIOS • PILOT RADIO TELEVISION RECEIVERS

## Emerson Output Now at New High; Earnings Also Up

ANNUAL MEETING IS HELD  
Concern Producing Radio Sets at  
a Rate of Two Million a Year,  
Ben Abrams Reports — Is Now  
Manufacturing Television Sets.

Production of Emerson radio sets is now proceeding at a rate of 2,000,000 a year, Benjamin Abrams, president, told stockholders of the Emerson Radio and Phonograph Corp. at their annual meeting last week.

In October, when the company's fiscal year ended, production was at the rate of 1,600,000 sets a year, the Emerson head stated.

Mr. Abrams told shareholders that results for the three months ended on January 31—first quarter of the fiscal year—were two to three times better than a year ago. In the first quarter of last year, Emerson reported a profit of 35 cents a common share.

The company has no plans for increasing the 15 cents a share quarterly dividend, he stated. He added, however, that the directors will continue to declare extra or special dividends as earnings justify.

Emerson is now producing television receivers on a limited scale and probably will continue to do so until Summer, Mr. Abrams revealed. For the first time since pre-war days, Emerson is now manufacturing a home radio which will retail at less than \$20. The new model, a five-tube table set, will sell for \$19.95. The company is making 700 a day right now and hopes to lift production up to 2,000 sets a day on this model within the next six weeks, he announced.

## "Radio-In-Every-Room" Project To Head Trade Promotion Plans

WASHINGTON, D. C., Friday—Radio manufacturers and organized broadcasters will join forces in promotion of the "Radio-In-Every-Room" campaign this year and the 1947 observance of National Radio Week next Fall, it was revealed following a meeting here yesterday of the RMA Advertising Committee and the National Association of Broadcasters Sales Managers Committee.

John S. Garceau, of Farnsworth Television & Radio Corp., chairman of the RMA Advertising Committee, and E. K. Taylor, of Zenith Radio Corp., chairman of the sub-committee in charge of the sales promotion project, welcomed the cooperation of the NAB as offered by John M. Outler, head of the NAB Sales Managers sub-committee.

RMA has appropriated \$50,000 to

# COLOR TELEVISION OPPOSED AS PREMATURE BEFORE FCC

## INDUSTRY SEEKS EXCISE TAX CUT

PROTEST SENT CONGRESS

Says Manufacturers Prefer Lower Excise Levy to Reduction in Income Tax — Impost Makes for Higher Prices, Says Letter.

WASHINGTON, D. C., Monday—Radio manufacturers would prefer a cut in the 10 per cent radio excise tax to a reduction in their own income taxes, the Radio Manufacturers Association Excise Tax Committee, declared today in a letter to Senator Millikin, chairman of the Senate Finance Committee. The letter was sent by Joseph Gerl, president of Sonora Radio & Television Corp., and A. H. Gardner, head of the Colonial Radio Corp., chairman and vice chairman, respectively, of the RMA Excise Tax Committee.

The RMA group previously filed a brief with the House Ways and Means Committee and the Senate Finance Committee asking for a reduction or repeal of the radio excise tax. The letter sent to Senator Millikin stated:

"Individually," said the letter, "members of our committee will profit more from an income tax cut than a decrease in radio excise taxes. But they prefer the latter because a slice in excise taxes would permit lower prices, greater sales and production, and more jobs in radio plants.

"The radio industry is a low-price,

(Continued on Page 10)

## Customer Is Right Attitude Advised...

WASHINGTON, D. C., Thursday—The Commerce Department dusted off a pre-war slogan this week: "The customer is always right."

Said a statement: "In time customers will forget the shortages and privations they have suffered during the war, but they will not continue to patronize stores whose employes are untrained, unskilled and discourteous.

"Clerks must learn that poor selling methods, laziness, indifference and discourtesy lose trade and reduce profits.

"Small retailers who do not return to prompt, efficient and courteous service are unlikely to survive and prosper in the highly competitive period ahead."

## TUBE PRODUCTION SETS NEW MARK

WASHINGTON, D. C., Friday—More radio receiving tubes were produced in the United States last year than in any other year in the industry's history, the Radio Manufacturers Association revealed today.

Total shipments by RMA member-companies were 205,217,174 for 1946 and 24,473,535 in December. The highest pre-war production was 135,838,157 in 1941, while the highest output during the war was 139,478,321 in 1944.

Last year's output included 129,637,191 tubes for new sets; 65,228,065 for replacements; 9,991,214 for export, and 360,704 for government agencies.

## ASSOCIATED STORES' SALES VOLUME SOARS

TAMPA, FLA., Friday—Sales of Associated Stores, with headquarters in this city, for the last quarter of 1946 totalled \$763,191.67, according to figures just released. Profits amounted to \$93,711.21 for the same period. The report shows the tremendous growth of the Associated Stores operation through the seven outlets in the retail chain, covering the State of Florida.

For the fiscal year ending March 31, it is expected that total sales will exceed two and a half million dollars. Welburn Guernsey, president, and Herbert Brennan, executive vice president of the company, revealed that the organization plans to expand its operations during 1947.

## Final Hearings Start in Capital

SESSION TO END TODAY

RMA Committees Report Opposition to CBS Sequential Color System—Expect Decision in Three Weeks.

WASHINGTON, D. C., Tuesday—Sharp opposition was voiced to the adoption of the Columbia Broadcasting System's method of sequential color television at the opening here yesterday of the final round in the long-drawn color television battle.

The session, being staged by the FCC, will continue today and is expected to be concluded tomorrow, with the Commission's decision to be announced within three or four weeks.

An important group of witnesses took the stand yesterday. They termed color television premature and expensive and inferior to the Radio Corp. of America's all-electronic simultaneous system of color television.

Three Radio Manufacturers' Association Committees of engineers presented comprehensive reports in opposition to the adoption of the CBS system.

(Continued on Page 30)

## Wholesalers Plan Annual Meeting

Opportunities for distribution in "the coming electrical age" will be the theme of the thirty-eight annual convention of the National Electrical Wholesalers Association to be held at the Hotel Traymore, Atlantic City, N. J., May 4 to 8, it was announced by Charles G. Pyle, managing director. More than 1,000 members and guests will attend.

Two special afternoon programs are being planned, one under the sponsorship of the Appliance Division, with E. B. Ingraham, chairman, presiding, and the other by the Apparatus Supplies Division, of which D. M. Salisbury is chairman. Herbert Metz, chairman of the NEWA planning committee, will speak on electrical interdependence.

Officers and members of the board of governors will be elected during the convention. Meetings of committees of both divisions have been scheduled, as well as committee reports,

# RADIO AND TELEVISION WEEKLY

Established 1916

THE TRADE'S ONLY WEEKLY

Published Every Wednesday

99 Hudson Street New York 13, N. Y.

VOL. 68—No. 7

FEBRUARY 12, 1947

EDWARD H. DAVIS ..... Publisher  
 CY KNELLER ..... Editor  
 SIDNEY E. DAVIS ..... Manager

Owned and published weekly by the Phonograph Publications Co., Inc., a New York corporation; Edward H. Davis, President and Treasurer; Angeline G. Davis, First Vice President; Sidney E. Davis, Executive Vice President; Simon Kneller, Second Vice President; E. L. Zimmerman, Secretary. Address: 99 Hudson Street, New York 13, N. Y.

## FIELD REPRESENTATIVE

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Entered as Second Class Matter April 18, 1916, at the Post Office at New York, N. Y., and re-entered May 16, 1939, under the Act of March 3, 1879. Annual Subscription Rates: United States and its Dependencies, \$4; Canada, \$5; Foreign Countries, \$6. Payable in Advance. Single Copies, 20c. Phone: WALKER 5-2767-8.

Cable Address: "REGIBID" Western Union Code.

## Courtesy Pays

Slowly, ever so slowly, things are getting back to a sensible level. The worm is beginning to make a genuine effort to turn over, and that rude, insolent, brash clerk who took your money as though it were so much hay that you grew in your backyard is becoming something of an ephemeral myth.

Yes, salesmen are now really coming out of hiding, and the buyer has one rein in his hand and is reaching for the other. In fact, Mr. and Mrs. Customer are becoming no nearly always right again that the U. S. Commerce Department's Office of Small Business has found it propitious to give out with the following comment:

"In time, customers will forget the shortages and privations they have suffered as a result of the war, but they will not continue to patronize stores whose employes are untrained, unskilled and discourteous.

"Clerks must learn that poor selling methods, laziness, indifference and discourtesy lose trade and reduce profits. Lower profits mean less opportunity for higher wages."

Small merchants who do not return to prompt, efficient and courteous service are unlikely to survive and prosper in the highly competitive period ahead, the statement cautioned.

As a customer who has meekly bowed to the inevitable and allowed himself to be pushed, poofed, pummeled, plucked and otherwise maligned when simply going through the routine of wanting to make a purchase and paying his hard-earned shekels, we say to the Office of Small Business: "You said one great big mouthful."

## Adjustments

Business and industrial executives in almost every field of endeavor are pretty well agreed that readjustment of supply to demand, accompanied by price stabilization or decline and a return of competitive selling, are factors which must be given serious recognition in the thinking of all department heads—purchasing, production, sales, advertising, etc.

Some fields will experience these changes more rapidly than others, and management will have to be on its toes with a flexible program which will permit it to adjust its operations to conform to the changing pattern without seriously disturbing its organizational policies.

With old-line, established companies, this inevitable transition from abnormal, inflated wartime conditions to more stabilized, down-to-earth realities, will be taken in stride and the value of deep experience will unquestionably be of tremendous help in making readjustments.

Newcomers who started in business while the buying wave was at its crest, and who have been riding it for all it was worth, will in many cases be seriously taxed in meeting the competitive challenge. There will be a good many who will be unable to survive the battle, steadily shaping up with the passing of each day.

Statements made last week by Gen. Robert E. Wood, chairman of Sears, Roebuck & Co., before a two-day special conference on distribution sponsored by the Commerce Association of Chicago, are worthy of note.

General Wood is of the opinion that readjustment of supply to demand, along with price declines and a return of competitive selling, will be a gradual process which will continue through this year and probably into 1948.

He said that it is reasonable to suppose that as supply overtakes demand, line by line, prices will drop, real competition for sales will begin, and weaker and more inefficient retailers may suffer some losses.

However, he emphasized that although profit margins would be smaller, some of the losses should be made up through gains in operating efficiency and better merchandising, adding that a large latent purchasing power exists and buying will continue if the prices do not go too high.

The buyers' strike in consumers' goods thus far has been restricted mostly to luxury items and women's wearing apparel, he explained.

"All revolves around the question of prices and values," General Wood continued. "The three major items in the wage-earner's budget are food, clothing and rent. Food and clothing prices should decline somewhat in the next six months, rents may go up, but the weighted total of the three should show a decrease, which simply means more purchasing power for other types of goods."

Contending that the price question is

pegged mostly on the efficiency of labor, he said that high wages do not always mean high costs if labor efficiency is at a high level. He further predicted that supplies will be adequate in nearly all lines by the end of this year.

General Wood also discussed the recent growth and shifts in population, and also the growing mechanization of farms, homes and factories to show that the country has an expanding market for goods.

"If our system of free enterprise is permitted to function, we shall have little unemployment, large production, large retail sales for a number of years, and all we need right now is a halfway efficient government and some degree of co-operation between labor and capital. I believe both will come," he stated.

This top executive also urged businessmen to reinvest a large part of their profits in continuing to build up their business, declaring that businessmen must learn that too large a part of profits must not go into dividends. He said that English capital made this mistake and the results show in the general obsolescence of British industry.

Prices and adequate supplies in the radio industry will be far different by the middle of this year than they have been in some time. The industry will then be faced with a keen competitive struggle. However, there exists enough pent-up purchasing power for radio equipment to assure a profitable business for years to come for aggressive and well-managed organizations.

## Thomas A. Edison

The one hundredth birthday of Thomas Alva Edison was celebrated throughout the world yesterday.

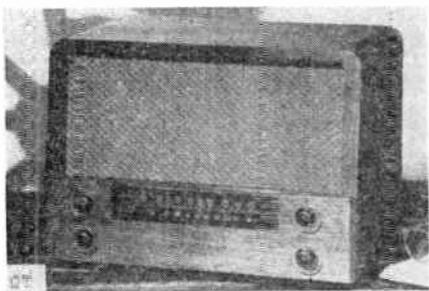
Unquestionably the greatest of all modern inventors, Mr. Edison's developments are now being utilized daily by hundreds of millions of persons in all corners of the globe. Furthermore, his inventions have been directly responsible for the launching of vast industries throughout the world.

The "Edison Effect," discovered by the inventor in 1883, is the basis of modern electronics. The phonograph—his favorite invention—is the basis of the vast record and phonograph industries and is responsible for the present-day radio-phonograph instrument. His electric light is used in tens of millions of homes in the far corners of the earth.

Those engaged in the radio, record and electric lighting fields owe the very existence of their business to achievements of Thomas Alva Edison. At the time of his death in 1931, Mr. Edison saw the electric light, the phonograph and radio as widely used products. However, his inventions are now more extensively used than at the time of his passing and it can be safely said that the electric light, electronics, the phonograph and records will, in the years to come, achieve still greater heights.

## PILOT RADIO CONCERN INTRODUCES LATEST AM-FM TABLE RADIO

LONG ISLAND CITY, N. Y., Monday—The Pilot Radio Corp. this city, today announced the release of its



New Pilot Set

latest 1947 AM-FM table radio, Model T-521.

This seven tube AC-DC set with a geranium crystal that takes the place of another tube, has an eight-inch P. M. speaker with a 6.8 oz. magnet; a loop antenna for the broadcast band, plus a built-in antenna for frequency modulation and an outlet for a phonograph attachment, together with a phonograph selector position on the band switch. An extra FM antenna is provided free-of-charge for external use where FM reception is difficult with the built-in antenna only.

Model T-521, now in production, is housed in a walnut cabinet.

## Collins Radio Appoints Rennaker Sales Manager

CEDAR RAPIDS, IA., Friday—Russell B. Rennaker has joined the Collins Radio Co., this city as manager of the broadcast sales division. He was formerly with the Federal Telephone & Radio Corp. and also with the Columbia Broadcasting System.

## U. S. BUSINESS MEN CAN NOW DEAL DIRECTLY WITH CONCERNS IN GERMANY FOR MERCHANDISE

WASHINGTON, D. C., Tuesday—The Reconstruction Finance Corporation stated yesterday that American businessmen can now deal directly with German manufacturers up to the point of actually making a contract.

The purchase contracts themselves, however, must be made through the joint export-import agency of the combined American and British zones of Germany, the RFC said.

Before reaching the point of signing a contract, American business men can ascertain directly from the German makers what merchandise is available, specifications, delivery dates, and tentative prices. The pre-contract information, it was said, can be obtained either by mail or in person.

The War Department announced that Horace Remington, of Salisbury, Conn., retired vice president of Colgate-Palmolive-Peet Co., has been named to the

## FOSTER DISTRIBUTING SALES CREATE MARK

LOUISVILLE, KY., Friday — The Foster Distributing Co., 409 W. Main street, this city, conducted its annual banquet for employees recently at the Kentucky Hotel, here.

R. M. Foster, president of the firm, revealed that 1946 sales had reached an all-time high. Each employe was presented with a bonus check.

The Foster Distributing Co. distributes Emerson radios, Automatic washers, Ironrite ironers, and other major appliances in Kentucky and Southern Indiana.

## DAVID MARSHANK HEADS CHAPTER IN LOS ANGELES

LOS ANGELES, CALIF., Friday — David N. Marshank was elected president of the Los Angeles Chapter of The Representatives at the regular monthly meeting held by the group recently.

Others elected were George T. Tivey, vice president, and M. D. Ealy, secretary-treasurer. The local chapter has a total membership of thirty-eight, six of whom are associate members.

Many business and social events are planned for 1947.

## RCA Declares Dividend On 1st Preferred Stock

Following the meeting of the board of directors of Radio Corp. of America, held on Friday in New York City, Brig. Gen. David Sarnoff, president, announced that a dividend of 37½ cents a share has been declared on the outstanding shares of \$3.50 cumulative first preferred stock, for the period from January 1 to March 31. The dividend is payable April 1 to holders of record at the close of business March 7.

staff of Lieut. Gen. L. L. Clay, American Deputy Military Governor in Germany, to direct German export sales.

Mr. Remington will be responsible for negotiation of export sales in foreign markets. He will work with the Commerce, War and State departments to facilitate entry of American businessmen into Germany to buy export items.

The United States Commercial Co.'s program of fostering revival of German and Japanese trade has been extended to Korea, RFC reported.

The government-owned RFC subsidiary, by arrangement with the War Department, is to sell in this and other countries, merchandise made available by the United States Military Government in Korea.

Proceeds from sale of Korean exports will be used to finance that country's imports of essential commodities, the Commercial Co. said.

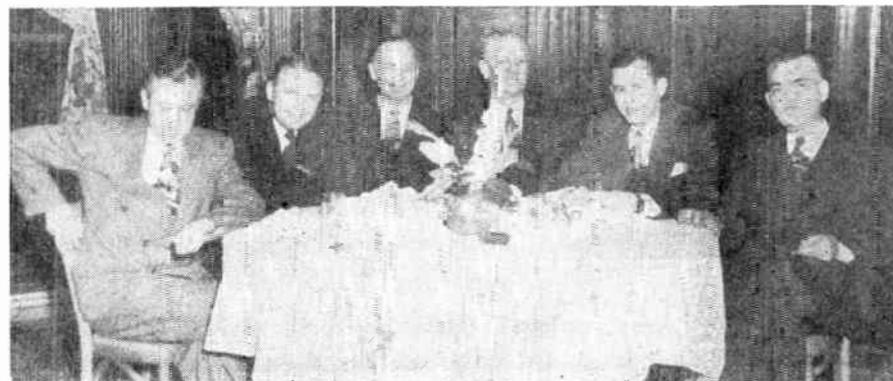
## Gibson Refrigerator Co. Plays Host To Distributors During Chicago Show



Walter D. Krauter, Gibson service manager; John L. Stephens, Gibson sales promotion manager, E. D. Bozeman, of Woodson & Bozeman, Inc., Memphis; E. S. Nobles, Gibson division manager; W. M. Riley, Otis Hidden Co., Louisville, and Ralph Bacon and Wm. J. Bacon, Bacon's Hardware, Washington, Ind.



Brower Murphy, Gibson divisional manager; Harry Giles, Graybar, Atlanta; C. R. Rew, Alabama Appliance Co., Birmingham; J. C. Erwin, Allison-Erwin Co., Charlotte; E. H. Braden, Spokane Paper Co., Spokane, and N. A. Cannon, Eskew, Smith & Cannon, Charlestown, W. Va.



J. P. Cota, associate of Brower Murphy, Gibson division manager; J. L. Pleasants, Allison-Erwin Co., Charlotte; Russell Campbell, Cambill Distributing Co., Nashville; Earl Lines, W. W. Garrison Co., Gibson's advertising agency; J. F. Klintworth, Gibson assistant to the sales manager, and W. A. Kilmer, Butler Bros., Chicago.

CHICAGO, ILL., Thursday—Officials of the Gibson Refrigerator Corp., Greenville, Mich. were hosts to a number of their distributors and wholesale executives during the recent Housewares Show in this city.

No less than four dinners were staged by Gibson for the visiting distributors. Also, sales and merchandising plans were discussed during the gatherings and delivery dates outlined. All were anxious for increased shipments of Gibson refrigerators, freezers and ranges.

The Gibson factory in Greenville hopes to be able to produce and ship substantially greater quantities of merchandise within the next few months than were manufactured and shipped

distributors during the recent months. Pictures show Gibson officials gathered at the dinners with distributing officials from all sections of the county who came to Chicago to view the Gibson merchandise exhibit and to attend the Gibson meetings and also to look over allied and competitive lines as well.

### TO GATHER THE NEWS FOR YOU—

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

## Tung-Sol Promotes Dawson and Lindborg; Both Veterans With Radio Tube Company

NEWARK, N. J., Saturday—R. E. Carlson, vice president in charge of sales for the Tung-Sol Lamp Works, Inc., this city, has just announced the

Lindborg as manager for Tung-Sol's Central sales division with headquarters in Chicago.

Both Mr. Dawson and Mr. Lindborg



P. R. Dawson



D. L. Lindborg

appointment of P. R. Dawson as sales manager of Tung-Sol's renewal sales. Mr. Dawson has been manager of the company's Central sales division with headquarters in Chicago and has been associated with the local radio tube and lamp manufacturing concern for nineteen years.

At the same time, Mr. Carlson also announced the appointment of D. L.

are widely known throughout the Midwest by radio and automotive distributors. Mr. Dawson sold the first shipment of radio tubes which Tung-Sol manufactured.

Mr. Lindborg has been with the company for thirteen years. A past president of Automotive Booster Club No. 8 at Minneapolis, he has a host of friends throughout the trade.

## UST NOW DELIVERING DIRECT VIEWING SET

The United States Television Mfg. Corp., 3 West Sixty-first street, New York, has started delivering its new direct-view television receiver employing a 10-inch cathode ray tube, Hamilton Hoge, president, revealed last week.

The new set, housed in a mahogany cabinet of Sheraton design, includes AM, short wave, FM and a record-changer, in addition to television. It retails at \$895, plus installation charge and Federal taxes.

"While expected to be limited during February, production will be stepped up during early Spring," Mr. Hoge declared. "Production of this unit, however, will be subordinated to our 'big-picture' 21x16" projection television receiver," he added. UST sets have been installed in the New York, Washington and Troy-Albany-Schenectady areas, Mr. Hoge said.

## Garod Distributors Give Louis Silver Hudson Car

Garod radio distributors and factory representatives purchased a 1947 Hudson car and presented to Louis Silver, sales manager of Garod Radio Corp. at the firm's recent sales convention in Chicago. The presentation was made in appreciation of Mr. Silver's fairness in allocations and for being a "swell guy."

## INT'L DETROLA SALES SHOW STEADY RISE

DETROIT, MICH., Monday—Sales of International Detrola Corp., of this city, and subsidiaries during January totaled \$6,549,962.72 and aggregated \$17,582,892.72 for the company's first quarter ended January 31, President C. Russell Feldmann announced today.

These figures compare with \$2,209,185.83 for last January and \$6,408,252.93 for the quarter a year ago. The recent figures include operations of the Newport Rolling Mill division and the Hardy-Burlingham Mining Co., acquired last August.

## Symphonic Radio Plans Release of 1947 Line; Acquires Cabinet Plant

CAMBRIDGE, MASS., Friday—M. H. Cogan, president of the Symphonic Radio & Electronic Corp., of this city, revealed today that the new Symphonic line of seven models will soon be ready for delivery to the trade. The line will range in price from \$24.50 to \$109.95 and will include several attractively priced record players.

The company recently acquired its own cabinet plant and is producing portable cases and a variety of small cabinets. Mr. Cogan explained that this move was necessary to insure prompt delivery of quality cases.

## THE TRAVELER

Harry L. Dalis, head of the New York radio parts distributing organization bearing his name, has returned to his desk following a month's vacation at Miami Beach, Fla.

Miryam Simpson, vice president of the Mark Simpson Mfg. Co., Inc., Long Island City, is at present on an extended trip through the Western and South Central states. She is calling on distributors and will be away for ten weeks.

George Bodem, sales manager of the International Detrola Corp., of Detroit, Mich., was a visitor in New York last week, making his headquarters at the firm's local offices.

Max Zimmer and Marvin Joffe, of the Apex Radio & Television Corp., of New York, presented the current Apex console combination models at the San Francisco Market last week. They are expected back in Gotham this week, after touring the West Coast trade.

Al Middleman, president of Sterling Records, New York, left last week for Miami, Fla., on a long-deferred vacation. He plans to return to his office the latter part of the month.

Samuel Salmanson, head of the Arvin-Salmanson distributing organizations in New York, Boston, Baltimore and Washington, spent several days last week at the Noblitt-Sparks Industries headquarters at Columbus, Ind., conferring with Arvin factory officials.

Loyd Dopkins, Eastern division manager of Majestic Radio & Television Corp., left his New York headquarters last week for a tour of several Eastern marketing centers.

A. J. Lindholm, general sales manager of Majestic Radio & Television Corp., Elgin, Ill., is at present on a tour of the East.

## JACK CROSSIN NAMED OLYMPIC RADIO V. P.

Jack F. Crossin, director of sales, has been appointed a vice president of Olympic Radio & Television, Inc., Long Island City, N. Y., maker of Olympic radios and radio-phonograph combinations, it was announced by A. A. Juvelier, president.

Mr. Crossin has been active in the home appliance field for twenty years. Prior to joining Olympic, he served as a member of the executive staff of the Crosley Corp. For ten years prior to that, Mr. Crossin was eastern regional sales manager for the refrigerator division of Nash-Kelvinator.

Mr. Crossin will continue to head sales of Olympic radios through seventy-eight exclusive distributors on a nation-wide scale.

## CLARION COMBINATION INTRODUCED TO TRADE BY WARWICK CONCERN

CHICAGO, ILL., Monday—The Warwick Mfg. Co., of this city, manufacturer of Clarion radios and phono-



Latest Clarion Model

graphs, introduced to the trade this week its new radio-phonograph table combination with an automatic record changer, known as the Symphonette.

Features of this combination are the long-life Clari-Disc rectifier for high fidelity tone; the Clari-Therm regulator which eliminates initial current surge typical of the usual AC-DC circuit, thus lengthening tube and a loop antenna life. Special features of the phoonograph are the new rugged-type automatic record changer, and the full-tone, zephyr-weight pick-up.

Acoustically built to avoid cabinet resonance, the cabinet is of grained woods with a center-matched sliced walnut top, front and sides, with contrasting darker wood in molding frame work.

## AUCTIONEER WILL SELL SHERIDAN PLANT FEB. 17

CHICAGO, ILL., Thursday—The plant, inventory and machinery of the Sheridan Electronics Corp., 2850 S. Michigan avenue, this city, manufacturer of Vogue radios and table appliances, will be offered at public auction at a two-day sale to be held here on February 17 and 18. Book value of the building and equipment has been set at \$600,000 by Samuel I. Winternitz & Co., 38 S. Dearborn street, auctioneer.

## Majestic Conducting Meetings on Records

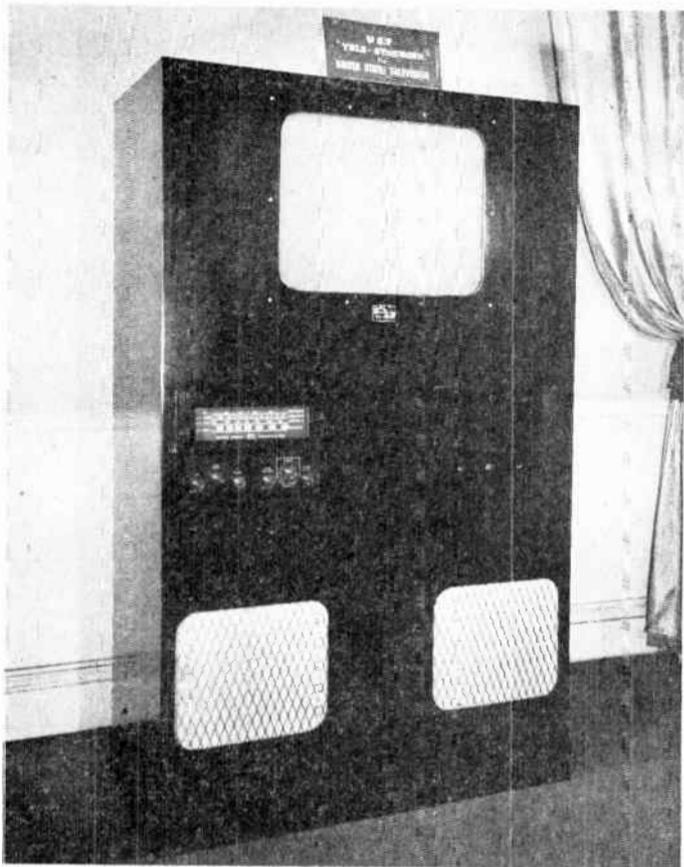
Majestic Records, Inc. is at present staging a series of record meetings in Philadelphia, Baltimore and Washington. A. J. Lindholm, general sales manager of Majestic Radio & Television Corp., Elgin, Ill., parent company of the record concern, is attending the meetings.

# Television Dealer Earns Nearly \$20,000 IN SIXTY DAYS On 33 SETS!

Why don't you make \$20,000 on just 33 television sales at \$2350 each, totalling \$77,550, all within sixty days? That's what one retail

dealer in New Jersey did on just one model alone, the now-famous UST "Tavern Tele-Symphonic," model T-508.

And believe it or not, 60% of his sales were in January, 1947, when radio business was dead!



## UST "Tavern Tele-Symphonic" T-508

**FOR BIG CROWDS—Leading Sports Events  
at Bars, Hotels, Clubs, Institutions**

Picture 21"x16"

Nearly 2 ft. x 1½ ft.

UST Refractive Optical  
Projection System

Bausch & Lomb Lens

13 Channels

35 tubes

AM Radio with 2 short wave  
bands

FM Radio

Seeburg "Trouble Free" Auto-  
matic Record Changer

"Six-Footer" Cabinet—Stands  
up high for big crowds

21"x16" picture, nearly 2 ft. by 1½ ft., is six times as large as a 10" tube direct-view set picture. One set has been viewed by 1000 people! Leading sporting events are now being broadcast.

You make \$587.50 on every T-508 you sell. Bars and grills are easy sales for this model, because they know it boosts bar business up to 500%. Clubs, too, want the T-508. Best of all, UST is now giving immediate delivery of this model.

Nothing can stop you from making an immediate profit on the UST T-508. No other company is delivering "Big-Picture" projection sets. Bars, clubs, hotels have to have big pictures to entertain big crowds, so push the UST T-508.

Send your orders for the "Tavern Tele-Symphonic" NOW to United States Television Mfg. Corp., 3 West 61st Street, New York City, Circle 6-4255—the only company really delivering "Big-Picture" projection television.

P. S. "Big-Picture" Sets in Home Models  
Will Be Ready in About Four Weeks



**UNITED STATES TELEVISION**  
Mfg. Corp.

3 W. 61st St. Circle 6-4255 New York 23, N. Y.

### Cities Having or Soon To Have Telecasting Stations

Have	Will Have
Chicago	Boston—March 10
New York	St. Louis—April 1
Philadelphia	Pittsburgh—May 1
Washington	San Francisco—July 1
Los Angeles	Kansas City—Summer
Detroit	Baltimore—Fall
Troy-Albany-Schenectady	Seattle—Fall

## RADIO AND APPLIANCE SALES GAIN EXPECTED BY GAMBLE-SKOGMO

**BIG CONVENTION IS STAGED  
Many Manufacturers Exhibited  
Lines During Four-Day Plano-  
rama Held in Minneapolis — M.  
O. Weiby Is Optimistic.**

MINNEAPOLIS, MINN., Friday — The Gamble-Skogmo, Inc., stores anticipate a 38 per cent increase in radio sales this year and a 63 per cent gain in appliance volume, M. O. Weiby, manager of the firm's hard lines division, declared at the recent Gamble Planorama held at Minneapolis Auditorium. The hard lines division of the chain organization expects to do \$163,000,000 in sales this year, a total increase of \$57,000,000 over 1946.

Attending the conference, which lasted four days, were 3200 dealers and store managers from twenty-six states, four Canadian provinces and Hawaii, including representatives of Macleod's, Ltd., in Canada and the Western division of Gamble's (Western Auto of L. A.).

About 175 concerns exhibited products in conjunction with the convention. Among those were the following: Belmont Radio Corp., Motorola Distributing Co. and Wells-Gardner Co., all of Chicago; General Electric Co., Syracuse, N. Y.; Gibson Refrigerator Co., Greenville, Mich.; Kalamazoo Stove & Furnace Co., Kalamazoo, Mich.; A. J. Lindemann & Hoverson, of Milwaukee, Wis.; United Stove Co., of Ypsilanti, Mich.; Monowatt Electric Co., Chicago; Knapp-Monarch Co., of St. Louis, Mo., and Gale Products Co., Galesburg, Ill.

In his address, Mr. Weiby told the gathering that sufficient radios will be available this year. "If you can sell more, we can buy more," he declared. "F.M. in radio is coming in fast," he told his audience. He revealed that the firm's new radio-phonograph console combination, due in the Spring, will have an F.M. band.

He also reported that refrigerators, freezers and washers are still in short supply because of a shortage of electric motors. "However, our dollar volume in appliances will be greater than ever because of higher prices and the utilization of available motors in better quality products."

## BECK LEAVES HARTLEY; JOINS EASTERN CONCERN

LYNCHBURG, VA., Friday—Harold D. Beck, who for the past few years has been sales manager for M. A. Hartley & Co., of Staunton, Va., radio and electrical wholesale organization, has resigned to accept the position of assistant manager of the Eastern Electric Co., this city.

The Eastern firm also distributes radios and electrical products. Mr. Beck is well known throughout this territory among members of the retail trade.

## Mulay Named to Buying Post With Hallicrafters

CHICAGO, ILL., Friday—The appointment of Sam J. Mulay as assistant purchasing agent for the Hallicrafters Co., of this city, was announced today by Raymond W. Durst, executive vice president of the company.

Prior to his present position, Mr. Mulay was director of purchasing for

the Standard Coil Co. He is well known throughout the radio industry as he was assistant purchasing agent and chief expediter for Admiral Radio, from 1937 to 1946.

## Spirling Products Names Harold Weiler as "Rep"

Milton Spirt, president of the Spirling Products Co., 62 Grand street, New

York, has appointed Harold D. Weiler factory representative for the Spirling line in the metropolitan territory. Mr. Weiler makes his headquarters at 514 East 138th street, New York.

The Spirling line of auto antennas is handled in this territory by Bruno-New York, Inc., and Krich-Radisco, Inc., Both distributors as well as other local outlets will receive the sales help of Mr. Weiler is actively promoting the Spirling line.



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

**MADE BY SYLVANIA**

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

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

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



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

## ROSE AND PIERCE WIN ENGINEERING AWARDS

The Institute of Radio Engineers announced last week that the Morris Liebmann Memorial Prize has been awarded to Dr. Albert Rose, of the RCA Laboratories at Princeton, N. J., and J. R. Pierce, of the technical staff of the Bell Telephone Labs.

Dr. Rose is receiving the prize for 1946 and Mr. Pierce for 1947, the announcement said. Formal presentation will be made on March 5 at the Institute's annual dinner at the Hotel Commodore, New York. The organization also announced the election of twenty-five engineers and scientists to I. R. E. fellowships.

Dr. Rose is a native of New York City and was graduated from Cornell University in 1931. He has specialized

in research in the field of television camera tubes and is receiving the prize for his work on the image orthicon tube. Mr. Pierce was graduated from the California Institute of Technology in 1933 and has been carrying on research in high frequency tubes. The prize was awarded to him for his work in developing the traveling wave type of tube.

Both Dr. Rose and Mr. Pierce are prominent throughout scientific circles.

## ARVIN-SALMANSON CO. INCREASES ITS SALES ORGANIZATION IN EAST

David F. Goldman, sales manager of the Arvin-Salmanson Co., 1107 Broadway, New York, which serves the trade in a wide eastern area with the complete line of Arvin radio and appliance products, has announced the addition of six men to the sales organization.

Joseph Greene, who formerly covered the New Jersey territory, has been assigned to Brooklyn, Queens and Long Island, while George Molinaro has been given the northern New Jersey territory. The latter was formerly with Federal Tel. & Radio Corp., of Newark. Another local appointee is Bernard Joelson, who will cover the Bronx and Manhattan. He was formerly a buyer with Wertheimer department store.

Other appointments in the East, Mr. Goldman declared, include that of Alfred Heymann to serve the trade in Maine, New Hampshire, Vermont and northern Massachusetts. He recently was released from the Army and is the son of Bert Heymann, of the Arvin-Salmanson New England office. William Cammer, who will operate out of the firm's Baltimore and Washington offices, will cover Maryland, Washington, D. C., Virginia and West Virginia.

Harry Goldman, who is well known throughout the industry as being with North American Radio and more recently with the Industrial Electronics Corp., will serve the trade in Connecticut, Rhode Island and western Massachusetts.

## PLAN SPECIAL TRAIN TO RADIO TRADE SHOW

Plans are being completed by Perry Sattler for the special train to leave New York for the Radio Parts Show in Chicago.

Since some of the preliminary meetings will be conducted in Chicago on Sunday, May 11, it has not yet been definitely decided whether to run the special show train to Chicago out of New York on Saturday, May 10 or Sunday, May 11.

Mr. Sattler has requested that members of the trade specify a preference for the date of the train. He can be reached at 53 Park place, New York, and his telephone number is REctor 2-5334.

Space last year on the special train was at a premium with 275 passengers on board. An elaborate program was conducted by the train committee for the entertainment and convenience of the tradesmen.

## Blessed Event at Home Of Larry Slate, Jobber

Larry Slate, head of Slate & Co., New York parts distributing concern, became the father of a son, born last week. The new addition to the Slate household has been named Mark Dana.

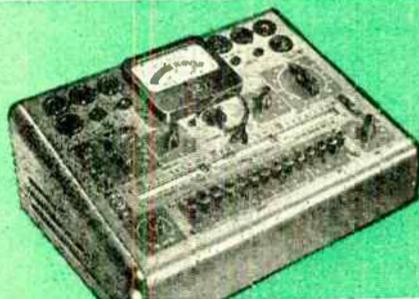
## SERVICING JOB . . .

## PLUS THE LATEST IN TESTING EQUIPMENT!

### Counter Tube Tester

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

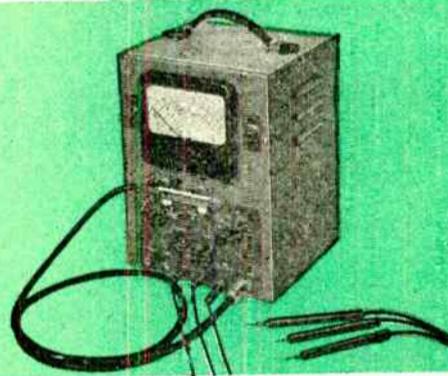
The Sylvania Counter Tester Model 139 is styled as carefully as it is engineered. Its smart two-tone green panel, with its white dial markings, is in harmony with the surroundings of the most progressive radio store.



### Poly (MULTI-PURPOSE) Meter

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

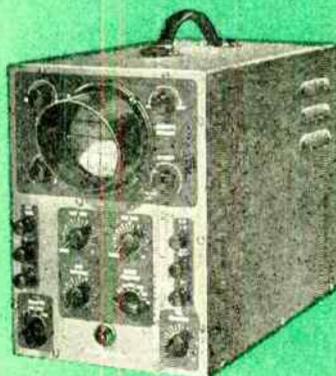
Instrument is compactly built, attractively styled, includes all essential accessories.



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

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

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



SEE YOUR SYLVANIA DISTRIBUTOR!

# ELECTRIC



FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

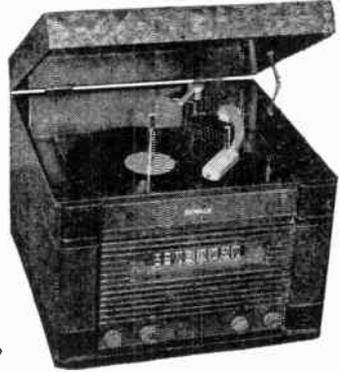
**If you want SOMETHING BETTER**

**DEMAND**

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

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

**DeWALD RADIO MFG. CORP.**  
35-15 Thirty-Seventh Ave.  
Long Island City 1, N. Y.  
Chicago Office:  
624 So. Michigan Avenue



**DeWALD**  
**A-605**  
**"Connoisseur"**  
Deluxe radio-phonograph combination with automatic record changer.

## NEW SYSTEM OF WIRELESS TELEPHONY SHOWN BEFORE MEETING OF NEW ENGLAND ENGINEERS

BOSTON, MASS., Monday — At a meeting last week of the Lynn section of the American Institute of Electrical Engineers, at Prichard Hall, Lynn, a relatively new system of wireless telephony was displayed. Based on a radar principle it is in experimental operation between the Island of Nantucket and the mainland. With UHF, the concentrated beam is practically independent of the weather and natural atmospheric electrical disturbances.

Ray Bridge, formerly manager of Hub Cycle & Radio Co.'s Emerson Radio parts and supply department has resigned to take a new position, that of factory representative for the P. R. Mallory Co. of Indianapolis, Ind. His duties cover contacting distributors in New England and eastern New York State. His office is at 93 Massachusetts

avenue, Boston Kenmore 3592. Another section of the Mallory office covers industrial accounts.

Mr. Bridges has recently returned from a trip to the Mallory factory where he spent three days in seeing at first hand the operations and processes used in producing Mallory products. He remarked that he was greatly impressed by the extreme care in testing materials for top quality and the unusual precautions for cleanliness observed in manufacturing electrolytic condensers, where the chloride content of the gauze is kept below one half of one part per million.

Mr. Bridges' former position at Hub Cycle & Radio Co. has been filled by Mr. Josephs who was formerly with Hatry & Young, Inc. of Lawrence, Mass. who is well known in the trade

and a veteran in the radio parts field.

It is probably true, as many say, that the trade is going through a business cycle parallel to that in 1920, wherein accumulated back orders from 1946 are building up an overstock on the shelves. This is a result of ordering more than is needed in order to get a token shipment of enough to meet current demand. This practice of pyramiding order, in some lines, while creating a surplus of some items, still doesn't result in a balanced stock, so necessary to get an even outward flow of goods. This temporary condition is particularly obvious in the radio parts business since items containing copper and steel, such as transformers, are still in very short supply. Fortunately, no one is panicky, and in some items is a matter of weeks, and in others perhaps a month or two when stocks will be normalized. It is also gratifying to note that there are no unloading "sales" in the electronics field.

As one keen observer expresses it, "There's nothing in the current situation that can't be cured by a bunch of first-class salesman." It is significant to note that the busiest retailers have the best sales organizations, the most desirable assortment of stock and the highest standing with their distributors.

Electrical appliance stores may be interested to learn of a new hot water heater that attaches to an ordinary household faucet. Made by Matmac Home Appliances Division, of Matmac Corp., Long Island City, N. Y. this compact attachment is controlled by the faucet handle in rate of flow and temperature. Deliveries commence in early Spring.

Radio and electric appliance manufacturers will also be interested in a new electric cord grommet made of Du Pont "Nylon" which withstands 400 degrees Fahrenheit and is sold by Heyman Manufacturing Co. Kenilworth, N. J. The product is made in two pieces which in use wedge together. A projection on one fits a depression in the other, providing a "V" in the cord that passes through locking it in position.

—FRANK PRAY.

## APEX REGENCY MODEL RECEIVING BIG TRADE RECEPTION ON COAST

Keen trade interest has greeted the new Apex Regency combination model 8547 that was recently introduced by the Apex Radio & Television Corp., 192 Lexington avenue, New York. Sid Joffe, head of the company, stated last week that the presentation of the model at the San Francisco Market Week gathering resulted in a large volume of orders for immediate delivery. Two members of the Apex organization, Max Zimmer and Marvin Joffe, conducted the West Coast premiere.

In commenting on the reception given the Apex combination, Mr. Joffe stated, "We carefully surveyed the industry before marketing the Apex Regency console combination and knew what the public wanted. In this new model we have included all the features most buyers called for including a Seeburg 2-post changer, an 8-tube AC superhet chassis which gives 10-tube performance, 3 wave bands, an oversize 10" Alnico No. 5 permanent magnet speaker and other components which insure quality performance. To top this, we have offered the trade better discounts, bigger profits, protected franchises and immediate deliveries."

## INDUSTRY SEEKS CUT IN 10% EXCISE RATE

(Continued from Page 3)

large production industry. It developed by popularizing "the poor man's radio" —the small table models which every family could afford. It grew by creating a national audience for radio broadcasting companies. Eighty-seven per cent of the families in this country own radios. In fact, radio may almost be considered a quasi-public industry . . .

"We cannot assure you too strongly that the radio industry regards the continuation of this 10 per cent manufacturers' excise tax as a severe handicap for the immediate future. The present clamorous market for radios cannot last forever. Any federal tax which raises prices and holds them at artificial levels is a direct blow to manufacturers and broadcasters alike."

## Peter Jackson Company

5040 Ravenswood Avenue Chicago 40, Ill.  
Telephone: Longbeach 4431

For our 25th Anniversary Sale We Offer  
Hard to Get

## RADIO TUBES

For Immediate Shipment — Below Distributors Cost

R. M. A. GUARANTEED—INDIVIDUALLY BOXED

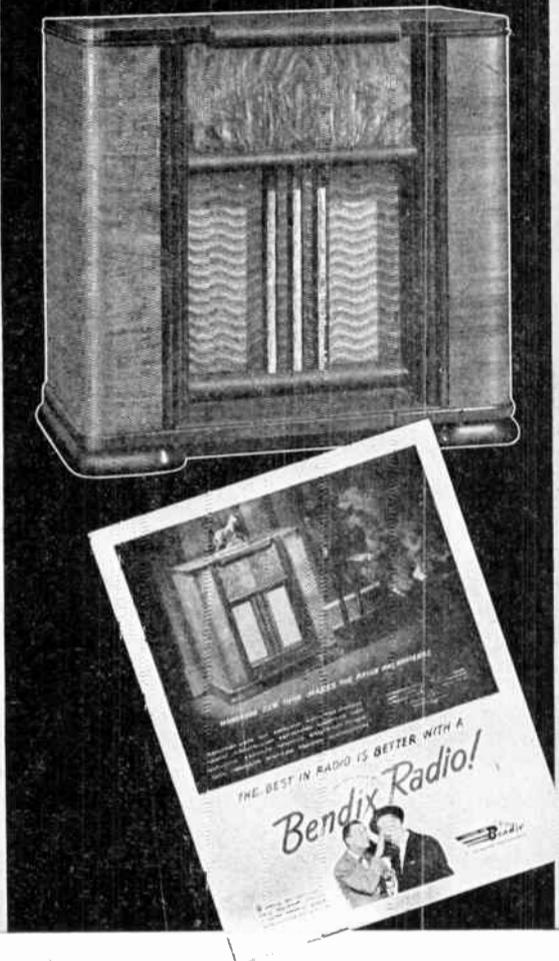
Rated Accounts 2% 10 Days

All Others 2% C.O.D.

Type	Price	Type	Price	Type	Price
1A7GT	\$ .65	6SA7GT	\$ .45	25Z6GT	\$ .60
1H5GT	.65	6SG7GT	.50	26	.35
1L4	.30	6SK7	.45	27	.35
1N5GT	.65	6SN7GT	.50	32L7GT	.85
1Q5GT	.75	6SQ7GT	.45	35L6GT	.60
1R5	.40	6V6	.55	35W4	.45
1T4	.30	7A4	.50	35Z5GT	.45
1U5	.40	7AF7	.50	39/44	.45
1V	.55	7B6	.50	41	.50
OY4	.45	7C6	.50	42	.45
3A4	.40	7Y4	.40	47	.60
3Q5GT	.60	12A8GT	.55	50B5	.60
3S4	.40	12AT6	.45	50L6GT	.60
5U4G	.50	12BA6	.45	79L7GT	.85
5Y3GT	.40	12BE6	.45	75	.45
6A7	.52	12SA7GT	.60	76	.45
6A8	.65	12SK7GT	.60	77	.40
6C6	.50	12SQ7GT	.60	81	.85
6F5GT	.50	12SR7	.60	117L7GT	1.00
6J7G	.45	25L6GT	.60	117Z3	.85
6K6	.50	25Z5	.60		

Each Tube carries the Standard R.M.A. Guarantee. Defective tubes returned during the guarantee period will be replaced.

**WATCH**  
*Bendix* **FOR THE**  
*Radio* **...IN 1947!**  
**BEST IN**



**NEW BRILLIANCE IN BENDIX RADIOS . . . . .**  
 Bendix will be out in front again in 1947 with style-leading, pace-setting models in every price field. New "Invisible" models . . . advanced FM . . . finer record reproduction and other big innovations will make this sparkling line more than ever the easiest to demonstrate, the fastest to sell, and the quickest way to pile up profits!

**NEW POWER IN BENDIX ADVERTISING . . . . .**  
 With a powerful schedule of color advertising in top magazines in every important field . . . with consistent advertising in top newspapers . . . and with dealer helps galore — Bendix Radio advertising and promotion will be as new, exciting and profit-building as its great line. For 1947 everything about Bendix is tailor-made to your dreams!

**BENDIX RADIO**  
REG. U. S. PAT. OFF.

**TEE OFF FOR TOP PROFITS IN 1947...WITH**

*Bendix Radio*

**BENDIX RADIO DIVISION OF BENDIX AVIATION CORPORATION  
 BALTIMORE 4, MARYLAND**



# San Francisco Mecca for Huge Crowd As New Appliances Are Shown at the Mart

SAN FRANCISCO, CALIF., Monday—Winter Market Week, February 3 to 8, at the Western Merchandise Mart drew an unprecedented large number of dealers, not only from the western states but from many foreign

countries, all eager to inspect merchandise that fourteen hundred manufacturers exhibited.

During Market Week, through the courtesy of Ed Franklin, manager of station KJBS, FM broadcasts were

transmitted from 10 A.M. til 10 P.M., and most distributors held demonstrations of home receiving sets equipped with an FM band.

The Bendix exhibit featured five FM radios, also the step-table radio-phonograph combination which has two simulated drawers, a sliding top and the phantom dial. George Dyna, western district manager of Bendix Radio (Division Bendix Aviation Corp.), up from

Los Angeles for Market Week, called attention to the exceptionally clear, full tone of Bendix radios, and to the artistic cabinets, which, he said: "We are styling and building ourselves."

Graybar Electric Co., is the franchised Bendix distributor in northern California and western Nevada.

H. R. Basford Co., Zenith distributor, showed several large console combinations and several table models equipped with three bands, one for AM reception and two for FM.

Displayed in the showroom of C. G. Hadicke Co., Motorola distributor, two large nine-tube combination consoles with AM-FM bands were shown for the first time on the West Coast, according to John L. Lukanish, partner in the firm. There was also a new table model combination.

There was no Magnavox display at the Mart as Lou Bushnell, Magnavox district manager believes it is more important at present to let dealers have all the available instruments. Lou observed what a vast new field is opening up now that FM is available. The first day it was possible to give a demonstration, one of the Magnavox dealers informed him, he had to wire the factory for fifty additional FM tuners.

Appliance Supply Co. has just been appointed franchised distributor of Andrea radios for northern California and western Nevada. Several table models and a portable are being displayed, and deliveries are under way. The Andrea De Luxe table combination set with automatic record changer is expected within sixty days. According to Henry C. Heerdt, manager of Appliance Supply Co., Frank A. D. Andrea, manufacturer of Andrea radio and television sets, has a wealth of experience in the radio business. He was the founder and sole owner of Fada radios, retired from business in 1934, but later re-entered the field. Mr. Andrea has done a lot of pioneering in television, and Andrea television sets are expected to be ready for delivery in May.

Hal S. Ayers has been appointed factory representative of E.C.A. radios for northern California, and is showing a full line including a three-way portable, and a chairside model.

A new exhibitor at the Mart is Golbus Sales Co., owned by Bernard C. Golbus. Golbus Sales Co. is West Coast factory representative of Planets Products Inc., and of Commander Products. Benard J. Golbus, being a young and ambitious business man, is thinking in terms of expansion, and is much interested in getting the factory representation of a good line of radios.

There was a wealth of exhibits in home appliances which will be covered in the next report, also what industry leaders predict as to developments in the appreciable future. Wednesday evening was the highlight of Market activities when the nationally renowned Western Radio and Appliance Trade Dinner was held, featuring two guest speakers, J. W. Stigall, sales manager, Launderall Appliance Division, F. L. Jacobs Co., and E. Carl Sorby, vice president, Geo. D. Roper Corp.

—GISELA NEY.

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

*171 miles of*  
**OXFORD SPEAKERS**

OXFORD Speakers: 171 miles

V-2 Rocket: 102 miles

Meteor: 90 miles

Maximum Weather Balloon: 18 miles

National Geographic Balloon: 14 miles

Airplane: 9 miles

Mt. Everest: 5 miles

IF all the OXFORD SPEAKERS sold to radio firms for their 1946-1947 sets to date were laid end to end, they would extend beyond the meteors—over 171 miles into space! and by the year's end, 515 miles!

THE OXFORD SPEAKER has been marketed for over 14 years, and is justifiably famous for its performance and stamina. When the war was over, the worn-out tools and dies were scrapped and replaced with an entirely new set embodying the very latest engineering innovations. The better Jobber who stocks the OXFORD SPEAKERS is therefore sure that he is selling a superlative product and needs no special speaker to meet unusual specifications. He knows that OXFORD SPEAKERS afford the "Maximum Customer Coverage" with only the average Jobber stockpile. This means increased profits because of rapid turnover. That is why he endorses the statement that OXFORD SPEAKERS are the ALL JOBBERS' CHOICE!

\* OXFORD SPEAKERS / ALL JOBBERS' CHOICE

**OS/AJC\***



**OXFORD RADIO CORPORATION**

3911 SOUTH MICHIGAN AVE., CHICAGO

COPYRIGHT, 1947, OXFORD RADIO CORPORATION

# Are you satisfied with 36% RADIO PROFITS, Mr. Dealer?

## YOU CAN DO BETTER WITH APEX!

You can write volumes on the new Regency Model No. 8347 and you'll write your sales on a higher margin of profit. Apex offers you a name that sells . . . quality that means satisfied customers . . . PLUS . . . a better discount and bigger profits.

Get on the brand wagon with Apex! Get in on the **HIGH DISCOUNT APEX DEAL** that outstanding Music Merchants of the country are cashing in on.



The new APEX REGENCY Combination Model 8347 is elegantly styled in rich, selected mahogany veneers featuring:

- Seeburg 2 post automatic record changer
- 8 tube AC Superheterodyne employing dual purpose tubes for 10 TUBE performance
- 3 wave bands
  - Broadcast 535-1700 Kilocycles
  - 1-Foreign 2.2-7.2 Megacycles
  - 2-Foreign 6.9-23.5 Megacycles
- Push Pull audio power output
- 3 gang condensers
- Directional, adjustable loop antenna
- Automatic volume control
- Full range tone control
- Large easy to read illuminated slide rule dial
- Oversize 10" Alnico No. 5 Permanent Magnet speaker
- Licensed under RCA and Hazeltine patents
- Approved by Underwriters Laboratory
- Standard RMA guarantee
- 10 watt output

**ALL THIS WITH**

**Better Discount . . . Bigger Profits . . . Protected Franchise . . . Immediate Delivery**

**WRITE!  
WIRE!  
PHONE!**

**APEX RADIO AND TELEVISION CORP.**

192 LEXINGTON AVENUE • NEW YORK 16, N. Y.

## CONVENTION LAPEL TAG TIES IN GOLDEN THROAT WITH RCA TELEVISION

CAMDEN, N. J., Friday—To identify RCA Victor television with the company's Golden Throat tone system, RCA Victor has developed a novel coat lapel identification tag for use at dealer demonstrations of television, closed

conventions, and other internal affairs. It consists of a photo cut-out of an RCA Victor table model television receiver printed on stiff stock. The screen area is routed out to leave a space in which to inscribe the wearer's name. A tab at the top, punched with a hole, provides for use of the company's Golden Throat lapel buttons of heavy-gauge gold-plated metal to hold these identification cards in the lapel buttonhole of the wearer.

## Maguire Closes Plant In Bridgeport, Conn.

BRIDGEPORT, CONN., Thursday—Charles W. Hildenbrand, works manager of the Maguire Industries, Inc. plant at 1437 Railroad avenue, this city, has announced that the local plant will be shut down this week because of difficulty in securing some much-needed materials.

## ALLIED CONSTRUCTING MODERN DISTRIBUTING PLANT IN PITTSBURGH

WILL BE READY ON APRIL 1

Wholesale Organization Was Established 28 Years Ago by A. Samuels — Distributes Garod Line of Radio Instruments.

PITTSBURGH, PA., Friday—Allied Electric Supply Co., radio and appliance distributing organization now located at 928 Penn avenue, this city, will move on April 1 to new and larger quarters at 1201 Forbes street, now under construction. This will be the fourth expansion move by the Allied concern, which was established twenty-eight years ago by A. Samuels, present head of the organization. The new structure comprises 24,000 square feet of space.

The new building faces on two streets—Watson and Forbes—with one street having an elevation eleven feet lower than the other. Architects have taken advantage of this unusual feature by practically dividing the building into two separate businesses. One section (Watson street) will house the electrical supply department, while the other part on Forbes will be occupied by the appliance and lighting fixture departments.

Separate receiving and warehousing facilities will be available in each section. Other features of the new structure will be a conference room and recreational facilities for employees. The location is two blocks from the heart of Pittsburgh's "Golden Triangle" and is readily accessible from all parts of the city.

Allied serves thirty-eight counties in Pennsylvania, Ohio, West Virginia and Maryland, and has five traveling salesmen. Lines distributed include Garod radios, Cory, Ingraham, General Mills, Lightolier, Guth, Electro, Square D, Wadsworth and Bee-Vac appliances, General Electric wiring products, Hart & Hegeman wiring devices, and other products.

Bernard Samuels is sales manager.

## Hoffman Radio Officials Sponsor Dealer Meetings

LOS ANGELES, CALIF., Thursday—D. D. Spence, assistant sales manager of the Hoffman Radio Corp., this city, and F. J. Bauer, head of the service department of the same organization, will hold a three-day conference next week with Hoffman dealer sales staffs in and around San Diego. Demonstrations, sales lectures and previews of new models, in addition to a dinner-meeting at the El Cortez Hotel, will be followed by personal visits at some of the dealer outlets.

During the following week the duo will visit Brawley, El Centro and Indio to contact the Hoffman franchised dealers at these points.

ANNOUNCING THE

# Symphonette



### IMPROVED CLARI-TONE CHASSIS \*

275% MORE POWER

GREATER SENSITIVITY

LESS DISTORTION

BETTER TONE QUALITY

LONGER SET LIFE

LONGER TUBE LIFE

In the SYMPHONETTE radio-phonograph table combination with automatic record changer, CLARION has achieved another masterpiece of compact efficiency. By means of the revolutionary and exclusive CLARI-DISC rectifier, a reserve of power up to 275% allows undistorted tone from a whisper to symphonic volume.

\*Patent Applied For

"Calls the world to your door"

# Clarion

AMERICA'S FIRST  
AUDIBEL RATED

# RADIO

WARWICK MANUFACTURING CORPORATION • 4640 WEST HARRISON CHICAGO 44, ILLINOIS

## DAY-TIME TELECASTS ARE INAUGURATED BY QUAKER CITY STATION

3 AFTERNOONS EACH WEEK

Shows Being Sponsored by Philadelphia Electric Co. — Several Models of Video Sets Available.

PHILADELPHIA, PA., Monday — Interest in television receivers, already high here, is expected to reach an even greater peak with the start of day-time telecasting three times weekly over Station WPTZ. The telecasts will be made every Monday, Wednesday and Friday afternoon from 2:00-3:00. The broadcasts started Wednesday, February 5. The shows are sponsored by the Philadelphia Electric Co. and will promote electrical products.

In addition to this effort to promote television, many stores are planning increased advertising on the RCA Victor television sets. The day-time telecasting is expected to enable television retailers to demonstrate sets during the noon hours when many prospects visit their stores.

Edward Braddock, local representative for the U. S. Television Corp., has announced that two large models of the company's line are now ready for sale and demonstration in this area. Samples are expected to be exhibited in leading stores soon, he revealed.

Among the models of the U. S. Television line which are available is the UST "Tele-Symphonic"—a big-picture set showing a picture of approximately 2 feet by 1½ feet, and retailing at \$2,580. This model is for use in clubs and hotels. Another model ready for shipment is the Model T-507, which has the same sized screen in a cabinet designed for home use and having FM radio, AM radio with two short-wave bands and an automatic record changer.

Raymond Rosen, head of the distributing organization bearing his name, is vacationing in Florida.

The RCA Victor record department of Raymond Rosen & Co. is now located at Twenty-second and Market. Larry Urban, record department manager, reports that the new headquarters will be officially opened late this month and that a special party for dealers will be held at that time.

The Radio Electric Service Co. is receiving greater shipments of most items which it distributes than at any time since the start of the war. Only critical items in shortage now are certain radio tubes and recording equipment. Shipments of the new Webster record changer Model 60, with amplifier, are excellent. A special sales effort on this Webster product will be started February 15.

Ample stocks of DeWald radios are now on hand at the Radio Electric Service Co.

Everybody's is now sampling key retailers on the new Arvin console Model 665, which retails at \$159.50. It is also anticipating a large shipment of Table Model 1552. Delivery of this set will be made by the end of February,

at which time there will be an intensive advertising program.

A recent visitor to Everybody's was Ralph Koppleman, manager of Pomeroy's department store, Reading, Pa.

Goldner Bros. Distributing Co. is at present making improved shipments of Motorola car and home radios. In addition to Motorola radios, several new lines have recently been added. Among these are the small appliances manufactured by the Dominion Electric Mfg Co. and the Westinghouse heat and sub-

lamp. Goldner Bros. has sufficient quantity of Westinghouse lamps to meet the demand. —SOL SHERMAN.

## Jack North Again Named By Cleveland Trade Group

CLEVELAND, OHIO, Friday—Jack North, of the Cleveland Electric Illuminating Co., has been elected president of the Electrical League of Cleveland for the twenty-fifth term.

## Grady A. Lee Elected By Atlanta Retailers

ATLANTA, GA., Friday—Grady A. Lee, manager of the Sterchi Bros. store in this city, has been elected president of the Atlanta Electrical Dealers Association for 1947.

Mayo B. Clark, of the Clark Equipment Co., was elected vice president, and Mitchell Edwards, of the Yancey Co., secretary.

*The Swing is to Home Freezers!*

### JOIN THE PROFIT PARADE

Home-frozen foods are fast becoming an integral part of American life and home planning . . . the trend toward home freezers becomes more profitable every day. The Gibson Home Freezer is the unit you'll want displayed on your floor. Its upright construction means downright sales action . . . eliminates diving for food and provides more storage space. Five generous, unobstructed shelves for easy, accurate selection and ample room for every kind of frozen food. Join the profit parade early while the market possibilities are still almost unlimited.

# Gibson

**GIBSON REFRIGERATOR CO.**  
GREENVILLE, MICHIGAN

### GIBSON REFRIGERATOR

Here's the refrigerator with two "easy-sale" features everyone wants. Freez'r Locker, a Gibson original, provides separate storage space for frozen foods. The Fresh'ner Locker has just the right temperature and humidity for salads, fruits, and vegetables.

### KOOKALL AUTOMATIC ELECTRIC RANGE

Dealers and consumers alike are talking about UPS-A-DAISY, the Gibson feature that gives 4 surface cooking units or three surface units and a Deepwell Kookall. Other features include waist-high broiler, banquet-size oven, simple and convenient automatic operation.

## SYRACUSE OFFICE FOR GENERAL INSTRUMENT; GRIFFITHS IS MANAGER

ELIZABETH, N. J., Friday—The General Instrument Corp., announces the opening of a regional sales office in the White Memorial Building in Syracuse, N. Y., and the appointment of Raymond D. Griffiths as district manager of the office.

The opening of this office is an additional step in the company's plans to strengthen and expand its sales activities, it was announced.

Mr. Griffiths was born in Rochester, N. Y., and was educated there and in Harrisburgh, Pa. He is a graduate of the RCA Institute in New York where he completed the course of radio and television engineering in 1941.

Upon graduation he accepted a position with the Electronics Department of the General Electric Co., in Bridge-

port, remaining with G-E until September, 1945. While with General Electric he specialized in television engineering and development work, and during the war years he assisted in writing and instructed courses for Signal Corps personnel and Junior G-E engineers. Later he was appointed a radar project engineer, performing important liaison work with various G-E departments and government agencies.

Mr. Griffiths joined the sales department of General Instrument this year.

## CREDIT CHIEF SOUNDS WARNING OF RAPIDLY CHANGING CONDITIONS

### SELLERS' MARKET WANING

**Looks for Buyers' Market to Be at Hand Pretty Generally in '47 — Urges Caution in Dealing With "War Bloomer" in Days Ahead.**

Asserting that in some lines a buyers' market is already here, and in others it is just around the corner, Henry H. Heimann, executive manager of the National Association of Credit Men, warned that the time has come to realize that the sellers' market of the war years is fast vanishing.

In an address before the fifty-second annual meeting of the New York Credit Men's Association last week in Hotel Commodore, he declared that industry, business and government must work toward a more stable economic position to assure prosperity.

"I look for a buyers' market to be at hand pretty generally in 1947," Mr. Heimann said. "I look for the keenest competition American industry ever has faced. There should be a slight recession in 1947, but it would surprise me if it continued for more than six or seven months."

In urging an honest's day's production for equitable wages Mr. Heimann said it is his belief that the country will return to a sound fiscal policy. "I believe also," he added, "the bad ethics and measures of dishonesty in evidence in some businesses and labor movements likewise will be corrected."

If the country is to have sound recovery, the credit chief declared, "You must price your merchandise right. You must style it right. You must seek to produce the type of merchandise that the post-war public will demand. I care not how good your product was in pre-war years—it must meet post-war standards. You must be ingenious and resourceful and not handicap your sales force with an obsolete product."

Mr. Heimann does not agree with the idea that with present labor costs it will be almost impossible to get a lower cost on a unit of merchandise. He declared that he disagreed with this statement made by many business men in the sense "that I believe competition is going to be so severe and most of it so unintelligent that a temporary price structure is going to be set in many instances by competitive conditions. Eventually, of course, it must rest upon the foundation of cost of production but in the period immediately ahead, competition, particularly where inventories have been accumulated, and not cost of production, will set the price structure in many instances. The consumer, as always in normal times, will be the deciding factor on prices."

"Your business must be strong and efficient if you are going to hold your own in the years ahead. You must not only weed out every possible war extravagance, but you must wage an aggressive campaign to reduce the cost

(Continued on Page 24)

## TUNG-SOL DEALERS

*can't help talking about it!*



"Hope you don't mind my talking shop, Joe, when we are out for fun, but in my radio business I push the lines that pay fair profits.

"Tung-Sol Tubes are a fine example. I don't know how they do it but those Tung-Sol people seem to be able to restrict their distribution to dealers

who want to make money. It must be the result of their sales policy ... sell only to good jobbers and you get only good dealers.

"People like Tung-Sol Tubes. You see when you put in a Tung-Sol Tube it will stand up. And we don't have call backs because of

tube failures. That uniform high quality of Tung-Sol Tubes means a lot to us dealers.

"Sure they have a full line of miniatures, G-GT's, metal and large glass tubes so I can service old as well as new sets and equipment."



**TUNG-SOL LAMP WORKS, INC., NEWARK 4, NEW JERSEY**  
Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • New York  
Also Manufacturers of Miniature Incandescent Lamps, All-Glass Sealed Beam Headlight Lamps and Current Intermittors

## EXPERIENCED STAFF WILL ASSIST FROHLICH AT WARREN-CONNOLLY

**NAME CAIANI AND McGORTY  
Will Head Dealer and Apartment  
House Division, Respectively, in  
New York Norge Distributing  
Organization.**

In revealing details covering the return on March 1 of E. L. Frohlich to New York as vice president in charge of sales of the Warren-Connolly Co.,



E. L. Frohlich

Inc., distributor of Norge appliances, Clarion radio and other products, C. B. Warren, president of the wholesale concern, pointed out that Mr. Frohlich is well known to most Norge dealers in the metropolitan New York area.

When the Warren-Norge Co. was formed in 1935, Mr. Frohlich became sales manager of the dealer division and in this capacity he was instrumental in forming the Norge dealer organization. Shortly after, he was commended by the factory and served for several years as Eastern Division manager of Norge, a post he has resigned to rejoin Warren-Connolly. In returning to New York to become a member of the firm of Warren-Connolly, he brings an intimate understanding of the local situation as well as a broad knowledge of national marketing conditions, Mr. Warren declared.

In merchandising the broad line of products distributed by Warren-Connolly, Mr. Frohlich will have the services of a seasoned staff. The dealer division will be headed by R. M. Caiani and the apartment house division by J. F. McGorty. Both have been with the Warren-Connolly organization for many years and are well known in the trade.

## Recordex Corp. Appoints Two Manufacturers' Reps

I. M. Heschels, head of Recordex Corp., New York City manufacturer of Recobin record cases, recently announced appointment of manufactur-

ers' representatives in two territories.

The Mort Gellard firm of Philadelphia has been named sales representative in the State of Pennsylvania, and Barstow & Doran, of Los Angeles, has been appointed in California.

Harry H. Ehle, vice president in charge of sales of the International Resistance Co., Philadelphia, left last week for a six-week trip through South America.

## Gross Distributors, Inc., Names Home Economist

Miss Bonnie Duke has been appointed home economics director for Gross Distributors, Inc., New York distributor of Blackstone automatic washers, Stromberg-Carlson radio, L & H ranges and other lines. Miss Duke will organize a department to handle home economics demonstrations, the first of

which will be in connection with the opening activity of Blackstone automatic washers.

Miss Duke was formerly director of home economics of Servel, Inc., and home economist with the Edison General Electric Appliance Co.

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



*A Topnotcher of the Lear Line*

Table model radio-phonograph in handsome cabinet of hand-rubbed mahogany veneer. AC superheterodyne, 5 tubes plus rectifier. Automatic record-changer plays 10" and 12" records consecutively or intermixed. Beautiful tone and volume with Alnico PM speaker.

This lovely of the Lear line is getting more than its share of popular approval. We knew it had eye-appeal because of the materials and workmanship we lavished on it. We knew its tone would be rich and full and fine because our research and tests said it had fine design. So after all we shouldn't be surprised that the smart American buyer should pick it out as a rip-snorting value. So this set, plus all the other Lear Radios, is building

good will and high reputation for Lear Dealers everywhere. Together they're showing that people appreciate radios fashioned with skill developed over our seventeen years of building aircraft radios. Thus you see the Lear Franchise, while full of other advantages, is based upon sound, appealing products that will attract buyers and fulfill every promise.

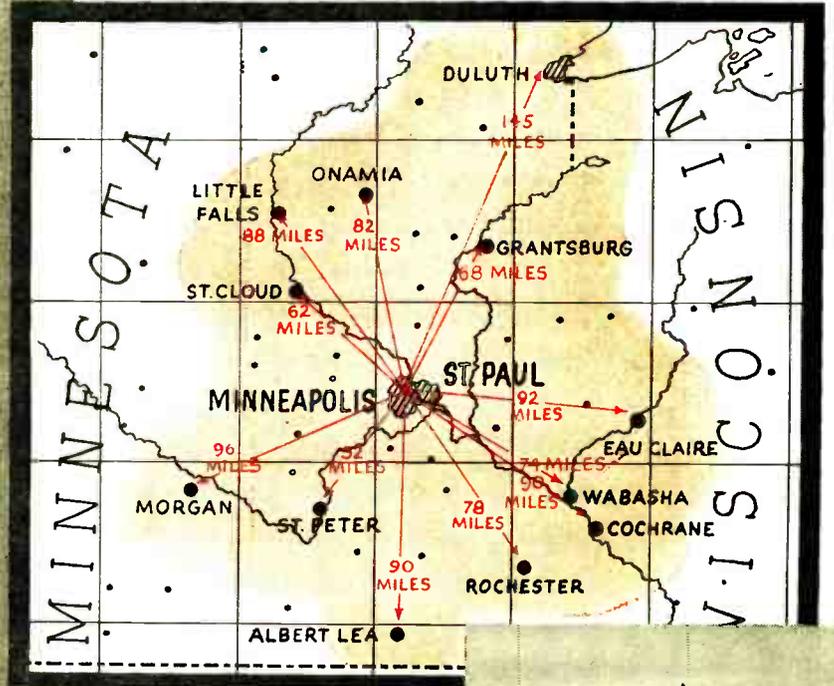
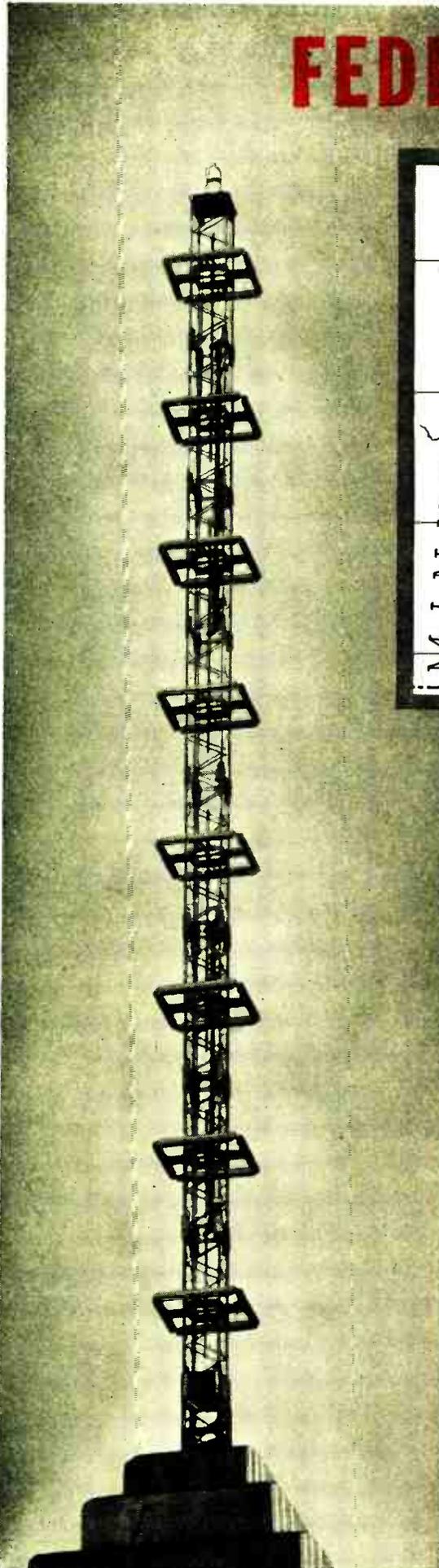
# LEAR RADIO

LEAR, Incorporated, Home Radio Sales and Merchandising  
Division, 110 Ionia Avenue, N.W.,  
Grand Rapids 2, Michigan.

Coming soon!  
The Learecorder—  
"the wire that remembers."



# FEDERAL'S 8-ELEMENT



▲ A survey of surrounding cities indicates a radiation pattern approximately as shown by the shaded area above. Listeners almost 150 miles away reported excellent volume and clarity of reception. The remarkable coverage is due to the power gain of Federal's Square-Loop Antenna. The clarity and tone quality is made possible by the exceptional fidelity and mean carrier stability of Federal's "Frequematic" Modulator — an exclusive feature of every Federal FM transmitter.

\*Trade Mark



Federal's 8-Element Square-Loop Antenna dominates the ▲ Minneapolis skyline from the top of the Foshay Tower — highest building in the Northwest. Ruggedly constructed to withstand heavy winds and icing loads, this 80-foot antenna has already proved its dependability in temperatures down to 22 degrees below zero!

## Federal Telephone

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal.  
Export Distributors:—International Standard Electric Corp. 67 Broad St., N.Y.C.

# SQUARE-LOOP **FM** ANTENNA MAKES WORLD DEBUT!

**WTCN-FM, Minneapolis, goes on the air with most efficient FM Antenna installed anywhere . . . boosts 3kw transmitter to 25kw . . . with coverage of 30,000 square miles**

FEDERAL'S 8-Element Square-Loop Antenna made radio history with the opening of the Twin Cities FM station, WTCN — the first super-directive antenna of its type and power gain to be installed anywhere. It gives the 3kw Federal transmitter an effective radiated power of 25kw — providing excellent reception over an area of approximately 30,000 square miles. This makes WTCN the world's *most efficient* FM station—and, with an FCC permit for an output of 400kw, it will eventually be one of the country's *most powerful* stations, too. With

Federal's high-gain antenna, this maximum rating of 400kw can be achieved with the installation of only a 50kw transmitter!

WTCN is among the FM stations with permits for the most powerful ratings in the country. Others are KWK, St. Louis, with 369kw — and WTMJ, Milwaukee, with 349kw. These three stations have *all selected FM by Federal!* And Federal can equip your new FM station, too — from microphone to antenna. Write today for complete information. Dept. B345.



Station WTCN was officially opened by a gala inaugural program featuring the Minneapolis Symphony Orchestra, Dimitri Mitropoulos conducting. With FM by Federal, listeners at home were enabled to hear this famous orchestra with the same brilliance and tonal color as the studio audience. Insert shows Mr. Mitropoulos and Governor Luther W. Youngdahl of Minnesota, at opening of ceremonies.



"Wonderful! Magnificent! A terrific step of progress." This was the comment of the famed conductor, Dimitri Mitropoulos, when he heard his own orchestra over an FM receiver, during an on-the-air rehearsal.

*and Radio Corporation*

Newark 1, New Jersey



# 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.*



## MILWAUKEE ELECTRICAL MAINTENANCE GROUP HOLDS ENJOYABLE ANNUAL DINNER MEETING

### INDUSTRIAL ELECTRICAL EXPOSITION IS GREAT SUCCESS

**Hotpoint Bids for Allis-Chalmers Plant — Badger Broadcasting Authorized — Many Firms Take Out Incorporation Papers — Record Business Continues at High Level — FM Station to Broadcast.**

MILWAUKEE, WIS., Monday—The industrial electrical exposition scheduled for January 29 and 30 was postponed until the following Monday and Tuesday because of the storm. The event is sponsored annually by the Electrical Maintenance Engineers of Milwaukee. The dinner-dance which usually follows the exposition was moved up to February 8.

Hotpoint, Inc., of Chicago, recently entered a bid for a part of the former Allis-Chalmers supercharger works here. It was reported that should the bid be successful, low cost household

ranges for housing projects would be manufactured here.

Harry C. Scharf, sixty-one, a hardware and appliance dealer at Pardeeville for more than thirty years, died January 29 of a heart attack.

The Oakdale REA Co-operative, at Oakdale, is constructing 400 miles of electric power line and expects to add 900 new consumers to the 2,100 now being served by the co-op. This will mean a huge potential market for electrical goods of all kinds in that area.

The Badger Broadcasting Co., Madison, and the Milwaukee Broadcasting Co., Milwaukee, have been authorized to operate new FM stations. Authorization was given recently by the Federal Communications Commission.

The new state-owned FM station, to begin operating at Madison in the next few weeks, has been assigned the call letters WHA-FM. It was announced that the state will open bids on February 21 for construction of an FM tower near Delafield, the second in a proposed state network of seven stations.

New Wisconsin corporations include:

Peerless Electric Co., of Milwaukee, with 300 shares of no par value. The firm will sell electrical appliances and allied lines at wholesale and retail. Incorporators are Walter H. Immekus, Edna A. Immekus, Arthur A. Spiering and Frieda Spiering.

General Appliance Corp., of Kenosha, with 150 shares without par value. The concern will, according to incorporation papers, engage in the general business of buying, selling and distributing household, commercial and industrial appliances. Incorporators are Joseph Hoffman, Rose Hoffman and Solomon C. Hoffman.

Recordings continue to sell very well in Madison. Wolff, Gubly & Hirsig's record shop, on West Mifflin street, is currently featuring music of the Americas in albums while also featuring a Bing Crosby album as "Album of the Week."

Persson's, located at State and Gilman streets, reports the new recording, "Open the Door, Richard," is proving very popular.

Classical recordings are proving popular at the Campus Record Shop on

State street. The shop is open evenings until 9:00.

The Forbes-Meagher Music Co., on West Main street, also continues to enjoy a splendid business, built up during the thirty years the store has been in Madison.

—BERT REICHERT.

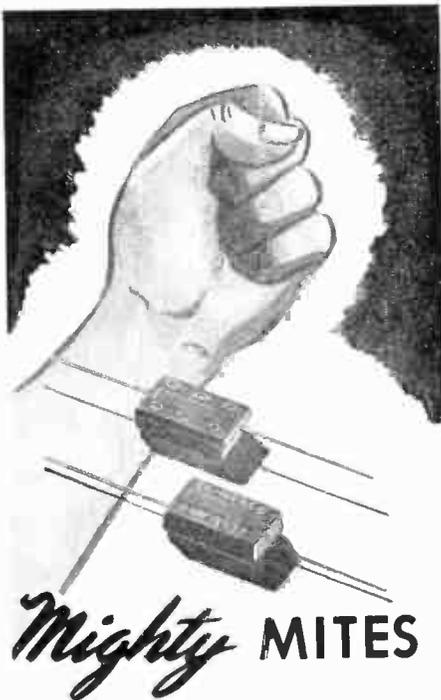
## Bandoli-McIntyre Holds 2-Day Sales Conference; Predicts Buyers' Market

LOS ANGELES, CALIF., Friday—Selling, geared up to the buyers' market, was the keynote of the two-day sales meeting of the Bandoli-McIntyre

Co., of Los Angeles, Southern California electric appliance, radio and housewares distributor organization, in the Hollywood Roosevelt Hotel, Hollywood, last week. V. J. McIntyre presided and speakers, in addition to M. S. Bandoli, included C. H. Wilson, of the Intercoastal Co., and Joe Shull and A. A. Zoll, of the D. E. Sanford Co.

Several new lines now represented were introduced and their virtues expounded to the Bandoli-McIntyre organization. After dinner the score of guests adjourned to enjoy Ken Murray's "Blackouts."

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



Small, inconspicuous in a product's design, EL-MENCO Capacitors contribute heavily to successful performance and long life wherever they are installed. Manufacturers whose aim is to make customers rather than sales choose EL-MENCO because their record for superior performance has been definitely established.

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

**SEND FOR YOUR COPY  
OF THE LATEST CATALOG**

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

*Only 3* **JFD Adjustable**

**BALLASTS**

**REPLACE OVER 3000**

**IMPROVED AIR-COOLED**

*Exact duplicate* **AC-DC RESISTANCE TUBES**

USE JFD BALLAST	BEGINNING WITH	NUMBER	ENDING WITH
"A"	K, L, M, BK, BL or BM	6 to 42	A, B, C, D, F, G or H
"B"	K, L, M, BK, BL or BM	45 to 105	A, B, C, D, F, G, H, S1, S2, S3
"C"	All 4-Prong	80 to 350	R, R4, R8, L, L4, L8

**SMALL INVESTMENT — BIG TURNOVER**  
More than 2,500,000 JFD Adjustable Ballasts sold. Giving satisfactory service since 1936. Handled by parts jobbers thruout the U.S.A.

**SERVICEMEN'S POPULAR KIT**  
Model 770 — Five JFD Adjustable Ballasts in handy package, with replacement manual listing more than 3000 different exact duplicate ballasts which can be replaced.  
**EVERY SERVICEMAN NEEDS THIS KIT** List Price **\$7.50**

**J.F.D. MANUFACTURING CO.**  
4109-4123 FT. HAMILTON PARKWAY, BROOKLYN 19, 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 . . .



## FEDERAL DEVICES METHOD OF MAKING SIMPLE FM, TELEVISION AERIAL WITH SPECIAL CABLE

A simple, low cost FM and television receiving antenna, which is said to be superior in performance and easier to install than many of the more elaborate and expensive types, can now be constructed with the use of the 300 ohm lead-in wire K-1046, manufactured by the Federal Telephone and Radio Corp., Newark, N. J., associate of International Telephone and Telegraph Corp. Requiring only between five and ten feet, depending on the frequency, of this inexpensive, highly flexible twin conductor transmission line, this antenna is claimed to be very efficient and provides a perfectly matched folded dipole and lead-in for FM and television.

This antenna, a "T" match type, consists of a 300 ohm cable which is a half wave length long, is shorted at both ends and has a one conductor cut in the center as the input or lead-in point.

First the cable is shorted at both ends by stripping the insulation for a short distance and twisting the two conductors together. Then they are sol-

dered and an insulating lacquer spread over them to weatherproof the connection. These shorted ends also provide a means of supporting the antenna without affecting the characteristics of the transmission line.

Then the lead-in is connected to the midpoint of one conductor. This operation requires a little more caution since the width of the cut must exactly equal the conductor spacing of the lead-in. The cut is made just clear of the inside of one conductor exactly at the midpoint. Sufficient insulation is removed from the two ends of the conductors thus provided so as to enable the lead-in to be connected to them. The connections are soldered and lacquered and the assembly is now ready for mounting.

The antenna is mounted by simply suspending it on to an insulating material, such as wood, using the two exposed short circuited ends as means of support. For maximum signal pick-up the antenna should be as high off the

ground as possible. However, when an outdoor antenna is either impractical (due to climatic conditions) or unnecessary, the antenna—due to the flat ribbon construction of the 300 ohm line—can conveniently be placed under the rug or behind a piece of furniture.

The antenna was designed for FM reception and is, therefore, 58 inches long. Since, as any folded dipole, it has an impedance of 300 ohms when removed from ground, and since the conventional input impedance of a FM or television set is 300 ohms, it provides a perfectly matched system.

The K-1046, as all Federal lead-in cables, is polyethylene insulated, which makes it low loss, weather resisting, and extremely flexible even in sub-zero climate. This cable also maintains an attractive appearance since polyethylene is water repellent and therefore dries quickly and remains clean. Furthermore, any dust or dirt that settles on the line can readily be removed.

## N. Y. DEALER SELLS AC SETS IN DC AREA

The problem of selling AC radio-phonographs in a territory where DC current prevails was solved here recently by the resourcefulness of a New York City dealer, Finkenberg's.

One of the Finkenberg stores, located at 124th street and Third avenue, was merchandising the Arvin Model 665, an AC automatic console phonograph-radio. In order to make this receiver salable in this DC section of the city, Finkenberg's converted the set so that both the phonograph and radio could operate on DC.

As a further promotional measure, this firm ran an 800 line advertisement in a New York daily newspaper. Sales resulting from the advertisement of the converted set were highly gratifying, it was learned from a Finkenberg official.

## Cornell-Dubilier Firm Advances Eugene Frekko

SOUTH PLAINFIELD, N. J., Friday—Octave Blake, president of the Cornell-Dubilier Electric Corp., of this city, has announced the appointment of Eugene Frekko as chief engineer of the electrolytic division, with headquarters in the company's laboratory in South Plainfield.

Mr. Frekko has been with the company for ten years. He succeeds Paul McKnight Deeley, vice president, who was formerly chief engineer of the electrolytic plant at South Plainfield, and who since has been promoted to manager of the plant.

## JACK WINER FORMS DYNAMIC INT'L, LTD., AS EXPORT CONCERN

The formation of Dynamic International, Ltd., as a radio and appliance export firm was announced here yesterday by Jack Winer, president of the firm. Officers for this New York City export company will be located at 1926 Broadway.

Mr. Winer, who heads Dynamic Electronics - New York, Inc., retail outlets, revealed that the purpose of this export agency was to distribute custom-built radios and phonographs, manufactured by and for Dynamic, to foreign countries. Export activities will not be limited to radios and appliances, Mr. Winer added.

An announcement is forthcoming on the jobbing of the Dynamic export organization of two well-known figures in the export field, it was reported.

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

## An Invitation

\* \*

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

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

For well-qualified Technicians and Engineering aids, we invite you to visit, write, or telephone

Placement Bureau  
**RADIO-TELEVISION  
INSTITUTE**

480 Lexington Avenue  
New York 17, N. Y.

**PLAZA 3-4585**

# WARD

WORLD'S FINEST  
AND FASTEST SELLING

*Aerials*

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

**PROFIT BUILDER**  
LIST \$22.00

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

# WARD

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

*Aerials*

THE WARD PRODUCTS CORPORATION • 1523 E. 45th STREET, CLEVELAND 3, OHIO  
EXPORT DEPARTMENT: C. O. BRANDES, MGR., 4900 EUCLID AVENUE, CLEVELAND 3, OHIO  
IN CANADA: ATLAS RADIO CORP., 560 KING STREET, WEST, TORONTO, ONTARIO, CANADA





# GENERAL ELECTRIC

*Electronic*

## RADIO TUBES

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



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



### NEW COMBINATION IS ANNOUNCED BY HAROLD

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 combination, housed in a solid plywood cabinet covered with two-tone leatherette, 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 modern designed combination.

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

### JFD Manufacturing Co. Offering Complete Line Of Test Lead Products

The JFD Manufacturing Co., of 4117 Fort Hamilton Parkway, in Brooklyn, N. Y., has announced the assembling



New JFD Counter Display

of its new line of test leads and test lead accessories.

The JFD line contains fifteen different numbers of test leads made with fiber and cast phenolic prod handles. They are made of No. 18 soft-drawn copper, insulated with kink-free flexible rubber. All end fittings are made of chromium-plated brass. End fittings used are the phone tip, phono needle point, spade lugs, alligator clip, banana plug, and the new elbow angle tips.

JFD test leads are packaged in dust-proof cellophane envelopes, packed one dozen in an attractive self-selling jobber's counter display. Advance sales of JFD test leads have shown them to be gaining great popularity among parts jobbers and radio servicemen alike, according to JFD officials. Descriptive

literature and price lists will be sent upon request to JFD.

### Philips Labs. Develops New Type Oscillator For Very Short Waves

An article describing a new reflex oscillator called a multi-reflection tube, which has a much higher efficiency than previous models, appears in Volume 8, Issue Number 9, of Philips Technical Review, recently issued by Philips Laboratories, Inc., New York City.

Prior to the new development, reflex oscillators used only one reflection in the space between the modulator system and the repeller electrode; this resulted in low efficiency.

In the new tube, the electrons execute a pendulum motion about the modulator system with a constant periodic time. Each time they pass the modulator system they induce a current of the correct phase.

Constancy of periodic time is obtained by a suitable choice of the potential gradient between the modula-

tor system and the repeller electrode and cathode, respectively. A working model of the multi-reflection tube is described which has an effective power of 15 to 20 watts at a wavelength of 12 cm.

The author points out the possibility of using larger types for capacity H. F. heating of substances which show a strong tendency to absorb very short waves. The new tube is suitable for continuous or pulsating operation.

### New Radio-Appliance Post For Hicok With R. H. White

BOSTON, MASS., Friday—John S. Hicok has been appointed assistant merchandise manager of the R. W. White Corp., this city. In this post, Mr. Hicok will have charge of the radio and appliance departments.

The White concern plans to expand its radio and appliance activities. Mr. Hicok has had extensive experience in the appliance business. He was formerly with General Electric and was also in the retailing and wholesaling end of the industry.

### Bull's-Eye Displays!



### 'Point of Sale' Dealer's Helps

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

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

for

"the Radio of Tomorrow — TODAY!"

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



• Norelco X-ray Diffraction Apparatus (illustrated above) and X-ray Spectrometric equipment is important in every research laboratory for the analysis of materials, product control and research. Ask for full information.

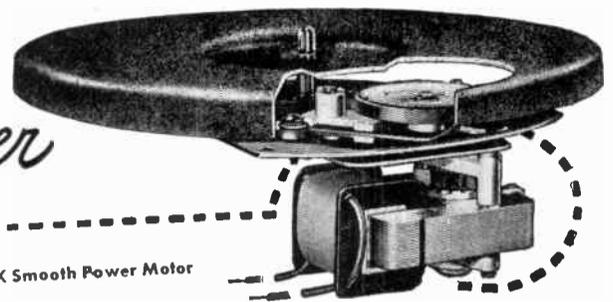
**Norelco** ELECTRONIC PRODUCTS  
REG. U. S. PAT. OFF.

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



ENCLOSED FIND

Smooth Power



Model MX Smooth Power Motor

The new die-cast bearing brackets on *Smooth Power* MX Phonomotors make them all 'round better motors. They allow more accurate centering of the motor in the field, which results in an even torque and aids in the elimination of vibration.

This improvement is typical of the advanced engineering that features our com-

plete line of motors, recorders and combination record-changer recorders. Their quick pick-up to full, constant speed, their quietness and freedom from vibration and wow . . . all will delight you and your customers.

Your own fine products will give *smoother* performance when they're equipped with *Smooth Power* mechanisms.

**THE GENERAL INDUSTRIES co.**  
DEPT. MW • ELYRIA • OHIO

**CREDIT CHIEF SOUNDS WARNING OF RAPIDLY CHANGING CONDITIONS**

(Continued from Page 16)

of Government, for taxes constitute one of your largest items of cost."

The credit world, he said, is favorable to a program that puts a balanced budget and debt reduction ahead of tax relief. "We believe that both can be accomplished even though the tax re-

lief be in modest amounts," he said.

In appealing for the aid of credit men in aiding to a return of a normal economy, Mr. Heimann said that "you must evaluate your customer carefully. Is he capable of conducting a business in peacetime competition? Or is he a war bloomer? Where is his source of capital? You have a right to know. If it is black market capital you won't propose to accept such a credit hazard. How are the labor conditions in his plant? What are his tax liabilities and how satisfactorily have they been cleaned up? Is he plagued with portal-to-portal pay suits?"

Mr. Heimann concluded with the following suggestions to the credit fraternity:

(1) Be prepared with a sound credit installment plan. You may not wish to introduce it but your competitor may force you to do so.

(2) Be prepared for an increase in failures.

(3) Check commitments against order duplications. They may not have been cancelled. Some day companies may be faced with delivery of goods for which they have no need.

(4) Work with sales forces to give the rudiments of credit management to them.

(5) The sellers' market is vanishing. The automobile business has a tremendous backlog but since recent price increases this demand has been substantially reduced. The backlog of the automobile business is not as strong as it appeared to be.

(6) The stock market break was long overdue. Earnings of business in the future are going to be less per dollar of sales.

(7) Retail trade is leveling out. Soon it will enter into a decline.

(8) The agricultural price structure cannot possibly hold beyond the close of the parity legislation. Even in this respect many agricultural prices today are far above parity and it is logical to expect them to decline.

Earl N. Felio, assistant treasurer of Colgate-Palmolive-Peet Co. and president of the New York Credit Men's Association, said that regardless of whether a recession is in the offing or not, the credit man must stay away from negative thinking. "He surely will not rise to success on a pile of cancelled orders. Certainly the going will be

tougher, competition keener, and credit extension more difficult. This will create a more acute need for on-the-spot financial information, closer financial follow-up and personal contacts. But the alert, aggressive credit man will take this in his stride and will continue to be a profit builder for the company he represents."

Walter D. Douglas, II, vice president of the Hoffman Radio Corp., Los Angeles, will leave within the next few weeks for a trip that will take him to Minneapolis, Chicago, New York, Boston and other cities.

**BILL CONE IN RETURN ENGAGEMENT ON RADIO**

W. W. "Bill" Cone, district manager in the metropolitan New York area for the RCA Victor Home Instrument Division, was interviewed for the second time yesterday afternoon (Tuesday) by Miss Adrienne Ames, over her program on Station WHN, New York, on the subject of television. This is the second of a series of three programs in which Mr. Cone has participated on the subject of television.

**Garrard**

world's finest automatic record changer



easier to sell than changers at half-the-price, because Garrard looks the finest . . . is the finest!

now available; write today:

Dept. No. FB12

**Garrard SALES CORPORATION**

315 BROADWAY • NEW YORK 7, N. Y.

**WHOLESALE RADIO PARTS** **MANY HARD-TO-GET ITEMS IN STOCK**  
SEND FOR OUR CONFIDENTIAL JOBBER PRICE SCHEDULES

**CONDENSERS**

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

**RESISTORS**

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

**WIRE AND CABLE**

**HOOK-UP**, No. 20, Stranded, White with Black and White Tracer  
**SHIELDED WIRE**, No. 18—Outside shield  
**AC EXTENSION CORD SET**, 6 and 9 ft. No. 20, TWISTED PAIR, Rubber Covered, Stranded, Black or White, 5000' per Reel  
**CABLE, 1-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

**VIBRATORS**

2-Volt for Portables  
**PICK-UPS**  
Several Types, List on Request  
**SPEAKERS**  
5" PM Alnico No. 5 Slug (24 to a Carton)  
6" PM 5 oz. Slug  
**CHOKES**

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

**PHONO. AMP. KITS**

COMPLETELY WIRED AND BOXED INCLUDES VARIABLE TONE AND VOLUME CONTROL.  
**MODEL 24T—A** 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

JOBBER ONLY—ORDER NOW FOR PROMPT SHIPMENT

**SEABOARD-RONLEY CORP.**

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

# NEW... Improved Model 355A-1

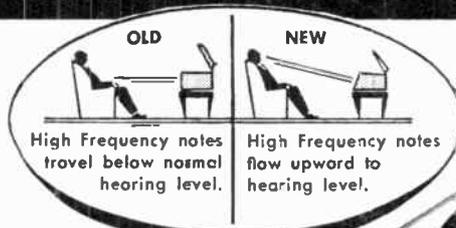


## PORTABLE PHONOGRAPH

with all the features your customers are looking for!

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

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



A model to suit every music lover's preference . . . every purse.

- #301—Portable —\$39.95
- #302—Table Model—\$43.95
- #350—Portable —\$47.85
- #351—Table Model—\$51.95

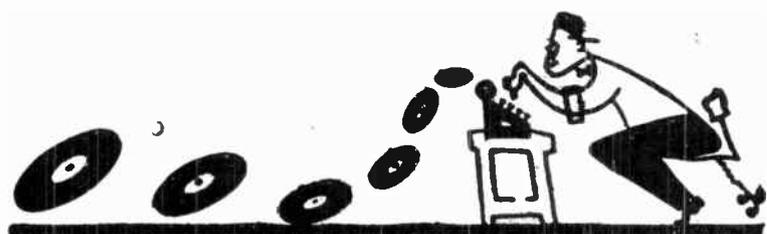


**\$69<sup>95</sup>**  
Inc. Fed. Tax

**STEELMAN RADIO CORP.**

742 EAST TREMONT AVENUE  
BRONX 57, NEW YORK

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



## RECORD NOTES

### Pfanstiehl Promotion Concluded With Dealers

NEWARK, N. J., Friday — Leaders in a recent Pfanstiehl needle campaign conducted among Krich-Radisco, Inc., dealers in this section were announced here this week.

Stores making the best record in this promotion were: National Music Shop, Montclair; Eclipse Music Shop, Paterson; Central Record Stores, Trenton; K. B. Record, Newark; Medical Tower Pharmacy, Newark; Farnsworth, Dover; Rivoli Music, New Brunswick; Hurley-Tobin Record Department, at Trenton; Tommy Tucker's, at Asbury Park, and Community Radio, Rutherford.

Cliff Williams, advertising manager of the Pfanstiehl Needle Co., played host to the leaders at a victory dinner

### MORE DISTRIBUTORS FOR TEMPO RECORDS

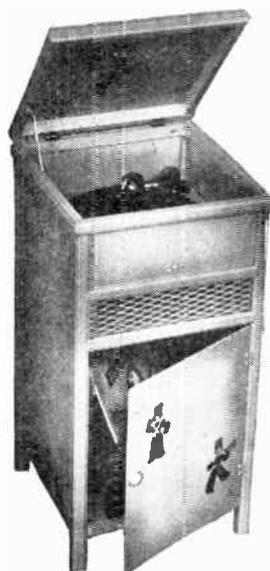
PHILADELPHIA, PA., Saturday — The Tempo Record Co. of America, with principal offices in Hollywood, announced this week, through its eastern offices here, the signing of five new wholesalers, in addition to the fourteen Tempo distributors that were announced last week.

The five new Tempo wholesalers are all Philco distributors. They are: Hunter Bros., Inc., of Fayetteville, N. C.; Electrical Appliance & Supply Co., of Columbia, S. C.; Tuten & Long, of Savannah, Ga.; Buck's Distributing Co., of Wilmington, N. C.; Ferrell-Wight Co., of Albany, Ga.

held in Billy Rose's Diamond Horseshoe, New York.

### KIDDIE PHONO LINE TO BE DISTRIBUTED BY E. J. HORN FIRM

The Edgar J. Horn concern, of 673 Broadway, this city, has been named distributor for the Mel-O-Tone line of kiddie phonographs, it was announced



Mel-O-Tone Model 950

here last week. The Horn firm will merchandise these kiddie sets through the radio, record and music dealers on a nation-wide basis.

Featured models in the Mel-O-Tone line are Set No. 901, a table set housed in a combination pink and blue cabinet, with the following specifications: acoustic pick-up, electric motor, UL-approved cord set, and can play 6, 10- or 12-inch records. It lists at \$14.50.

Model No. 950 is a kiddie console with an electric motor, acoustic pick-up, UL-approved cord set. This model (shown above), available in a combination jink and blue cabinet, also has built-in record storage space. Model 950 lists at \$27.50.

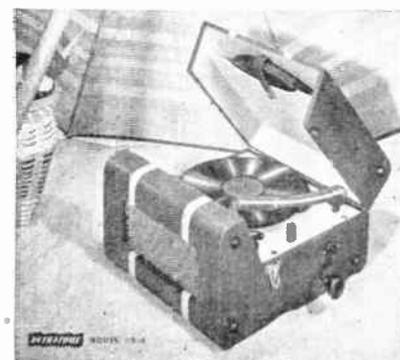
Edgar Horn, head of the firm bearing his name, reported that these two models are now available in quantity.

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

### Elliot Lawrence Meets New York Disc Dealers

Dealers and coin machine operators in the Metropolitan area were guests last week of Times-Columbia Distributors, Inc., New York City, at an informal get-together with Elliot Lawrence at this city's Paramount Theater.

Arthur L. Kenn, sales promotion manager of the Times-Columbia firm, distributor of Columbia records in the New York area, supervised the proceedings.



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**SOUTH BEND AREA**

BY  
**Colfax Company, Inc.**

802 South Main Street,  
South Bend 18, Indiana

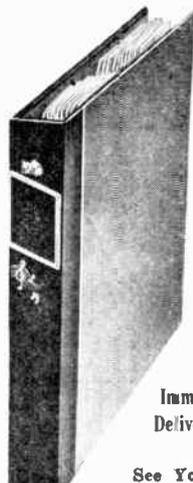


NATIONALLY ADVERTISED



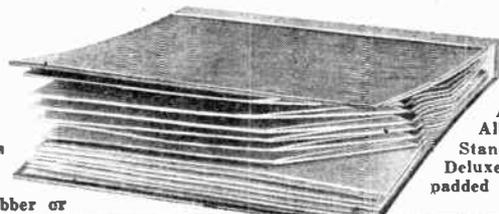
with  
**"TIP LOC"**  
THE SLIP PROOF, BREAK PROOF SAFETY FEATURE

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



Immediate Delivery 12"

See Your Jobber or



Also Disk-Albums Standard Type, Deluxe & padded Deluxe

INQUIRIES INVITED WRITE:

**L. H. SYMONS ASSOCIATES**

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



## Radios and Appliances Lead in Interest At Merchandise Show Held in Kansas City

HOUSEHOLD APPLIANCES OF ALL KINDS HOLD SPOTLIGHT

Both National and Local Firms Exhibit at Fifty-eighth Annual Event  
— Annual Convention of Hardware Dealers Discusses Large Part  
Electrical Merchandise Plays in Sales of Many Stores.

KANSAS CITY, MO., Tuesday—The importance of appliances and radios to the hardware dealer was demonstrated at the Merchandise Show held in connection with the fifty-eighth annual convention of the Western Retail Implement and Hardware Association at the Municipal Auditorium here, January 27-31.

Distributors' displays of radios and appliances occupied featured spots among the 187 exhibits, which filled the main arena of the auditorium and overflowed into the wings. Representatives of manufacturers of houseware and appliance lines were set up in centrally located booth near wholesale exhibits of regular hardware items. Jenkins Wholesale Division, Kansas City, devoted most of the space in ten booths to

laundry and kitchen appliances, radios and traffic items.

Townley Metal and Hardware Co., local distributor, had a large display arranged in twelve sections representing a merchandising program for each month of the year. Under this plan, some type of promotion on major and traffic appliances was suggested for six or seven months of the year. Appliances were treated as featured merchandise in May as Mother's Day gifts, in June as wedding presents and as December gift items.

Comments of officials of the organizations and business experiences of dealers attending the convention also reflected hardware retailers' interest in appliances.

E. F. Fitzgerald, 1946 president of

the Association, who owns a hardware store in Colby, Kans., estimates that major appliances, when available, account for 25 per cent of his sales. The Bymore Household Hardware Co., which moved into a new store on the Country Club Plaza here last Fall, uses a large front section for displays of major appliances. Drew's Hardware and Appliance Co., Kansas City, Kans., changed its name from Drew's Hardware to its present form about a year ago, and set up an appliance division in a room adjoining the main store.

In a message to members of the organization, which was carried in the Association's publication, "Hardware and Farm Equipment," Earl Dean, president of the National Retail Hardware Association, discussed the dealer's problem of deciding whether or not to cancel orders for off-brand merchandise which were placed under stress of wartime shortages.

"While the situation at present is not exactly parallel," Mr. Dean pointed out, "there are enormous quantities of merchandise on back orders that threaten to flood the market. Much of it is wartime quality. On the other hand, much consists of items that are still highly critical in supply and will remain so for months to come."

Mr. Dean said, "The prospects are that not only will the supply of such items as stoves, washing machines, and refrigerators continue to be short for some time, the prices may be higher, and as orders are on file in the order received, or by allotment, any cancellation of these items would be out of place."

"No one can conscientiously protest the cancellation of long-standing orders for unwanted merchandise," Mr. Dean declared. "In fact, the dealer who doesn't cancel this type of merchandise is asleep to inherent danger."

Approximately 2500 dealers from Kansas, western Missouri and northern Oklahoma attended the conference. Russel Hauck, Unionville, Mo., was elected president of the Association for 1947, and Harold House, Douglass, Kans., vice president.

## WM. G. ELLIS NAMED TO NEW SALES POST BY RCA DEPARTMENT

CAMDEN, N. J., Friday—Appointment of William G. Ellis, industrial engineer, as manager of industrial electronics sales, was announced by T. A. Smith, general sales manager of the RCA Engineering Products Department. Mr. Ellis will head sales of electronic heat processing equipment and electronic specialties, such as the RCA metal detector, the RCA automatic beverage inspection machine, and similar products for industry.

Pioneering in radio as an amateur operator some forty years ago, he began his professional career in 1917 with research in radio direction finding for the United States Navy. In 1922, he went into consulting industrial engineering, and in 1927 he entered the field of engineering sales of industrial equipment.

Mr. Ellis remained in this field for fifteen years and familiarized himself with many types of industrial equipment applications in the steel, rubber, chemical and metallurgical fields.

During the war, he served with a joint agency responsible for electronic production for both of the armed services including critical radar and sonar equipment. He holds the rank of Commander in the United States Naval Reserve.

A native of Philadelphia, Mr. Ellis was graduated from the Drexel Institute of Technology as a mechanical engineer. He is a member of the Franklin Institute, the American Society of Mechanical Engineers, the American Institute of Electrical Engineers, and the Institute of Radio Engineers, serving as chairman and member of these committees.

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

## DALBAR of DALLAS

Presents Smartly Styled Radios

Table Models, Combinations Now  
AM and FM Models Soon

All 100% Veteran Manufactured



### Complete Description

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

New Retail Price . . \$27.95

Our National Distributors Want  
Dealers, Distributors and Manufacturers' Agents

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

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**ELECTRONIC ENTERPRISES, Inc.**

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ARMSTRONG IRONERS  
MIRACLE APPLIANCES  
EVEREADY BATTERIES

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

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

# Thirty-eighth Anniversary Commemorated At Banquet of Cleveland Electrical League

TRIBUTE GIVEN TO THOMAS A. EDISON ON ANNIVERSARY

**Cleveland Electric to Operate Two-Way Radio System for Speeding Repair Service — Bing Concern Adds Another Store to Its Growing Chain — Harry Hutchisson, Well Known in Ohio Trade, Dies.**

CLEVELAND, OHIO, Monday — The Electrical League of Cleveland observed its thirty-eighth anniversary with a birthday party for League members and their wives at the Hotel Statler, last Saturday evening.

J. E. North, who is just beginning his twenty-fifth consecutive year as president of the League, acted as toastmaster, and the speakers' table was reserved for past presidents of the organization and for pioneer members of the city's electrical industry.

The brief program was given over to a tribute to Thomas A. Edison, marking the Edison Centennial year, and included several unusual skits, put on by members of the League staff under the direction of Stanley Strunk, secretary.

After the dinner and program, Noble Berger's orchestra furnished music for dancing. More than 300 attended.

Adrian's Jewelry Co., distributor of Automatic radios in Ohio and West Virginia, reports much dealer interest in the company's new Tom Thumb three in one personal radio, and its new nine-tube console with Seeburg record changer, which are due in retail stores in this area by the middle of this month.

To take care of this expanding business, Adrian Levy, president of the firm, announces the addition of two new men to his sales personnel, B. E. Aronson, who will contact dealers in the Greater Cleveland area, and J. C. Denlinger, who will cover the southwest part of the territory for the Automatic line.

The Cleveland Electric Illuminating Co. will get its two-way radio system for speeding repair services into operation this month, says Elmer I. Lindseth, C.E.I. president.

Twenty company trucks and cars have been equipped and eventually ninety-two vehicles will be so adapted. Trouble dispatcher offices in the C.E.I. building on Cleveland's Public Square, and in the eastern district headquarters in Ashtabula, will be the centers of the radio system. Each of the two main transmitters will operate on 250 watts, with auxiliary transmitters on fifty watts, and transmitters in vehicles on thirty-five watts.

Officials of the Bing Furniture Co., large radio and electrical appliance outlet, have announced the addition of another store to its chain, with the leasing of a building at 4717 Main avenue, Ashtabula. The property, now occupied by Sears, Roebuck & Co. has been leased for a period of ten years.

Besides the stores it now operates in Shelby, Mansfield, Tiffin and Sandusky, the company will open a store in Warren this Spring and another in Coshoc-ton this Summer. Cleveland headquarters are at 514 Prospect avenue.

Harry Hutchisson was serving his thirtieth years as treasurer of the Electrical League of Cleveland when he died at his home 15119 Lake avenue, after a six-week illness. He has long been associated with the wholesale hardware business in this city.

He is survived by his wife, Eleanor; two sons, Wallace of Canton and Dr. Elmer, faculty dean at Case School of Applied Science, and a daughter, Mrs. Hester K. Hudec, of Canton.

## MINNEAPOLIS DEALERS CHEERED BY BRIGHTER MERCHANDISE OUTLOOK

MINNEAPOLIS, MINN., Thursday — Radio distributors here report merchandise has been coming in a fashion that is heartening for the future. Stocks still are way below demand but the outlook seems to be brighter than it has been in a long while, all wholesalers agree.

W. Royce Beamish, head of the W. R. Beamish Co., Admiral distributor in this area, is expecting a shipment of new Admiral models some time in March.

"Business now is very good," Mr. Beamish asserted. "We are able to move as much merchandise as we can get. We have a fair supply of Admiral record players on hand and these are selling well."

"By March we expect the new models and substantial shipments of merchandise. These will include console combinations, table model combinations, record players and all other Admiral

models. Our large dealer organization we know will welcome this increased stock and take advantage of it for numerous retail sales."

Victor recordings are coming through in steadily-increased shipments, Hayer said, but the platters are going out almost as rapidly. Popular singles and albums are in great demand, but the Red Seal merchandise, too, is being sought in increased numbers.

B. F. Hammer has been appointed manager of the Minneapolis office of General Electric X-ray Corp., filling the post which has been vacant since the death of Erik J. Waltz. Announcement of Hammer's appointment was made by A. E. Gathman, district sales manager for the firm. Hammer directed the company's Duluth, Minn., sub-office since 1940. He studied electrical engineering at the Universities of Minnesota and Nebraska.

—JACK WEINBERG.

## Dividend Declared

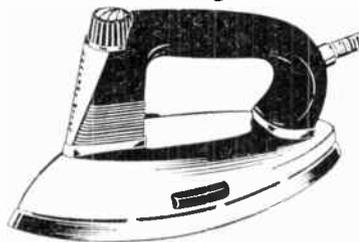
The Dumont Electric Co., New York, manufacturer of capacitors, has declared a 15 cent dividend payable March 1 to stockholders of record on February 17.



It's here!

Betty Crocker  
of General Mills says:

"Here's the iron for faster, easier ironing!"



THE NEW  
General Mills  
Tru-Heat Iron

Distributed by



**SPEAKERS**  
rescent  
LARGE QUANTITIES AVAILABLE FOR IMMEDIATE DELIVERY FROM STOCK

### 4" - 5" - 6" SPEAKERS

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

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

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

### RECORD CHANGERS, too

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

### CRESCENT ELECTRONICS CO.

401 Broadway, New York 13, N. Y.  
Phone: CAnal 6-7545

in New Jersey it's —

## ALL-STATE DISTRIBUTORS INC.

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MArket 3-5313

Exclusive in Northern N. J.

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MADE BY

"America's oldest Radio Manufacturer"

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## MODERNISTIC STORES IN MOBILE FEATURED BY MANY RETAILERS

SEVERAL ARE EXPANDING

Lord's, Western Radio, Sharpe-Wheyland Are Among Others to Move Recently — Business Good Throughout the South.

MOBILE, ALA., Monday—A number of new and modernistic stores with radio and appliance departments have opened here recently. A radio department is a feature of Lord's Tire & Supply store which opened here during January at Government and Bayou street. To date, Air King, Stewart-Warner and Motorola radios, both for home and automobile, are handled. Herron Lord is general manager.

The display room of the new store is air-conditioned. It is bounded on two sides by glass windows extending from the floor to the top of the eleven-foot ceiling, offering passers-by an excellent view of the merchandise. The foundation of the one-story structure is built so as to add more floors when materials are available, Mr. Lord says.

Western Radio & Service, at 1802 West Dublin street, is another new store, with K. F. Sirmon, manager and owner. Prior to this enterprise, Mr. Sirmon operated Chicksaw Radio Service, Chickasaw, Ala., and has many years of radio experience to his credit. Clarion and Motorola radios are carried as well as all types of small appliances.

The store, which was only recently completed, is constructed of red brick and has a twenty-six foot frontage by twenty-five feet deep. The interior has white walls and red flooring, the red motif being further carried out in the outside lettering.

A recently finished warehouse and shop addition at the rear of Sharpe-Wheyland, Inc., dealer and distributor of electrical appliances, increases the depth of the store by ninety feet, the dimensions now being forty feet by 217 feet. Also two parking lots have been added, one for trucks in the rear and the other for customer convenience.

Sharpe-Wheyland, Inc. dealt exclusively in commercial fixtures until two years ago. It entered the radio business five months ago and the domestic appliance field a year ago. C. C. Sharpe and L. E. Wheyland are owners. The firms handle Bendix and G-E radios and a number of lines of electrical appliances. According to Mr. Wheyland, the items most difficult to obtain now are domestic refrigerators and washing machines.

The entire Hotpoint line is carried. Sharpe-Wheyland, Inc. is distributor for Hotpoint, Inc. on heavy duty equipment which is sold mostly to ships, bakeries and institutions. Also it is distributor for Frigidaire commercial equipment; C. V. Hill Co. display cases, coolers, dairy product boxes and refrigerators; Taylor ice cream freezers made by the Tekni-Craft Corp., and for Oasis water coolers manufactured by the Ebco Manufacturing Co. of Columbus, Ohio.

Gene Botter, of the sales department, has recently returned after service with the Army in Italy.

The Sharpe-Wheyland Building, at 158 St. Louis street, which was completed in May, 1945, is the first example of the modernistic type of architecture to make its appearance in Mobile. Instead of the conventional display windows, the frontage is encased in glass. The front of the building is recessed eight feet, making a shelter and keeping the sun off the sales floor.

The National Furniture Co., of 225 Dauphin street, announces that it has received the long-expected shipment of the new Musagrund automatic radio-phonograph combination.

The Weatherby Furniture Co., which opened a new building this past Fall, contains a complete appliance department. A unique feature of the two-story yellow brick building, which contains 15,000 square feet display space, is the absence of columns, the interior being clear space from wall to wall. The second floor also has display windows—one on either side of the building and a center window just above the doors. The owners of the store, M. E. Weatherby, Jr., vice president, and W. C. Weatherby, secretary-treasurer, are both war veterans.

Plans are under way to add a new radio station, WKAB, to the ever increasing roster of Mobile stations. This will be the second to take the air here in the last few months. The Mobile Press-Register is sponsoring the new station, which is beginning construction now at Madison and Front streets.

—S. A. MAXWELL.

## New Post for Woodcox

Vance C. Woodcox, formerly an executive of RCA Victor in Camden, has been elected president of Enoz Chemical Co., it was announced last week. Mr. Woodcox was associated with Kelvinator for several years before joining RCA Victor. He is very well known throughout the trade.

## 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 DISTRIBUTORS, Inc., are the exclusive  
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Dealers throughout Eastern  
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588 Commonwealth Ave.  
BOSTON, MASS.

## BEUCAIRE Inc.

114 MONROE AVENUE

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Distributor of

**PHILCO**  
Radios - Refrigerators - Freezers

**SPEED QUEEN**  
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**CLARK**  
Electric Water Heaters

**GRAND**  
Gas Ranges

**SETH THOMAS**  
Clocks

**BENDIX**  
Washers - Ironers - Driers

**AMERICAN CENTRAL**  
Kitchens

**EUREKA**  
Vacuum Cleaners - Cordless Irons

**PROCTOR**  
Small Appliances

## Anderson Merchandising Radio Component Lines

BOSTON, MASS., Friday—The Anderson Sales Co., 148 State street, this city, is at present selling nationally a relay rack and panel known as the "Mity-Mite," made by the General Metalcraft Co. The local firm is also selling nationally a line of bases for record changers, also made by General Metalcraft, and the "Gem-Key" semi-automatic, high speed professional type, transmitting key.

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

## STERN & COMPANY of HARTFORD, Conn.

Distributors of America's Leading Brands of Small Appliances

"STERN'S SELLING SLANTS" mailed on request.

**COLUMBIA and OKEH RECORDS**  
"TODAY'S TOP FRANCHISE"

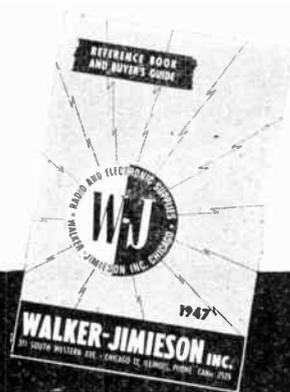
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- GIBSON  
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- UNIVERSAL  
Vacuum Cleaners & Appliances  
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## HAVE YOU SEEN OUR NEW BUYER'S GUIDE?

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 thou-

sands 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

## SALES-EDUCATION COURSES ARE CONDUCTED BY GENERAL ELECTRIC IN PITTSBURGH AREA

PITTSBURGH, PA., Monday — The local office of General Electric Products last week participated in G-E's nation-wide program to acquaint its dealers and sales force with its products and to demonstrate the latest sales methods.

Two days of meetings, in the form of a Sales-Education Course, were supervised by L. E. Walton, G-E appliance sales and service head, and his staff at the Roosevelt Hotel. Previously, a preliminary course had been offered Mr. Walton and assistants by factory representatives. In this group were R. P. Van Zile, electronics district manager; R. E. North, receiver division representative of the electronics area, and John Middlebrook, Musson representative in this territory. All three men hail from the Cleveland G-E office.

This training session will be followed by others in various parts of the city

as well as at G-E branches in Johnstown and Wheeling, W. Va., and in five or six other strategic centers in this area.

Don Shattuck has been appointed radio sales manager at the local General Electric office. Mr. Shattuck comes here from the G-E specialties division at Syracuse, N. Y., where he was connected with the contract receiver section.

Also added to the district G-E sales force were Earl Teske, who will cover territory around Butler; Joseph Spatler, the Uniontown and Monongahela Valley representative; Mac Lowrie, the Washington, Pa., and surrounding area sales officer, and Harry O'Brien, suburban district representative.

General Electric finds the trend in demand is still for more and more floor models, of which there is a shortage. Table model shipments have improved and an abundance of them is expected in a few months. One of the most popular of the radio products has been the new "Wake Up to Music" clock radios, which are enjoying an excellent acceptance by the trade, it is said.

It is expected that Station WEDO, McKeesport, will soon open studios in

the local downtown area. At present it is considering several sites.

There is no shortage of records, according to Sam Shapiro, a partner in the three National Record Mart Stores in Pittsburgh. The mart's shelves are well stocked with discs of every make and description.

Operatics, both on the single platters and in albums, are becoming increasingly more popular. New series produced by both Columbia and Victor have spurred sales, Mr. Shapiro explains. Especially in demand are such favorites as Carmen, A Treasury of Grand Opera, and La Boheme.

National Record Mart finds that albums based on stage successes create a demand all their own. The inimitable Broadway hit, Oklahoma, is still maintaining a particular appeal, and that record album still sells well.

Tchaikovsky's "Nutcracker Suite" is a favorite gift item, especially so during the past holiday season. Mr. Shapiro also discloses that about 2,000 of Bing Crosby's "White Christmas" records passed over the counter at Christmas time.

—AL ROTH.

## NEW CORPORATE SET-UP FOR ELECTRONICS FIRM

The business formerly conducted as a partnership by Dana A. Griffin, Brunson S. McCutchen and William J. Hammond, under the firm name of Communication Measurements Laboratory, has been transferred to a corporation organized under the laws of Delaware and known as Communication Measurements Laboratory, Inc. The corporation has acquired substantially all the assets of the partnership and has assumed all the debts and obligations of the partnership, an announcement by the company disclosed during the past week.

There will be no change in the management, personnel or policies of the business, since all the stock of the corporation has been transferred to the members of the partnership. Officers are: Mr. Griffin, president; Mr. McCutchen, vice president and treasurer, and Mr. Hammond, vice president and secretary. Headquarters of the firm remain at 120 Greenwich street, New York City.

### 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

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

**outstanding**

- CABINETS
- RECORD-CHANGERS
- FM
- STANDARD BROADCAST

## Farnsworth

*Television • Radio • Phonographs*

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

# Emerson

## RADIO

Headquarters for Northern Illinois

For Details of the Emerson Dealer Franchise Consult

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801 South Wabash Avenue  
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## AMERICAN CONDENSER COMPANY

4410 RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

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

# FAYBILL Offers

To Quantity Buyers  
Immediate Delivery on  
**STANDARD TUBES**

## Receiving Tubes

(RCA, Hytron, Sylvania, G.E. etc.) in individual bulk carton or individually boxed

Type	Quantity	Price
1A7	1000	\$.69
1LA6	2000	1.10
1LN5	4000	.89
5Y3GT	3100	.39
5U4G	1200	.55
6SQ7	2600	.52
6H6	1100	.45
6SN7	1300	.45
6SL7	600	.60
6AL5	1300	.53
7C5	400	.63
7B7	3600	.59
7A7	3600	.59
7B6	3600	.59
7Q7	3600	.59
12SL7	600	.62
12AT6	1000	.52
12BE6	1000	.52
12A6	1000	.50
12H6	350	.49
12SA7	1000	.59
12SQ7	1000	.57
12SK7	1000	.59
12SG7	340	.58
12SN7	300	.50
14A7	2700	.59
14Q7	2000	.59
14B6	1800	.59
35Z5	1000	.50
35L6	2400	.59
35W4	1000	.55
50A5	700	.88
50B5	2900	.63
50L6	2400	.59

## Transmitting Tubes

(RCA, Hytron, Sylvania, G.E. etc.) Individually Boxed

Type	Quantity	Price
2C26	1000	\$.48
2X2/1879	1000	.63
3BP1	100	1.85
3E29/829B	1100	2.25
5BP1	400	3.00
5CP1	100	3.00
6AG5	300	.59
6J6	300	.59
955-956-954	3000	.45

This is a partial list of tubes in stock. Inform us of your requirements. We have thousands in stock.

### SPECIAL

5000 1 meg. controls with switch, Chicago Tel. standard bushing, shaft length 1/8" above bushing.

## WE BUY

Are You Overstocked?

We need motors, tubes, condensers, resistors, controls, or what have you. Factory closeouts or surplus desired.

**FAYBILL DISTRIBUTING CO.**

81 LEONARD ST. NEW YORK, N. Y.  
CAnal 6-9368

# Color Television Opposed As Premature Before FCC

(Continued from Page 3)

Their findings were endorsed by a dozen major manufacturers.

The RMA reports were presented by E. W. Engstrom, vice president in charge of RCA Laboratories; Dr. W. R. G. Baker, vice president in charge of the Electronics Department of General Electric Co. and head of the RMA Engineering Department, and David B. Smith, vice president in charge of engineering of the Philco Corp.

On the basis of these committees, as reported by Dr. Baker, dismissal of the CBS petition was recommended on the ground that color service when introduced should be of as high a standard as the existing black and white service, which at present it is not; that adoption of the CBS system now would retard development of other and more promising systems, with which also existing systems can more readily be integrated; and further, that FCC standards, when adopted, should include provisions for adequate performance and the basis for improvements in performance as the system matures.

"In establishing a color system," Dr. Baker, who is also president of the Institute of Radio Engineers, declared, "we believe that it is of vital importance to consider its effect on the present black and white service, to the public, the manufacturers who are building black and white equipment and who will build the color equipment, and upon those interests which will operate the transmitters and produce programs."

Mr. Engstrom of RCA, reaffirmed his company's opposition to setting up color standards now, even though RCA's color system can be "integrated" with standard black and white.

Dr. Allen B. DuMont, president of the Allen B. DuMont Labs, Inc., called the CBS system "inferior," arguing that it does not provide wide enough coverage; does not provide for as bright or as large a picture as the present black and white standards, and requires duplicate equipment since it has no "practical" receiver that can convert from color to black and white. Dr. DuMont urged the FCC to insist that color television standards provide pictures as good as the present black and white and consider "only an integrated sys-

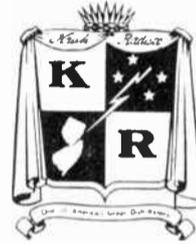
tem of black and white and color." He contended that color standards have not been perfected sufficiently to be commercialized and urged dismissal of the CBS petition.

Another strong argument against the adoption of color standards was made by Paul Raibourn, vice president of

Paramount Pictures. "It has been the motion picture experience," he declared, "that program content is much more important in determining interest in motion pictures than color."

In summarizing his analysis of proposed color television, Mr. Raibourn declared that "after forty years of development of color processes, the motion picture industry, because of production difficulties and costs, inherent in connection with color, finds only about 10 per cent of its feature production in color."

"ONE OF AMERICA'S GREAT DISTRIBUTORS"



Serving New Jersey Dealers for 40 Years

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

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422-432 ELIZABETH AVENUE

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For Good Listening!  
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ELECTRO-TONE

ELECTRO-TONE CORPORATION  
221 HUDSON STREET  
HOBOKEN, N. J.

RADIO-PHONOGRAPHS · PORTABLES · AUTOMATIC and MANUAL RECORD CHANGERS

## Chicago Electrical Association Defers Proposed Video Exhibition Until Fall

WAS ORIGINALLY SCHEDULED FOR EARLY IN THE SPRING  
Hope Expressed That Production May Be Better Later — American Television Laboratories Purchases Two Buildings With Idea of Expanding — A. B. Rodner to Head His Own Firm.

CHICAGO, ILL., Monday — At a meeting of members of the Electric Association of Chicago particularly interested in television, held on February 5, it was decided that the television exhibition for the public, originally proposed for this Spring here, will be held next October. The postponement was made to give manufacturers more time in which to overcome production difficulties and turn out sufficient receivers to meet the steadily increasing demand, which will be given an even greater boost in this area when the exhibition is held.

Definite dates for the show will be set at another meeting in the near future, when it will be possible to accurately gauge the production picture.

Other discussion at the meeting centered on the maintenance course for video service men. Dealers are being encouraged to send their service men to take instruction in servicing and maintaining television sets, instruction to be given by competent experts furnished by set manufacturers. The course will consist of one night's instruction each week, for ten weeks, with a charge of \$25 per student.

With the announcement last week of the purchase by American Television Laboratories Corp. of two buildings here, U. A. Sanabria, president of the firm, disclosed plans for further enlarging the activities of this pioneer in the art of television. Mr. Sanabria's interest and activities in television go back many years, he being the inventor of the interlaced scanning pattern, a basic factor in all sets made today.

The two buildings, each with floor space of 90,000 square feet, are at 523 Plymouth court and 5050 Broadway. Occupancy of both will be completed by April 30. The Plymouth Court building, just off the south edge of the "Loop," will be known as the Television Center Building, while the Broadway structure, on the North side, will be named the North Television Center Building.

In its own two buildings, American Television will gather its facilities, now housed at 73 West Lake street and 433 West Erie street. The Plymouth Court Building, of reinforced concrete, is 11 stories high, while the Broadway building stands six stories. Both will be occupied in their entirety by American Television Laboratories. The downtown building will be devoted to the commercial development of television, while the uptown building will house the firm's academic work.

In the latter field American Television, said Mr. Sanabria, is currently instructing 4,000 former servicemen, under the G. I. "bill of rights," in television engineering. At the conclusion of one year of technical instruction, students are capable of going out on installation and servicing jobs on television receivers; at the end of two years

they are competent as studio operators and transmission engineers; at the end of three years they are designated as junior engineers, and with the conclusion of the four-year course they attain structure as full-fledged engineers, capable of handling construction and development work in television. Dr. Lee De Forest, is technical director of American Television.

The firm dates back to 1925, when it was known as Radio and Television Corp. of America. In the early '30s its name was changed to Sanabria Television Corp., and in 1935 its present name was assumed.

Ardien B. Rodner, who has been in charge of special promotions for Commonwealth Edison Co. of Chicago, and who has played a leading part in the activities of the Electric Association in pushing popularization of public interest in television, has left Commonwealth to head his own firm, Television Advertising Productions. He is currently in St. Louis, where he is taking part

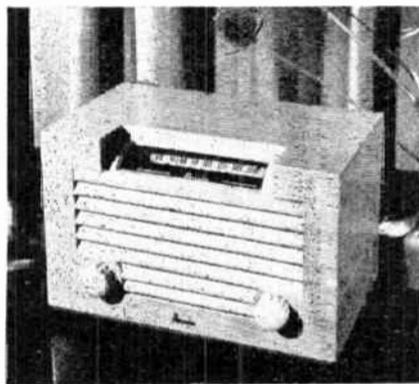
in the opening week's programs of television station KFD-TV, which claims the honor of being the first newspaper-owned telecaster to go on the air commercially. It is a property of the St. Louis Post-Dispatch.

Offices of Television Advertising Productions will be located at 360 North Michigan avenue.

Following a slight recession in January, business is now booming, said Roy A. Whipple, president of Wakem & Whipple, distributor here of Clarion radios, Wilcox-Gay Recordios and other lines. Last year, he stated, was one of the best in the firm's history, with sales moving so fast that it had no stock on hand the first of this year. However, improved production finds them now able to make sizeable shipments to dealers.

Deliveries are being made in good quantity now, Mr. Whipple declared, on the new Clarion table model combination, and the new three-way Clarion portable radio, the first such to be made by that firm. Wilcox-Gay deliveries were good during January, and a continuation of the same is the promise.

—W. D. MORRIS.

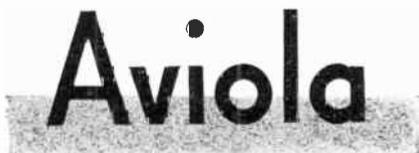


MODEL 612—Compact 5 tube with rectifier; 5" Alnico speaker. Operates on 25, 50 and 60 cycle 110 volt AC-DC. Cabinet finishes: of bleached mahogany, dark mahogany, walnut or desert blonde.

### POPULAR NEW TABLE MODEL

Yes, popular is the word for this new addition to the Aviola quality family. Quality family, we say, because every Aviola is the product of years of experience in the radio field, plus careful engineering and painstaking craftsmanship. Model 612 is no exception. It's super quality — super value.

AVIOLA RADIO CORPORATION  
SKY HARBOR • PHOENIX, ARIZONA  
COUNT ON AVIOLA FOR QUALITY



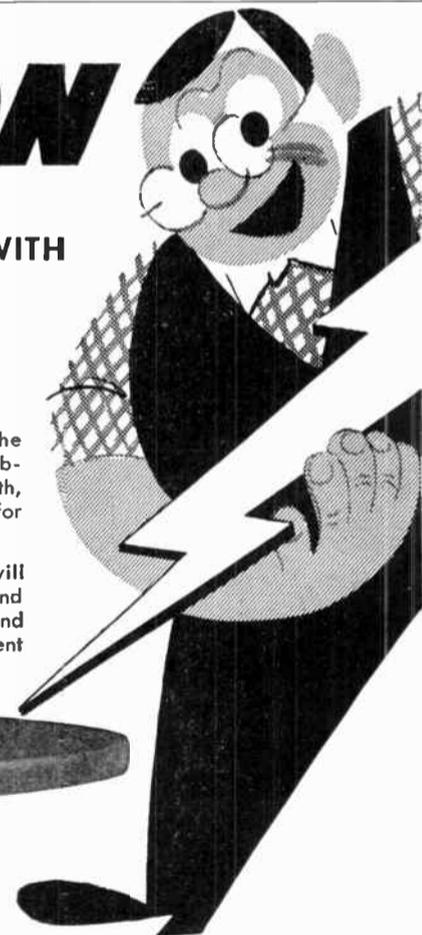
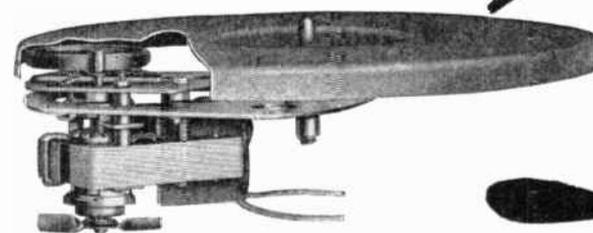
## INSTANT ACTION

- WHEN YOU WANT IT
- WHERE YOU WANT IT...WITH

### alliance MOTORS

The Model 80 Phonomotor has been the outstanding favorite of manufacturers and jobbers who want a power source that's smooth, quiet, and time-tested. This is the No. 1 motor for driving turntables and record changers!

Other Alliance Powr-Pakt Motors will open and close valves, switches, operate toys and motion displays, actuate parts in business and vending machines, and can be used as component power sources in electronic control systems.



WHEN YOU DESIGN ... KEEP

## alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

*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.**

## PRODUCTION LAGGING AT RADIO FACTORIES IN LOS ANGELES AREA

LACK OF SUPPLIES IS CAUSE

**Gilfillan Endeavoring to Keep Up  
With Demand — Ward Bowling  
Co. in Unique Store.**

LOS ANGELES, CALIF., Saturday — Gilfillan Brothers, 1815 Venice boulevard, is still trying to get into full production with its line of radios and combinations. Although the line covers a complete range of models, production has been very uneven and not all models are available at any time.

This line is distributed throughout the eleven western states (excepting Colorado) through distributors. Sales to dealers in the southern California territory are handled directly by the factory.

Unique among dealers in southern California is the Ward Bowling Music Co., 1319 Fair Oaks avenue, Pasadena. This store has become a mecca for outstanding artists from Hollywood and vicinity on Saturday afternoons and attracts a large following of record fans.

Broadcasting through the facilities of Station KXLA, Ward Bowling Music Co. is doing a fine job of bringing outstanding talent to the listening audience. Mr. Bowling has also been in-

strumental in bringing out new talent by giving it a chance to be heard.

In keeping with this aggressive program, the Ward Bowling Music Co., is a thoroughly up-to-the-minute store. Founded in 1926, it is one of the largest music stores in southern California, having a 200-foot front. All standard brands of receivers are stocked.

All listening rooms are completely sound-proofed for the advantageous demonstration of radios and record players. A large stock of Columbia, Victor, Capitol and Decca records is carried.

The firm also handles pianos, organs, Buscher band instruments, Lurwig and L. W. Leedy drums.

The recording department has a complete studio for professional recordings.

Lines for proper demonstration of television receivers have been installed and showings are given regularly. On or about March 10, television receivers will be on hand for delivery in at least four makes: Philco, RCA, Motorola and Stromberg-Carlson.

S. M. BOOKEE

## New Parts Lines Added By Cooper Organization

Cooper & Co., 114 West Forty-second street, New York City, manufacturers representative organization, has been appointed representative for the radio and electrical trade of the Parisian Novelty Co., Chicago, manufacturer of plastic parts for radios. The firm makes dial faces, windows, name plates and other special laminated components.

Another line recently acquired by the Cooper firm is that of the Resistance Products Co., Harrisburg, Pa., maker of resistors.

Reconstituted since VJ-Day, the Cooper & Co. personnel is entirely composed of veterans. Philip Cooper and M. J. Sussman, partners in the firm, are ex-Signal Corps men.

## Emerson Radio Appoints Pacific-Northwest and Mid-Western Sales Reps

Charles Weisser, Emerson Radio and Phonograph Corp. sales manager, last week announced the appointment of Clifford Knapp of Denver, Colo., as a company sales representative in the Pacific-Northwestern area. His territory will include Portland, Seattle, Spokane, and Billings, Montana. Prior to joining Emerson, Mr. Knapp was affiliated with the Larson Distributing Co. of Denver in the capacity of sales manager. He also served as a member of the sales organization of the B. K. Sweeny Electrical Co. of the same city.

Leslie M. Graham of Indianapolis, Ind., was also named as a company sales representative, in the Mid-Western area. His territory will include Louisville, Indianapolis, Dayton, Cincinnati, Columbus, and Fort Wayne. Prior to joining Emerson Mr. Graham was affiliated with the Peerless Electrical Supply Co., of Indianapolis. He also served as employment manager for the RCA plant at Indianapolis.

## Hy-Art Firm President Confers With Suppliers

Harry Finkelstein, head of the Hy-Art Co., New York City manufacturers' representative, returned from Chicago last week after having paid a visit to his suppliers.

While in Chicago, Mr. Finkelstein conferred with William Charney, head of W. M. C., Inc., socket manufacturer; and with Fred Gold, of Aetna Radio Service, manufacturer of the "Change-rak" and "Chassirak" items for record changer and radio repair.

The Hy-Art firm is eastern representative for these products.

## SEATTLE FIRMS LAY STRESS ON SERVICE

SEATTLE, WASH., Friday — Back at the advent of radio in Seattle was a firm doing business in units that adapted coal burning ranges to oil burners. It was known as the Oxo Gas Co. and was operated by Fred Bertolani. He carried a stock of parts for his contraptions, had a flare for things mechanical and found it easy to stock wire, crystals and the gadgets for building home receiving radio sets. That was in the Twenties.

The business later became the Oxo Radio Co. and finally, along in the Thirties, at the outset of the popularization of radios in automobiles, became known as the Car Radio Co. About three years ago, after the death of Mr. Bertolani, the business was purchased by Allan Benson, who is continuing the operation, largely as a trade shop.

The Car Radio Co. is undoubtedly the oldest exclusively radio establishment in the Pacific Northwest and stocks a long list of popular makes, including Motorola, Philco, Zenith, Gilfillan, Fada, Sentinel, Setchell-Carlson, Packard-Bell, and other makes from time to time.

Joe Knapp is the manager of the institution and has been engaged in every phase of the business for over twenty years. Not only has he done service work, but he has sold, and now directs buying, installation, financing and the general conduct of the Car Radio Co. business.

Service is the long end of the firm's activity. Never, during the long months of shortages while the war was in progress, was the shop without ingenuity, although it may have been without tubes, and at times, parts. Service continues as the most important factor in the operation today.

—DUD BROWN.

**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

The Western Auto Supply Co., operator of a chain of retail stores handling automotive and radio products, reported a net income for 1946, after taxes, of \$7,546,828. This compares with a net income of \$2,718,306 in 1945.

**TO GATHER THE NEWS  
FOR YOU—**

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

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

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

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

\* Ultra High Frequency

## Toledo Appliance Dealers Ass'n Elects Frank Moran as President

LASALLE & KOCH STAGES RADIO AND APPLIANCE SHOW  
Organization Announces Active Program for Coming Months — Station WSPD Given Television License — Scott Sales Co. Incorporated — Toledo Merchandise Co. Has New Service Department.

TOLEDO, OHIO, Monday—Members of the Toledo Appliance Dealers Association at their annual meeting held in the Willard Hotel last week, elected Frank Moran of the Ohio Appliance Co., president. Other officers elected were Henry Torrence, of Torrence Radio Co., vice president; David Warsell, of Gross Electric Co., treasurer, and Norman Oakes, of Oakes Radio Service Co., secretary.

Directors named were Cornelius Chew, Chew Appliance Co., Sylvania, C.; Frank Rogers, Rogers Appliance Co., Maumee, O.; Charles Chambers, Fix It Shop; W. W. Gravelle, Gravelle Furniture Co., and James A. Norton, assistant manager, Norton Hardware Co.

President Moran has announced the following association goal for 1947—first, to protect the public from fraudulent and misleading advertising; second, to uphold and defend the fair trade laws of Ohio and third, to encourage even a greater number of fair dealing advantages.

WSPD Toledo radio broadcasting station has been granted a television license. It will erect a studio in South Superior street and promises television shows for Toledoans in about a year.

Toledo radio dealers report phenomenal interest on the part of customers and a growing demand for television sets.

The Scott Sales Co., Toledo radio, hardware and household distributing firm was incorporated in Columbus this

week with authority to capitalize up to \$100,000. James M. Flora is president and his wife Zeida, secretary, of the firm which they founded a year ago after each had been discharged from the service.

With general offices and a warehouse at Page and Locust streets, the company now employs six salesmen and does business in thirty-one northwestern Ohio and six southeastern Michigan counties.

Everett E. Taylor, manager of the commercial refrigeration division of the Toledo Merchandise Co., 31 South Superior street, announced today the organization of a commercial refrigeration service department with Floyd Peiffer in charge.

Toledo Merchandise distributes Weber refrigerators, Olympic radios, small appliances and a general line of household appliances.

Joseph B. Smith, president, announced the incorporation of the Joseph B. Smith Co., Edison Building, this week. Mr. Smith said today that the expanding operations of the company which was founded in 1931 made the incorporation necessary.

At the same time he announced the promotion of James P. Printy to sales manager of the appliance division. The concern distributes throughout the Tri-State area.

E. S. Wright, Youngstown, Ohio, first vice president of the National Association of Refrigeration Contractors, will address the first dinner meeting of

the newly organized Refrigeration Contractors Association of Northwestern Ohio in the Kin Wa Low restaurant.

Members from Toledo, Fremont, Whitehouse, Findlay, Tiffin, and Clyde, Ohio, as well as from Monroe, Mich. will attend. Judge Harvey G. Staub will speak and M. E. Runge, Toledo, will be toastmaster. The local organization was chartered in October 1946 and maintains headquarters at 139 North Erie street. Paul D. Sizer, Toledo, is president.

Arnolds, Inc., with 250 shares of stock, was incorporated by C. C. MacGinnis and others this week. The company will take over the retail end of the appliance business at Fulton and West Delaware.

William T. Hudson, president of the Hudson Furniture Co., 3476 Collingwood boulevard, said today that the structure destroyed by fire and occupied by the company at that time is being rebuilt. The house will reopen in the Spring with a full line of major appliances and kitchen and laundry equipment as well as furniture.

The Lasalle & Koch Co., affiliate of R. H. Macy Co., New York, held its own appliance-radio show the past week. It started with elaborate window displays of Bendix washers, refrigerators and ranges in the spacious windows on Huron street. These were followed with some of the most attractive radio-phonograph combination displays in the windows seen in this vicinity.

The displays were made up of Westinghouse's newest and finest and Crosley's last word in combinations. In an adjoining window the Ivers & Pond piano was on display. This is a new departure for the firm.

—JACK SCHLACKTER.

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

## WM. F. BARNES HEADS NEW RCA SALES UNIT

CAMDEN, N. J., Friday—Formation of a new sales section to market electron tube mounts and accessories, with William F. Barnes as manager, has been announced by T. A. Smith, general sales manager of the RCA Engineering Products Department.

The new tube mounts and accessories sales section will supply complete tube mountings, jackets, and assemblies for power and special purpose tubes for use in radio broadcasting and in high-frequency induction and dielectric heating applications in industry.

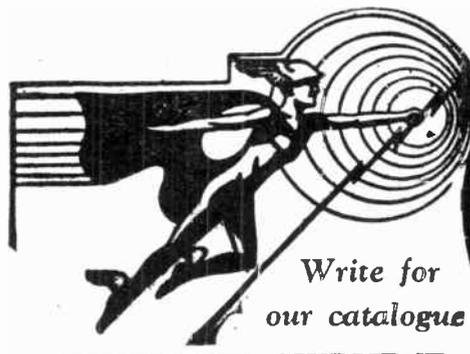
Products handled will include water jackets and forced-air cooling mounts for power tubes, and accessories including filament and grid connectors, stand-off insulators, and mounting clamps.

Mr. Barnes, who is an industrial engineering graduate of Ohio State University, has been with RCA for the past five years.

## A. M. Haubrich Succumbs; Former Stromberg Official

DETROIT, MICH., Friday — Funeral services were held here on Wednesday for Alexander M. Haubrich, of 4943 Kenmore avenue, Chicago, retired executive of the Stromberg-Carlson Co. He was seventy-five years old and died on Saturday in University Hospital, Chicago.

Mr. Haubrich was manager of the Chicago office of Stromberg-Carlson Co. from 1906 to 1920, and head of its South American division from 1920 to 1930. He was acting Chicago manager from 1935 to 1938, when he retired. Mr. Haubrich was a bachelor.

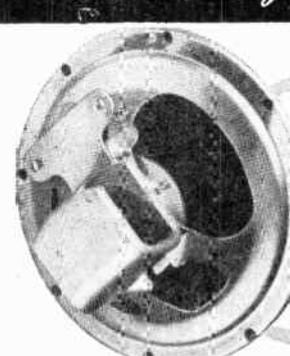


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**RADIO PARTS**

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

**QUAM Adjust-a-Cone SPEAKERS**



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

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



**Peerless**  
RADIO DISTRIBUTORS

**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

WISH TO BUY auto radio vibrators of 4-prong universal type. All size speakers, PM and Dynamic. All size condensers with nationally-known names, motors with turntables preferably Ballantine, volume controls with switches. Two tube and three tube radio kits. Box 803, RADIO and Television WEEKLY.

#### PARTS MANUFACTURERS

Opportunity available for services of manufacturers' representative having room for one more active account for the metropolitan New York area. Box No. 804, RADIO and Television WEEKLY.

SALE — SELSYNS 110AC 4½" dia. Bronze hi torque \$2.50 ohm Vitreous WW Resistors \$25 M; .002MFD 600-V Tubular \$15 M; Porcelain Feed-thru 3" bolt \$10 M; 5" bolt \$20 M; RK-60 Tubes \$24 C. Net cash. LECTRONIC RESEARCH, 5832 Hegerman, Philadelphia, Pa.

WANTED — Sales Representative for radio tube company. To cover key accounts in exclusive territory soon to be allocated. Write O. Meyer, 1521 Farwell Ave., Chicago 26, Ill.

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.

MANUFACTURERS' REPRESENTATIVE — Covering metropolitan and outlying area. seeks additional lines of radio parts and appliances. Background of lifetime experience in electronic and radio industry. Write Box No. 800, 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  
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 TUNERS 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.

#### PORTABLE CABINETS

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

TUBES: Available at 40c each—4,000 12A6, Jan. inspected, standard brand, regular factory packed, 100 to a carton. Write Box No. 802, RADIO and Television WEEKLY.

SALES ENGINEER — Age 32, eight years' experience in sales, broadcast installation, test engineer, and field representative. Presently employed by New York concern calling on jobbers and manufacturers throughout the country. Desires sales promotion on drawing account and commission basis in the New York or Philadelphia area. Car available. Box 801, RADIO and Television WEEKLY.

RADIO EXECUTIVE—General Manager, qualified by more than 20 years' highly successful record in every phase of management. Capable assuming full responsibility procurement, planning, production and sales. Box No. 799, RADIO and Television WEEKLY.

FOR SALE—23,000 radio tubes, guaranteed new. All except a few numbers are standard brands. Lots of good numbers included in this list. Write for list and discounts. Earl J. Budd, 318 S. Washington Avenue, Lansing, Mich.

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.

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 — WHOLESALERS — 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.

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

SALESMEN WANTED (2) to cover Metropolitan area with nationally known brand of radio. Telephone WOrth 2-3645.

## Sid Gatty Withdraws From Quaker Products

PHILADELPHIA, PA., Friday — Complete control of the Quaker Products Co., of this city, has been assumed by Herbert Weiner and Milton Schwartz. The interest formerly held by Sid Gatty has been relinquished as he is no longer with the organization.

Quaker Products Co. will continue as factory representatives in Philadelphia and adjoining territory. The firm maintains showrooms and offices at 146 North 10th street, this city, and serves the trade in the Philadelphia, Baltimore and Washington areas. The company plans to expand its operations by adding one or two more quality lines in the radio field.

# TUBES

Now you can line your shelves with many hard-to-get tubes from STANDARD ARCTURUS' diversified supply of W. A. A. surplus and regular tube stocks.

# TUBES

W.A.A. tubes are tested, serviced, and packaged.

# TUBES

Mail us your tube requirements *immediately*... and you will receive our monthly bulletins on available tubes.



**ARCTURUS**  
KNOW THE WORLD OVER

**STANDARD ARCTURUS CORP.**  
NEWARK 4, NEW JERSEY

WAR ASSETS ADMINISTRATION AGENCY

# 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



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.
- Apex Radio Corp. . . . . New York, N. Y.
- 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. . . . . Long Island City, 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.
- Hallcrafters Co., The . . . . . Chicago, Ill.
- Howard Radio Co. . . . . Chicago, Ill.
- Industrial Electronic Corp. . . . . Brooklyn, N. Y.
- International Detrola Corp. . . . . Detroit, Mich.
- Lear, Inc. . . . . Grand Rapids, Mich.
- Majestic Radio & Telev. Corp. . . . . St. Charles, Ill.
- Mason Radio Sales Co. . . . . New York, N. Y.
- Meek 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.
- Televox, Inc. . . . . Mt. Vernon, N. Y.
- Telicon Corp. . . . . New York, N. Y.
- Templetone Radio Mfg. Corp. . . . . New London, Conn.
- Trav-Ler Radio Corp. . . . . Chicago, Ill.
- 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.

## Electronics Manufacturers

- Bendix Radio Division . . . . . Baltimore, Md.
- DuMont Labs., Inc., Allen B. . . . . Passaic, N. J.
- Electronic Corp. of America . . . . . Brooklyn, N. Y.
- Emerson Radio & Phono. Corp. . . . . New York, N. Y.
- Fada Radio & Elec. Co. . . . . Long Island City, N. Y.
- Farnsworth Tel. & Radio Corp. . . . . Ft. Wayne, Ind.
- Federal Tel. & Radio Corp. . . . . Newark, N. J.
- 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.

## 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.
- Duosonic-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-Sonic Corp. . . . . New York, N. Y.
- Monarch Records, Inc. . . . . Brooklyn, N. Y.
- Musicraft Records . . . . . New York, N. Y.
- Musitron Co. . . . . Chicago, Ill.
- Peerless Album Co., Inc. . . . . New York, N. Y.
- Permo, Inc. . . . . Chicago, Ill.
- Presto Recording Corp. . . . . New York, N. Y.
- RCA Victor Division, RCA . . . . . Camden, N. J.
- Recordisc Corp. . . . . New York, N. Y.
- Recotone Corp. . . . . New York, N. Y.
- Sonata Electronics Corp. . . . . Chicago 5, Ill.
- Sorora Radio & Television Corp. . . . . Chicago, Ill.
- Sound Products Co. . . . . White Plains, N. Y.
- Steelman Radio Corp. . . . . Bronx 57, N. Y.
- Stirling 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.
- Universal Microphone Co. . . . . Los Angeles
- 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.
- Turg-Sol Lamp Yorks, Inc. . . . . Newark, N. J.

## Radio Parts Manufacturers

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

## 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.
- Triumf 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.



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